

## **Understanding iMax Market Reports**

### **Active Trends Report (change in competition and seller's expectations)**

This report shows the change in “for sale” properties between 2 periods and compares Units For Sale, Median Asking Price and Days On Market. Increasing units for sale (more competition) benefits buyers. Decreasing units for sale (less competition) benefits sellers. Rising and falling asking prices reflect the sellers' expectations about the real estate market.

### **Sales Trends Report (reality)**

This report shows the change in “sold” properties between 2 periods and compares Units Sold, Median Sale Price, and Days on Market. The market is most positive when units sold and the median price are rising and days on market are falling. The market is most negative when units sold and the median price are falling and days on market are rising.

### **Under Agreement Trends Report (UAG) (60 day forecast)**

This report shows the change in “UAG” properties between 2 periods and serves as a forecast of the sales trends. If the direction of the UAG changes in Units, Median Price and Days On Market are similar to the direction of the changes in the Sales Trends Report, the sales trend will likely continue for the next 60 days. If the UAG changes diverge substantially from the Sales Trend Report, the sales trend will likely change in the direction of the UAG changes. Tip: UAG Properties typically close at 4-5% less than their asking price.

### **Inventory Trends Report (a balanced inventory is 5-6 months)**

This report shows the change in the number of months needed to sell all Active Listings. Calculation: The average monthly rate of sale for a period is divided into the the average monthly active listings for the same period. Inventory above 6 Months is a Buyers' Market and below 5 months is a Sellers' Market.

### **Closing Rate By Month Report (underlying market strength)**

This report shows the percentage of Active Listings that close monthly over a period of 24 months. The Closing Rate is a good indicator of the real estate market's underlying strength. If the Closing Rate is rising, the demand for real estate is improving. If the Closing Rate is falling, the demand for real estate is declining. If the monthly Closing Rate is above 20%, the market is hot and if it's below 10%, the market is cold.

**TIP:** This report calculates inventory monthly based on each month's number of active listings and sales.

### **Days On Market (DOM)**

The number of days a property was actively marketed before the property went Under Agreement (or off the market). A rising DOM signals a weakening market and falling DOM signals an improving market.

### **Price Band Analysis**

We market and sell properties by price band which can vary markedly by town. We evaluate real estate activity within the subject's price band and property type to arrive at a best price. The reports we use are the: Actives By Price Band, Sales By Price Band, Under Agreements By Price Band, Months of Inventory By Price Band and Closing Rate By Month by Price Band. The Active and Under Agreement data are as of the date and time of the reports are run. The Sales By Price Band data are all sales for the selected sales period.

### **Gross Living Area (GLA)**

For analysis purposes, we exclude basement living areas from the GLA. This keeps our analysis of the comparable properties more consistent. We treat finished basements as an amenity and value them as such. When we market a property, we may include a finished basement in the living area.

**Local Market Area:**

The local County or group of towns similar to the subject's town that we included in our analysis. The Local Market Area towns are listed on the various Trends Reports.

**Caution**

If the number of property units displayed for a town or market area on a Trends Report are too few (under 100), the data is less reliable and you should rely on the data from a larger market area or longer period of time.

**Tip:** Run the Trends and Price Band Reports for the current 3 to 6 months versus the same year earlier period