

MATHEW THERIAULT

MARKET INTELLIGENCE

Make informed real estate decisions with clear, local and data-driven guidance.

Deep market analysis and comparative property assessments designed to identify value, reduce risk and protect your investment.

YOUR HOME, OUR MISSION.

THE RIGHT DATA CAN CHANGE THE DECISION

Market averages only tell part of the story. My role is to examine the property, its immediate competition and the local conditions that affect value - then translate that information into a clear strategy built around your goals.

Calgary & Area Market Intelligence Guide

What market intelligence includes

Good real estate decisions require more than headlines and averages. I turn current property data, local market activity and comparable results into practical guidance you can use with confidence.

01

Market Trend Analysis

I review current sales activity, inventory, pricing movement and buyer behaviour to identify the direction and strength of the market.

02

Comparable Property Review

Recent sales and active listings are adjusted for location, size, condition, features and timing to build a realistic value perspective.

03

Neighbourhood Performance

Community-level trends, housing demand and nearby competition help reveal factors that broad market reports can miss.

04

Value Drivers & Risks

I assess features that may support appreciation, limit resale, affect marketability or create additional cost and uncertainty.

05

Investment Scenarios

Purchase price, renovation potential, holding strategy and likely resale position can be compared before capital is committed.

06

Strategic Recommendations

The findings are converted into practical next steps for pricing, negotiation, timing, property selection or future planning.

DATA WITH DIRECTION

How informed analysis protects your investment

Market data is most valuable when it is placed in the right context. The goal is not to overwhelm you with numbers, but to identify what matters, explain why it matters and connect it to your decision.

- **Evidence-based valuation:** Recent sales, active competition, property condition, location and current buyer demand provide a realistic value range.
- **Neighbourhood-level context:** Street, community and housing-type trends can be more useful than broad citywide averages when evaluating a specific property.
- **Supply and demand signals:** Inventory, new listings, sales activity and time on market help show where buyers or sellers may hold greater leverage.
- **Opportunity and risk review:** Value drivers, resale considerations, renovation potential and market exposure are weighed before major decisions are made.
- **Strategic timing:** Current conditions and your personal objectives are considered together so your next step is based on evidence, not pressure.

MARKET INTELLIGENCE IS NOT ABOUT PREDICTING THE FUTURE. IT IS ABOUT MAKING BETTER DECISIONS WITH THE BEST EVIDENCE AVAILABLE TODAY.

A clear path from data to confident decisions

Whether you are buying, selling, investing or reviewing a property you already own, a disciplined analysis helps separate real opportunity from market noise.

1

Define the Decision

We clarify your goals, timing, property criteria and the financial question the analysis needs to answer.

2

Gather Relevant Data

I collect recent sales, active competition, property details, neighbourhood activity and current market indicators.

3

Analyze Comparable Properties

The strongest comparables are reviewed for meaningful differences in location, condition, size, features and sale timing.

4

Evaluate Value & Risk

I identify the factors supporting value, the issues that may limit it and the areas that require further investigation.

5

Present Findings & Strategy

You receive a clear explanation of the evidence, likely value range and practical recommendations for your next move.

6

Monitor & Reassess

When timing matters, the analysis can be updated as new listings, sales and market conditions change.

CLARITY BEFORE COMMITMENT

Real estate decisions carry financial consequences. Objective analysis helps you recognize fair value, avoid emotional overreach and move forward with a strategy grounded in current evidence.

READY FOR A CLEARER MARKET VIEW?

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Important note

This guide is for general information only. Comparative market analysis is not a formal appraisal and does not replace legal, mortgage, tax, inspection, accounting or other specialized advice from an appropriately qualified professional.