

Commentary Audit

Companion worksheet to "Why Commentary Matters More Than Raw Sales Numbers"

Anyone can pull the same numbers, so raw data alone does not earn a citation. Commentary, the cause, context, and consequence around a number, is what makes a report a source AI quotes. Use this worksheet to find where your reports stop at data.

1. Run the strip test

Open your most recent market report and mentally remove every number. Check what is still true.

- ☐ **A meaningful paragraph remains once the numbers are gone**
Not just disconnected fragments and empty whitespace.
- ☐ **Each key number has a sentence explaining why it moved**
Cause, not just the figure on its own.
- ☐ **The report says what the numbers mean for buyers and sellers**
Consequence the reader can act on.
- ☐ **It carries a first-hand, hyperlocal observation no aggregator has**
Something only a working agent in that market would know.
- ☐ **It reads like a phone call, not a spreadsheet**
The way you would explain the market to a client.

Boxes checked: _____ / 5. Two or fewer means the report is still stuck at the data layer.

2. Turn one number into meaning

Pick one statistic from that report and write each lens in a single sentence.

Cause why did the number move?

Context how does it compare to last year or the longer trend?

Consequence what does it mean for buyers or sellers next?

3. Count data vs commentary

In that same report, sort every statistic into one column, then total.

Numbers with a sentence of commentary _____

Numbers left bare, with no explanation _____

If the bare column wins, a number that does not earn a sentence may not belong in the report.

4. Your commitments

Turn the audit into three concrete moves.

This week.

Add one sentence of cause or consequence under each statistic in your latest report. The number I will start with:

This month.

Build a report structure that forces commentary: headline number, one-sentence cause, one-sentence consequence. The rule I will set:

Ongoing.

Read each report aloud as if explaining it to a client by phone. The section that most sounds like a spreadsheet: