# Real Estate Stats for Your Market, Your Way

InfoSparks is a housing market research tool designed specifically for ease of use, fast analysis and simple sharing. All real estate is local. Let's explore your housing market together.

Highlights of what you can do with InfoSparks:

- compare up to four geographies at a time
- filter search results by countless housing variable combinations
- examine housing market metrics as counts, medians and averages
- customize price and square footage ranges
- use it on your mobile device
- share search results online, in print, via email and even with live data widgets!

If you have additional questions or suggestions, please contact MLS@NABOR.com or call 239-597- 1666.

Let's start with a screenshot.

Top Bar

InfoSparks   User Manual & FAQ   FastStats   Profile   Welcome **ShowingTime** [Log Off]

?
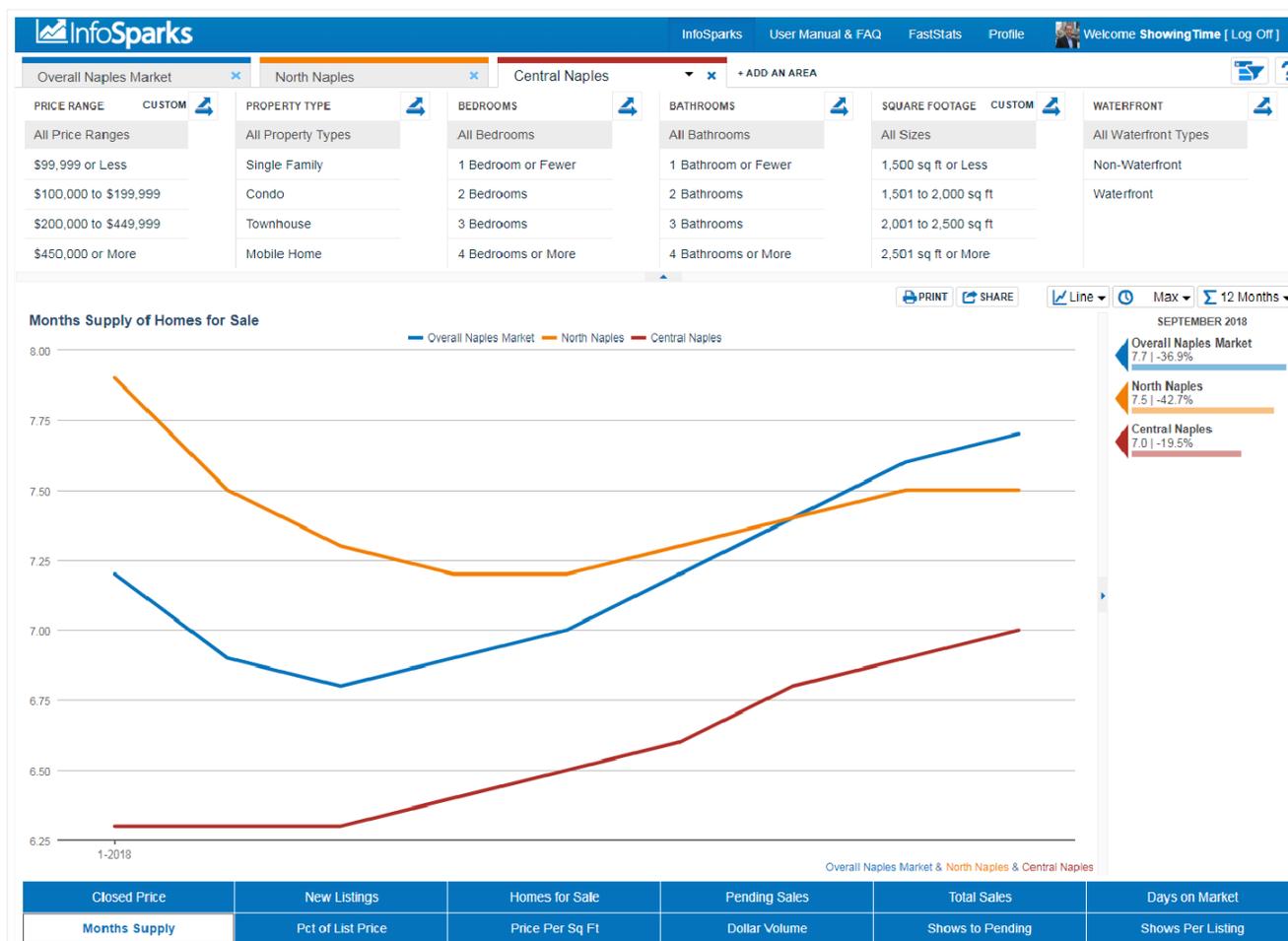
The tool logo is on the left side. Tool options and profile information are on the right side. Easy enough. Moving on.

FastStats

Stand-alone market reports are located within this tidy map-based   interface.

Profile
Tabs

Overall Naples Market ▼ ✕

⦿ Entire MLS

⦿ Alva
  CITY

⦿ Ave Maria
  CITY

⦿ Babcock Ranch
  CITY

⦿ Bonita Springs
  CITY

⦿ Cape Coral
  CITY

⦿ Estero
  CITY

⦿ Everglades City
  CITY

⦿ Fort Myers

✎	☰
ALL	CITY
COUNTY	ZIP CODE
GEO AREA	DEVELOPMENT
SUB/CONDO	AREA

Selection

Enter your inputs here. A drop-down list displays an alphabetical list of available searchable items or you can just start typing. You may add up to four tabs for comparison. The default is the Overall Naples Market.

Single-Tab Filters
Below the searchable list of items associated with your community are a set of filter options, including Cities, Counties, ZIP Codes, Geo Areas, Developments, Subs/Condos and   Areas.

Multi-Tab Filtering
When a second item is added, that item becomes the default filtering agent for direct comparison to other items. Whatever variables you choose here will be applied to all tabs. Similarly, you can choose a different tab and give it different variables. While any item is selected during multi-tab filtering, that item will be the hub of all selected variables. Filtering can be toggled on and off so you can also compare disparate variables to one another.

Variables

All variables default to the "All" category, but unique variable combinations are many! There is currently a maximum of 5 variables in each vertical category (All + 4 others).

Within a vertical variable category, each selected option will be plotted into one item on a chart unless the double-arrowed splitter "Breakout" icon is selected. Breakouts can only be performed on one variable vertical at a time.
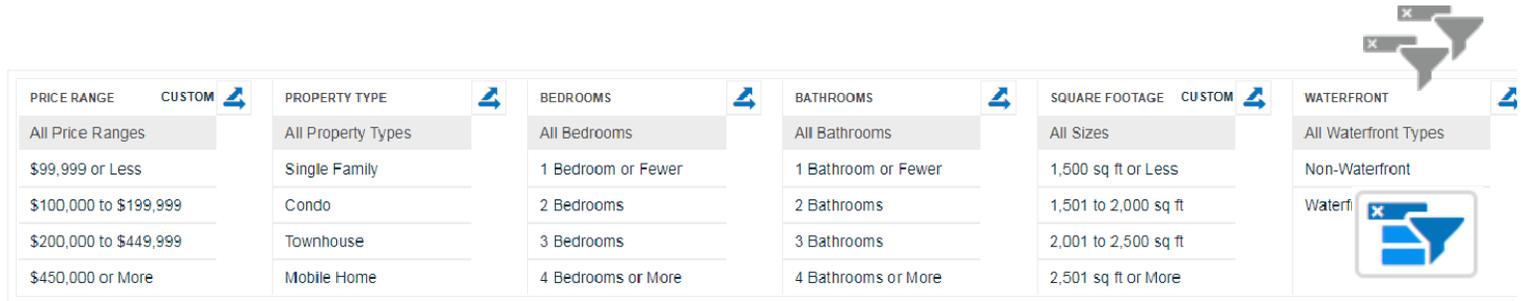
PRICE RANGE CUSTOM	PROPERTY TYPE	BEDROOMS	BATHROOMS	SQUARE FOOTAGE CUSTOM	WATERFRONT
All Price Ranges	All Property Types	All Bedrooms	All Bathrooms	All Sizes	All Waterfront Types
$99,999 or Less	Single Family	1 Bedroom or Fewer	1 Bathroom or Fewer	1,500 sq ft or Less	Non-Waterfront
$100,000 to $199,999	Condo	2 Bedrooms	2 Bathrooms	1,501 to 2,000 sq ft	Waterf
$200,000 to $449,999	Townhouse	3 Bedrooms	3 Bathrooms	2,001 to 2,500 sq ft	
$450,000 or More	Mobile Home	4 Bedrooms or More	4 Bathrooms or More	2,501 sq ft or More	

Breakouts
Select a double-arrowed splitter icon to look at each item in that vertical variable category as a stand-alone value.

Price Ranges

Ranges adjust for each area based on its sales history. Sold home prices are used when filtering by price for metrics with calculations based on sold data, and original list prices are used when filtering by price for filtering by price for non-closed metrics. Price ranges are customizable.

You may notice that Price Range historical line charts go flat when you mix it with Sales Price in a 12-month view. That's because these combinations create medians/averages for defined price ranges which will remain relatively static.

Property Types
Separates activity by Single Family, Condo, Townhouse and Mobile   Home.

Bedrooms
Separates activity by properties with 1 Bedroom or Fewer, 2 Bedrooms, 3 Bedrooms, and 4 Bedrooms or More.

Bathrooms
Separates activity by properties with 1 Bathroom or Fewer, 2 Bathrooms, 3 Bathrooms, and 4 Bathrooms or More.

Square Footage
Separates activity by properties with 1,500 sq ft or Less, 1,501 to 2,000 sq ft, 2,001 to 2,500 sq ft, and 2,501 sq ft or More. This variable is also customizable.

Waterfront
Separates properties to show only waterfront listings or to exclude waterfront   listings.

When areas are in Filter mode, there are some limits to breakouts depending on the number of areas in play. This is because the number of charted elements can become overwhelming and difficult to understand. Here are the limitations:

1 Area
No breakout limits! (five data elements)

2 Areas
Limited to three breakout items (six data elements)

3 Areas
Limited to two breakout items (six data elements)

4 Areas
No breakouts allowed (four data elements)

If users try to select more than the maximum allowed options, the option selected earliest will automatically deselect.

When not in Filter mode, users have the ability to change variables on a per-area basis. Breakouts are not available when out of Filter mode. This is important, so it bears repeating: Users may select only one variable

Custom Ranges

Most values are predefined, but you can customize your own values for some variables. Next to customizable variables, select "Custom" to access the menu options.

In the first drop-down, you can select which area's ranges you would like to edit and customize. With an area selected, the existing prices will be in the editable text boxes. Simply type in your own values where you see fit.

Select "Custom Range" from the drop-down to start with a clean slate. Once all of the numbers are filled in and you would like to start over, select the "Clear" button found below the ranges to yet again have a clean slate.

If nothing is selected in the first box of a paired range, the assumption will be "or Less." If nothing is selected in the second box, the assumption will be "or More." This allows for an infinite number of ranges to be charted.

Zero: 0 Sq Ft and $0 are not included in "or Less" ranges within any custom variables. These values skew the data and are considered invalid.

There are some limitations with selecting ranges. For instance, you can only round custom ranges to the nearest thousand for Price Range.

Time Calculations

The length of charted timelines may vary depending on MLS data availability; "1 Year" and "3 Years" are common timeline values and "Max" represents the end point for reliable history. Different metrics may have different Max values, depending on available data.

"12 Months" means **Rolling 12 Months.** Each data point is 12 months of activity. From any given month, go back 12 months and total it up. In this view, the historical line graph will generally appear smoothed out because there is more sample data for each point on the line. Other options include **Monthly**, which shows only a month of activity for each data point, and **Year to Date**, which shows activity from January to the current month for the years shown. Year to Date is only available in bar chart format.

As with Rolling 12 Months, **Rolling 6 Months** and **Rolling 3 Months** represent rolling 6-month and 3-month segments of activity, respectively.
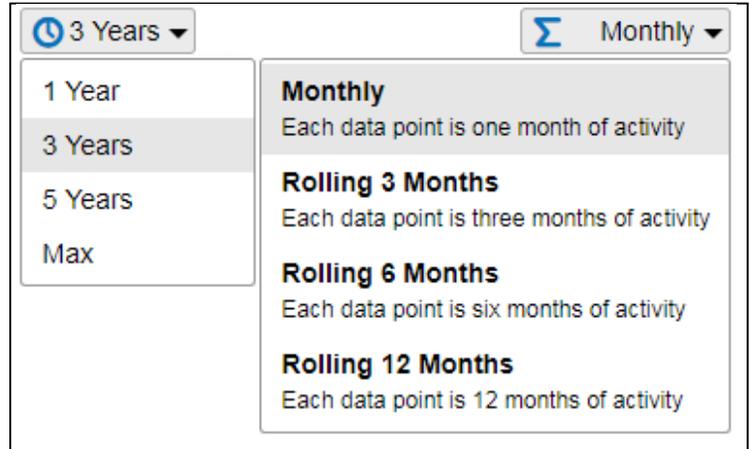
Charting

You can choose to display either a line or a bar chart.

The charted area shows the combination of geographic areas with variables and metrics up to the most **complete** month of data. You can toggle charted items on and off in the legend. You can select anywhere on a line or bar to see individual values, and you can see the variable elements for each chart just below the x axis.

Homes for Sale

Central Naples — South Naples — North Naples

Central Naples & South Naples & North Naple
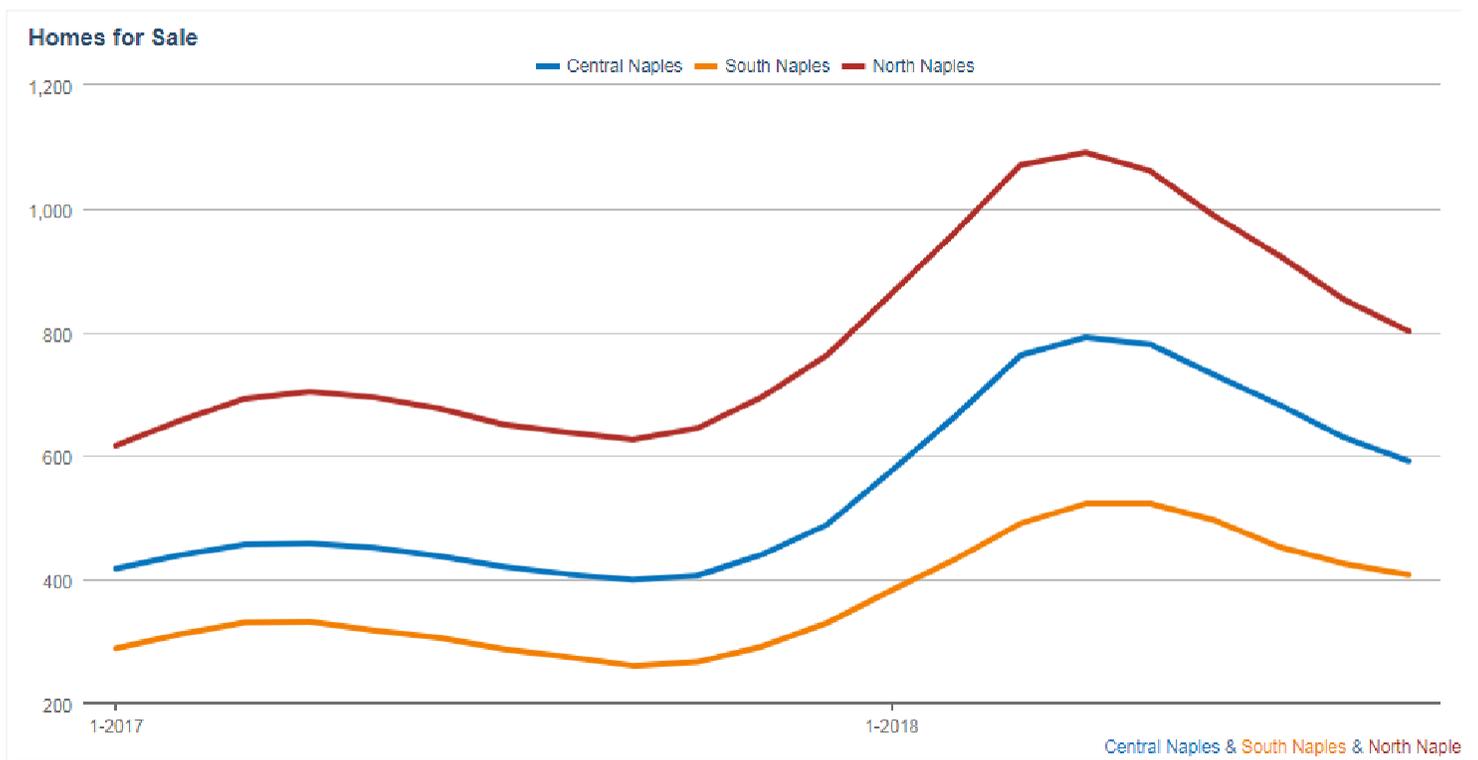
Line charts will not show values on the line until selected, whereas bar charts will always show values. When selected, whether a line or bar chart, the date, area and value will display. Data points are for one month of activity or for 12 months of activity as a single point, depending on whether Monthly or 12 Months is the chosen time calculation, the latter of which is better for trend analysis and accounting for small sample   sizes.

Bar charts will show percent changes for the years in which all data used to calculate the percent change is displayed in the chart. So, yes, that empty space is on purpose under the first year of any multiyear selection and for a time calculation set to 1 Year.

September Median Sales Price

Legend: Overall Naples Market ■   Immokalee/Ave Maria ■

Year	Overall Naples Market	Immokalee/Ave Maria
2016	$330,000	$219,900
2017	$330,000 (0.0%)	$250,000 (+13.7%)
2018	$344,825 (+4.5%)	$255,450 (+2.2%)

Overall Naples Market & Immokalee/Ave Maria

The chart's heading is the selected metric or metric + variable when in variable breakout mode. The legend shows areas or areas + variables in variable breakout mode. Below the chart are areas with variables or areas with nonbreakout variables in variable breakout mode. Metrics, areas and variables also transfer to Share   options.

For all charts, the y-axis is based on the metric, the x-axis is time of year and there are never more than six variables on a single chart. For bar charts only, the maximum allowable number of years for historical comparison is three. Beyond that, you really should be using a line chart!
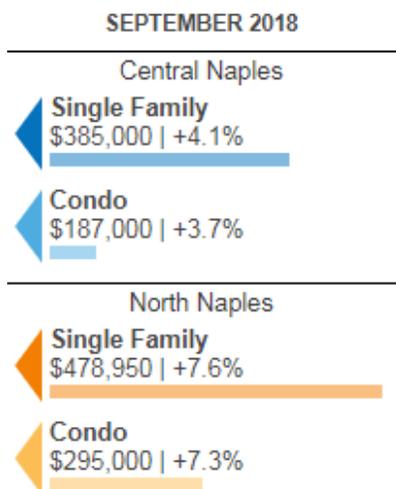
If a line or bar doesn't have any data, a "No Data" note will be added to the legend label. If there is no data for anything selected, a message will appear in the chart area that states, "There is no data available to display for the given criteria." Different verbiage may appear in no-data situations, but the message is generally the same: No dice; try again.

Quick Facts

This is a quick display of the selected criteria with the value for the most current **complete** month of data with the % change vs. the same month last year.

Even though some charts with heavy calculations may load slowly, Quick Facts about the selected metric will always display immediately.

If there is no current data for a charted item, an N/A will appear here.

SEPTEMBER 2018

Central Naples

Single Family
$385,000 | +4.1%

Condo
$187,000 | +3.7%

North Naples

Single Family
$478,950 | +7.6%

Condo
$295,000 | +7.3%

Metrics

Metrics represent the residential real estate topics that areas and variables pop against. Some are counts, some are calculations. Some calculations are median, some are just average. In combination, they are the primary descriptors for what makes a market tick. Only one metric can be selected at any time.

Closed Price MEDIAN AVERAGE	New Listings	Homes for Sale	Pending Sales	Total Sales	Days on Market
Months Supply	Pct of List Price	Price Per Sq Ft	Dollar Volume	Shows to Pending	Shows Per Listing

Closed Price
Calculations are based on sold data. Prices do not account for seller concessions. Median represents the point at which half of the homes that sold in a given month were priced higher and half were priced lower. Average is the mean sales price for all closed sales in a given month.*

New Listings
A count of the properties that have been newly listed on the market in a given month.

Homes for Sale
The number of properties available for sale in active status at the end of a given month. Also known as inventory.

Pending Sales
A count of the properties on which contracts have been accepted in a given month.

Total Sales
A count of the actual sales that have closed in a given month. Calculations are based on sold data.

Days on Market

Median or average number of days between when a property is listed and when an offer is accepted in a given month.*

Months Supply

The inventory of homes for sale at the end of a given month, divided by the average monthly Total Sales from the last 12 months. Also known as absorption rate.

Price Per Square Foot

Calculated by taking an average or a median of closed sales price divided by square footage for each individual listing in the current period. Calculations are based on sold data. Prices do not account for seller concessions.*

Pct of List Price

Percentage found when dividing a listing's sales price by its list price, then taking the average or median for all sold listings in a given month, not accounting for seller concessions. Calculations are based on sold data. Example:

A property is listed at $200,000, reduced to $190,000 and taken off the market. Then the same property is listed again at $180,000 a few months later and is further reduced to $175,000. It closes for $160,000. We take the ratio of $160,000: $175,000 or 91.4% instead of $160,000:$200,000 because a new listing ID was issued.

Dollar Volume

The total dollar amount of all sales for the selected criteria.

Shows to Pending

The number of showings scheduled per listing that went into pending status during the selected reporting period.**

Shows Per Listing

The average number of showings scheduled on active listings per month.**

Example: There are 100 active listings during a given month for a given geography. Between those 100 active listings, there were 1,000 active days. Divide 1,000 by 30 days (for 1 month) to get 33.3. There are 500 showings during the month, so 500 divided by 33.3 equals 15.0 Shows Per Listing for the month.

* Sales with a Days on Market of less than 0, or a Percent of Original Price that is less than 50 percent or more than 200 percent, are added to the sales count but are not factored into price, price per square foot or days on market.

** In order to be included in the calculation of this metric, a listing must be enabled for ShowingTime services and must have a showing in its first 28 days on the market.

Share

[→ SHARE]

All print/export/email options are here, including live, static and embeddable charts and images,

as well as raw data tables.

Shared items will include your contact information, which is automatically generated from the information stored in your Profile in the upper right hand corner of the tool.

Share Options

Step 1 involves choosing whether you would like to share live or static data.

Step 2 involves the way you would like to share it, whether that is a printable PDF, a link for social media and email purposes, and embeddable widget for your blog or website or raw data in comma-separated value format (.csv) which you can manipulate in a spreadsheet program for your own visual purposes.

After choosing, you will be given a URL to share, open in a new window or download to your computer. If you decide you don't like the parameters you've chosen, you simply need to select "Start Over."

Share Options

Step 1: What type of data would you like to share?

⦿ **Static** - Exactly what you are seeing right now

◯ **Live** - Always updated with latest data

Step 2: How would you like to share it?

◯ **PDF** - great for printing

⦿ **Social Media and Email** - Share away

◯ **Embed** - Embed in your blog/website

◯ **CSV** - grab the raw data

[Share]

[Close]

Shared Chart Expiration

Upon initial creation, shared charts are automatically active for 6 months. Charts will be extended by an additional 2 months if the chart's creator is an active MLS subscriber and the chart has been visited in the past 90 days and is within 60 days of its expiration date. Users can also renew charts by logging into InfoSparks and visiting the chart within 30 days of expiration.

CSV Sharing

Shared chart expiration rules do not apply to CSV sharing. CSV files can be extended by visiting live CSV links within 30 days of logging into the tool.

Inactive MLS Subscribers

For users who become inactive MLS subscribers, all of their chart expiration dates will automatically be moved to 30 days from the time we detect inactivity (per MLS). This applies to both created charts and CSV files. If a user becomes active again within those 30 days, that person's charts will be extended by the usual expiration parameters.