

SOP: Out-of-State Buyer Mapping

"Where California Buyers Are Landing in [Town], and Why It Matters"

Objective

Reveal patterns in out-of-state buyer behavior using lead sources and digital traffic, creating an SEO-rich, highly shareable blog or relocation guide.

Step-by-Step

Step 1: Export Buyer Lead Data

From your CRM, extract:

- Lead origin or referral source
- Buyer ZIP codes or stated home state
- Inquiry location (where they want to buy)
- Timeline and budget

Aim for 100 leads over the last 12 months.

Step 2: Identify Out-of-State Clusters

- Group leads by incoming state (e.g., California, Oregon, Washington)
- Cross-tab this with the neighborhoods or cities they inquired about
- Use AI to help you spot trends:

Prompt:

"Analyze this spreadsheet of real estate leads. Group by incoming state and neighborhood of interest. Identify the most common relocation pairings and suggest possible lifestyle or price-point reasons."



Step 3: Supplement with Search & Public Data

- Check Google Search Console for keyword data like:
 - “Moving from California to [Your Town]”
 - “Best neighborhoods in [Your Town] for Californians”
- Look at U-Haul's migration trends or LinkedIn workforce migration stats for more validation.

Step 4: Create a Visual Map or Table

AI can help generate a simple chart or table:

Incoming State	Top Neighborhood	Common Budget	Known Lifestyle Fit
California	Midtown	\$850K–\$1.2M	Walkable, New build
Oregon	Westside	\$500K–\$750K	Quiet, Schools

Step 5: Publish with Strong Positioning

- Headline idea:
“Here’s Where California Buyers Are Moving in [Your City] and What It Means for Local Sellers”
- Add sections on pricing shifts, neighborhood popularity, and how to prep listings accordingly.