

REAL ESTATE MARKET SWOT ANALYSIS

Property/Area: _____

Date: _____

Strengths

- Prime geographic location/High walkability
- Low vacancy rates in the local area
- Recent structural renovations or upgrades
- Strong historical property value appreciation
- Unique architectural features or amenities

Weaknesses

- High maintenance or overhead costs
- Limited parking or aging infrastructure
- Obsolete interior design/outdated tech
- High concentration of short-term rentals
- Restricted expansion possibilities

Opportunities

- New planned public transit infrastructure
- Emerging commercial hubs nearby
- Declining interest rates for buyers
- Zoning law changes for higher density
- Technological integration (Smart Home/Solar)

Threats

- Rising property taxes or local levies
- Increased competition from new developments
- Economic downturn affecting buyer liquidity
- Changes in environmental/climate regulations
- Unfavorable demographic shifts in region