

Market Analysis

Population		Population	
Average Age		Average Age	
Owners / Renters		Owners / Renters	
Family / Single		Family / Single	
Total Number of Properties		Total Number of Properties	
Total Number of Houses		Total Number of Houses	
Total Number of Apartments		Total Number of Apartments	
Tenure		Tenure	
HOUSES		HOUSES	
Av. Sale Price		Av. Sale Price	
Highest Sale Price		Highest Sale Price	
Lowest Sale Price		Lowest Sale Price	
Sales Last 12 Months		Sales Last 12 Months	
Av. Days on Market		Av. Days on Market	
Growth Rate		Growth Rate	
Average Commission		Average Commission	
Average Comm per sale		Average Comm per sale	
Turnover Rate		Turnover Rate	
Value of Market (comm)		Value of Market	
Annual GCI Potential			
Stage 1			
Stage 2			
Stage 3			
Stage 4			
Stage 5			
APARTMENTS		APARTMENTS	
Av. Sale Price		Av. Sale Price	
Highest Sale Price		Highest Sale Price	
Lowest Sale Price		Lowest Sale Price	
Sales Last 12 Months		Sales Last 12 Months	
Av. Days on Market		Av. Days on Market	
Growth Rate		Growth Rate	
Average Commission		Average Commission	
Average Comm per sale		Average Comm per sale	
Turnover Rate		Turnover Rate	
Value of Market (comm)		Value of Market	
KEY AGENTS		KEY AGENTS	
1		1	
2		2	
3		3	
4		4	
5		5	
Market Share Target			
Stage 1			
Stage 2			
Stage 3			
Stage 4			
Stage 5			
Sales Potential			
Stage 1			
Stage 2			
Stage 3			
Stage 4			
Stage 5			