

## Market Research: Suzanne Dickson - MORE Realty, LLC

Product/Service Definition	
Category	Details
<b>Title</b>	Suzanne Dickson Real Estate Services
<b>Core Purpose</b>	Help buyers and sellers navigate the real estate market with expert guidance.
<b>Key Features</b>	<ul style="list-style-type: none"> <li>- Residential real estate sales</li> <li>- Expertise in first-time buyers</li> <li>- Property valuations</li> <li>- Local market insights</li> <li>- Relocation assistance</li> <li>- Personalized client care</li> </ul>
<b>Target User</b>	<ul style="list-style-type: none"> <li>- First-time homebuyers</li> <li>- Homeowners looking to sell</li> <li>- Families relocating</li> </ul>
<b>Unique Value</b>	Personalized, expert guidance with deep knowledge of local communities. Offers tailored advice for each client. Navigating complexity of a purchase transaction.
<b>Use Scenario</b>	<ul style="list-style-type: none"> <li>- First-time buyer needing guidance on home financing and market conditions.</li> <li>- Seller needing home valuation, staging, and sale advice to sell in least amount of time for the highest price possible.</li> </ul>

Market Segmentation	
Category	Details
<b>Title</b>	Real Estate Services in Oregon's South Metro Area
<b>Demographic</b>	<ul style="list-style-type: none"> <li>- Age: 30–60 years</li> <li>- Income: \$75K–\$150K+ annually</li> <li>- Homeownership: First-time buyers &amp; homeowners</li> </ul>
<b>Psychographic</b>	<ul style="list-style-type: none"> <li>- Buyers: Looking for stable, long-term investment</li> <li>- Sellers: Looking for fast sales with maximum return</li> <li>- Professionals/families relocating</li> </ul>
<b>Behavioral</b>	<ul style="list-style-type: none"> <li>- Extensive online research</li> <li>- Buyers/sellers prefer a personal approach</li> <li>- Focus on family-friendly neighborhoods</li> </ul>
<b>Geographic</b>	Oregon City, Wilsonville, Tualatin, Tigard, West Linn, Oregon
<b>Online Presence</b>	<ul style="list-style-type: none"> <li>- Active on Instagram, Facebook, Google My Business</li> <li>- Website with listings, resources</li> <li>- Google Ads, SEO-optimized for local searches</li> </ul>
<b>Information Sources</b>	<ul style="list-style-type: none"> <li>- Real estate listings (Zillow, Realtor.com)</li> <li>- Local blogs and forums</li> <li>- Social media (Instagram, Facebook, Pinterest)</li> <li>- Client referrals</li> </ul>
<b>Priority Segments</b>	<ul style="list-style-type: none"> <li>- First-time homebuyers in Oregon City, Tigard, West Linn</li> <li>- Sellers looking for high ROI</li> <li>- Professionals relocating</li> </ul>

I need to advertise/boost ads on social and gbp for online leads. Use products for listing exposure

Competitor Analysis	
Category	Details
<b>Title</b>	Competitor Landscape in Oregon Real Estate Market
<b>Top Competitors</b>	<ul style="list-style-type: none"> <li>- Berkshire Hathaway HomeServices Northwest Real Estate</li> <li>- Keller Williams Realty Portland Central</li> <li>- Coldwell Banker Bain</li> <li>- John L. Scott Real Estate</li> </ul>
<b>Top Competitor Strategies</b>	<ul style="list-style-type: none"> <li>- Heavy investment in SEO, Google Ads</li> <li>- Strong social media presence</li> <li>- Local community involvement, sponsorships</li> <li>- Free home valuations and virtual tours</li> </ul>
<b>Weak Competitors</b>	<ul style="list-style-type: none"> <li>- Smaller agencies without personalized service</li> <li>- Companies with limited online presence</li> </ul>
<b>Weak Competitor Mistakes</b>	<ul style="list-style-type: none"> <li>- Lack of timely follow-ups</li> <li>- Poor SEO optimization</li> <li>- Focus on volume over relationships</li> <li>- Weak value propositions</li> </ul>
<b>Market Gaps</b>	<ul style="list-style-type: none"> <li>- High demand for personalized, expert guidance</li> <li>- Gap in relocation services</li> <li>- Opportunity for localized, niche marketing</li> </ul>
<b>Emerging Competitors</b>	<ul style="list-style-type: none"> <li>- Local agents focusing on specific neighborhoods</li> <li>- More focus on virtual tours and eco-friendly listings</li> </ul>

Market Validation	
Category	Details
<b>Title</b>	Validating the Need for Expert Local Real Estate Services
<b>Online Survey</b>	<ul style="list-style-type: none"> <li>- Question: "What is your biggest challenge when buying or selling a home in Oregon City/Tualatin?"</li> <li>- Target: Local buyers and sellers in the target regions</li> </ul>
<b>Survey Distribution</b>	<ul style="list-style-type: none"> <li>- Social media ads targeting buyers/sellers</li> <li>- Email newsletters to existing clients</li> <li>- Local community Facebook groups</li> </ul>
<b>Informal Interviews/Observation</b>	<ul style="list-style-type: none"> <li>- Observe Facebook real estate groups</li> <li>- Interview past clients to identify gaps</li> <li>- Conversations with local mortgage brokers and inspectors for insights</li> </ul>

Buyer Persona	
Category	Details
<b>Title</b>	Buyer Persona: First-Time Homebuyer in Oregon City
<b>Name</b>	Emily & John (First-Time Homebuyers)
<b>Demographics</b>	<ul style="list-style-type: none"> <li>- Age: 30–35 years</li> <li>- Family: Married with one child</li> <li>- Income: \$90K annually</li> <li>- Location: Renting in Portland, seeking Oregon City</li> </ul>

2nd or 3rd home, 35-55, 150k-250k, Sell and buy and want highest net on sale for move up down payment. Pain: coordinating timing of sell to buy and contingent status on buy side in a seller market.

<b>Psychographics</b>	<ul style="list-style-type: none"><li>- Seeking a safe, family-friendly community with good schools</li><li>- Need help navigating the home-buying process</li><li>- Interested in long-term investment</li></ul>
<b>Goals</b>	<ul style="list-style-type: none"><li>- Find a 3-bedroom home within budget</li><li>- Secure financing and expert advice</li><li>- Move to a neighborhood with schools and parks</li></ul>
<b>Pain Points</b>	<ul style="list-style-type: none"><li>- Lack of knowledge about financing</li><li>- Overwhelmed by home options</li><li>- Concern about rising mortgage rates</li></ul>
<b>Buying Process</b>	<ul style="list-style-type: none"><li>- Browse online listings</li><li>- Follow Suzanne Dickson for tips</li><li>- Book a consultation with Suzanne</li><li>- Get expert valuation of homes</li></ul>

