



How to Start a Real Estate Business Checklist

1. **Conduct extensive research.**
 - a. Ask key questions.
 - b. Analyze the property market.

2. **Create a business plan.**
 - a. Summarize your business proposition.
 - b. Define your company structure.
 - c. Offer an extensive market analysis.
 - d. Detail your business offerings.
 - e. Describe your management plan and ownership structure.
 - f. Explain your marketing and advertising strategy.
 - g. Outline your financial projections.

3. **Form a legal entity.**
 - a. Consider a Limited Liability Company as your legal structure.
 - b. Think about being a sole proprietor.
 - c. Think about forming a partnership.

4. **Obtain funding.**
 - a. Determine how much money you'll need.
 - b. Compare your different loan options.
 - c. Get a business credit card.
 - d. Consider crowdfunding.

5. **Obtain the necessary permits and licenses.**
 - a. Make a list of the requisite licenses to start a real estate business.
 - b. Obtain a real estate broker's license.
 - c. Register with the IRS.
 - d. Obtain additional permits.
 - d. Trademark your business name.

6. **Determine what insurance you need.**
 - a. Create a list of all the relevant insurance.
 - b. Get general liability insurance.
 - c. Get professional liability insurance.
 - d. Get commercial auto insurance.
 - e. Get commercial property insurance.

7. **Hire a team.**
 - a. Focus on filling positions with core skills.
 - b. Build your team over time.

8. **Establish an online presence.**
 - a. Build a website.
 - b. Launch campaigns.
 - c. Stay on top of leads.
 - d. Invest in search engine marketing.
 - e. Practice local SEM essentials for real estate businesses.