



# *Niche Assessment*

Let's make sure you have a niche that  
can be profitable!

# Niche Ideas

Circle the ones that stand out the most to you.

FSBOS  
EXPIREDS  
CONDOS  
HIGHRISES  
LUXURY HOMES  
MILLENNIALS  
BABY BOOMERS  
GENERATION X  
DOG LOVERS  
CAT LOVERS  
MILITARY  
MOMS  
DADS  
FIRST RESPONDERS  
GOLF PROPERTIES  
LAKE PROPERTIES  
BEACH HOMES  
COTTAGES  
CITY SPECIFIC  
55+ COMMUNITIES  
NEW CONSTRUCTION  
INVESTORS

RETIREES  
DIVORCEES  
ESTATE SALES  
FORECLOSURES  
ECO-FRIENDLY  
FOREIGN INVESTORS  
IMMIGRANT SPECIFIC  
RELOCATION  
BASED ON LANGUAGE  
COLLEGE GRADUATES  
PROFESSORS  
DOCTORS  
NURSES  
ENTREPRENUERS  
SPORTS TEAMS  
OUTDOOR ACTIVITY GROUPS  
STAY AT HOME MOMS

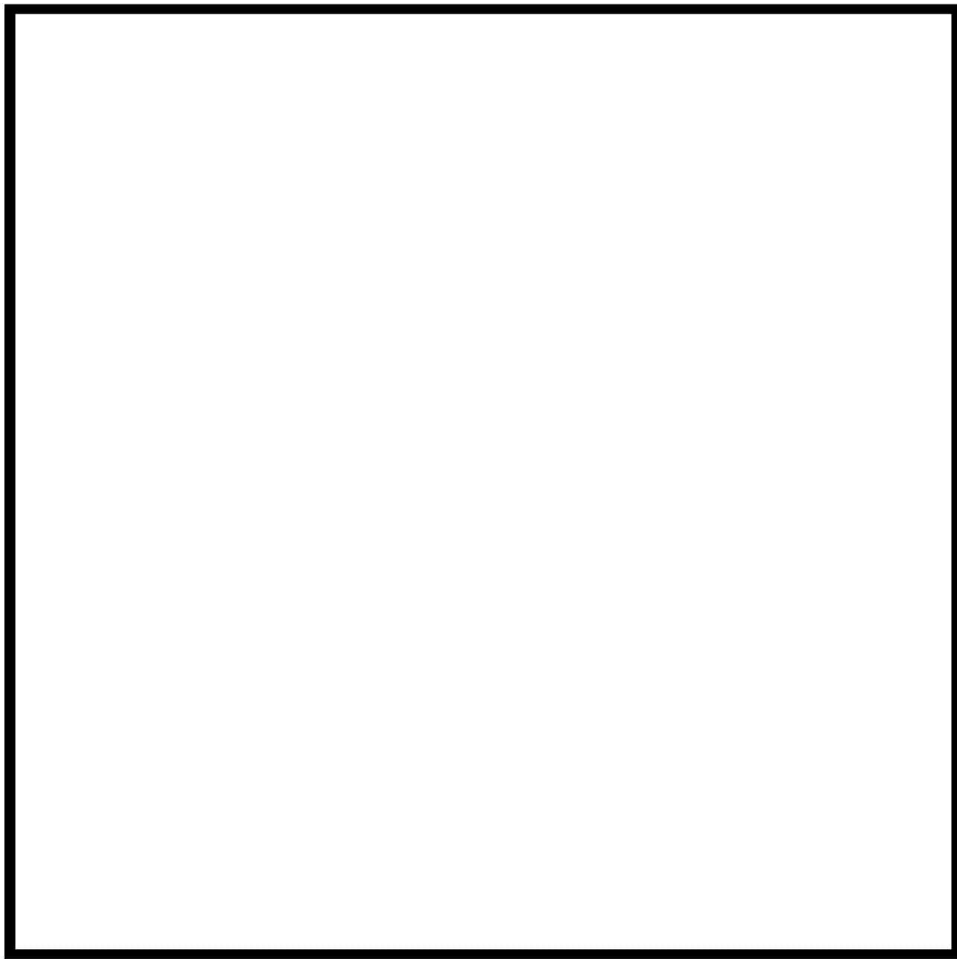
# Niche Ideas

Circle the ones that stand out the most to you.

LUXURY  
CHIC  
ELEGANT  
MODERN  
TRADITIONAL  
ROCKER  
RUSTIC  
HIPSTER  
SOPHISTICATED  
FASHIONABLE  
METRO  
FOLK  
GIRLY  
CLASSIC  
HISTORIC  
MASCULINE  
OUTDOORSY  
DARK  
VICTORIAN  
BRIGHT  
COLORFUL

# Niche Ideas

What are you passionate about or enjoy doing?  
Write it out below:

A large, empty rectangular box with a thick black border, intended for the user to write their niche ideas. The box is centered on the page and occupies a significant portion of the lower half.

# Niche Ideas

Write out some broad niche ideas you like:



Now write more specific niche ideas you like:



# Niche Ideas

Now write out all of the keywords for each niche idea and passionate that stood out the most.

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Review your keywords and determine one broad niche and one more specific one that matches.

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