

# BUSINESS MODEL CANVAS

 **KEY PARTNERS**

Include real estate professionals and sphere of influence partners.

 **KEY ACTIVITIES**

Include actions to perform (e.g. cold-calling, showings, purchasing leads, etc.).

 **KEY RESOURCES**

Include physical, financial, and human resources you require to grow your business.

 **VALUE PROPOSITION**

Include services you provide to differentiate yourself from the competition.

 **CLIENT RELATIONSHIPS**

Include past clients and referrals for networking.

 **CHANNELS**

Include channels you are using to reach clients (e.g. online marketing and advertising channels).

 **CLIENT SEGMENTS**

Include the client segments you will serve (also known as your niche).

 **COST STRUCTURE**

Include projected expenses for business operations (e.g. board dues, education, taxes, etc.)

 **REVENUE STREAMS**

Include all sources of real estate income.