

Isaiah Jeremiah Norman
Real Estate Business Plan
Scholarship Application

Executive Summary

My goal is to launch a successful real estate business that specializes in residential development and investment properties in underserved communities. By focusing on sustainable housing and economic growth, I aim to revitalize neighborhoods, help families build generational wealth, and create long-term value in the real estate market. This scholarship will allow me to pursue a degree in business and real estate, giving me the tools to turn this vision into a reality.

Mission Statement

To provide quality, affordable housing while revitalizing communities through responsible development, smart investment, and client-focused real estate services.

Business Objectives

1. Obtain a business or real estate degree with a strong academic foundation.
 2. Gain experience through internships, mentorship, and real-world application.
 3. Launch a real estate investment and development firm within 5 years of graduation.
 4. Acquire, renovate, and lease or resell at least 5 properties in the first 3 years.
 5. Build partnerships with local contractors, realtors, and city planners to ensure ethical and efficient project execution.
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Industry Analysis

The real estate market continues to show long-term stability and growth, especially in suburban and urban areas with increasing populations. There is also a growing demand for affordable and multi-family housing, particularly in areas where economic development is lagging. My business will target these opportunities while staying agile to shifts in the market, interest rates, and housing needs.

Marketing Strategy

- **Digital Presence:** Create a strong online brand with a website and active social media to attract clients and investors.
 - **Networking:** Attend real estate conferences, local chamber events, and build relationships with mentors and peers in the industry.
 - **Community Focus:** Partner with local housing organizations and nonprofits to reach underserved homebuyers and tenants.
 - **Referrals & Reputation:** Prioritize excellent service and integrity to build a word-of-mouth client base.
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Operational Plan

Short-Term (College Years):

- Complete my degree in business/real estate with a focus on finance and entrepreneurship.
- Intern with a real estate brokerage, investment firm, or property management company.
- Learn about real estate law, zoning, permitting, and project management.

Mid-Term (1–5 Years After Graduation):

- Get licensed as a real estate agent or broker.
- Begin investing in small residential properties.
- Develop a team of contractors, agents, and legal advisors.
- Establish an LLC for my real estate business.

Long-Term (5–10 Years):

- Expand into larger-scale residential developments.
 - Incorporate sustainable, green building practices.
 - Mentor young real estate entrepreneurs and reinvest in community education.
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Financial Plan

- Initial funding will come from personal savings, scholarships, and small business loans.
 - Reinvest profits into acquiring new properties and expanding services.
 - Apply for real estate grants and public-private partnership programs to finance affordable housing developments.
 - Long-term goals include building enough equity and cash flow to fund projects independently.
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Conclusion

This scholarship will help me pursue a degree that fuels my passion for real estate, entrepreneurship, and community development. With the right education, experience, and support, I will build a business that not only generates wealth but also empowers others. Real estate is more than profit—it's about creating homes, stability, and opportunity.

Thank you for your consideration.