

# Little Rock Week Command Plan (Starting Apr 28)

Condensed from Russ notes: closings, HUD launch, trust moves, brand/media, ops alignment

## A) Core meetings & alignment (Apr 28)

- LR meeting: Buckets 1-7 with REM integration and owner confirmations.
- Staff change briefing: Connor role reset + property setup workflow.
- Train bucket managers on daily card + 7-line supervisor template + NEW alert protocol.

## B) Capital & closings track

- Immediate: CL #1 Texas \$7M target close in ~1 week.
- Pipeline: CL #3 \$6M LR (Oct), CL #4 \$15M Tex (Nov), CL #5 \$3M NWA (Nov), CL #6 \$12M LR (Jun–Sep), CL #7 \$15M NWA (Jun–Sep).
- Total pipeline target: \$58M (keep weekly confidence + blocker review).
- Sign and launch HUD loan process before leaving LR.

## C) Trust / funds movement

- Load trust \$1.1M and align deployment schedule.
- Texarkana land trust move + 4.2 trust investment allocation into project charges.
- Finalize trust updates across 3 documents (insurance + 2 trust docs).

## D) Plant + brand/media execution

- Plant & property flyovers, gates/signage, hotel sign + manufacturing signage upgrades.
- GoPro package: 8 captures (plant ops + closing narrative + lifestyle high/low tiers).
- Bus/car image wraps with flexibility lifestyle positioning for broad market.

## E) Financial model & presentation outputs

- 3-year plan: actual cost verification + pro forma (plant fly-through linked to cost stack).
- Conference room and office next-level setup for bank/investor narrative.
- Bank overview pack: BofA / JPM / JLL + scale story toward \$700M and x10 path.

## F) Before leaving Little Rock — non-negotiables

- Sign Connor procedure update and operating talks.
- Get money where needed (priority cash routing list approved).
- Start plant bot go-live and close-loop bucket training alignment.

## 24-Hour Priority Order

- 1) Lock Apr 28 agenda + owners
- 2) CL #1 close package readiness check
- 3) HUD launch signature package
- 4) Trust document and fund-routing finalization
- 5) Media/GoPro capture list issued