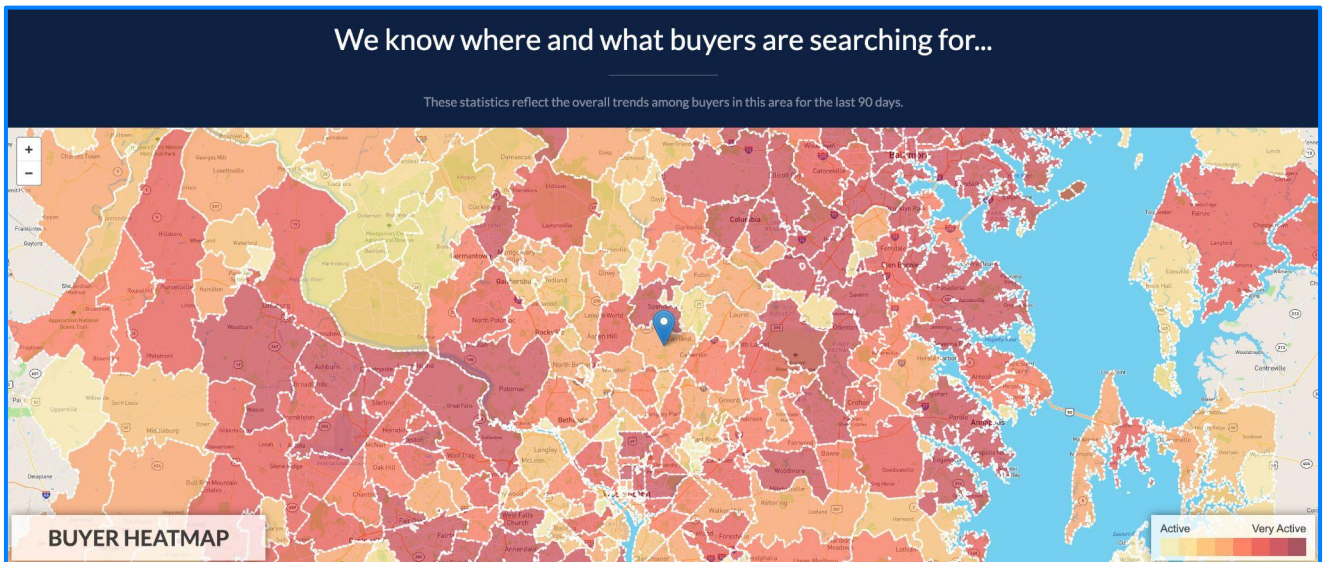




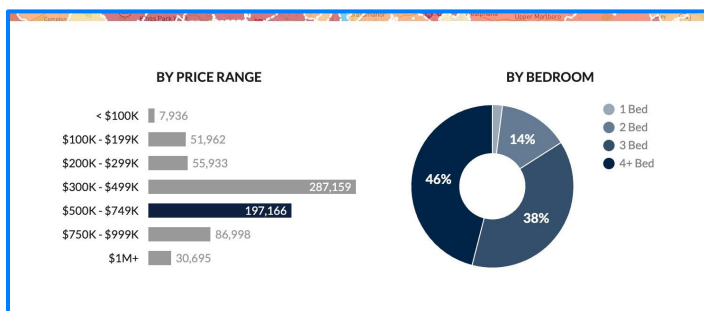
# Buyer Heatmap

**The Buyer Heatmap...** highlights recent buyer activity in the area. More specifically, it shows where buyers are searching and how often, relative to the surrounding region. What those buyers are looking for is broken down visually by bedrooms (*donut chart*) and price (*bar graph*) below.



## How to → Discuss the Buyer Heatmap (Examples)

1. If the potential seller is in an area with **HIGH** buyer activity:  
“You have an opportunity to aim for top-dollar pricing – I have the data to prove it. List with me and we’ll discuss getting top returns.”
2. If the potential seller is in an area with **LOW** activity:  
“You may be struggling to attract buyers because of the area – I have the data to prove it. List with me and we’ll discuss proven, strategic marketing tactics to attract more buyers.”



[Click here to learn more!](#)

PERCY<sup>AI</sup>



### Pro Tip:

For more complicated pricing and strategy discussions, use the Price & Bedroom breakdowns below the map to help justify your position. (← left)