

Local Market Signal Alert Setup

The DIY version of our Local Market Signal Alerts — set up once, so the market's own shifts come to you instead of you going looking for them.

Competitor tracking tells you how you compare to rivals. This is about the market itself — the area-level shifts that move demand for everyone, which a purely competitor-focused view can miss. Rather than a log you have to remember to fill in, this sets up real alerts so the signals find you.

Planning & development — your council's planning portal

- [] Search "[your council name] planning applications" and find their public portal
- [] Most councils let you set up email alerts for new applications in a chosen area or postcode — turn this on for your core patch

Search demand — Google Trends

- [] Go to trends.google.com and search "[your town] houses for sale" (or the lettings equivalent)
- [] Note the seasonal pattern once — you don't need to keep checking, just know when your area's demand typically rises and falls each year

Price trends — set once, check quarterly

- [] Bookmark Rightmove's and Zoopla's area price trend pages for your patch
- [] A quarterly glance is enough — this data moves slowly

Local news — Google Alerts

- [] Set a Google Alert for "[your town] + new development" and "[your town] + transport" to catch employer or infrastructure changes as they're reported

Once these are set up, this becomes a five-minute quarterly check-in rather than an ongoing manual watch — the alerts do the noticing, you just act on what lands.