

Rental Property Business Plan

Sample plan for Maple Street Rentals LLC (fictional example)

Prepared by: [Owner name]

[Business address]

[Phone] | [Email] | [Website]

Date: [Month, Year]

How to use this sample: the business name, figures and descriptions are a fictional example to show what a finished plan looks like. Replace everything in [brackets] and every example number with your own research before you share it. Cost ranges are rough planning figures and vary widely by location.

1. Executive Summary

Maple Street Rentals LLC is a new rental property business based in [City, State]. We will serve long-term residential tenants and students or traveling professionals, offering single-family rentals, small multifamily units and renovated units at market rent. Our goal is to become the go-to choice for [your target customer] in [your area] by [your key difference, such as quality, speed, price or specialty].

We project first-year revenue of about \$60,000, growing to \$86,000 by year three. Startup costs are estimated between \$51,500 and \$251,000. We are seeking \$151,000 in [loan / investment / owner funds] to cover startup costs and working capital. [Add one or two sentences on the owner's experience and any early traction such as signed customers, pre-orders or a secured location.]

2. Company Description

A rental property plan is part investment analysis and part operating plan. Lenders and partners want to see purchase price, rents, vacancy, operating expenses, debt service and cash flow for each property, plus how you will manage tenants and maintenance.

Item	Details
Legal name	[Maple Street Rentals LLC LLC]
Legal structure	[LLC / sole proprietorship / corporation / partnership]
Location	[Address or service area]
Owners	[Names and ownership %]
Stage	[Idea / pre-launch / operating since 20XX]

Mission statement

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3. Products and Services

Offering	Description	Price	Cost to deliver
Single-family rentals	[Describe]	[\$]	[\$]
Small multifamily units	[Describe]	[\$]	[\$]
Renovated units at market rent	[Describe]	[\$]	[\$]
Property management for owners	[Describe]	[\$]	[\$]

Revenue streams:

- Monthly rent
- Fees such as pet, parking and late fees
- Long-term property appreciation

4. Market Analysis

Target customers:

- Long-term residential tenants
- Students or traveling professionals
- Section 8 or housing voucher tenants
- Small commercial tenants

Market	Estimate	Source
Potential customers in our area	[#]	[Census data, local reports]
Customers we can realistically reach	[#]	
Target share in year one	[%]	

Industry trends affecting our business

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5. Competition

Competitor	Strengths	Weaknesses	Price range
[Competitor 1]			
[Competitor 2]			
[Competitor 3]			

Why customers will choose us

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6. Marketing and Sales

Planned marketing activities:

- Listings on major rental sites
- Professional photos
- Tenant referral incentives
- Partnerships with local employers

Channel	Monthly budget	Goal
Listings ...	[\$]	[#]
Professional ...	[\$]	[#]
Tenant ...	[\$]	[#]

7. Operations

Location, facilities and equipment

Suppliers and day-to-day operations

Licenses, permits and insurance to obtain:

- Rental license or registration where required [] obtained
- LLC formation if holding in an entity [] obtained
- Landlord insurance [] obtained
- Lead paint disclosures for older homes [] obtained

Requirements vary by state and city. Confirm with your local licensing office.

8. Management and Staffing

Name	Role	Experience
[Owner name]	Owner / manager	[Relevant experience]

Hiring plan for the first three years

9. Key Performance Indicators

Metric	Why it matters	Our target
Cash-on-cash return	Annual cash flow divided by cash invested.	[Target]
Cap rate	Net operating income divided by property value.	[Target]
Vacancy rate	Months units sit empty.	[Target]
Debt service coverage ratio	Lenders often want NOI at least 1.2 times the mortgage payment.	[Target]

10. Risks and How We Will Manage Them

Risk	How we will reduce it
Vacancy and non-paying tenants	[Your plan]
Major repairs such as roofs and HVAC	[Your plan]
Interest rate changes on refinancing	[Your plan]
Local rent control and landlord rules	[Your plan]

11. Financial Plan

Estimated startup costs

Startup cost	Typical low	Typical high	Our estimate
Down payment	\$30,000	\$150,000	[\$]
Closing costs	\$5,000	\$15,000	[\$]
Renovation and make-ready	\$10,000	\$60,000	[\$]
Landlord insurance	\$1,000	\$3,000	[\$]
Reserve for repairs and vacancy	\$5,000	\$20,000	[\$]
Entity setup and legal	\$500	\$3,000	[\$]
Total	\$51,500	\$251,000	[\$]

Three-year projection (illustrative)

	Year 1	Year 2	Year 3
Revenue	\$60,000	\$75,000	\$86,000
Cost of sales	\$27,000	\$33,750	\$38,700
Gross profit	\$33,000	\$41,250	\$47,300
Operating expenses	\$31,350	\$34,485	\$37,244
Net income before tax	\$1,650	\$6,765	\$10,056

Example assumptions: 55% gross margin, revenue growth of 25% in year two and 15% in year three. Replace these with your own numbers. Our free Excel financial projections template at BusinessPlanDownload.net builds this table from your assumptions.

12. Funding Request

We are requesting \$151,000 to fund startup costs and working capital. [Explain loan term or investor terms, how much the owners are investing, and how the funds will be repaid.]

Use of funds	Amount
Down payment	[\$]
Closing costs	[\$]
Renovation and make-ready	[\$]
Landlord insurance	[\$]
Reserve for repairs and vacancy	[\$]
Entity setup and legal	[\$]

Appendix

Writing tips for a rental property plan:

- Include a pro forma for each property.
- Show conservative vacancy and repair assumptions.
- Explain whether you or a manager will handle tenants.

Attach: owner resumes, lease or letter of intent, equipment quotes, permits, market research, photos and detailed financial statements.