

## Real Estate

### **1. Standard:** Market Opportunity & Target Buyer Check

**Weight:** 15%

**Simple Keywords:** land, property, rent, sell, buy, houses, buildings, homes, apartments, clients, renters, owners, demand, area, people, market, price, city, place, location, crowd, look, check, search, space, customer, group, town, need, sell fast, hot area

**Question:** What is the market demand for your property, and who is your target buyer or renter?

### **2. Standard:** Location & Neighborhood Appeal

**Weight:** 12%

**Simple Keywords:** city, town, area, near, school, transport, shops, safe, clean, popular, growing, place, street, park

**Question:** How attractive and accessible is the location and neighborhood of your property?

### **3. Standard:** Property Condition & Features

**Weight:** 10%

**Simple Keywords:** new, old, rooms, size, space, garden, kitchen, bathroom, fix, repair, upgrade, modern, design

**Question:** Describe the current condition and key features of your property.

### **4. Standard:** Financial Potential & Returns

**Weight:** 13%

**Simple Keywords:** income, rent, profit, cost, price, value, return, gain, money, cash, yield, investment

**Question:** What is the expected financial return or rental income from this property?

### **5. Standard:** Legal & Ownership Clarity

**Weight:** 10%

**Simple Keywords:** title, deed, papers, legal, law, permit, rights, ownership, document, clear, official

**Question:** Do you have clear legal ownership and permits for the property?

### **6. Standard:** Construction & Development Plans

**Weight:** 8%

**Simple Keywords:** build, plan, design, project, develop, construct, layout, structure, materials,

engineer

**Question:** Are there any construction or development plans for this property? Please describe.

**7. Standard:** Market Trends & Growth

**Weight:** 7%

**Simple Keywords:** trend, rise, fall, market, demand, supply, price, change, growth, future, forecast

**Question:** How does your property fit current real estate market trends?

**8. Standard:** Accessibility & Infrastructure

**Weight:** 7%

**Simple Keywords:** road, transport, bus, train, access, near, connect, infrastructure, bridge, highway

**Question:** What infrastructure and transportation access support your property?

**9. Standard:** Environmental & Sustainability Factors

**Weight:** 5%

**Simple Keywords:** green, eco, energy, solar, waste, water, environment, sustainable, clean, recycle

**Question:** What green or sustainable features does your property or project include?

**10. Standard:** Community & Social Impact

**Weight:** 3%

**Simple Keywords:** neighbors, community, people, social, impact, support, local, culture, society

**Question:** How does your project benefit or impact the local community?

**Tourism**

**1. Standard:** Attraction & Destination Appeal

**Weight:** 15%

**Simple Keywords:** place, visit, travel, tour, site, beach, mountain, city, attraction, famous, popular

**Question:** What makes your tourism destination attractive to visitors?

**2. Standard:** Customer Experience & Satisfaction

**Weight:** 13%

**Simple Keywords:** enjoy, fun, happy, service, guide, help, friendly, clean, comfort, feedback, review

**Question:** How do you ensure a positive and enjoyable experience for your guests?

**3. Standard:** Accommodation & Facilities

**Weight:** 12%

**Simple Keywords:** hotel, room, stay, bed, food, restaurant, pool, Wi-Fi, amenities, comfort

**Question:** Describe the accommodation and facilities you provide.

**4. Standard:** Transportation & Accessibility

**Weight:** 10%

**Simple Keywords:** bus, train, flight, airport, road, travel, easy, access, transport, route

**Question:** How accessible is your destination via transportation?

**5. Standard:** Cultural & Local Engagement

**Weight:** 10%

**Simple Keywords:** culture, local, tradition, festival, people, community, experience, heritage

**Question:** How does your project incorporate local culture and community?

**6. Standard:** Safety & Health Measures

**Weight:** 10%

**Simple Keywords:** safe, health, clean, emergency, doctor, hospital, secure, hygiene, care

**Question:** What safety and health measures do you have in place?

**7. Standard:** Environmental Sustainability

**Weight:** 8%

**Simple Keywords:** green, eco, nature, conserve, recycle, clean, environment, sustainable

**Question:** How do you protect the environment and promote sustainability in your project?

**8. Standard:** Marketing & Promotion

**Weight:** 7%

**Simple Keywords:** advertise, promote, media, online, social, brochure, campaign, attract  
**Question:** What marketing strategies do you use to attract visitors?

**9. Standard:** Pricing & Value for Money

**Weight:** 8%

**Simple Keywords:** cost, price, cheap, expensive, value, deal, offer, package, discount

**Question:** How do you set your pricing to provide good value to customers?

**10. Standard:** Legal & Regulatory Compliance

**Weight:** 7%

**Simple Keywords:** permit, license, law, rule, regulation, official, legal, comply

**Question:** Are all necessary permits and licenses in place?.

## **Automotive**

**1. Standard:** Vehicle Demand & Market Fit

**Weight:** 15%

**Simple Keywords:** car, vehicle, buy, sell, demand, popular, model, brand, customer, market

**Question:** Who are your target customers, and how does your vehicle/product meet market demand?

**2. Standard:** Performance & Reliability

**Weight:** 13%

**Simple Keywords:** speed, engine, power, performance, reliable, test, drive, smooth, efficient

**Question:** Describe the performance and reliability features of your vehicle or service.

**3. Standard:** Fuel Efficiency & Environmental Impact

**Weight:** 12%

**Simple Keywords:** fuel, gas, mileage, eco, green, emissions, save, energy, environment

**Question:** How does your vehicle address fuel efficiency and environmental concerns?

**4. Standard:** Safety Features & Ratings

**Weight:** 12%

**Simple Keywords:** safe, airbags, brakes, test, rating, secure, crash, protection

**Question:** What safety features and ratings does your vehicle have?

**5. Standard:** Design & Comfort

**Weight:** 10%

**Simple Keywords:** design, look, style, interior, seats, comfort, space, modern

**Question:** How is your vehicle designed to ensure comfort and appeal?

**6. Standard:** Technology & Innovation

**Weight:** 10%

**Simple Keywords:** tech, GPS, Bluetooth, smart, features, innovation, screen, connect

**Question:** What innovative technologies does your vehicle include?

**7. Standard:** Maintenance & Serviceability

**Weight:** 8%

**Simple Keywords:** service, repair, maintenance, parts, easy, cost, garage, mechanic

**Question:** How easy and cost-effective is the maintenance and servicing of your vehicle?

**8. Standard:** Pricing & Affordability

**Weight:** 8%

**Simple Keywords:** price, cost, cheap, expensive, value, deal, offer, finance

**Question:** How is your vehicle priced competitively for your target market?

**9. Standard:** Resale Value & Depreciation

**Weight:** 7%

**Simple Keywords:** resale, value, depreciation, worth, second-hand, trade-in

**Question:** What is the expected resale value and depreciation rate of your vehicle?

**10. Standard:** Legal & Regulatory Compliance

**Weight:** 5%

**Simple Keywords:** license, registration, law, regulation, comply, legal, permit

**Question:** Are all licenses and regulations complied with?.