

Find Your Local Market Penetration — *Fast*

How to identify your local market penetration as a stone fabricator using AI. In under ten minutes, see where you rank against local competitors — and how many builders are in your backyard.

TOOL: CHATGPT DEEP RESEARCH ~10 MINUTES GRANDONYX.PRO

• THE PLAY

Four steps to your market map

01

Visit ChatGPT

Open chatgpt.com and sign in to your account.

02

Choose the Deep Research option

Select *Deep Research* before you send your prompt. It's available to paid users — pay the \$20. It's worth every penny for what comes back.

03

Enter this prompt

COPY THIS PROMPT • REPLACE THE HIGHLIGHTED FIELDS

"ChatGPT, my business is {www.website.com}. I am a stone fabricator in {city, state}. Can you run a quick Google search to see if I come up for the top keywords in Google for countertop buying terms? Please also do a quick search on how many builders are in my area — I want to see how many I'm doing business with."

04

Grab a beer and watch how nuts this gets

Deep Research will work for several minutes, pulling from dozens of sources. Below is what it returned after about five minutes of digging.

• WHAT IT GIVES YOU BACK

Example results

Here were some example results it gave me — but please run this on your own. I got at least **10 pages** of useful regional analysis on competitor trends, building trends, and new builders we should be chasing.

Example output from a Toledo, OH shop — your results will reflect your own market.

A. WHERE YOU RANK FOR COUNTERTOP SEARCH TERMS

SEARCH QUERY	YOUR SHOP	TOP COMPETITORS
"Buy countertops in Toledo" HIGH-INTENT	Ranks Page 1 (often #1). Homepage featured.	<i>Toledo Custom Countertops</i> — Page 1 (#2) <i>UMG Toledo (Universal Marble & Granite)</i> — Page 1 (#3) <i>Cutting Edge Countertops</i> — Page 1 (#4)

“Granite countertops near me” TOLEDO CONTEXT	Visible in local pack; Granite page ranks Page 1; homepage also appears.	<i>UMG Toledo</i> — Ranks #1 organic (strong for “granite”) <i>Cutting Edge Countertops</i> — Top 3 organic <i>Toledo Custom Countertops</i> — Top 5 organic
“Countertops Toledo” BROAD	Ranks Page 1 (#2 on Bing) with homepage; Toledo service page also listed.	<i>Toledo Custom Countertops</i> — Often #1 <i>UMG Toledo</i> — Page 1 (#3) <i>Cutting Edge Countertops</i> — Page 1 (#4)

B. HOW MANY BUILDERS ARE IN YOUR AREA

684 Home builders listed by the BBB in the Toledo area	435 Home builders in Houzz’s Toledo directory	19 Builders actively building new homes	29 Subdivisions with active new construction
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BUILDER CATEGORY	APPROX. COUNT	CHARACTERISTICS & EXAMPLES
Large Home Builders	~10–20 major builders (active in subdivisions)	Build multiple homes/year (often 20+). Staff in dozens. Examples: Buckeye Real Estate Group, Saba Home Builders.
Medium Home Builders	~30–50 builders (custom & semi-custom)	Build a handful to a dozen homes/year. Small teams (5–15 staff). Examples: Mavillino Custom Homes, Homes by Josh Doyle, Premier Builders, Moline Builders.

Small Builders /
Contractors

Hundreds (300+ small
firms)

Build one-off homes, renovations or
additions. 1-4 homes/year or project-
based. Often <5 employees.

Note: these categories overlap and are based on general estimates — exact counts vary. Still, it's clear the vast majority of local builders are small firms, while a select few handle the bulk of new-home volume.

• NOW YOUR MOVE

Run it on your own market. Then
go win the builders you didn't
know were there.

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