

Real Estate Company

Business Plan

1. Executive Summery

(We suggest you complete this section after you have completed the other sections of the Business Plan).

2. Business details

Company name:

Address:

Telephone Number:

Legal Status:

The business will:
(Provide a brief description of what your business will do)

3. Key Staff

Details of the owners:

Name:

Position/ Main responsibilities:

Other Key Personnel

(Including Shareholders)

Name:

Position/ Main responsibilities:

4. Main Business Idea

Sum up your business idea:

5. Business Prospects

What do you want to achieve in your first year of business?

Where do you see your business in 3-5 years' time?

6. What Real Estate Services You Offer

Product/Service	Features	Benefits

7. What Makes the Business Different

Your product/service is unique or different compared with the competition because:

8. Legal Requirements

(including regulations and licenses particular to your business)

The legal and insurance requirements that apply in your business are:

1.

You will meet your legal and insurance requirements by:

1.

9. Market Research

Trends in your chosen market are:

-
-
-

How you know this:

-
-
-

10. Profiling Customers

The Client groups you will be working with are:

1.

Your client research has shown what your client want is:

1.

How you know this:

A number of clients you expect to win in each group and what they might pay:

Group	Number of customers	The price they might pay per unit
		\$
		\$
		\$
		\$
		\$
		\$

11. Profiling competitors

Competitor name	Strengths	Weaknesses

How you can improve on their offer and/or price(s):

1.

12. Managing Market Risks

Write down the risks you have identified:

1.

How will you manage these risks so that they become less of a threat:

1.

13. Pricing

How you can calculate your prices:

1.

How your prices compare with the competition:

Product/Service	Product/Service	Product/Service

Reasons for the difference between your price(s) and your competitors' price(s):

1.

14. Promotion and Advertising

How and where will you promote your product/service?

1.

15.Staff

How and where will you promote your product/service?

Role	Total cost	Necessary experience	Specialist skills and/or qualifications
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		

16. Equipment

Resource	When	How Funded	Cost \$ per unit
			\$
			\$
			\$
			\$
			\$
			\$
			\$
			\$
			\$

17. Start-up costs

Calculate how much money you need before you start trading

	\$
IT and computers	
Telephones and broadband	
Equipment	
Stock	
Tools	
Vehicles	
Professional fees	
Insurance	
Rent/rent deposit	
Stationery	
Marketing	
Consumables	
Licenses	
Training	
Association fees	
Wages/recruitment	
Security/health and safety equipment	
Market research costs	
Other (please specify)	
Total: \$	

18. Personal survival budget

Estimated annual personal expenditure

this helps you work out the minimum amount you need to earn from your business in the first year and how much money you might need to borrow to start the business

ESTIMATED EXPENDITURE	\$
Mortgage and/or rent	
Council tax	
Utilities (gas, electricity, water, etc)	
Personal and property insurance	
General housekeeping expenses (food etc)	
Phone and internet	
Car tax and insurance	
Car running expenses	
HP repayments	
Hire charges	
Subscriptions to journals, professional bodies, etc	
Savings plans & pension contributions	
Contingencies	
Tax	
National Insurance	
Other: please specify	
TOTAL PERSONAL EXPENDITURE	

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Car running expenses	
HP repayments	
Hire charges	
Subscriptions to journals, professional bodies, etc	
Savings plans & pension contributions	
Contingencies	
Tax	
National Insurance	
Other: please specify	
TOTAL PERSONAL EXPENDITURE	
ESTIMATED PERSONAL INCOME (AFTER TAX)	\$
Income from family, partner (total)	
Other income (specify the source)	
TOTAL PERSONAL INCOME	
TOTAL SURVIVAL INCOME REQUIRED FROM THE BUSINESS (AFTER TAX)	
CURRENT INCOME	

Finances

19. Profit and loss forecast

	Year 1	Year 2	Year 3
Total expected sales			
Fewer variable costs			
Gross profit (sales less variable costs)			
Calculate your gross profit margin % (gross profit divided by total sales x 100) (A)			

Salaries/wages (survival income + any staff)	-	-	-
Premises (including rent, rates, utilities)	-	-	-
Telephone and broadband	-	-	-
Printing, post, and stationery	-	-	-
Advertising and promotion	-	-	-
Bank charges	-	-	-
Professional fees	-	-	-
Insurances	-	-	-
Bank/HP/Interest (payable to your bank)	-	-	-
Stock	-	-	-
Consumables	-	-	-
Equipment and vehicle leasing	-	-	-
Depreciation	-	-	-

	Year 1	Year 2	Year 3
Total fixed costs			
Net profit (gross profit less fixed cost)			
Calculate your net profit margin (net profit divided by total sales x 100)			

Calculate your breakeven

	Year 1	Year 2	Year 3
Total variable costs + total fixed costs (B)			