



Official Site of the
National Association
of REALTORS®

Market Snapshot

Frequently Asked Questions

Q: What is Market Snapshot?

Market Snapshot allows a REALTOR® to send automatically generated, real-time MLS market updates and trend analysis to customers. By using Market Snapshot, a REALTOR® can:

- Easily integrate this service into their personal marketing web sites.
- Invite anyone to subscribe to the Market Snapshot service by simply adding a one-click link.

Q: How does a REALTOR® add Market Snapshot to their website?

There are two ways a REALTOR® customer can add Market Snapshot to their website, both of which can easily be set up by the user within the Market Snapshot Control Panel:

- 1) As a separate externally linked page on their website (see screenshot below).



2) As a widget on an existing page of a website (see screenshot below)



Q: How will Market Snapshot be sold?

Market Snapshot will be offered as a free upgrade to any current Featured CMA customer. Market Snapshot will also be available on an annual subscription basis.

Q: Are there any sales or geography restrictions for Market Snapshot?

Market Snapshot utilizes Top Producer's® MLS data access agreements, secured independently from REALTOR.com. Market Snapshot is not available for all zip codes as some MLS's are not Internet based, or may not have an agreement with Top Producer® to provide this service, but it is available to 79% of REALTORS® based on agent memberships in the MLS's.

Q: Who will support Market Snapshot: Top Producer® or REALTOR.com®?

Support will be provided in a tiered fashion. REALTOR.com® Customer Care will provide 1st Tier support (ie: interaction with the customers), and Top Producer® Product Consultants will provide 2nd tier technical support for issues that REALTOR.com® Customer Care cannot address.

Q: Is the Market Snapshot report branded to Top Producer® or REALTOR.com®?

Market Snapshot is branded to the agent and not Top Producer® or REALTOR.com.

Q: Can an agent add expired and pending listings to the Market Snapshot report?

No, only active listings and sales made with the last 3 months are populated in the report. Expired listings and homes under contract (pending listings) are typically addressed in a CMA.

Q: When pulling listings for the Market Snapshot report, what criteria is used to select the comparables?

Houses with similar number of bedrooms and bathrooms. Square footage is not considered.

Q: Based on the answer above, the Snapshot could post homes vastly different in square footage and value! Wouldn't that be confusing to the recipient?

The report does show the local market trends in the immediate, surrounding area of the consumer's home. It may show that smaller homes, or newer homes or homes with renovations done are selling much faster and based on that info; the recipient is inclined and led to call the sponsored agent for interpretation and hopefully, a detailed CMA.

Q: Can an agent determine or edit the comparables included in a Market Snapshot Report?

No, Market Snapshot is just that, a Snapshot of what is happening in the neighborhood where a person lives. That includes streets beside and behind the consumer's house and homes that are not necessarily in their immediate subdivision but that are 'typically' within a 5 mile radius.

Q: Can the automatic delivery of the Snapshot report be stopped if an agent wishes to manually send it?

Yes, automatic delivery can be stopped, however the reason why agents have experienced a low level of interaction with on-line consumers is that they do not respond quickly enough. Not long ago, consumers were willing to wait up to 4 hours for this information but, today, instant gratification is expected or they move on to another resource or website.

Q: Can agents view the number of times customers have viewed the snapshot reports?

Yes! The number of times viewed, and the most recent viewing is date and time stamped.

Q: What rights are you using to access the data that displays on the Market Snapshot report?

Market Snapshot is a Top Producer® product. Top Producer® has the data access rights with the MLSs for this service. This is a separate agreement from REALTOR.com's® Data Content Provider Agreement with the MLS.

Q: How are you accessing the MLS Data used in the Market Snapshot report?

The data used for the Market Snapshot is acquired via Top Connector (a software module) using the subscribing agent's private MLS credentials. This is a standard Top Producer® service and procedure.

Q: Are you publicly Displaying MLS Data on the Market Snapshot report?

The Market Snapshot report is a private communication between an agent and a pre-registered consumer (i.e. there is NO public display of MLS data on the Internet).

Q: Does the Market Snapshot report include sold data pulled from an MLS Database?

The Market Snapshot report **does** include MLS sold data from the agent's authorized access to their own MLS Database. However, the report **does not** display this sold data on any public Internet site. The report is only generated by an MLS subscriber with valid credentials and privately provided to his/her client.

Q: How do you know that sold data pulled from an MLS Database is not being published on the public Internet?

The Market Snapshot report is rendered within a web-browser but is not available on the public Internet. The consumer recipient is sent a link to click on the report. This link contains a long URL which is impossible to guess (for example: <http://www.topmarketer.net/RTMS/RTMSMain.aspx?reportId=%7bc01c81ba-21aa-4320-8f1f-ab8135b0f4e4%7d&cnsmr=1>). Thus, this is a private report sent from one REALTOR to one consumer.

A Sample Market Snapshot Report

Real-Time Market Snapshot

DIRECT FROM THE INDUSTRY SOURCE

Dear John,

As your source for real estate information, I have access to the Multiple Listing Service (MLS) - the largest and most up to date database of housing activity. Based on your home facts, here is the most recent information on home listings, home sales, and market trends. This Snapshot was created from listings effective **May 20, 2006**.



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Your next Market Snapshot report is scheduled for: **06/30/2006**

This report is generated directly from the most up to date data - the MLS - real estate source. If you have any questions or need additional information, please [contact me](#) anytime.

[View this report](#)

Featured Questions

Q

- ▶ What is the sale right now?
- ▶ What just sold and for what price?
- ▶ How fast are properties selling?

Filter
Filter
Filter
Filter
Filter

View It
Visualize It



#	Street Address	Bed	Bath	Sq. Ft.	Price	Status
1	7500 Maple Street	3	3	2000	\$1,200,000	View
2	8500 Maple Ave	3	4	2000	\$150,000	View
3	9222 Pacific Boulevard	3	4	4000	\$275,000	View
4	8802 Doris Street	3	3	1500	\$425,000	View
5	8421 Doris Street	3	3	2100	\$720,000	View

Mar-Jun, 06 Asking Prices and Sold Prices



Ask. Asking Prices High/Low Prices Recent Sales

Recently Sold Homes

Total Sales: 76	Avg. Price: \$145,000	Average #:	Recent Listings: 107,000
High/Low: 0	\$1,200,000 / \$40,000	High/Low: 5	\$1 / \$1
Avg / Median: 0	\$55,700 / \$40,000	Avg / Median: 0	\$0 / \$0

Mar-Jun, 06 Asking Price vs. Selling Price



Asking Price Sold Price

Recently Sold Homes

% of asking price received:	95.0	Days under asking price:	22
Ratio over asking price:	0.0	Ratio at asking price:	71

Summary of All Properties

	Quantity	Avg Price
For Sale	104	\$129,400
Sold	5	\$494,000

Interpret It

What does this mean?

This report contains the most up to date and accurate picture of home sales in your neighborhood. **Is this what I can expect for my home?** [Contact me](#) for what this means to you and for your home - no matter where you are in your decision process.

[Contact Me](#)

All information provided by the listing agent(s) is provided without any warranty, and through no independent review. The information provided in this report is provided for general information only and may not be correct or complete.

A Sample Market Snapshot email:

Your report is ready for your review! [View It](#)



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Hello Gregg,

View the *Market Snapshot* [here](#). Your report is personalized: it charts market activity--current up-to-the-minute --with homes in your area, including such data as sold homes, properties for sale, inventory counts and even days-on-market.

There are many 'intangibles' behind this data, such as whether homes were fixed up or not, special amenities and the like. I have the local market expertise to help you interpret this information fully.

Please contact me with your questions and comments.

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