

Strengths, Weaknesses, Opportunities, and Threats Analysis

Strengths	
What are your strategic wholesaling advantages?	
In what geographic areas/advisor segments are you having the most success?	
In what dimensions of wholesaling are you performing consistently well?	
Weaknesses	
What areas are you avoiding/are there places where you are stuck?	
Where do you lack resources to effectively excel at your craft?	
What are you doing poorly/where do you need the most improvement?	
Opportunities	
What beneficial trends are developing in your region?	
Are there untapped advisor segments? What are they?	
What are your best avenues of approach/opportunistic inroads with advisors?	
Threats	
What are the biggest issues that could impact your practice in the next 90 days? 6 months? 12 months?	
What aggressive competitor attacks are looming in the distance?	
Describe your most glaring vulnerabilities?	

**At Wholesaler Masterminds® we work with our clients to stay mindful of their SWOT at all times.
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