

**WORKSHOP
SERIES 2024**

MASTERING PROFORMAS & COMMUNICATING WITH INVESTORS

**APRIL 20
9AM-12PM
CLASSROOM D
SJCPL: MAIN BRANCH**

Access to capital and financing for a project is often the challenge that many small-scale developers fail to overcome. Once you understand a project's scope and have a general idea of the costs, it's time to dial in all the numbers and raise money from investors.

This hands-on session led by Bernice Radle, Jim Kumon and Mike Keen of *Neighborhood Evolution* will focus on how to truly understand soft costs, hard costs, operating expenses, and understand where to expect the unexpected. A better understanding of expenses through a project's completion and its aftermath will better prepare you for discussions with potential investors.

In order to talk about your deal with investors, you will likely need to have a multi-year cash flow projection to show them how you will use their money and pay it back with interest over time. Additional time will be dedicated focusing on the mechanics and layout of the proforma spreadsheet to understand the formulas and concepts that help communicate clearly to investors and banks. Great session for beginners and more experienced small developers.

