Market Data

This is a section that is least developed at this point. Once I have this developed, it will guide me towards defining my competitors.

I do have my requirements in a decent spot, which should help determine my farming neighborhoods.

General neighborhoods for consideration

-   Neighborhoods around my current residence
    *   329 Eldorado Boulevard, Broomfield, Colorado.
-   Neighborhoods between my current residence and my brokerage.
    *   My brokerage is in Lakewood, Colorado.
    *   Neighborhoods within Golden, Lakewood, Arvada, Westminster, Wheat Ridge, Broomfield.
-   The Applewood neighborhood is my dream neighborhood to sell. Also Bel-Air, and other neighborhoods near Applewood. These areas are characterized by organic street layouts, larger yards, no sidewalks, more private. But close to the mountains.

Requirements

-   a neighborhood that isn't dominated by 1 agent.
-   $600k - $1m price points
-   Midcentury builds appeal most to my design sensibilities.
-   I prefer homes built before 1990.

- Residents are tech employees, corporate employees, executives, 2-income couples or parents, college educated (but not required). They have an appreciation for quality over quantity.
- I am very selective about selling new builds, it depends on the builder.