CMA

About the CMA

The Comparative Market Analysis (CMA) is one of the most valuable tools available to real estate salespersons. By offering prospective sellers a comprehensive analysis of market activity for comparable homes, you provide them with the information they need to understand and feel comfortable with a pricing strategy and with you as their salesperson.

TorontoMLS streamlines the process of generating the CMA report and provides a professional looking document for presentation to the client.

TorontoMLS recognizes that you are a vital component in creating the CMA and offers you the opportunity to choose comparables. You can:

- Choose comparables from a list generated by a TorontoMLS search
- Add your choice of listings to the comparables found through searching
- Bypass the search option and specify all listings to be used as comparables

TorontoMLS allows you to make edits and adjustments to listings, as required, for inclusion in the report.

The TorontoMLS CMA can be crafted with or without a subject property, making it useful for a variety of presentation needs. You can include a marketing plan in your presentation.

You can save a partial or complete CMA for reference, or to be revised and recreated in the future. You can print the CMA presentation, specifying the components you want included in the document.

Using General CMA Features

To Build a CMA

NOTE: To save the CMA at any point, click "Save CMA", available at the top and bottom of each page.

1. Select the **CMA** tab at the top of any TMLS page.
2. To create a new CMA: At CMA Options, click **Create a New CMA**. At **CMA Name** enter the name you want to assign this CMA. At **Select a Class**, click **Freehold**, **Condo**, or **Commercial**. Click **Create**.

   To use an existing CMA: At **CMA Options**, click **Use Existing CMA**. Select the CMA you want to use from the list. Click **Continue**.
3. TMLS displays the Client Information page. This is the first of many data entry pages for the CMA.
4. Enter data on the Client Information page (see CMA Client Information), then navigate through the CMA by either clicking the page buttons at the top, or the Next or Prev(ious) buttons at the bottom, of each page. Follow the order that the pages are listed at the top of the CMA (i.e., Client Information, Subject Property, Salesperson Info, etc.). See Help topics for each CMA page.
5. At the final CMA page, Presentation Contents, specify the components you want to include in your presentation. You can save and print the CMA. (See CMA Presentation Contents).

To Delete a CMA

1. Select the **CMA** tab at the top of any TMLS page.
2. At CMA Options, click **Delete CMA**.

3. Select the report you want to delete.
4. Click **Delete**.
5. At the confirmation prompt, click **OK**.
6. At the confirmation message, click **OK**.

Tip: At the CMA list box, CMA names are listed alphabetically. You can click on any underlined heading to sort CMAs by that type (e.g., click on Created to sort by date of creation). Click on that heading a second time to reverse the order of the sort.

CMA Client Information

TorontoMLS allows you to enter client information in the CMA, or import this data from Contacts.

To Enter Client Information ▾

1. To import client information from your Contacts: At **Select Client from existing Contacts?**, click on the drop-down arrow to reveal the alphabetical list of contacts. Click on the appropriate contact, then click **Use**. TMLS pre-fills the client information data fields.

   To enter client information not stored in contacts: enter text in the fields provided. If you want to save this new client data, click **Save Contact**. At the confirmation prompt, click **OK**.

2. When Client Information is complete, click **Next**, or **Subject Property**, to proceed to that page. (See CMA Subject Property).

Tips:

- Click Clear if you want to discard all entered Client Information and restore fields to their default values.
- You can save new contact information at the Client Information page; however, you cannot overwrite existing contact data at this page. If you want to make additions or revisions to existing contact information, do this at Contacts.

CMA Subject Property

TorontoMLS creates CMA presentations with or without subject properties. The subject property is the property for which you're preparing the CMA presentation. If a subject property is currently in the Multiple Listing System (even if expired), enter the MLS#. TorontoMLS automatically transfers the appropriate information to the Subject Property data entry page.

You can upload a photo for the subject property. Any size photo is acceptable, however, for the best quality use one with the dimensions of 320x240 pixels. NOTE: The CMA must be saved before you can upload a photo.

To Enter Subject Property Information

1. At **Do you want to include a Subject Property in this CMA?**, click **No** or **Yes**.
2. If No, click **Next**, or **Salesperson Info**, to proceed to that page. (See CMA Salesperson Info).

   If Yes, and the Subject Property has an MLS#: at **Use an Existing MLS# as the Subject Property?**, enter the MLS#, then click **Use**. TMLS autofills the subject property data fields.

   If Yes, and the Subject Property is new to MLS: enter text in the data fields.
3. If you do not want to upload an exterior photo for the subject property, skip to step 6. Otherwise, at the Subject Property photo section, click **Browse** and then locate the photo by filename. When the correct path and filename displays, click **Open**.
4. TMLS displays the path and filename. Click **Upload**.
5. At the confirmation prompt click **OK**.
6. When Subject Property information is complete, click **Next**, or **Salesperson Info**, to proceed to that page. (See CMA Salesperson Info).

Tips:

- To view the subject property page as it appears in the CMA presentation, click Preview. The subject property page displays in a secondary browser window. Close ⊠ the secondary window to return to the Subject Property input page.
- Click Clear if you want to discard all subject property information.

CMA Salesperson Info

This data entry page in the CMA contains information about the primary salesperson and a secondary salesperson (if another person in your brokerage is acting in this capacity).

To Enter Salesperson Info

1. TMLS automatically fills the Name and Email fields for Salesperson #1. This data is determined through your log on codes.
2. At **URL**, you can enter a Web address for Salesperson #1.
3. If there is no secondary salesperson: proceed to step 7.
4. At **Select Salesperson #2**, choose the name of the salesperson from the drop-down list, then click **Use**.
5. TMLS pre-fills the Name and Email address for Salesperson #2.
6. At **URL**, you can enter a Web address for Salesperson #2.
7. Click **Next**, or **Title Page**, to proceed to that page. (See CMA Title Page).

    Tip: Click Reset to discard all text, and restore default values for Salesperson #1 Name and Email address.

CMA Title Page

TorontoMLS automatically creates a title page for your CMA presentation. You can use this, or customize the page and store it as your own personal default format. You can reset to the original default title page at any time.

At the title page you can include your brokerage logo, subject property photo, and photos of yourself and Salesperson #2.

Using Title Page Features

To Use the Title Page

1. The first time you create a CMA, TMLS displays the system default title page. You can use the default or change it.
2. If you want to save the edited version as your own personal default title page, click **Set As Default**. At the prompt, click **OK**. TMLS then displays your personal default title page whenever you create a new CMA.
3. Click **Next**, or **Cover Letter**, to proceed to that page. (See CMA Cover Letter).

Changing Your Personal Default Title Page

- You can at any time make changes to your personal default title page. After revising the text, click Set As Default if you want the edited page to be your new default. At the prompt, click OK.
- If after creating your personal default title page, you want to use this new format for a pre-existing CMA, click Use Default at the title page screen for that CMA. TMLS replaces the former title page with your new default. Likewise, if you are editing your personal default title page in a CMA and then decide you want to restore it to your current personal default structure, click Use Default.
- If you make changes to the title page but do not click Set As Default, the changed title page is saved when you save the CMA, however, your default title page remains unchanged.

Tips:

- To view the title page as it appears in the CMA presentation, click Preview. The title page displays in a secondary browser window. Close the secondary window to return to the Title Page screen.
- If you want to delete your edits and restore the title page to the original default, click Reset.

CMA Cover Letter

TorontoMLS automatically creates a cover letter for your CMA presentation. You can use this, or customize the letter and store it as your own personal default format. You can reset to the original default cover letter at any time.

Using CMA Cover Letter Features

To Use the Cover Letter

1. The first time you create a CMA, TMLS displays the system default cover letter. You can use the default or change it.
2. If you want to save the edited version as your own personal default cover letter, click **Set As Default**. At the prompt, click **OK**. TMLS then displays your personal default cover letter whenever you create a new CMA.
3. Click **Next**, or **Search Criteria**, to proceed to that page. (See CMA Search Criteria).

Changing Your Personal Default Cover Letter

- You can at any time make changes to your personal default cover letter. After revising the text, click Set As Default if you want the edited letter to be your new default. At the prompt, click OK.
- If after creating your personal default cover letter, you want to use this new format for a pre-existing CMA, click Use Default at the cover letter screen for that CMA. TMLS replaces the former cover letter with your new default. Likewise, if you are editing your personal default cover letter in a CMA and then decide you want to restore it to your current personal default, click Use Default.
- If you make changes to the cover letter but do not click Set As Default, the changed cover letter is saved when you save the CMA, however, your default cover letter remains unchanged.

Tips:

- To view the cover letter as it appears in the CMA presentation, click Preview. The cover letter displays in a secondary browser window. Close ⊠ the secondary window to return to the Cover Letter page.
- If you want to delete your changes and restore the cover letter to the original default, click Reset.

CMA Search Criteria

You define the criteria for comparables in the Search Criteria function in the CMA.

- You choose your search criteria. TorontoMLS searches for listings that meet your criteria, then displays the results for you to review. You choose which listings you want to include in the CMA presentation.
- If you want to include listings that may not be found through the search, you can pre-specify these to be included with your search results. They appear at the top of the search results list and are automatically selected by TMLS.
- Alternatively, you may bypass the search feature entirely and use only your specified listings as your Comparables.

Using CMA Search Criteria

To Search for Comparables for the CMA

1. At **Select the Statuses you want to include in your CMA**, click to include **Available**, **Sold**, **Leased** and/or **Expired**. You must choose at least one status.
2. At **Enter Price Range** enter the dollar values (no dollar signs or commas). These fields are optional.
3. At **Enter Date Range** enter dates if you want the results to reflect a particular time frame. Leave the To box blank to include the current date. Entering a date range is optional.
4. Select an **Area**, at least one **Municipality**, and one or more **Communities** if available. (Click to select one option, or CTRL+Click to select more than one.) NOTE: The system combines Communities for up to two Municipalities.
5. Click **Enter/Edit Additional Search Criteria** if you want to further refine your search. TMLS displays additional search fields. Enter your search text (see Entering Search Criteria). It is not necessary to enter data for each field; specify only the fields that are key to defining the comparables.
6. Click **Prev** to return to the CMA Search Criteria page.
7. To add a particular listing to the matches determined by your other criteria, at MLS# enter the MLS# for the first listing you want to include. Then click Add To List. Repeat for all other listings. To remove a listing added in error, click on the MLS# in the list box, then click Remove From List.
8. NOTE: DO NOT click Use Only These MLS#s In My CMA, this is used only when you are bypassing the search criteria and want to hand pick all CMA listings (see below).
9. At **Select Search Results Format**, select a report format or accept the default.
10. Click **Submit**.
11. View the CMA Comparable listings found by your search and choose those you want to include in your presentation.

To Hand Pick the List of Comparables

If you want to hand pick all listings in your Comparables, without searching for listings:

1. At the Search Criteria page, proceed to step 7 above.
2. At **MLS#**, enter the MLS# for the first listing you want to include in your Comparables. Then click **Add To List**. Repeat for all listings you want to include. To remove a listing added in error, click on the MLS# in the list box, then click Remove From List.
3. Click **Use Only These MLS#s In My CMA**. TMLS automatically displays the Edits and Adjustments page (See CMA Edits and Adjustments).

Tips:

- To view the entire list of Municipalities and Communities included in your search criteria, click Show Selected or right click on the Select Municipality(s) list box. TMLS displays the list in a secondary browser window. Click Close or to return to the Search Criteria page.
- Click Clear to discard entered text.

CMA Comparables List

Review the comparables found by the search. TorontoMLS displays the comparables found in a list identical in function to the Search Results List for TMLS searches. (See About the Listing Search Results List and Viewing Listings for details.)

While viewing the comparables list, refer to the column heading identified as LSC (last status change) for guidance on the status of each listing.

NOTE: If your search did not provide listings appropriate for your CMA, click **Return To CMA Without Selecting Comparables**. TMLS displays the search criteria for you to revise and resubmit.

To Select Comparables for the CMA Presentation

- Click on the check box for each listing you want to include in your CMA presentation. If you pre-specify listings to be included in the list of comparables, TMLS displays these at the top of the list with the check box selected. To include all listings, either check each or do not check any (making sure that you clear the check boxes at all pre-specified listings). Scroll to the bottom of the page and click **Use Selected Records As CMA Comparables**.

  TMLS automatically displays the Edits and Adjustments page. (See CMA Edits and Adjustments).

CMA Edits and Adjustments

Once you choose the comparables for your CMA, TorontoMLS gives you the opportunity to revise these listings to reflect the most recent and accurate information.

The Edits and Adjustments page displays each comparable in a single line record. You can view the full client report at any time to review the listing and confirm your changes.

The first column of the listing record contains the status code (A is Available, SLD is Sold, and EXP is Expired). The number of listings, by type, is indicated below the table.

Use the edit function to change information you know to be different from that on the current listing report. TorontoMLS displays values you have edited on the CMA listing report in red, with an asterisk (*). Changes are also flagged in the side-by-side listing comparison, listing reports, and the comparable summary report in the CMA document.

Use the adjustment function to equalize list price comparisons between the subject property and another listing. Adjustments are not displayed in the listing report, as edits are, but are included in the side-by-side comparison.

NOTE: Edits and adjustments are only reflected in the CMA presentation, not in the actual MLS listing.

Using Edits and Adjustments

To Edit and/or Adjust Listings

1. Select the listing record from the list.
2. To Edit any field in the listing report: at **Select the item you wish to edit**, click on the drop-down arrow to display the choices.
3. Scroll through the list and select any field.
4. TMLS displays the current value for that field at **MLS Value** and **CMA Value**. Change the text in the CMA Value box if required.
5. Repeat steps 2 through 4 for all fields to be edited for that listing.
6. If the listing price requires adjustment: at **Enter the *TOTAL* Adjustment for this Property**, click on **Add** or **Subtract**. Then enter the dollar amount of the adjustment to the list price (do not include a dollar sign or comma). At **Enter the Reason/Description for this Adjustment**, provide an explanation for the adjustment.
7. Repeat steps 1 through 6 for each listing requiring changes.
8. After you complete all edits and adjustments, click **Next**, or **Marketing Plan**, to proceed to that page. (See CMA Marketing Plan).

Reviewing Edits and/or Adjustments

- To view the full client report for any listing at any time: select the listing record, then click Show Full Format. Edits are displayed in red, highlighted with an asterisk (*). Close the listing report window to return to the Edits and Adjustments page.
- To confirm all changes to a listing, select the listing and then click on Show List of Edits. TMLS displays all edits and adjustments in a secondary browser window. If all edits and adjustments are correct, click Close or to return to the Edits and Adjustments page. If an edit or adjustment is in error, click on its link (i.e., the blue highlighted heading) and TMLS returns you to the corresponding field for that listing. Revise the text in that field.

- To confirm all changes to all listings, you can click Show List of Edits for All Comps. TMLS displays all edits and adjustments for each listing in a smaller browser window. If all edits and adjustments are correct, click Close or ☒ to return to the Edits and Adjustments page. If an edit or adjustment is in error, click on its link (i.e., the blue highlighted heading) and TMLS returns you to the corresponding field for that listing. Revise the text in that field.

CMA Marketing Plan

TorontoMLS offers you the opportunity to create a marketing plan to include in your CMA presentation. Develop a timetable of activities to demonstrate to the prospective clients your plan for marketing their property.

After you prepare a marketing plan you can save this as your personal default plan. Each time you prepare a CMA report you start with your default plan. Make changes as required for the new presentation.

Using the CMA Marketing Plan

To Create A Marketing Plan

1. At **Timeframe**, enter the date you anticipate for an activity.
2. At **Activity**, enter a description of the activity.
3. If you have more than one activity, click **Add Another Activity**. TMLS displays an additional set of input fields. Enter text. Repeat as necessary until all activities are defined.
4. If you want to save this marketing plan for use as a default in subsequent CMAs, click **Set As Default**. At the prompt, click **OK**.
5. Click **Next**, or **Presentation Contents**, to proceed to that page. (See CMA Presentation Contents).

To Use a Default Marketing Plan

Once you create a marketing plan and save it as the default, TMLS displays this at all subsequent CMAs. Review the plan and edit where necessary (e.g., the dates):

1. At **Timeframe**, edit the date if required.
2. At **Activity**, edit the description if necessary.
3. Repeat steps 1 and 2 for all activities listed.
4. To add an additional activity, click **Add Another Activity**. TMLS displays an additional set of input fields. Enter text. Repeat as necessary until all activities are defined.
5. To remove any activity from the plan, click **Delete This Activity**.
6. If you want to save this marketing plan for use as your new default in subsequent CMAs, click **Set As Default**. At the prompt, click **OK**.
7. Click **Next**, or **Presentation Contents**, to proceed to that page. (See CMA Presentation Contents).

Changing Your Personal Default Marketing Plan

- You can at any time make changes to your default marketing plan. After revising the text, click Set As Default if you want the edited page to be your new default. At the prompt, click OK.
- If after creating your personal default marketing plan, you want to use this new format for a pre-existing CMA, click Use Default at the marketing plan page for that CMA. TMLS replaces the former plan with your new default. Likewise, if you are editing your personal default marketing plan in a CMA and then decide you want to restore it to your current personal default, click Use Default.

Tips:

- Click Delete This Activity, to remove an item from your marketing plan.
- Click Clear if you want to discard all marketing plan information.
- To view the marketing plan as it appears in the CMA presentation, click Preview. The marketing plan displays in a secondary browser window. Close ☒ the secondary window to return to the Marketing Plan page.

CMA Presentation Contents

TorontoMLS displays a list of sections for the CMA presentation. Choose the ones you want to include in your report. To preview a presentation item select it, click the underlined label.

Properties Sold in C01:
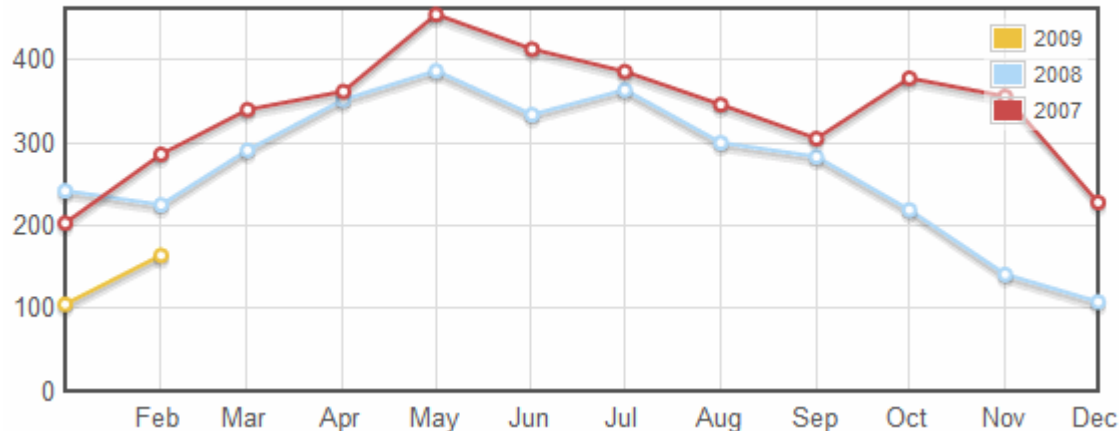
You can save the completed CMA and print the presentation. Revise the page margins and remove extraneous reference information from page headers and footers before printing the CMA (see instructions below). Restore page header and footer printing (see Special Printing Format) margin settings (to 0.75") after printing the CMA report.

Using CMA Contents Features

To Create the CMA Presentation

1. Click to select any component for inclusion in the CMA presentation.
2. Click any checked component to preview its appearance.
3. Click **Save CMA**. At the prompt, click **OK**.

To Print the CMA Presentation

1. Click **Print CMA**. TMLS displays the CMA Presentation in a printable format in a secondary browser window.
2. Choose **Page Setup** from the browser's **File** menu.
3. At **Header**, delete the codes in the text box.
4. At **Footer**, delete the codes in the text box.
5. At **Margins**, change all settings to 0.5".
6. At the bottom of the Page Setup dialog box, click **OK**.
7. Choose **Print** from the browser's **File** menu.
8. Specify the printer options.
9. Click **Print**.
10. Close ☒ the browser window to return to the CMA.

Tip: To preview any component of the CMA, click on its underlined title in the list of choices. TMLS displays the CMA topic in a secondary window. Close ✕ the secondary window to return to the CMA Presentation page.