[Company's Name]



**[Company Name]**

**[Address]**

**[City, State, Zip]**

**[Website: https://www.URL]**

**[Name of Owner or Contact], [Title]**

**[Phone]**

**[Email]**

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***(Note: right click on the Table of Contents to auto update contents of the table)***

# Business Plan Confidentiality Agreement

The undersigned reader of **[Company's Name]** Business Plan hereby acknowledges that the information provided is completely confidential and therefore the reader agrees not to disclose anything found in the business plan without the express written consent of **[Business Owner's Name(s)].**

It is also acknowledged by the reader that the information to be furnished in this business plan is in all aspects confidential in nature, other than information that is in the public domain through other means and that any disclosure or use of the same by the reader may cause serious harm and or damage to **[Company’s Name]**.

Upon request this business plan document will be immediately returned to **[Business Owner's Name(s)]**.

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Signature

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Name (typed or printed)

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Date

***This business plan does not imply an offering of securities.***

# Executive Summary

*(****Note:*** *The executive summary is a mini version of the plan and can be somewhat repetitive. You can do this section last.)*

## Purpose

The purpose of this business plan is to raise $\_\_\_\_ for the \_\_\_\_ (i.e., flipping property,  *rehabbing properties, renovations, & marketing, legal fees, expansion, and working capital*) for the business, while showcasing the operations over the next five years. The Company was founded by **[Business Owner's Name(s)]**.

## Introduction

**[Company’s Name]** (Also referred to as “The Company”) is a \_\_\_\_\_\_\_ (i.e. start-up, existing, expanding, etc.) real estate business. Being a \_\_\_\_\_\_ (I.e. full-service, new home builder, seller’s/buyer’s agent, real estate investor, fix-and-flip, rental, etc.) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ business additional services offered such as (i.e. residential renovations, commercial build-outs, property management, flipping property, etc.) to appeal to a diverse range of customers. The company is located in **[City, State]**. The outlook for the future of **[i.e. city, state, providence, country, etc.]** is promising. *(****If a start-up add****: The real estate Company will launch on \_\_\_\_ 202\_.)* The real estate business office will be (open \_\_\_\_\_ days a week, remote, virtual, as needed, etc.),

The **[Company’s Name]** offers \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**(Example:** The **[Company’s Name]** (will have or has) a variety of services including (residential listings, commercial renovations, Industrial design, property management, or flipping property, etc.**)**

****

## Problem/Need/Opportunity

**(Example 1:** There are currently (no, few, limited) \_\_\_\_\_\_\_\_\_\_\_ (type of real estate, i.e. residential, commercial, Industrial, land, etc.) real estate business in the city, that offer the variety of services that **[Company’s Name]** does.

(**Example 2**: The Company misses out on good deals when funding is not in place to act fast. There is a strong market for real estate in this area. There is an opportunity to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (acquire more income producing multi-family real estate deals, fix and flip, manage property, rent to veterans, etc.) if the business acts quickly.

 (**Example 3**: The area is in need of a real estate business that can handle (any type of real estate transaction, prosperity management, renovations, low income housing, etc.). A place where clients always know they will be taken care of.)

## Solution

The **[Company’s Name]** will solve this problem/need by **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.**

**(Example 1:** The **[Company’s Name]** will solve this problem by opening up a (type of real estate, i.e. Residential, Commercial, property management, etc.) real estate business that will provide a variety of services that will appeal to all clients.)

(**Example 2**: **[Company’s Name]** will feature an a la carte type service to its clients, being able to handle all types of situations so the client will not have to go elsewhere for their business.)

(**Example 2**: **[Company’s Name]** already has a model in place to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (buy properties below market value, refurbish, rent, etc.). The Company is already \_\_\_\_\_\_\_\_\_\_\_ (renting, managing, flipping, etc.) out \_\_\_ number of properties. **[Company’s Name]** \_\_\_ (will/is/can) expand into more \_\_\_\_\_ (areas, cities, states, multi-family units, commercial units, etc.) that are income producing.



## Market Size & Trends

(In this section search online for a few statistics that show the industry size; add the source in the body or the footnote)

**Example:**

**The US real estate industry** is expected to rise to **52.3 million housing units** by the end of 2021, representing a CAGR of 2.6% for the 2016-2021 period.[[1]](#footnote-1)

*The real estate advisor Savills (svlpf, -4.73%)* has tallied up **the value of all global property,** including commercial and residential property and forestry and agricultural land.By the firm’s count, it comes to a whopping **$217 trillion total**, and residential property makes up about 75% of the total value.[[2]](#footnote-2)

**NAR Membership Statistics**

**Members to date:** 1,342,627 as of April 2019

**Number of local associations:** 1,148 as of January 2019

*Source: Monthly Membership Report and NAR Membership Statistics, 1908-present*

**REALTOR® Demographics**

* 68% percent of REALTORS® are licensed as sales agents, 20% hold broker licenses, and 14% hold broker associate licenses.
* The typical REALTOR® is a 54-year-old white female who attended college and is a homeowner.
* 67% of all REALTORS® are female, and the median age of all REALTORS® is 52.
* Real-estate experience of all REALTORS® (median): 8 years
* Median tenure at present firm (all REALTORS®): 4 years
* Most REALTORS® worked 35 hours per week in 2018.
* The median gross income of REALTORS® was $41,800 in 2018, an increase from $39,800 in 2017.
* Median number of transaction sides in 2018:
	+ Residential sides for all REALTORS®: 11
	+ Residential sides for residential specialists only: 12
	+ Residential sides for commercial specialists only: 4
	+ Commercial sides for commercial specialists only: 4
* Formal education of REALTORS®:
	+ Some college: 30%
	+ Bachelor's degree: 31%
	+ Graduate degree and above: 13%
	+ Associate degree: 13%
	+ Some graduate school: 6%
	+ High-school graduate: 8%
* REALTOR® affiliation with firms:
	+ Independent contractor: 87%
	+ Employee: 5%
	+ Other: 8%

*Source: 2019 National Association of REALTORS® Member Profile*

## Competitive Advantages

**[Company Name]** will have several competitive advantages including:

**(Example: pick 3-5 things such as the examples below)**

* *Location*
* *Pricing*
* *Professional staff*
* *Convenience*
* *Responsiveness*

## Ownership & Management

The management team is comprised of (The founder or individuals whose background(s) consist of \_\_\_ year's experience) in the Real Estate industry.

*(Biography, experience, or resume will go below in the plan; here just mention the owner(s)/manager(s) name and title, with a few sentences about experience)*

**[Name, Title] - [Experience]**

**[Name, Title] - [Experience]**

**[Name, Title] - [Experience]**

(**Example:** ***John Smith, CEO***: John has 15 year of experience as a real estate Broker manager and 10 years as an Owner and Operator. He has owned and operated two prior businesses that he sold for a profit in 2010. He looks forward to this next venture.)

## Funding

**[$Amount]** of funding is needed over the next year for **[Insert uses here]. (*Example****: (i.e., flipping property, rehabbing properties, renovations, & marketing, legal fees, expansion and working capital).*

OR

**[No funding is needed at this time. The owners have provided the company with sufficient capital.]**

***Continue reading the business plan below.***

**

# Company Structure

## Overview

## Legal Structure

The legal structure of the **[Company Name]** is a **\_\_\_\_\_\_\_\_\_\_\_\_\_.**

 (*Examples below*)

* *Limited Liability Company (LLC)*
* *Corporation*
* *Partnership*
* *To be determined / Pending*

## Founded

**[Month, Year]**

## Ownership

The Company is owned by:

**[Owner's Name: xx%].**

**[Owner's Name: xx%].**

## Location

**[Address]**

*(Optional) You can add a Map of the location of the business or a picture.*

## Mission

**[Insert Mission Statement here]**

*(****Example 1:*** *To be the top rated full-service real estate business in the area.)*

*(Example 2:* ***[Company’s Name]*** *is a great place to bring all of your real estate business, there is nothing the company can’t handle for the clients.)*

## Vision

**[Insert Vision Statement here (optional)]**

*(****Example:*** *To make a difference in our community by bringing a full-service real estate business into the area and giving back to the community in which we serve.)*

## Hours of operation

[**Insert days and Hours of Operation]*.*** *(****I.e****. Monday-Friday 9:00 am - 6:00 pm closed Sunday - Saturday.*)

# Company Summary

## Company Description

**[Company’s Name]** offers \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**(Example:** a variety of services including commercial, residential, property management, sell, buy, rehabbing property’s, etc.**)**

(**Another example**: **[Company’s Name]** provides a full-service menu for its clients with the hopes of exceeding their expectations and providing them with everything that they will need for their real estate transactions now and in the future.)

**[Company’s Name]** intends to cater to \_\_\_\_\_\_\_\_\_\_\_ (*i.e. a wide group of people, college students, professionals, families, divorcee’s, vacationers, retired couples, etc.*)

**[Company’s Name]** wants everyone to feel welcome and relaxed in a \_\_\_\_\_\_ (*i.e. cozy, modern, family oriented, etc*.) atmosphere with a \_\_\_\_\_\_\_\_\_\_\_\_\_ (*i.e. full-service, an a la carte, etc.*) services. The Company goal is to have \_\_\_\_\_\_\_\_\_ (*i.e. "something for everyone"", unique services"", several options", etc.*) for the clients. (*See example below*)

Now clients can leave it to **[Company’s Name]** totake care of all their real estate needs and not worry about a thing. The company will be offering high-quality service at reasonable prices. The company will hire the best people available, training, motivating, and encourage them, and thereby retaining the friendliest most efficient staff possible. The management team will comprise of individuals whose backgrounds consist of \_\_\_ years’ experience in real estate, mortgage, property management, house rental industry.



## Products & Services

The **[Company’s Name]** will provide the following products and services:

* [insert]
* [insert]
* [insert]

*Explain what products services you will be providing: i.e.*

* *Buying/selling property*
* *Commercial*
* *Residential*
* *Rentals*
* *Renovations*
* *Property management*
* *Second homes*
* *Vacation homes*
* *Mortgages*
* *Property Appraisals*

## Services

The Company will offer a \_\_\_\_\_ (full-service menu or list of services) and also make sure the client feels at ease and knows that they are being well taken care of. The business will have a variety of \_\_\_\_\_\_\_ (i.e. residential, commercial, Industrial, etc.) services.

Adding value will help the company stand out from the crowd. Prices will be \_\_\_\_\_\_\_\_ (i.e. $\_\_\_\_, commission based, a percent, competitive with other companies in the area). It is the strategy of **[Company’s Name]** to give a perception of higher value than its competitors, through (its variety of service, approach, etc.) that is being offered.

**Here is an example of the company’s services:**

*[Here is where you put your sample services, written or visual]*

## Images

[***Insert any additional images here of the company***]







## Revenue: Pricing and Profitability

**[Explain how you will make money with the business.]**

The **[Company’s Name]** will make money from \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

(**Example:** The **[Company’s Name]** will make money from the helping clients buy/sell property, renovations, rentals, and property management fees, etc. Prices will be competitive with other real estate companies in the area.)

**Pricing Strategy**

*The* ***[Company’s Name]*** *pricing strategy is the following:*

* *Use comparison pricing*
* *Offer discounts on using multiple services*
* *Knowing what the client can afford*
* *Create a demand for the property*
* *Free online price quotes*
* *Pricing based on seasonal trends*
* *Price for the market area*

*(I.e. The goal of the company is to have each real estate agent selling \_\_\_\_\_\_ homes per month with a goal to make $ \_\_\_\_\_\_ per transaction, which will result in estimated revenue of $ \_\_\_\_\_\_\_\_\_* a year/month.)

## Goals

**[Company’s Name]** has established goals in order to fulfill its objective of operating and growing this business establishment*:*

* Grow the business in the local market by offering \_\_\_\_\_\_**.**
* Build a strong leadership team to lead **[Company’s Name]** in to the future.
* Expand our marketing and advertising in the local area.
* Increase sales and revenue each year by \_\_\_%. (I.e. 10%)
* Look for opportunities to increase revenue through multiple streams

## Milestones

**[Company Name]** expects to achieve the following milestones:

|  |  |
| --- | --- |
| **Date** | **Milestone** |
| **[Date 1]** | Finalize lease agreement |
| **[Date 2]** | Design and build out [**Company Name**]  |
| **[Date 3]** | Hire and train initial staff |
| **[Date 4]** | Launch **[Company Name]**  |
| **[Date 6]** | Reach Sales goal of $ \_\_\_\_\_\_  |
|  |  |

(***Or Insert your own chart here***)



## Keys to Success

Examples:

* *Target niche market’s*
* *Have a business system in place to lead*
* *Top customer service to the client*
* *Invest and re-invest in the business*
* *Open to change and new trends in the market*

## Competition & Competitive Advantages

## Competition

Competition in the local area is \_\_\_\_\_ (*I.e. somewhat sparse, high, moderate, etc.*) and does not provide \_\_\_\_\_\_\_ (*I.e. nearly the level of service’s and customer service, enough options, variety, etc.*) They desire a \_\_\_\_\_\_\_\_ (unique, high-quality, one-stop-shop, fast, etc.) experience.

**[Company Name]** faces competition from the following companies:

* *(Competition name) – Brief description.*
* *(Competition name) – Brief description.*
* *(Competition name) – Brief description.*

(**Example:** ***Top Dog Real Estate*** - website - location - offers \_\_\_\_\_\_\_\_ (i.e. residential/commercial/Other) service’s in the local area; however, they do not offer \_\_\_\_\_\_\_\_\_ (rental, property management, etc.) options.

## Competitive Advantages

The **[Company’s Name]** competitive advantage is \_\_\_\_\_\_\_\_\_\_ (*I.e. experience, speed, location, demand, etc).*

***OR***

**[Company Name]** will have several competitive advantages including:

(**Example:** pick 3-5 things such as the examples below)

* *Location*
* *Type of services*
* *Friendly staff*
* *Convenience*

# Management Summary

The real estate will be owned by **[Insert Owners name(s) here].**

## Organizational Chart

**(Optional)**

## Management / Key Roles



[Name, Title] **- [Experience, biography, or resume]**

**Role: [Name]** will be responsible for \_\_\_\_\_\_.*(I.e. training, operations, marketing, etc.)*

**[Name]** is a **[title]** who has \_\_\_\_\_\_\_\_\_\_\_ -years of experience of working in \_\_\_\_\_\_\_.

**[Name]** is good at \_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_, and\_\_\_\_\_\_\_\_\_\_\_\_\_. (*I.e. communicating, leading, training, etc.)*

Other:

***[Name]*** *graduated from the \_\_\_\_\_\_ University with a Bachelor's degree in \_\_\_\_\_\_\_\_\_\_.*

***[Name]*** *has experience as \_\_\_\_\_\_.*

***[Name]*** *delivers \_\_\_\_\_\_\_\_\_\_.*

***[Name]*** *is in charge of \_\_\_\_\_\_\_\_\_\_\_.*

***[Name]*** *led the \_\_\_\_\_\_\_.*



[Name, Title] **- [Experience, biography, or resume]**

**Role: [Name]** will be responsible for \_\_\_\_\_\_.*(I.e. training, operations, marketing, etc.)*

**[Name]** is a **[title]** who has \_\_\_\_\_\_\_\_\_\_\_ years of experience of working in \_\_\_\_\_\_\_.

**[Name]** is good at \_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_, and\_\_\_\_\_\_\_\_\_\_\_\_\_. (*I.e. communicating, leading, training, etc.)*



[Name, Title] **- [Experience, biography, or resume]**

**Role: [Name]** will be responsible for \_\_\_\_\_\_.*(I.e. training, operations, marketing, etc.)*

**[Name]** is a **[title]** who has \_\_\_\_\_\_\_\_\_\_\_ years of experience of working in \_\_\_\_\_\_\_.

**[Name]** is good at \_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_, and\_\_\_\_\_\_\_\_\_\_\_\_\_. (*I.e. communicating, leading, training, etc.)*

## Management Summary

**[Company’s Name]** recognizes that in any growing Company management personnel often have to fill more than one role. As a result, a gap or gaps may exist until the Company is developed enough to have a specific person for every task required. **[Company’s Name]** currently has everything covered and feels confident that each task is being handled competently by management.

**[Company Name]** has a team that has considerable experience together and shares knowledge in many different fields of business and in life.

## Personnel Plan

Management has adopted an effective interview process designed to staff the real estate business with highly qualified people for each position. Each applicant will be rated and evaluated according to a pre-defined set of standards designed for each position. Background checks will be utilized for designated positions. Recruiting efforts will always center on referrals.

**[Company Name]** knows the personnel plan is in good proportion to the size of the real estate and projected revenues. The staff will include both full-time employees and part-time employees, who will work various shifts based on peak hours and need.

**Functional Roles**

In order to execute on [**Company Name**]’s business model, the Company needs to perform many functions including the following:

**(Pick any that apply)**

* *Agent*
* *Home Inspector*
* *Loan Processor*
* *Office Manager*
* *Real Estate Agent*
* *Real Estate Appraiser*
* *Real Estate Broker*
* *Realtors*
* *Secretary*
* *Social Media Manager*

Great customer service is very important to management team**.** The management and team and staff will handle every detail to make the clients experience seamless! All this and a warm atmosphere will make customers want to come back again and referral their family, friends and associates.

# The Market Size & Trends

*(Insert as many or as few examples, reports, stats, or tends as you want, just make sure to add the sources in the text or footnote.)*

***Example:***

***The US real estate industry*** *is expected to rise to* ***52.3 million housing units*** *by the end of 2021, representing a CAGR of 2.6% for the 2016-2021 period.[[3]](#footnote-3)*

*The real estate advisor Savills (svlpf, -4.73%) has tallied up* ***the value of all global property,*** *including commercial and residential property and forestry and agricultural land.**By the firm’s count, it comes to a whopping* ***$217 trillion total****, and residential property makes up about 75% of the total value.[[4]](#footnote-4)*

***NAR Membership Statistics***

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***Number of local associations:*** *1,148 as of January 2019*

*Source: Monthly Membership Report and NAR Membership Statistics, 1908-present*

***REALTOR® Demographics***

* *68% percent of REALTORS® are licensed as sales agents, 20% hold broker licenses, and 14% hold broker associate licenses.*
* *The typical REALTOR® is a 54-year-old white female who attended college and is a homeowner.*
* *67% of all REALTORS® are female, and the median age of all REALTORS® is 52.*
* *Real-estate experience of all REALTORS® (median): 8 years*
* *Median tenure at present firm (all REALTORS®): 4 years*
* *Most REALTORS® worked 35 hours per week in 2018.*
* *The median gross income of REALTORS® was $41,800 in 2018, an increase from $39,800 in 2017.*
* *Median number of transaction sides in 2018:*
	+ *Residential sides for all REALTORS®: 11*
	+ *Residential sides for residential specialists only: 12*
	+ *Residential sides for commercial specialists only: 4*
	+ *Commercial sides for commercial specialists only: 4*
* *Formal education of REALTORS®:*
	+ *Some college: 30%*
	+ *Bachelor's degree: 31%*
	+ *Graduate degree and above: 13%*
	+ *Associate degree: 13%*
	+ *Some graduate school: 6%*
	+ *High-school graduate: 8%*
* *REALTOR® affiliation with firms:*
	+ *Independent contractor: 87%*
	+ *Employee: 5%*
	+ *Other: 8%*

*Source: 2019 National Association of REALTORS® Member Profile*

***Statistics on REALTORS® and Technology***

* *REALTORS® most often prefer to communicate with their clients through email, at 93%. Ninety-two % prefer to communicate through text messaging, and 37% through instant messaging.*
* *REALTORS® who were 49 years and younger were the most likely to have a real estate blog, at 11%.*
* *76% of female REALTORS® and 73% of male REALTORS® use social media for professional use.*
* *Members found that the three most valuable technology tools used in their business, excluding email and cell phones were local MLS websites/apps (64%), lockbox/smart key devices (39%), and social media platforms (28%).*
* *The top 3 tech tools that have given the highest quality of leads: social media at 47%, MLS site at 32%, brokerage's website and listing aggregator site, both at 29%.*
* *48 percent of all real estate firms cited keeping up with technology as one of the biggest challenges facing their firm in the next two years.[[5]](#footnote-5)*

## State-by-State Economic Impact of Real Estate Activity

***LINK:*** *https://www.nar.realtor/reports/state-by-state-economic-impact-of-real-estate-activity*

*(Pick a states or states; example below)*

### New York Real Estate & Realtors

*The National Association of REALTORS®' total membership* ***New York*** *for June 2019 month end is* ***59,687****. [[6]](#footnote-6)*

***The Economic Impact of a Typical Home Sale in New York*** *[[7]](#footnote-7)*

**

### New Jersey Real Estate & Realtors

*The National Association of REALTORS®' total membership* ***New Jersey for*** *June 2019 month end is* ***53,210****. [[8]](#footnote-8)*

***The Economic Impact of a Typical Home Sale in New Jersey****[[9]](#footnote-9)*

**

### Connecticut Real Estate & Realtors

*The National Association of REALTORS®' total membership* ***Connecticut*** *for June 2019 month end is* ***17,074****. [[10]](#footnote-10)*

***The Economic Impact of a Typical Home Sale in Connecticut*** *[[11]](#footnote-11)*

**

## Florida Real Estate & Realtors

The National Association of REALTORS®' total membership **Florida for** June 2019 month end is **179,422**. [[12]](#footnote-12)

***The Economic Impact of a Typical Home Sale in Florida*** [[13]](#footnote-13)



***(Just pick the state from the source best for your business.)***

## National Realtors: State & Local

**THE NATIONAL ASSOCIATION OF REALTORS® STATE AND LOCAL LEADERSHIP DIRECTORY:**

https://www.nar.realtor/leadrshp.nsf/?OpenDatabase

## The National Association of REALTORS®' membership

The National Association of REALTORS®' total membership for June 2019 month end is **1,373,227**. [[14]](#footnote-14)





**Note: *Industry Reports*** *can sometimes be found online or purchased; and summarized here.*

## Local Demographics

***(You can use the census, census quick-facts, or online search to discover demographics in the city or county in which your establishment resides)***

**Example 1 (New York)**:[[15]](#footnote-15)

|  |  |  |
| --- | --- | --- |
| Census Facts *(updated every 10 years)[[16]](#footnote-16)* | New York | New York City, NY |
| Population estimates, July 1, 2018, (V2018) | **19,542,209** | **8,398,748** |
| Population estimates base, April 1, 2010, (V2018) | 19,378,124 | 8,174,988 |
| Population, percent change - April 1, 2010 (estimates base) to July 1, 2018, (V2018) | 0.80% | 2.70% |
| Population, Census, April 1, 2010 | 19,378,102 | 8,175,133 |
| Persons under 5 years, percent | 5.80% | 6.50% |
| Persons under 18 years, percent | 20.80% | 21.00% |
| Persons 65 years and over, percent | 16.40% | 13.60% |
| Female persons, percent | 51.40% | 52.30% |
| White alone, percent | 69.70% | 42.80% |
| Black or African American alone, percent | 17.60% | 24.30% |
| American Indian and Alaska Native alone, percent | 1.00% | 0.40% |
| Asian alone, percent | 9.00% | 14.00% |
| Native Hawaiian and Other Pacific Islander alone, percent | 0.10% | 0.10% |
| Two or More Races, percent | 2.60% | 3.30% |
| Hispanic or Latino, percent | 19.20% | 29.10% |
| White alone, not Hispanic or Latino, percent | 55.40% | 32.10% |
| Veterans, 2013-2017 | 757,900 | 163,465 |
| Foreign born persons, percent, 2013-2017 | 22.70% | 37.20% |
| Housing units, July 1, 2018, (V2018) | 8,363,934 | X |
| Owner-occupied housing unit rate, 2013-2017 | 54.00% | 32.60% |
| Median value of owner-occupied housing units, 2013-2017 | $293,000  | $538,700  |
| Median selected monthly owner costs -with a mortgage, 2013-2017 | $2,064  | $2,588  |
| Median selected monthly owner costs -without a mortgage, 2013-2017 | $728  | $836  |
| Median gross rent, 2013-2017 | $1,194  | $1,340  |
| Building permits, 2018 | 37,778 | X |
| Households, 2013-2017 | 7,302,710 | 3,142,405 |
| Persons per household, 2013-2017 | 2.63 | 2.67 |
| Living in same house 1 year ago, percent of persons age 1 year+, 2013-2017 | 89.40% | 89.80% |
| Language other than English spoken at home, percent of persons age 5 years+, 2013-2017 | 30.60% | 48.90% |
| Households with a computer, percent, 2013-2017 | 86.80% | 85.90% |
| Households with a broadband Internet subscription, percent, 2013-2017 | 78.90% | 77.50% |
| High school graduate or higher, percent of persons age 25 years+, 2013-2017 | 86.10% | 81.10% |
| Bachelor's degree or higher, percent of persons age 25 years+, 2013-2017 | 35.30% | 36.70% |
| With a disability, under age 65 years, percent, 2013-2017 | 7.50% | 6.80% |
| Persons without health insurance, under age 65 years, percent | 6.60% | 11.10% |
| In civilian labor force, total, percent of population age 16 years+, 2013-2017 | 63.10% | 63.50% |
| In civilian labor force, female, percent of population age 16 years+, 2013-2017 | 58.60% | 58.40% |
| Total accommodation and food services sales, 2012 ($1,000) | 49,285,508 | 27,452,861 |
| Total health care and social assistance receipts/revenue, 2012 ($1,000) | 155,666,053 | 76,165,547 |
| Total manufacturers shipments, 2012 ($1,000) | 148,879,931 | 14,816,322 |
| Total merchant wholesaler sales, 2012 ($1,000) | 341,734,970 | 173,797,846 |
| Total retail sales, 2012 ($1,000) | 251,167,736 | 92,265,000 |
| Total retail sales per capita, 2012 | $12,834  | $11,067  |
| Mean travel time to work (minutes), workers age 16 years+, 2013-2017 | 33 | 40.8 |
| Median household income (in 2017 dollars), 2013-2017 | $62,765  | $57,782  |
| Per capita income in past 12 months (in 2017 dollars), 2013-2017 | $35,752  | $35,761  |
| Persons in poverty, percent | 14.10% | 19.60% |
| Total employer establishments, 2016 | 544,073 | X |
| Total employment, 2016 | 8,178,455 | X |
| Total annual payroll, 2016 ($1,000) | 521,872,694 | X |
| Total employment, percent change, 2015-2016 | 2.20% | X |
| Total non-employer establishments, 2017 | 1,751,378 | X |
| All firms, 2012 | 2,008,988 | 1,050,911 |
| Men-owned firms, 2012 | 1,139,910 | 571,852 |
| Women-owned firms, 2012 | 725,709 | 413,899 |
| Minority-owned firms, 2012 | 709,021 | 539,447 |
| Nonminority-owned firms, 2012 | 1,248,304 | 483,136 |
| Veteran-owned firms, 2012 | 137,532 | 57,216 |
| Nonveteran-owned firms, 2012 | 1,811,544 | 966,167 |
| Population per square mile, 2010 | 411.2 | 27,012.50 |
| Land area in square miles, 2010 | 47,126.40 | 302.64 |

**Example 2**: **Salt Lake City**

|  |  |  |  |
| --- | --- | --- | --- |
| Statistic | Salt Lake City | Utah | National |
| Population | 191,446 | 2,948,427 | 318,558,162 |
| Population density (sq mi) | 1,722 | 40 | 91 |
| Median age | 31.8 | 30.3 | 37.7 |
| Male/Female ratio | 1.1:1 | 1.0:1 | 1.0:1 |
| Married (15 yrs & older) | 46% | 60% | 55% |
| Families w/ Kids under 18 | 47% | 51% | 43% |
| Speak English | 73% | 85% | 79% |
| Speak Spanish | 16% | 10% | 13% |

***Salt Lake City, UT*** has a population of **191,446** and is the **127th largest city** in the United States. The population density is **1,722 per sq mi** which is **4204%** higher than the Utah average and 1800% higher than the national average. The **median age** in Salt Lake City is **32** which is approximately **5%** higher than the Utah average of **30**. In Salt Lake City, 46% of the population over **15 years of age** are married, **73% speak English**, and **16% speak Spanish**. **48%** of Salt Lake City residents were born in Utah, **34%** were born out of state, **1%** were born outside of the United States, and **18%** were foreign born.

## Target Market

[**Company Name**] focuses on \_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

*(****Example****: ABC real estate focuses on local real estate seekers, families, veterans, investors, and on managing properties, vacation rentals, etc.)*

**OR**

The target market is:

* **[insert]**
* **[insert]**
* **[insert]**

Example:***Who your customers will be and where will you target them?***

*I.e. Adults ages 25-55*

*I.e. Families*

*I.e. Professional’s*

# Marketing Strategy

 **[Company’s Name]** intends to succeed by giving people excellent customer service that all our clients expect and deserve.

**[Company’s Name]** will focus on maintaining quality and establishing a strong identity in the area. The main focus in marketing will be to increase customer awareness in the \_\_\_\_\_\_ (i.e. surrounding area, region, etc.).

**[Company’s Name]** will direct all of our marketing efforts toward the goal of explaining who **[Company’s Name]** is and what **[Company’s Name]** does.

**[Company’s Name]** will keep our standards high and execute the concept so that word-of-mouth will be the main marketing force.

**[Company’s Name]** will create an appealing and warm environment with quality at a competitive pricing. An exciting (*new, established)* real estate, **[Company’s Name]** will be talked about. Therefore, the execution of our concept is the most critical element of this plan.

 All of the real estate service is competitively priced for \_\_\_\_\_\_ (i.e. the area, the market, the region). While the Company is not striving to be the lowest-priced real estate company, **[Company’s Name]** is aiming to be the \_\_\_\_\_ (i.e. top, superior, value leader, etc.)

## Marketing

**[Company Name]** utilizes several marketing methods include the following:

**(Pick 3-7 methods you will use, examples below)**

* **[Insert]**
* **[Insert]**
* **[Insert]**
* *Advertising*
* *Emails*
* *Flyers, Business Cards, Brochures*
* *Grand Opening Celebration.*
* *Local Media*
* *Mobile Marketing*
* *Networking/PR*
* *Search Engine Optimization*
* *Social Media*
* *Website Design*
* *Word-of-Mouth*
* *Yellow Pages Advertisements*

## Web Plan

**[Company’s Name]** will have a website**.**

**URL: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**[Company’s Name]** understands the importance of a website and online menu.

It will be a virtual business card and portfolio for the company, simple, classy, and well designed. The site will list the many services offered, reviews, and what’s happening at **[Company’s Name]**.

 **[Company’s Name]** will also have social media accounts to get new customers excited about what the company is doing in the real estate market. Customers will also be able to send us an E-mail or comment online.

## Pricing

**[Company’s Name]** seeks a balance between quality of offering, price, and the value that may be derived from the competition. The Company believes it offers the best balance of these aspects in the minds of the target clients. Ultimately, the Company wants to ensure that all of the target clients equate **[Company’s Name]** with \_\_\_ (i.e. great value, excellent customer service, etc.).

## Sales Strategy

The sales plan is to establish and maintain position with the local clients. The strategy is to find more clients’s in order to increase revenue and business. The Company will focus on \_\_\_\_\_\_\_\_\_\_\_\_ (i.e. excellent customer service, new contacts, referrals, etc.).

**[Company’s Name]** will have an experienced staff that knows the real estate market inside and out. The Company will train every new employee.

## Positioning

**[Company’s Name]** takes the position that its primary role in the marketplace is being a provider of top quality, [**type of service**] real estate for \_\_\_\_\_\_ (i.e. everyday people, professionals, families, retired, divorcee’s etc.). This is how **[Company’s Name]** will distinguish itself in the market place. The Company wants the target clients to think about **[Company’s Name]** whenever people think about the best place for [**type of real estate**]. The Company wants them to choose **[Company’s Name]** because people associate it with quality.

# SWOT Analysis *(optional)*

**(Pick 3-5 in each category; examples below)**

## Strengths

* [insert]
* [insert]
* [insert]
	+ **Industry trends**
	+ **Growth market**
	+ **High quality customer service**
	+ **Variety of service’s**

## Weaknesses

* [insert]
* [insert]
* [insert]
	+ ***High operation cost***
	+ ***Inventory levels changing***
	+ ***Turn-over in the industry***
	+ ***Resistance to change***

## Opportunities

* [insert]
* [insert]
* [insert]
	+ ***Little competition in the local area***
	+ ***Development of alternative services***
	+ ***Use technology (mobile app, online coupons, etc.)***
	+ ***Changes in the market***

## Threats

* [insert]
* [insert]
* [insert]
	+ ***Trends may change***
	+ ***Emergence of new competition***
	+ ***Copy Cats***
	+ ***Changes in client’s expectations***

# Funding

## Funding

**[$Amount]** of funding is needed over the next year for **[Insert uses here]. (*Example****:* *i.e. renovations, flipping and rehab property’s, office furniture, real estate supplies, legal fees, working capital, marketing, and training, etc.*) Total costs will be $\_\_\_\_, $\_\_\_\_ of which will be contributed by the [**owner(s)]** and the remainder will be secured through \_\_\_\_\_\_\_\_ (*i.e. bank loan, investors, grants, etc.*).

OR

**[No funding is needed at this time. The owners have provided the company with sufficient capital.]**

## Use of Funds/Costs

Total costs are estimated to be:

* **[Insert]**
* **[Insert]**
* **[Insert]**

**Examples:**

* *Building $\_\_\_*
* *Equipment* *$ \_\_\_\_*
* *Insurance $ \_\_\_\_*
* *Inventory $ \_\_\_\_*
* *Legal $ \_\_\_\_*
* *Marketing $ \_\_\_\_*
* *Renovations $ \_\_\_\_*
* *Technology $ \_\_\_\_*
* *Working capital $ \_\_\_\_*

## Exit

**[Company’s Name]** is \_\_\_\_\_\_\_. (I.e. not looking to exit at this time, looking to sell in 5-10 years, looking to merge, is open, etc.)

# Conclusion

*Thank you for reading.*

***[Company’s Name]*** *would like to\_\_\_\_\_\_\_\_\_. (I.e. introduce “ABC real estate in (city/state, region, and the market).)*

This business plan contains an overview of all the planning that is required for this business. Location, staff, and service quality etc. are some important aspects that the **[owner(s)]** of the real estate will focus on. Strategic plans for marketing, human resources, and menus will be executed as mentioned above.

With the growing demand for high-quality real estate service, **[Company’s Name]** will capitalize on its proximity to [**Location**] to build a core group of repeat clients.

The **[owner(s)]** believe that this concept will provide \_\_\_\_\_\_ (i.e. new, improved, better, unique, etc.) experiences to the clients.

**[Company’s Name]** believes that its prospects for establishing and continuing a successful real estate in this (community, region, market, etc.) are excellent.

The [**Owner(s)]** seeks a relationship with a [**lender/investor]** that can help **[Company’s Name]** grow the business.

**[Company’s Name]** values your time, and hopes that you’ve learned all about the **[Company’s Name]** vision, goals, opportunities, and value. **The Company appreciates your review of this business plan.**



# Appendix

### Financial Plan

### Other

1. https://store.marketline.com/report/ohmf0138--real-estate-in-the-united-states/ [↑](#footnote-ref-1)
2. http://fortune.com/2016/01/26/rea-estate-global-economy/ [↑](#footnote-ref-2)
3. https://store.marketline.com/report/ohmf0138--real-estate-in-the-united-states/ [↑](#footnote-ref-3)
4. http://fortune.com/2016/01/26/rea-estate-global-economy/ [↑](#footnote-ref-4)
5. *Source: 2018 Real Estate in a Digital Age* [↑](#footnote-ref-5)
6. https://www.nar.realtor/membership/monthly-report [↑](#footnote-ref-6)
7. https://www.nar.realtor/sites/default/files/documents/2018-state-economic-impact-of-real-estate-activity-ny-06-06-2019.pdf [↑](#footnote-ref-7)
8. https://www.nar.realtor/membership/monthly-report [↑](#footnote-ref-8)
9. https://www.nar.realtor/sites/default/files/documents/2018-state-economic-impact-of-real-estate-activity-nj-06-06-2019.pdf [↑](#footnote-ref-9)
10. https://www.nar.realtor/membership/monthly-report [↑](#footnote-ref-10)
11. https://www.nar.realtor/sites/default/files/documents/2018-state-economic-impact-of-real-estate-activity-ct-06-06-2019.pdf [↑](#footnote-ref-11)
12. https://www.nar.realtor/membership/monthly-report [↑](#footnote-ref-12)
13. https://www.nar.realtor/sites/default/files/documents/2018-state-economic-impact-of-real-estate-activity-fl-06-06-2019.pdf [↑](#footnote-ref-13)
14. https://www.nar.realtor/membership/monthly-report [↑](#footnote-ref-14)
15. https://www.census.gov/quickfacts/fact/table/saltlakecitycityutah/PST045219 [↑](#footnote-ref-15)
16. https://www.census.gov/quickfacts/newyorkcitynewyork [↑](#footnote-ref-16)