

**FREE VERSION OF GROWTHINK'S  
ULTIMATE REAL ESTATE INVESTMENT  
BUSINESS PLAN TEMPLATE**

**[Company Logo]**

(if applicable)

**[Company Name]**

**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.*

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**PLEASE READ THIS FIRST:**

**NOTE: this is the Free version of Growthink's Ultimate Real Estate Investment Business Plan Template. Much of the information from the paid version, including the integrated financial graphs and charts have been removed from this version.**

The real version of Growthink's Ultimate Real Estate Investment Business Plan Template is much more than a fill-in-the-blanks template.

That template professionally guides you step-by-step so you can quickly, easily and expertly complete your business plan.

Perhaps most importantly, it includes complete financial projections. You simply enter some numbers (for example the # of products/services you expect to sell and the price), and Growthink's Ultimate Real Estate Investment Business Plan Template automatically builds your 5-year Income Statement, Balance Sheet and Cash Flow Statement. This service alone would cost thousands of dollars if you hired an accountant to complete it for you.

**To upgrade to the full, paid version of Growthink's Ultimate Real Estate Investment Business Plan Template, please go to <https://businessplantemplate.growthink.com/real-estate-investment/>**

# **I. Executive Summary**

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## **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 Growthink's Ultimate Real Estate Investment Business Plan Template:**

[Company Name], located at [insert location here] is a new real estate investment firm focusing on acquiring distressed properties to fix and flip for sale or rent. Our business helps rehabilitate neighborhoods and provide attractive housing options for the community.

### Products and Services

[Company Name] will flip distressed properties. Services include:

- Purchasing pre-foreclosure homes for cash
- Purchasing foreclosed homes

Return to our [real estate investment business plan](#) page...

## **II. Company Overview**

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### ***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 Growthink's Ultimate Real Estate Investment Business Plan Template:***

[Company Name], located at [insert location here] is a real estate investment firm focusing on acquiring distressed properties to fix and flip for sale or rent. Our business helps rehabilitate neighborhoods and provide attractive housing options for the community.

[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 he decided to launch [Company Name]. Specifically, during this time, [Founder] attended a real estate convention. During his trip, [Founder's Name] attended a networking event, where he met a realtor who has enjoyed tremendous success with fix-and-flip properties. After discussing the business at length with this entrepreneur, [Founder's Name] clearly understood that a similar business would enjoy significant success in the marketplace...

## **III. Industry Analysis**

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### ***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 Growthink's Ultimate Real Estate Investment Business Plan Template:***

[Company Name] directly or indirectly competes against other real estate investors. Many individuals who complete a fix-and-flip are one-time investors, or hold one investment property at a time. Because of this, it is difficult to accurately count house flipping operations. Last year, over 400,000 single-family homes and condos were flipped...

## **IV. Customer Analysis**

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### ***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 Growthink's Ultimate Real Estate Investment Business Plan Template:***

[Company Name] will primarily serve first-time homebuyers and renters in the St. Louis metro area.

The precise demographics of the town in which our location resides is as follows:...

## **V. Competitive Analysis**

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### ***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 Growthink's Ultimate Real Estate Investment Business Plan Template:***

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

#### **HomeSweetHome**

Established in 2018, HomeSweetHome is a company that purchases homes for cash. It works directly with sellers or with their agents to provide a convenient service to those who want to sell their property without the frustrations of a traditional listing. The service operates in most major metropolitan areas across the nation and has purchased more than 30,000 homes since its inception...

## **VI. Marketing Plan**

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### ***Branding***

- *What is your desired brand positioning?*

### ***Promotions Plan***

- *How do you plan to promote your company's products and/or services?*

### ***Sample from Growthink's Ultimate Real Estate Investment Business Plan Template:***

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:

- Capable of making rapid cash purchase offers of distressed local properties
- Rapid and high-quality renovation of each property, with trusted construction partners

### ***Promotions Strategy***

[Company Name] expects its target market to be homeowners and potential homebuyers throughout the St. Louis metro area. The Company's promotions strategy to reach these markets includes:

Digital Marketing: [Company name] will launch a digital campaign on social media and via email. These advertisements will serve to provide exposure to relevant markets. Facebook, YouTube, and similar channels will be a major promotion effort...



## **VII. Operations Plan**

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### ***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 Growthink's Ultimate Real Estate Investment Business Plan Template:***

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

#### Real Estate Functions

- Closely watching the market for distressed properties
- Researching and scouting the neighborhood of potential investment properties
- Listing completed flips
- Showing homes for sale

#### Administrative Functions

- General & administrative functions including legal, marketing, bookkeeping, etc.
- Sourcing software, equipment, and products...

## **VIII. Management Team**

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*The Management Team section of the business plan must prove why the key company personnel are “eminently qualified” to execute on 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 Growthink’s Ultimate Real Estate Investment Business Plan Template:***

[Company Name] is led by [Founder’s Name] who has been in real estate for 20 years. While [Founder] has never flipped homes, he has been watching the market and learning from other investors, and has even served as buyers’ agent for other fix-and-flip investors. As such, [Founder] has an in-depth knowledge of the property flipping business including the operations side (e.g., running day-to-day operations) and the business management side (e.g., staffing, marketing, etc.)...

## **IX. Financial Plan**

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### ***Revenue Model***

- *In what ways do you generate revenues?*

### ***Financial Highlights***

- *What are your topline 5-year financial projections?*

**Go to**

**<https://businessplantemplate.growthink.com/real-estate-investment/>  
for the paid template that automatically generates your 5-year financial projections**

### ***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 Growthink's Ultimate Real Estate Investment Business Plan Template:***

[Company Name]'s revenues will come primarily from sales and rental of flipped properties.

As with most real estate investment businesses, purchases are the key cost drivers for the industry. Real Estate investors must purchase multiple properties and manage many simultaneous projects to be profitable.

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

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[Company Name] is currently seeking \$1 million to launch. Specifically, these funds will be used as follows:

- Inventory: \$750,000 to acquire three identified foreclosures
- Construction: \$150,000 to rehabilitate the inventory

## Key Assumptions & Forecasts

|                                   | FY 1               | FY 2               | FY 3               | FY 4               | FY 5               |
|-----------------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| <b>Revenues</b>                   |                    |                    |                    |                    |                    |
| In Store                          | \$2,700,000        | \$2,891,700        | \$3,097,011        | \$3,316,898        | \$3,552,398        |
| <b>Total Revenues</b>             | <b>\$2,700,000</b> | <b>\$2,891,700</b> | <b>\$3,097,011</b> | <b>\$3,316,898</b> | <b>\$3,552,398</b> |
| <b>Expenses &amp; Costs</b>       |                    |                    |                    |                    |                    |
| Cost of goods sold                | \$1,890,000        | \$2,024,190        | \$2,167,907        | \$2,321,829        | \$2,486,679        |
| Lease                             | \$75,000           | \$76,500           | \$78,030           | \$79,591           | \$81,182           |
| Marketing                         | \$15,000           | \$15,000           | \$15,000           | \$15,000           | \$15,000           |
| Salaries                          | \$430,000          | \$430,000          | \$474,075          | \$497,779          | \$522,668          |
| Delivery van expenses             | \$0                | \$0                | \$0                | \$0                | \$0                |
| Initial expenditure               | \$5,000            | \$0                | \$0                | \$0                | \$0                |
| <b>Total Expenses &amp; Costs</b> | <b>\$2,415,000</b> | <b>\$2,545,690</b> | <b>\$2,735,012</b> | <b>\$2,914,198</b> | <b>\$3,105,529</b> |
| <b>EBITDA</b>                     | <b>\$285,000</b>   | <b>\$346,010</b>   | <b>\$361,998</b>   | <b>\$402,700</b>   | <b>\$446,869</b>   |
| Depreciation                      | \$56,240           | \$56,240           | \$56,240           | \$56,240           | \$56,240           |
| <b>EBIT</b>                       | <b>\$228,760</b>   | <b>\$289,770</b>   | <b>\$305,758</b>   | <b>\$346,460</b>   | <b>\$390,629</b>   |
| Interest                          | \$28,600           | \$22,880           | \$17,160           | \$11,440           | \$5,720            |
| <b>PRETAX INCOME</b>              | <b>\$200,160</b>   | <b>\$266,890</b>   | <b>\$288,598</b>   | <b>\$335,020</b>   | <b>\$384,909</b>   |
| Net Operating Loss                | \$0                | \$0                | \$0                | \$0                | \$0                |
| Use of Net Operating Loss         | \$0                | \$0                | \$0                | \$0                | \$0                |
| Taxable Income                    | \$200,160          | \$266,890          | \$288,598          | \$335,020          | \$384,909          |
| Income Tax Expense                | \$70,056           | \$93,412           | \$101,009          | \$117,257          | \$134,718          |
| <b>NET INCOME</b>                 | <b>\$130,104</b>   | <b>\$173,479</b>   | <b>\$187,589</b>   | <b>\$217,763</b>   | <b>\$250,191</b>   |

## **X. Appendix**

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### ***Sample from Growthink's Ultimate Real Estate Investment Business Plan Template:***

The following pages present detailed financial projections for [Company Name] over the next five years. The specific tables to follow include:

- 5 Year Annual Income Statement
- 5 Year Annual Balance Sheet
- 5 Year Annual Cash Flow Statement
- Quarterly Income Statement for First 3 Years
- Quarterly Balance Sheet for First 3 Years
- Quarterly Cash Flow Statement for First 3 Years

**Attention Entrepreneurs:** Now, if you want to finish your business plan FAST and you don't want to struggle with your financial model, then you're in luck...

# "Finish Your Business Plan Today With Growthink's Fully Customizable Real Estate Investment Business Plan Template."



As seen in: **FORTUNE** THE WALL STREET JOURNAL The New York Times **Entrepreneur** **Forbes** **VentureBeat**  
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