



## The Full CMA – Key Takeaways

- 1) Make sure to pull up the automated valuation models (AVMs) on the internet to get a ballpark idea of what the house could be valued. Check RPR first which you can find on the Details tab inside of Flexmls. Then make sure to check out Zillow, Realtor.com and Redfin. Don't just rely on a single AVM from one site. Sometimes a site like Homes.com won't have data, and you now have to create an account for Realtor.com (Gmail will work) to see the AVMs.

Remember, doing a CMA is an art, not a science.

- 2) You can use a radius search around the subject property to start the CMA by typing one of the following in the Quick Launch bar:

1 mile from 1509 e pine street goldsboro nc 27530

1 mile from 100145448

You can also search just in a specific subdivision instead of a radius, but you risk missing properties if the listing agent put the property in the wrong subdivision or didn't select one.

- 3) On the subject tab inside the Full CMA, remember the two important things you can do here.
  - a) Auto-populate fields from existing listing
  - b) Add fields to the template like Cooling or Fireplace and save it if you want it to be there the next time.
- 4) A wise person once said, "If you need to make adjustments, you probably need an appraiser."
- 5) You don't have to include everything in the CMA. When you are on the Finish tab, click the View button and see what you don't want. Then go back to the CMA and uncheck some options (like Sort side-by-side comparison by Status) then click on View again. Once you are happy with it, save the CMA then email or print it.