

# Comparative Market Analysis (CMA)

Creating a CMA in REALM™ is a strategic step in preparing a home for market. This stage showcases the agent's expertise in evaluating comparable properties, local trends, and pricing nuances using the TRREB REALM™ system. A well-prepared CMA builds trust, educates clients, and sets realistic expectations. By leveraging digital tools, market analytics, and visual presentation formats, agents provide sellers with a clear, data-backed recommendation that reflects current market conditions—ensuring informed decisions and setting the foundation for a successful listing.

- [Comparative Market Analysis \(CMA\)](#)

# Comparative Market Analysis (CMA)

## Objective:

To generate a comprehensive and precise Comparative Market Analysis (CMA) using the REALM™ platform, enabling informed pricing decisions for clients.

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## 1. Accessing REALM™

- **Login:**
  - Navigate to [REALM™ Login Page](#).
  - Enter your TRREB credentials (Login ID, PIN, and Password).
  - Click “Sign In.”
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## 2. Navigating to the CMA Tool

- **Accessing CMA Features:**
  - Once logged in, click on the **four squares icon** (often representing a menu or applications) in the top navigation bar.
  - Select “**Links**” from the dropdown.
  - In the modal that appears, locate and click on “**Top CMA**” to access the CMA tool.
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### 3. Inputting Subject Property Details

- **Manual Entry:**

- Enter the subject property's details, including address, property type, square footage, number of bedrooms and bathrooms, and any notable features or upgrades.

- **Import from MLS:**

- If the property has a previous MLS listing, you can import details by entering the MLS number.

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### 4. Selecting Comparable Properties

- **Define Search Criteria:**

- Set parameters such as:

- **Location:** Area, Municipality, Community.

- **Property Type:** Freehold, Condo, Commercial.

- **Price Range:** Based on current market conditions.

- **Date Range:** Typically the past 3-6 months for recent comparables.

- **Additional Filters:** Bedrooms, bathrooms, lot size, etc.

- **Map Search:**

- Utilize the map drawing tools to define a specific geographic area for comparables:

- **Polygon Tool:** Draw custom boundaries.

- **Circle Tool:** Define a radius around a point.

- **Review Results:**

- From the generated list, select properties that closely match the subject property in terms of size, condition, and features.

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## 5. Adjusting Comparables

- **Make Necessary Adjustments:**

- For each selected comparable, adjust values to account for differences between it and the subject property (e.g., additional bedrooms, renovations).
  - Document reasons for each adjustment to maintain transparency.
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## 6. Generating the CMA Report

- **Compile the Report:**

- Once comparables are selected and adjustments made, generate the CMA report.

- **Customize Sections:**

- Include relevant sections such as:

- **Cover Page:** Personalized with client and agent details.
- **Subject Property Summary:** Overview of the property being analyzed.
- **Comparable Properties:** Detailed information on selected comparables.
- **Market Analysis:** Graphs and charts depicting market trends.
- **Agent's Pricing Recommendation:** Based on the analysis.

- **Review and Edit:**

- Before finalizing, review the report for accuracy and make any necessary edits.
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## 7. Presenting the CMA to Clients

- **Delivery:**

- Present the CMA report to clients either digitally (PDF) or as a printed document.

- **Explanation:**

- Walk clients through each section, explaining how the comparables and market data inform the recommended pricing strategy.

- **Address Questions:**

- Be prepared to answer any questions and provide clarifications to ensure clients fully understand the analysis.

REALM CMA TUTORIAL - <https://www.youtube.com/watch?v=6g8oZF1uR-s>