SPONSOR AND INVESTOR TEMPLATE

Real Estate Investing Business Plan Template

Nine sections, fillable fields, and a data room folder map | realestatedatarooms.com

Use this template to turn a deal idea into a plan investors can read, test and verify. Fill each section in order, write the executive summary last, and attach the evidence listed under each heading. Type directly into the fields in any PDF reader, or print and complete by hand.

HOW TO USE THIS TEMPLATE

1. Complete the deal snapshot below; it feeds the executive summary and pitch deck.
2. Work through sections 1 to 9. Cite a source and date for every market or financial claim.
3. Keep every number in your underwriting model; the plan should trace to it.
4. Upload the plan and its evidence to an organized investor data room (folder map on the last page).

Deal snapshot

Project name

Sponsor / entity

Asset type

Location

Purchase price ($)

Total project budget ($)

Equity raise ($)

Target hold period (years)

Target IRR (range)

Target equity multiple (range)

Plan version / date

Prepared by

Plan contents: 1 Executive summary | 2 Sponsor profile | 3 Market analysis | 4 Property and strategy | 5 Financial projections | 6 Capital structure and waterfall | 7 Risks and mitigation | 8 Exit strategy | 9 Reporting and communication

1 Executive summary

One page. Asset, location, strategy in a sentence, equity raised, hold period and projected returns as a range. State the assumptions that drive the returns.

Summary (write this last)

2 Sponsor profile

Investors back people before properties. Show realized results, not only projections. First-time sponsor? Say so and name your experienced partners and advisors.

Team: names, roles and relevant experience

Prior deal	Purchase price	Business plan	Sale price	Investor return

3 Market analysis

Why this submarket and asset type? Use employment, rent trends, vacancy, new supply and comparable sales. Cite each source and its date.

Market thesis and local drivers

Indicator	Current value	Trend	Source and date

4 Property and investment strategy

Describe the asset, then each value-add step with a budget line and a timeline. A strategy without a capex budget is a wish.

Asset description (address, size, age, condition, tenancy)

Value-add step	Budget ($)	Timeline	Owner

5 Financial projections

Show sources and uses, a pro forma by year, and the returns that result. Add a downside case beside the base case.

Sources and uses

Uses	Amount ($)	Sources	Amount ($)

Pro forma (base case)

Metric	Year 1	Year 2	Year 3	Year 4	Year 5
Net operating income ($)					
Debt service ($)					
Cash flow ($)					
Debt service coverage (x)					
Cash-on-cash return (%)					
Occupancy (%)					

Returns and sensitivity

Case	Exit cap rate	Rent growth	Equity multiple	IRR
Base case				
Downside case				
Upside case				

6 Capital structure and waterfall

State who funds the deal and how profits are distributed. Add a worked dollar example. Have counsel review the final terms.

Capital source	Amount ($)	% of total	Key terms
Senior debt			
Investor equity			
Sponsor equity			
Other			

Waterfall element	What to state
Minimum investment	
Preferred return	
Return of capital	
Sponsor promote	
Fees	

Worked example: dollars to investor and sponsor (base case)

7 Risks and mitigation

Name the risks before investors do. For each one, say what you will verify, how you will limit it and who is responsible.

Risk	What to verify	Mitigation	Owner
Market			
Execution			
Financing			
Tenant			
Legal and title			

8 Exit strategy

Sale, refinance or longer hold. Give a base-case hold period, show a one to two year delay, and justify the exit cap rate.

Exit plan and delay scenario

9 Reporting and communication

Tell investors what they receive and when, and name the channel (for example, an investor data room).

Report	Frequency	Channel	Owner
Investor update letter			
Financial statements			
Tax documents (K-1)			
Material event notices			

Data room folder map

Each plan section maps to a folder of evidence. Build the folders as you write so investors can verify claims without asking twice.

Folder	Documents to upload	Done
01 Overview	Deal summary, pitch deck, offering timeline	☐
02 Sponsor	Bios, track record, prior deal results, references	☐
03 Market	Market study, comparable sales, rent comps	☐
04 Property	Purchase contract, rent roll, leases, survey, environmental report	☐
05 Financials	Underwriting model, operating statements, capex budget	☐
06 Legal and capital	Term sheet, operating agreement, subscription documents	☐
07 Risk	Title report, insurance, inspections, zoning letter	☐
08 Investor reporting	Quarterly reports, tax documents, notices	☐

Ready to share the plan with investors?

Compare virtual data room providers by permissions, NDA gating, activity tracking and pricing.

realestatedatarooms.com/pricing/

This template is for general information only and is not legal, tax or investment advice. Raising capital from investors is regulated; have a securities attorney review your offering documents.