


# BUSINESS PLAN: LAND SHARK, INC.

Contributor to the Blueprint for Global Expansion and Social Transformation



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Land Shark, Inc.

The Black Flag  
Brandon Michael Jeanpierre Corporation

# BUSINESS PLAN: LAND SHARK, INC.

## I. Executive Summary

Land Shark, Inc. is a transformative real estate development and management subsidiary under The Black Flag's umbrella. Operating as a for-profit entity, it is dedicated to addressing systemic inequities in the housing market by acquiring undervalued properties and converting them into affordable, community-focused housing. The company employs innovative financing through HUD subsidies, strategic partnerships, and tenant-centric engagement to ensure profitability while contributing to The Black Flag's equity-driven mission. By Year 5, Land Shark, Inc. is projected to generate \$15 million annually and house thousands of individuals in high-impact regions.

## II. Company Description

### Mission Statement:

To use real estate as a platform for fostering equity and sustainability, ensuring access to affordable housing for underserved communities while delivering robust financial returns.

### Vision:

To become a leader in equity-focused real estate development, providing scalable, sustainable housing solutions that inspire systemic change.

### Core Objectives:

- Establish a scalable model for acquiring and converting properties in volatile real estate markets.
- Deliver measurable community impact through affordable housing initiatives<sup>1</sup>.
- Generate long-term financial sustainability, reinvesting profits into operational expansion and The Black Flag's initiatives.

### Key Philosophies:

- **Equity-Driven Growth:** Prioritizing underserved communities while maintaining financial viability.
- **Sustainability:** Employing green renovation techniques and long-term energy efficiency solutions.
- **Community Integration:** Building partnerships with local governments, non-profits, and stakeholders to maximize tenant outcomes.

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## III. Market Analysis

### Market Overview:

The U.S. housing market faces an artificial shortage of affordable housing units, with demand far outstripping supply. Urban centers, in particular, suffer from inflated property values, making homeownership unattainable for many. This can be quantitatively attributed to insufficient wages to meet poorly scoped pricing and poorly performed market analyses in tandem with ill-designed qualification metrics for tenancy having flooded the United States housing market on the whole. In response, the following adjustments to a standard real estate acquisition model have been designed.

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## Target Market Segments:

- **Low-to-Moderate-Income Households:** Families and individuals earning less than 300% of the area median income (AMI)<sup>ii</sup>.
- **Local Governments:** Municipalities looking for partners in housing stability programs.
- **Non-Profit Organizations:** Agencies assisting individuals transitioning out of homelessness or unstable housing.

## Industry Trends:

- Increased allocation of federal funding for affordable housing (e.g., HUD initiatives).
- Over exertion of economic resources in purely profit-driven, bare minimum qualifications for HUD subsidies.
- Over saturation of housing markets with low quality housing well above AMI, leading to far more supply than demand, but continuing to negatively impact multiple markets by proxy (national and global economies and commerce) with false claims of housing shortages for the sake of perpetually qualifying for the bare minimum to receive HUD subsidies for profit while catastrophically exacerbating the market issues at hand by introducing multiple redundant network loops into the ecosystem (market and economy), inevitably leading to structural, economic, and social decay (as proven through a multitude of occurrences throughout the 20<sup>th</sup> and 21<sup>st</sup> centuries to date).
- Growing interest in Public-Private Partnerships (PPPs) to address housing inequities, whereas the already funded and purely profit-driven majority of private entities in this sector continue to introduce the aforementioned dangerous network loops into the ecosystem, requiring an apparent redirection or throttling implementation for sustainability.
- Adoption of green construction practices to improve cost efficiency and sustainability<sup>iii</sup>.

## Competitive Landscape:

Land Shark, Inc.'s competitive edge lies in its multi-pronged approach: combining real estate acumen with community-focused initiatives and leveraging The Black Flag's ecosystem for operational synergies.

## IV. Organizational Structure

### Legal Structure:

Land Shark, Inc. is incorporated as a for-profit entity under The Black Flag's organizational umbrella, allowing it to reinvest profits directly into the parent organization's equity-driven mission.

### Governance:

- **Board of Directors:** Ensures alignment with The Black Flag's strategic goals.
- **Executive Team:**
- **CEO:** Oversees acquisitions, strategy, and stakeholder relationships.

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- Finance Director: Manages grants, lease revenue, and financial compliance.
- Operations Manager: Handles property procurement, oversees renovations<sup>iv</sup>, and appropriate assignment of property management<sup>v</sup>.

## Operational Framework:

- Regional offices in high-priority markets to streamline acquisitions and renovations<sup>vi</sup>.
- Partnerships with local contractors, sister corporations, and co-operative organizations for all functions beyond acquisition.

## V. Services

### Primary Services:

#### 1. Real Estate Acquisition:

- Identifying undervalued properties in underserved urban areas.
- Recovery of short-sales and foreclosures at well below market value, thus making the current occupant a de-facto tenant and lease holder. With the minimized investment and full acquisition without lien, 10% of tenant income remains significant profit further elevated by a guaranteed qualification for HUD subsidies. In the occurrence of 0% retrievable profit, retaining the de-facto tenant continues to be guaranteed qualification for subsidy through HUD and remains purely profit.<sup>vii</sup>
- Negotiating purchases at below-market rates through HUD programs and government incentives.
- Identifying other non-recoverable short-sales, tax liens, foreclosures, or other REO<sup>viii</sup> to release to the public in the same manner defined above for recoverable short-sales and foreclosures. Direct lease or deliverable fulfillment for The Black Flag will be determined upon acquisition through a chain of custody and review yet to be drafted hereto.

#### 2. Affordable Housing Development:

- Renovating properties with an emphasis on sustainability and energy efficiency.<sup>ix</sup>
- Ensuring compliance with HUD standards and local housing codes.<sup>x</sup>

#### 3. Property Management:

- Leasing units to low-to-moderate-income tenants. With the HUD bare minimum requirement being 30% of a tenant's income, this model is designed to lock in this revenue stream with a requirement of 0-10%, indiscriminate of what that income may be (i.e., a tenant that makes \$30K/yr pays 10%, a tenant that makes \$200K/yr pays 10%, a tenant that makes \$0/yr pays 0% and all deliverables are of the highest grade consumer quality regardless of income or market).

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- Once the markets begin to stabilize as a result of these aggressive methods, the 10% can be reduced to 2-5% for tenants earning income and continue to be profit-generators while continuing to triage profit as an auxiliary function. The high profit-margins then become merely resultant and sustainable.

## Value-Added Services:

- **Green Building Retrofits:** Reducing tenant utility costs while contributing to environmental goals.<sup>xi</sup>
- **Community Engagement Programs:** Tenant support for financial literacy, job placement, and life skills training.

## VI. Marketing and Sales Strategy

### Positioning Statement:

Land Shark, Inc. positions itself as a mission-driven yet profit-generating (an independent, auxiliary function) real estate company, offering high-quality, affordable housing solutions that benefit tenants, stakeholders, and the broader community.

### Marketing Channels:

- Direct outreach to municipalities and non-profits for collaborative housing projects, whereas the model and design intrinsic in The Black Flag and its subsidiaries shall remain at their discretion, but municipalities and co-operative organizations that have become beneficiaries of these campaigns will use their existing resources to assist with marketing needs as required.
- Public relations campaigns showcasing success stories and community impact.
- Digital platforms to engage potential tenants and highlight available properties.

### Sales Strategy:

- Establish long-term lease agreements with tenants at affordable rates.
- Collaborate with local organizations for tenant placement and wraparound services.

### Retention Strategies:

- High-quality tenant experience through responsive property management.
- On-site programs that foster community, build skills, and improve tenant outcomes.

## VII. Financial Plan

### Revenue Streams:

1. Affordable housing leases.<sup>xii</sup>

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2. HUD subsidies for transitional housing projects.<sup>xiii</sup>
3. Strategic property sales to reinvest in high-priority regions.

## Projected Financials:

Year	Revenue	Operational Costs	Net Profit
1	\$2M	\$1.6M	\$0.4M
3	\$8M	\$5.6M	\$2.4M
5	\$15M	\$11M	\$4M

## Capital Requirements:

- **Year 1 Funding Needs:** \$5M.
  - \$3M for property acquisition.
  - \$1M for renovations and operational setup.
  - \$1M for staffing and marketing.

## Funding Sources:

- HUD and DOE grants.
- Private investments.
- Reinvestment of operational surpluses.

## VIII. Risk Management

### Identified Risks:

1. Market Volatility: Real estate price fluctuations in target regions.
2. Tenant Retention: Challenges in maintaining occupancy rates.
3. Regulatory Changes: Shifts in HUD funding or housing policies.

### Mitigation Strategies:

- Geographic diversification of properties to balance market risks.
- Strong tenant onboarding and support programs to ensure satisfaction.
- Close monitoring of policy trends and proactive adjustments to strategy.

## IX. Impact Metrics

### Key Performance Indicators (KPIs):

- Number of housing units developed.
- Occupancy rates (target: 95%+).<sup>xiv</sup>

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- Percentage of tenants improving financial stability or moving to homeownership.
- Annual revenue reinvested into community-focused programs.

## Community Outcomes:

- Reduction in housing insecurity in targeted areas.
- Economic revitalization through job creation and tenant engagement programs.

## X. Conclusion

Land Shark, Inc. is uniquely positioned to combine profitability with transformative social impact. By addressing critical gaps in affordable housing through strategic property acquisitions and robust tenant engagement programs, it promises substantial returns for investors and meaningful change for underserved communities. With its alignment to The Black Flag's mission, Land Shark, Inc. represents a scalable, sustainable, and impactful business opportunity.

<sup>i</sup> Acquisitions assessed suitable for requisition for core deliverables processed by The Black Flag for reassignment to appropriate subsidiary, division, or co-operative organization. Acquisitions assessed suitable for redistribution as housing, processed by internal department for HUD subsidies at 20+% below the minimal requirement for funding.

<sup>ii</sup> This is designed as a direct mitigation of the economic harm caused by the industry wide practice of requiring prospective tenants to earn three(3) times the rent of a given residence, most commonly negligent of the median income of a given locale.

<sup>iii</sup> Often as recent regulatory compliance likely to be removed, but this method has been built into this entity's model, negating any change of political tide.

<sup>iv</sup> To be executed by a sister corporation or co-operative organization within and guided by the non-profit mission of the parent corporation.

<sup>v</sup> To be managed by a sister corporation or co-operative organization within and guided by the non-profit mission of the parent corporation.

<sup>vi</sup> The physical location of any given asset is highly adaptable as the primary functions of this entity are executed solely on digital platforms, allowing for a primarily remote workforce, further reducing overhead by not having high real estate demands for a real estate acquisition firm.

<sup>vii</sup> Profit that only increases as the aggressive nature of this model, its sister corporations, and parent corporation begin to saturate the market with equitable stagnation.

<sup>viii</sup> Real Estate Owned Property.

<sup>ix</sup> Contracts will be awarded to sister corporation, Bye, Felicia, Inc. by design of the model dictated by the Blueprint for Global Expansion and Social Transformation and the Non-Profit Bylaws of the parent corporation, The Black Flag.

<sup>x</sup> Much more efficiently achieved and maintained by fulfillment of the item listed above, as designed.

<sup>xi</sup> Funded and executed in conjunction with sister corporation, Bye, Felicia, Inc.

<sup>xii</sup> 10% or less of tenant household income.

<sup>xiii</sup> Transitional housing candidates to be processed by The Black Flag for assessment of viability for requisition and reassignment to Building Futures Initiative Deliverable R016: Pirate Haven, managed by sister corporation Pirate Haven, Inc.

<sup>xiv</sup> Current housing markets nationwide in the United States position demand to exceed supply, increasing likelihood revenue targets are either on or exceed current projections.





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Final Audit Report

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