



Tools to Create a Polished CMA in Matrix

Course Objective:

Using Matrix to research, customize and create a comparative market analysis (CMA) that can be used for buyers and sellers as informative information for decision-making.

Research:

Before going to a listing appointment, you want to be prepared by doing your research. This research is everything from confirming ownership, tax & public record information, viewing the property, market activity, and competition. Some additional information that is important for your CMA is the property square footage, lot size, pool information, school zones, current days on market for the area, and list price per square foot.

Preparation:

Things you will want to have when you attend the listing appointment are:

- Listing Presentation
- CMA
- Listing Agreement
- Data Entry Form
- Any Disclosures or other documents the seller may need to sign

CMA vs Appraisal:

A CMA is prepared by a licensed agent or broker to help determine a fair market value.

An appraisal is prepared by a licensed appraiser hired by the bank to ensure the bank is not lending more than the property is worth.

Adjustments:

****Any adjustments made to a CMA should be approved by your broker or manager****

Adjustments are always made to the comparable property and never the subject property. If the comparable property has something the subject property does not, there would be a deduction to the comparable property. If the comparable property does not have something and the subject does, there would be an increase to the comparable property.

In order to get the best amount of data possible for comparable properties, the more comparables the better. The goal is at least 12 coming from 4 active listings, 4 pending listings, and 4 sold listings. While this may not always be possible, try to find as many similar properties whenever possible.

Factors to Consider:

The 2 biggest factors to consider when creating a CMA are the condition of the subject property and current competition.

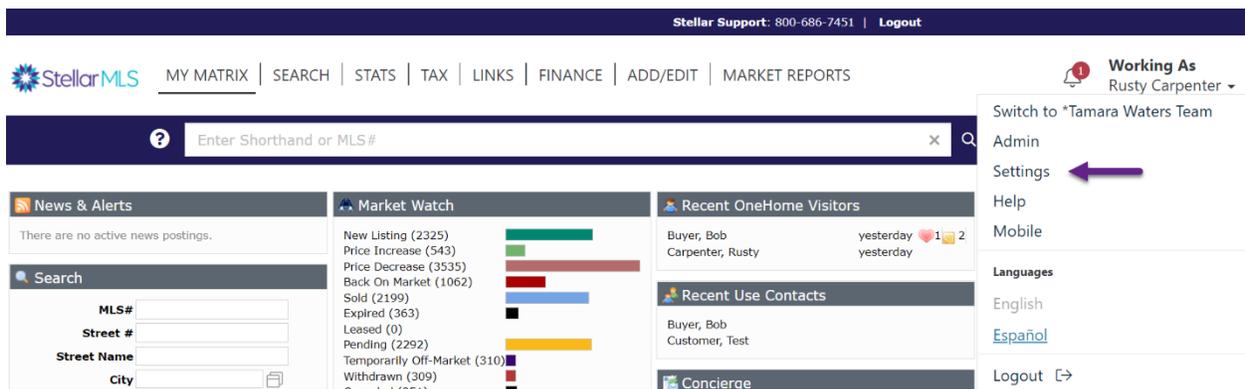
Other factors that may affect value are location, market, age of the property, neighborhood, and any improvements that have been made.

Other variables to factor when searching for comparable properties are square footage, year built, pool, bedrooms, bathrooms, garage, and community features.

Customizing your Matrix CMA:

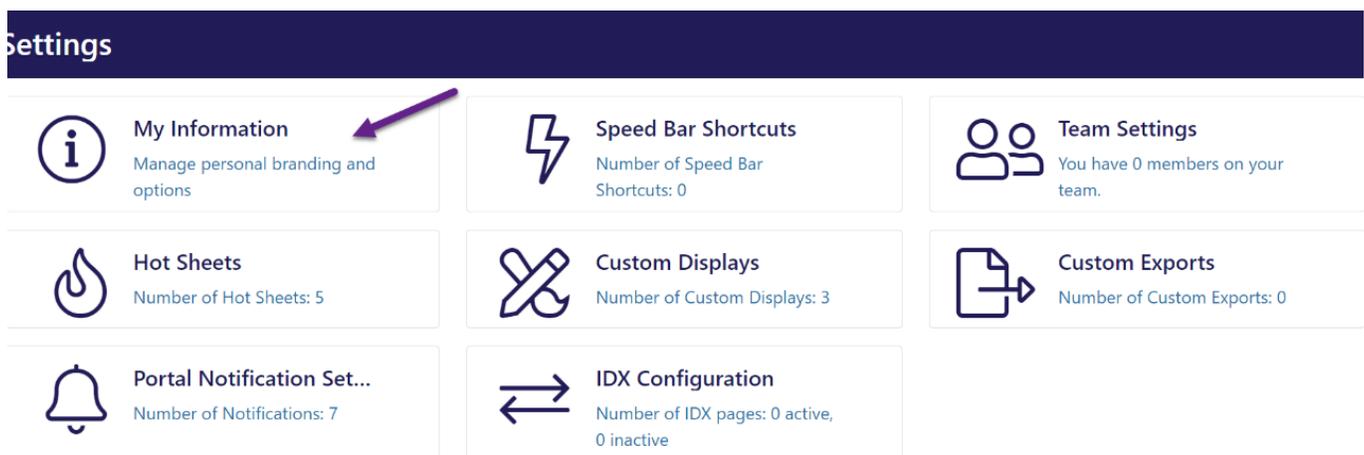
To add a polished professional look to your CMA, you will set up your banner and CMA information. To do this, follow the steps below:

From Matrix, Click the drop-down arrow next to your name in the upper right corner and choose settings.



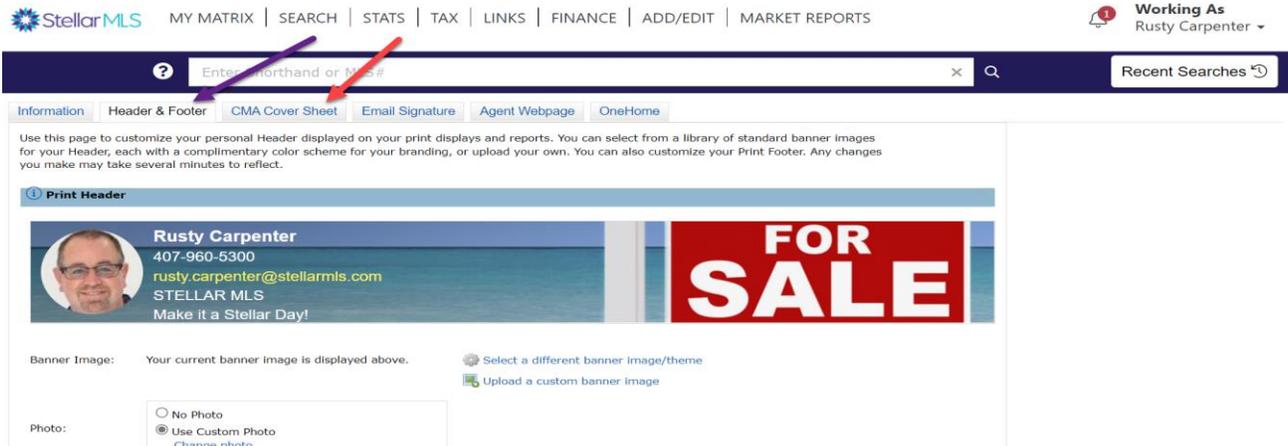
The screenshot shows the StellarMLS Matrix interface. At the top right, the user is logged in as "Rusty Carpenter" under the "Working As" header. A dropdown menu is open, showing options: "Switch to *Tamara Waters Team", "Admin", "Settings" (highlighted with a purple arrow), "Help", "Mobile", "Languages" (with sub-options for "English" and "Español"), and "Logout". The main interface includes a search bar, navigation tabs (MY MATRIX, SEARCH, STATS, TAX, LINKS, FINANCE, ADD/EDIT, MARKET REPORTS), and several data panels: "News & Alerts", "Market Watch" (with a bar chart showing listing statistics), "Recent OneHome Visitors", "Recent Use Contacts", and "Concierge".

From the settings, select my information



The screenshot shows the "Settings" page. The "My Information" option is highlighted with a purple arrow. It is described as "Manage personal branding and options". Other settings options include "Speed Bar Shortcuts" (0 shortcuts), "Team Settings" (0 members), "Hot Sheets" (5 sheets), "Custom Displays" (3 displays), "Portal Notification Set..." (7 notifications), "Custom Exports" (0 exports), and "IDX Configuration" (0 active, 0 inactive pages).

From my information settings, you will see tabs across the top and you will want to update the Header and footer and CMA cover sheet tabs.



On the Header and Footer tab, choose a banner image that you want on your CMA and then save it at the bottom.

After you save your banner image, choose the CMA cover sheet tab and make sure your information is correct as this is how it will appear on your CMA. Make any changes necessary and save.

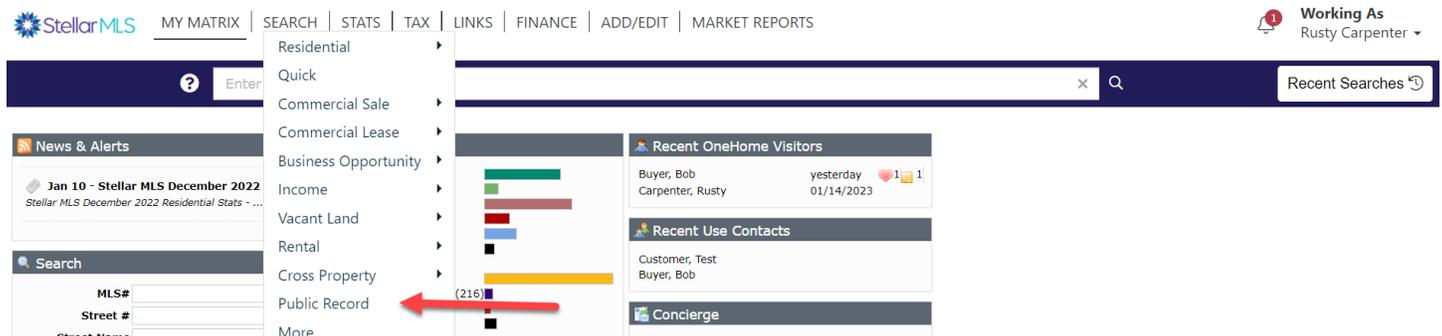
***Note:** You can come back at any time and change the banner image and information

Your CMA is now customized with your branding and contact information

To create your CMA you have 2 options within Matrix.

Option 1: Matrix finds Comparable Properties (AKA: The Easy Button)

This option is easy and Matrix finds comparable properties for you. You will start by looking up your subject property in a Public Record search in Matrix



Once you select public record search you will enter the subject property address and then hit results

Tax Search

Ownership

Owner Last Name:

Owner First Name:

Owner Occupied:

Foreclosure Indicator: Actively in Foreclosure

Location

St # Direction Street Name Type Direction Unit #

County: Orange
--- more (click) ---

Map Search: No Map Selected

Neighborhood: School District: City:

Subdivision: Building Name: Zip Code:

Municipality: Folio / Strap / PID:

Transaction Activity

Last Sale Date (Tax Data):

Last Sale Price (Tax Data): (000s)

Seller Name:

Valuation

Clear 5000+ matches Map Results

Select the tax ID # (folio/strap ID) to select the property from the results. Once the property information appears, select the View Comparable Properties button

Enter Shorthand or MLS# Recent Searches

Criteria Map Results

Previous Next 1 of 1 Checked 0 All None Page Tax Grid display Display 360 Property View at 1 per page

3814 Benson Park Boulevard, Orlando, FL 32829-7339 Sold 01/11/2023 View Comparable Properties

Tax Last Listing Photos History Parcel Map Flood Map Foreclosure

Owner Information Data Currency Realist Tax

Once your results come up hit the Status column label to organize results by status, then select any properties you wish to remove and choose to Remove Selected at the bottom.

Distance	Address	APN	ML #	Status	Status Date	Status Price	Property Ty	Property Sub Ty	Beds	FB	HB	Acres	Sq Ft Liv	Sq Ft Tot	City	Subdivision
0.0 mi	3814 Benson Park Boulevard, Orlan	08-23-31-3745-0	2956757				RESI	SingleFamilyRes 4	2	0	0	0.140	1,936		Orlando	Young Pine A B C D E F G & H
0.5 mi	10808 Fairhaven WAY, Orlando FL 3	08-23-31-0166-0	G5063792	Active	01/05/2023	\$504,000	Residential	Single Family R 4	3	0	0	0.200	2,186	2,922	Orlando	Andover Lakes Ph 01A
1.3 mi	5303 Adair Oak DRIVE, Orlando FL	18-23-31-2014-0	Q6080626	Active	01/02/2023	\$440,000	Residential	Single Family R 4	2	0	0	0.130	2,052	2,480	Orlando	Tivoli Woods Village C 51 84
0.9 mi	6114 Arbor Watch LOOP, Orlando FL	17-23-31-1944-0	Q6080947	Canceled	01/12/2023	\$537,680	Residential	Single Family R 4	2	0	0	0.140	1,850	1,850	Orlando	
0.2 mi	3342 Benson Park BOULEVARD, Orl	08-23-31-3745-0	S5072640	Expired	01/09/2023	\$505,000	Residential	Single Family R 4	2	1	0	0.190	2,246	2,982	Orlando	Young Pine A B C D E F G & H
0.6 mi	3106 Erskine DRIVE, Orlando FL 32	09-23-31-0167-0	Q6068979	Expired	12/31/2022	\$449,900	Residential	Single Family R 4	2	1	0	0.150	1,950	2,470	Orlando	Andover Lakes Ph 02A
0.6 mi	3127 Natoma WAY, Orlando FL 328	08-23-31-0175-0	Q6069837	Sold	01/13/2023	\$422,500	Residential	Single Family R 4	2	0	0	0.120	1,934	2,379	Orlando	Andover Lakes Ph 03B
0.8 mi	4981 Waterside Pointe CIRCLE, Orl	17-23-31-2232-0	Q6070670	Sold	01/13/2023	\$385,000	Residential	Single Family R 4	2	0	0	0.110	1,484	2,040	Orlando	Waterside Estates
0.8 mi	5409 Log Grove LANE, Orlando FL	17-23-31-1943-0	Q6056265	Sold	12/27/2022	\$575,785	Residential	Single Family R 4	2	1	0	0.170	2,908	3,617	Orlando	
0.8 mi	5432 Log Grove LANE, Orlando FL	17-23-31-1943-0	Q6055653	Sold	12/28/2022	\$538,570	Residential	Single Family R 4	2	1	0	0.200	2,397	2,397	Orlando	
0.8 mi	10815 Leafshore LOOP, Orlando FL	17-23-31-1943-0	Q6051498	Sold	12/22/2022	\$543,000	Residential	Single Family R 4	2	1	0	0.150	2,397	2,397	Orlando	Pinewood Reserve Ph 3
0.8 mi	5420 Log Grove LANE, Orlando FL	17-23-31-1943-0	Q6032592	Sold	12/16/2022	\$527,940	Residential	Single Family R 4	2	0	0	0.140	1,850		Orlando	Pinewood Reserve Ph 3
0.9 mi	6090 Arbor Watch LOOP, Orlando FL	17-23-31-1944-0	Q6052015	Sold	12/30/2022	\$595,845	Residential	Single Family R 4	2	1	0	0.140	2,908		Orlando	
1.0 mi	6078 Arbor Watch LOOP, Orlando FL	17-23-31-1944-0	Q6051475	Sold	12/16/2022	\$549,985	Residential	Single Family R 4	2	0	0	0.130	1,850		Orlando	Pinewood Reserve Ph 2B
1.0 mi	6056 Arbor Watch LOOP, Orlando FL	17-23-31-1944-0	Q6032620	Sold	12/28/2022	\$627,180	Residential	Single Family R 4	3	1	0	0.140	2,908		Orlando	
1.0 mi	6042 Arbor Watch LOOP, Orlando FL	17-23-31-1944-0	Q6051511	Sold	12/28/2022	\$599,245	Residential	Single Family R 4	2	0	0	0.130	2,162		Orlando	
1.0 mi	6030 Arbor Watch LOOP, Orlando FL	17-23-31-1944-0	Q6055646	Sold	12/26/2022	\$659,740	Residential	Single Family R 4	2	1	0	0.140	2,908		Orlando	
1.1 mi	4887 Adair Oak DRIVE, Orlando FL	18-23-31-2014-0	T3414043	Sold	01/03/2023	\$429,900	Residential	Single Family R 4	2	0	0	0.130	2,056	2,480	Orlando	Tivoli Woods Village C 51 84
1.2 mi	4848 Adair Oak DRIVE, Orlando FL	18-23-31-2014-0	Q6066375	Sold	01/03/2023	\$416,745	Residential	Single Family R 4	2	0	0	0.140	1,972	2,400	Orlando	Tivoli Woods Village C 51 84
0.5 mi	3251 Natoma WAY, Orlando FL 328	08-23-31-0175-0	Q6056781	Temporarily Off-M	01/05/2023	\$539,900	Residential	Single Family R 4	2	1	0	0.120	2,436	2,916	Orlando	Andover Lakes Ph 03B
1.3 mi	5967 Wooden Pine DRIVE, Orlando	31-23-17-1947-0		Non-MLS Sale	12/20/2022	\$558,100	Residential	Single Family R 4	2	1	0	0.138	2,381	3,074	Orlando	Pinewood Reserve Ph 1

Remove Selected Find more Comparables

Previous 1 Next

Once you have the remaining properties you can Find More Comparables at the bottom of the screen if necessary and then edit criteria, status, etc. to produce more results.

Once you have all the properties you need, select them and choose Create CMA from the menu

Comparables Report

Subject Property: **3814 Benson Park BOULEVARD**

Selected Pages: Brief Summary; CMA

[Back to Results](#)
[Create CMA](#)
[Email](#)
[View Report](#)

Summary

5 Comparables	Low	Median	Average	High
Comparable Price	385,000	440,000	452,300	510,000

Distance	Address	APN	ML #	Status	Status Date	Status Price	Property Ty	Property Sub Ty	Beds	FB	HB	Acres	Sq Ft Liv	Sq Ft Tot	City	Subdivision
0.0 mi	3814 Benson Park Boulevard, Orlan	08-23-31-3745-0	1956757	Pending	01/07/2023	\$510,000	RESI	SingleFamilyRes	4	2	0	0.140	1,936		Orlando	Young Pine A B C D E F G & H
1.8 mi	10510 Willow Ridge LOOP, Orlando	33-22-31-9472-0	S5073633	Pending	01/07/2023	\$510,000	Residential	Single Family R-4	4	2	1	0.160	2,795	3,451	Orlando	Woodland Lakes Preserve
0.8 mi	4981 Waterside Pointe CIRCLE, Orly	17-23-31-2232-0	D6070670	Sold	01/13/2023	\$385,000	Residential	Single Family R-4	4	2	0	0.110	1,484	2,040	Orlando	Waterside Estates
0.5 mi	10808 Fairhaven WAY, Orlando FL	08-23-31-0166-0	G5063792	Active	01/05/2023	\$504,000	Residential	Single Family R-4	4	3	0	0.200	2,186	2,922	Orlando	Andover Lakes Ph 01A
1.3 mi	5303 Adair Oak DRIVE, Orlando FL	18-23-31-2014-0	D6080626	Active	01/02/2023	\$440,000	Residential	Single Family R-4	4	2	0	0.130	2,052	2,480	Orlando	Tivoli Woods Village C 51 B4
0.6 mi	3127 Natoma WAY, Orlando FL 328	08-23-31-0175-0	D6069837	Sold	01/13/2023	\$422,500	Residential	Single Family R-4	4	2	0	0.120	1,934	2,379	Orlando	Andover Lakes Ph 03B

Once you create the CMA you will work the tabs left to right to create your CMA.

Once you complete the tabs you can finish and/or save the CMA. After you finish you can view, email or print the CMA report for your customer. Any Saved CMA's can be found under the customer's contact or from My Matrix.

You can edit, print or delete CMA's at any time once they are done.

Option 2: You find the Comparable Properties

You will begin your search for comparable properties by doing a Residential Quick search in Matrix. You will select the statuses you wish to pull and enter the subject property address in the Map Search location field as shown below and select results.

Quick
Criteria [Map](#) [Results](#)

Status - Date or Range

Select All Select None

Active

Pending 0-180

Temporarily Off-Market

Canceled (WDN-U)

Withdrawn Conditional

Sold 0-180

Expired

Leased

Contract Status

Appraisal

Financing

Inspections

Kick Out Clause

Letter Of Intent

And Or Not

Special Sale Provision(s)

Auction

Bank Owned/REO

Government Owned

Probate Listing

And Or Not

Map Search: No Map Selected

Within miles of My Location

St # Dir Pfx Street Name St Type Dir Sfx Unit # [More](#)

State:

Or Not

County MLS Zip

Alachua 32615 - Alachua

Baker 32420 - Alford

Bay 32716 - Altamonte Springs

Bradford 32715 - Altamonte Springs

Brevard Or Not

City Legal Subdivision Name

Or Not

ML #

Price (000s)

Total Bedrooms

Total Bathrooms

Full Baths

Half Baths

Sq Ft Heated

Sq M Heated

Year Built

New Construction

Private Pool

Clear 5000+ matches
[Map](#) [Results](#)

From the results, select those you wish to use in your CMA and choose CMA from the actions menu at the bottom

Criteria Map Results

Previous Next · 1-6 of 6 Checked 6 All · None · Page Display Agent Single Line at 25 per page

Distance	#	ML #	Status	Address	City	Zip Code	Subdivision Name	SqFt	H	Current Price	BED	FB	HB	Yr Built	Pool	Property Style	Tax
0.2 mi	1	05052142	ACT	3480 BENSON PARK BLVD	ORLANDO	32829	YOUNG PINE A B C D E	1,816		\$469,000	3	2	0	2005	Private	Single Family Residence	\$3,
0.0 mi	2	3955688	SLD	3814 BENSON PARK BLVD	ORLANDO	32829	YOUNG PINE A B C D E	1,936		\$399,900	4	2	0	2005	None	Single Family Residence	\$4,
0.0 mi	3	3954645	SLD	3814 BENSON PARK BLVD	ORLANDO	32829	YOUNG PINE A B C D E	1,936		\$399,900	4	2	0	2005	None	Single Family Residence	\$4,
0.0 mi	4	3954641	SLD	3814 BENSON PARK BLVD	ORLANDO	32829	YOUNG PINE A B C D E	1,936		\$399,900	4	2	0	2005	None	Single Family Residence	\$4,
0.0 mi	5	3956757	SLD	3814 BENSON PARK BLVD	ORLANDO	32829	YOUNG PINE A B C D E	1,936		\$419,000	4	2	0	2005	None	Single Family Residence	\$4,
0.0 mi	6	3956522	SLD	3814 BENSON PARK BLVD	ORLANDO	32829	YOUNG PINE A B C D E	1,936		\$419,000	4	2	0	2005	None	Single Family Residence	\$4,

Actions Refine Save Carts

Criteria Email Print CMA Directions Stats Export Quick CMA Cloud CMA ShowingCart Custom PDF Reports

Work the tabs from left to right. The Subject tab will look different since you did not start with a public record search. On the subject tab, select Search for a Realist Tax record to auto-fill form and enter the property information and choose results.

Enter Shorthand or MLS#

Start Pages **Subject** Cover Comparables Map Adjustments Pricing Finish

Autosaved at 01/17/2023 3:32:05 PM

Subject Property

Matrix needs the details of the subject property. What would you like to do?

- Type in the subject property fields manually
- Enter a Cross Property Matrix MLS Number to auto-fill from: **Fill**
- Search for a Cross Property Matrix listing to auto-fill from
- Search for a Realist Tax record to auto-fill from

Select the check box next to the correct property and choose fill from selected

Enter Shorthand or MLS#

Start Pages **Subject** Cover Comparables Map Adjustments Pricing Finish

Autosaved at 01/17/2023 3:32:05 PM

✓ Select a Listing from which to Fill

Previous Next · 1 of 1 · Checked 1 Display Input Fill From Tax at 25 per page

	PROPERTY_CITY_NAME	COUNTY
<input checked="" type="checkbox"/>	3814 Benson Park Blvd	Orlando Orange

Back Criteria Sort **Fill from Selected** Previous 1 Next

You can now add information, and a property photo and continue working on the tabs.

Once you complete the tabs you can finish and/or save the CMA. After you finish you can view, email or print the CMA report for your customer. Any Saved CMA's can be found under the customer's contact or from My Matrix.

You can edit, print or delete CMA's at any time once they are done.