



The CMA Process using FLEXMLS TARMLS

Step 1:

Pull the subject property tax record using **FLEXMLS 'Tax Search'** to identify the subject property and print it.

- Note: Subdivision & Square Footage (typically the 2 major cuts in doing a CMA property search)
- Also note: **Absentee or owner occupant**; when they purchased & what they paid (have they owned it long enough to have equity); lot size; pool or not; type of construction; zoning; & school district are all of interest
- For 'extra credit' click the 'Property Tax / Large Map' link, check out & print the various plat views. Under 'Map Zoom', zoom in & out for orientation, location of other comps and using the drop down menu under Map Zoom check out the Aerial View; etc. Print relevant maps, as they show all sales (including non-MLS). Note, there may be better maps in FLEX to print but with only MLS data. We want to be aware of all sales for credibility.
- Click 'Comparable Properties' button; then adjust the "Comparison Criteria" to find good comps and click "Update Criteria". Review noting both MLS sales and non-MLS properties (the 'use all sales' criteria). Use these non-MLS 'comps' as a cross-check to the MLS data to make sure you know about all conveyances.

POWER TOOLS FOR PROPERTY RECORDS™

CRS PowerTool Real Estate | **HOME** | **PROPERTY SEARCH** | **PROSPECTING**

Property Report | Comparables | Maps | Subdivision Info | Area Info

Show/Hide: Owner Sales History Tax Assessment Mortgage History Buildings Extra Features Lot Utilities/Area Legal [Save Settings](#)

[Print](#) | [Email](#) | [Save](#) | [Bookmark](#) | [Previous Report](#) | [Next Report](#) | [MLS](#) | [Need Help](#)

Property Report

Location

Property Address	1011 W Lone Mesquite Dr Oro Valley, AZ 85755-5929
Subdivision	Vistoso Rho Nbrhd 11 Prcl Ag
Carrier Route	R124
County	Pima County, AZ

Current Owner

Name	Rodriguez Robert J Castro Laura C
Mailing Address	1011 W Lone Mesquite Dr Oro Valley, AZ 85755-5929

[Click here for owner's White Pages telephone listing.](#)

Property Summary

Property Type	Residential
Land Use	0151: Sfr Grade 010-5 Urban Subdivided
Improvement Type	Single Family Home
Square Feet	2528 sf

[Click here to see the county's Property Record Card.](#)

© 2011 CRS, Inc. [Click here to go to a larger map.](#)

General Parcel Information

Parcel/Tax ID 219-19-4920
 Township 11S
 Range 13E
 Section 23
 Census Tract/Block 46.37/1

 Insert your image (in place of the map)

[Click here to see the county's Assessor Report.](#)

Sales History through 04/19/2011

Date	Amount	Buyer/Owners	Buyer/Owners 2	No. Instrument	Parcels	Book/Page or Document#
04/14/2006	\$513,041	Rodriguez Robert J & Castro Laura C				12783/4507 20060721014

Tax Assessment

Assessment Year	2011	Tax Area	1012
Appraised Land	\$0	Tax Year	2010
Appraised Improvements	\$0	Total Taxes	\$5,027.02
Total Tax Appraisal	\$359,526	%Improvement	
Total Assessment	\$35,952	Exempt Amount	

[Click here to see tax payment history.](#)

Mortgage History

Date	Loan Amount	Borrower	Lender	Book/Page or Document#
2/3/2010	\$417,000	Rodriguez Robert J Castro Laura C	Nova Financial And Investment	13738/2194
3/31/2008	\$417,000	Rodriguez Robert J Castro Laura C	Nova Financial And Investment	13274/4299
4/14/2006	\$51,000	Rodriguez Robert J Castro Laura C	Nova Financial And Investment	12783/4533
4/14/2006	\$410,400	Rodriguez Robert J Castro Laura C	Nova Financial And Investment	12783/4509

[Click here to see to mortgage \(trust\) details.](#)

Property Characteristics: Building

Building #	Type	Condition	Sq Feet	Year Built	Effective Year	BRs	Baths	Rooms	Stories	Units
1	Single Family Home	Sound	2528	2006				8	1	

Building Square Feet (Living Space)

Building Square Feet (Other)

Construction

Quality	Average	Roof Framing	
Shape		Roof Cover Deck	Built-Up/Wood
Partitions		Cabinet Millwork	
Construction		Floor Finish	
Foundation		Interior Finish	
Floor System		Air Conditioning	Refrigeration
Exterior Wall	Wood	Heat Type	Forced Air Unit
Structural Framing		Bathroom Tile	
Fireplace		Plumbing Fixtures	14

Other

Occupancy		Building Data Source	
-----------	--	----------------------	--

Property Characteristics: Extra Features

Feature	Size or Description	Year Built	Condition	Building #
Pool	450			
Patio-Covered				
2 Car Garage				

Property Characteristics: Lot

Land Use	0151: Sfr Grade 010-5 Urban Subdivided	Lot Dimensions	
Block/Lot	/27	Lot Square Feet	
Latitude/Longitude	32.457815°/-110.986961°	Acres	0.16

Step 2:

Go to '**Quick Search**' in **FLEXMLS** for an overview of the subdivision. Criteria: Main/Status=All (except maybe Cancelled)"; Location / Subdivision; & Dates / COE back 1 year. Click 'View Results in a List'; then 'Map'; then 'Compare'.

- Purpose: To know everything that happened through the industry in the past year
- Also, to have a sense of where your subject property falls in relative price & size
- 'View Results'; check all listings; use the CMA / "Summary" report; and print for your reference

Step 3:

Return to the 'Full Search' by clicking '**Edit Search**' adding + or – 10% square footage to 'Main' search and 'View Results'. You now have your comps.

- Then again, 'check all listings' & 'CMA Report'; print it; SAVE IT (you'll need it for Toolkit CMA)
- Run the 3 formulas (Absorption Rate; # of Month Supply; & Trading Range.
- Go back to the list and click the first MLS number to start reviewing the remarks and pictures of each property in the results window. The objective here is to understand the various distinctions in this market segment and to ultimately understand why the Solds sold for what they sold for and how the Actives (which represent the 'competition') stack up against your subject property. You will ultimately use this information in the 'Competitive Positioning' part of the RLSIR Listing Presentation.
- Print the Actives & Solds using the Listing Detail Report

Step 4:

Field work: Armed with a digital camera and your maps and Detailed Agent Report printouts, "curb" the Solds; preview the Actives; & take a digital picture of the subject property for use in your Toolkit CMA.

Step 5:

You now need to **reconcile your research** into a target range where your subject property is properly be "positioned".

Beware of 'the black hole'—i.e. in accounting for the various features like view; pool; types of surfaces; etc. try VERY hard to make sure you have market data to support adding value. **You need to avoid a "cost-plus" approach.** We do a market approach, so we need market data. When you don't have market data, you need expert advice. Get help—we have the expertise in-house, particularly for the custom homes.

Also, be mindful of the average cost per square foot in your market segment (subdivision & square footage range). If you exceed the cost per square foot of your sold comps in the last 6 months, you are in uncharted territory and will have appraisal issues.

There are also features to subtract for—like backing to a busy street, which will usually mean about a 10% reduction. However, again, hopefully you have the "busy street" comps to support your adjustment. You can use FLEXMLS to make price adjustments, if necessary, within the CMA report.

You are now ready to put together your collateral materials with ToolKitCMA and the RLSIR Listing Presentation.

Step 6: (optional ToolKit CMA Report)

With Flex closed, go to <http://toolkitcma.com>

Login=your email; password='Welcome123!' (case sensitive)

- Follow the prompts on the screens until you get to the Get Data screen; go to FlexMLS and login
- Pull up your saved search and select not more than 25 comps (Toolkit only holds 25)
- Click 'Export'; then choose only selected; the ToolkitCMA button; put in the funky letters; then click the export button at the bottom of the screen
- When the dialogue box comes up click 'save';
 - Warning! Sometimes the dialogue box doesn't come up. This is because the IE Browser wants your permission for a download or maybe it needs an Active X file. This shows up on the thin, light yellow banner under the web address bar. To get around this issue there is a 'click here if download doesn't start' option
- After the first dialogue box comes up another dialogue box opens up—again, click 'save'
- Then 'close' the dialogue box.
- Then close Flex (careful not to close the Toolkit window)
- Toolkit should then be visible and momentarily the listings from Flex will start their import process which may take a minute or two
- Be sure to click the 'mark all' button on the import screen once all the imported listings come in
- Follow the 'next' buttons until finished; Remember to save your presentation, which also can be saved as a PDF and / or emailed.