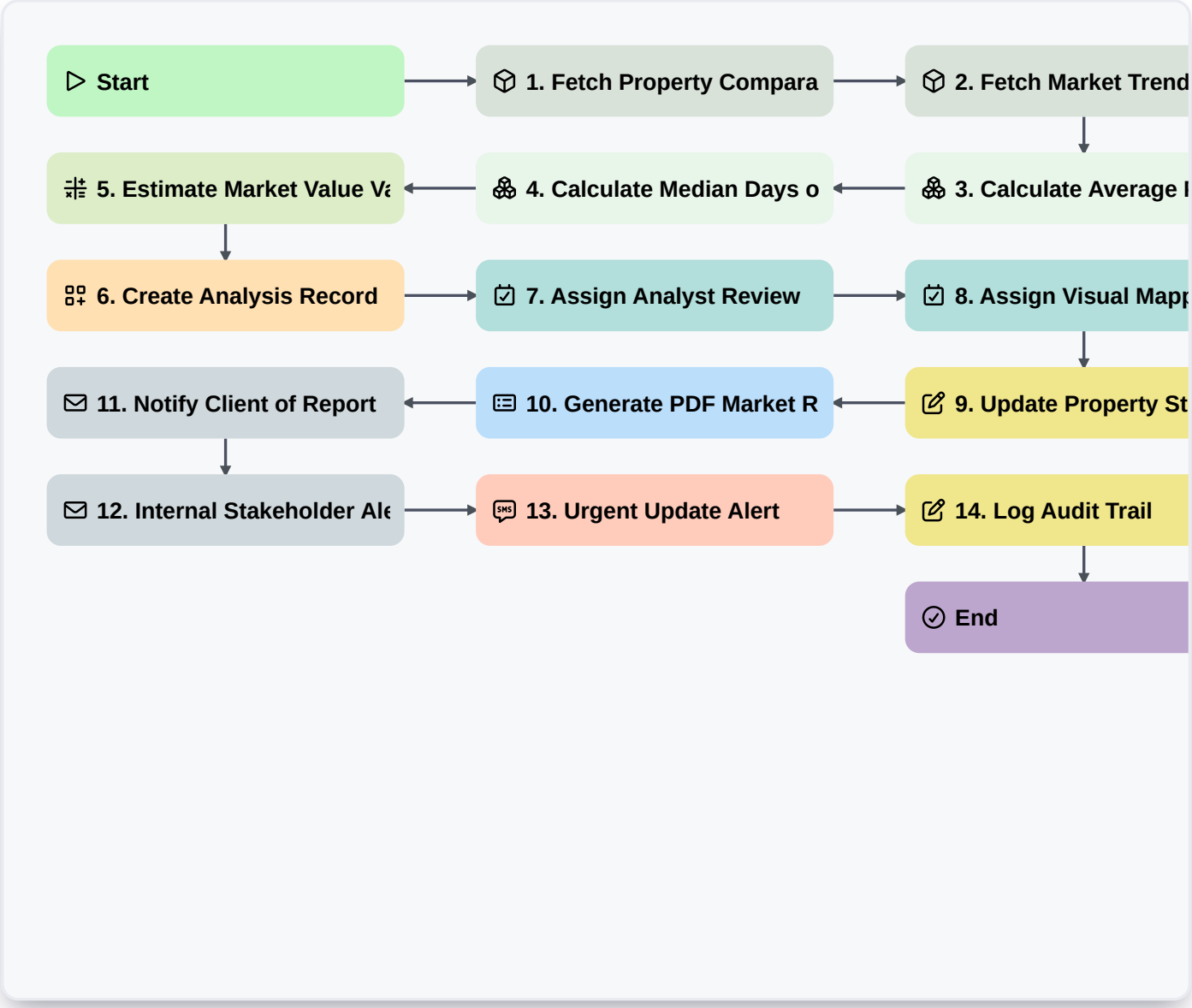
ChecklistGuro

Real Estate Market Analysis And Reporting Process



Start
Start of the Workflow/Process.

1. Fetch Property Comparables
Retrieve all recent sales entries from the 'Property Transactions' data model within a specific radius and date range.

2. Fetch Market Trends Data
Retrieve historical pricing and inventory levels from the 'Market Trends' data model.

3. Calculate Average Price per SqFt
Calculate the average price per square foot from the retrieved comparable properties entries.

4. Calculate Median Days on Market
Determine the median number of days properties stayed on the market from the filtered entries.

5. Estimate Market Value Variance
Calculate the percentage difference between the subject property's asking price and the calculated market average.

6. Create Analysis Record
Create a new entry in the 'Market Analysis Reports' data model containing the calculated metrics.

7. Assign Analyst Review
Create a task for the Senior Real Estate Analyst to review the generated data for accuracy.

8. Assign Visual Mapping Task
Create a task for the GIS Specialist to plot the comparable properties on a map overlay.

9. Update Property Status
Update the status of the subject property entry to 'Analysis Complete'.

10. Generate PDF Market Report
Generate a formal PDF report summarizing the findings, charts, and comparable data for client presentation.

11. Notify Client of Report
Send an email to the client with the attached Market Analysis Report and a summary of findings.

12. Internal Stakeholder Alert
Send an email to the Sales Team notifying them that a new market analysis is ready for use in their pitches.

13. Urgent Update Alert
Send an SMS to the Lead Agent if the market variance exceeds a certain threshold (e.g., sudden price drop).

14. Log Audit Trail
Update the 'Process Logs' data model with a timestamp and user ID of who completed the report.

End
End of the Workflow/Process.