KYM (Know Your Market) Documentation

Know Your Market Guide

What is KYM?

The KYM (Know Your Market) module provides market intelligence and buyer alignment analysis to ensure your design decisions serve both your needs and future resale value.

Buyer Alignment Matrix (BAM v3.0)

BAM v3.0 provides a dual-lens analysis of your property design decisions:

Score Type	Question It Answers	Source
Client Satisfaction	Does this design serve YOUR needs and vision?	KYC + FYI + MVP modules
Market Appeal	Will BUYERS want this when you sell?	KYM + Archetype Profiles

Pass/Fail Thresholds

Score Type	80% (PASS)	65–79% (CAUTION)	<65% (FAIL)
Client Satisfaction	Strong Fit	Compromises Exist	Misaligned
Market Appeal	Strong Appeal	Limited Pool	Hard to Sell
Combined Score	PASS	CAUTION	FAIL

Portfolio Context

Portfolio Context adjusts weighting between Client Satisfaction and Market Appeal based on hold period.

Context	Client Weight	Market Weight	Use Case
Forever Home	70%	30%	Legacy property, 15+ years
Primary Residence	60%	40%	Long-term, 10–15 years
Medium Term	50%	50%	Balanced, 5–10 years
Investment	30%	70%	Investment, <5 years
Spec Build	10%	90%	Build to sell immediately

Combined Score Formula: Combined = (Client Score × Client Weight) + (Market Score × Market Weight)

Feature Classification Quadrants

Quadrant	Client/Market	Action	Examples
Essential	High / High	Must include	Quality construction, smart home, modern kitchen, primary suite
Differentiating	Medium / High	Include if budget allows	Theater, wine cellar, pool house, guest house
Personal	High / Low	Include with awareness	Hobby rooms, religious spaces, pet facilities, collections
Risky	Low / Low	Avoid or reconsider	Unusual style, over-personalization, excessive scale

2. Workflow

KYM Workflow

The KYM module contains 5 tabs: Market Analysis, Comparable Properties, Land Acquisition, Demographics, and Buyer Alignment (BAM).

Step 1: Enter Location
Enter project address or ZIP code and confirm market area.

Step 2: Review Market Data
Examine comparable listings, median prices, price/SF, inventory levels, days on market, trends.

Step 3: Land Acquisition Search
Search available parcels using live Realtor.com data. Filter by price, acreage, type. Add to KYS Library.

Step 4: Analyze Comparables
Filter properties, compare features, identify market expectations for luxury segment.

Step 5: Review Demographics
Examine buyer pool characteristics, income/wealth distributions, buyer preferences.

Step 6: Review Buyer Alignment (BAM v3.0)
Set Portfolio Context slider, review dual scores, examine Buyer Pool breakdown, check Feature Classification quadrants, follow Path to 80% recommendations.

Step 7: Generate Report

Click Generate PDF Report, review all sections, share with stakeholders.

3. Gates & Validation

Validation Gates

Gate	Threshold	Action
Client Satisfaction	80%	Review KYC/FYI alignment
Market Appeal	80%	Follow archetype recommendations
Combined Score	80%	Balance client/market priorities
Essential Features	8/10 minimum	Add missing essentials
Risky Features	0–1 maximum	Review or remove risky items

A Combined Score below 65% blocks Phase 2 progression.

Gate Override Policy

- Client explicitly acknowledges trade-offs in writing
- Portfolio Context is "Forever Home" with minimal resale concern
- Market-specific factors justify deviation (documented)
- Senior advisor approval obtained

All overrides are logged and included in the final report.

Reference Guide

BAM Terminology

Client Satisfaction Score

Score (0–100) measuring how well the design serves the client's stated needs.

Market Appeal Score

Score (0–100) measuring how well the design will appeal to likely buyers.

Combined Score

Weighted average of Client and Market scores based on Portfolio Context.

Buyer Archetype

Profile representing a typical buyer segment (Tech, Entertainment, Finance, etc.).

Must Haves (50 pts)

5 requirements × 10 points. Full=10, Partial=5, None=0.

Nice to Haves (35 pts)

5 features × 7 points. Full=7, Partial=3.5, None=0.

Avoids (Penalties)

Each triggered avoid applies –5 to –15 points.

Path to 80%

Specific recommendations to improve archetype score to PASS threshold.

Feature Classification

Quadrant system: Essential, Differentiating, Personal, Risky.

Buyer Archetype Reference

Archetype	Key Must Haves	Key Avoids
Tech Executive	Smart Home, Office, Contemporary	Traditional, HOA restrictions
Entertainment Executive	Screening Room, Privacy, Chef's Kitchen	Minimalist, Compact footprint
Finance Executive	Library, Traditional, Formal Dining	Modern/Minimalist, Remote location
International Investor	Security, Staff Quarters, Guest Suites	Compact size, Limited privacy
Sports Professional	Gym 1000+ SF, Recovery Suite, Privacy	Traditional, Small gym
Generational Wealth	Guest House, Estate, 6+ Bedrooms	Modern, Single structure
Wellness Pioneer	Spa Suite, Natural Materials	Urban location, Artificial materials

Data Sources

Data Type	Source	Coverage
Comparable Properties	Realtor.com API (via RapidAPI)	Live data for US markets
Land Parcels	Realtor.com API (via RapidAPI)	Live data for US markets
ZIP Validation	Zippopotam.us API	US ZIP codes
Luxury Market Benchmarks	N4S curated dataset	8 key luxury markets
Demographics	Statistical estimates	Seeded generation for unknown markets