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)

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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.

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