



Business Case: Proposal Name

Business Need: Define Problem or Opportunity

Synopsis:

Analysis: Assess Root Causes and Capabilities Gap

Assumptions:

Constraints:

Dependencies:

Stakeholders:

Risks:

Recommendation: Define Deliverables Scope

Goals:

Requirements (Critical Success Factors):

- The solution **MUST**:
- The solution **MAY**:

Implementation: Describe Most Feasible Approach

Action Plan:

Evaluation: Measure the Costs and Benefits

Financial Costs:

Labor Costs:

Timing/Schedule:

RESO Benefit

- **Awareness:**
- **Membership:**
- **Revenue:**

RESO Strategic Alignment: Efficiency, Streamlined Real Estate Technology

Creation:

Adoption:

Leadership: