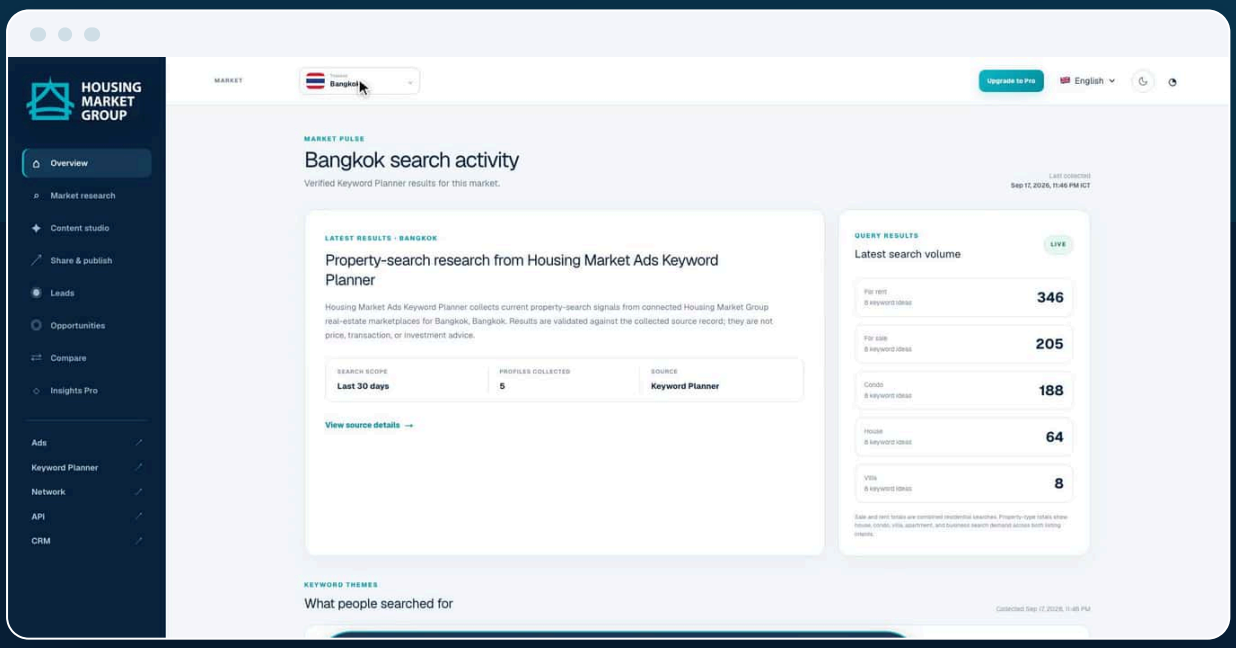
HOUSING MARKET GROUP

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Housing Market Insights Handbook

For agents and investors

Edition November 2026



HOUSING MARKET GROUP

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Housing Market Insights Handbook · Edition November 2026

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PART 1

Getting started

1 A quick tour

2 Create your account

3 Reset your password

4 Update your profile

1 CHAPTER 1

A quick tour

All plans | For agents and investors | Watch the video

TODO The video (recorded 2026-09-17) says the overview, research and sources are "public — no account needed"; the Help Center says to "Sign in to Insights and open Market research" (which-markets-does-housing-market-insights-cover) and that signed out, a market's source-backed history "asks you to sign in". Check what a signed-out visitor sees and correct whichever is wrong.

OVERVIEW

Open Housing Market Insights and select the market you want to research. You do not need an account to read market research.

Choose a country, then a province or region, then a city.

Once a market is selected, review the available market research, property-search results, keyword themes, and source information.

Markets with verified collections will display the corresponding research results.

Create an account to keep your work. A free account gives you a saved profile, a watchlist of the markets you follow, and guides you build and save. Insights Pro adds the client-facing side of it - the full report, the PDF, the shareable link and the enquiries that come back through it.

From the Help Center: **How do I start using Housing Market Insights?**

STEP BY STEP

1 Welcome to **Housing Market Insights**.

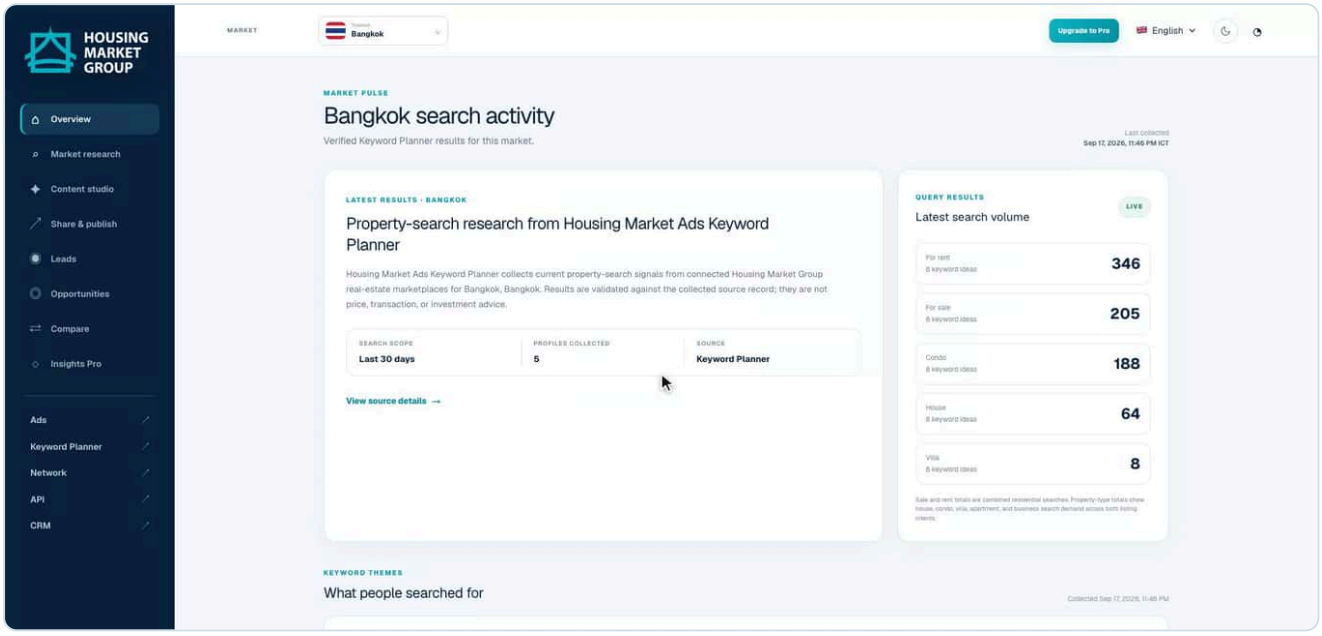


Figure 1.1 · Screen recorded 17 September 2026

2 **Market research**: search demand for your city.

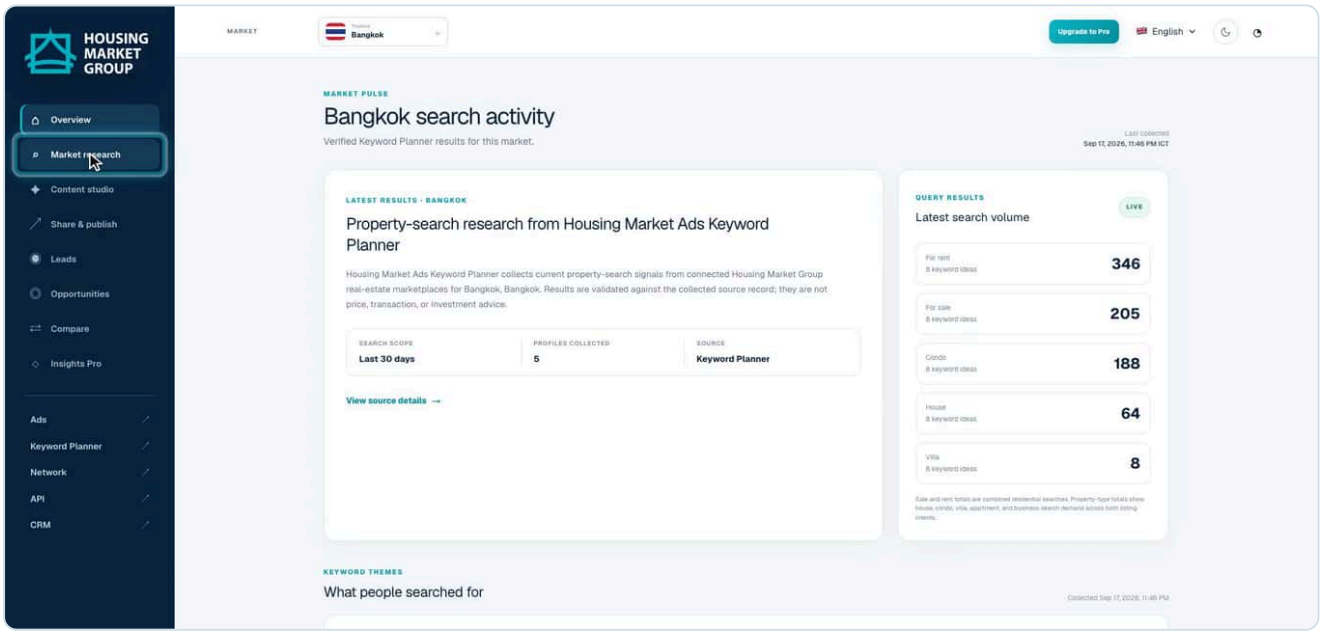


Figure 1.2 · Screen recorded 17 September 2026

3 **Content studio** turns research into client guides.

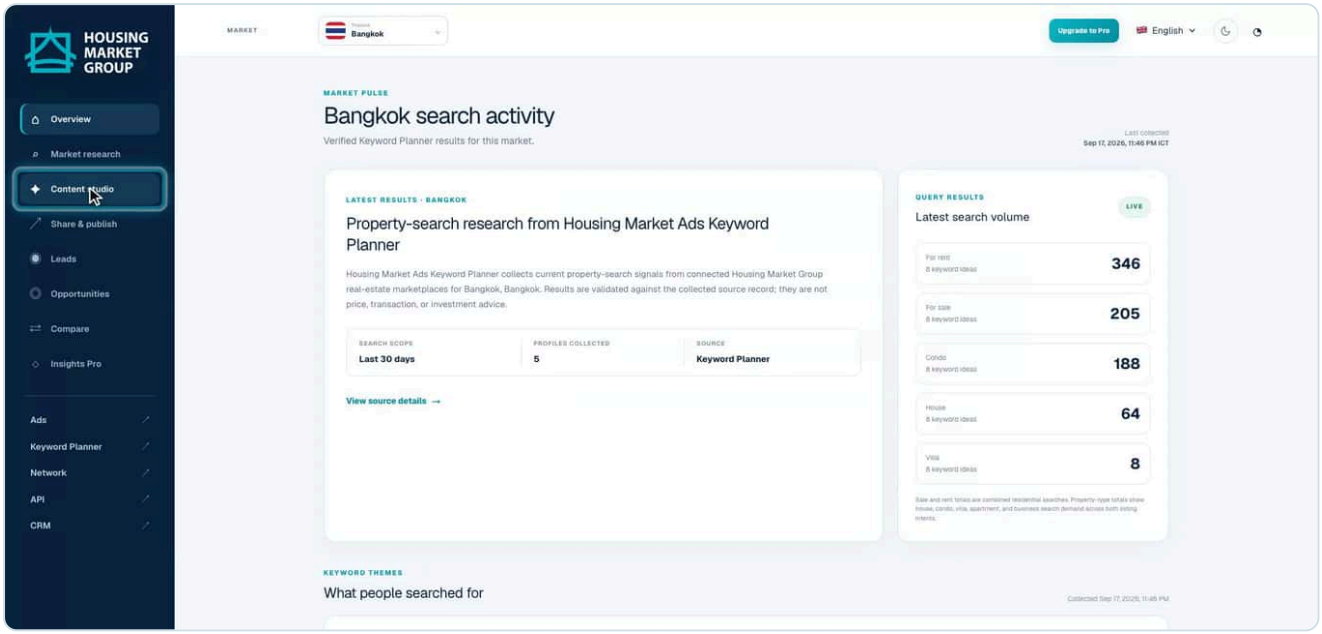


Figure 1.3 · Screen recorded 17 September 2026

4 **Share & publish** and **Leads** handle guides and enquiries.

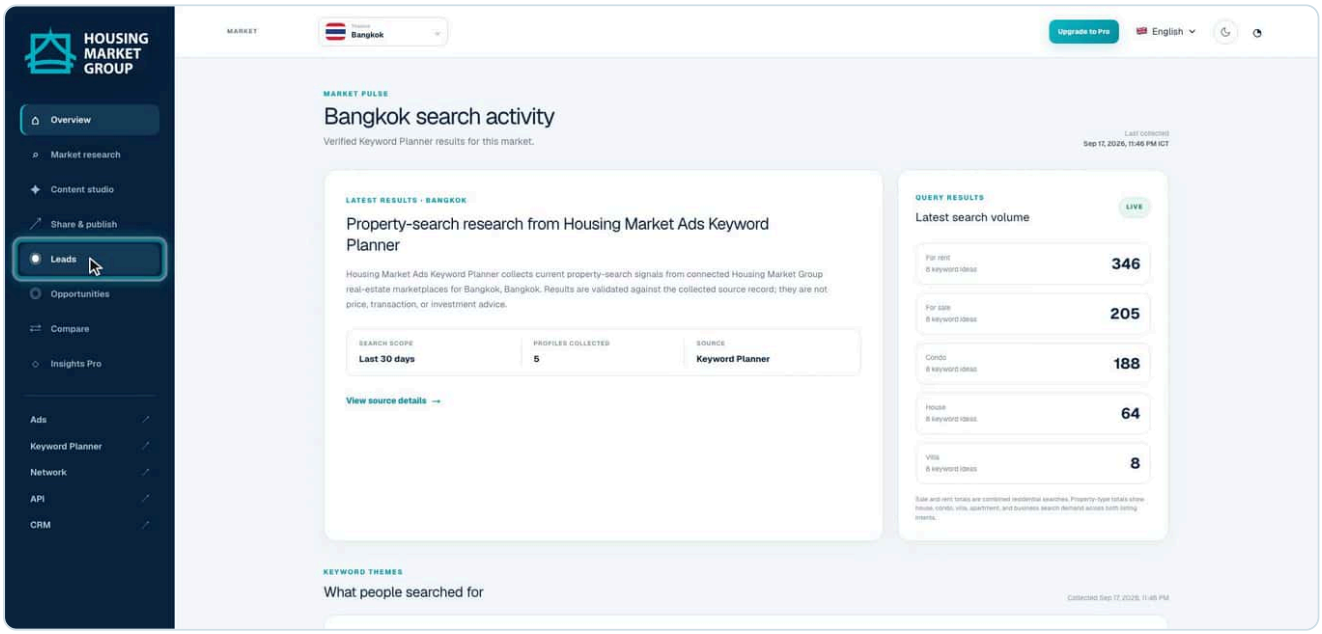


Figure 1.4 · Screen recorded 17 September 2026

5 Opportunities, Compare and Insights Pro go further.

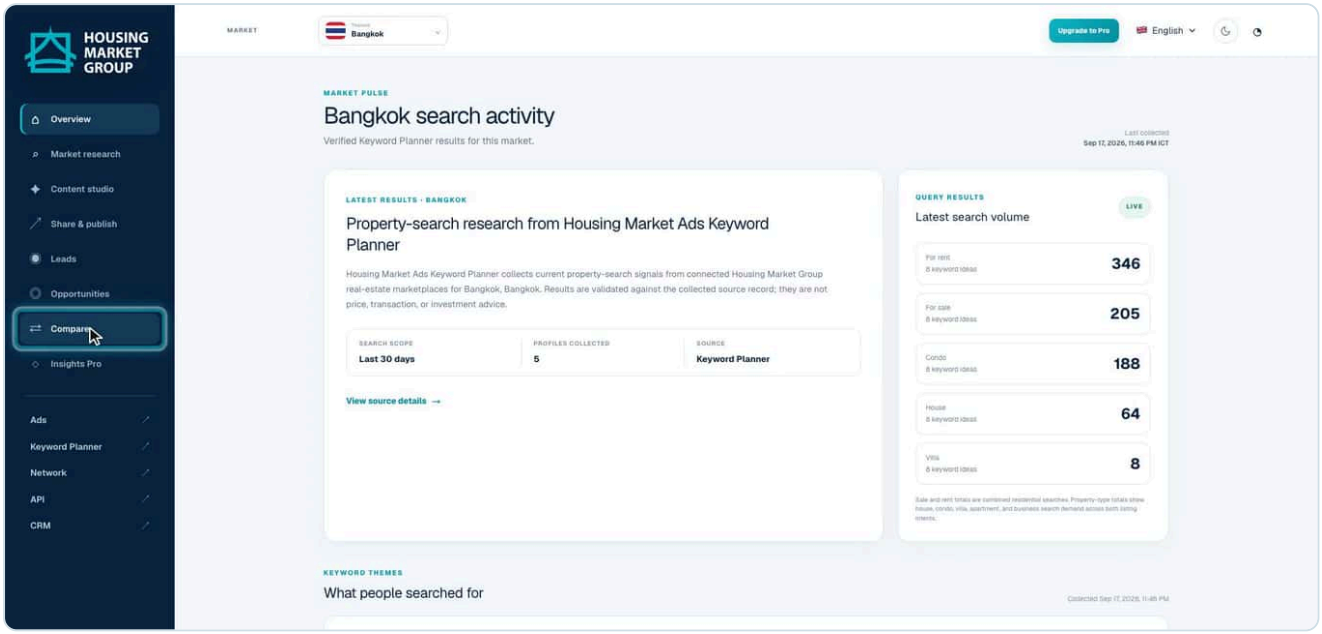


Figure 1.5 · Screen recorded 17 September 2026

6 Choose your market at the top.

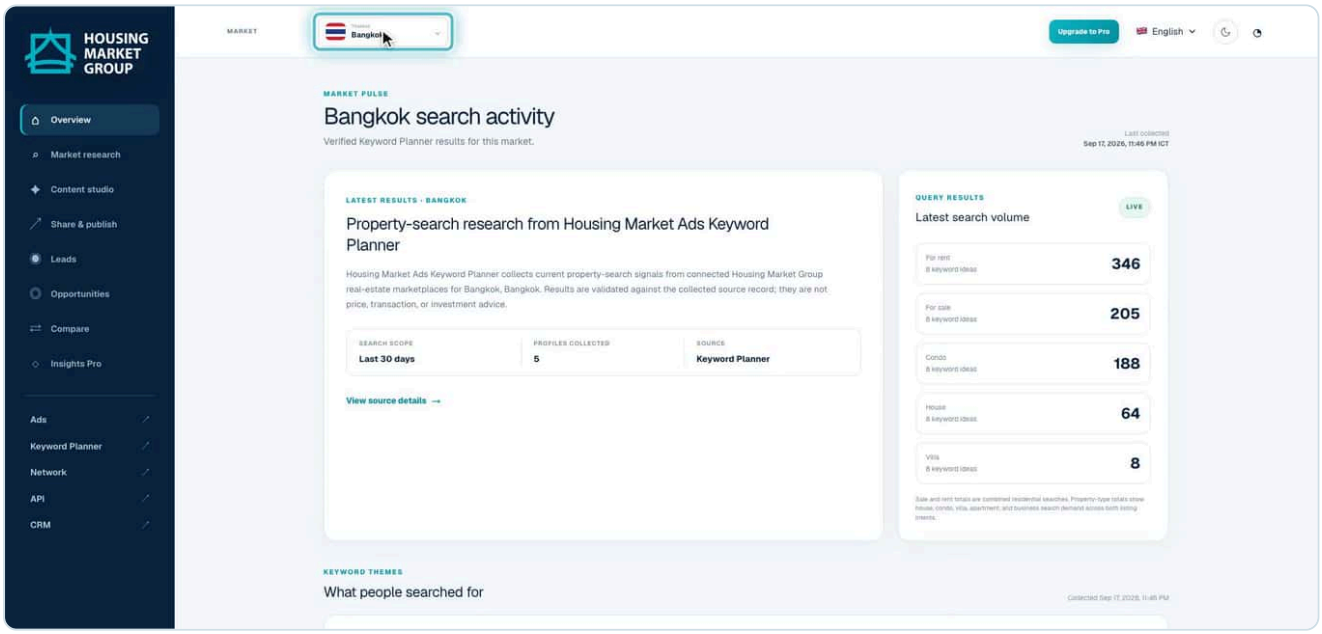


Figure 1.6 · Screen recorded 17 September 2026

7 The overview, research and sources are **public** — no account needed.

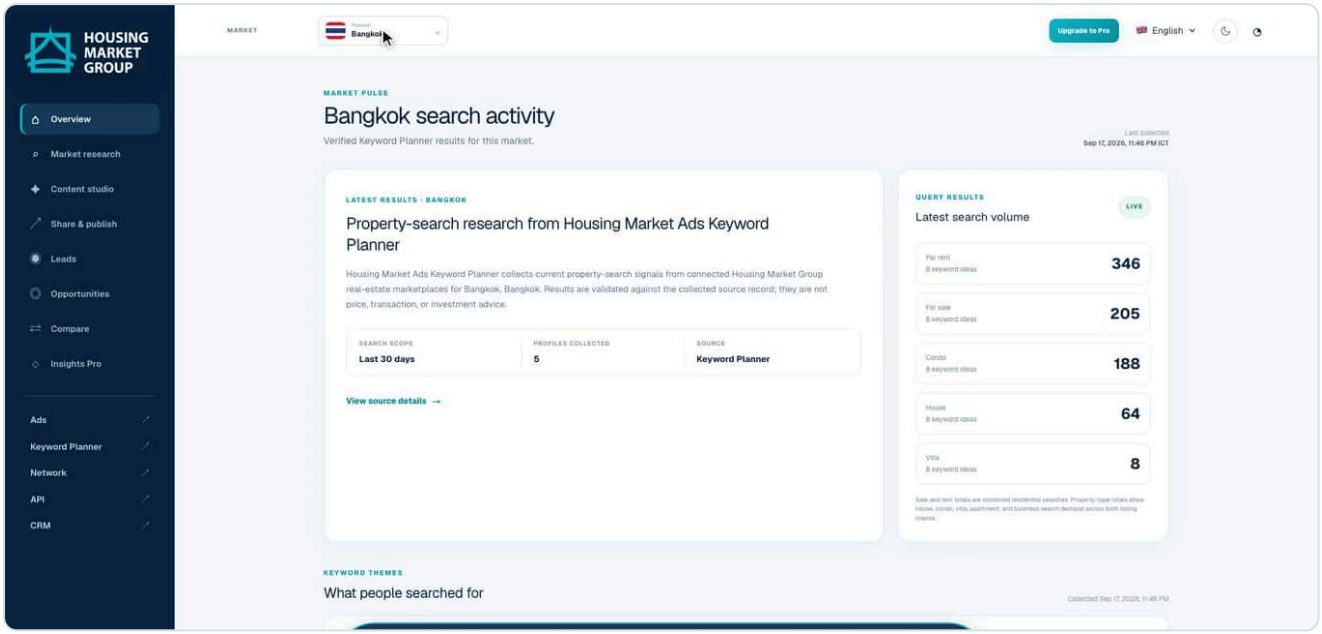


Figure 1.7 · Screen recorded 17 September 2026

GOOD TO KNOW

> **NOTE** Free lets you research a market and start a guide. Pro lets you finish it, download it, publish it to a client and watch demand change over time.
>
> Help Center: What is the difference between Insights Free and Insights Pro?

RELATED HELP CENTER ARTICLES

What is Housing Market Insights?	faq.housingmarketgroup.com/faq/what-is-housing-market-insights
What information does Housing Market Insights provide?	faq.housingmarketgroup.com/faq/what-information-does-housing-market-insights-provide

2 CHAPTER 2

Create your account

All plans | For agents and investors | Watch the video

TODO The video (2026-09-17) shows a six-digit code sent by email and typed in, and ends "signed in with a free account". Sign-up is now link-only: open the link in the email, no code to type, then sign in (the Help Center answer above was rewritten for this). Only the first five steps of the video are printed. Re-record the video, then print all of its steps again (remove `steps` in insights.ts).

OVERVIEW

Sign up with an email address and a password, then open the link we email you to confirm the address. There is no code to type.

Signing up

- Choose Join on the Insights site, type your email address, choose a password, and choose Create my free account.
- We email you a link to confirm your address. It works for 7 days and can be used once.
- Open the email and press Confirm my email address, then sign in with your email address and password.

If you sign in before you have confirmed the address, Insights sends you a new link and asks you to confirm; nothing else works until you do.

You do not need an account to read market research. An account lets you save guides, keep a watchlist and request research. Basic market research stays free, so you do not need a paid plan to look at a market.

One account for every Housing Market product

Insights uses the same Housing Market account as the portals, Housing Market CRM, Housing Market Ads and Housing Market Cloud. If you already have an account with your email address, the sign-up page tells you so: sign in with that email address and password instead of creating a new account.

If the email does not arrive

- Give it a few minutes. Delivery is not always instant.
- Check the spam or junk folder. A first message from a sender your mail provider has not seen before commonly lands there.
- Check that the address you typed is the one you are watching — a typo in the address produces exactly this symptom.
- Choose Send the link again. You can ask again after a short wait; for your protection we send at most one email every 15 minutes, and five a day.
- If none of that resolves it, contact support with the address you used and the approximate time you signed up.

From the Help Center: **How do I sign up for Housing Market Insights?**

STEP BY STEP

1 Go to **housingmarketinsights.com** and open **Sign in**.

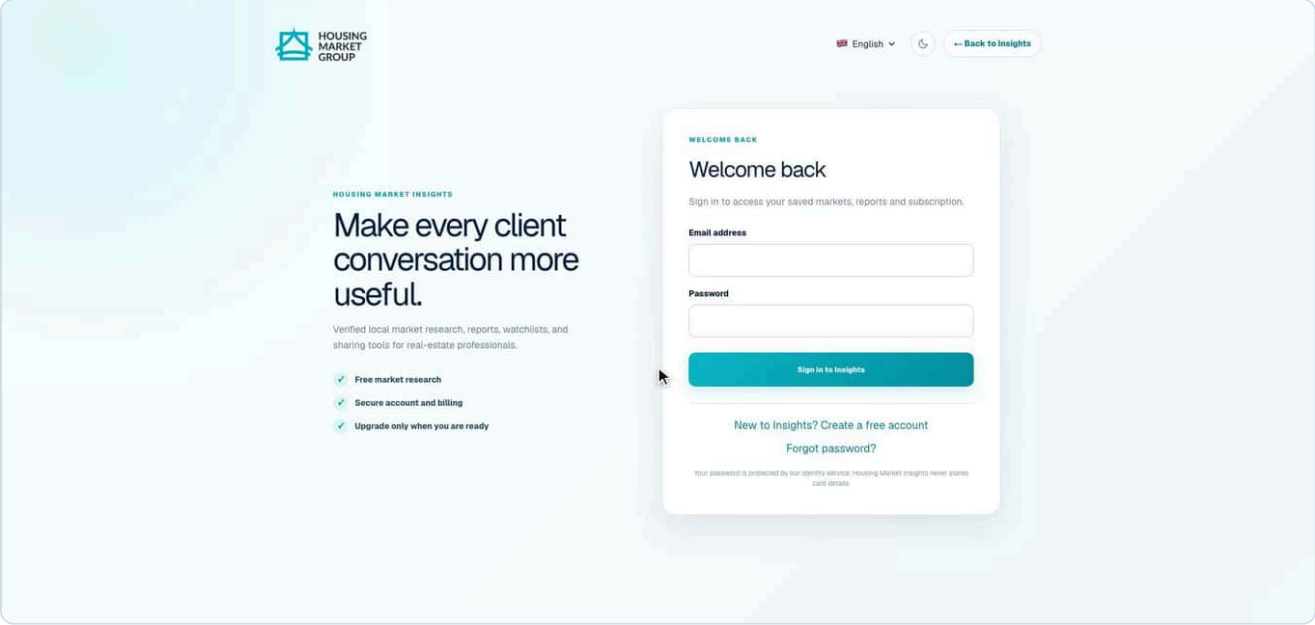


Figure 2.1 · Screen recorded 17 September 2026

2 Click **Create a free account**.

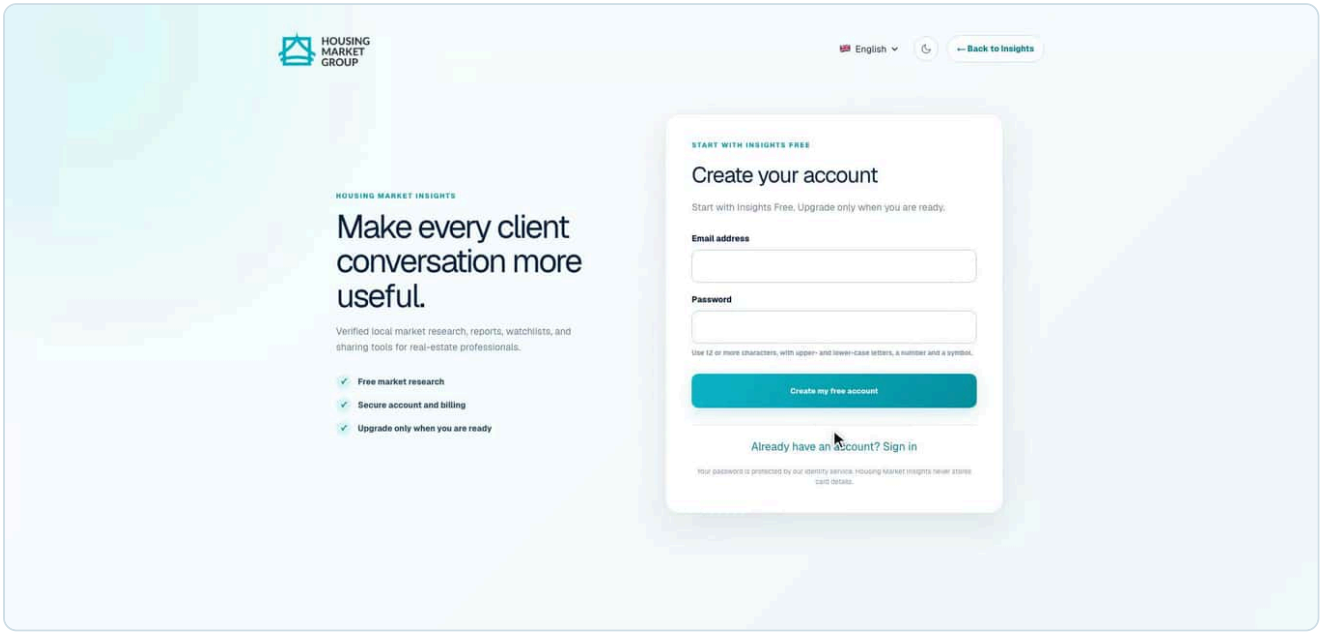


Figure 2.2 · Screen recorded 17 September 2026

3 Enter your **email address**.

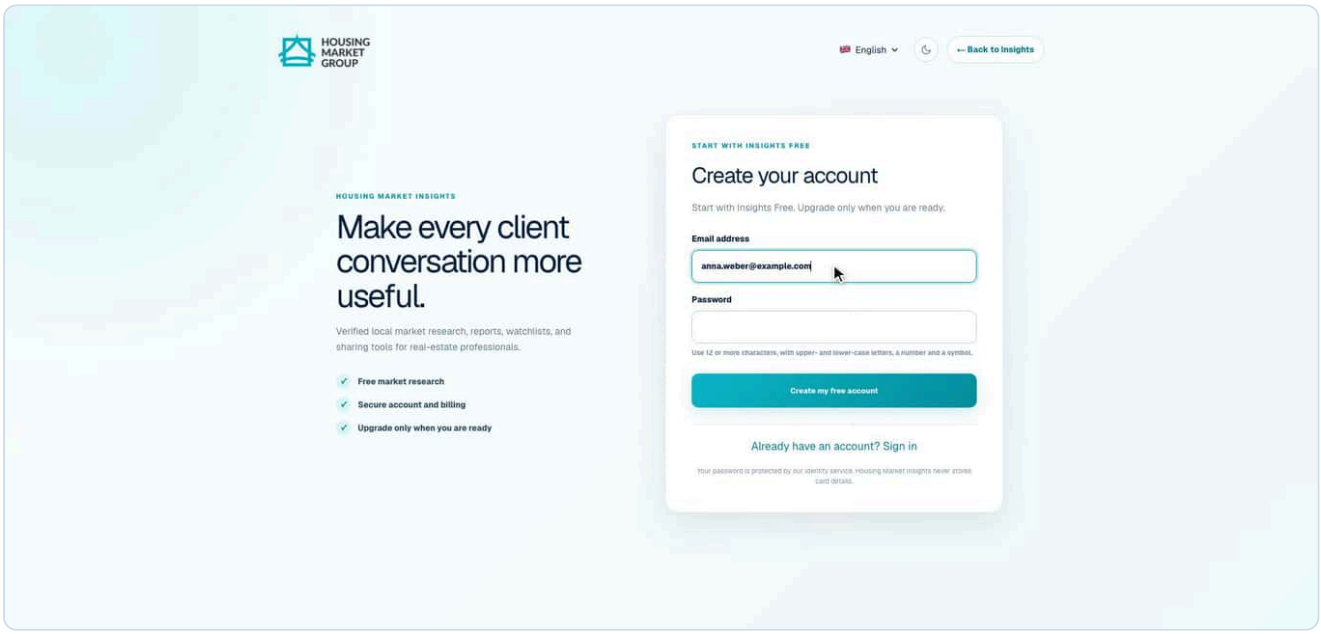


Figure 2.3 · Screen recorded 17 September 2026

4 Choose a **password** — at least 12 characters.

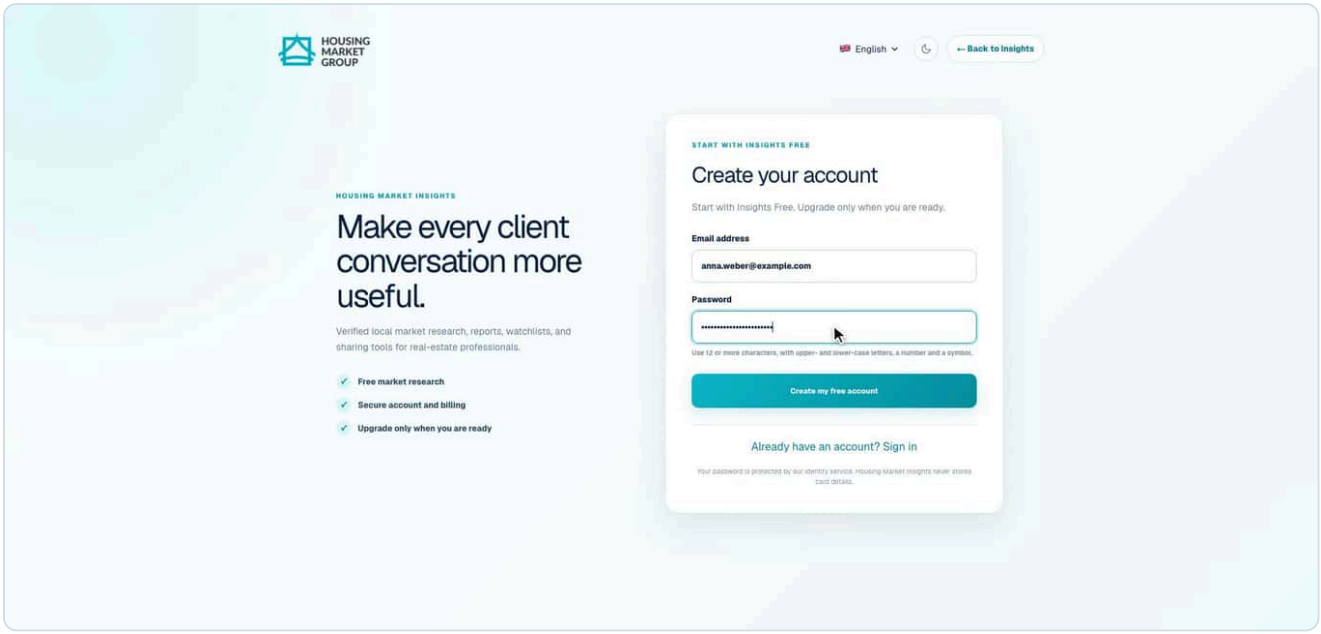


Figure 2.4 · Screen recorded 17 September 2026

5 Click **Create my free account**.

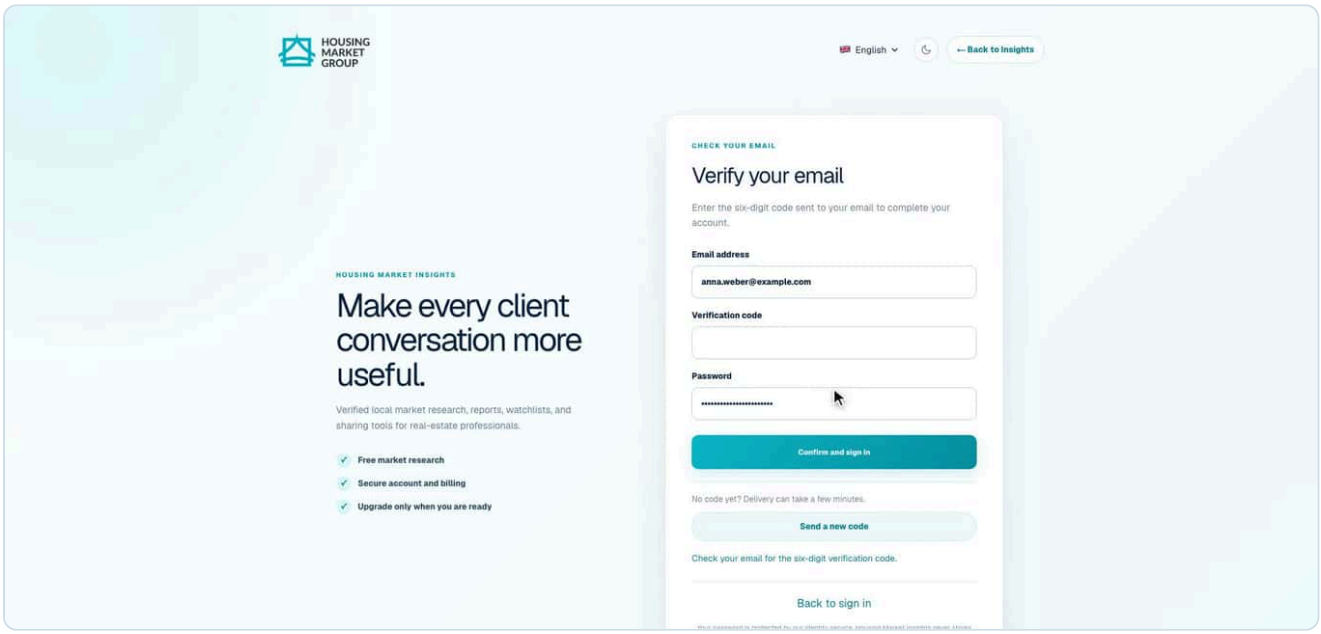


Figure 2.5 · Screen recorded 17 September 2026

GOOD TO KNOW

TIP

Yes. There is a free research tier, and it is a working product rather than a demonstration.

Help Center: Is Housing Market Insights free?

RELATED HELP CENTER ARTICLES

How do I start using Housing Market Insights?	faq.housingmarketgroup.com/faq/how-do-i-start-using-housing-market-insights

3 CHAPTER 3

Reset your password

All plans | For agents and investors | Watch the video

TODO The video (2026-09-17) shows a reset code (Send reset code, Enter the reset code from the email); the reset is now a link in an email (Send me the link, then Choose a new password, then Save password; no code to type). Only its first two steps are printed. Re-record the video, then print all of its steps again (remove `steps` in insights.ts).

OVERVIEW

Choose Forgot password? on the sign-in page. We email a link; open it, choose a new password and sign in.

Choose Forgot password? on the Insights sign-in page and follow the steps below. A link is sent to the email address on your account. There is no code to type.

Steps

- On the sign-in page, choose Forgot password?.
- Type your email address and choose Send me the link.
- Open the email and press Choose a new password. The link works for 24 hours and can be used once.
- Type a new password and choose Save password. Your address is confirmed too, and you can then sign in.

The new password needs upper- and lower-case letters, a number and a symbol. The form shows the minimum length.

Worth knowing

- The page answers the same way whether or not the address has an account, so it never reveals who has one. If no email arrives, check the spam or junk folder and the spelling of the address.
- Insights uses your Housing Market account, the same one as the other Housing Market products. The new password is the one for that account wherever you sign in with this email address.
- If the sign-in page says your account needs a new password before you can sign in, this reset is the way to set one.

From the Help Center: **How do I reset my Housing Market Insights password?**

STEP BY STEP

1 On the sign-in page, click **Forgot password?**

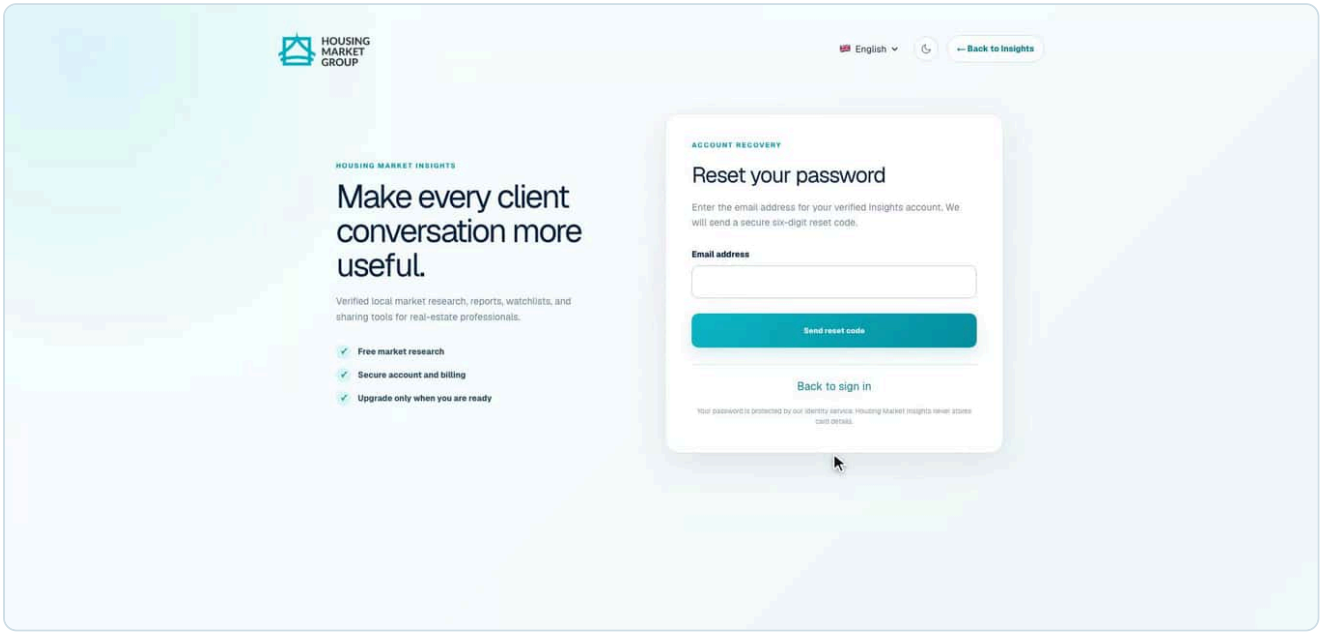


Figure 3.1 · Screen recorded 17 September 2026

2 Enter your **email address**.

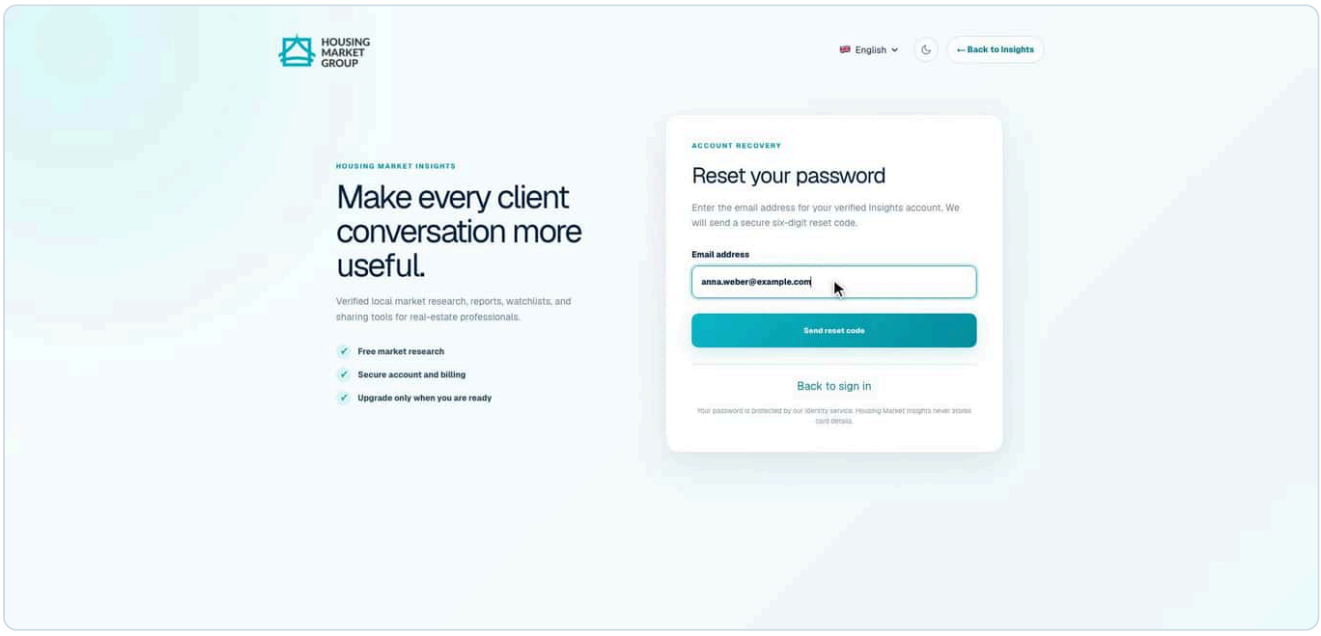


Figure 3.2 · Screen recorded 17 September 2026

RELATED HELP CENTER ARTICLES

How do I sign up for Housing Market Insights?	faq.housingmarketgroup.com/faq/how-do-i-create-a-housing-market-insights-account

4 CHAPTER 4

Update your profile

All plans | For agents and investors | Watch the video

TODO No Help Center article covers this task yet, so this chapter has no explanation. Write the article, then map it in packages/handbooks/src/products/insights.ts.

STEP BY STEP

1 Open **Settings** in Housing Market Insights.

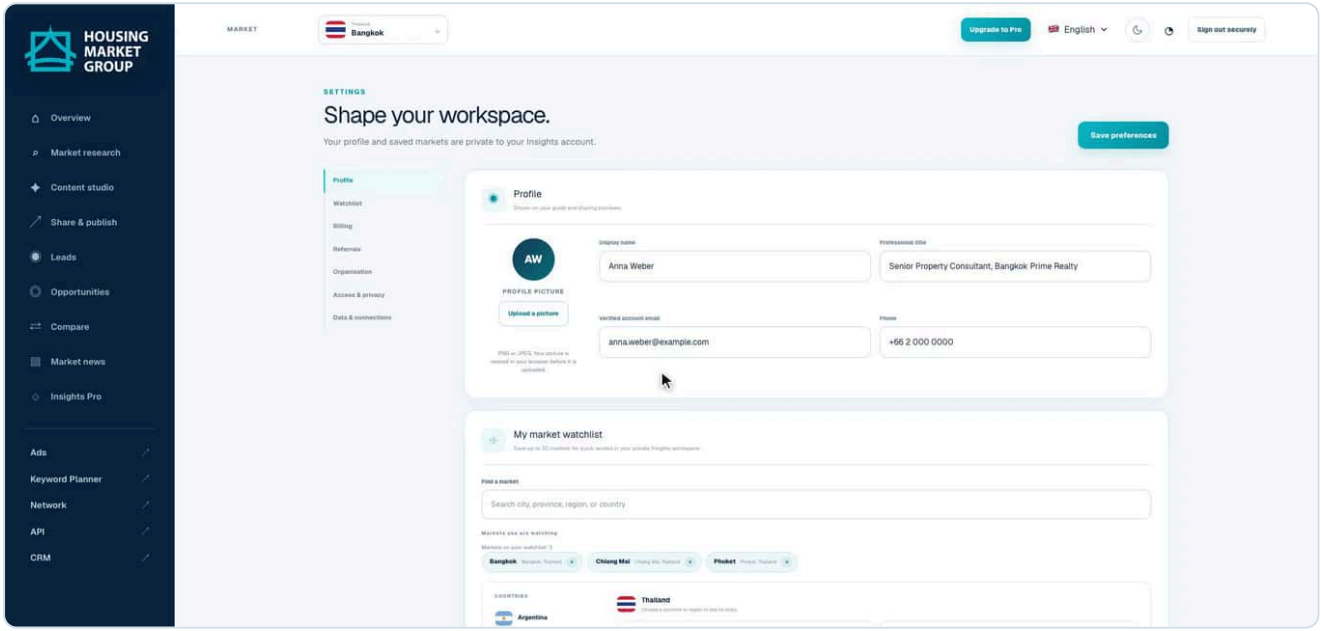


Figure 4.1 · Screen recorded 23 October 2026

2 The **Profile** card is the first thing in Settings.

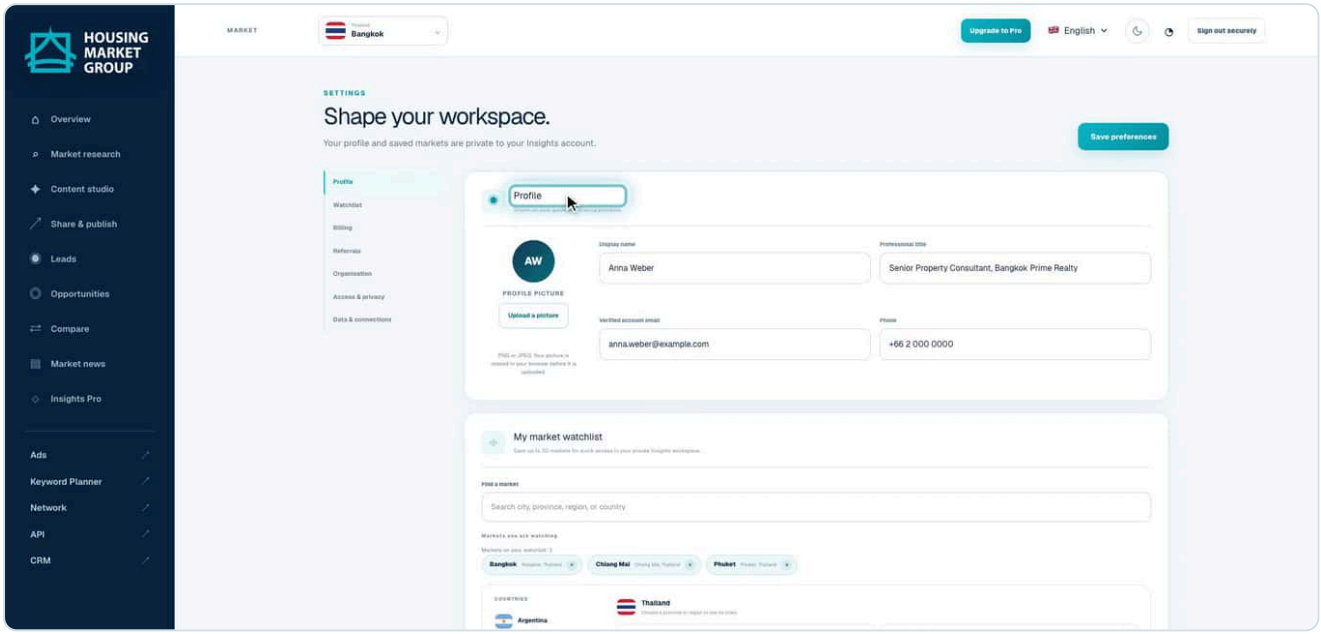


Figure 4.2 · Screen recorded 23 October 2026

3 Add a **profile picture**.

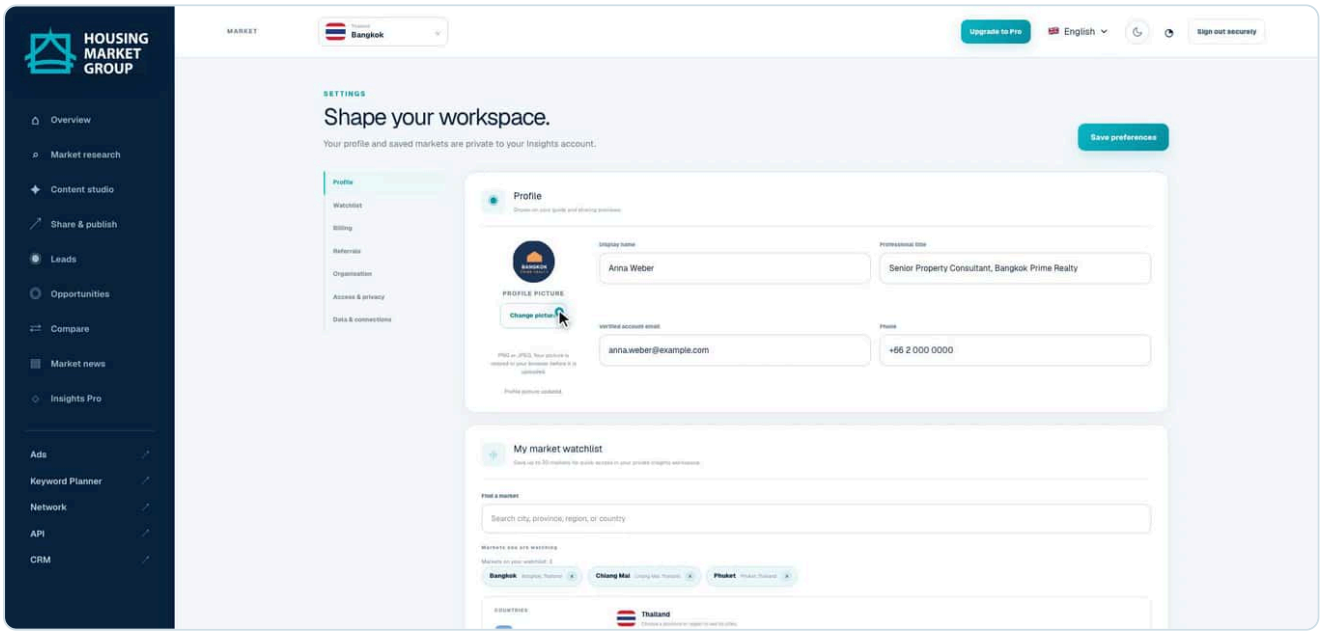


Figure 4.3 · Screen recorded 23 October 2026

4 Your picture is **resized in your browser** and saved.

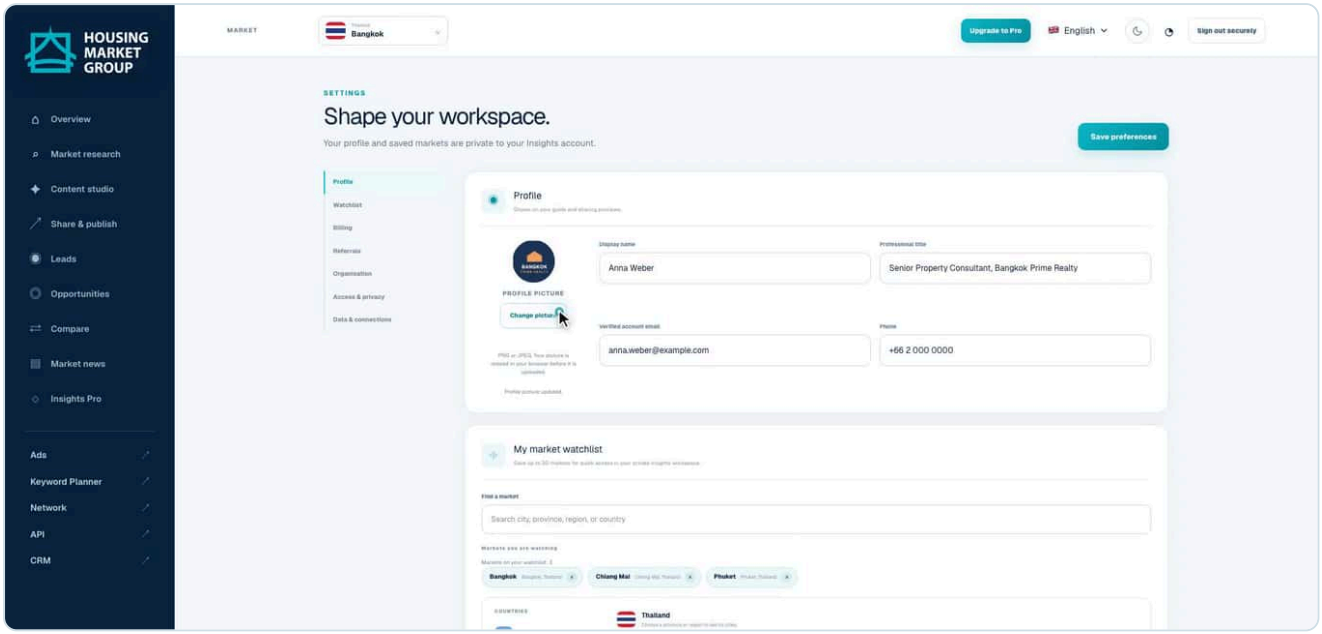


Figure 4.4 · Screen recorded 23 October 2026

5 Your **display name**.

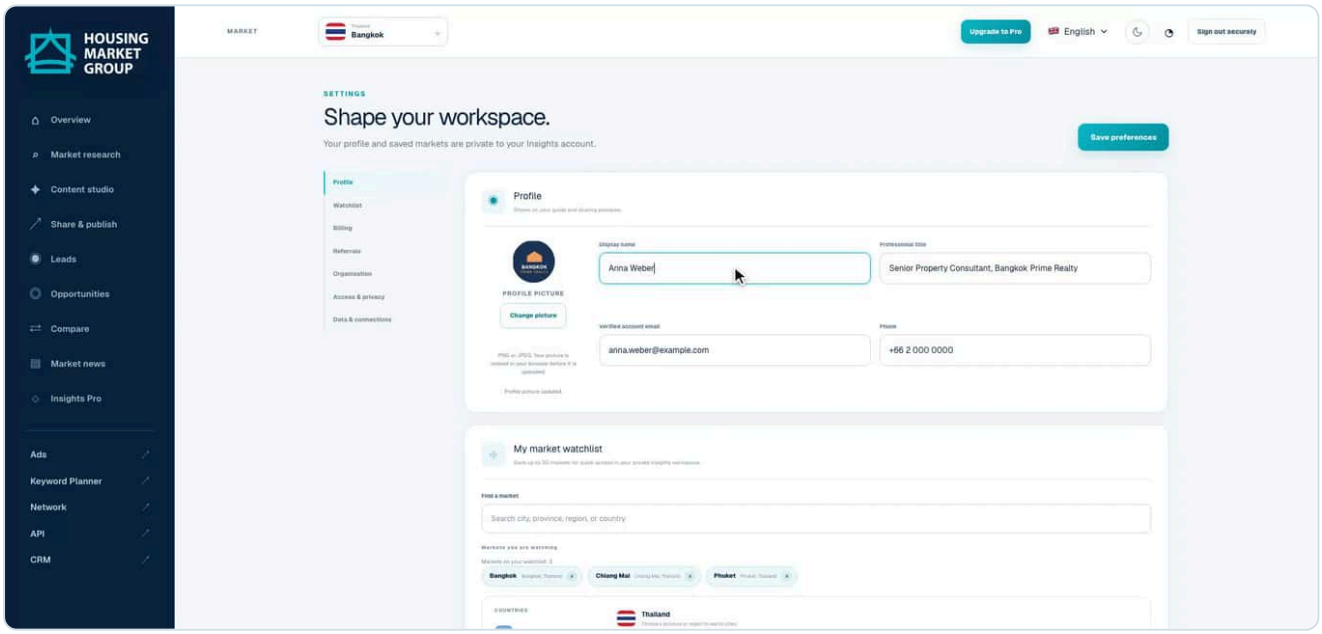


Figure 4.5 · Screen recorded 23 October 2026

6 Your **professional title**.

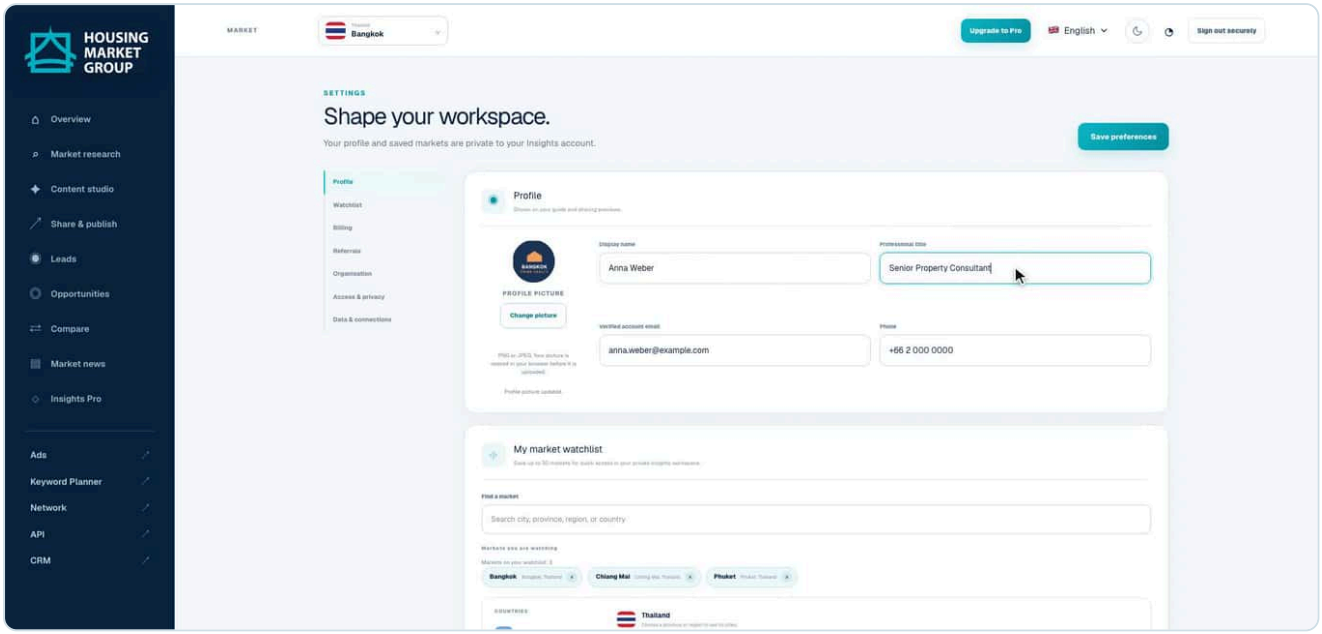


Figure 4.6 · Screen recorded 23 October 2026

7 A **phone number** clients can use.

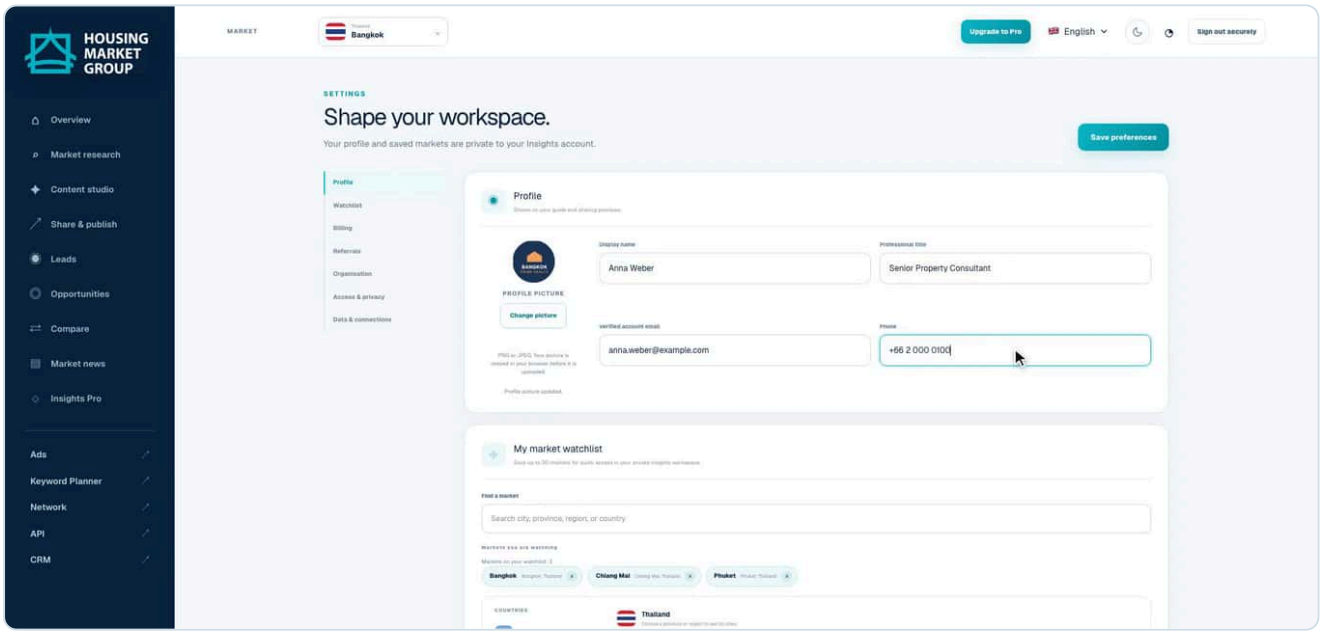


Figure 4.7 · Screen recorded 23 October 2026

8 Your **verified email** is shown but cannot be changed here.

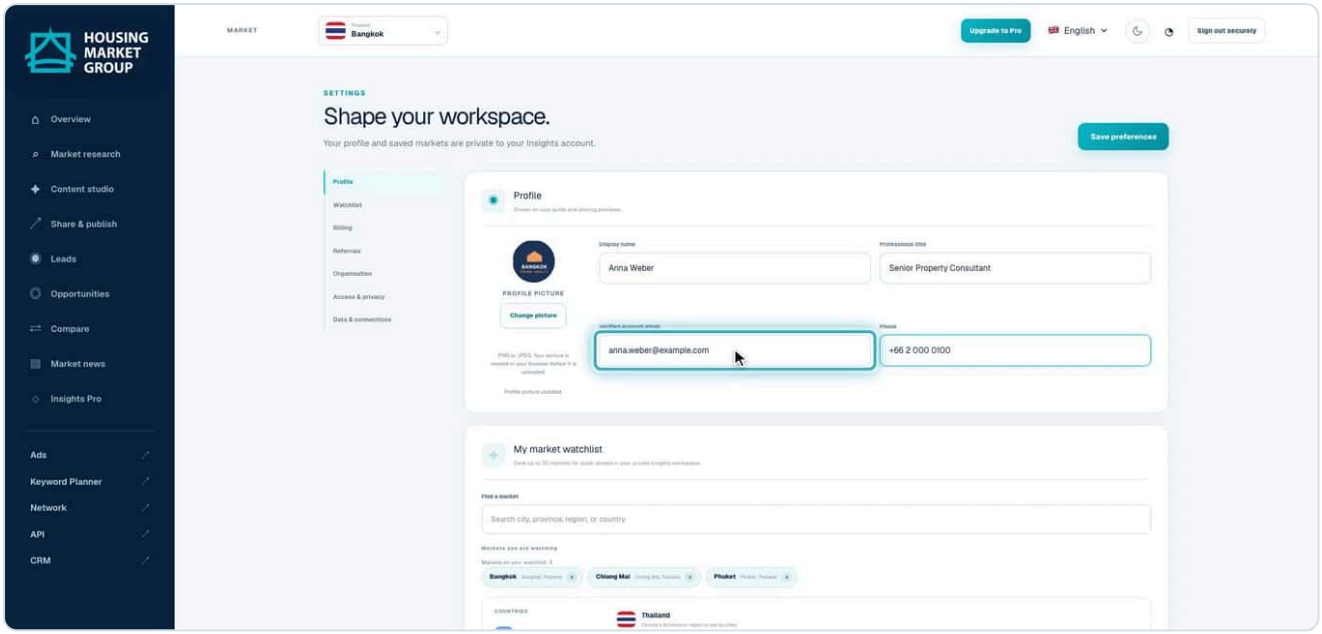


Figure 4.8 · Screen recorded 23 October 2026

9 Click **Save preferences**.

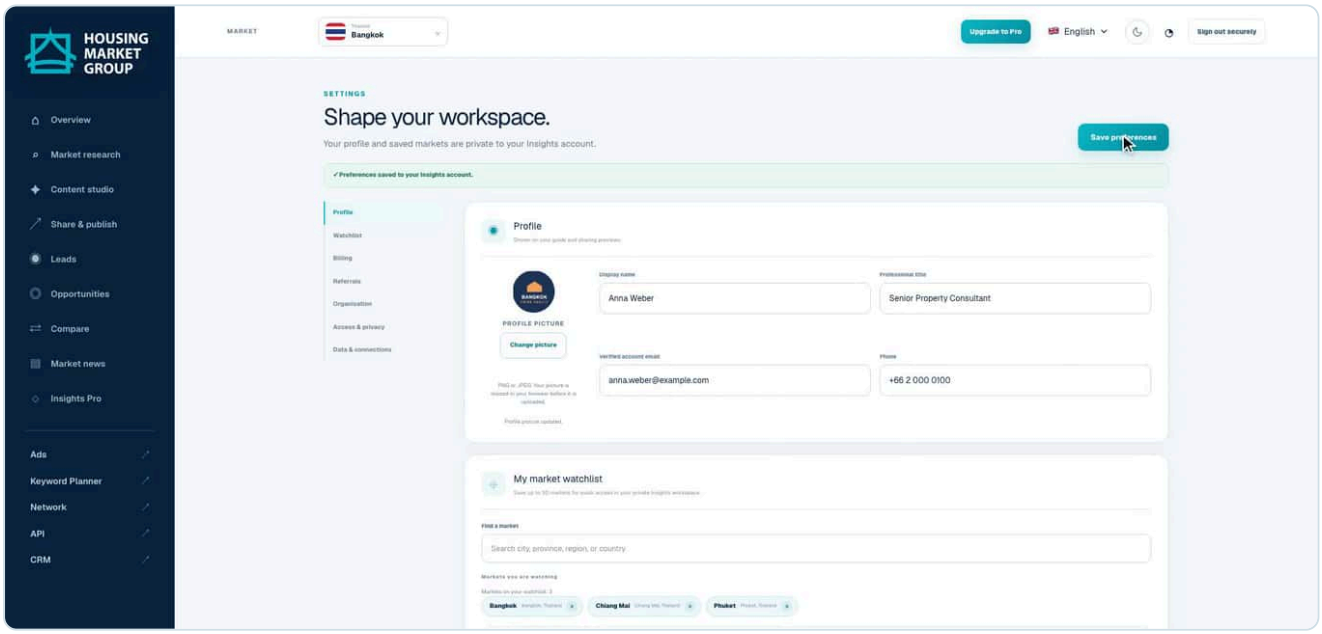


Figure 4.9 · Screen recorded 23 October 2026

10 Your profile now appears on the **guides you share**.

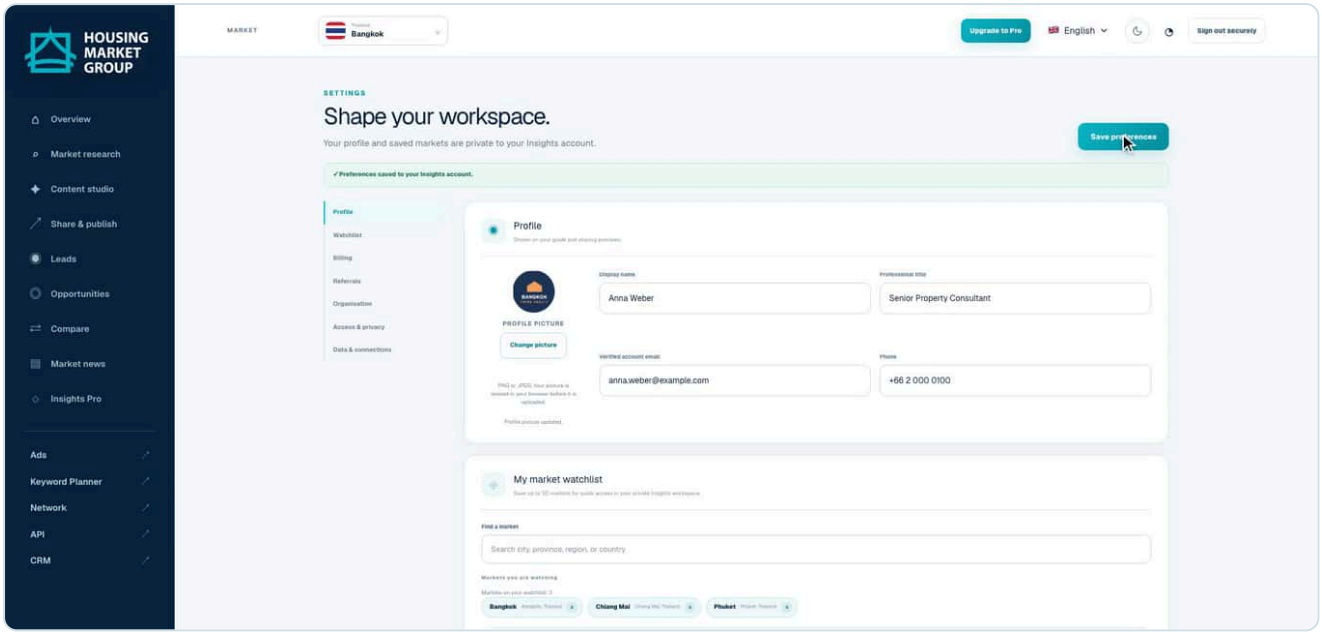


Figure 4.10 · Screen recorded 23 October 2026

RELATED HELP CENTER ARTICLES

How do I sign up for Housing Market Insights?	faq.housingmarketgroup.com/faq/how-do-i-create-a-housing-market-insights-account

PART 2

Researching a market

5 Choose a market

6 Read market updates

7 Policy rate context

8 Watchlist and market alerts

9 Request research for a city

10 Read published market figures

11 How sources are chosen and checked

12 Read market articles

13 Read campaign opportunities

5 CHAPTER 5

Choose a market

All plans | For agents and investors | Watch the video

OVERVIEW

Housing Market Insights has a 34-country market registry, and coverage is planned for every country in it. Insights is live and you can research any of them today.

The registry currently covers:

- Thailand
- Canada
- Japan
- Australia
- Philippines
- Malaysia
- Singapore
- India
- United States
- Vietnam
- Bahrain
- Cambodia
- Mexico
- Egypt
- Cyprus
- Venezuela
- Colombia
- Taiwan
- United Kingdom
- Hong Kong
- Indonesia
- Qatar
- Dubai (UAE)
- Germany
- China
- Saudi Arabia
- Oman
- Turkey
- Brazil
- Argentina
- Panama
- Spain
- Paraguay
- Uruguay

The geographic structure is designed to allow users to navigate from country, to province, state or region, and then to city.

Data is displayed only when verified information is available for the selected market.

Being in the registry is not the same as having deep research

Every country above is navigable down to city level today, and property-search demand is collected across the whole registry. What varies is the published market evidence behind each one - the reviewed documents from named publishers - and that is built market by market rather than everywhere at once.

Thailand is furthest ahead. Other markets are being added. "Which markets does Housing Market Insights cover?" sets out the three kinds of coverage separately and explains how to check what exists for your own market before you rely on it.

From the Help Center: **What countries are available?**

STEP BY STEP

1 Open **Market research**.

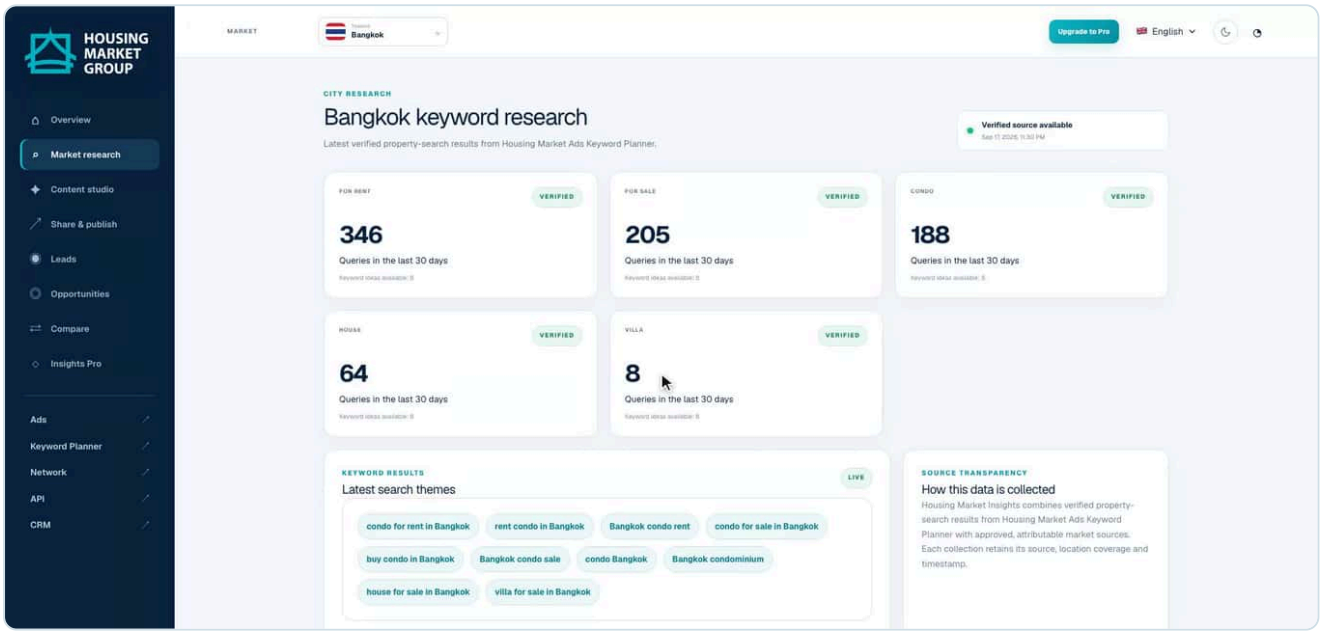


Figure 5.1 · Screen recorded 17 September 2026

2 Click the **market picker** at the top.

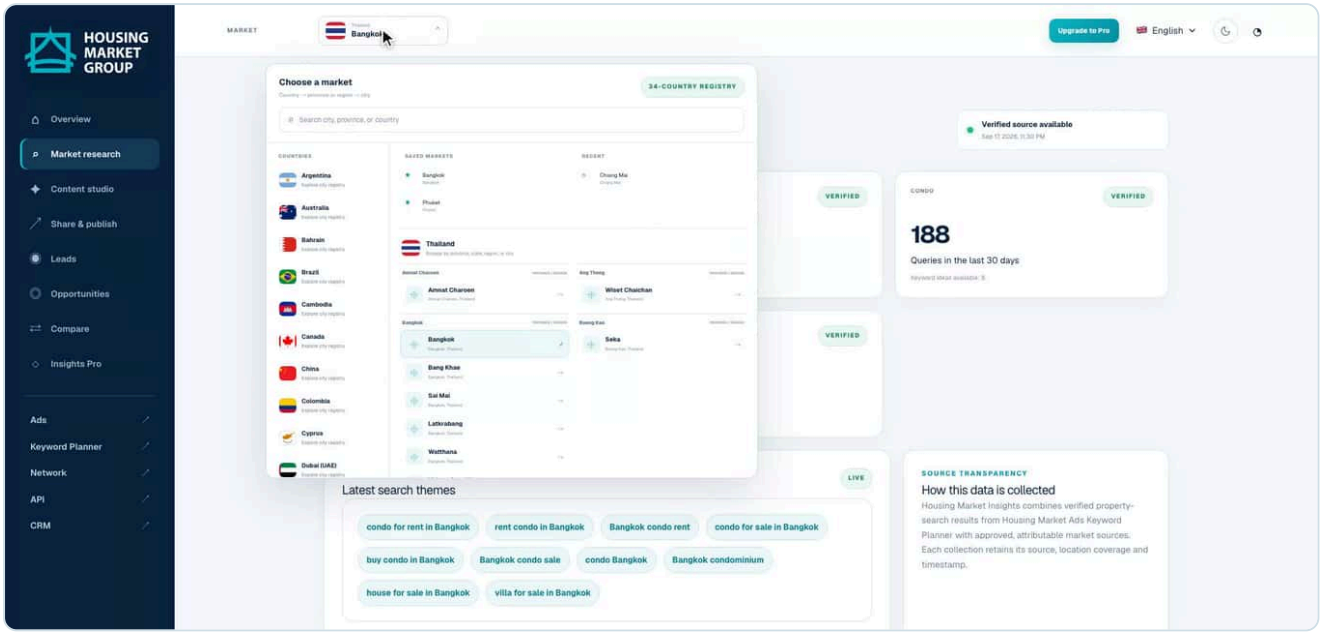


Figure 5.2 · Screen recorded 17 September 2026

3 Countries come from the **34-country** Housing Market registry.

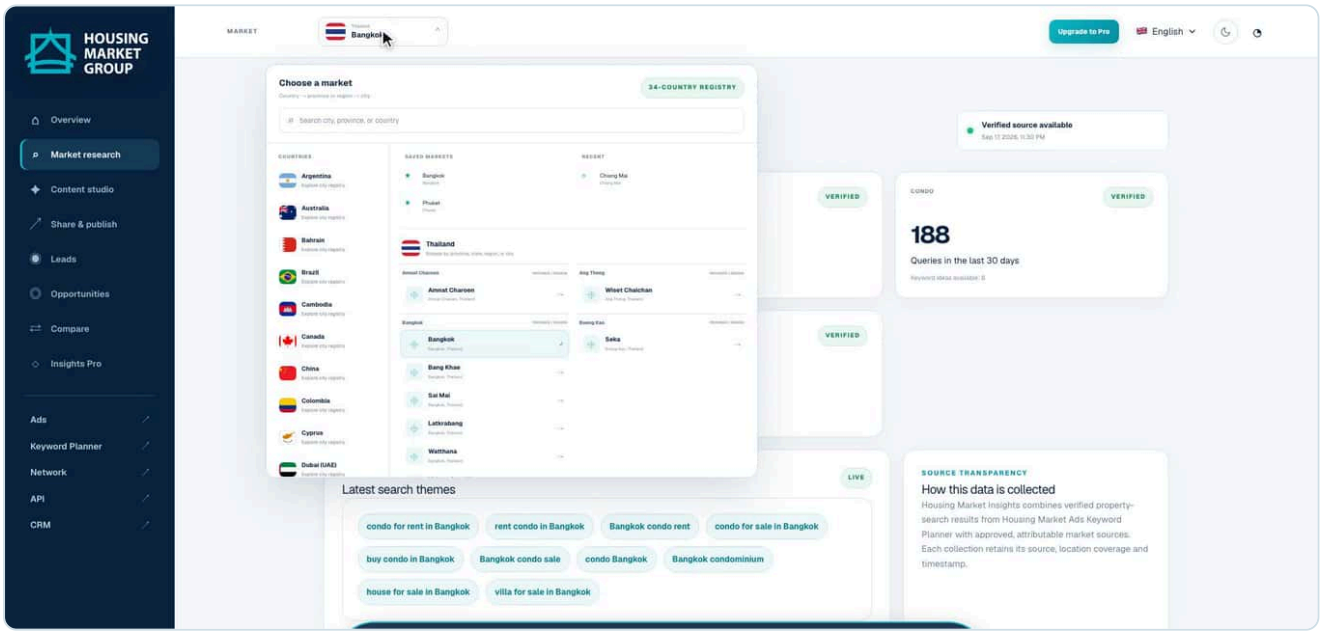


Figure 5.3 · Screen recorded 17 September 2026

4 Pick a **country** — Thailand.

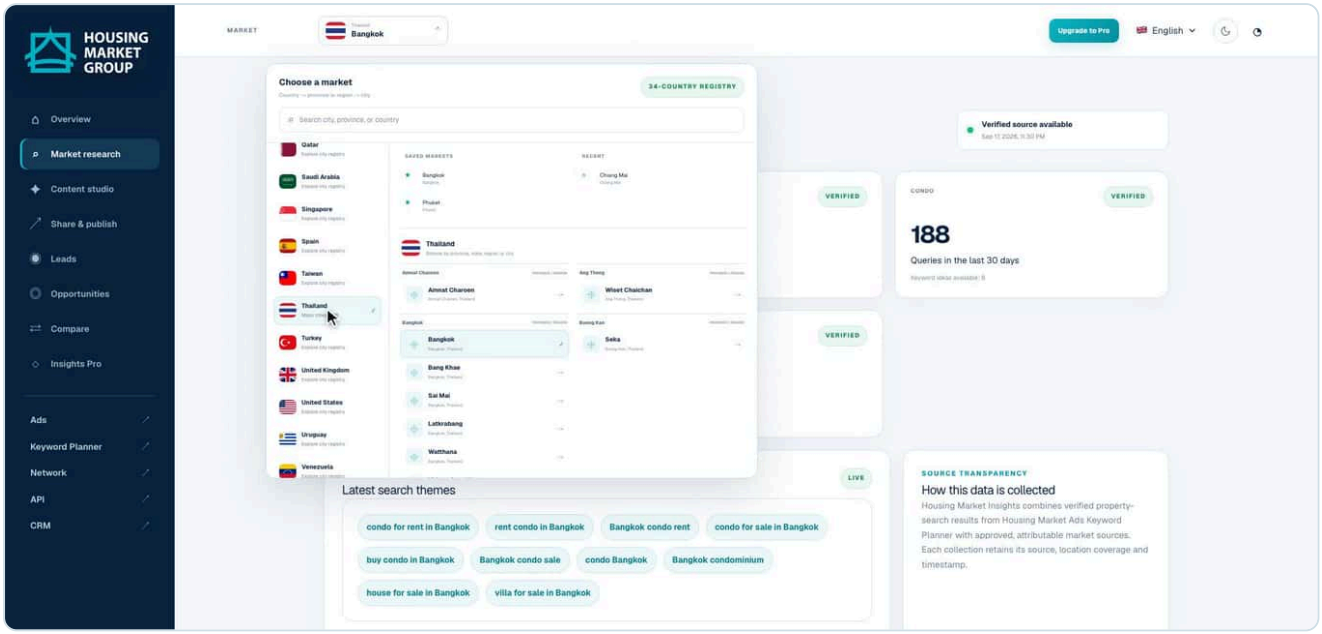


Figure 5.4 · Screen recorded 17 September 2026

5 Then a **province** or **city**, e.g. Phuket.

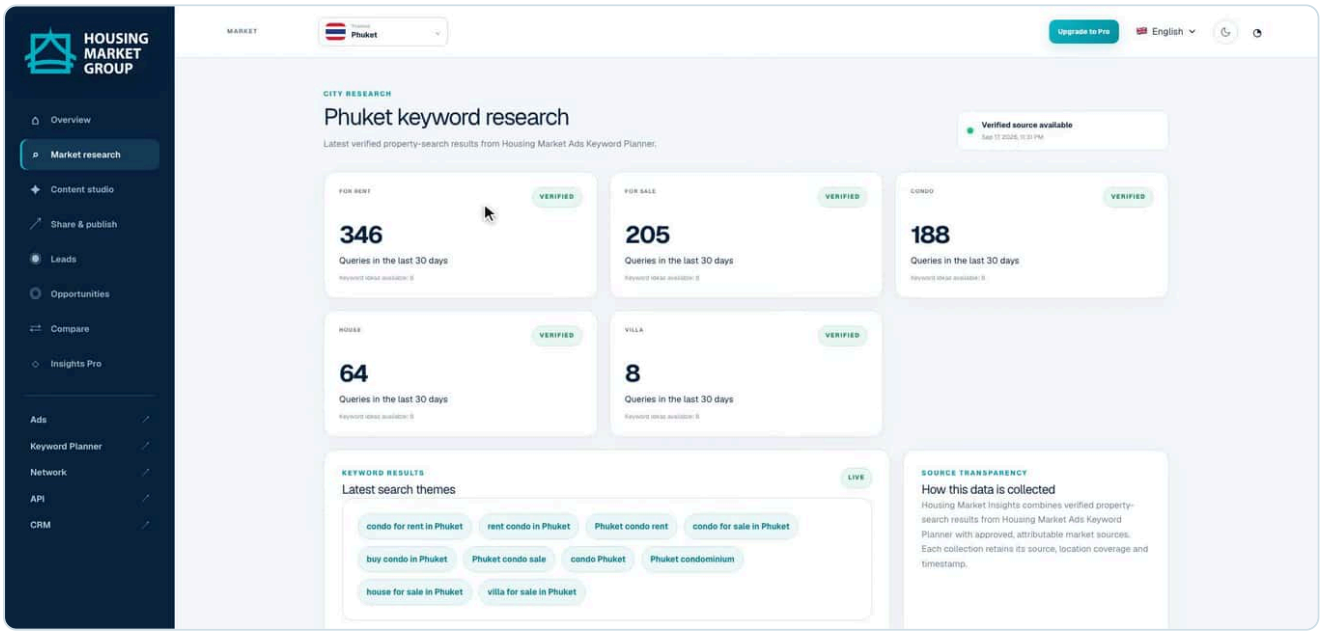


Figure 5.5 · Screen recorded 17 September 2026

6 Research, sources and guides now show **Phuket**.

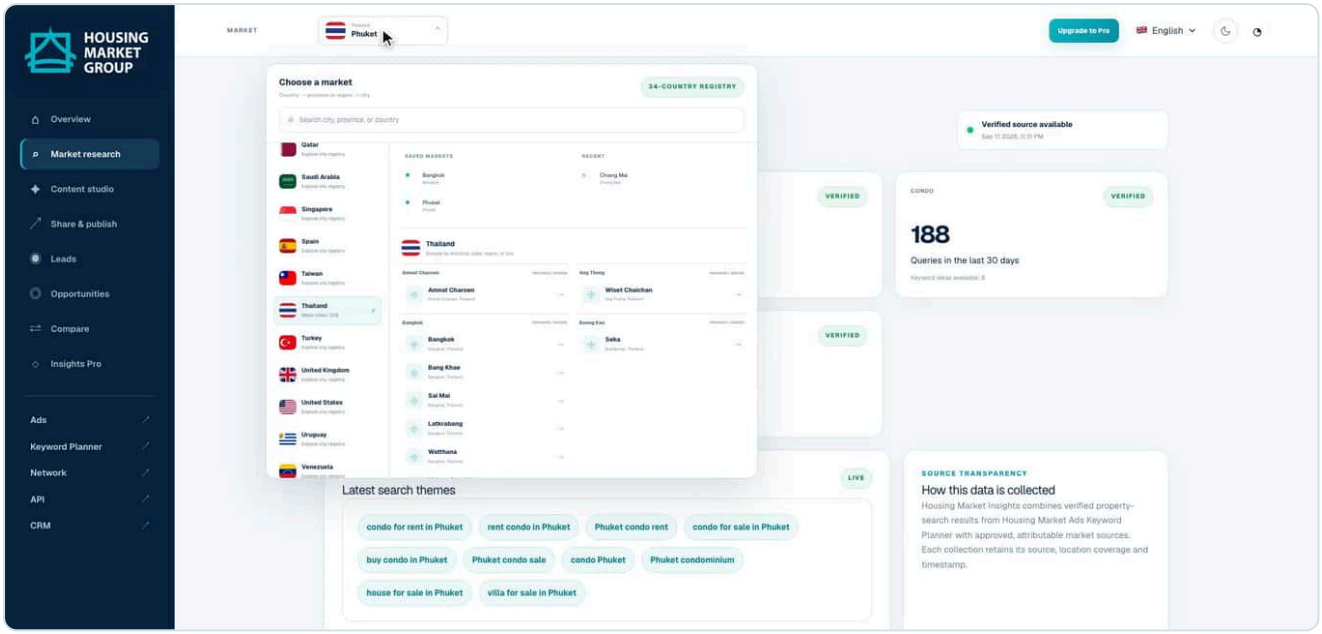


Figure 5.6 · Screen recorded 17 September 2026

7 Or **search** for a market by name.

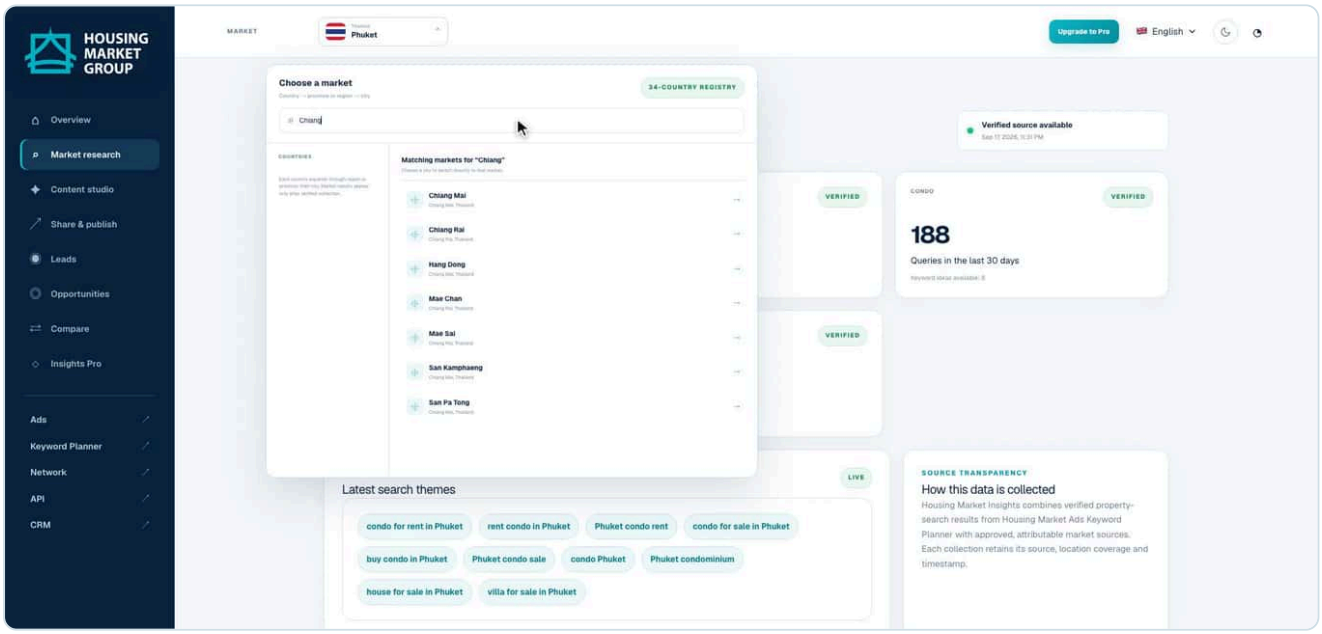


Figure 5.7 · Screen recorded 17 September 2026

GOOD TO KNOW

NOTE

Insights is live and you can use it in any market in its registry. Coverage is planned for all 34 markets; the depth of published evidence varies, and Thailand is furthest ahead today.

Help Center: Which markets does Housing Market Insights cover?

RELATED HELP CENTER ARTICLES

Why are some cities or markets missing data?	faq.housingmarketgroup.com/faq/why-are-some-cities-or-markets-missing-data
What is City Research?	faq.housingmarketgroup.com/faq/what-is-city-research

6 CHAPTER 6

Read market updates

All plans | For agents and investors | Watch the video

TODO The catalogue lists this task as public and the video (2026-09-17) shows updates grouped as "transactions, finance, neighbourhoods, news"; the Help Center says Free has only "The transactions source lane" and that neighbourhoods, finance, news and opportunities are "listed for the market but locked" (what-is-the-difference-between-insights-free-and-insights-pro). Check what signed-out and free users see and set the plan.

OVERVIEW

Source Transparency identifies where market information originates.

Where applicable, Housing Market Insights maintains information including:

- Data source
- Geographic coverage
- Collection date
- Publication date
- Source status
- Reuse status

This makes it easier for professionals to understand the context behind market information before using it with clients.

From the Help Center: **What is Source Transparency?**

STEP BY STEP

1 Open **Market research** for your city.

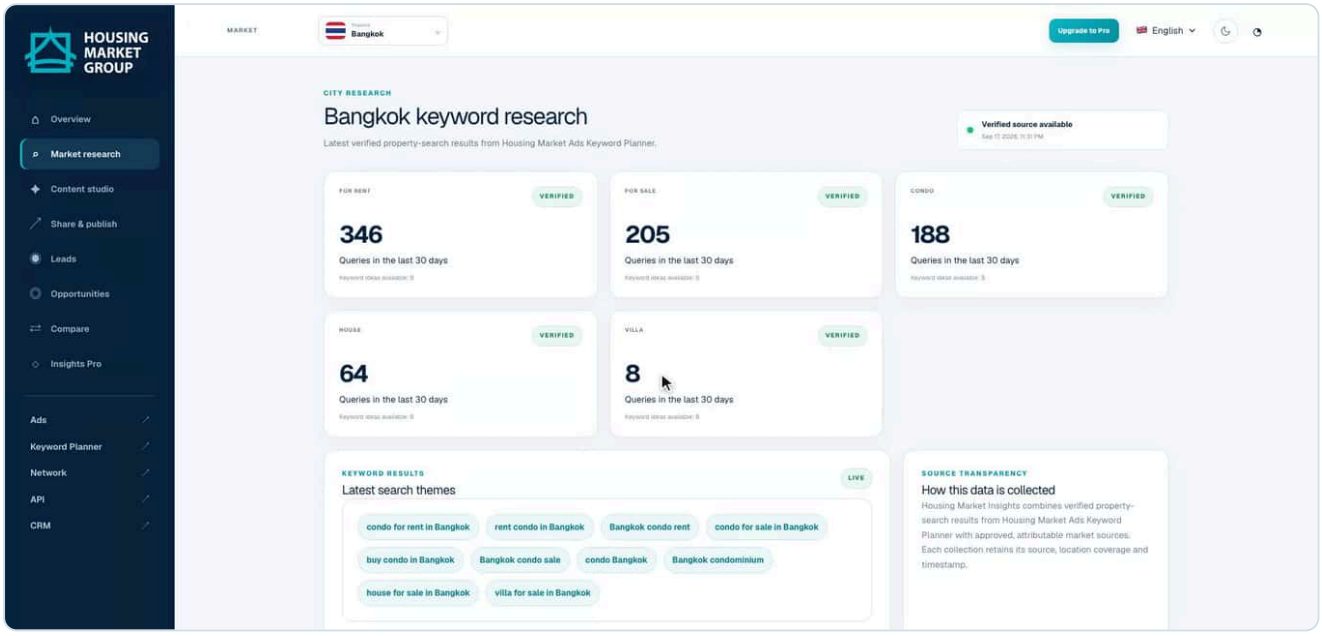


Figure 6.1 · Screen recorded 17 September 2026

2 Scroll to **Local market content**.

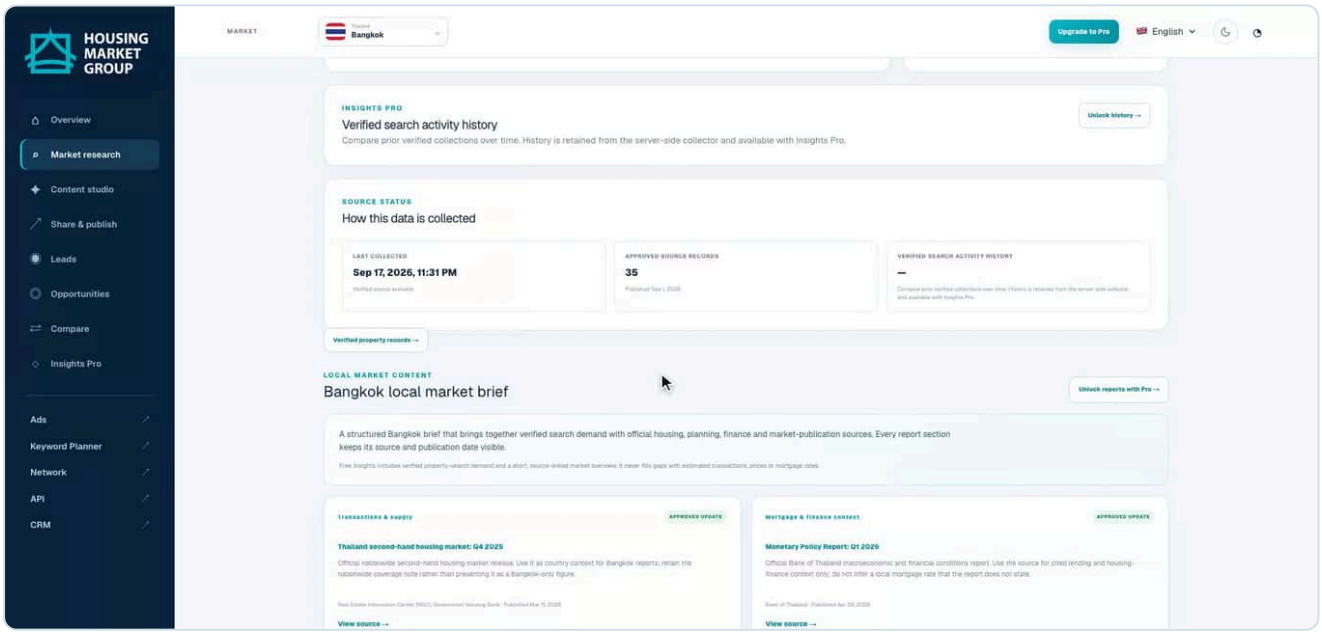


Figure 6.2 · Screen recorded 17 September 2026

3 Each **approved update** names its publisher and dates.

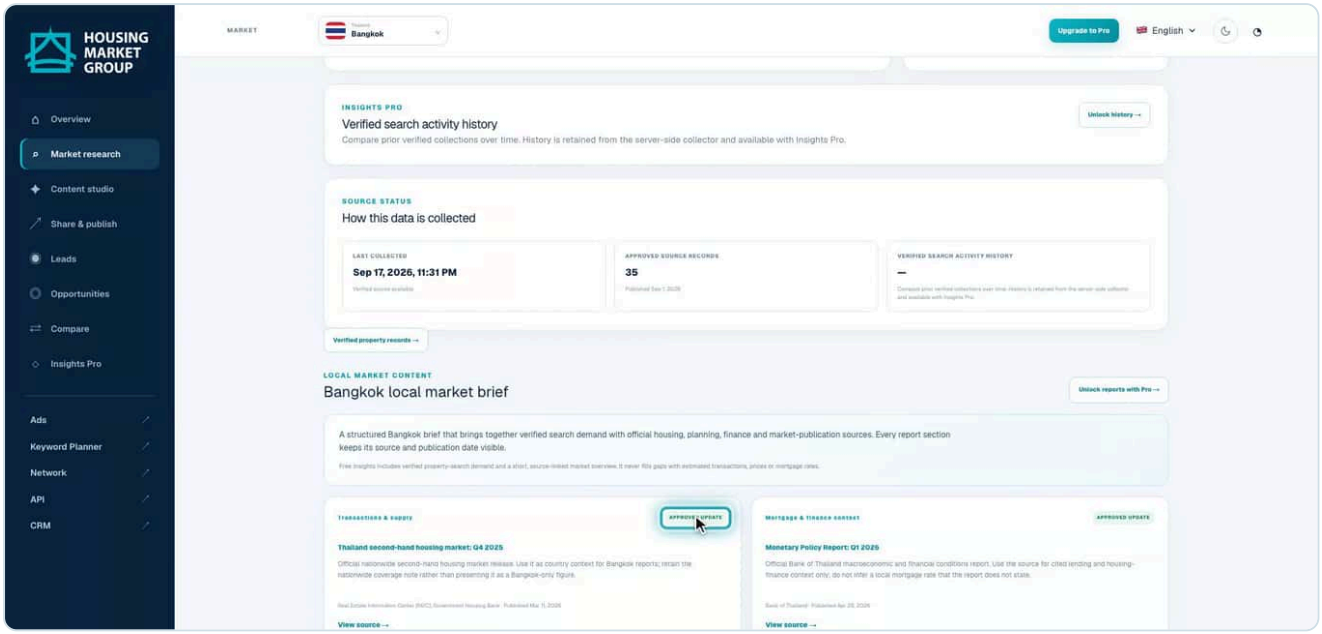


Figure 6.3 · Screen recorded 17 September 2026

4 Open the **record** for the full summary and coverage.

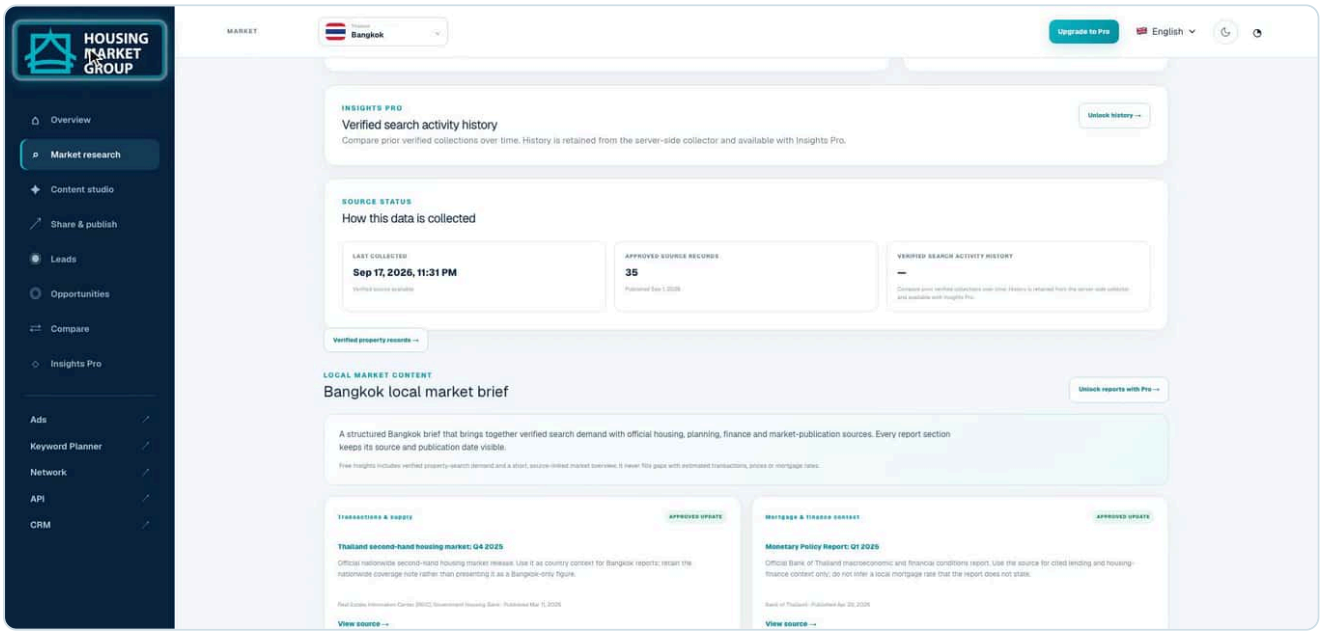


Figure 6.4 · Screen recorded 17 September 2026

5 Use **View source** to read the original.

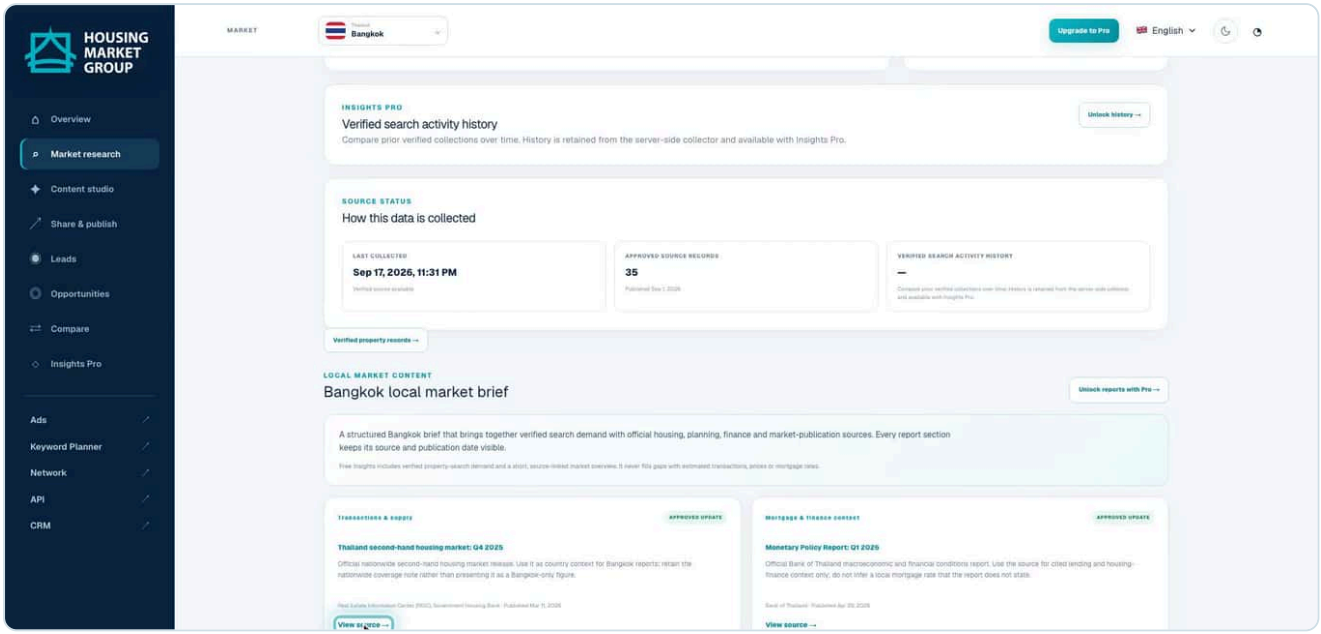


Figure 6.5 · Screen recorded 17 September 2026

6 Updates are grouped by topic: transactions, finance, neighbourhoods, news.

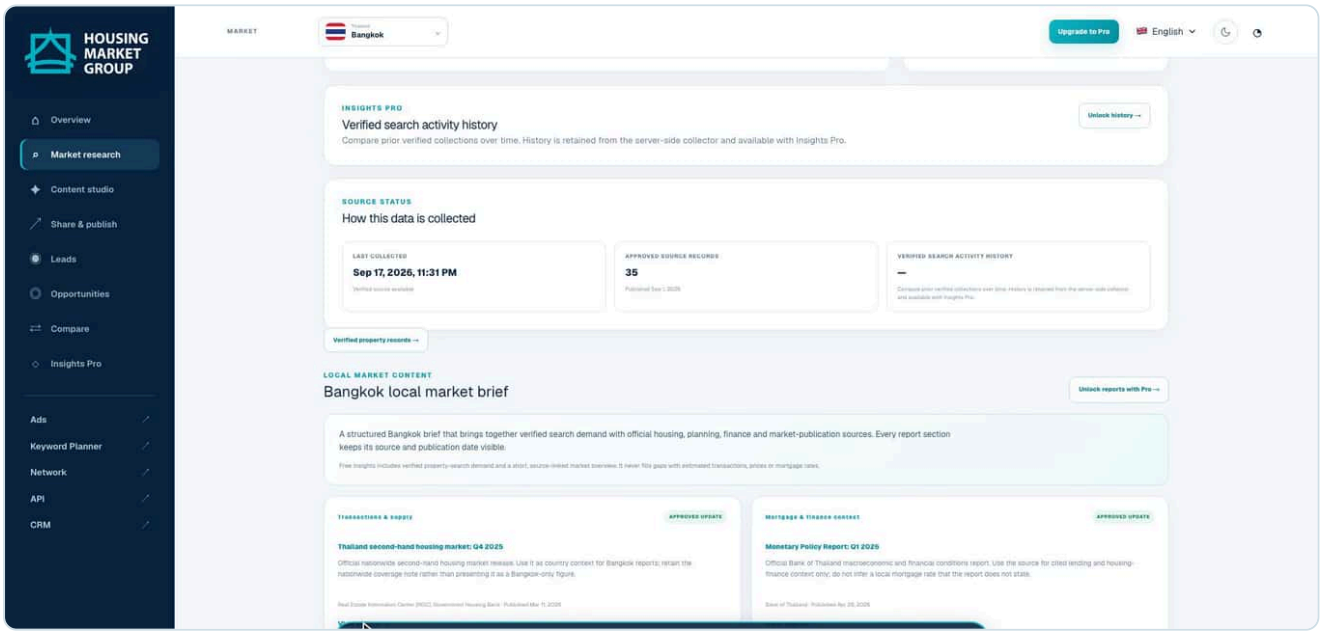


Figure 6.6 · Screen recorded 17 September 2026

GOOD TO KNOW

NOTE

Insights is live and you can use it in any market in its registry. Coverage is planned for all 34 markets; the depth of published evidence varies, and Thailand is furthest ahead today.

Help Center: Which markets does Housing Market Insights cover?

RELATED HELP CENTER ARTICLES

What external sources can Housing Market Insights use?	faq.housingmarketgroup.com/faq/what-external-sources-can-housing-market-insights-use
What does “verified” mean?	faq.housingmarketgroup.com/faq/what-does-verified-mean
Can I use Housing Market Insights information with my clients?	faq.housingmarketgroup.com/faq/can-i-use-housing-market-insights-information-with-my-clients

7 CHAPTER 7

Policy rate context

All plans | For agents and investors | Watch the video

TODO The catalogue lists this task for all plans, but its own note says the Bank of Thailand card is "Pro-visible", and the Help Center says the finance lane is locked on Free (what-is-the-difference-between-insights-free-and-insights-pro). Confirm the plan.

OVERVIEW

Housing Market Insights may provide official monetary-policy and finance context from approved sources.

It does not represent individual lender offers as a universal market mortgage rate.

Actual mortgage rates depend on the lender, borrower, property, loan structure, credit profile, country, and other factors.

Where policy-rate context appears

In Thailand, a market's source list includes the Bank of Thailand's policy rate and property indicators, in the finance lane. On the free plan that source is listed and marked Available in Pro; Insights Pro opens it.

Approved finance updates that reviewers have opened to every reader appear on the market page for everyone, on any plan and without an account, with the publisher and the publication date.

From the Help Center: **Does Housing Market Insights provide mortgage rates?**

STEP BY STEP

1 Open **Market research** for Bangkok.

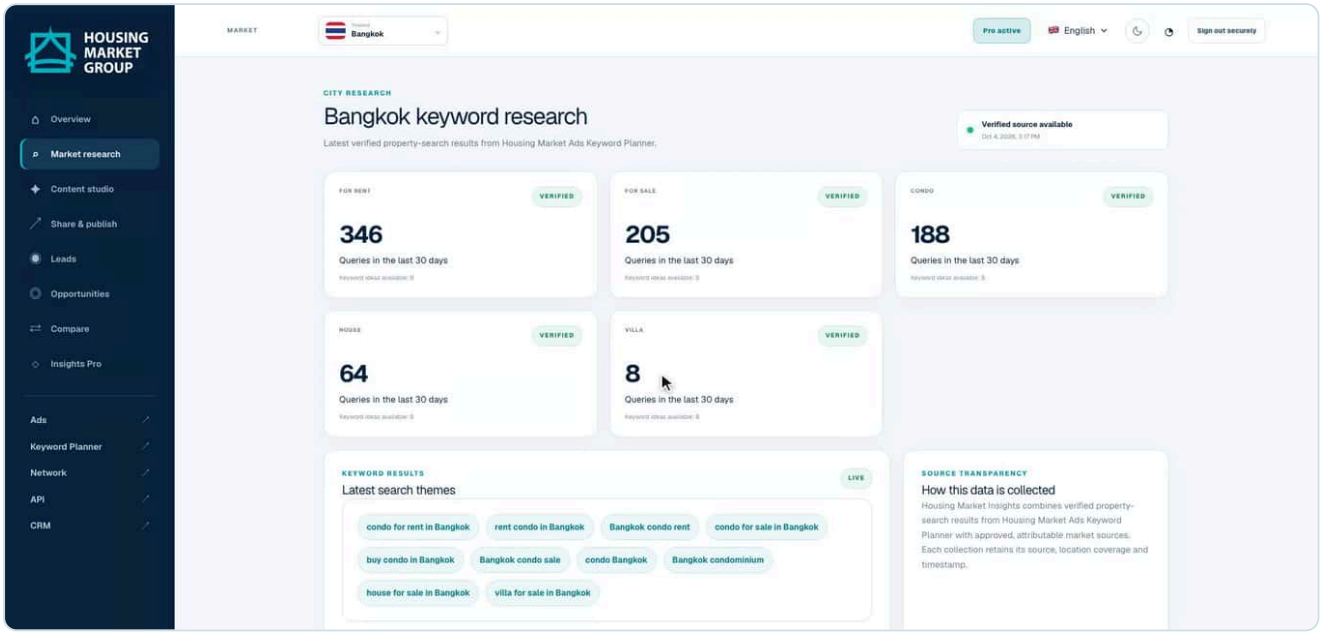


Figure 7.1 · Screen recorded 4 October 2026

2 Insights has **no rate chart** — it gives you the **source** instead.

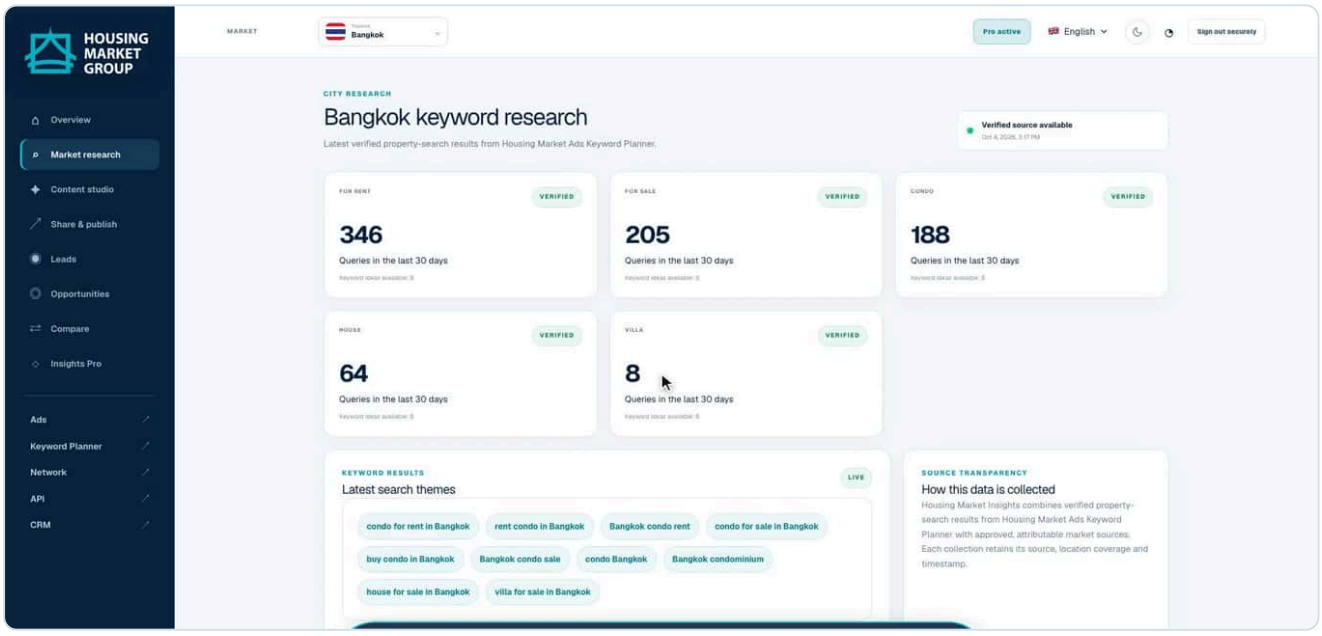


Figure 7.2 · Screen recorded 4 October 2026

3 Scroll to **Local market content**.

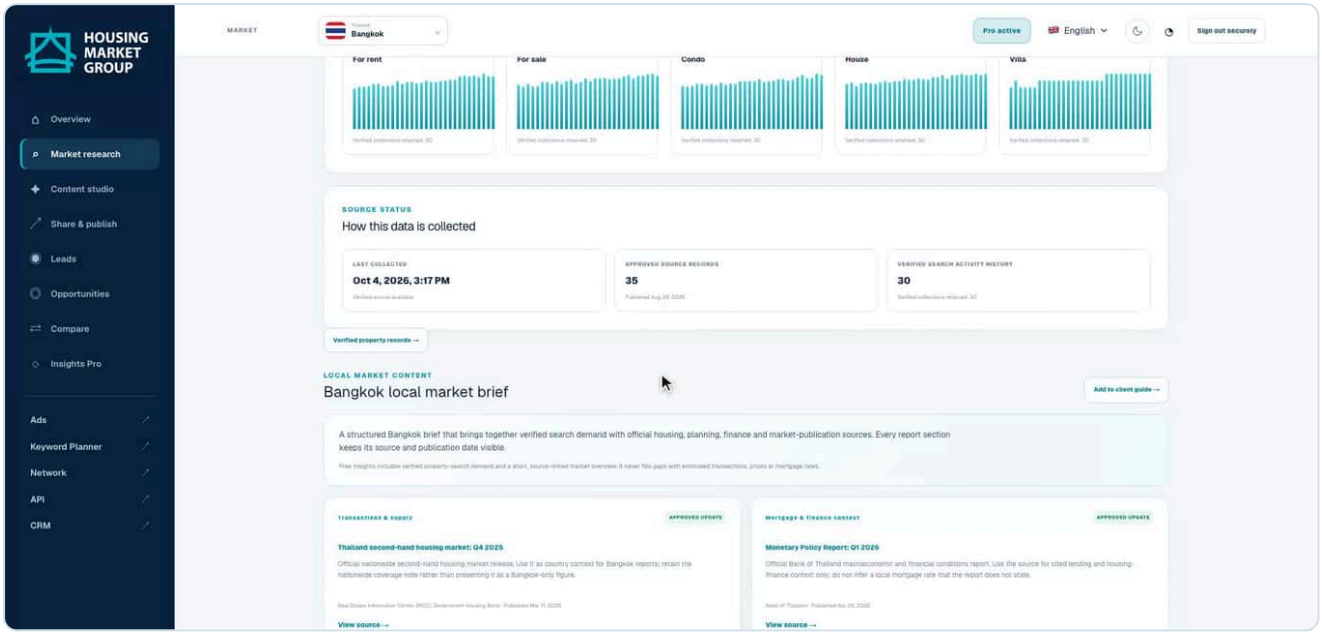


Figure 7.3 · Screen recorded 4 October 2026

4 The updates are grouped in lanes — find **Mortgage & finance context**.

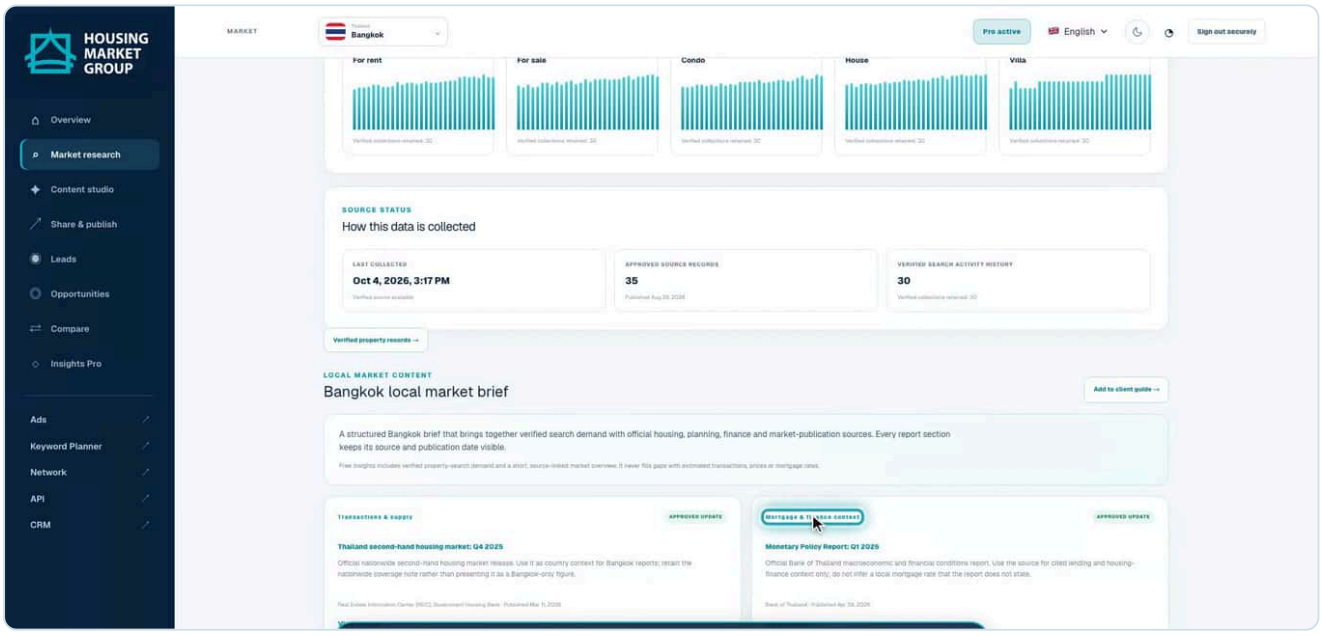


Figure 7.4 · Screen recorded 4 October 2026

5 The approved card: a **policy rate decision**.

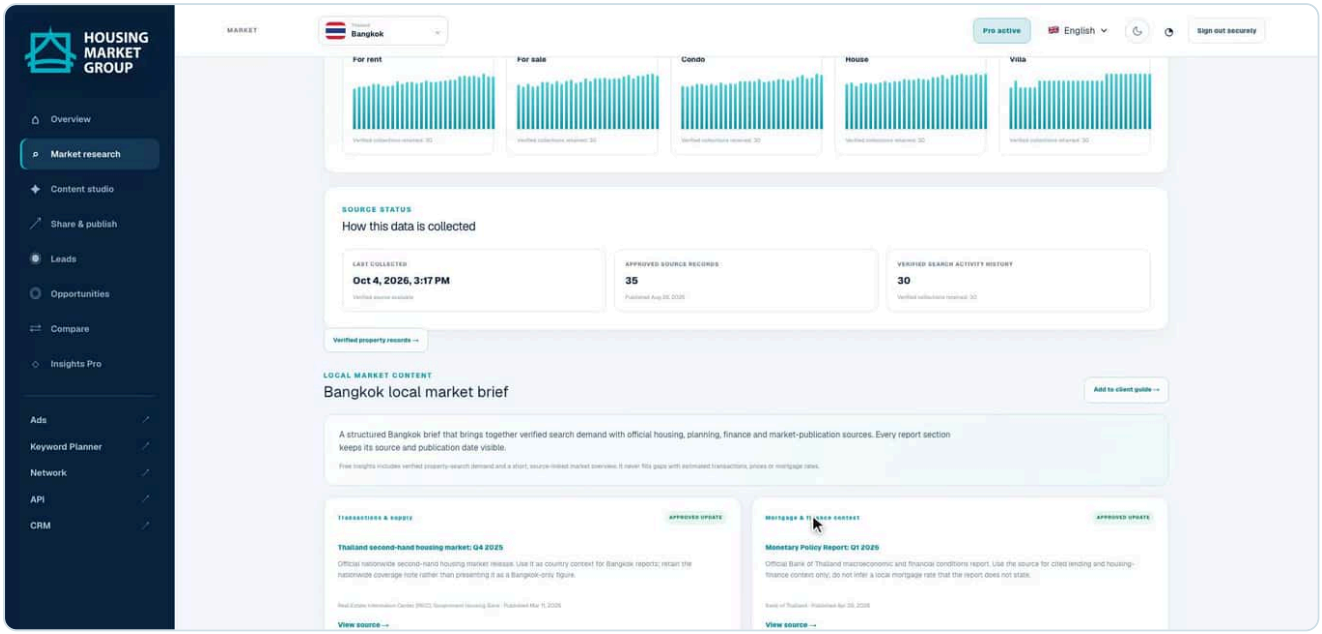


Figure 7.5 · Screen recorded 4 October 2026

6 The publisher is the **Bank of Thailand**.

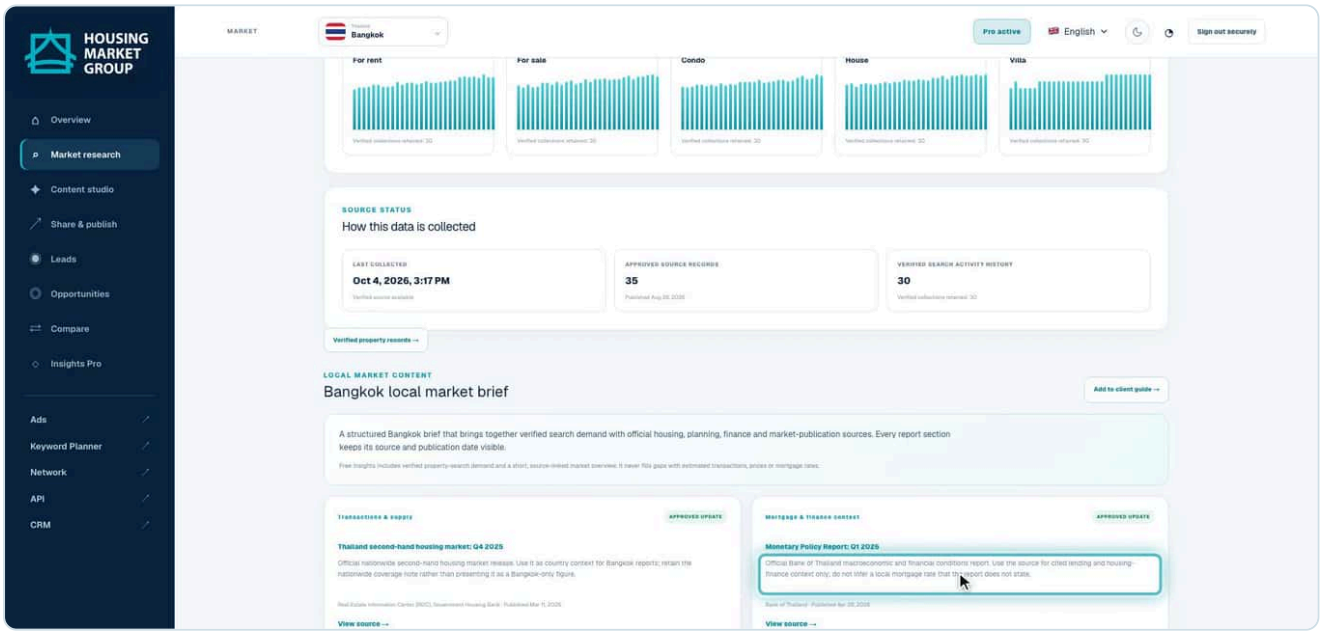


Figure 7.6 · Screen recorded 4 October 2026

7 With the **date it was published** and the date Insights retrieved it.

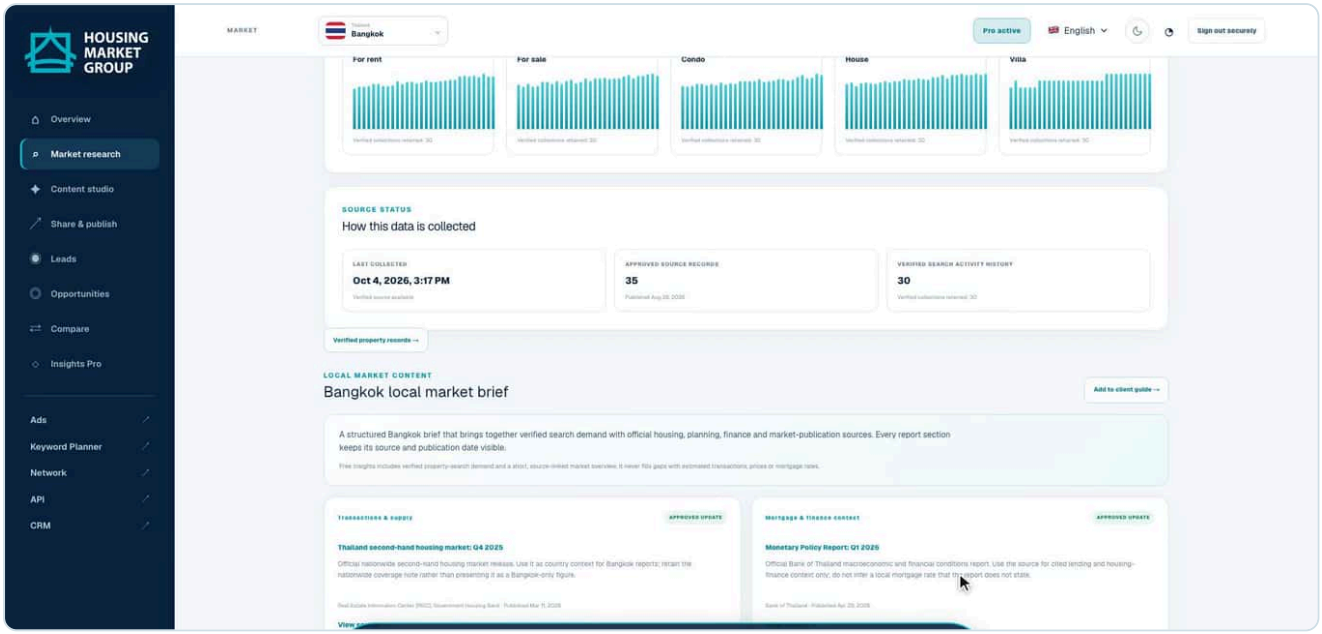


Figure 7.7 · Screen recorded 4 October 2026

8 **View source** opens the policy rate page itself.

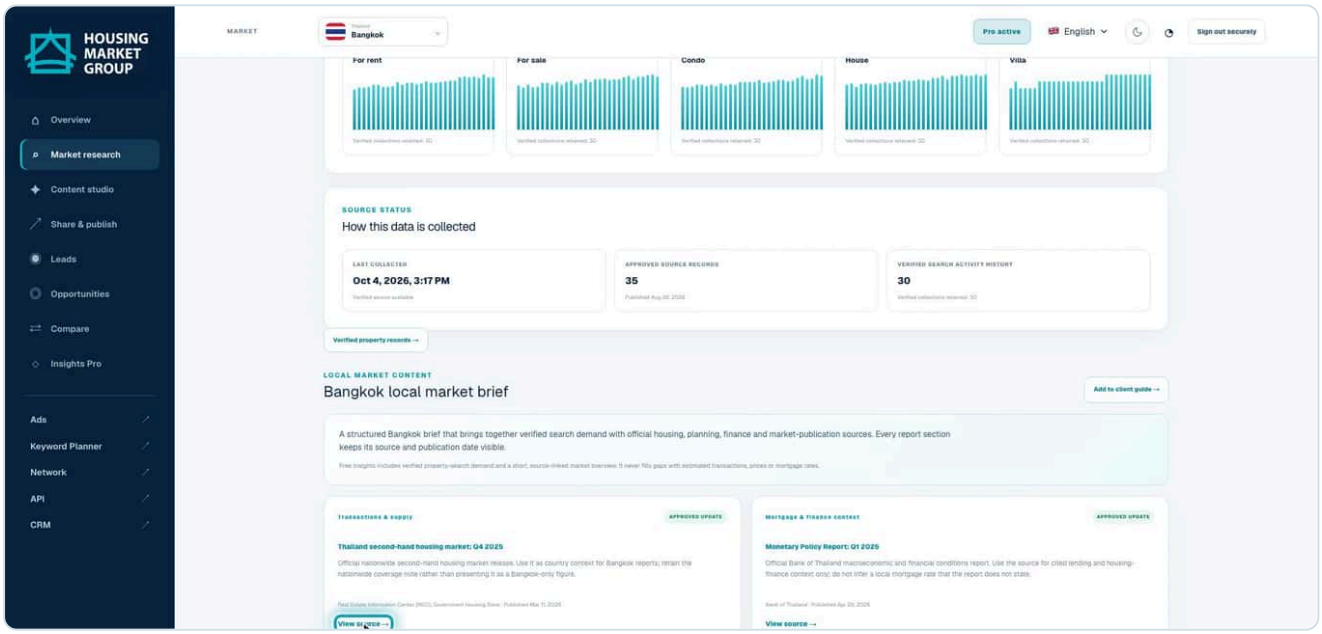


Figure 7.8 · Screen recorded 4 October 2026

9 Read the **rate and its decision date** there, and quote the source.

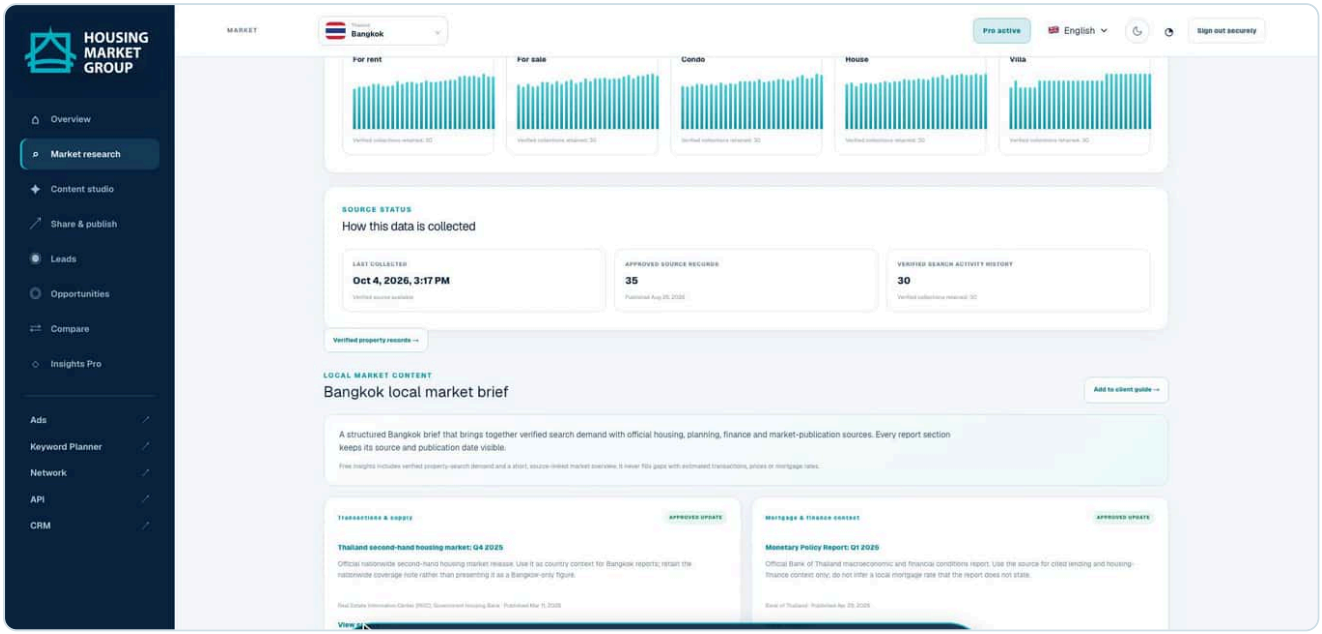


Figure 7.9 · Screen recorded 4 October 2026

10 Coverage is **Thailand nationwide** — not Bangkok.

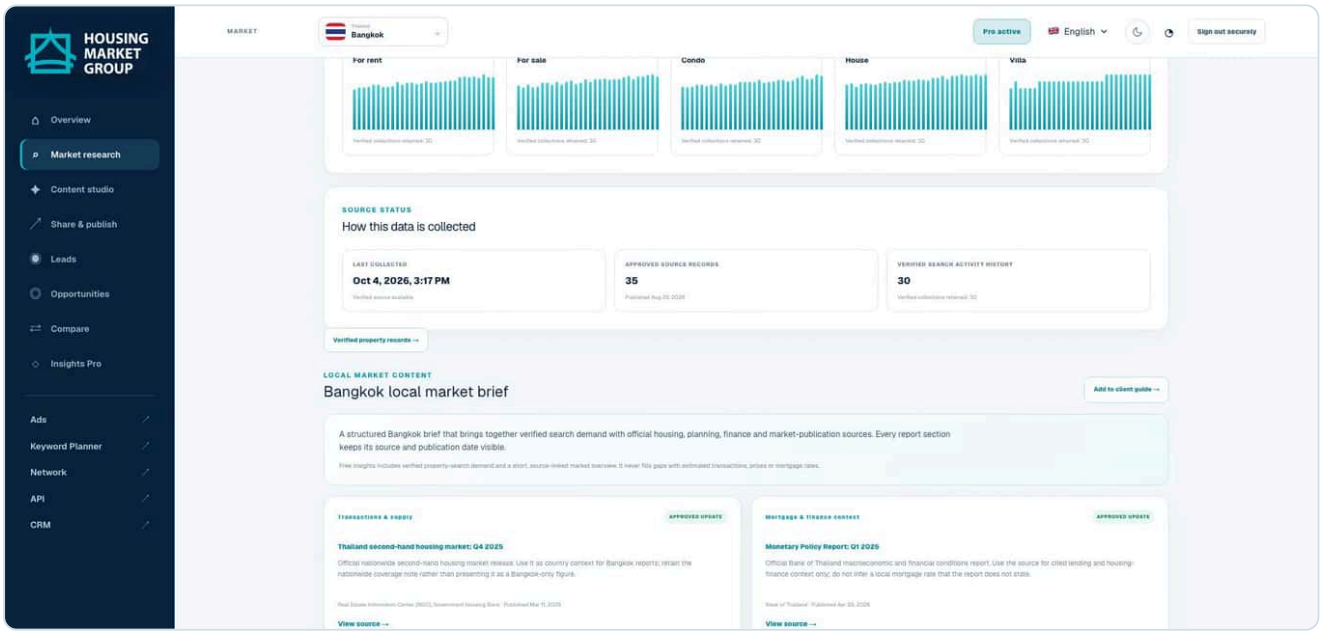


Figure 7.10 · Screen recorded 4 October 2026

11 And a policy rate is **not a mortgage rate** — the card does not state one.

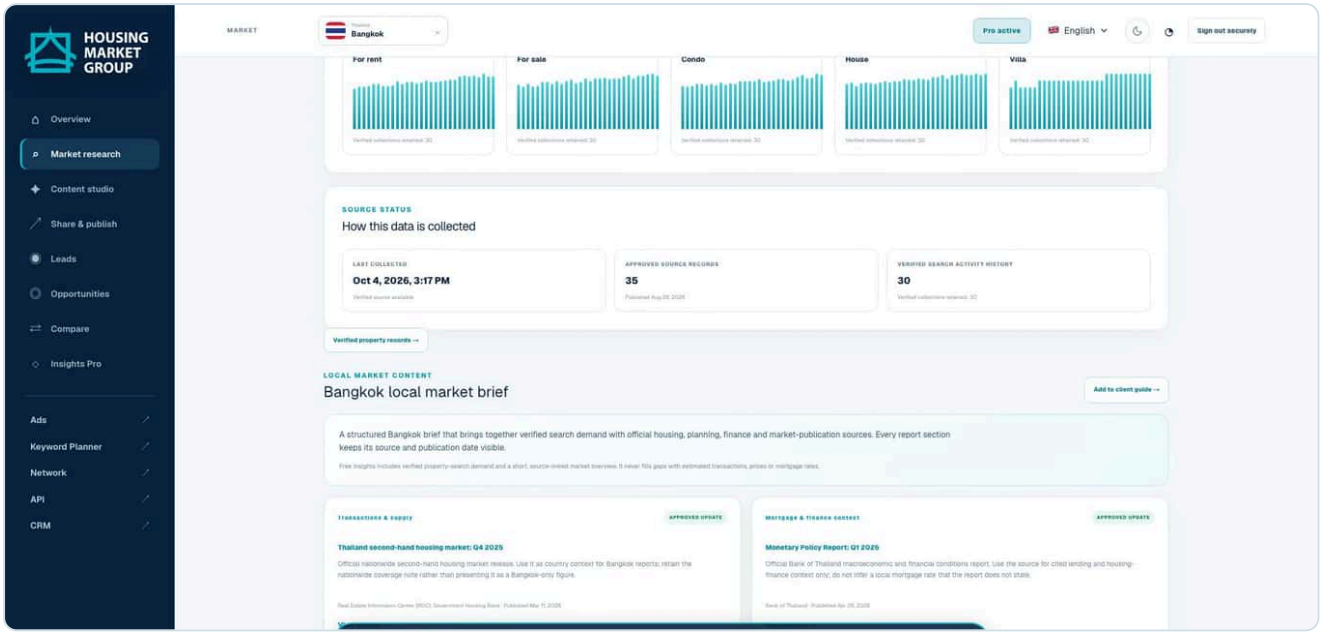


Figure 7.11 · Screen recorded 4 October 2026

RELATED HELP CENTER ARTICLES

What external sources can Housing Market Insights use?	faq.housingmarketgroup.com/faq/what-external-sources-can-housing-market-insights-use
Does Housing Market Insights estimate missing property data?	faq.housingmarketgroup.com/faq/does-housing-market-insights-estimate-missing-property-data

8 CHAPTER 8

Watchlist and market alerts

Insights Pro | For agents and investors | Watch the video

TODO The catalogue lists this task as Pro; the Help Center says watchlists and alerts "are free and included with every account, including the free tier", and the free-history-lock video says the same. Correct the catalogue tier.

OVERVIEW

Save the markets you follow to your watchlist and turn alerts on. Alerts are emailed only when a watched market has a new validated collection.

Save the markets you care about to your watchlist, turn alerts on, and they are emailed to the verified address on your account.

Setting it up

- Open Settings, then Watchlist.
- Search for a market by city, province, region or country, and add it. A watchlist holds up to 30 saved markets.
- Turn alerts on and choose the delivery frequency — a weekly digest or a daily update.
- Save your preferences. Enabling alerts without saving does nothing.

The watchlist is also how you stop re-picking the same city every time you sign in: saved markets are offered first when you change market.

When an alert actually fires

Only when a watched market has a new validated collection. A market whose research is still being built will be quiet, and that is the system working rather than failing — there is nothing to report and it will not manufacture something.

An alert is a notification, not a recommendation. It tells you something new was collected; reading it and deciding what it means is still your job.

Alert emails are separate from marketing emails. If you want to stop marketing messages without losing your alerts, manage the two separately rather than unsubscribing from everything.

Which plan includes this

Multi-market watchlists and their verified market alerts are free and included with every account, including the free tier. The plans page lists them with Insights Free, and Settings says the same.

From the Help Center: **Can I be alerted when a market changes?**

STEP BY STEP

1 Open your **Housing Market Insights** workspace.

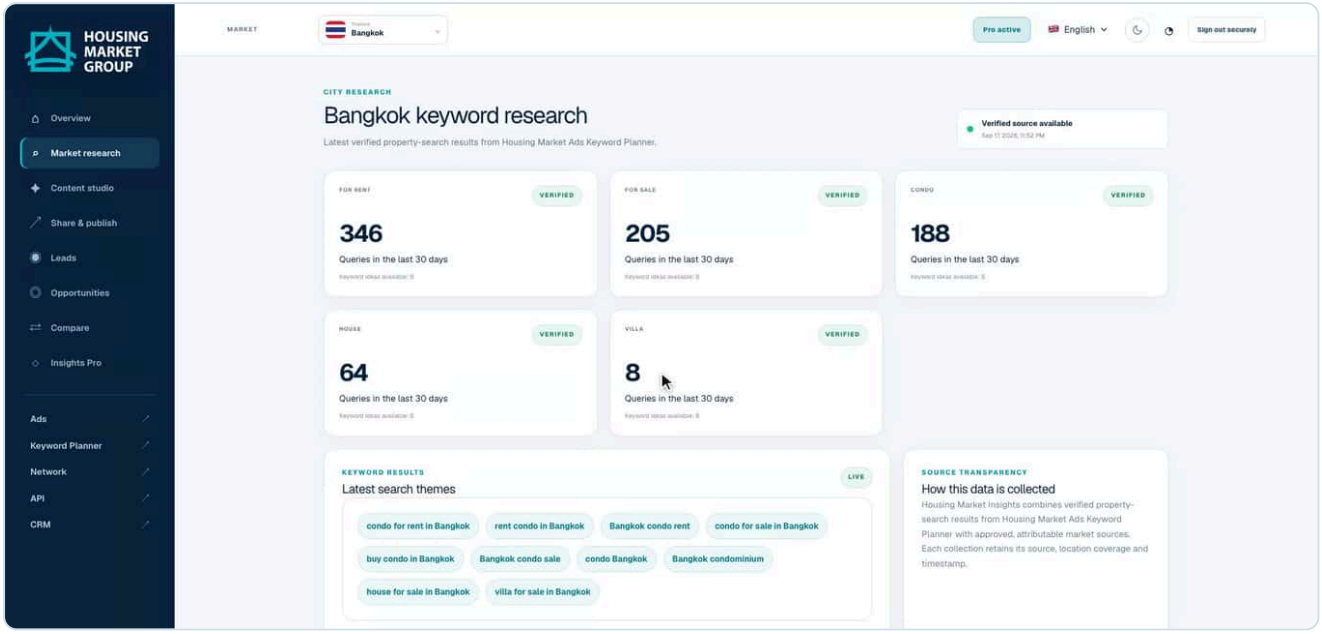


Figure 8.1 · Screen recorded 17 September 2026

2 Click **Settings**.

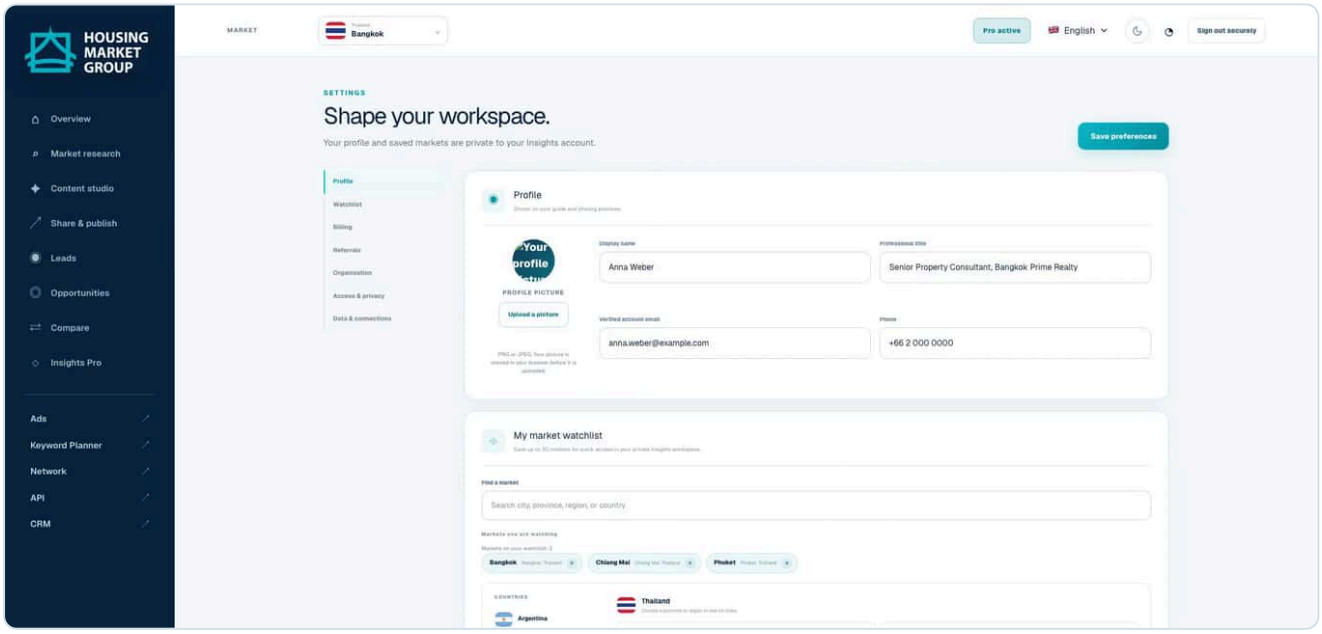


Figure 8.2 · Screen recorded 17 September 2026

3 Your **market watchlist** — up to 30 markets.

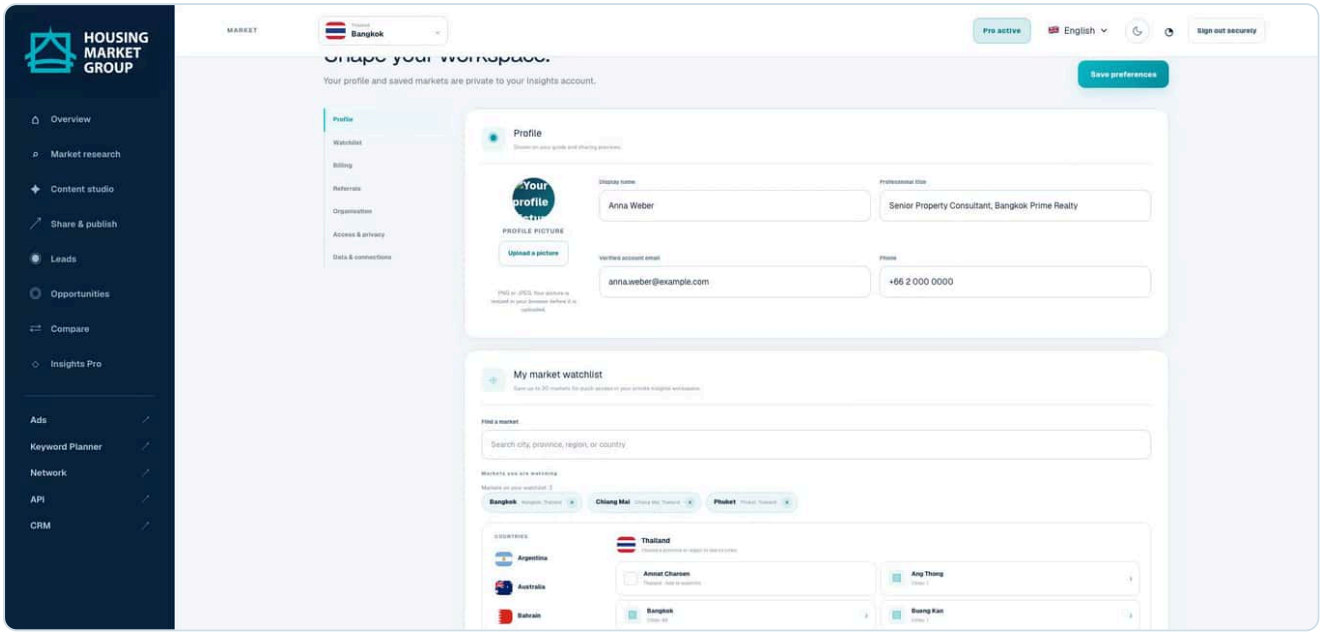


Figure 8.3 · Screen recorded 17 September 2026

4 Search for a market to **add** it.

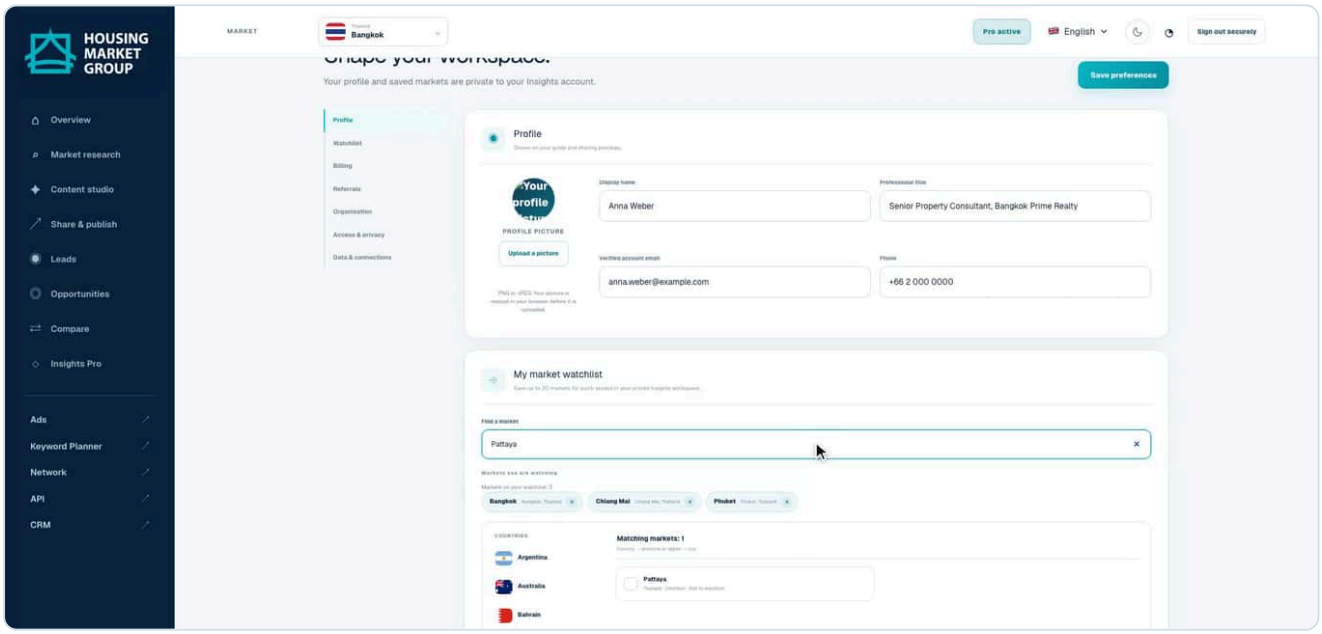


Figure 8.4 · Screen recorded 17 September 2026

5 Switch **verified market alerts** on.

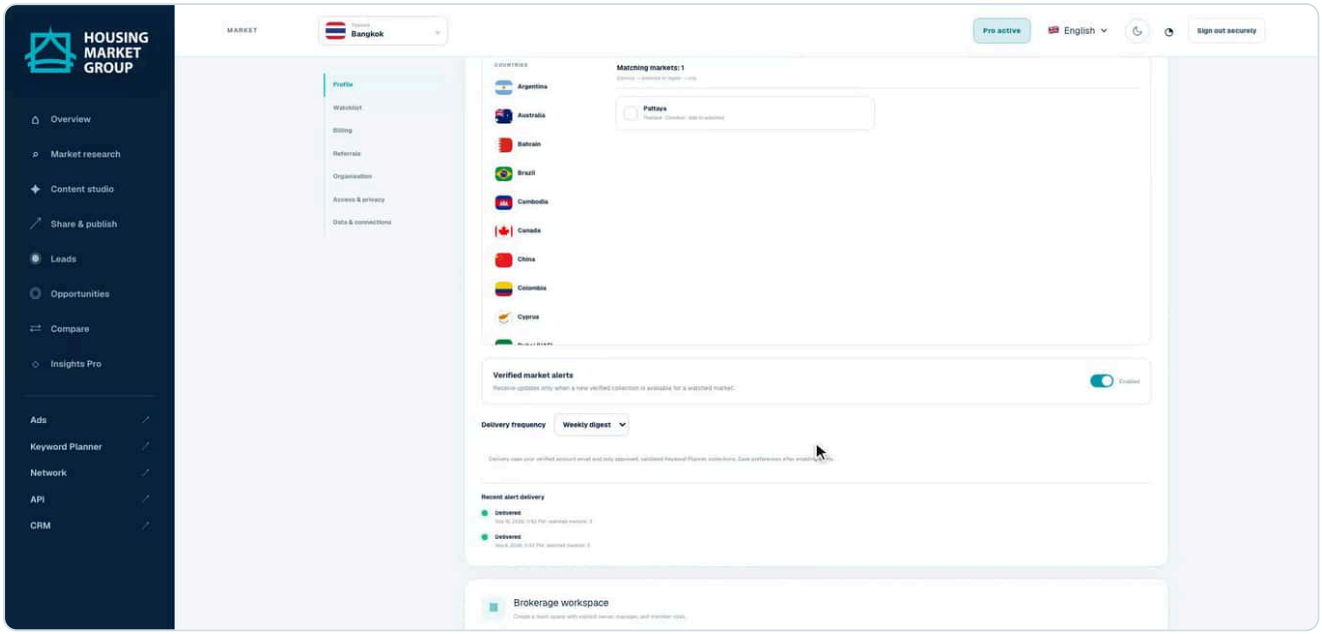


Figure 8.5 · Screen recorded 17 September 2026

6 Choose a **weekly digest** or **daily update**.

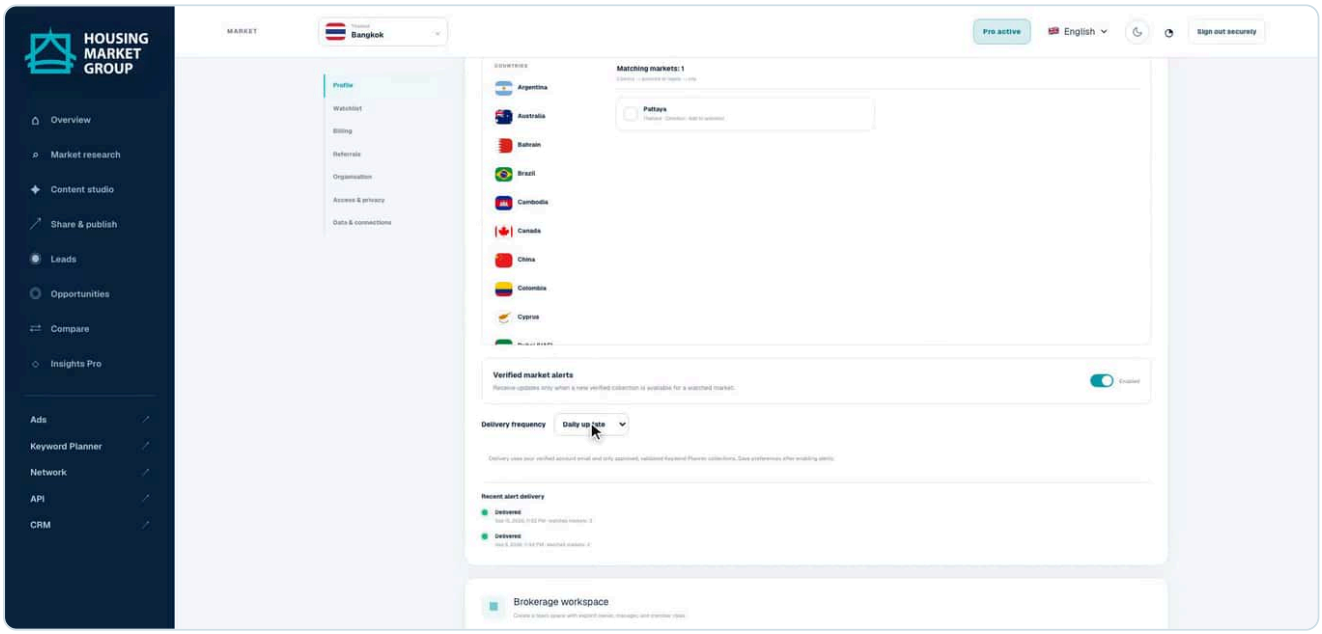


Figure 8.6 · Screen recorded 17 September 2026

7 Click **Save preferences**.

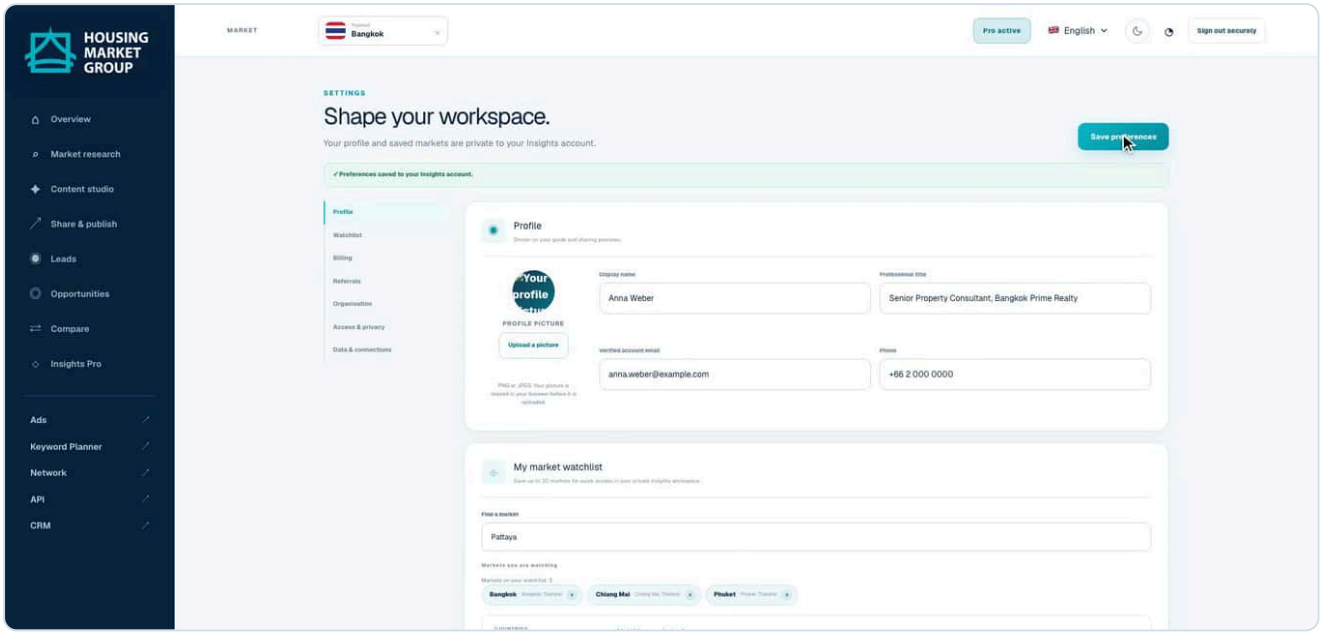


Figure 8.7 · Screen recorded 17 September 2026

8 **Recent alert delivery** lists what was sent.

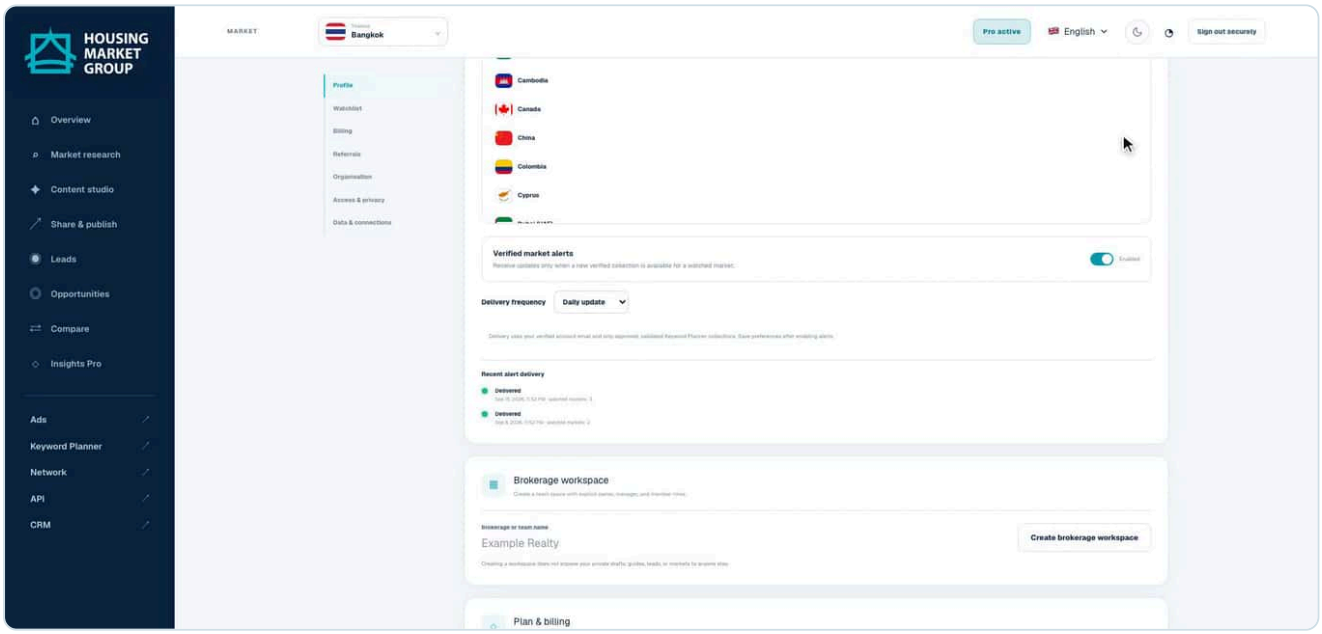


Figure 8.8 · Screen recorded 17 September 2026

RELATED HELP CENTER ARTICLES

What are Saved Markets? — faq.housingmarketgroup.com/faq/what-are-saved-markets

9 CHAPTER 9

Request research for a city

All plans | For agents and investors | Watch the video

TODO No Help Center article covers this task yet, so this chapter has no explanation. Write the article, then map it in packages/handbooks/src/products/insights.ts. (why-are-some-cities-or-markets-missing-data explains why a market can be empty but says nothing about requesting research or the request count.)

STEP BY STEP

1 Open **Market research**.

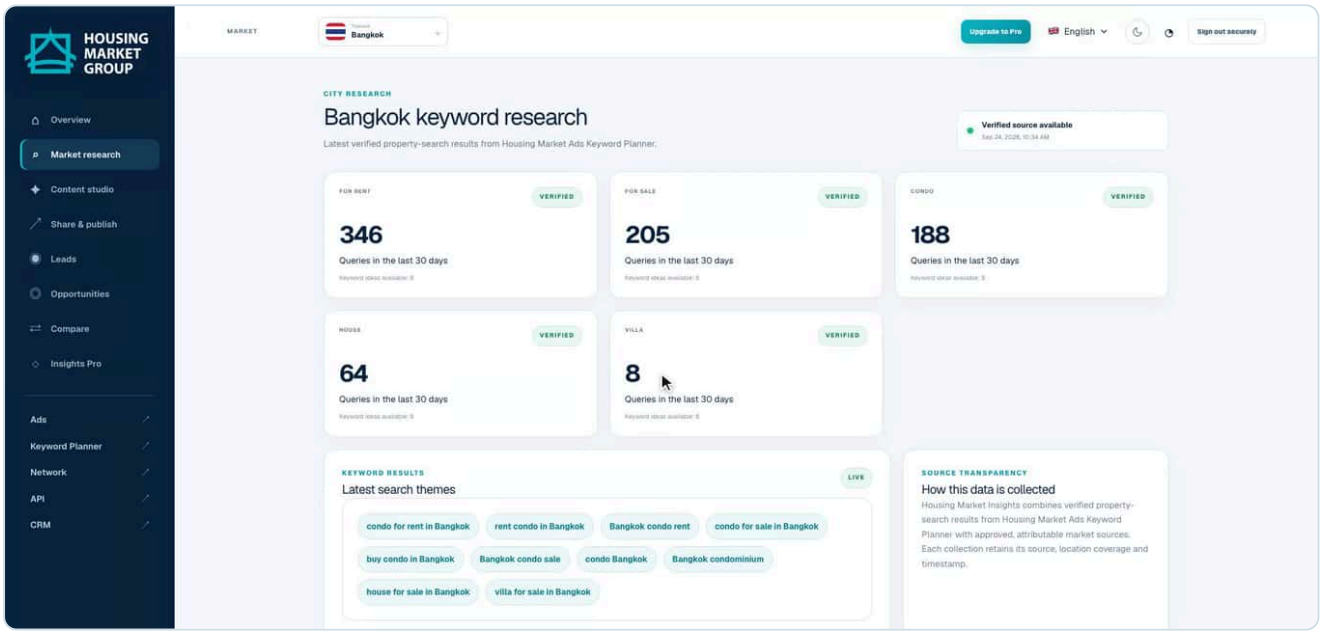


Figure 9.1 · Screen recorded 24 September 2026

2 Find **Request research** for the city.

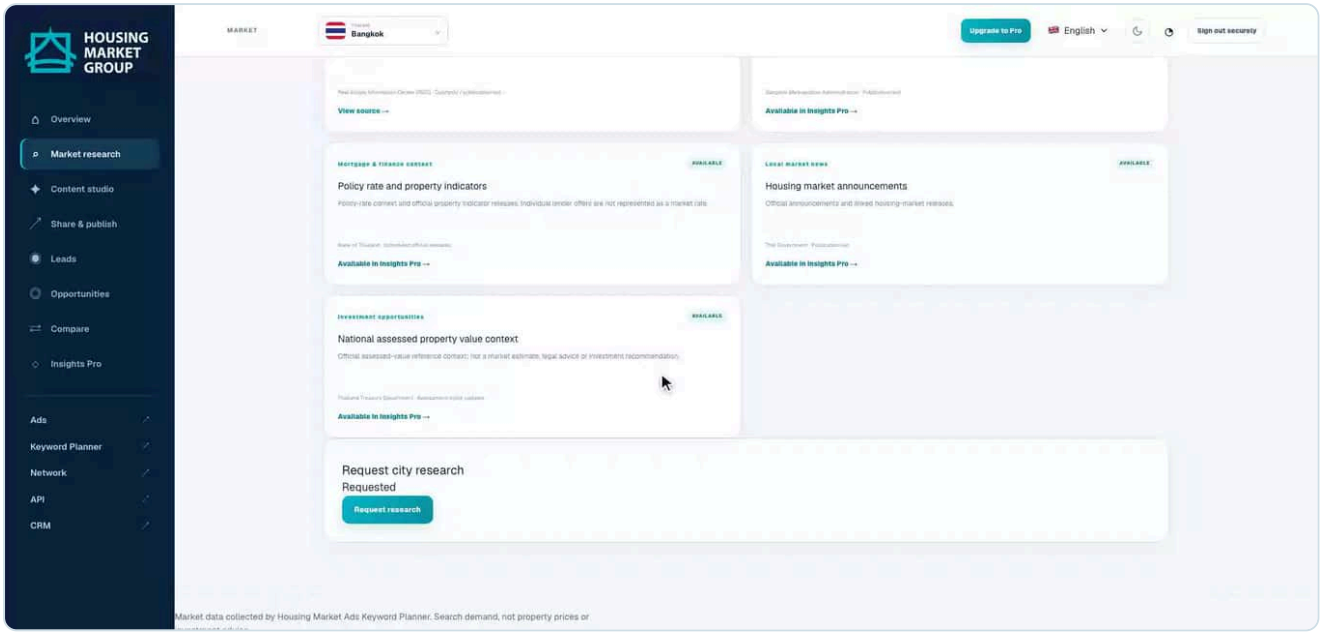


Figure 9.2 · Screen recorded 24 September 2026

3 Click to **request research** for this city.

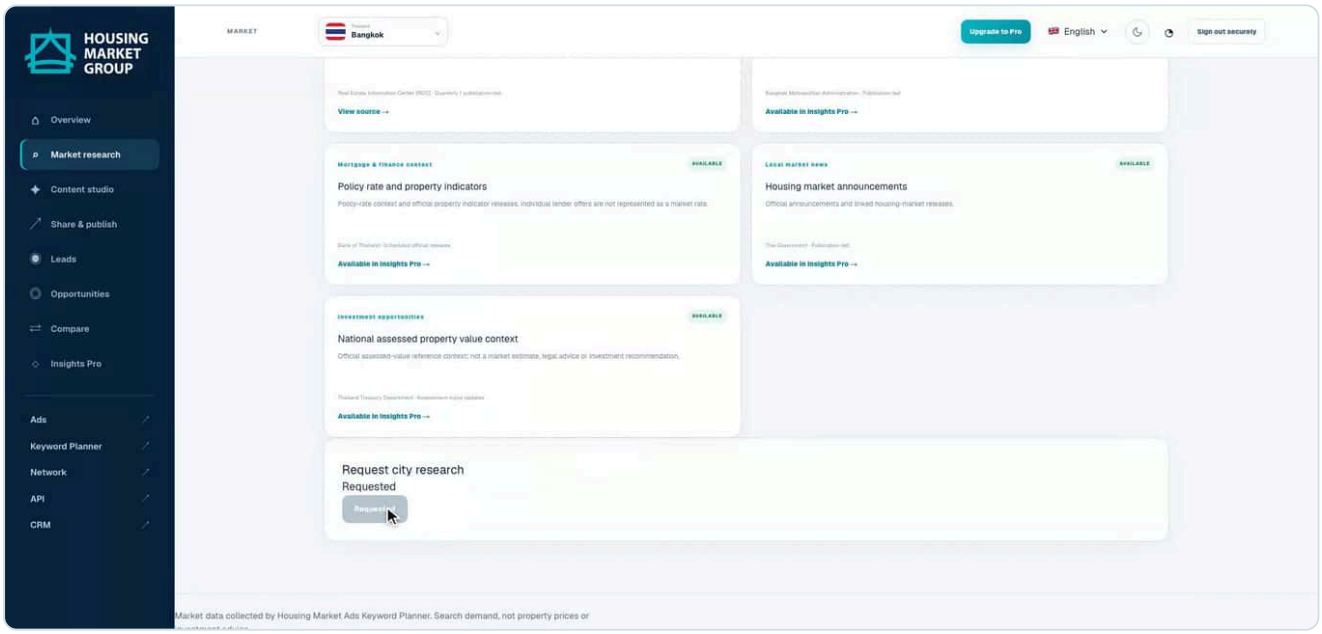


Figure 9.3 · Screen recorded 24 September 2026

4 Your request is counted — the page shows **how many** asked.

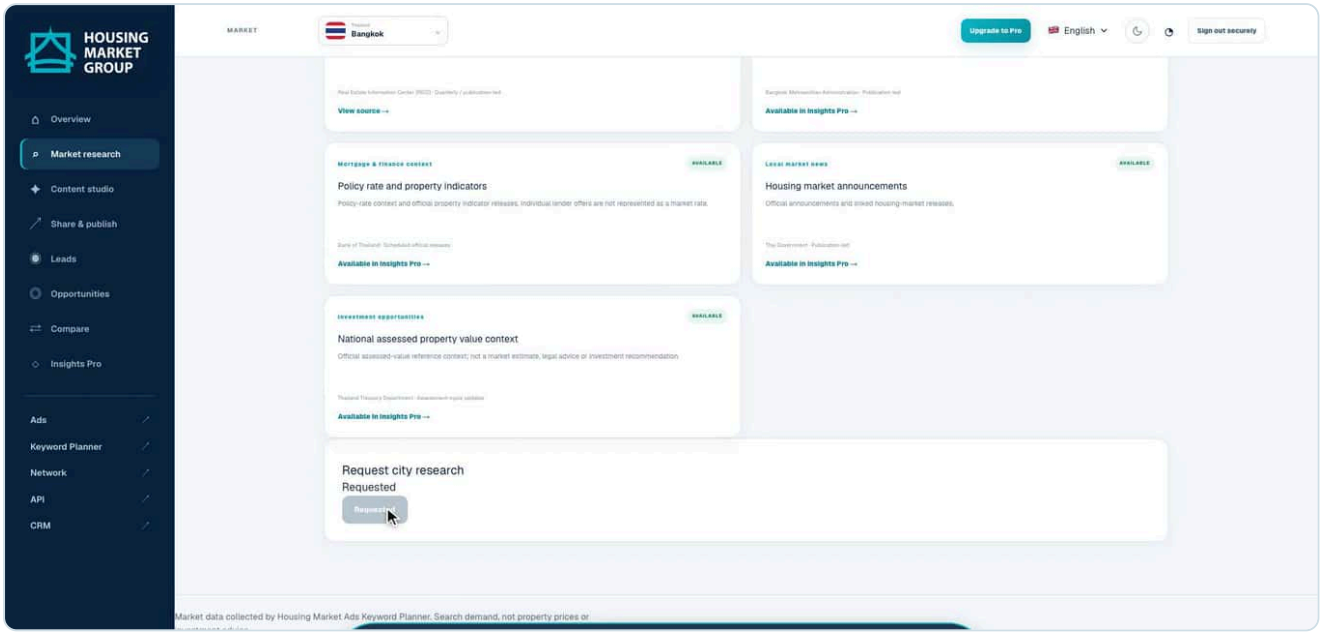


Figure 9.4 · Screen recorded 24 September 2026

RELATED HELP CENTER ARTICLES

Why are some cities or markets missing data?	faq.housingmarketgroup.com/faq/why-are-some-cities-or-markets-missing-data
Which markets does Housing Market Insights cover?	faq.housingmarketgroup.com/faq/which-markets-does-housing-market-insights-cover

10 CHAPTER 10

Read published market figures

All plans | For agents and investors | Watch the video

TODO No Help Center article covers this task yet, so this chapter has no explanation. Write the article, then map it in packages/handbooks/src/products/insights.ts.

STEP BY STEP

1 Open **Markets** on Housing Market Insights — no account needed.

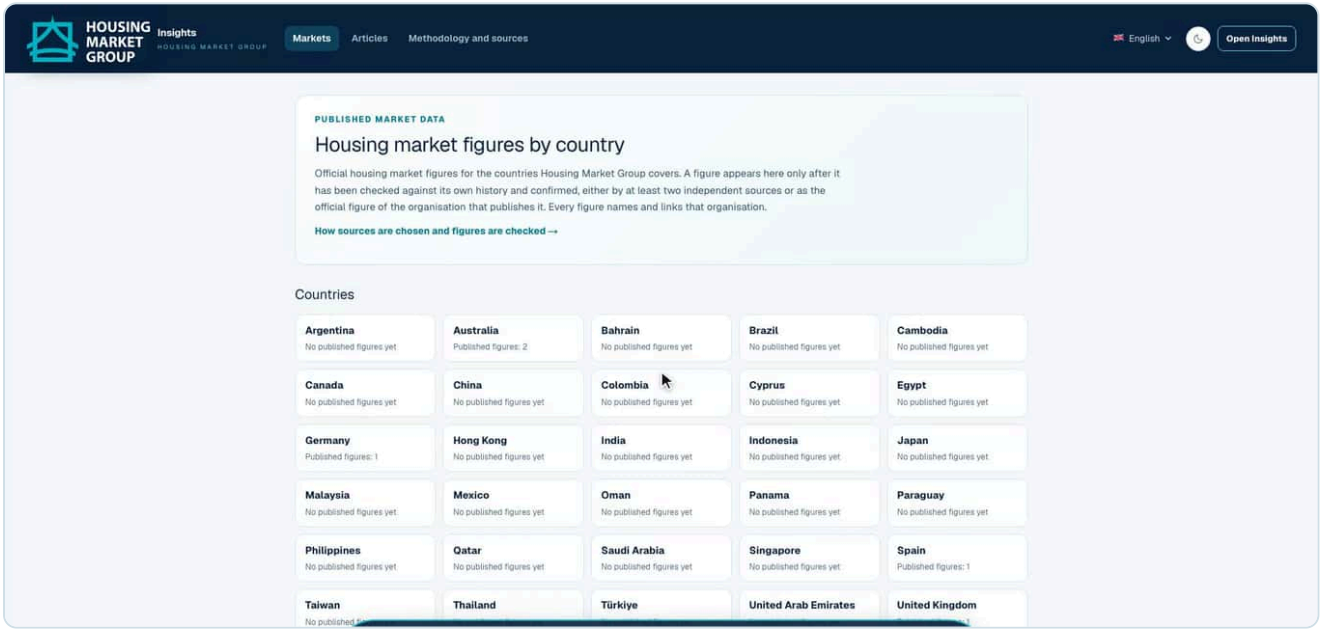


Figure 10.1 · Screen recorded 22 October 2026

2 **Housing market figures by country**, from the organisations that publish them.

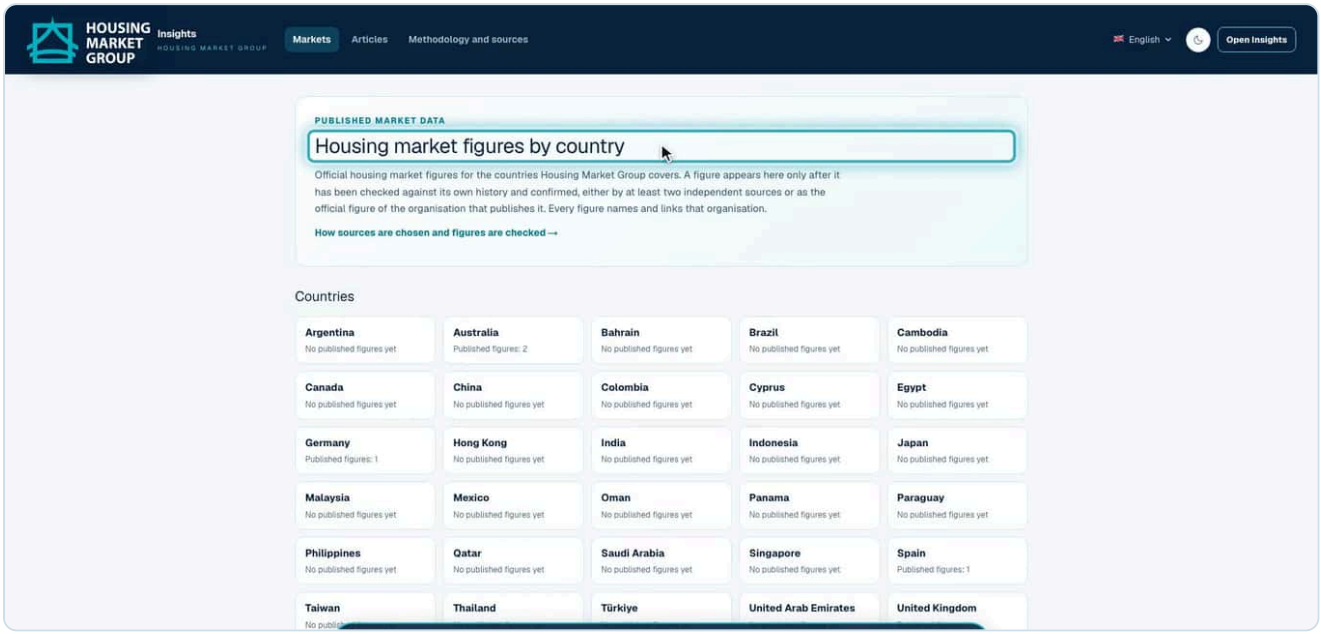


Figure 10.2 · Screen recorded 22 October 2026

3 Every country Housing Market Group covers is listed.

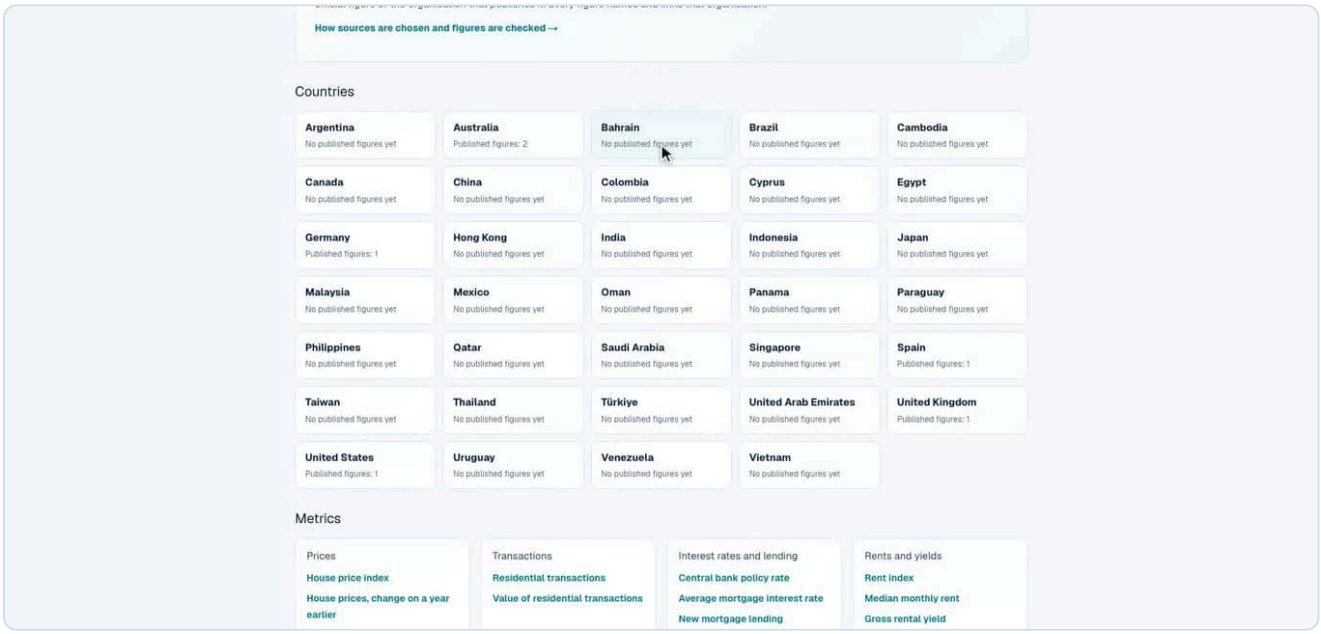


Figure 10.3 · Screen recorded 22 October 2026

4 A card says **Published figures: 1** when a figure has passed every check.

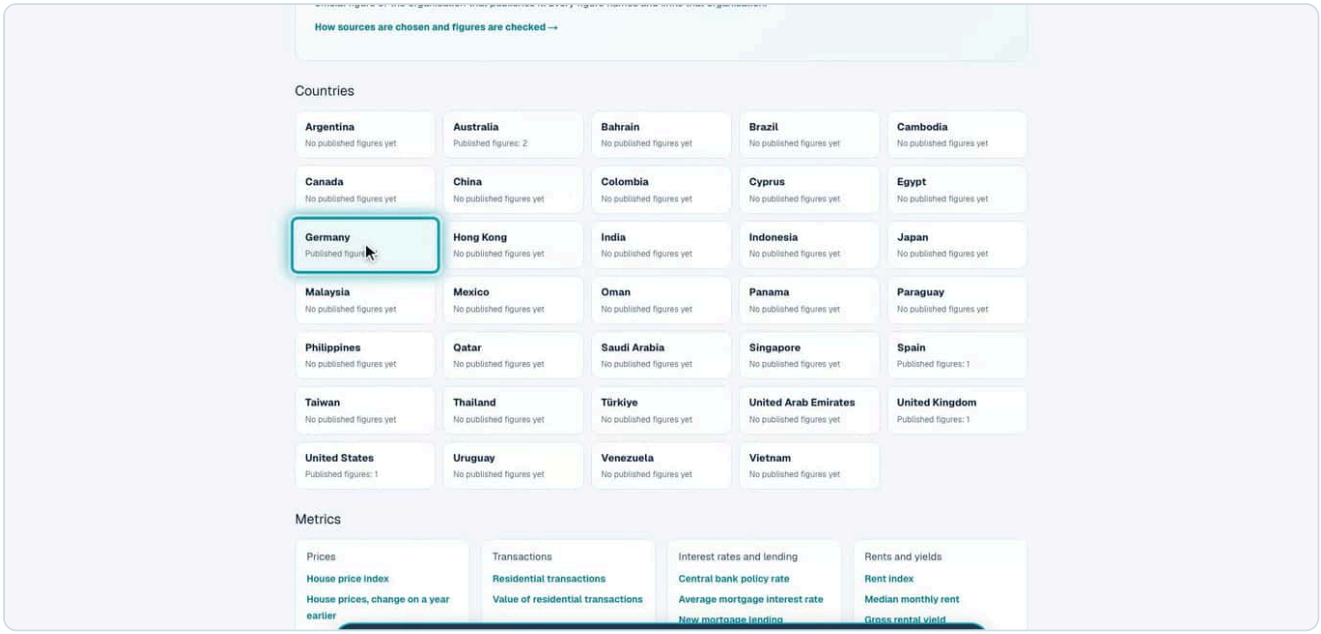


Figure 10.4 · Screen recorded 22 October 2026

5 **No published figures yet** means nothing has been confirmed — never an empty guess.

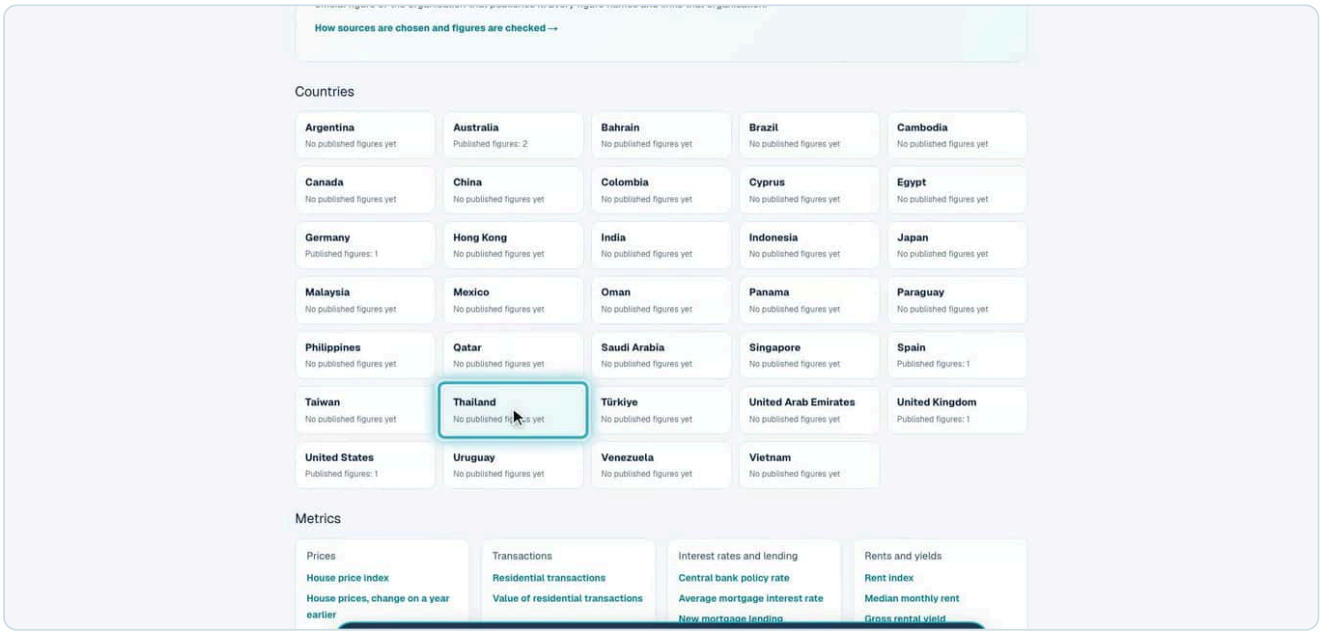


Figure 10.5 · Screen recorded 22 October 2026

6 Open a country with figures, here **United Kingdom**.

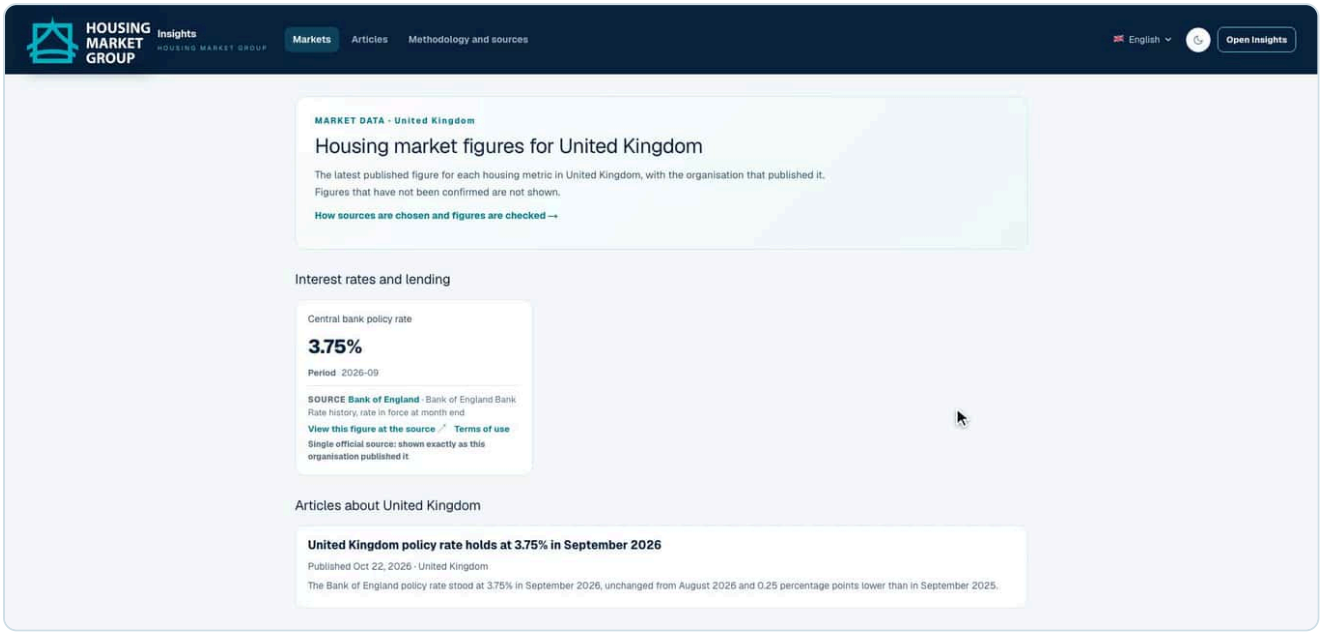


Figure 10.6 · Screen recorded 22 October 2026

7 The **latest published figure** for each housing metric.

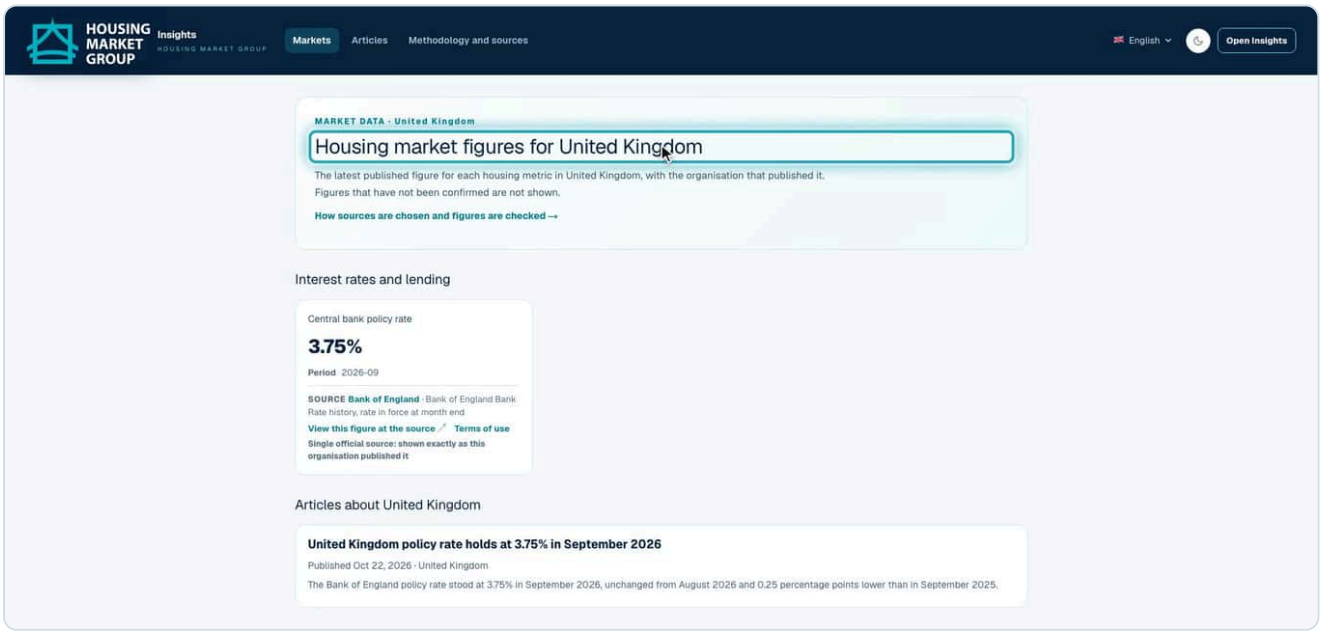


Figure 10.7 · Screen recorded 22 October 2026

8 Each card names the **metric** and its **value**.

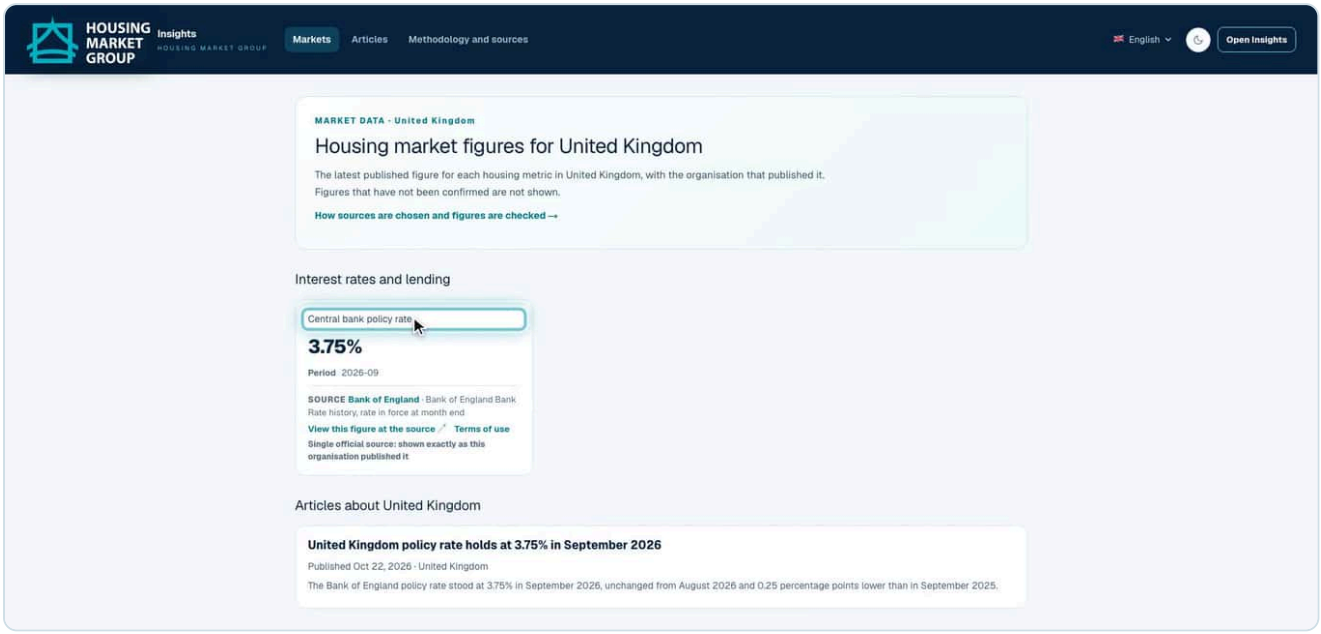


Figure 10.8 · Screen recorded 22 October 2026

9 It shows the **period** the figure covers.

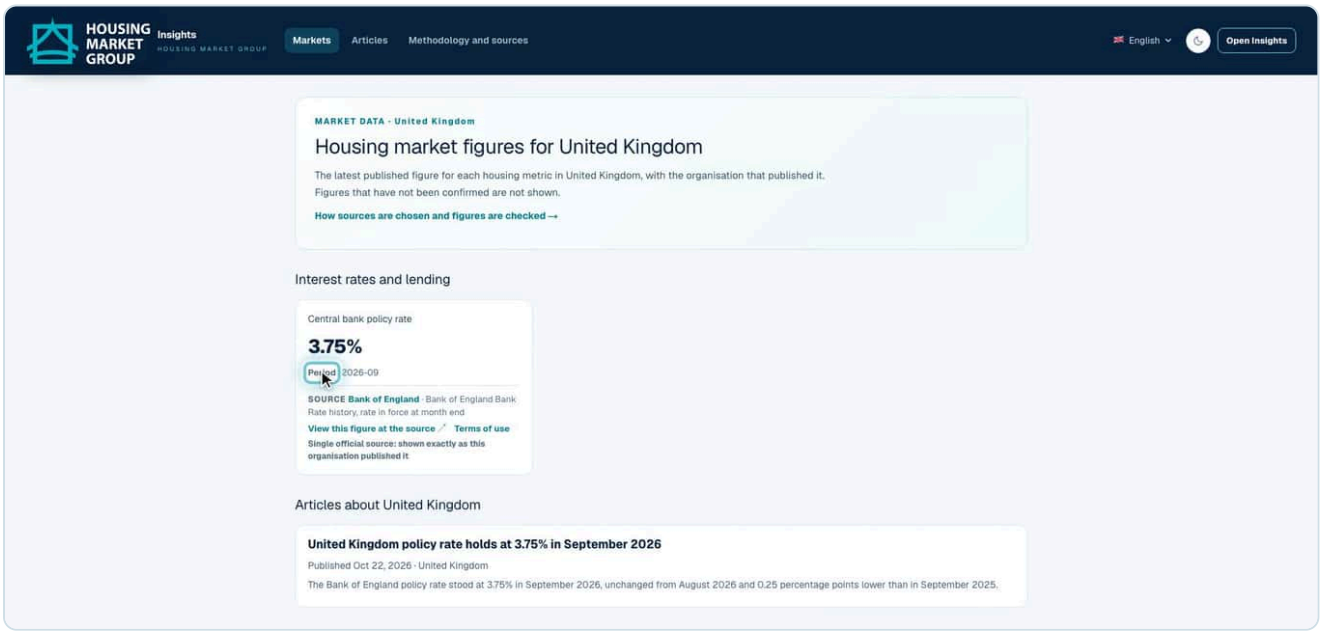


Figure 10.9 · Screen recorded 22 October 2026

10 The **publishing organisation** is named and linked.

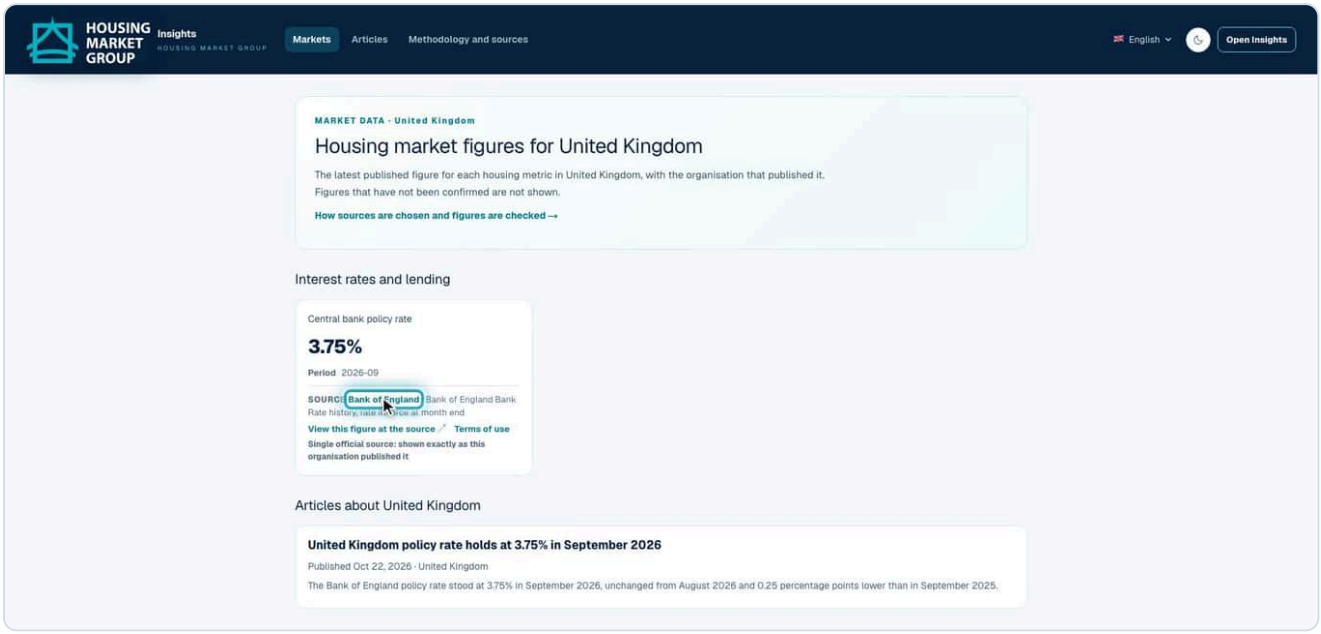


Figure 10.10 · Screen recorded 22 October 2026

11 **View this figure at the source** opens the original.

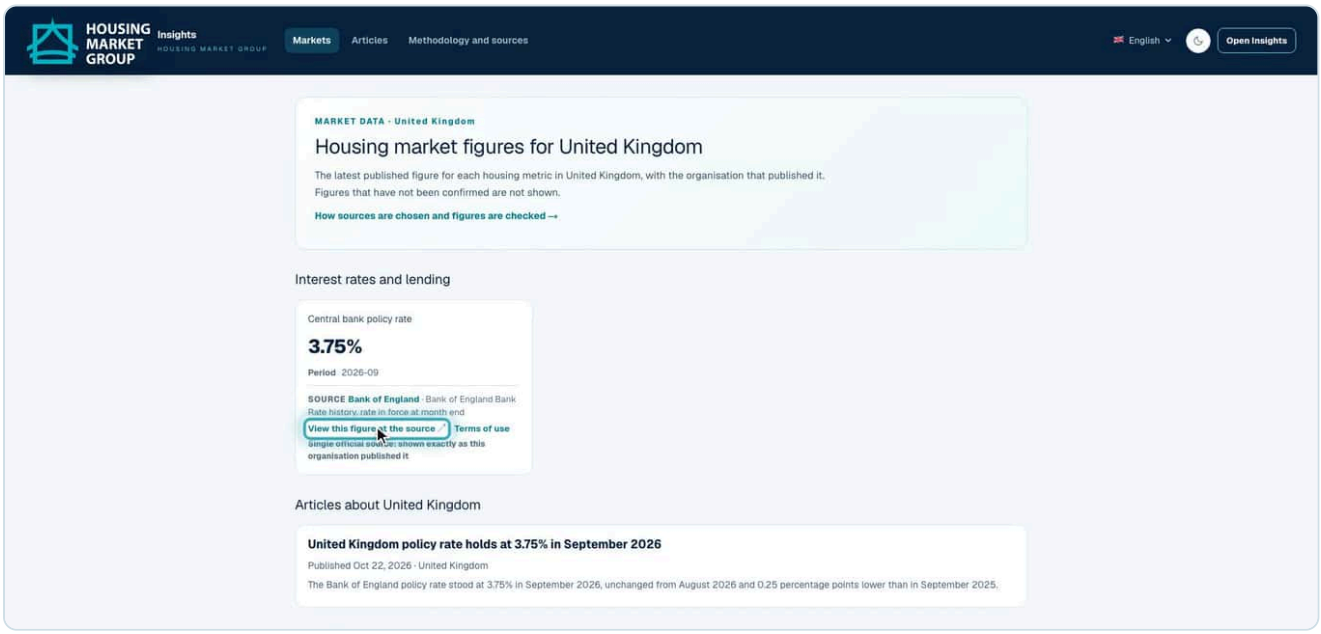


Figure 10.11 · Screen recorded 22 October 2026

12 This note says how the figure was **confirmed**.

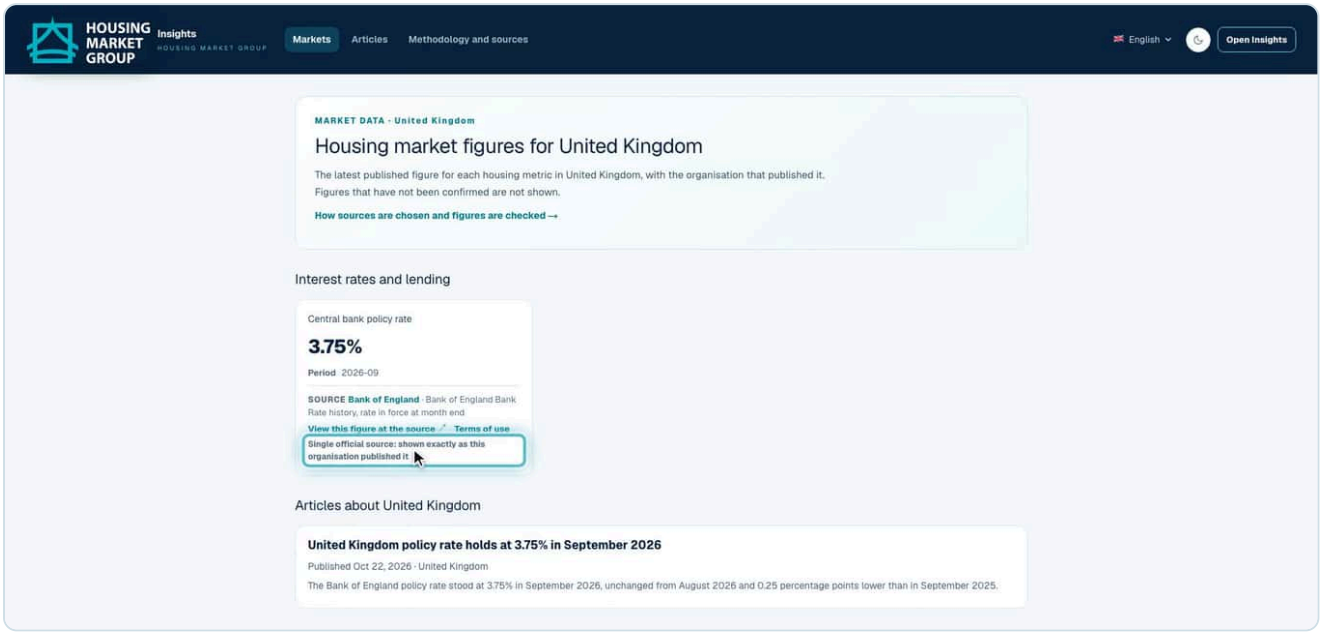


Figure 10.12 · Screen recorded 22 October 2026

13 Below the figures, **articles** explain what they mean.

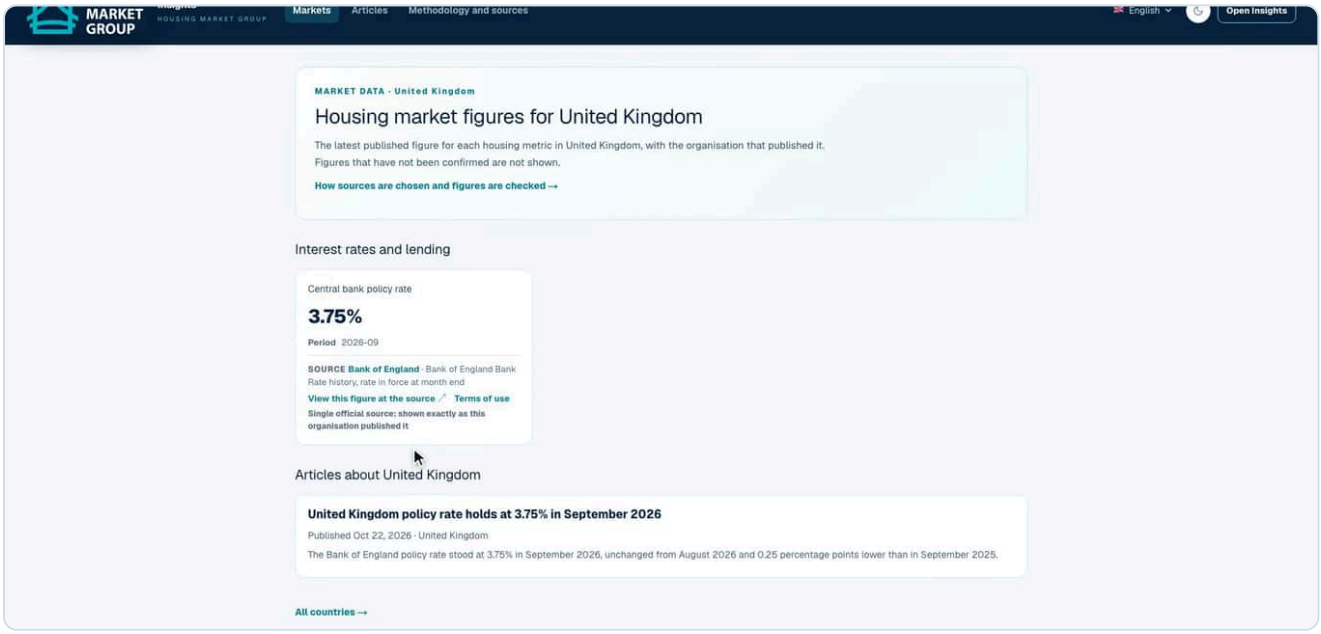


Figure 10.13 · Screen recorded 22 October 2026

14 The **Methodology** page explains every check.

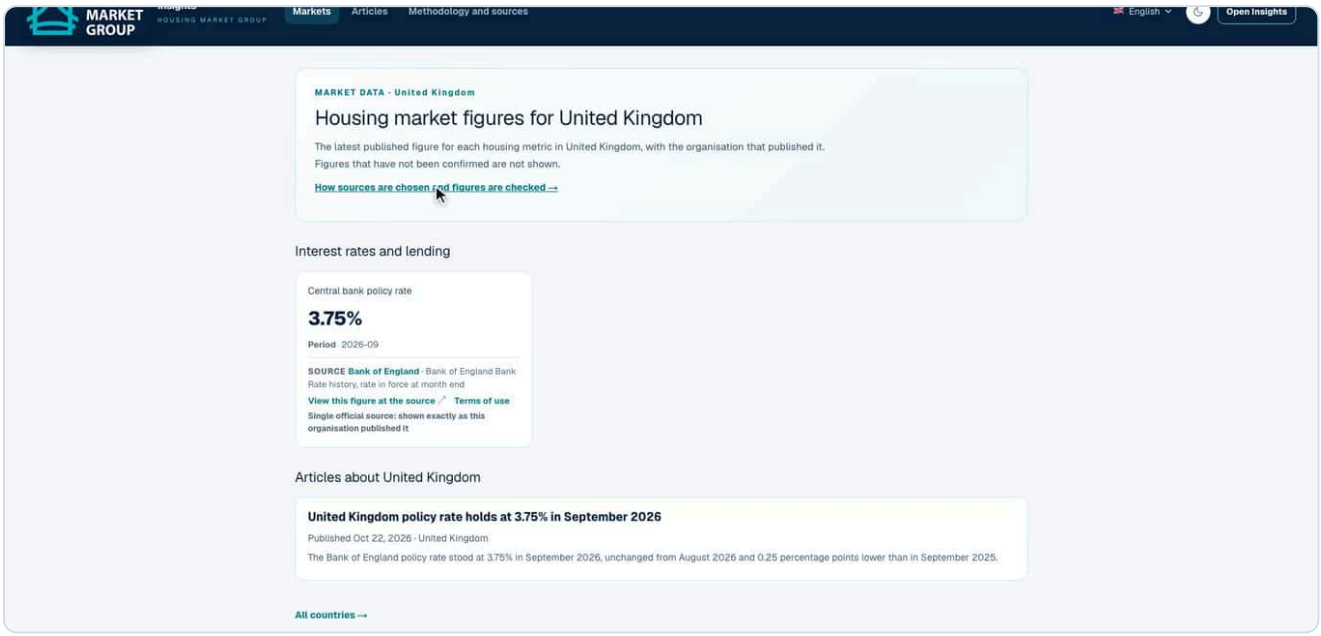


Figure 10.14 · Screen recorded 22 October 2026

RELATED HELP CENTER ARTICLES

What does “Live Data” mean?	faq.housingmarketgroup.com/faq/what-does-live-data-mean
Where does the property-search data come from?	faq.housingmarketgroup.com/faq/where-does-the-property-search-data-come-from
Why are some cities or markets missing data?	faq.housingmarketgroup.com/faq/why-are-some-cities-or-markets-missing-data

11 CHAPTER 11

How sources are chosen and checked

All plans | For agents and investors | Watch the video

TODO Since 2026-10-22 a primary official source publishes alone with attribution, and copied, secondary or news items need two sources. Check these articles say the same before the handbook ships.

OVERVIEW

Source Transparency identifies where market information originates.

Where applicable, Housing Market Insights maintains information including:

- Data source
- Geographic coverage
- Collection date
- Publication date
- Source status
- Reuse status

This makes it easier for professionals to understand the context behind market information before using it with clients.

From the Help Center: **What is Source Transparency?**

STEP BY STEP

1 Open **Methodology and sources** from the top menu.

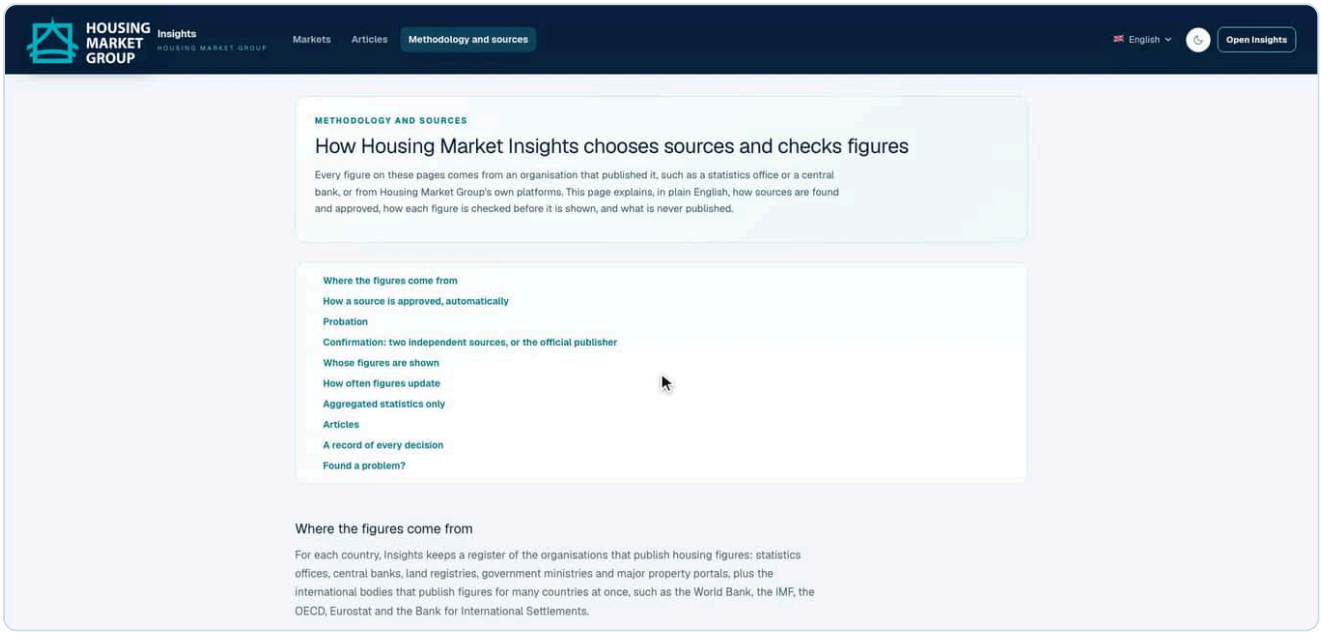


Figure 11.1 · Screen recorded 23 October 2026

2 Every figure comes from the **organisation that published it**.

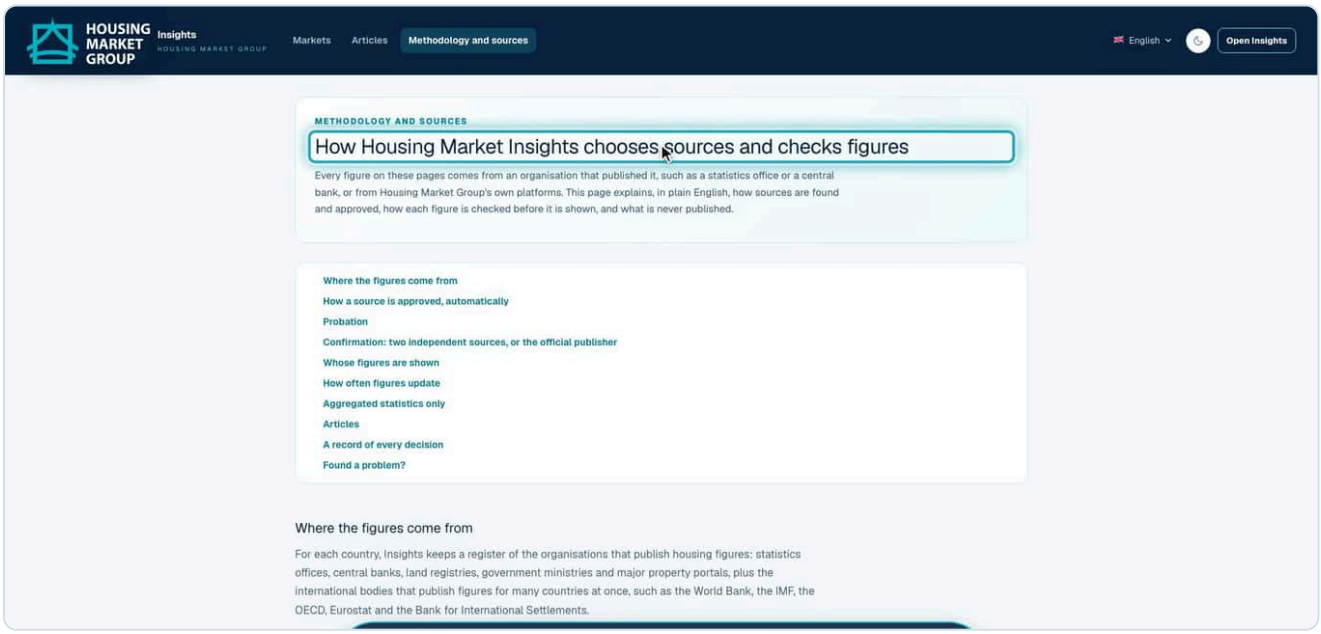


Figure 11.2 · Screen recorded 23 October 2026

3 Statistics offices, central banks and international bodies.

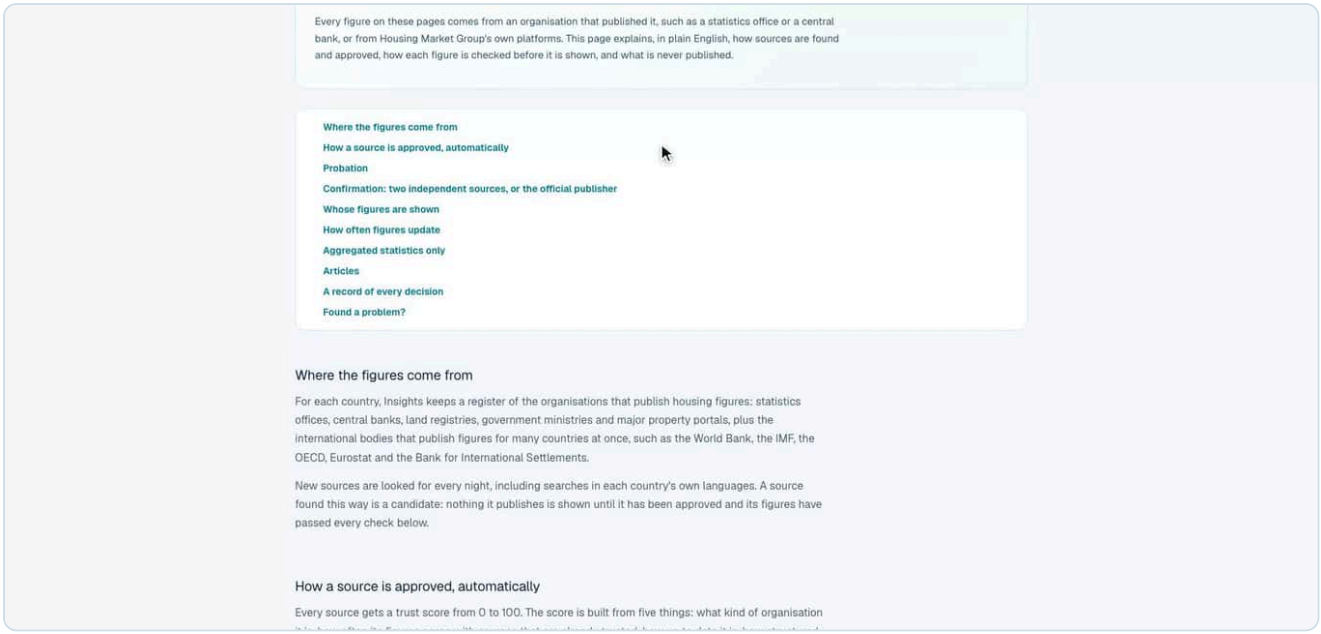


Figure 11.3 · Screen recorded 23 October 2026

4 Each source gets a **trust score**; approval is automatic.

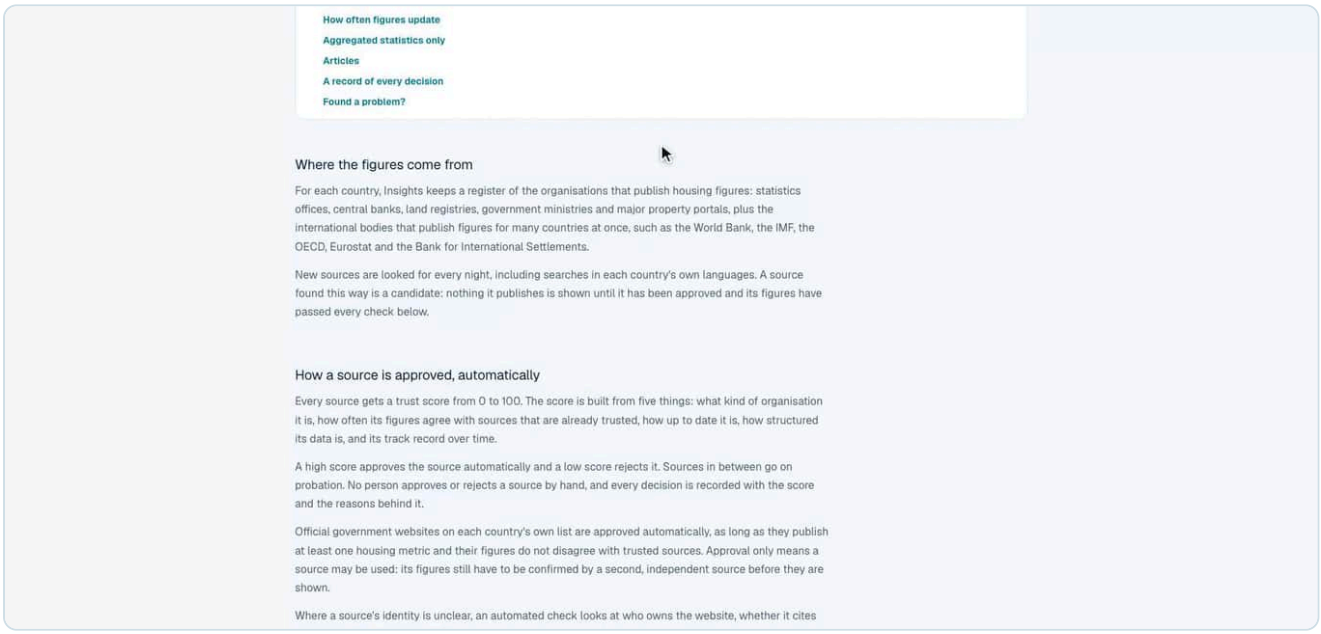


Figure 11.4 · Screen recorded 23 October 2026

5 In between, a source goes on **probation**: collected, never shown.

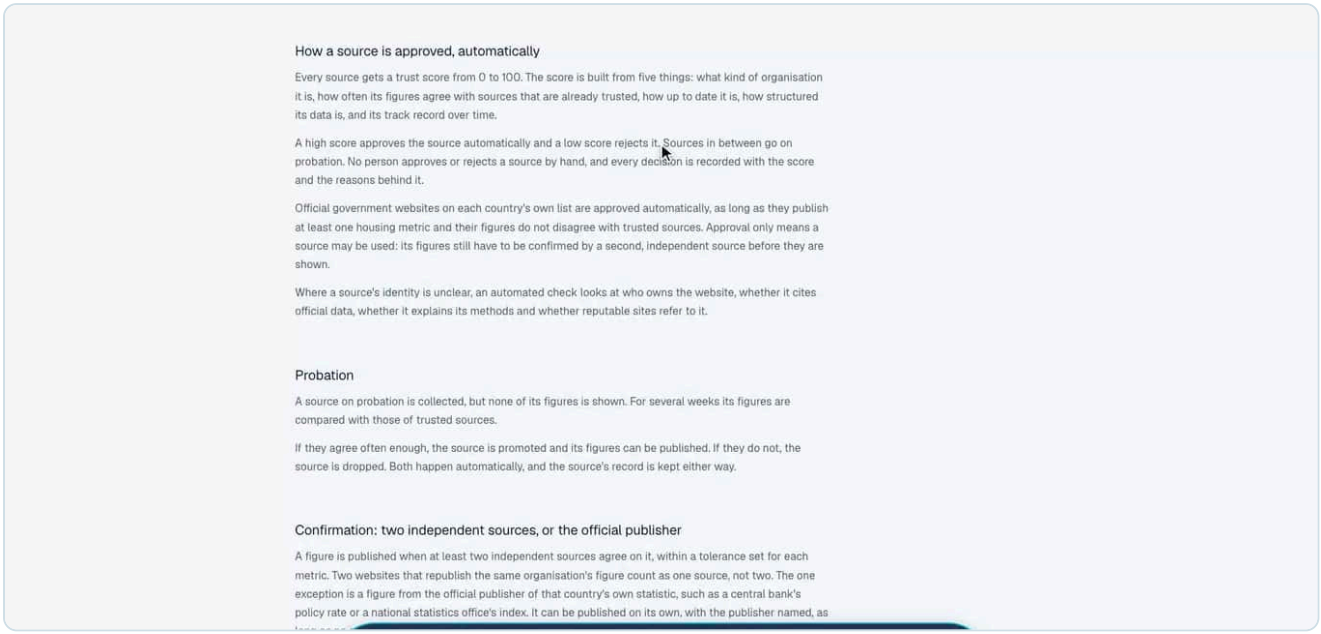


Figure 11.5 · Screen recorded 23 October 2026

6 A figure needs **two independent sources**, or the **official publisher**.

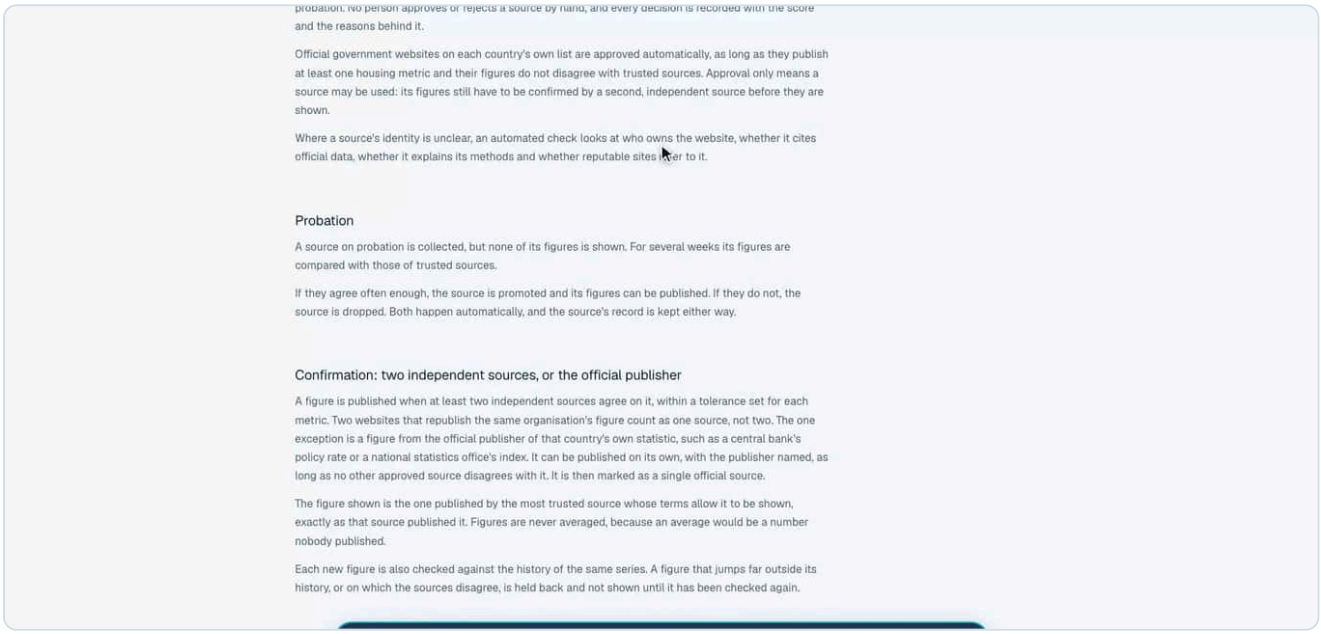


Figure 11.6 · Screen recorded 23 October 2026

7 Figures are **never averaged**, and odd jumps are held back.

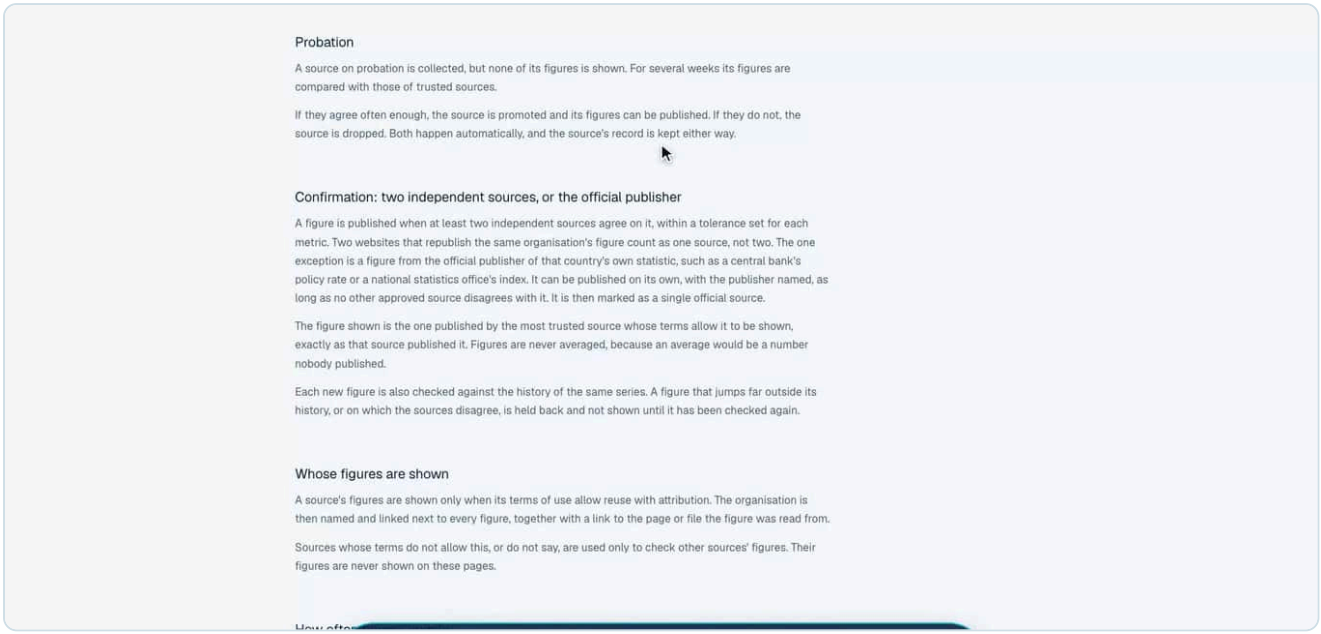


Figure 11.7 · Screen recorded 23 October 2026

8 Figures are shown only when the source allows reuse, with **attribution**.

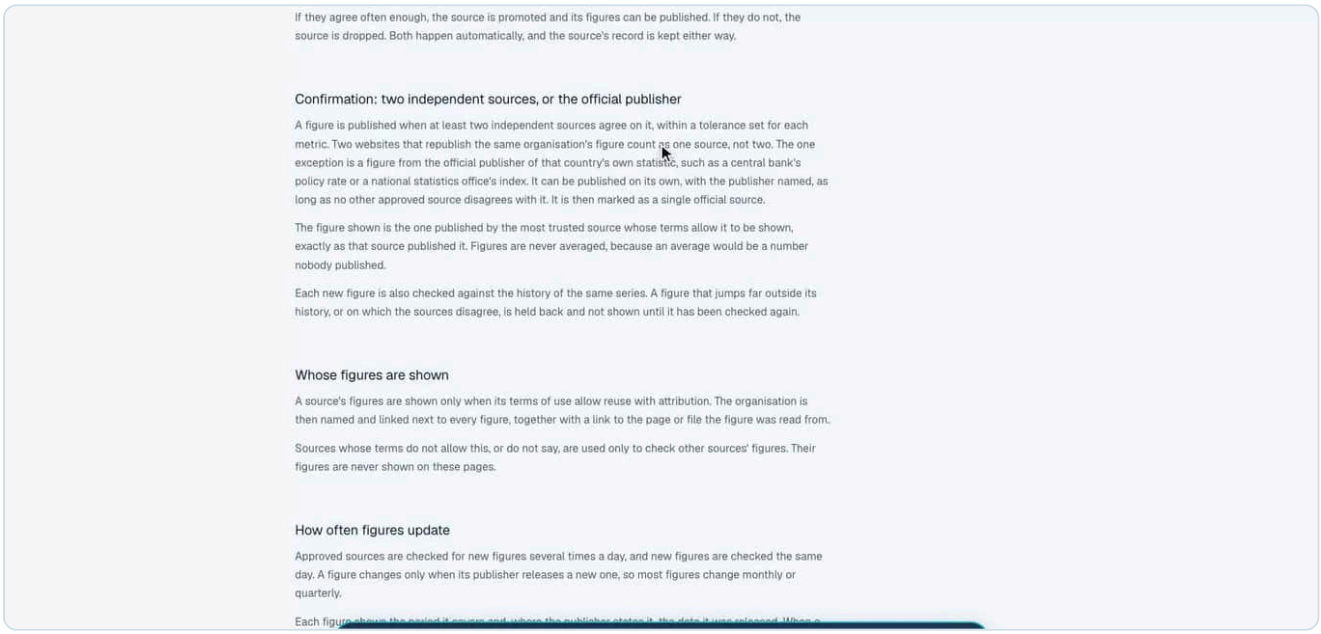


Figure 11.8 · Screen recorded 23 October 2026

9 Each figure shows the **period** it covers and when it was released.

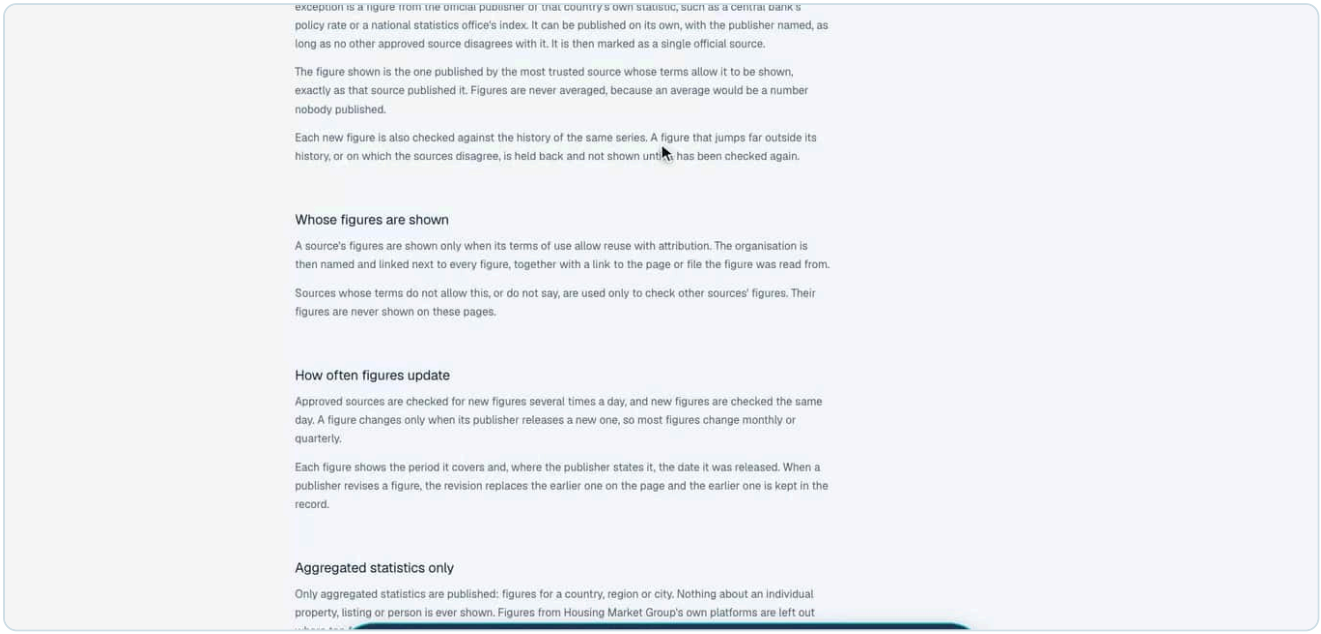


Figure 11.9 · Screen recorded 23 October 2026

10 Only **aggregated statistics** — never a property or a person.

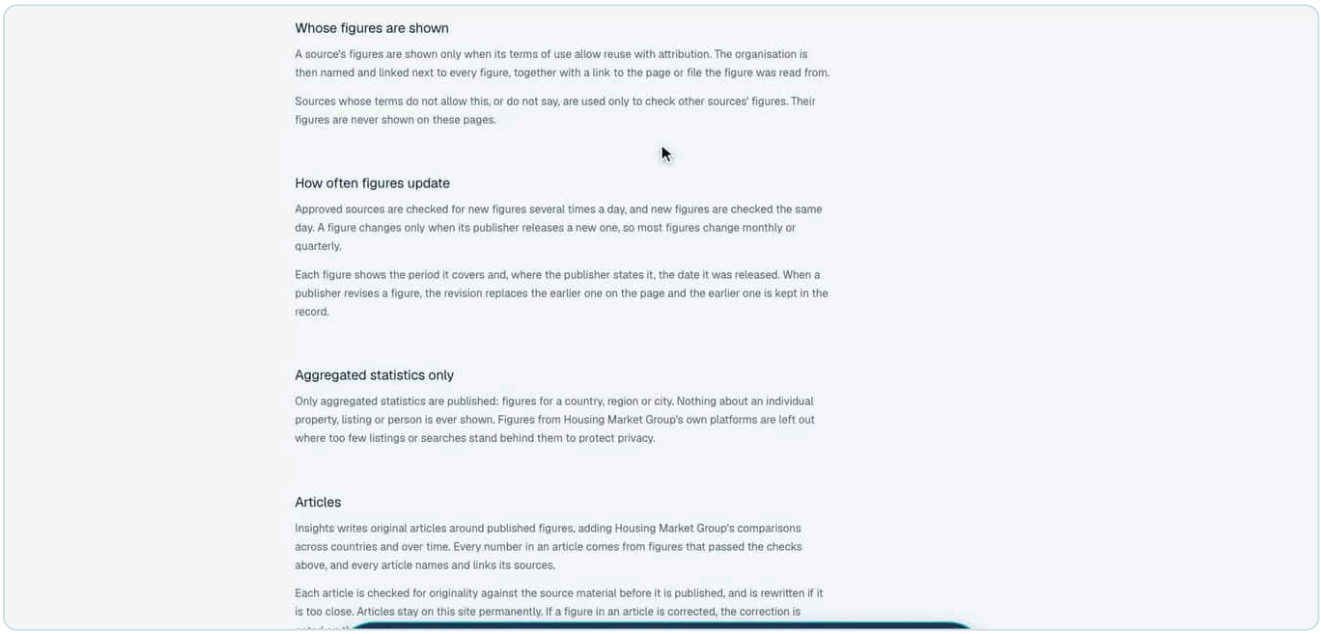


Figure 11.10 · Screen recorded 23 October 2026

11 Think a figure is wrong? **Write to support** with the page address.

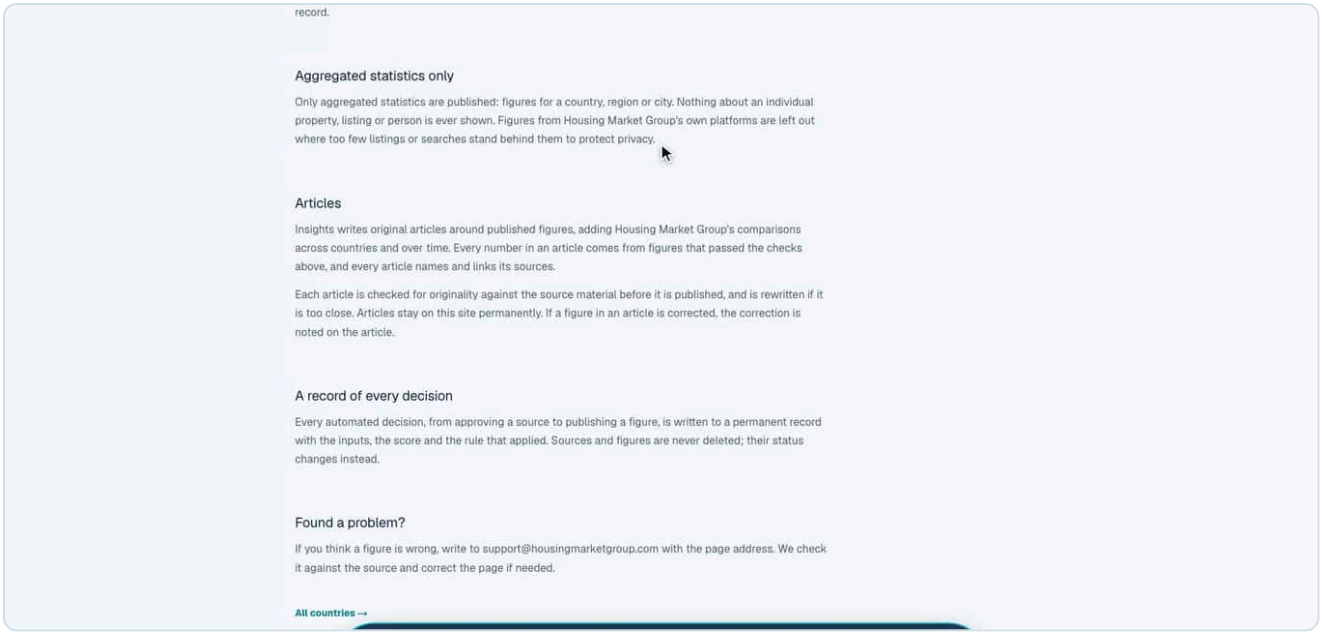


Figure 11.11 · Screen recorded 23 October 2026

RELATED HELP CENTER ARTICLES

What external sources can Housing Market Insights use?	faq.housingmarketgroup.com/faq/what-external-sources-can-housing-market-insights-use
What does “verified” mean?	faq.housingmarketgroup.com/faq/what-does-verified-mean
Why does Housing Market Insights combine multiple data sources?	faq.housingmarketgroup.com/faq/why-does-housing-market-insights-combine-multiple-data-sources

12 CHAPTER 12

Read market articles

All plans | For agents and investors | Watch the video

TODO No Help Center article covers this task yet, so this chapter has no explanation. Write the article, then map it in packages/handbooks/src/products/insights.ts.

STEP BY STEP

1 Open **Articles** from the top menu.

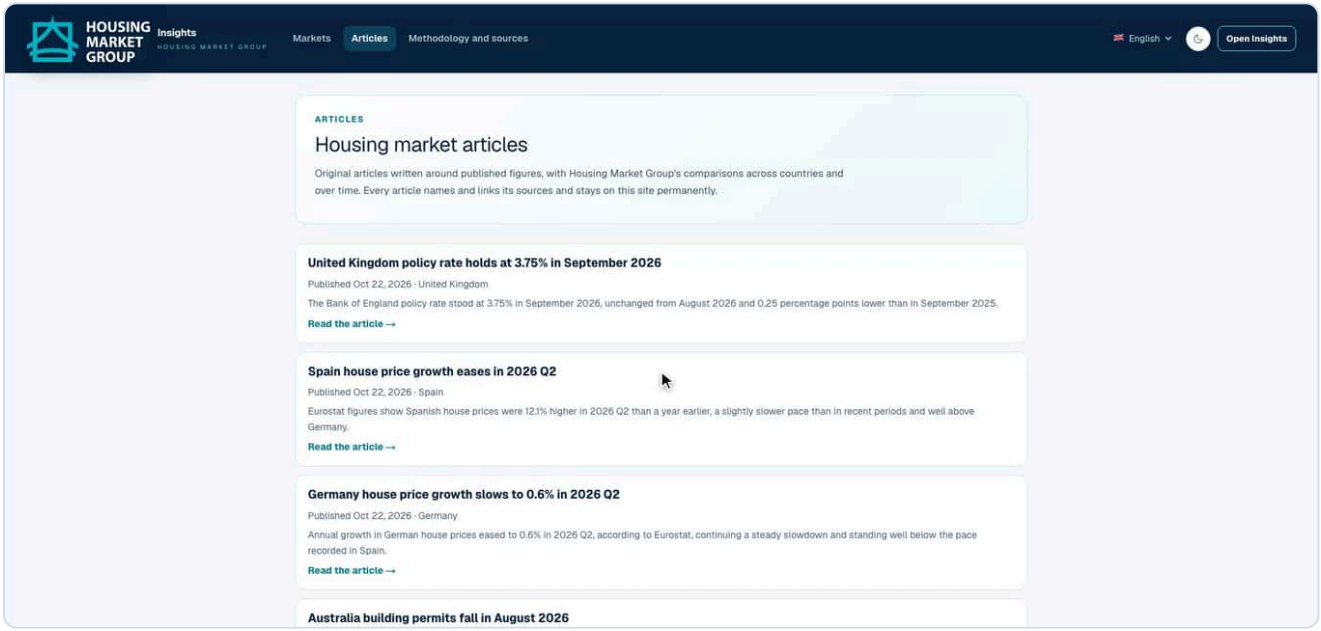


Figure 12.1 · Screen recorded 23 October 2026

2 Housing market articles, free to read.

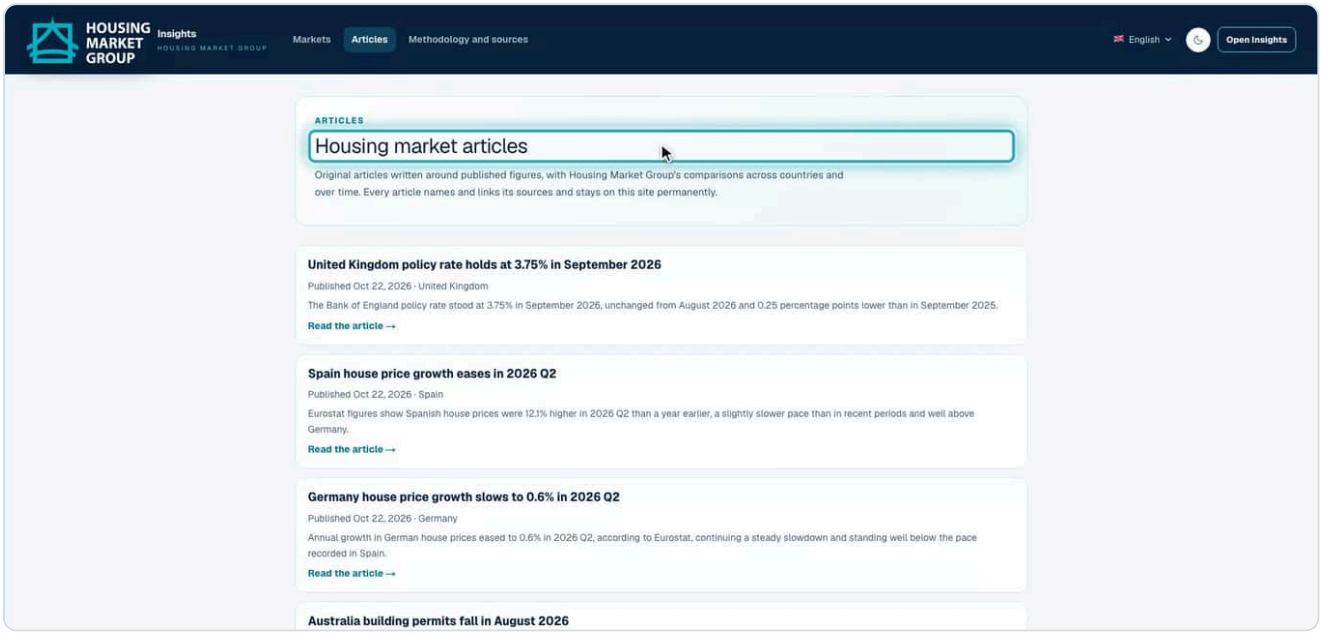


Figure 12.2 · Screen recorded 23 October 2026

3 Each article names its country and date.

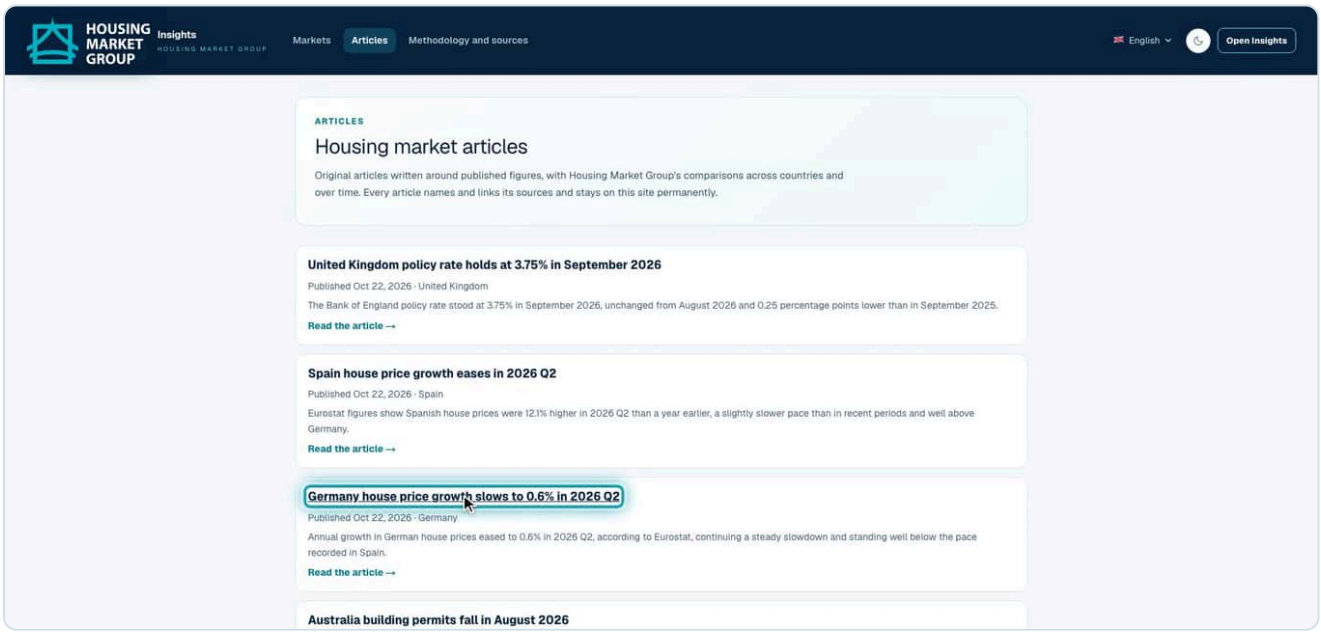


Figure 12.3 · Screen recorded 23 October 2026

4 Open an article.

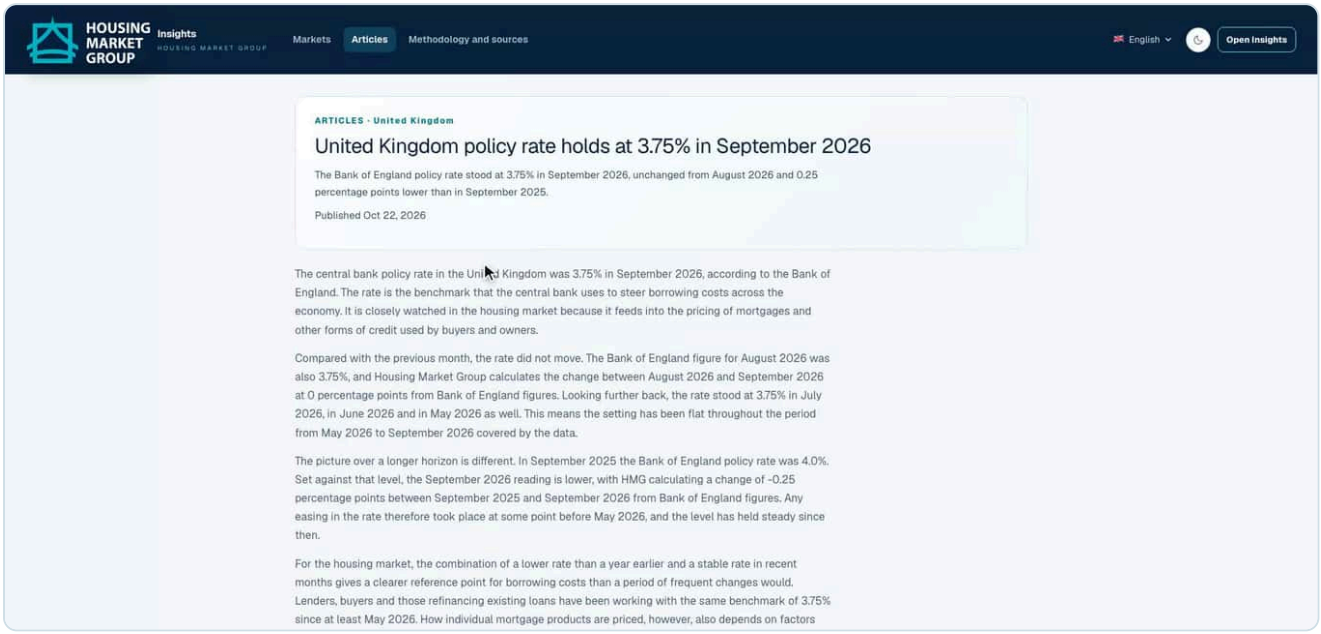


Figure 12.4 · Screen recorded 23 October 2026

5 The headline states the **figure** and the **period**.

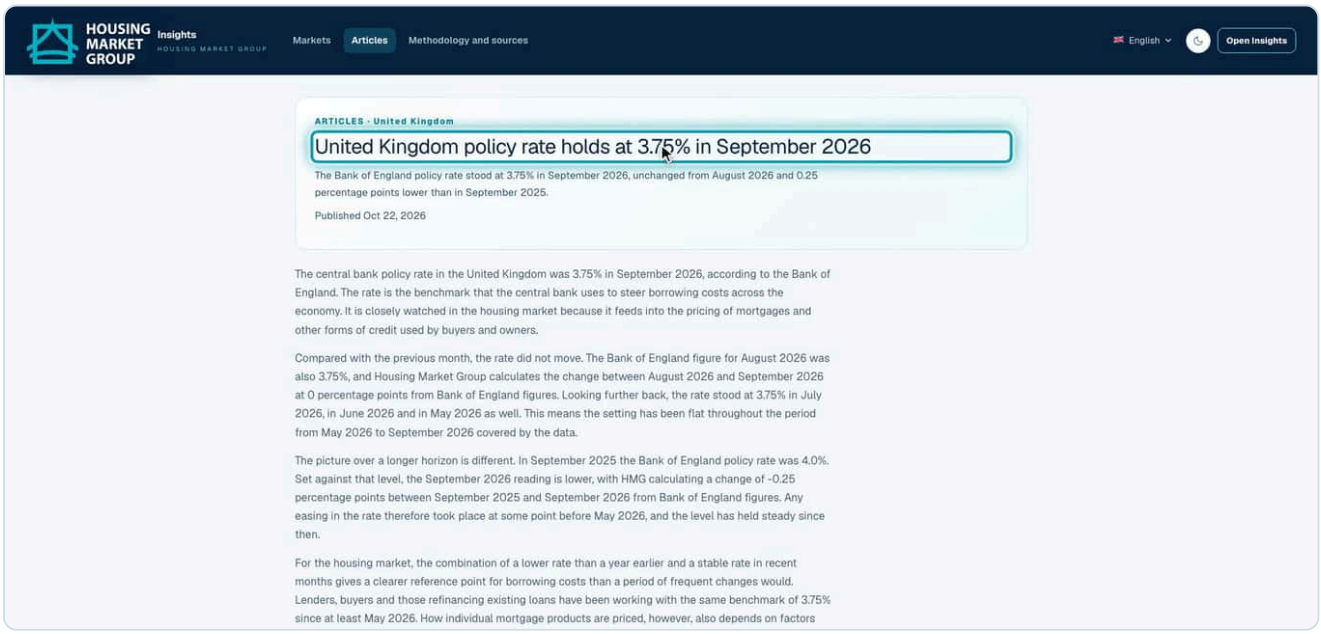


Figure 12.5 · Screen recorded 23 October 2026

6 Every article lists its **sources**.

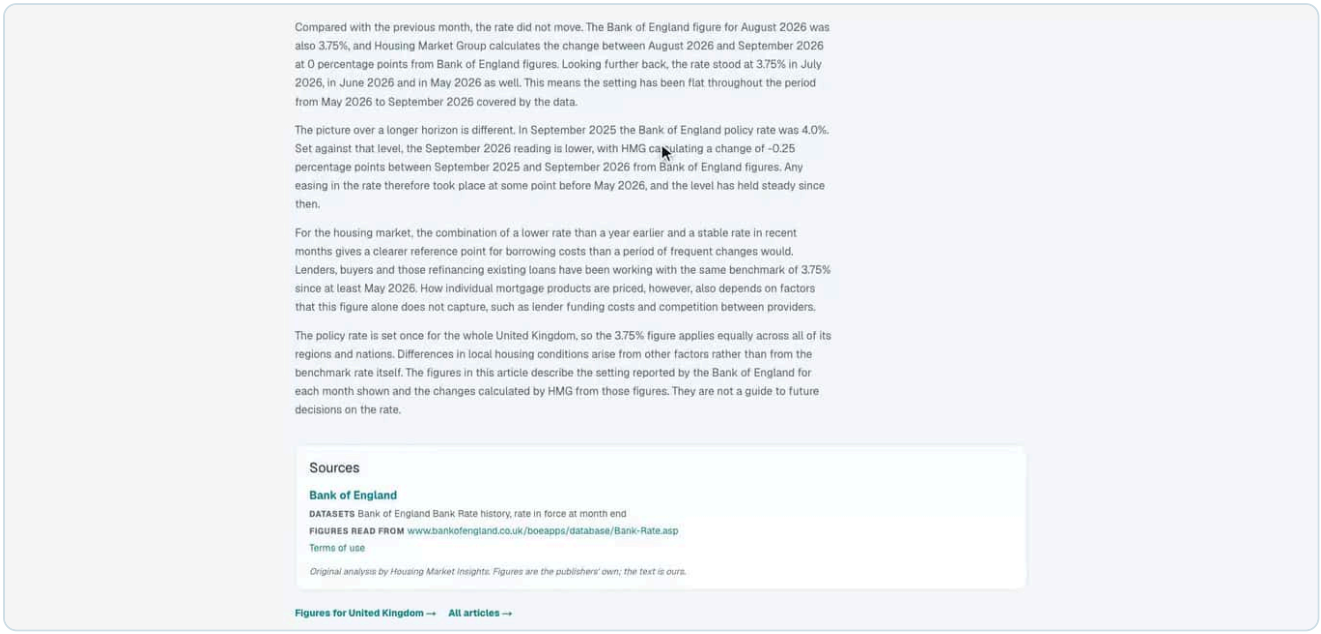


Figure 12.6 · Screen recorded 23 October 2026

7 The **publisher** is named and linked.

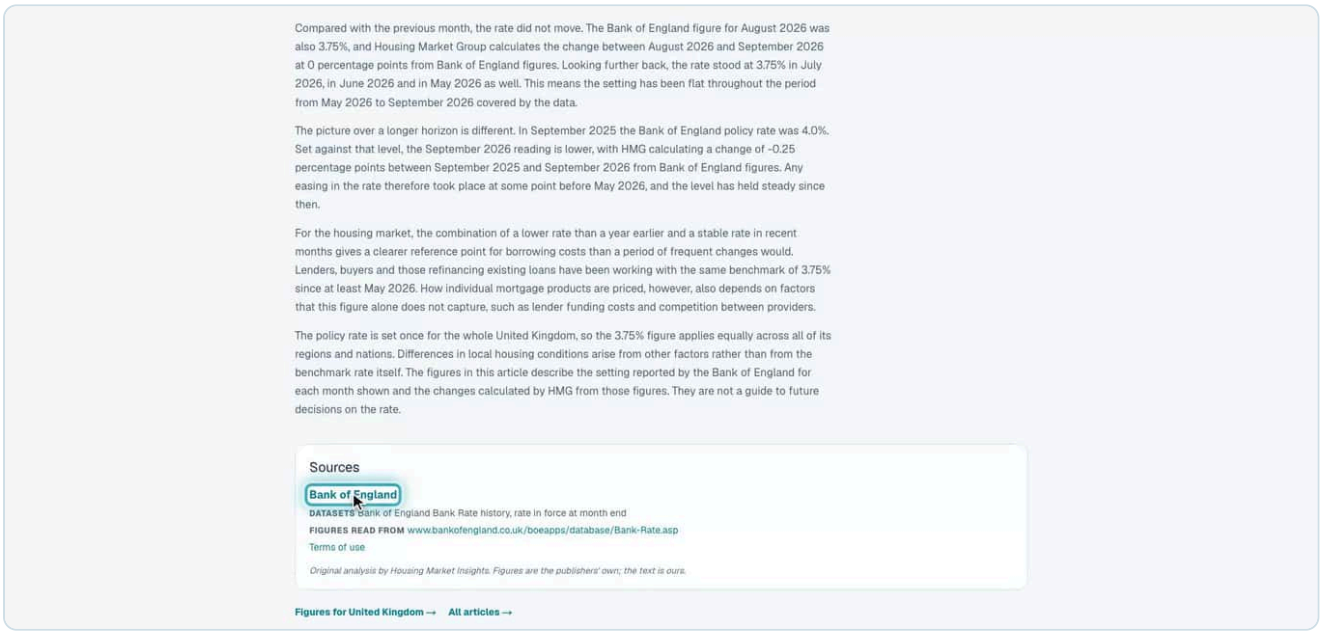


Figure 12.7 · Screen recorded 23 October 2026

8 Its **terms of use** are one click away.

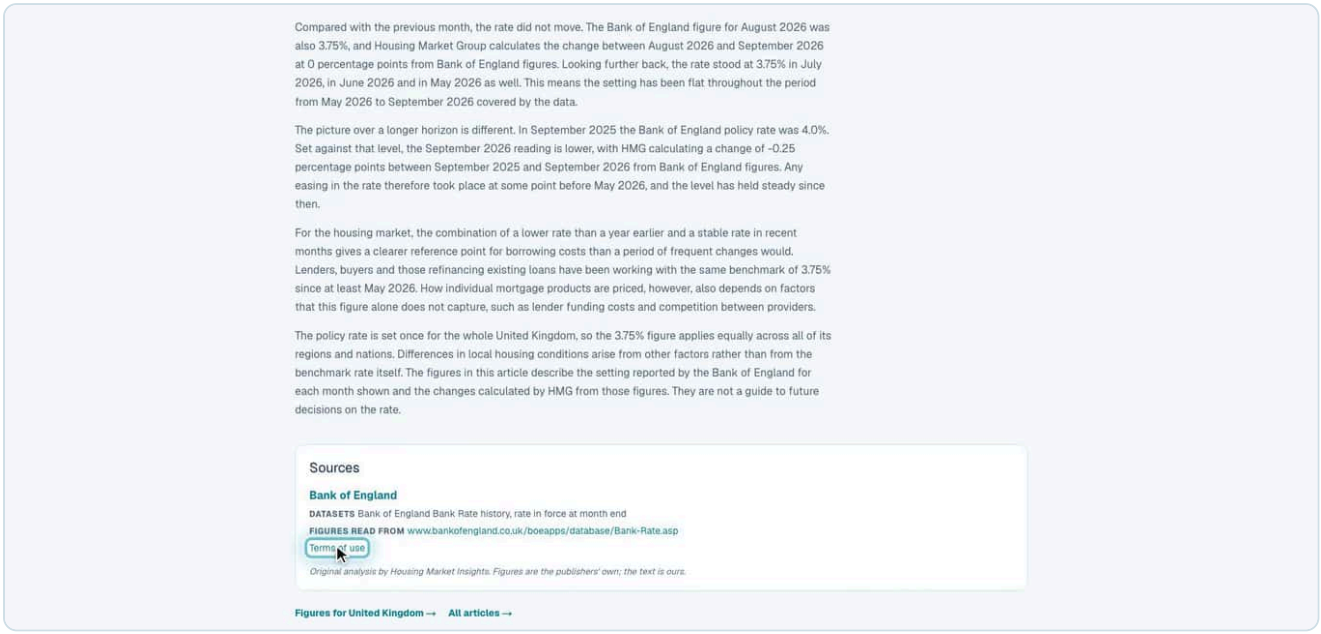


Figure 12.8 · Screen recorded 23 October 2026

9 Follow **Figures for United Kingdom** to every figure behind it.

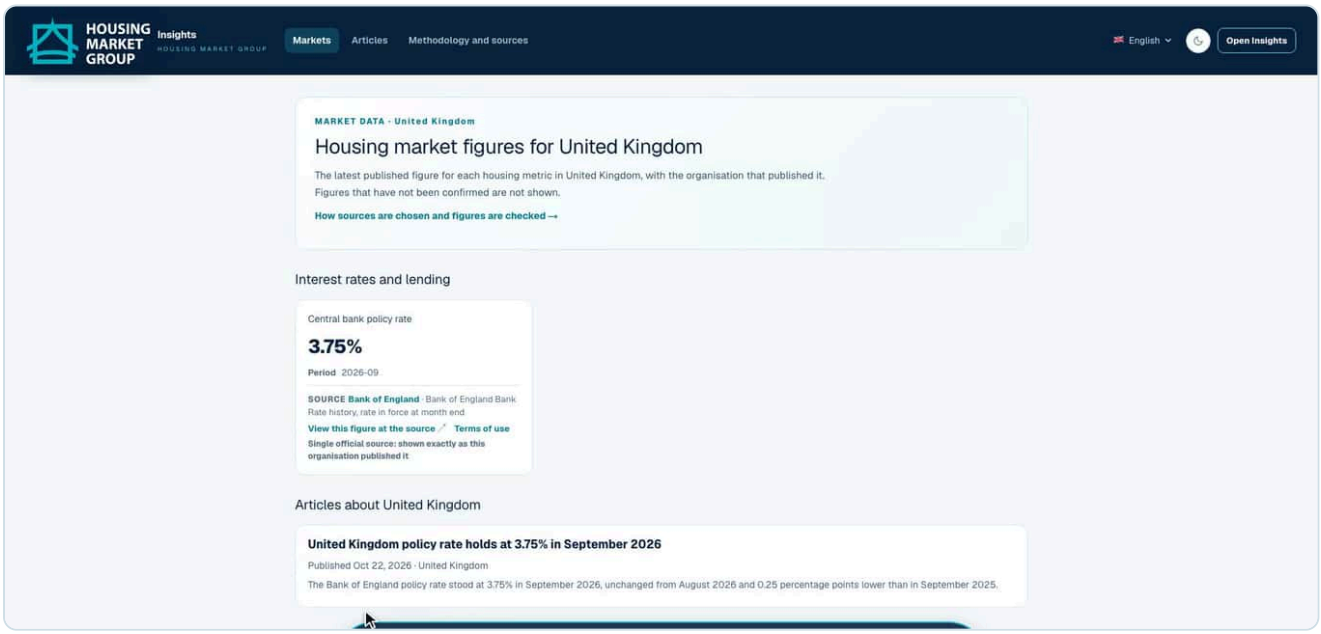


Figure 12.9 · Screen recorded 23 October 2026

10 Or go back to **All countries**.

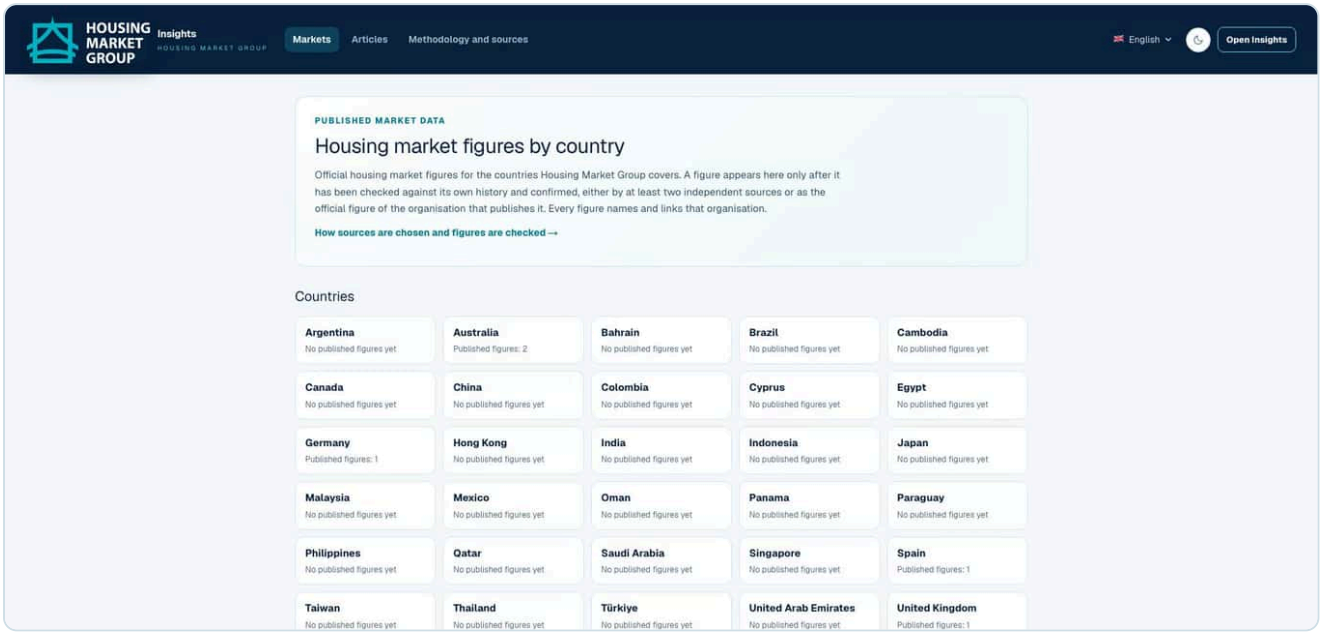


Figure 12.10 · Screen recorded 23 October 2026

RELATED HELP CENTER ARTICLES

How can real estate agents use Housing Market Insights?	faq.housingmarketgroup.com/faq/how-can-real-estate-agents-use-housing-market-insights

13 CHAPTER 13

Read campaign opportunities

Insights Pro | For agents and investors | Watch the video

TODO No Help Center article covers this task yet, so this chapter has no explanation. Write the article, then map it in packages/handbooks/src/products/insights.ts.

STEP BY STEP

1 Housing Market Insights, signed in with **Insights Pro**.

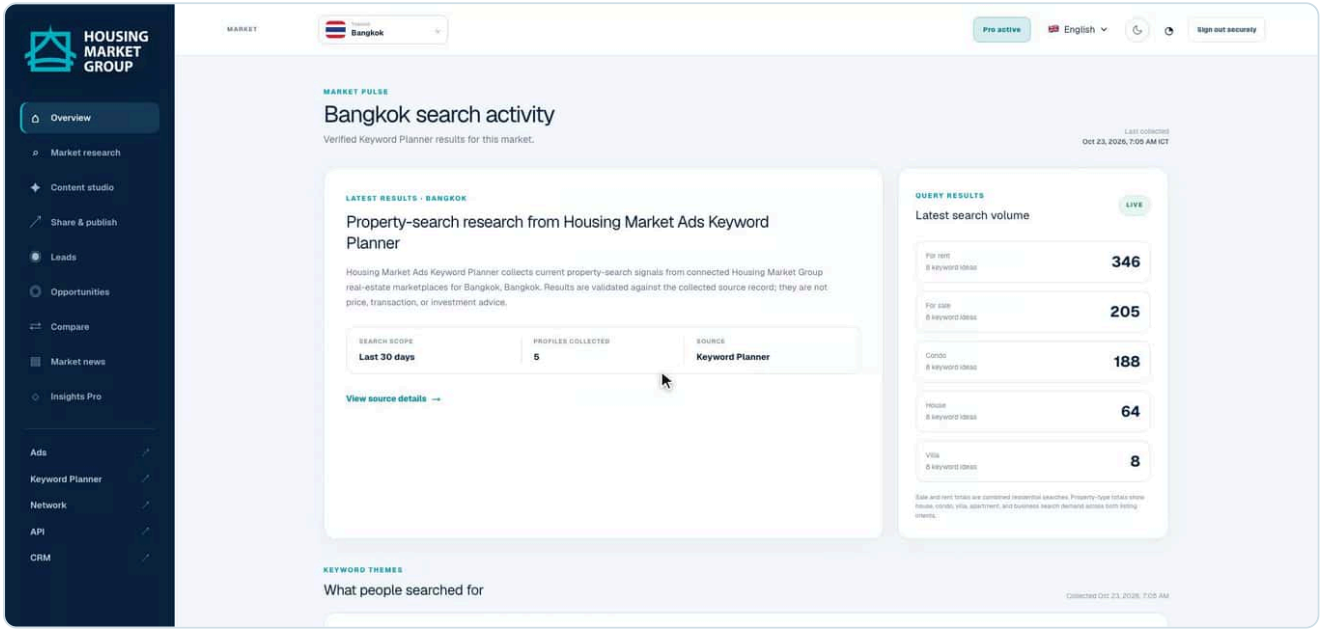


Figure 13.1 · Screen recorded 23 October 2026

2 Click **Opportunities** in the left menu.

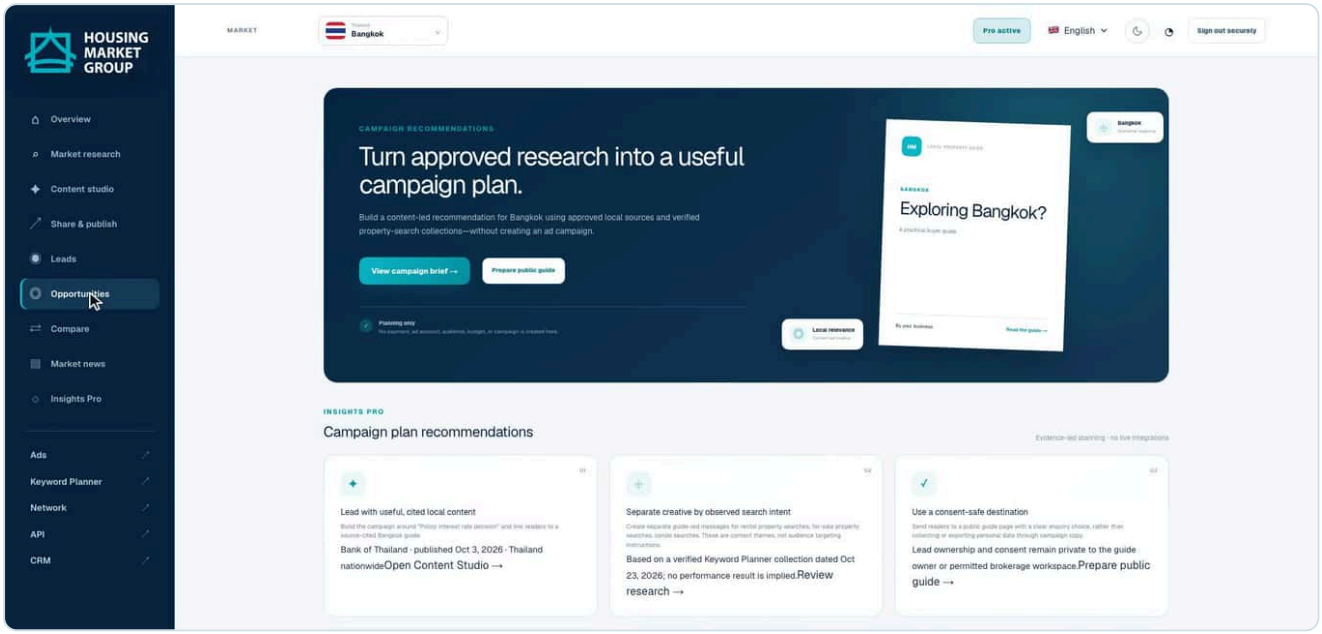


Figure 13.2 · Screen recorded 23 October 2026

3 A **campaign plan** built from your market's approved research.

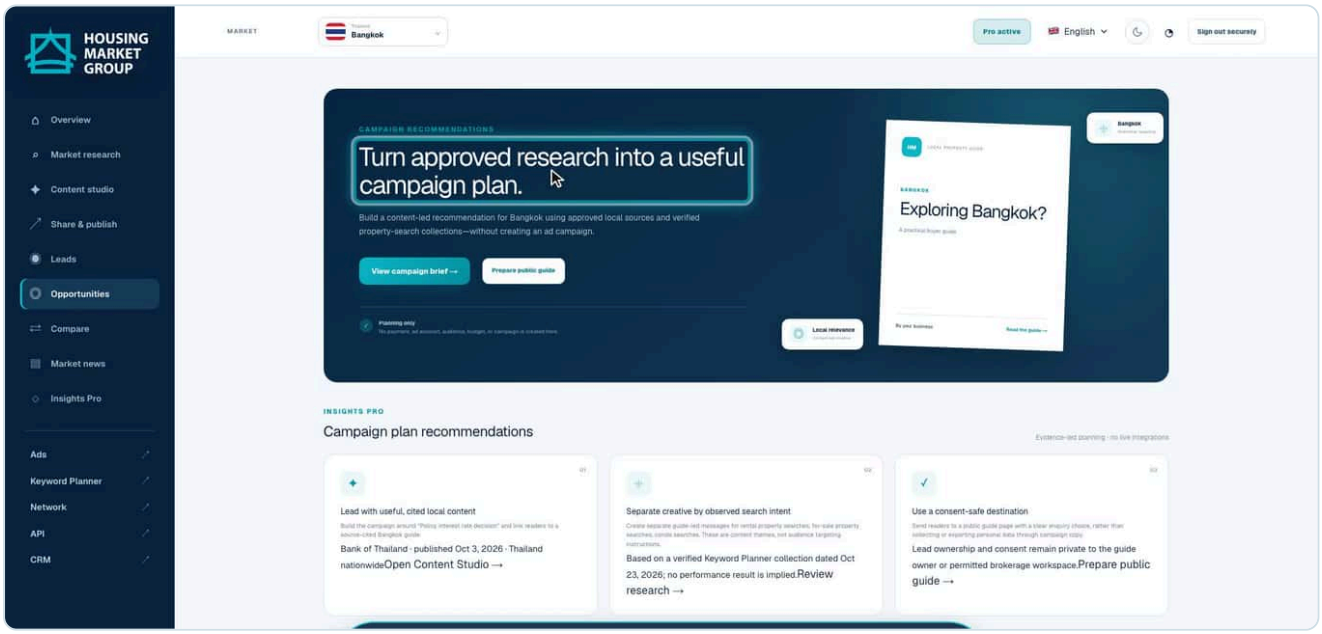


Figure 13.3 · Screen recorded 23 October 2026

4 Open the **campaign brief**.

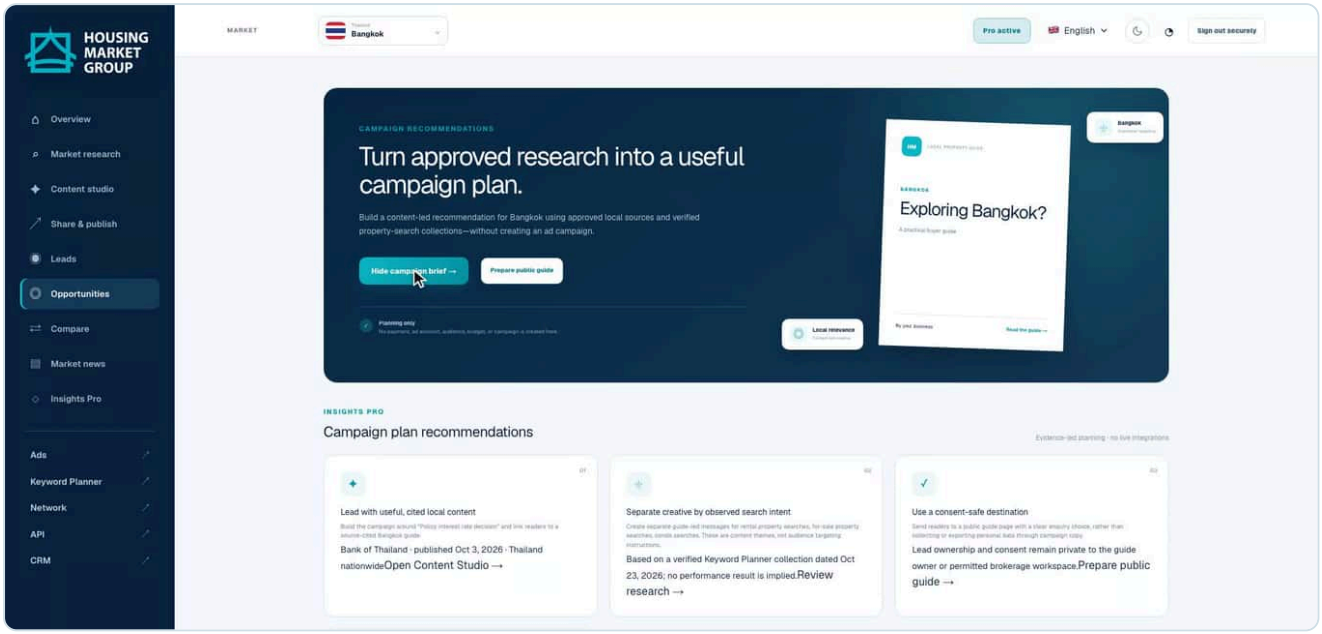


Figure 13.4 · Screen recorded 23 October 2026

5 **Planning only**: no payment, ad account or budget is created.

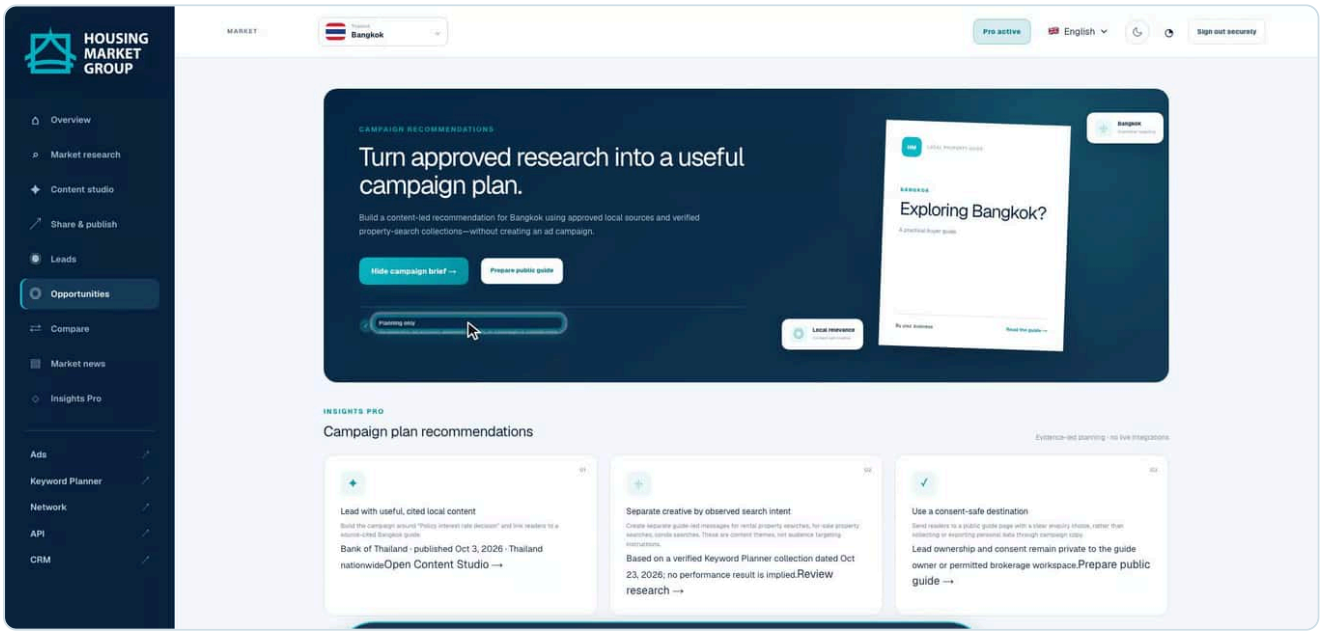


Figure 13.5 · Screen recorded 23 October 2026

6 Four **recommendations**, each with its evidence.

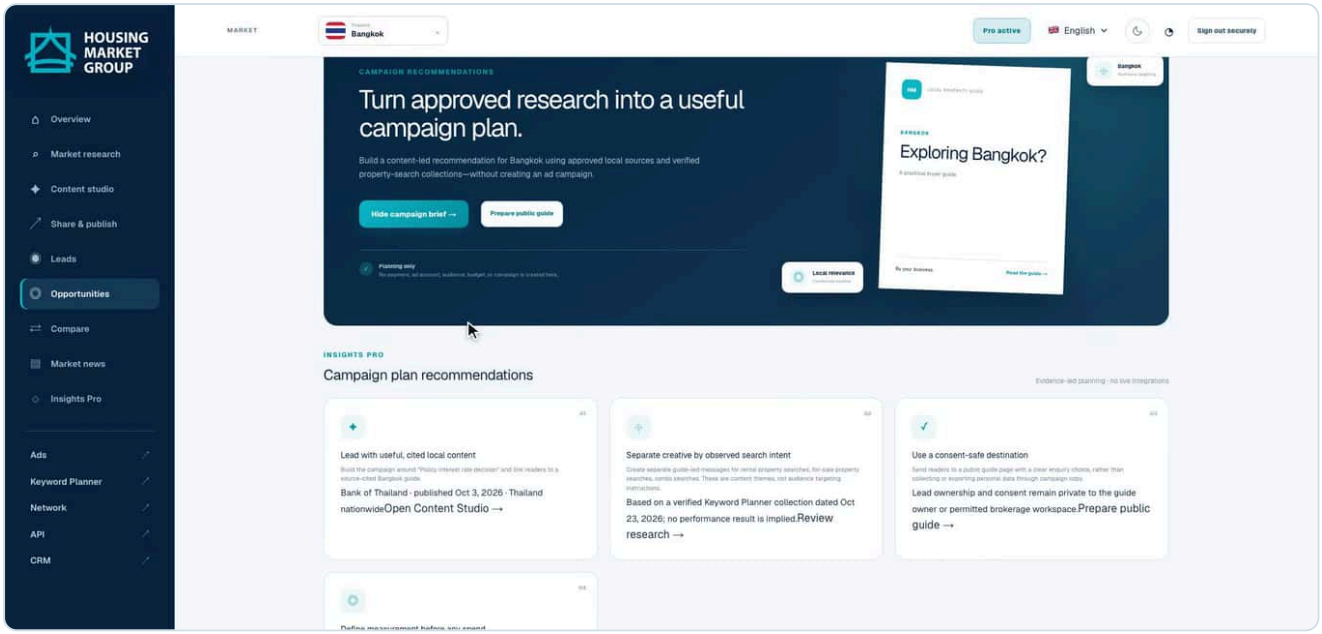


Figure 13.6 · Screen recorded 23 October 2026

7 **Lead with cited local content**.

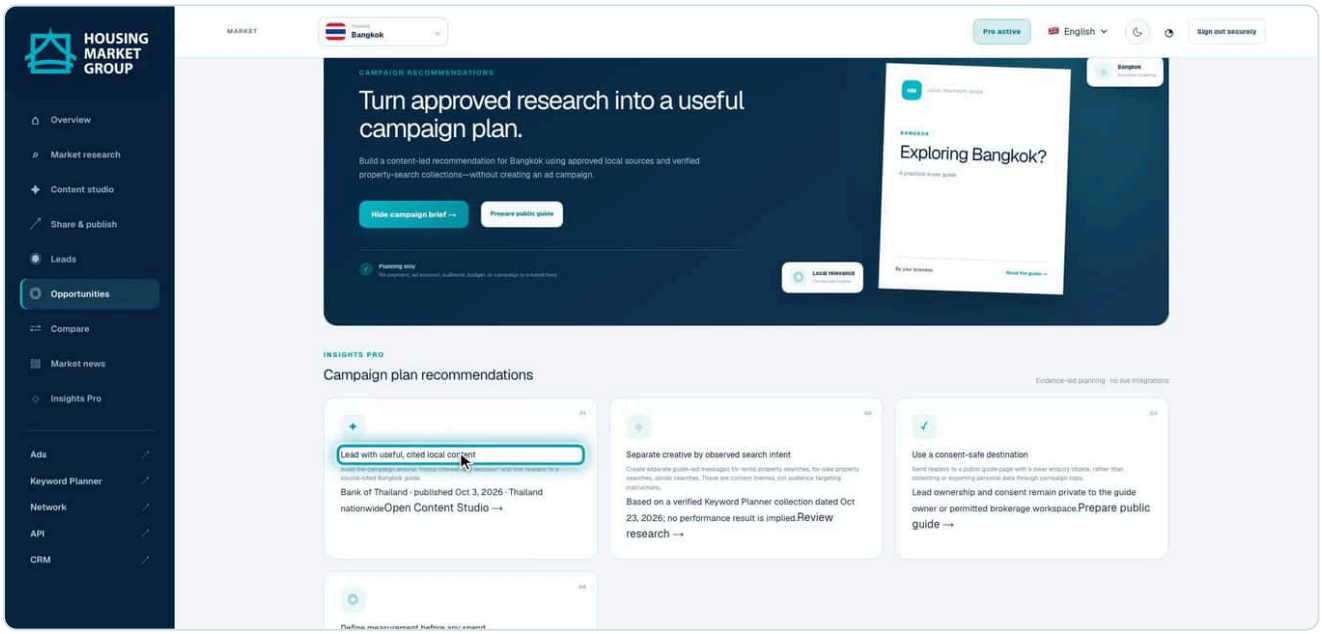


Figure 13.7 · Screen recorded 23 October 2026

8 Separate creative by what people search for.

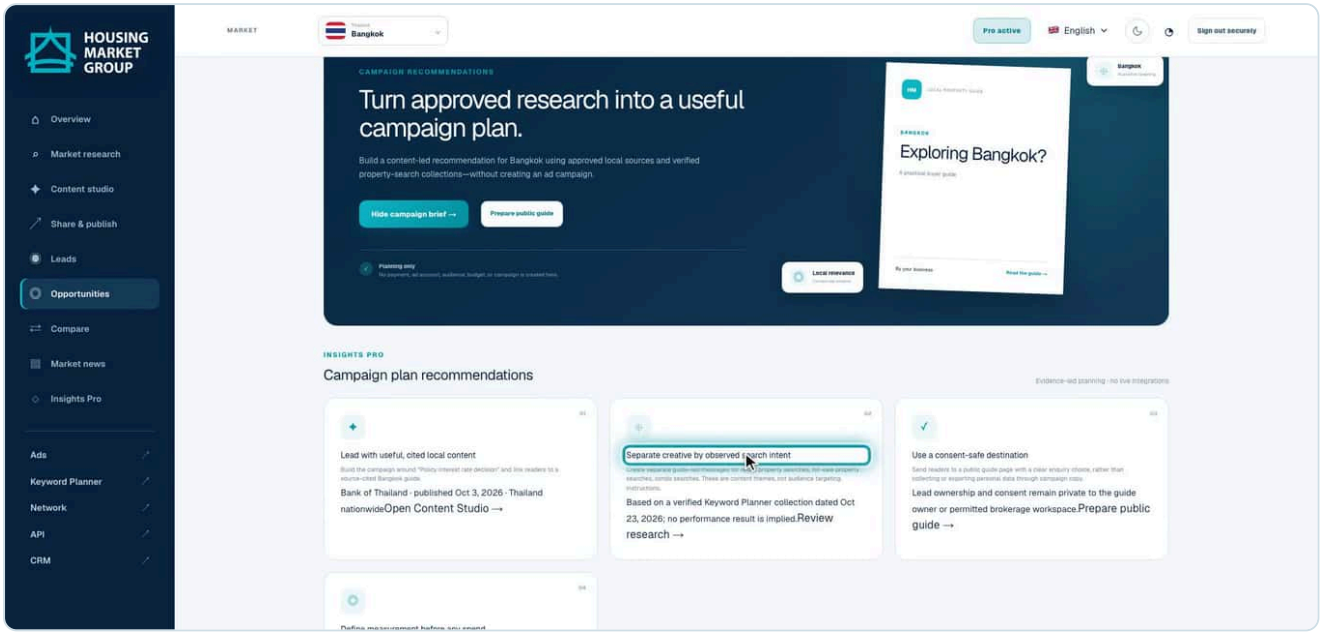


Figure 13.8 · Screen recorded 23 October 2026

9 Send readers to a consent-safe page.

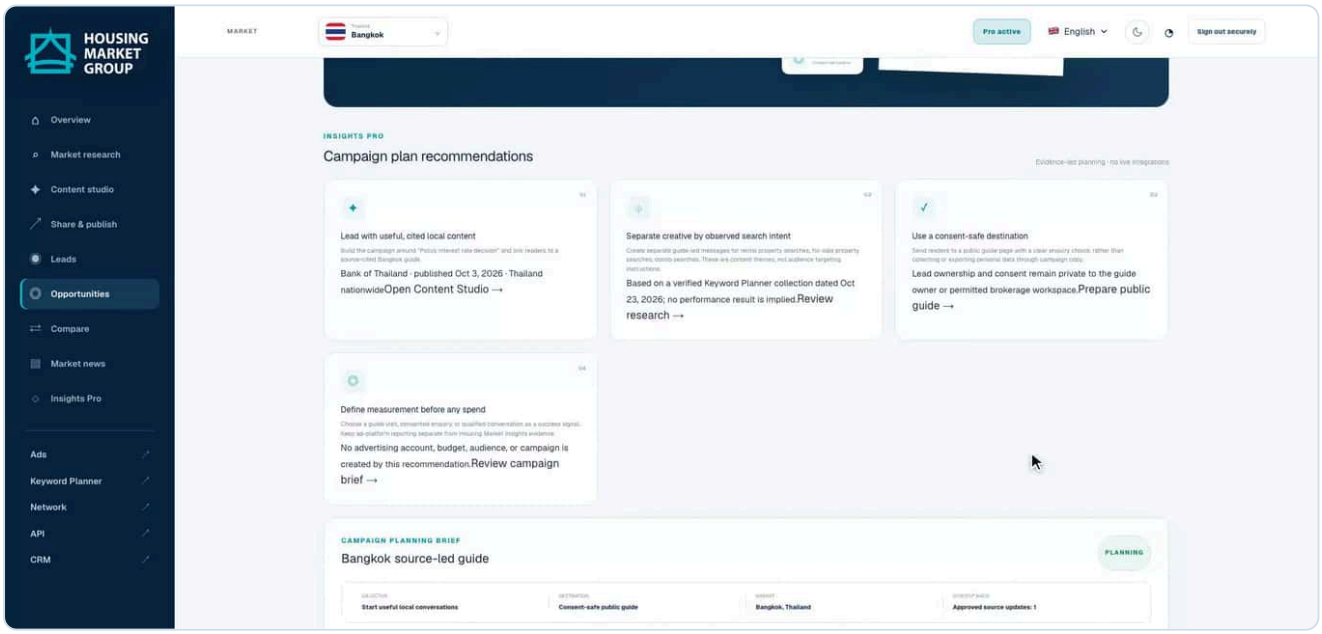


Figure 13.9 · Screen recorded 23 October 2026

10 Decide how you will measure before spending.

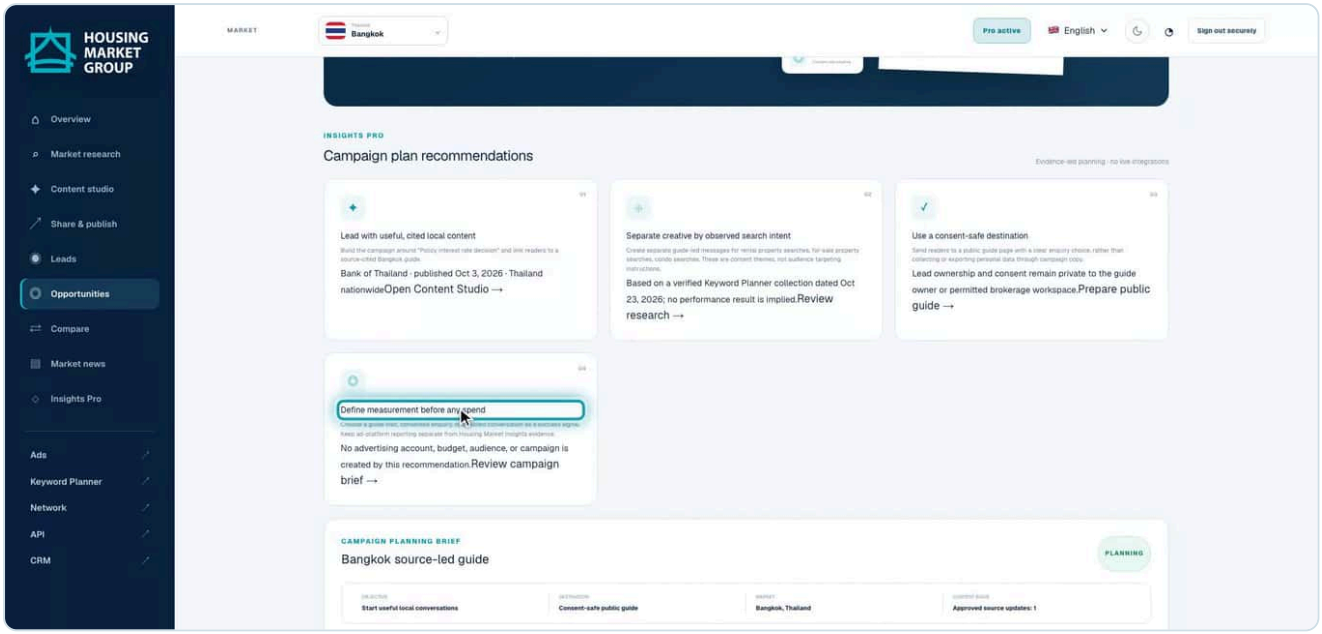


Figure 13.10 · Screen recorded 23 October 2026

11 Campaign execution is Not connected — build the campaign in Housing Market Ads.

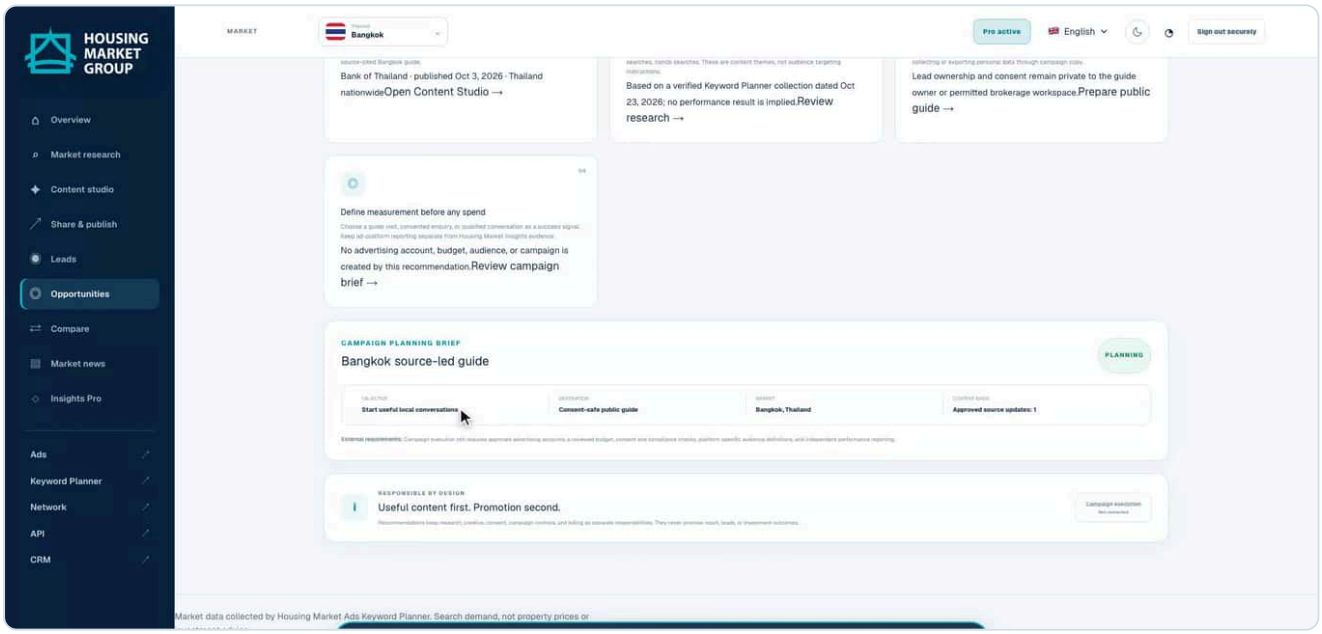


Figure 13.11 · Screen recorded 23 October 2026

RELATED HELP CENTER ARTICLES

How can Housing Market Insights help generate leads?	faq.housingmarketgroup.com/faq/how-can-housing-market-insights-help-generate-leads
How does Housing Market Insights work with Housing Market Ads?	faq.housingmarketgroup.com/faq/how-does-housing-market-insights-work-with-housing-market-ads

PART 3

Pro data

14 What Pro data unlocks

15 Export market data

16 Compare markets

14 CHAPTER 14

What Pro data unlocks

Insights Pro | For agents and investors | Watch the video

TODO The video (2026-09-17) says Pro "also adds source evidence, exports and market comparison"; the Help Center's Pro lists name no market comparison and say "There is no spreadsheet or raw data export". Check the current product and correct whichever is wrong.

TODO The caption "A day-by-day record for every category" is not in the Help Center, which says search demand is collected "in rotating batches" across the registry. Confirm the history really is daily for every category, or reword the caption.

OVERVIEW

Insights Pro is the paid workflow layer: it turns research you can already read into something you can hand to a client.

Housing Market Insights Pro is the professional workflow layer of Housing Market Insights.

The objective of Pro is to help real estate professionals turn market intelligence into client-facing content, branding, lead-generation, and marketing workflows.

Available today with Insights Pro

- The complete guide, rather than the first two sections shown on the free tier
- The client-ready report layout, with control over which sections and which cited evidence appear in it
- Downloadable branded reports as a PDF, carrying your own name and branding
- Public share pages: a guide published to a link a client opens without an account, which expires on its own and can be withdrawn at any time
- Consent-based lead capture from that shared page, delivered privately to the account that published it
- Every source in a market's source list unlocked, rather than transactions alone
- Property-search demand history for a market, rather than the latest collection alone
- Approved source-backed market history, where it exists, with the geography, reporting period and original source of each observation
- Downloads of a market's history as a CSV file or as a branded PDF
- Market comparison: up to four markets side by side, from their latest validated property-search collections
- Campaign recommendations and the campaign brief

Included with every account

Multi-market watchlists and the verified market alerts that go with them are free and included with every account, including the free tier. Brokerage branding and team controls are presented as Insights Pro features.

Insights Pro is $19/month, in US dollars in every country. It starts with a free trial, and "How much does Insights Pro cost, and is there a trial?" covers the trial and how to cancel.

From the Help Center: **What is Housing Market Insights Pro?**

STEP BY STEP

1. Pro shows the **trend**, not just today.

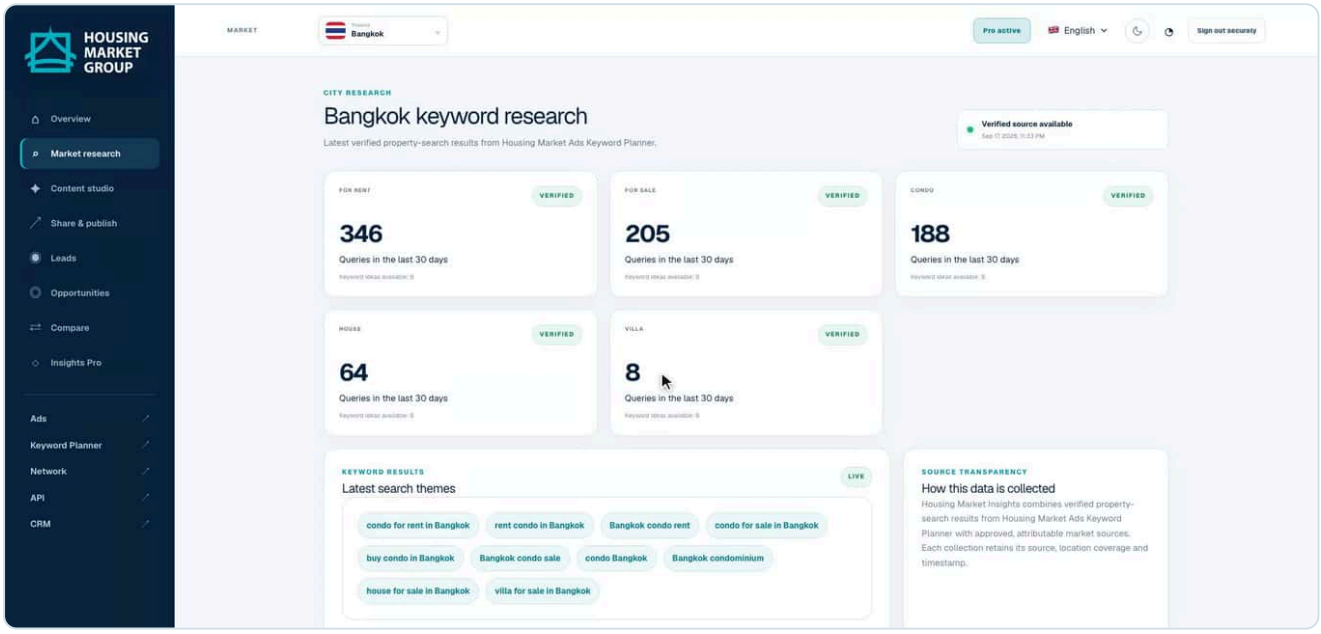


Figure 14.1 · Screen recorded 17 September 2026

2 Verified search activity history by category.

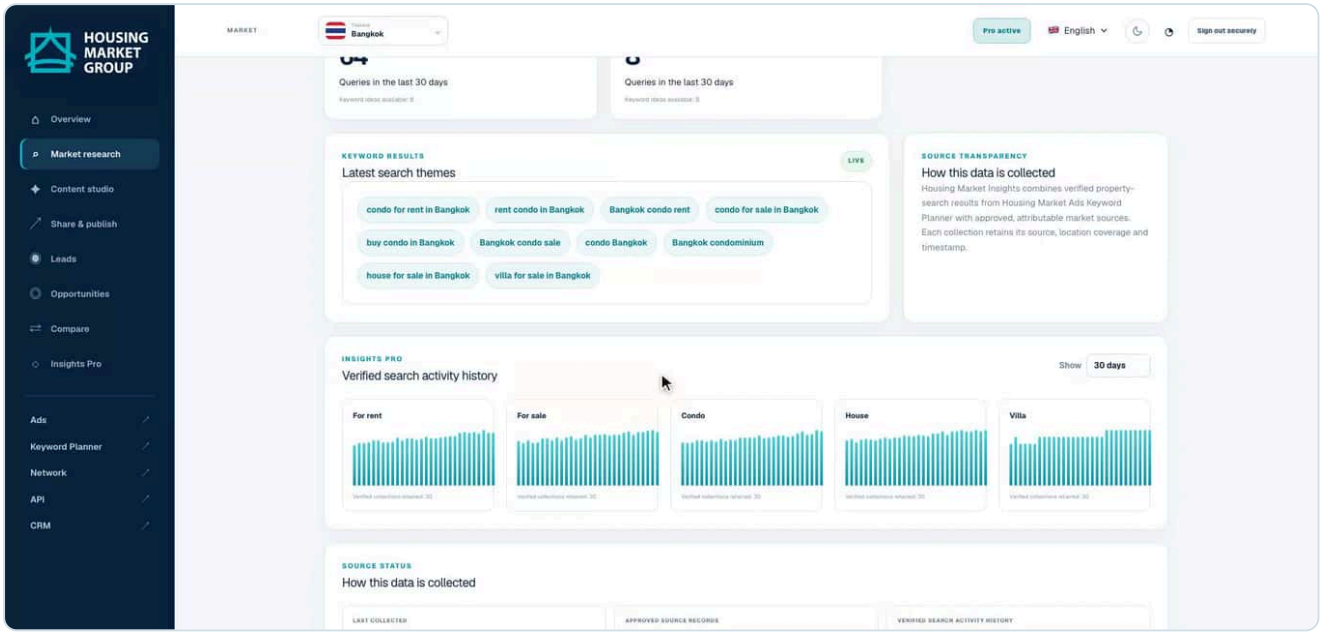


Figure 14.2 · Screen recorded 17 September 2026

3 Choose 30, 90 or 365 days.

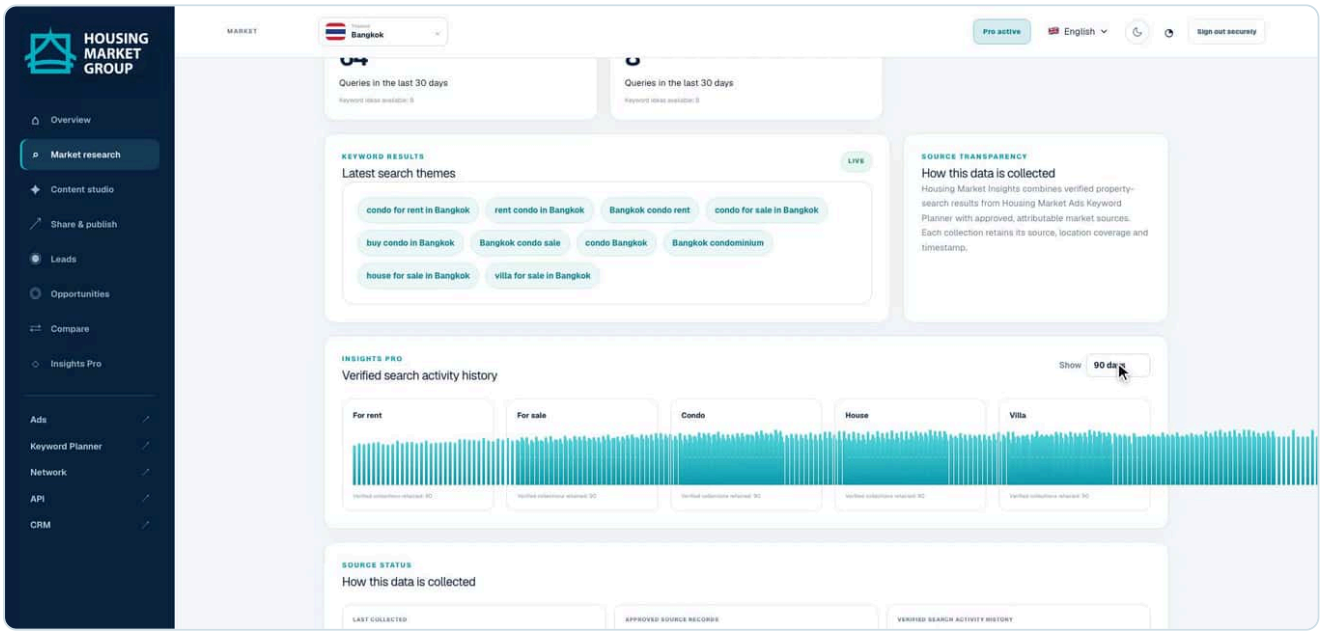


Figure 14.3 · Screen recorded 17 September 2026

4 Open the **full history**.

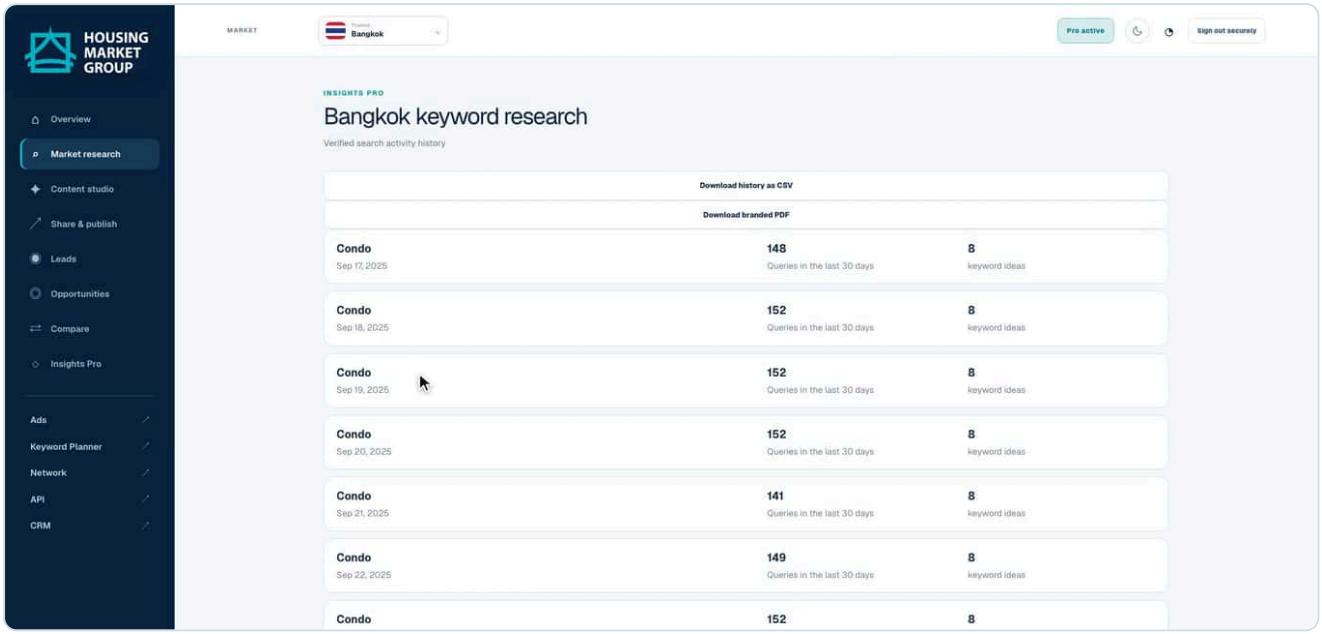


Figure 14.4 · Screen recorded 17 September 2026

5 A day-by-day record for every category.

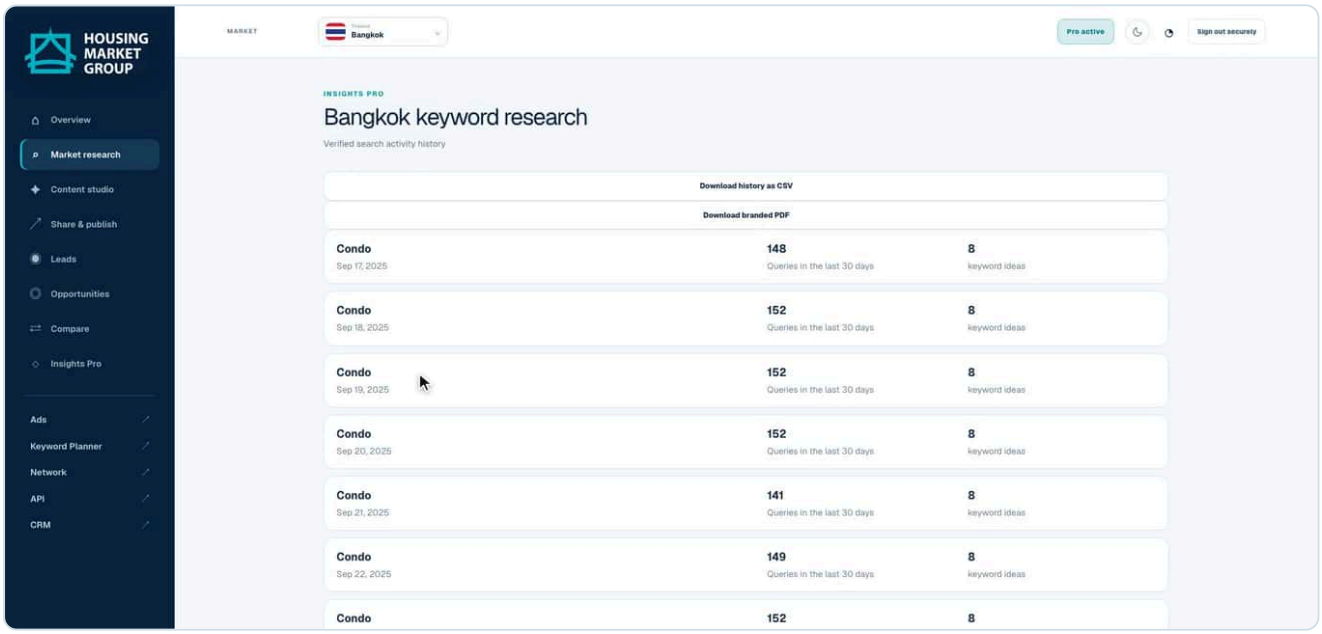


Figure 14.5 · Screen recorded 17 September 2026

6 Pro also adds **source evidence**, **exports** and **market comparison**.

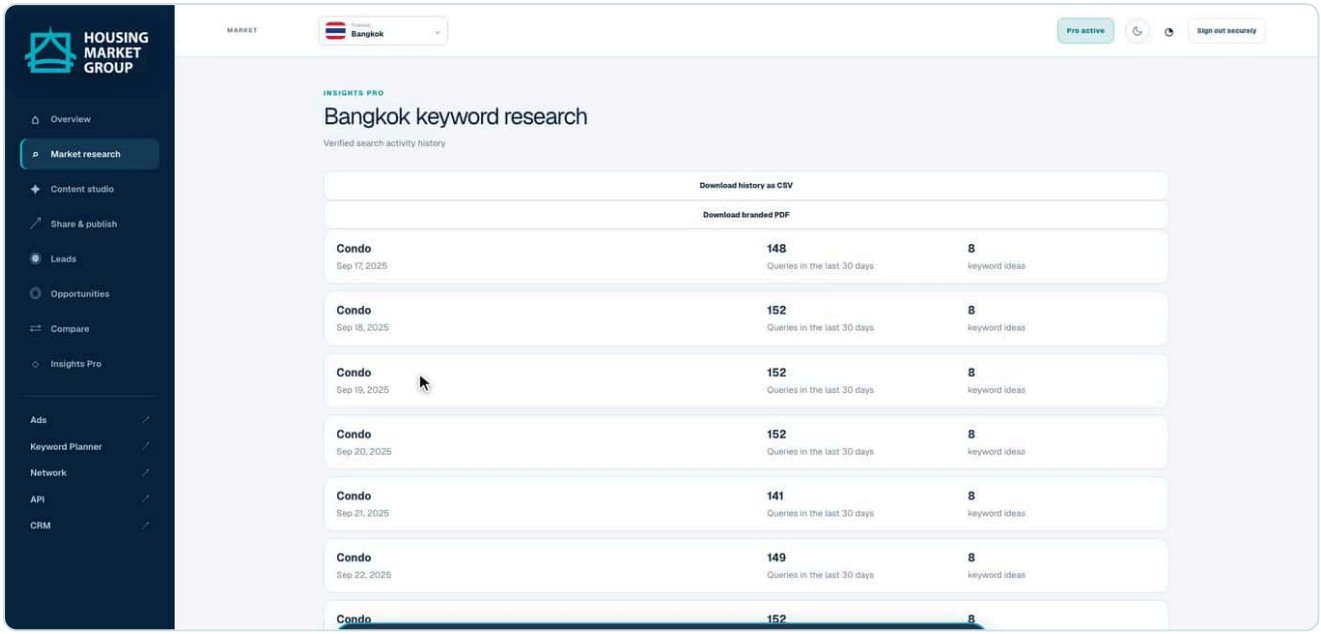


Figure 14.6 · Screen recorded 17 September 2026

RELATED HELP CENTER ARTICLES

What is the difference between Insights Free and Insights Pro?	faq.housingmarketgroup.com/faq/what-is-the-difference-between-insights-free-and-insights-pro
Can I export a report out of Housing Market Insights?	faq.housingmarketgroup.com/faq/can-i-export-a-report-out-of-housing-market-insights

15 CHAPTER 15

Export market data

Insights Pro | For agents and investors | Watch the video

TODO The Help Center says "There is no spreadsheet or raw data export" and that the PDF is built in Content studio; the video (2026-09-17) shows "Download history as CSV" and "Download branded PDF" on a market's search history page. Check the current screen and correct whichever is wrong.

TODO The caption "The files contain the same verified figures as the page" is not stated by the Help Center. Confirm it, or reword the caption.

OVERVIEW

Yes, on Insights Pro: a finished report as a PDF, a guide as a public link, and a market's history as a CSV file or a branded PDF. There is no Insights data API.

Yes. All of these are part of Insights Pro:

- A PDF of the client-ready report, carrying your name and branding. Build the report in Content studio, choose Save draft, then Download PDF.
- A published guide link, which a client opens in a browser without an account.
- A market's history, from its history page: open Market research, then Verified search activity history. Download history as CSV gives you a spreadsheet file, and Download branded PDF gives you a PDF.

What the history files contain

- The search-demand file has one row for each validated collection and search profile: the city, the country, the search profile, when it was collected (UTC), the queries in the prior 30 days, the keyword ideas and the source.
- They come from the same validated collections as the history on the page. Collections that were not validated are left out, and nothing is estimated to fill a gap.
- Where the market has approved source-backed history, the page offers the same two downloads for it.

What is not available

There is no data API for Insights. If your plan depends on pulling the underlying figures into another system automatically, that is not something Insights does today — say so to our team before you build a process around it.

The Housing Market API is a separate product for property listings. It does not serve Insights research.

When you quote figures elsewhere

Every piece of published evidence names its publisher, its source document and its date. If you lift a figure into your own presentation, carry the attribution with it. That is what makes it checkable, and it is the whole reason the research is assembled this way.

From the Help Center: **Can I export a report out of Housing Market Insights?**

STEP BY STEP

1. Open the **search history** for your market.

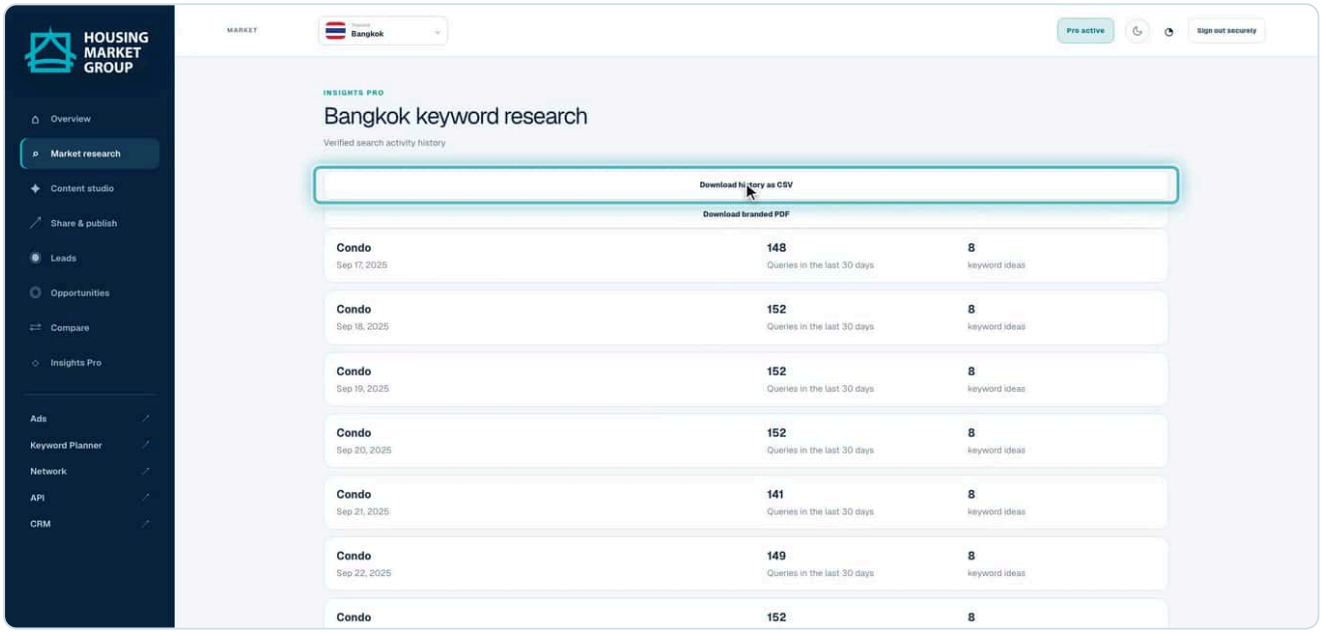


Figure 15.1 · Screen recorded 17 September 2026

2 **Download history as CSV** for spreadsheets.

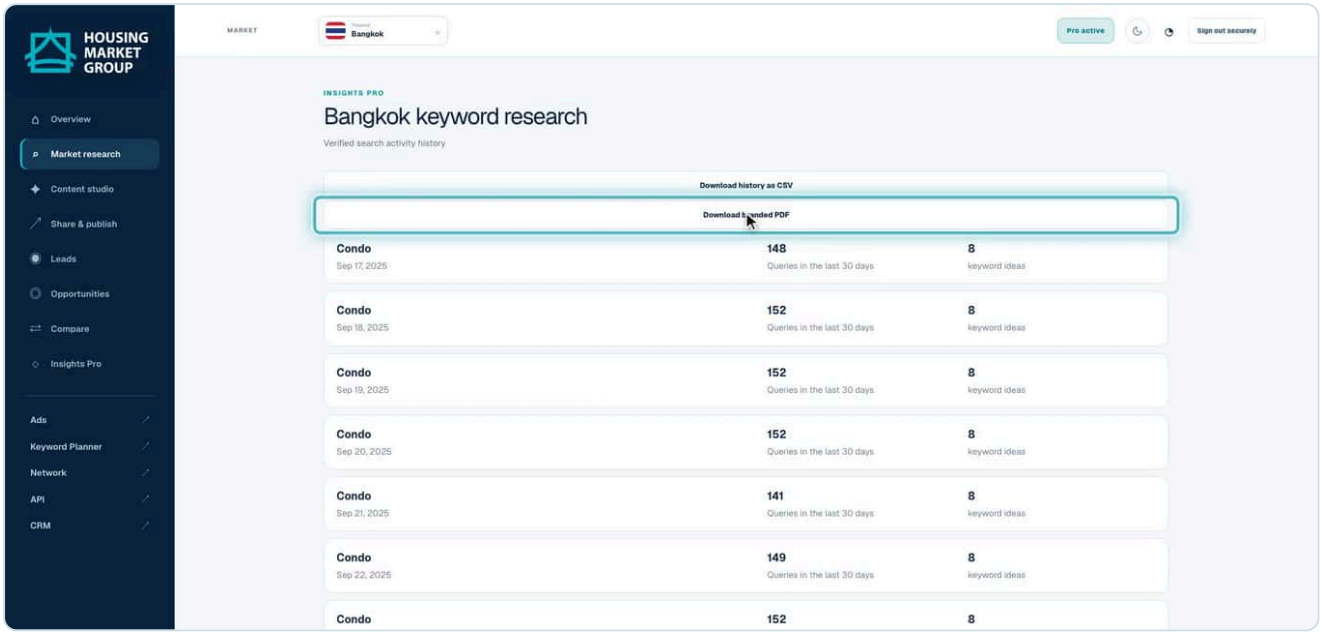


Figure 15.2 · Screen recorded 17 September 2026

3 **Download branded PDF** to share with clients.

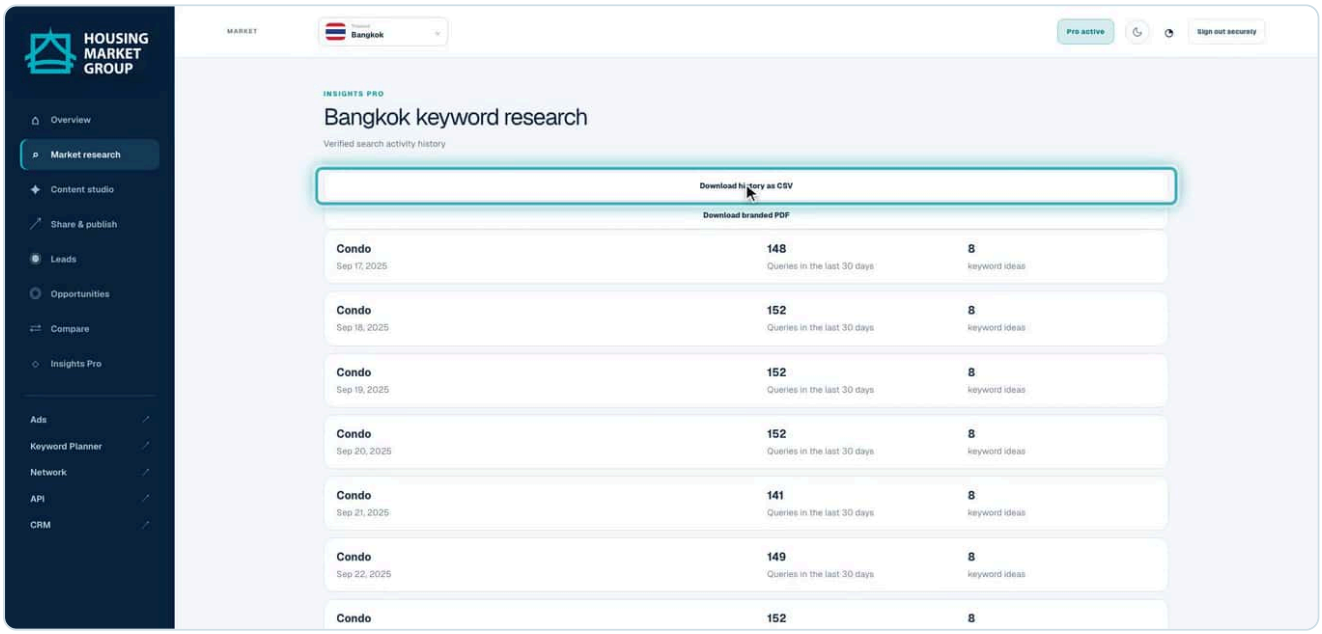


Figure 15.3 · Screen recorded 17 September 2026

4 Click a download to save the file.

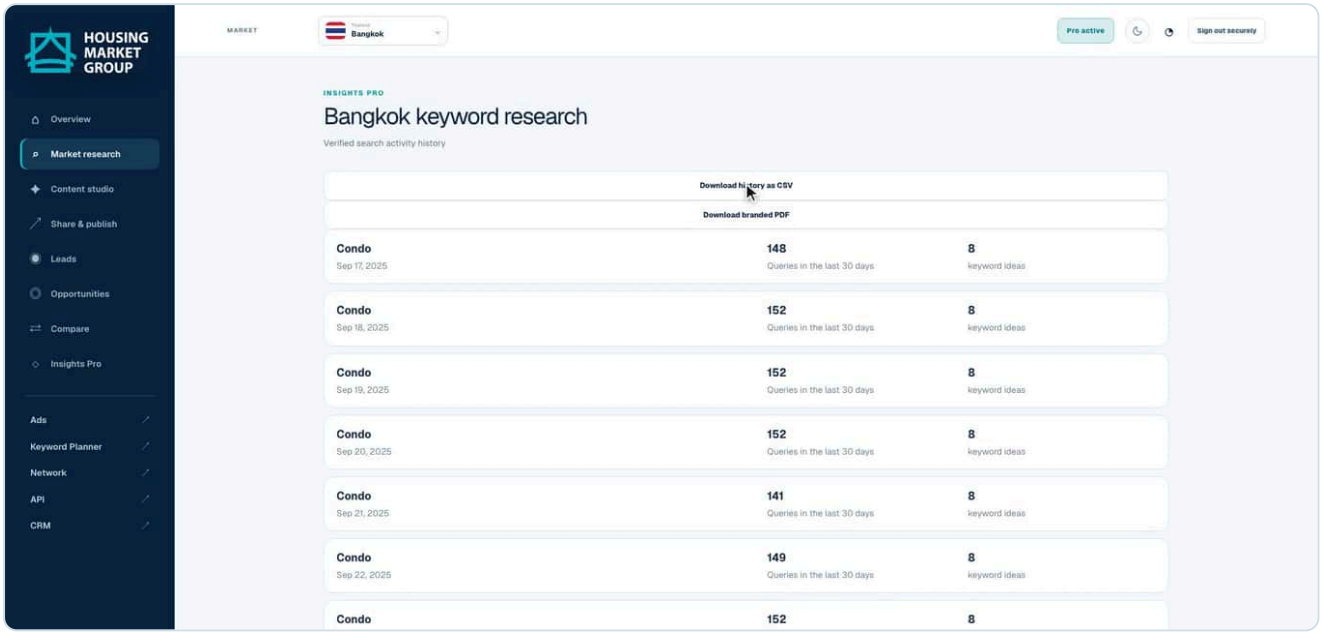


Figure 15.4 · Screen recorded 17 September 2026

5 The files contain the **same verified figures** as the page.



Figure 15.5 · Screen recorded 17 September 2026

RELATED HELP CENTER ARTICLES

What are branded market reports?	faq.housingmarketgroup.com/faq/what-are-branded-market-reports

16 CHAPTER 16

Compare markets

Insights Pro | For agents and investors | Watch the video

TODO No Help Center article covers this task yet, so this chapter has no explanation. Write the article, then map it in packages/handbooks/src/products/insights.ts. (can-investors-use-housing-market-insights says investors may compare locations in general; it does not describe the Compare page.)

TODO The catalogue lists Compare as Pro, but neither what-is-housing-market-insights-pro nor what-is-the-difference-between-insights-free-and-insights-pro lists market comparison. Confirm the plan and add it to those articles.

STEP BY STEP

1 Open your **Housing Market Insights** workspace.

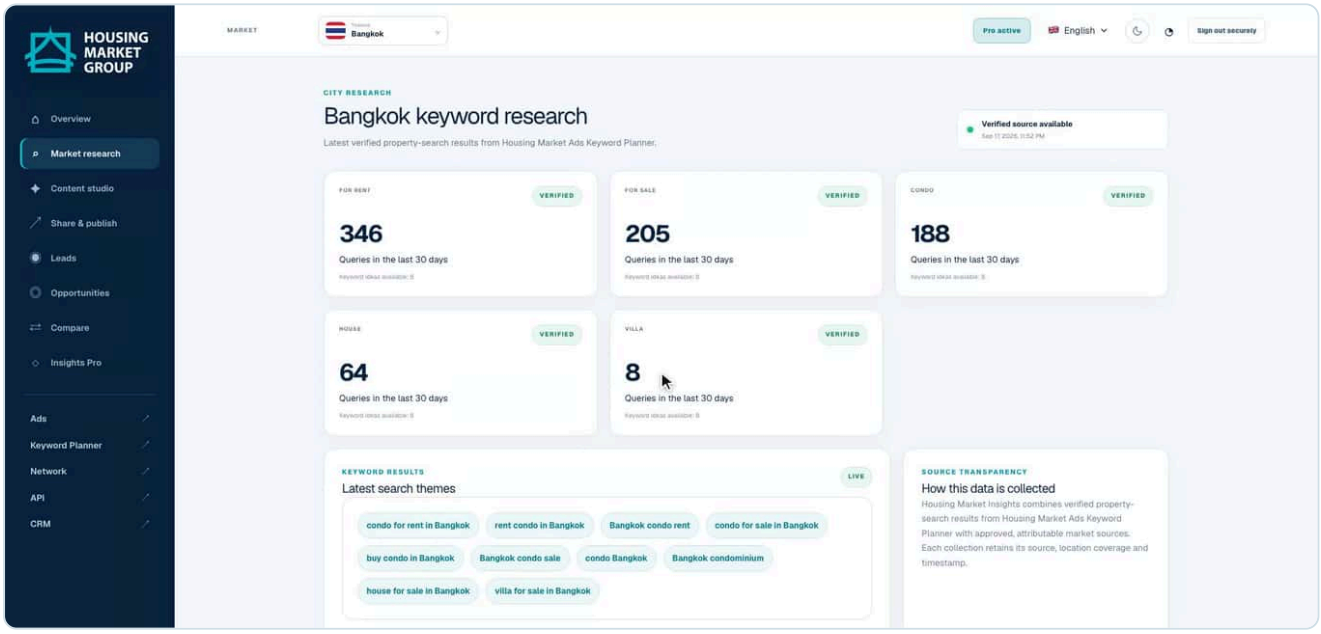


Figure 16.1 · Screen recorded 17 September 2026

2 Click **Compare**.

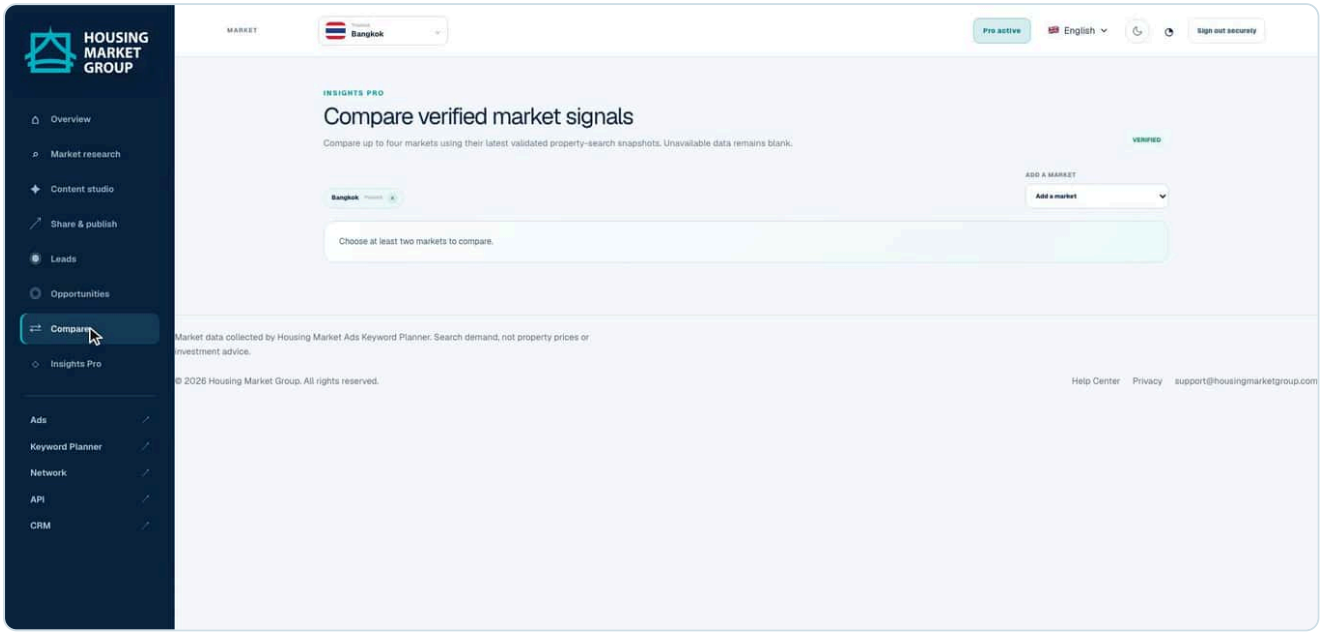


Figure 16.2 · Screen recorded 17 September 2026

3 Compare **two to four** markets on the same measures.

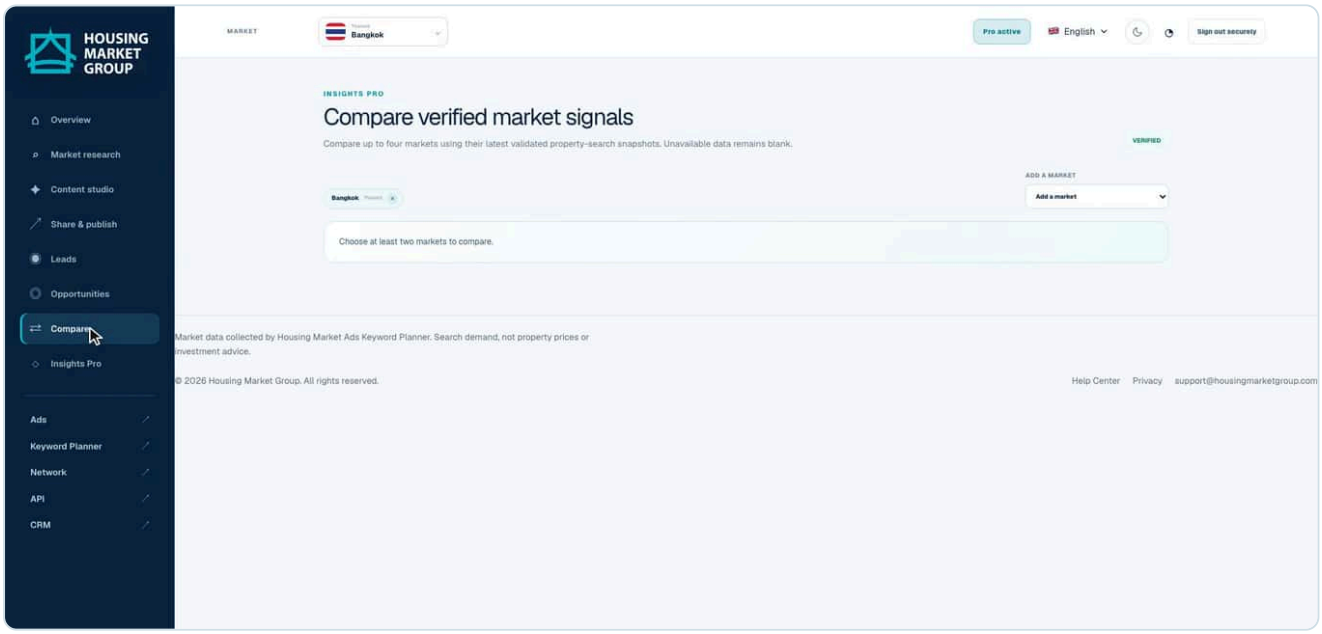


Figure 16.3 · Screen recorded 17 September 2026

4 Use **Add a market** to pick a second market and a third, if you like.

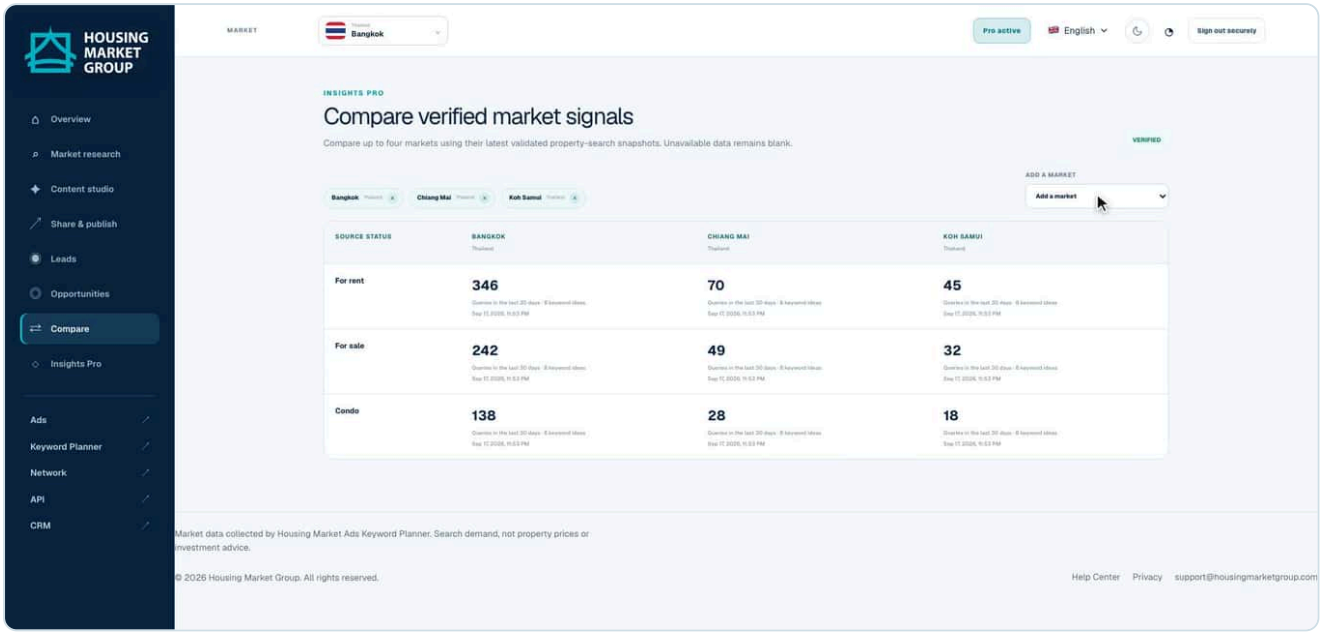


Figure 16.4 · Screen recorded 17 September 2026

5 See which market leads on **renting**, **buying** and **condos**.

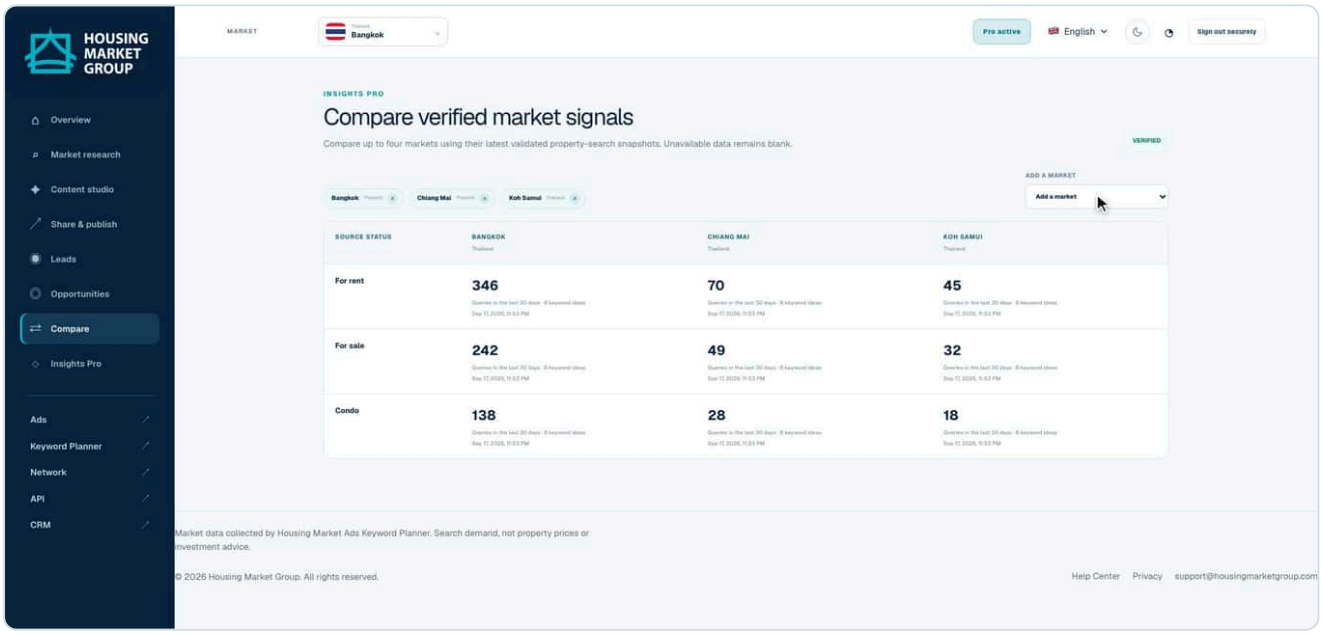


Figure 16.5 · Screen recorded 17 September 2026

RELATED HELP CENTER ARTICLES

Can investors use Housing Market Insights?	faq.housingmarketgroup.com/faq/can-investors-use-housing-market-insights
What is Housing Market Insights Pro?	faq.housingmarketgroup.com/faq/what-is-housing-market-insights-pro

PART 4

Client guides and leads

17 Build a client guide

18 Guide leads

19 Invite colleagues to your workspace

17 CHAPTER 17

Build a client guide

Insights Pro | For agents and investors | Watch the video

TODO The catalogue lists this task as Pro; the Help Center says the content studio, building a guide and saving it are on Insights Free, with only the first two sections shown (what-is-the-difference-between-insights-free-and-insights-pro). Correct the catalogue tier or the article.

TODO Button names differ: the video (2026-09-17) shows "Save draft" and "Personalise & share"; the Help Center says "Save it to your account" and "Open Share & publish". Align the Help Center with the screen.

OVERVIEW

A guide turns the research for one market into a document for a client, carrying your name and branding rather than ours.

A guide takes the research for one market and turns it into a document you can put in front of a client, carrying your own name and branding rather than ours.

How to build one

- Open Content studio and choose the market.
- Choose the topic and the audience — a guide written for buyers reads differently from one written for renters.
- Choose which approved evidence to cite. Only reviewed evidence for that market is offered, so a guide cannot quote something that has not been checked.
- Preview it. Your name, professional title and contact details come from your Insights profile and are applied to the preview.
- Choose Save draft. Saving needs you to be signed in. Saved guides appear under Saved guide drafts and can be reopened.
- Choose Personalise & share to open Share & publish with the guide.

What you can then do with it

On the free plan you can build a guide and save it. The preview shows the first two sections, and it can be saved but not downloaded or published.

On Insights Pro you get the whole guide, the client-ready report layout with control over its sections, a PDF download, and the option to publish it as a link a client can open.

Two things worth knowing

Your identity is editable. The name, title and contact details on a guide come from your profile in Settings, so correcting them once corrects every guide you make afterwards.

A guide is a snapshot. It carries the research as it stood when you made it. If a client is working from a guide you produced months ago, make a new one rather than assuming the figures still hold.

From the Help Center: **What is a guide in Housing Market Insights?**

STEP BY STEP

1. Open your **Housing Market Insights** workspace.

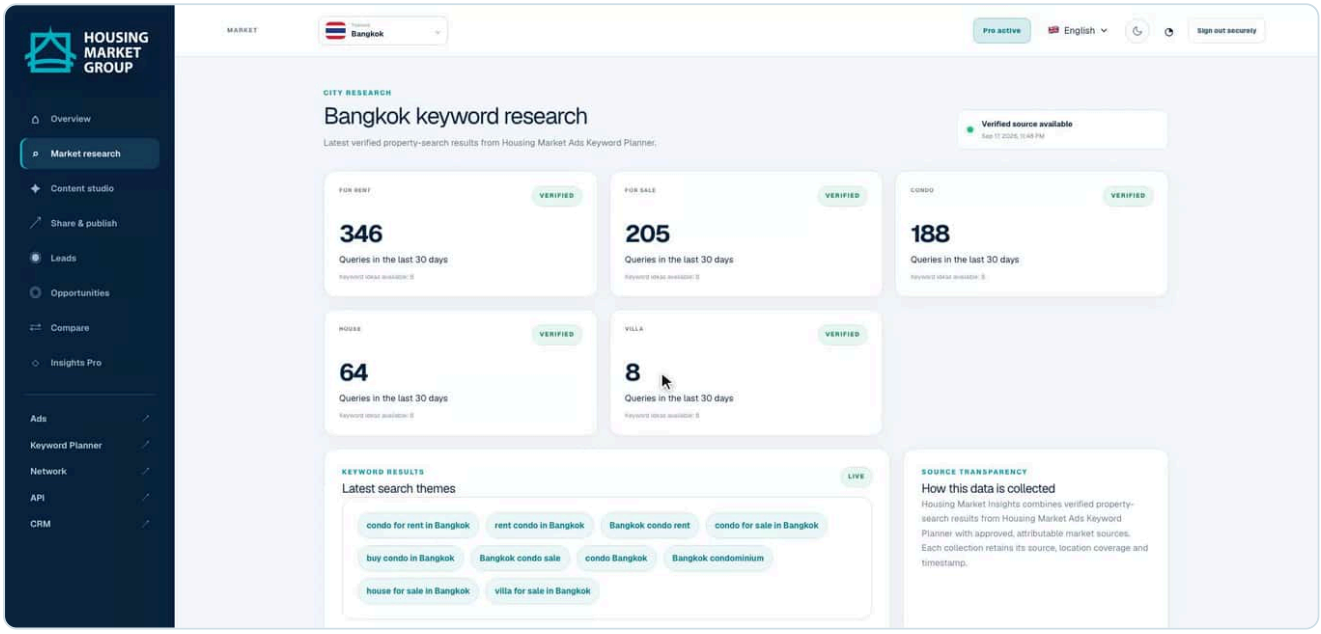


Figure 17.1 · Screen recorded 17 September 2026

2 Click **Content studio**.

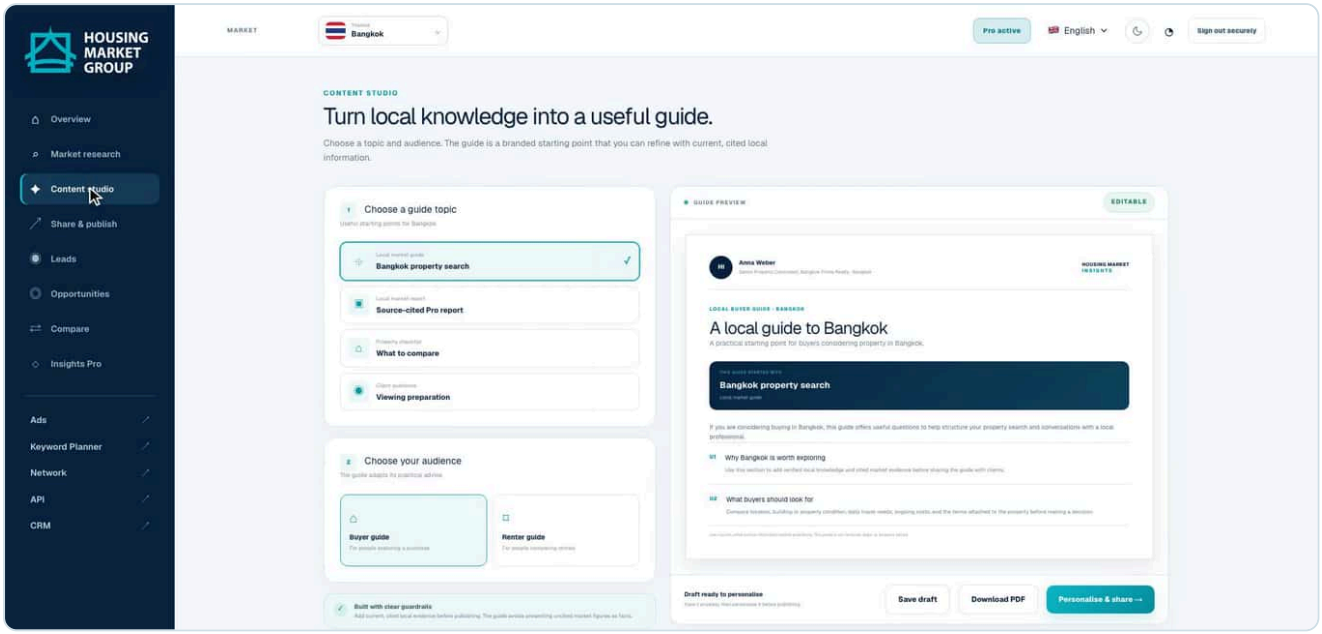


Figure 17.2 · Screen recorded 17 September 2026

3 1. Choose a guide **topic**.

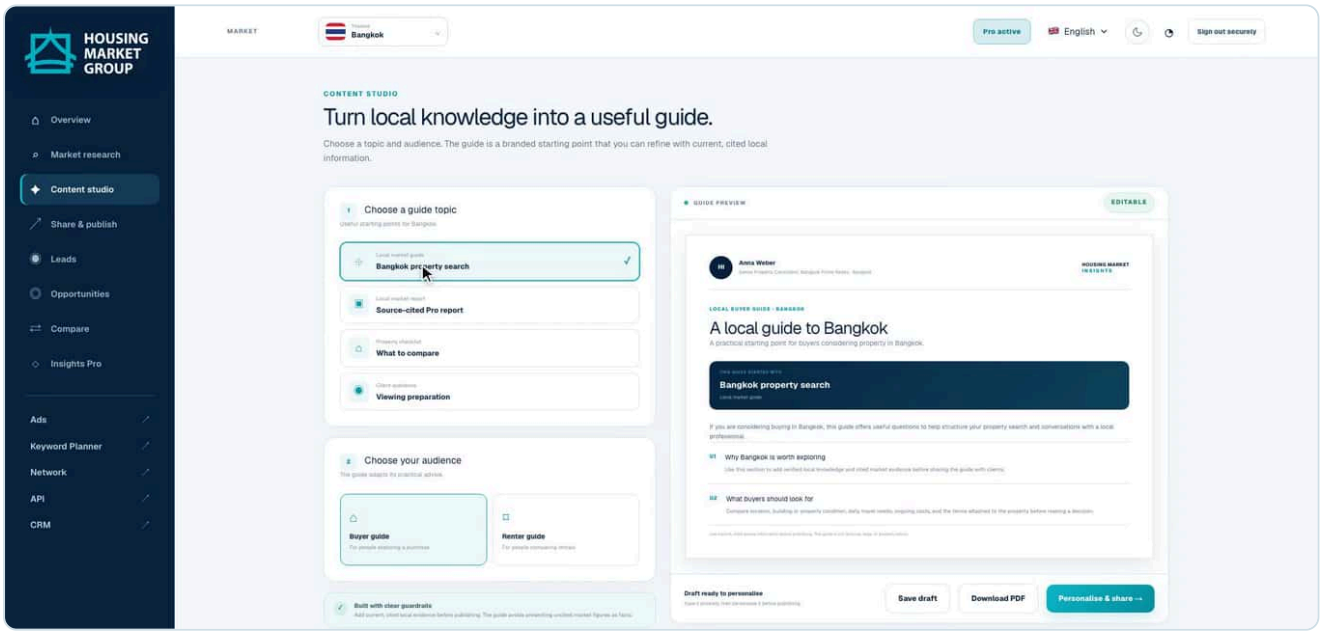


Figure 17.3 · Screen recorded 17 September 2026

4 2. Choose your **audience** — buyers or renters.

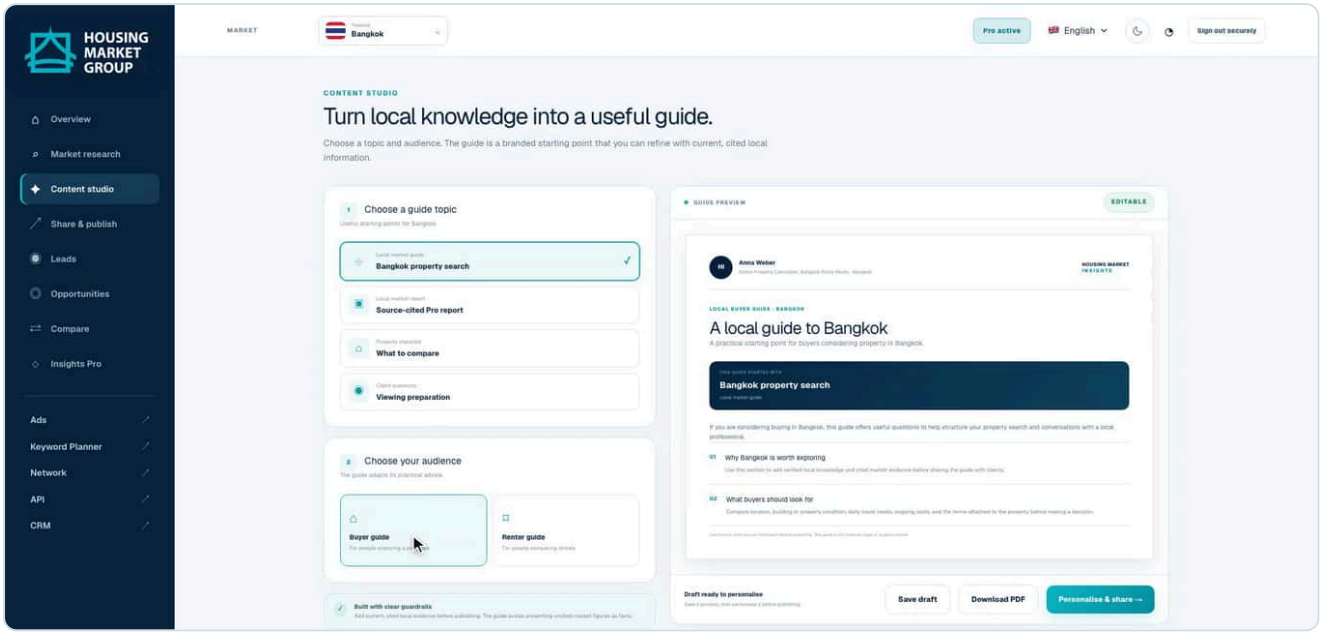


Figure 17.4 · Screen recorded 17 September 2026

5 The **preview** uses current research and carries your name.

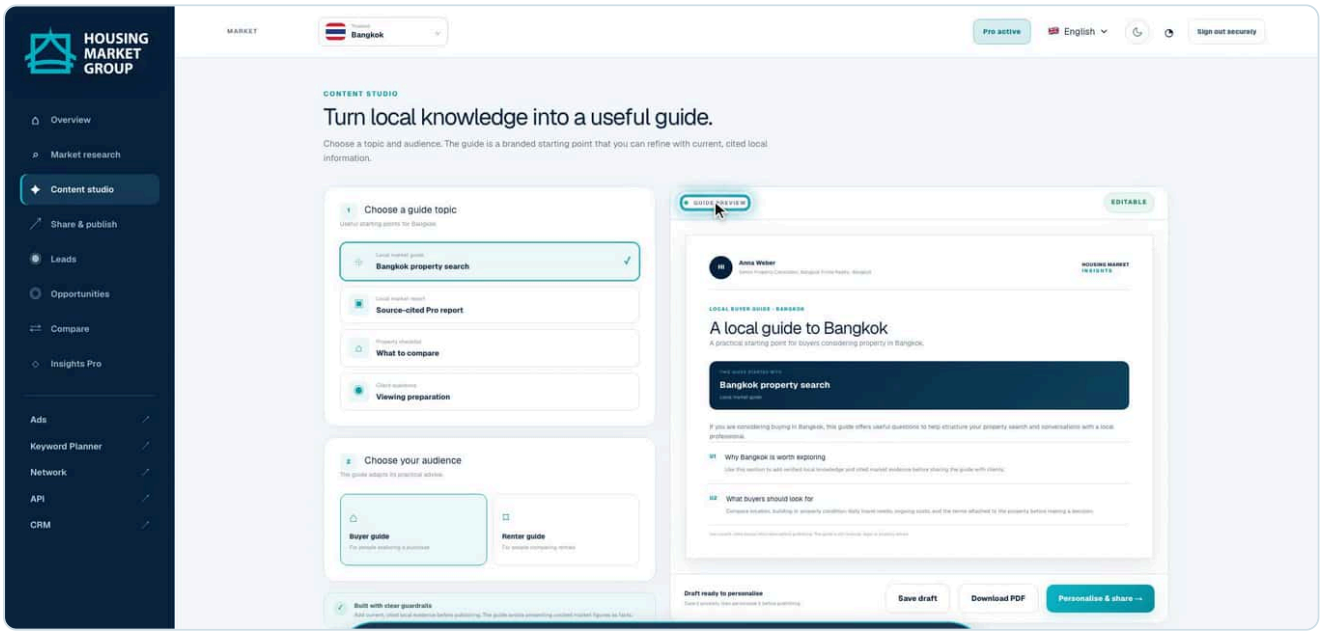


Figure 17.5 · Screen recorded 17 September 2026

6 Save draft, Download PDF or Personalise & share it.

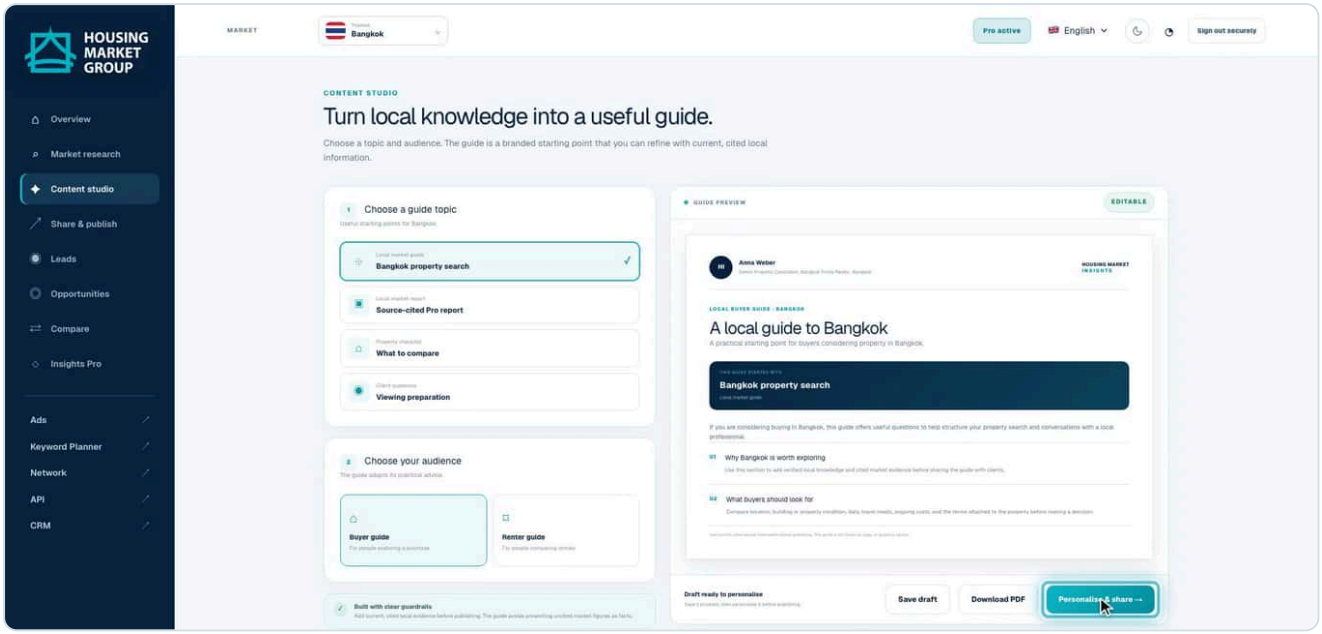


Figure 17.6 · Screen recorded 17 September 2026

7 Drafts are kept under Your workspace.

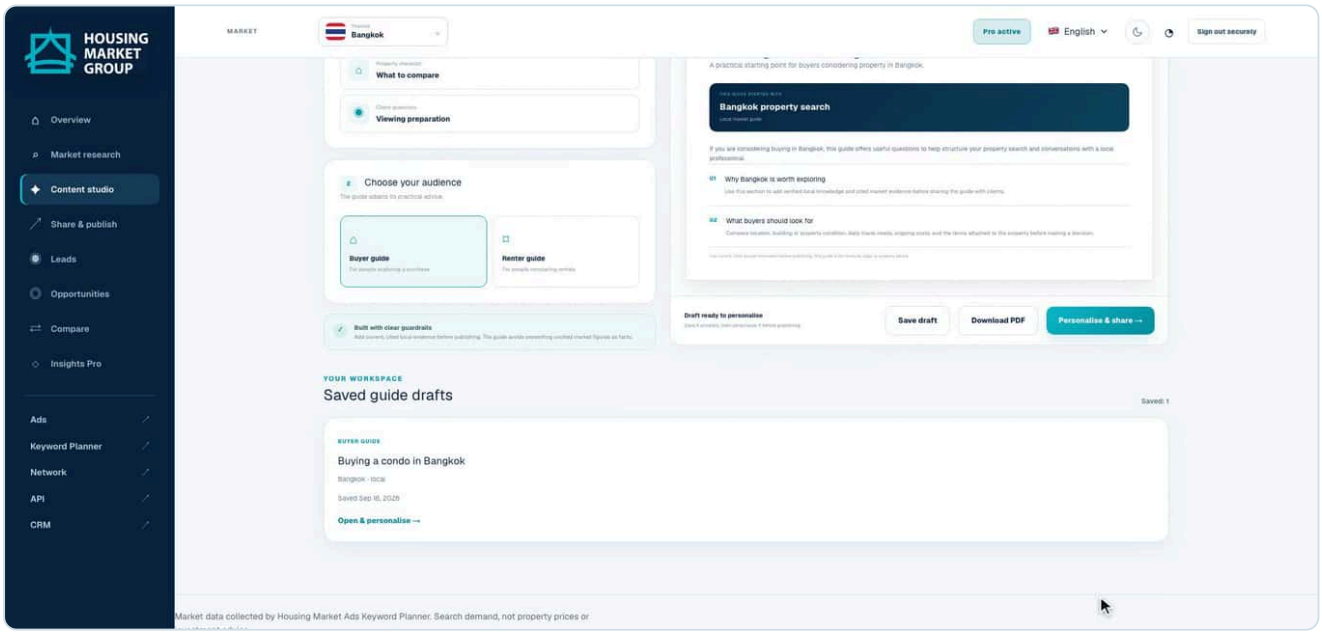


Figure 17.7 · Screen recorded 17 September 2026

GOOD TO KNOW

NOTE

Because the free plan previews the first two sections. The rest of the guide exists and appears on Insights Pro.

Help Center: Why can I only see the first part of my guide?

RELATED HELP CENTER ARTICLES

What are branded market reports?	faq.housingmarketgroup.com/faq/what-are-branded-market-reports
Can I share a market report with a client?	faq.housingmarketgroup.com/faq/can-i-share-a-market-report-with-a-client

18 CHAPTER 18

Guide leads

Insights Pro | For agents and investors | Watch the video

OVERVIEW

To the Leads section of your Insights account. They are private to the account that published the guide.

They appear in the Leads section of your Insights account, and they are private to the account that published the guide. Another agent cannot see them, and neither can anyone else in your organisation unless they are signed in as you — which they should not be.

What is recorded with each one

- The name, email address and message the person supplied.
- Which guide and which market they were reading.
- The date and time they gave consent to be contacted, and which version of the consent wording they saw.

That consent record exists so that you can show, later, what the person actually agreed to. Use the enquiry to respond to what they asked about. It is not a general marketing permission.

If the Leads section is empty

Enquiries only exist where a guide has been published to a public link and somebody has completed the form on it. Building and saving a guide does not create leads; publishing it and someone using it does. Publishing requires Insights Pro.

If you withdraw a public link or let it expire, the page stops accepting enquiries. Enquiries already received stay in your account.

From the Help Center: **Where do enquiries from a shared guide go?**

STEP BY STEP

1 Open your **Housing Market Insights** workspace.

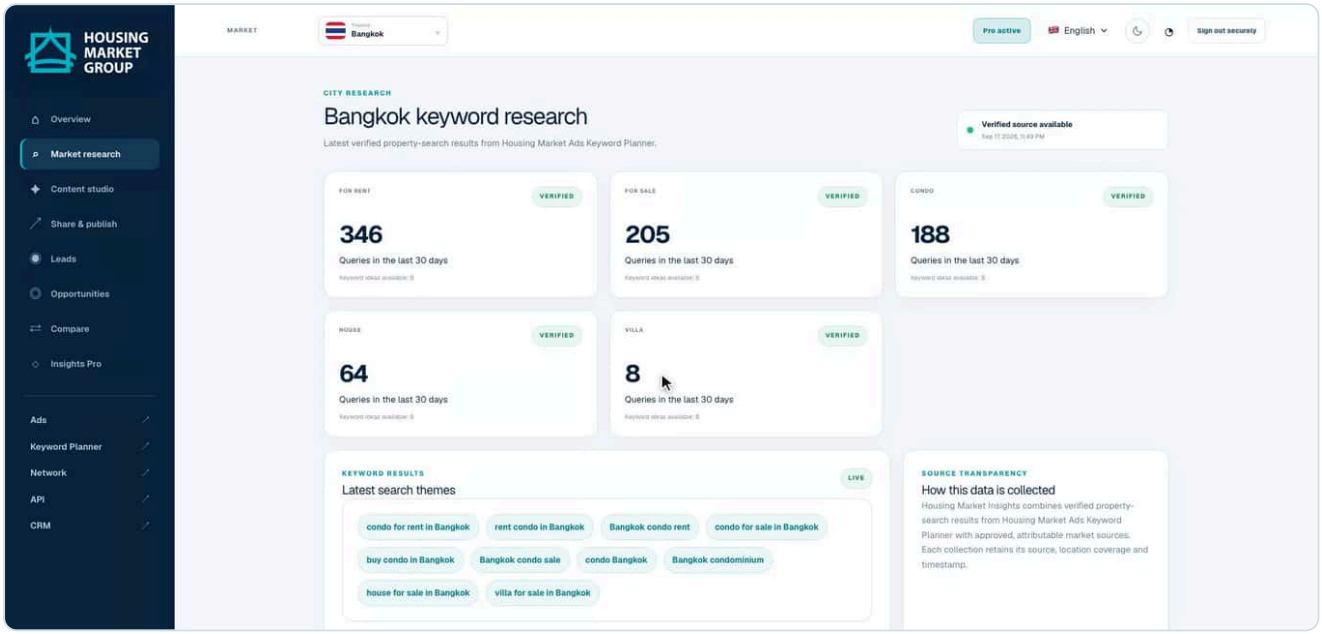


Figure 18.1 · Screen recorded 17 September 2026

2 Click **Leads**.

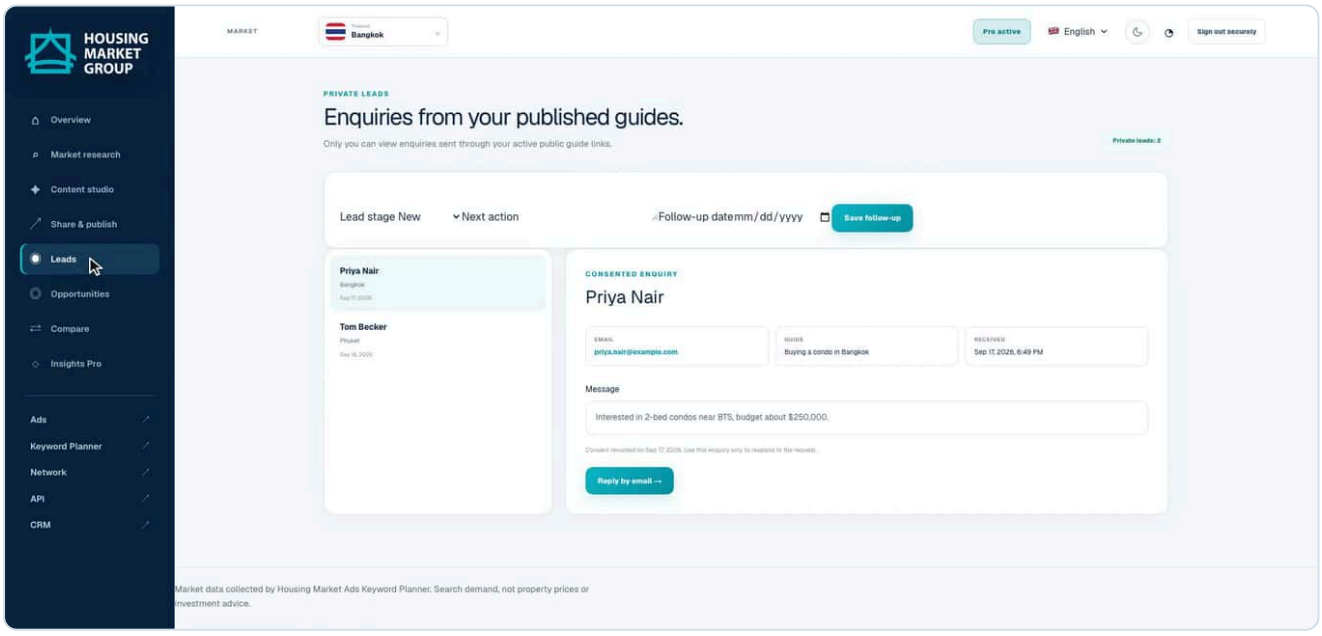


Figure 18.2 · Screen recorded 17 September 2026

3 Each lead shows the **person**, their **message** and contact details.

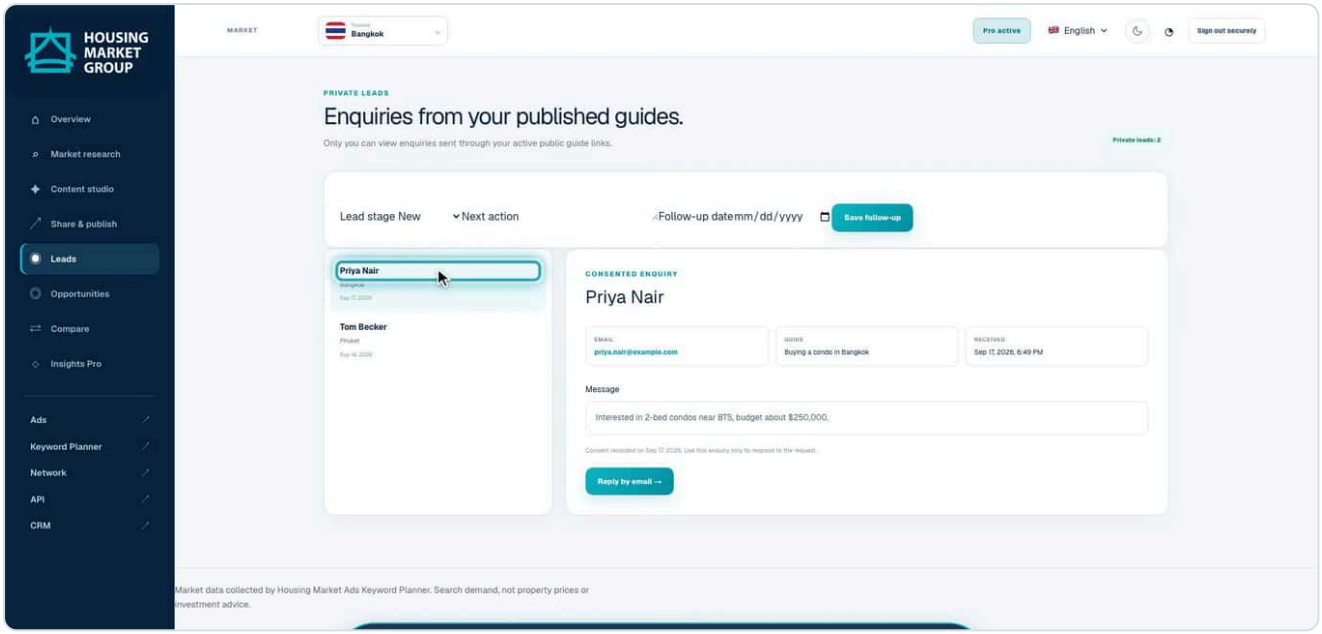


Figure 18.3 · Screen recorded 17 September 2026

4 And the **guide** and **market** it came from.

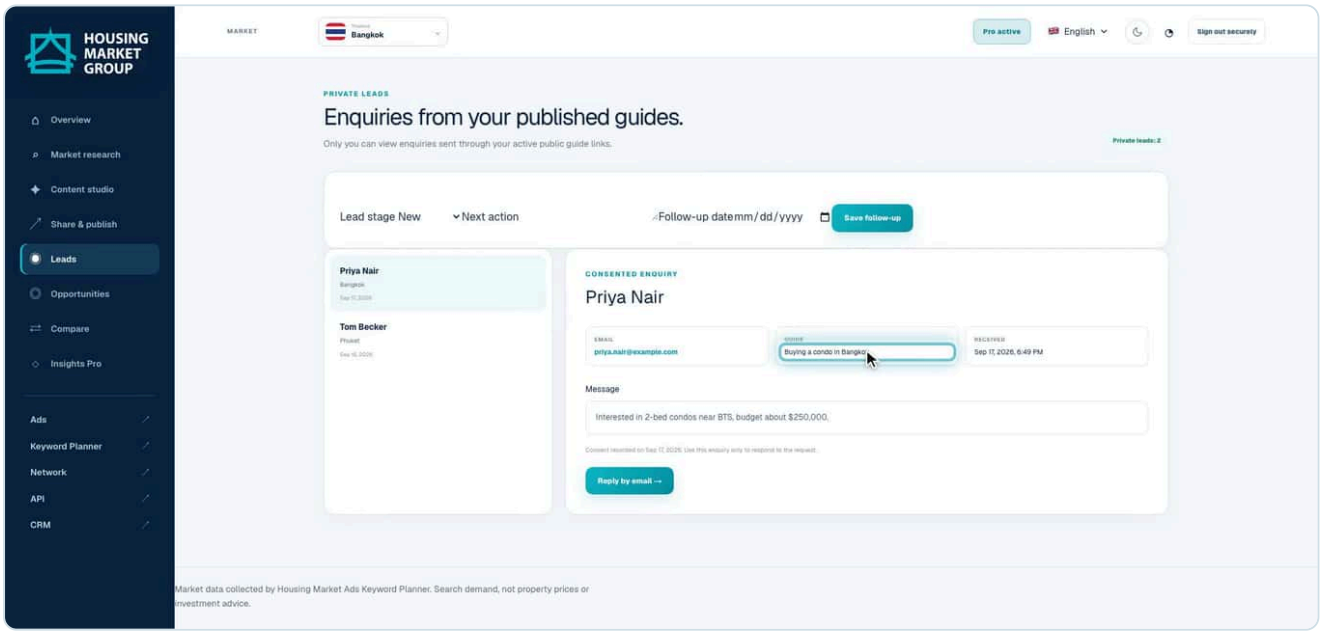


Figure 18.4 · Screen recorded 17 September 2026

5 Consent to be contacted is **recorded** with every lead.

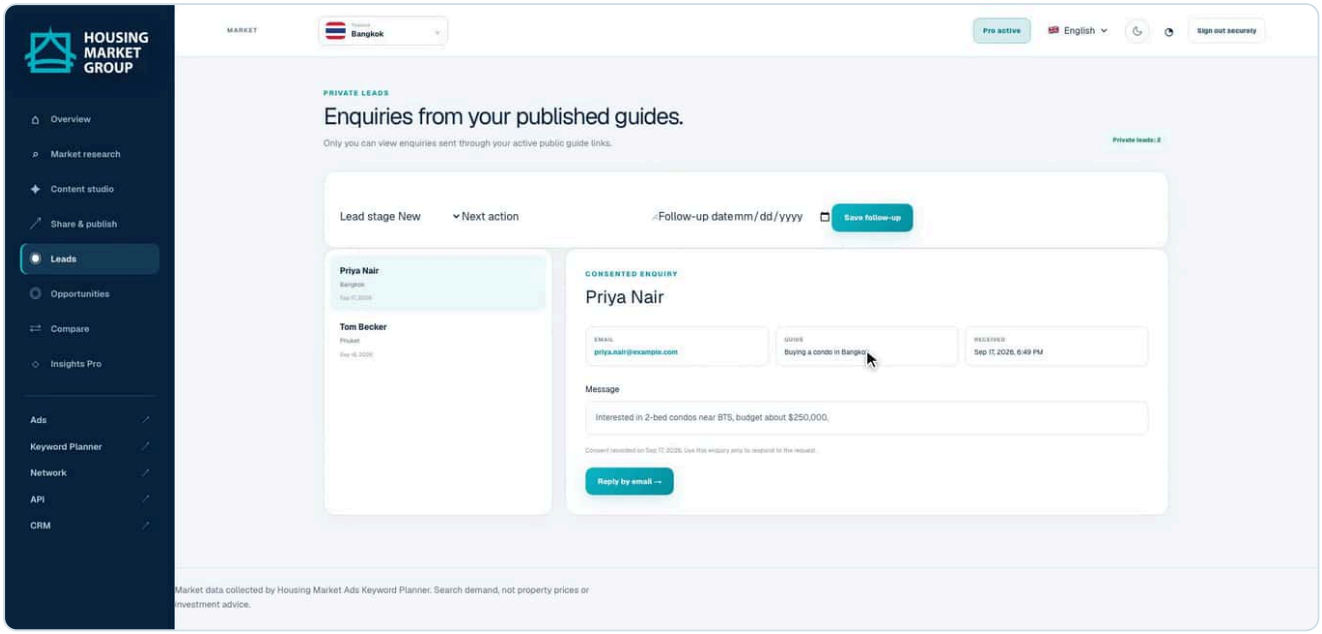


Figure 18.5 · Screen recorded 17 September 2026

GOOD TO KNOW

NOTE

Yes, on Insights Pro — as a public link the client opens without signing in, or as a PDF you send yourself.

Help Center: Can I share a market report with a client?

RELATED HELP CENTER ARTICLES

What are public share pages?	faq.housingmarketgroup.com/faq/what-are-public-share-pages
How can Housing Market Insights help generate leads?	faq.housingmarketgroup.com/faq/how-can-housing-market-insights-help-generate-leads

19 CHAPTER 19

Invite colleagues to your workspace

All plans | For agents and investors | Watch the video

TODO Check the quoted answer against the video (recorded 2026-10-30): the video creates a Brokerage workspace in Settings, invites a colleague as manager or member with Send invitation, and shows each person as invited or active and an unaccepted invitation that can be cancelled. The answer says an invitation expires in 14 days; the video does not.

OVERVIEW

Not by sharing your sign-in. Create an organisation and invite them, so each person has their own credentials and their own role.

Insights has organisations — a brokerage workspace — and a colleague joins yours through an invitation rather than by using your sign-in.

Why not just share the password

Because a shared password means you cannot tell who did what, you cannot remove one person without changing it for everyone, and everything tied to the account — brand settings, saved markets, guides, leads — belongs to whoever happens to be holding it.

The roles

- Owner — the person who created the organisation. An owner may invite managers and members.
- Manager — may manage the organisation and invite members, but not other managers.
- Member — belongs to the organisation without managing it.

Inviting someone

- Open Settings, then Organisation, and create the organisation if you have not already. You become its owner.
- Invite the colleague by email address and choose their role.
- They receive an emailed invitation with a link. It expires after 14 days.
- They accept while signed in with the address the invitation was sent to. An invitation cannot be accepted by a different address, and it can only be used once.
- Before it is accepted, a pending invitation can be cancelled by an owner or a manager.

The limitation to plan around

A pending invitation can be cancelled. Removing a colleague who has already joined is not something the current screens do, so if somebody leaves your firm, raise it with support rather than assuming you can do it yourself.

The plans page lists brokerage workspaces and team controls among the Insights Pro features. Check your own account for what your plan includes.

From the Help Center: **Can my colleagues use my Housing Market Insights account?**

STEP BY STEP

1 Open **Settings** in Housing Market Insights.

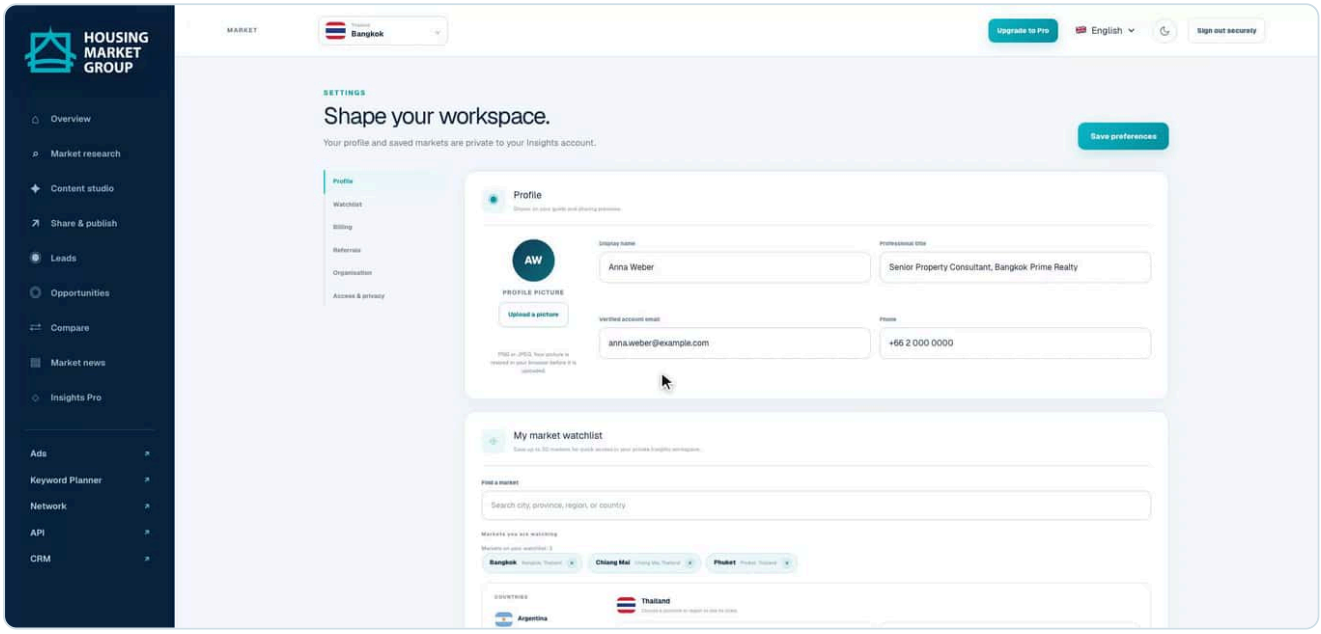


Figure 19.1 · Screen recorded 30 October 2026

2 Find **Brokerage workspace**.

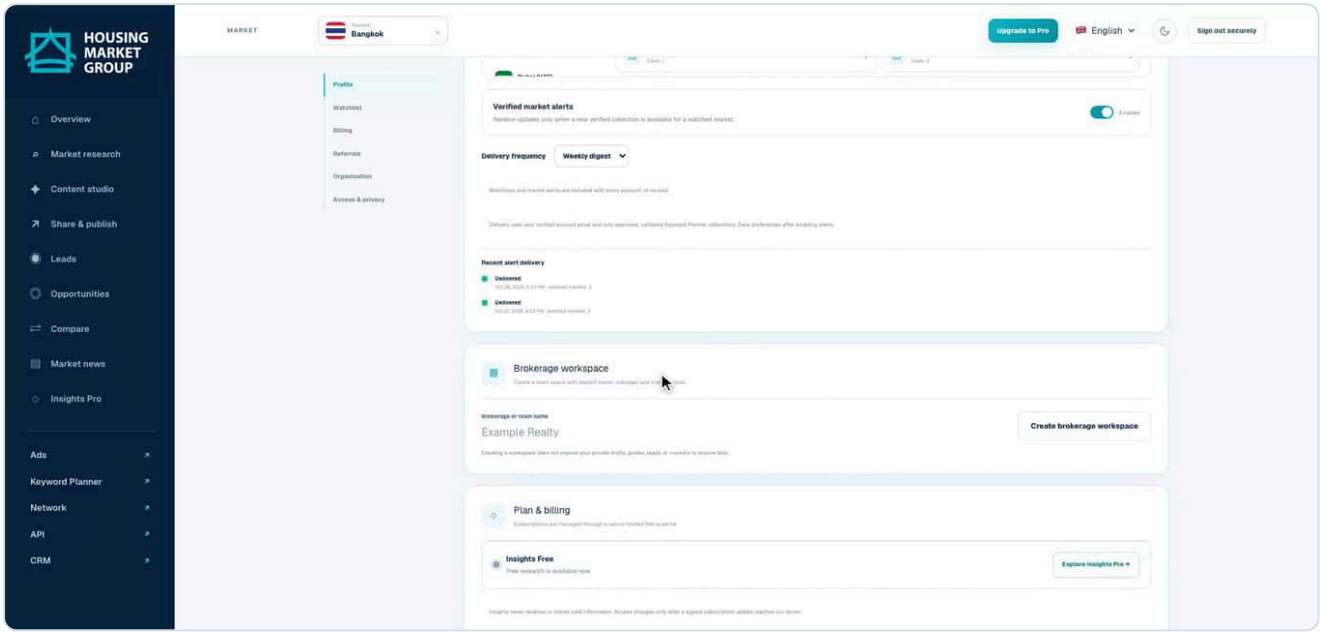


Figure 19.2 · Screen recorded 30 October 2026

3 Name your team or brokerage.

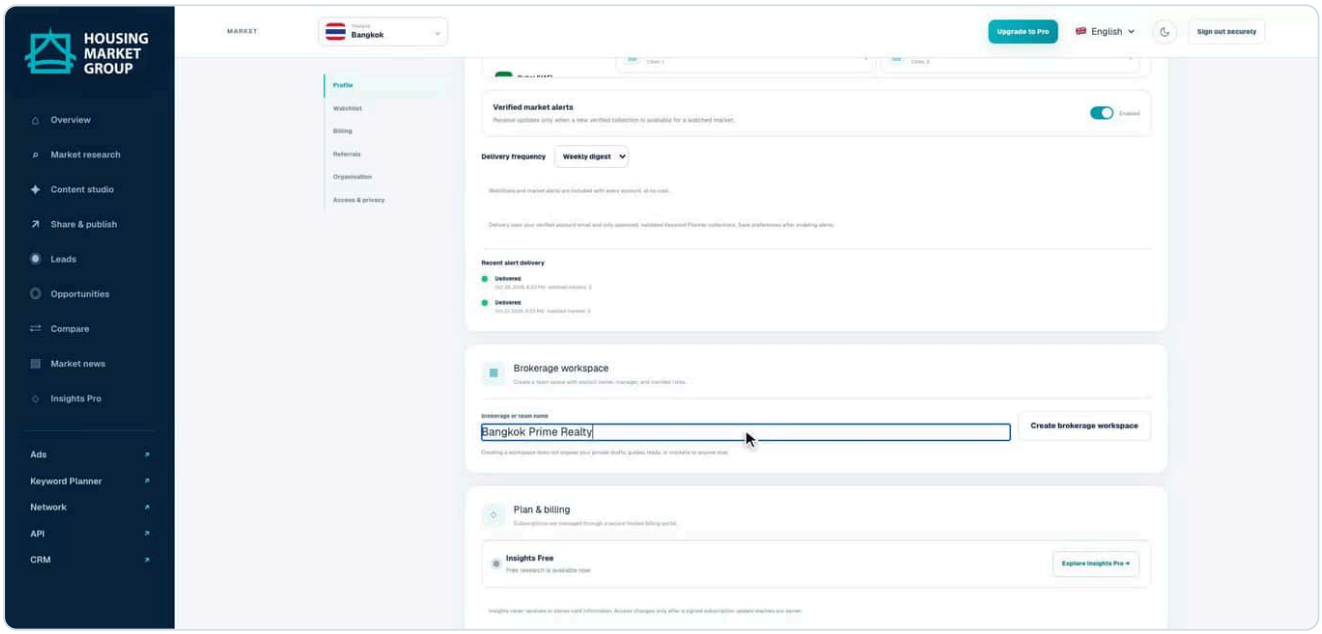


Figure 19.3 · Screen recorded 30 October 2026

4 Click **Create brokerage workspace**.

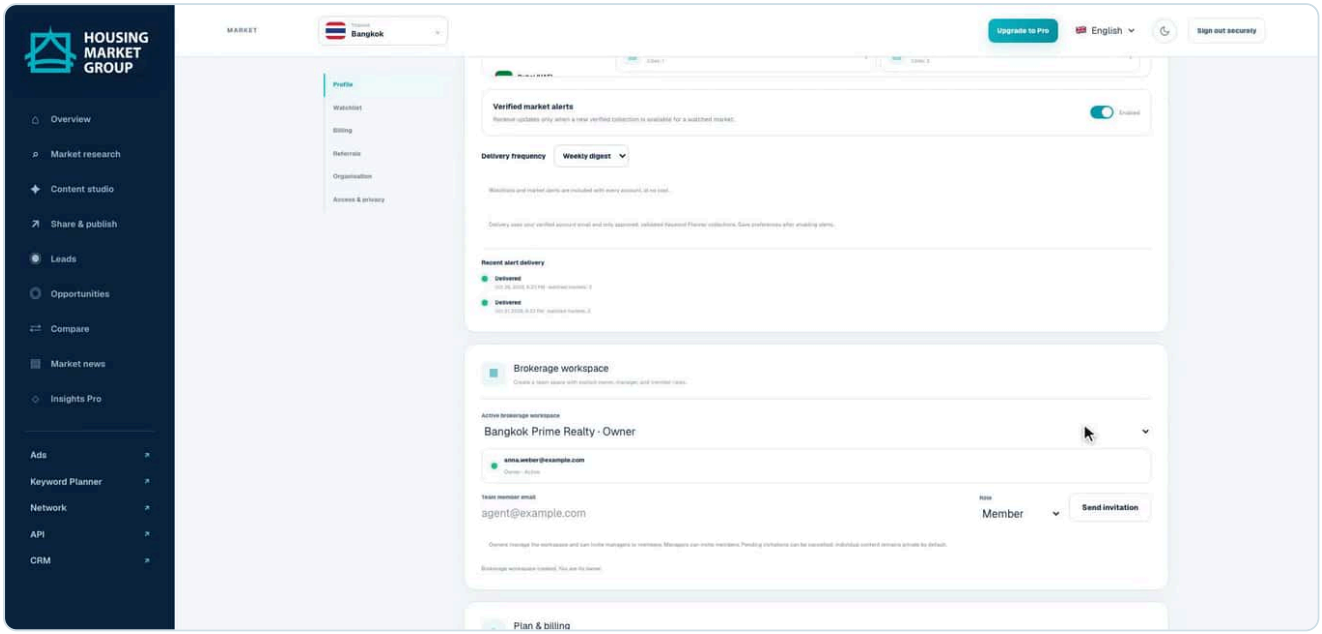


Figure 19.4 · Screen recorded 30 October 2026

5 You are the **owner** of the new workspace.

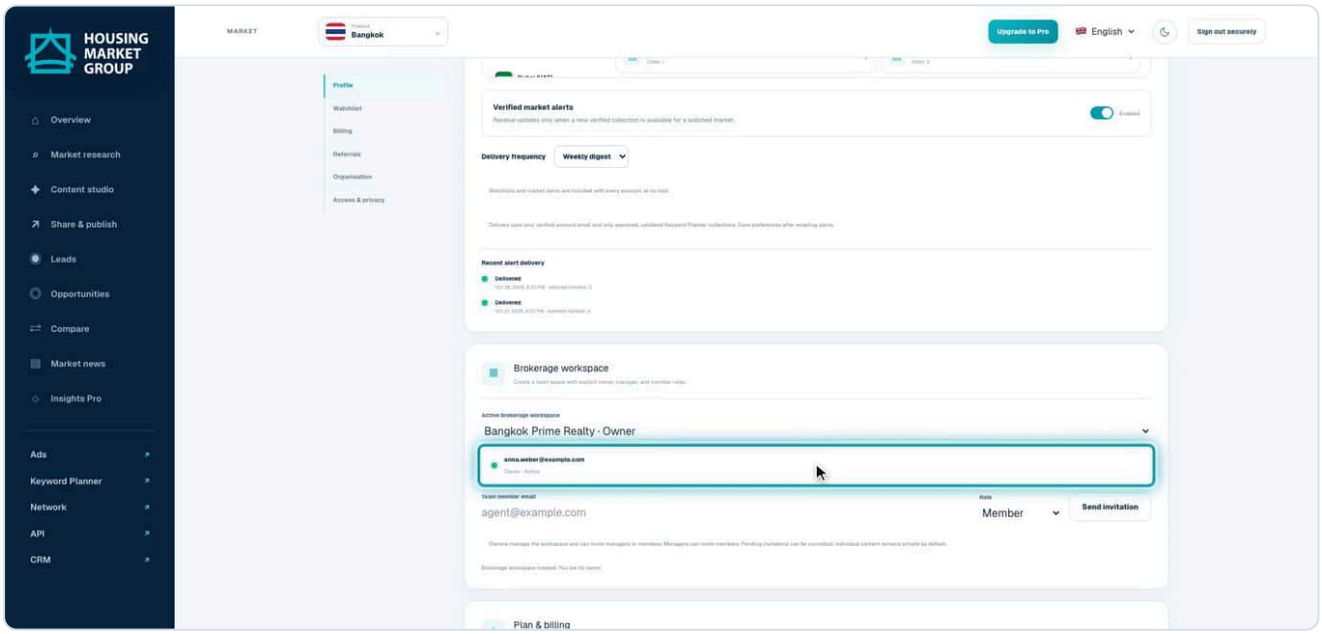


Figure 19.5 · Screen recorded 30 October 2026

6 Type a colleague's **email address**.

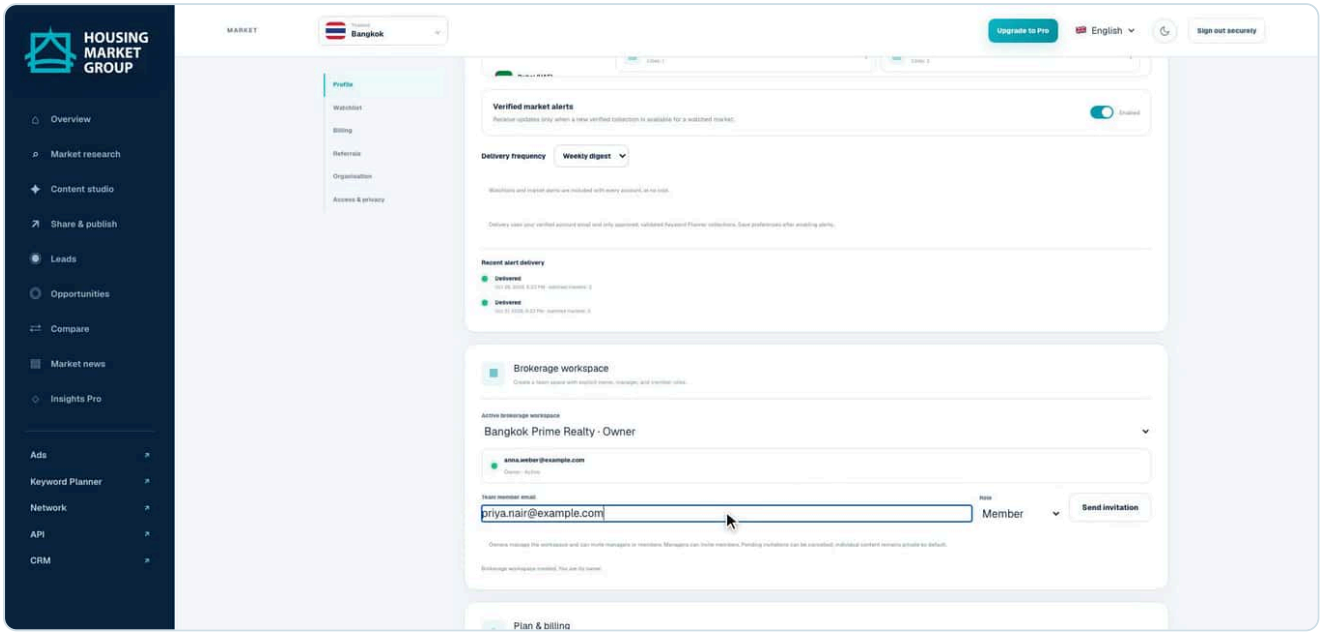


Figure 19.6 · Screen recorded 30 October 2026

7 Choose a **role**: manager or member.

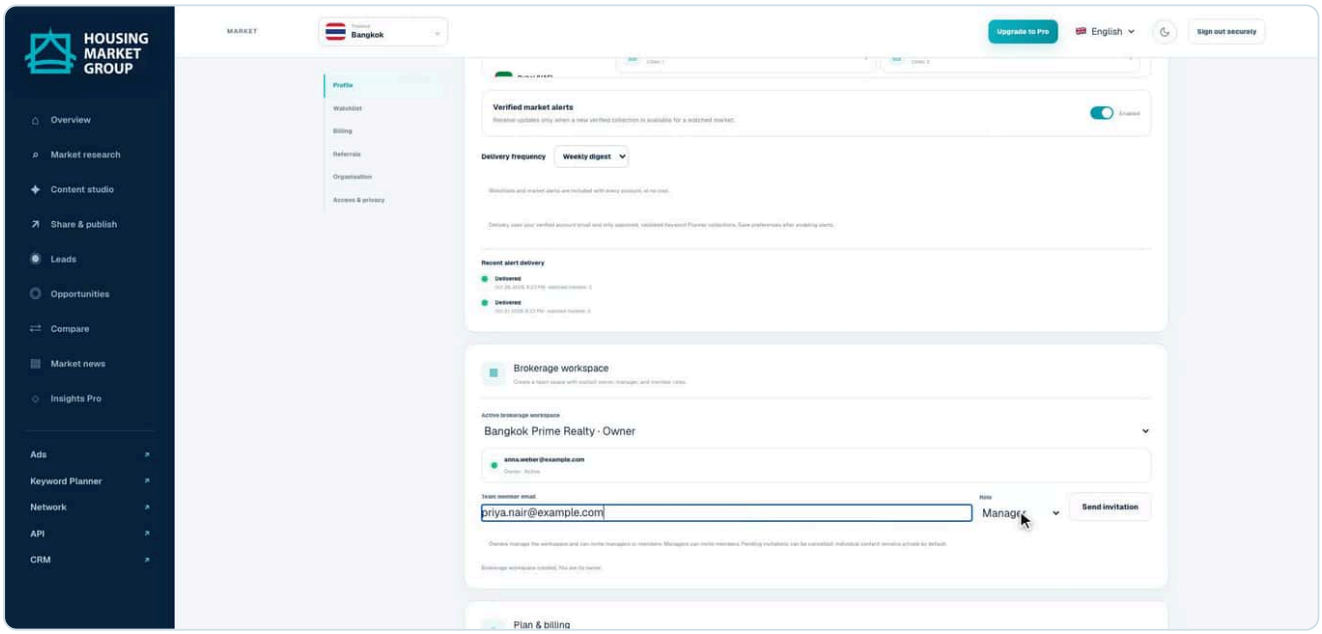


Figure 19.7 · Screen recorded 30 October 2026

8 Click **Send invitation**.

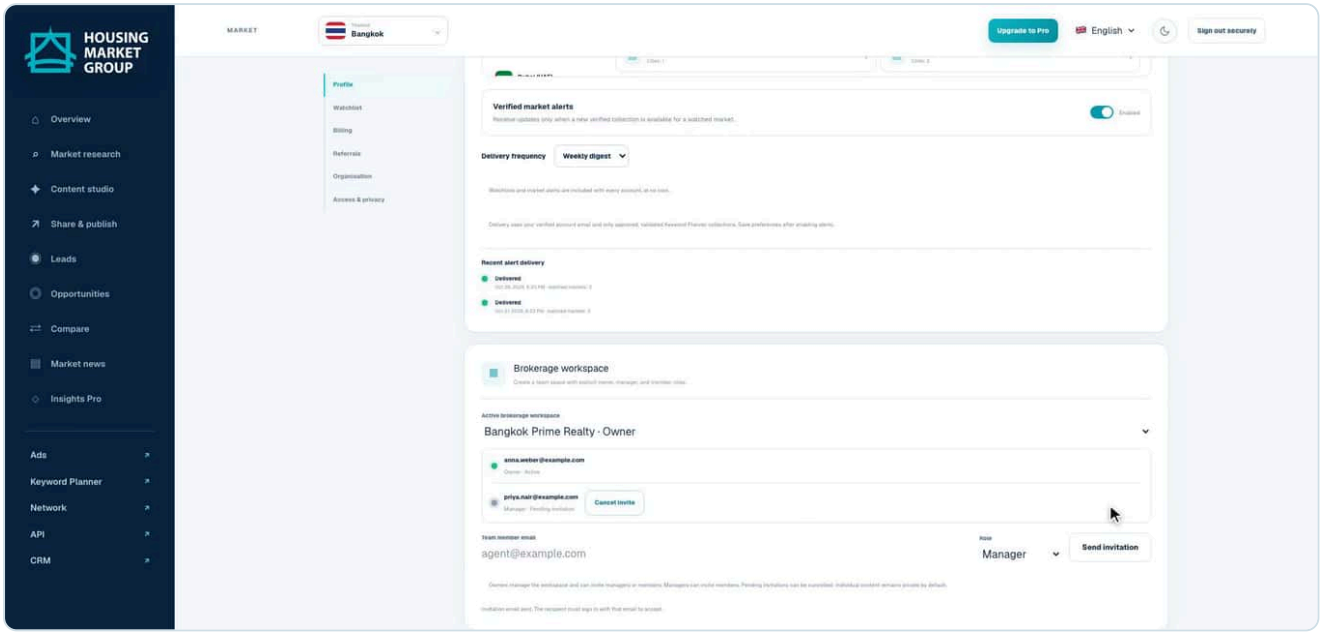


Figure 19.8 · Screen recorded 30 October 2026

9 Invite another colleague as a **member**.

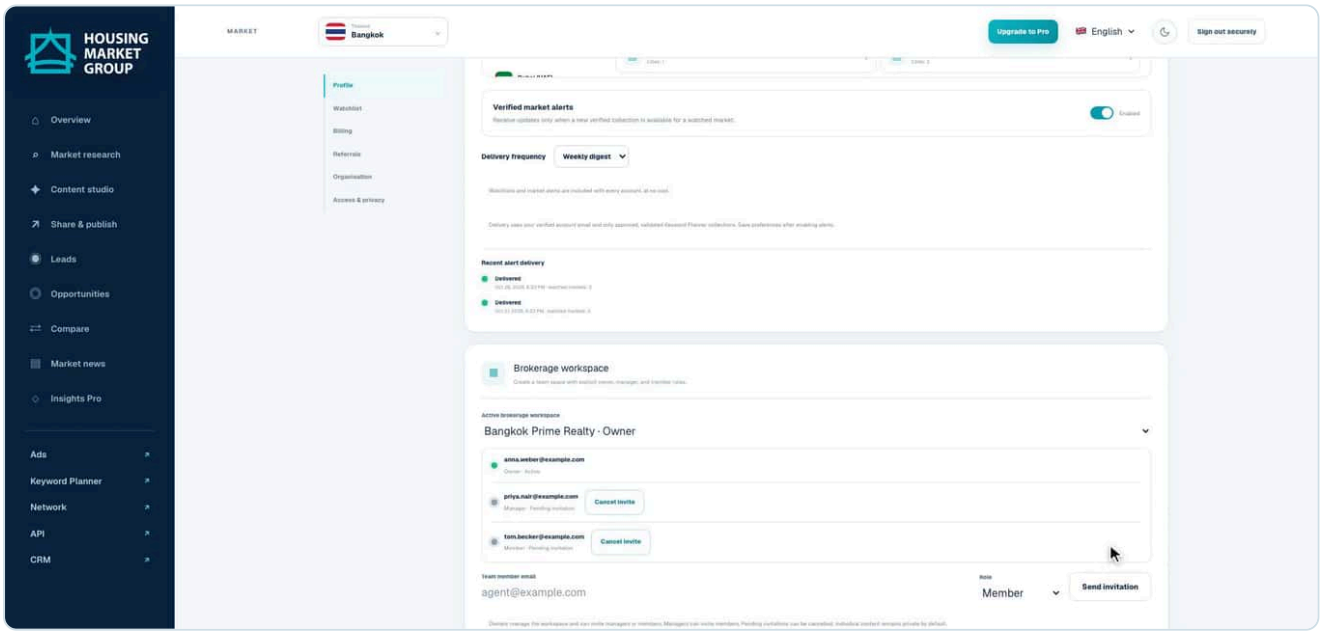


Figure 19.9 · Screen recorded 30 October 2026

10 Each person shows a **role** and **invited** or **active**.

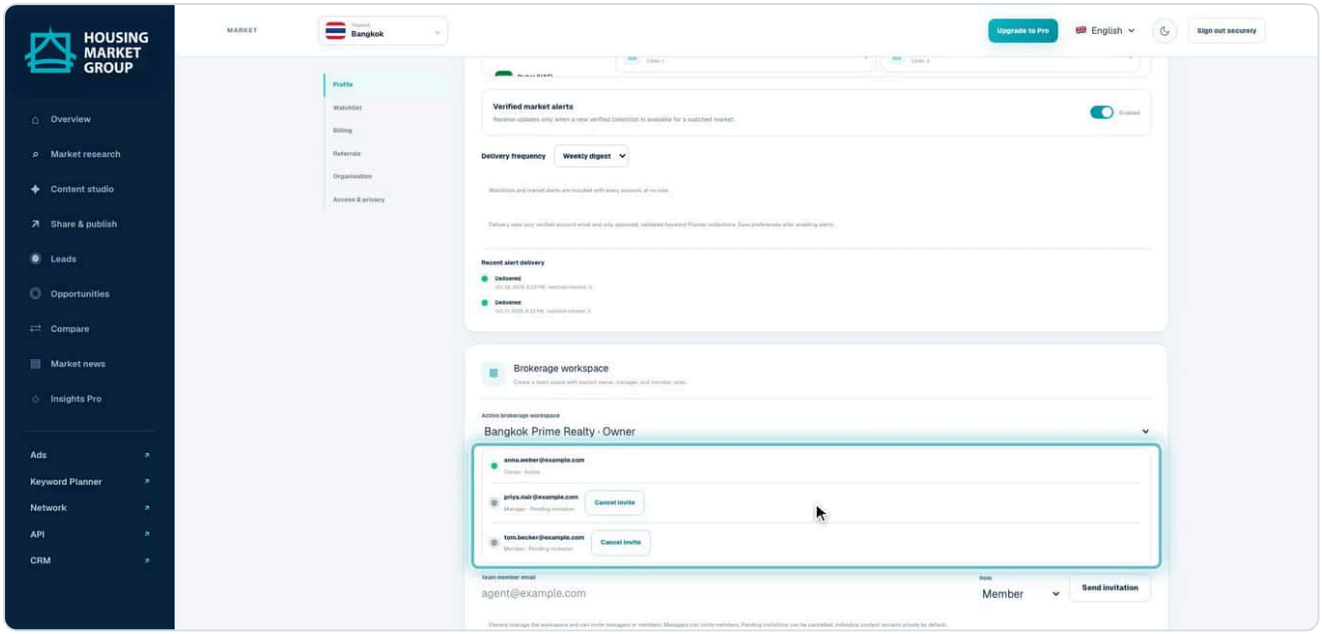


Figure 19.10 · Screen recorded 30 October 2026

11 An invitation not yet accepted can be **cancelled**.

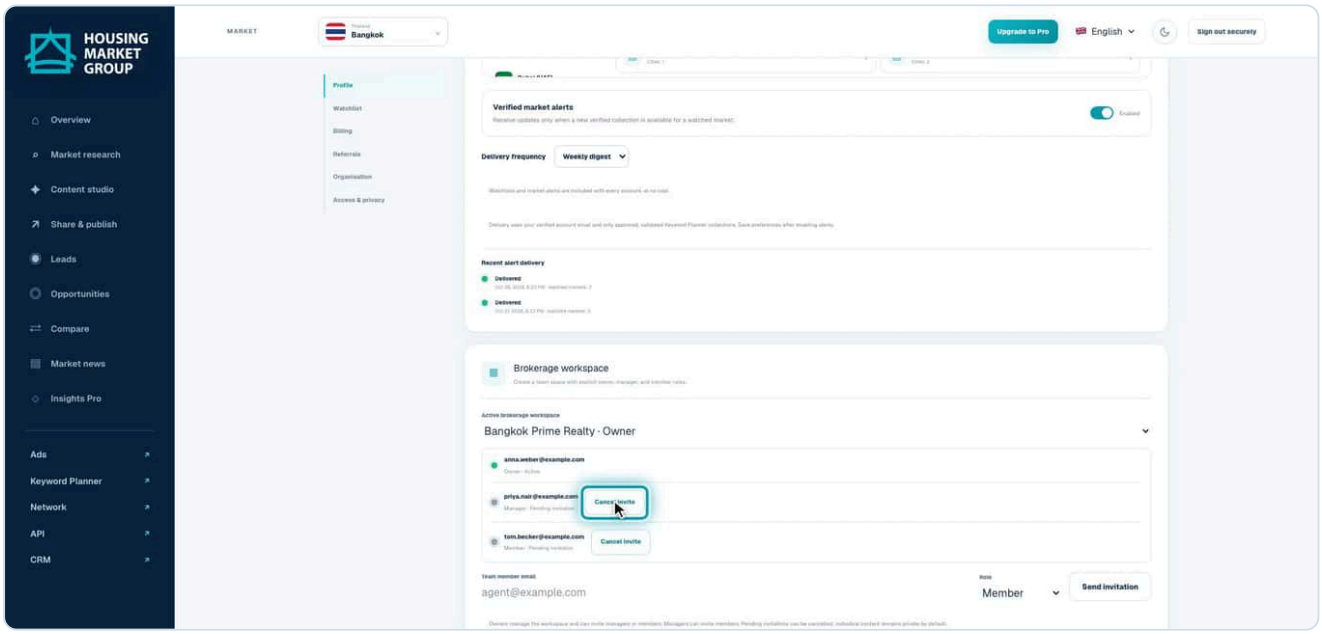


Figure 19.11 · Screen recorded 30 October 2026

12 A workspace never exposes your **private drafts, guides or leads**.

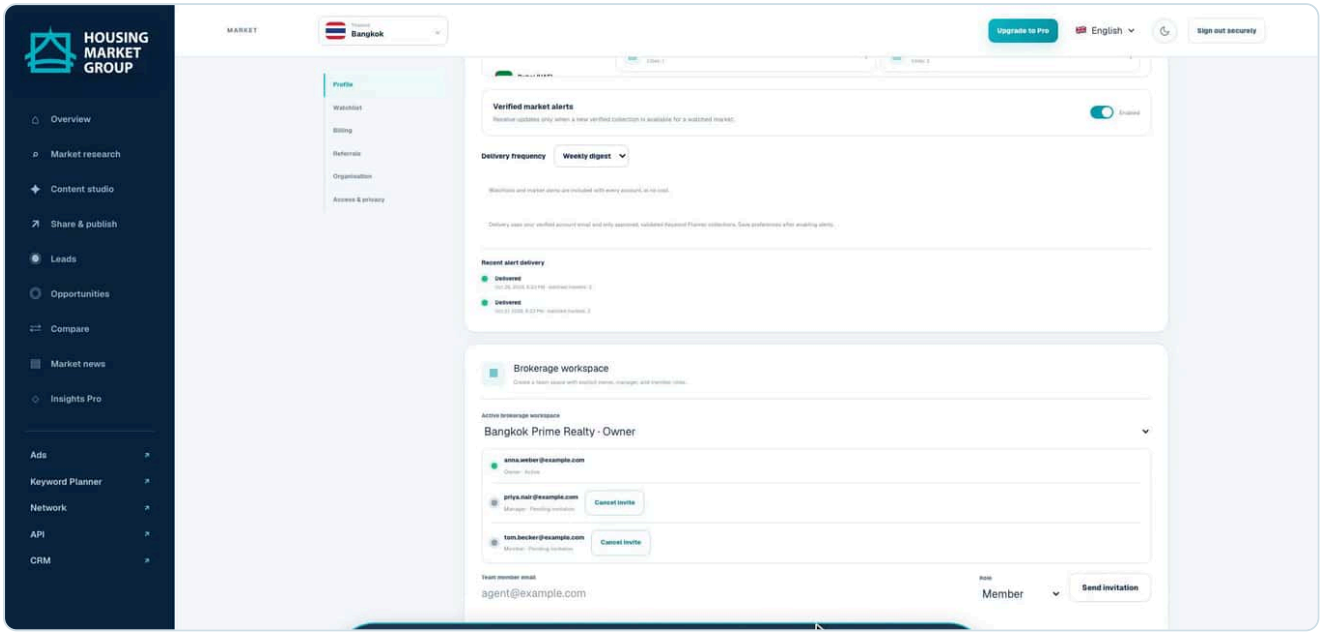


Figure 19.12 · Screen recorded 30 October 2026

PART 5

Plans and billing

20 Upgrade to Pro

21 Manage your subscription

22 Cancel Pro

23 What the free plan includes

24 Referral rewards

20 CHAPTER 20

Upgrade to Pro

Insights Pro | For agents and investors | Watch the video

OVERVIEW

Insights Pro is $19/month, charged in US dollars wherever you are. It begins with a free trial of 7 days, and a card is collected before the trial starts.

Insights Pro is $19/month. Basic market research stays free, so this is what you pay only if you want the client-facing workflow on top of it.

The price is in US dollars in every country and in every language Insights is offered in. Your card is charged dollars wherever you are, so the amount in your own currency depends on your bank's exchange rate on the day rather than on a price we set locally.

The plans page inside Insights shows the current price, and the billing portal in your account shows what you are actually being charged.

The trial

Insights Pro starts with a free trial of 7 days. Nothing is charged during it.

A card is collected before the trial begins. That is deliberate rather than a catch: if no usable payment method is on file when the trial ends, the subscription is cancelled instead of quietly failing and leaving you unsure whether you are subscribed.

Card details are entered only on a secure payment page, never into an Insights screen. Insights does not receive or store them. Your Pro access changes only after our payment provider sends a signed confirmation back to our servers, which is why it can take a moment to appear after checkout.

If you decide not to keep it

Open Settings, then Billing. In Plan & billing, choose Manage subscription. On the Insights Pro page that opens, choose Manage subscription again to reach the secure billing portal, and cancel there. Cancelling stops the next renewal. Free research remains available to you afterwards, and your saved guides stay in your account.

Pro stays on for as long as the billing portal shows the subscription as active or in its trial. When the subscription ends, the account goes back to Insights Free.

The billing portal is the authority on what your subscription currently is. If a screen inside Insights and the billing portal disagree, the billing portal is right.

From the Help Center: **How much does Insights Pro cost, and is there a trial?**

STEP BY STEP

1 Signed in on the **free plan**.

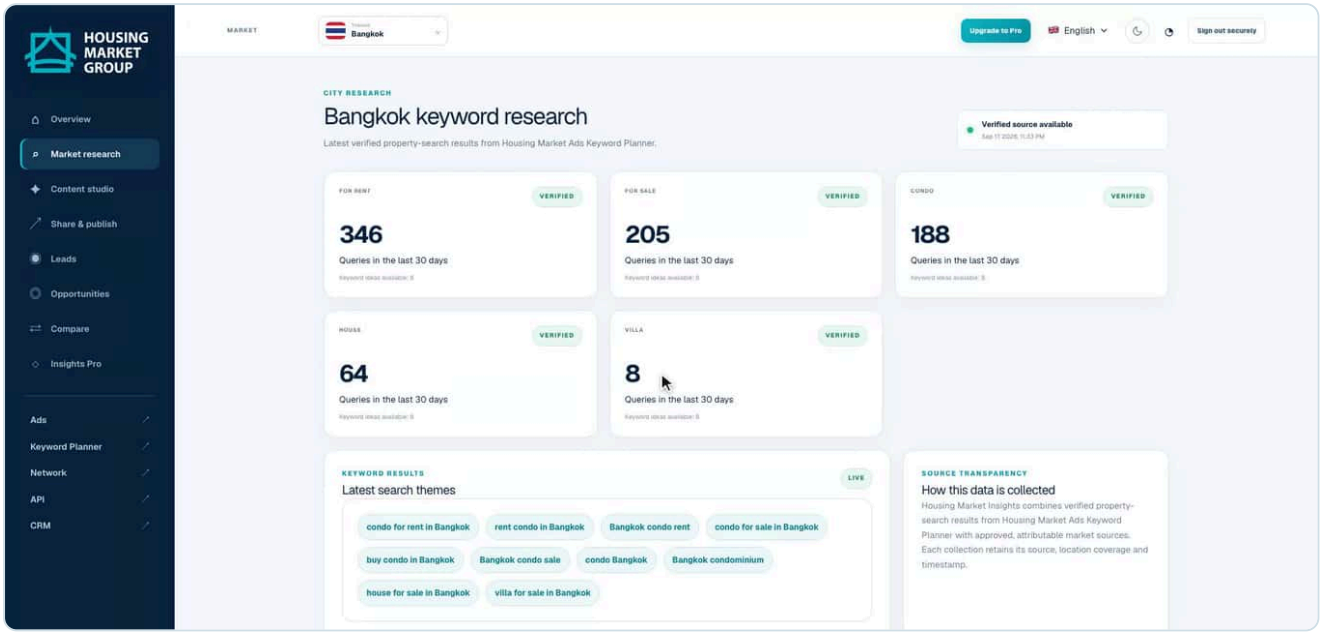


Figure 20.1 · Screen recorded 17 September 2026

2 Click **Upgrade to Pro**.

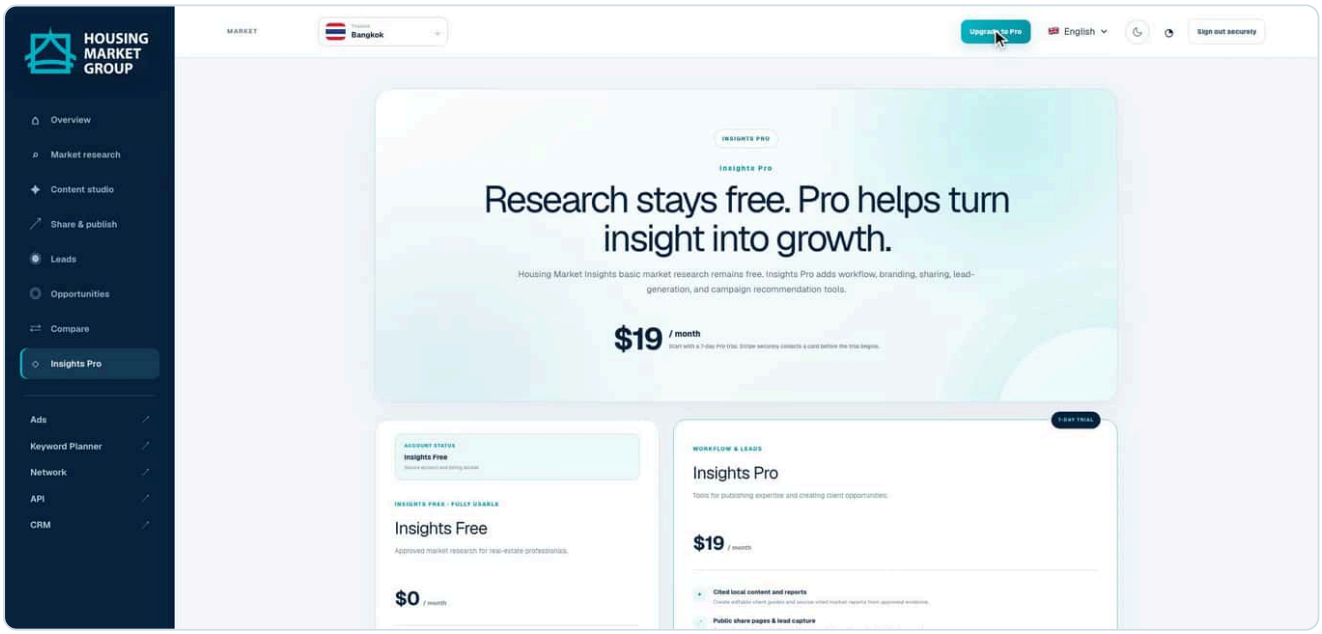


Figure 20.2 · Screen recorded 17 September 2026

3 Insights Pro is $19 a month after a 7-day trial.

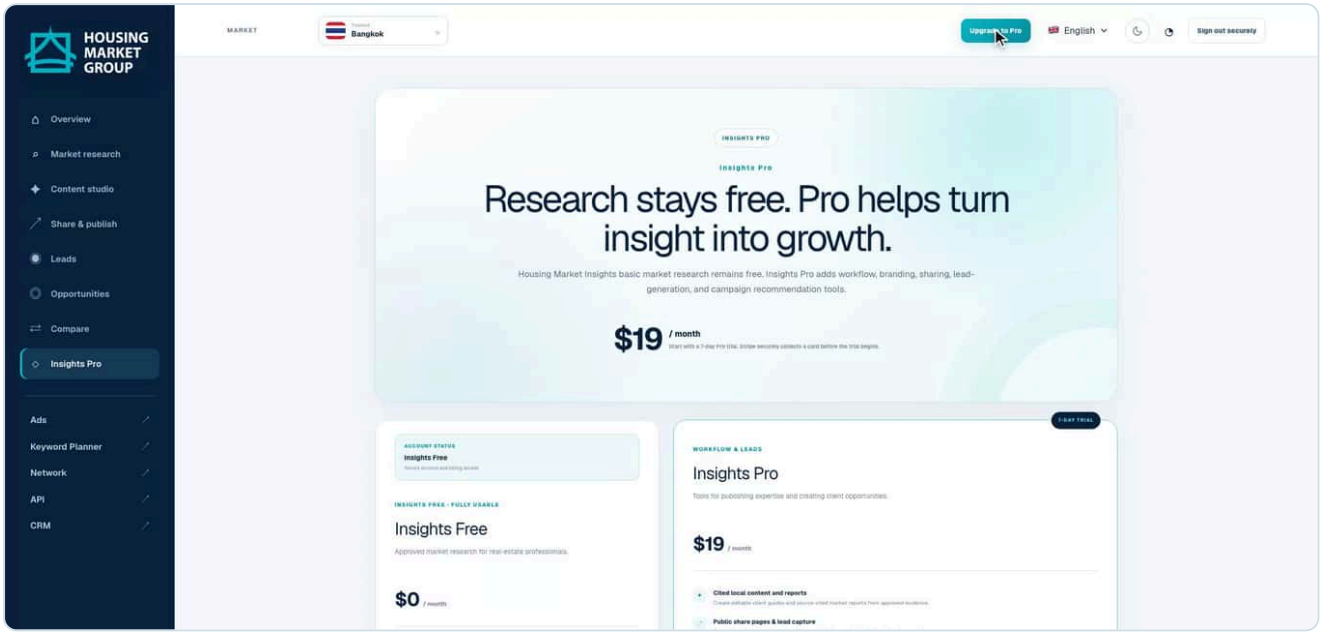


Figure 20.3 · Screen recorded 17 September 2026

4 Click Start 7-day Pro trial.

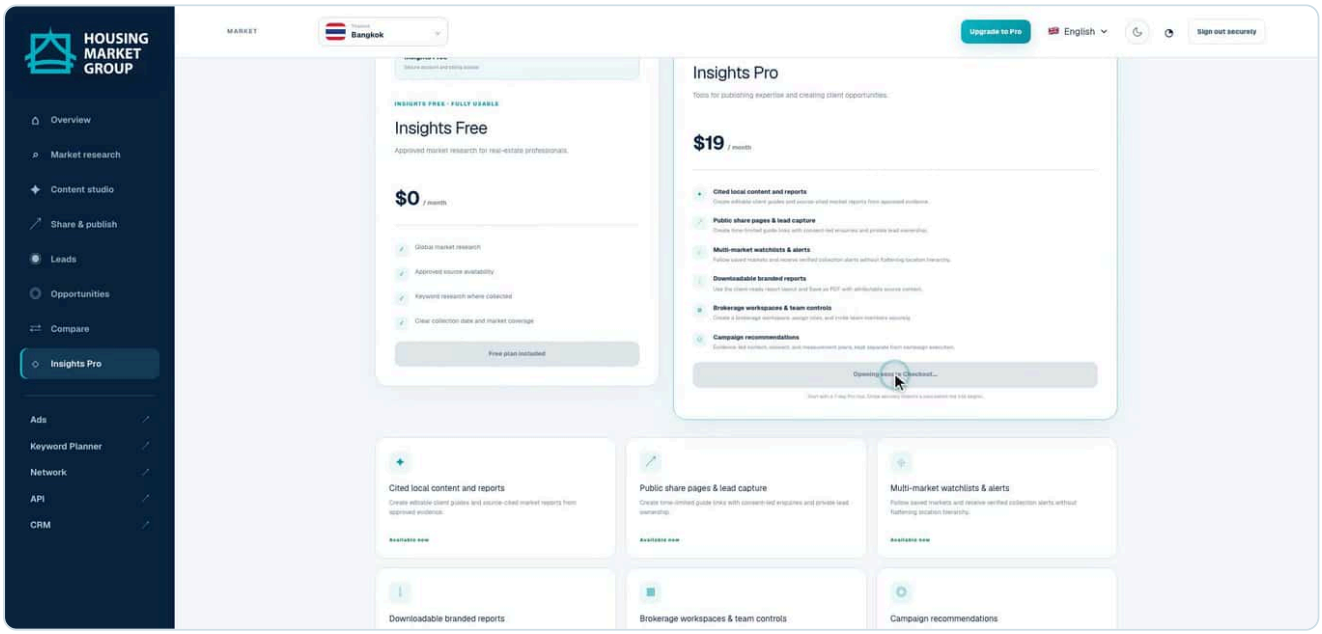


Figure 20.4 · Screen recorded 17 September 2026

5 Stripe’s secure checkout opens — enter your card details there.

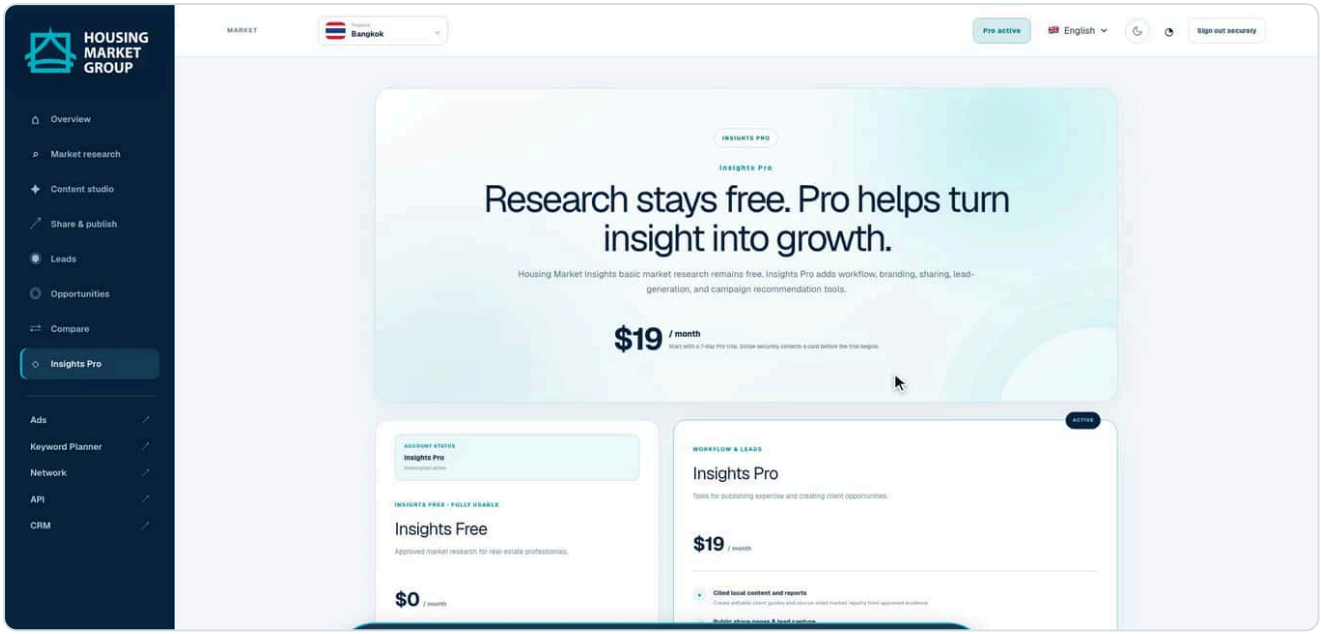


Figure 20.5 · Screen recorded 17 September 2026

6 Back in Insights, **Pro is active**.

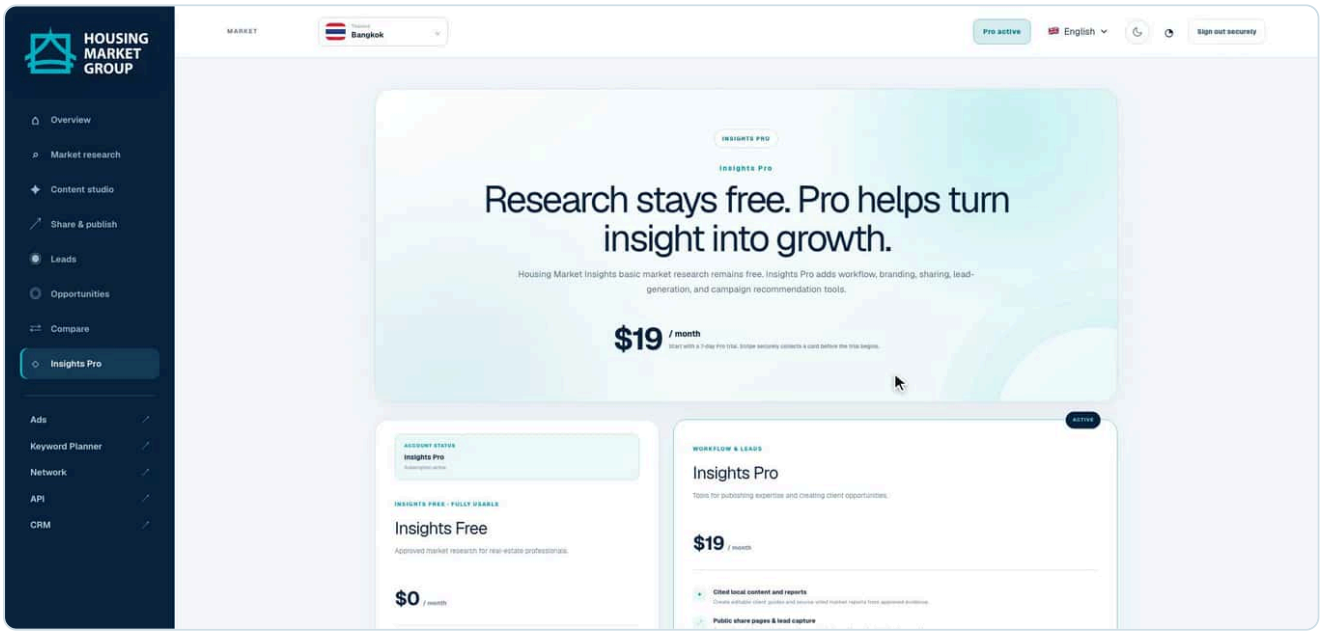


Figure 20.6 · Screen recorded 17 September 2026

GOOD TO KNOW

TIP

Pro is switched on by a signed confirmation from the payment provider, not by the checkout page. It normally arrives within moments.

Help Center: Why does my Insights account still show as free after I paid?

RELATED HELP CENTER ARTICLES

What is Housing Market Insights Pro?	faq.housingmarketgroup.com/faq/what-is-housing-market-insights-pro
What is the difference between Insights Free and Insights Pro?	faq.housingmarketgroup.com/faq/what-is-the-difference-between-insights-free-and-insights-pro

21 CHAPTER 21

Manage your subscription

Insights Pro | For agents and investors | Watch the video

TODO Names differ: the Help Center says "Open Settings, then Billing"; the video (2026-09-24) opens Settings, then "Plan & billing", then "Manage subscription". Align the Help Center with the screen.

OVERVIEW

From Settings, then Billing: choose Manage subscription to reach the secure billing portal, where you can update the card, see past payments and cancel.

Open Settings, then Billing. In Plan & billing, choose Manage subscription. On the Insights Pro page that opens, choose Manage subscription again. That opens a secure billing portal where you can update the card on file, look at past payments, and cancel.

What to expect

- Card details are handled by the payment provider and are never entered into an Insights screen.
- Cancelling stops the next renewal. Pro stays on for as long as the billing portal shows the subscription as active or in its trial. When the subscription ends, the account goes back to Insights Free.
- Free research remains available afterwards, and your saved guides stay in your account.
- A published guide link keeps its own expiry. If you want it gone sooner, withdraw it before you cancel.
- The billing portal is the authority on what your subscription currently is. If a screen inside Insights disagrees with it, the billing portal is right.

If the billing portal will not open

The usual cause is being signed in to an account that has never had a paid subscription — a second address you created at some point. Sign in with the account that was actually billed, which is the address the payment receipts were sent to.

Insights Pro is $19/month. What the billing portal shows is what you are actually being charged, so if it disagrees with any figure you have seen, the billing portal is right.

From the Help Center: **How do I change or cancel my Insights subscription?**

STEP BY STEP

1 Open your **Housing Market Insights** workspace.

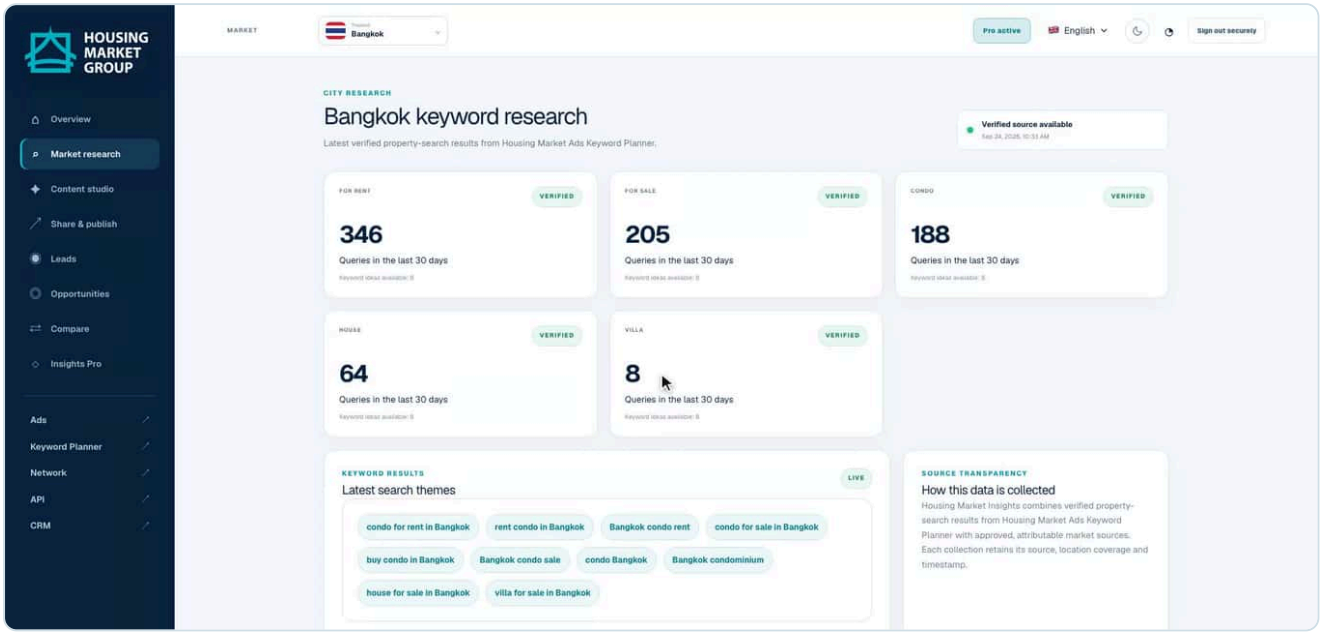


Figure 21.1 · Screen recorded 24 September 2026

2 Click **Settings**.

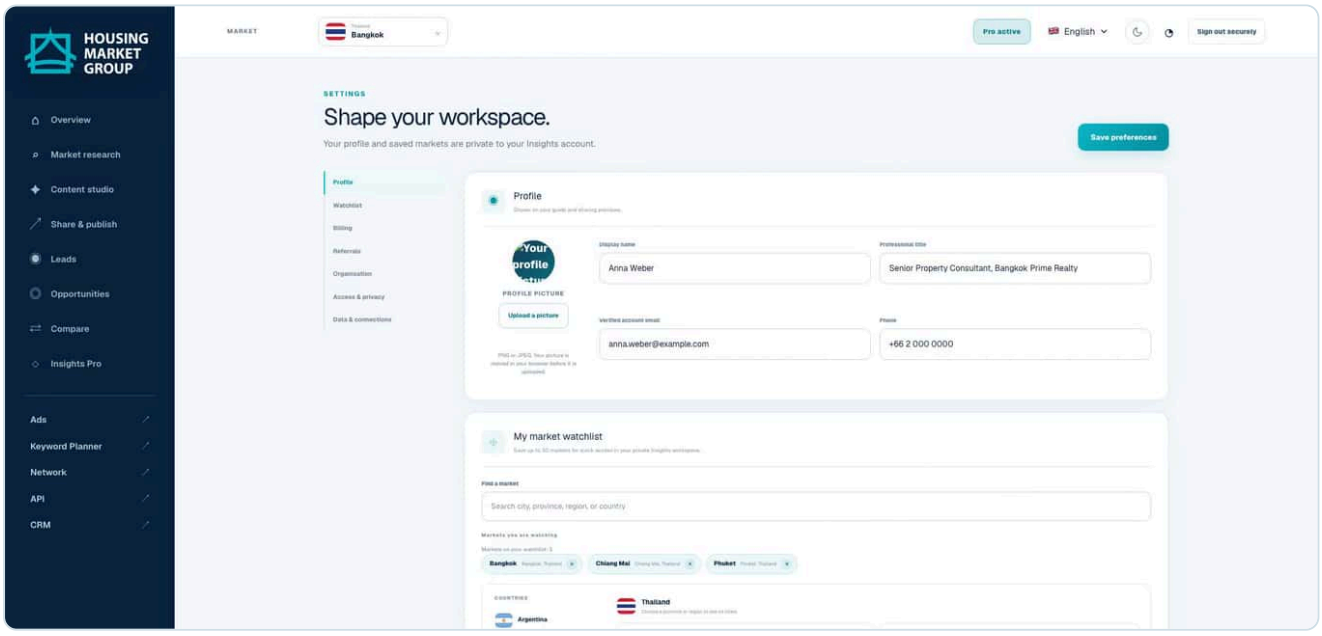


Figure 21.2 · Screen recorded 24 September 2026

3 Open **Plan & billing**.

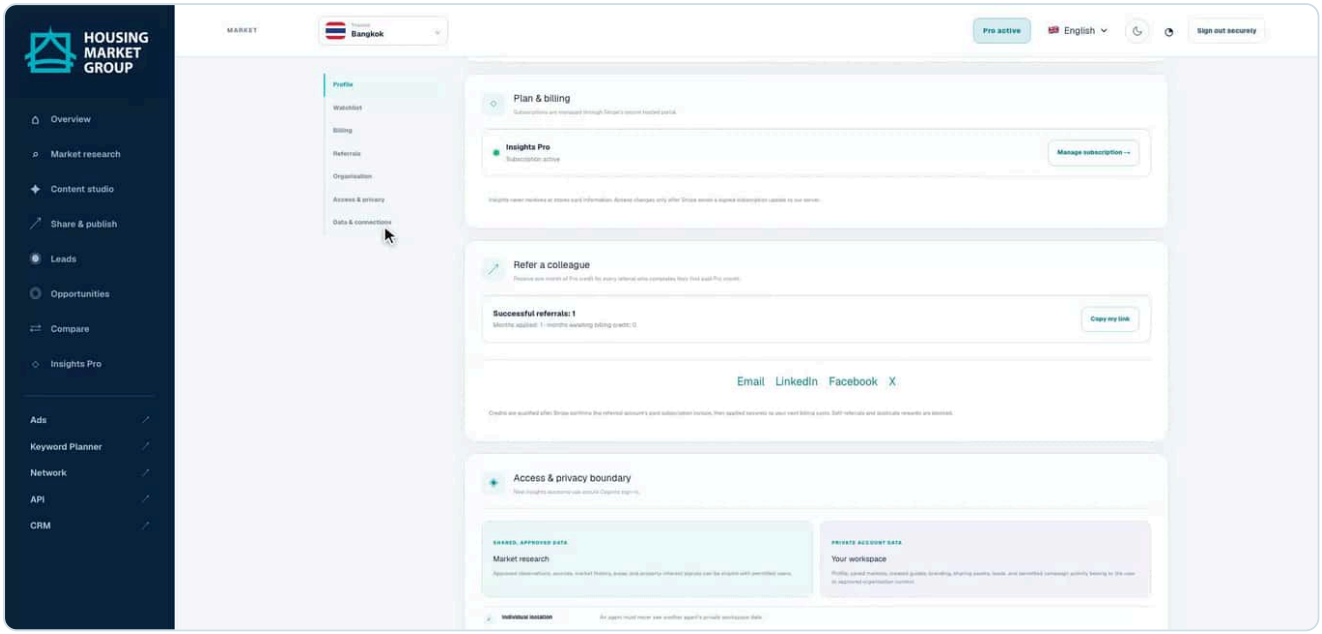


Figure 21.3 · Screen recorded 24 September 2026

4 Click **Manage subscription**.

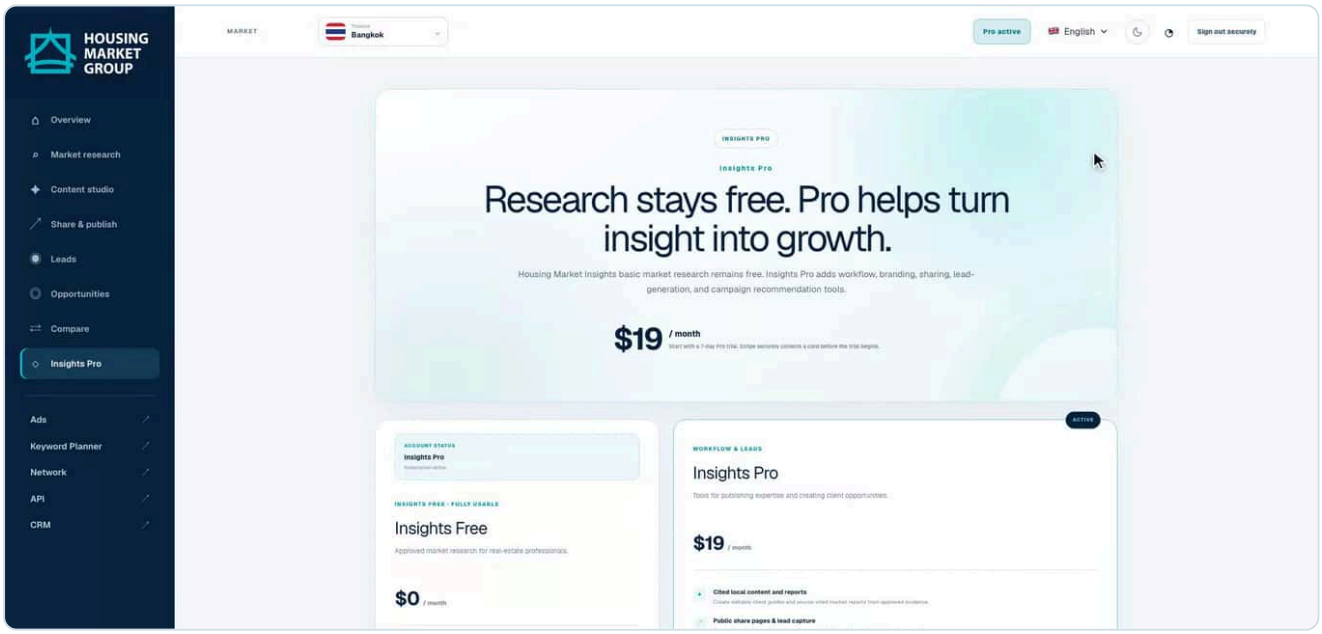


Figure 21.4 · Screen recorded 24 September 2026

5 On Plans, **Manage subscription** opens Stripe.

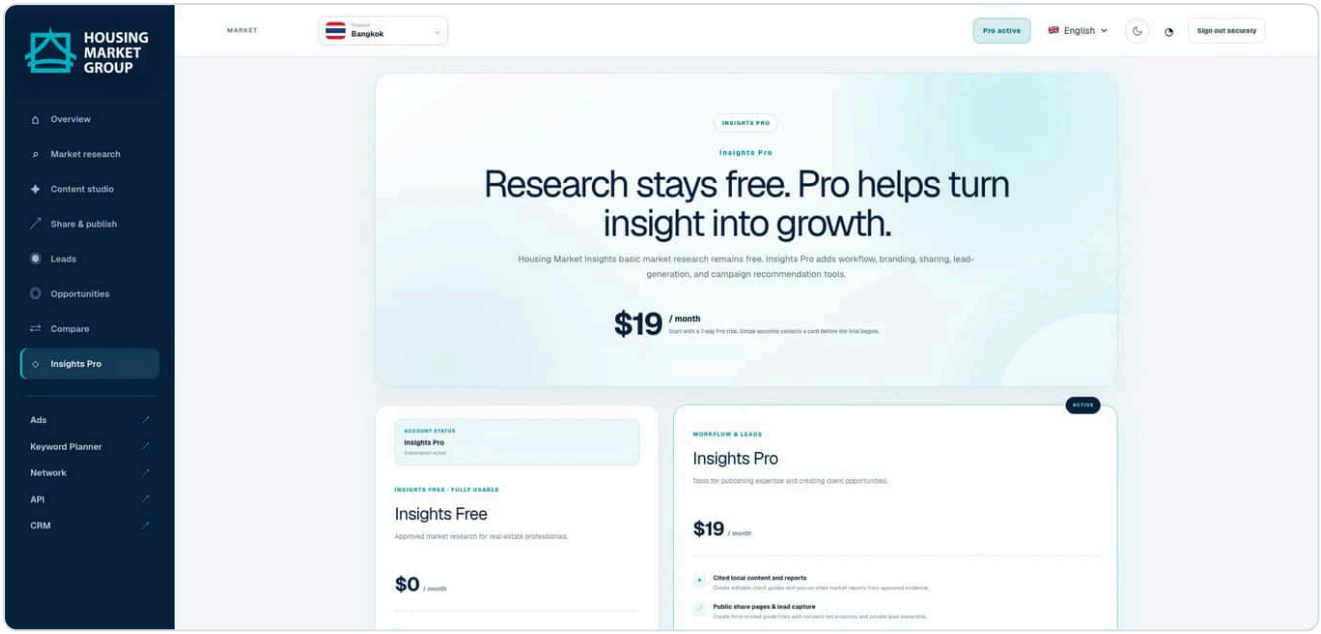


Figure 21.5 · Screen recorded 24 September 2026

6 There: change your **card**, billing details, **invoices** — or cancel.

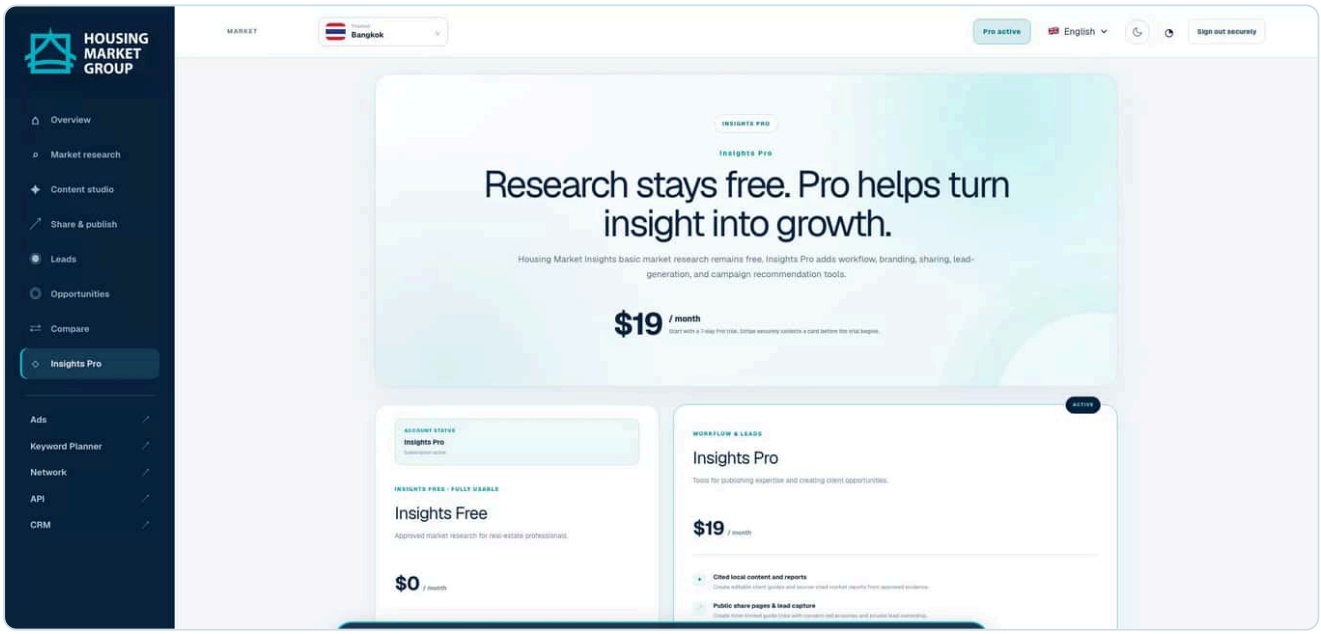


Figure 21.6 · Screen recorded 24 September 2026

RELATED HELP CENTER ARTICLES

How much does Insights Pro cost, and is there a trial?	faq.housingmarketgroup.com/faq/how-much-does-housing-market-insights-pro-cost

22 CHAPTER 22

Cancel Pro

Insights Pro | For agents and investors | Watch the video

TODO Names differ: the Help Center says "Open Settings, then Billing"; the video (2026-09-24) opens Settings, then "Plan & billing", then "Manage subscription". Align the Help Center with the screen.

TODO The video says "Pro runs to the end of the period" after cancelling; the Help Center only says "Cancelling stops the next renewal". Confirm and add it to the article, or reword the caption.

OVERVIEW

From Settings, then Billing: choose Manage subscription to reach the secure billing portal, where you can update the card, see past payments and cancel.

Open Settings, then Billing. In Plan & billing, choose Manage subscription. On the Insights Pro page that opens, choose Manage subscription again. That opens a secure billing portal where you can update the card on file, look at past payments, and cancel.

What to expect

- Card details are handled by the payment provider and are never entered into an Insights screen.
- Cancelling stops the next renewal. Pro stays on for as long as the billing portal shows the subscription as active or in its trial. When the subscription ends, the account goes back to Insights Free.
- Free research remains available afterwards, and your saved guides stay in your account.
- A published guide link keeps its own expiry. If you want it gone sooner, withdraw it before you cancel.
- The billing portal is the authority on what your subscription currently is. If a screen inside Insights disagrees with it, the billing portal is right.

If the billing portal will not open

The usual cause is being signed in to an account that has never had a paid subscription — a second address you created at some point. Sign in with the account that was actually billed, which is the address the payment receipts were sent to.

Insights Pro is $19/month. What the billing portal shows is what you are actually being charged, so if it disagrees with any figure you have seen, the billing portal is right.

From the Help Center: **How do I change or cancel my Insights subscription?**

STEP BY STEP

1 Open your **Housing Market Insights** workspace.

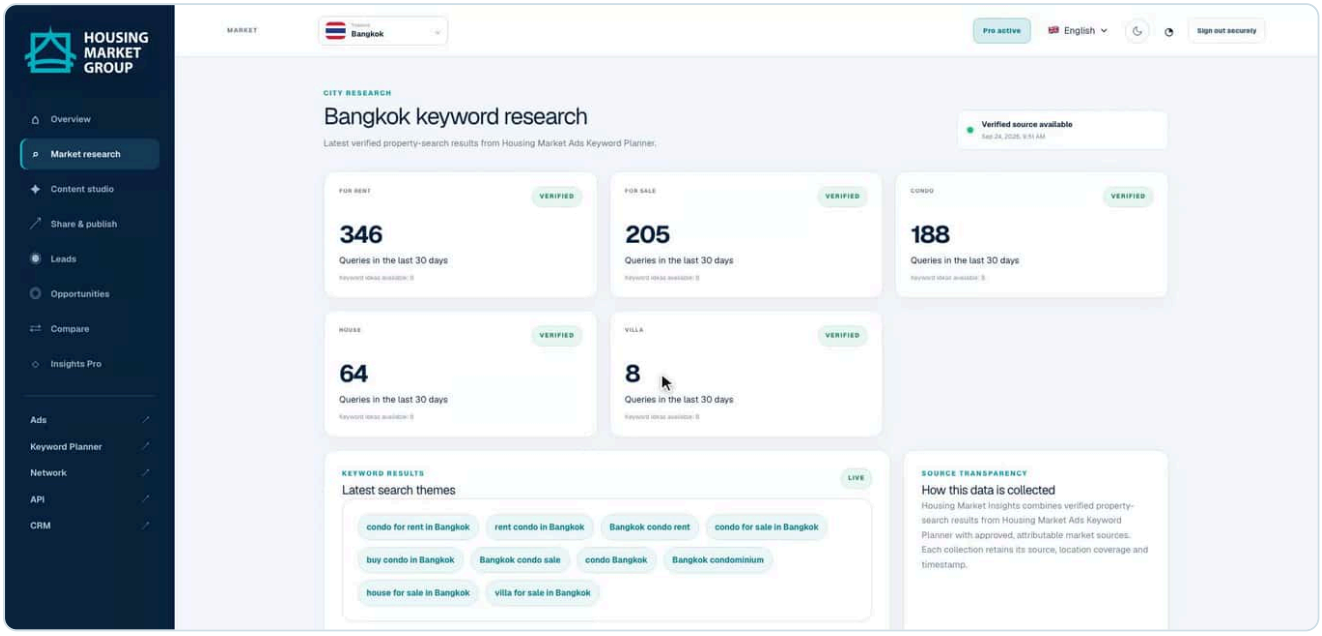


Figure 22.1 · Screen recorded 24 September 2026

2 Click **Settings**.

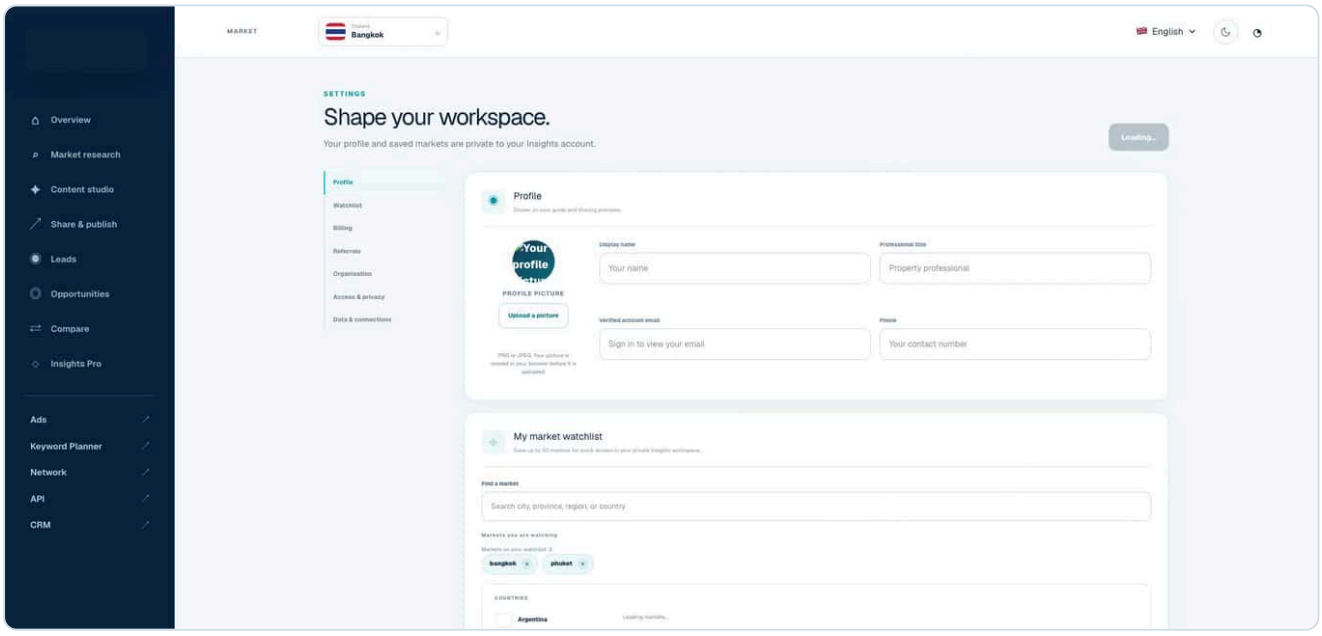


Figure 22.2 · Screen recorded 24 September 2026

3 Open **Plan & billing**.

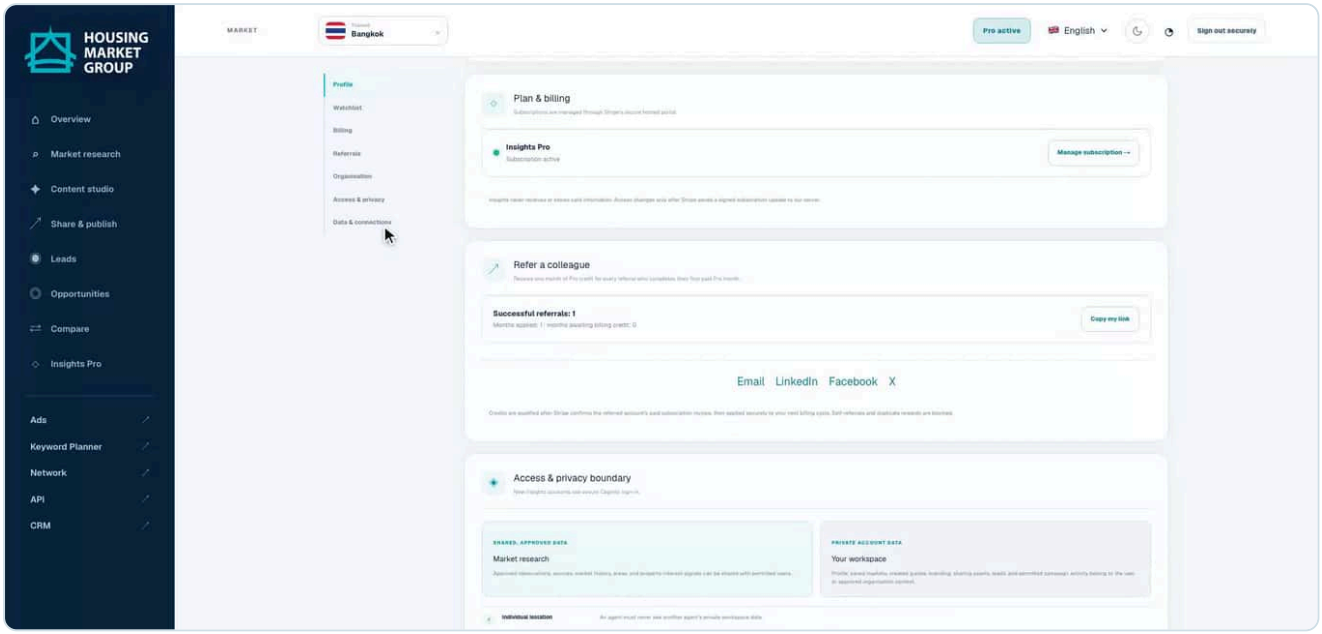


Figure 22.3 · Screen recorded 24 September 2026

4 Your **plan** and its **renewal** are shown here.

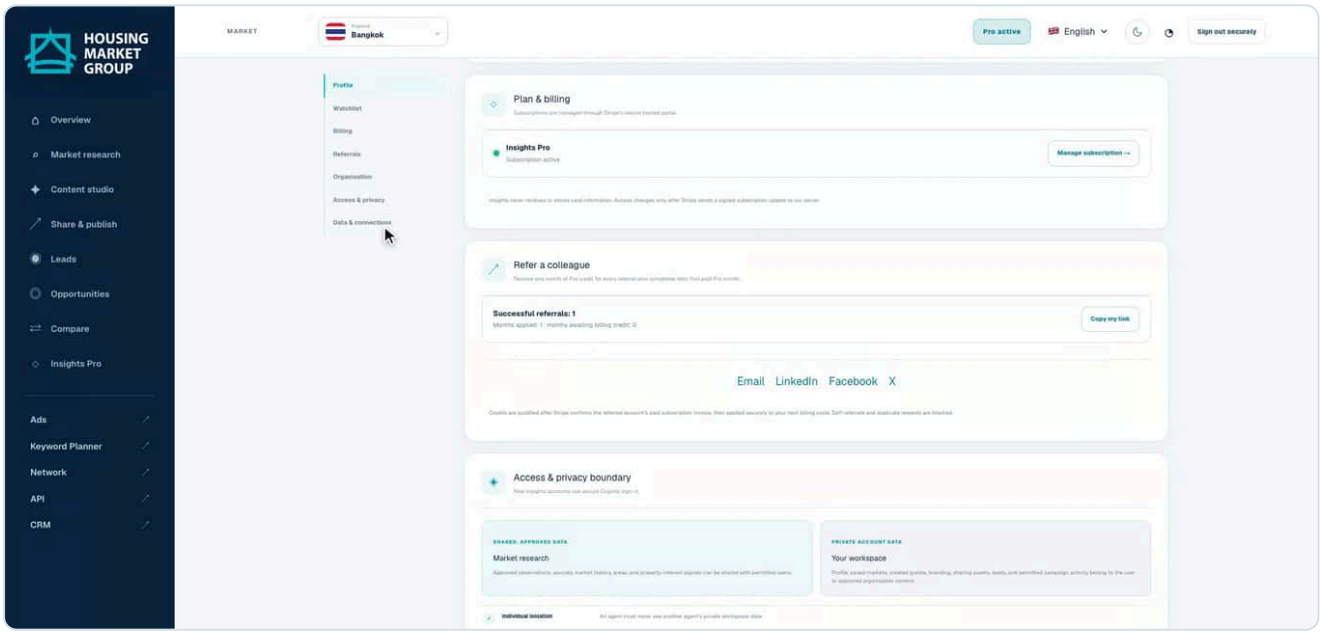


Figure 22.4 · Screen recorded 24 September 2026

5 Click **Manage subscription**.

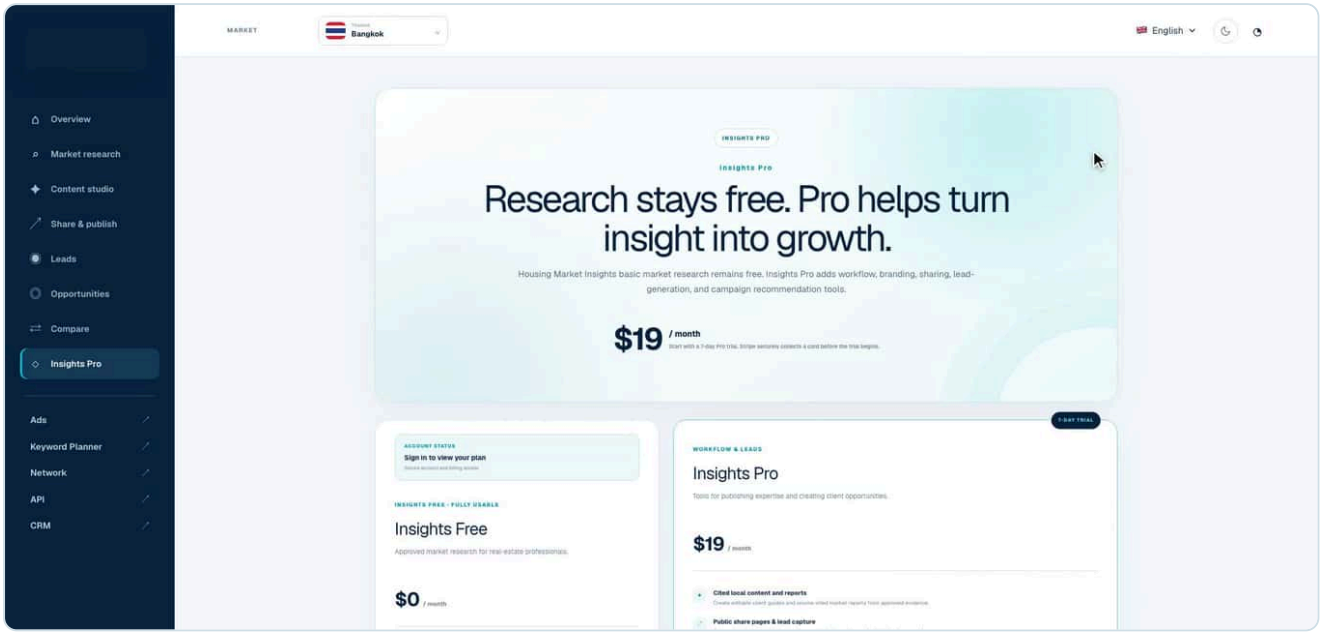


Figure 22.5 · Screen recorded 24 September 2026

6 This opens **Stripe’s billing page**, where you cancel.

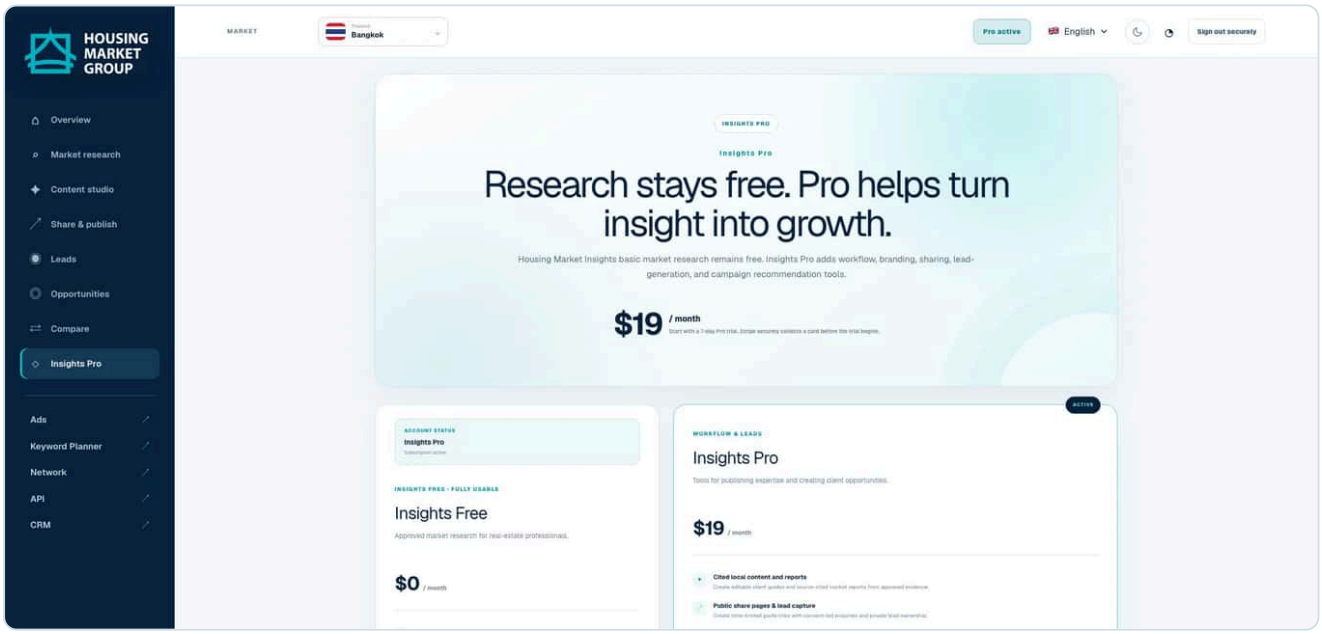


Figure 22.6 · Screen recorded 24 September 2026

7 Cancelling stops the **next renewal** — Pro runs to the end of the period.

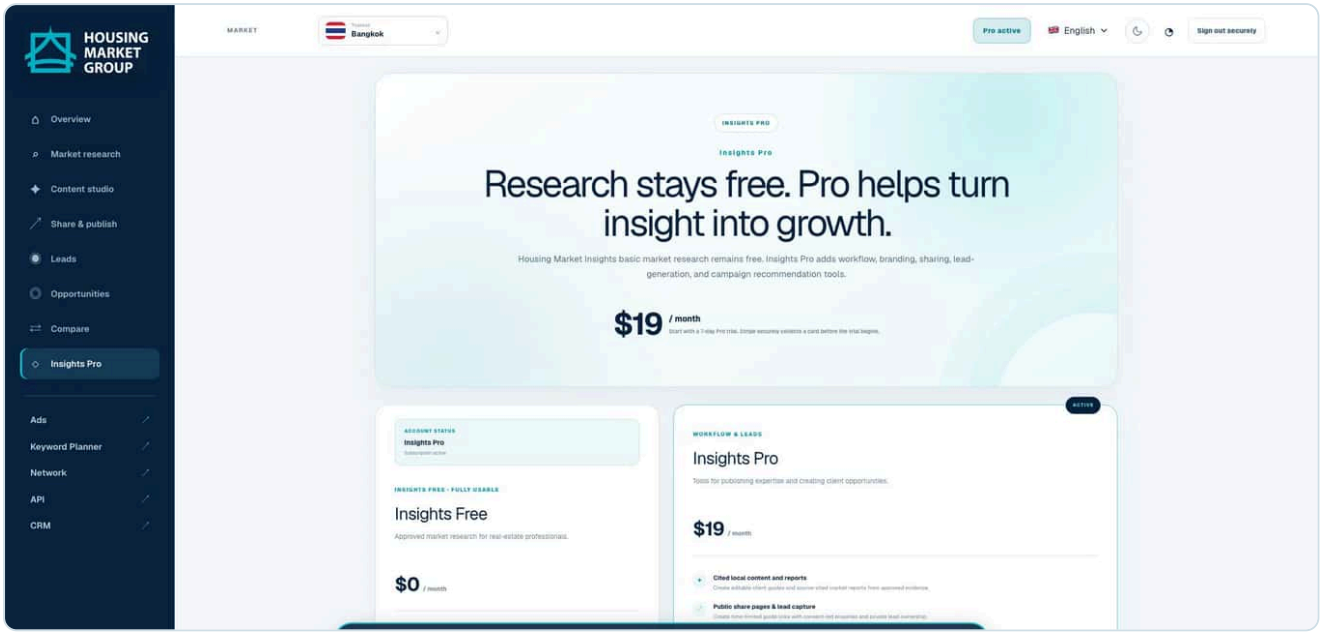


Figure 22.7 · Screen recorded 24 September 2026

8 Your **research and watchlists stay**; the free plan keeps them.

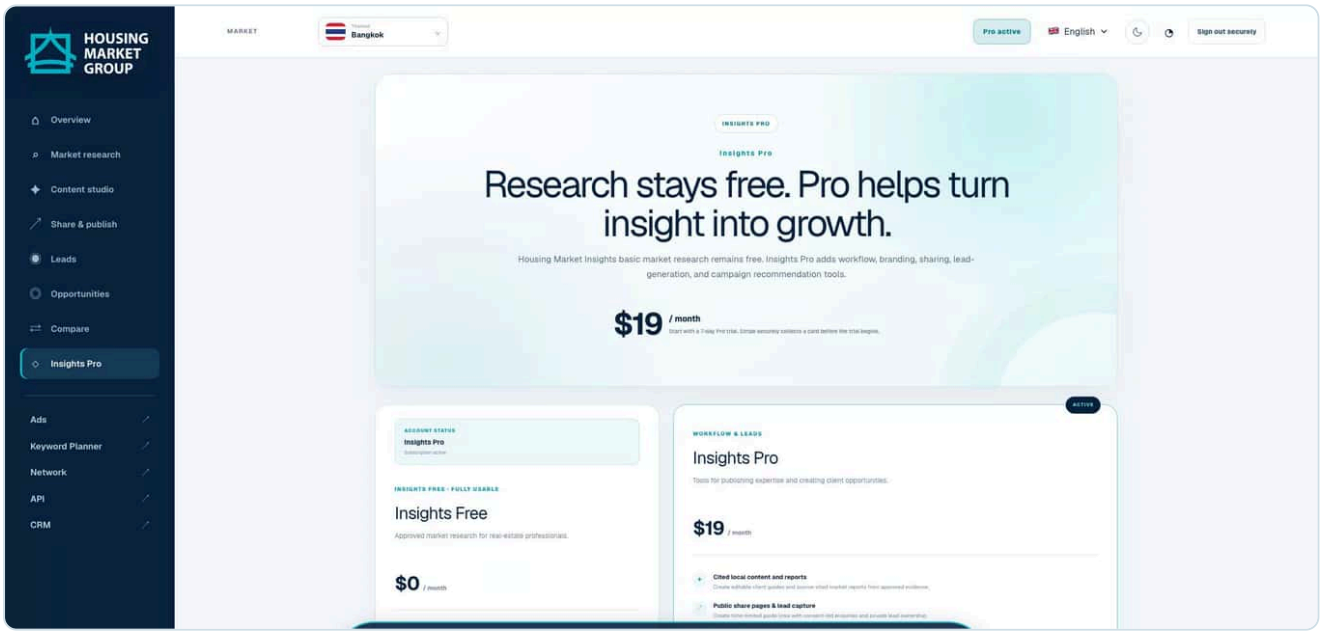


Figure 22.8 · Screen recorded 24 September 2026

RELATED HELP CENTER ARTICLES

How much does Insights Pro cost, and is there a trial?	faq.housingmarketgroup.com/faq/how-much-does-housing-market-insights-pro-cost

23 CHAPTER 23

What the free plan includes

All plans | For agents and investors | Watch the video

TODO The video (2026-09-24) lists "Research, sources, keywords, watchlists and alerts" as free and says Pro "adds publishing, sharing and leads"; the Help Center says Free has only the transactions source lane and that Pro also adds search-demand history, the full guide, the PDF and the other source lanes. Check the plans page and reword the caption or the article.

OVERVIEW

Free lets you research a market and start a guide. Pro lets you finish it, download it, publish it to a client and watch demand change over time.

Both plans see the same research and the same markets. Pro does not unlock a market — it unlocks what you can do with one once you have researched it.

The simplest way to hold it in your head: Free is for understanding a market yourself. Pro is for putting that understanding in front of a client.

What Insights Free gives you

- Market research in any market in the registry, including the published evidence for it with the publisher, the source document and the date.
- Approved market updates that are open to every reader, whichever lane they belong to — transactions, finance, neighbourhoods, news or opportunities.
- Property-search demand for the market, with the date it was collected.
- The content studio: choose a market and an audience, and build a guide with your own name and details on it.
- Saving that guide to your account with Save draft, and coming back to it.
- Requesting research for a city.

The overview, Market research and a market's source list can be read without an account at all. An account is needed to save guides, keep a watchlist and request research.

Where Free stops

- A guide preview shows the first two sections. The rest of the guide exists; it is not displayed.
- The client-ready report layout is not available on Free, and neither are the controls for choosing which sections and which pieces of evidence go into it.
- There is no PDF download.
- A guide cannot be published to a public link, so there is nothing for a client to open and no enquiry form for them to complete.
- In a market's source list, only the transactions source opens. The others — neighbourhoods, finance, news and opportunities — are listed but marked Available in Pro. Updates that reviewers have marked for Insights Pro are kept for Pro accounts.
- Search-demand history is not shown. You see the latest collection, not the trend behind it.
- Approved source-backed market history is not shown, and there is no download of either history.
- Compare is locked.
- On the Opportunities page, the recommendations and the campaign brief are a teaser rather than the thing itself.

What Insights Pro adds

- The complete guide rather than the first two sections.
- The client-ready report layout, with control over which sections appear and which approved evidence is cited in them.
- PDF download of the finished report, carrying your name and your branding.
- A public link to a guide that a client opens without an account or a sign-in, which expires on its own and which you can withdraw at any time.
- Consent-based enquiries from that public page, which arrive in your Leads section and are private to your account.
- Every source in the source list unlocked, not only transactions.
- Search-demand history for a market: every validated collection, each with its date.
- Approved source-backed market history, where it exists: each observation with its geography, its reporting period and its original source.
- Both histories downloadable from the market's history page, with Download history as CSV or Download branded PDF.
- Compare: up to four markets side by side, from their latest validated property-search collections.
- The recommendations and the campaign brief on the Opportunities page.

What is identical on both

- Nothing is estimated or invented on either plan. Where verified information is missing, both say so.
- Which markets have published evidence is the same on both. Pro is a workflow upgrade, not a data upgrade.
- Both are subject to the same limits on what the research is: market information for a location, not advice about one property and not investment advice.

What is free, and what to check in your own account

Multi-market watchlists and the verified market alerts that go with them are free and included with every account, including the free tier. Brokerage organisations are presented as an Insights Pro feature on the plans page — sign in and open Settings to see what your own plan currently includes rather than assuming either way.

One thing that is neither Free nor Pro but is often mistaken for both: signed out, a market's approved source-backed history does not tell you the market is empty. It asks you to sign in, because whether there is history to show is a question that can only be answered for an account. Signed in on Free, it tells you that history is part of Pro. A market is only reported as having nothing in it to somebody who would have been shown it.

Insights Pro is $19/month, in US dollars, and starts with a free trial of 7 days. What the trial involves and how to cancel is answered separately.

From the Help Center: **What is the difference between Insights Free and Insights Pro?**

STEP BY STEP

1 Market research on **Housing Market Insights** is free.

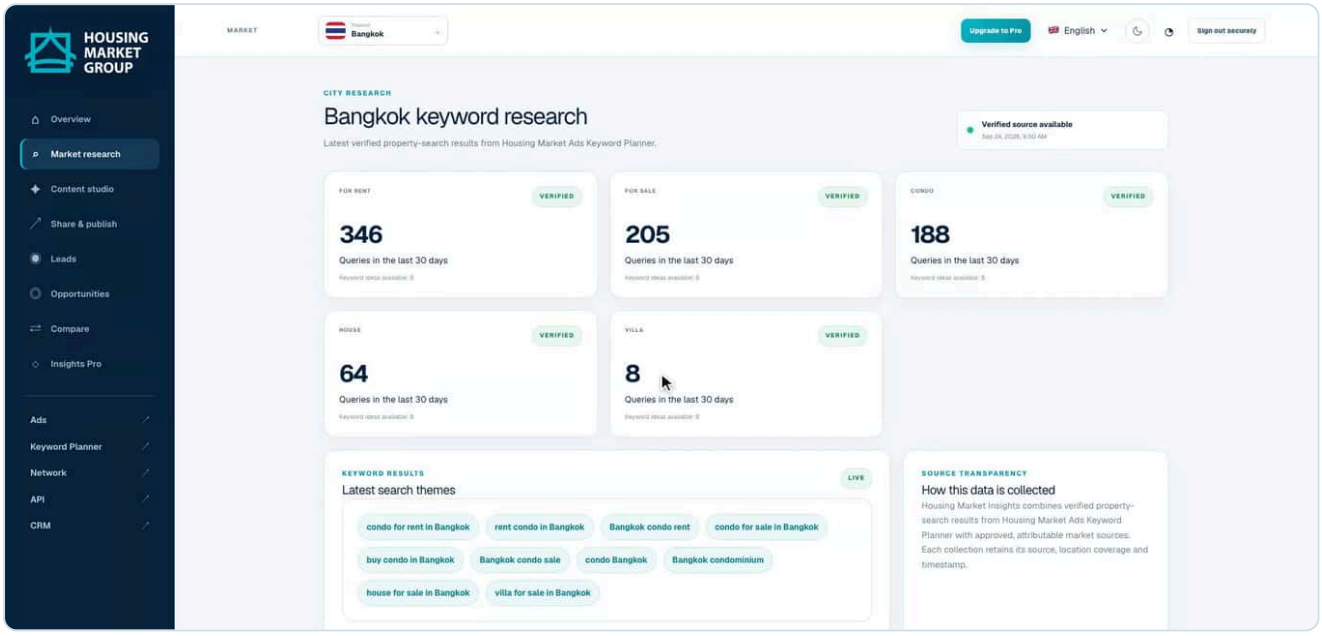


Figure 23.1 · Screen recorded 24 September 2026

2 Every collection keeps its **source** and **collection date**.

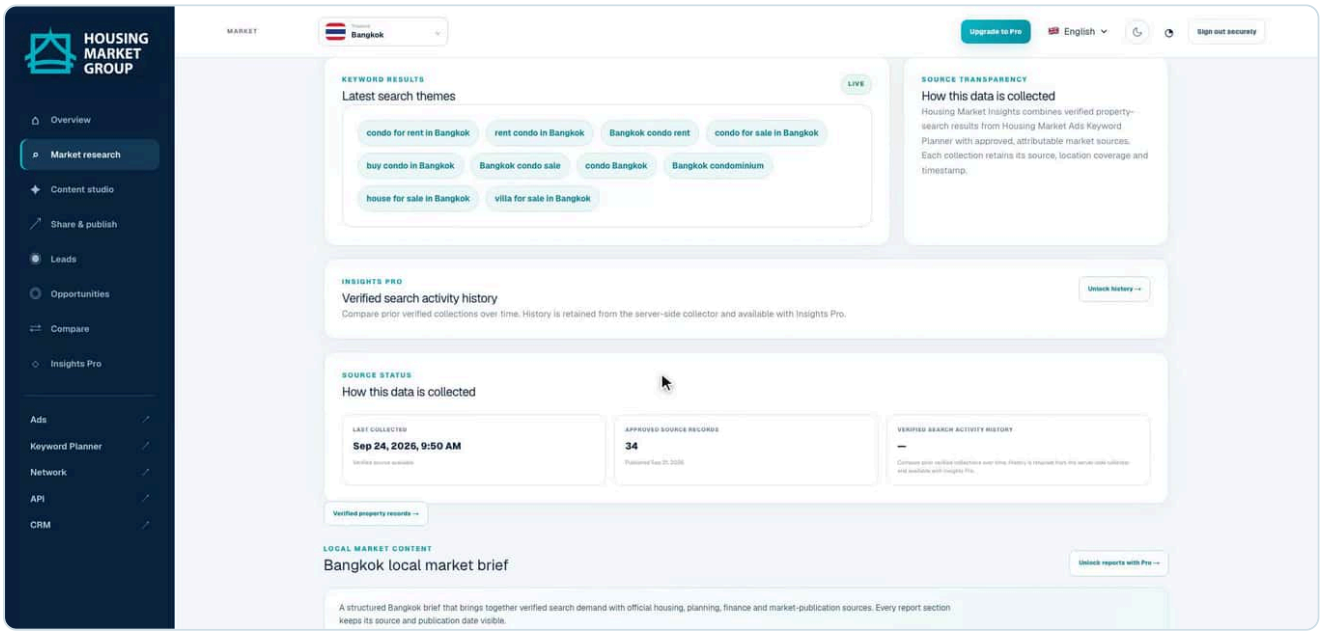


Figure 23.2 · Screen recorded 24 September 2026

3 One card is marked **Insights Pro**.

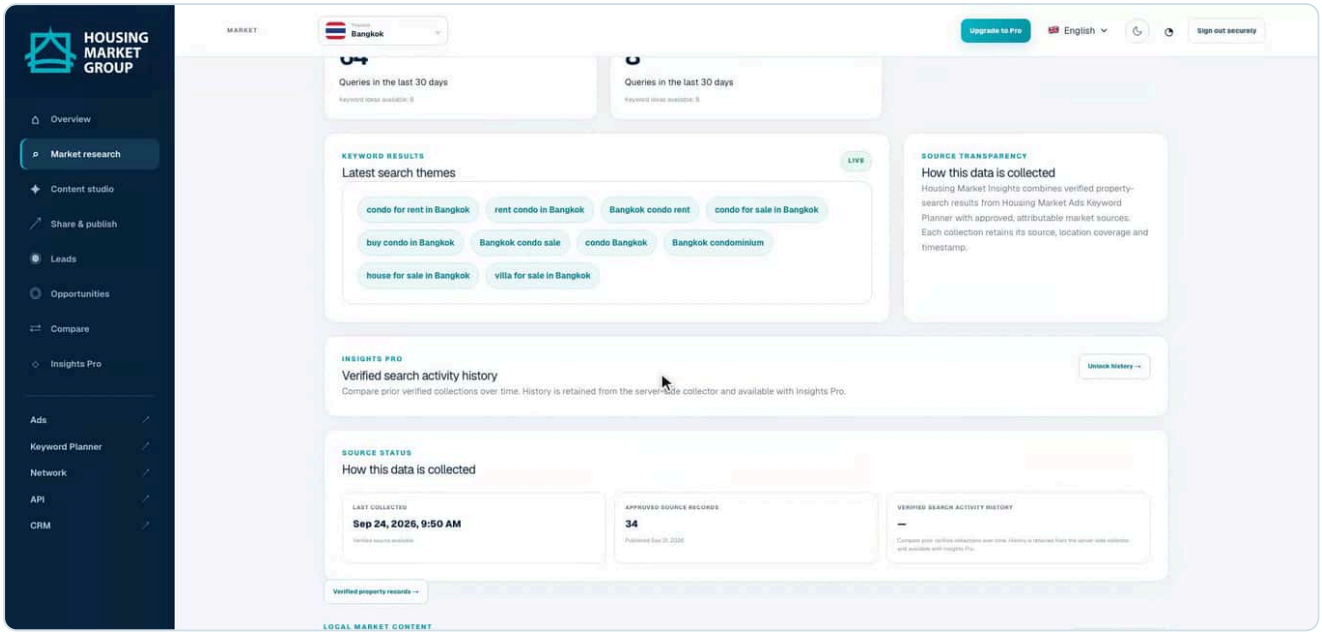


Figure 23.3 · Screen recorded 24 September 2026

4 It compares **prior collections over time**.

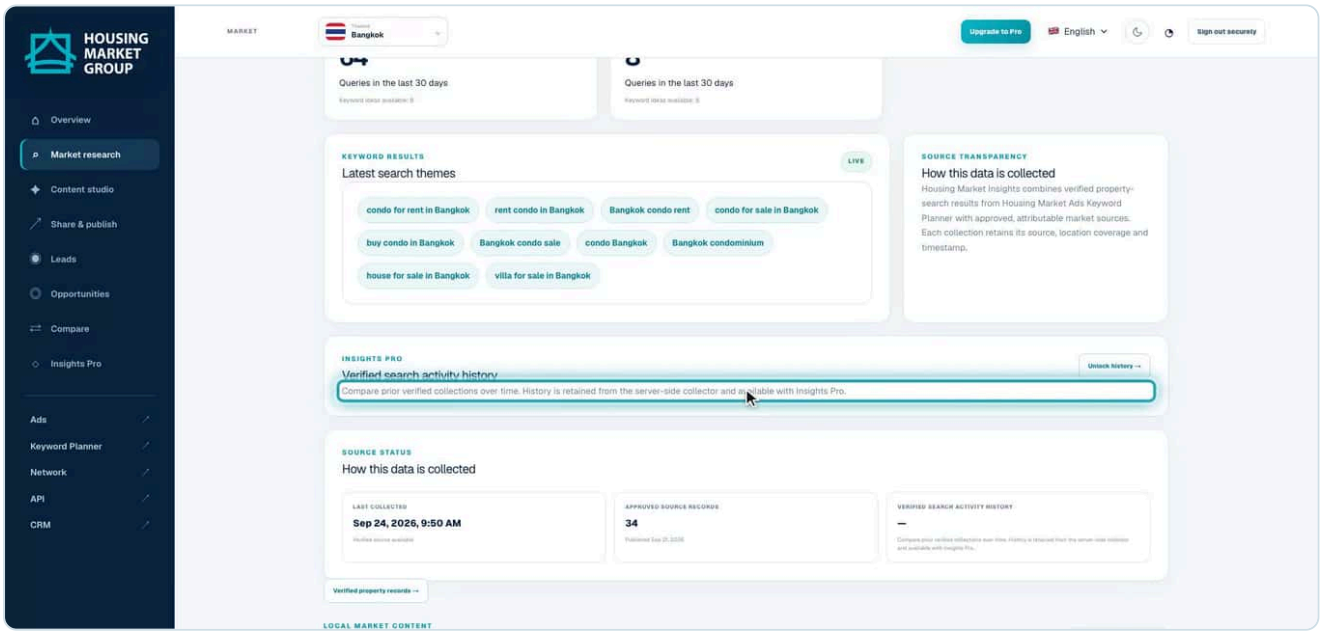


Figure 23.4 · Screen recorded 24 September 2026

5 Click **Unlock history**.

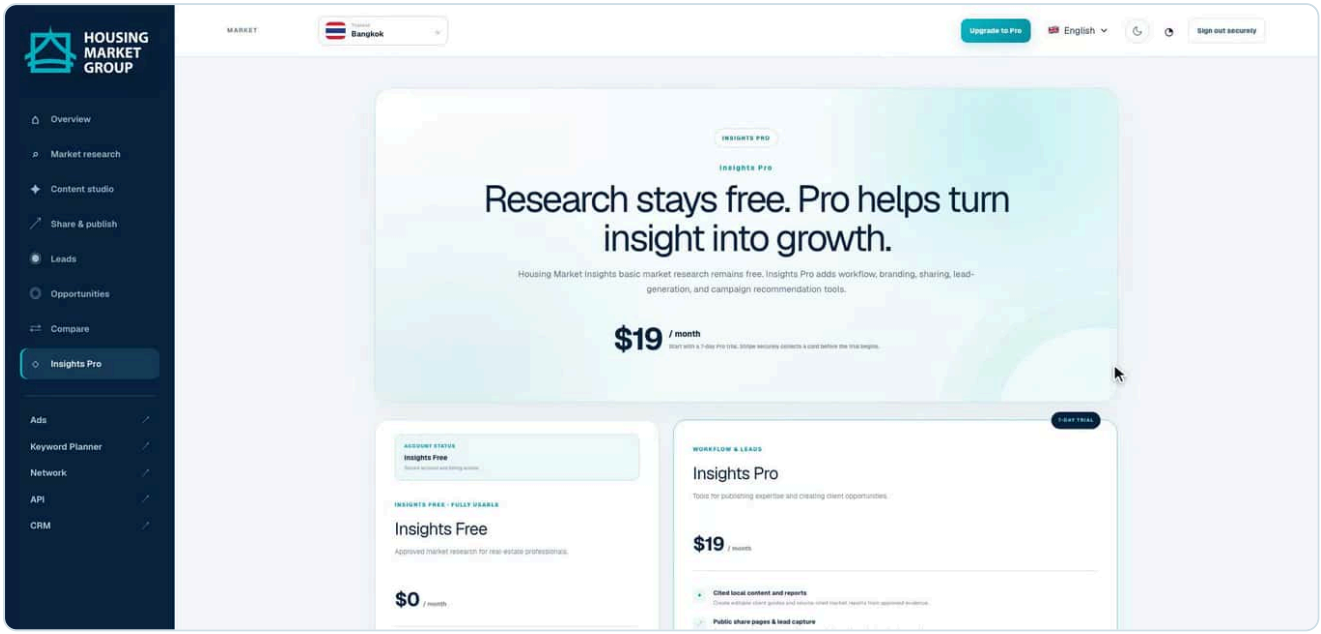


Figure 23.5 · Screen recorded 24 September 2026

6 **Insights Free** — what you keep at no cost.

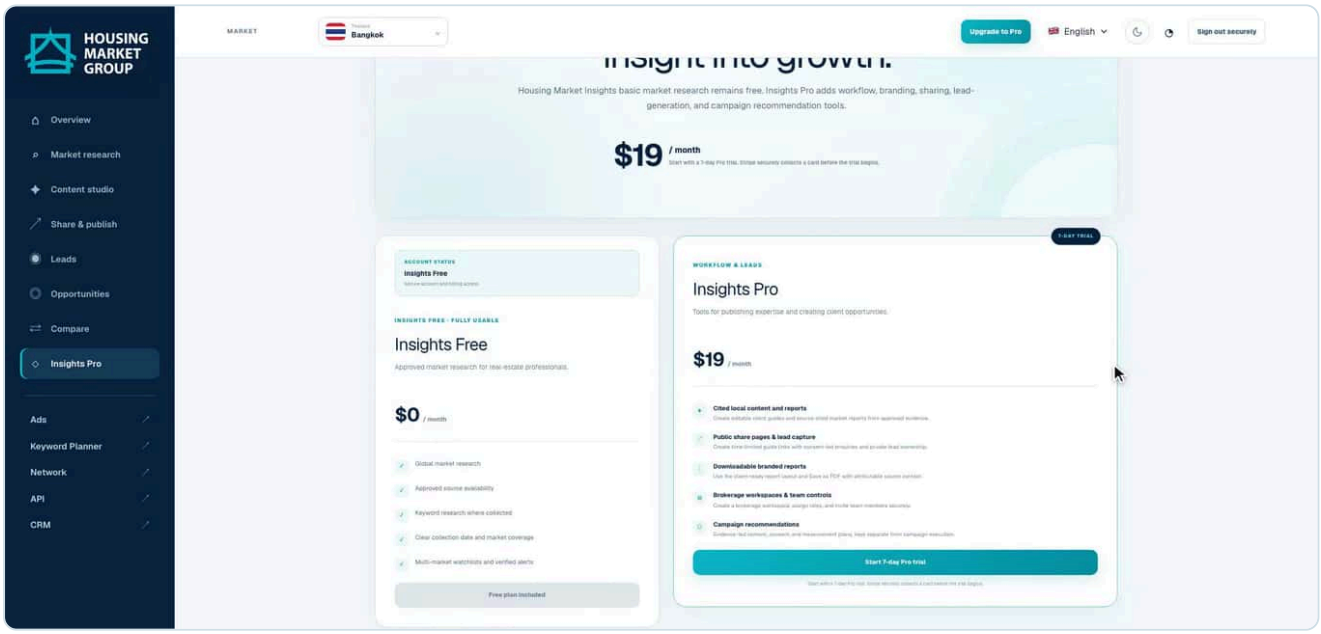


Figure 23.6 · Screen recorded 24 September 2026

7 Research, sources, keywords, watchlists and alerts.

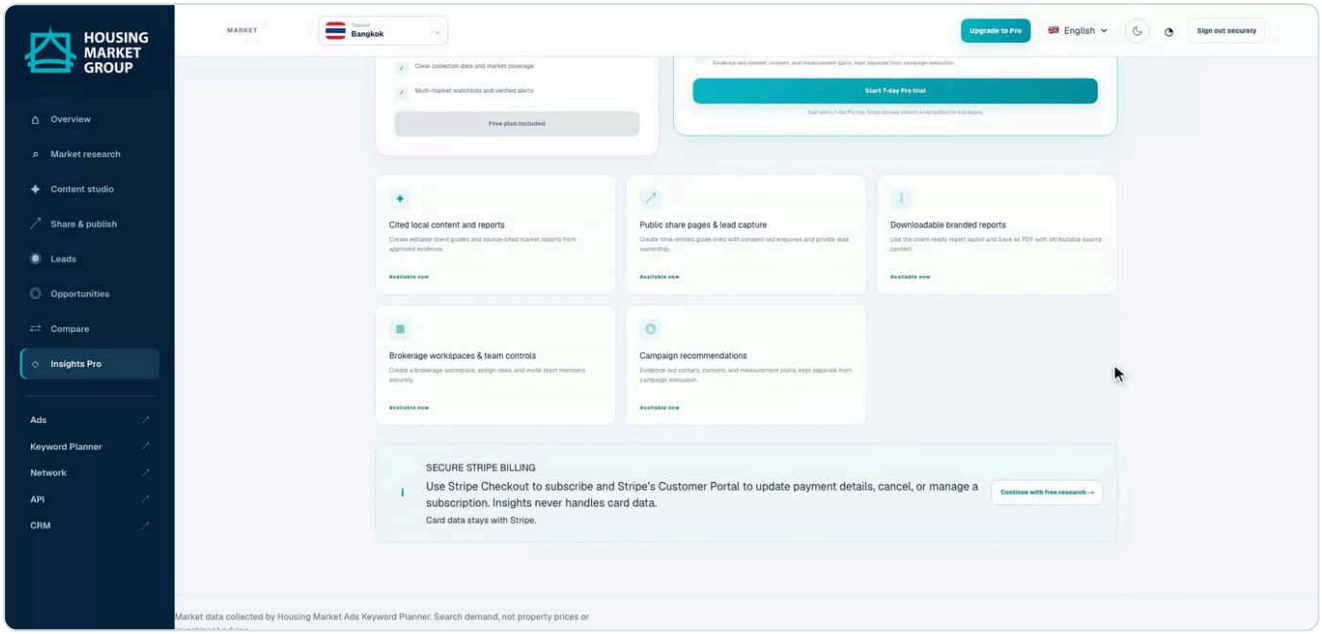


Figure 23.7 · Screen recorded 24 September 2026

8 Insights Pro adds publishing, sharing and leads.

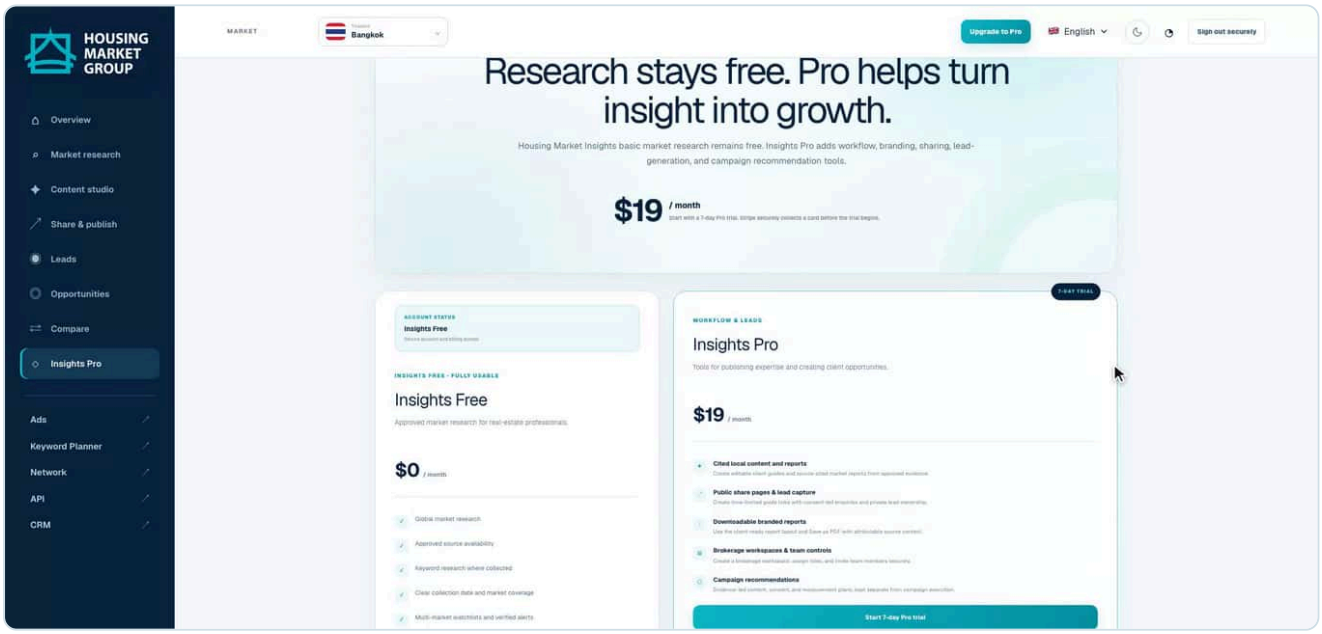


Figure 23.8 · Screen recorded 24 September 2026

9 Research stays free — **Pro is for turning it into work.**

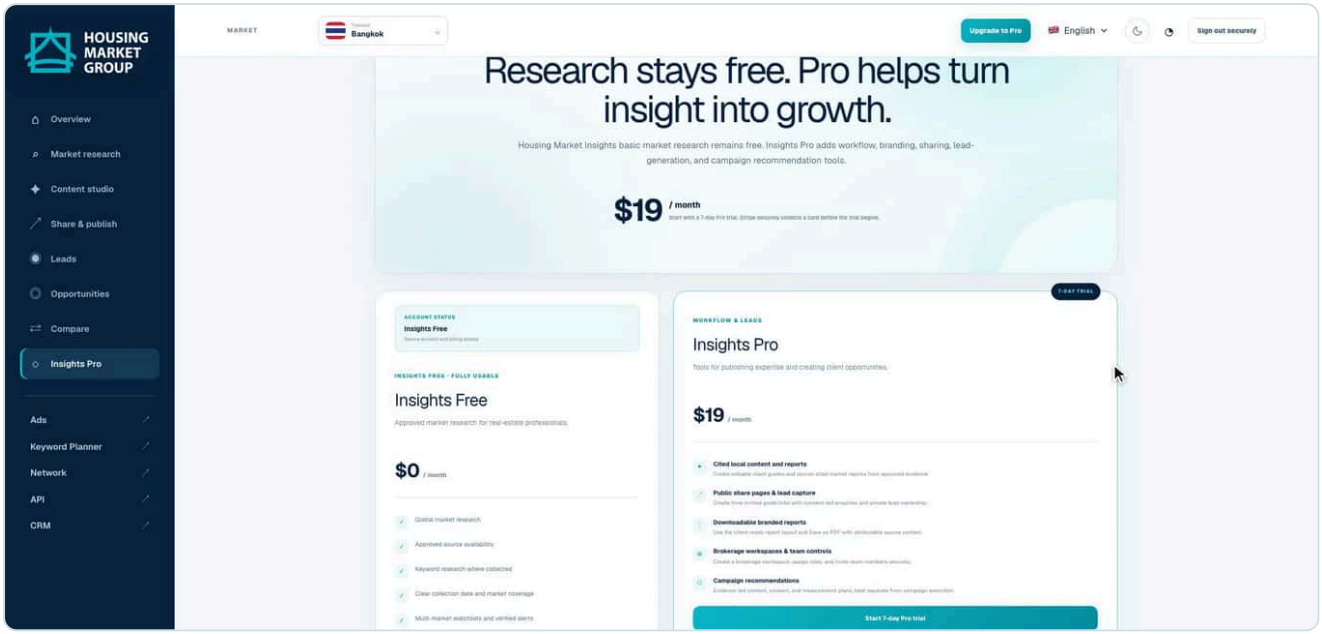


Figure 23.9 · Screen recorded 24 September 2026

GOOD TO KNOW

NOTE

Yes. There is a free research tier, and it is a working product rather than a demonstration.

Help Center: Is Housing Market Insights free?

RELATED HELP CENTER ARTICLES

What is Housing Market Insights Pro?	faq.housingmarketgroup.com/faq/what-is-housing-market-insights-pro
How much does Insights Pro cost, and is there a trial?	faq.housingmarketgroup.com/faq/how-much-does-housing-market-insights-pro-cost

24 CHAPTER 24

Referral rewards

All plans | For agents and investors | Watch the video

TODO No Help Center article covers this task yet, so this chapter has no explanation. Write the article, then map it in packages/handbooks/src/products/insights.ts.

STEP BY STEP

1 Open **Settings** in Housing Market Insights.

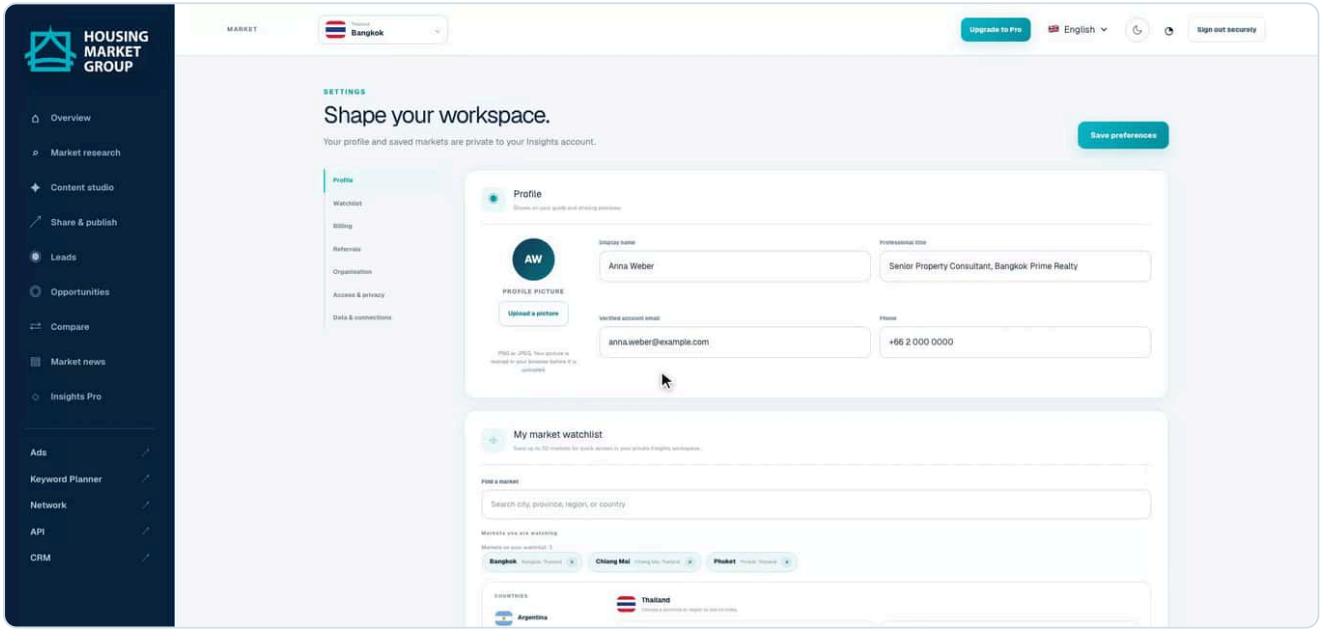


Figure 24.1 · Screen recorded 23 October 2026

2 Choose **Referrals** in the settings menu.

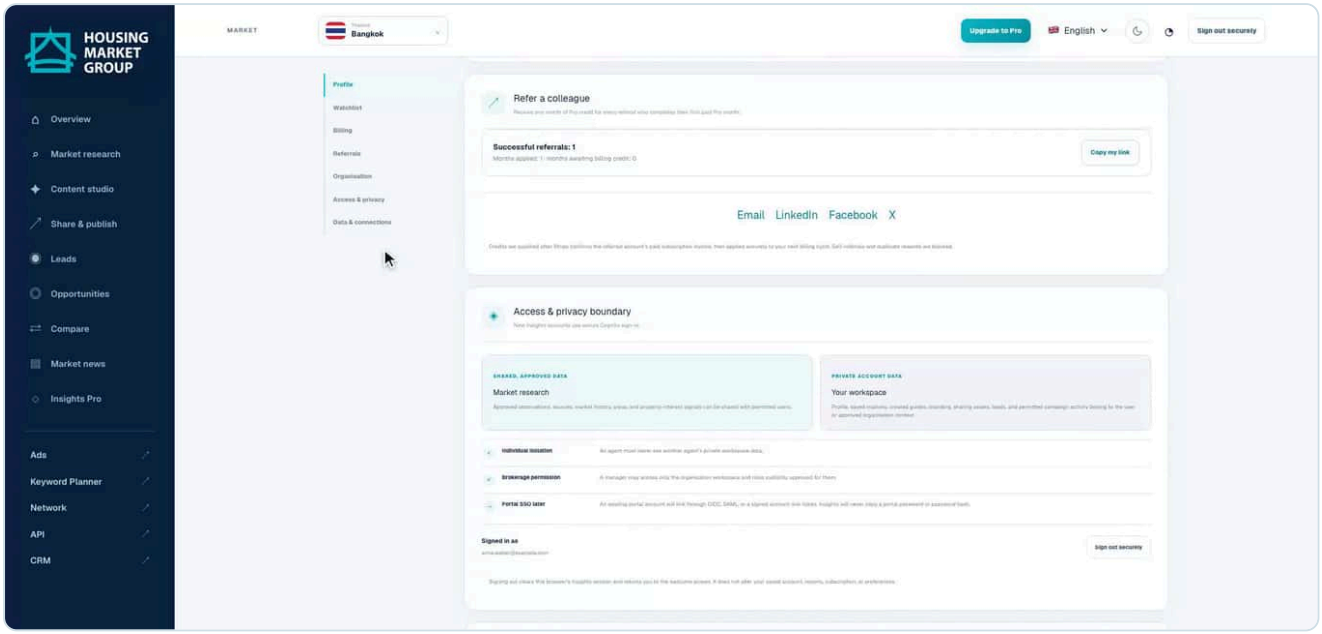


Figure 24.2 · Screen recorded 23 October 2026

3 **Refer a colleague**: one month of Pro credit for each referral.

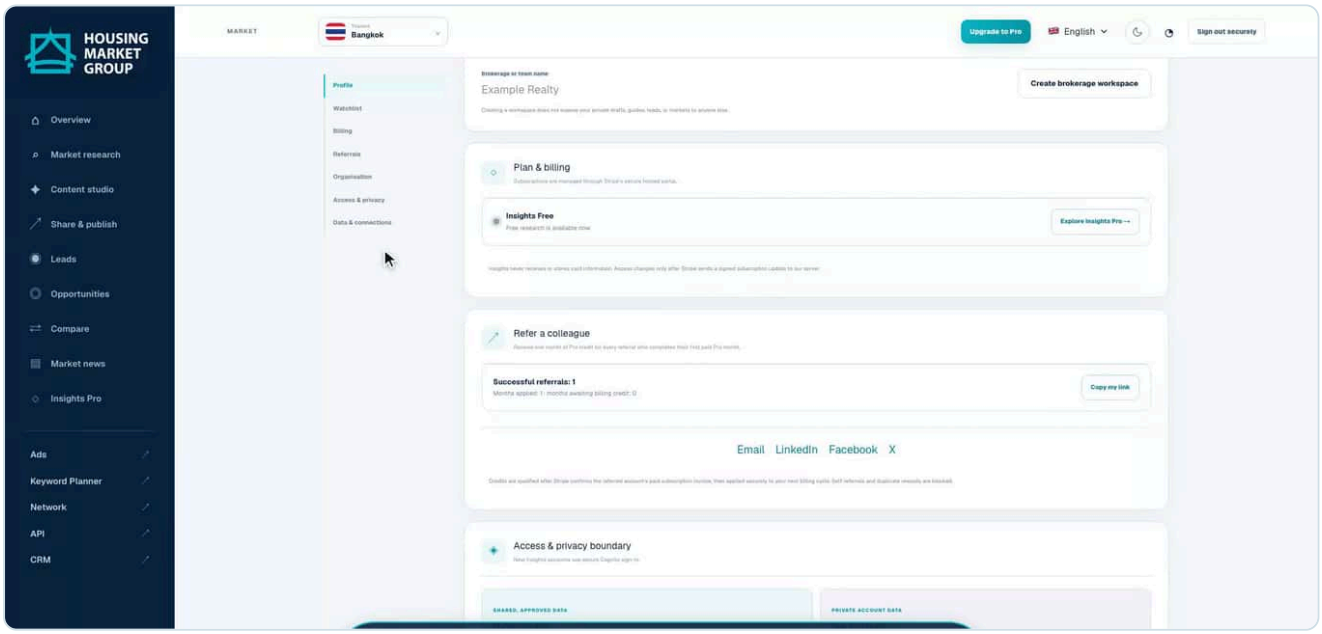


Figure 24.3 · Screen recorded 23 October 2026

4 The number of **successful referrals**.

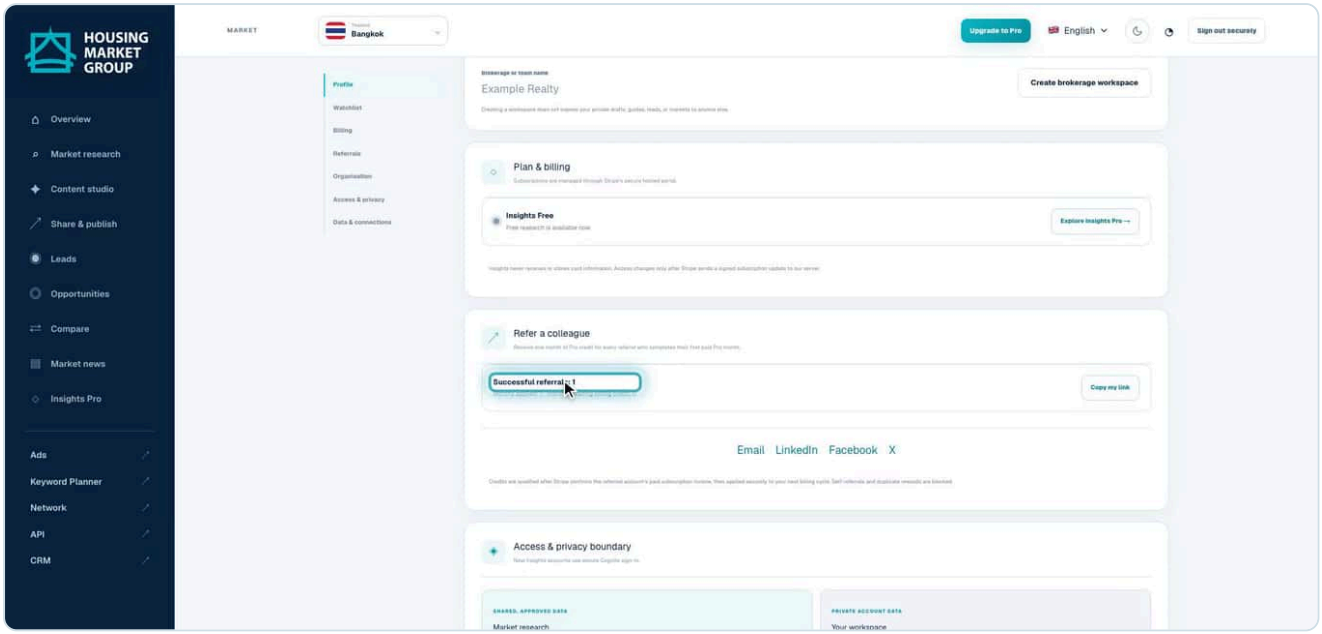


Figure 24.4 · Screen recorded 23 October 2026

5 **Months applied** and months still **awaiting a billing credit**.

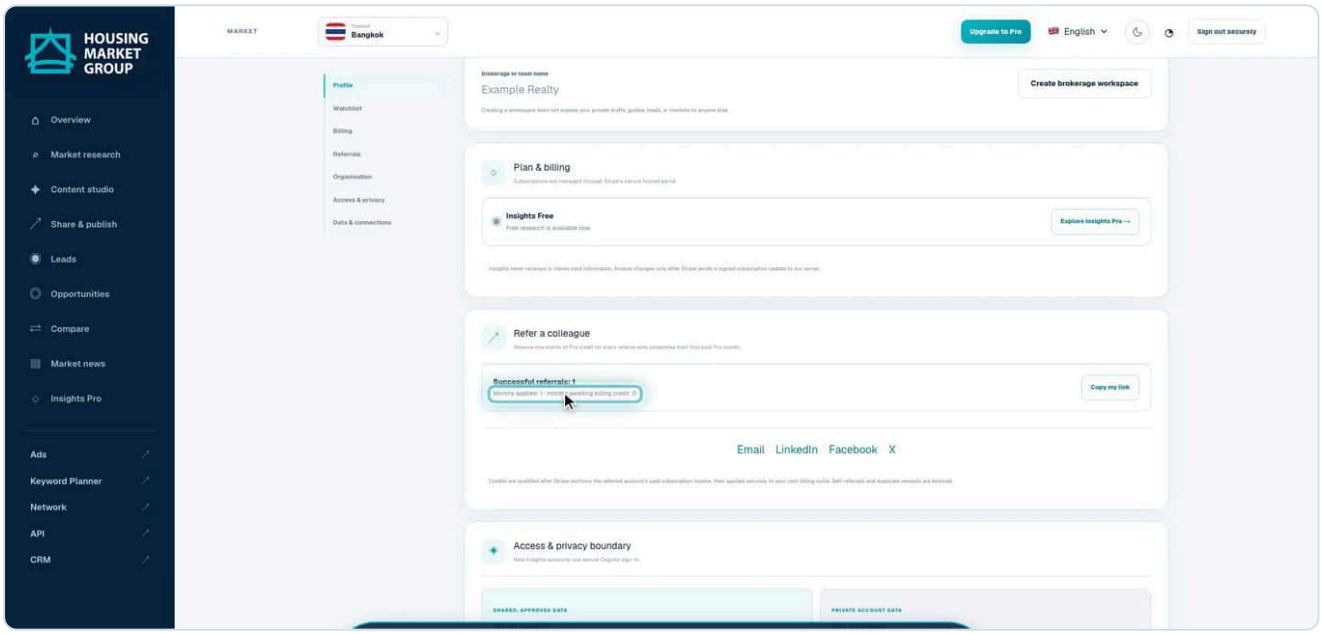


Figure 24.5 · Screen recorded 23 October 2026

6 Click **Copy my link**.

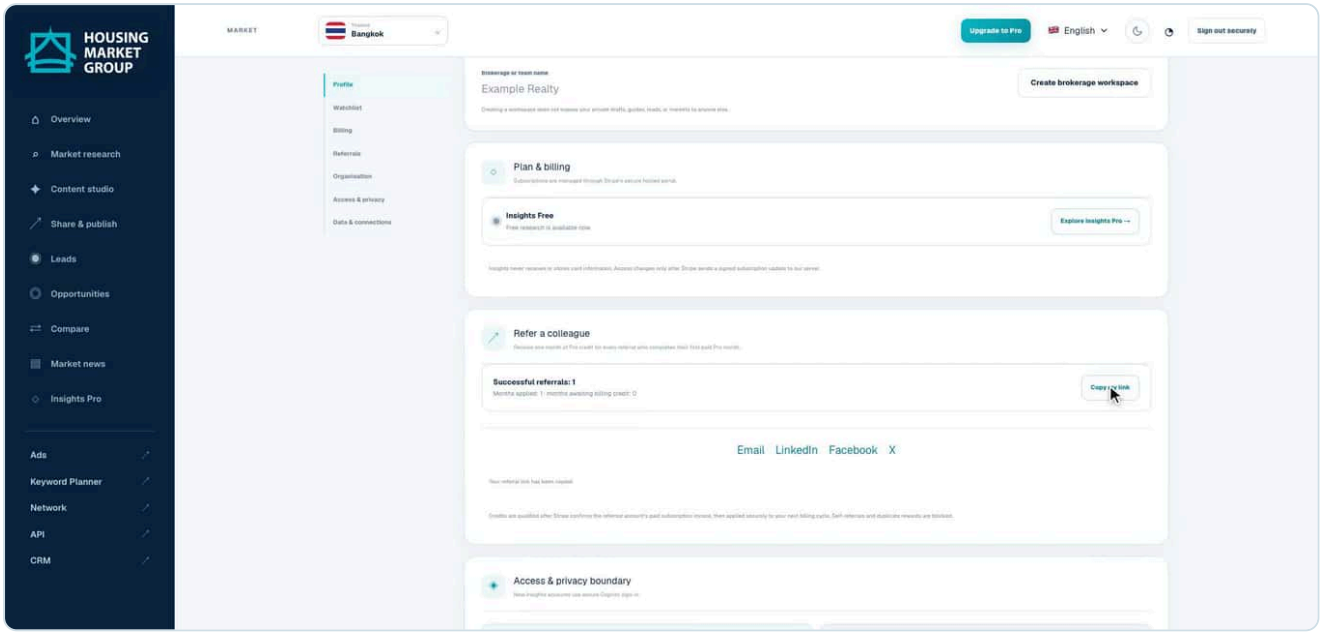


Figure 24.6 · Screen recorded 23 October 2026

7 Or share by **email**, **LinkedIn**, **Facebook** or **X**.

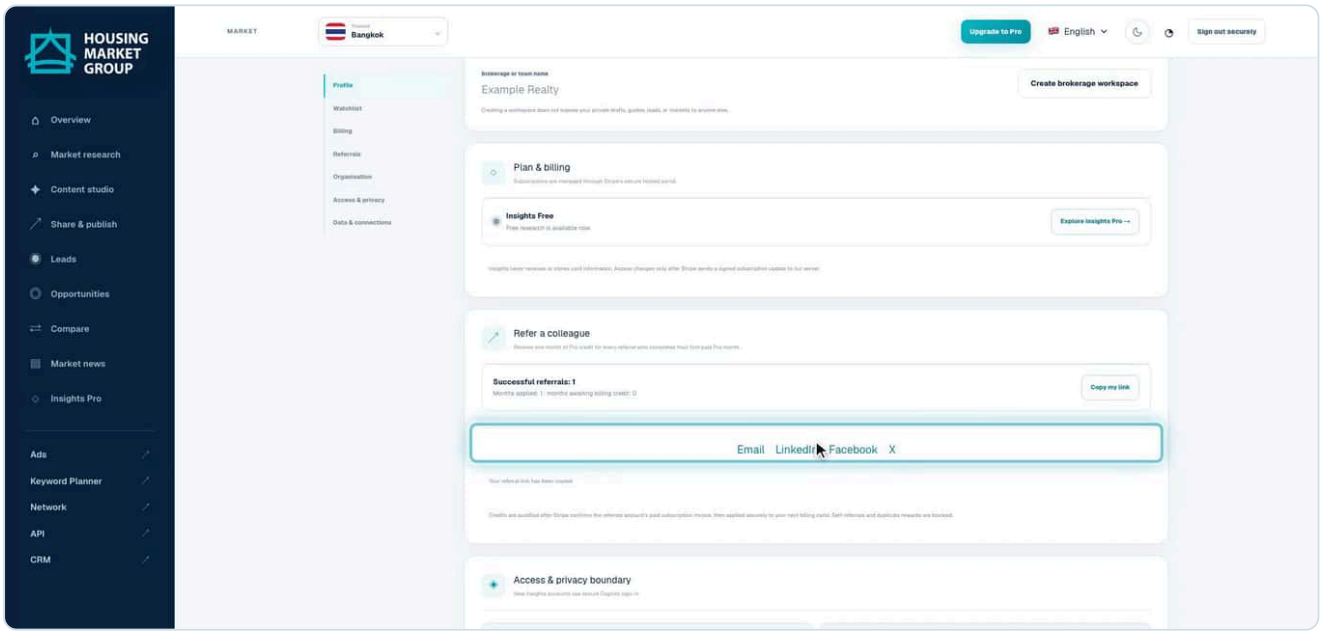


Figure 24.7 · Screen recorded 23 October 2026

8 Credit follows the **first paid month**; self-referrals do not count.

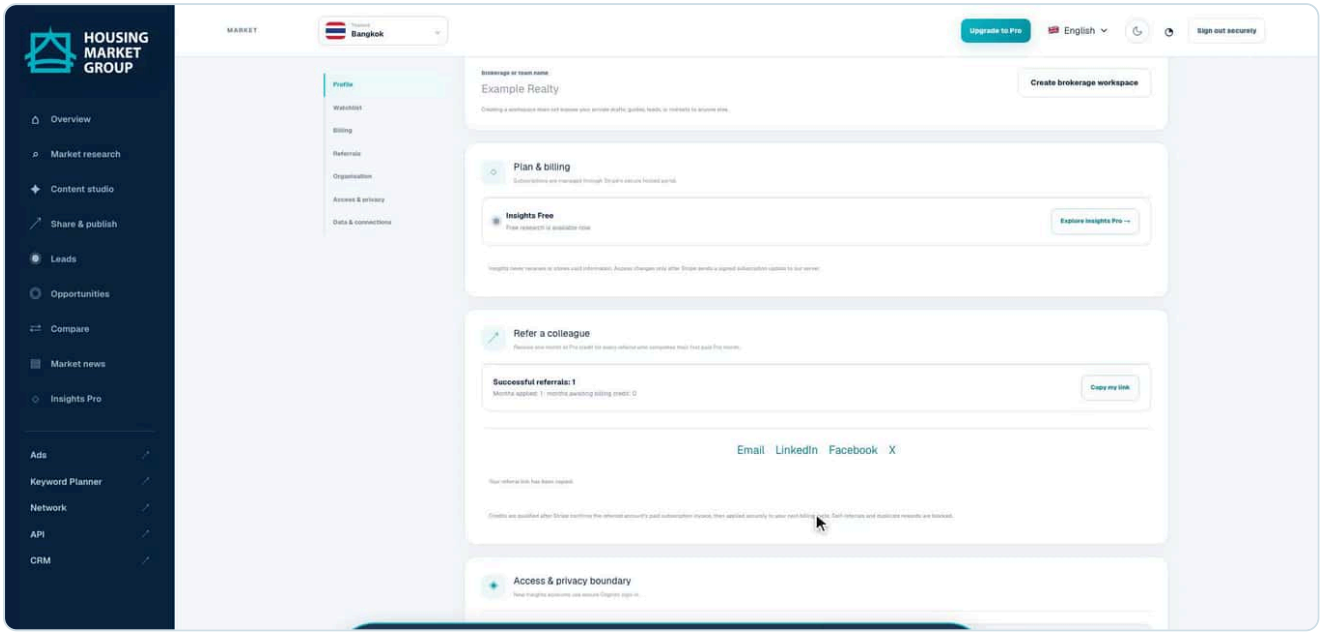


Figure 24.8 · Screen recorded 23 October 2026

Need more help?

Every chapter of this handbook is also a short video, and every explanation in it comes from the Help Center.

HELP CENTER	faq.housingmarketgroup.com Answers about every Housing Market Group product
CONTACT US	faq.housingmarketgroup.com/contact Write to the support team
VIDEOS	www.youtube.com/@HousingMarketGroup Step-by-step tutorials
HOUSING MARKET INSIGHTS	housingmarketinsights.com Sign in · product information at housingmarketinsights.com

Housing Market Insights Handbook · Edition November 2026

Screens shown were recorded up to 30 October 2026; your screen may differ slightly after later releases.

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