

One-Page Real Estate Business Plan

Business Name & Vision

- **Business Name:** (Real Estate Agency Name)
- **Vision:** To become the most trusted real estate agency in the local market.

Mission Statement

To provide exceptional real estate services by helping clients buy, sell, and rent properties with ease.

Objectives

1. Close 15 property deals within the first year.
2. Generate \$100,000 in revenue by Year 1.
3. Build a network of 50 real estate leads monthly.

Target Market

- First-time homebuyers, property investors, and renters.

Value Proposition

Reliable, personalized service that simplifies real estate transactions.

Products/Services

- Residential and commercial property sales.
- Rental and leasing services.
- Property management solutions.

Marketing & Sales Strategy

- Leverage social media and online property listings.
- Host open houses and community networking events.
- Build a referral program for past clients.

Operations Plan

- Daily property showings and client meetings.
- Market research and lead generation.

Financial Summary

- **Startup Costs:** \$30,000 (licenses, marketing, office space).
- **Revenue Streams:** Commissions on sales and property management fees.
- **Profit Goals:** 15% growth in net revenue yearly.