InfoSparks/FastStats Overview

InfoSparks and FastStats is a new housing market research and statistics product that REcolorado is offering to our subscribers. This new product will help you present relevant statistics to your client during listing presentations, to use on your blog, and through other methods.

InfoSparks Highlights

InfoSparks is an interactive data tool allowing customers to easily perform trends analysis and designed specifically for ease of use, fast analysis and simple sharing.

- Compare up to four geographies at a time
- Filter search results using common variables
- Examine housing market metrics such as counts, medians and averages
- Customize price and square footage ranges
- Mobile device compatible
- Share search results online, in print, via email and even with live widgets

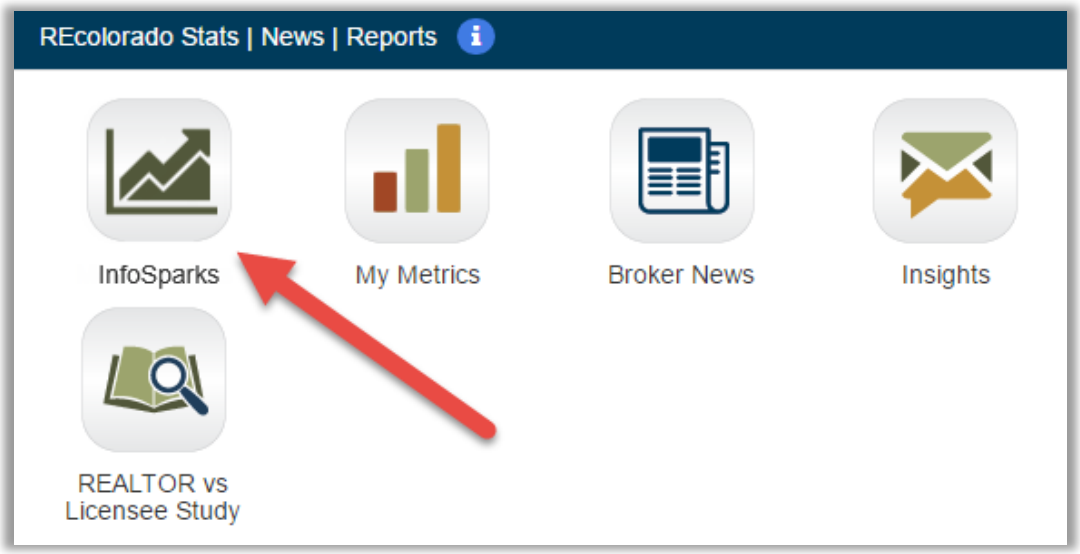
FastStats Highlights

FastStats allows customers to quickly access a variety of PDF reports including Local Market Updates, Monthly Indicators, and Annual Reports. FastStats includes both the free monthly reports and reports that were previously only available for purchase through Marketplace. All reports are now included as a subscriber benefit.

- **Local Market Updates** are monthly, one-page market reports for predefined geographic areas covering six key housing metrics for detached and attached single-family homes.
- **Monthly Indicators** is a monthly, market-wide report for the REcolorado® market area that covers each of the key metrics in further depth, overview pages for detached and attached single-family homes, and historical trends for each metric.
- **Annual Reports** provides a wide range of useful housing data for a given year.

Accessing InfoSparks/FastStats

- Login to CONNECT
- Under the REcolorado Stats section, click **InfoSparks/FastStats**
- InfoSparks will open. You can access FastStats from the top navigation of InfoSparks.

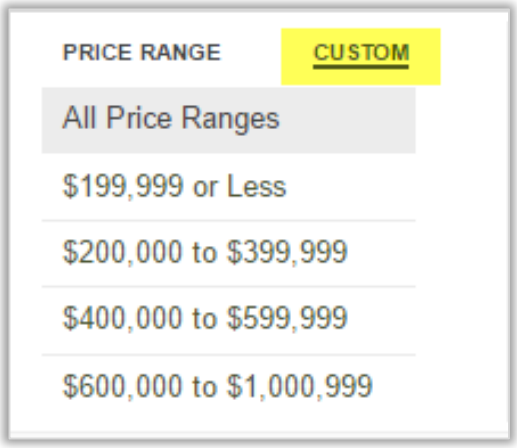


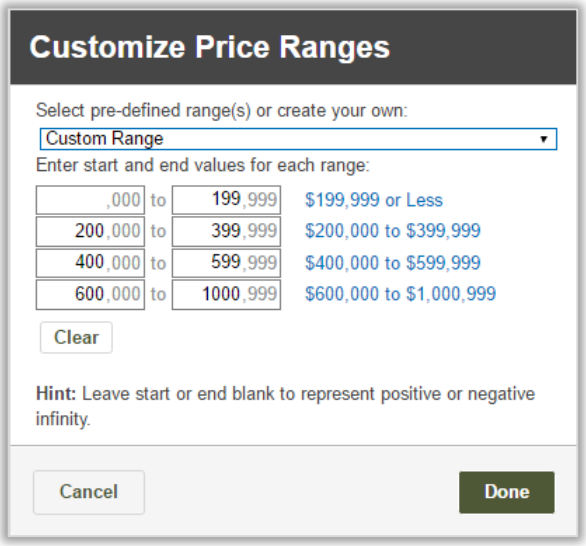
InfoSparks

InfoSparks includes several search filters so you can narrow your statistics by specific listing information: Price Range, Property Type (Attached and Detached), Bedrooms, Bathrooms, Square Footage (Total SqFt) and Year Built.

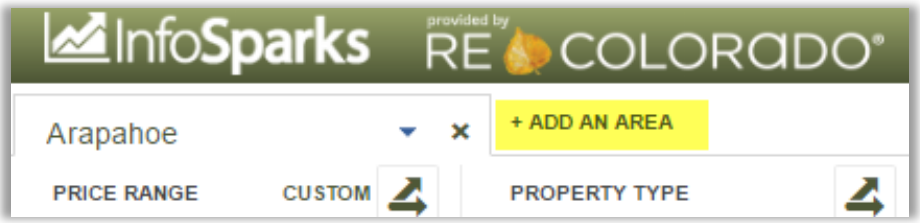
- **Double-Arrowed Splitter:** This icon will allow you to search by more than one variable and it breaks the stats into different segments. This can only be applied to one area at a time

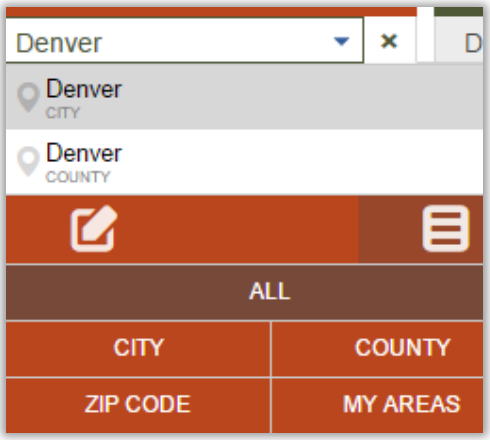
- **Custom:** Adjust the Price and Square Footage ranges.
  - **Under the pre-defined ranges or create your own**, you can select Custom Range to apply the same price range to additional areas. The customized ranges can be applied to additional areas, but are not saved after logging out.





- **Add An Area:** Compare up to four areas
  - Click on **Add An Area** and type or select a City, County, Zip Code or My Area
  - All four areas will use the same search filter selections.





Metrics are located below the graph.

- **Available Metrics:** Sold Price, New Listings, Active Listings, Under Contract, Sold Listings, Days on Market, Months Supply, Pct of Sold $ to List $, Price Per Sq Ft and Dollar Volume.
  Note: Days on Market is using the DOM value from Matrix, not CDOM.
- **Median or Average:** On the following metrics filters you can choose to view the median or average: Sold Price, Days on Market, Pct of Sold $ to List $, and Price Per Sq Ft

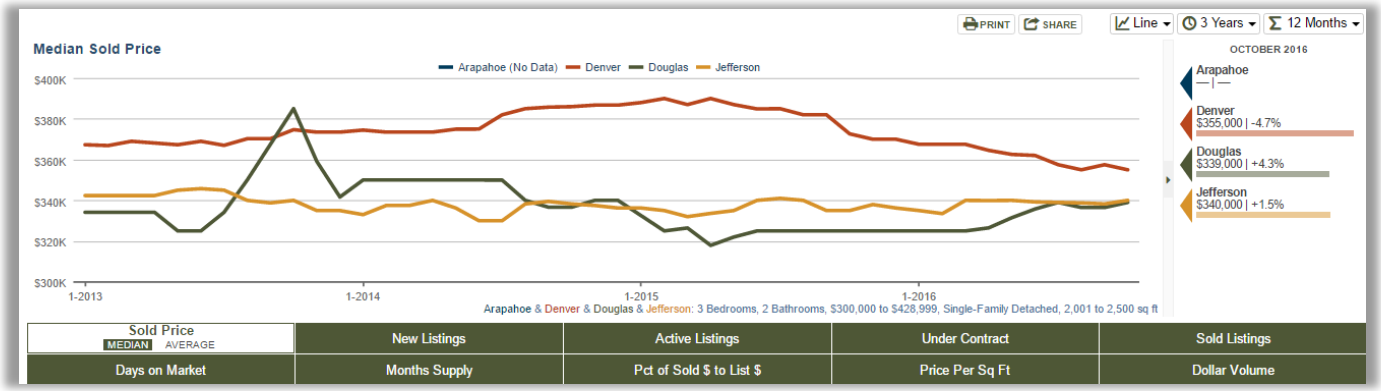
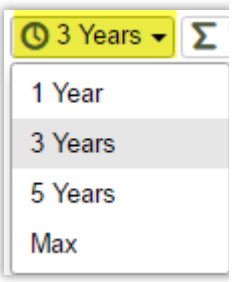
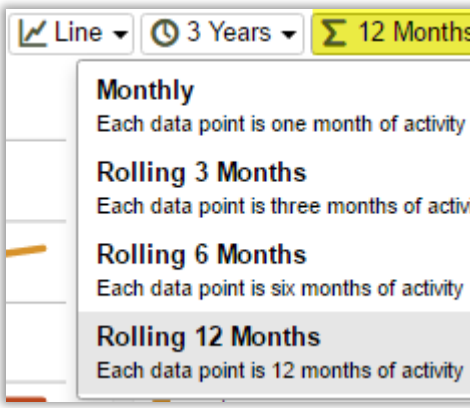


Chart Options

Customize your chart by selecting a Line or Bar Chart, Number of Years and Number of Months

- **Line/Bar Chart:** Display statistics as either a line or a bar chart.
- **Number of Years:** Select the number of years to include in the chart.
  - Line Charts: Choose from 1 year, 3 years, 5 years, or Max
    - Max will go back to 2008
  - Bar Charts: Choose from 1 year, 2 years, or 3 years
- **Number of Months:** Choose how you would like the data points to be calculated: Monthly, Rolling 3 Months, Rolling 6 Months and Rolling 12 Months

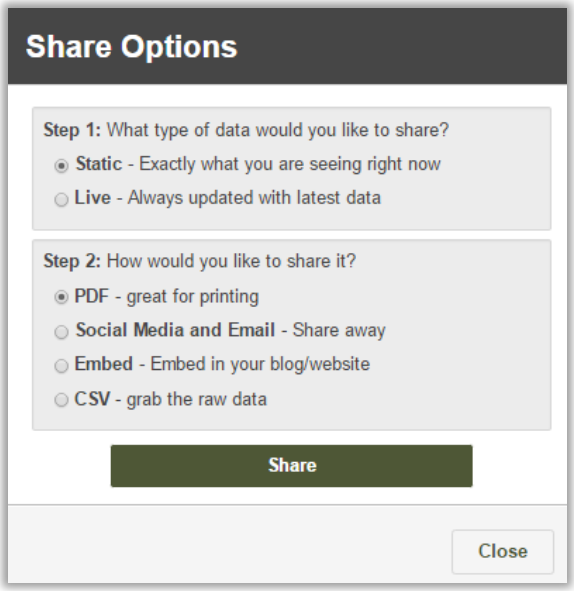


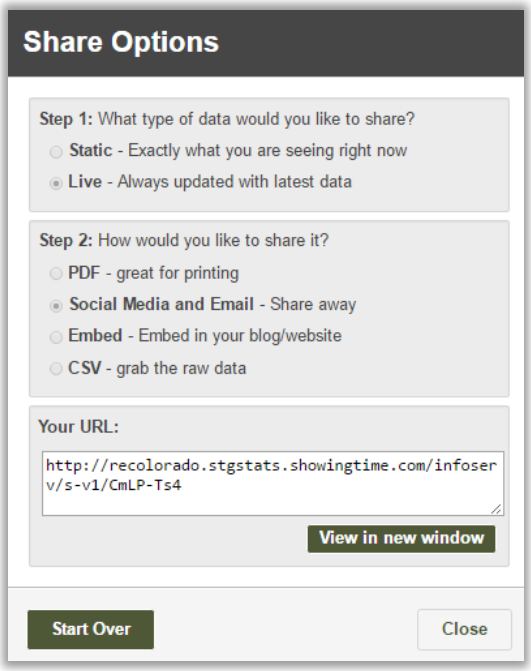


Share Options/Print

These options allow you to share or print your charts.

1. **Printing Charts**
    a. Select Static or Live and **PDF**
    b. Click **Share**
    c. Click View PDF/Print Window
    d. When the URL is shared it will be a Static PDF
2. **Social Media & Email:** Select Static or Live, and Social Media and Email
    a. Click Share, View in new window
    b. From the chart you can share on email and social media sites, such as Facebook, Twitter, Google+, Pinterest, LinkedIn, and more.
3. **Embed:** It is easy to embed charts on your Blog/Website.
    a. Choose an Image (PNG) or Interactive (IFRAME)
    b. Select the Image or iFrame Size: Small (400x300), Medium (640x480), Large (800x600), or Custom
    c. Copy and paste the code on your blog or website
4. **CSV:** Export raw data for your own analysis
    a. Select Static and CSV
    b. Click Share, Download CSV file
    c. Open Excel CSV file
5. **Your URL:** After clicking Share a URL will appear for each option. The URL can be copied and pasted into an email or on a social media site of your choice.
6. **Start Over:** This button will allow you to select new Share/Print options without closing the Share Options screen.

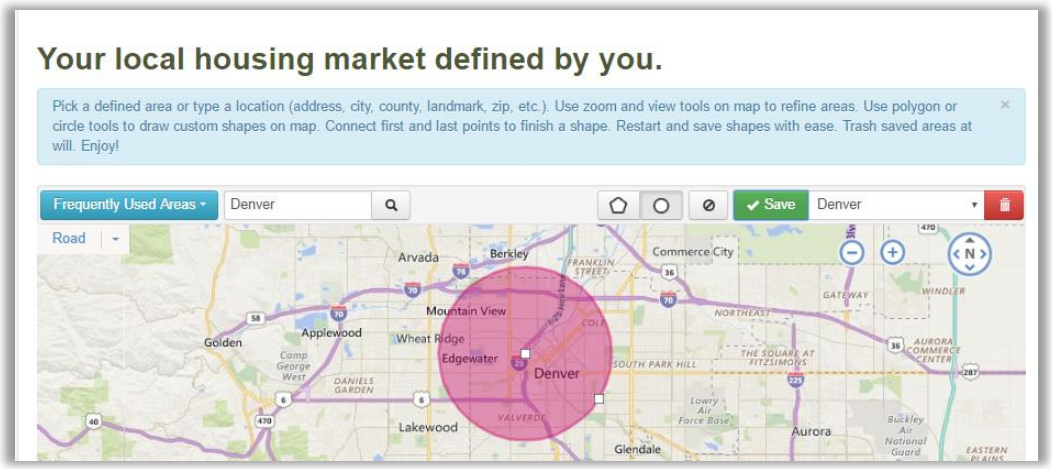




My Areas

Customize your statistics areas by drawing on the map and saving the area. My Areas lets you choose the specific areas included in your InfoSparks charts.

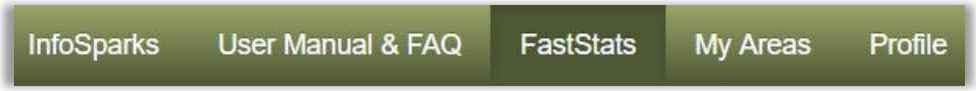
- There is no limit on how may Saved Areas you can have, but after 90 days of inactivity they will be archived. Archived areas can be restored by simply re-saving them in the My Areas tab.
- You can add an unlimited number of shapes to the map, however, the size of the shape is limited to 270 square miles.



FastStats

FastStats is a map-based interface to easily access the most current Local Market Updates, Monthly Indicators, and Annual Report, as well as a history of reports going back as far as they exist. Click on the FastStats tab in the menu bar to get started.

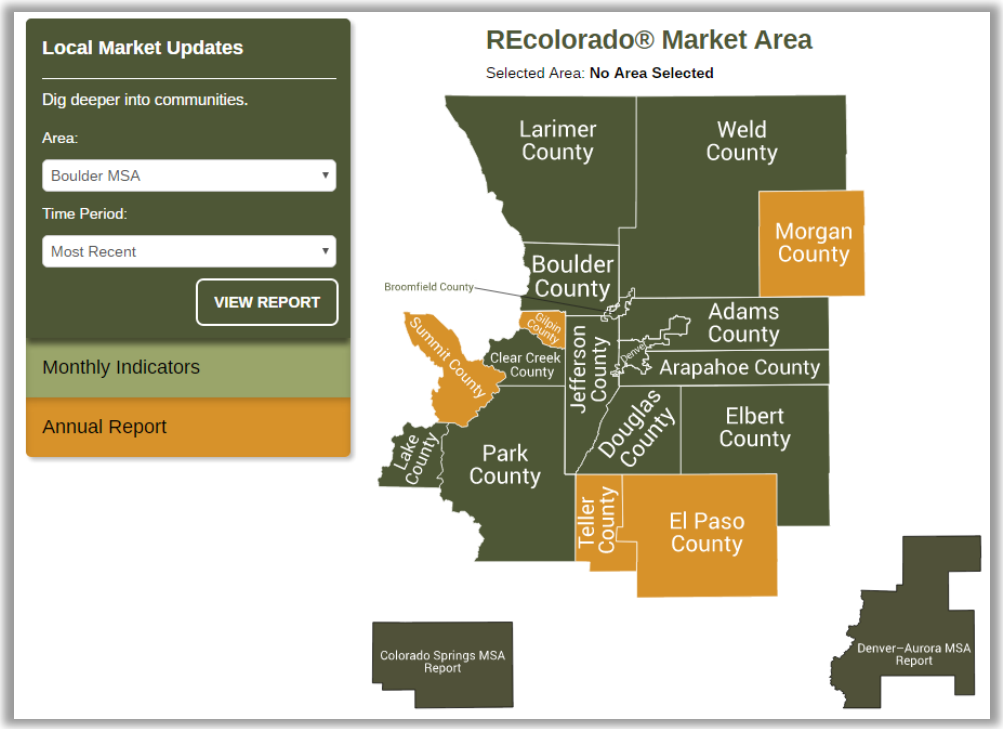
Note: Days on Market in these reports is using the DOM value from Matrix, not CDOM.

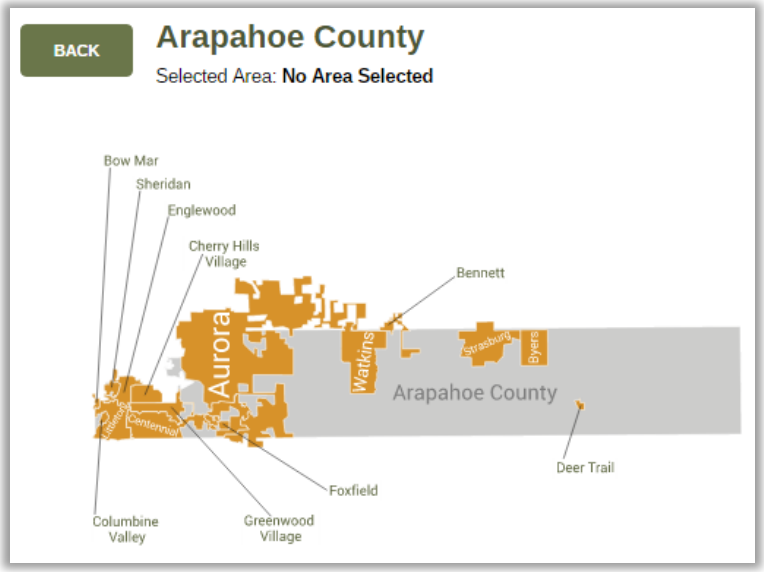


Local Market Updates

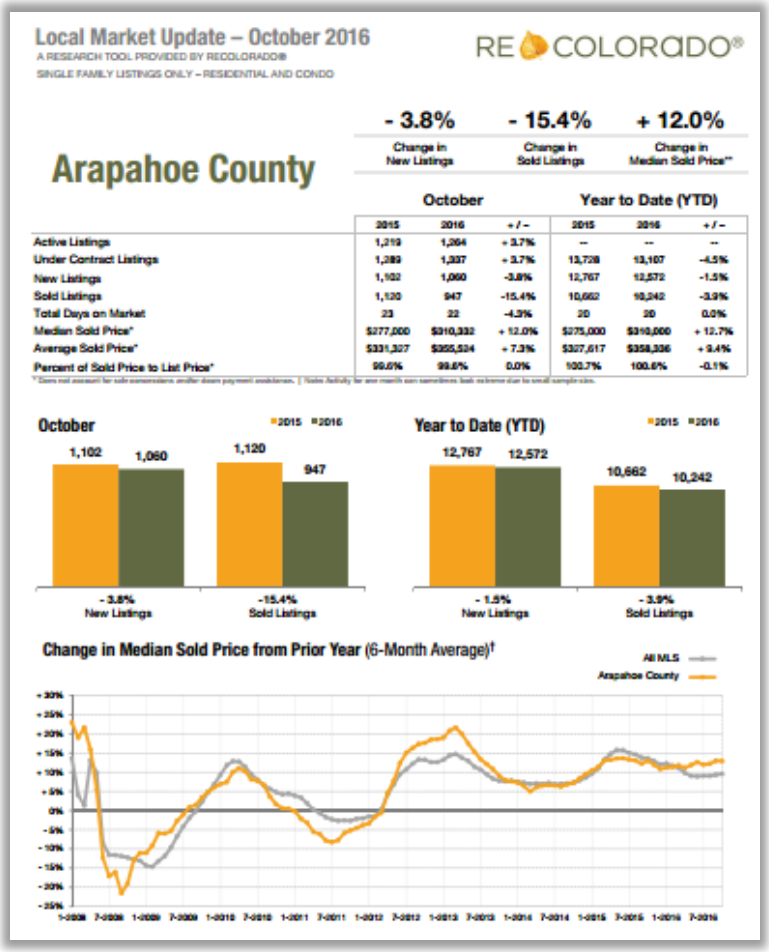
These reports are monthly, one-page market reports for predefined geographic areas in the region covering six key housing metrics for detached and attached single-family homes. The reports can be accessed for specific Cities, Counties and MSA's (specific grouping of counties).

- **Map:** The interactive map allows you to access static reports by selecting the MSA or County and drilling down to the City level.
- **Area:** Select a City, County or MSA
- **Time Period:** Select which month you would like to review. Local Market Update reports back to February 2012 are available.





The Local Market Update Report



Local Market Update – October 2016

A RESEARCH TOOL PROVIDED BY RECOLORADO®

SINGLE FAMILY LISTINGS ONLY – RESIDENTIAL AND CONDO

RE COLORADO®

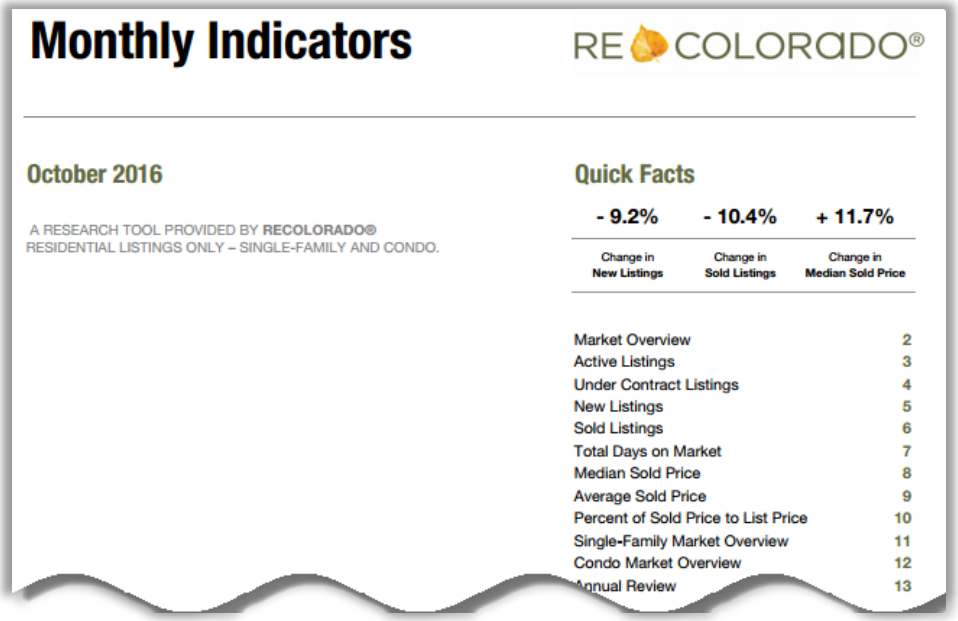
Arapahoe County

- 3.8%	- 15.4%	+ 12.0%
Change in New Listings	Change in Sold Listings	Change in Median Sold Price**

	October			Year to Date (YTD)		
	2015	2016	+ / –	2015	2016	+ / –
Active Listings	1,219	1,264	+ 3.7%	--	--	--
Under Contract Listings	1,289	1,337	+ 3.7%	13,728	13,107	-4.5%
New Listings	1,102	1,060	-3.8%	12,767	12,572	-1.5%
Sold Listings	1,120	947	-15.4%	10,662	10,242	-3.9%
Total Days on Market	23	22	-4.3%	20	20	0.0%
Median Sold Price*	$277,000	$310,332	+ 12.0%	$275,000	$310,000	+ 12.7%
Average Sold Price*	$331,327	$355,534	+ 7.3%	$327,617	$358,336	+ 9.4%
Percent of Sold Price to List Price*	99.6%	99.6%	0.0%	100.7%	100.6%	-0.1%

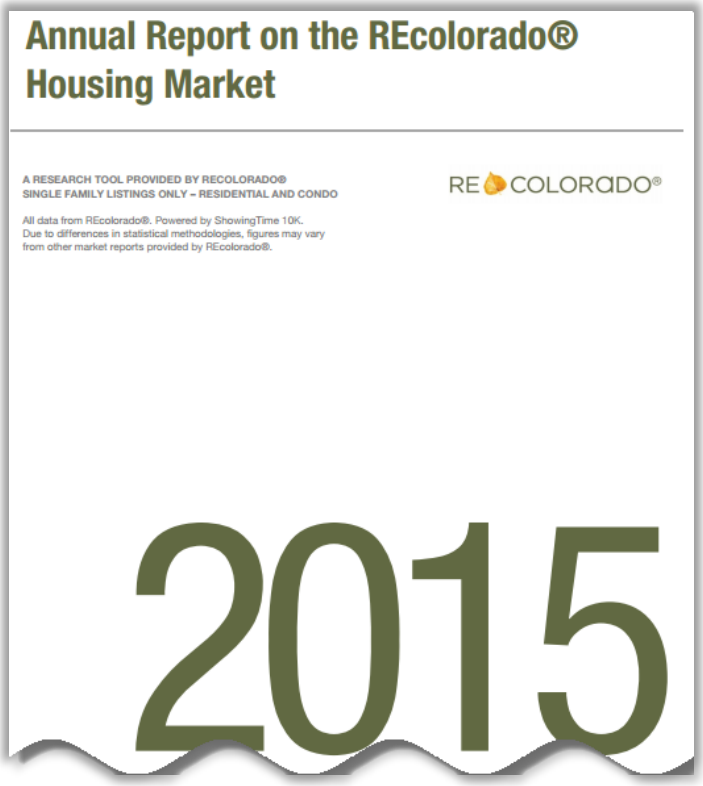
- **Monthly Indicators** is a monthly, market-wide report for the REcolorado® market area that covers key metrics in further detail, includes overview pages for detached and attached single-family homes, and provides historical trends for each metric.
    - **Time Period:** Select which month you would like to review. Monthly Indicators back to January 2012 are available.

Monthly Indicator Report



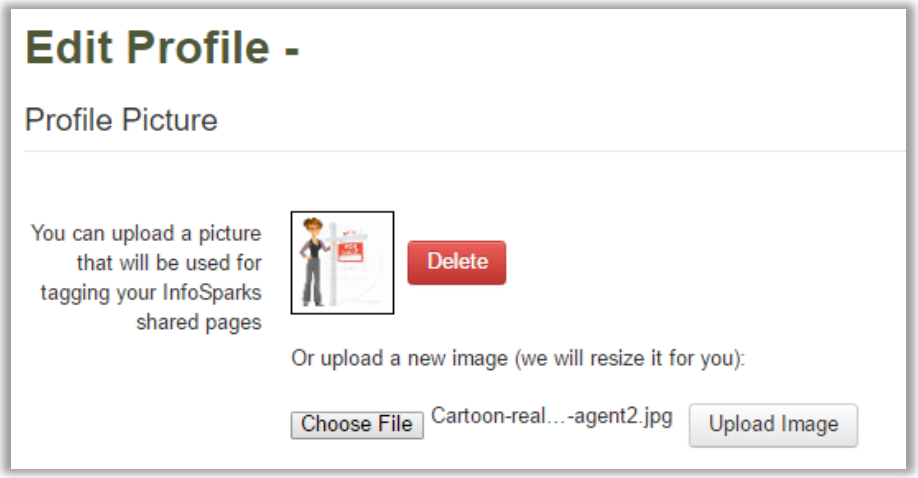
- **Annual Reports** provides a wide range of useful housing data for a given year.
    - **Time Period:** Select which year you would like to review. Annual Reports are available back to 2012.

Annual Report

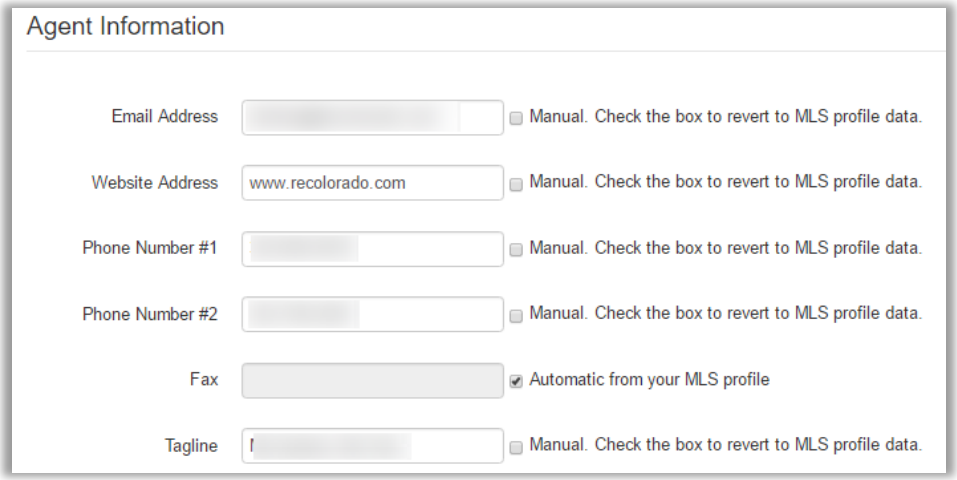


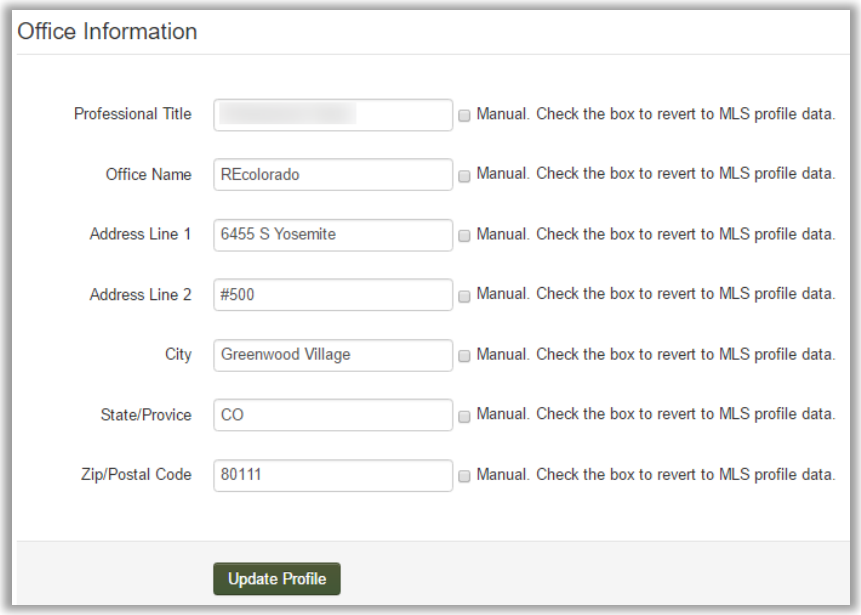
Profile

- **Agent Photos:**
  - To include your photo when sharing InfoSparks charts, you will need to upload your photo into InfoSparks from the Profile tab
  - The Agent Photo is only visible on shared InfoSparks pages such as Social Media. It is not included on any FastStats reports.



- **Agent and Office Information:**
  - The agent and office information will be populated from Matrix based on what has been entered in NetSuite. Changes to profile fields will be automatically be updated in InfoSparks if you haven't selected the manual override.





InfoSparks User Guide

Login to InfoSparks and click on the User Manual & FAQ tab for more detailed product information.

CONNECT:

- **Statistics Archive:** These reports can be found on the **Help Center** under General Resources or by clicking Statistic Archive.