[Company's Name]

Insert Logo Here

[Company Name]

[Address]

[City, State, Zip]

[Website: https://www.URL]

[Name of Owner or Contact], [Title]

[Phone]

[Email]

<u>Contents</u>

(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.

[Insert Image Here]

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]

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]

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%

---

[1] https://store.marketline.com/report/ohmf0138--real-estate-in-the-united-states/
[2] http://fortune.com/2016/01/26/rea-estate-global-economy/

- o Graduate degree and above: 13%
- o Associate degree: 13%
- o Some graduate school: 6%
- o High-school graduate: 8%
- REALTOR® affiliation with firms:
  - o Independent contractor: 87%
  - o Employee: 5%
  - o 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.

[Insert Image Here]

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]

[Insert Image Here]

(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]** to take 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.

[Insert Image Here]

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*]

[Insert Image Here]	[Insert Image Here]
[Insert Image Here]	[Insert Image Here]
[Insert Image Here]	[Insert Image Here]

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***)

[Insert Image 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)
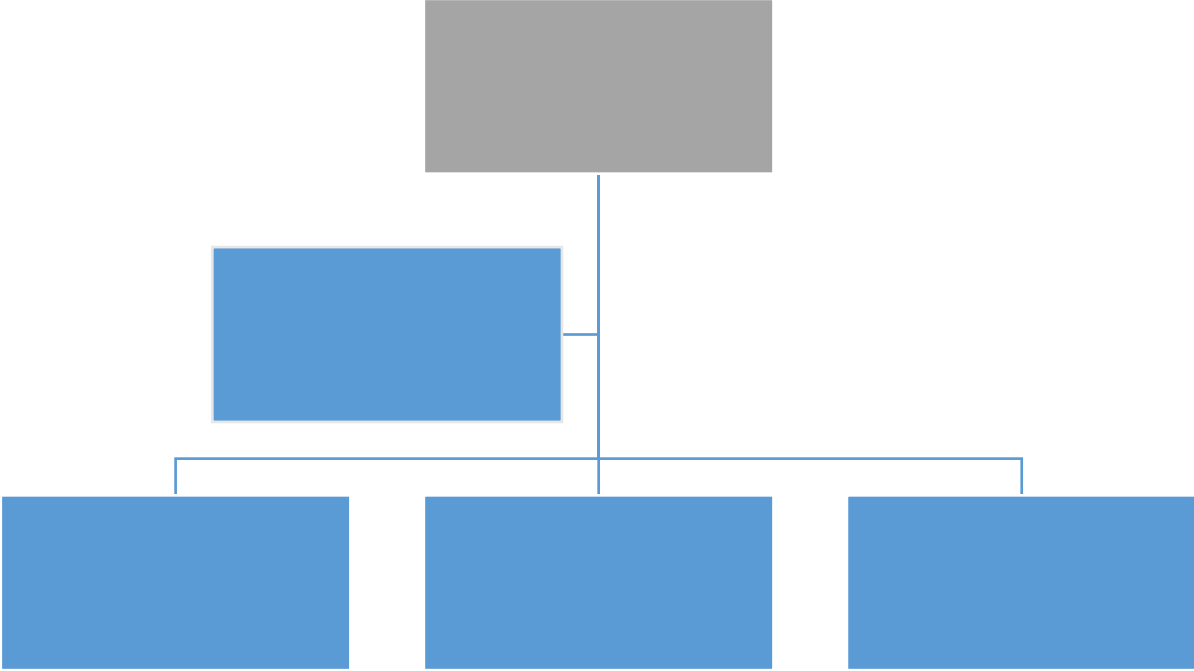
Management / Key Roles
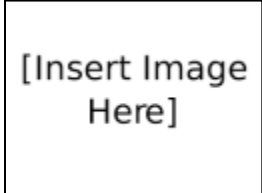
[Insert Image
Here]

[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 _____.*

[Insert Image Here]

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[Insert Image Here]

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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]*

*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]*

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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:*

[3] https://store.marketline.com/report/ohmf0138--real-estate-in-the-united-states/
[4] http://fortune.com/2016/01/26/rea-estate-global-economy/

- o *Residential sides for all REALTORS®: 11*

- o *Residential sides for residential specialists only: 12*

- o *Residential sides for commercial specialists only: 4*

- o *Commercial sides for commercial specialists only: 4*

- *Formal education of REALTORS®:*
  - o *Some college: 30%*
  - o *Bachelor's degree: 31%*
  - o *Graduate degree and above: 13%*
  - o *Associate degree: 13%*
  - o *Some graduate school: 6%*
  - o *High-school graduate: 8%*

- *REALTOR® affiliation with firms:*
  - o *Independent contractor: 87%*
  - o *Employee: 5%*
  - o *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*

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*

The Economic Impact of a Typical Home Sale in New York *7*

in New York

The real estate industry accounted for **$286.5** billion or **17.1%** of the gross state product in 2018.

TOTAL ECONOMIC IMPACT

$87,543

Income generated from real estate industries	Expenditures related to home purchase	Multiplier of housing related expenditures	New home construction
$24,390 27.9% of total impact	$4,243 4.8% of total impact	$13,744 15.7% of total impact	$45,167 51.6% of total impact

---

5 *Source: 2018 Real Estate in a Digital Age*

6 https://www.nar.realtor/membership/monthly-report

7 https://www.nar.realtor/sites/default/files/documents/2018-state-economic-impact-of-real-estate-activity-ny-06-06-2019.pdf

New Jersey Real Estate & Realtors

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

The Economic Impact of a Typical Home Sale in New Jersey [9]

The real estate industry accounted for **$129.3 billion** or **20.7%** of the gross state product in 2018.

TOTAL ECONOMIC IMPACT

$88,263

Income generated from real estate industries — $24,606 — 27.9% of total impact

Expenditures related to home purchase — $4,243 — 4.8% of total impact

Multiplier of housing related expenditures — $13,847 — 15.7% of total impact

New home construction — $45,567 — 51.6% of total impact

[8] https://www.nar.realtor/membership/monthly-report
[9] https://www.nar.realtor/sites/default/files/documents/2018-state-economic-impact-of-real-estate-activity-nj-06-06-2019.pdf

Connecticut Real Estate & Realtors

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

The Economic Impact of a Typical Home Sale in Connecticut [11]

in Connecticut

The real estate industry accounted for **$48.9** billion or **17.8%** of the gross state product in 2018.

TOTAL ECONOMIC IMPACT

$85,594

Income generated from real estate industries	Expenditures related to home purchase	Multiplier of housing related expenditures	New home construction
$23,805 27.8% of total impact	$4,243 5.0% of total impact	$13,463 15.7% of total impact	$44,083 51.5% of total impact

---

[10] https://www.nar.realtor/membership/monthly-report

[11] https://www.nar.realtor/sites/default/files/documents/2018-state-economic-impact-of-real-estate-activity-ct-06-06-2019.pdf

Florida Real Estate & Realtors
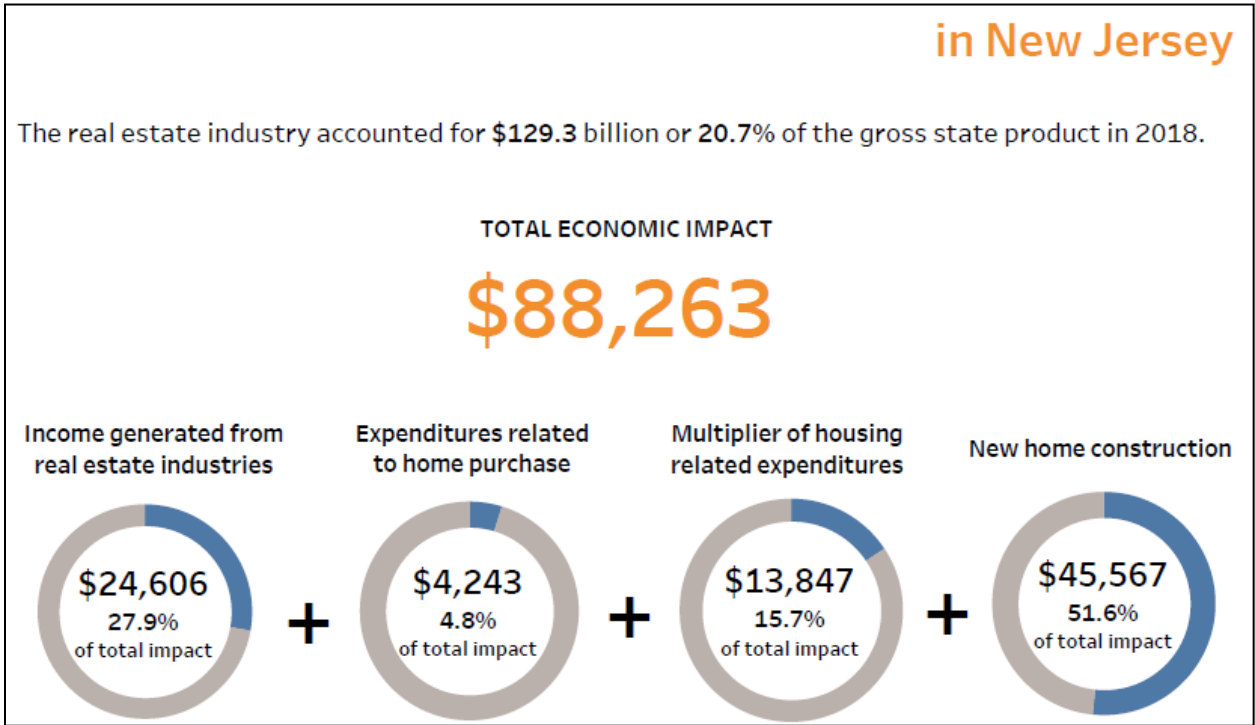
The National Association of REALTORS®' total membership **Florida for** June 2019 month end is **179,422**. [12]

The Economic Impact of a Typical Home Sale in Florida [13]

in Florida

The real estate industry accounted for **$227.3 billion** or **21.9%** of the gross state product in 2018.

TOTAL ECONOMIC IMPACT

$77,858

Income generated from real estate industries	Expenditures related to home purchase	Multiplier of housing related expenditures	New home construction
$21,483	$4,243	$12,348	$39,783
27.6% of total impact	5.4% of total impact	15.9% of total impact	51.1% of total impact

$21,483 + $4,243 + $12,348 + $39,783

(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

[12] https://www.nar.realtor/membership/monthly-report
[13] https://www.nar.realtor/sites/default/files/documents/2018-state-economic-impact-of-real-estate-activity-fl-06-06-2019.pdf

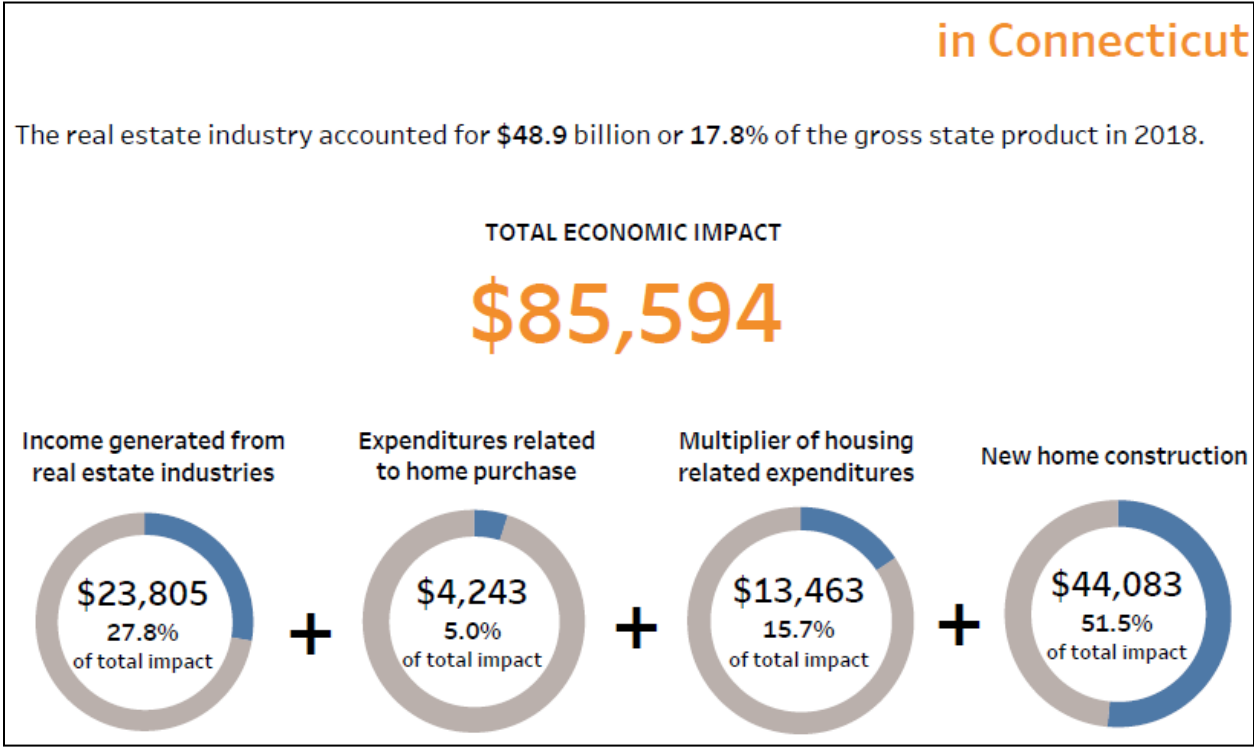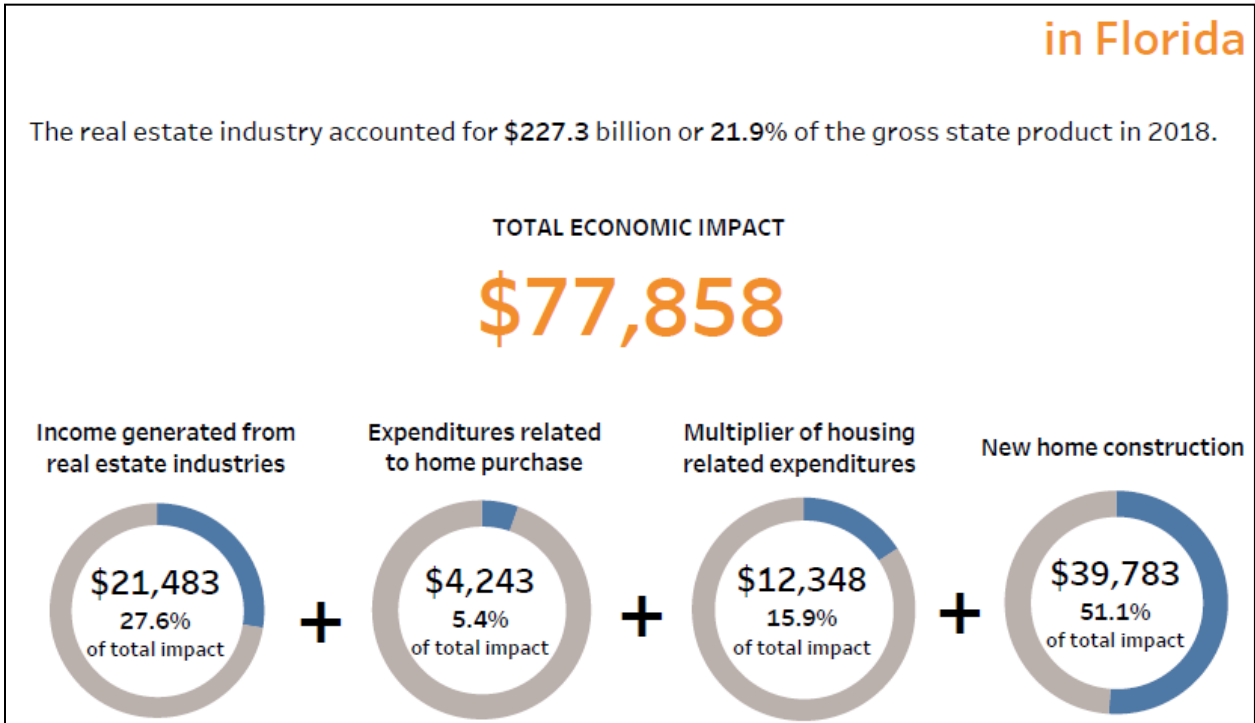# The National Association of REALTORS®' membership

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

June 30, 2019						
Membership	CURRENT 6/30/2019	LAST REPORT 5/31/2018	CHANGE 5/2019- 6/2019-	YEAR AGO TO DATE 6/30/2018	CHANGE 6/2018- 6/2019-	YEAR END 12/31/2018
California	193,418	191,137	1.19	191,976	0.75	198,744
Florida	179,422	178,096	0.74	174,037	3.09	177,964
Texas	121,849	120,159	1.41	116,200	4.86	118,680
New York	59,687	59,112	0.97	58,030	2.86	57,411
New Jersey	53,210	52,766	0.84	51,844	2.63	53,944
Arizona	49,357	49,294	0.13	48,124	2.56	49,720
Illinois	47,907	47,551	0.75	46,385	3.28	46,465
North Carolina	45,119	44,715	0.90	42,763	5.51	44,149
Georgia	38,055	37,472	1.56	35,687	6.64	36,745
Virginia	34,760	34,483	0.80	34,433	0.95	33,602
Sub-Total	822,784	814,785	0.98	799,479	2.92	817,424
Pennsylvania	34,211	33,858	1.04	33,005	3.65	33,874
Ohio	33,022	32,756	0.81	32,402	1.91	32,994
Michigan	32,050	31,847	0.64	31,122	2.98	31,275
Tennessee	28,218	27,943	0.98	26,891	4.93	27,541
Colorado	26,394	26,156	0.91	26,315	0.30	25,851
Maryland	26,069	25,770	1.16	25,609	1.80	25,769
Massachusetts	24,521	24,210	1.28	24,222	1.23	24,531
Missouri	22,623	22,407	0.96	21,864	3.47	22,230
South Carolina	21,490	21,271	1.03	20,305	5.84	20,983
Washington	21,365	20,933	2.06	21,247	0.56	21,763
Sub-Total	269,963	267,151	1.05	262,982	2.65	266,811
Minnesota	20,709	20,653	0.27	20,442	1.31	20,324
Indiana	18,234	18,074	0.89	17,491	4.25	17,655
Nevada	17,883	17,741	0.80	17,367	2.97	17,620
Oregon	17,319	17,172	0.86	17,016	1.78	17,291
Utah	17,208	17,047	0.94	16,252	5.88	16,283
Connecticut	17,074	16,961	0.67	16,735	2.03	17,020
Wisconsin	15,394	15,314	0.52	15,123	1.79	15,148
Alabama	14,720	14,579	0.97	13,909	5.83	14,485
Louisiana	14,566	14,496	0.48	14,227	2.38	14,462
Kentucky	11,371	11,262	0.97	11,070	2.72	11,182
Sub-Total	164,478	163,299	0.72	159,632	3.04	161,470
Oklahoma	11,220	11,087	1.20	10,940	2.56	10,950
Kansas	9,794	9,716	0.80	9,371	4.51	9,610
Idaho	9,782	9,672	1.14	9,152	6.88	9,263
Hawaii	9,768	9,767	0.01	9,671	1.00	9,637

[14] https://www.nar.realtor/membership/monthly-report

Arkansas	8,633	8,524	1.28	8,289	4.15	8,490
Iowa	7,477	7,460	0.23	7,478	-0.01	7,435
New Mexico	6,731	6,702	0.43	6,521	3.22	6,646
Mississippi	6,347	6,339	0.13	6,192	2.50	6,080
New Hampshire	6,054	6,009	0.75	5,820	4.02	5,956
Nebraska	4,954	4,915	0.79	4,851	2.12	4,771
Sub-Total	**80,760**	**80,191**	**0.71**	**78,285**	**3.16**	**78,838**
Rhode Island	4,933	4,888	0.92	4,741	4.05	4,770
Maine	4,925	4,856	1.42	4,697	4.85	4,700
Montana	4,777	4,735	0.89	4,505	6.04	4,583
Delaware	3,877	3,870	0.18	3,956	-2.00	3,949
Dist. Of Columbia	2,890	2,855	1.23	2,855	1.23	2,902
West Virginia	2,860	2,864	-0.14	2,828	1.13	2,789
Wyoming	2,215	2,198	0.77	2,183	1.47	2,211
South Dakota	1,982	1,965	0.87	1,952	1.54	1,964
North Dakota	1,953	1,941	0.62	1,903	2.63	1,908
Alaska	1,738	1,703	2.06	1,666	4.32	1,700
Sub-Total	**32,150**	**31,875**	**0.86**	**31,286**	**2.76**	**31,476**
Vermont	1,680	1,673	0.42	1,625	3.38	1,641
Puerto Rico	575	558	3.05	573	0.35	753
Guam	485	486	-0.21	459	5.66	464
Virgin Islands	352	348	1.15	347	1.44	331
Sub-Total	**3,092**	**3,065**	**0.88**	**3,004**	**2.93**	**3,189**
Grand Total	**1,373,227**	**1,360,366**	**0.95**	**1,334,668**	**2.89**	**1,359,208**

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]

Census Facts *(updated every 10 years)*[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

[15] https://www.census.gov/quickfacts/fact/table/saltlakecitycityutah/PST045219
[16] https://www.census.gov/quickfacts/newyorkcitynewyork

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.**

Insert
Logo
Here

Appendix

Financial Plan
Other