

City Market Report

Branding is Critical: Educating clients and prospects is critical but can be difficult. What should you focus on? What numbers will they understand and find helpful? With the City Market Report, we present data in a few different ways so that we can capture the attention of your clients and ensure that they understand the value of this market data. Additionally, in order to establish you as the market expert, we have increased your branding to include your picture.

This report covers the city of Sunnyvale. The city is dependent on the listing that you selected.

Text is often an effective way to summarize data. Many agents have told us that content is helpful when it comes to keeping clients informed.

Comparing stats for this month versus a year ago removes seasonal and other temporary trends.

This 2-year graph gives your clients insight into seasonal factors, and the overall trends in regard to price and movement.



KPIs, or Key Performance Indicators, provide a snapshot of current market conditions.

If you do not have an image, you can upload one into Matrix. The default picture is a sold sign.

This is the name of your broker.

About this report provides you an overall view of the data and understanding of how these numbers fit together.

Market Report Infographic

Market Factors – Price, Speed and Size: Varying from the Key Performance Indicators (KPIs) on other Aculist reports, this infographic report focuses on high and low numbers in regard to price, movement and volume. Looking to you to understand how these three factors are connected means that you can once again establish yourself as the market expert.

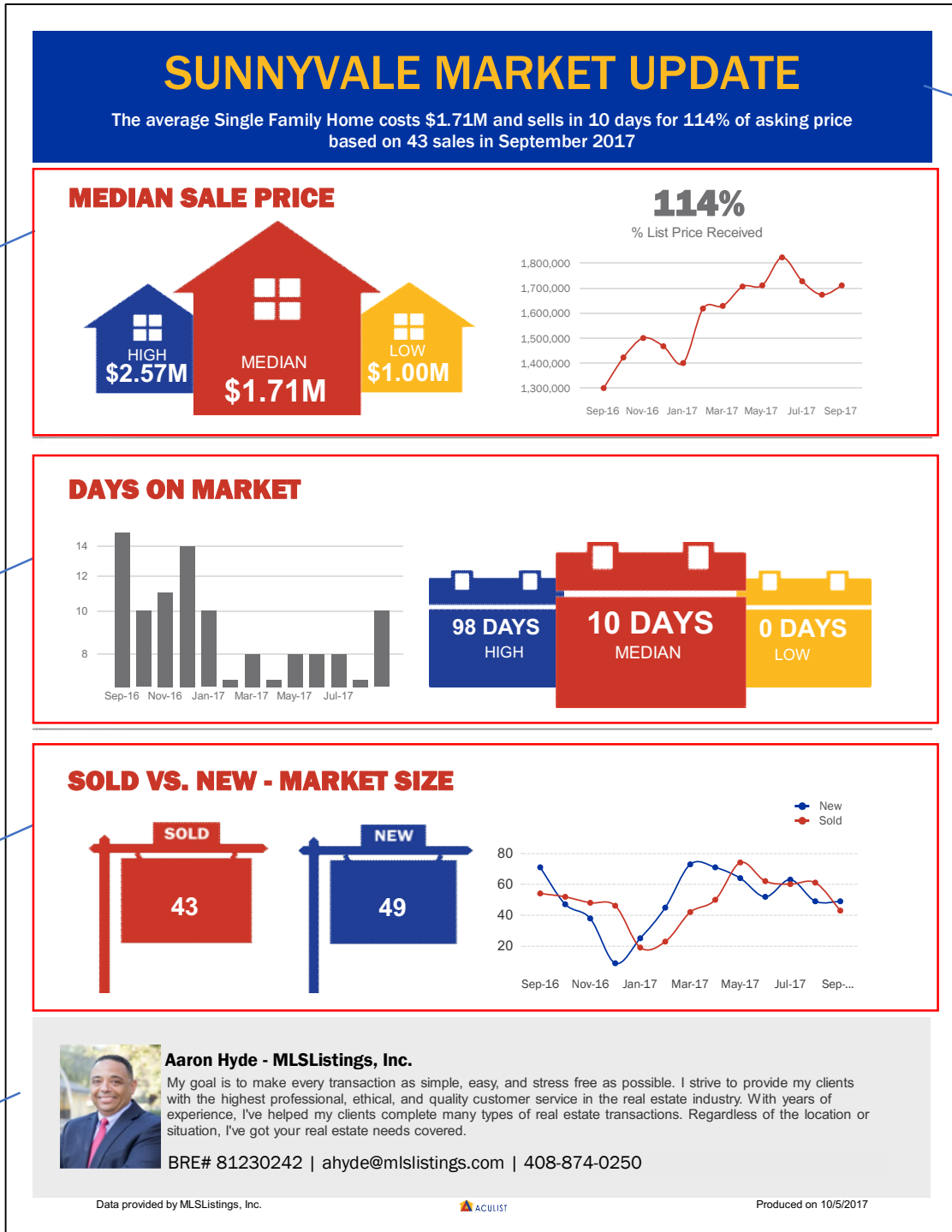
This section focuses on price. Not only do we provide the median, we also identify the high and low prices.

Days on Market (DOM) largely describes the competitiveness of the market. 0 days often means that one or more listings were sold off the MLS.

New and sold homes defines the size of the market and affects DOM and sale price based on the law of supply and demand.

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Infographic Market Update Report

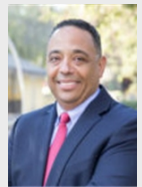
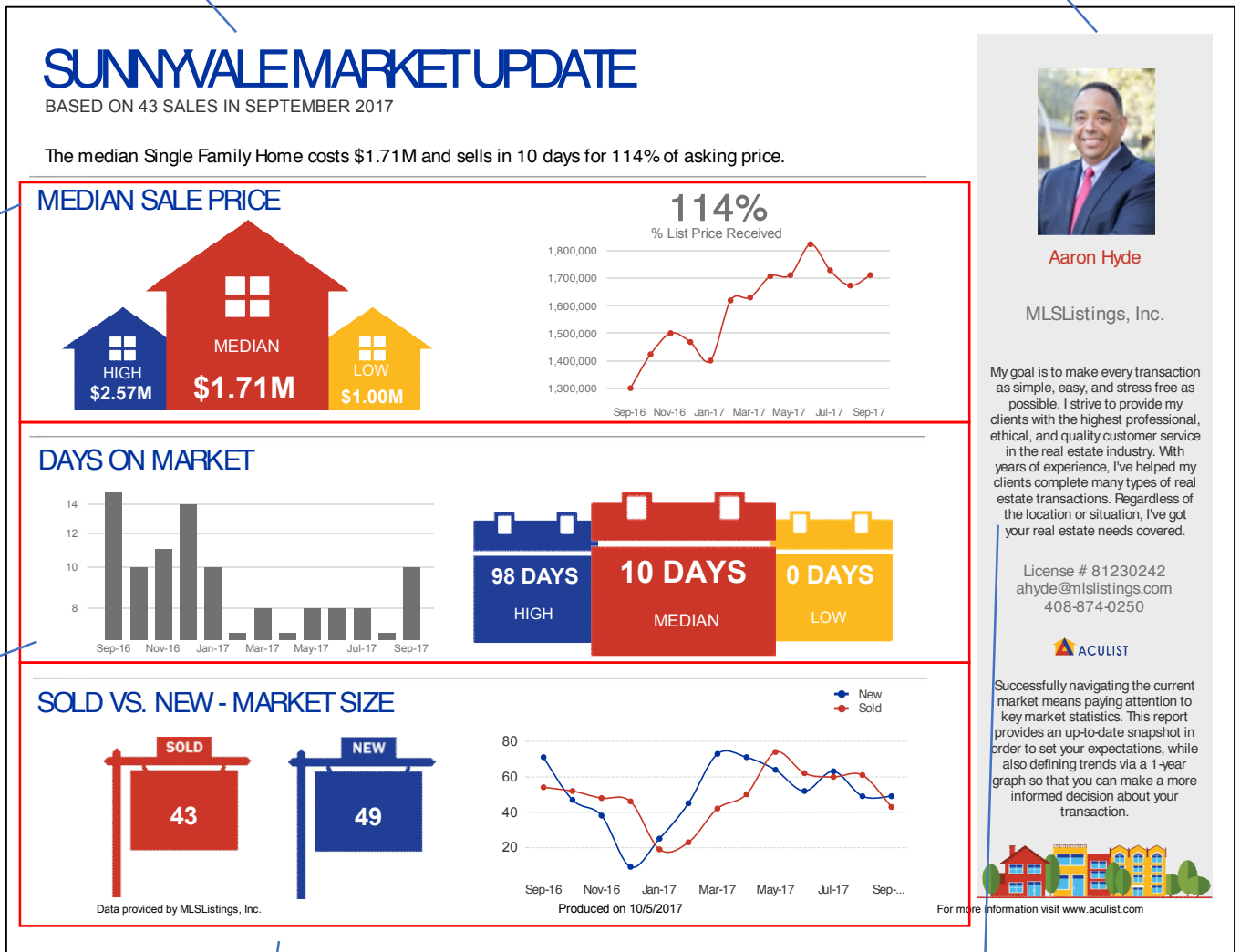
Simple Yet Effective: There are three critical components to understanding the real estate market. One is price, the other two involve movement and volume. These three data points can help a buyer or seller properly set their expectations. In addition to reporting logical real estate metrics, this report also highlights trends for these same areas in order to identify trends.

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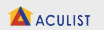


Aaron Hyde

MLSListings, Inc.

My goal is to make every transaction as simple, easy, and stress free as possible. I strive to provide my clients with the highest professional, ethical, and quality customer service in the real estate industry. With years of experience, I've helped my clients complete many types of real estate transactions. Regardless of the location or situation, I've got your real estate needs covered.

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Successfully navigating the current market means paying attention to key market statistics. This report provides an up-to-date snapshot in order to set your expectations, while also defining trends via a 1-year graph so that you can make a more informed decision about your transaction.



For more information visit www.aculist.com

New and sold homes defines the size of the market and affects DOM and sale price based on the law of supply and demand.

This text is standard on every Infographic Market Update Report you order.

The Buyer's Guide Report

Property-Based Report: The Buyer's Guide allows you to provide clients and prospects information that is specific to a listing. Whether this is used for an open house, for a listing presentation, or as you tour properties with buyers, the information provided is simple yet effective, focusing only on the data that will be critical for decision-making. Another fundamental element of this report is that you, the agent, are the focus in regard to answering questions about property value and transaction expectations.

The title is Buyer's Guide but the content also works very well for listing agent's and sellers.

The property that you select in Matrix will be the one featured on this report. It will have the address, list price, bedroom and bathroom count as well as square feet.

This report provides a snapshot of the last 30-days for buyers/sellers actively engaged in the market. We highlight decision-critical Key Performance Indicators (KPIs) and note the change from the previous month.

November 2017

THE BUYER'S GUIDE

350 OAKMEAD PARKWAY, SUNNYVALE, CA 94085

\$2,299,950 **5** **3** **2,265**
List Price Bedrooms Bathrooms Square Feet

IS NOW A GOOD TIME TO BUY?

- When DOM is less than 30 days, how do I make sure that I don't miss out on the homes that are available on this market?
- Given the median price change over the years, how do we know if the house is a good value?
- Is real estate always a good investment and how have homes in this area appreciated?
- In terms of planning on how much we will need to spend to find a home in the area, how much should we expect to pay over asking?

SAN JOSE : COMPARED TO OCTOBER

Median Sales Price	% List Price Rec'd	Days On Market	Avg. Price / Sq.Ft.
\$1.11M	108%	9	\$644
↑	↓	↓	↑

AARON HYDE

Knowing whether it is a good time to buy or sell a home can be intimidating. With my real estate experience, I am eager to help you understand the current market conditions, key indicators and trends. If you are interested in this property, or would like to discuss properties like this, please contact me.

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BROKER: MLSListings, Inc.

Data provided by MLSListings **ACULIST** Produced on 12/8/2017

The date will be the previous month-end. This report would be available beginning November 1st.

This text is standard The Buyer's Guide. The idea is to propose questions that buyers/sellers should ask and then make sure that they know to contact you for insight and context.

The questions listed are supported by the month-over-month Key Performance Indicators (KPIs).

The text above your contact information is standard but your information is presented as you entered it in Matrix.

If you do not have an image, you can upload one into Matrix (go to My Info). The default picture is a sold sign.