

AI Real Estate Market Analysis Tools

Wealth Horizons Academy | \$1197

KNOW YOUR MARKET BETTER THAN ANYONE

Market intelligence is the competitive advantage that separates top producers from average agents. This program gives you the tools and knowledge to become the definitive market expert in your area.

MODULE 1: MARKET ANALYSIS FUNDAMENTALS

Key Market Metrics to Track Monthly

Metric	What It Tells You
Median sales price	Overall market value trend
Average days on market	Buyer demand level
List-to-sale ratio	Negotiation environment
Months of inventory	Buyer vs seller market
Absorption rate	How fast homes are selling
New listings count	Supply entering market
Pending sales count	Future closed sales indicator

Interpreting Market Conditions

Buyer's Market: 6+ months of inventory
Balanced Market: 3-6 months of inventory
Seller's Market: Under 3 months of inventory
Strong Seller's Market: Under 1 month of inventory

MODULE 2: AI MARKET ANALYSIS TOOLS

MLS Data Analysis

Your MLS contains the richest local data available. Learn to extract insights: - Custom statistical reports by neighborhood - Price per square foot trends over time - Absorption rate by price band - Days on market by price range

Predictive Analytics Platforms

- HouseCanary Market Pulse: National and local market forecasting
- Altos Research: Real-time market data and trends
- Local Logic: Neighborhood scoring and lifestyle data
- ATTOM Data: Comprehensive property and market data

AI-Powered Competitive Intelligence

Monitor your competition: - Which agents are winning listings in your farm area - What marketing is working for top competitors - Which price ranges are growing vs declining - Which neighborhoods are emerging vs declining

MODULE 3: PRESENTING MARKET DATA TO CLIENTS

The Market Report Format

Present data in a format clients can understand: 1. Headline: Is it a buyer's or seller's market right now? 2. Price trend: Are prices rising, falling, or stable? 3. Speed: How fast are homes selling? 4. Competition: How many buyers are in the market? 5. Your recommendation: What does this mean for them specifically?

Creating Your Monthly Market Report

Establish yourself as the market expert with a monthly report distributed to: - Your entire database - Social media followers - Local news outlets (position yourself as a source) - Community groups

Educational purposes only. Not professional advice. Results vary.

