

**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. ​