



FREE MATERIAL BY
www.CalicoMarketing.com

COMPETITIVE ANALYSIS

Calico Marketing provides full service marketing to commercial real estate. Services include:
Marketing Consultation • Plan Building • Brochures • Listing Services • Website Design • SEO • Mapping •
Demographic Reports • Google AdWords Campaigns • Internet Advertising • Graphic Design • Signage



CALICO MARKETING
Full Service Marketing for Commercial Real Estate

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Suite #301-226
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COMPETITIVE ANALYSIS

List the Competition

Make a list of agents or firms that directly compete with your business. If you're an industrial agent, write down competing industrial agents. If you have a CRE firm, write down other firms that directly compete with your business.

Competition Analysis with 3 Biggest Competitors

Usually there are only a few actual competitors to your business. Leave out agents/firms that are lesser than you, instead only focus on the three main competitors that you perceive as threats to your bottom line. Use a scale of 1 to 10 (10 being best) and rank each factor.

Factor	Me	Competitor 1	Competitor 2	Competitor 3
Price to Clients				
Quality				
Reliability				
Stability				
Experience				
Sales Method				
Advertising				
Logo				
Marketing Materials				
Personality (agent ranking only)				
Totals				



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Questions to Ask Yourself

- 1) How will I attract quality clients?
- 2) What do I do well? What do I do the best?
- 3) What kind of clients do I want to work with? (location / retail / industrial / medical office / etc.)
- 4) What can I improve on?
- 5) What do I do poorly?
- 6) What types of clients should I avoid?
- 7) What is my advantage over my competition?
- 8) What are some major industry trends?
- 9) What obstacles are in my way of success?
- 10) What are my competitors doing that may result in loss of potential and current clients?
- 11) What do clients expect of me?
- 12) Is emerging technology making my life easier or more difficult?
- 13) Do I have the cash/credit available to make changes to my business? Do I have the ability to get cash/credit if I need it in the future?



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COMPETITIVE ANALYSIS

Final Analysis

Now that you critically thought about your business model and services, we can do a final analysis.

I do well in: _____

Agent examples: schmoozing landlords, dealing with buyers, restaurant spaces

Firm examples: providing great marketing materials, attracting the best agents, advertising

I don't do well in: _____

Agent examples: writing contracts, follow-up calls, computer software

Firm examples: subpar marketing materials, providing training, providing access to latest technologies

I need to do this to gain more clients: _____

Agent examples: establish a follow-up system, advertise to my target market, learn software

Firm examples: provide better marketing materials, establish an Internet marketing plan

I need to remove this threat to gain more clients: _____

Agent examples: poor credit or cash flow, no access to X software, no access to X training

Firm examples: poor credit or cash flow, limited access to needed software or training

Congratulations! You completed the SWOT analysis of your marketing plan!

SWOT - Strengths, Weaknesses, Opportunities, and Threats

Continue to the below address to complete your Marketing Plan.

<http://www.CalicoMarketing.com/ThePlan/>



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