

# Business plan template

## Your offering



Describe the type of property you own and the service you offer tenants – think of it as the 'product and services' section of a standard business plan. Why should tenants or investors choose you?

## Market analysis



Describe your typical tenant.

Who are your main competitors?	Why?	How can you differentiate yourself?	What do you need to change to make this happen?

## Finances



You can choose to fill this out using annual or monthly figures.

Total revenue:

Costs:

Total mortgage payments:

Other loan repayments:

Tax (estimate based on previous year's payments):

Landlord insurance:

Property maintenance costs:

Utility bills:

Management and staff costs:

Marketing costs:

Profit margin:

Other investments:

How much time are you able to spend building your rental business?

## Goals and objectives



Note down your main goals and objectives for this financial year, and the next five.

Goals tell you where you want to go, whereas objectives tell you exactly how to get there. They also come with numbers and specific dates.

## Your team



If you're just starting out as a landlord or you have one property to manage, you probably won't have a team of people working with you. However, as you grow your business, you might need to delegate. This might take the form of employing people or using an agent to help you manage your portfolio.

## Rental/investment strategy



**Type of let offered:**

**Management strategy used:**

**Total management costs:**

**ROI required:**

**Exit strategy:**

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