

Try It Today! ShowingTime Market Stats Reports

DATA TOOLS TO ANALYZE LOCAL TRENDS QUICKLY

We recently announced that we have partnered with ShowingTime to provide you with elegant and easy-to-use stats in a new suite of market reports and interactive tools – **Infosparks**, **Faststats**, **Local Market Updates** and **Monthly Indicators**. These products should go a long way toward a broader understanding of the prevailing trends in our local housing market.

Webinar training on these tools will be held on:

Jun 28, 2016 1:00 PM CDT at:

<https://attendee.gotowebinar.com/register/3293642432014330625>

Jun 29, 2016 9:00 AM CDT at:

<https://attendee.gotowebinar.com/register/3225786071906143489>

After registering, you will receive a confirmation email containing information about joining the webinar.

You can access these tools through the Clareity dashboard by clicking on the “Infosparks” link.

USE THE TOOLS

Infosparks combines local geography with customizable housing variables, timeframes and market metrics in order to quickly analyze and share trend data in a clean, intuitive interface.

Local Market Updates are monthly, one-page market reports for 49 cities and counties in the region covering nine key housing metrics for single-family attached and single-family detached properties.

Monthly Indicators is a monthly market-wide report covering each of the key metrics in further depth with written analysis, overview pages for single-family attached and single-family detached properties, and historical trends for each metric.

Faststats is a tidy, map-based interface that displays Local Market Updates and Monthly Indicators. Simply select an area to see a useful report!

These tools provided by ShowingTime allow us to support your needs in a meaningful way without you having to spend hours creating your own data tables and charts. Here are just a few of the many possible uses:

- Generate charts to support your recommendations at listing presentations.
- Compare local to regional numbers to better pinpoint what's happening in unique micromarkets.
- Manage client expectations by answering the emotional point of price.
- Emphasize your expertise and knowledge online and through email marketing campaigns.
- Write about a neighborhood with local stats to back you up.
- Highlight a metric like months' supply of inventory to show supply and demand.
- Investigate submarkets like condominium and new construction.
- Compare up to four areas by several housing variables and market metrics at once.
- Define variable categories like property type, square footage and bedroom count.
- Scan important market metrics like days on market and median sales price for your defined areas.
- Share live charts and snapshots of the market or download raw data to make your own charts.