Ready – Set – Learn Series
CMA Basics – Paragon 3
A Supplemental Document Provided by:
Regional Support Department
FNIS
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CMA – Comparative Market Analysis

Just the basics, please!

Obtaining a Comparative Market Analysis in Paragon 3 can be as simple or as detailed as you like! Let’s explore the Paragon 3 way from two perspectives – 1) a quick & easy CMA search displayed in a one-line CMA Summary view; and 2) creating a Subject Property CMA that can be printed or e-mailed to the client in presentation format! Paragon 3 allows you to choose between the simple and the detailed! Let’s learn how to get it done!

Ready – Set – Learn!

CMA – Quick & Easy

1. Click **CMA > Search** from the Main Menu Navigation bar.
2. Select the desired **Property Type**.
3. At minimum, enter criteria for **Status**, **Closing Date**, **Status Date**, **Area**, **Bedroom**, **Bath**, and **Square Footage**. (You may enter any additional criteria if desired.)

   **NOTE:**
   1. **CLOSING DATE** – Enter a closed date range to limit the SOLD criteria displayed.
   2. **STATUS DATE** – Enter a status date range to limit the PENDING, EXPIRED, or WITHDRAWN criteria displayed. You may need to customize your criteria screen to include the Status Date field.

4. Click the **Count** button to determine the number of comparable matches found.

5. To display the comparable matches in the 1-line CMA Summary view, click the drop-down arrow at the **Select View menu** and select **CMA Summary**.

6. Click the **Search** button.

   **NOTE:** See next page for an example of the CMA Summary report/view.
# CMA – Quick & Easy

## CMA Summary Report

### Single Family - Active

<table>
<thead>
<tr>
<th>ADDRESS</th>
<th>MLS #</th>
<th>Status</th>
<th>SFt/Ac</th>
<th>DOM</th>
<th>LP</th>
<th>$/SFt/Ac</th>
<th>SP</th>
<th>$/SFt/Ac</th>
</tr>
</thead>
<tbody>
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<td>9459 HODGE RD</td>
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<td></td>
<td></td>
<td></td>
<td>$80,000</td>
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<td>$44.64</td>
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<td></td>
<td>Avg</td>
<td>Avg</td>
<td>SP Avg</td>
<td>Avg</td>
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<tr>
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### Single Family - Sold

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<th>LP</th>
<th>$/SFt/Ac</th>
<th>SP</th>
<th>$/SFt/Ac</th>
</tr>
</thead>
<tbody>
<tr>
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<td></td>
<td></td>
<td></td>
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<td>$70.90</td>
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<tr>
<td>2404 ARTHUR CT</td>
<td>1614174</td>
<td>Sold</td>
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<td>$102.70</td>
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<tr>
<td>2706 TOPWINDA RD</td>
<td>1610341</td>
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<td>$100.45</td>
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<tr>
<td><strong>Total Listings</strong></td>
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<td></td>
<td></td>
<td>Avg</td>
<td>Avg</td>
<td>Avg</td>
<td>Avg</td>
</tr>
<tr>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>$142,892</td>
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<td>$176,850</td>
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</table>

### Single Family - Pending

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<th>ADDRESS</th>
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<th>Status</th>
<th>SFt/Ac</th>
<th>DOM</th>
<th>LP</th>
<th>$/SFt/Ac</th>
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<tbody>
<tr>
<td>528 UNION ST</td>
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<td>$87</td>
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</table>

**Overall Single Family Summary**

<table>
<thead>
<tr>
<th>High</th>
<th>Average</th>
<th>Median</th>
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</thead>
<tbody>
<tr>
<td>LP:</td>
<td>$625,000</td>
<td>$800,000</td>
</tr>
<tr>
<td>SP:</td>
<td>$170,900</td>
<td>$199,000</td>
</tr>
</tbody>
</table>

**CMA Summary View**
Add your potential seller’s property as a Subject Property (temporary listing) into Paragon 3. Then include this Subject Property into your CMA report along with the other properties that you’ve chosen for comparison. By doing so, you will create a customized CMA presentation package to print or email to your client. Following the instructions in this document will assist you in this exciting process!

Creating the pieces of the presentation packet will take time investment on your part, but you will only have to create these pieces once! Then, whenever you need to assemble a packet, it will be as easy as “point & click!”

You will learn how to add a photo to the temporary listing, create up to 3 cover letters, include your agent resume (bio), and add additional comments. Once this is done, you will assemble the packet for presentation and either print or email it to your client!

Who wouldn’t sign the listing agreement after such a professional presentation?!

Let’s get started! Ready – Set – Learn!
Add a Subject Property

1. Click **CMA > Subject Property/Temp Listings > Add** from the Main Menu Navigation bar.
2. Select the desired *Property Type*.
3. At minimum, enter all required information into the entry screen. (You may also enter any pertinent information regarding your potential seller’s property.)
   
   **NOTE:** The blue ‘R’ indicates required fields.
4. Click the **Save** hyperlink to update the *Subject Property*.
   
   **NOTE:** (1) A Subject Property number is assigned to the temporary listing.

   (2) The Subject Property will remain active as a temporary listing for 90 days. If you have not converted this Subject Property into a valid listing, it will then be purged from the system.

Next…add the client’s property photo to the *Subject Property*!
Add Photo to Subject Property

1. Click **CMA > Subject Property/Temp Listings > Modify > Picture Admin** from the Main Menu Navigation bar.

2. Enter the **Subject Property #** to maintain, or click **Browse** to locate the desired **Subject Property**.

3. Click the **Add Photo** button.

4. In the **Primary Picture** box, click **Browse** to locate the desired photo.  
   **NOTE:** The photo you add must be a .JPG image.

5. Double-click the desired image.  
   **NOTE:** Paragon creates a path in the Primary Picture box to where the image is located.

6. Click the **Upload Photo** button to add the photo to the Subject Property.

Next…create cover letters, your agent resume, and additional comments!
Create CMA Presentation Packet Information

**Add Cover Letters / Agent Resume / Final Comments**

The process is the same whether you add up to 3 customized cover letters, your agent resume, or additional comments. When you assemble your CMA Presentation Packet you will select which to include!

1. Click **Preferences > CMA > Manage Reports and Adjustments** from the Main Menu Navigation bar.

2. To edit a report, click the hyperlinked name of the report, i.e. **Click Cover Letter #1**.

3. If applicable, you may rename the selected report.

4. When finished, click **Save**.

   - **Repeat Steps 2-4 above to create up to three Cover Letters, three Agent Resumes, a Subject Property Detail, and Final Comments.**
   - **Click the Page Setup tab to modify Header/Footer, Include Logo/Agent Image, Report Title, and Disclaimer.**
   - **Click the Adjustments tab to create/modify pre-set property adjustments.**
Customize Subject Property Detail Report

To showcase/display your potential seller’s property in the presentation packet, you will want to customize the *Subject Property #1 or Subject Property #2* detail view.

1. Select **Preferences > Views/Reports**.

2. Click the **CMA** tab.

3. Click either **Subject Property 1** or **Subject Property 2** to customize.

4. Double-click the white area of the report you wish to customize.

5. Add or remove fields as necessary.

6. Click the **Preview** option to verify your modifications.

7. To return to the edit screen, click the **Customize** option.

8. When you have finished customizing the report, click **Save & Close**.

**NOTE:** Once you have completed the instructions on the previous pages (pages 5-8), you are now ready to conduct a CMA search, select the desired comps, and assemble the Presentation packet! *Let’s go!*
Assemble CMA Presentation Packet

A CMA Presentation Wizard is available to assist you in putting together the individual elements of the CMA packet for your potential seller’s presentation. You will use the “tabs” on the Create New CMA Presentation screen as guides to step you through the Presentation process. In 5 easy steps you will get it done!

Here’s an overview of the process:

**Step 1** – Create the Seller Client & Select their Subject Property Information!

**Step 2** – Select the desired comps!

**Step 3** – Create the “look” for the Comp Report!

**Step 4** – Select the reports for the final Presentation!

**Step 5** – Generate the Presentation!

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**Step 1 – Create the Seller Client Info & Select the Subject Property**

1. Select CMA > Create New CMA Presentation.
2. On the 1st Tab (Subj/Client), in the Client section, click **Create New**.
3. At minimum, enter a first/last name for the seller; additional seller information may be added (addresses, telephone numbers, etc).
4. Click **Save this Contact**.
5. **Close** the Add Contact screen.

**NOTE:** Paragon will automatically create and enter the CMA Presentation Name!
Assemble CMA Presentation Packet

**Step 1 – Create the Seller Client Info & Select the Subject Property**
(continued)

6. Next, select your seller’s Subject Property information. In the *Subject Property* section, click **Select From List**.

7. Choose the desired *Subject Property* to use, and click **Select**.

8. When asked to confirm the selection, click **OK**.

*NOTE:* This completes Step 1
Assemble CMA Presentation Packet

**Step 2 – Select the Desired Comparables**

1. On the 2\textsuperscript{nd} Tab (Comparables), click **Add Listings**.
2. First, add your seller’s temporary listing to the comp list report. Choose *Existing Temp Listing/Subject Property*, and click **Select**.
3. Choose the desired *Subject Property*, and click **Select**. (When asked to confirm your selection, click **OK**.)
4. Next, include additional listings for the comp list report. You may include these listings by conducting a *CMA Property Search*, an *MLS# Search*, an *Address Search*, etc.
   - Choose the *Listing Source Option*, and click **Select**.
   - Enter appropriate search criteria.
   - Display the matches, select all desired listings for the comp list report, and click **Add to CMA**.
   - Confirm the option to “Add selected listings to Current/Open CMA Presentation” then click **Select**.

*NOTE:* As necessary, repeat Step 4 above to include all desired listings for your comp report!

*NOTE:* This completes Step 2
Assemble CMA Presentation Packet

**Step 3 – Create the Format for the Comparable Report**

1. On the 3rd Tab (Fields/Adj), customize how you would like the comp report to display.
   - Click **Customize** and add/remove the fields that you would like to appear on the comp report.
   - Preview the customized report to verify all fields selected. (To return to the edit screen, click **Customize**.)
   - Click **Save & Close** when finished customizing the report.

2. Add any desired **adjustments** that you want included on the comp report for each listing by selecting **Manual Adjustment** or **Saved Adjustment**. (Scroll through each listing by clicking **Next**.)

**NOTE:** This completes Step 3
Assemble CMA Presentation Packet

**Step 4 – Select the Reports for the Final Presentation**

On the 4th Tab (Setup), select all of the individual reports that you would like included in the final presentation packet.

- As each individual report is selected, you may preview the report to confirm your selection (as allowed).

**NOTE:** This completes Step 4
Assemble CMA Presentation Packet

**Step 5 – Generate the Presentation**

You are now ready for the last step! While still on the *Setup Tab*, click the hyperlink **Generate Presentation**.

- Paragon assembles your CMA Presentation. Please be patient during this process.
- When Paragon has finished assembling your presentation, a separate *preview* window will open so that you can review the final CMA Presentation. At this point you may print and/or email the Presentation packet!

*Congratulations!* You have successfully created a CMA Presentation Packet!