CMA

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CMA

There are two CMA options in Matrix; there is a 'Simple' CMA report and a detailed CMA report module. With the 'Simple' CMA report you select listings and the report provides you with information of the selected listings such as average sold price and $/SqFt. With the CMA module, you select a subject property, comparable properties; make price adjustments if necessary and the resulting report contains pages detailing each comparable property, your price adjustments and your suggested price.

Preparing for a CMA

Get Subject Property Tax information:

1. In Matrix go to Realist Tax
2. Search for the subject property by PID Number or Address.
3. Review Report information and make sure it is accurate
4. Click on the PID number in the Realist Tax Report (Opens Collier County Appraisers Site)
5. Review additional information on the property and confirm Realist has the correct information. (County Records are the superior source of information)

Gather Comparable Properties and place in Cart:

1. Search for the comparable properties.
2. Select the comparable properties you want to use.
3. Add selected comparables to the Cart for your contact.
4. Now you are ready to start the CMA!

Creating a CMA

To create a "Simple" CMA:

1. In Matrix hover over the **"Search"** menu and select the property type that you want to create the CMA for, i.e. Residential.
2. On the search criteria screen input your criteria for the CMA and click on the "**Results**" tab found at the top right side of the screen.
3. From the Single Line report check the listings you want included in your CMA.
4. Click on the "**Print**" button found at the bottom of the screen.
5. On the print screen select "**Comparative Market Analysis**" and click on the "**Print to PDF**" button.

To create a 'Detailed' CMA:

1. From the blue navigation menu hover over My Matrix and select "**My CMAs**".
2. Click on "**Start a New CMA**".
3. If you are creating the CMA for a contact select the name of the contact from the drop-down menu. Name the CMA by entering a name in the Description box.
4. Click on the "**Pages**" tab. On this screen you will need to select what pages you want included in your CMA report. Under the Available Pages box, click on the + signs to view the name of the reports in each section. Click on the name of the report to add it to the CMA. Once you have added all of the pages you want included in the report, proceed to step 5.
5. Click on the "**Subject**" tab. You have three options to populate your subject property:
    i. "**Type in the fields manually**": you should use this option if your subject property has never been listed in the MLS. Clicking on this option will bring you to a screen where you will need to input all of the property's information.
    ii. "**Enter a Cross Property MLS Number to auto-fill from**": if you have the MLS number of your subject property enter it into the box and click on the "**Fill**" button.
    iii. "**Search for a Cross Property listing to auto-fill from**": You should use this option if your subject property has been listed in the MLS. This option will take you to a search screen where you will want to search for your subject property. Once you have located the subject property, check it and click on the "**Fill from Selected**" button found at the bottom of the screen.
6. Now that you have your subject property selected, you will still be on the "**Subject**" tab, but from here if you filled from an existing listing and you see missing or information, you can add or correct it by clicking into the field and simply editing it. At the bottom of the page you can also add Custom Fields.
7. Click on the "**Comparables**" tab and then click on the "**Add from Listings**" button. You will be brought to a search screen where you need to input your criteria to locate the comparable properties for your CMA. After you enter your criteria click on the "**Search**" button.
8. On the Single Line report check the listings you want included in your CMA and click on the "**Add Selected**" button found at the bottom of the screen.
9. Click on the "**Adjustments**" tab, using the arrows pointing to the right you can scroll through the fields that are available to make adjustments on. To make an adjustment, click inside the empty box to the right of the data and enter either a positive or negative value. Another option that is available for fields such as full baths is to input the value of a full bath in the box directly below the heading and the system will automatically adjust all of your comparables. Once you have completed your adjustments, proceed to step 10.
10. Click on the "**Pricing**" tab. If you want to include a suggested price in your report, you will need to enter your suggested price and any remarks you want included on the "Price Recommendation" page of the report in the "**Suggested List Price**" box.
11. Click on the "**Finish**" tab from here you can view, print and email your CMA. To view the CMA click on "**View CMA**" when you are viewing the CMA, you can print it by clicking on the print icon.

Help with Matrix

Help can be found under the Help menu in Matrix. In addition, we are always available for you at the board 239-597-1666 or by email mls@nabor.com.