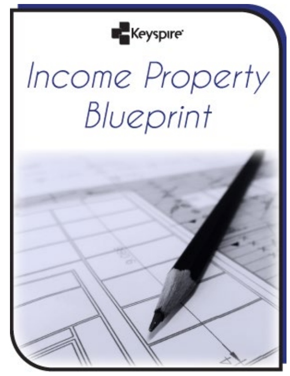

Module 3 – Lesson 11

Market Appreciation Research Markets

OPTIMIZE

Week 37

Now that you know what factors to look for when researching a market, let's dig into some research!

You may have already selected your market, but as you grow your business, you'll need to be able to fully understand how to research a market. Use the tools you learned last week to complete this activity.

1. Research 3 different markets

	Market 1: ______________	**Market 2:** ______________	**Market 3:** ______________
Population growth?			
Average income?			
Employment rate?			
Upcoming commercial investment?			
Upcoming government infrastructures?			
Rental vacancy rate?			
Schools, amenities, transportation?			
Tenant profile?			
Gentrification?			

Which of these markets would you choose? Why?

2. Ask the community!

Ask your community and record the answers here:

- What driving stats in a market do you look for? What resources do you use? What market do you invest in? Why?