



**Goal Seeking**  
SterlingPlaza  
21 000 Sq. Ft Retail Center

June 08, 2008  
Developer Pro  
Quick Proforma Retail

<u>Desired Development Profit</u>	<u>Total Land Cost</u>
25.00% of Total Development Costs	\$ 1,299,215
18.00% of Sale Price	\$ 1,340,367
150.00% Return on Equity	\$ 1,451,267

**Note:** Total Land Cost is the "Total Cost" that would be entered in the Land Folder including acquisition costs etc.