

Market Report Cadence Decision

Companion worksheet to "Monthly vs Quarterly Market Reports: Which Builds More Authority"

Monthly trades depth for freshness; quarterly trades freshness for depth. The right cadence depends on what your market can actually support, not a blanket rule. Run these three checks, pick one rhythm, and commit to it, because AI weights consistency over frequency.

1. Check transaction volume

Pull closed sales counts for your primary market over the last twelve months and find the monthly average.

Total closed sales, last 12 months _____

Average per month (total divided by 12) _____

30 or more per month supports monthly. Under 15 per month, quarterly will produce better commentary.

2. Check market type

Standard markets carry monthly well. Thin or specialty markets read better at a quarterly depth.

☐ Standard residential market

Steady, high-velocity transaction flow. Leans monthly.

☐ Luxury, specialty, or thin-niche market

Waterfront, equestrian, historic, or low-volume submarkets. Leans quarterly.

3. Check your realistic time

A monthly report runs four to six hours to research and write. Be honest about whether you will sustain it.

Hours per month I can reliably give to market reports, and whether monthly is realistic or likely to slip:

4. Your verdict and commitments

☐ Monthly ☐ Quarterly ☐ Hybrid (monthly snapshots plus quarterly deep analysis)

This week.

Pull twelve months of closed sales counts and note whether monthly volume supports real month-over-month commentary. What the numbers say:

This month.

Pick one cadence and calendar a full year of dates in advance. Treat the cadence as fixed and the depth as adjustable. My publish day:

Ongoing.

Track cadence as carefully as the content; reliability is the signal AI watches most. The reminder system I will use:
