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## 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. ☐