



Comparable Market Analysis (CMA) Table of Contents

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Comparable Market Analysis

Creating a CMA in flexmls Web is a quick and easy process. You may begin from any search screen, or by selecting **Create CMA** under the Search menu.

TYPES OF CMA

Full CMA

A Full CMA includes options for a cover page, subject property information, comparable properties, value adjustments, a summary and a recommendation.

Quick CMA

The Quick CMA bypasses the cover page, subject information, and value adjustments to provide quick access to a side-by-side comparison of listings, a price analysis summary, and statistics.

Statistical CMA

The Statistical CMA provides a table of information broken down by listing status, with the option to include individual listing information in the form of the short display or View used in the search results screen. You may also choose how to group the individual listings, whether to include totals, and whether to remove square foot statistics.

CREATE A CMA

To start a new CMA in flexmls Web, you may click on the **CMA** option under Search on the menu. The Create CMA screen allows you to choose a CMA you have previously saved or proceed step by step to create a new CMA, including a search for comparables. You may also begin your CMA by starting with a search.

Start with a Search


From any search results page, you may begin a CMA by selecting comparable properties and clicking the CMA button at the top of the page. By beginning with a search, you may choose listings based on sold date, price, geographical location, or any search criteria. This flexibility allows you to custom build your CMA to your exact specifications.

Create CMA
Step 1

CMA Type


Select CMA Type

There are 5 selected listings.



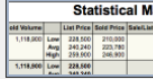
Full CMA

The Full CMA is useful for sellers and includes options for a cover page, subject property information, comparable properties, value adjustments, a summary and a recommendation.



Quick CMA

The Quick CMA creates a side-by-side comparison of listings, a price analysis summary, and other statistics.



Statistical CMA

The Statistical CMA is useful for buyers and provides a table of information broken down by listing status or another field of your choice.

Select Statistical Type

Statistical Average Field: Total SqFt. ▼

Used to calculate "price per this field" in the Overall Statistical Analysis section of the CMA

[Next Step >>](#)

Select the type of CMA you would like to create; Full, Quick, or Statistical; by clicking on the radio button next to the description. After you have made your selections, click **Next** to proceed.



Cover Page Tab

Enter the information you would like for your cover page. Click in the field of choice and use the tab key to move to the next field (shift + tab to move backward). You may edit the text in any field. The comments field can be used to provide an

analysis of your proposal or to describe the subject property in more detail. When you are ready to proceed, click the **Next Step** button.

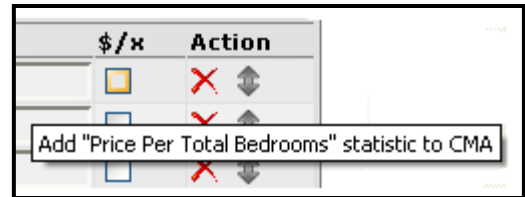
Subject Tab

Click in the field to enter address information for your subject property. It is important to enter the most complete address you can, including zip code, as this information will be used to plot the subject on a map with the comparable listings in the final report. Use the tab key to move to the next field, or simply click within the field where you wish to add information. Click **Upload Photo** to load a photo for your subject property. You may choose to use an existing MLS listing as your subject property. Click on the button below the address fields to **Auto-Populate Fields from an existing Listing**. Enter the MLS number of the subject property you wish to use in the field that is presented and click **OK**. You will see the photo, address and description fields populated with information for the MLS number entered.



In the next section, enter the detailed description of the subject property. This is similar to entering a listing. The more key data fields you enter, the more complete your comparison will be. Some standard fields will already be selected for you (such as bedrooms, bathrooms and square feet) allowing you to fill in the appropriate values for your subject property. If you do not want one of these standard fields, click the red X next to it to remove it.

If you would like to add a "Price Per" statistic for selected fields on your CMA, click on the checkbox beneath the $\$/x$ column. For example, if you'd like to show the Price Per Total Bedrooms on the CMA, check the corresponding box.



To add new items, click on the **New Item** button at the bottom of the page. Next, click on the magnifying glass to select a database field for comparison. If you would like to add a comparison field that is not on the list, type in a description. After you have made your selections for subject property information, you may Save All as a Template for easy future access. You will be presented with a new window titled Save CMA Template. Enter a title for your new template, choose to overwrite an existing template, or set the template as the default from this screen. Click **Save Template** or **Cancel** to return to the subject property entry. Templates are available for selection, editing, or removal from the drop-down list above the field name selection list.

When finished, click on the **Next Step** button.

Comps Tab

Click the Select box next to the MLS number of the properties to which you would like to make adjustments. **Please Note: Only those listings you check will be available for adjustments, and the unchecked will be included in the overall market analysis.** To view the details of any particular listing, click the MLS number link and a full listing report will display in a new window. Click the Select column header to select or deselect all listings. To bring in additional comparables, click on the **Add comparables** link.

MLS Comparables
Non-MLS Comparables

Mapping Find Comps

Click the Find Comps button to the right to begin your mapping search.

Full Search Find Comps

Click the Find Comps button to the right to begin your full search.

Listing Cart

Select a listing cart you wish to retrieve comparables from.

Add Comps

MLS Number

Enter MLS numbers separated by commas (Example: 01-2151,00-5936)

Add Comps

Return to CMA



On the resulting screen, type the MLS number of a property or use one of several methods to search for additional comparables. Click the **Add Non-MLS Comparables** tab to add a property that is not available in the MLS. You will be presented with a new window. Click on **Create New Comparable** and enter your information in the fields provided. Fields highlighted in red are required for entry. You may choose to share the Non-MLS comparable with members of your office or company, so they may use the information in future CMAs. When you are finished with your entries, click **Save this Comparable**. Select your new comparable and click **Add this Comparable** to add it to your existing list. You may also edit or delete any Non-MLS comparable entered from this window. Remember to place a check in the select box for your Non-MLS comparable if you wish to make it available for adjustments.

You may remove any comparable by clicking on the red X in the column to the right of that property's address. When you are satisfied with your choices, click the **Next Step** button to proceed.

Adjustments Tab

The fields you selected on the Subject tab are available as the first part of this Adjustment tab. If you forgot to enter an item on the Subject tab, you can select the **All Fields** radio button option to see all the available fields for adjustment.

To make an adjustment, click on the field you want to adjust. For easy comparison, the value for your subject property will be presented to the right along with the appropriate values for that field for each of the comparable listings you selected. Next to each comparable listing, you can enter an adjustment amount. Include a + or - to adjust the price up or down. If you are comparing a sold property, you will be adjusting the sold price. Other statuses will use the list price. As you enter adjustments, they will be tallied for each listing in the bottom half of this tab. You may click on any highlighted address in the Comparable column to view a full listing report for that property.

The screenshot shows the 'Create CMA' software interface, Step 5, with the 'Adjustments' tab selected. The interface is divided into several sections:

- Fields:** A list of fields to be adjusted, including Address, City, State, Total Bedrooms, Total Bathrooms, Total SqFt., Lot Size, Lot Acres, Style, and Garage Type. Radio buttons allow selecting 'Subject Fields' (selected) or 'All'.
- Listing Data:** A table with columns for 'Address', 'City', 'State', 'Total Bedrooms', 'Total Bathrooms', 'Total SqFt.', 'Lot Size', 'Lot Acres', 'Style', and 'Garage Type'. The table contains several rows of comparable listings, such as '2711 COBBLESTONE CT' and '2118 BROADWAY N'.
- Buttons:** 'Auto-Adjust Comparables' and 'Remove All Adjustments' are located below the listing data table.
- Comparable Adjustment Summary:** A section showing a table with columns for 'Description', '+/-', 'Value', 'Rm', and '\$216,800'. A message states 'There are no adjustments for comparable 06-743.' Below this are buttons for 'New Adjustment' and 'Edit Adjustment List'.
- Comments:** A section for entering comments, currently empty.
- Navigation:** '<< Previous Step' and 'Next Step >>' buttons are at the bottom.


To view all adjustments for a particular comparable, click on the drop-down **Adjustments for Comparable** to select a listing. In addition to making adjustments on comparable fields in the grid part of the tab, you can add saved adjustments. If you click on the magnifying glass next to the Description field, you can select from a list of standard adjustments you have saved. Use the **Edit Adjustment List** button to add to or modify your standard adjustments. Be sure to click **Save** to add your changes to the list. Click **Save and Return** to complete your changes and return to the Adjustments page.



Auto Adjustments


To expedite the process of adjusting prices, set up auto adjustments based on values for your area. You determine the value per unit, and flexmls Web will save your values for future use. For example, if in your market one story in a residence is worth approximately \$30,000, you may set that value in your auto adjustments, and then with one click adjust all property values in your CMA.

To set up adjustments, click the **Edit Adjustment List** button.

Click **Remove**  the **Add New** button to create a new Auto Adjustment, or click to remove an existing Auto Adjustment. You may also look at Manual Adjustments that you have used previously.

Comparable	Address	Adjust +/-
Subject	709 Ashley Lane	
1709 VALLEY VIEW	1709 VALLEY VIEW	
1207 ZENTWOOD	1207 ZENTWOOD	
12 SKYLARK CIRCLE	12 SKYLARK CIRCLE	
1522 AUDUBON	1522 AUDUBON	

Description	+/-	Value	Rm	
Total Bathrooms	-	5000	×	\$149,000
Total SqFt.	+	45000	×	\$194,000

 When you click on the **Auto-Adjust Comparables** button, you will see a pop-up window with the following message: **Auto-Adjusting your comparables will add adjustments based on your rules and the differences between your subject property and the comparable. This process will only add adjustments and not modify any of your existing adjustments. Do you wish to proceed?** This means that if you click the button multiple times, your adjustment will be applied multiple times. Be sure to click the **Remove All Adjustments** button if you would like to reset all adjustments to zero before applying Auto Adjustments. When you are ready to proceed, click the **Next Step** button at the bottom of the screen.



Summary Tab

The Summary Tab presents several statistical tables to help you make your recommendation for the CMA. The first set of statistical tables presents each of the adjusted comparable listings and the total adjustments made for each. The listings are grouped into separate tables by status (sold, active, pending, or expired). A table summarizing the low, high, average and median prices (after adjustments) is also included. Lastly, a complete market summary is given, which will include all listings in your search regardless of whether they were checked for adjustments. This allows you

Price Analysis							
Summary of Closed Listings							
List #	Address	List Price	Days on Market	Sold Date	Sold Price	Total Adjustments	Adjusted Price
06-743	2001 45TH, Fargo	\$225,000	37	08/04/2006	\$216,800	-	\$216,800
98-1237	3737 RIVER DR S, Fargo ND	\$209,000	193	03/11/1999	\$200,000	\$-10,000	\$190,000
98-1002	2802 37 AVE S, Fargo ND	\$242,500	228	02/26/1999	\$233,750	-	\$233,750
98-283	2624 35 AVE S, Fargo ND	\$258,500	273	11/13/1998	\$240,000	\$-6,000	\$234,000
98-223	HIGHLAND PARK, Fargo ND	\$217,000	228	09/17/1998	\$213,500	\$7,000	\$220,500
96-1350	1610 11 ST N, Fargo ND	\$248,000	141	02/25/1997	\$232,000	\$-25,000	\$207,000

Low, Average, Median, and High Comparisons			
		Closed	Overall
Low		\$190,000	\$190,000
Average		\$217,008	\$217,008
Median		\$220,500	\$220,500
High		\$234,000	\$234,000

to present a broader market overview without having to include them in your adjustment reports. When you are ready to proceed, click the **Next Step** button.

Overall Market Analysis (Unadjusted)										
Status	#	List Vol.	Avg. List Price	Sold Vol.	Avg. Sold Price	Sale/List Price	Avg. Lot Acres	Avg. List \$/Lot Acres	Avg. Sold \$/Lot Acres	Avg. DOM
Closed	7	1,649,900	235,700	1,581,050	225,864	0.96	0	374,705.23	364,804.96	229
Overall	7	1,649,900	235,700	1,581,050	225,864	0.96	0	374,705.23	364,804.96	229

Recommendation Tab

The Recommendation Tab carries over the high, low and average adjusted prices from the Summary tab. You can edit any of these fields by clicking your mouse in the field and typing in new values. Click the **Next Step** button when you have entered your recommendation.

Create CMA Step 7

[CMA Type](#) |
 [Cover Page](#) |
 [Subject](#) |
 [Comps](#) |
 [Adjustments](#) |
 [Summary](#) |
 [Recommendation](#) |
 [Finish](#)

Subject Property Listing Price Recommendation

Low: \$ 210000

High: \$ 269000

Recommended: \$ 232342

Listing Price Recommendation Options

Calculate High/Low Price using High/Low Price from comparables
 Calculate High/Low Price using a percentage above/below the Recommended Price



Finish Tab

On the Finish Tab, you can choose what parts of the CMA you want to include on the report and then E-mail, Save, View, or Print the report.

Create CMA		Step 8
CMA Type	Cover Page	Subject
Comps	Adjustments	Summary
Recommendation	Finish	
Comparable Market Analysis Display Options		
<input checked="" type="checkbox"/>	Cover page	
<input checked="" type="checkbox"/>	Map of subject and comparable properties	
<input checked="" type="checkbox"/>	Subject property description	
<input checked="" type="checkbox"/>	Side-by-side comparison of all listings	
<input type="checkbox"/>	Sort side-by-side comparison by Status	
<input checked="" type="checkbox"/>	Search parameters	
<input checked="" type="checkbox"/>	Statistical summary	
CMA Color Scheme:		
	Default White <input type="button" value="v"/>	
Listing Detail Options		
<input checked="" type="checkbox"/>	Individual adjustment summary for each listing	
<input checked="" type="checkbox"/>	Individual Price Per calculation summary for each listing	
<input checked="" type="checkbox"/>	Include listing detail using this report:	
	Full Report <input type="button" value="v"/>	
<input checked="" type="radio"/>	Print all listings	
<input type="radio"/>	Print only listings marked as comparable	
<input type="button" value="E-mail"/> <input type="button" value="Save"/> <input type="button" value="View"/> <input type="button" value="Print"/>		

Place a check mark next to each item you want to include on the report. The side-by-side comparison is a traditional 3-up adjustment grid. You may choose to sort the side-by side comparison by status. The statistical summary provides the market overview statistics. The Listing Detail Options allow you to determine what listing reports you want to include with the CMA. You can choose to print details for every listing (adjusted and unadjusted) and you can specify what report you want to use. Also, you can specify whether to include a report of your adjustments at the bottom of each listing report. We recommend using this option.

To e-mail the CMA, click **E-mail** button. The standard flexmls™ Web e-mail page dialogue will appear.

To save the CMA, click **Save** button and type a name to save as a new CMA, or you may also replace an existing CMA. Your Saved CMAs are available by clicking **CMA** under Search on the main menu.

To view the CMA, click **View**. A new window will open with the report displayed. To print the CMA, click **Print**. A new window will open with the report displayed, followed by the Print window.

