SOP: Price-Per-Square-Foot Heatmap

"Where $500/SqFt Still Buys Value and Where It's Overpriced"

Objective

Create a neighborhood-by-neighborhood heatmap of price per square foot (PPSF) to uncover local value pockets or pricing anomalies-and package it into a visually engaging, insight-rich article or report.

Step-by-Step Execution

Step 1: Export Recent MLS Data *Target 75–200 properties for a solid sample.*

- Pull **sold listings** from the last 90 days for your target market area.
- Include:
    - Sale Price
    - Square Footage
    - Neighborhood/Subdivision or ZIP
    - Days on Market
    - List Price
    - Property Type
    - Lot size (optional but helpful)
    - Beds/Baths (optional for filtering)

Step 2: Calculate PPSF

- Use Excel or Google Sheets:

    - Add a column for:

        PPSF = Sale Price ÷ Square Feet
- Group the data by neighborhood or ZIP.
- Calculate:
    - Average PPSF

- Median PPSF
- Count of sales per neighborhood

Step 3: Ask AI for Pattern Recognition

Feed the grouped dataset into ChatGPT with this prompt:

> "Analyze this PPSF data by neighborhood. Identify which areas are priced above or below the market average. Highlight where buyers are still getting good value, and where pricing may be inflated relative to surrounding areas."

AI will summarize:

- Undervalued or value-neutral neighborhoods
- PPSF trends by ZIP or district
- Buyer vs seller-friendly zones
- Outliers that need human interpretation

Step 4: Build the Heatmap Visualization

Options:

- Use Google Sheets' conditional formatting (for basic visuals)
- Use Canva or Flourish to create a branded heatmap (color-coded by PPSF range)
- AI tools like ChatGPT-4 with Advanced Data Analysis or Claude + Excel can auto-generate the graph if enabled

Bonus: Add icons or overlays to mark schools, highways, or commercial zones for context.

Step 5: Package as Blog or PDF Guide

Headline options:

- "Where $500/SqFt Still Goes Far in [City]-And Where It's Pushing the Limit"
- "The 2025 PPSF Heatmap: Which [City] Neighborhoods Offer the Most (and Least) Value?"

Include in article:

- Visual map or color-coded table
- Quick explainer: what PPSF is and why it matters

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- Commentary on what's undervalued vs. overpriced
- CTA: "Curious where your home falls? I'll run the math."

Step 6: Use for Client Education + Lead Gen

- Print version for listing presentations
- PDF download for email capture
- Share insights as carousel posts on LinkedIn or Instagram

Optional Tools & Shortcuts

- **MLS + Google Sheets** = enough for 90% of the work
- **ChatGPT or Claude** = assist with analysis, pattern summarization, or phrasing
- **Canva, Flourish, or Looker Studio** = clean, agent-friendly visualization tools