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## SWOT ANALYSIS TEMPLATE

### INTRODUCTION

A SWOT analysis is a useful tool when considering moving home and can be used to pull together your thoughts in a methodical way, being able to record this for use in the comparison of options.

The methodology is simple, SWOT is an acronym, i.e. S = Strengths, W = Weaknesses, O = Opportunities and T = Threats.

Simply consider your options based upon the above and write down, even apply an importance score if you like, to each option so you can consider each on their merits, the template below may help.

STRENGTHS	OPPORTUNITIES	WEAKNESSES	THREATS
Close to station	Park on my drive	Railway noise	School changes
Not overlooked	Build extension		Development risk
Affordable	Loft conversion		Flooding risk
Good school			

Simply insert your thoughts into the boxes above and include as many as you can. Consider Why, i.e. why is this a strength or weakness for instance and is there an alternative that means you can change the category.

The trick is to keep this very 'high level' at this stage, i.e. brief description of each element. I've included some samples in the table above that helps illustrate that. Simply use the blank version below.

STRENGTHS	OPPORTUNITIES	WEAKNESSES	THREATS