



Market Research Checklist

Use this checklist of criteria to apply to each market you study. Check items off as you research and take extensive notes for a holistic view of the market you're researching.

Market Area: _____ Property Under Analysis (if any): _____

Research Criteria	Notes
Average Market Cap Rates	
Average Home Price	
Resident Demographics	
Current Resident Base	
Current Market Trends	
Neighborhood	
State of the Market	
Signs of Migration to the Neighborhood	
Unique and Special Features	
Reputation/Popularity	
Local Crime Statistics	
Quality of Life Rating	
Population Growth	
Area Economy	
Area Attractions	
Cultural Attractions	
Transportation and Job Proximity	
Area School Ratings	
Attractive Retail	
Proximity to Medical Services	

▼ Continued on next page

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Research Criteria	Notes
Job Growth and Employment	
Number of Companies Hiring	
Health of Local Economy	
Employment Diversification	
Area Industries that Fuel Job Growth	
Employment Trends and Statistics	
Population	
Signs of Migration to the Area	
Demographics of Residents Migrating to the Area	
Population Growth Statistics	
Government	
Stability	
Efforts to attract New Businesses to the Area	
Tax base as compared to other markets	
Comparison of property taxes nationally	
Housing Market	
Housing Inventory Statistics	
Average Vacancy Rates	
Supply and Demand	
Development Cycle Stage	
Amount of New Construction	
Average Home Prices	
Average Number of Days on the Market	
Property Types, Sizes, and Layouts that sell the fastest	
Average price of bank REO listings	

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