

## MarketReports

is an easy-to-use reporting tool that allows you to quickly access the **key insights you need to know** and follow changes in your local real estate market as they happen.

### Filter by:

Zip ■ City ■ County ■ Type ■ Price ■ Beds

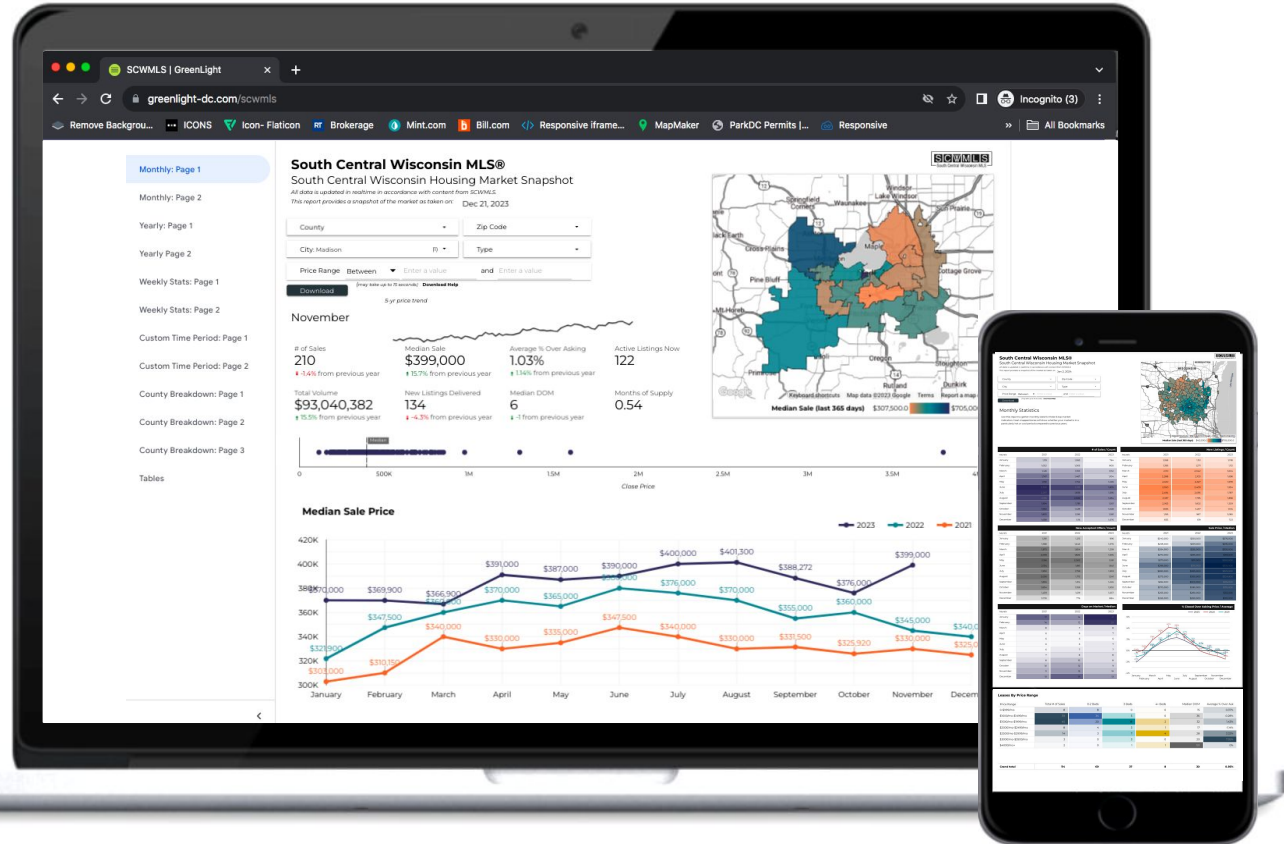
### Explore by:

Month ■ Year ■ Week

### Compare by:

Area ■ Prices Range ■ Bed Count

- Where are **prices** now?
- How has my area **appreciated**?
- How strong is **buyer demand** now?
- Is the market seeing more or less **activity**?
- How is **inventory** looking now?
- How fast is this **market moving**?



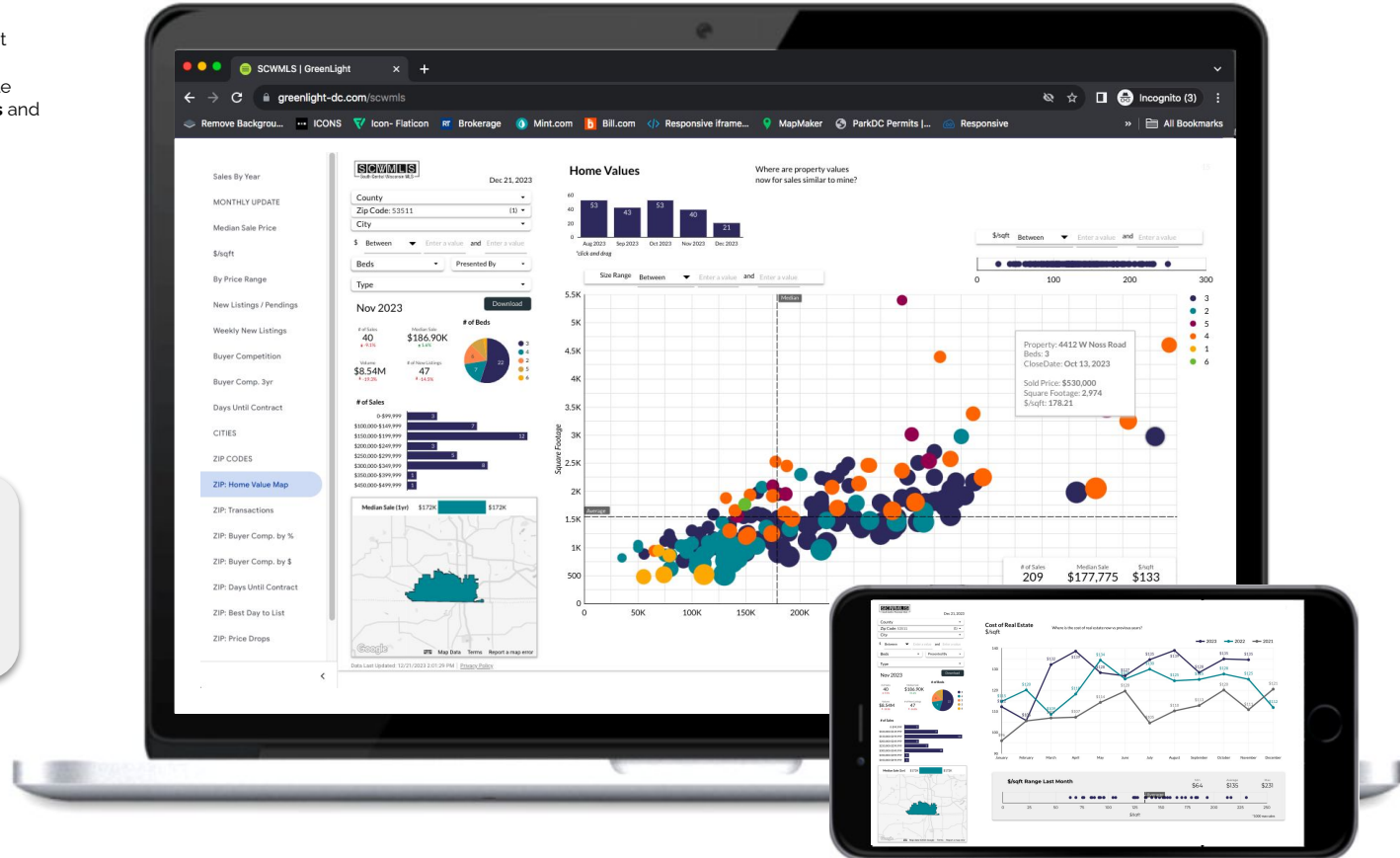
**Dashboards** delivers the right market data you'll need at each stage in your listing transaction. From listing to closing, this simple tool will help you make **data-driven decisions** and better guide your client to a successful sale.

**LISTING**

- ↓ Determining Home Value
- ↓ Setting Expectations with Seller
- ↓ Deciding When to List
- ↓ Handling Price Drops
- ↓ Evaluating Offers

**CLOSING**

- How can we **visualize nearby prices** now?
- **How quickly** are similar listings under contract?
- What is the **best day to list**?
- How are other listings handling **price drops**?
- Where are other **winning offers** closing vs. asking price?



**ComparisonReports** makes it easy to compare geographies and price ranges across the markets you serve. Use this data to guide messaging to prospective clients by *showcasing your knowledge* of where buyer's and seller's markets are now.

**Compare:**

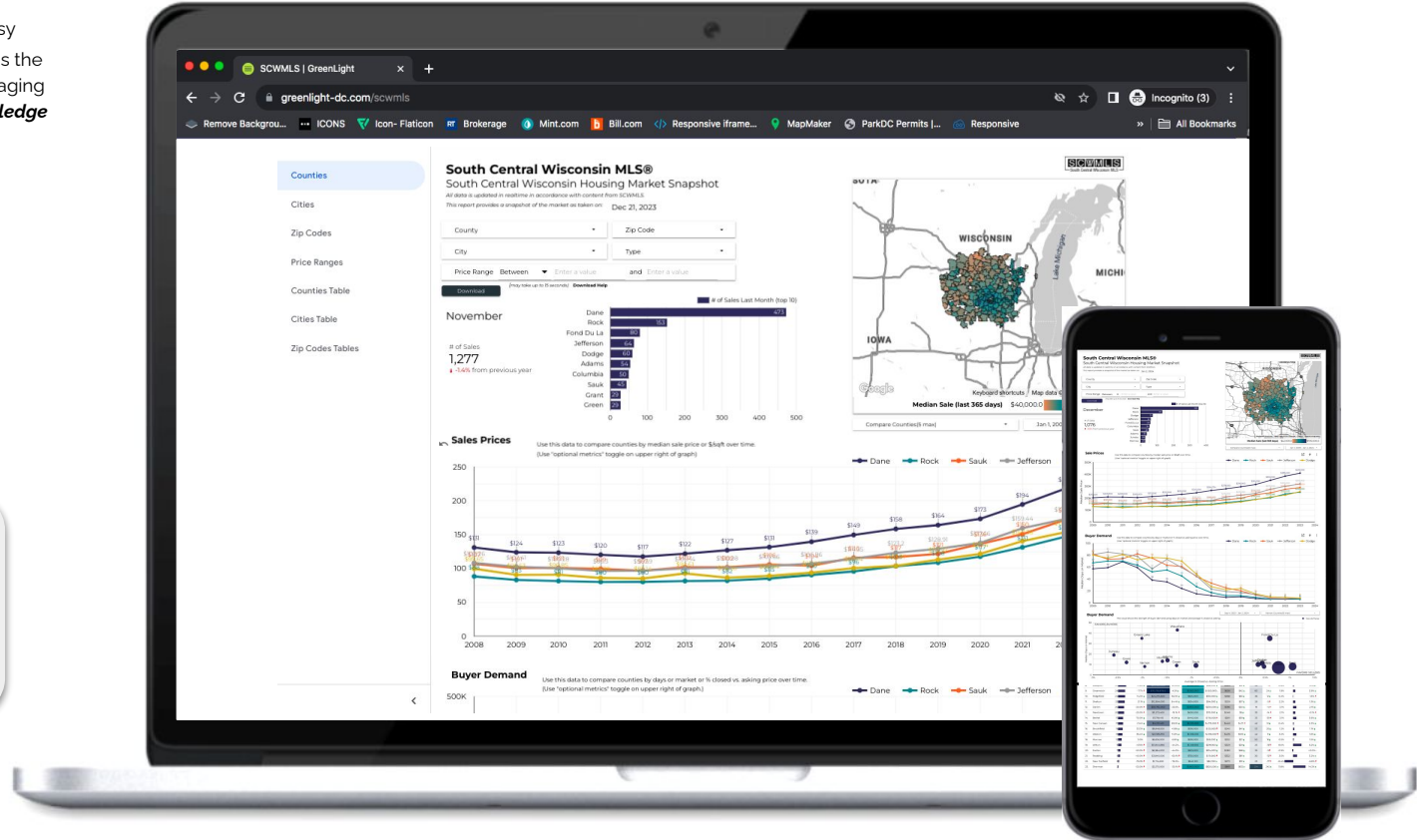
Counties ■ Cities ■ Zip Codes ■ Price Ranges

**Rank By:**

Pricing ■ Sales Activity ■ Buyer Demand

**Explore By:**

Year ■ Month ■ Previous 90 Days



- ❑ How do similar markets **compare in price**?
- ❑ Which price ranges **favor buyers** now?
- ❑ Which markets are **closing fastest** now?
- ❑ How has **activity in each price range changed** over time?
- ❑ Which markets saw **most demand in our price range** last month?