

# growthink

## **Free Real Estate Business Plan Template PDF**

Written By: Dave Lavinsky

Dave Lavinsky is the Co-Founder and President of Growthink, a premier business advisory firm. With over 25 years of experience in business planning, capital raising, and new venture development, Dave has significantly impacted entrepreneurs and small business owners worldwide. He has assisted over one million clients in creating comprehensive business plans that drive growth and success.

Growthink's [real estate business plan template](#) is a comprehensive guide to help entrepreneurs and business owners create a professional and effective plan for their real estate agencies.

---

### **PLEASE READ THIS FIRST:**

*NOTE: This is the Free version of Growthink's Ultimate Real Estate Business Plan Template. Much of the information from the paid version, including the integrated financial graphs and charts, has been removed from this version. To upgrade to the full, paid version of Growthink's Ultimate Real Estate Business Plan Template, please go to <https://businessplantemplate.growthink.com/real-estate/>.*

*The real version of Growthink's Ultimate Real Estate Business Plan Template is much more than a fill-in-the-blanks template. That template professionally guides you step-by-step so you can quickly, easily, and expertly complete your business plan.*

*Perhaps most importantly, it includes complete financial projections. You simply enter some numbers (for example the # of products/services you expect to sell and the price), and Growthink's Ultimate Real Estate Business Plan Template automatically builds your 5-year Income Statement, Balance Sheet, and Cash Flow Statement. This service alone would cost thousands of dollars if you hired an accountant to complete it for you.*

**[Company Logo]**  
(if applicable)

**[Company Name]**  
**REAL ESTATE BUSINESS PLAN**  
**[Current Month], [Year]**

**[Name]**  
**[Title]**  
**[Company Name]**  
**[Address 1]**  
**[Address 2]**  
**[City, State Zip]**  
**Tel: [ ]**  
**Fax: [ ]**  
**Email: [ ]**  
**Website: [ ]**

**CONFIDENTIAL**

*No offering is made or intended by this document. Any offering of interests in [Company Name] will be made only in compliance with Federal and State securities laws.*

*This document includes confidential and proprietary information of and regarding [Company Name]. This document is provided for informational purposes only. You may not use this document except for informational purposes, and you may not reproduce this document in whole or in part, or divulge any of its contents without the prior written consent of [Company Name]. By accepting this document, you agree to be bound by these restrictions and limitations.*

# Table of Contents

*(Right-click anywhere on this table and select Update Field after you have completed the plan)*

<b>Free Real Estate Business Plan Template PDF.....</b>	<b>1</b>
I. Executive Summary.....	2
II. Company Overview.....	3
Company Profile.....	3
Company Vision/Mission Statement.....	3
Past Accomplishments.....	3
III. Industry Analysis.....	4
Market/Industry Overview.....	4
Market/Industry Trends.....	4
Relevant Market Size.....	4
IV. Customer Analysis.....	6
Customer Needs.....	6
Target Customer Profile.....	6
V. Competitive Analysis.....	7
Direct Competitors.....	7
Indirect Competitors.....	7
Competitive Advantage.....	7
VI. Marketing Plan.....	8
Branding.....	8
Promotions Plan.....	8
VII. Operations Plan.....	10
Key Operational Processes.....	10
Business Milestones.....	10
VIII. Management Team.....	11
Management Team Members.....	11
Management Team Gaps.....	11
IX. Financial Plan.....	12
Revenue Model.....	12
Financial Highlights.....	12
Funding Requirements/Use of Funds.....	12
X. Appendix.....	14

# I. Executive Summary

---

The [Executive Summary](#) should include a summary of the other sections of your business plan, highlighting the key points and your [business goals](#). This section should be concise yet compelling, as it will likely be the first part of your [business plan](#) that potential investors or partners read.

## **Key Questions to Answer:**

- What does your business do?
- What market need does your business solve?
- What are 4-7 reasons why your business will be successful?
- How much capital, if any, are you seeking for your business?

## **Sample from Growthink's Ultimate Real Estate Business Plan Template:**

[Company Name], located at [insert location here] is a new residential real estate brokerage firm specializing in home sales and rentals. The company will operate in a professional setting, conveniently located next to [notable bank] in the center of the shopping district. [Company Name] is headed by [Founder's Name], an MBA Graduate from XYZ University with 20 years of experience working as a real estate broker.

### **Services**

[Company Name] will focus on superior service for its clients. It has a full-time assistant who, among other things, will manage the company website and listings, advertise listings elsewhere, and answer basic client questions.

The founder, [Founder's Name], will also focus on answering his clientele's needs. In addition to keeping in touch with past clients after they have successfully located or sold their home, [Founder's Name] will hold webinars on real estate concerns for clients and the community.

[Company's Name] services include listing rentals for landlords, assisting tenants in finding rentals, selling homes, and assisting buyers in finding homes. By serving both renters and homeowners, [Company's Name] hopes to become a long-term partner with each client rather than part of a one-time transaction.

## **II. Company Overview**

---

The [Company Overview](#) section should provide a brief history and description of your company, as well as any current or future partnerships or alliances. This section should also include a [mission statement](#) and an overview of your unique selling proposition (USP).

### **Company Profile**

- Where are you located?
- When were you formed?
- What is your legal entity form?

### **Company Vision/Mission Statement**

- What goals is your company trying to achieve?

### **Past Accomplishments**

- What successes has your company already achieved?

#### **Sample from Growthink's Ultimate Real Estate Business Plan Template:**

[Company Name], located at [insert location here] is a new residential real estate brokerage firm specializing in home sales and rentals. The company will operate in a professional setting, conveniently located next to [notable bank] in the center of the shopping district. [Company Name] is headed by [Founder's Name], an MBA Graduate from XYZ University with 20 years of experience working as a real estate broker.

While [Founder's Name] has been in the real estate brokerage business for some time, it was in [month, year] that he decided to launch [Company Name]. Specifically, during this time, [Founder] met with a former friend and fellow independent real estate broker in Fort Lauderdale, FL who has had tremendous success. After discussing the business at length, [Founder's Name] clearly understood that a similar business would enjoy significant success in his hometown...

## **III. Industry Analysis**

---

For the [Industry Analysis](#) section, you will need to [conduct market research](#) and present an overview of the market in which your business operates. This includes identifying your target market, analyzing current trends and potential challenges, and examining competitors.

### **Market/Industry Overview**

- In what market(s) do you compete?

### **Market/Industry Trends**

- What are the key market trend(s) and how does that affect you?

### **Relevant Market Size**

- How large is your relevant market (the # of customers who can realistically buy from you)?

#### **Sample from Growthink's Ultimate Real Estate Business Plan Template:**

Last year, according to IBISworld.com, U.S. real estate sale and brokerage agencies brought in revenues of \$137 billion and employed 1,085,000 people. There were 859,000 businesses in this market, for an average of \$160,000 per business. Many agents work part-time, leading to an average wage per employee in the industry of only \$13,000. This wage per employee is further lowered by the market situation at the time of this report.

As the American real estate industry and its health is considered a driver for the American economy as a whole, key statistics such as new home sales, homes on the market, and average home prices are tracked constantly by news and reporting agencies.

Major revenue streams of the industry include: Brokerage fees and commissions on residential property sales and rentals, brokerage fees and commissions on nonresidential property sales and rentals, brokerage fees and commissions on land sales, fees charged to real estate agents for the use of office space and firm services, property management fees, and real estate consulting fees, property appraisal fees.

## **IV. Customer Analysis**

---

The [Customer Analysis](#) section will include a detailed description of your target customers, including demographic information, needs, buying behavior, and purchasing preferences. This section should also highlight the potential growth and retention strategies for acquiring and retaining customers.

### **Customer Needs**

- What are the key needs of your target customers?

### **Target Customer Profile**

- Who are your target customers? Give a detailed demographic profile.

#### **Sample from Growthink's Ultimate Real Estate Business Plan Template:**

The Company will primarily target the following four customer segments:

- **Renters and Potential Renters:** Renters in this community are either in a temporary situation where it makes more financial sense to rent than to purchase, or are attempting to save towards a purchase in the area. A small portion of this group is made up of lifelong renters who never purchase a home. The renter group tends to be younger than the average home buyer, with an average age of 25. Renters change apartments at a faster rate than owners, causing a higher number of new rental closings per year even in communities with more homeowners.
- **Home Buyers:** Home buyers, with an average age of 33 in this community, include a portion of those who used to be renters, and some who are previous homeowners in the community, but are mostly made up of individuals who are moving into the community. Therefore, this group tends to be visiting the town from a distance, and located anywhere from 5 miles away to on the other side of the country. Home buyers value a real estate broker who is knowledgeable not just about the homes he is listing, but about the area's real estate market in general, and shows the intention of truly negotiating well on their behalf.

## **V. Competitive Analysis**

---

The [Competitive Analysis](#) section will provide a detailed overview of your competitors, including their [strengths and weaknesses](#). This section should also highlight how your company differentiates itself from the competition.

### **Direct Competitors**

- Who are your direct competitors? What are their strengths and weaknesses?

### **Indirect Competitors**

- Who are your indirect competitors? What are their strengths and weaknesses?

### **Competitive Advantage**

- What are your competitive advantages? Are these sustainable (can competitors emulate them)?

#### **Sample from Growthink's Ultimate Real Estate Business Plan Template:**

The following residential real estate brokerage firms are located within a 20-mile radius of [Company Name], thus providing either direct or indirect competition for customers:

#### **RE/MAX**

RE/MAX, located in [location] is a franchise of a nationwide real estate chain. The branch currently employs fifteen brokers, although at least ten of them work only part-time. RE/MAX offers a nationwide database of rentals and sale properties and high brand recognition.

However, RE/MAX agents experience high turnover, resulting in little concern for maintaining ongoing relationships with clients. Also, the agents themselves are mixed in quality, ranging from part-time brokers with little experience or sales records to full-time brokers with long-term experience. There is no systematic company method for passing on knowledge from experienced to inexperienced brokers as all are competing with each other, to a certain extent, for commissions.



## **VI. Marketing Plan**

---

In the [Marketing Plan](#) section, you will outline your strategies for promoting and selling your products or services. This includes identifying target markets, pricing strategies, distribution channels, and promotional tactics.

### **Branding**

- What is your desired brand positioning?

### **Promotions Plan**

- How do you plan to promote your company's products and/or services?

#### **Sample from Growthink's Ultimate Real Estate Business Plan Template:**

[Company name] will use several strategies to promote its name and develop its brand. By using an integrated marketing strategy, [Company Name] will win clients and develop consistent revenue streams.

#### **The [Company Name] Brand**

The [Company Name] brand will focus on the Company's unique value proposition:

- Client-focused residential real estate brokerage services, where the Company's interests are aligned with the customer
- Service built on long-term relationships and personal attention
- Big-firm expertise in a small-firm environment

#### **Promotions Strategy**

[Company Name] expects its target market to be individuals working and/or living within [Company location]. [The Company's] promotions strategy to reach these individuals includes:

##### *Targeted Cold Calls*

[Company name] will initially invest significant time and energy into contacting potential clients via telephone. In order to improve the effectiveness of this phase of the marketing strategy, a highly focused call list will be used, targeting landlords and sellers who have listed by themselves and are having difficulty finding a buyer. As this is a very

time-consuming process, it will primarily be used during the startup phase to build an initial client base.

## Finish Your **Real Estate Business Plan** Today!

Download Growthink's Ultimate Real Estate Business Plan Template (including a full, customizable financial model) to your computer and finish your plan today.



**Create Your Real Estate  
Business Plan Now**

## **VII. Operations Plan**

---

The [Operations Plan](#) should include details about your day-to-day operations, including location and facilities, equipment and technology needed, and staffing requirements. This section should also outline your production processes and any necessary inventory management systems.

### **Key Operational Processes**

- What are the key operational processes that your organization needs to accomplish on a daily basis to achieve success?

### **Business Milestones**

- What milestones will you need to accomplish over the next 1-3 years in order to achieve success?

#### **Sample from Growthink's Ultimate Real Estate Business Plan Template:**

[Company name] will carry out its day-to-day operations primarily on an appointment basis. Buying and renting clients will make appointments to view available properties and to discuss their needs. Selling clients and landlords will make appointments to discuss the needs of their sales and properties when needed. These will primarily occur on-site at the properties, although some discussions may be held in the office's meeting room. When necessary, discussions can be conducted over the telephone.

[Founder's Name] will work on an as-needed basis, including weekends which are a prime showing time, and will generally take days off on weekdays. The company will also employ an administrative assistant who will support marketing and client relationship development efforts and will be present on weekdays on a regular 9 AM – 5 PM schedule.

## **VIII. Management Team**

---

The [Management Team](#) section of the business plan must prove why the key company personnel are “eminently qualified” to execute the [business model](#).

### **Management Team Members**

- Who are the key members of your management team?

### **Management Team Gaps**

- Who do you still need to hire?

#### **Sample from Growthink’s Ultimate Real Estate Business Plan Template:**

[Company Name]’s most valuable asset is the expertise and experience of its founder, [Founder’s Name]. [First name] has been a licensed real estate broker for the past 20 years. He has spent much of his career working at Coldwell Banker. There he specialized in rentals for 5 years before moving to specialize in real estate sales for the next 10 years, He consistently was named a top broker for Cold well Banker and earned the firm’s platinum seller designation for seven years.

[Founder’s Name] maintains his real estate broker license in the state of [state] as well as the states of [other states]. He is a member of the National Association of Realtors. [First name] has spoken at regional conferences and taken part in residential real estate panel discussions at the Chamber of Commerce and local schools and universities.

[Company Name] will also employ an experienced assistant to help with various administrative duties around the office. [Assistant’s name] has experience working with C-level executives and has spent significant time as an administrator.

## **IX. Financial Plan**

---

The Financial Plan will include financial projections for your business, including income statements, balance sheets, and cash flow statements. This section should also highlight any [assumptions](#) made in creating the [financial projections](#).

### **Revenue Model**

- In what ways do you generate revenues?

### **Financial Highlights**

- What are your topline 5-year financial projections?

Go to <https://businessplantemplate.growthink.com/real-estate/> for the paid template that automatically generates your 5-year financial projections

### **Funding Requirements/Use of Funds**

- How much money do you need to start and/or run your business? What are the primary uses of these funds?

#### **Sample from Growthink's Real Estate Business Plan Template:**

[Company Name]'s revenues will come primarily from the commissions earned from client real estate sales, purchases, and rental fees. Half of the deals each quarter are expected to be rentals, one-quarter of sales, and one-quarter of purchases.

As with most services, labor expenses will be key cost drivers. [Founder's Name] and future brokers will earn a competitive base salary. Furthermore, the costs of transactions are projected to be roughly 40% of regular commission revenue and cover the advertising of listings, travel and supply costs for clients, and other direct costs for each deal.

Moreover, ongoing marketing expenditures are also notable cost drivers for [Company Name].

#### **Capital Requirements and Use of Funds**

[Company Name] is currently seeking \$78,000 to open its office. The capital will be used for funding capital expenditures and location build-out, hiring initial employees, marketing expenses and working capital.

Specifically, these funds will be used as follows:

- Store design/build: \$58,000
- Working capital: \$20,000 to pay for marketing, salaries, and lease costs until [Company Name] reaches break-even

### Key Assumptions & Forecasts

	FY 1	FY 2	FY 3	FY 4	FY 5
<b>Revenues</b>					
Hotel	\$1,980,125	\$2,832,031	\$3,409,160	\$3,783,447	\$4,100,713
<b>Total Revenues</b>	<b>\$1,980,125</b>	<b>\$2,832,031</b>	<b>\$3,409,160</b>	<b>\$3,783,447</b>	<b>\$4,100,713</b>
<b>Expenses &amp; Costs</b>					
Cost of goods sold	\$455,429	\$623,047	\$681,832	\$718,855	\$738,128
Lease	\$0	\$0	\$0	\$0	\$0
Marketing	\$149,006	\$141,602	\$170,458	\$189,172	\$205,036
Salaries	\$721,095	\$797,115	\$1,014,687	\$1,119,408	\$1,164,185
Initial expenditure	\$50,000	\$0	\$0	\$0	\$0
<b>Total Expenses &amp; Costs</b>	<b>\$1,375,530</b>	<b>\$1,561,763</b>	<b>\$1,866,977</b>	<b>\$2,027,436</b>	<b>\$2,107,349</b>
<b>EBITDA</b>	<b>\$604,595</b>	<b>\$1,270,268</b>	<b>\$1,542,183</b>	<b>\$1,756,011</b>	<b>\$1,993,364</b>
Depreciation	\$372,760	\$372,760	\$372,760	\$372,760	\$372,760
<b>EBIT</b>	<b>\$231,835</b>	<b>\$897,508</b>	<b>\$1,169,423</b>	<b>\$1,383,251</b>	<b>\$1,620,604</b>
Interest	\$164,782	\$144,184	\$123,586	\$102,988	\$82,391
<b>PRETAX INCOME</b>	<b>\$67,054</b>	<b>\$753,324</b>	<b>\$1,045,837</b>	<b>\$1,280,263</b>	<b>\$1,538,213</b>
Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Use of Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Taxable Income	\$67,054	\$753,324	\$1,045,837	\$1,280,263	\$1,538,213
Income Tax Expense	\$23,469	\$263,663	\$366,043	\$448,092	\$538,375
<b>NET INCOME</b>	<b>\$43,585</b>	<b>\$489,661</b>	<b>\$679,794</b>	<b>\$832,171</b>	<b>\$999,839</b>
Net Profit Margin (%)	2.2%	17.3%	19.9%	22.0%	24.4%

## **X. Appendix**

---

The [Appendix](#) is used to support the rest of the business plan.

### **Include the following (if applicable) in the Appendix:**

- Projected [Income Statements](#), [Balance Sheets](#) and [Cash Flow Statements](#)
- Technology: Technical drawings, patent information, etc.
- Product/Service Details
- Partnership and/or Customer Letters
- Expanded Competitor Reviews
- Customer Lists

### **Sample from Growthink's Ultimate Real Estate Business Plan Template:**

The following pages present detailed financial projections for [Company Name] over the next five years. The specific tables to follow include:

- Startup Costs
- 5-Year Annual Income Statement
- 5-Year Annual Balance Sheet
- 5-Year Annual Cash Flow Statement
- Quarterly Income Statement for the First 3 Years
- Quarterly Balance Sheet for the First 3 Years
- Quarterly Cash Flow Statement for the First 3 Years

**Attention Entrepreneurs:** Now, if you want to finish your business plan FAST and you don't want to struggle with your financial model, then you're in luck...

# "Finish Your Business Plan Today With Growththink's Fully Customizable Real Estate Business Plan Template."



As seen in: **FORTUNE** THE WALL STREET JOURNAL The New York Times **Entrepreneur** **Forbes** **VentureBeat**  
**BusinessWeek** **SmartMoney** **FOX** **Deal** **Los Angeles Times** **Inc.**

**Go To:**

<https://businessplantemplate.growththink.com/real-estate/>