

Market Research as Story Telling

- Market Segmentation Key to telling the right story.

• Failure to do this well can lead me to

- Draw wrong conclusions.

- Waste time.

“ Effective mkt. research is largely a matter of excluding the irrelevant . ”

Market Defining Story

- 1) What is the real estate product?
- 2) Who are the customers?
- 3) Where are the customers?
- 4) What do they care about?
- 5) Who are the competitors?

Market Analysis as a Process iterative

- Create mkt. defining story
 - Collect data
 - Analyze data
 - Draw conclusions
 - Refine Mkt. Defining Story.
- Begin w/ the property + move outward.