

# Free Property Management Business Plan Template PDF

Written By: Dave Lavinsky

Dave Lavinsky is the Co-Founder and President of Growthink, a premier business advisory firm and the founder of PlanPros.ai the world's #1 AI business plan generator. 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.

Our [property management business plan template](#) is a comprehensive guide to help entrepreneurs and business owners create a professional and effective plan for their property management companies.

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## PLEASE READ THIS FIRST:

*This property management business plan template shows you each of the key sections that you must include in your business plan. It also includes the questions you must answer in each section and samples that were created by our business plan generator.*

*NOTE: If you need to complete your own property management business plan, you can do so in just minutes using our [business plan generator](#). In addition to easily completing your business, perhaps most importantly, our business plan generator includes complete financial projections. You simply enter some numbers (for example the # of products/services you expect to sell and the price), and we automatically build your 5-year Income Statement, Balance Sheet and Cash Flow Statement.*

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**[Company Logo]**

(if applicable)

**[Company Name]**

# **PROPERTY MANAGEMENT**

## **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.*

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# I. Executive Summary

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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 PlanPros.ai Generated Business Plan**

[Company Name], located at [insert location here] is a new property management business focusing on managing local residential real estate properties. Our services ensure real estate assets are well-maintained, fully leased, and run efficiently.

### **Products and Services**

[Company Name] will provide property management services for residential. Services include:

- Lawn maintenance
- Trash removal
- Security
- Rent collection
- Repair/renovation
- Move-in and move-out inspection

In addition to providing these services, [Company name] will also market vacancies, and find and screen prospective tenants. Customers will find that...

## **II. Company Overview**

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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 PlanPros.ai Generated Business Plan**

[Company Name], located at [insert location here] is a new property management focusing on [Company Name], located at [insert location here] is a new property management business focusing on managing residential real estate in the local area. Our services ensure real estate assets are well-maintained, fully leased, and run efficiently.

[Company Name] was founded by [Founder's Name]. While [Founder's Name] has been in the real estate business for some time, it was in [month, year] that she decided to launch [Company Name]. Specifically, during this time, [Founder] took a trip to Fort Lauderdale, FL. During her trip, [Founder's Name] stayed at a well-run AirBnB, and after inquiring, discovered it was managed by a tremendously successful property management firm. After discussing the business at length with the owner of the firm...

## **III. Industry Analysis**

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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 PlanPros.ai Generated Business Plan**

[Company Name] directly or indirectly competes against other property management companies and owners who manage their own buildings. There are nearly 326,000 property management companies in the United States.

According to a report by the National Property Management Association, the Property Management industry is a fragmented one, as most operators are small independent operators. The market is estimated to grow to nearly \$116 billion in five years. This bodes well for [Company Name]; since there are no truly dominant competitors, barriers to entry are not as high as in many other industries, and a start-up can expect to have success in this growing market. There is plenty of room in the industry particularly for...

## **IV. Customer Analysis**

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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 PlanPros.ai Generated Business Plan**

[Company Name] will serve companies and residents in [company location] and the immediately surrounding areas.

The area is home to nearly 5,000 businesses and is becoming known as a hotspot for entrepreneurial activity. The area is populated mostly by younger, largely telecommuting professionals; as a result, they are looking for affordable properties with substantial amenities that will make their remote work easier and more pleasant.

The precise demographics of the metro area in which our location resides are as follows:

## **V. Competitive Analysis**

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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 PlanPros.ai Generated Business Plan**

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

#### **The Commercial Manager**

Established in 2009, The Commercial Manager is a full-service commercial real estate firm serving the entire region, providing commercial real estate solutions in every stage of the real estate process. It represents clients in buying, selling, leasing, financing and valuing assets.

In 2014, The Commercial Manager became a member of a real estate alliance. The alliance is made up of independent companies, all having a history of successful partnerships. Members are carefully screened and agree to rigorous qualifications, operating requirements, and ongoing performance measures to ensure they provide consistent, high-quality services to clients.

While we expect that The Commercial Manager will continue to thrive based on its network connections and customer relationships, we expect that more and more customers will engage [Company Name] based on the high-quality and competitively priced services we offer.

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## **VI. Marketing Plan**

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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 PlanPros.ai Generated Business Plan**

The Marketing Plan describes the type of brand [Company Name] seeks to create and the Company's planned promotions and pricing strategies.

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

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

- Offering full-service property management with no headaches for property owners
- All service providers have specialized training
- Moderate price points
- Providing the expertise of seasoned Realtors, with the specialization of a property manager

#### **Promotions Strategy**

[Company Name]'s target market is property owners within a 10-mile radius of our headquarters as well as the individuals who live there. Our promotions strategy to reach these individuals includes:

Local Publications: [Company name] will announce its opening several weeks in advance through publicity pieces in multiple local trade circulars and publications. Regular advertisements will run to maintain exposure to relevant markets.

Networking Events/Organizations: [Company name] will promote itself by distributing marketing materials and participating in local networking events...

## **VII. Operations Plan**

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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 PlanPros.ai Generated Business Plan**

In order to execute on [Company Name]'s business model, the Company needs to perform many functions including the following:

#### **Service Functions**

- Property inspections
- Preparing vacant properties
- Showing vacant properties and interviewing prospective renters

#### **Administrative Functions**

- General & administrative functions including legal, marketing, bookkeeping, etc.
- Updating the website / rental portal
- Sourcing and storing products.
- Sourcing service providers (trash, carpet cleaners, pest control, lawn maintenance, etc.)
- Hiring and training staff
- Appointment making

## **Customer service/accounts receivables functions**

- Miscellaneous
- Maintenance personnel

## **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 PlanPros.ai Generated Business Plan**

[Company Name] is led by [Founder’s Name] who has been a licensed realtor for 20 years. While [Founder] has never run a property management business herself, she has been a broker in the commercial arena since age 25 and began acquiring and managing her own commercial properties at the age of 32. As such [Founder] has an in-depth knowledge of the property management business including the operations side (e.g., running day-to-day operations) and...

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## **IX. Financial Plan**

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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?

**Our business plan generator automatically creates your 5-year financial projections. [Try it for free here](#) ←**

### **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 PlanPros.ai Generated Business Plan**

[Company Name]’s revenues will come from services rendered.

Labor expenses are the key cost drivers for property management firms. The local employment market is competitive; therefore, attractive compensation packages are necessary to maintain a qualified staff.

Other cost drivers for our company’s operation will consist of:

- Maintenance supplies and equipment.
- Website maintenance and hosting expenses, and software subscriptions
- Lease
- Marketing expenses

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

[Company Name] is currently seeking \$55,000 to launch. Specifically, these funds will be used as follows:

- Office design/build: \$15,000
- Working capital: \$40,000 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>					
Revenues	\$140,910	\$260,474	\$405,013	\$558,515	\$702,018
<b>Total Revenues</b>	<b>\$140,910</b>	<b>\$260,474</b>	<b>\$405,013</b>	<b>\$558,515</b>	<b>\$702,018</b>
<b>Expenses &amp; Costs</b>					
Rent	\$10,000	\$10,300	\$10,609	\$10,927	\$11,255
Utilities	\$500	\$515	\$530	\$546	\$563
Website & Software Subscriptions	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Supplies	\$7,046	\$13,024	\$20,251	\$27,926	\$35,101
Marketing	\$4,227	\$7,814	\$10,000	\$10,000	\$10,000
Salaries	\$85,000	\$169,950	\$238,703	\$289,573	\$343,280
Other Expenses	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200
Intital marketing expenditures	\$2,500	\$0	\$0	\$0	\$0
<b>Total Expenses &amp; Costs</b>	<b>\$113,473</b>	<b>\$205,803</b>	<b>\$284,293</b>	<b>\$343,172</b>	<b>\$404,399</b>
<b>EBITDA</b>	<b>\$27,437</b>	<b>\$54,671</b>	<b>\$120,720</b>	<b>\$215,343</b>	<b>\$297,619</b>
Depreciation	\$2,360	\$2,360	\$2,360	\$2,360	\$2,360
<b>EBIT</b>	<b>\$25,077</b>	<b>\$52,311</b>	<b>\$118,360</b>	<b>\$212,983</b>	<b>\$295,259</b>
Interest	\$3,614	\$2,891	\$2,168	\$1,446	\$723
<b>PRETAX INCOME</b>	<b>\$21,463</b>	<b>\$49,420</b>	<b>\$116,192</b>	<b>\$211,537</b>	<b>\$294,536</b>
Net Operating Loss Carryforward	\$0	\$0	\$0	\$0	\$0
Use of Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Taxable Income	\$21,463	\$49,420	\$116,192	\$211,537	\$294,536
Income Tax Expense	\$7,512	\$17,297	\$40,667	\$74,038	\$103,088
<b>NET INCOME</b>	<b>\$13,951</b>	<b>\$32,123</b>	<b>\$75,525</b>	<b>\$137,499</b>	<b>\$191,448</b>

## **X. Appendix**

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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 PlanPros.ai Generated Business Plan**

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

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