

# **Real Estate Agent Business Plan**



## Executive Summary

*An overview of main activities, services, and clients.*

## Mission Statement

*An overview of the main visions and principles revered by the agent.*

# Operations Summary

*An overview of the main visions and principles revered by the agent.*

Place of Operation	Hours Spent

Staff member	Task

*Comments:* .....  
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## Target Audience

*Who is the target audience?*

- ☐ First-time home buyers
- ☐ Home Sellers
- ☐ Renters
- ☐ Others (Please Specify) .....

## Services

*What are the services provided?*

- ☐ Home Search
- ☐ Market Analysis (CMA, etc.)
- ☐ Appraisal
- ☐ Consultations, Quotes, Planning
- ☐ Title Transfer
- ☐ Inspections
- ☐ Property Management
- ☐ Property Preparation
- ☐ Others (please specify): .....

# Operations Summary

*An overview of the main visions and principles revered by the agent.*

Place of Operation	Hours Spent

Staff member	Task

*Comments:* .....  
 .....  
 .....  
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## Finances

### Ownership:

Legal Owner	Equity

### Startup:

Expenses	Amount
Legal	
Insurance	
Rent	
Utilities	
Accounting	
Equipment	
Staff	
Marketing	

**Cash Flow:**

Cash Flow	First Year	Second Year	Third year
Taxes			
Receivables			
Borrowing			
Liabilities			
Investment			

# Competition

Competitors to watch in the area:

# SWOT

Strengths	Weaknesses	Opportunities	Threats

Comments:

## Business Plan Overview

*Some areas to review:*

Questions	Action Point
What does the analytics show?	
<i>Are they positive or negative?</i>	
<i>What are the strengths?</i>	
<i>What are the weaknesses?</i>	
<i>Missed operations</i>	
<i>Suggested operations</i>	
<i>Client feedback</i>	