

The Comparative Market Analysis (CMA) Wizard

The CMA Wizard will give you the edge over your competition by providing you with access to a tool that will enable you to give your clients the best possible analysis of the current market.

The CMA report is customisable, allowing you to add and remove details as needed; and even to personalise the report for the client. This section shows you how easy it is to create a CMA, using Property Guru.

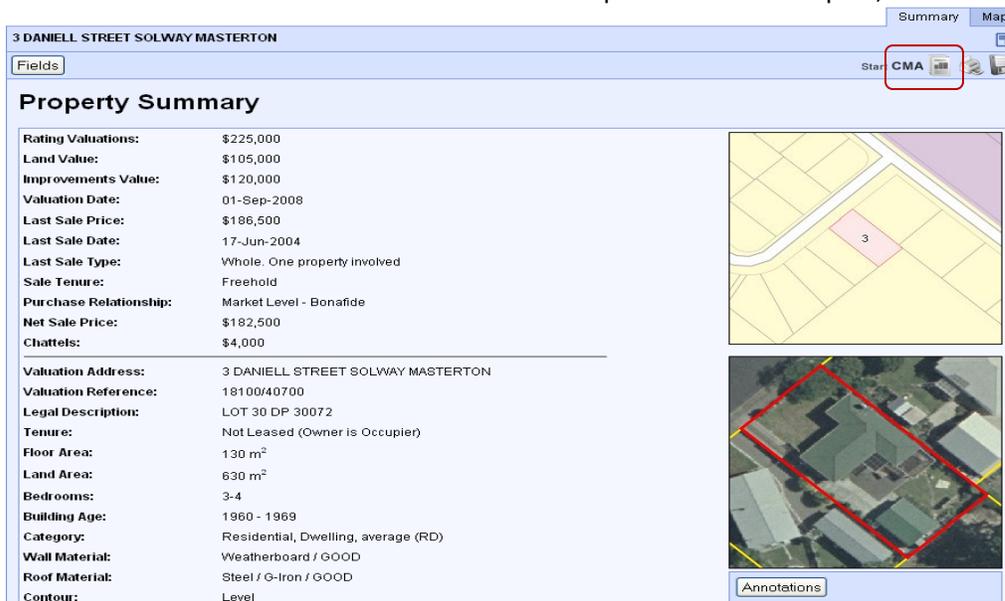
The CMA Report – Overview

The CMA report provides you with trends and analysis of the current comparative sales in relation to a subject property. Along with outlining the details of all properties recently sold, the report also includes valuable information such as:

- Average selling price trends
- Valuation to sales price comparisons
- 5 year property trends
- Sales within the subject region for a 5 year period
- Property sales counts
- Community reports, including age and property ownership profiles.

9.1 - Accessing the CMA

Once you have located a Property Summary report for the desired property, you will need to click on the “Start CMA” button found on the icon panel above the report;



The screenshot shows a software interface for a property report. At the top, there are tabs for 'Summary' and 'Map'. Below the tabs, there is a 'Fields' dropdown menu and a 'Start CMA' button highlighted with a red box. The main content area is titled 'Property Summary' and contains a table of property details. To the right of the table, there are two maps: a street map showing the property location and an aerial map showing the property boundaries. At the bottom right, there is an 'Annotations' button.

Property Summary	
Rating Valuations:	\$225,000
Land Value:	\$105,000
Improvements Value:	\$120,000
Valuation Date:	01-Sep-2008
Last Sale Price:	\$186,500
Last Sale Date:	17-Jun-2004
Last Sale Type:	Whole, One property Involved
Sale Tenure:	Freehold
Purchase Relationship:	Market Level - Bonafide
Net Sale Price:	\$182,500
Chattels:	\$4,000
<hr/>	
Valuation Address:	3 DANIELL STREET SOLWAY MASTERTON
Valuation Reference:	18100/40700
Legal Description:	LOT 30 DP 30072
Tenure:	Not Leased (Owner is Occupier)
Floor Area:	130 m ²
Land Area:	630 m ²
Bedrooms:	3-4
Building Age:	1960 - 1969
Category:	Residential, Dwelling, average (RD)
Wall Material:	Weatherboard / GOOD
Roof Material:	Steel / G-Iron / GOOD
Contour:	Level

A new page will appear with two distinct sections: Recommendations; and the list of Comparable Sales Results.

9.2 – Recommendations - Customising the Report

This section allows you to enter your recommendations about the subject property.

Welcome to the Property Guru CMA Wizard for: 3 Daniell Street, Solway, Masterton

Step 1: Enter your recommendations around the sale of the subject property. Details left blank will not appear in the report when you 'Generate CMA'

Subject Property: [view property details](#)

Recommended Selling Range: to **Recommended List Price:**

Recommended Sales Method: **Date Prepared:**

Prepared for:

Prepared by:

Include:

Property Details and Overview Historical Price Trends and Graphs

Aerial and Map Imagery Demographic Information

Step 2: Use the sales details of comparable properties below to support your recommendations. Use the filters shown on the right to further refine the list, or use [help me change my results](#)

Show Comparable Sales as a: List (best used for 20 properties or more) Detailed List (best used for 20 properties or less)

Generate CMA  [close CMA](#)

[Tell us what you think](#) [Help](#)

Each field can be changed to suit your requirements –for example:

- **Subject Property:** shows the address of the property and will allow you to update or change the detail of the address
- **The Recommended Selling Range:** allows you to enter the expected range the house will sell within
- **Recommended List Price and Method:** the recommended list price and sale method you are presenting to the seller for listing their property.

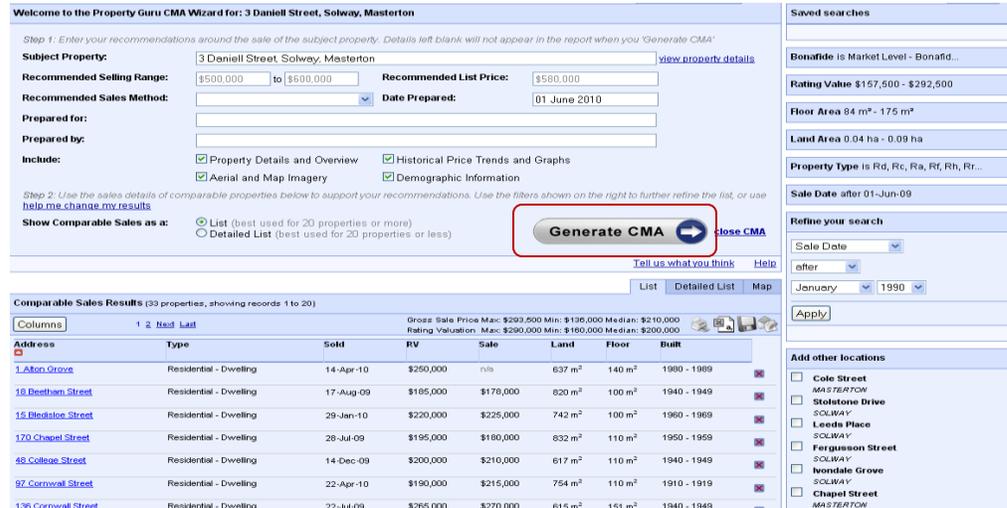
You can also enter the names of the person/people that have prepared the report, who the report has been prepared for and the date that the report was created. Details left blank, or unselected will not appear in your report, when you generate a CMA.

You can choose to include more detailed information to the report: for example historical sales trends, demographic information; and aerial and map imagery. You can also select to see the comparable sales as either a standard or detailed list.

At any point you can go back to the Property Summary for the property by clicking on either “**view property details**” or “**close CMA**”.

9.3 – Comparable Sales - Customising the Results

When you click “**Start CMA**”, Property Guru will automatically generate a list of results based on a pre-defined search radius and other search refinements.



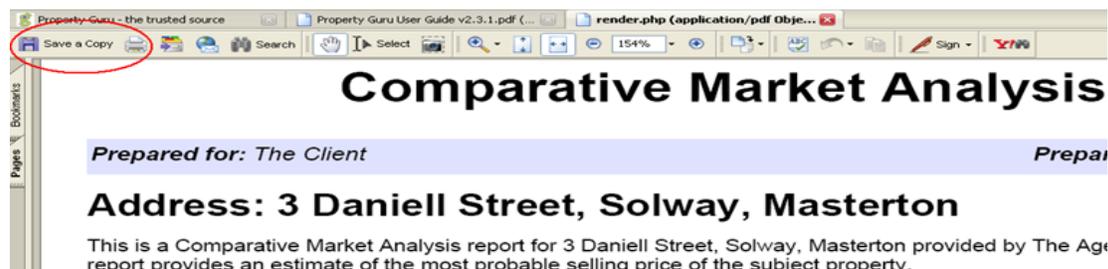
By adjusting, adding or removing filters (found at the right hand side of the CMA Wizard) you can change the results shown in your comparable sales results. For example you can:

- add or remove properties from the list of results
- change the way in which the list displayed using the columns tab (refer to Module 2 for more information on this).

The refinements in place can be seen in the “**Refine your search**” panel in the upper right hand side of the screen – refer to Section 3 for more information on refining your search.

9.4 - Printing the Report

Once you have customised the report and are happy with the results available, you will need to click on the “**Generate CMA**” button. This will load the completed report in either a new window or tab depending on your current browser settings.



You will need to use the “**Save a copy**” or “**Print**” buttons (highlighted above) to either save the report for later reference or to print directly from the website.