Real Estate Listing Tool Business Plan

I. Executive Summary

Finding an ideal property in a private or small real estate operation is key to creating recurring wealth. However, analyzing properties using Excel sheets, back of the envelope or through a program can still be time consuming and do not scale. The solution is this multi-step software platform that helps you filter through all the deals that are not worth your time. This is achieved by doing an automated back-of-the-envelope calculation of a property listing webpage. In addition, users can use premium features to get a more in-depth analysis of the property like multi-year breakdown, visuals, and a place to store all your other prospects. You will be able to export this data to run more customized analysis or produce a PDF to show to stakeholders and investors.

II. Products

The first step would be a free chrome extension that works on every major real estate listing site (Zillow, redfin, realtor.com, etc). By navigating on to a listing and with the click of a button you can get a back of the envelope analysis on a property. All the information needed for the calculation are sourced from the listing page, APIs, and using market averages (any of these values can be altered.

III. Market Demographic (no official research performed)

The product will be aimed at first time or early private real estate investors/partnerships that would like to use tools to speed up their property hunt. Ideally a professional with a full-time job and only has a few hours a day to search for properties. This is not aimed for real estate firms.

IV. Competitive Edge

First and foremost, the edge of this solution is its speed. By using scraped data, APIs, and market averages, users can get an accurate estimate of many properties' valuation. Other solutions require manual effort or fail to provide any external estimates. Where they require time and effort to use, our solution will only need one press of a button. Next is the ease of use. At its simplest the chrome extension just requires you to be on a property site and press calculate. Additional manual effort is available to customize the calculation or improve accuracy but it is not necessary. This is also the cheapest method for acquiring this property information which can be expanded upon, while other services use expensive services like the MLS and paid APIs to achieve the same goal.

V. Management

Jonathan Baptiste is the founder, a Data Engineer, with multiple years of experience developing software as well as working with entrepreneurs. He understands what it takes to make an operation successful and manage a team. He graduated from the University of Illinois. He started his own podcast where he interviewed founders and C-suite executives at start up and small business. He has also worked under many entrepreneurs, absorbing everything he could in relation to running a successful business.

VI. Marketing Strategy

To reach our target demographic of first-time and early private real estate investors, we will leverage various marketing channels, including social media advertising, targeted email campaigns, and strategic partnerships with real estate investment groups and forums. We will also offer referral incentives to existing customers to encourage word-of-mouth marketing. VII. Operations The core operations of the business will involve software development and maintenance, customer support, and sales and marketing. The software development team will be responsible for maintaining the chrome extension and expanding the platform's capabilities, while the customer support team will handle user inquiries and feedback. The sales and marketing team will focus on acquiring new users and building strategic partnerships.