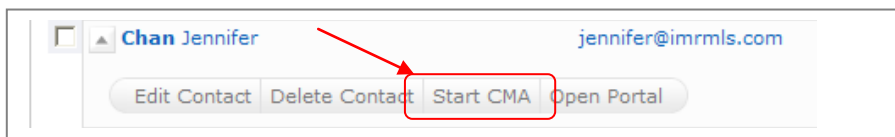


Definition: Comparative Market Analysis (CMA) is an estimate of the value of a property using only a few indicators taken from sales of comparable properties in order to help clients set listing prices and agree on selling prices.

Location: There are two ways to start a CMA.

Option 1: From a contact under My Matrix tab click on the contact to open the menu options, click on Start CMA.



Option 2: From your comparables search results, run a search and select all the properties to include in your CMA by checking the box in front of MLS number, and click on CMA.

Results 1-13 of 13. Checked 8. [Check all 13.](#)
[Previous](#) · [Next](#) · [\[1\]](#) · [Bottom](#)

[View Cart \(9\)](#) · [Add to](#) · [Empty](#)

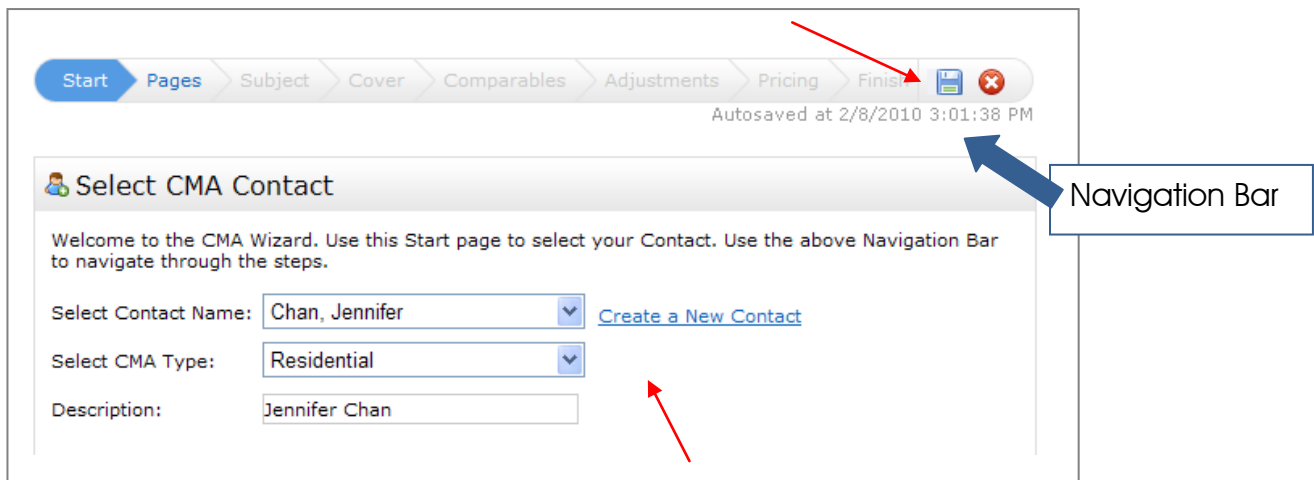
<input type="checkbox"/>	ML#	S Type	St#	St Name	City	Area	TG#	L/S Price	Br/Ba	YrBlt	Sqft	LSqft	DOM/CDOM
<input checked="" type="checkbox"/>	K09059857	A SFR/D	126	Port Royal WY	RVSD	252	716D5	\$311,000 ↑	4/3.00	1988	2,224	9,583	84/84
<input checked="" type="checkbox"/>	C09117614	A SFR/D	107	Acacia Glen DR	RVSD	252	716D5	\$315,000 ↓	4/3.00	1989	2,116	11,761	97/97
<input checked="" type="checkbox"/>	K09107665	A SFR/D	7266	Westport ST	RVSD	252	716D5	\$319,900 ↓	4/3.00	1988	2,430	8,712	125/125
<input checked="" type="checkbox"/>	I09125419	A SFR/D	7169	Foxcroft ST	RVSD	252	716D5	\$339,000	3/2.00	1988	2,233	10,890	75/75
<input type="checkbox"/>	X09065576	A SFR/D	6854	Blackwood ST	RVSD	252	650F6	\$350,000	3/3.00	1988	1,690	12,196	150/150
<input type="checkbox"/>	I09125905	A SFR/D	7161	Tiverton WY	RVSD	252	716D5	\$365,000	4/2.00	1988	1,830	8,712	72/72
<input checked="" type="checkbox"/>	E09111976	P SFR/D	7148	Foxcroft ST	RVSD	252	716D5	\$280,000	4/3.00	1988	2,272	8,712	227/303
<input checked="" type="checkbox"/>	09369527	P SFR/D	1031	MISSION GROVE PW	RVSD	252	716D4	\$289,000	4/3.00	1989	2,018	13,068	
<input checked="" type="checkbox"/>	I09056784	P SFR/D	208	Acacia Glen DR	RVSD	252	716D4	\$289,000	4/3.00	1989	2,293	10,454	51/51
<input type="checkbox"/>	H09092858	P SFR/D	7121	Tiverton WY	RVSD	252	716D5	\$319,900 ↓	4/3.00	1988	2,288	8,712	63/63
<input checked="" type="checkbox"/>	K09103837	S SFR/D	287	Cannon RD	RVSD	252	716D5	\$305,000	4/2.00	1988	1,906	8,712	32/32
<input checked="" type="checkbox"/>	I09101421	S SFR/D	1055	Sunlight CR	RVSD	252	716C5	\$340,000 ↓	4/3.00	1988	2,018	9,583	26/26
<input type="checkbox"/>	I09061820	X SFR/D	1032	Basilone DR	RVSD	252	716D5	\$299,900 ↓	4/2.00	1989	1,682	12,632	65/65

[Previous](#) · [Next](#) · [\[1\]](#) · [Top](#)

[View Cart \(9\)](#) · [Add to](#) · [Empty](#)

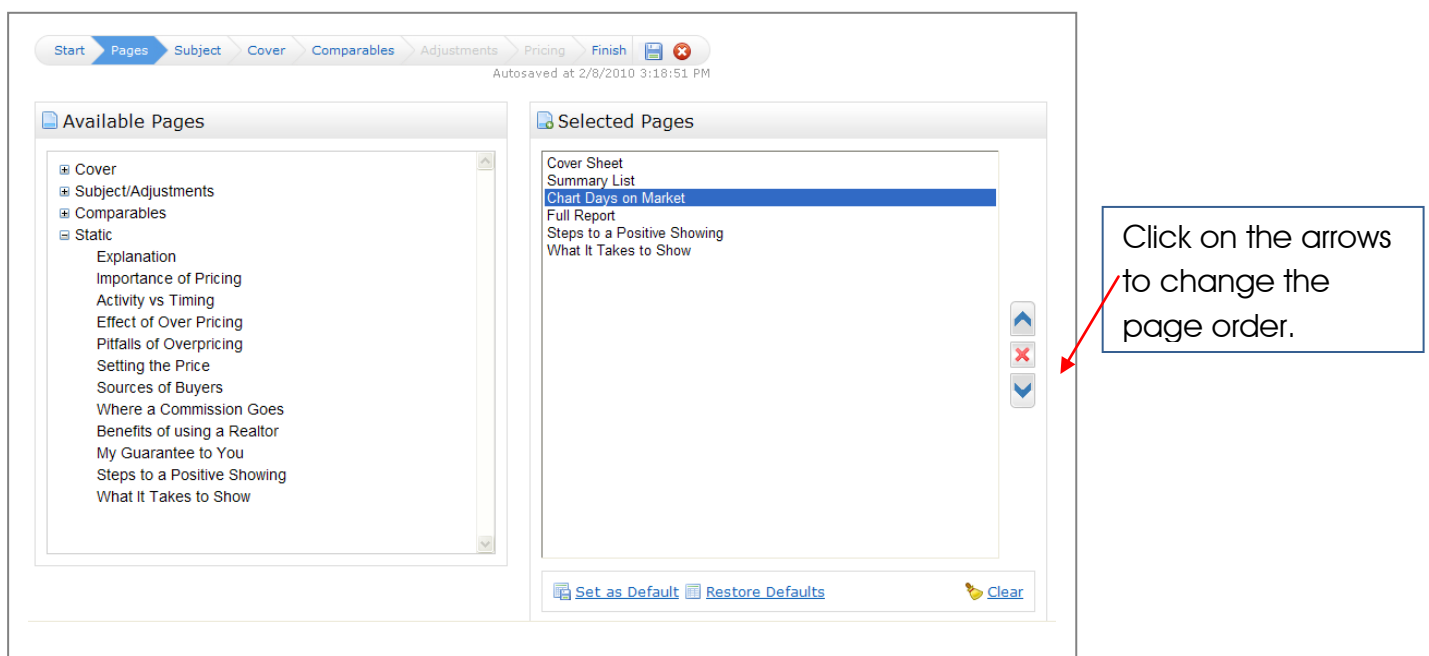
Step 1: Start

If Option 1 was selected, the **Contact Name** will be auto populated. If Option 2 was selected, **Find your Contact Name** or **Create New Contact**. **Select a CMA Type** and enter a **CMA Description**, Use the **Navigation Bar** at the top of the page to navigate through the steps. To save your CMA report click the **diskette icon** at the top right corner of the **CMA Wizard**



Step 2: Pages

On the **Navigation Bar** click on **Pages** button. In the Pages menu, you can add pages to your **CMA** by double clicking on the name of the available pages table. The page will appear in the **Selected Pages** box to the right. To **change the order** of a page in the **Selected Pages Box**, click page name, then click the **blue up or down arrow** on the right to move it. To **delete a page** from **Selected Pages box**, click the page name, then click the **red X** on the right to delete it. To remove all selected pages, click the **Clear** link at the bottom right corner.



Step 3: Subject

Click **Subject** on the **CMA navigation bar** to fill in property information, property photo and any remarks.

You have three options available for setting the Subject property information:

1. Type in the subject property fields manually.
2. Type in the MLS number for your subject property to be auto-filled.
3. Search the MLS for your subject property and then select it for auto-fill

Start Pages **Subject** Cover Comparables Adjustments Pricing Finish Autosaved at 2/8/2010 4:06:13 PM

Subject Property

Matrix needs the details of the subject property. What would you like to do?

- [Type in the subject property fields manually](#)
- Enter a Residential Multiple Listing Number to auto-fill from:
- [Search for a Residential listing to auto-fill from](#)

Subject Property If you auto-fill your subject property from an existing listing the photo will automatically fill. To change the photo, or if typing all the information in manually, click the **Browse** button in the **Property Photo Box**, find the photo file on your computer and select the file. Click the **Upload** button.

MRMLS MATRIX Home Search My Matrix Add/Edit Finance Roster Realtor Tax PinPoint Smart Trac MLS Statistics Help Logout

Summary Contacts Saved Searches Automatic Searches My Listings CHAs Email History Watched Listings Message Center Welcome Jane Dorgan

Speed bar! Click ? for examples

Start Pages **Subject** Cover Comparables Adjustments Pricing Finish Autosaved at 2/8/2010 3:18:51 PM

Fill from a Search

Subject Details

Address

Unit Number

Street Number 1224

Street Direction

Street Name Main Street

Street Direction Suffix

City Riverside

Zip Code 92507

Area 252

Thomas Guide Number

Features

Baths Total 4

Bedrooms 5

Style SF

Fireplace 2

Appliances

Garage Att/Det

Interior

Parking

Roofing

Year Built

Dimensions

Sq Ft

Lot Square Footage

Lot Dimensions

Acres

General

Cumulative Days on Market

Property Photo

Upload Photo:

Optimal Image Size: 384 x 256 pixels.

Remarks

Powered by **matrix**

If you have any questions, please call the MRMLS Customer Service Department between the hours of 8:30am to 9:00pm Monday thru Friday or 10:00am to 3:00pm Saturday and Sunday at 800-925-1525 or 909-859-2040. You can also submit a support request online at our Support Request Page or by typing www.imrms.com/support on your browser's address line.
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Step 4: Cover Page

On the **CMA Navigation Wizard** bar click the **Cover** button to begin formatting the cover for your CMA.

Note: If "Cover" is grayed out, Cover was not selected as one of the CMA Pages. Click "Pages" on the navigation bar to go back and select one.

Step 4.1 Contact Information

Enter the contact information of your client. You can include your contact's name, address and telephone number.

Step 4.2 Agent Information

Note: Your roster is not Auto-populated. Input your contact information and click on **Set as Defaults** to store your information for future use.

The screenshot shows the CMA Wizard interface. At the top, a navigation bar includes buttons for Start, Pages, Subject, Cover, Comparables, Adjustments, Pricing, and Finish. The 'Cover' button is highlighted with a red box and an arrow. Below the navigation bar, the 'Contact Information' and 'Agent Information' sections are visible. The 'Contact Information' section has a red box around its title and contains fields for Name (Jen Chan), Address Line 1, Address Line 2, City / State / Zip, and Phone. The 'Agent Information' section has a red box around its title and contains fields for Name, Company, Address Line 1, Address Line 2, City / State / Zip, Phone, and Email. Below these sections are two photo upload areas: 'Subject Cover Photo' and 'Agent Photo or Broker Logo'. Both have red boxes around their titles and 'Upload Photo' buttons. The 'Subject Cover Photo' area shows a placeholder image with the text 'No Photo Available' and 'Photos not supplied by listing broker at this time.' The 'Agent Photo or Broker Logo' area shows a placeholder image of two people shaking hands. Arrows point to the 'Subject Cover Photo' and 'Agent Photo or Broker Logo' upload areas.

Step 4.3 Subject Cover Photo

A subject photo will be uploaded if your Auto-populated your Subject property from the MLS. Or click on Browse to upload the subject property photo stored on your computer.

Step 4.4 Agent Photo or Broker logo

To include headshot or Broker Logo on the Cover Page, click **Browse** to find the file on your computer. To clear remove previously uploaded photos click **Clear Photo**.

Step 5: Comparable

To **Select** or **Edit** comparables, click **Comparables** button on the CMA navigation Wizard menu.



Step 5.1 If comparables have been selected before starting the CMA, the comparables are shown in the table. If you would like to select more comparables you can click on **Search for Additional Comparables** or **Add Comparables from Cart**. To remove unwanted comparables click on the **Remove Selected** link.

✔ **Selected Comparables**

Results **1-6** of **6**. Checked **1**. [Check all 6](#)
[Previous](#) · [Next](#) · **[1]** · [Bottom](#)

<input type="checkbox"/>	ML#	S Type	St#	St Name	City	Area	TG#	L/S Price	Br/Ba
<input type="checkbox"/>	W09127525	A SFR/D	5843	Thornhill DR.	RVSD	252	716G2	\$269,900	3/3.00
<input checked="" type="checkbox"/>	I09132596	A SFR/D	5994	Matheson DR.	RVSD	252	716F2	\$294,999	4/3.00
<input type="checkbox"/>	C09122646	P SFR/D	5408	Kirkmichael CR.	RVSD	252	716F1	\$260,000	4/3.00
<input type="checkbox"/>	H741583	P SFR/D	510	VIA ZAPATA.	RVSD	252	716E2	\$260,000	2/2.00
<input type="checkbox"/>	F1822914	S SFR/D	21194	TENNYSON RD.	MORV	259	716H1	\$180,000 ↓	4/3.00
<input type="checkbox"/>	I09118378	S SFR/D	11757	Mentzelia CT.	MORV	259	716J1	\$183,500 ↓	3/3.00

[Previous](#) · [Next](#) · **[1]** · [Top](#)

✖ Remove Selected
 Search for Additional Comparables
 Add Comparables from Cart

Display at per page.

Step 6: Adjustments

After selecting all Comparables there is an option to make adjustments by clicking on **Adjustments** on the CMA Wizard **Navigation bar**. **Note:** When you go to Adjustments, it defaults to Single Line Mode. This allows the user to set a value for any feature and have all of the comparables automatically adjusted according to that setting.

Autosaved at 2/10/2010 2:49:31 PM

Start Pages Subject Cover Comparables Adjustments Pricing Finish

Adjustment Details [View in Detail Mode](#)

Feature Value	Status	Price	Adjusted Price
1234 Main			
5843 Thornhill DR.	A	269900	269900
5994 Matheson DR.	A	294999	294999
5408 Kirkmichael CR.	P	260000	260000
510 VIA ZAPATA.	P	260000	260000
21194 TENNYSON RD.	S	189900	189900
11757 Mentzelia CT.	S	184900	184900
Low		184900	184900
Median		260000	260000
Average		243283.166666667	243283.166666667
High		294999	294999

Area	Baths Total	Bedrooms
No Data	No Data	No Data
Riverside	3	3
Riverside	3	4
Riverside	3	4
Riverside	2	2
Moreno Valle	3	4
Moreno Valle	3	3

Step 7: Pricing

To add pricing recommendations to the CMA click on **Pricing** on the **CMA Navigation Wizard bar**.

Note: If "Pricing" is grayed out, Pricing Recommendation page was not selected as one of the CMA Pages. Click "Pages" on the navigation bar to go back and select Pricing Recommendations.



The **Summary** table summarizes the price calculated from the adjusted comparables. This gives you an estimate of what the property is worth.

Summary					
The following table summarizes the prices calculated from the adjusted comparables:					
	Low	Median	Average	High	Count
Comparable Price	184900	260000	243283.166666667	294999	6
Adjusted Comparable Price	184900	260000	243283.166666667	294999	6

Suggested List Price Matrix will not make a price recommendation, this free-form field that allows you to enter information or it may be left blank.

\$ Suggested List Price

Enter the price or price range that should appear on the CMA, e.g. "I think we should list your house at \$350,000". Alternatively you may leave this space blank and write the price in by hand when you meet with the client.

Step 8: Finish

Finish button allows you to **View, Print and Email** the CMA to your client or to yourself.



To **email** the CMA Report to your client, click the **Email CMA** button, fill out the email form and click **Send Link**.

To **view and print** the CMA Report, click the **View CMA** button,

To **retrieve a saved CMA**, click the **My Matrix** tab. Click the link for **CMA** to get full list of **Saved CMA's**, or click **Contacts** and open the **CMA** for that particular client. Once the CMA has been located, click the button to open the CMA Wizard, view the CMA, email the CMA, or delete the CMA.

