

FAQ

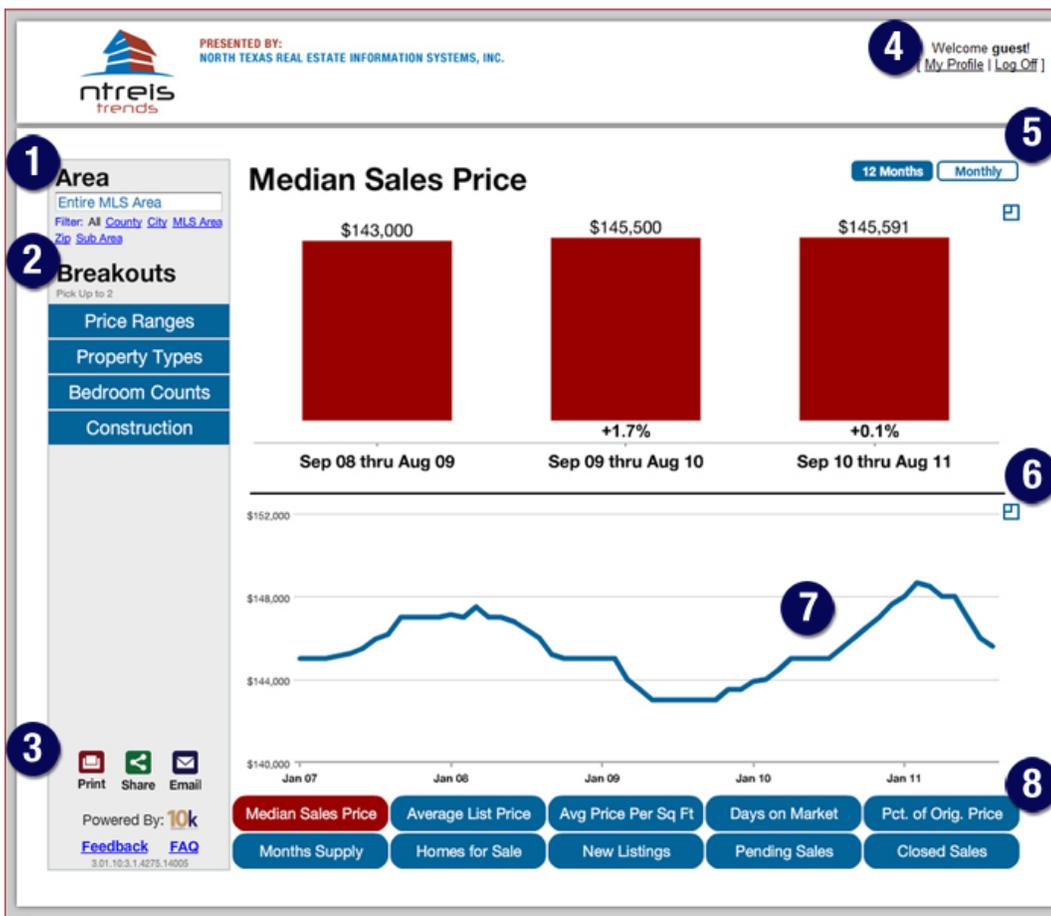


PRESENTED BY:
NORTH TEXAS REAL ESTATE INFORMATION SYSTEMS, INC.

NTREIS Trends has been designed to be understood in relatively few clicks. This FAQ will go over some tips to help you get the most out of the tool. If you have additional questions or suggestions, please email feedback@10kresearch.com.

Interface Overview

Let's start with a screenshot.



1

Area | LEFT SIDE OF SCREEN

Click the dropdown menu to access all areas or use the blue links to filter down to County, City, MLS Area, ZIP code or Sub Area. The default is "Entire MLS Area."

2 Breakouts | LEFT SIDE OF SCREEN

You can select up to two breakouts at once to hone in on submarkets. Choose from:

Price Ranges: Ranges automatically adjust for each area based on its sales history. You may notice that Price Range historical line charts go flat when you mix it with the Median Sales Price or Average Sales Price in a 12-month view. That's because these combinations create medians/averages for defined price ranges which will remain relatively static.

Property Types: Separates activity by Attached Single-Family and Detached Single-Family properties.

Bedroom Counts: Separates activity by properties with 2 bedrooms or less, 3 bedrooms and 4 bedrooms or more.

Construction: Separates activity by Resale (previously owned) and New Construction properties.

3 Print, Share, Email | BOTTOM LEFT

Whenever you're ready to share a chart, choose a button from these three:



After choosing, you will be prompted to select charts. When you click a chart, it will gray out. This means you've selected it. You can select as many charts as are visible on the screen. They'll all print, share or email nicely.

If you decide that you don't want a chart after you select it, click it again to unselect it. Once you have your chart(s) selected, choose the appropriate button in the lower left to make it go to the next step.

Print: This creates a PDF document that you can print from your browser or save to your computer. It also creates a unique link that you can share.

Email: This creates an email-ready graphic. Click the envelope at the top, fill out the form and send. Or copy the link at the top and paste it into your usual email program.

Share: After choosing your charts and selecting "Share," you'll see this set of icons at the top:



From left to right, this is what each icon means:

Email (again): Yeah, we already have an email button, but here it is again for added convenience.

Facebook: There's no denying its popularity, and it's easy to share via your personal page or your business page.

Twitter: Not as popular as Facebook, but all the cool kids dig it. 23 skidoo!

LinkedIn: Sharing professionally over a social network with a fat IPO.

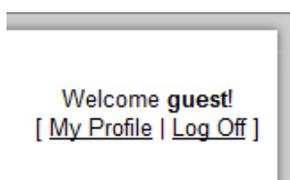
WordPress: The rising blog behemoth and exceptional content management system. Note that the pop-up window that appears after you enter your WordPress blog address is basically a QuickPress Post. It will include a link to the charts you want to share **but not an image**. To get around this, right-click on the chart from the Share screen before you press the Wordpress "W" and choose "Save image as..." to make it go somewhere on your computer. You can then edit and

insert the saved image into your blog. The chart header will not be included, but you can type it back into your blog post along with other commentary or images. You must cite the source if you go this route, because the source will not automatically be included in the saved image. We suggest: "All data provided by North Texas Real Estate Information Systems, Inc. Powered by 10K Research and Marketing."

Tumblr: Another popular blog platform. You should check it out if you don't already know about it. Posterous, too. Super simple blogging, FTW.

Switzerland: No, it's not a direct share to your Swiss friends. It's just a plus sign that opens up your sharing whims to the likes of Delicious, StumbleUpon or even something called Haber.gen.tr.

4 My Profile | UPPER RIGHT CORNER



The output pages that you can Print, Share and Email will be automatically tagged with your contact information. The information shown will be the same as in your MLS profile. You can edit this in the My Profile section. This is also where you can upload a photo to be included on the output pages.

5 12 Months vs. Monthly | UPPER RIGHT CORNER



Blue means selected, white means unselected.

12 Months: The default value is a 12-month market view based upon rolling 12-month segments. That is to say from any given month, go back 12 months and total it up. The historical line graph will generally appear smoothed out.

Monthly: You can also select a month-over-month view of the market. The historical line graph will generally appear more choppy.

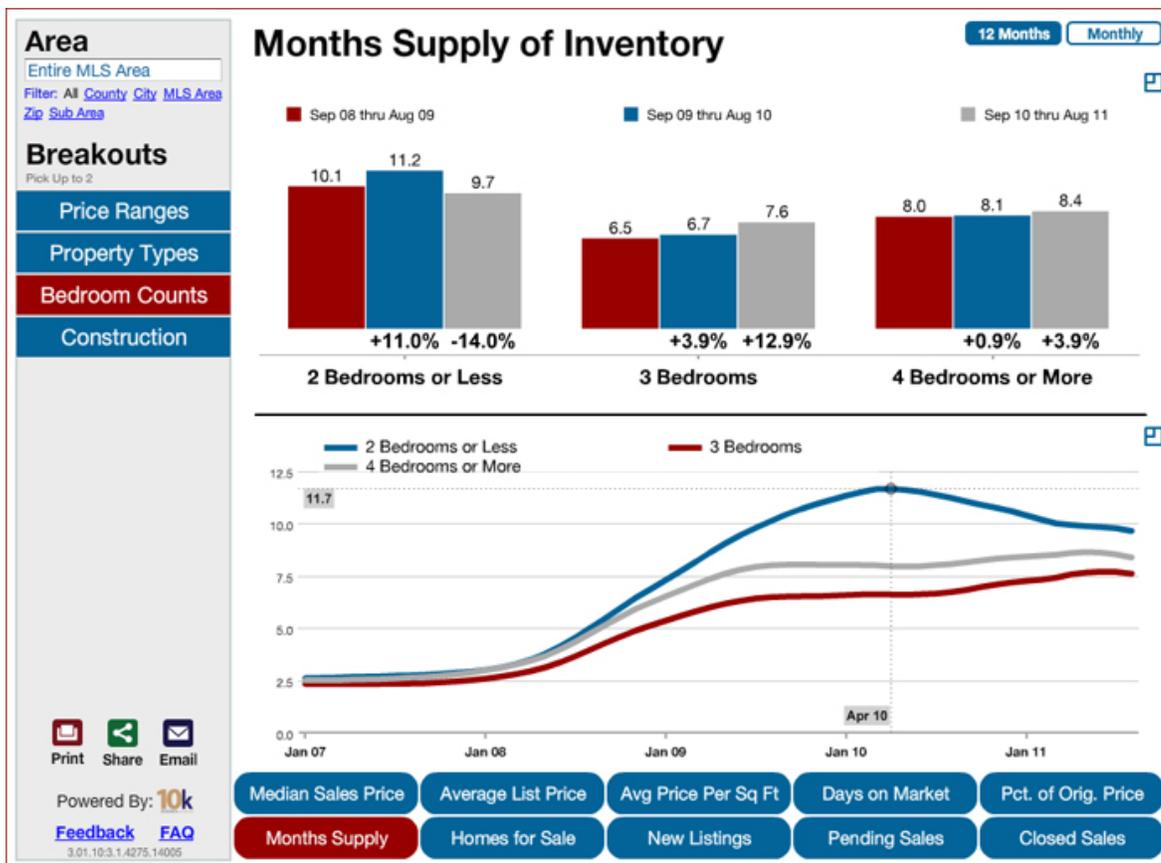
6 Enlarge a Chart | UPPER RIGHT CORNER OF EACH CHART



It's an innocuous little symbol but also quite powerful. Click one and see what happens. Down with eye strain! Up with visual simplicity!

7 Line Chart Values | LOWER HISTORICAL LINE CHARTS

Take a look at the historical line chart. For this exercise, we have selected the **Months Supply** metric at the bottom and the **Bedroom Counts** breakout on the left. See that little circle on the blue line? It shows the date and value in little gray boxes for that specific point on the line. In this case, **Apr 10** and **11.7**.



Be careful here. If your mouse is not on a line, a value will still appear. You'll know your looking at a real value when the circle appears.

8 The Meaning Behind the Metrics | AT THE BOTTOM OF THE SCREEN



For metrics that are simply counts (e.g, Closed Sales, Homes for Sale, Market Time), *NTREIS Trends* reports on numbers that are made available through a direct data feed provided by MRED. For metrics that are calculated (e.g., Months Supply), methodology is explained below. If you want further information, feel free to write feedback@10kresearch.com.

Median Sales Price: Median price point for all closed sales, not accounting for seller concessions, in a given month.*

Average List Price: Average list price for all closed sales, not accounting for seller concessions, in a given month.*

Average Price Per Square Foot: The average sales price for homes sold in a given month, not accounting for seller concessions, divided by the number of finished square feet.*

Days on Market: Average number of days between when a property is listed and when an offer is accepted in a given month.*

Percent of Original List Price: Percentage found when dividing a property's sales price by its original list price, then taking the average for all properties sold in a given month, not accounting for seller concessions.

Months Supply: The inventory of homes for sale at the end of a given month, divided by the average monthly pending sales from the last 12 months.

Homes for Sale: The number of properties available for sale in active status at the end of a given month.

New Listings: A count of the properties that have been newly listed on the market in a given month.

Pending Sales: A count of the properties on which contracts have been accepted in a given month.

Closed Sales: A count of the actual sales that have closed in a given month.

* Sales with Days on Market (Market Time) of less than 0 or more than 900, or a Percent of Original List Price that is less than 50 percent or more than 200 percent, are added to the Closed Sales count but are not factored into the Median Sales Price, Average List Price or Days on Market (Market Time) metrics. (See the Scrub a Dub Dub section below for more on this.)

Comparing *NTREIS Trends* to Your Personal MLS Search

If you do your own data pulls from your MLS system, you may see differences in the way numbers are reported in *NTREIS Trends* vs. how you do it. These differences can often be attributed to variations in search criteria, our data-scrubbing methods, or different data pull dates or times.

We are always happy to receive feedback about this service, but before you write to tell us that we report 120 sales to your 124, see if any of these reasons could be causing the differences...

Residential Activity

NTREIS Trends looks at RESIDENTIAL DATA ONLY for the following property types: Detached Single Family, Attached Single Family and Farm-Ranch.

Calculations are based on MLS listing data for **Average List Price, New Listings and Homes for Sale.**

Calculations are based on MLS sold data for **Median Sales Price, Average Price Per Square Foot, Days on Market, Percent of Original List Price, Pending Sales, Months Supply and Closed Sales.**

Scrub a Dub Dub

We utilize a special data-scrubbing elimination algorithm to "purify" data. For example, if an agent accidentally entered a sales price of \$77,777,777, we assume that the agent had a busy day with lots of showings and fell asleep on the keyboard. Similarly, an entry of 1,800,000 total finished square feet seems a little high, so it gets scrubbed out.

Live Data, Never Frozen

You may notice that numbers seem to shift from month to month. For example, something that said 1,000 sales for a January report might say 1,023 sales for January in a February update. This is because *NTREIS Trends* is constantly "updating history." Instead of freezing the data and reporting only that number at a single given point in time, it is

refreshed on a regular basis, reporting the most current numbers available in the MLS. This accounts for the reality of an ever-changing market and catches important edits to previously accounted for data.

Compatibility Questions

About Browsers

Avoid using your Internet browser's "Back" button or arrow. It will take you out of *NTREIS Trends*. If you want to go back to the first "page," unselect all Breakouts and choose Median Sales Price from the buttons at the bottom.

Flash

NTREIS Trends is a Flash-based product and is not immediately compatible for iPhones and iPads without first downloading a browser that can view Flash files such as the Puffin web browser, a \$0.99 app available in the iTunes App Store. We are working on further solutions to the Flash/Mac compatibility issue, but this handy, powerful and inexpensive little app is a godsend.

Hopefully this page had the answer to your question, but if not, don't hesitate to drop us a line at feedback@10kresearch.com.

Happy researching!