# Grow Your Productivity & Credibility With MarketStats

It's hard to overemphasize the importance of reliable data, especially when it comes to real estate statistics and the part they play in the home buying and selling process. Agents can and should use this data at every step of a client's journey to educate, inform and support the critical decisions they need to make. The ability to access the right information when you need it and create easily understandable reports enhances the value you bring to your customers. That's where InfoSparks and FastStats can give you a competitive edge.

There are many reasons to use MarketStats by InfoSparks including

- Embed a live Community Spotlight stats widget on your website
- Create conversations with potential clients
- Handle tough conversations with sellers
- Create Blog or social media posts
- Monthly Stats Update (Blog about it: talk about sales in your market)
- Brand the stats for your market
- Compare different areas in your market

Access MarketStats on the FGCMLS Dashboard.
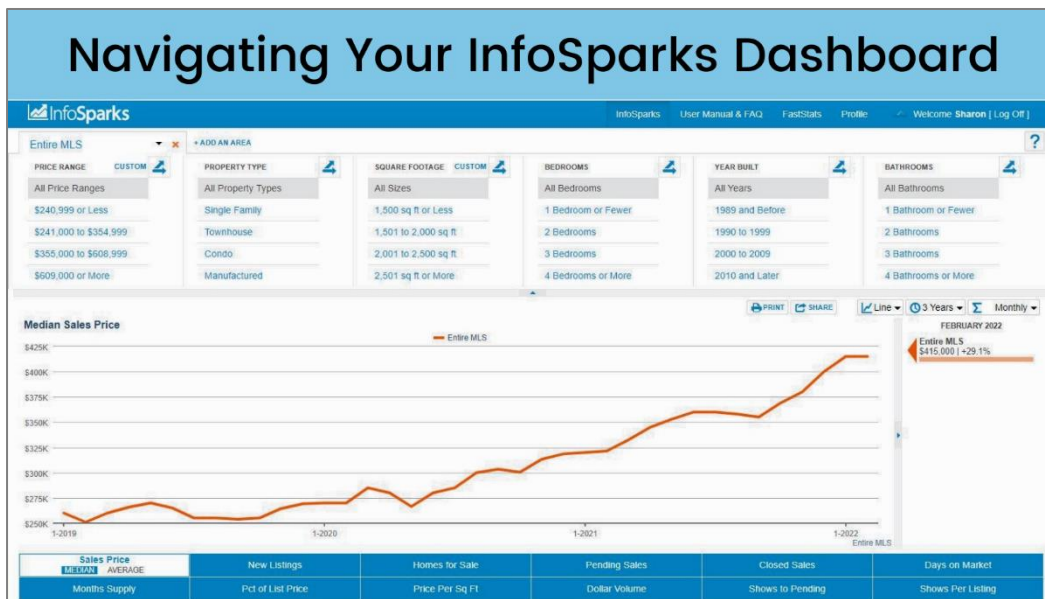
When you launch the application you're seeing the stats for the entire MLS coverage area. The bottom portion of the dashboard contains individual market stats. Click on each one to view the metrics for a broad overview of the metrics for our entire MLS. The available stats are:

- Sales Price - Calculations are based on sold data.
- New Listings - A count of the properties that are newly listed on the market in a given month.
- Homes for Sale - The number of listings that are in active status at the time the data is pulled.
- Pending Sales - A count of the properties on which contracts have been accepted in a given month.
- Closed Sales - A count of the actual sales that have closed in a given month. Calculations are based on sold data. And because the data in InfoSparks comes from the information you input into Matrix, timely status changes are important!
- Days on Market - Median or average number of days from the time a property is listed and when an offer is accepted in a given month.
- Months Supply - The inventory of homes for sale at the end of a given month, divided by the average monthly Under Contract properties from the last 12 months. Also known as the absorption rate.
- Pct of List Price - Percentage found when dividing a listing's sales price by its list price, then taking the average or median for all sold listings in a given month.
- Price Per Sq Ft - Calculations are based on sold data.
- Dollar Volume - The total dollar amount of all sales for the selected criteria.
- Shows to Pending - The number of showings scheduled per listing that went under contract during the selected reporting period.
- Shows Per Listing - The average number of showings scheduled on active listings per month.

To view stats for a specific area click the down arrow in the upper left corner (next to Entire MLS). Scroll through the list and highlight your selection.
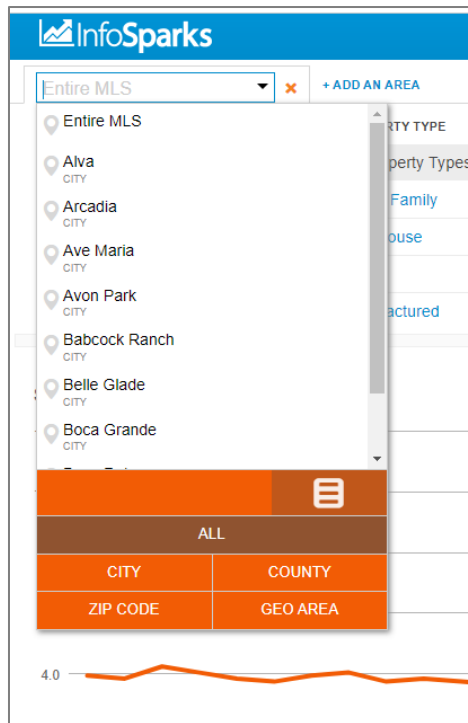
The default is set to city. You can change this by clicking on County, Zip Code, or Geo Area. If you don't see these options, click on the ▤ icon to expand the list of options. You may also type the name of the area after clicking the down arrow.

Once you make a selection the stats below will automatically update. Now you can begin to add filters. The available filters are:

- Geographic area
- Price Range
- Property Type
- Square Footage
- Bedrooms
- Year Built
- Bathrooms

Each time you add a new filter the stats below will automatically update. You can choose one filter or combine multiple filters.

You can also select multiple sub-filters with each filter. When selecting multiple sub-filters in a filter category, click the Split button ⬳ at the top of the filter to compare and contrast the two sub-filters.

The Price Range filter and the Square Footage filter can be customized. Just click on Custom, next to the Split button, to set the criteria.

Click on +Add An Area to compare different areas. For example, you can compare a Zip Code to a City or compare zip codes, cities, etc. You can apply filters as desired to see the contrast between the selected areas.

Once all areas and filters are added, return to the bottom of the dashboard and click on the stats buttons to view the metrics based on your selections.

Other Adjustments

In the bottom right corner of the dashboard, other adjustments can be made including graph type, timeline, and data. The system defaults for each of these are line graph, 3 years, and monthly.
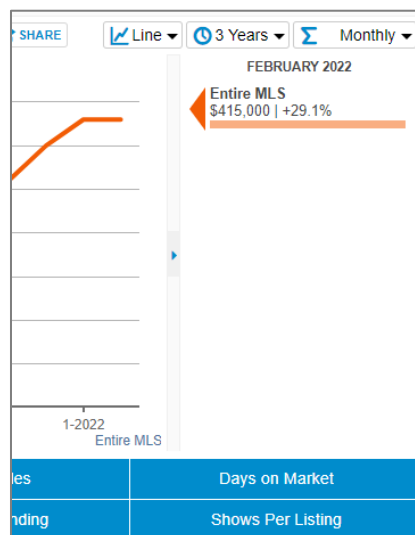
Graph Type

- Line – Historical trend line of market activity.
- Bar – Values and trends up to 3 years.

Timeline

- 1 year
- 3 years
- 5 years
- Max (goes back to 2009)

Data

- Monthly
- Rolling 3 Months – Each data point is three months of activity.
- Rolling 6 Months – Each data point is six months of activity.
- Rolling 12 Months – Each data point is 12 months of activity.

Print and/or Share
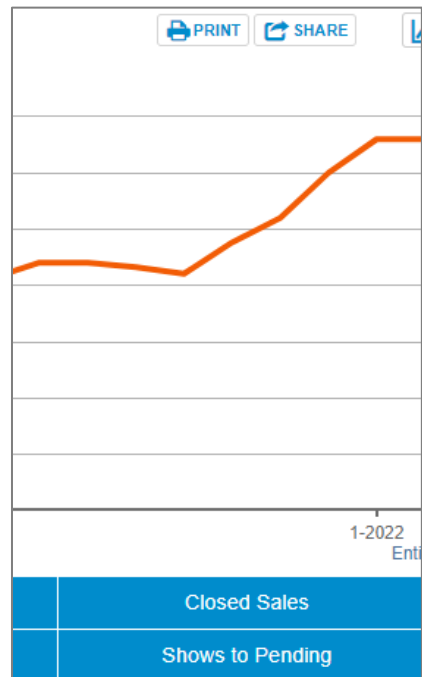
Click the Print option to print a pdf of the chart. Beneath the chart, you'll find the applied filters, data, and the date the chart was created.

Click the Share button to select how you wish to share the chart.

Step 1

- A static chart is a snapshot in time. When you open it in the future you will see the same chart.
- A live chart will update with the most current data available.

Step 2

- Print a pdf.
- Share in an email or to social media – Click Share, then click View in New Window.
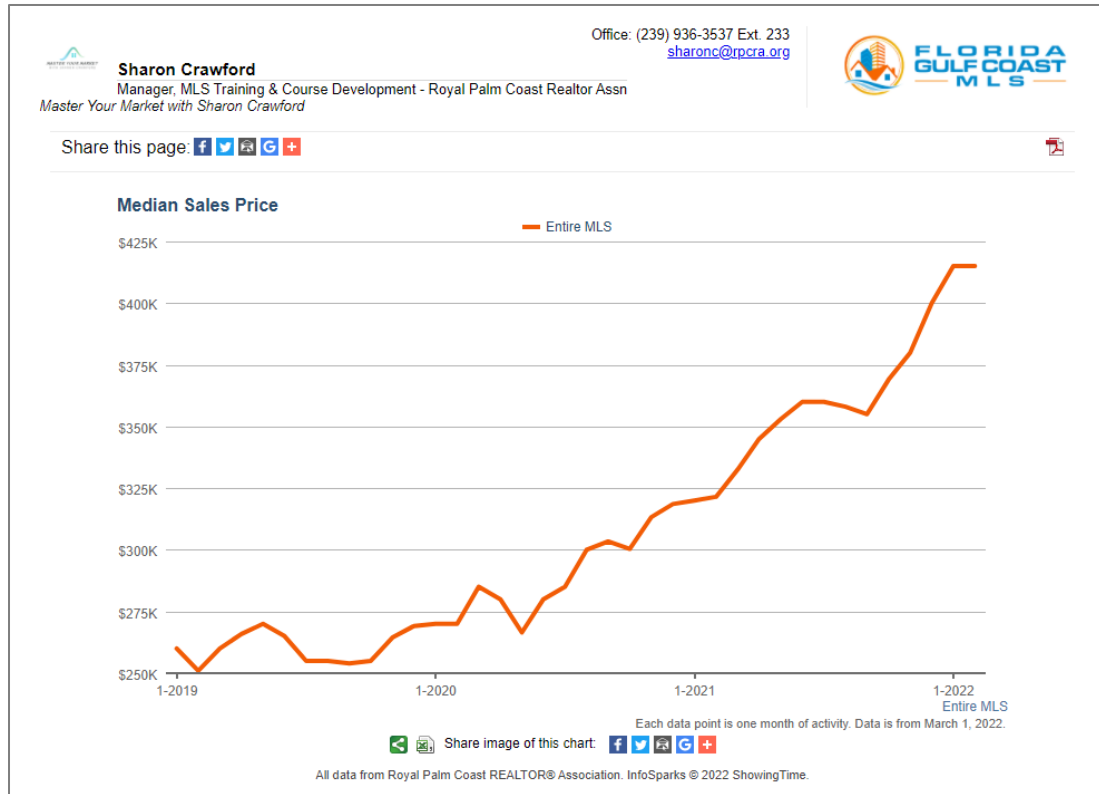
This resembles the pdf; however, this chart is interactive. Hover over the data points to see the associated data.

Click on the social media icons to share to the desired platform. Click on the red + sign to see additional social media and other sharing options.

Click the ◄ icon to download a picture of the chart.

Click the ▦ icon to export the results into a CSV file that will open in Excel where you can create custom chart types with different styles and colors.

Bookmark the URL to view the chart in the future without setting everything up in InfoSparks. Make sure to select the live chart option to view updated information.

- Embed

Choosing to embed the chart on a website gives additional options. Select Image or interactive. Select the size of the chart. Click share to get the code.

Copy the snippet of code and paste it into your website's HTML. This is a great way to add content to your website. You only have to do it once and each time it loads it automatically updates with current data. Set it and forget it.

InfoSparks Help

Click the blue question mark in the top right corner of the screen to see explanations and tips for the various functions on the dashboard.

Areas: Enter a geography. Select from drop-down list or start typing. You may add up to four areas to compare.

InfoSparks   User Manual & FAQ   FastStats   Profile   ✎ Welcome **Sharon** [Log Off]

Entire MLS ▼ ✕   + ADD AN AREA   ?

| PRICE RANGE | CUSTOM | PROPERTY TYPE | | YEAR BUILT | |

Customize: Most of the values are pre-defined, but for some variables you can also customize your own values.

		All Sizes	All Bedrooms	All Years
$241,000 to $354,999	Single Family			1989 and Before
$355,000 to $608,999	Townhouse			1990 to 1999
$609,000 or More	Condo	2,001 to 2,500 sq ft	3 Bedrooms	
	Manufactured	2,501 sq ft or More	4 Bedrooms or More	

Breakout: Select to look at each item in a vertical category as a stand-alone value.

Variable: Each vertical category defaults to "All," but choose items to slice and dice the data in many different ways!

Graph: Values and trends for specified timelines.

Data: Determine length of time for each data element; use more time for trend analysis and small sample sizes.

Share: All print/export/email options are here!   SHARE   Line ▼   3 Years ▼   Σ   Monthly ▼

Median Sales Price

Timeline: Change the length of your charted timeline.

Entire MLS
$415,000 | +29.1%

Quick Facts: A snapshot of area information combined with value for the most current month and % change vs. the same month last year.

— Entire MLS

$425K
$400K
$375K
$350K
$325K
$300K
$275K
$250K

1-2019   1-2020   1-2022
Entire MLS

Metrics: Common housing metrics to ping Areas and Variables off of are located here at the bottom. Some are counts, some are calculations. Some calculations are median, some are just average.

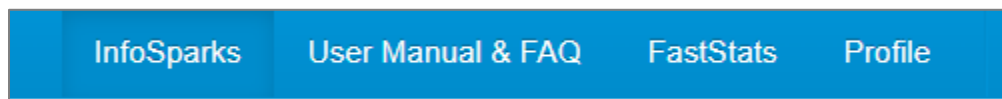| Sales Price MEDIAN AVERAGE | New Listings | Homes for Sale | Pending Sales | Closed Sales | Days on Market |
| Months Supply | Pct of List Price | Price Per Sq Ft | Dollar Volume | Shows to Pending | Shows Per Listing |

The menu bar

InfoSparks   User Manual & FAQ   FastStats   Profile

User Manual & FAQ – Find training videos, FAQs, and a full topic-specific user manual. The Share section provides more detail on all the sharing options and update frequency.

Profile – Some information is automatically pulled from the MLS. Click the Choose File button to upload your logo. Click the blue checkmark boxes to update other information, then click Update Profile at the bottom of the page.

Edit Profile - Sharon Crawford

Profile Picture

You can upload a picture that will be used for tagging your InfoSparks shared pages

Delete

Or upload a new image (we will resize it for you):

Choose File InformedAgentLogo.png   Upload Image

Agent Information

Email Address	sharonc@rpcra.org	☑ Automatic from your MLS profile
Website Address		☐ Manual. Check the box to revert to MLS profile data.
Phone Number #1	(239) 936-3537 Ext. 233	☐ Manual. Check the box to revert to MLS profile data.
Phone Number #2		☑ Automatic from your MLS profile
Fax		☑ Automatic from your MLS profile
Tagline		☐ Manual. Check the box to revert to MLS profile data.

Office Information

Professional Title	Manager, MLS Training & Course	☐ Manual. Check the box to revert to MLS profile data.
Office Name	Royal Palm Coast Realtor Assn	☑ Automatic from your MLS profile
Address Line 1	2840 Winkler Ave	☑ Automatic from your MLS profile
Address Line 2		☑ Automatic from your MLS profile
City	Fort Myers	☑ Automatic from your MLS profile
State/Province	FL	☑ Automatic from your MLS profile
Zip/Postal Code	33916	☑ Automatic from your MLS profile

Update Profile

FastStats Reports

- **Local Market Update – A deeper dig into communities**
  Start by selecting an area. You can select Lee County, a Zip Code, or a City. Next, select a time period. Then click view report to see key metrics for single-family and townhouse/condo stats.

- **Monthly Indicators – An overview of key real estate trends in Lee County**
  Select the desired Time Period then click View Report.

- **Housing Supply Overview – Segmentation of housing supply by price and property type in Lee County**
  Select the desired Time Period then click View Report.

- **Monthly Data Sheet – A monthly look at a few key metrics for Lee County**
  Select the desired Time Period then click View Report.

- **ShowingTime Showings Report – Analytic and trend data for showings in Lee County**
  Select the desired Time Period then click View Report.

- **Annual Report – The year in review – Lee County**
  Select the desired Time Period then click View Report.