Wooden Real Estate Services Company’s Business Plan

Institutional Affiliation

Date

**SERVICE DESSCRIPTION**

As a service-oriented business in real estate, Wooden Real Estate services are a full-service company. The company provides friendly, professional, ethical as well as quality-conscious real estate services to the community. The objectives of the company are to educate real estate purchasers, sellers, and owners on the quality, worth of their real estate, and how to market them to potential buyers.

**ELEMENTS OF THE SERVICE**

* Executive summary: the mission of the company is to offer friendly, professional, ethical, and quality real estate services to the community. The company’s keys to success are; visibility, quality services, and niche services.
* Company summary: the company ventures as inexpensively as possible to offer services to customers wishing to invest in real estate. The company is owned by three individuals. One of the long-term goals of the company is to ensure it offers quality and professional services to its customers in the real estate business. As a short-term goal, the company offers education and consultancy services to people venturing into the real estate business.
* Market analysis summary: Wooden Real Estate Services is a licensed company in the real estate business. The company gains its profits through selling real estate, consultancy services, buying and selling estates at a profit.
* Market segmentation: the real estate business company is divided into three segments; buyers, sellers, and owners. The company offers services to buyers of new homes, markets real estates for sellers and homeowners through different platforms.

**OVERALL INDUSTRY ASSOCIATED WITH SERVICE**

The real estate industry is a wide business consisting of land and improvements, which comprise of buildings, fixtures, roads, structures as well as utility systems. Property rights offer a title of ownership to land, improvements, and natural resources. Wooden Real Estate Services Company mainly majors in residential and commercial types of real estate.

**SUMMARY OF MARKET AND COMPETITION**

Wooden Real Estate Services Company mostly targets buyers and sellers of real estate in urban areas. Most of the competition from other companies occurs in the buyer and seller segments. As the competition continues to escalate, the company remains strong by offering quality and pocket-friendly services to its customers.