

House Flipping Business Plan Template

1. Write Your Mission & Vision Statement

2. Conduct a SWOT Analysis

Internal Business Analysis	
Strengths	Weaknesses

Internal Business Analysis	
Opportunities	Threats

Business Strategies to Employ Based on SWOT Analysis

3. Set Specific & Measurable Goals

Goal 1:

Check that your goals are SMART:

<input type="checkbox"/>	S	<input type="checkbox"/>	M	<input type="checkbox"/>	A	<input type="checkbox"/>	R	<input type="checkbox"/>	T
--------------------------	---	--------------------------	---	--------------------------	---	--------------------------	---	--------------------------	---

Goal 2:

Check that your goals are SMART:

<input type="checkbox"/>	S	<input type="checkbox"/>	M	<input type="checkbox"/>	A	<input type="checkbox"/>	R	<input type="checkbox"/>	T
--------------------------	---	--------------------------	---	--------------------------	---	--------------------------	---	--------------------------	---

Goal 3:

Check that your goals are SMART:

<input type="checkbox"/>	S	<input type="checkbox"/>	M	<input type="checkbox"/>	A	<input type="checkbox"/>	R	<input type="checkbox"/>	T
--------------------------	---	--------------------------	---	--------------------------	---	--------------------------	---	--------------------------	---

Goal 4:

Check that your goals are SMART:

<input type="checkbox"/>	S	<input type="checkbox"/>	M	<input type="checkbox"/>	A	<input type="checkbox"/>	R	<input type="checkbox"/>	T
--------------------------	---	--------------------------	---	--------------------------	---	--------------------------	---	--------------------------	---

Goal 5:

Check that your goals are SMART:

<input type="checkbox"/>	S	<input type="checkbox"/>	M	<input type="checkbox"/>	A	<input type="checkbox"/>	R	<input type="checkbox"/>	T
--------------------------	---	--------------------------	---	--------------------------	---	--------------------------	---	--------------------------	---

4. Write a Company Summary

5. Perform a Comparative Market Analysis (CMA)

Use our free CMA template to create your analysis: [Comparative Market Analysis \(CMA\): Definition & How to Create \(+ Examples\)](#)

6. Additional Fix-and-flip Business Model Plans:

Types of properties to flip:	
Geographic area:	
Who will do the work:	
Project timeline:	
Number of projects:	
Financial plan and sources:	
Expected return on investment (ROI):	

7. Set Up Business Operations

Business entity:	
Employee identification number (EIN):	
Open Business Account:	

Essential Marketing Assets:

<input type="checkbox"/>	Logo	<input type="checkbox"/>	Business Cards	<input type="checkbox"/>	Website	<input type="checkbox"/>	Email address
--------------------------	------	--------------------------	----------------	--------------------------	---------	--------------------------	---------------

8. Find Financing Sources

- Hard money loan
- Rehab loan
- Investment groups

9. Calculate Additional Finance Information

Use the free [house flipping calculator](#) to generate your potential profits when shopping and evaluating potential properties.

10. Hire Professionals

Attorney Name & Contact:	
Real Estate Agent Name & Contact:	
Contractor Name & Contact:	
Plumber Name & Contact:	
Accountant Name & Contact:	
Administrative Assistant Name & Contact:	
Handyperson Name & Contact:	

Landscaper Name & Contact:	
Architect Name & Contact:	

11. Identify Properties to Flip

Location and proximity:	
Desirable neighborhood:	
Nearby amenities:	
Structural issues:	
Potential value-add repairs:	
Property size:	
Outdoor space:	

12. Create a Lead Generation Plan

How you will generate listing leads for your business:

Sources of lead generation: