

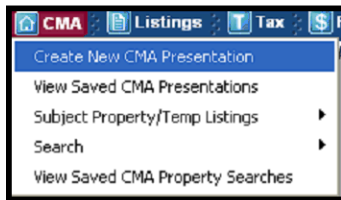


Tips & Tricks

ADDING LISTINGS TO A CMA

Paragon allows you to create a CMA, Comparative Market Analysis, which allows you to compare a prospective listing to the current market. As an Agent, you will find this information useful in determining an asking price for your prospective listing.

Step 1. Click on the “CMA” menu from the main Paragon toolbar. Choose “Create New CMA Presentation”



Step 2. The next step is naming your CMA. You will need to type the desired name in the white text box labeled “Presentation Name”

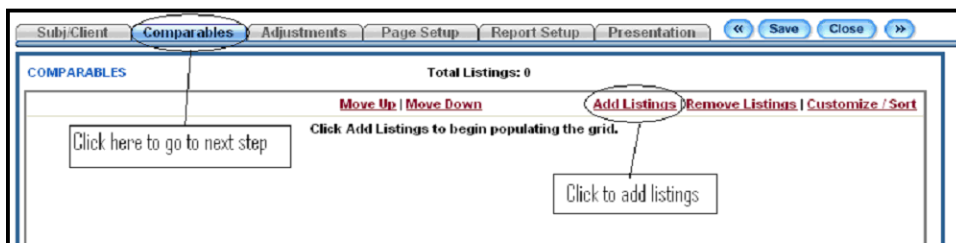


Step 3. Next, we need to add a client to the CMA. You will need to click on “Create New” or “Select From List”. You will need to choose your client and then click “OK” in the upper right-hand corner to accept. Your client name will now appear in the “Client” section



Step 5. Adding Comparables on the “Comparables” Tab

- A. Click on “Comparables”
- B. Click “Add Listings”



- C. Select the type of search you want then click “Select”
- D. Next, choose your search type and click the “Apply” button
- E. Enter your search criteria and click on the “Search” button

F. Choose the listings you would like to add as comparables and click on “Add to CMA”



G. Next, select which listings you would like to add.
Choose “Selected” to add the listings we selected in the previous step to the list of Comparables:

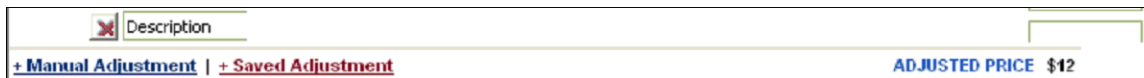
Your listings will appear in the “Comparables” window:

Step 6: Click on the “Adjustments” tab to add adjustments to your comparable properties:



*Note: You will want your Subject Property to match your Comparables as closely as possible. For instance if your Subject Property has 3 bedrooms but your comparable has 4 you would add in a manual adjustment for the estimated price of the extra bedroom. This information would be determined by the Real Estate market in your area and your best guess as to how much value an extra bedroom has.

Step 7: Add any Manual Adjustments you may have by clicking on “Manual Adjustment”. You will need to name the Adjustment (for instance “Playground Equipment”) in the “Description” box on the left-hand side and assign a monetary value to the Adjustment:



Step 8: Once finished adding all of your adjustments click on the “Page Setup” Tab: Select your presentation Theme, Header and Footer, Logo, Disclaimer and alignment options. If at any time you would like to view the report click on the “Preview” link in the top right-hand corner.

Step 9: Once all of your options under “Page Setup” are set click on the “Report Setup” tab



Note: There are many choices and options under the “Report Setup”. Report Options will be covered in a future edition of Tips and Tricks.

If you would like to remove a page from your CMA Presentation simply uncheck the box next to the page you would like removed. If you would like to add a page that is not included currently, check the box next to the page.

Step 10: Once you are satisfied with all of the options and configurations you’ve set for your CMA either click on “Generate Presentation” at the top of the “Report Setup” tab or click on the “Presentation” tab:



Step 11: You are now ready to Print or Email your CMA for review your Client’s Review!

Step 12: Click the “Save” button at the top of the CMA screen to save your CMA Presentation for future use.

You will see a message indicating that your CMA has been saved successfully.

Fidelity MLS Systems Division

If you have a suggestion for Tips & Tricks, please email mlsinfo@fnis.com or call 877.657.4357.

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