

**How to Start a Real Estate Business (Checklist)**

1. **Conduct extensive research.**
	1. Ask key questions. ​
	2. Analyze the property market. ​

1. **Create a business plan.**
	1. Summarize your business proposition. ​
	2. Define your company structure. ​
	3. Offer an extensive market analysis. ​
	4. Detail your business offerings. ​
	5. Describe your management plan and ownership structure. ​
	6. Explain your marketing and advertising strategy. ​
	7. Outline your financial projections. ​

1. **Form a legal entity**​. ​
	1. Consider a Limited Liability Company as your legal structure. ​
	2. Think about being a sole proprietor. ​
	3. Think about forming a partnership.

1. **Obtain funding.**
	1. Determine how much money you’ll need. ​
	2. Compare your different loan options.​
	3. Get a business credit card.
	4. Consider crowdfunding.​

1. **Obtain the necessary permits and licenses.**
	1. Make a list of the requisite licenses to start a real estate business. ​
	2. Obtain a real estate broker’s license. ​
	3. Register with the IRS. ​
	4. Obtain additional permits. ​
	5. Trademark your business name.

1. **Determine what insurance you need.**
	1. Create a list of all the relevant insurance.
	2. Get general liability insurance.
	3. Get professional liability insurance.
	4. Get commercial auto insurance.
	5. Get commercial property insurance.
2. **Hire a team**​. ​
	1. Focus on filling positions with core skills. ​
	2. Build your team over time. ​
3. **Establish an online presence**​. ​
	1. Build a website. ​
	2. Launch campaigns. ​
	3. Stay on top of leads. ​
	4. Invest in search engine marketing. ​
	5. Practice local SEM essentials for real estate businesses. ​