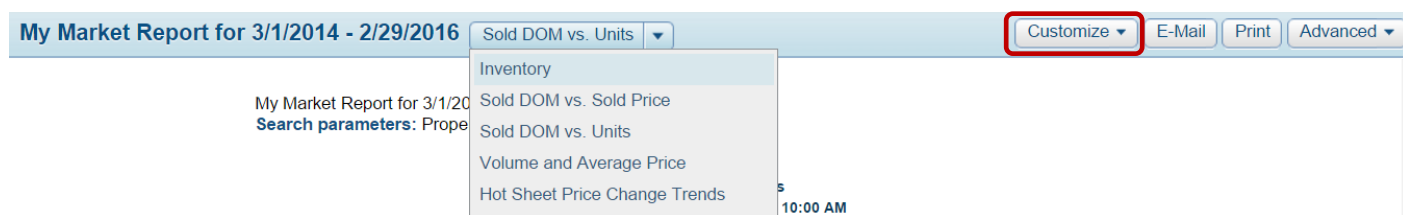


My Market Reports

The My Market reports show a variety of information about the current and recent state of MLS's market. A graph and corresponding numeric table display statistics for each of five reports: Inventory Report, Sold DOM vs. Sold Price, Sold DOM vs. Units, Volume & Average Price, and Hotsheet Price Change Trends for a time range you select.

Search Options

To choose a report, use the left report dropdown pictured below. Click on your choice. Reports can be run to show entire MLS results (default), or can be customized for you (the agent) or your office. To customize your results, click on the **Customize** button to open the three menu options available: Full Search, Saved Search, and Previous Full Searches.



Next, choose a search version from the **Customize** menu.

- **Full Search** will take you to the regular Full Search function you are probably familiar with, where you can create a complete search and apply it in the My Market reports. Selecting status is not necessary, as the search will produce results only for the chosen status(es).
- **Saved Search** affords access to all existing Saved Searches that you created in the past in flexMLS.
- **Previous Full Searches** provides a list of any full searches you have created *during the current session* in My Market. You may refine your search here or use the search as is.

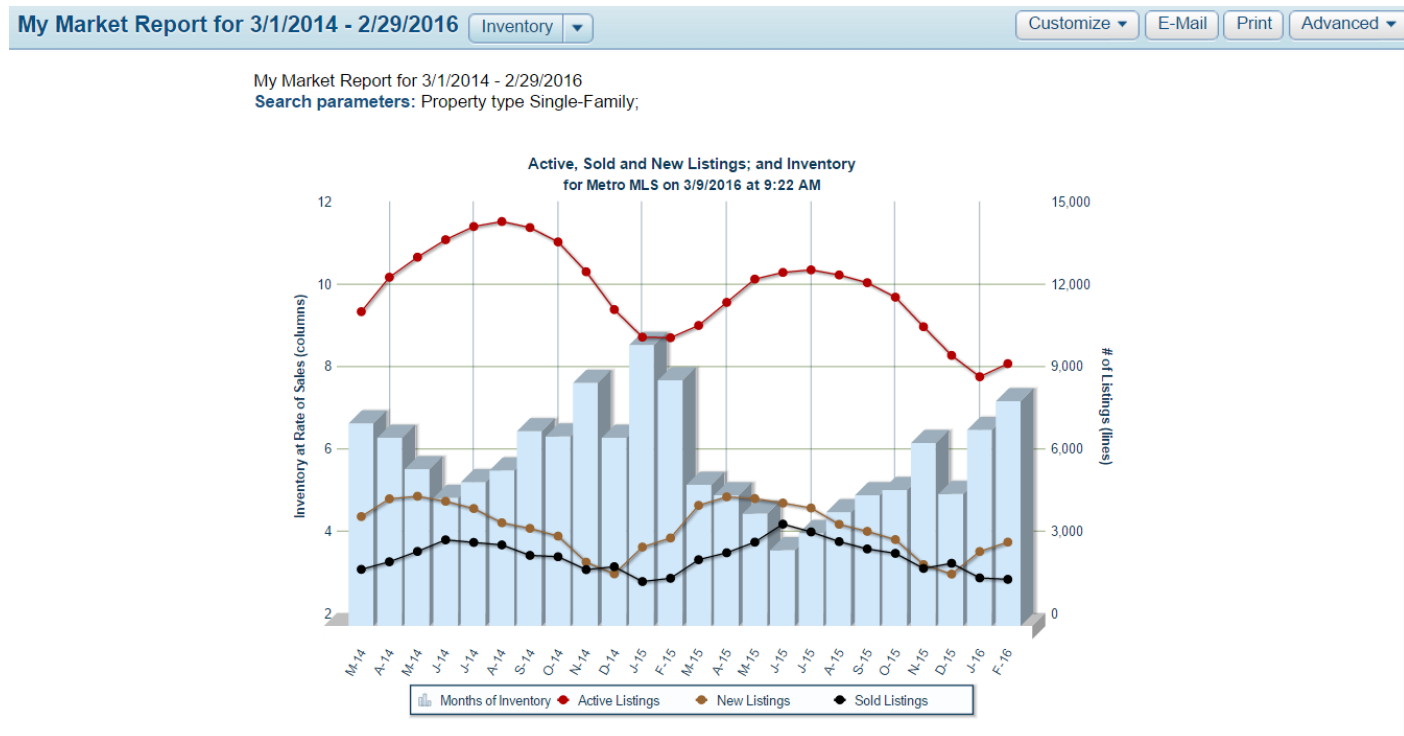
NOTE: When using these reports, there is no need to input a date range on the Dates tab or status in your search parameters, as the status is built into the report; you can specify date range (month by month) when you click the **Select Dates & View Results** button.

Working with All Reports

For *all* reports, hovering your cursor over any line point or any bar for any month will show exact numeric values for that month. Below the graph, you may look at the accompanying table giving numeric representation of the data. The vertical legends on each side of a report name the values represented there, and give numeric levels for those values. The bars correspond to the left legend, the lines to the right legend.

Inventory Report

The Inventory report displays trends in Inventory for the time period you specify. The columns and lines on the graph represent the inventory at rate of sales and the number of active, new, and sold listings. The columns represent the months of inventory at the current rate of sales. The vertical legend at the left side of the graph shows the measurement units, or you may hover over any grey bar to see the exact measurement for that month. The lines correspond to the vertical legend at the right side of the graph. The red line tracks by month the number of active listings, black the number of sold listings, and brown the number of new listings. (See Appendix at end of this document for explanation of inventory at current rate of sales, also known as absorption rate.)



In table format, you may easily compare active, new, sold listings and months of inventory month-by-month over the past two years. All numbers in the table correspond to the graph, supplying its data numerically.

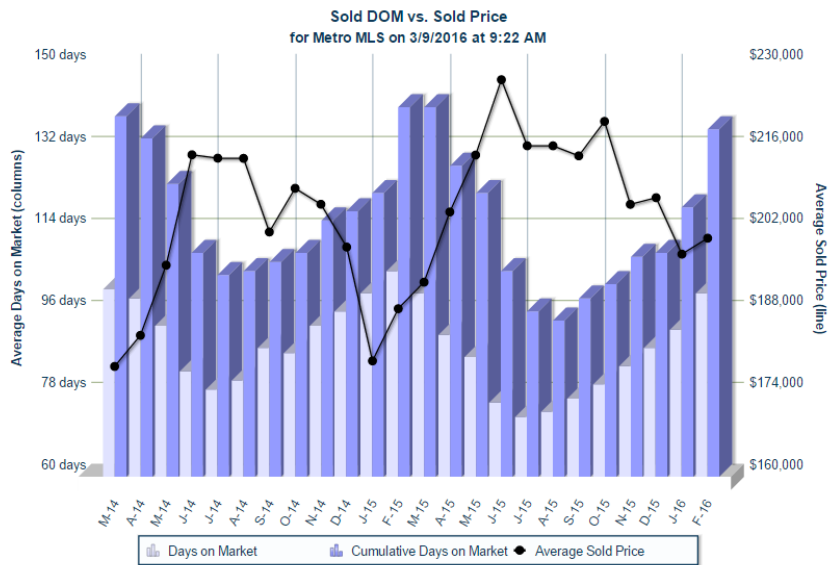
	Active Listings	New Listings	Sold Listings	Months Inventory
Feb - 2016	9,084	2,580	1,222	7.43
Jan - 2016	8,605	2,237	1,275	6.75
Dec - 2015	9,384	1,414	1,808	5.19
Nov - 2015	10,428	1,762	1,621	6.43
Oct - 2015	11,505	2,672	2,170	5.30
Sep - 2015	12,033	2,972	2,330	5.16
Aug - 2015	12,315	3,229	2,598	4.74
Jul - 2015	12,501	3,823	2,951	4.24
Jun - 2015	12,408	4,004	3,236	3.83
May - 2015	12,164	4,167	2,579	4.72
Apr - 2015	11,316	4,229	2,191	5.16
Mar - 2015	10,475	3,919	1,938	5.41

Sold DOM vs. Sold Price

The Sold DOM vs. Sold Price report displays a comparison between the Average Days on Market (the number of days between begin date and pended date) for Sold listings and Average Sold Price. The Average Days on Market are represented by the columns, and the Average Sold Price by the line. Data is presented for the time period you specify.

My Market Report for 3/1/2014 - 2/29/2016 Sold DOM vs. Sold Price Customize E-Mail Print Advanced

My Market Report for 3/1/2014 - 2/29/2016
 Search parameters: Property type Single-Family;



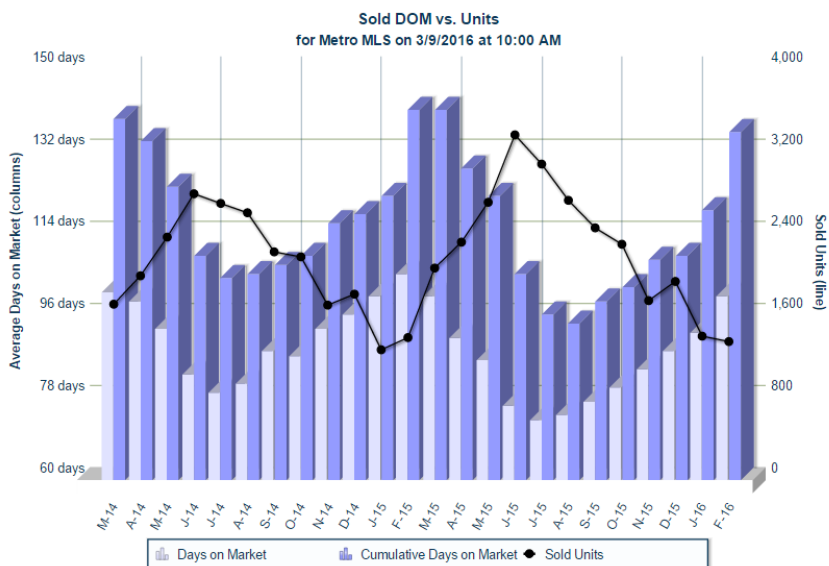
	Sold Volume	Avg Sale Price	Sold DOM	Sold CDOM
Feb - 2016	\$242,589,284	\$198,518	100	136
Jan - 2016	\$249,637,975	\$195,794	92	119
Dec - 2015	\$371,422,084	\$205,433	88	109
Nov - 2015	\$331,159,256	\$204,293	84	108
Oct - 2015	\$474,069,715	\$218,465	80	102
Sep - 2015	\$495,309,499	\$212,579	77	99
Aug - 2015	\$556,740,425	\$214,296	74	94
Jul - 2015	\$632,401,298	\$214,301	73	96
Jun - 2015	\$729,993,359	\$225,585	76	105
May - 2015	\$548,590,554	\$212,714	86	122
Apr - 2015	\$444,761,705	\$202,995	91	128
Mar - 2015	\$370,169,492	\$191,006	100	141

NOTE: Numeric table provides non-graphed information about Sold Volume for entire MLS for each month.

Sold Days on Market vs. Units

The Sold DOM vs. Units graph displays Average Days on Market (the number of days between begin date and pended date) and Sold Units. The columns represent the DOM, and the line represents the number of Sold Units. Below the graph, you may look at the numeric table representation of the data.

My Market Report for 3/1/2014 - 2/29/2016
 Search parameters: Property type Single-Family;

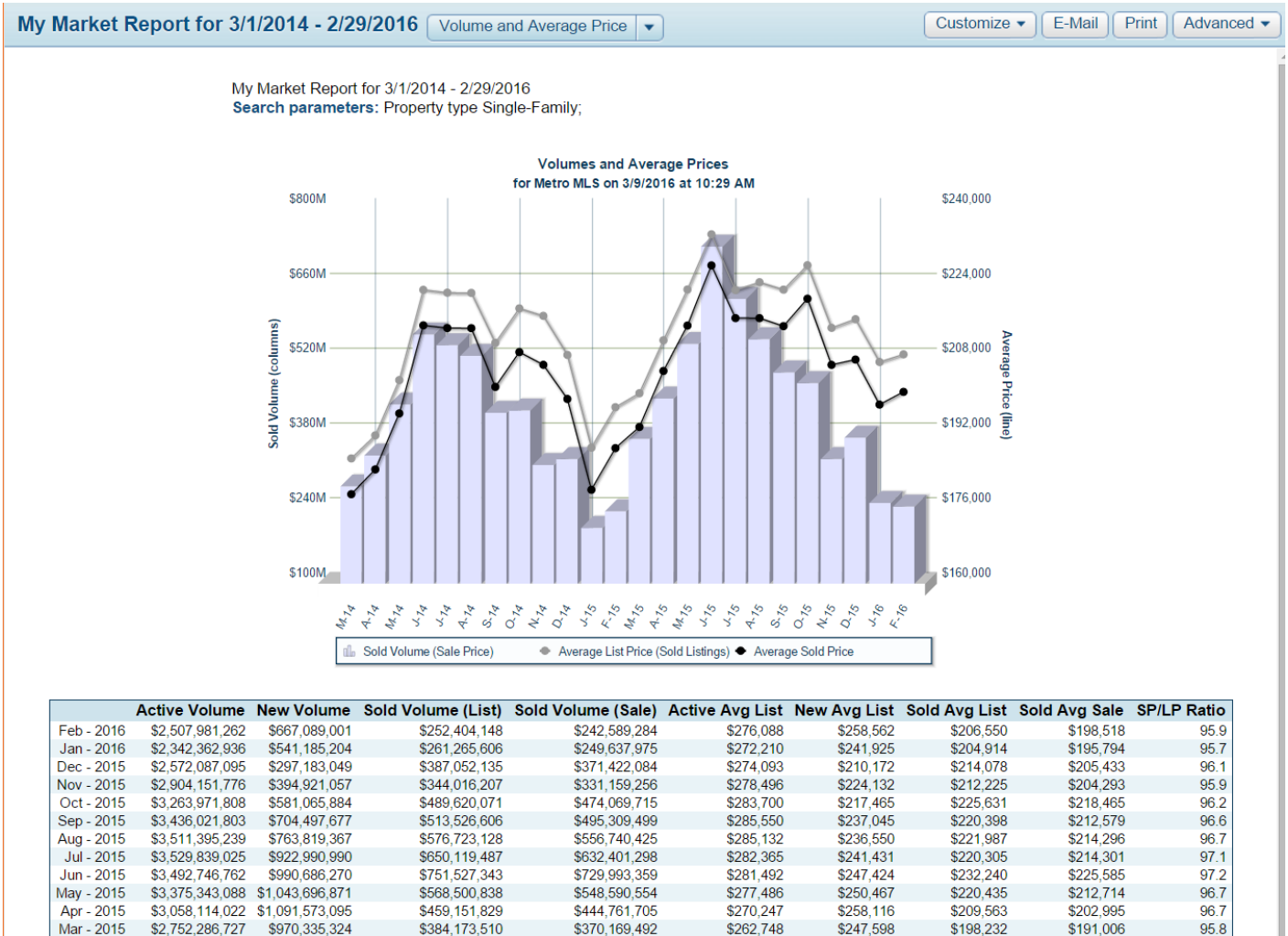


	Active Listings	New Listings	Sold Listings	Sold DOM	Sold CDOM
Feb - 2016	9,084	2,580	1,222	100	136
Jan - 2016	8,605	2,237	1,275	92	119
Dec - 2015	9,384	1,414	1,808	88	109
Nov - 2015	10,428	1,762	1,621	84	108
Oct - 2015	11,505	2,672	2,170	80	102
Sep - 2015	12,033	2,972	2,330	77	99
Aug - 2015	12,315	3,229	2,598	74	94
Jul - 2015	12,501	3,823	2,951	73	96
Jun - 2015	12,408	4,004	3,236	76	105
May - 2015	12,164	4,167	2,579	86	122
Apr - 2015	11,316	4,229	2,191	91	128
Mar - 2015	10,475	3,919	1,938	100	141

NOTE: Numeric table provides non-graphed information about New and Active Units totals for the entire MetroMLS for each month.

Volume & Average Price

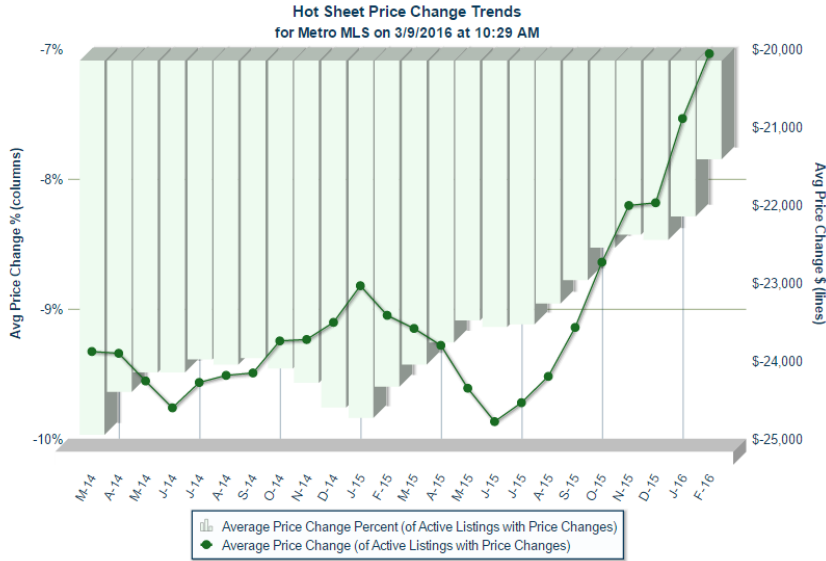
The Volume & Average Price Report displays the relationship between each month's Sold Volume of properties and trends for Average Prices in those months.



NOTE: Numeric table provides non-graphed information about New Volume, Active Volume, Sold Volume (list price), New Ave List, Active Ave List, and SP/LP Ratio.

The Hot Sheet Price Change Trends graph charts the Average Price Change percentage in comparison to the Average Price Change in dollars. This graph is based only on those listings where the list price was changed.

My Market Report for 3/1/2014 - 2/29/2016
 Search parameters: Property type Single-Family;



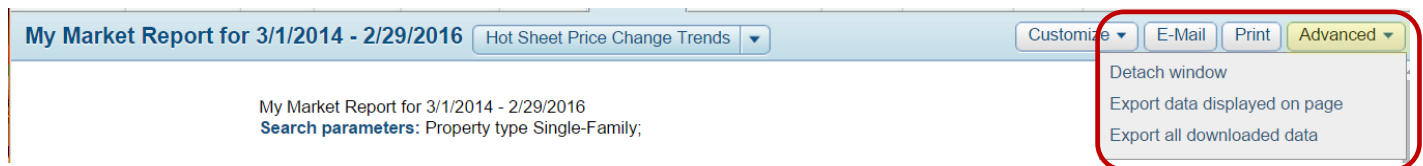
	Avg Active Price Change	Avg Active Price Change Pct
Feb - 2016	\$-20,062	-7.74
Jan - 2016	\$-20,894	-8.19
Dec - 2015	\$-21,974	-8.37
Nov - 2015	\$-22,009	-8.32
Oct - 2015	\$-22,736	-8.43
Sep - 2015	\$-23,573	-8.68
Aug - 2015	\$-24,201	-8.86
Jul - 2015	\$-24,538	-9.02
Jun - 2015	\$-24,781	-9.04
May - 2015	\$-24,353	-8.98
Apr - 2015	\$-23,803	-9.15
Mar - 2015	\$-23,586	-9.32

E-Mail and Print your Reports

Click the **E-Mail** button to e-mail the current report using the FlexMLS E-mail a Page screen; click the **Print** button to open the report in a separate window and generate a print dialog box.

Using Advanced

Under the **Advanced** menu, click **Detach Window** if you would like to open the current report in its own, new window. You may keep this separate window open while you refine your search and regenerate the graphs. Click **Export data displayed on page** if you would like to export the data for the table you are currently displaying into a CSV (Comma Separated Values) file, which will open in your spreadsheet program. Click **Export all downloaded data** if you would like to export the data for the current report, and all other reports on the My Market page for the current search criteria.



Appendix to Inventory Report

Understanding Absorption Rate and the Inventory Report

Just as # of Listings appears to the right of the Inventory Report graph found on page 2 of this document, numbers rise at identical intervals on the left side of the chart. The title for these numbers, which are expressed in decimals, is “Inventory at Rate of Sales.” This title can be interchanged with the real estate term “Absorption Rate,” a theoretical determination of how many months it would take to sell off all properties on the market at that point in time based on the rate at which properties are both selling and coming on the market that month and in previous months.

An internet article from Outer Banks Real Estate Sales [accessed 6/2008] puts it this way: “...if 100 homes are sold every month and there are 1200 homes for sale, then it will take 12 months to sell all of those homes. If there are 2400 homes for sale then the absorption rate will be 24 months or 2 years.”

Looking at this from a listing/selling viewpoint, the article further states that, “If you would like to sell in 12 months, then you need to take the absorption rate into account. In the above scenario with 2400 homes for sale, we know that only half of them will sell in the next 12 months.” This would indicate to sellers that “To price a property correctly it would have to be in the lower 50% of the price range for similar properties in order for it to sell in the next 12 months. To sell in the next 6 months it would have to be priced in the lower 25% of the competition.”

To reiterate, “Inventory at Rate of Sales” means an estimated time properties might take to sell. The time it takes to sell is higher when the inventory is higher, and correspondingly, dips down when inventory is lower—a pretty logical arrangement in most business markets.