Real Estate Company Business Plan

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# Executive Summary

[Name of business] is a new real estate business that will be established in [city/town] by founders [list names of founders]. The real estate business will cater to the buying and selling needs of residential customers in [city/town]. Additionally, we offer property management services, conduct historical property appraisals, and provide market analysis for financial institutions.

Initially, [name of business] will be supported by a personal investment from each of the founders and a business loan that will be used to secure real estate and equipment.

## Mission Statement

“[Business name] will provide real estate services in [city/town]. [Business name] is a full service real estate, mortgage, and title company.”

## Distinctives

* A database for home searching.
* Moving consulting and planning.
* Community information.
* Support for title transfers.
* Property appraisals.

## Investment Opportunities

Although [business name] has enough capital to support operations on a small scale, capital from private investors in the real estate business will be needed to pay for legal fees, insurance, rent, advertising, hiring employees, and more. This will be achieved through a combination of loans, memberships, and equity partnerships.

# Business Description

Legal Structure  
[Business name] has been established as a Limited Liability Company in the state of [State name]. [Name] is the attorney of record.

## Location

A location for [Business name] has not yet been found.

## Launch

Pending finances and the lease of a suitable headquarters, [business name] will tentatively open its doors to customers on/in [note specific date or month with year].

Sources of Revenue  
[Business name’s] primary source of revenue will be derived from wholesaling and “prehabbing” properties. Secondary sources of revenue include renting, house-flipping, property management consulting, and conducting historical property appraisals.

# Operations & Management

## Leadership

**CEO** – [Name and brief bio]

**CFO** – [Name and brief bio]

**Head Licensed Real Estate Broker** – [Name and brief bio]

**Office Manager** – [Name and brief bio]

Field Workers  
**Realtors** – A Realtor is a member of the National Association of Realtors and are tasked with renting, buying, and selling property for clients. Realtors will also do client-facing work, including accompanying them to the property site and drawing up real estate contracts.

Office Operations  
**Real Estate Clerks** – Real Estate Clerks are unlicensed and have minimal experience in the real estate business. They offer administrative support to realtors, including maintaining records and managing paperwork.

# 

# Marketing

## Product Profile

## Target Market

## Promotional Outlets

* + 1. Social Media
    2. Leveraging contacts with construction companies
    3. Press/Media Coverage
    4. Information Packets
    5. Loyalty Incentives
    6. Ad Campaign
    7. Charity
    8. Free Initial Appraisals

## SWOT Analysis

* + 1. Strengths
    2. Weaknesses
    3. Opportunities
    4. Threats
    5. Summary

|  |  |  |  |
| --- | --- | --- | --- |
| **Strengths** | **Weaknesses** | **Threats** | **Opportunities** |
|  |  |  |  |

# Competition

A recent IRS report found that over the last 50 years, 71% of Americans who declared more than one million dollars on their income tax returns were in the real estate market. However, an estimated 87% of real estate agents fail in the first five years of their business venture, highlighting the difficulty of making a success of a business in this industry.

In the state of [state name], there are [number] real estate businesses. More specifically, within the local market of [city/town/municipality/county] we have identified [number] existing real estate businesses:

* [Real estate company name] – Brief description.
* [Real estate company name] – Brief description.
* [Real estate company name] – Brief description.

# Financials

## Startup Expenses

## Sources of Funding

[Use our Sources and Uses spreadsheet to complete this section.](https://www.thesmbguide.com/statement-of-sources-and-uses-download-201908151.xlsx)

## Financial Operations

1. Property Rental
2. Hours of Operation
3. Staffing
4. Professional Services
5. Advertising

## Revenue Projections

## Break Even Point

[Real estate business name] will break even when it achieves sales of [$] per month.

Pro Forma Profit and Loss Statement

[Use our Pro Forma Profit and Loss spreadsheet to complete this section.](https://www.thesmbguide.com/pro-forma-profit-and-loss-statement-download-20190815.xlsx)

# Future Plans

You can use this section to describe any plans that you have for expansion once your real estate business has covered all opening costs and is able to maintain a strong cash flow from one month to the next.

Future plans may include:

* Hiring more staff
* Expanding the wholesaling and rehabbing operations
* Expanding your building
* Opening a second location
* Hiring more specialized workers, including real estate agents