



Buyer Segment Analysis

& Meta Advertising Strategy

Subject Property

15185 Rainbow Drive, Sedalia, CO 80135

\$489,900 · Active · 2 BD / 1 BA · 768 SF Finished · Rainbow Falls Park (Gated)

Prepared for

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Prepared by

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PROPERTY SNAPSHOT

Key facts at a glance

List Price	Sq Ft Finished	Bed / Bath	Year Built	HOA / Yr	Taxes (2025)
\$489,900	768	2 / 1	1965	\$42	\$2,405
4.3 Wooded Acres Backs Pike National Forest	Fully Remodeled New \$40K metal roof, septic (2023)	Gated Community Private, secluded Rainbow Falls Park	Two Private Ponds Stocked trout fishing + ice skating	Stone Fireplace Vaulted ceilings, window wall views	Trail + Deck Carved private trail, new turf & retaining wall

BUYER SEGMENT ANALYSIS

Who is most likely to buy this home — and why?

BEST FIT

Fly Fishing & Outdoor Enthusiast
Ages 40–65 · Equity-rich · Recreation-motivated

Feature fit
Backs National Forest
Private pond access
Trail network on-site
Gated privacy
Walk score (0)

Key drivers
→ Two private Rainbow Falls ponds — trout stocked twice yearly
→ Minutes from South Platte gold medal fly fishing
→ Private trail carved through 4.3 wooded acres
→ Four-season cabin — new insulated metal roof

STRONG FIT

Weekend Retreat / Vacation Cabin Buyer
Ages 35–60 · Front Range primary residence · Second-home seeker

Feature fit
Proximity to Denver/CS
Turnkey remodel
Low-maintenance acreage
Bedroom count
HOA cost

Key drivers
→ Fully remodeled — expensive work already done
→ \$500/yr HOA covers road maintenance & snow removal
→ Move-in ready: new roof, septic, foundation work
→ Easy 9 minutes to Deckers, ~1 hr to Denver metro

MODERATE FIT	
Remote-Work Relocator	
Ages 35–50 · HCOL expat · Nature-motivated	
Feature fit	Key drivers
Privacy / seclusion 	→ Borders National Forest — permanent privacy
Views + open space 	→ \$489,900 vs. comparable CATX mountain product
Internet access (wired) 	→ Wired internet access confirmed on listing
Home office space 	→ Quiet, secluded setting for focused remote work
Near urban amenities 	

NICHE FIT	
Hunter / Off-Grid Lifestyle Buyer	
Ages 40–65 · Self-reliance & land-focused	
Feature fit	Key drivers
Borders Zone 51 hunting land 	→ 4.3 acres backing Zone 51 Hunting, Pikes Peak National Forest
Well + septic system 	→ Community well + new septic system (2023)
Acreage (4.3 ac) 	→ Propane, wood heat — functions independent of grid
Indoor square footage 	→ Steep, wooded, secluded terrain favored by outdoorsmen
Cell service 	

Key Objections & Counters

"Only 768 sq ft — is that livable full-time?"	Open floorplan, vaulted ceilings, and a full window wall create a much larger feel. Positioned as a weekend retreat or fishing cabin, not a full-time family home — sq ft is appropriate to the use case.
"149 days on market — what's wrong with it?"	Rainbow Falls Park is an intentionally niche, gated recreational community. Its seclusion (Walk Score: 0, gravel private road) is the amenity, not a flaw — DOM runs structurally longer here than broader Douglas County averages.
"No garage, dirt driveway parking."	Consistent with the rustic mountain-cabin product type; 2 offstreet spaces included. Buyers drawn to this listing are typically prioritizing acreage, privacy, and forest access over garage storage.
"\$40,000 roof and other capital work already spent — is the price padded?"	At \$638/finished sq ft, the price reflects a fully remodeled cabin with a new 3" insulated metal roof (2025), new septic (2023), reinforced foundation, and a renovated kitchen and bath — work the buyer does not have to do themselves.



Meta Advertising Strategy

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META ADS — GEOGRAPHIC TARGETING

Where to find your buyers, backed by migration data

TIER	MARKETS	WHY IT WORKS	MIGRATION DATA
Tier 1 Run Always	Texas — Dallas-Fort Worth, Austin, Houston, San Antonio	Equity-rich buyers seeking a Colorado fishing/hunting retreat; familiar with gated/HOA living; heat-fatigued	#1 inbound CO source (13.51% of inbound moves) — HireAHelper/PGM Colorado Migration Report
Tier 1 Run Always	California — Los Angeles, San Diego, Bay Area, Sacramento	HCOL refugees; \$489,900 reads as a bargain for mountain acreage; outdoor/recreation lifestyle resonates	#2 inbound CO source (11.67% of inbound moves) — HireAHelper/PGM Colorado Migration Report
Tier 2 Strong Fit	Florida — Miami, Tampa, Orlando, Jacksonville	Heat-fatigued buyers seeking a 4-season mountain getaway; second-home buyer profile common in FL market	#3 inbound CO source (7.75% of inbound moves) — HireAHelper/PGM Colorado Migration Report
Tier 2 Strong Fit	Arizona — Phoenix/Scottsdale, Tucson	Climate refugees seeking a forested, cooler-climate weekend escape; outdoor/hunting culture overlap	#4 inbound CO source (5.58% of inbound moves) — HireAHelper/PGM Colorado Migration Report
Tier 3 Test	Denver Metro — Highlands Ranch, Parker, Castle Rock, Lone Tree, Centennial	In-state move-up / second-home buyers within ~1 hr drive; fastest conversion cycle of all segments	Denver-Aurora-Centennial drew 18.88% of all CO inbound moves — HireAHelper/PGM Colorado Migration Report
Tier 3 Test	Illinois — Chicago suburbs (Naperville, Schaumburg)	Midwest buyers seeking a Rocky Mountain second home; familiar with HOA/community living	#5 inbound CO source (3.37% of inbound moves) — HireAHelper/PGM Colorado Migration Report

META ADS — AUDIENCE TARGETING

Demographics, interests and behaviors by segment

SEGMENT	AGE	HHI	INTERESTS / BEHAVIORS	LIFE EVENTS / JOB TITLES
Fly Fishing / Outdoor Enthusiast	40–65	\$150K +	Fly fishing, hiking, camping, Orvis, Trout Unlimited, national forests, Colorado outdoors	Homeowner, frequent traveler, outdoor recreation purchaser, likely to move
Weekend Retreat / Vacation Cabin Buyer	35–60	\$150K +	Second homes, mountain living, cabin design, real estate investing, Airbnb hosting	Existing Front Range homeowner, dual income, likely to move, luxury goods

Remote-Work Relocator	35–50	\$125K +	Colorado living, mountain lifestyle, remote work, tech industry, 5280 Magazine	Homeowner, likely to move, tech industry, remote work interest
Hunter / Off-Grid Buyer	40–65	\$125K +	Hunting, off-grid living, homesteading, Colorado Parks & Wildlife, self-sufficiency	Outdoor recreation purchaser, rural property interest, homeowner

CREATIVE HOOKS — BY AUDIENCE

Suggested copy angles for each market and segment

Texas (Dallas / Austin) <i>"Trade the Texas heat for your own private trout pond — 4.3 acres backing National Forest."</i>	California (LA / Bay Area) <i>"4.3 acres. Gated. National Forest backyard. Two private ponds. \$489,900. Yes, this is Colorado."</i>
Florida (Miami / Tampa) <i>"A four-season mountain cabin, fully remodeled, gated and private — without the humidity."</i>	Denver Metro (in-state move-up) <i>"Your weekend escape is 9 minutes from Deckers — fully remodeled, gated, and ready to go."</i>
Fly Fishing / Outdoor (all geos) <i>"Trout-stocked ponds. Gold medal river minutes away. A cabin built for the outdoorsman."</i>	Hunter / Off-Grid Buyer <i>"4.3 acres backing Zone 51 hunting land. Well, septic, propane. Remodeled and ready."</i>

RECOMMENDED CAMPAIGN STRUCTURE

How to organize your Meta ad sets for maximum efficiency

Campaign A Out-of-State Relocators ~55% of budget Geo: TX, CA, FL, IL metros Audience: Segments 1 + 3 (fishing enthusiasts & remote workers) Creative: Value + lifestyle escape story vs. HCOL markets	Campaign B Front Range Second-Home Buyers ~30% of budget Geo: Highlands Ranch, Parker, Castle Rock, Lone Tree, Centennial Audience: Segments 2 + 4 (weekend retreat & off-grid buyers) Creative: Proximity story; weekend escape + turnkey remodel angle	Campaign C Retargeting ~15% of budget Geo: Website visitors + video viewers 50%+ Audience: All segments (warm audience) Creative: Feature callout + price; CTA: schedule a showing
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Organic Social Content Strategy

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REEL IDEAS

Short-form video concepts for Instagram, TikTok & YouTube Shorts

"The Two Ponds" Walkthrough	Walk the private trail from the cabin down to Beaver Pond — voiceover on trout stocking + Gem Pond ice skating in winter.
"\$40K Roof You Don't Have To Pay For"	Quick exterior pan of the new metal roof, then cut to septic/foundation upgrades — "the expensive work is already done."
"9 Minutes From Deckers"	POV drive from CO-67 through the gate to the cabin — sell the gated privacy + proximity to gold medal fly fishing.
"Window Wall Tour"	Slow pan across the living room window wall and stone fireplace — "treehouse feel" framing, cozy morning light.

CAROUSEL CONCEPTS

Multi-slide post ideas for Instagram & Facebook

"5 Reasons This Cabin Is Already Move-In Ready"	Slide-by-slide: new roof (2025), new septic (2023), remodeled kitchen, remodeled bath, new turf/retaining wall.
"A Day at Rainbow Falls Park"	Morning coffee on deck → trail walk → fishing at Beaver Pond → evening fire — lifestyle story across 5–6 slides.
"Is This Cabin Right For You?"	Quiz-style carousel: fly fisherman? weekend warrior? remote worker? hunter? — ends with price + CTA slide.

FACEBOOK GROUP RECOMMENDATIONS

Communities to organically share this listing in

- Douglas County Real Estate & Community
- Colorado Mountain Cabins & Land For Sale
- Deckers / South Platte Fly Fishing Colorado
- Sedalia / Castle Rock Local Community
- Colorado Off-Grid & Homestead Living

