HIFELLO SELLER INTELLIGENCE

Sample Property Intelligence Report

Illustrative residence | Prime Manhattan condominium

A decision framework for competitive position, likely buyer fit, launch strategy, and the first 30 days of owner action.

CONFIDENTIAL FORMAT DEMONSTRATION

01 | EXECUTIVE POSITION

The property needs a sharper position, not simply more exposure.

The fictional residence is a renovated, full-service condominium with strong light, a usable terrace, and a location that appeals to both primary-residence and pied-a-terre buyers. The central strategic question is whether these attributes support a premium over undifferentiated inventory before a broad public launch.

Primary opportunity

Lead with privacy, outdoor space, service, and turnkey condition rather than generic luxury language.

Primary risk

Aspirational pricing could place the residence against larger or better-view substitute inventory.

Recommended path

Begin with a controlled 30-day test, then expand only if response quality supports the position.

OWNER DECISION SUMMARY

Question	Illustrative conclusion
Is the residence ready?	Yes, subject to final photography, terrace presentation, and diligence package review.
Who is most likely to buy?	Primary-residence buyers, pied-a-terre buyers, and relocating executives seeking a turnkey full-service condominium.
Should it launch publicly now?	Not immediately. Test the property thesis and pricing logic with a qualified, controlled audience first.

Compare the residence with the buyer's real substitute set.

A property does not compete with every listing in a neighborhood. It competes with the small set a qualified buyer will inspect instead: similar price, use case, building quality, condition, monthly cost, and lifestyle outcome.

Position	Strength	Watch item	Seller response
Turnkey condition	Reduces execution risk	Finish is subjective	Show craftsmanship and replacement cost
Private terrace	Scarce, emotional attribute	Usability and exposure matter	Stage as a true living space
Full-service building	Supports lock-and-leave use	Monthly costs affect value	Explain services and financial health
Prime location	Broadens buyer geography	Buyers have many substitutes	Differentiate the daily-use experience

PRICING POSITION

The recommended launch range should be tied to verified closed sales, current substitute inventory, the owner's timing, and property-specific inspection. In this sample, the key is not to publish an unsupported number; it is to define the evidence that would justify a premium and the response threshold that would disprove it.

Prioritize the audiences with a reason to prefer this exact property.

Primary residence

Values service, usable outdoor space, turnkey condition, and a location that supports daily routines. Likely objection: price relative to interior size.

Pied-a-terre

Values privacy, staff, lock-and-leave convenience, and low execution risk. Likely objection: monthly carrying cost and use restrictions.

Relocating executive

Values certainty, immediate occupancy, and proximity to work and schools. Likely objection: timing and unfamiliarity with the buying process.

DEMAND GEOGRAPHY

A property-specific report would distinguish confirmed first-party engagement from assumptions. Likely outreach may include local move-up buyers, domestic buyers from major feeder markets, existing clients considering a Manhattan base, and international buyers whose ownership structure and financing needs fit the property. Geography is a prioritization tool, not proof of intent.

Cohort	Why it may fit	Qualification question
Local / tri-state	Understands the neighborhood and building alternatives	Is the move driven by space, service, or timing?
Domestic feeder markets	May value turnkey convenience and a Manhattan base	What use pattern and closing timeline are realistic?
International	May value privacy, service, and asset quality	Are financing, tax, and ownership advisors already engaged?

Choose exposure deliberately and establish the threshold for changing course.

Path	Best use	Tradeoff	Illustrative threshold
Private test	Privacy matters; price thesis needs calibration	Smaller audience and less visible competition	Qualified responses confirm the narrative and price logic
Hybrid	Controlled testing followed by selected distribution	Requires disciplined message and timing	Feedback supports expansion but not full public exposure
Public launch	Broad discovery and visible market competition are valuable	Public days-on-market and price history	Preparation is complete and broad exposure improves leverage

Sample recommendation: begin with a controlled 30-day test, with owner-approved expansion criteria agreed before outreach.

Turn the strategy into an owner-approved operating plan.

Days 1-7	Verify residence facts, seller objective, diligence readiness, presentation plan, privacy rules, and the competitive set.
Days 8-14	Approve the property narrative, buyer cohorts, outreach materials, showing protocol, and reporting baseline.
Days 15-21	Begin controlled outreach, record response quality and objections, and compare feedback with current substitute inventory.
Days 22-30	Review evidence with the owner and decide whether to maintain privacy, expand selectively, adjust the position, or prepare a public launch.

OWNER REPORTING

Each update should separate activity from signal: who was contacted, what qualified response occurred, what objections repeated, how competing inventory changed, and what action is recommended next. Raw traffic volume alone should not be presented as buyer demand.

06 | NEXT DECISION

Build the real report around the property and the owner's objective.

A property-specific engagement begins with the address, ownership objective, timing, privacy requirements, and a review of the residence. Manhattan Miami then frames the competitive set, buyer-fit hypothesis, launch options, and the evidence required for the next decision.

1	**Request a private property valuation**	Establish a realistic planning range and competing-inventory context.
2	**Approve the intelligence brief**	Confirm the buyer groups, property narrative, privacy controls, and source evidence.
3	**Build the private launch plan**	Set the 30/60/90-day sequence, distribution rules, and decision thresholds.

PRIVATE PROPERTY VALUATION

[redacted]

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