PROMPT TEMPLATE

Real Estate Customer Segment Research

Fill in the six fields and run this with the Customer Research Skill.

THE PROMPT

Using the attached Customer Research Skill, conduct comprehensive research into the following real estate customer segment.

My Target Audience:

Location / Market	[City, region, or neighbourhood]
Customer Type	[Buyer or Seller]
Specific Customer Segment	[First-time homebuyers, move-up buyers, downsizers, luxury sellers, investors, relocating families]
Property Type	[Detached homes, condos, townhouses, luxury properties, acreages]
Price Range	[Insert approximate price range]
Additional Context	[Any specific circumstances or characteristics of this audience]

Follow the Customer Research Skill's methodology and instructions to develop a comprehensive understanding of this audience.

Focus your research specifically on this customer segment within my geographic market, rather than general real estate buyers or sellers.

Prioritize actual customer language, documented behaviours, and credible research over assumptions. Clearly distinguish verified findings from inferred insights.

My goal is to understand this audience so deeply that I can create marketing messages, content, and offers that speak directly to their circumstances, frustrations, fears, motivations, and desired outcomes.

Execute the complete Customer Research Skill and deliver its findings in the format specified by the skill.

HOW TO USE IT

1. Attach the Customer Research Skill to your project or chat so Claude has the methodology in front of it.
2. Replace every bracketed field with your real market details. Vague inputs produce vague research.
3. Paste the whole prompt as one message. Do not break it into pieces.
4. Read the output for the exact words your market uses. Those words become your headlines, emails, and video hooks.
5. Save the finished research. Reuse it every time you write content for that segment.

FILLED EXAMPLE

Location / Market: Lower Mission, Kelowna, BC
Customer Type: Seller
Specific Customer Segment: Empty nester downsizers, ages 58 to 70, in the home 15+ years
Property Type: Detached homes on standard lots
Price Range: $900,000 to $1.3 million
Additional Context: Most are weighing a move to a townhouse or condo in the same area. Many have adult kids still using the house as a landing spot. They are worried about timing the sale and purchase in a slower market.