

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.

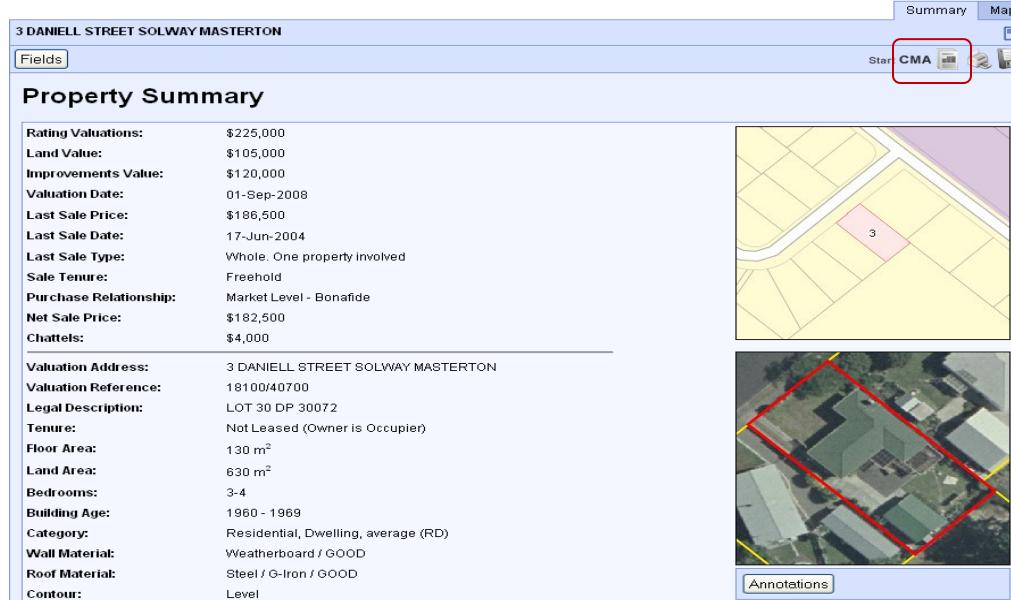
The CMA Report – Overview

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;



3 DANIELL STREET SOLWAY MASTERTON

Fields

Summary Map

Start CMA

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

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 m²
Land Area: 630 m²
Bedrooms: 3-4
Building Age: 1960 - 1969
Category: Residential, Dwelling, average (RD)
Wall Material: Weatherboard / GOOD
Roof Material: Steel / G-Iron / GOOD
Contour: Level

Annotations

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:	3 Daniell Street, Solway, Masterton	view property details
Recommended Selling Range:	\$500,000 to \$600,000	Recommended List Price: \$580,000
Recommended Sales Method:	<input type="button" value="▼"/>	Date Prepared: 01 June 2010
Prepared for:	<input type="text"/>	
Prepared by:	<input type="text"/>	
Include:	<input checked="" type="checkbox"/> Property Details and Overview <input checked="" type="checkbox"/> Historical Price Trends and Graphs <input checked="" type="checkbox"/> Aerial and Map Imagery <input checked="" type="checkbox"/> 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:	<input checked="" type="radio"/> List (best used for 20 properties or more) <input type="radio"/> 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.

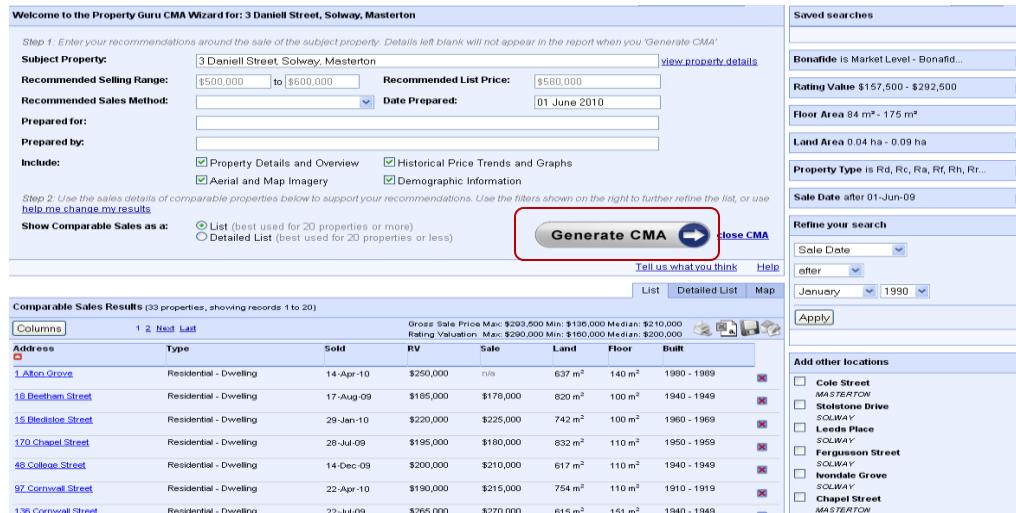
You can also enter the names of the person/people that have prepared the report, who the report has been prepared for and the date that the report was created. Details left blank, or unselected will not appear in your report, when you generate a CMA.

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.



The screenshot shows the 'Comparable Sales Results' section of the CMA Wizard. It displays a table of 33 properties, each with columns for Address, Type, Sold, PV, Sale, Land, Floor, and Built. The table includes filters at the top: 'Columns' (Address, Type, Sold, PV, Sale, Land, Floor, Built), 'Gross Sale Price Max: \$200,000 Min: \$135,000 Median: \$210,000', and 'Rating Valuation: Max: \$290,000 Min: \$160,000 Median: \$200,000'. To the right of the table is a 'Refine your search' panel with dropdowns for 'Sale Date' (set to 'after January 1990') and an 'Apply' button. Below the table is a 'Add other locations' section with checkboxes for various addresses and locations like Cole Street, Masterton, Stobstone Drive, etc.

Address	Type	Sold	PV	Sale	Land	Floor	Built
1 Aiton Grove	Residential - Dwelling	14-Apr-10	\$250,000	n/a	637 m ²	140 m ²	1980 - 1989
18 Beetham Street	Residential - Dwelling	17-Aug-09	\$185,000	\$178,000	820 m ²	100 m ²	1940 - 1949
15 Bledstone Street	Residential - Dwelling	29-Jan-10	\$220,000	\$225,000	742 m ²	100 m ²	1960 - 1969
170 Chapel Street	Residential - Dwelling	28-Jul-09	\$195,000	\$180,000	832 m ²	110 m ²	1950 - 1959
48 College Street	Residential - Dwelling	14-Dec-09	\$200,000	\$210,000	617 m ²	110 m ²	1940 - 1949
97 Cornwall Street	Residential - Dwelling	22-Apr-10	\$190,000	\$215,000	754 m ²	110 m ²	1910 - 1919
136 Cornwall Street	Residential - Dwelling	22-Jul-09	\$265,000	\$270,000	616 m ²	151 m ²	1940 - 1949

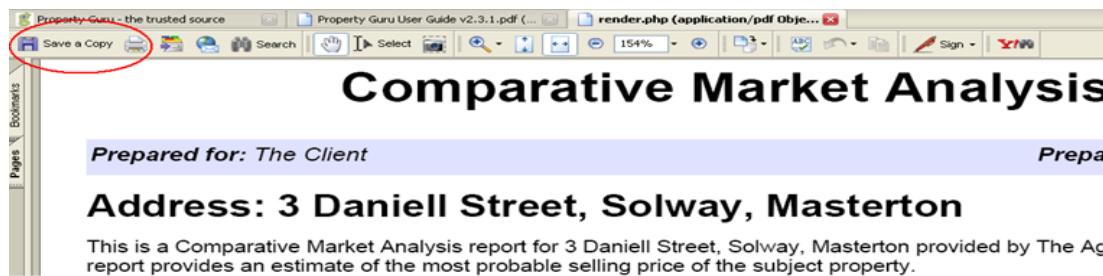
By adjusting, adding or removing filters (found at the right hand side of the CMA Wizard) you can change the results shown in your comparable sales results. For example you can:

- 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.



The screenshot shows a web browser window with the title "Comparative Market Analysis". The page content includes the address "Address: 3 Daniell Street, Solway, Masterton" and a note: "This is a Comparative Market Analysis report for 3 Daniell Street, Solway, Masterton provided by The Agent. The report provides an estimate of the most probable selling price of the subject property." At the top left of the browser window, there is a red circle highlighting the "Save a Copy" button.

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.