



Timberline Home Revival Business Plan



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Intro to Business
April 2026



Executive Summary:

Timberline Home Revival presents a comprehensive and strategically structured plan for building a high-integrity renovation and property-revival company that blends craftsmanship, transparency, and long-term community value. The document outlines a clear mission and vision, followed by a detailed explanation of the company's philosophy, operational standards, and commitment to elevating both homes and neighborhoods. It provides a full breakdown of service offerings, revenue streams, and the reasoning behind the company's quality-driven approach, supported by an analysis of industry challenges and the ethical standards that differentiate the brand. Readers gain insight into the target customer base, competitive landscape, and the company's unique positioning within Colorado's renovation and flipping market. The plan also includes a structured organizational roadmap that details current operations, future hiring needs, and the systems that will support scalable growth. A thorough financial section outlines startup costs, variable expenses, projected revenue, and multi-year performance expectations, offering a realistic view of the capital requirements and long-term potential. Together, the document forms a cohesive blueprint that demonstrates how Timberline Home Revival will grow into a trusted, multi-service renovation leader with a strong foundation for sustainable expansion.



Our Identity:

Timberline Home Revival

House Flipping and Revamp Services

OUR MISSION:

Give our customers their desired look and feel inside and outside their homes, with fast careful work because we care.

OUR VISION:

To redefine home revival by creating timeless spaces that inspire comfort, integrity, and lasting community value.

Timberline Home Revival is a trusted, well-coordinated house-flipping business that takes customers through the process of their desires for their remodel whether it be outside or inside, and then gets the work done efficiently and with quality. Whether it be a landscaping project outside or a construction project inside, we come to you with an estimate after a discussion of your wants and needs and proceed to get your work done with a bang-up job so you can step into your home with that brand-new accomplished feeling. We pride ourselves on clear communication and a smooth, stress-free experience from the first conversation to the final walkthrough. Every project is handled with craftsmanship, transparency, and a commitment to delivering results that exceed expectations.



What We Do:

Timberline Home Revival transforms houses into modern, move-in-ready homes that combine timeless design with durable craftsmanship. We specialize in full property renovations that elevate comfort, functionality, and long-term value, ensuring every home we touch reflects quality and integrity. Beyond selling our finished homes, we maintain select properties as long-term rentals and short-term stays, creating a steady, diversified revenue stream that supports continuous reinvestment in our projects. Our renovation packages allow homeowners to experience the same level of excellence without purchasing a new property, offering tailored upgrades for kitchens, bathrooms, exteriors, and outdoor spaces. Each service is designed to enhance both aesthetic appeal and structural reliability, blending modern convenience with lasting beauty. Through



our commitment to transparency, sustainability, and craftsmanship, we help homeowners and buyers alike achieve spaces that feel renewed and enduring.



The Problem with House Flipping:

Many other house-flipping businesses leave their customers worse off than before, often creating new issues through sloppy workmanship and poor preparation. These companies rush projects and rely on unqualified contractors who lack the skills required for the specialized work inside a flip. They frequently use cheap, low-grade materials while charging customers as if premium products were used, creating a misleading sense of quality. This careless approach not only compromises the integrity and longevity of the renovation but also places an unfair financial burden on the homeowner. As a result, customers are left with hidden problems, inflated costs, and the frustration of realizing the work was never done correctly in the first place.

How We Solve It:

Unlike other companies, we work to be the very best for each and every customer, delivering a level of care and precision that sets a new standard in the



industry. We use top-tier materials and partner only with highly qualified contractors, ensuring that every aspect of your project is completed with integrity and expertise—never the shortcuts or corner-cutting you see elsewhere. Timberline Home Revival guarantees that your flip will be structurally sound, visually stunning, and dramatically improved from its previous condition. Our team approaches every project with meticulous planning and transparent communication so you always know exactly what’s happening and why. By combining craftsmanship, accountability, and a customer-first mindset, we create results that not only meet expectations but consistently exceed them.

Our Process:

We operate with a clear, streamlined process that keeps every project organized, transparent, and on schedule. Our team will manage each renovation from initial assessment to final walkthrough, ensuring consistent quality and communication at every step. We will coordinate trusted subcontractors, designers, and inspectors to maintain high standards and efficient workflows. Every property—whether a flip, rental, or homeowner renovation—will follow a structured checklist to guarantee durability, safety, and long-term value. Through disciplined planning and reliable execution, we will deliver revived homes and upgraded spaces that consistently exceed expectations.



Our Customers:

Our target customers are homeowners between the ages of 30 and 44, a group that consistently leads the market in purchasing renovated, move-in-ready homes. I also work with many first-time buyers in their 20s, as well as families in their 40s and 50s who are looking for safe, functional, and beautifully updated spaces. According to Zillow, these buyers place a high value on modern landscaping, upgraded outdoor areas, and homes that feel both stylish and secure for their families. They typically have the income and stability to invest in high-quality renovations, making them an ideal fit for the level of craftsmanship I deliver. This audience is drawn to properties that offer convenience, aesthetic appeal, and long-term peace of mind—qualities I prioritize in every project I take on.

Competition:

Three of the top competitors to Timberline Home Revival in Colorado's home renovation and flipping market are Renew Home Innovations, Blue Sky Remodeling, and Colorado House Buyers. Renew Home Innovations focuses on high-end bathroom and kitchen remodels with a strong emphasis on luxury finishes and quick turnaround times, appealing to homeowners seeking upscale upgrades. Blue Sky Remodeling operates across the Denver metro area, specializing in full-home renovations and additions, often targeting families looking to expand or modernize their living spaces. Colorado House Buyers competes directly in the property-flipping space, purchasing distressed homes, renovating them for resale, and marketing affordability and speed over craftsmanship. While each competitor has a strong presence, Timberline Home Revival differentiates itself through its commitment to transparency, long-lasting quality, and community-driven revitalization that blends design excellence with ethical renovation practices.



How We're Different:

Timberline Home Revival stands apart from competitors by combining transparency, craftsmanship, and community impact in every project. Unlike companies that focus on speed or luxury alone, we prioritize long-term durability and honest communication with our clients. Our renovations are not just cosmetic upgrades—they're full transformations designed to improve safety, functionality, and value for years to come. We reinvest profits into future projects and local neighborhoods, ensuring our growth benefits the communities we serve. While others may outsource or cut corners, we maintain hands-on oversight from design to completion, guaranteeing consistent quality. Our renovation packages give homeowners access to the same high standards we apply to our flips, bridging the gap between investment and personal improvement. Through integrity, detail, and purpose-driven work, Timberline Home Revival redefines what ethical, high-quality home renovation looks like in Colorado.





Our Service and Package Offers:



Service & Product Menu

Full-Home Transformations • Renovation Packages • Rentals

Core Revenue Services

 <p>Fully Renovated Home Sales \$450K–\$850K+ Move-In Ready Homes</p>	 <p>Long-Term Rentals \$2,200–\$3,800/Month Updated Rental Properties</p>	 <p>Short-Term Rentals (Airbnb / VRBO) \$175–\$450/Night Furnished Vacation Stays</p>
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Renovation Packages for Homeowners

 <p>Kitchen Refresh \$3,500–\$12,000</p>	 <p>Bathroom Refresh \$4,000–\$15,000</p>	 <p>Curb Appeal Boost \$1,500–\$8,000</p>
 <p>Safety & Security \$800–\$3,500</p>	 <p>Outdoor Structures \$2,000–\$20,000</p>	 <p>Entryway Upgrade \$750–\$4,000</p>

Full-Home Revitalization Packages

<p>Silver Package Light Refresh \$12K–\$25K</p>	<p>Gold Package Mid-Level Upgrade \$25K–\$55K</p>	<p>Platinum Package Full Transformation \$55K–\$120K+</p>
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Beautifully Revived Homes & Living Spaces



Our Products and Services In Depth:

Timberline Home Revival's products and services are built around a philosophy of transformation, quality, and community impact. Our core offering—fully renovated, move-in-ready homes—represents the pinnacle of our craftsmanship, blending modern design with timeless durability. Each property is meticulously upgraded inside and out, from structural integrity to aesthetic detail, ensuring buyers receive a home that feels brand new yet retains its original character. These homes are not quick flips; they're complete revivals designed to stand the test of time and elevate entire neighborhoods.

Our renovation packages extend that same level of excellence to homeowners who want to upgrade their existing properties. These packages range from kitchen and bathroom refreshes to full interior and exterior revitalizations, allowing clients to customize improvements based on their goals and budget. Every package is structured for transparency, with clear pricing and defined deliverables so homeowners know exactly what they're getting. This approach builds trust and makes professional renovation accessible without sacrificing quality.

Beyond renovations, Timberline offers outdoor transformation services that enhance curb appeal and outdoor living. From deck repairs and landscaping to outdoor kitchens and entertainment spaces, we create environments that connect beauty with functionality. These upgrades not only increase property value but also improve daily living, giving homeowners a reason to enjoy their space more fully. Our outdoor work reflects the same precision and care as our interiors, ensuring a cohesive look across the entire property.

Our rental operations—both long-term and short-term—add a sustainable dimension to our business model. Select properties are maintained as rentals to generate steady income while showcasing our renovation standards to a broader



audience. Long-term tenants benefit from safe, modern homes, while short-term guests experience the comfort and design of Timberline craftsmanship firsthand. This diversified approach keeps our projects active and our brand visible year-round. We envision eco-friendly renovation options, including solar integration, sustainable materials, and water-efficient landscaping. These additions will align with Colorado's growing emphasis on environmental responsibility while reducing long-term utility costs for homeowners. By combining sustainability with craftsmanship, Timberline will lead the region in responsible home revival.





Our Organization:

At Timberline Home Revival, you'll find that we currently operate with our founder overseeing every aspect of the business, ensuring each project meets the highest standards of quality and care. As we grow, we plan to expand our team by bringing on key roles such as a Project Manager earning \$55,000–\$85,000, a Lead Carpenter or in-house General Contractor earning \$60,000–\$90,000, and a Designer or Stager who can work hourly or per project. We also expect to add an Acquisition Specialist to help identify profitable properties, along with a Marketing and Sales Coordinator to strengthen our brand and listing presence. To keep operations running smoothly, we'll rely on an Office Manager, a Bookkeeper or Accountant, and a Procurement Coordinator who manages materials and vendor relationships. Additional support roles like a Quality Control Inspector, a Client Experience Coordinator, and a contract-based Photographer will help us maintain consistency and elevate the presentation of every flip. Skilled tradesmen—such as electricians, plumbers, HVAC technicians, and landscapers—will be hired or outsourced depending on the needs of each renovation. While we are capable of handling every job ourselves, we believe that delegating construction, design, and marketing responsibilities will allow us to take on more projects and deliver exceptional results across multiple properties at once.



Marketing and Sales:

Timberline Home Revival promotes its work through eye-catching social media reels and transformation videos that highlight each project from start to finish, using high-quality production to showcase the craftsmanship behind every revival. Our promotional strategy extends into the community with yard signs, branded vehicles, and consistent neighborhood visibility, reinforcing brand recognition and positioning us as the trusted local expert bringing homes back to life. We amplify our reach by placing polished before-and-after videos on major home-purchasing websites and YouTube, giving buyers a transparent, immersive look at the quality they can expect while strengthening our digital footprint. To deepen trust and support our sales process, we host open houses and “Meet the Builder” days where buyers can walk through finished spaces, ask questions, and experience the materials, finishes, and design choices firsthand. These events serve as key touchpoints in our customer journey, moving prospects from awareness to interest, and ultimately to confident decision-making. Our marketing approach aligns with the 4 P’s by showcasing our product through professional visuals, reinforcing our premium pricing with high-value presentation, placing our brand directly in the communities we serve, and promoting our work through a mix of digital content, in-person experiences, and local visibility. Supported by a structured marketing budget that prioritizes social media advertising, professional photography, signage, and community events, these strategies work together to create a strong, authentic presence that connects directly with homeowners and buyers while driving consistent, high-quality leads.





Our Expenses and Costs:

Timberline Home Revival earns most of its revenue by transforming and selling fully renovated, move-in-ready homes that blend modern design with long-lasting craftsmanship. In addition to selling our finished properties, we also generate income by renting select homes as long-term rentals or offering them as short-term stays on platforms like Airbnb and VRBO. This diversified approach allows us to continually reinvest in our projects, improve the quality of our renovations, and maintain a sustainable revenue model that supports our high standards of work. We also offer a range of renovation packages for homeowners who want to upgrade their current property rather than purchase a new one, giving them access to the same level of craftsmanship we put into our flips. These packages include options like kitchen refreshes, bathroom upgrades, curb-appeal enhancements, safety and security improvements, outdoor structure repairs, and full interior or exterior revitalizations—each designed to elevate comfort, functionality, and long-term value. Together, these services allow us to deliver beautifully revived homes and outdoor spaces while meeting the needs of both buyers and existing homeowners in our community.

Finance Spreadsheet:

Costs				
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Business Formation & Legal Registration	\$3,500.00			
Professional Inspection & Evaluation Equipment	\$5,000.00			
Insurance Policies (General Liability + Builder's Risk)	\$6,000.00			
Branding & Marketing Setup	\$10,000.00			
Tools & Equipment Starter Kit	\$8,000.00			
Staging Materials & Design Inventory	\$15,000.00			
Software Setup (Project Management, Accounting, CRM)	\$2,000.00			
Total	\$49,500.00			
Variable Costs				
	Monthly	Yearly		
Permit Prices	\$5,000.00	\$60,000.00		
Down Payment (15–25%)	\$90,000.00	\$1,080,000.00		



Closing Costs	\$18,000.00	\$216,000.00		
Holding Costs (Mortgage, Utilities, Taxes)	\$4,000.00	\$48,000.00		
Demolition & Debris Removal	\$8,000.00	\$96,000.00		
Dumpster Rentals	\$900.00	\$10,800.00		
Framing & Structural Repairs	\$25,000.00	\$300,000.00		
Electrical Work	\$8,000.00	\$96,000.00		
Plumbing Work	\$7,000.00	\$84,000.00		
HVAC Repairs or Replacement	\$7,500.00	\$90,000.00		
Roofing Repairs or Replacement	\$12,000.00	\$144,000.00		
Flooring Installation	\$15,000.00	\$180,000.00		
Interior Paint	\$5,000.00	\$60,000.00		
Exterior Paint	\$7,000.00	\$84,000.00		
Kitchen Renovation	\$40,000.00	\$480,000.00		
Bathroom Renovation	\$20,000.00	\$240,000.00		
Landscaping & Curb Appeal	\$3,500.00	\$42,000.00		
Staging	\$4,000.00	\$48,000.00		
Professional Photography & Videography	\$800.00	\$9,600.00		
Realtor Commissions	\$25,000.00	\$300,000.00		



Total	\$305,700.00	\$3,668,400.00		
Sales Numbers				
Per Unit	\$900,000.00		Units Per Year	2
Cost Per Unit	\$620,000.00			
Profit Per Unit	\$280,000.00			
Projected Income				
Year 1	\$1,800,000.00			
Year 2	\$2,070,000.00			
Year 3	\$2,380,500.00			
Projected Expenses				
Year 1	\$3,668,400.00			
Year 2	\$4,218,660.00			
Year 3	\$4,851,459.00			
Profit/Loss				
Year 1	-\$1,868,400.00			
Year 2	-\$2,148,660.00			
Year 3	-\$2,470,959.00			



Yearly Milestones:

1 YEAR: In our first year, we focus on proving our model by completing 2–4 high-quality flips from acquisition to sale, showing you exactly what kind of craftsmanship and transparency define our work. We build a dependable network of skilled contractors and tradespeople so every project meets the standards you expect from us. We also establish a strong brand presence through professional marketing, photography, and consistent messaging that reflects our commitment to quality. Throughout the year, we launch and refine our renovation packages, giving you an option to upgrade your current home instead of buying a new one. We create efficient systems for estimates, budgeting, project management, and quality control to streamline how we operate. By the end of Year 1, we’ve built a solid foundation, a recognizable identity, and a proven track record of delivering beautifully revived homes.

2 YEAR: In our second year, we expand our capacity so we can take on more projects at once while maintaining the same level of craftsmanship you expect. We begin adding key team members—such as a project manager, designer, and marketing coordinator—to strengthen our operations and improve the customer experience. We refine our renovation packages based on real customer feedback and promote them as a core service for homeowners who want to transform their existing spaces. Our contractor network grows stronger, giving us reliable specialists for electrical, plumbing, HVAC, and outdoor work. With more experience and better systems, our project timelines become faster and more predictable, allowing us to increase our annual flip volume. By the end of Year 2,



we've evolved from a single-person operation into a structured, efficient business capable of handling multiple high-quality renovations at once.

YEAR 3: By our third year, we position ourselves as a leading renovation and flipping company in the region, known for delivering full indoor-and-outdoor transformations with exceptional craftsmanship. We continue expanding our team with roles like a quality control inspector, client experience coordinator, and procurement specialist to support our growing workload. Our renovation packages become a major revenue stream, attracting homeowners who want to modernize their properties without the stress of moving. We also begin exploring long-term rentals or short-term stays as additional income sources, using our renovated homes to build sustainable cash flow. With stronger brand recognition, we expand our marketing reach and begin receiving more referrals, repeat clients, and community partnerships. By the end of Year 3, we've built a scalable, multi-service company with a strong reputation, a loyal customer base, and a clear path for continued expansion.



TIMBERLINE
— HOME REVIVAL —

Luxury Renovations. Exceptional Quality.

Beautifully Remodeled Homes For Sale

TimberlineHomeRevival.com
Call: 555-123-4567

Schedule Your Private Tour Today!

