

DUNLOP & BUTLER



TINY HOME EXPERTS & BROKERS

PITCH DECK PRESENTATION



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About Our Company

Dunlop & Butler, Tiny Home Experts and Brokers, will operate as a niche, innovation-driven business serving the fast-growing Tiny Home and Accessory Dwelling Unit (ADU) markets. Dunlop And Butler plan to develop the first major Mobile App software for the Tiny Homes marketing industry. The company will connect individuals looking to buy or build a Tiny Home or add an ADU to an existing property with trusted manufacturers, sellers, and qualified ADU contractors.

To support this mission, Dunlop & Butler will develop a USA-based nationwide website and digital platform that unites all key players in the Tiny Home and ADU industry. This centralized hub will make it easier for buyers, builders, contractors, equipment suppliers, and financing partners to connect and collaborate, helping create more accessible and affordable housing solutions.

At its foundation, Dunlop & Butler will focus on addressing America's affordable housing crisis by expanding alternative homeownership opportunities through Tiny Homes and ADUs.

The company will simplify the process for clients by offering guidance, education, and financial support, while reducing the common barriers that prevent many individuals and families from securing safe, affordable housing.



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& BROKERS



OUR VISION

Dunlop & Butler will envision a future where every individual—regardless of income, background, or circumstance—has access to affordable, sustainable, and dignified housing through Tiny Homes and Accessory Dwelling Units (ADUs).

OUR MISSION

The mission of Dunlop & Butler LLC will be **“To provide resources, education, financial assistance, and advocacy to support individuals and families in acquiring or building Tiny Homes and ADUs.”**

Five Pillar Concept

Pillar One – Tiny Home Manufacturer Referrals

- A. Commissions received from Tiny Home manufacturers, generally in the range of 5% of the sales price of each Tiny Home sold or built through our referral system.
- B. Referral fees (amount TBD) received from consumers or homeowners for matching them with their desired Tiny Home manufacturer.

Pillar Two – ADU Contractor Referrals

- A. Commissions received from contractors who build ADUs for our customers, generally in the range of 5% of the final ADU construction cost.
- B. Referral fees (amount TBD) received from homeowners for connecting them with vetted ADU contractors through our platform.

Pillar Three – Financial Institution Referrals

- A. Commissions (amount TBD) earned for referring customers to financial institutions that close loans for the purchase or construction of Tiny Homes.
- B. Commissions (amount TBD) earned for referring customers to financial institutions that close loans for ADU construction on existing properties.

Five Pillar Concept

Pillar Four – Advertising and Platform Membership

- A. Revenue generated through advertising fees charged to member Tiny Home manufacturers, independent equipment providers, sellers of existing Tiny Homes, and ADU contractors using our platform to market their services.
- B. This model will include a monthly subscription fee (amount TBD) to be featured on the platform. In addition, a revolutionary “Tiny Homes & ADUs Classified Ads” section will be accessible through our website, allowing members of the general public to post listings for a monthly fee (amount TBD).

Pillar Five – Flagship Publication Sales

- A. Revenue generated from sales of Dunlop & Butler’s flagship publication, *“Everything You Need To Know About Tiny Homes & ADUs.”*
- B. The publication will be available through Amazon and the company website in multiple formats, including e-book, Amazon Audible, paperback, and hardcover, with pricing ranging from \$2.99 to \$14.95.

Our Industrial Background



The Tiny Home and ADU industries are growing rapidly due to America's affordable housing crisis, rising home prices, urban density, and increased environmental awareness.

Tiny Homes are gaining popularity because they offer a more affordable, minimalist, and sustainable alternative to traditional housing.

Market growth is supported by lifestyle flexibility, mobile living trends, smart home technology, and wider use in rentals and hospitality (such as Airbnb and glamping).

The ADU market is expanding strongly, especially in high-cost states, driven by housing shortages, zoning reforms, and increasing homeowner demand.

Financing options for Tiny Homes and ADUs are improving, with more lenders developing specialized loan products beyond traditional personal and RV loans.

These combined trends create a major opportunity for Dunlop & Butler to act as a central broker and trusted guide in the Tiny Home and ADU marketplace.

Market Needs & Demand Drivers

The growth of the Tiny Home and ADU markets is driven by structural changes in the housing economy, shifting demographics, and evolving lifestyle preferences. These factors create strong and sustainable opportunities for Dunlop & Butler to serve homeowners, investors, and communities seeking affordable, flexible, and practical housing solutions.



I. Rising Housing Costs

Increasing home prices and rents have outpaced income growth, creating demand for affordable alternatives like Tiny Homes and ADUs that reduce housing expenses while maintaining quality.

II. Urban Density and Limited Land Supply

High population density and scarce developable land in major cities make ADUs an attractive option to expand housing supply on existing lots without needing new land.

III. Rental Income and Investment Opportunities

Homeowners can generate supplemental income by adding ADUs or Tiny Homes, making these alternatives appealing for both affordable living and investment purposes.

IV. Multigenerational Living Patterns

Growing multigenerational households benefit from ADUs and Tiny Homes, which provide proximity to family members while maintaining privacy and independence.



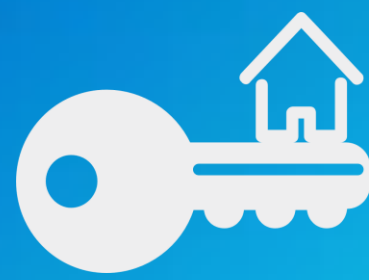
Business Concept (Brokerage + Advocacy)

Dunlop & Butler operates under a distinctive **Brokerage + Advocacy** model that combines expert guidance, consumer education, ethical support, and financing access into one streamlined service. Instead of functioning as a traditional broker focused only on closing transactions, the company serves as a trusted consultant and concierge—supporting clients from the earliest planning stages through final move-in.



Housing Brokerage

Dunlop & Butler connects clients with vetted Tiny Home builders and ADU contractors nationwide, earning commissions by matching customers with the best providers based on budget, location, and lifestyle needs.



Education

The company equips consumers with clear information on zoning laws, regulations, construction standards, costs, and ownership expectations through online resources and its book, building confidence and reducing confusion.



Advocacy

Dunlop & Butler promotes transparency, fairness, and ethical building practices in a fragmented industry, while supporting broader adoption of Tiny Homes and ADUs as affordable housing solutions.



Financial Facilitation

The company simplifies financing by partnering with lenders and loan providers to help clients secure funding for Tiny Homes and ADUs, earning referral commissions while reducing financial barriers.

Our Services

I. Tiny Home Brokerage

Connects consumers with trusted Tiny Home manufacturers, offering transparent pricing, quality assurance, and end-to-end support from selection through delivery.

II. ADU Contractor Matching

Matches homeowners with vetted ADU contractors who understand local zoning, codes, and construction requirements, reducing risk and ensuring compliant, high-quality builds.

III. Loan Referral Programs

Provides access to specialized Tiny Home and ADU financing through trusted lenders, helping clients secure affordable and flexible loan options.

IV. Educational Guides & Publications

Delivers comprehensive resources, including *Everything You Need to Know About Tiny Homes & ADUs*, to educate consumers on planning, building, financing, and ownership.



Our Services



V. Workshops & Consulting Services

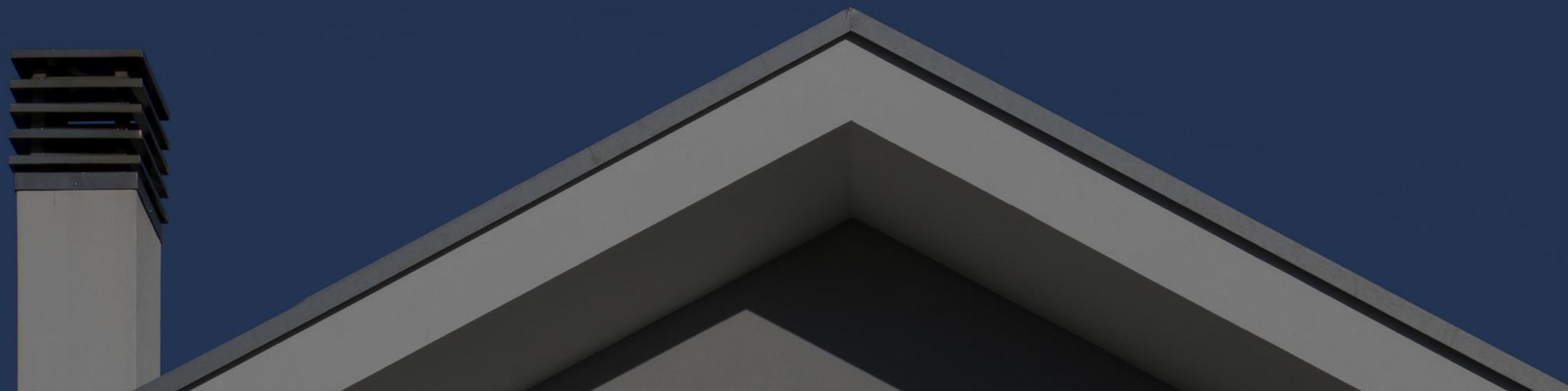
Offers workshops, webinars, and one-on-one consulting to guide clients through regulations, cost planning, sustainable building, and project execution.

VI. Online Marketplace

Operates a centralized digital platform where users can explore Tiny Homes, connect with contractors and lenders, access resources, and engage with the Tiny Home and ADU community.

VII. Community Outreach Programs

Supports veterans, seniors, low-income families, and other underserved groups through education, partnerships, and advocacy to expand access to affordable housing solutions.





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Strengths (Internal Positives)

- Nationwide reach, serving clients across the U.S.
- Offers financing support and loan options for customers.
- Provides advocacy services, including zoning, permits, and regulatory guidance.
- One-stop solution combining product access, guidance, and financial services.
- Strong brand reputation for reliability and customer support.



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Weaknesses (Internal Negatives)

- Higher operating costs due to full-service model.
- Complex operations managing nationwide services, financing, and advocacy.
- Dependence on the niche Tiny Home and ADU market limits diversification.



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Opportunities (External Positives)

- Rising housing costs increase demand for affordable alternatives like Tiny Homes and ADUs.
- Urban density and zoning reforms support accessory dwelling unit development.
- Growing consumer preference for sustainable, energy-efficient housing.
- Rental income potential from ADUs and Tiny Homes appeals to homeowners and investors.



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Threats (External Negatives)

- Competition from local brokers and manufacturers targeting niche or budget markets.
- Regulatory changes could disrupt operations or slow development.
- Economic fluctuations, including interest rate increases, may reduce financing uptake.
- Technological disruption in construction or digital platforms could alter traditional business models.

Implementation & Growth Strategy

Year / Phase	Key Initiatives	Goals & Outcomes
2026 – Platform Development & Strategic Partnerships	<ul style="list-style-type: none"> • Build a proprietary digital platform integrating Tiny Home and ADU listings, contractor matching, financing resources, and educational content. • Establish partnerships with vetted contractors, lenders, and manufacturers nationwide. • Launch initial marketing campaigns, including SEO, social media, and influencer collaborations. 	<ul style="list-style-type: none"> • Create a centralized hub for consumers. • Secure a strong network of reliable partners. • Generate early traction and brand awareness.
2027 – National Launch	<ul style="list-style-type: none"> • Officially launch the platform nationwide. • Expand marketing efforts to key urban and high-demand regions. • Roll out a full suite of services, including Tiny Home brokerage, ADU contractor matching, and loan referral programs. • Host workshops and webinars to educate and attract consumers. 	<ul style="list-style-type: none"> • Achieve measurable customer adoption and engagement. • Position Dunlop & Butler as a trusted national brand. • Begin generating consistent revenue streams across all five pillars.
2028 – Operational Scaling & Efficiency	<ul style="list-style-type: none"> • Increase staffing selectively to support higher transaction volumes. • Optimize platform functionality and user experience based on feedback. • Expand advertising and subscription offerings. • Explore regional fulfillment centers for quicker service delivery and support. 	<ul style="list-style-type: none"> • Ensure scalable operations to meet growing demand. • Enhance client satisfaction and retention. • Improve operational margins and profitability.

Implementation & Growth Strategy

<p>2029 – Global Expansion Preparation</p>	<ul style="list-style-type: none"> • Conduct market research and feasibility studies for international markets. • Begin compliance assessments for global construction, financing, and zoning regulations. • Establish relationships with potential international partners and distributors. 	<ul style="list-style-type: none"> • Identify high-potential global markets. • Prepare a strategic entry plan to expand beyond the U.S. • Build brand recognition as a global housing solutions provider.
<p>Ongoing – Nonprofit Arm Launch</p>	<ul style="list-style-type: none"> • Formally establish Dunlop & Butler’s nonprofit arm focused on affordable housing and community outreach. • Launch programs supporting underserved populations, veterans, seniors, and low-income families. • Collaborate with government agencies, nonprofits, and community organizations. 	<ul style="list-style-type: none"> • Enhance corporate social responsibility profile. • Strengthen community engagement and brand loyalty. • Provide social impact while creating synergy with core business operations.
<p>Ongoing – Strategic Acquisitions & Partnerships</p>	<ul style="list-style-type: none"> • Identify and acquire complementary businesses or technologies in Tiny Home manufacturing, ADU construction, or fintech for housing. • Form strategic alliances with additional contractors, lenders, and tech platforms. 	<ul style="list-style-type: none"> • Accelerate growth through acquisitions and partnerships. • Expand service offerings and geographic reach. • Consolidate market leadership and competitive advantage.

Social Impact & Advocacy

Housing for Underserved Populations: Dunlop & Butler supports veterans, seniors, low-income families, and individuals with disabilities by improving access to affordable Tiny Homes and ADUs.

Policy Reform Advocacy: The company works with policymakers to reduce zoning and permitting barriers and expand legal, affordable housing opportunities.

Promotion of Sustainable Building Practices: Dunlop & Butler encourages eco-friendly construction through energy-efficient designs, responsible materials, and green building education.

Community Development Programs: The business strengthens neighborhoods through workshops, partnerships, and community-based programs that promote local growth and engagement.

Environmental Footprint Reduction: Dunlop & Butler reduces environmental impact by prioritizing sustainable operations and low-impact housing development practices.



Marketing Strategies

Strong Brand Positioning as a Housing Advocate

Dunlop & Butler builds trust by guiding clients through Tiny Home and ADU decisions.

Digital Marketing: SEO, Social Media, and Influencer Collaborations

The company increases visibility through SEO, social media content, and influencers.

Strategic Partnerships with Contractors and Lenders

Partnerships with builders and lenders make services faster, easier, and more reliable.

Government and Nonprofit Collaborations

Working with agencies and nonprofits improves access to housing resources and support.

Loyalty Programs and Referral Incentives

Rewards and referrals encourage repeat customers and new client leads.





Company Management

William "Bill" Dunlop & Stephen (Steve) Butler

founded Dunlop & Butler with a shared mission to increase access to affordable, sustainable housing.

Grounded in community service and a genuine desire to help others, they bring a strong combination of compassion, vision, and leadership to the company.

Their dedication to delivering practical, real-world housing solutions continues to shape and drive Dunlop & Butler's purpose.

Financial Requirement

Dunlop & Butler, Tiny Home Experts and Brokers, is structured to be both practical and scalable, with revenue projections that reflect steady, sustainable growth and consistent reinvestment each year. Operating in a rapidly expanding industry, the company's commission-based forecasts are built on conservative, achievable assumptions focused on realistic market entry rather than inflated expectations. To support early-stage

growth, Dunlop & Butler is seeking an initial investment of **\$500,000.00 TO ONE MILLION** to fund platform development, marketing efforts, staffing, and essential operational infrastructure.

In return, the company is offering **10%–15% equity ownership**, giving investors the opportunity to share in a business positioned for strong long-term growth and value creation. Capital will be strategically reinvested to accelerate expansion, strengthen partnerships, and broaden market reach, supporting financial stability and competitive investor returns.



Financial Summary

	2027	2028	2029
Revenue	\$655,000	\$1,975,000	\$5,400,000
Cost of Sales	\$80,000	\$140,000	\$300,000
Gross Profit	\$575,000	\$1,835,000	\$5,100,000
Total Expenses	\$570,000	\$840,000	\$1,490,000
Profit Before Taxes	\$5,000	\$995,000	\$3,610,000
Net Profit	\$4,000	\$796,000	\$2,888,000
Net Profit Margin	1%	40%	53%

Financial overview

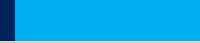
\$6,000,000
\$5,000,000
\$4,000,000
\$3,000,000
\$2,000,000
\$1,000,000
\$0

2027

2028

2029

■ Revenue ■ Cost of Sales ■ Net Profit



Investor Opportunity: Partner with Dunlop & Butler to Scale Affordable Tiny Home & ADU Solutions Nationwide

Dunlop & Butler, Tiny Home Experts and Brokers invites forward-thinking investors to join a scalable venture positioned at the center of the rapidly growing Tiny Home and ADU housing movement. Built on realistic projections and conservative market assumptions, the company is designed for steady revenue growth through commission-based transactions, strategic partnerships, and a nationwide digital platform.

To accelerate early-stage growth, Dunlop & Butler is seeking an initial capital investment of \$500,000.00 TO ONE MILLION to support platform development, marketing expansion, staffing, and operational infrastructure. In return, the company is offering 10%–15% equity ownership, allowing investors to participate directly in a high-potential business with strong long-term value creation.

With a clear reinvestment strategy focused on scaling operations, strengthening partnerships, and expanding national reach, Dunlop & Butler offers investors an opportunity to support a purpose-driven housing solution while earning attractive returns through sustainable growth.



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THANK YOU!

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