

# Deep Research of City/Town for Content Creation

## Create Relocation Guides That Win Trust, Referrals, and Leads

Use this handout to quickly generate high-value market research for any town or city your clients are considering.

This prompt is designed for:

- relocation buyers
  - out-of-state referrals
  - retirement moves
  - second-home buyers
  - YouTube and blog content
  - listing and buyer consultations
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## How to Use This Prompt

1. Copy the prompt below
  2. Replace **[Town/City, State]** with your target market
  3. Paste it into ChatGPT, Claude, or Perplexity
  4. Use the research to create:
    - relocation guides
    - buyer emails
    - video scripts
    - blog posts
- 



Your Western NC Referral Partners

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- neighborhood comparison sheets
- 

## Copy-and-Paste Master Prompt

None

Conduct deep research on [Town/City, State] as if preparing a premium relocation guide for home buyers considering a move there.

The goal is to uncover everything a relocating buyer would want to know before choosing where to live, with emphasis on recent changes, future developments, lifestyle, and housing trends.

Organize the research into the following sections:

1) Growth, Development & What's Changing

- DOT and road projects
- greenways and trail expansions
- town planning and zoning changes
- infrastructure improvements



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- mixed-use and downtown redevelopment
- broadband and utilities
- capital improvement projects

## 2) Housing & Real Estate Trends

- median home price
- 12-month price trend
- days on market
- inventory
- new construction
- active subdivisions
- luxury market trends
- migration demand
- tax trends

## 3) Business Growth & Lifestyle



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- new restaurants
- breweries and coffee shops
- shopping
- healthcare expansions
- fitness and recreation
- employers and major businesses opening

#### 4) Demographics

- population growth
- age and household makeup
- income trends
- education
- feeder states buyers are moving from

#### 5) Cost of Living

- property taxes



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- insurance
- utilities
- internet
- groceries
- healthcare
- transportation

#### 6) Schools, Healthcare & Lifestyle

- school districts
- hospitals
- commute and airport access
- parks and trails
- golf / pickleball / dog parks

#### 7) Local Character & History

- what makes this town unique



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- historic downtown
- annual events
- culture and community feel

#### 8) Risks / Concerns

- flood zones
- storm / wildfire risks
- steep terrain issues
- congestion
- planned dense development

#### OUTPUT FORMAT:

1. Executive summary
2. What's changing in the next 12-24 months
3. Housing trends
4. Lifestyle highlights



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5. Best fit buyer profile
6. Potential concerns
7. Top talking points for agents

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## Pro Tip for Agents

After the research is complete, use this follow-up prompt:

**“Turn this research into a relocation guide and a 3-minute YouTube script for buyers considering moving to this area. Do not violate US Fair Housing Law, NAR Code of Ethics, or my local MLS rules.”**

Use more refinement prompts like:

“Now rewrite this for affluent relocation buyers age 45 and up.”

“Expand the section on healthcare and outdoor lifestyle.”

“Add more detail on new development, road projects, and downtown investment.”

“Make this more emotionally resonant, but keep it fact-based.”

“Turn this into clearer sections with bulletproof talking points for buyer consultations.”

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## Best Use Cases

### Buyer Consultations



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Use the executive summary and talking points to help buyers compare towns.

## SEO / Content Marketing

Turn the research into blog posts targeting terms like:

- moving to [town]
- living in [town]
- best places to retire in [town]

## Video Content

Excellent for YouTube relocation videos and short-form social content.



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