### **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.