**How to Write a Business Plan for a Real Estate Agent**

While real estate schools provide agents with the education needed to understand real estate law and contracts, they don&amp;#039;t cover the aspects of running a business. Real estate agents are associated with brokerages, but they operate as self-employed salespeople. In order to succeed, it is imperative to have a quality business plan in place.

**Step 1**

Write an executive summary that sums up your mission, your service, goals and significant achievements such as awards. Take time to consider your mission and service, focusing on the unique attributes you offer the real estate profession and to your clients and customers. This section also includes a description of your work facilities, equipment and employees if you have an assistant.

**Step 2**

Conduct a market analysis in which you define the people who will buy or list their home with you. Identify your market&amp;#039;s demographic such as age, gender, socio-economic status and other characteristics. Also consider their home-ownership status such as first-time home buyer or down-sizing seller. Once you have your market defined, identify the media outlets your market reads or watches to determine the best places to promote your real estate service. Finish up by outlining what types of marketing strategies you will use, such as advertising in local real estate magazines, offering seminars, creating a website or blog and other tactics that target your market.

**Step 3**

Analyze your competition. Study other real estate agents in your office and at other firms to identify the similarities and differences in areas such as target market and marketing strategies. Use this information to determine how you can set your real estate services apart from the other agents in your area.

**Step 4**

List the management team of your real estate business such as your broker or partner if you work with one. Give their names and information including their skills, experience and education as they relate to helping you build a successful real estate business.

**Step 5**

Outline your daily business operations. Detail the day-to-day activities required to manage your real estate business. Identify who is involved in carrying out and making sure the activities get done.

**Step 6**

Provide the financial details of running your real estate business. Give a financial statement that shows current cash and assets, as well as expenses and liabilities. Calculate projected income and expenses over the coming year.

**Step 7**

Add an appendix for supplemental documents or material not included in the main part of the business plan. Use this section to include a copy of your real estate license and other designations such a broker, brochures and other materials.

**Step 8**

Compile all the sections together into a single business plan document. A business plan is not a static document that is created and filed away. Instead, it&amp;#039;s a guide that can be changed as needed to help you stay focused on building a profitable real estate career.