



Flexmls Statistics 101– Key Takeaways

- 1) The Market Summary report is a very easy way to get some statistics in Flexmls broken down monthly for a year at a time. Click on Customize then New Location to choose ONE location (city, zip code, county, subdivision, or map shape). You can always draw a map shape that encompasses multiple things like subdivisions, zip codes, etc. to use as your ONE map shape for this report. It will also allow you to choose a report date in the past like May 2018. Click on the ? icon for more information and on the wrench icon to customize different sections.

Stats in this report: *absorption rate, average/median list price, average/median sale price, average/median CDOM, sold to list ratio/sold to original list ratio, listing prices, number of listings, price volume*

- 2) The Market Trends Graphs report is the more powerful report that allows you to see stats for more than a 12-month period, but most importantly allows you to use a search instead of just one location like the Market Summary report. You do this by clicking on Filters then use a saved search. The key thing here is to save a search before you run the report with the parameters you want but make sure that the status box is unchecked, so you don't limit your results. Save your searches with the words 'stats' in them so you know exactly what those searches are for.

Stats in this report: *months of inventory, average/median list price, average/median sale price, average/median CDOM, average/median ADOM, sold to list ratio/sold to original list ratio, listing prices, number of listings, price volume*

- 3) The Ranking Report allows you to see your production compared to other members in the MLS (or offices vs. other offices) in a specific

timeframe. You can find it under Statistics -> Inventory & Production in the menu. Make sure to run it for Listing **or** Selling Members and not Listing **and** Selling Members and set it for 10000 maximum members.

Note: The default option is running it by sides, so you get double credit if you were on both sides of the transaction. Another thing to be aware of when running by sides is if you were the listing agent and had a co-listing agent (or selling agent and had a co-selling agent), then you would get half the credit as you would split the side with the other agent.

- 4) The Stats tab in the Quick Search is a great way to find out what is going on in real-time as the reports like Market Summary and Market Trends Graphs can only be run for the previous full month. Remember that listings don't always get closed out in the MLS immediately after the sale so real time data won't be completely accurate but will give you a snapshot of what is going on.