House Flipping Business Plan Template

### 1. Write Your Mission & Vision Statement

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### 2. Conduct a SWOT Analysis

| **Internal Business Analysis**  |
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| **Strengths**  | **Weaknesses**  |
|  |  |

| **Internal Business Analysis**  |
| --- |
| **Opportunities**  | **Threats**   |
|  |  |

### Business Strategies to Employ Based on SWOT Analysis

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### 3. Set Specific & Measurable Goals

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**Goal 1:**

|  |
| --- |

Check that your goals are SMART:

|  | **S** |  | **M** |  | **A** |  | **R** |  | **T** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |

**Goal 2:**

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| --- |

Check that your goals are SMART:

|  | **S** |  | **M** |  | **A** |  | **R** |  | **T** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |

**Goal 3:**

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Check that your goals are SMART:

|  | **S** |  | **M** |  | **A** |  | **R** |  | **T** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |

**Goal 4:**

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Check that your goals are SMART:

|  | **S** |  | **M** |  | **A** |  | **R** |  | **T** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |

**Goal 5:**

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Check that your goals are SMART:

|  | **S** |  | **M** |  | **A** |  | **R** |  | **T** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |

### 4. Write a Company Summary

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### 5. Perform a Comparative Market Analysis (CMA)

Use our free CMA template to create your analysis: [Comparative Market Analysis (CMA): Definition & How to Create (+ Examples)](https://fitsmallbusiness.com/comparative-market-analysis/)

### 6. Additional Fix-and-flip Business Model Plans:

| Types of properties to flip: |  |
| --- | --- |
| Geographic area:  |  |
| Who will do the work:  |  |
| Project timeline:  |  |
| Number of projects:  |  |
| Financial plan and sources:  |  |
| Expected return on investment (ROI):  |  |

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### 7. Set Up Business Operations

| Business entity:  |  |
| --- | --- |
| Employee identification number (EIN):  |  |
| Open Business Account:  |  |

Essential Marketing Assets:

|  | **Logo** |  | **Business Cards** |  | **Website** |  | **Email address** |
| --- | --- | --- | --- | --- | --- | --- | --- |

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### 8. Find Financing Sources

● Hard money loan

● Rehab loan

● Investment groups

### 9. Calculate Additional Finance Information

Use the free [house flipping calculator](https://fitsmallbusiness.com/house-flipping-calculator/) to generate your potential profits when shopping and evaluating potential properties.

### 10. Hire Professionals

| Attorney Name & Contact:  |  |
| --- | --- |
| Real Estate Agent Name & Contact:  |  |
| Contractor Name & Contact:  |  |
| Plumber Name & Contact:  |  |
| Accountant Name & Contact:  |  |
| Administrative Assistant Name & Contact:  |  |
| Handyperson Name & Contact:  |  |
| Landscaper Name & Contact:  |  |
| Architect Name & Contact:  |  |

### 11. Identify Properties to Flip

| Location and proximity:  |  |
| --- | --- |
| Desirable neighborhood:  |  |
| Nearby amenities:  |  |
| Structural issues:  |  |
| Potential value-add repairs:  |  |
| Property size:  |  |
| Outdoor space:  |  |

### 12. Create a Lead Generation Plan

### How you will generate listing leads for your business:

|  |
| --- |

### Sources of lead generation:

|  |
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