

# Pro Forma Creation for Complex Real Estate Deal

*Internal and external report creation and financial analysis*

## At a glance

Client needed to put together a readable and accurate pro forma and analysis that could be easily understood.

## Key Metrics



**10**

Property pro formas



**30**

Reduced project hours



**\$1.2M**

Dollars raised



Outsourced CFO



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2 Clerico Lane  
Hillsborough, NJ 08844

## CHALLENGES



Client needed the ability to show potential investors projected returns, financial analysis, and differing scenarios on a real estate investment. We had to show a detailed and accurate pro-forma that stands up to questions and scrutiny while also allowing investors of differing levels of financial literacy to understand the investment.

## SOLUTIONS



We worked with the client to put together a pro forma that showed the details of ten properties while also creating a dashboard that provided a summary of the portfolio. We used Excel to code spreadsheets that made it easier to explore different financial scenarios, such as varying interest rates, without breaking the report.



**Custom Financial  
Reporting**



**Investor  
Relations**



**Financial Insights**

## RESULTS



**1**

### Improved Financial Analysis

Usable and accurate pro forma created that incorporated multiple factors, scenarios and properties.

**2**

### Reports that could be sent and understood by investors

Increased investor confidence as they were able to quickly understand the deal structure and projections

**3**

### Time Saved

Dramatic time savings as we were able to turn around this complex excel within a few days when it would have taken the client multiple weeks.