

# Realcomp Online® Comparative Market Analysis – Quick Reference Guide

## Quick Search CMA (and how to e-mail off-market listings to clients)

- 1) Choose SEARCH & QUICK SEARCH
- 2) Decide STATUS (be sure to choose on-market & PENDING & SOLD if you would like to include off-market listings in your results)
- 3) Decide on PRICE range for your area (eliminate any LEASES by setting this price at a reasonable range)
- 4) Choose Bedroom range & Bath/Lavs
- 5) Garage-Yes or No? Basement-Yes or No? Complete any features that you would like to include in your CMA
- 6) ALWAYS ADD: STATUS DATE (include the last six (6) months or the period of time you prefer)
- 7) Add any Geographic Location (legal-map letter & number-zip code-school dist-water name, etc.)
- 8) Select Count at the bottom of the page to see if the number of returns is reasonable. (Modify any of the criteria entered to further narrow your search as necessary). Choose Search
- 9) Change REPORT to ONE LINER #2
- 10) Check the boxes of the comparables you'd like to include in your CMA
- 11) Choose CMA SELECTED at the bottom of the page – SKIP to REPORT

\$118,700	02231	<b>28878 LORIKAY ST</b>	3	1.1	F	2025	P	M	<input type="checkbox"/>
\$119,000	02231	<b>21424 WALDRON ST</b>	4	1.1	D	1242	A	M	<input checked="" type="checkbox"/>
\$119,000	02231	<b>22415 CORA AVE</b>	3	1	A	1004	A	M	<input type="checkbox"/>
\$119,900	02231	<b>22086 TULANE AVE</b>	3	1	D	1080	A	M	<input type="checkbox"/>
\$119,900	02231	<b>32202 ALAMEDA ST</b>	3	2	G	1500	A	M	<input checked="" type="checkbox"/>
\$119,900	02231	<b>32403 NOTTINGHAM KNLS</b>	3	2	A	1525	P	M	<input type="checkbox"/>
\$119,900	02231	<b>21105 OXFORD AVE</b>	3	1	A	1050	A	M	<input checked="" type="checkbox"/>
\$120,000	02231	<b>28446 WESTBROOK CT</b>	4	2.1	A	2824	P	M	<input type="checkbox"/>
\$120,000	02231	<b>21675 HAMILTON</b>	2	1	A	666	A	M	<input type="checkbox"/>

Style: A=RANCH, B=COLONIAL, C=CAPE COD, D=BUNGALOW, F=CONTEMP, G=SPLIT LEVEL, Y=OTHER

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View Selected
Print Selected
CMA Selected
Map Selected

Email Selected On-Market
Email Selected Off-Market

Searching RS for  
LISTING TYPE being either A or B  
AND LEVEL OF SERVICE being either A or B  
AND STATUS being either ACTV or NEW or BMK or C  
AND AREA being 02231  
AND SEARCH PRICE being between 10

New CMA  
Add to "Oak Park"  
**Skip to report**  
Cancel

12) If you would like to e-mail the report, simply click Save and give it a name then select Email.

**CMA Manager - Report - (New CMA)**

Subject Property   Comparables   Value Adjustments   Report Options   Report   **New**   **Open**   **Save**   **Print**   **Email**

### Comparable Market Analysis

#### Summary

List Number	Status	List Price	Sale Price	Dom	Address	Bedrooms	Tot Baths	Tot Lavs	Square Footage	Acreage	Price /Sqft
28201689	ACTV	49,900		44	33711 W 9 MILE RD	3	1	0	1288	0	39
28174688	ACTV	55,000		136	28562 CUMBERLAND ST	2	1	0	1122	0.46	49
28159145	CHGP	52,000		128	22532 ALBION AVE	2	1	0	1493	0.18	35
28162565	SOLD	29,500	29,500	171	21526 OXFORD AVE	5	2	0	2104	0	14
28122643	SOLD	31,000	36,000	10	22665 COLGATE ST	3	1	0	973	0	37
28154094	SOLD	32,900	32,000	50	22615 ALBION AVE	3	1	0	1092	0.22	29
<b>Minimum</b>		29,500	29,500	10		2	1		973	0.18	14
<b>Average</b>		41,717	32,500	90		3	1.1		1345	0.28	34
<b>Maximum</b>		55,000	36,000	171		5	2		2104	0.46	49

13) You can always print a CMA. After step 10, simply select PRINT SELECTED.

## CMA Manager

- 1) Enter CMA MANAGER
- 2) REMEMBER to work the gray tabs LEFT to RIGHT
- 3) SUBJECT PROPERTY tab (enter an MLS number to have the system fill in the information from the listing)
- 4) Choose Build CMA Search to search for Comparables
- 5) When using Search Price, remember the price assumes thousands of dollars in this area. For example, you must enter 100 to search \$100,000.
- 6) Don't forget to add a status date and geographic location
- 7) Count (decide if you need to modify the results depending on the number of returns)
- 8) Select SEARCH
- 9) Change REPORT format to your preference
- 10) Pick COMPS by checking the appropriate boxes
- 11) Choose CMA SELECTED & 'ADD to NEW CMA'
- 12) Decide if you will use Value Adjustments – DO NOT USE IF YOU DON'T HAVE PROPER FIGURES
- 13) Go to Report Options and add your marketing info
- 14) Choose REPORT (print-email or save report)
- 15) If you SAVE a CMA keep it 4 to 6 weeks (they automatically update)

## MAP Search CMA

- 1) Choose SEARCH & Map Search
- 2) Enter SUBJECT PROPERTY address & decide the radius around the address
- 3) CLICK on 'FIND'
- 4) Once the map appears - the House Icon is the subject property
- 5) Click 'ACCEPT SEARCH AREA'
- 6) The screen will refresh and the address will appear at the bottom of Search Criteria
- 7) Enter your criteria
- 8) REMEMBER to add 'STATUS DATE'
- 9) Count – the system will give you the results of your criteria within your radius
- 10) Modify if necessary and SEARCH
- 11) Choose REPORT format of your choice
- 12) Pick COMPS
- 13) Choose Print Select, Email Selected Wide CMA or CMA SELECTED & 'Skip to Report'
- 14) Print or E-MAIL after saving the CMA