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Executive Summary:

[Encore Realty] is a full-service real estate start-up company based in Dallas-Fort Worth metroplex area, Texas. It is dedicated in providing comprehensive real estate services to clients. The company has the most dedicated and professional real estate agents who will patiently guide you in acquiring and selling residential properties through your desired specificities and budget.

Given the booming residential market of Dallas-Fort Worth, the company is confident it will be able to hit its target of achieving breakeven sales revenue by the second year and reach $1,000,000 by the third year.

Company Overview:

Mission Statement: [Encore Realty] aims to be the most successful full-service real estate agency in Dallas-Fort Worth. This start-up is ready to provide the residential real estate needs of its clients with utmost professionalism and dedication to service.

Philosophy: To fulfill its mission, the company agrees to perform its real estate services to its clients with guidance to the following core values:

Commitment to Excellence: The company aims to become the leading agency for unbeatable professional real estate services. The agency's belief in excellence reflects its passion and unfaltering commitment to achieve the best real estate solutions.

Accountability: We value the trust we gain from our clients; hence, we instill in the mindset of our employees to take full responsibility for their actions in fulfilling their tasks for the agency.

Customer-focused: The agency does not only focus on generating income but also focuses on building a healthy professional relationship with its clients to create a solid customer base.

Vision: [Encore Realty] envisions at becoming the premier and preferred real estate agency not only in Dallas-Fort Worth but in the entire state of Texas.

Outlook: With Dallas-Fort Worth being named as the number one market for real estate prospects in [2019], the company gears up for an aggressive marketing strategy to take advantage of the situation. With a rising and positive economy of Texas, the company aims to target the age demographics of [30-54] (Generation X) and [54-65] and above (Baby Boomers) which are deemed to have the most disposable income among the other demographics. Furthermore, the company shall aim and strive to reach a breakeven sales revenue by its second year and achieve a total sales revenue of [$1,000,000] by its third year.

Type of Industry: Real Estate Industry

Business Structure: General Partnership

Ownership: General Proprietorship, Agnes M. Lagrange, Sherri O. Todd, and Oliver S. Erickson

Start-Up Summary: The start-up cost is [$350,000,] which will be provided by the owners and will be used for rent, utilities, office supplies, and appropriate business fees.

Start-Up Funding	
Start-Up Expenses	$150,000
Start-Up Assets	$200,000
Total Funding Required	**$350,000**
Assets	
Non-Cash Assets from Start-Up	$15,000
Cash Requirements from Start-up	$50,000
Additional Cash Raised	$75,000
Cash Balance on Starting Date	$50,000
Total Assets	**$200,000**
Capital	
Planned Investment	
Owners	$300,000
Other	$50,000
Additional Investment Requirement	$0
Total Planned Investment	**$300,000**
Loss at Start-Up (Start-Up Expenses)	-$10,000
Total Capital	**$290,000**
Liabilities	$0
Total Capital and Liabilities	**$290,000**

Start-Up	
Requirements	
Start-Up Expenses	
Rent - 12 Months	$16,200
Marketing and Advertising	$1,000
Legal and Licensing Fees	$900
Staff Training	$900
Insurance	$1,000
Others	$130,000
Total Start-Up Expenses	**$150,000**
Start-Up Assets	
Cash Required	$50,000
Start-Up Inventory	$75,000
Other Current Assets	$25,000
Long-Term Assets	$50,000
Total Assets	**$200,000**
Total Requirements (Total Start-Up Expenses + Total Assets)	**$350,000**

Management Team:

Management Team	Role/Function	Skills
Sarah A. Glover	Front Desk Officer	Interpersonal, Written and Verbal Communication, Organization

Short- and Long-Term Goals and Milestones:

Short-Term Goals	Milestones
Hire real estate agents	List of real estate agents qualified for interview have been finalized and the interviews will be conducted on March 20, 2019.
Create a respectable image and reputation for the agency within the industry	A marketing plan has been drafted by Ms. Todd and is scheduled to be presented to the other partners.
Long-Term Goals	**Milestones**
Achieve a steady number of listings annually	A social media account has been set up where high-quality photos have been

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