

BizCrown Media

Local Market Intelligence Report

Commercial Realty Chicagoland

Week of Jun 23, 2026

Social Listening · 7-Day Pulse

Search Trends · 12-Month Intelligence

PART 1

Social Listening

What your local audience is talking about this week

7-Day Pulse · Illinois-Scoped

Sentiment

What your audience is feeling right now — both sides are content opportunities

✓ POSITIVE

Topics Leading to Positive Sentiments

- Obama Presidential Center and displacement concerns
- Real estate market trends in Chicago
- Taylor Swift wedding rumors in Rhode Island
- New business openings in New Lenox

⚡ NEGATIVE

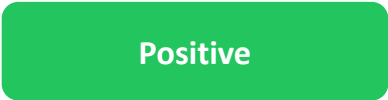
Topics Leading to Negative Sentiments

Note: Negative sentiment = content opportunity.
Address these topics directly to build trust.

- Displacement and affordability concerns related to development in Chicago.
- Rumors and speculation surrounding Taylor Swift's potential wedding in Rhode Island.
- Real estate market trends and challenges in Illinois (e.g., stalled development, high realtor fees).
- Negative sentiment surrounding the Bears stadium project and Pritzker's housing plan.

Sentiment Overview

Emotional temperature of your market this week



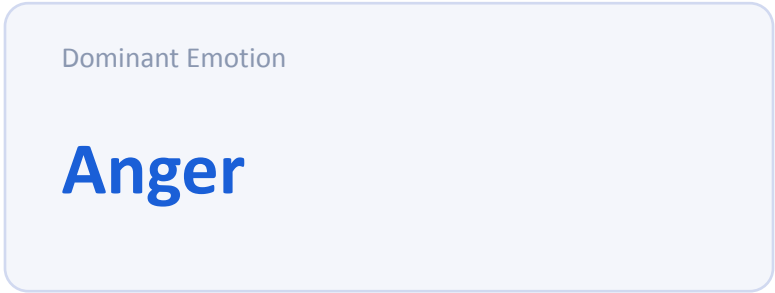
1.5%



31%



67.5%



Emotion Breakdown

Anger: 54.8% | Sadness: 20.2% | Joy: 9.7% | Love: 8.9% | Fear: 6.5% | Surprise: 0%

Peak Activity

Best times to post for maximum reach this week



Peak Day

Saturday

Post on this day for highest engagement



Peak Time

11:00

Schedule posts at this time for maximum visibility

Word Cloud

● Positive sentiment ● Neutral ● Negative (still usable)

Bigger = discussed more this week | Read: Size → Sentiment → Cross-stream overlap



Trending Themes

These themes reflect shifts in local conversations - post into rising topics, skip the fading ones

^ EMERGING

Topic %

historic +2.2K%
conversation +2.1K%
continue +2K%
control +1.6K%
officials +1.5K%
clearing +1.5K%
pushed +1.5K%
fee +1.4K%
council +1.4K%
acres +1.4K%
brokers +1.4K%
public +1.2K%

Topic %

chicago +1.1K%
development +1.1K%
married +900%
power +700%
forward +700%
introduced +650%
mortgage +650%
site +650%
large +600%
happening +600%
village +600%
affordability +566.7%

v DECREASING

Topic %

single -22.2%

Topic %

* NEW THEMES

Topic %

residents
developers
president
obama
generations
agreement
emanuel
granted
displacement
metropolitan
zoning
leasing
tenants
permits
valuation

Topic %

benefiting
elected
ordinance
#ChicagoFlipsRed
lease
reclamation
@FlipChicagoRed
appraisal
brokerage
inventory

Top Hashtags

Ready to use in your posts this week — validated by real conversation volume

Hashtag	Results	Reach	Sentiment
#ChicagoFlipsRed	15	87.2K	Neutral
#homebuyers	9	42.6K	Positive
#homesearch	6	28.1K	Neutral
#homesofinstagram	12	65.4K	Positive
#housingmarket	8	51.3K	Neutral

Audience Pulse

Who is in this conversation this week — use this to guide your tone, imagery, and content angles

Gender

35.5%
Female

64.5%
Male

Top Languages

English

Top Occupations

Entrepreneur
Investor
Health worker
Sales

Top Interests

Real Estate
Family and Parenting
Social Media
Animals
Finance
Employment
General Education
Legal
Literature/Books
Music & Audio

Visual Intelligence

What type of imagery is dominating this conversation — use this to guide your post visuals

Indoor vs Outdoor

13.4% Indoor

86.6% Outdoor

Use this ratio to guide your image selection this week

Top Identified Objects

person, tie, potted plant, table, chair, cell phone,
book

PART 2

Search Trends

What your audience is actively searching for — and where to focus your content

12-Month Intelligence · Google Keyword Data · Most Recent Month Available

Keyword Intelligence

Top terms your audience searches — sorted by volume, with trend direction and competition level

Keyword	Monthly Searches	YoY	3-Month	Competition
realtor	1,000	v -23%	v -23%	Low
realtor companies	390	v -56%	-> 0%	Low
realtorcom	390	v -56%	-> 0%	Low
home for sale near me	140	^ 21%	-> 0%	Medium
homes for sale on zillow	140	^ 91%	^ 50%	Low
realtor estate	90	v -22%	v -36%	Low

What To Do Now

Based on this week's social listening + search trends combined



Social Posts

Highlight new business openings in New Lenox to engage local community.



Blog / Content

Write about navigating Chicago's affordability and development challenges for homebuyers.



Google Business Profile

Feature current Chicago real estate market trends and mortgage advice.



Ads Focus

Focus ad spend on 'realtor' and 'realtor companies' for low competition.

Ready to turn this into content?



Give me 3 social post ideas from this week's social report



Give me 3 content ideas based on my search trends



Combine both — give me my full content plan for the week

Upload this report to your Claude Project and ask any of the above to get started.