

Become A Hyper-Local Market Expert

There is a disconnect in real estate in that consumers are looking for agents with hyperlocal expertise, while agents tend to cast wider nets. This session will go over the various tools available to you in the MLS to make you an expert in your hyperlocal market(s). Topics include Market Watch, Hot Sheets, iMapp Market Statistics, Matrix Market Stats, and Matrix Market Reports. We will also cover various techniques in analyzing the composition of your market and determining what drives value!

Market Watch & Hot Sheets

Market Watch – This tool tracks changes to your market area over a specified time period. You have a Market Watch for each type of property (residential, commercial, rental, etc.), and can set the time frame to 24 hours, 3 days, or 7 days.

- By default, the Market Watch pulls all MLS status changes over that time frame, but if you click “customize”, you can set a specific market area.
- Under the Market Watch widget, you can click on each type of status change to see the new listings, price decreases, recent pending listings, recent sales, newly expired listings, etc. for your area over the time frame you select.

Hot Sheets – Similar to Market Watch, Hot Sheets also allow you to track changes to your market area. However, instead of drilling down to a particular status change type for a single market area, Hot Sheets give you a master list of all status changes for up to 10 market areas.

- As a default, you have a Hot Sheet for each type of property (Residential, Commercial, Income, Vacant Land, Rental, and Cross Property). By clicking "Customize", you can rename, edit, or delete existing Hot Sheets and create new Hot Sheets. To create a Hot Sheet, once you go to the Customize link, select "Add".
- Choose the type of property for the Hot Sheet (Residential, Vacant Land, Rental, etc.), and then name the Hot Sheet. Once the Hot Sheet is named, then click "Edit Criteria" to program the Hot Sheet for your market area. When finished, click "Done".
- Once you are back on your main page in Matrix, go to the Hot Sheets widget and select your newly created Hot Sheet and desired time period for a list of changes.

Market Stats in iMapp

Pull a report in iMapp for any property in your market area. On the menu of the top-right corner of the iMapp report, there is a link to “Residential MLS Stats”.

This report pulls statistics from the MLS for the city, zip code, Census Tract/Bulk Group or subdivision of the subject property. You can drill down, and also filter by property type and price range. The main reports that can be run include:

Inventory: Grouped by month, includes number of listings, median price, median days on market, absorption, and months’ supply of listings.

Absorption: Average sales per month (iMapp bases this on a 12-month rolling average)

Months' Supply: The number of listings divided by the absorption rate. This is a statistic to show that if nothing else were to come on the market, how long would it take for the market to clear. Many economists use the following as a gauge for how the market is doing:

- Buyers' Market = 11 months or more
- Equilibrium = 6-10 months
- Sellers' Market = 5 months or less

It is important to note that a buyer's market, balanced market, and seller's market can co-exist in any time in any area. By applying different filters and drilling down to a hyperlocal market, you might find some interesting statistics. For example, there might be a seller's market in a city, but for million-dollar plus listings in a certain zip code within that city, a buyer's market.

Sold Listings – Grouped by month, includes count, median sales price, and median days on market for sold properties. See how long listings in a certain price range in a certain area took to sell.

All Sales – Grouped by month, compares properties sold in the MLS (count, median sold price, and days on market) to the count and median sold price of non-MLS properties that sold. Great data for a listing presentation when the seller is considering the FSBO option!


New vs Sold – Grouped by month, compares new listings to sold properties, and then gives a new-to-sold ratio. See if inventory is increasing or decreasing.

Value-Drivers in Your Market

Through Matrix, you can search for properties meeting very specific criteria and then run statistics on that search. This can help you:

- 1) Identify which characteristics are important when searching for comps for a CMA.
- 2) Develop talking points for your market.
- 3) Use this data for prospecting (for example, "Did you know that homes like yours with a 3-car garage sell for an average of \$10,000 more in your subdivision?").



Once you run a search, if you click the  button on the Actions menu, you will be given summary statistics broken down by Listing Status on bedrooms, bathrooms, square feet, list price, list price per square foot, close price (for sold listings), sold price per square foot, days to contract, days to close, Active Days on Market, Cumulative Days on Market, and sold price to list price ratio.

When you click the stats button, you will be given the option to run Stats in Chart or Tabular format. Tabular format shows you the data in a table. If you do not select individual listings, stats will be run on all listings in your search results.

Matrix Stats Tab

Stats Presets

Matrix gives you several presets under the stats tab, which will be described below.

Stats can be viewed in both Chart and Data (table) view. You can switch from Chart to Data view by clicking on the tab in the upper right corner of the screen.

You can add geographic criteria to Stats Presets (under the Search tab), and then click “generate”. Under the "customize" tab, you can choose your time frame and grouping.

Customized presets can be saved, both under the stats tab and onto the Stats widget on the Matrix homepage. There is also, an option to click “Export as CSV File” on bottom.

Examples of Presets:

ADOM vs List Price Median – For each month, Median Days to Sell and Median List price are given for the selected geographic region. *Potential Uses: Show sellers the median list price versus average days on market for a prescribed time period, geographic range, and property type. This will help sellers gauge how long it may take to sell their property and get ideas on how to price their property if they need to sell sooner than the median days to sell or if they have more time to get a higher price.*

Historic Count of Active Listings – Shows count of active listings for each month/year in geographic range. *Potential Uses: For a particular month, shows how the number of active listings has increased year over year. Can help gauge market conditions.*

Historic Sales by Year – For each year, shows the number of sales for each month. *Potential Uses: For a particular month, shows how the number of sales has increased year over year. Can help gauge market conditions, especially when compared to the number of listings.*

Historic Sales Price Trend -For each year, shows the median sales price for each month. *Potential Uses: For a particular month, shows how median sales price has increased year over year. Can help gauge market conditions.*

Historic Sales x Price Range – For each price range, shows the number of sales each year for a preselected number of years. *Potential Uses: Shows sales activity over time for a variety of price ranges. Helps gauge if a market is increasing or decreasing at different price points.*

List Price/Sq Ft Ratios – For each month of a predetermined set of years, shows the average list price per square foot for the selected geographic area. *Potential Uses: Along with gauging market conditions, by breaking list price down to a per square foot basis for a particular type of property in a particular area, this can assist in the valuation of a property by multiplying the list price/square foot for the area by the square footage of the subject property. As an area may have properties that vary greatly in size, this helps to break these down to a unit level.*

****Note:** Price per Square Foot has limitations for pricing, as it assumes homogenous site characteristics. Also, once a certain size is reached, there may be a diminishing return for how much value additional square feet add.

Original Price vs Sold Price – For each month of the past year, shows both the Median Original Price and Median Sold Price. *Potential Uses: Assist sellers in gauging how sold prices differ from original lists prices to gauge whether or not an offer is good or to gauge how high above minimal acceptable price they need to list property. Assists buyers in knowing how far above or below a list price they can/should go when making an offer.*

Sale Price / List Price Ratios – For each month for a preselected number of years, shows the sale price to list price percentage. *Potential Uses: Assist sellers in gauging how sold prices differ from original lists prices to gauge whether or not an offer is good. Assists buyers in knowing how far above or below a list price they can/should go when making an offer.*

Customizing Presets

System presets can be customized and saved.

Geographic Criteria – Under the Presets/Search tab, geographic criteria can be entered including a map area, property type, county, zip code, city, or subdivision. A price and year-built range can also be entered, along with total acreage.

Time Frame – Under the Customize tab, the time frame can be customized, along with grouping and chart type/style.

Grouping – Can group stats by list price, month, year, or sales price.

Chart Type and Chart Style – For each Statistic, can also determine Chart Type (line, smooth line, area, smooth area). Under Chart Style, can select color palette.

Saving as Customized Preset – Under the Save Tab, can create a new name for customized Stat Presets. Can also choose to *Save Search Criteria with Preset* and to *Show on Home Page Stats Widget*.

Stats Presets can then either be accessed from the “My Presets” under the Stats tab or from the Stats widget on the home page of Matrix. Important: Under the Stats tab, you must click “generate” to run the statistic.

Creating Your Own Presets

Instead of using presets, you can also create your own stats preset by going directly to the Customize tab and selecting from a variety of primary and secondary statistics. Be sure to select geographic criteria, time frames, etc.

Matrix Market Reports

Under the Market Reports tab in Matrix, a wide variety of reports can be run on Agent and Office productivity and market share, along with MLS inventory. Below is a synopsis of the various reports available.

Production detail report. We have teams access only level and teams that get production credit. You can select time frame, you can search by agent, agent and team, team and office. Agent, office or team ID number. You can select property type.

Inventory Counts - Shows total inventory of each property type and status for a specified geographic area, office, agent, or board. *Potential Uses: Marketing materials, press releases from Realtor Boards, general market research.*

Home Sales - Shows detailed trends for a particular board or county, grouped by price. Shows sold counts for properties of 2<, 3, or 4+ bedrooms, along with total. Also shows number of active, pending, expired, and off market listings.

Shows breakdown of days on market and financing type for sold properties. *Potential Uses: Marketing materials, press releases from Realtor Boards, general market research.*