InfoSparks: MarketView Enhancements

MarketView expands upon the concept of InfoSparks by adding agent, broker and firm variables to the mix, as well as the ability to rank these new additions by the number of transaction sides.

Use InfoSparks and MarketView to generate charts that will support your recommendations and credentials at listing presentations by comparing local to regional numbers and for comparing you and your company to the market at large.

New Area Selection Options
In addition to geographic inputs, you can now search by agent, office or firm. You may add up to four area tabs for comparison. The default area is the Entire MLS.

New Variable: Transaction Side
When looking at an agent, office or firm, reviewing activity by just the Seller or Buyer side of the transaction can be helpful. The default is to include both sides.

Report Types
Several new outputs are available for sharing based on these additions.

What follows are four examples of the kinds of reports that can be created thanks to the MarketView enhancements.

Closed Transaction Volume

Watts, Polly

Each data point is 12 months of activity. Data is from January 10, 2017.

Watts, Polly
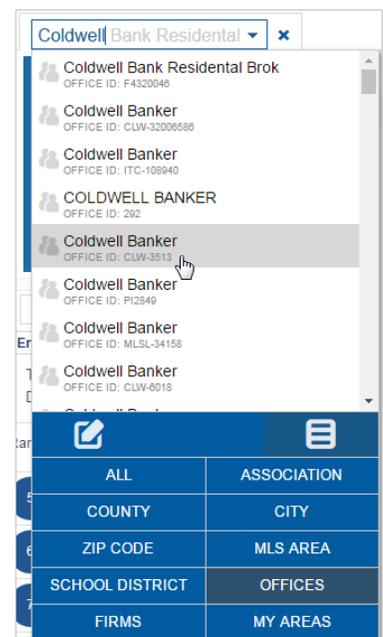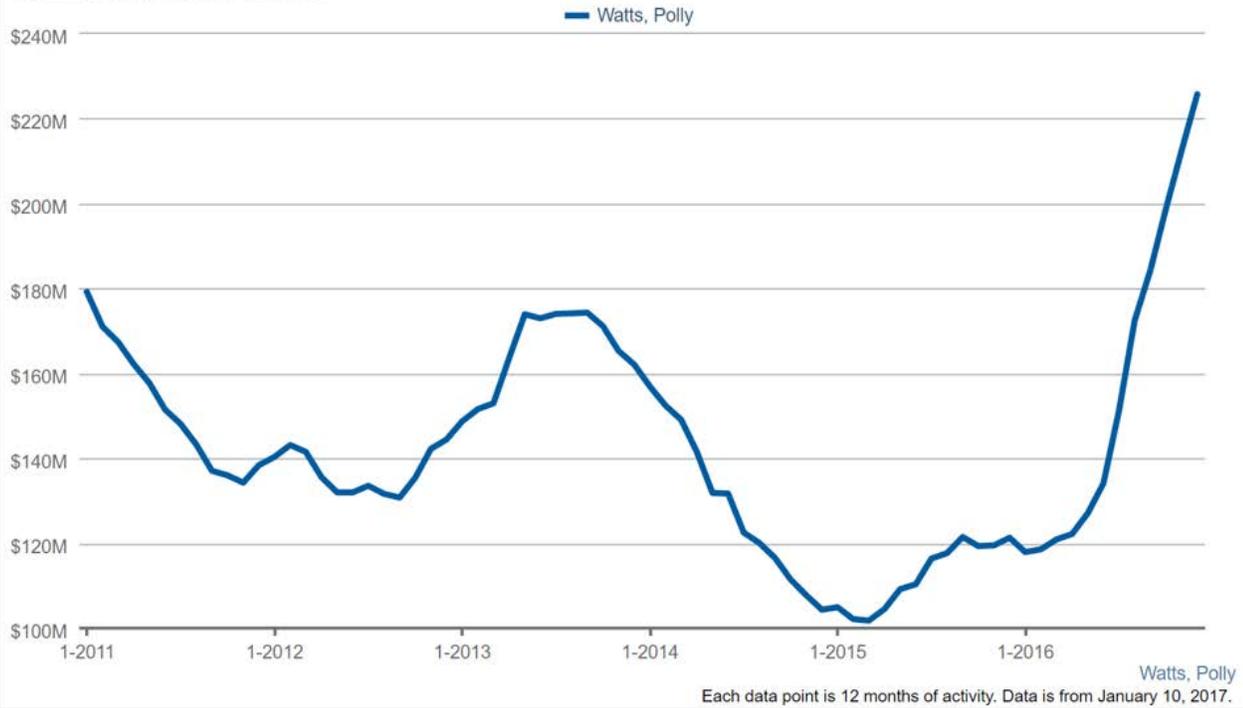
December Closed Transaction Volume

Watts, Polly

$225,778,001

$121,306,187

$104,339,549

+16.3%

+86.1%

2014

2015

2016

Watts, Polly

Each data point is activity year to date. Data is from January 10, 2017.
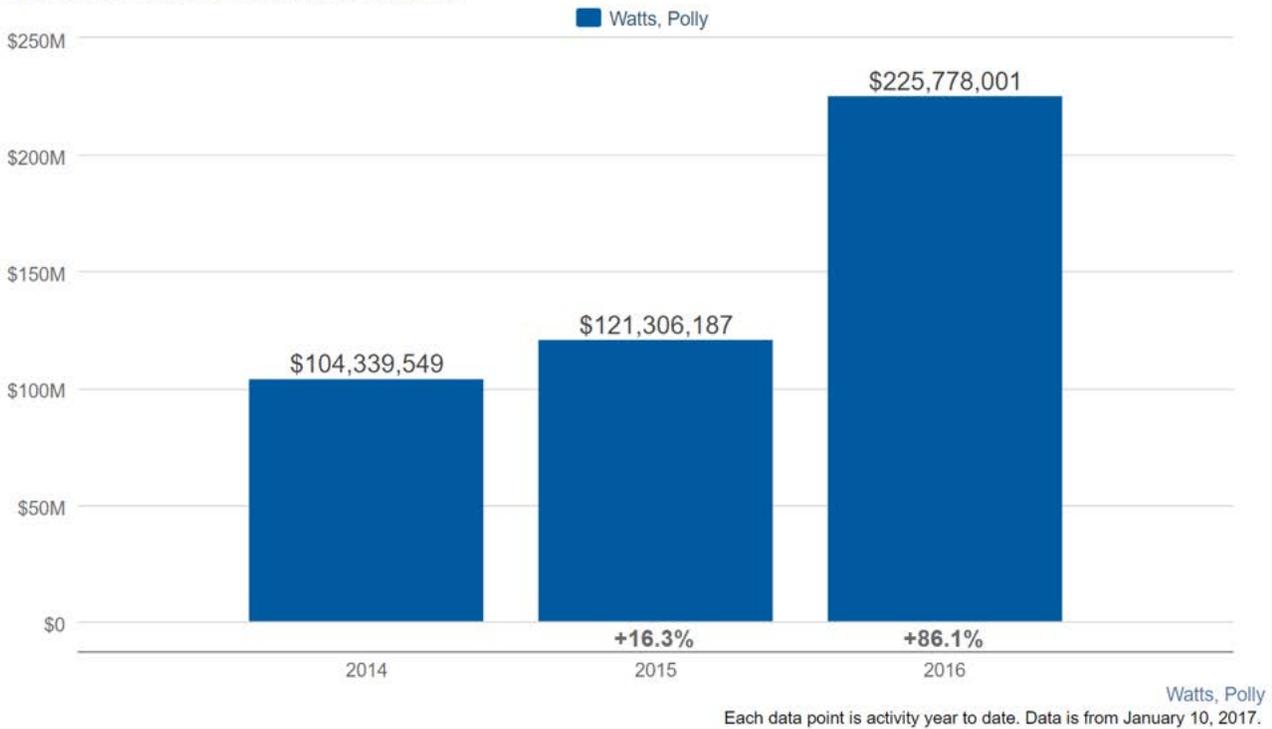
Closed Transaction Volume - By Transaction Side

Legend: — Seller — Buyer — All Sides
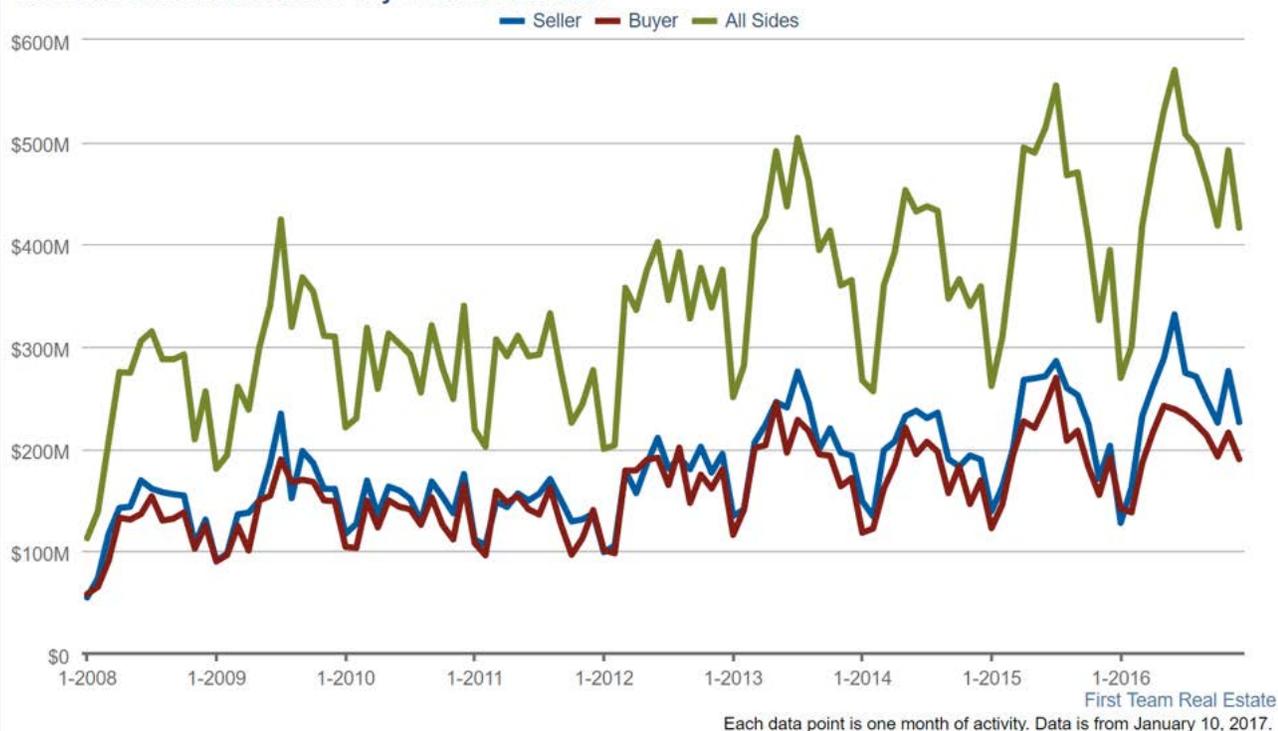
December Median Percent of Original Price Received

Legend: Watts, Polly | Entire MLS

Year	Watts, Polly	Entire MLS
2014	100.5%	98.5%
2015	101.0% (+0.5%)	98.5% (0.0%)
2016	100.0% (-1.0%)	98.7% (+0.2%)

Watts, Polly & Entire MLS
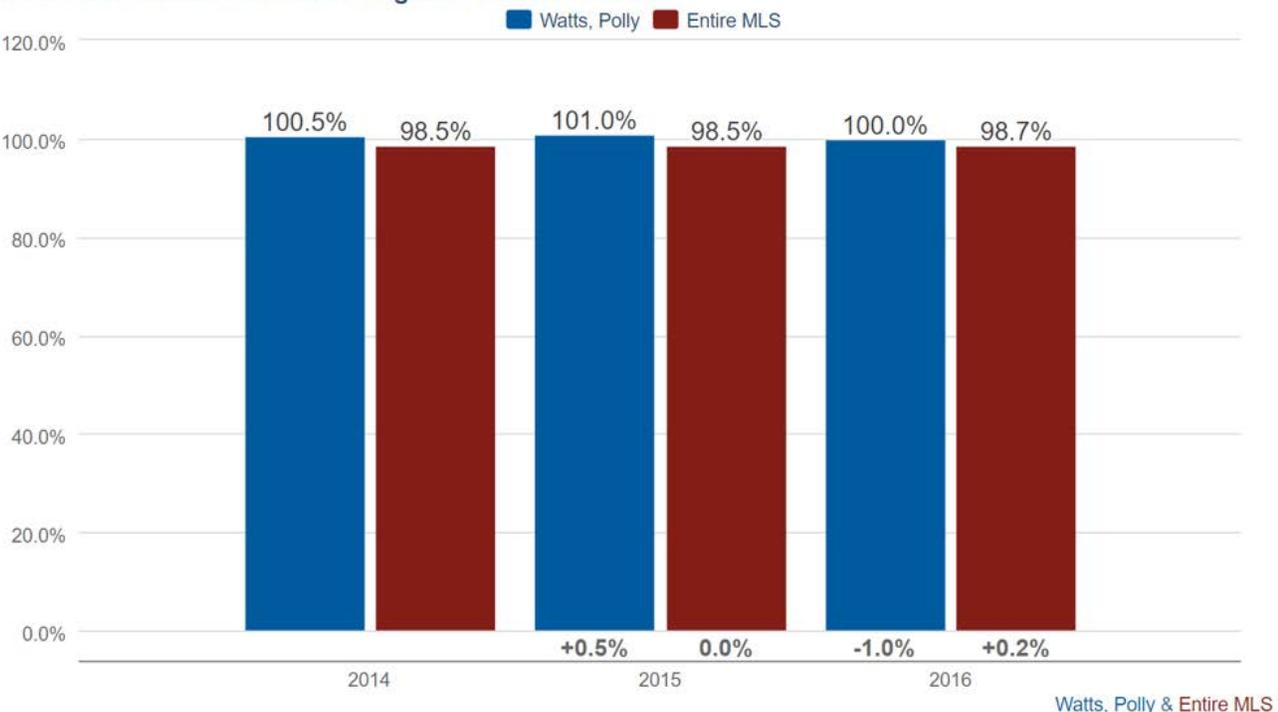
MarketView: Rankings

The stand-alone MarketView rankings module is accessed via the ribbon on the top of InfoSparks.

Rankings

Any Tabs or Variables selections made will display at the top of the MarketView report. This is how one might select geographic and housing variables.

Which will create this output for MarketView rankings.

Beverly Hills: Detached, Has Pool, Standard

Top Agents by Total Closed Dollar Volume

And here it is all together!

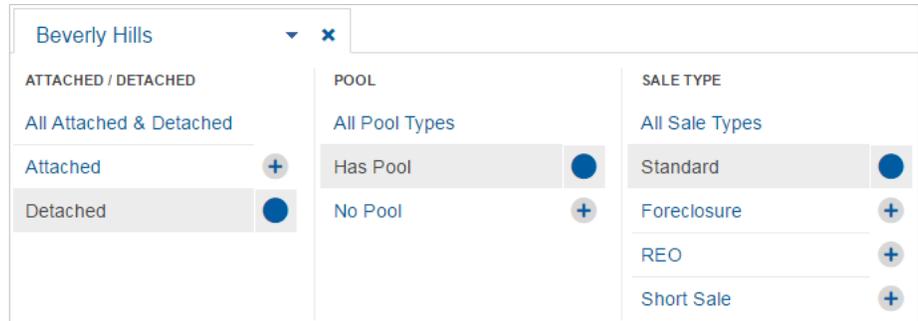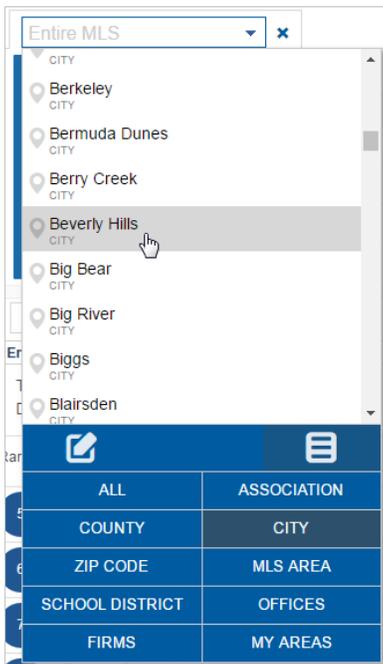|		List Side		Sale Side		Total	
Beverly Hills: Detached, Has Pool, Standard							
Top Agents by Total Closed Sales Twelve Months Ending December 2016							
Rank	Agent	Units	Volume	Units	Volume	Units	Volume
1	Glass, Ginger CLW-X66948	5.0	$25,127,000	2.0	$10,652,000	7.0	$35,779,000
2	Mills, Jade CLW-B36176	4.5	$28,145,000	2.0	$30,000,000	6.5	$58,145,000
3	Non, Subscriber CLW-X99999	—	—	4.0	$34,228,750	4.0	$34,228,750
4	Libow, Michael CLW-B34852	2.0	$13,950,000	1.0	$5,652,000	3.0	$19,602,000
4	Smith, Susan CLW-X10199	2.0	$24,732,500	1.0	$5,175,000	3.0	$29,907,500
6	Lawyer, Brett CLW-B34738	0.5	$10,500,000	2.0	$20,912,000	2.5	$31,412,000
7	Brill, Mary CLW-B35293	1.0	$7,300,000	1.0	$7,800,000	2.0	$15,100,000

By default, rankings are sorted by Total and Volume of closed transactions. Selecting a different column header sorts rankings based on that column.

Report Type

Certain reports are available depending on the selections made. Options include Agent Report, Office Report and Firm Report. Time calculations include Previous Month, Rolling 12 Months and Year to Date.

The top 100 will be displayed based on the selections made.

Choose "Select an Agent to Highlight" to search the complete list.

Once an agent is selected, that person will be listed at the top of the ranks.

FAQ

Where is this data from?
Sales data is as reported in CRMLS.

Do the MarketView reports include active or pending listings?
Only closed sales are included in the MarketView reports.

Why don't I see any data for a selected agent or broker?
Some have multiple MLS IDs so make sure you are using the correct ID.

What is a Firm?
Firms include single-office brokers and multi-office brokers that have the same MainOfficeID as recorded in CRMLS.

What are .5 Units?
When there are co-selling or co-buyer agents, each agent is credited with half of a unit as well as half of the dollar volume from that side of the transaction.

How are co-listings and co-sales handled?
Each co-agent is given .5 units and half the dollar volume for each side.

What is live data vs. frozen data?
MarketView reports use the latest version of data from CRMLS. Thus the rankings and sales figures can change in future report runs, especially the first 7 days of each month as closed sales from the prior month are entered into the MLS.

Why can't I get the tool's numbers to match my own personal MLS search?
If you do your own data pulls from your MLS system, you may see differences. These differences can often be attributed to variations in search criteria, our data-scrubbing methods, or different data pull dates or times.

What if I have questions?
As with InfoSparks, CRMLS provides customer support for MarketView. ShowingTime assists CRMLS staff with questions when needed.