

Green Chair Real Estate

Business plan

Date: 23/06/2021



Key details

Registration details

Business name Registered or proposed name.	Green Chair Real Estate
Business structure	Company
Australian business number (ABN)	59 607 481 854
Australian company number (ACN) If a company.	59 607 481 854
Licences and permits Australian, State and local.	SA: Land Agent Registration VIC: Estate Agent Registration

Contact details

Name	George Ganter
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Mobile	0408408408
Email	george@retac.com.au
Address	SA and VIC as per website

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The business

Plan summary

[Complete this section last so you can summarise information from the rest of your plan.]

<p>What our business does The products or services we sell.</p>	<p><input checked="" type="checkbox"/> Property Management <input checked="" type="checkbox"/> Residential Sales <input type="checkbox"/> Commercial Property Management <input type="checkbox"/> Commercial Sales <input checked="" type="checkbox"/> Other (List below) Buyer's Agent Services</p>
<p>The Target Market</p>	<p>Geographical Area Both the SA and VIC offices are based in dense residential inner CBD suburbs Clientele Both state sites have a broad range of clientele . Tenants are across all demographics whilst Rental providers and sales clients are typically over 40 years of age with 20% of clientele above 60 and/or at least semi-retired.1</p>
<p>Point of Difference</p>	<p>The Green Chair point of difference is end to end servicing. Providing a one person contact from initial enquiry through to successful sale or purchase with post sale support extending to several property management package options, our clients benefit from a strong person to person relationship.</p>
<p>Our business goals</p>	<p>Year 1 Establish a viable agency presence in SA Year 2 Duplicate the agency into a similar location and market in Victoria Year 3 Expand the sales and support team on both states to allow the Principal time to explore and develop new market opportunities and work on the business more than in it</p>

Our why

[Consider why you started this business. Why are you personally invested in this business idea?]

The inspiration behind the business

[Example: To be the go-to supplier of high quality, sustainable coffee in Australia.]

The Sale or purchase of Real Estate is a major life event. I want my Agency to specialise in celebrating the event and staying with the client every step of the way.

Our vision

[Consider what you want your business to accomplish in the long term. What are your ultimate goals? Be passionate, powerful and inspiring.]

Our hopes, dreams and where we aim to go.

[Example: To be the go-to supplier of high quality, sustainable coffee in Australia and reduce environmental impacts through promoting sustainable shopping practices.]

To have a highly successful boutique agency in SA and VIC with a strong client base and be known for great, personalised, end to end services . Would like to develop allied skills in house to support this vision including photography, marketing, and property stylists.

Operations

Real Estate Service Offering

[List and describe the services your Agency will offer, including what you will charge for each service, refer to the separate Strategic Business Plan Instructions document]

Residential Sales

Service	Description	Pricing (\$ or %) inc GST
Professional Fee	Percentage of sale price act as Agent	2.2%
Administration fee	Administration costs	\$
Marketing	Marketing plan Option 1	\$
Marketing	Marketing plan Option 2	\$
Searches	The charge to complete mandatory searches	\$
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Property Management

Service	Description	Pricing (\$ or %) inc GST
Management fee	Monthly management fee to manage property	5%
Letting fee	Charge to successful screen and secure a tenant	2 weeks rent
Lease preparation	Administration fee to prepare a lease	\$75
Overseeing refurbishment	Cost to project manage refurbishment between occupancies	\$60ph
Manufacturer manuals	Admin fee to copy and produce user manual (air conditioner, for example)	\$45
Ingoing/Outgoing Inspection	Hourly rate to conduct inspection	\$60ph
Periodic inspection	Hourly rate to conduct inspection	\$60ph
Tribunal Hearing	Hourly rate to /prepare for and attend/represent at a tribunal hearing	\$ per attendance
Click or tap here to enter text.	Click or tap here to enter text.	

Service	Description	Pricing (\$ or %) inc GST
Click or tap here to enter text.	Click or tap here to enter text.	
Click or tap here to enter text.	Click or tap here to enter text.	

Other Service #1

Describe Service #1:	Buyers Agent
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[List and describe the services your Agency will offer, including what you will charge for each service]

Service	Description	Pricing (\$ or %) inc GST
Buyer's Agent service	3-month personalised service to screen, shortlist and present properties matching buyer's brief and assist with negotiating offers and bids as needed	2.2%
Click or tap here to enter text.	Click or tap here to enter text.	\$
Click or tap here to enter text.	Click or tap here to enter text.	\$
Click or tap here to enter text.	Click or tap here to enter text.	\$
Click or tap here to enter text.	Click or tap here to enter text.	\$
Click or tap here to enter text.	Click or tap here to enter text.	\$

Other Service #2

Describe Service #2:	Click or tap here to enter text.
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[List and describe the services your Agency will offer, including what you will charge for each service]

Service	Description	Pricing (\$ or %) inc GST
Click or tap here to enter text.	Click or tap here to enter text.	\$
Click or tap here to enter text.	Click or tap here to enter text.	\$
Click or tap here to enter text.	Click or tap here to enter text.	\$
Click or tap here to enter text.	Click or tap here to enter text.	\$

Service	Description	Pricing (\$ or %) inc GST
Click or tap here to enter text.	Click or tap here to enter text.	\$
Click or tap here to enter text.	Click or tap here to enter text.	\$

Other Service #3

Describe Service #3:	Click or tap here to enter text.
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[List and describe the services your Agency will offer, including what you will charge for each service]

Service	Description	Pricing (\$ or %) inc GST
Click or tap here to enter text.	Click or tap here to enter text.	\$
Click or tap here to enter text.	Click or tap here to enter text.	\$
Click or tap here to enter text.	Click or tap here to enter text.	\$
Click or tap here to enter text.	Click or tap here to enter text.	\$
Click or tap here to enter text.	Click or tap here to enter text.	\$
Click or tap here to enter text.	Click or tap here to enter text.	\$

Educational Use Only

Real Estate Marketing Channels

[The channels we'll use to market our service to customers.]

Channel	Used for	Details
	<i>[Example: Selling our coffee beans internationally online.]</i>	<i>[Example: Beans Online account for 20% of sales.]</i>
Website	Internal and public versions	Internal website – current listings with Facebook posting for property profiling Realestate.com.au and Domain.com – listings of properties for sale and rent
Shopfront	Foot traffic marketing	Window tiles for listed properties
Other	Paid Editorials and Ads	Optional extra for marketing package

Digital technology

[Learn about [selling online](#) and [digital options](#) to improve your business efficiency and profitability.]

Technology we plan to use for our business.

[Examples: online sales, accounting software, customer database]

EMAIL – Templates used to email Agent progress reports to clients and Property Management updates

Facebook – Feature properties changed /updated regularly – links to more info – full details on website

Linked in – Posting on market trends, offering free advice – also linked to site and Facebook

Information management

[How do you collect, store, and use client information? Do you back up this information? How do you do this and how often? Make sure you comply with [industry standards](#) and [legislation](#).]

How we collect, store and use client information including listings and client/property profiles.

[Examples: online sales, accounting software, customer database]

TAPI for property management and Zendesk for sales and general client database

Two-factor authentication

Cloud storage

Offsite backup storage

Assets

Premises

[Describe your business premises, the location, facilities and whether you own or lease them. Visit our [Business premises](#) page for more information.]

[Example: We own a café shopfront in the Sydney CBD. The location has significant foot traffic and visibility.]

(Both States) Small shop front office – large window front (in SA converted Deli)

Both properties – leased

VIC – common wall shared with adjacent coffee shop

SA – easy parking (street and rear carpark is the best feature)

Both on a 2 year lease – SA exp July 2023, Vic Aug 2024

Pre-existing client database/rent roll

[What volume of clients can you depend on at business commencement?]

[Example: We have 300 kg of coffee beans. We store stock onsite and it is replaced every 2 months.]

SA – Purchased modest rent roll (12 properties to commence), VIC from scratch but great local knowledge and excellent networks including prior clients and referrals from local mortgage broker.

Equipment

Equipment	Date bought or leased	Cost (\$)
[Examples: computers, machinery, vehicles]		
12 computer/monitors – all DELL, 2 monitors per station	18/06/2021	\$21,400
2 X Brother multipurpose copiers (leased)	18/06/2021	\$700 per month each (buy out option in July 2023)
Click or tap here to enter text.	Select date	Click or tap here to enter text.

Intellectual property

[List any intellectual property that you have registered or need to protect. For more information, check our [intellectual property](#) guide.]

[Example: Intrinsic Coffee logo is registered as a trade mark.]

Click or tap here to enter text.

Key people

Our staff

[List your existing staff and any staff required for your business. Include yourself and list any major achievements and relevant business experience.]

YEAR 1

Role	Name (if role is filled)	Skills and experience
<i>[Examples: owner, manager, casual employee]</i>		
Owner/Principal	George Ganter	Holds Land Agent Registration SA and Estate Agent Vic
Senior Sales Rep and 2lc	Matt Elliot	Holds Land Agent Registration SA and Estate Agent Vic
Sales Rep/PM	Emilia Bell	Sales rep and PM registration
Agents Rep	Katheryn Close	Cert IV Real Estate Practice

YEAR 2

Role	Name (if role is filled)	Skills and experience
<i>[Examples: owner, manager, casual employee]</i>		
Owner/Principal	George Ganter	Holds Land Agent Registration SA and Estate Agent Vic
Senior Sales Rep and 2lc	Matt Elliot, Tony Conlon	Holds Land Agent Registration SA and Estate Agent Vic
Sales Rep/PM	Emilia Bell, Jason Holt	Sales rep and PM registration
Admin Assistant SA	Katheryn Close	Cert IV Real Estate Practice
Admin Assistant	Mandy Munn/Josh Fairburn	Cert IV Business Administration, IV Digital Skills for Small Business (Mandy), Dip Bus Admin (Josh)
Agent's Rep	Robert Tommasco	Cert IV Real Estate Practice
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Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.

YEAR 3

Role	Name (if role is filled)	Skills and experience
<i>[Examples: owner, manager, casual employee]</i>		
Add 1 more rep per site	Click or tap here to enter text.	Cert IV Real Estate Practice/Registration
All else as per previous years	Click or tap here to enter text.	Click or tap here to enter text.
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Education Only

Sources of advice and support

[Sources of advice and support for your business could include a business mentor, your accountant, a valued supplier or even an industry association.]

External people or organisations that provide support to our business.

Support type	Name (if role is filled)	Skills and experience
<i>[Examples: owner, manager, casual employee]</i>		
Financial advice and accountancy	Fabio Grande	Qualified accountant and licensed financial advisor/planner
RE Compliance	REI	Practical advice on compliance
Marketing, photography, and property stylist	In-home solutions	10 years experience – significant market share in VIC, new to SA
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Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.

Skill and staff retention strategies

[Read about [developing and maintaining staff skills.](#)]

How we keep our staff working for us and maintain their skills.

[Example: The manager regularly checks in with staff, all staff attend monthly team meetings, we offer free courses to maintain staff skills and involve staff in our professional development planning process.]

We are committed to the following:

Annual PD plan

Annual performance and wage reviews

Market positioning review (position in labour market re wage and incentives)

Automatic book to commission ant 3-, 5- and 7-year anniversaries

Weekly team meeting

Weekly Agent reports to Principal (success and WIPS)

The market

The problem

[What issues do your potential clients face in the market? Is there a lack of your service type in a particular suburb? Is the product supplied by other businesses expensive?]

The market problem/s that we aim to solve for customers.

[Example: There's an overwhelming choice of coffee blends in the market. It's hard for customers to know what they're buying.]

SA – Well position for a mid-range provider – next agent location is 7km away, aging resident population, mostly homeowners with a few rentals, particularly along high street, and coast road
VIC – Close to shops and café, lots of through traffic, several competitors but all high end, fairly affluent area, little in the way of rental but adjacent suburbs have more rentals as well as several strata titled high rise and two gated communities – nothing in this area for first home buyers or lower to mid-range services, areas possibly overcapitalised with a notable number of new builds remaining vacant

Our solution

How our business solves the problem – our unique selling point. This is how we'll succeed in the market.

[Example: Intrinsic Coffee sells a small range of high-quality coffee. We don't use fancy names for our blends, so people know what they're buying.]

End to end service model will work well with investors and empty nesters/downsizing . Great opportunity in Victoria to identify new build developer contacts re possible strategy to provide an “investment package” - top service with low fees on the basis the PM business will be guaranteed for first two years.

Our target market

[Not everyone will want your services, so make sure you [research the market](#) and have a clear picture of who you're targeting. This helps focus your marketing efforts and improve your chances of success. Describe your targeted customers for example by gender, age, income, location or education.]

The group of customers that we aim to promote our services to.

[Example: Our products are targeted at adults over 30 with a medium to high disposable income.]
Predominately investors and down sizers in both states – little traction for first home buyers.
Building ren rolls (faster in SA)

Channels for our target market

[Choose channels that suit your target market. For example, social media use varies across different age groups. Learn about [choosing the best channels to communicate with your customers.](#)]

The channels we'll use to communicate with our target customers.

Channel	Used for	Details
Select a channel	<i>[Example: Promotion prior to launch.]</i>	<i>[Example: We'll use regular Facebook posts to promote the product and offer discounts to our first 20 customers.]</i>
Paid advertising	Investors and down sizers	Series of editorials on property as part of your retirement strategy.
Paid advertising	As above	Radio – lower band – drive time not needed – messaging around retirement and investment advantages for R E
Social media (unpaid)	Property profiling (but and rent) Facebook and LinkedIn	Teaser ads and blogs linked to full info on GCRE website

The competition

The top 3 businesses we're competing against, what they do well and not so well. What we'll do differently to succeed in the market.

Competitor name	<i>[Example: Sludge International Coffee.]</i>	Norwood RE	Greenacres RE
Strengths	<i>[Example: Low product prices.]</i>	High profiles – well defined market segment – high end	Great location of agency -
Weaknesses	<i>[Example: Low quality product, unsustainable production.]</i>	Image, reputation, and service structure caters only to high end	No PM, fair basic sales process – outsource auction I think
What we'll do differently	<i>[Example: We only sell high quality, sustainably produced beans.]</i>	Build rent toll for tenancy, focus on investors, and go further out for more moderate prices houses for sale or rent	Offer pm and end to end bundled services

Pricing strategy

[Explain your pricing strategy and why you chose it.]

How we set prices for our Real Estate Services.

[How the monthly charge for Property Management was determined? Why commissions for sales have been set at the level described?]

Sales commission is higher than local competitors to pass on to agents a better commission BUT other service charges are considerably lower – banking on securing long term clientele (buy, sell, buy investment property, engage for PM, sell to downsize and/or liquidate assets etc)

SWOT analysis

[Learn how to complete a SWOT analysis for your business.]

Our business strengths, weaknesses, opportunities, and threats.

<p>Strengths What's good about our business.</p>	<p><i>[Example: Premises are in a high traffic area with good visibility.]</i> Great positions, good knowledge of market, not high competition, and good point of difference</p>
<p>Weaknesses What's not so good about our business.</p>	<p><i>[Example: The business has no business website and there are high rental costs.]</i> Small rent rolls, less established than competitors who have a more recognisable brand</p>
<p>Opportunities External factors we could take advantage of.</p>	<p><i>[Example: The market is growing rapidly.]</i> SA – no real local competitor for investment and downsizing and great networks for allied services such as brokers and investment consultants VIC – lots of empty new investment properties – offer group service introductory pricing?</p>
<p>Threats External factors that could cause problems for us.</p>	<p><i>[Example: A new competitor could target the same market.]</i> Competitor is aggressive (VIC), SA community is split (not specifically aging)</p>

How we'll address each weakness and threat

[Example: We'll investigate alternative lower cost premises with good visibility.]
VIC – focus on what we do well, don't try to compete directly with Norwood RE -far too much brand recognition so be different – lower pricing, personalised service, and end to end support

Insurance

[If you're not sure what you need, visit our [Business insurance](#) page for more information.]

The insurance we have or need.

Insurance type	Details
Workers compensation	Both states – paid quarterly
Public liability insurance	20 million
Assets (fire & property)	Combined business includes consequential loss
Other	Car insurance (my car)
Select type	Click or tap here to enter text.

Laws we'll need to comply with

[List the [laws that impact on your business](#) including [laws specific to your industry](#).]

[Examples: fair trading/consumer laws, employment laws, state licences]

Fair Trading/consumer law

Privacy Act

State regs for licensing and conduct

General business laws including FairWork and taxation

Goals and actions

[Learn how to set goals that will help your business grow.]

Goals for year 1

Goals	Establish VIC	10% increase sales client base	10% increase rent roll SA
Actions to achieve goal	<ul style="list-style-type: none"> Locate premise and head hunt an old colleague interested in acting as agent in charge 	<ul style="list-style-type: none"> Follow through on marketing plan Establish a joint information forum for investors retirees 	<ul style="list-style-type: none"> Ensure all sales include an info pack of PM Contact developers for new build VIC – look for referrals/contacts
Due date	4/11/2021	30/04/2022	30/04/2022
Who's responsible	George	George	George

Goals for the next 2 years

Goals	Extend client base 15% VIC	Extend Client Base 15% SA	Click or tap here to enter text.
Actions to achieve goal	<ul style="list-style-type: none"> Update marketing strategy to include marketing to owners of vacant new builds in area Update and hit letter box and cold canvassing targets 	<ul style="list-style-type: none"> Revise Marketing strategy Update and hit letterbox and cold canvass targets 	<ul style="list-style-type: none"> Click or tap here to enter text. Click or tap here to enter text. Click or tap here to enter text.
Due date	30/06/2023	30/06/2023	Select date
Who's responsible	VIC Team	SA TEAM	Click or tap here to enter text.

The Finances

[You may find the [Australian Taxation Office's small business benchmarks](#) useful to compare your performance when completing this section.]

Finance needed

[Delete this section if you aren't seeking finance.]

How much money we need and what it's for.

[Example: We are seeking a loan of \$30,000 to purchase and install an automated coffee packaging machine.]

Click or tap here to enter text.

Sources of funding

[Describe sources and amounts of funding that your business has received. Include your own investment in your business.]

[Example: We have received a \$X loan from Business Bank. There is also \$X of self-investment.]

Click or tap here to enter text.

Profit and loss forecast

[You can use our [profit and loss template](#), your own accounting tools or ask your accountant for help.]

Our forecast profit/loss for the next 3 years.

	[Year 1]	[Year 2]	[Year 3]
Gross profit/net sales	\$	\$	\$
Total expenses	\$	\$	\$
Net profit/loss	\$	\$	\$