Coreline Properties

REAL ESTATE BUSINESS PLAN

Executive Summary:

"Coreline Properties" is a fictional real estate startup offering residential and small commercial brokerage services in a mid-sized metropolitan area. The focus is on personalized service and data-driven pricing.

Business Overview:

Licensed independent brokerage founded in 2025. Operates with one lead agent and two part-time assistants, expanding as listings grow.

Market Analysis:

Rising demand for first-time home purchases among professionals aged 30–45. Competitive local market dominated by large franchises; niche opportunity for boutique service emphasizing transparency and responsiveness.

Services:

- Residential sales and rentals
- Home staging and valuation services
- Buyer education workshops

Marketing Strategy:

- Targeted digital ads on property search platforms
- Local SEO for "homes near [city]" keywords
- Monthly newsletter with market insights

Financial Plan:

Startup cost: $25,000 (licenses, CRM tools, website).

Monthly overhead: $4,000.

Revenue goal: $150,000 in commissions in Year 1.

Growth Objectives:

- Close 40 transactions in first 12 months
- Expand agent team by Year 2
- Introduce investment property advisory by Year 3

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