SOP: Micro-Trend Market Analysis

"What $1.2M Homes in [ZIP] Are Doing That $950K Homes Aren't"

Objective

Identify subtle but meaningful listing differences between two price tiers within a specific ZIP code over the last 60 days to extract insights for buyers/sellers.

Step-by-Step

Step 1: Gather the MLS Data

- Export all *closed* and *active* listings from the last 60 days within your chosen ZIP.
- Include key fields:
  - Price
  - Days on Market (DOM)
  - Price per square foot
  - Number of photos
  - Listing remarks
  - Property type
  - Beds/Baths
  - Lot size
  - Agent remarks (if possible)

Step 2: Segment by Price Tier

- Group listings into two tiers:
  - $900K–$999K
  - $1.1M–$1.3M

    (Adjust bands based on local norms; keep ~15–30 listings per tier)

Step 3: Drop Into AI

Use GPT-4o or o4-Mini with this prompt:

> "Compare these two sets of real estate listings. Identify any clear differences in DOM, price per square foot, number of photos, and patterns in listing descriptions. Then summarize what higher-end listings tend to do better or differently."

Step 4: Analyze the Output

- Look for themes:
    - Are higher-tier listings staged better?
    - Do they emphasize different lifestyle features?
    - Do they close faster or sit longer?
- Add your local insight to contextualize findings.

Step 5: Package the Insights into a Blog or Report

- Headline idea:

    "$1.2M Listings Move Differently Than $950K Homes in [Town] - Here's Why"
- Include side-by-side comparison tables, a short takeaway section for sellers, and a CTA to get a personalized property strategy.