



Luxury Residential Advisory

Market Intelligence Report

January 12, 2026

Market Intelligence Report

Greenwich, CT

ZIP Code: 06830

PREPARED FOR

William & Margaret Thornwood

Thornwood Estate

Data sourced from live Realtor.com API

Executive Summary

Market Overview

The Greenwich luxury real estate market presents limited inventory at the ultra-luxury level. The median listing price of \$4,250,000 reflects the area's positioning as a premier luxury market.

Key Market Metrics

Total Active Listings	N/A
Median Listing Price	\$4,250,000
Avg Price per SF	\$685
Avg Days on Market	92 days
Inventory Range	\$1,850,000 – \$28,500,000

Top Buyer Personas

Persona	Match	Level
1. Tech Executive	92%	excellent
2. Finance Executive	88%	excellent
3. Generational Wealth	85%	good

Market Analysis

Pricing Overview

Median Listing Price	\$4,250,000
Average Listing Price	\$5,125,000
Price Range	\$1,850,000 – \$28,500,000
Average Price/SF	\$685

Inventory Analysis

Active Listings	N/A
Pending Sales	N/A
Recently Sold	N/A
Total Properties Analyzed	4
Avg Days on Market	92 days

Comparable Properties

4 properties analyzed in the target market area

Address	Price	Size	Price/SF	Bed/Bath	Status
125 Round Hill Road	\$8,950,000	12,500 SF	N/A/SF	undefined /undefined	Active
88 Conyers Farm Drive	\$12,500,000	15,800 SF	N/A/SF	undefined /undefined	Active
45 Khakum Wood Road	\$5,250,000	8,200 SF	N/A/SF	undefined /undefined	Pending
200 Lake Avenue	\$4,100,000	6,800 SF	N/A/SF	undefined /undefined	Sold

Feature Analysis

Feature	Count	% of Listings
Pool	4	100%
Wine Cellar	2	50%
Home Theater	1	25%
Guest House	1	25%
Spa	1	25%
Tennis Court	1	25%
Staff Quarters	1	25%
Home Office	1	25%

Buyer Alignment Analysis

Analysis based on design decisions captured in KYC, FYI, and MVP modules. Scores reflect alignment between the planned property program and typical buyer persona preferences.

1. Tech Executive

92% - excellent Match

undefined

TYPICAL DEMOGRAPHICS
Age: N/A | Net Worth: N/A

2. Finance Executive

88% - excellent Match

undefined

TYPICAL DEMOGRAPHICS
Age: N/A | Net Worth: N/A

3. Generational Wealth

85% - good Match

undefined

TYPICAL DEMOGRAPHICS
Age: N/A | Net Worth: N/A

All Personas Summary

Rank	Persona	Score	Match Level	Confidence
1	Tech Executive	92%	excellent	
2	Finance Executive	88%	excellent	
3	Generational Wealth	85%	good	
4	Entertainment Industry	78%	good	

Design Alignment Insights

How your design decisions align with buyer expectations in this market.

Space Program Summary

Total Square Footage	15,000 SF
Size Tier	15,000 SF Estate
Selected Spaces	8 spaces defined
Market Comparison	Larger than market average

Key Spaces & Buyer Appeal

Space	Primary Buyer Appeal
Home Office	Tech Executive, Finance Executive
Wine Cellar	Finance Executive, Entertainment Industry
Home Theater	Entertainment Industry, Sports Professional
Gym	Sports Professional, Medical/Biotech
Spa	Sports Professional, Medical/Biotech
Pool	All Personas
Guest Suite	Entertainment Industry, Generational Wealth
Staff Quarters	International Investor, Generational Wealth

Strategic Recommendations

Market Positioning

Based on the planned 15,000 SF program, this property will compete in the substantial luxury residence segment of the Greenwich market.

Target Buyer Strategy

Primary target: Tech Executive (92% alignment). Secondary opportunity: Finance Executive (88% alignment).

Key Recommendations

1. Pool appears in 100% of comparable listings - ensure competitive offering.
2. Review buyer persona alignment before finalizing architectural program.
3. Consider market velocity when determining project timeline and pricing strategy.