

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.

The screenshot shows the InfoSparks MarketView interface. At the top, there are navigation tabs for 'InfoSparks', 'MarketView', 'User Manual & FAQ', 'My Areas', 'Profile', and a user greeting 'Welcome 10k | Log Off |'. Below the navigation is a search filter section with various criteria: NUMBER OF BEDROOMS (All Bedrooms, 1 Bedroom or Fewer, 2 Bedrooms, 3 Bedrooms, 4 Bedrooms or More), NUMBER OF BATHROOMS (All Bathrooms, 1 Bathroom or Fewer, 2 Bathrooms, 3 Bathrooms, 4 Bathrooms or More), PRICE RANGE (All Price Ranges, \$249,999 or Less, \$250,000 to \$398,999, \$399,000 to \$648,999, \$649,000 or More), SQUARE FOOTAGE (All Square Footage, 999 sq ft or Less, 1,000 to 1,999 sq ft, 2,000 to 2,999 sq ft, 3,000 sq ft or More), LOT SIZE (All Lot Sizes, 1 Acre or Less, 2 to 5 Acres, 6 to 9 Acres, 10 Acres or More), and POOL (All Pool Types, Has Pool, No Pool). There are also buttons for 'PRINT', 'Agent Report', and 'Previous Month'.

Below the filters is a table titled 'Top Agents by Total Closed Dollar Volume December 2016'. The table has columns for Rank, Agent, List Side (Units, Volume), Sale Side (Units, Volume), and Total (Units, Volume). The data is as follows:

Rank	Agent	List Side		Sale Side		Total		
		Units	Volume	Units	Volume	Units	Volume	
5	Bernstein, Fred CLW-88089	0.5	\$492,500	1.0	\$39,000,000	1.5	\$39,492,500	
6	Rappaport, Kurt CLW-09990	—	—	1.0	\$38,750,000	1.0	\$38,750,000	
7	Mary & Brent Guliks MLSL-7001879	2.5	\$15,900,000	1.0	\$19,250,000	3.5	\$35,150,000	
8	Dyson, Christopher CLW-C100884	—	—	1.0	\$33,000,000	1.0	\$33,000,000	
9	Chin, Cindy OCCHINCIN	1.0	\$1,100,000	1.0	\$28,000,000	2.0	\$29,100,000	
10	Joy, Michele JSMICHJOY	31.0	\$17,230,747	17.0	\$9,363,198	48.0	\$26,593,945	
11	Ole, Derek C27989	30.0	\$18,543,663	9.0	\$7,879,833	39.0	\$26,423,496	
12	DeLeon Team MLSL-7001006	6.0	\$13,784,200	5.0	\$12,345,000	11.0	\$26,129,200	
13	McKown, Rex U49031	2.0	\$24,819,000	—	—	2.0	\$24,819,000	
14	Weinstein, Marcy U13402	1.5	\$24,675,000	—	—	1.5	\$24,675,000	
15	Watts, Polly W71503	58.0	\$23,606,390	—	—	58.0	\$23,606,390	
16	Specified, None XNONE	1.5	\$569,500	65.5	\$22,520,232	67.0	\$23,089,732	
17	Offer, David CLW-L09254	2.0	\$17,921,250	1.0	\$4,600,000	3.0	\$22,521,250	
18	Pagano, Cesi SPKAGACE	15.5	\$17,503,646	3.0	\$4,404,810	18.5	\$21,908,456	
19	Cohen, Jordan F210089415	3.0	\$18,152,360	1.0	\$3,677,360	4.0	\$21,829,720	
Producing Agents: 20,781		Market Totals	16,165.0	\$10,616,290,277	15,705.0	\$10,268,495,451	31,870.0	\$20,874,785,728

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.

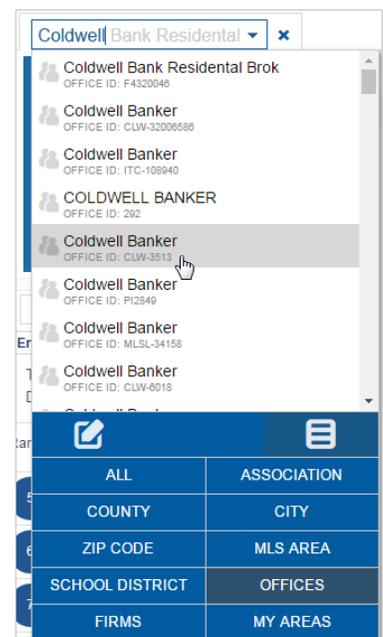
New Variable: Transaction Side

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.

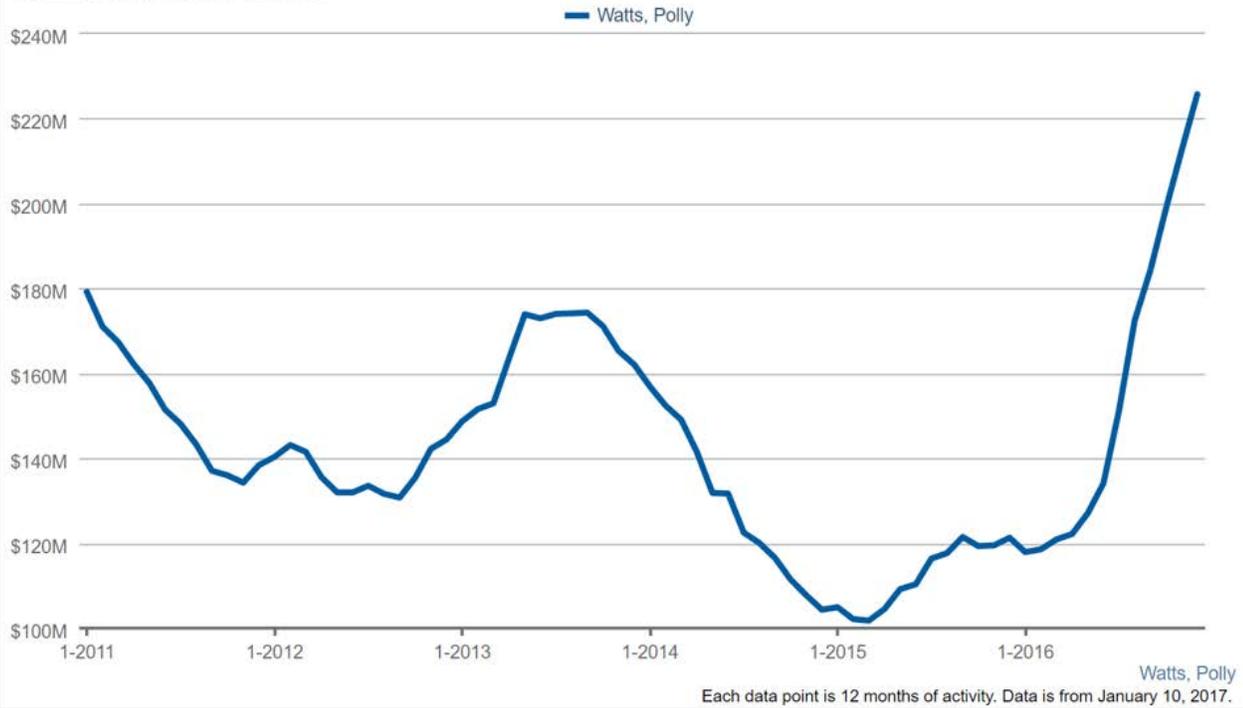
Report Types

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

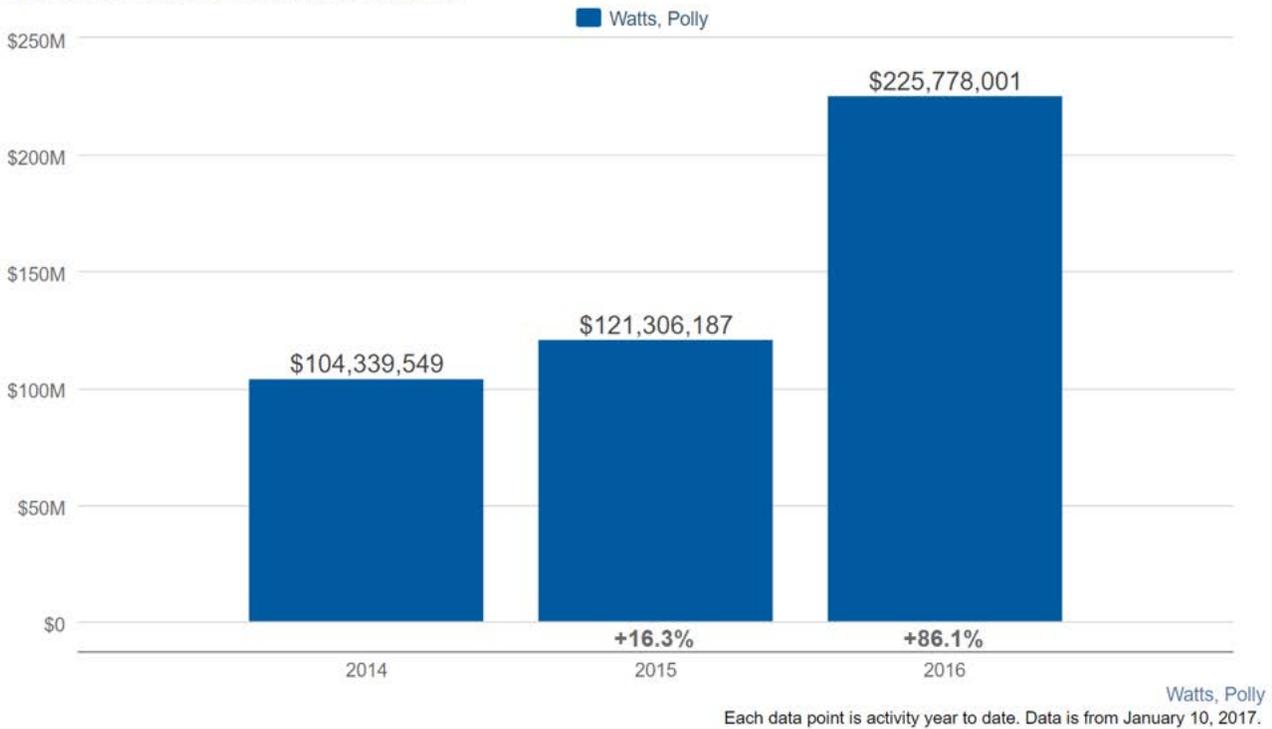
What follows are four examples of the kinds of reports that can be created thanks to the MarketView enhancements.



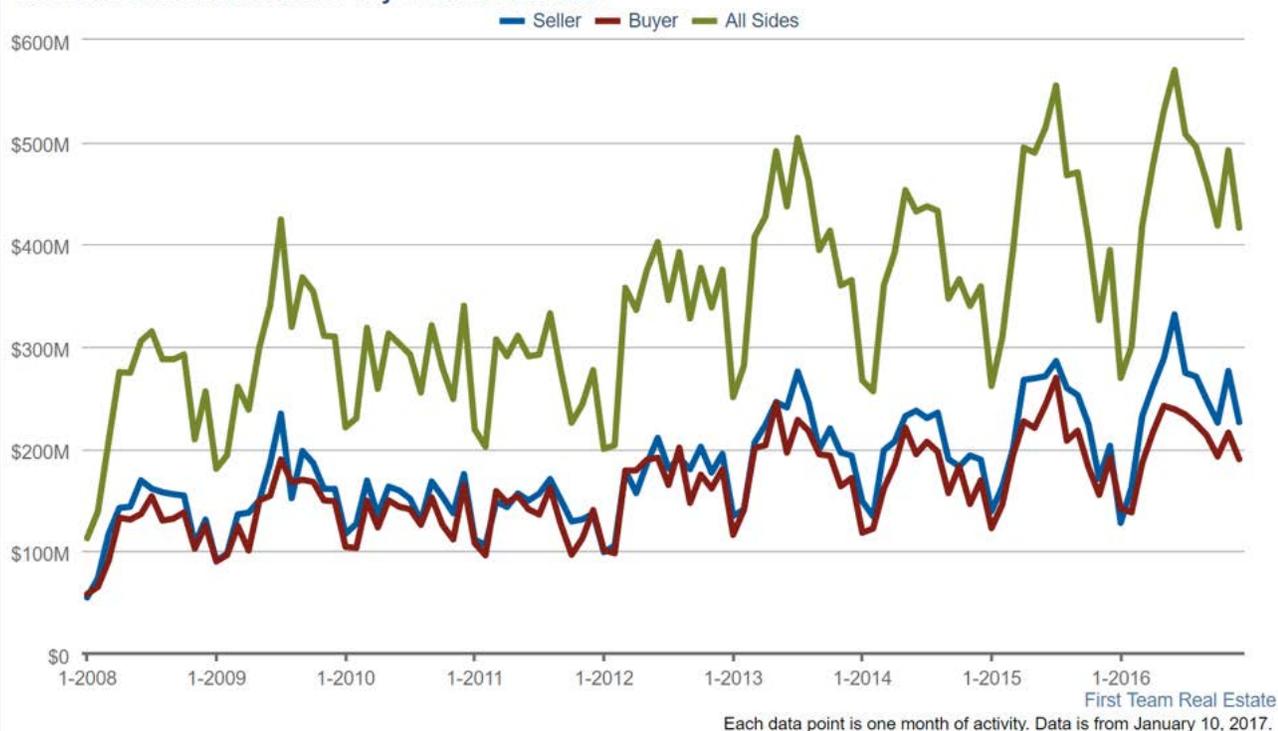
Closed Transaction Volume



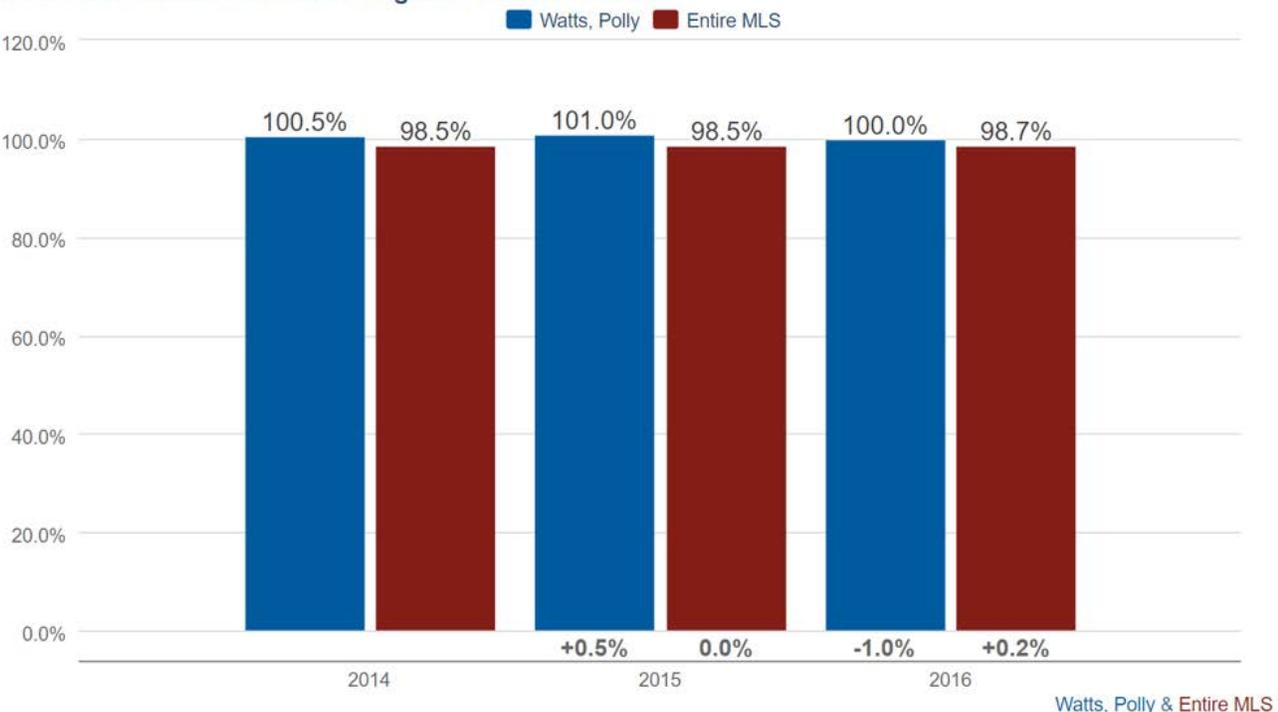
December Closed Transaction Volume



Closed Transaction Volume - By Transaction Side



December Median Percent of Original Price Received



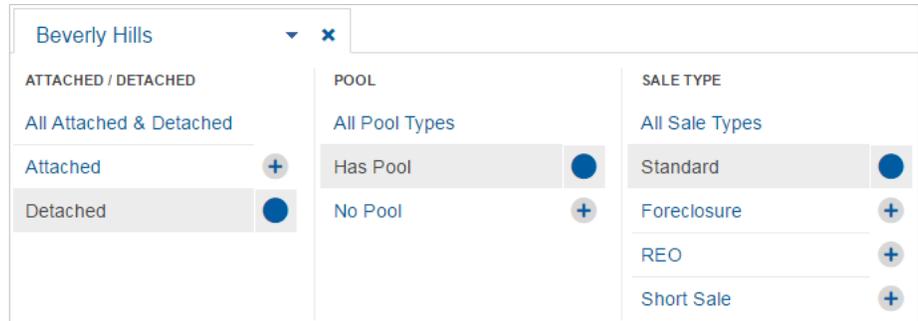
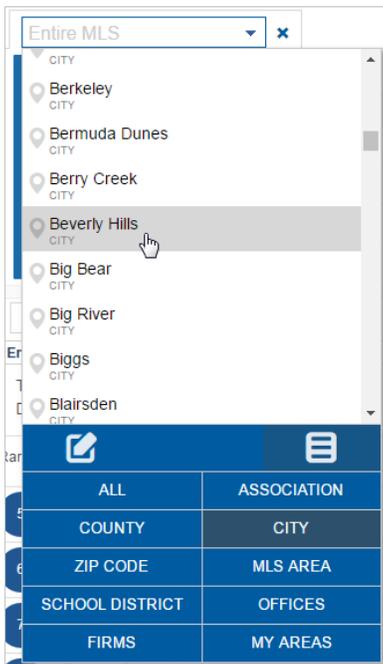
MarketView: Rankings

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!

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

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.

Agent Report Previous Month

Previous Month
Activity in the last calendar month

Rolling 12 Months
Each data point is 12 months of activity

Year to Date
Each data point is activity year to date

Agent Report

Agent Report

Office Report

Firm Report

Select an Agent to Highlight

00000, 000000
HBROOGAB
A Greenman A Riley
MLS-70010003
A Greenman A Riley
MLS-489122
A Lafferty, Peggy
MLS-00864347

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.

Lawyer, Brett

PRINT Agent Report 12 Months

Beverly Hills: Detached, Has Pool, Standard

Top Agents by Total Closed Sales
Twelve Months Ending December 2016

Rank	Agent	List Side		Sale Side		Total	
		Units	Volume	Units	Volume	Units	Volume
6	Lawyer, Brett CLW-B34738	0.5	\$10,500,000	2.0	\$20,912,000	2.5	\$31,412,000

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.