

## OUR 3 UNIQUES



### PROCESS

Proven process from start to finish.



### PRODUCT

Stand behind our product.



### PEOPLE

Our people are happy to do it.

## 3 YEAR PLAN

### 2027 Goals: Building for Growth

#### Homebuilding Excellence

- Volume: 142 homes | Revenue: \$95,000,000 | Margin: 14.5%

#### Operational and Financial Strength

- Cashflow Tool: Accurate insights for better decisions.
- Overhead Budget: A foundation for effective decision-making.
- Systems Integration: Full utilization of BuilderTrend and QBO across teams.

#### Sales and Marketing Innovation

- Internal Sales Team: Proven sales model FBA driving consistent success.
- Clear marketing strategy with measurable goals.
- A strong sales culture embedded throughout the company.
- Partnership/focus groups with nationwide builders.

#### People and Subcontractor Development

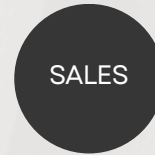
- Right People, Right Seats: Stabilized team with low turnover.
- Employee Growth: Programs that empower personal and professional achievement.
- Subcontractor Alignment: Vendors functioning as seamless extensions of the KRM team.

#### Technology and Design Leadership

- Cutting-edge AI tools for efficiency.
- Continuously evolving showroom to meet market demands and enhance customer experience.

#### Renovation Path Determined

## 2025 COMPANY GOALS



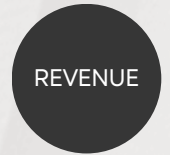
SALES

128 Sales and 133 Closings



PROFIT

11.20 % Gross Margin



REVENUE

\$77,375,000

\$1,000,000 billed in renovations

26 KRM lots consumed

|            | Sales | Closings |
|------------|-------|----------|
| KRM \$1.0M | 14    | 11       |
| KRM \$725k | 14    | 13       |
| KRM \$550k | 29    | 36       |
| KRM \$450k | 51    | 53       |
| SL \$320k  | 20    | 20       |

- 1 KRM functioning as a sales company that builds custom homes.
- 2 Full integration of field accountability chart with right structure, roles, and people.
- 3 Fully operational on QBO/BT for Estimating and Accounting.
- 4 Each team member setting and achieving personal and professional goals

*Our Purpose*

A Unique Building Experience that Makes People Happy

*Our Niche*

Make Building Easy

Accountable

Hardworking/  
Driven

Team  
Player

Positive Can-  
Do Attitude

Understand the  
Value of  
Reputation

Continuously  
Strive for  
Perfection

**OUR 3  
UNIQUES**



**PROCESS**

Proven process from start to finish.



**PRODUCT**

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**PEOPLE**

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**10 YEAR PLAN**

VOLUME

**175 Homes and  
75 Townhomes**

PROFIT

**16 % Gross  
Margin**

REVENUE

**\$145,000,000**

**The Future of KRM:  
Imagine the Possibilities**

At KRM, we're building more than homes —we're building a vision for what we can achieve together. Here's a glimpse of what KRM could look like in 10 years, and how you could play a role in shaping this future:

**Expanding Our Horizons**

- KRM Home Building Company
- KRM Renovations
- Commercial/Multi-Family Contracting and Project Management
- In-House Property Management for Rental Properties
- Internal Marketing and Website Development
- Interior Architecture and Plan Design
- Interior Design Company
- Vertical Integration
- Land Development

**Your Role in the Vision**

This vision can't happen without your creativity, dedication, and passion.

Picture yourself:

- Leading a department that designs and implements cutting-edge processes.
- Innovating in your field, bringing fresh ideas to life.
- Helping us break into new markets or launch new services.

**How We'll Get There**

To support this growth, we'll invest in you through:

- Career Development: Clear pathways to help you reach your full potential.
- Skill Building: Training and tools to adapt to evolving challenges.
- Collaborative Opportunities: The chance to work across departments to bring this vision to life.
- Personal Growth: Resources and support to help you achieve balance, build confidence, and grow both inside and outside of work.

**Together, we can transform KRM into a company that leads the industry in innovation, service, and excellence. Let's start building this future today.**

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