

# Real Estate Definitions – “Market”

**market analysis** (mär-kət ə-na-lə-səs), noun. 1. the examination of readily available market data in an attempt to understand the current state of a market. 2. can be done by anyone.

**market study** (mär-kət stə-dē), noun. 1. a formal report of market analysis (see preceding definition). 2. produced by many consultants.

**market research** (mär-kət rē-sərch), noun. 1. careful and diligent inquiry into all relevant market forces affecting your property. 2. includes detailed definition of market area, identification of truly competitive properties, grading of the comps on more than 100 points, jobs-based demand forecasting, and innovative econometric analysis to produce a report customized just for your project. 3. produced nationwide only by **STRATEGIC RESIDENTIAL ADVISORS**.

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