Long Island Board of REALTORS®, Inc.

Webinar: “Improve Your CMA Skills with These Steps”

Study……….Practice…………..Assess Your Results

Step 1:

Check “Today’s Listings” DAILY

1. Set up your market areas in “Settings”
2. Set time to 3 days back
3. Click on “Updates” count for each market area
4. Sort by LSC – Narrow list to just CL and UC
5. Check on “UC” Under Contract and “CL” Closed listings

Step 2:

Create, Study & Retain a SOLD Printout Each Month

1. Quick Search, UNAVAIL, Towns, Title Date: previous full month
2. SAVE as “SOLD (name of towns)”
3. Submit
4. Customize columns to add “original price” and “prior price” “short sale” and “REO” – save new list view as “SOLD report”. Remove unnecessary columns. SAVE under Customize as “SOLD report”
5. Click on “Statistics” in Action Bar to view “average days on market DOM” and “%difference”
6. Sort List view by Sold Price, print to PDF and save
7. For next months’ report: Quick Search, Choose Saved Search, Edit TITLE DATE, Submit, Choose Saved Report, Print

Step 3:

Create your own “Guestimate” for UNDER CONTRACT listings

1. Search “UC” Under Contract listings in your market area
2. Create a CART to put the ones closing soon
3. From cart, study each listing carefully in “broker full” view. Look at photos, map, descriptions, days on market, price changes. In “Notes” at bottom of page, write your guestimate.
4. Check your results weekly by opening the cart, looking at ones that show a “sold price” and comparing that to your guestimate.

Step 4: Stratus “Mini CMA”

1. Find and print a listing under contract that you have toured
2. Go to SEARCH, MAP Search, UNAVAILABLE
3. At Map, choose LOCATION – type address of UC
4. Contract date: past 180 days
5. Hover over and check off 4 sold listings similar to UC
6. Check off UC listing too (remove push-pin)
7. Go to VIEW
8. Select COMPARISON

Step 5: RPR CMA

1. From the UC listing, choose RPR at top of Broker Full
2. Select “Refine RVM”
3. Add upgrades and improvements
4. Add what is needed
5. Use sliders for market, privacy, etc.
6. Select Comp Analysis
7. Choose Comps
8. Rate comps
9. Final Price

Choose elements to print

Print PDF