

Real Estate Agent MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- Men or Women?
50/50
- Approximate Age range?
30-60
- Occupation?
- Income level?
- Geographic location?
Westerly, RI

Painful Current State

- What are they afraid of?

Having someone who you can trust and who you enjoy working with is a huge asset to your success.

a bit distrustful of salespeople
- What are they angry about? Who are they angry at?
- What are their top daily frustrations?
My husband and I had to relocate with our two kids and a third on the way making a stressful process even more difficult to deal with.
- What are they embarrassed about?
- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
- What is keeping them from solving their problems now?

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?

We were so impressed with him that we listed our Wakefield house with him and it SOLD in 12 hours ... largely due to his expertise and hard work on our part. We can't recommend him enough!!

helped us get our asking price in the end.

- Who do they want to impress?
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
- If they were to describe their dreams and desires to a friend over dinner, what would they say?

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
- Who do they blame for their current problems and frustrations?
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
- How do they evaluate and decide if a solution is going to work or not?
patient, honest, diligent, compassionate, knowledgeable, professional and ALWAYS had our best interests in mind
He took care of every detail involved with the complicated process of buying a house. This guy knows the business inside and out.

deep institutional knowledge from his years working in the Westerly area and knows the RI real estate regulations like the back of his hand. His knowledge really paid off. It made the process much easier, it provided a very appreciated sense of confidence and it helped us get our asking price in the end.

Very knowledgeable not only of the property and the location but also all aspects of the buying process from exploration of interesting properties right through the closing process

- What figures or brands in the industry do they respect and why?
- What character traits do they value in themselves and others?
- What character traits do they despise in themselves and others?
- What trends in the market are they aware of? What do they think about these trends?
- What “tribes” are they a part of? How do they signal and gain status in those tribes?

Places To Look For Answers:

1. Your client's existing customers and testimonials
2. Your client's competitors customers and testimonials
3. Talking with anyone you personally know who matches the target
4. market
5. People oversharing their thoughts and feelings online
 - a. Youtube
 - i. (“My journey” type videos)
 - ii. Comments
 - b. IG
 - c. Facebook
 - d. Twitter

- e. Reddit
- f. Other Forums
- g. Amazon.com Reviews
- h. Yelp and Google Business/Maps Reviews (Bad reviews are as good as bad reviews for info)

Basic Avatar

[PASTE IMAGE HERE]

Name:

Background Details

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Day in the life:

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