



System Overview - CMA

Producing a CMA

The initials CMA can either represent a **Comparative Market Analysis** or a **Competitive Market Analysis**.

A **Comparative Market Analysis** is a comparison of a “Subject Property” (always a Potential Vendor) against other similar properties that have recently been sold.

A **Competitive Market Analysis** is a comparison of a “Subject Property” (always a Potential Vendor) against other similar properties that are currently For Sale and competing with the “Subject Property” for Buyers.



Performing a Market Analysis

- ⇒ Logging in to the CMA module will return a list of properties from the Potential Vendors database and the Photos attached to their files.



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- ⇒ Select the 'Subject Property' you wish to Analyse by clicking on to it.
- ⇒ The next step is to analyse the Subject property by comparing it against other recently sold properties or properties currently for sale.
- ⇒ Click '**Analysis**' button to return a Search Set-up Dialogue Box into which you place your search criteria. That is search for a group of properties to compare to the subject property.
- ⇒ Search on any one or any combination of the search criteria. Inserting a Map Reference will generate a search within a 2.5 kilometre radius of the Subject Property.
- ⇒ The Radio Buttons on the left hand side of the Dialogue Box gives you 3 choices as to which database you can Search. You can select up to 3 comparable or competitive properties to include in the CMA report. These 3 properties can be from any one of the databases or any combination of them. For Example you may conduct a search in Proplink and select just 1 or 2 properties to be included in the CMA and then return to this screen and nominate the External Source from which to select the remaining properties to include in the CMA Report.
- ⇒ Click on to the Radio Button to nominate if the Analysis is to be a Comparative or a Competitive Analysis from the Proplink database or a Comparative Analysis from the databases of the External Sources mentioned above.
- ⇒ Clicking '**Done**' will produce the results of the search with accompanying Photos if available. If the results are too broad clicking the Search button again will allow you to add extra criteria to the search dialogue box, enabling you to narrow your options.
- ⇒ Select any of the returned properties from the search by clicking on to it.
The Details button will return the Major Details of that selected property. The General tab contains extra information about the same property.
- ⇒ Clicking the **Select** button will include the Details and Photo of that selected property in your CMA Report
You can select up to 3 Comparable or Competitive properties to complete your CMA Report.
- ⇒ Data from an external source can automatically be added to Proplink data in your sales analysis report. However if you wish to enhance the Sales History data received from an external source, by adding further information or photographs you will need to transfer the information you have from the external source to Proplink. You do this by clicking onto



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the property address you wish to transfer and then clicking the 'To Proplink' button. From here you find the transferred information in Proplink Sales History and then add the extra information or pictures.

- ⇒ Insert your findings in the Analysis Report by completing the Marketing Pluses and Marketing Minuses. This requires you to state the Benefits and Disadvantages that the subject property has compared to the other selected comparisons.

Command Buttons / Icons

- ⇒ Clicking the **Print** button will build the Report.
- ⇒ Clicking the **Print** icon on the following screen will print that page of the Report that is displayed on the screen.
- ⇒ Clicking the **Exit** icon will exit that screen and return the second page of the report, which is the Photo Page of the Subject Property and the first Comparison Property.
- ⇒ Clicking the **Print** icon on this screen will print that page also.
- ⇒ Clicking the **Exit** icon will then return page 3 of the report, being the photographs of Comparable Properties numbers two and three.
- ⇒ Clicking the **Print** icon will print out this page.
- ⇒ Clicking the **Exit** button will enable you to leave the CMA program.



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Downloading bulk Sales History information from an External Source

- ⇒ From CMA Login screen
- ⇒ Click **Load**
- ⇒ Select External DataSource you wish to download.
- ⇒ Insert Floppy Disk for REIV download or download directly from the Internet for PRISM
- ⇒ Click **OK**

REIV Sales History: downloads only the sales data for the map areas you have included in your Proplink Map Pool.

Valuer General information: relates only to the Postcodes you have nominated.

To Delete Sales History information from an External data Source

- ⇒ From CMA Login
- ⇒ Click **Analysis** button



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- ⇒ Click “**Comparative from External**” radio button
- ⇒ Click **Done**
- ⇒ On ‘External data Source’ screen
- ⇒ Click **Delete** button
- ⇒ In ‘Delete’ dialogue box, nominate the External Data Source you wish to delete and then insert the dates From and To you wish to have deleted
- ⇒ Click **OK**