

N4S

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.