

Go back 6 months in the stats

What price range in my market do 40% of the sales occur? \$ _____ to \$ _____

What type of product is sold the most in that price point?

- Detached Single Family Homes
- Attached Single Family Townhomes or Row Houses
- Condos
- Or _____

What is the characteristic of the buyers buying that product?

Here are some ideas to get you thinking:

- *Where are they coming from?*
- *Are they first time buyers?*
- *Are they downsizing or upsizing?*
- *What stage of life are they at?*
- *Family – Newlyweds or Life Partners – Single Professionals?*
- *What challenges do they face right now that you can help with?*

How do they like to be communicated to? _____

What information is important to them? _____

What features are important to them? _____

What amenities are important to them? _____

What are the characteristics of the sellers in that area?

- *Is there data for that neighborhood or area to understand who likes to live there?*
- *What are the different motivations of the sellers in that area to sell?*
- *Where would they be going potentially?*
