Buy Land Where Demand Is Coming, Not Where It Already Arrived

You're making multi-million dollar land bets on where demand will be in 3–7 years. Market studies use trailing 12-month comps. ZipIntel uses ACS demographic velocity and permit sequencing to show where household formation is building — before it's priced into land values.

The Problem

Land banking and feasibility decisions depend on where demand will be in 3–7 years, not where it has been. Trailing sales comps and broker market studies describe the last cycle. Developers who move early on the right tract win; those who follow the herd overpay. By the time appreciation is visible in the data, it is already in the land price.

The Gap

Market studies use 12-month trailing sales comps and population counts that are 2–3 years stale at publication. Permit activity and demographic velocity — the signals that precede demand — are not captured in any standard feasibility workflow. No current tool surfaces where household formation is accelerating before it is priced in.

What ZipIntel Does

- **Land banking signal** — ACS demographic velocity (education, household formation, income growth) and permit sequencing at census-tract granularity; identifies tracts where demand is building 2–3 years before it is visible in comps
- **Feasibility evidence** — feature attribution shows which specific signals drive each score; usable as supporting data in equity pitch narratives and lender feasibility presentations
- **Market screening** — 40+ metros, census-tract granularity; score prospective markets simultaneously rather than commissioning consultants per deal

The Backtest

ZipIntel's growth model flagged 85% of tracts that saw demographic acceleration the following year, on data it had never seen (walk-forward temporal validation — no training/test overlap, AUC 0.852 at T+1).

Get Started

Pricing: $100K–$1M+/yr, enterprise or project-based. Request a market screen for your target metros: info@zipintel.eu

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