

BUSINESS PLAN GUIDELINES

A business plan serves many purposes beyond providing the ROGA Franchise and Business Solutions team with information concerning your qualifications as a franchise applicant. It helps you solidify your organization's objectives and the strategies that you will employ to achieve them. It is also a key roadmap that may be referenced and revised throughout the life of the business to keep you on track to reach your objectives. Please use this document as a template to incorporate essential elements into your plan.

Cover Page

THE COVER PAGE IS TO BE INCLUDED WITH THE SUBMISSION OF YOUR BUSINESS PLAN THAT INCLUDES THE FOLLOWING INFORMATION.

1. Name of Applicant(s)
2. Address
3. Telephone Number
4. E-Mail Address(es)
5. Applicant(s) signature(s)

SECTION 1

Organization & Ownership

1. Names of Owner(s), percentage of ownership and whether ownership is active or passive: Attach a resume separately or provide two to three paragraphs describing each individual's career history and anticipated role within the organization.
2. Proposed Entity Information: Corporation, Partnership, or LLC. Example: ABC Realty, Inc. or TBD
3. Proposed ROG DBA (Please propose 3 names in priority order)

SECTION 2

Competitive Analysis

1. Local Market Conditions: Describe the current market conditions, future outlook, local real estate trends, property values, homes sales volume, Board of

REALTORS membership data, and any other data that describes the local market environment.

2. **Primary Competitors:** Identify the competitors in your markets, specific to brand, and include a summary of each competitor's market share, strengths and weaknesses, and number of agents.

3. **Business Competitive Advantage:** What factors will make your business and office concept unique and distinguish you from your competition?

4. **Office Location:** Include the proposed business address and additional information about the space.

SECTION 3

Recruiting Strategies

1. **Agent Prospect Profile:** Describe your ideal target agent (e.g., currently with other brand(s) or from within your sphere of influence, number of years in real estate, full-time or part-time agent, residential or commercial agent, maximum commission agent, etc.) for company owned offices.

2. **Market Share:** Describe your objectives with specific, achievable percentages for your primary MLS zones or zipcodes

3. **Recruiting Plan:** Describe in detail the methodology behind your recruiting and retention plans, including your initial and ongoing efforts such as mailing and telephone campaigns. How will you execute your recruiting plan? How many agents do you realistically expect to recruit each quarter? How will you perform daily recruiting tasks? How much time will you devote to recruiting? Where do you plan to recruit agents from?

SECTION 4

Retention Strategies

1. Describe in detail your program for retaining agents. Include items such as office environment, team-building events, public relations, your leadership skills, community involvement, marketing, etc.

SECTION 5

Office Development

1. Management: How much time will each owner dedicate to the day-to-day operation of the business? Who will be in charge of recruiting? Will any of the owners continue to sell real estate?

2. Staffing and Personnel Support: Describe your proposed support staff.

3. Equipment/Supplies: Describe what items will be purchased or leased to support your operation including computers, software, phone systems, copiers, printers, etc.

4. Office Expenses: Chart your ongoing monthly expenses for the first year.

SECTION 6

Miscellaneous

1. Describe the current status of the owner(s)' personal real estate business.

2. Describe where you expect your business to be after start-up.

3. How will you measure the success of your Franchise?

4. Why do you want to invest in a Realty ONE Group Franchise?