

## Real Estate Brokerage Sample Business Plan

### Executive Summary

RJ Wagner & Associates Realty, Inc., is an S corporation domiciled in the state of Texas. This corporation is capitalized by one single stockholder and one principal investor, Regina Wagner. Regina Wagner is a licensed broker and the sponsoring broker for this firm. The licensed broker of this firm will sponsor licensed real estate agents (independent contractors) in the state of Texas. This corporation will formalize the real estate services offered.

RJ Wagner & Associates Realty, Inc., will open its doors for operation in July. The office is located in Houston, Texas (Champions area) in the Greenwood Square Shopping Center, to provide services to the higher income section of Metropolitan Houston.

Credibility and reputation excel with the broker of this firm, with a published real estate book and real estate organizational programs placed in the Houston Association of Realtors and the Dallas Association of Realtors bookstores and superstores. For the past year novice licensed agents have enjoyed the organizational tools and guidance offered in the book Texas Real Estate/The Mobile Mentor.

### 1.1 Objectives

The primary objectives of our organization are to:

Become a profitable organization allowing us the freedom of taking advantage of other real estate investment opportunities as they become available.

Recruit and hire self-motivated, success-oriented, and hardworking sales agents.

Maintain an office of at least 15 sales agents who meet the previous requirements.

Develop a solid, corporate identity in our specified targeted market area.

To establish good working relationships and begin working as a team, promoting communication and