



VALUABLE REAL ESTATE BUSINESS AND MARKET INSIGHTS



www.aculist.com



EMAIL CAMPAIGNS

We send out weekly Eblasts to our subscriber base to inform them of all major updates in the MLS market for their specific region.



Our newsletter is designed to provide you with valuable information about real estate trends, market analyses, and property listings.



Strong Foundation

We prioritize strong subscriber relationships and strive to exceed expectations in every aspect of our partnership.



Industry Knowledge

Our industry knowledge is unmatched, which we have our amazing realtor associations to thank for their shared wisdom. MLSLISTINGS

Products & Services



Dear Elicia,

We are pleased to premiere our new <u>Technology Spotlight video series</u>, where we do a deep dive on the latest technological advances impacting the real estate industry and our subscribers. In our <u>first</u> <u>episode</u>, we focus on a particularly hot topic: Artificial Intelligence (AI).





EMAIL EXAMPLES



The Aculist Weekly Update

You are receiving this Aculist Weekly because you requested to receive the Aculist Daily Update from <u>Aculist</u> which you signed up for on the Aculist website.

The Aculist Weekly charts are 15 week rolling reports, with the last week ended in the middle. The chart allows you to see 7 weeks back and 7 weeks forward, with weekly comparisons to 2021 and 2022.

The Aculist Weekly charts include data for:

- Active Listings *NEW*
- New listings
- · Changed to pending
- Changed to sold
- Pre-Market Listings *NEW*
- Inventory *NEW*

Please click on the image of the county below to download the Aculist Weekly PDF for that county.





Santa Clara County Santa Cruz County San Mateo County





Monterey County

San Benito County

The data is updated each week on *Tuesday* morning. Listings are gathered and summarized for each of the five MLSListings Counties.

Data differences from reports delivered in 2021:

- The Active Listings count does not include Members Only listings
- The Active Listings count is de-duped so properties are not counted twice
- The New Listings count does not include Members Only listings
- Data from CRMLS is not included due to data sharing agreements. This is typically a small number (46 listings across five counties).

For questions about the data provided via the Aculist Weekly, or about your free, unlimited Aculist Market Data Reports benefit, or to discontinue reception of this email, please email support@aculist.com.



Dear Elicia,

The video recording of <u>MLSListings Live #29</u>, where our partner economist, Dr. Elliot Eisenberg, discusses how federal policies and economic factors are impacting the Bay Area real estate market, how best to advise your clients, and more is now available to <u>view on-demand</u>.

Watch this video to get Dr. Eisenberg's insights on:

 What is meant by phrases such as "not out of the woods" and "soft landing", and what he believes the impact that recent economic factors may have on the real estate market moving forward.
How increase interest rates will affect the housing market for the remainder of 2023.

More specifically, if we should expect increased competitiveness or seasonal cooling. His thoughts on the potential impact on the local real estate landscape should the Fed decrease rates in 2024 or beyond.



Thank you,

MLSListings Inc.



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Dear Elicia,

In the <u>latest episode</u> of our podcast, we are joined by Fernando Peña, Government Alfairs Director (GAD) for the San Mateo County Association of Realtors, who talks about actively pursuing SAMCAR's legislative agenda before local and state elected officials to protect and preserve private property rights and the interests of real extate professionals throughout San Mateo County.



Topics covered include:

 How engaged and informed SMACAR members made the difference in defeating The Millitera Viacours (Tai Carl Millitera Viacours (Tai Carl Millitera Viacours (Tai Carl Millitera Viacours (Tai Carl Millitera Viacours of Millitera Viacours of Millitera Viacours of Millitera Viacours (Tai Carl Millitera Viacours (Tai Carl Millitera Viacours A) (Tai Carl Millitera Viacours A

Conveniently listen to MLSListings' expert analysis and insightful guests anywhere, anytime, whether you're in the office or on-the-go:

YouTube
Apple Podcast

Thank you,

MLSListings Inc.







ear Elicia,

This month's <u>Harlet Himbe videos</u> - with the most up-to-date local real estate data for both counties and cities - are now available to view and share with your clients/prospects.

Here are some key takeaways to watch for:

• The August real states markst way generally consistent with suscease breach in the USUIting consection execution (a result of constant). Dups on functional (DDI) and USUIting consection executions, and the Section of the Secti



Santa Clara County



San Mateo County

Santa Cruz County



San Benito Count

ownload Slide Decks on <u>Acuilist.com</u>

You can download the slide decks from these Market Minute videos by <u>visition this rare on the A</u>

New Reports & Statistics Page on Pro Support Community Site

We've centralized all, of our Aculist information and resources - including Weekly Market Updates, Market Data Reports, Interactive Reports, Market Updates with Dr. Elsenberg, and our morthly Market Minute Weekes - on a <u>new Recorts & Statistics case</u> in our Pro Support Community site. To check it out, <u>click</u>

Subscribe to Our YouTube channel

Finally, never miss another Market Illinute update or any other video we produce. Subscribe to our <u>fostTube channel</u> by going to <u>https://www.wachube.com/user/militizingeing</u> and clicking the red "subscribe" button, then clicking the bell icon to get a notification every time we publish a new vi

Thank you,



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Take a look at this terrific #SantaCruz County Market Snapshot #infographic developed by Santa Cruz County Association of Realtors using data provided by Aculist & MLSListings. And for add'I data & trends, watch this video: https://youtu.be/akVUuZcUa6I





VIDEO: The recording of MLSListings Live #29 -"Staying Ahead of the Curve – Fall Real Estate Look Ahead" with our partner economist, Dr. Elliot Eisenberg, the Bowtie Economist, is now available to view on-demand.

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i MLSLISTINGS LIVE Fall Real Estate Look Ahead w Partner Economist, Dr. Eisenberg Youtube.com MLSListings Live #29: "Staying Ahead of the Curve - Fall Real Estate Look Ahead w/Dr. Eisenberg"



Our social media campaigns incorporate high-quality images, infographics, and visually appealing design elements to engage the reader and provide a clear and concise presentation of information. It includes clear CTAs (Calls to Action) to guide readers to relevant webpages for more details or to get in touch with our team members.

SOCIAL MEDIA CAMPAIGNS

Our primary focus on social media is to provide:

Market Updates: Information on the latest real estate market trends, property values, and potential investment opportunities.

Open Forums: We encourage our subscribers to join and participate in our open forums via Zoom so we can come together and answer their questions and give important market updates.

Shout outs: We give shout outs to our valued subscribers to show how much we appreciate their willingness to trust and share our market data with their teams, leading to an uptick in lead generation and eventually, closed deals.







TURN CRITICAL INFORMATION INTO VALUABLE CONTENT

Agents, brokers, and the MLS community can forge lasting relationships using **Aculist products and services**.

- **Leverage** MLS data to build value for your subscribers.

- **Utilize** digital media to communicate value and expertise to your community.

- **Train**, educate and add value for your subscribers as they navigate the real estate world.

- **Provide** world-class tools that help your subscribers lower the costs associated with doing business.



ASSOCIATION MEDIA KIT

Our Association Media Kit covers all the things we can't fit into a short Powerpoint Presentation.

Santa Cruz County Association of Realtors

VIDEO: We've reached the halfway point for 2023, so we sat down with @MLSListings President & CEO, Dave Wetzel, to highlight the MLS' accomplishments to date and to showcase what lies ahead this year. https://youtube/yTUfUNe7JnM **Loads of accomplishments (Great iob MLSListings)**



San Mateo County Association of REALTORS June 30 at 10:19 AM · 📀

VIDEC: MLSListings Board Chair, Jesse D. Gutierrez, reminds agents that written permission and proper attribution are required when posting videos of properties that are not theirs on social media. https://youtube/Nd8-D9-VjhV



Silicon Valley Association of REALTORS®

VIDEO: With the ongoing housing inventory shortage, new home construction is an increasingly viable option, and @MLSListings partner, @NewHomeSource Professional, is the premier resource for all the new home info you need for your clients. https://youtube/H1EBg8qz-SE



Monterey County Association of Realtors 1d · @ See the latest #realestate data & trends for your local market in this month's @Aculist Market Minute videos. Minute videos. Minute videos. Post content provided by MLSListings



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