House Flipping Business Plan Template

Company Name	
Company Address	
Address Line 1	
Address Line 2	
City	
State	
Zipcode	
EIN Number	
Geographic Area Served	
Your Name	

Mission Statement

This is a formal summary of your house flipping business and what you plan to achieve. An example of a good mission statement is: We buy distressed properties, renovate them, and sell for a profit within 6-12 months, helping buyers and sellers get what they want while at the same time improving the local community.

Our mission is

Goals Summary

Goals for a house flipping business are typically centered around monthly profits or the total number of monthly flips. This will help you better understand your business's potential performance and success, as well as your return on investment (ROI).

Annual
Goal 1
Goal 2
Goal 3
Quarterly
Goal 1
Goal 2
Goal 3
Monthly
Goal 1
Goal 2
Goal 3

Lead Generation

These leads are the properties that you will consider buying and flipping. You should note the source where you found each one so you know where to focus your time and money for future lead sources.

Property 1

Address Line 1	
Address Line 2	
City	
State	
Zipcode	
Source	
Notes	

Property 2

Address Line 1	
Address Line 2	
City	
State	
Zipcode	
Source	
Notes	

Property 3

Address Line 1	
Address Line 2	
City	
State	
Zipcode	
Source	
Notes	

Comparative Market Analysis

A CMA is an analysis of recently sold nearby homes that are similar in size and features. It helps determine a property's market value.

Comp 1 Price	
Address Line 1	
Address Line 2	
City	
State	
Zipcode	
Property Condition	
School District Rating	
Notes	

Comp 2 Price	
Address Line 1	
Address Line 2	
City	
State	
Zipcode	
Property Condition	
School District Rating	
Notes	

Comp 3 Price	
Address Line 1	
Address Line 2	
City	
State	
Zipcode	
Property Condition	
School District Rating	
Notes	

Timeframe

This is the time it takes for each step of each project, assuming you complete 3 projects per year. Feel free to add on to this if you complete more than 3 flips.

Project 1

Property Acquisiton Timeframe

Renovation Timeframe

Marketing and Sales Timeframe

Project 2

Property Acquisiton Timeframe

Renovation Timeframe

Marketing and Sales Timeframe

Project 3

Property Acquisiton Timeframe

Renovation Timeframe

Marketing and Sales Timeframe

Total Time Allocated for Project 1

Total Time Allocated for Project 2

Total Time Allocated for Project 3

Budget

This is again on a per project basis and is assuming you complete 3 flips per year. If you complete more, feel free to add onto this.

Project 1

Acquisition Costs	
Closing Costs	
Marketing Costs	
Staffing Costs	
Other Costs	
Total Costs	
Notes	

Project 2

Acquisition Costs	
Closing Costs	
Marketing Costs	
Staffing Costs	
Other Costs	
Total Costs	
Notes	

Project 3

Acquisition Costs	
Closing Costs	
Marketing Costs	
Staffing Costs	
Other Costs	
Total Costs	
Notes	

Financing

This is how you're going to fund each project and will include your lender's contact information and basic loan details.

Project 1

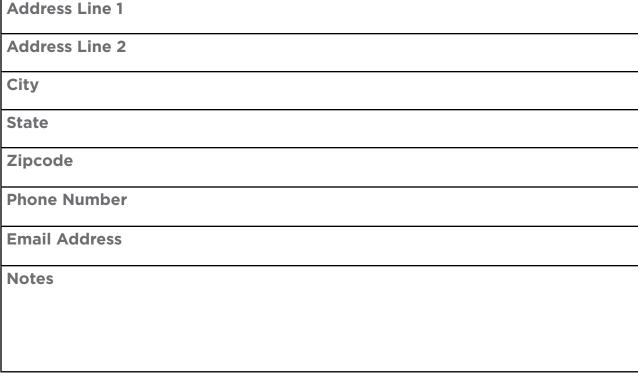| Lender	
Interest Rate	
Monthly Costs	
Notes	

Project 2

Lender	
Interest Rate	
Monthly Costs	
Notes	

Project 3

Lender	
Interest Rate	
Monthly Costs	
Notes	

Exit Strategy

Project 1
Notes

Project 2
Notes

Project 3
Notes

Key Team Members

Key team members usually include an attorney, accountant, contractor and realtor
Attorney Name
Address Line 1
Address Line 2
City
State
Zipcode
Phone Number
Email Address
Notes

Accountant Name
Address Line 1
Address Line 2
City
State
Zipcode
Phone Number
Email Address
Notes

Contractor Name
Address Line 1
Address Line 2
City
State
Zipcode
Phone Number
Email Address
Notes

Realtor Name	
Address Line 1	
Address Line 2	
City	
State	
Zipcode	
Phone Number	
Email Address	
Notes	