prison entrepreneurship program

Business Plan Competition
October 30, 2026

Nostalgic Estate

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Business Plan
October 2026

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EXECUTIVE SUMMARY – NOSTALGIC ESTATE SOLUTIONS

Opportunity

- Families needing to liquidate their family member's estates who have passed on
  These estates are usually older and need to be renovated prior to being sold

Purpose

- We will help the families we serve to liquidate their loved one's estates

Solution

- We will host public estate sales
- We will have a team of contractors to renovate the estate prior to the sale of the property

Customers

- Executors of an estate

Differentiators

- We provide contractors to renovate the property
- We will have licensed realtors to help sale the home.
- We will also have a team of investors that will be able to make cash offers for the property

Extras

- We have managed over 100 estate sakes
- We have experience in the remodel and renovation residential properties

Marketing

- We will market through estate attorneys and planners
- We will create content for various social media platforms

Start-up Costs

Owner Contribution (Cash only)	$	20,000
Equipment & W/C Loans	$	20,000
Total Sources	$	40,000
Office equipment	$	-
Field equipment	$	10,000
Start up expenses	$	12,500
Working Capital (W/C)	$	17,500
Total Uses	$	40,000

Financials

Revenue	$	456,000	100.0%
COGS	$	144,000	31.6%
Gross Profit	$	312,000	68.4%
Operating Expenses	$	19,200	4.2%
EBITDA	$	292,800	64.2%

LEADERSHIP STATEMENT

CEO/COO/CFO:

J. Cardenas possesses a strong sales background and entrepreneurial spirit with over 25 years of experience owning and managing several businesses. He started his own business in 2001 selling sports cards on eBay and over the years maintained several profitable E-commerce accounts. He also has over five years of experience working with real estate investors flipping houses and running an estate liquidation business. Throughout his career, he has developed his management and leadership skills that allow him to thrive in any business.

CMO: R. Medina has over 15 years of construction experience. This experience includes pipefitting, welding, fabricating and most of all electrical. He is a journeyman electrician who has been established as a foreman. He is very capable of planning and executing various high caliber construction projects whether the job be residential, commercial or industrial. With a national certificate in masonry and electrical, he is working on his master electrician license to be able to pull permits. He also has numerous years in hotel and resort experience that includes restaurant management, security management and catering. These experiences throughout his life shall be key to his business plan of having a small resort.

PRODUCT/SERVICE OFFERING

Nostalgic Estate Solutions is a company based in San Antonio, Texas that focuses on assisting families with estate, liquidations and home renovations. We will begin by meeting with the family and evaluating the property to determine how exactly we can help. Once it is decided that we are going to host an estate sale, we sign a contract and set a date for the sale. Initially, we have a team go in, clean-up, organize, price all items, and set the contents of the home to resemble a store with items for sale displayed on our tables.

We cover initial clean-up fees which are reimbursed by the families once the sale is over. If we happen to find rare antiques or collectibles, we may bring in experts help for pricing. After everything is set up, now it's time for the big event, a three-day public estate sale in which we sell everything in the home. Following the sale, we do a detailed clean-up and donate any remaining items to a place of the family's choosing. For the service of performing an estate sale, we typically charge a commission of 40% on all items sold. This is the core of our business and accounts for around 70% of all revenue.

If the goal is to also sell the property, we offer additional services that set us apart from traditional estate sale companies. These services include providing contractors to perform renovations that focus on increasing the value of the property before putting on the market. Once the property is ready to be sold, we will provide the real estate agent with the help to sell it. We can also supply investors that can make cash offers and close quickly. These services will account for approximately 30% of all revenue but we look to expand this part of the business in the future. Ultimately, our goal is to truly help families through the entire liquidation process one property at a time.

MARKET, COMPETITION, DIFFERENTIATION

Market:

The estate sale industry is a huge market with low entry and exit barriers. While the market is very fragmented and spread out, the customer base is loyal and thriving. Our strategy and branding applications will make our profit in this market very promising.

Competition:

Our direct competitors will consist of other estate sale companies; however, with such a strong customer base in the market, there should be enough for everyone. Our indirect competitors will be resale shops and thrift stores that are donated and purchased from estate sales.

Differentiation:

While most estate sales companies focus on liquidating the items in the home, Nostalgia Estate Solutions will focus on the whole home. We will maintain a network of contractors and real estate agents so that the client can focus their attention on selling the home once the items have been sold.

MARKETING STRATEGY

Price:
We will charge a 40% commission on all items sold at an estate sale. Our client will not need to come out of pocket for our services. Any charges incurred will be taken from the proceeds of the estate sale. Average revenue for estate sales will be $8,000. All renovations that we perform will be priced by the project and can also be paid from the estate proceeds. Renovation fees will average $2,000. Real estate agent referrals will be $1,000.

Place:
Nostalgia Estate Solutions will service the Greater San Antonio area. Each week, we will be at a different property hosting an estate sale. Our customers will come from all over the city as there is a huge community of people who attend estate sales.

Promotion:
We will be reaching our estate clients by building a network of professionals that work with individuals that may need our services. These professions include estate attorneys, real estate agents and medical professionals working in the senior living industry. We plan to form vital partnerships with assisted living communities to help facilitate the liquidation of assets to those clients needing our services. This will be done by attending conferences and managing our LinkedIn profile. We also plan to reach customers by building a following on our Facebook Marketplace page, where we will post upcoming estate sale information as well as items that need to be sold. This content will also be shared on all other social media platforms so that we can maximize our customer base, bringing in more revenue for our clients and us.

VISION AND OBJECTIVES

Our vision at Nostalgic Estate Solutions is to be more than an average estate sale company. We want to help families navigate through the entire process, from liquidating the items in the home, to helping sell the residence. To do this, we will be utilizing our 10 years of experience in the industry as well as having a strong network of contractors, agents, and investors.

First Year:
We will focus on building relationships with real estate agents, estate attorneys, and other estate companies. We will use this time to market our business by campaigning through social media platforms. We also plan to host a few successful estate sales allowing us to leverage brand awareness to obtain more business.

Third Year:
By this time, we will have formed exclusive partnerships with real estate companies and estate attorneys. We plan to be liquidating, renovating, and reselling two to three properties a month.

Fifth Year:
In our fifth year, we aim to be one of the top liquidation companies in San Antonio. We plan to be averaging five to seven properties a month.

Tenth Year:
We will expand to the Greater Austin area hiring a few more employees and investing in acquiring properties of our own to renovate and resell.

Philanthropy:
We plan to help out low-income families by donating any remaining items left over from an estate sale.

FINANCIAL SUMMARY

Revenue Model For One Unit (First)			
Sales Revenue	=	$ 8,000.00	per unit
Cost of Goods Sold	=	$ 3,000.00	per unit
Gross Profit	=	$ 5,000.00	per unit
GP %	=	62.5%	

Revenue Model For One Unit (Second)			
Sales Revenue	=	$ 2,000.00	per unit
Cost of Goods Sold	=	$ -	per unit
Gross Profit	=	$ 2,000.00	per unit
GP %	=	100.0%	

Revenue Model For One Unit (Third)			
Sales Revenue	=	$ 1,000.00	per unit
Cost of Goods Sold	=	$ -	per unit
Gross Profit	=	$ 1,000.00	per unit
GP %	=	100.0%	

Units Sold Each Month
4
2
2

Monthly Revenue Model (First)		
Sales Revenue	=	$ 32,000
Cost of Goods Sold	=	$ 12,000
Gross Profit	=	$ 20,000

Monthly Revenue Model (Second)		
Sales Revenue	=	$ 4,000
Cost of Goods Sold	=	$ -
Gross Profit	=	$ 4,000

Monthly Revenue Model (Third)		
Sales Revenue	=	$ 2,000
Cost of Goods Sold	=	$ -
Gross Profit	=	$ 2,000

Revenue Models Include:

1. Average sales revenue per estate sale
2. Renovation referral
3. Real estate agent referral

Ask:	$20,000 at 15% interest over a 2-year period

START-UP COSTS

Sources of Capital		
Owner Cash Contributio		$ 20,000
Loan(s)		$ 20,000
Total		$ 40,000

Uses of Capital	From	
Computer/Printer/Desk	Loan	$ -
Field Equipment 2	Loan	$ 10,000
Field Equipment 3	Loan	$ -
Field Equipment 4	Loan	$ -
Field Equipment 5	Loan	$ -
Registration & Permits	W/C	$ -
Insurance Deposit	W/C	$ 500
Marketing & Website	W/C	$ 5,000
Inventory/Supplies	W/C	$ 7,000
Working Capital Reserve	W/C	$ 17,500
Total		**$ 40,000**

Monthly Operating Expenses	
Loan Payments	$ 500
Advertising/Marketing	$ 300
Phone/Internet	$ 50
Rent	$ -
Utilities	$ -
Vehicle Lease or Payments	$ -
Gasoline	$ 200
Vehicle Insurance	$ 150
General Liability Insurance	$ 150
Accounting Tax Preparation	$ 250
Total	**$ 1,600**

Monthly Income Statement (A)		
Revenue	$ 38,000	100.0%
COGS	$ 12,000	31.6%
Gross Profit	$ 26,000	68.4%
Operating Expenses	$ 1,600	4.2%
EBITDA	$ 24,400	64.2%

Yearly Income Statement (A)		
Revenue	$ 456,000	100.0%
COGS	$ 144,000	31.6%
Gross Profit	$ 312,000	68.4%
Operating Expenses	$ 19,200	4.2%
EBITDA	$ 292,800	64.2%

(A) - Cash Basis

EBITDA- Earnings Before Interest, Taxes, Depreciation & Amortization

Sources and Uses	
Owner Contribution (Cash only)	$ 20,000
Equipment & W/C Loans	$ 20,000
Total Sources	$ 40,000
Office equipment	$ -
Field equipment	$ 10,000
Start up expenses	$ 12,500
Working Capital (W/C)	$ 17,500
Total Uses	$ 40,000