



# Real estate market analysis in 13 easy steps

What is real estate market analysis?

What is included in a real estate market analysis?

- 1. Market study
- 2. Studies based on individual decision

How to do real estate market analysis like a pro?

- Step 1 - Choose an investment property
  - Start with location
  - Determining the property's market value
- Step 2 - Collect decision making data
- Step 3 - Understand local government requirements
- Step 4 - Feasibility Analysis and Investment analysis
  - Market study vs Feasibility study
    - What is market study?
    - Factors affecting the cost of market study
  - Market analysis and feasibility study should include
- Step 5 - Study the market area
  - An overview of the real estate market area
  - Geographic information systems | Spatial analysis
- Step 6 - Perform complex market study
- Step 7 - Site evaluation
  - What's included in the site evaluation?
- Step 8 - Zoning
- Step 9 - Analyze demand
  - Economic demand
  - Political demand
- Step 10 - Analyze supply
  - Real estate supply
  - Importance of existing supply for residential development
  - Importance of existing supply for commercial real es
- Step 11 - Check net absorption
- Step 12 - Identify risks
  - Methods of risk analysis
- Step 13 - Feasibility study

Real estate market analysis - Use Cases