



## Market Analysis

### Setting up the Documents

**There are 4 documents that you will need to set-up a Market Analysis.**

- Listing Info Template
- Market Analysis Data Template
- Market Analysis Template
- Broker Comp Notes Template

These files are located on the Google Drive under *Assistant Folders > Transaction Management > Market Analysis*.

### Locate & copy the Market Analysis Templates

Copy these 4 documents into the seller's folder. Rename the docs by changing the word "Template" to the "Property Address".

### Listing Info Template

#### Explanation of Listing Info Document

Open the listing info word document. This document is like a rough draft with detailed notes about the property. It is also where you will enter all the comps data.

#### Fill Out the Top Portion

Fill out the top portion of the Listing info form to Special Features using information found in the Public Records and compare the data to old MLS if able to pull up in Matrix.

#### Accessing the Public Records

Create a public records PDF and save it in the seller folder > Name it 'PR **Address**'

#### Accessing Top Producer

Fill out any special features known plus Name, Cell & Email from Top Producer.

#### Find Comps in Matrix

Open a new general search in Matrix.

- Click Active, Pending and Close. Close should be 0-180
- Select Not Short Sale
- Select Attached or Detached to match the subject house

Go to the map view. Copy the address and paste into 'Jump to Address'.



Draw a shape around the neighborhood of the subject property. Tips for selecting area:

- Do not cross any major roads
- Mountain houses will have much larger areas to include than city addresses
- If you see the lot sizes change and get much larger or smaller, exclude that area.
- If an area does not have a road connecting to an adjoining area and there seems to be a separation of lots but no major road it is probably a new area.
- When in doubt whether to include/exclude area click on a few of the icons in the correct area and get their 'Locale'. Go back to Criteria tab and enter that locale. When returning to the map see if the outlying houses are still showing. If yes include them.

Next, go back to Criteria and enter a range that is 20% above and below the subject property in the right Sq/Ft box (round to the nearest 50 sq/ft).

- For Mountain properties use 'Finished Sq/Ft'
- For City properties use 'Above Sq/Ft'

Go to Results and switch to the Comp Display view. We need a minimum of 3 closed comps & a max of. The preferred results would include 3-8 Closed, 1-3 Pending and 1-3 Active properties.

If less than 3 closed properties, adjust the search conditions:

- Expand the map boundaries
- Go back further than 180 days. When going back further add 30 days at a time to get the correct number of homes. Do not go back past 360 days.

If more than 8 closed properties adjust the search conditions:

- Change Sq/Ft to 15% instead of 20%.
- Narrow the map boundaries
- Lower days closed to 150, 120, or 90 days. Do not go back past 90 days.
- If still more than 8 closed properties, only use the 8 closest comps.

Once all the comps are selected, go to the print section.

- Save a 'Full' PDF version > Name it 'Broker Comps **Address**'
- Save a 'Brochure Report' PDF version > Name it "Client Comps **Address**'

Click Back to Results.

Save this as a New Saved Search. > Name the Search 'MA **Address**'.



Then use the client's name as Contact. If the client is not set up in Matrix, add them now. Do not enable as a Favorite on the Home Tab.

Next, go the cart tab and add the all the properties to the client's cart.

Go to the search and select only the chosen comps from before. If more appear use the 'Refine' option to exclude the comps not used.

### **Enter Comps onto Listing Info Document**

At the bottom of the Listing Info doc, you'll see DIM, Above Grade, Total Finished, Total Sq/Ft and Concessions. Use only the CLOSED comps to fill these out & round to nearest whole number. ~~At the end of each line give me~~ the average for each.

Add the numbers from this line to the grid above them. Next use the low, mid and high for each line and multiply it times the corresponding Sq/Ft from above in the form. Behind the Above sq/ft, Total sq/ft & Finished Sq/Ft write what price these came out to be.

### **Enter 3rd Party Estimated Values onto Listing Info Document**

Next get the estimated value from Zillow, Realist and RPR and enter on the form.

### **Calculate the Selling Price Range**

When figuring the selling price range take the average of the two closest Sq/Ft breakdowns, i.e. Above Grade and Total finished. It could be any combo of the three or if close use all three. Normally one will be way off from others. That is a good place to start for the low, mid & high.

Once you determine the range from number averages, look at the MLS Closed, Pending and Active listings and see if that seems to fit or if the range should be adjusted. For example, if the closed properties are 5 months old and the newer ones went Pending quickly at a higher price and there are new active ones higher then slide the range upwards.

Mike likes to see a range from 10%-20% with as close to 15% as we can get and still be on an even 5k number. Mike will review each of these and if changed let you know why he adjusted them.



## Market Analysis Data Excel Template

### Create Comps Table

Open the Market Analysis Data Excel spreadsheet. Select the “comps” tab.

Using the same Matrix search above, select all the listings that you used for comps, including active, pending, & closed. Export the results and use the “MA Comps Overview” Display. Add one column between columns E & F. Highlight all the data in rows 2 and lower, then copy it.

On the Comps tab. Put your cursor on cell A2. Then select ‘paste special’, select ‘Values’, then select OK. Delete any remaining properties from the template that aren’t apart of your comps.

Address	List Price	Closed Price	Bed	Bath	SqFt Diff	DIM	Closed Date	Comm	Condition
22 Deerwood Dr	\$1,650,000	Active	5	5	-350	5		2.8%	Average
5 White Fir Ct	\$1,300,000	Active	5	6	-400	15		3.0%	Average
85 Deerwood Dr	\$1,500,000	Pending	5	5	-350	0		2.8%	Great
3 Prairie Clover	\$1,200,000	Pending	4	4	-100	65		2.5%	Above Ave
1 Barrington Dr	\$1,250,000	\$1,235,000	5	5	+250	2	6/21/18	2.8%	Great
3 White Fir Ct	\$1,275,000	\$1,155,000	5	5	+300	201	10/24/18	2.8%	Average
50 Deerwood Dr	\$1,125,000	\$1,090,000	6	5	-400	12	7/30/18	2.8%	Below Ave
65 Deerwood Dr	\$1,099,000	\$1,080,000	5	6	-400	15	7/11/18	2.8%	Average
<b>Closed Averages</b>	<b>\$1,187,250</b>	<b>\$1,140,000</b>				<b>58</b>			

Column B - if the property is Active or Pending, you will need to change the price from Original Price (currently shown on table) to Current List Price by looking on the MLS.

Status: **Active**  
 List Price: **\$353,900** ← Use for Active & Pending Properties  
 Original Price: **\$354,900**  
 Tax ID: **2345-38-545**  
 Taxes: **\$1,783 (2018)**

Column C - if it is blank, you will need to add in Active or Pending.

Column F - find the Square Foot Difference from the subject property. If the home is in the foothills, then use Finished Sq/Ft. If the home is in the city, then use Above Sq/Ft. Add a ‘+ or – sign in front of the number; you must use an apostrophe first otherwise the cell will try to put in a formula.



Column H - if there are blank cells please leave them blank.

Column J – Enter the correct condition of the property. Please choose between: Great, Above Ave, Average, Below Ave, and Needs Work.

Row 11 (Closed Averages) – You will need to adjust the formulas to only include the CLOSED properties.

### **Find Closed & List to Closed %**

On the Market Analysis Data Excel spreadsheet. Select the “subdivision” tab.

Using the same Matrix search above, select all the closed properties that you used for comps. Export the results and use the “Market Trends Display”. Copy the List Price and Close Price and paste starting in cells J4 and K4. In Row L, delete any cells that still say #DIV/0!. You will see the low, mid, and high List to Closed % calculate automatically in cells F4, G4, and H4.

### **Find Subdivision Active, Pending & Closed**

Now on the MLS you will find ALL active, pending, and closed homes for the same mapped area. Go back to the criteria tab in Matrix and remove the sq/ft data plus year built, acres, etc that you might have entered. DON'T change the map boundaries.

Click on Results and you will see the total active, pending, & closed homes

Enter the # of Active homes in cell B7 on the excel spreadsheet.

Enter # of Pending homes in cell C7.

Enter # of Closed homes in cell D7.

### **Find Town Market Report**

On the Market Analysis Data Excel spreadsheet, select the “town” tab.

Agents

Leave this blank as our office will create the market trends town document for you.

Assistants

Fill in this data for town the subject property is located in. If in Littleton or Denver, also use the zip code due to the large size of the towns. Watch the Market Trends Town Video to see how to fill in the data.



## Market Analysis PowerPoint Template

### Filling out the PowerPoint

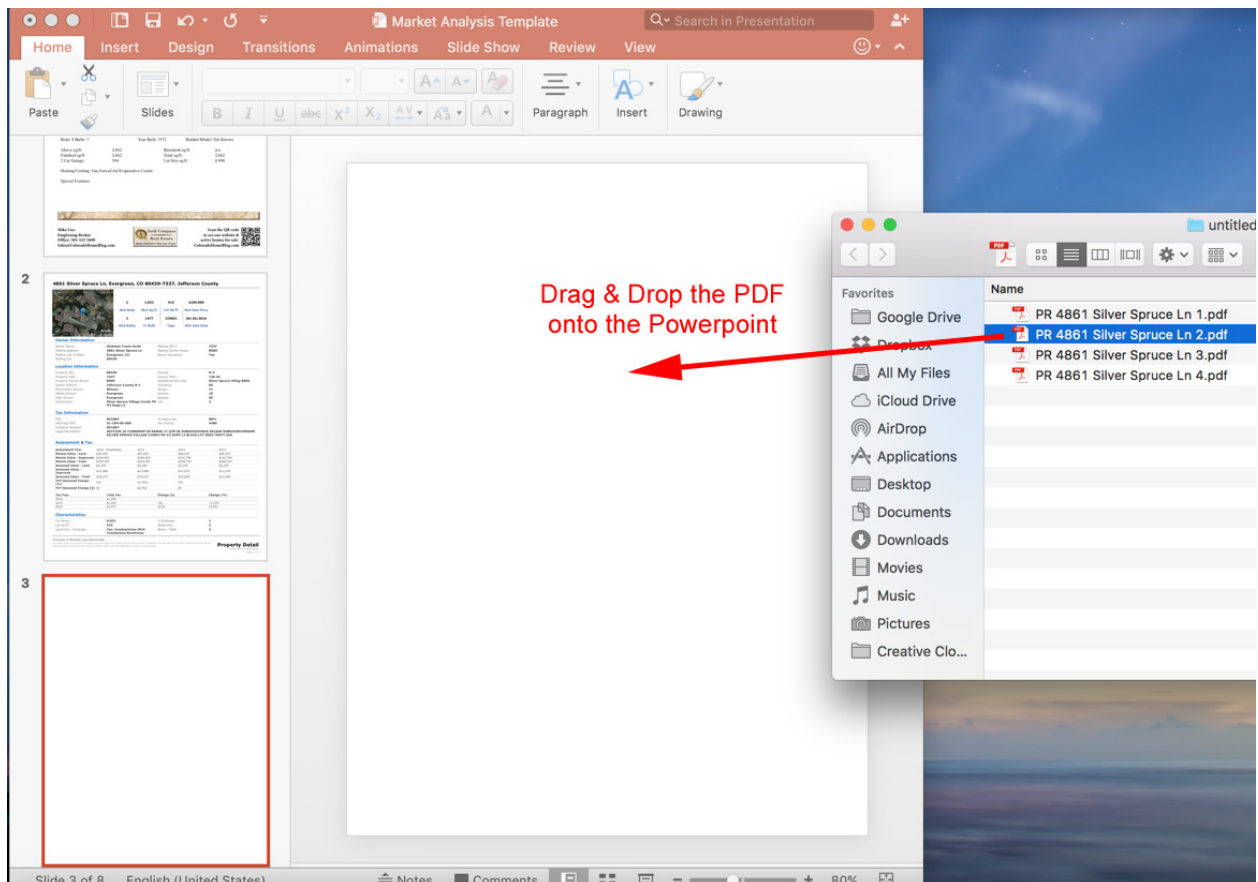
Open the Market Analysis PowerPoint.

### Page 1 (Intro)

Fill in the data with the information from the Listing Info Document. Find a picture of the home on Google Street view. Take a screenshot of the image and insert it.

### Page 2 (Public Records)

Open the Public Records PDF that you saved previously. In Adobe Acrobat save the PDF into individual TIFF images. On the PowerPoint duplicate page 2 for every page of the public records. (usually this will be 3-4 pages). Drag the first public records TIFF image to the blank PowerPoint page. Make the image smaller so that it isn't covering the black square in the lower left-hand corner. Then delete the black square. Repeat for each public records page.





## Page 3 (Town Market Trends)

### Assistants

Update the town name, price range, and columns. Watch the Market Trends Town video to see how to update.

### Agents

Our office can create the market trends town document for you.

Open the pre-created market trends town page. Drag onto the Market Analysis PowerPoint. You will need to delete the Town Market Trends that was already on the template.

The screenshot displays a PowerPoint presentation with several slides, each featuring market trend charts for different towns. The slides are titled: 'Littleton 80128 Market Trends Last 30 Days', 'Bailey CO Market Trends Last 30 Days', 'Black Hawk CO Market Trends Last 30 Days', and 'Columbine Hills Market Trends 6 Months'. Each chart shows data for 'Active', 'Under Contract', and 'Sold' properties, categorized by price ranges: 300-399K, 400-499K, 500-599K, and 600K+. A red arrow points to the 'Littleton 80128 Market Trends Last 30 Days' chart. The presentation is viewed in a window titled 'FootHills Market Trends 8-2016'. The status bar at the bottom indicates 'Slide 3 of 6' and 'English (United States)'.



**Page 4 (Subdivision Comps)**

**Title** - Change the name of the subdivision at the top of the page.

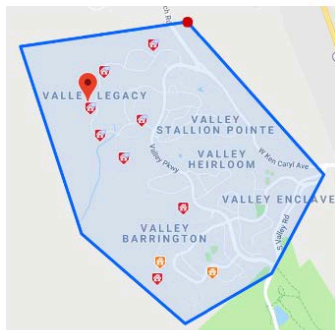
**Seller Comps** - Change the date range. Then change all of the data, which will be based on the CLOSED comps only.

<b>SELLER COMPS</b> 1/1/19 – 7/1/19	Closed Comps: 8	Ave List to Close: 92.7%
	Ave List Price: \$1,212,375	Ave Days in MLS: 45
	Ave Close Price: \$1,171,588	Ave Concessions: \$3,500

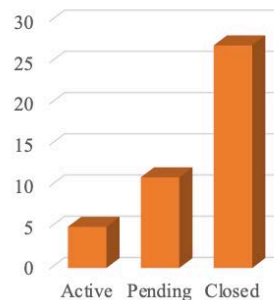
**Comp Area Map** – Go to the saved MA search in Matrix. Select the map tab. Under ‘Jump to Address’ enter the property address so that it shows a pin for it on the map. Take a screenshot of the map and paste it over the current map on the PowerPoint doc.

**Listings in Area** - Right click on the top graphs and select “Edit Data in Excel”. An Excel chart will pop-up. Open the Market Analysis Data Excel spreadsheet. Select the “subdivision” tab. Use the data found in cells B7, C7, and D7. Enter these #'s into the graph chart on the PowerPoint. Once complete, close the Excel pop-up chart.

**Comp Area Map**



**Listings in Area Last 6 Months**



**Comps Table** – Delete the table currently there, so it just shows a blank space. Open the Market Analysis Data Excel spreadsheet. Select the “comps” tab. Highlight all the listings data including the header row, but don’t include the closed averages. Select copy. On the PowerPoint doc, select Edit, then Paste Special. Use the HTML Format, then select OK. Move the table down so it is centered properly. Also, adjust the width of the rows by dragging down on the bottom of the table so that it looks appropriate and fills most of the white space. There should be no black lines on the table.





Address	List Price	Close Price	Bed	Bath	SqFt Diff	DIM	Close Date	Comm	Condition
22 Deerwood Dr	\$1,650,000	Active	5	5	-350	5		2.8%	Average
5 White Fir Ct	\$1,300,000	Active	5	6	-400	15		3.0%	Average
85 Deerwood Dr	\$1,500,000	Pending	5	5	-350	0		2.8%	Great
3 Prairie Clover	\$1,200,000	Pending	4	4	-100	65		2.5%	Above Ave
1 Barrington Dr	\$1,250,000	\$1,235,000	5	5	+250	2	6/21/18	2.8%	Great

If you happen to use a date range other than 6 months, be sure to change it in the header, under the seller comps, and in the Listings in Area graph.

### Page 5 (Comps)

Open the Client Comps PDF that you saved previously. In Adobe Acrobat save the PDF into individual TIFF images. On the PowerPoint duplicate page 5 so that there is one page per comp. Drag the first comp TIFF image to the blank PowerPoint page. Make the image smaller so that it isn't covering the black square in the lower left-hand corner. Then delete the black square. Repeat for each comp page.

Also, double-check to make sure the comps are in order by Active, Pending, and Closed. Then make sure all the Actives, Pending, & Closed are in order by highest price to lowest price.

### Page 6 (Recap)

Enter the data from the Listing Info Form and the List to Closed % from the excel spreadsheet.



## Broker Comp Notes Template

### Explanation of Broker Comp Notes Document

Open the Broker Comp Notes excel spreadsheet. This document provides an overview of all the comps in an easy to read format. Don't touch rows 1-3 as this upper section is the 'key' for the cell below.

	A	B	C	D	E	F	G	H
1	Address	List Date	Sold Month	CDOM	L/S	Condition	Concession	Pictures
2	List or Sold Price	Above sq/ft	Finished sq/ft	Total sq/ft	Bed/Bath	Style	Garage	Lot Size
3	Listing Notes: Commission, Area/Location, Selling Features/Updates, Concerns/Issues							
4								
5	<b>ACTIVE</b>							
6	Address	List Date	n/a	CDOM	Price Drop	Condition	n/a	Pictures
7	List or Sold Price	Above sq/ft	Finished sq/ft	Total sq/ft	Bed/Bath	Style	Garage	Lot Size
8	Listing Notes: Commission, Area/Location, Selling Features/Updates, Concerns/Issues							
9								

Don't Delete this upper section. It is the 'key' for the cells below.

### Fill in the Data for the Active, Pending, & Closed Comps

Under the Active heading, fill out each data for each Active comp. If there are zero Active comps, then delete rows 6-16, but keep the active heading. Repeat for the Pending and Closed comps. The finished result will look similar to this:

	A	B	C	D	E	F	G	H
1	Address	List Date	Sold Month	CDOM	L/S	Condition	Concession	Pictures
2	Original List/Sold Price	Above sq/ft	Finished sq/ft	Total sq/ft	Bed/Bath	Style	Garage	Lot Size
3	Listing Notes: Commission, Area/Location, Selling Features/Updates, Concerns/Issues							
4								
5	<b>Active</b>							
6	2945 S Winona Ct	7/18/19	n/a	8	n/a	Above Ave	n/a	Average
7	\$499,900/\$499,900	Same	622 More	Same	5 & 3	Ranch	2 Att	80 less
8	Listing Notes: 2.8%, E 4 Blocks, HW floors, updated kitchen & bathroom, basement finished nicely with new floors, no Concerns/Issues							
9								
10	<b>UC</b>							
11								
12	<b>Sold</b>							
13	2796 S Wolff St	4/3/19	April	5	20k More	Above Ave	5k	Average
14	\$450,000/\$455,500	Same	185 More	291 less	5 & 2	Ranch	2 Att	360 More
15	Listing Notes: 2.8%, NE 5 Blocks, corner lot, HW floors, update bath, tile kitchen counter (kind of updated), nice finish basement, no Concerns							
16								
17	2874 S Winona Ct	4/24/19	May	5	5k More	Average	0	Average
18	\$430,000/\$430,000	Same	502 More	Same	4 & 3	Ranch	2 Att	140 More
19	Listing Notes: 2.8%, NE 5 blocks, HW floors, updated bath & kitchen with Corian counter, Basement from the 70's, no Concerns/Issues							

**Address:** Use only the street address

**List Date:** Actual list date. For example: 4/1/19

**Closed Month:** Just the month. For example:

May **DIM:** Cumulative days in MLS



**L/C:** Original list price to closed price difference. For example, if the original list price is \$510,000 and the closed price is \$500,000. You would enter '10k'.

**Condition:** This is the condition of the house. Select from: Great, Above Ave, Average, Below Ave, and Needs Work.

**Concessions:** The amount of concessions. For example: 2k more.

**Pictures:** This is the quality of the pictures. Select from: Great, Above Ave, Average, Below Ave, and None.

**Original List/Close Price:** For Active & Pending listings use Original List/Current List. For example, \$450,000/\$445,000.

**Above Sq/Ft:** The difference of the above sq/ft compared to the subject property. If 50 sq/ft difference, say 'same' For example: 502 more, 255 less, or Same.

**Finished Sq/Ft:** The difference of the finished sq/ft compared to the subject property. If 50 sq/ft difference, say 'same' For example: 502 more, 255 less, or Same.

**Total Sq/Ft:** The difference of the total sq/ft compared to the subject property. If 50 sq/ft difference, say 'same' For example: 502 more, 255 less, or Same.

**Bed/Bath:** The # of bedrooms and bathrooms.

**Style:** House style such as ranch, 2-story, etc.

**Garage:** Garage type such as 2 Att, 1 Det, or 1 carport.

**Lot Size:** The difference of the total lot sq/ft compared to the subject property. If 50 sq/ft difference, say 'same' For example: 502 more, 255 less, or Same. If it is 1 acre or more, use acres.

**Listing Notes:** Enter the following in the below order. It is helpful to read the public & broker remarks for this section.

- Commission such as 2.8%
- # of blocks from subject property such as NE 3 Blocks. Also point out if it is in a different subdivision, backs to a major road, or backs to a greenbelt.
- Selling features and/or updates. Include major items such as an updated kitchen, bathrooms, new roof, new AC, finished basement, etc. For stainless steel appliances, use SS. For hardwood floors use, HW.
- Concerns/Issues such as the deck needs to be replaced or structural issues.



## **Printing the PowerPoint Assistants**

Save & close the documents. Send to the agent for review. Now you are done.

## **Agents**

Save & close the documents. Then send to Office Depot for printing. You will need to call your closest Office Depot store to find the correct email address for that store.

Go to WeTransfer.com and skip the part asking to sign up for a paid account. Enter your email address. Add the Office Depot email address for the friends address. Copy the below into the message section and make any file or page count adjustments needed for the packet. Upload the Market Analysis PowerPoint document. Then email to Office Depot. You will see a download confirmation after Office Depot downloads the file. If they do not download them in the first 2 hours, we always suggest calling the store to confirm receipt.

### **Single CMA**

Print Department,

The PowerPoint file named Market Analysis **Address** needs printing and binding.

I would like it printed:

In Color

Single Sided

On 32# Paper

For the binding, please use the black coil with a maroon back page and clear front.

SPC account # is 8012 175 2045

If you have any questions, please call me at **phone #**.

### **Two at once:**

Print Department,

The two PowerPoint files named Market Analysis **Address** & Market Analysis **Address** needs printing and binding. I would like them printed and bound separately:

In Color

Single Sided



On 32# Paper

For the binding, please use the black coil with a maroon back page and clear front.

SPC account # is 8012 175 2045

If you have any questions, please call me at **phone #**.