Market Report Generator

This guide will explain how to use **Market Report Generator**. MLSLI encourages you to read this information before to gain an understanding of its functionality. Brand yourself the MARKET EXPERT by using the MLSLI Market Report Generator!

We hope this guide will answer any questions you may have about Market Report Generator.
Please call **MLSLI Customer Service** at **(631) 661-4800** during regular business hours if you need additional assistance.

Select Locations and/or School District

Location		School District
Enter Town, Zip or County	And/Or	Any
* Location and/or School District required to generate graphs.		

Select a **Location**, a **School District** or both to be the subjects of your report.

You may enter a Town, Zip or County into the Location box. Multiple locations are allowed to be entered but you <u>cannot</u> combine Town or County searches with Zip code searches. Attempting to do so will cause a message to appear to remind you this is not allowed.

Next you may select a School District from its drop down box. Only School Districts belonging to the Locations you previously entered will be displayed. All School Districts in the MLSLI coverage area will display if you did not enter any Location. You may only select <u>one</u> School District.

Specify Property Criteria

Property Type *

☑ Residential   ☑ Condo   ☑ Co-op

Price Range

Min: [   ]   Max: [   ]

Families

[Any ▾]

Bedrooms

Min: [Any ▾]   Max: [Any ▾]

Waterfront

[Any ▾]

You must select at least one **Property Type** using the check boxes provided. All Property Types are selected by default.

Residential – Includes one to four family dwellings excluding condominiums, homeowners associations, town homes and co-ops.

Condo – Includes condominium units, homeowners associations and town homes.

Co-op – Includes cooperative apartments intended for residential use.

All of the other fields are optional but can be used to further narrow down the scope of your report:

Price Range – Enter a minimum price into the **Min** box and/or a maximum price into the **Max** box. Only numbers may be entered.

Families – Select **1** for single family listings or **1-2**, **2** or **3-4** in the drop down for multi-family listings.

Bedrooms – Select **Any**, **1**, **2**, **3**, **4** or **5+** for the minimum and/or maximum number of bedrooms in the **Min** and **Max** drop downs respectively.

Waterfront – Select an option from the drop down. **Waterfront Only** will include only waterfront properties in the report. **Excluded** will remove all waterfront properties from the report. **Any** will display both waterfront and non-waterfront properties in the report.

Specify Report Options

Report Variable – Select one of three options:

    Median Price – This is the middle point of all the sales data derived from your criteria. Example: If there are 101 total home sales, with the prices ranging from the lowest to highest, the Median Price will be the middle point where 50 sales were above and 50 sales were below that home price.

    Transactions – This represents the number of pending (contracted) or closed sales/transactions that are reported on the MLSLI system for the timeframe selected.

    Average – The representation of a range of home prices derived from your criteria. It is calculated by taking the sum of all the home prices and dividing it by the total number of overall transactions. Average is also known as the mean value.

Report Type – You may create reports including **Sold Properties** or **Pending Sales** (properties under contract). MLSLI recommends that you always create market reports for both types to get a better picture of historical and current market data.

Start Date – Select a month from the drop down up to one year in the past. The default is the last full month of sales data.

Specify Report Options (continued)

Report Timeframe

| 12 MONTHS | 6 MONTHS | 3 MONTHS | 1 MONTH |

Additional Contact

✎ ADD CONTACT

Report Timeframe – Select **12 Months**, **6 Months**, **3 Months** or 1 **Month** as the timeframe from which your report results will be generated. This will provide you with the flexibility to have as few or as many transactions calculated into the reporting results as needed. The time period that you select will be referenced in the Date Range legend over the bar graphs in your report.

Additional Contact – Your contact information will always appear in the footer of your reports. Click the **Add Contact** button to add contact information for an additional person in the footer.

Add an additional name and Contact # to the Market Report PDF.
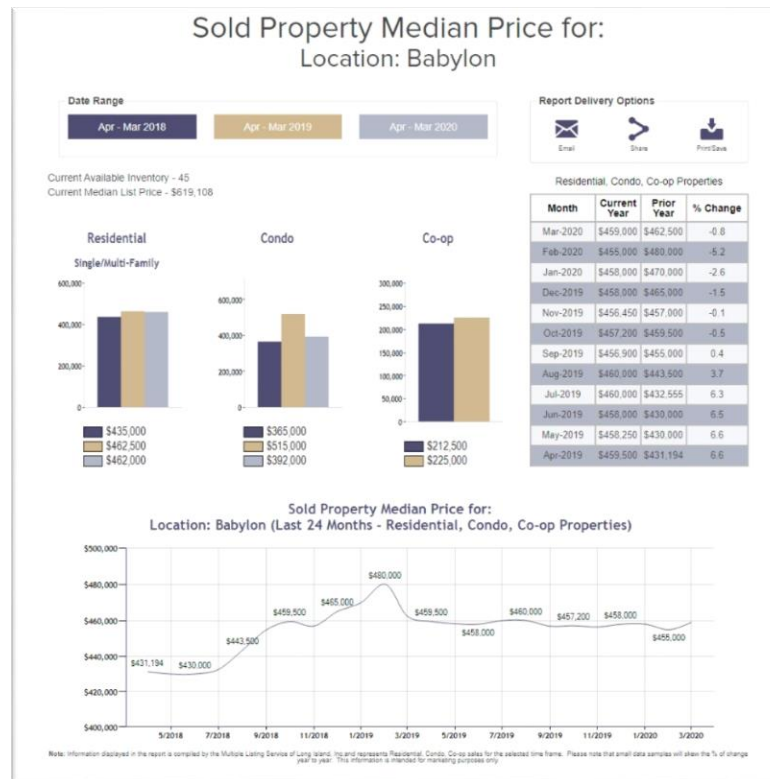
Prepared By: **John Doe**

Additional Name:

Contact #:

[ ] [ ] [ ] Ext. [ ]

CANCEL   SAVE

Generate Market Report

Review all of your selections to make sure they are as desired and click the **GENERATE REPORT** button to create your report. The page will dim while the report is being processed. Once processing has completed your report data will be displayed.

Report Example

Keep reading to learn more about the components of the Market Report in detail.

Market Report Components

Bar Graphs

Bar graphs display results corresponding to your criteria based on the Property Types selected. Only Property Types (Residential, Condo and/or Co-op) specified in the criteria will have corresponding bar graphs displayed.

Above the bar graphs you will always see the **Current Available Inventory** corresponding to your criteria. The **Current Median List Price** will also be shown for that available inventory.

The **Date Range** legend notes the timeframe you selected and is color coded to provide a year-over-year analysis.

Market Report Components (continued)

Data Table

Residential, Condo, Co-op Properties

| Month	Current Year	Prior Year	% Change
Mar-2020	$459,000	$462,500	-0.8
Feb-2020	$455,000	$480,000	-5.2
Jan-2020	$458,000	$470,000	-2.6
Dec-2019	$458,000	$465,000	-1.5
Nov-2019	$456,450	$457,000	-0.1
Oct-2019	$457,200	$459,500	-0.5
Sep-2019	$456,900	$455,000	0.4
Aug-2019	$460,000	$443,500	3.7
Jul-2019	$460,000	$432,555	6.3
Jun-2019	$458,000	$430,000	6.5
May-2019	$458,250	$430,000	6.6
Apr-2019	$459,500	$431,194	6.6

Unlike the bar graphs which divide results according to the Property Types selected, the data table always displays information based on all specified Property Types.

The data table calculates the **Percentage Change** in prices by comparing the **Current Year** and **Prior Year**. This information is displayed in the table to provide a year-over-year comparison.

Market Report Components (continued)

Line Graph

Sold Property Median Price for:
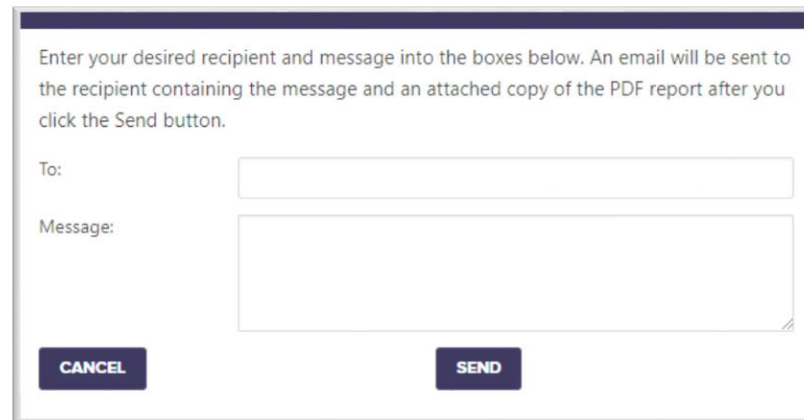**Location: Babylon (Last 24 Months - Residential, Condo, Co-op Properties)**
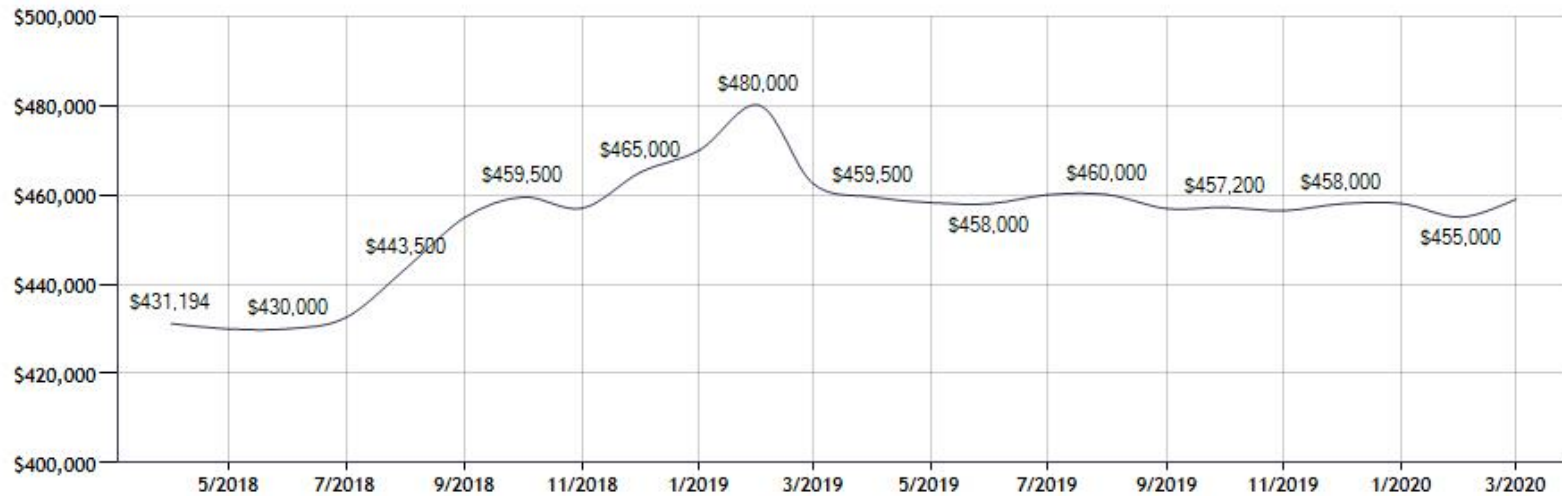
Note: Information displayed in the report is compiled by the Multiple Listing Service of Long Island, Inc.and represents Residential, Condo, Co-op sales for the selected time frame. Please note that small data samples will skew the % of change year to year. This information is intended for marketing purposes only.

The line graph displays a 24 month trend line derived from the data table that represents the past 24 months of prices beginning with the **Start Date** specified in the search criteria.

Report Delivery Options

Email – Allows you to attach a PDF copy of your report to an email. Enter the recipient's email address in the **To** box and type a message containing between 10 and 150 characters into the **Text** box. Click the **Send** button to send your email message.

Share – Allows you to share your report via Facebook, Twitter or other social media venues.

Click the **Share** button to access a list of social media networks where you can share your report and follow the on-screen prompts.

Print/Save – Allows you to create a PDF copy of your report. Remember to name the file appropriately for easy future reference. Save the PDF file for future sharing and emailing or use the file to print hard copies.