FOR RELOCATION SPECIALISTS & REAL-ESTATE ADVISORS

Relocation *Suite*

$399
SUITE LICENSE

HOW TO GET YOUR VALUE FROM THE STATE WORKBOOK + REPORT

Turn one state workbook into client-ready shortlists, persona matches, and street-level talk tracks.

§ ONE WORKBOOK · FIVE WAYS TO READ IT

§ What this unlocks for you

The Relocation Suite lets you match a family, a retiree, or a single professional to the right city in minutes — not the abstract “safest city” headline, but the city that fits how your client actually lives. The same workbook a newsroom mines for headlines becomes, in your hands, a repeatable client-matching engine: filter by persona index, pull a shortlist from Top 50, then walk the block-level story from the Neighborhoods sheet.

§ Your three headline sheets

01 / HEADLINE SHEET

Cities · persona indexes

The FAMILY, RETIREMENT, SINGLE, and RELOCATE columns re-weight the composite score for how each client segment actually prioritizes safety.

> EG ILLUSTRATIVE A family-first client: sort Cities by the FAMILY index descending. Brookfield scores FAMILY 91.4 against a raw ADJ of 84.2 — low personal-crime rates matter more to families than the property noise dragging its overall score.

02 / HEADLINE SHEET

Top 50

A pre-ranked shortlist of the state's safest cities by population-adjusted score, ready to hand a client.

> EG ILLUSTRATIVE Hand a retiree the Top 50 filtered to population 20k–75k: ranks 6, 9, and 14 (RETIREMENT 88.7 / 87.2 / 86.9) become a three-town tour list without you touching the raw math.

03 / HEADLINE SHEET

Neighborhoods

Street-level scores move you from “this city is safe” to “this specific area is the one you want.”

> EG ILLUSTRATIVE Within a shortlisted city, the riverside district scores 79.5 vs. the downtown core at 61.0 — the talk track that turns a city recommendation into a street recommendation.

§ Workflow recipe

01 Open the Cities sheet. Filter to your client's population band and county if they've named one.

02 Sort by the matching persona index — FAMILY, RETIREMENT, SINGLE, or RELOCATE — descending.

03 Cross-check the top 8 against the Top 50 sheet to confirm they clear the state-wide safety bar, not just their local peers.

04 For your final three, open Neighborhoods and pull the highest-scoring districts for each.

05 Quote the number in your client memo with the attribution line below.

QUOTE IT LIKE THIS

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Riverside district, [City]: neighborhood safety index 79.5 (state median 62.1). Source:
Safety Atlas (FBI NIBRS), safetyatlas.us
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§ What to watch out for

§ **Persona indexes re-weight the SAME underlying scores**
A high FAMILY or RETIREMENT number is still a population-adjusted figure, not a raw count — don't present it as an absolute crime rate to a client.

§ **Non-reporting agencies are excluded**
Cities served only by agencies that did not report to FBI NIBRS are left out entirely. A missing city means missing data — never read it as a safe town.

§ **Scores are population-adjusted**
The composite is scaled by a logarithmic population factor so small towns aren't unfairly penalized. Present it as a population-adjusted index, never as a raw crime count or rate.

§ **Coverage runs through 2024**
2024 is the most recent full year of FBI NIBRS data in this edition. Frame every figure as “latest available FBI data (through 2024)” rather than “this year.”