

# TRENDGRAPHIX - FREQUENTLY ASKED QUESTIONS

## 1). When does Trendgraphix update reports with new data?

Trendgraphix releases new data for your reports no later than the 10th of each month, for the previous month's data.

To help you understand how Trendgraphix processes your MLS data every month, here are the steps we take to generate to ensure your reports are accurate:

1. The active listing data is downloaded at the end of the month.
2. The off market listing data is downloaded at the 4th or 5th of the following month (to capture the late reporting listings).
3. The data for item #1 and #2 are processed (in programming) for approx. 5-6 business days. During this time we perform our Data Validation Process, which includes manually cross-checking the data for anomalies such as typos made during the entry into MLS. An example of such an anomaly would be a \$250,000 listing that is entered into the system as a sale at \$2,500,000, due to a key-stroke error.

The reports are available for you no later than 10th every month.

## 2). What do "For Sale", "Pended", "Sold" and "New Listing" mean?

The "For Sale" numbers are the snapshot of the active listings at the end of the month.

The "Pended" numbers represent the number of listings that went into the "pending" status in that month. For example, if there are 100 pended listings in January, it means that 100 listings had their status changed to "Pending" in January.

The "New Listing" numbers represent the number of listings that are listed in a particular month.

The "Sold" numbers represent the number of listings that are sold on a particular month.

Please note that the active listing data is downloaded at the end of the month and the off market listing data (pended and sold) is downloaded at the 4th or 5th of the following month every month.

## 3). How do you calculate the "Average Price per Sqft"?

The "Average Price per Sqft" is the average of sold price divided by square footage of sold listings.

## 4). What is DOM?

DOM stands for days on the market, how long a property is on the market. It generally is between the day the property is listed and the day it becomes off market (for example, when it becomes pended).

## 5). Is "Average DOM" calculated based on sold listings?

Yes, it is. The "Average DOM" is the average of DOM of sold listings.

## 6). What is CDOM and how is it calculated?

CDOM stands for continuous days on the market and tracks consecutive listing periods.

While all MLSs are a little different, the generally accepted rule is that, if a property is re-listed within a 30 day period of its previous expired, withdrawn, or canceled period, CDOM kicks in and tracks the aggregated listing time of the property. If the property is off the market for 30 days it resets the CDOM/ CDOM is usually only measured for a maximum period of two years.

If you have questions about how CDOM is calculated in your region, please contact your primary support person for Trendgraphix or speak with a representative for your local MLS.

### **7). What is "Sold/List Diff. %"?**

The "Sold/List Diff. %" represents the percentage difference between sold price and list price of sold listings.

### **8). What is "Sold/Orig. List Diff. %"?**

When a property is listed on the market, the list price may change couple times before it gets sold. The original list price is the price that is first entered to the MLS database when a property is listed on the market. The "Sold/List Diff. %" represents the percentage difference between sold price and original list of sold listings.

### **9). What does "Average Price For Sale & Sold" graph mean?**

The "Average Price For Sale" is the average of list price of the "For Sale" properties in a particular month. The "Average Price Sold" is the average of sold price of the "Sold" properties in a particular month. Displaying both the "Average Price For Sale" and "Average Price Sold" line charts in a graph portrays the relationship between the on and off market pricing.

### **10). How is "Months of Inventory" calculated?**

There are 2 kinds of "Months of Inventory" (MOI) as follows:

1. "Months of Inventory based on Closed Sales" (MOI based on Closed Sales)
2. "Months of Inventory based on Pended Sales" (MOI based on Pended Sales)

MOI based on Closed Sales = the number of "For Sale" properties divided by the number of "Sold" properties.

MOI based on Pended Sales = the number of "For Sale" properties divided by the number of "Pended" properties.

### **11). What is "Absorption Rate"?**

The "Rate of Absorption" measures the inverse of "Months of Inventory" and represents how much of the current active listings (as a percentage) are being absorbed (sold or pended) each month.

There are 2 kinds of "Absorption Rate" as follows:

1. "Absorption Rate based on Closed Sales"
2. "Absorption Rate based on Pended Sales"

Absorption Rate based on Closed Sales = the number of "Sold" properties divided by the number of "For Sale" properties.

For instance, if there are 1,000 active listings and 100 of them sold in a given month, the rate of absorption would be 10%. 10% of the market is being sold in that given month.

Absorption Rate based on Pended Sales = the number of "Pended" properties divided by the number of "For Sale" properties.

You can also get this info by clicking on the "i" icon next to the drop down list (upper left corner of the graph).

## **12). How do I print graph/s and data table/s?**

1. Be sure that all pop-up blockers are turned off.
2. Be sure that you are using the PRINT button in the report rather than the Print function in your web browser (ie: do not use "File>Print").
3. Set the Page Set-Up settings and margins
  - In INTERNET EXPLORER\*, go to the FILE menu at the top left-hand side of your screen.
  - From the FILE menu, choose PAGE SETUP.
  - On the pop-up window that appears, change all four of your MARGINS to 0.25.
  - Try printing again, using the PRINT button in the Facts & Trends™ interface

## **13). How do I email graph/s and data table/s?**

1. Be sure that all pop-up blockers are turned off.
2. Click on the "Email" button and follow the instruction.

## **14). How do I save a graph to include in my marketing materials?**

1. Be sure that all pop-up blockers are turned off.
2. On the top right-hand side of all your graphs is a green button that says "Save Graph"
3. Click this button and save the graph to a location on your computer than you can access easily later.
4. The graph will be saved as a picture/image file and you can now upload it to all kinds of programs like Word, Publisher, Powerpoint, and even your website - just as you would a property photo, or your own headshot.
5. For further information on how to upload/import an image into the software program you are using, consult your software's manual or help documentation.