

## Creating Statistics

May 26, 2009

The North Shore Barrington Association of REALTOR® offers more than 70 pages of statistics for every one of its REALTOR® members. Just log onto [www.nsbar.org](http://www.nsbar.org) and click on the green tab named Market Stats. On the left you'll note all the different statistics available to you.

To view current MLS statistics, click on MLS Stats, then the latest month and year. Each month, you can view the following:

- MRED – Total
- MRED – 1 million or more
- MRED – New Listings vs Sold NSH
- MRED – New Listings vs Sold BAR
- MRED – Active vs Accepted Offers NSH
- MRED – Active vs Accepted Offers BAR
- Housing Market Data

**MRED Total** - offers information on the preceding month. The top of the chart reveals YTD information comparing this year versus last for the North Shore and Barrington communities. Further down, the information is broken down by area.

The chart shows Units Sold, Dollar Volume, Average Sale Price, Percentage of Original List Price Received, Median Sale Price, Average Market Time, Average Original List Price, Active Listings, and New Listings for the previous year and for the current year, and the percentage change in new listings. The data is for Detached and Attached Properties. It includes all the North Shore and Barrington communities as well as the 25 most frequently listed in areas.

**MRED – 1 million or more** – lists the amount of Attached and Detached properties sold, their median price, and dollar volume on the North Shore going back to 2004.

**MRED – New Listings vs Sold** – shows the number of properties active, sold, median price, dollar volume, under contract, and newly listed. This information goes back 2 years showing statistics for both Barrington and the North Shore and all Residential property types. This information is derived using Agent Metrics.

**MRED – Active vs Accepted Offers** – compares active residential properties with those under contract. This information goes back 2 years showing statistics for both Barrington and the North Shore and all Residential property types. This information is derived using Agent Metrics.

**Housing Market Data** – The Housing Market Data has several different parts to it. It includes Quick Data that reflects the number of price changes, solds, contracts, and newly listed properties. It also includes the number of active properties by type, new construction, properties under contract, historical mortgage data and more.

**Custom Reports** is one of the least used functions in connectMLS and one of the most important for creating statistics. It allows users to create reports with only the information they want to see. To create a custom report in connectMLS, click on “Reports”, then “custom reports”, choose from the list of available fields on the left

and move them to the right. Name it and then save it. Then create a search, view the results, and then change from the “One Line Summary” to your recently created Custom Report by clicking on the down arrow to the right of One Line Summary while scrolling down.

**Area Market Survey (AMS)** and **Market Statistics Report (MSR)** are 2 of the reports already created for you. Area Market Survey allows you to view information by price range while the Market Statistics Report displays information by bedroom count. Other differences are AMS which displays median price and dollar volume while MSR reveals the List to Sale price ratio.

**Realist Tax Search and foreclosure activity** - can be viewed through connectMLS by going to “Search”, and then changing the Search type from :General MLS” to “Tax”, and then clicking on Realist “Tax Search” and then a new window appears. Once in Realist, highlight Search and click on foreclosure activity when it appears.

To view foreclosures, change the county to the one you are interested in and then find the field named “**Foreclosure Stage**”. Change the foreclosure stage to “**Bank Owned**”. There are several more search criteria you can search from to narrow your results. The results will reveal the address of the property. By clicking on “Foreclosure Details” you can view “REO (Real Estate Owned)” information. To view even more detail, click on “Property Detail” which allows you to view past tax data, school district, sale information and a whole lot more.

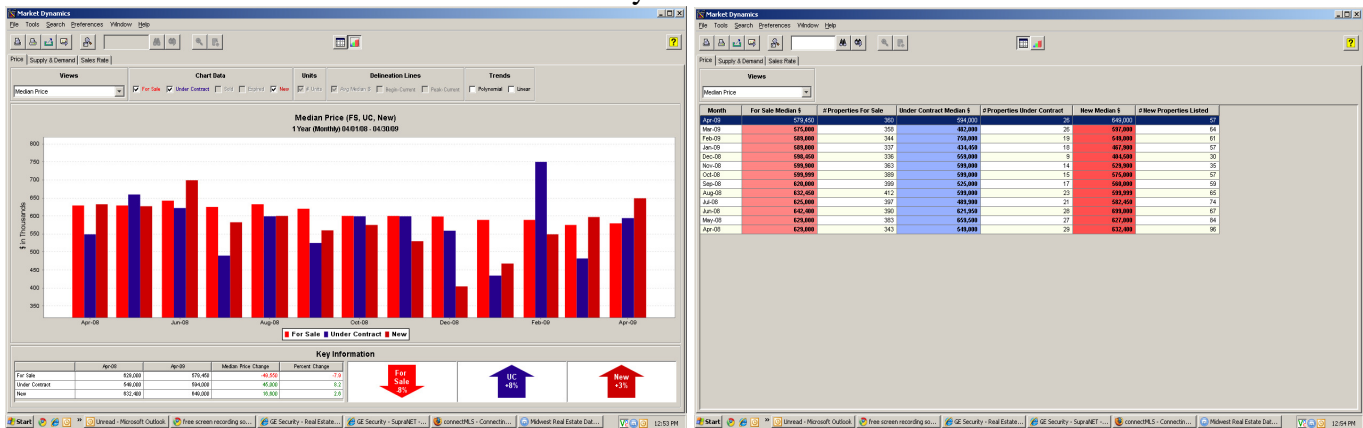
Realist - Mozilla Firefox  
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 Hello, MICHAEL | Preferences | FAQ | Contact Us | Close Window  
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 Please complete the fields below to begin your search.  
 State: IL County: LAKE Zip: (optional) 60002 60010 60011  
 Realist's most recent recording date for this county is **05/13/2009**  
 Foreclosure Stage: Bank Owned  
 Parcel ID: [Help?](#)  
 Case Number:  
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 House Number:  
 Pre-Direction:  
 Street Name:  
 Street Suffix:  
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 Post-Direction:  
 City:  
 Subdivision:  
 Posted Date: to

**Agent Metrics** – is a free download from <http://www.mredllc.com/> . Just login using your connectMLS username and password, go to “Systems” and then, “Agent Metrics.”

To view information on communities and listings use the “Market Dynamics” portion of the program. *(If you have never used Agent Metrics contact MRED support to get your username and password. )*

Market Dynamics allows you to search by city, county, MLS area, and zip code. It can further be searched by number of bedrooms, bathrooms, price range, and new construction or just resale. Market Dynamics allows you to view properties by one and two year increments that shows listings sold, volume, contracts, median price and for sale properties.

The initial view is a graph, but you can change its columns by selecting the icons near the top of the page. There should be 2 icons near the middle of the screen by themselves.



You can right click on a given month and view either the listings or the office breakdown for those listings. If you choose “Listings”, you’ll see tabs that may reveal properties for sale, sold, under contract, new listings or something else depending on your search criteria. If you choose to see listings, you will see the MLS number, address, and office information. Office Breakdown will contain information about the offices that have listed the properties. Remember to right click on the month to view additional information. You can generally print the information or convert it to PDF by selecting the appropriate item after selecting “File” on the upper left.

**Market Share** – allows you to view sales information by either office or brokerage. You can customize the report by selecting your areas, bedroom and bathroom count, price range, and time range. The time range allows you to customize the time frame. See image below:

**Market Share Search**

Totals

MLS: MRED Type: Office Select My Search

Sold  For Sale

**Property Types:**

- Residential
  - Detached Single
  - Attached Single
  - 2 to 4 Units
  - Land
  - Deeded Parking
  - Mobile Homes
- Other Classes
  - Business
  - Commercial/Industrial
  - Unknown

**Area Type:** 45 (MLS Areas)

Area	MLS Areas	Count
45	Lake Forest	161

Add Remove Save

**Bedrooms:**  0  1  2  3  4  5+  All

**Full Bathrooms:**  1  2  3+  All

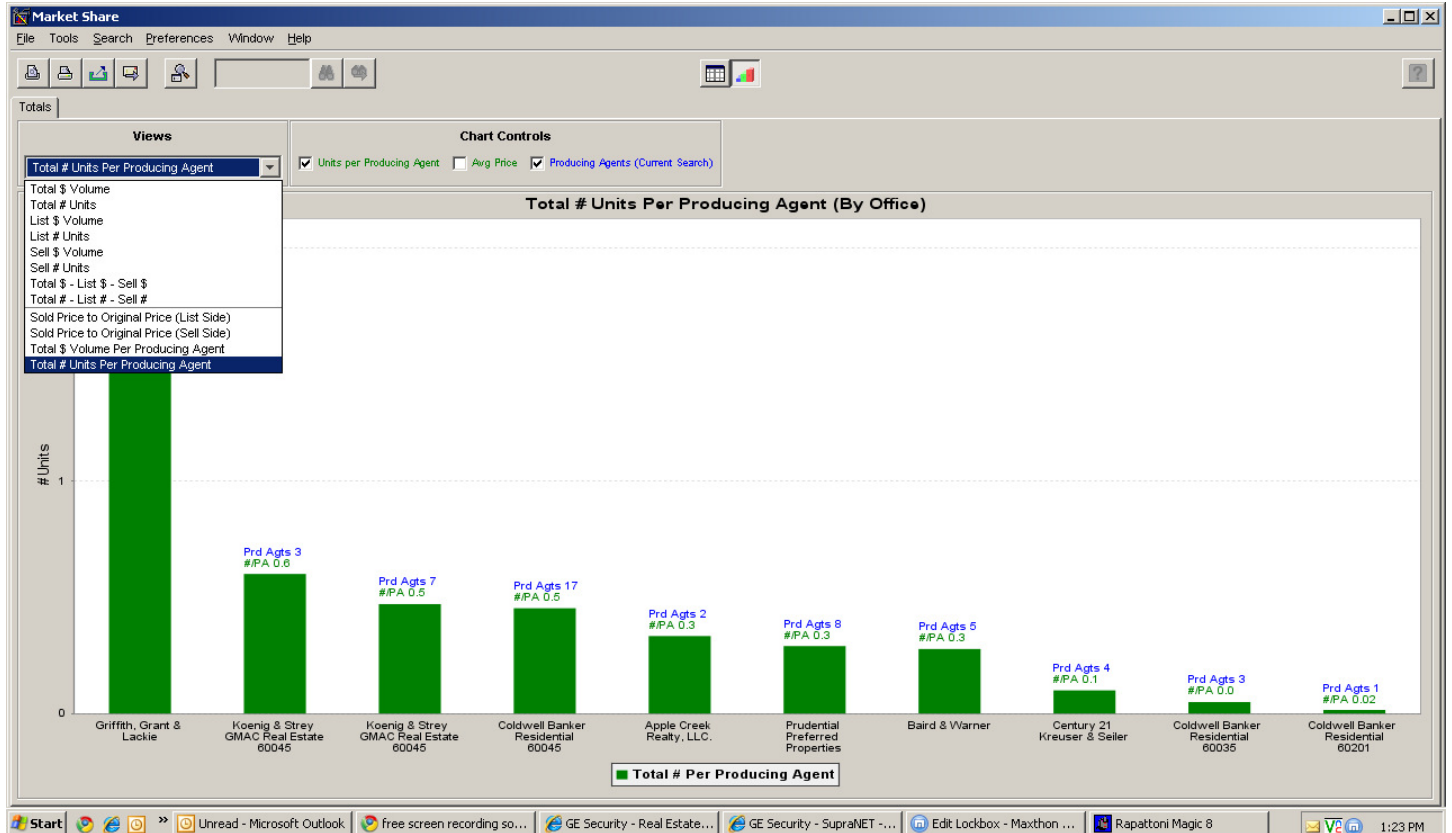
**Date Range:** YTD  
1/1/2009 to 5/26/2009

**Price Range:** \_\_\_\_\_,000 to \_\_\_\_\_,000

**Construction Type:**  All  New Construction  Resale

Clear Save Search

Market Share is similar to Market Dynamics in that you can customize what you see. The major difference between the two is the views.



The different views can allow you to see what agents are producing in your office and their listings. Market Share can be a very important tool to see how your office stands up against the competition in a specific area and to see what your agents are doing.

This particular course was meant to be informative in nature. It was not meant to be a substitute for years of experience or office policies. Please contact me with any additional questions, concerns, or suggestions at [techsupport@nsbar.org](mailto:techsupport@nsbar.org) or 847-480-7177.

Thank you for coming!

Sincerely,

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