



REAL CAPITAL PARTNERS · SUD STOP NEW PORT RICHEY · OCTOBER 2026

Sud Stop New Port Richey: the plan to raise \$2.2M



Prepared for Rob Consalvo and Jacob Farmer, Real Capital Partners · based on the preliminary offering deck of October 16



Our understanding of the deal

OPERATOR



SPONSOR



Today



Under LOI
PSA in negotiation

Closing



Acquisition
at \$6.5M

Month 24



2,375 members
stabilized

Year 5



Target sale
\$8.76M

1,600 members

Open since February 2023: \$1.19M revenue in the last 12 months, 40,500+ vehicles a day.

11.6x

Entry at \$6.5M on about \$560K of trailing EBITDA.

+32 a month

New members for 24 months at \$37.80, the only growth assumed.

1.91x · 17.3% IRR

LP target over 5 years. Exit at 10.0x before the Sud Stop fee, 13.2x on reported NOI.



What we will show investors

IN THE ADS

A car wash already producing cash

About **1,600** members on monthly plans, and **\$1.19M** of revenue in the last twelve months.

An operator with more than 30 washes

Sud Stop runs the site under the same standard as its existing portfolio.

Growth from members, not traffic

The plan adds **775** members over **24** months on the same wash volume.

AFTER THE AD

Landing page

After the accreditation check: the return profile, the capital structure and the timeline to the sale.

Qualification call

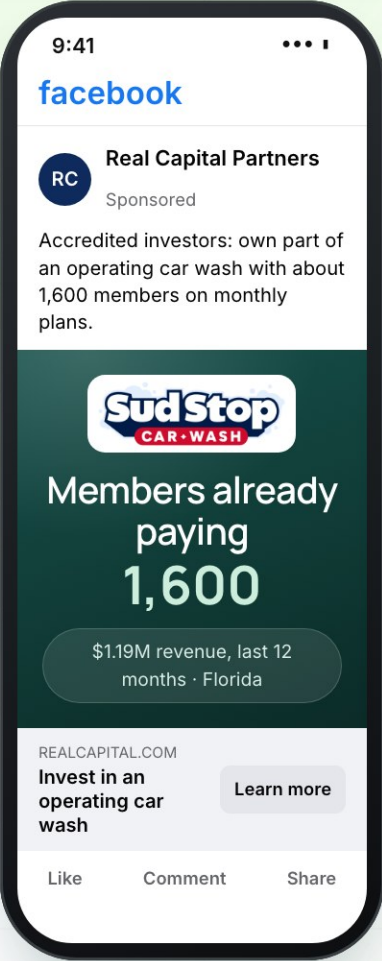
Our setter confirms accreditation, ticket size and timing, then books the investor call with your team.

Investor call

Your team presents the full offering documents and the operating data.

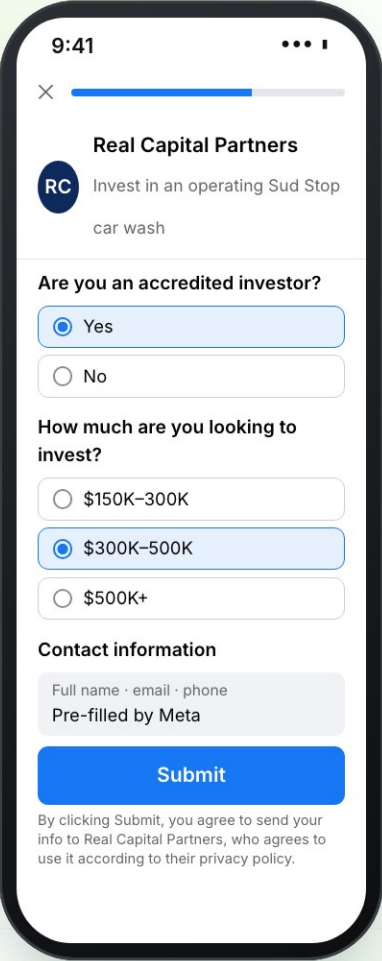
Returns are not shown in the ads. To confirm: the offering is under 506(c), which allows advertising.

The investor journey



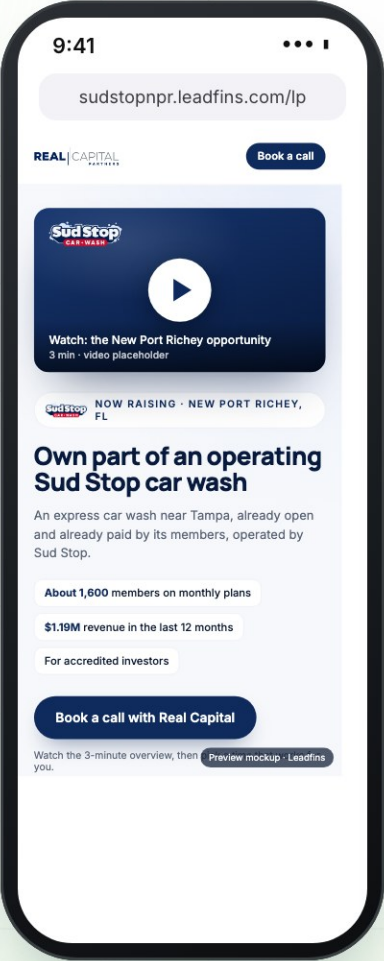
1

The ad



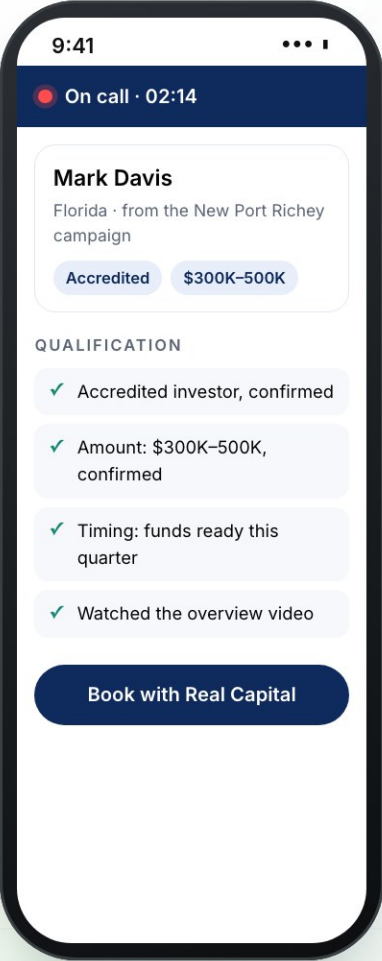
2

The Meta lead form



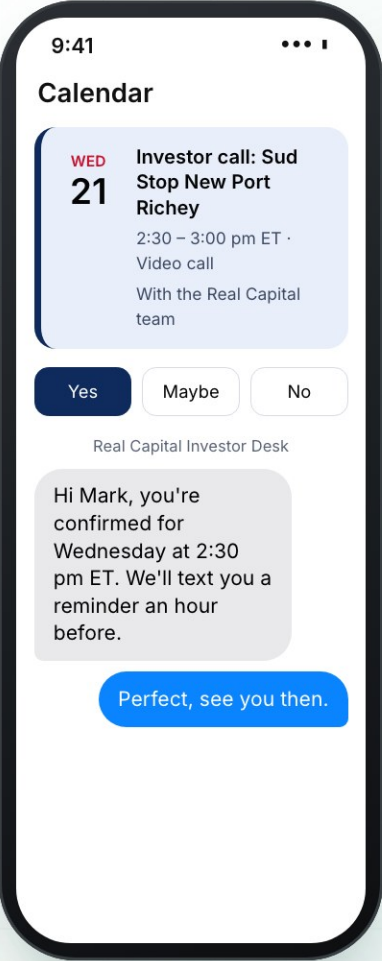
3

The landing page and video



4

Our setter's qualification call



5

The booked investor call

Investor analysis

Average ticket	Investors for half the raise	Booked calls for half	Investors for the full \$2.19M	Booked calls for the full raise
\$150K	8	76–114	15	143–214
\$300K	4	38–57	8	76–114
\$500K	3	29–43	5	48–71

1 in 6

Investors from ads who choose \$300K or more; most choose \$100K–300K.

50–100 vs 10–20

Booked calls over 60 days: \$150–300K investors vs a \$500K minimum.

Half to all

Of the raise in 60 days at \$300K; several months at a \$500K minimum.

Booked calls needed at a 70% show rate and a 10–15% close rate. \$500K estimate based on the investment ranges selected by 173 accredited investors in a recent campaign.



The 60-day campaign

Base: \$150–300K

50–100 booked calls, 4–10 investors, \$0.6M to the full \$2.19M.

\$500K minimum

10–20 booked calls, 1–2 investors, about \$0.5M–1M.

\$24,000

Total cost over 60 days: fees and ad spend.

TERMS

\$5,000 per month, plus \$2,500 per month for the dedicated setter. Ad spend of \$150 per day, paid directly to Meta, with no markup. 60 days recommended, 30 days minimum.

REQUIRED FROM REAL CAPITAL

Confirmation of 506(c) and the minimum investment, access to the Meta ad account, calendar access, and approval to use the Sud Stop name.

Days 1–10

Build of the ads, landing page and setter script

Days 10–60

Live, with weekly reporting

Day 60

Joint review: scale, add Orange Park, or conclude