

How to get the most out of CMA by realestate.com.au



CMA by realestate.com.au is powered by realestate.com.au data and PropTrack, Australia's leading AVM.

Learn how you can take advantage of more than just property data and tap into powerful insights about individual markets, including the most comprehensive supply and demand data, powered by Australia's largest pool of property seekers.



How can CMA by realestate.com.au help you win more listings?



Stand out as local market expert

We know that vendors want a personalised experience and someone who is an expert in their local market to guide them through the process of selling or leasing their property. Using our CMA, you can confidently present supply and demand trends in the local area with transaction data that you can't find anywhere else.



A personalised property overview

You can use our CMA to identify satellite detected features on a property such as a pool, solar panels, roof height, building to land ratio and land size. All this information is available in the Property Profile and allows you to tailor your pitch before you have set foot in the front door, showcasing your superior knowledge of the property.



Speed of response

We know that speed of response with Seller Leads is critical and often influence a vendor's final choice. With the ability to create a digital CMA report directly through Ignite you can establish your expertise right from the beginning of your interactions with a potential vendor.



Live updates from the living room

CMA by realestate.com.au is an easy to use interface making it a fantastic tool for living room conversations so you can provide real time insights with your vendors.





Understanding the data in Market Insights

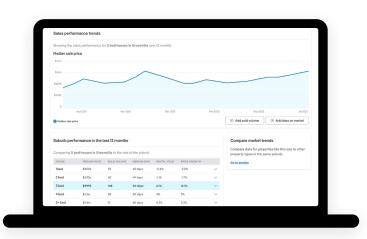
Our Market Insights allow you to tap into all the rich data and insights from realestate.com.au. It can help you craft your pitch with easy-to-use filters and assist with validating your pricing recommendations relative to performance in your local area.

Sales performance trends

Sales performance trends data is displayed as an interactive graph that tracks Median Sale Price, Sold Volume and Days on Market over the past 1 to 3 years.

This data can help to:

- Pitch with confidence knowing you've undertaken in-depth market trend analysis
- Provide context to historical property performance when engaging with vendors
- Showcase your knowledge and help guide your vendor's decision-making process

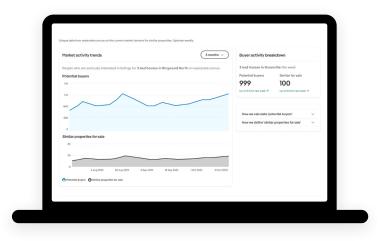


Demand for similar properties

Demand for similar properties data tracks the demand for listings with the same bedroom count, property type and suburb that are currently on market, and how this has changed over the last 3 to 12 months. This data is updated weekly to give you accurate insights in real-time.

This data can help to:

- Increase urgency with vendors by highlighting current demand from buyers and renters for similar properties
- Build vendor confidence by identifying seasonal trends that can influence the best time to sell or lease their property
- Convince a vendor to choose you by presenting up-to-date demand data not available on any other platform, setting you apart from your competition



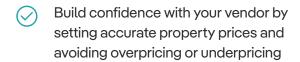




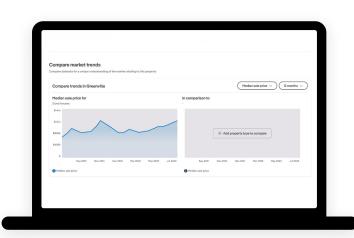
Compare market trends

Comparing market trends can provide quick insights into how the market is performing and can determine the best way to advertise your vendor's property.

This data can be used to:



- Find the right buyer or renter quicker by marketing your property based on demand for certain property features or configurations
- Demonstrate expertise by quickly gauging market performance and changing market conditions



Tips on how to choose the most relevant comparable properties: Suburb: Ensure properties are in the same or a nearby suburb as the subject property, as location has a significant impact on property value

Property Type: Select properties that closely resemble the type of property being evaluated, such as freestanding homes, units, or townhouses



Recency: Prioritise properties that have sold within the last three to six months to reflect current market conditions



Size & Features: Look for properties with similar square footage, bedroom and bathroom counts, and key features to provide an accurate comparison



Local Knowledge: Leverage your local expertise to consider any location-specific nuances or trends

Still have questions?

Our team is on hand to help you get the most out of CMA by realestate.com.au. If you have any questions, please don't hesitate to reach out to your realestate.com.au Account Representative.

Helpful links

- What is CMA (Comparative Market Analysis)?
- How to review Market Insights
- What is a Property Profile?
- How to use Statement of Information
- How to create a digital CMA report



