



2019 Business Plan Development

Session 1 — S.W.O.T. Analysis



Hosted by:
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Today's Agenda

- What is a S.W.O.T Analysis?
- Why S.W.O.T. Analysis?
- How to do the S.W.O.T. Analysis
- S.W.O.T. Analysis Example
- Open Questions



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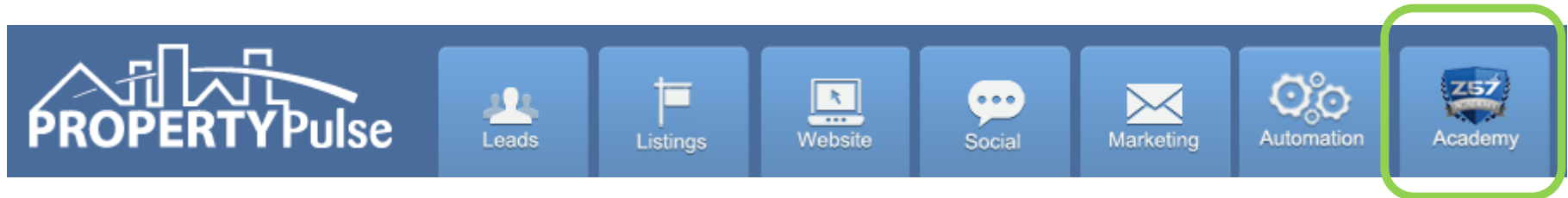
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 - ALL agents that attend at least 3 sessions will be rewarded!
- 2 GRAND PRIZE Winners! All customers who attend at least 3 out of the 5 sessions of Series 2 will be entered to win a FREE MONTH OF SERVICE!





What is S.W.O.T. Analysis?

What is a S.W.O.T. Analysis?

A. Definition

- **S.W.O.T Analysis** – A strategic planning technique used to help an agent or organization identify strengths, weaknesses, opportunities, and threats related to business competition or project planning (source: wikipedia.org)

B. Internal & External Factors

- **Internal factors** – the *strengths* and *weaknesses* within the agent or organization
- **External factors** – the *opportunities* and *threats* of the environmental of the agent or organization



What is a S.W.O.T. Analysis?

A. Strengths

- Characteristics of an agent or organization that gives it an advantage over rivals



B. Examples

- Highly developed communication, interpersonal & negotiation skills
- Strong and engaged Sphere of Influence with high referral lead generation
- Developed and up-to-date Facebook Business Page
- Website with comprehensive real estate information and content



What is a S.W.O.T. Analysis?

A. Weakness

- Characteristics of an agent or organization that gives it a disadvantage over rivals



B. Examples

- Undeveloped communication, interpersonal & negotiation skills
- Little to no network
- No Facebook Business Page
- Website with little to no traffic

What is a S.W.O.T. Analysis?

A. Opportunities

- Elements of the environment that an agent or organization can exploit to their advantage



B. Examples

- Multi-language speaking consumers
- Low income housing consumers
- Senior demographic
- Millennial demographic
- Additional Social media platforms
- Developing neighborhoods



What is a S.W.O.T. Analysis?

A. Threats

- Elements of the environment that can cause problems for an agent or organization



B. Examples

- Emerging competition
- Low housing inventory
- Laws against homeowners
- Volatile housing market
- Client lawsuits



Why S.W.O.T. Analysis?

Why S.W.O.T Analysis?

A. Benefits

- Gather meaningful information to maximize their potential (socialwork.rutgers.edu)
- Identify your rival's and your competitive advantage
- Understanding of environmental factors that influence your business
- Helps decide if an objective is accomplishable and allows agents to set achievable goals





How to do the S.W.O.T. Analysis

How to do the S.W.O.T. Analysis

A. Consider the following questions...

1. Lead Generation

- How efficient are you at being found?
- Are you generating enough leads to reach your monthly transaction target?
- How many different sources are you being found on?
- Are you generating a ROI from your efforts?
- Is this your Strength or your Weakness?
- Will this be an Opportunity or a Threat for next year?



How to do the S.W.O.T. Analysis

A. Consider the following questions...

2. Marketing / Branding

- Are you viewed as an agent or a *neighborhood expert*?
- Are you providing a *value proposition* to your audience?
- Is your marketing approach targeted or a blanket approach?
- What is the consumer experience when doing business with you?
- Is this your *strength* or your *weakness*?
- Will this be an *opportunity* or a *threat* for next year?



How to do the S.W.O.T. Analysis

A. Consider the following questions...

3. Lead Engagement

- What is your number one goal when you generate a lead?
- How are you stopping the consumer search?
- How do you eliminate other search engines from the consumer process?
- What is your strategy for turning a lead into a contact?
- Is this your Strength or your Weakness?
- Will this be an Opportunity or a Threat for next year?



How to do the S.W.O.T. Analysis

A. Consider the following questions...

4. Special Niche

- Does this exist in your market?
- Which demographic are you going to target more next year?
- What is your marketing strategy for identifying your niche?
- Is this your Strength or your Weakness?
- Will this be an Opportunity or a Threat for next year?



How to do the S.W.O.T. Analysis

A. Consider the following questions...

5. Referrals

- What percentage of your business comes from referrals?
- What is your strategy for increasing your monthly referrals?
- How are you growing your sphere of influence?
- How do you stay relevant for your sphere of influence?
- Is this your Strength or your Weakness?
- Will this be an Opportunity or a Threat for next year?



How to do the S.W.O.T. Analysis

A. Consider the following questions...

6. Negotiations

- What is your Value Proposition?
- How do you currently get your audience to perceive more value in you?
- What key partners do you have that allow you to be more valuable?
- Is this your Strength or your Weakness?
- Will this be an Opportunity or a Threat for next year?





S.W.O.T. Analysis Example

S.W.O.T. Analysis Example



2019 S.W.O.T. Analysis Matrix

Use this matrix to analyse internal and external elements of your real estate business. Ask yourself: What are your competitive advantages? What are your short-comings? What gaps are in the market? Who is my competition?

		Helpful	Harmful
		Strengths <i>Helpful/Internal</i>	Weaknesses <i>Harmful/Internal</i>
Internal	Lead Generation	Strong referral flow	Little to no website leads
	Marketing/Branding	People in my network know me	Low budget = less marketing and advertising
	Lead Engagement	I have high Facebook engagement	Low website traffic
	Special Niche	New families	Seniors
	Referrals	My strongest feature	Less referrals during off season
	Negotiations	A- negotiating skills	Too aggressive
	All of the Above	I have a really good Facebook Business Page	Poor website development
		Opportunities <i>Helpful/External</i>	Threats <i>Harmful/External</i>
External	Lead Generation	Website leads	Other agents
	Marketing/Branding	Search Engine Marketing	Agents with higher budgets for marketing
	Lead Engagement	More traffic to website	Agents that are more engaged than me
	Special Niche	Seniors	Families moving away
	Referrals	Increase efforts during off season	More experienced agents taking my new families referrals
	Negotiations	Be freindlier	Agressiveness can scare prospects away
	All of the Above	Focus on website development	Main threat is more successful agents





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Upcoming Sessions

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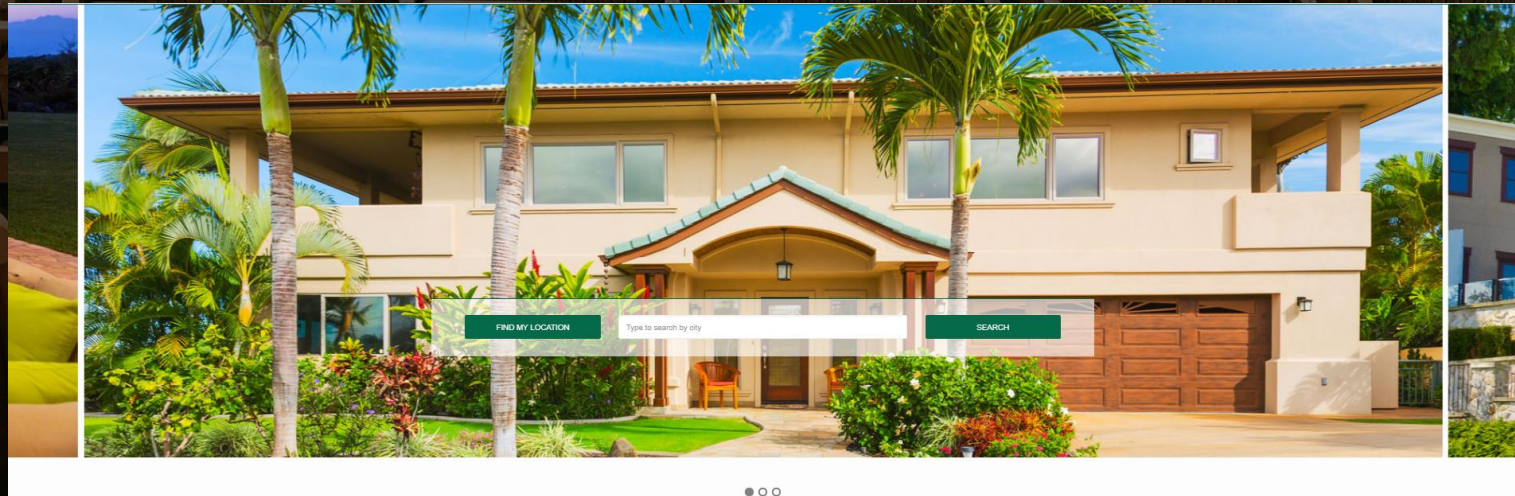




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