

Broker Tools Series Market Stats & Reports Notes

Stats Tab in Matrix



Several Stats Presets are available, which track trends over time in a given area.

Presets
Customize
Save

System Presets

- ADOM vs List Price Median
- Historic Count of Active Listings
- Historic Sales by Year
- Historic Sales Price Trend
- Historic Sales x Price Range
- List Price / Sqft Ratios
- Original Price vs Sold Price
- Sold Price / List Price Ratios

My Presets

- 33703 Expired Listings
- 33703 Median List Price
- 34234 Median List Price
- 34655 Median Days to Sell
- Expired Listings IRB Condos
- Longleaf Expired Listings

Map Search: *No Map Selected* ?

Within miles of My Location

Property Type ?

- Residential
- Business Opportunity
- Commercial Sale
- Commercial Lease
- Income
- Vacant Land
- Rental

Or Not

State

Florida ?

The presets can be customized, or you can create your own preset.

Presets
Customize
Save

Time Frame

Past 12 Months

Statistic

None

- None
- Active Listings, \$ Volume
- Active Listings, Number of
- CDOM, Average
- CDOM, Median
- Close Price to List Price Ratio
- Close Price to Original Price Ratio
- Days to Sell, Average
- Days to Sell, Median
- Expired Listings, Number of
- List Price by SqFt Ratio
- List Price, Average
- List Price, Median
- Months of Inventory
- Number of New Listings
- Original Price, Average
- Original Price, Median
- Sale Price, Average
- Sale Price, Median
- Sales, \$ Volume

You can save these presets to the Stats widget on your Matrix home page.

Presets
Customize
Save

? Save the Current Preset

Name:

English
Español

Save Search Criteria with Preset?

Show on Home Page Stats Widget?

X Delete
Save a Copy
Save

Market Reports Tab in Matrix

In addition to the Stats tab, there is also a Market Reports tab in Matrix which displays a variety of On Demand reports.


Home
Search
Stats
My Matrix
Tax
Links
Finance
Add/Edit
Market Reports
Help

On Demand Reports

This page displays a list of the available On Demand reports. You can set the criteria for any On Demand report by just clicking on the report name.

Transaction	Production Detailed Report } <i>Run a detailed list of transactions over a period of time.</i>
Ranking	Awards Market Share Report } <i>See how agents, teams, offices or firms rank for a in a given REALTOR® association or geographic area.</i> Awards Summary Report } <i>See a summary of total transaction sides or volume for an agent, team, office, or firm.</i>
General	Inventory Counts Home Sales

Production Detailed Report

The **Production Detailed Report** lists out transactions over a period of time. This could be a great report for an agent or team to compare their year-to-date production to previous years, for a broker or team leader to use when interviewing agents, or for office

admins to have master list of transactions grouped by each agent or team in their brokerage.

The report can be grouped by agent, agent and team together – which compares a team leader’s overall production to that of their team, team, office, or firm. There are filters to run this for a specific agent or team, or for all agents or teams in an office or firm. There is also a filter for property type – the default is to include all transactions, regardless of property type.

Awards Market Share Report

Through the **Awards Market Share Report**, you can see how agents, teams, offices or firms rank in a given REALTOR® Association or geographic area.

This report can be grouped by Agent, Agent and Team together, Team, Office, or Firm. It can be sorted by volume or transaction sides and run for a REALTOR® association or geographic area over a given time period. The “Top” field determines how high you want to go in the rankings (type in a number – default is Top 25).

Note that there are limitations for use of this data in advertising. See Article 15.5 of Stellar MLS’s Rules and Regulations for more details.

Awards Summary Report

Through the **Awards Summary Report**, you can see a summary of total transaction sides or volume for an agent, team, office or firm. Similar to the production detail report, there are filters for agent, office, team, or firm, and the report can also be run for a particular REALTOR® Association. Notice that if grouped by “agent and team”, the report lists the team leader under the team, and shows if the team leader had transactions outside of the team.

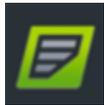
General Reports

The **Inventory Counts** report will display the number of listings in an area based on the criteria entered.

The **Home Sales** report allows you to put in a date range, types of properties, and location, and shows the breakdown of sales by price range for that date range. It also includes the average days on market for that date range.

Stats in ListTrac

ListTrac is a tool that comes with your MLS Subscription, providing you with analytics for how your offices' listings are being viewed on third party sites. You can access ListTrac by logging into your stellarmls.com dashboard and clicking on the ListTrac tile.

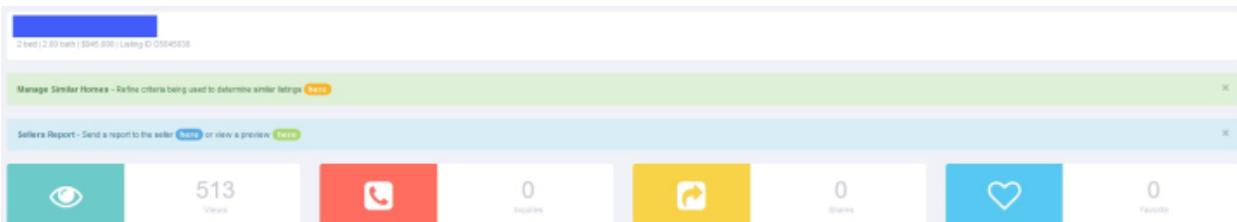


If you click on the ListTrac icon, and then go to the "listings tab", you can see stats on the traffic each listing from your office is receiving on 3rd party web sites, such as Zillow, Homes.com, Homesnap, and IDX Feeds on other broker's websites.

By clicking the listing stats icon, you can see statistics on both total views and views by platform. This serves as a great analytical tool for your office's listings!

Listing	Status	Listing Stats	Property Website	QR	Seller Report Scheduled	
06045318	Active		https://www.homesnap.com/action/?a=10&mls=10000&num=06045318		No	Text: 05845318 to (407) 439-2777
06852429	Active		https://www.homesnap.com/action/?a=10&mls=15000&num=06852429		No	Text: 05852429 to (407) 439-2777
06853342	Active		https://www.homesnap.com/action/?a=10&mls=15000&num=06853342		No	Text: 05853342 to (407) 439-2777
06855271	Active		https://www.homesnap.com/action/?a=10&mls=15000&num=06855271		No	Text: 05855271 to (407) 439-2777
06856588	Active		https://www.homesnap.com/action/?a=10&mls=10000&num=06856588		No	Text: 05856588 to (407) 439-2777
06825293	Active		https://www.homesnap.com/action/?a=10&mls=10000&num=06825293		No	Text: 06825293 to (407) 439-2777
06836945	Pending		https://www.homesnap.com/action/?a=10&mls=15000&num=06836945		No	Text: 05836945 to (407) 439-2777
06839388	Active		https://www.homesnap.com/action/?a=10&mls=15000&num=06839388		No	Text: 05839388 to (407) 439-2777

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SmartCharts



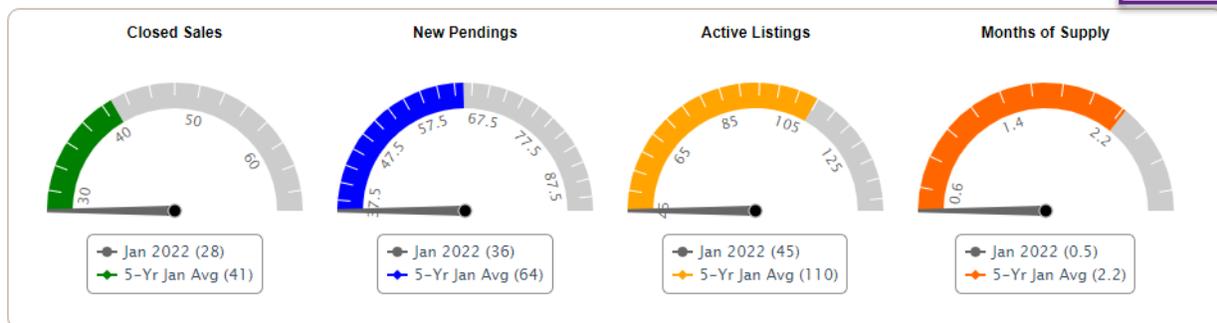
Another valuable stats tool is SmartCharts, which integrates residential MLS statistics into an easy-to-present format. Agents can drill down to zip code and run gauges, charts, and reports for selected market stats. HTML code is provided to display these stats on the agent's web page and to automatically refresh them. If you have landing pages for various zip codes you provide different auto-updating gauges on each page!

There is a free, basic version of SmartCharts which pulls stats for the entire MLS, but the Pro version, with zip code data, has an extra cost.

Jan 2022 Real Estate Statistics for

33701, Saint Petersburg, FL

Embed 



Auto-updating gauges that can be embedded in your website

Spotlight

Statistic	Mar	YoY	MoM
Total Sold Dollar Volume	10,879,000	+ 11.9%	+ 63.2%
Closed Sales	42	- 2.3%	+ 36.5%
Median Sold Price	\$216,400	+ 5.5%	+ 41.9%
Average Sold Price	\$259,024	+ 14.5%	+ 20.5%
Median Days on Market	10 days	+ 11.1%	- 60%
Average Days on Market	20 days	0%	- 36.4%
Average Price per Sq Foot	\$152	+ 5.6%	+ 7.8%

Detailed Reports

Stat	% Change	Inventory
1000	14.4%	Active Listings
800	5.5%	New Listings
600	6.0%	New Under Contract
400	7.1%	New Contracts
200	10.0%	New Pending
100	10.0%	Financing (Sold)
50	8.1%	Assignment
25	12.8%	Cash
10	6.6%	Conventional
5	14.7%	FHA

These reports convey critical market indicators of the most recent period compared with that period last year. The spreadsheet format shows these figures for all properties as well as breakdowns by property type and price range. Choose between Monthly, Year-to-Date, Quarterly and Yearly time periods.

In this paid version, reports can be run by zip code.

ShowingTime Reports



If you use ShowingTime to schedule showing appointments, if you go to the “reports” tab in the tool, you are able to run an “Office Activity Report”, compiling all Activity for your offices’ listings.



Home >

Messages >

Showings >

Listing Setup >

Agent Setup >

Office Setup >

Contacts >

Feedback >

Reports >

Activity For: [Today](#) | [Yesterday](#) | [Last 7 Days](#) | Choose Month | From: 04/21/2020 | To: 04/29/2020 | [Submit](#)

Snapshot for Apr 21, 2020 - Apr 29, 2020

New Listings:	0	Showings:	0	Feedback Waiting on Responses from Showing Agent:	0
Price Changes:	0	Previews:	0	Feedback Requests Unable to Be Sent:	0
Status Changes:	0	Inspections:	0	Feedback Made Available to Homeowner(s):	0
Nearing Expiration:	0	Appraisals:	0	Feedback Not Yet Made Available to Homeowner(s):	0

New listings: 0
There were no new listings within this date range.

Price Changes: 0
There were no price changes within this date range.

Status Changes: 0
There were no status changes within this date range.

Other Activities: 0
There were no other activities within this date range.

Appointments: 1

Property Address	Type	Created	Start Time	Agent	Office	Entered By	Price
1940 RUCKMAN PL	Agent Inquiry	04/25/2020, 8:30 PM	04/25/2020, 4:30 PM	Sarah Ness (407) 484-8454 snessrealtor@gmail.com	EXP REALTY LLC (888) 883-8509	Sarah Ness	\$339,000

Listings Nearing Expiration: 0
There are no listings expiring within 14 days.

Office Activity Report

During company meetings, office representatives can use this report to easily display listing activity for all of the office's listings, such as total new listings taken, price changes, status changes, total showings and listings nearing expiration.



Using MLS Data

Reminder - an IDX feed is the only way to advertise another broker’s active listing online without written permission, as an agent/broker opts into IDX feeds when entering a listing.

Print advertisements cannot contain information on another brokers’ active listing without permission – first because the listing belongs to that broker, and second because the seller has to authorize advertising.

Notes: Market Stats & Reports

Broker Tools Series

6

Print advertisements may contain data on sold listings or aggregate data, but the disclosure from article 6.5 of the Rules and Regulations should be used.

Article 6.5: Advertising of Listing Filed with Stellar MLS

Created by Stellar MLS IT, last modified on May 22, 2019

Section 5: Advertising of Listing Filed with Stellar MLS

A listing shall not be advertised by any other Participant without the prior written consent of the Listing Participant. Use of information from Stellar MLS compilation of current listing information, from the Association's "Statistical Report" or from any "sold" or "comparable" report of an Association or Stellar MLS for public mass-media advertising by a Participant or in other public representations may not be prohibited. However, any print or non-print forms of advertising or other forms of public representations based in whole or in part on information supplied by the Associations or Stellar MLS must include the following notice:

"Based on information from the Stellar Multiple Listing Service for the period (date) through (date). This information may or may not include all listed expired, withdrawn, pending or sold properties of one or more members of the Stellar Multiple Listing Service".

"Based on information from the Stellar Multiple Listing Service for the period (date) through (date). This information may or may not include all listed expired, withdrawn, pending or sold properties of one or more members of the Stellar Multiple Listing Service".

Also, these advertisements should not be misleading and make it look like an agent sold a listing for which they did not participate in the transaction.

Rules about MLS Market Reports

If you are going to use ranking data from the MLS Office Reports in your marketing, please refer to Article 15 of the Rules and Regulations for specific information regarding the sharing of any other information from the Stellar MLS Database.

First, any public advertising using MLS "sold" data must contain a notice with the date range.

"Based on information from Stellar MLS and sourced by (Broker Name/Office Name) for the period (date through date).

Second, while agent ranking information from Awards Market Share reports can be shared directly with a customer, this report is NOT for mass publication. For the office rankings in the Awards Market Share Report, only the Participant may publicly share this data, and must include a disclosure with the source and date range.