Real Estate Investment Business Plan Template

1. **Write Your Mission & Vision Statement**



1. **Conduct a SWOT Analysis**

| **Internal Business Analysis** | |
| --- | --- |
| **Strengths** | **Weaknesses** |
|  |  |
| **External Business Analysis** | |
| **Opportunities** | **Threats** |
|  |  |

Business Strategies to Employ Based on SWOT Analysis



1. **Decide on Your Real Estate Business Model**



1. **Set Specific & Measurable Goals**

Goal 1:



Check that your goals are SMART: S M A R T

Goal 2:



Check that your goals are SMART: S M A R T

Goal 3:



Check that your goals are SMART: S M A R T

Goal 4:



Check that your goals are SMART: S M A R T

Goal 5:



 Check that your goals are SMART: S M A R T

1. **Write a Company Summary**



1. **Determine Your Financial Plan**



Conduct Additional Financial Calculations

* + Gross operating income (GOI)

GOI = Total rent + Other income – Vacancy losses =

* + Capitalization (Cap) rate

Cap rate = Net operating income / Purchase price =

* + Gross rent multiplier (GRM)

GRM = Property price / Gross annual income =

* + Vacancy rate

Vacancy Rate Formula = # of Vacant Units x 100 / Total # of Units =

* + Cash flow

Cash flow: = Gross rental income - Total expenses =

1. **Perform a Rental Market Analysis (RMA)**

Use our free RMA template to create your analysis: [Rental Market Analysis (RMA): The Investor Guide](https://fitsmallbusiness.com/rental-market-analysis/)

Create a Marketing Plan



1. **Build a Team & Implement Systems**

* Attorney Name & Contact:
* Real Estate Agent Name & Contact:
* Contractors Name & Contact:
* Plumbers Name & Contact:
* Property Manager Name & Contact:
* Accountant Name & Contact:
* Property Management System:

1. **Exit Strategy**

