**The Agent's Combat Brief (Internal)**

## Objective

To provide a high-density, analytical summary of the property and market data for the agent's eyes only. This document is the "Cheat Sheet" for winning the listing.

## 1. Property Identity & Found Imagery

- **Subject:** [Address]
- **Agent/Company:** [Name] | [Company]
- **Visual Confirmation:** [Insert link to retrieved exterior photo]
  - *Note to Gem: Flag if the photo looks significantly different from the "Property Condition" mentioned in the CSV (e.g., photo shows old roof, CSV says 'New Roof').*

## 2. The "Hard" Math (From Market Analysis Export)

- **Sample Size:** 84 neighborhood data points analyzed.
- **Absorption Rate:** [X.X] units per month.
- **Current Inventory:** [X.X] months (Status: [Seller/Buyer/Neutral] Market).
- **Success Ratio:** [X]% (Calculation: 48 Solds / 84 total attempts).
  - **Weaponized Script:** *"Only [X]% of your neighbors actually crossed the finish line. My goal is to make sure you aren't part of the [X]% that expired."*

## 3. AVM Critique (The Price Shield)

- **Zestimate:** $[Price] | **Redfin:** $[Price] | **Average:** $[Price]
- **The Discrepancy:** [Gem identifies why the agent's suggested price differs from the online average].
- **Rebuttal Tip:** *"Remind the seller that Zillow hasn't accounted for the [Specific feature from CSV, e.g., 'Fully Finished Walk-out Basement']."*

## 4. Predictive Sensitivity (What-Ifs)

- **Scenario A (Stable 6.0%):** Target Price $[Price].
- **Scenario B (Rate Drop to 5.5%):** Potential for $[Price] with multiple offers.
- **Scenario C (Rate Spike to 6.5%):** Consider a listing floor of $[Price].

## 5. The Buyer Profile (The Target)

- **Likely Buyer:** [Move-Up Family / Professional / Right-Sizer]
- **Key Hook:** [E.g., "Proximity to Clarksburg Village Center" or "Modern Open Floorplan"]

- **Action Item:** [E.g., "Suggest decluttering the 3rd bedroom to showcase office potential."]