

A BUSINESS OPPORTUNITY:

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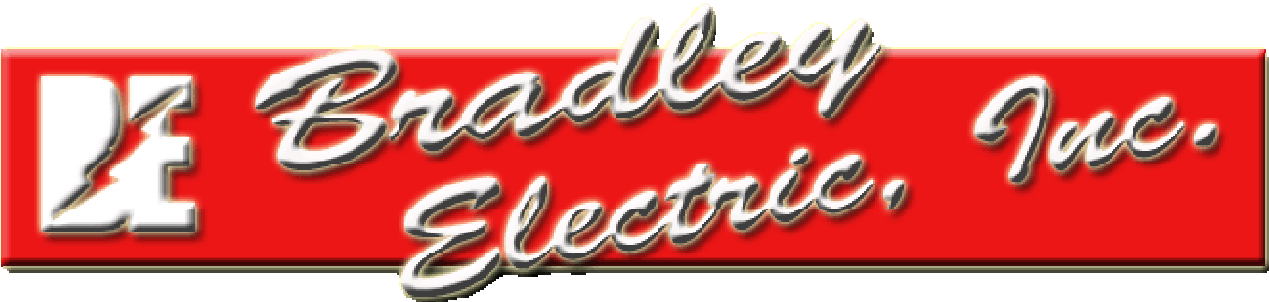


BRADLEY ELECTIC

Palm Desert, CA

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1.0 Business Opportunity Executive Summary

Bradley Electric, Inc. is a family owned business and offers services that include new construction, remodeling, repairs, maintenance, design and build, computer wiring, main and sub panel service upgrades, emergency standby power, telephone wiring, lighting such as security, landscape and home automation systems.

1.1 Company Summary

Bradley Electric takes the time to extra to provide you with everything the big companies do but with something extra, home town service. The company has been serving the Coachella Valley and surrounding area since 1958. Their goal is to be the best, provide prompt and honest reliable service that surpasses their customers' expectations. Bradley Electric services include new construction, remodeling, repairs, maintenance, design and build wiring, upgrades, landscaping and Vantage Home automation systems. In addition, sales and installation of Kohler backup generators and outside patio heaters.

Bradley Electric, Inc. has been in business more than fifty-two years with the last forty years under the current owner.

The company offers quality products, minimizes the customer when performed at their home.

2.0 Products and Services

Bradley Electric, Inc. offers only the Finest of Service

Service and Repair

Landscape, Lighting and Design

Remodels

Home Automation

Upgrade Main Panels

Tenant Improvements

Trenching

Telephone/Data Wiring

And much more...

3.0 Market Analysis Summary

In performing market research for the communities served by Bradley Electric, Inc., no other business provides the exact products and installation services.

4.0 Strategy and Implementation Summary

4.1 Competitive Edge

Bradley Electric has a tremendous technical competitive edge and the business has the technical skills and experience to provide quality services.

4.2 Sales Strategy

Sales are supported by word-of-mouth, private and public bids, advertising, referrals, and interactions with contractors and architects.

Advertising is done on the Internet, local paper coupons and cable TV.

5.0 Financial

Gross sales has exceeded \$1,300,000 with cash flows in excess of \$300,000.