

Futuro Enterprises

JANESVILLE ROOM
PAMPHLETS

PHONE 754-0283
AREA CODE 608

1416 NORTH HARMONY DRIVE
JANESVILLE WISCONSIN 53545

February 10, 1970

FUTURO ENTERPRISES

40,000 Shares of Par Common
\$20.00 Per Shares

THE COMPANY

Futuro Enterprises operates under a franchise of Futuro Corporation of Philadelphia, Penn. and has the exclusive right to sub-franchise, sell, trade and lease Futuro units in the four states of Wisconsin, Minnesota, Illinois, and Michigan. Futuro Enterprises also has the first option to manufacture the Futuro in the midwest.

Ownership of the company

As of this date 20,400 shares are owned by Larry J. Tracy Chairman of the Board and Norman O. Sauey Jr. Assisstant Chairman of the Board. This constitutes the 51% ownership required by the franchise. There will be made available to private investors a total of 19,600 shares at a minimum purchase of 1250 shares. The purpose of this offering is to obtain the capital to operate the company.

THE FUTURE

The need for low cost housing will become critical in the 1970's. With the constant population explosion the 70's will find more than half the population under the age 25...an age that demands new and different innovations. We believe we have found the answer and have taken the lead in the most modernistic living of the decade.

The need for maintenance free, rodent proof, and vandal proof housing is evident. With the work week growing shorter, the need for a second home "to get away from it all" is certainly in demand. For example, more than 30 million tourist flock to Wisconsin, Illinois, Minnesota, and Michigan each year. It is estimated that the Module Home market will be in excess of \$50 million dollars by 1975. We not only have a Module Home...we have one that is made of Fiber Glass and is aero dynamically designed to withstand all weather conditions.

Land that could not be previously used... such as the thousands of miles of river shoreline does not present a problem any longer as no water can enter the sealed Futuro Home. Likewise, hard to build on places, such as mountain sides and hidden lakes, can be easily reached by hooking a cable to the Futuro and flying it by helicopter to the before-inaccessable location. The self contained facilities can then be utilized and no modern convenience is lost to the owner. The Futuro can be designed for any use and more than one unit can be connected. A furnished unit can be purchased for approximately the same price as building a two bedroom apartment; while the apartment deteriorates and presents a constant maintenance expense, the Fiber Glass Futuro hardens with age. The rate of return to an investor is quite inviting.

But there is something further to consider. By assuring the occupancy of the units during the "off-season" the developer can keep his key people in the restaurant, management, and maintenance areas and not have to furlough them or subsidize them through this otherwise unproductive period.

We have assembled data on rental potentials from varied reliable sources. There is substantial evidence from the U.S. Virgin Islands that the Futuro II would rent for \$375.00 per week. Experienced people here in the U.S. firmly believe that the Futuro would bring \$250.00 to \$300.00 per week at a ski resort, lakeside community, or golf-beach resort. Applying the reasonable occupancy rates of 60%, we observe.

Daily 365 days x 60% = 219 days per year.

\$30.00 a day rental x 219 days = \$6,570 per year?per room. Motel unit has two rooms.

thus, unit yields:

\$13,140/year...at these figures, the Futuro Home would pay for itself in something less than one year.

Weekly 52 weeks x 60% = 31 weeks.

31 weeks @ \$250.00 = \$7,750.00

31 weeks @ \$375.00 = \$11,625.00

It is estimated, that with proper attention given to landscaping and utilization of the charm and beauty of the natural surroundings, that a successful Village should be composed of at least 23 Futuro II Homes plus the Central Complex which would house the Administration Offices and restaurant-coffee shop, plus the public areas such as lobby, lounges, cafes, etc.

FUTURO VILLAGE

CONCEPT OF FUTURO VILLAGE

The clustering of Futuro Homes in an insulated, private, recreational community. The theme central to the community must be "snob appeal" utilizing the magnetism of The Futuro Home immediately adjacent to the lake, ski area, fishing area, game lands, beach front, or island environment.

The Home is to be rented on a per diem rate, or on a weekly or monthly rate or on a seasonal or annual rate. Maid services should be available on much the same basis as any first rate resort hotel. Food services may or may not be available, though it is recommended that a truly posh restaurant and coffee shop be included in The Village. This would attract customers seeking a new dining experience who, upon being exposed to The Village, readily become potential clients for Futuro rentals.

CONDOMINIUM

Beyond the proposition of rental of Futuro Homes lies the exciting and highly profitable condominium concept of a Futuro Village in a recreational--resort setting. This concept provides the buyer of the unit to share in the available recreational features and to be afforded a tax advantage that accrues to all condominium owners.

To the developer of The Futuro Condominium Village these advantages become apparent. By offering to the owner of the individual unit, management of his property, with the purpose of providing him with rental income from his Futuro Home, his property now becomes an income-producing property with all of the tax advantages. To the developer, this means that he can create an income from his management activities.