

# Real Estate Business Plan

Company Name:

Founding Broker(s):

Last Reviewed on:

## Market Assessment

A summary of the financial, cultural, and demographic factors that affect buying and selling real estate in a given area.

### Market Overview

### Market Segmentation

### Customer Demographics

### Competition

## Executive Summary

A summary of your purpose, services, location, and audience.

## Mission Statement

The "why" statement in your business plan; expounds on the details of your executive summary with more information on motivation and purpose.

## SWOT Analysis

The SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis outlines the places where your brokerage can gain or lose sales based on internal and external factors.

### Strengths

### Weaknesses

### Opportunities

### Threats

# Company Goals

Determining both long and short-term company goals allows you to clearly map out a path to success both immediately after launching your company and in the years ahead.

Short-Term Goals	Long-Term Goals

## Management Structure & Operations

The management structure of your business determines areas of responsibility for all team members. Once you have this in place, you can outline your daily operations and determine who will oversee those operations.

### General Responsibilities

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### Staff List

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### Reporting Structure/Hierarchy

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### Daily Operations

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# Financial Plan

A summary of likely startup and ongoing expenses, as well as funding options.

## Expenses

Expense Description	Startup Cost	Ongoing Cost

## Funding Options

## Marketing Plan

Real estate marketing entails everything associated with acquiring leads and moving those leads through the sales funnel. This includes finding a CRM and email platform, and setting up marketing campaigns.

CRM:

Email Platform:

Marketing Strategy/Focus: