

# Real Estate Investment Business Plan Template

## 1. Write Your Mission & Vision Statement

---

---

---

## 2. Conduct a SWOT Analysis

Internal Business Analysis	
Strengths	Weaknesses
External Business Analysis	
Opportunities	Threats

Business Strategies to Employ Based on SWOT Analysis

---

---

---

## 3. Decide on Your Real Estate Business Model

---

---

---

#### 4. 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

#### 5. Write a Company Summary

---

---

#### 6. 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 = \_\_\_\_\_

## 7. Perform a Rental Market Analysis (RMA)

Use our free RMA template to create your analysis: [Rental Market Analysis \(RMA\): The Investor Guide](#)

## 8. Create a Marketing Plan

---

---

---

---

---

## 9. 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: \_\_\_\_\_

## 10. Exit Strategy

---

---

---