

REAL Professionals Network, LLC

REAL Intelligence, REAL Leads, REAL Deals.

Realprofessionalsfirst.com

Industry: Commercial Real Estate Professionals - Services Network

Management:

Rick Lackey, CEO
 Bob Burchfield, COO/CFO
 Jose Perez, CMO
 Tom Lennon, CIO

Board of Advisors:

Jerry Anderson
 Jay Cohen
 Gentry Ganote
 Ron Garmon
 Steve Korn
 Bob Martin
 George Slusser
 Wade Stribling

Revenues:

2010 projected \$ 0.1M
 2011 projected \$ 1.3M
 2012 projected \$ 3.7M
 2013 projected \$ 7.6M
 2014 projected \$12.6M

Previous Investment:

Convertible Debt: \$150K

Financing Sought:

Convertible note to \$1.0M, \$25K minimum

Use of Proceeds:

Market expansion, internet data base platform development

Company Contact:

Rick Lackey, CEO
 404-550-8700
RLackey@realprosnet.com

Business Description: REAL Professionals Network, LLC (RPN) is a membership network for independent commercial real estate companies that helps them make and keep more money. Members subscribe to an online web environment for secure lead exchange and referral management. The commercial real estate industry is highly fragmented. Approximately 90% of all commercial real estate firms are small companies, but they conduct the majority of all commercial real estate business. RPN provides a valued forum to leverage their specialized expertise(s), contacts, and collective size.

Unique Value Proposition: Our vision is to create a global network of commercial real estate professionals for every discipline with clients who are the "Who's Who" of public and private companies. Year-to-date, the Atlanta Chapter of RPN has generated over \$30 million of revenue opportunities for our members. RPN extracts market intelligence and revenue opportunities which are distributed and tracked to enhance our members' ability to capture business. RPN and its members will transform the way the commercial real estate service industry operates by connecting the fragmented majority of companies and leveraging their relationships, experiences, and buying power. In order to support the RPN model we are deploying an internet data base platform to deliver a variety of applications that will provide community based networking/data services, business leads, deal workflow management, client relationship management, and overall operational support.

Key Success Factors:

- High quality and financially productive of member meetings
- Rapid conversion of visitors into paying members
- Inherently lends itself to viral expansion to other cities
- Technology Partner investing to get web platform built

Key Risk Factors

- Rapid expansion into additional markets leads to unmanageable growth
- Very high margins may attract competition

Status: Atlanta chapter has 25 company members and is rapidly growing. Anticipate expansion into two additional markets in the next six months. Technology Platform to be deployed within 90-120 days

Funding structure preferred: Fulfill convertible note to \$1.0 million cap.

Exit Strategy: Strategic acquisition by a large real estate or business information company

Forecast (\$K)	2010	2011	2012	2013	2014
Revenue	59	1,314	3,694	7,628	12,627
Cash Flow	(509)	33	1,787	5,154	9,894

Forecast only includes 15 city expansion. Revenue forecast based only on membership revenues, does not comprehend potential other vertical markets expansion or other identified revenue streams.

THESE SECURITIES HAVE NOT BEEN REGISTERED UNDER THE SECURITIES ACT OF 1933 OR ANY STATE SECURITIES LAWS. THIS SUMMARY SHEET DOES NOT REPRESENT AN OFFER TO SELL ANY SECURITIES. This term sheet includes projections which may and may not be achieved. For full information you must request and review a copy of our full private placement memorandum