

# Market Report Audit

Companion worksheet to "Why Market Reports Are Perfect AI Citation Content"

---

If you set out to design content built for AI citation, you would describe a good monthly market report. Use this worksheet to grade a report against the five signals AI weighs, and to structure your next one to be citable.

## 1. Grade a report on the five signals

Take your most recent report (or a competitor's) and check each signal it actually hits.

- Geographic specificity**  
Does it cover a defined neighborhood, zip, or community, not the whole metro?
  - Data precision**  
Specific numbers (median price, days on market, list-to-sale), not "the market is competitive"?
  - Recency**  
Dated and tied to a current month?
  - Named authorship**  
Published under your real name?
  - Publishing consistency**  
Part of a regular monthly cadence, not a one-off?
- 

Signals it hits: \_\_\_\_\_ / 5. A report needs most of these to be a strong citation candidate.

## 2. Structure it to be cited

A citable report does not need to be long. It needs these parts.

- Geographic scope stated at the top**
- Key data: median price, days on market, list-to-sale, inventory**
- Commentary on what the numbers mean in context**
- A "what this means for buyers" and "for sellers" section**
- Published publicly under your name, not gated behind a form**

## 3. Your commitments

Turn this into three concrete moves.

### This week.

Grade your most recent report against the five signals; note which are strong and which are missing.

---

### This month.

Publish one report for your primary area: real MLS data, a paragraph of interpretation, and buyer and seller sections, public under your name.

---

### Ongoing.

Hold a monthly publishing schedule. The individual reports matter; the archive they build matters more.

---