KYM (Know Your Market) — Documentation

N4S — Luxury Residential Advisory Platform

1. Overview

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)

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

Client Satisfaction Score

"Does this design serve YOUR needs and vision?"

- Spatial requirements met
- Lifestyle needs fulfilled
- Design aesthetic match
- Location context fit
- Future-proofing provisions

Source: KYC + FYI + MVP modules

Market Appeal Score

"Will BUYERS want this when you sell?"

- Buyer archetype alignment
- Must Have / Nice to Have / Avoid matching
- Market-specific preferences
- Resale positioning
- Competitive differentiation

Source: KYM + Archetype Profiles

Pass/Fail Thresholds

Score Type	
≥80%	
65-79%	
<65%	

Client Satisfaction

PASS Strong Fit

CAUTION Compromises Exist

FAIL Misaligned

Market Appeal

PASS Strong Appeal

CAUTION Limited Pool

FAIL Hard to Sell

Combined Score

PASS PASS

CAUTION CAUTION

FAIL FAIL

Portfolio Context

Not all clients have the same investment horizon. Portfolio Context adjusts the weighting between Client Satisfaction and Market Appeal scores based on your intended hold period.

Context	Client Weight	Market Weight	Use Case
Forever Home	70%	30%	Legacy property, 15+ years
Primary Residence	60%	40%	Long-term home, 10-15 years
Medium Term	50%	50%	Balanced hold, 5-10 years
Investment	30%	70%	

Investment property, <5 years

Spec Build

10%

90%

Build to sell immediately

Combined Score Formula:

```
Combined = (Client Score × Client Weight) + (Market Score × Market Weight)
```

Example: 82% Client × 60% + 65% Market × 40% = 49.2 + 26.0 =

75.2%

⌄ Feature Classification

Every design feature is classified into one of four quadrants based on its value to you (client) versus its value to future buyers (market).

Essential

High Client + High Market

Action: Must include

- Quality construction
- Smart home basics
- Modern kitchen
- Primary suite excellence

Differentiating

Medium Client + High Market

Action: Include if budget allows

- Home theater
- Wine cellar
- Pool house
- Guest house

Personal

High Client + Low Market

Action: Include with awareness

- Hobby-specific rooms
- Religious spaces

- Pet facilities
- Collection display

Risky

Low Client + Low Market

Action: Avoid or reconsider

- Highly unusual style
- Over-personalization
- Excessive scale
- Dated design choices

2. Workflow

KYM Workflow

The KYM module contains 5 tabs: **Market Analysis**, **Comparable Properties**, **Land Acquisition**, **Demographics**, and **Buyer Alignment (BAM)**. Follow these steps to complete each section and validate buyer alignment.

⌄ Step 1: Enter Location

1. Enter the project address or ZIP code

2. Confirm the market area is correct

3. Review initial market data loading

⌄ Step 2: Review Market Data

1. Examine comparable property listings

2. Review median prices and price/SF metrics

3. Note inventory levels and days on market

4. Identify market trends

Step 3: Land Acquisition Search

Search for available land parcels and lots in your target area using live Realtor.com data. Filter by price range, acreage, and property type. Parcels of interest can be added to the KYS Site Library for formal site assessment.

1. Enter ZIP code or location for the search area
2. Set price range and minimum acreage filters
3. Review listings with price, acreage, and location details
4. Click "Add to KYS Library" to export parcels for site assessment

Step 4: Analyze Comparables

1. Filter properties by relevant criteria
2. Compare features across listings
3. Identify market expectations for luxury segment
4. Note common amenities and features

Step 5: Review Demographics

1. Examine buyer pool characteristics
2. Review income and wealth distributions
3. Understand buyer preferences in this market

Step 6: Review Buyer Alignment (BAM v3.0)

> ⓘ This critical step validates that your design serves both your needs and future resale potential.

6.1 Set Portfolio Context slider

Select your intended hold period (Forever Home → Spec Build) to set appropriate score weighting.

6.2 Review dual scores

Check both Client Satisfaction and Market Appeal scores. Both should be ≥80% for PASS status.

6.3 Examine Buyer Pool breakdown

Review the top 3 buyer archetypes for your market. Check Must Have / Nice to Have / Avoid tables for each archetype.

6.4 Check Feature Classification quadrants

Verify Essential features are included. Review any Risky features that may limit buyer pool.

6.5 Follow Path to 80% recommendations

For any archetype below 80%, review specific recommendations to improve alignment and maximize market appeal.

Step 7: Generate Report

1. Click "Generate PDF Report"

2. Review all sections for accuracy

3. Share with stakeholders as needed

3. Gates & Validation

Validation Gates

Validation gates ensure the design meets minimum thresholds before progressing to subsequent phases.

BAM Validation Gates

These gates validate buyer alignment before Phase 2 (FYI) progression.

Gate		
Threshold		
Status		
Action		

Client Satisfaction

≥80%

PASS / CAUTION / FAIL

Review KYC/FYI alignment

Market Appeal

≥80%

PASS / CAUTION / FAIL

Follow archetype recommendations

Combined Score

≥80%

PASS / CAUTION / FAIL

Balance client/market priorities

Essential Features

8/10 minimum

Required

Add missing essentials

Risky Features

0-1 maximum

Warning

Review or remove risky items

> ⚠ **Warning:** A Combined Score below 65% blocks Phase 2 progression. Address critical gaps before continuing.

⌄ Score Status Definitions

`PASS` Score ≥80% — Design strongly aligned with requirements

`CAUTION` Score 65-79% — Some compromises exist, review recommended

`FAIL` Score <65% — Significant misalignment, action required

⌄ Gate Override Policy

Gates can be overridden by authorized advisors in specific circumstances:

- 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.

4. Reference

Reference Guide

Key terminology and definitions used in the BAM v3.0 dual scoring system.

BAM Terminology

Client Satisfaction Score

A score (0-100) measuring how well the planned design serves the client's stated needs, preferences, and lifestyle requirements. Answers: "Will YOU be happy living here?"

Market Appeal Score

A score (0-100) measuring how well the planned design will appeal to likely buyers in the target market. Answers: "Will this SELL when the time comes?"

Combined Score

The weighted average of Client Satisfaction and Market Appeal scores, calculated based on Portfolio Context. Formula: (Client × Client Weight) + (Market × Market Weight).

Portfolio Context

The client's intended hold period and investment strategy, which determines the weighting between Client Satisfaction and Market Appeal in the Combined Score.

Buyer Archetype

A profile representing a typical buyer segment in the luxury market (e.g., Tech Executive, Entertainment Executive, Finance Executive). Each archetype has specific Must Haves, Nice to Haves, and Avoids.

Must Haves (50 points)

Required features for each buyer archetype. 5 requirements × 10 points each. Full match = 10 pts, Partial = 5 pts, None = 0 pts.

Nice to Haves (35 points)

Desirable but not required features. 5 features × 7 points each. Full match = 7 pts, Partial = 3.5 pts, None = 0 pts.

Avoids (Penalties)

Features or characteristics that negatively impact appeal to an archetype. Each triggered avoid applies a penalty of -5 to -15 points.

Path to 80%

Specific recommendations to improve an archetype score from current level to the 80% PASS threshold. Shows required point gains and suggested actions.

Feature Classification

A system categorizing design features into four quadrants based on client value vs. market value: Essential, Differentiating, Personal, and 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

Medical / Biotech

Home lab space, climate control, privacy

Ostentatious design, shared access

Developer

ROI potential, scalability, flex spaces

Hyper-personalization, niche features

Creative Entrepreneur

Studio spaces, showcase areas, unique design

Cookie-cutter layouts, minimal storage

Market Buyer Pool Reference

Market	#1 Archetype	#2 Archetype	#3 Archetype
Malibu, CA	Entertainment (35%)	Tech (28%)	Sports (18%)
Beverly Hills, CA	Entertainment (30%)	Tech (25%)	International (20%)
Aspen, CO	Generational (30%)	Finance (25%)	Sports (20%)
Greenwich, CT	Finance (40%)	Family Office (25%)	Generational (20%)
Palm Beach, FL	International (35%)	Finance (30%)	Generational (25%)

Hamptons, NY
Finance (35%)
Entertainment (25%)
Tech (20%)

Data Sources

KYM uses a combination of live API data and statistical estimates depending on market coverage.

Data TypeSourceCoverage
Comparable PropertiesRealtor.com API (via RapidAPI)Live data for US markets
Land ParcelsRealtor.com API (via RapidAPI)Live data for US markets
ZIP ValidationZippopotam.us APIUS ZIP codes
Luxury Market BenchmarksN4S curated dataset8 key luxury markets
DemographicsStatistical estimatesSeeded generation for unknown markets

A data source indicator in the module header shows whether you are viewing live API data or statistically estimated data for your selected location.