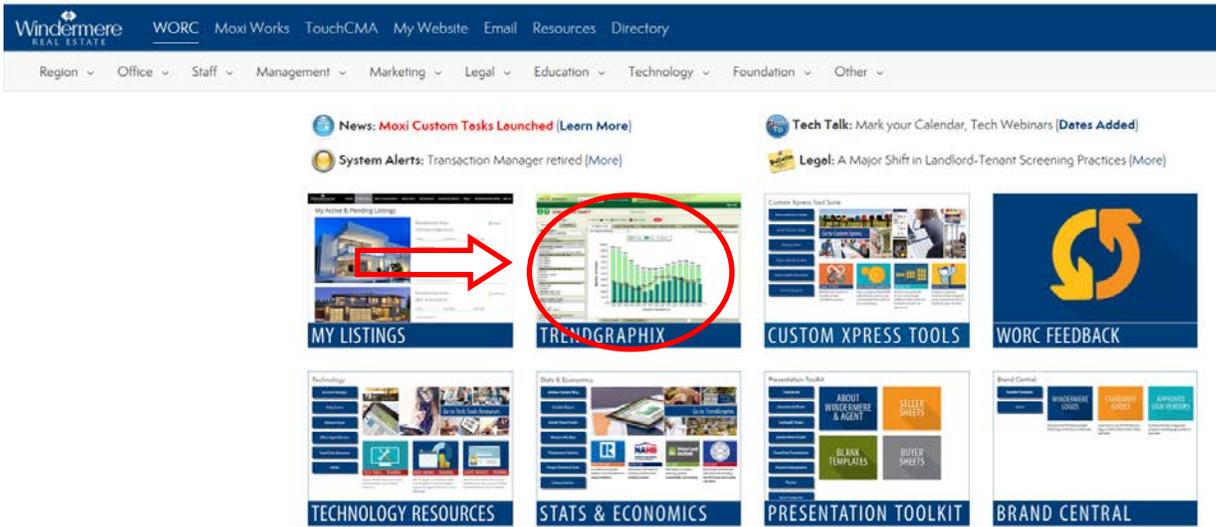
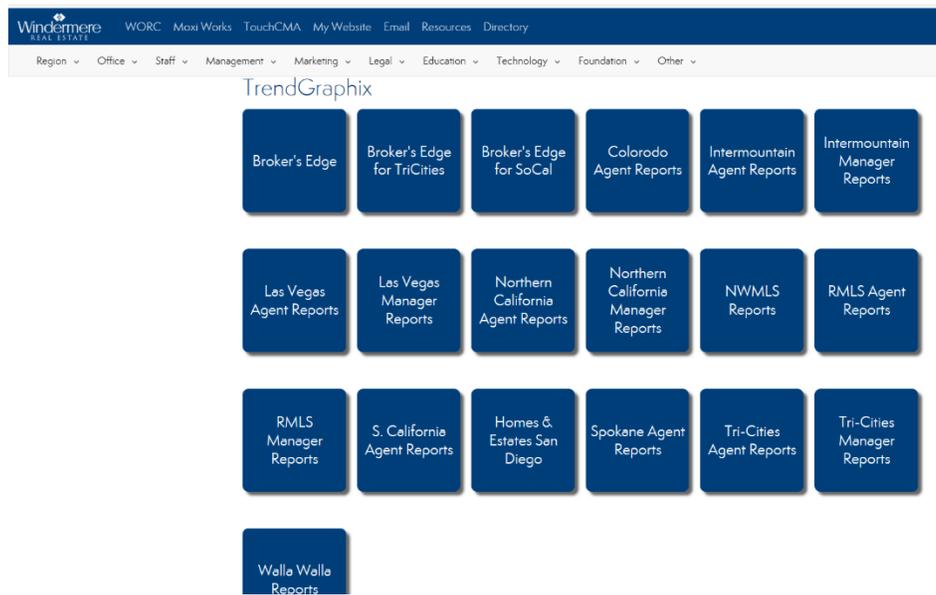


How to pull Trendgraphix data to use for WRE vs. Discount Brokerage/Competition Comparison Sheet

- Log onto the WORC site and click on TRENDGRAPHIX.



- Click on the button for the MLS area for your region.



- Go To Stats and select the tab for Broker Edge Lite.



Create Report

1. Report Type and Variation

- Report Type: Select “Top Broker”
- Report Variation: Select “Market Share”

2. Location

- Select a Region: Pick the county
- Select a Location: Check the areas you would like to pull. For example: Ballard/Greenlake/Greenwood (705), North Seattle (710)

3. Property Types

- Select Property Types:
 - Unselect “All Property Types”
 - Check “Single Family Homes”
- Select Resale/New Construction
 - Check “All Property Statuses”
- Select Waterfront Property:
 - Check “All Properties”
- Select REO/Short Sale Properties:
 - Check “All Properties”

4. Price Range

- Select a Price Range: Don’t select a price range unless you’re comparing a specific price range of homes.

5. Date Range

- Select “Custom Date Range” and select your “Begin Date” and “End Date”

6. Report Target Selection

- Select “Aggregated Brokers Only”

7. Click on “Show Report”

The screenshot displays the 'Create Report' interface for BROKERedge. The interface is organized into several sections:

- 1. Report Type and Variation:** Report Type is set to 'Top Broker' and Report Variation is set to 'Market Share'.
- 2. Location:** Region is set to 'KING COUNTY'. Under 'Select a Location:', 'Ballard/Greenlake/Greenwood (705)' is checked. Other locations listed include 'Central Seattle/Madison Park/Capitol Hill (390)', 'Central Seattle SE/Leschi/Mt.Baker/Seward Pk (380)', and 'Central Seattle SW/Beacon Hill (385)'. There are also sections for selecting ZIP codes and City/ies.
- 3. Property Types:** Under 'Select Property Types:', 'Single Family Homes' is checked. Under 'Select Resale/New Construction:', 'All Property Statuses' is checked. Under 'Select Waterfront Property:', 'All Properties' is checked.
- 4. Price Range:** Price Range is set to '\$0 to No Limit'.
- 5. Date Range:** 'Custom Date Range' is selected. Begin Date is '05/01/2017' and End Date is '05/31/2017'.
- 6. Report Target Selection:** 'Aggregated Brokers Only' is selected.

A 'Show Report' button is located at the bottom of the form.

- Click on “Add/Remove Data” on the right-hand side of the chart.

Published: June 2017*
 Location: Bellevue/East of 405 (530), Bellevue/West of 405 (520), Ballard/Greenlake/Greenwood (705), North Seattle (710)
 Property Types: Single Family Homes - All Property Statuses - All Properties - All Properties
 Date Range: 5/1/2017 - 5/31/2017
 Price Range: \$0 - No Limit

Report Type and Variation: Top Broker - Market Share
 Sorted By: Total Sales in Units - DESC
 Display Filter: Show All [Show All | Show Selected Only | Select All | Unselect All]
 Broker: Aggregated Brokers Only

Rank No	ID	Broker	Total Sales in Units	Total Sales in \$,000	Listing Sales in Units	Buyer Sales in Units	
<input type="checkbox"/>	1	WINDC	Windermere	273	295,962	153	120
<input type="checkbox"/>	2	KWC	Keller Williams	63	57,197	24	39
<input type="checkbox"/>	3	CB*	Coldwell Banker	58	62,833	37	21
<input type="checkbox"/>	4	BEC*	Redfin Corp	54	45,309	19	35
<input type="checkbox"/>	5	BMX*	Remax	52	46,710	27	25
<input type="checkbox"/>	6	JLS*	John L Scott	48	51,055	24	24
<input type="checkbox"/>	7	SKY*	Skyline	20	22,471	4	16
<input type="checkbox"/>	8	SIB*	Sothebys International Rty	19	22,053	11	8
<input type="checkbox"/>	9	BHHS*	Berkshire Hathaway HomeServices	16	14,489	9	7
<input type="checkbox"/>	10	NWG*	NWG Real Estate	15	29,582	8	7
<input type="checkbox"/>	REPORT TOTALS			651	689,612	330	321
<input type="checkbox"/>	AREA TOTALS			846	870,182	423	423

- **Add/Remove Data:** The following boxes should be selected—Rank No, ID, Broker, Total Sales in Units, Listing Sales in Units, Listing Sales Avg Price (\$,000), Sold/List Price %.
 ○ Click “Apply”

Add/Remove Data

The customized report feature lets you select the available column(s) of data which you want to view on the screen. Please click on the check boxes next to the data names to select or de-select the columns. Please select up to 21 columns to print the report.

[Select All | Unselect All]

<input checked="" type="checkbox"/> Rank No	<input type="checkbox"/> Buyer Sales by \$Vol (\$,000) Mkt Share
<input checked="" type="checkbox"/> ID	<input type="checkbox"/> Buyer Sales Avg Price (\$,000)
<input checked="" type="checkbox"/> Broker	<input type="checkbox"/> Current Inventory in Units
<input checked="" type="checkbox"/> Total Sales in Units	<input type="checkbox"/> Current Inventory in Units Mkt Share
<input type="checkbox"/> Total Sales in Units Mkt Share	<input type="checkbox"/> Current Inventory by \$Vol (\$,000)
<input type="checkbox"/> Total Sales by \$Vol (\$,000)	<input type="checkbox"/> Current Inventory by \$Vol (\$,000) Mkt Share
<input type="checkbox"/> Total Sales by \$Vol (\$,000) Mkt Share	<input type="checkbox"/> Current Inventory Avg Price (\$,000)
<input checked="" type="checkbox"/> Listing Sales in Units	<input type="checkbox"/> Avg Days on Market
<input type="checkbox"/> Listing Sales in Units Mkt Share	<input type="checkbox"/> Avg CDOM
<input type="checkbox"/> Listing Sales by \$Vol (\$,000)	<input checked="" type="checkbox"/> Sold/List Price %
<input type="checkbox"/> Listing Sales by \$Vol (\$,000) Mkt Share	<input type="checkbox"/> SP/Orig LP %
<input checked="" type="checkbox"/> Listing Sales Avg Price (\$,000)	<input type="checkbox"/> Avg Commission
<input type="checkbox"/> Buyer Sales in Units	<input type="checkbox"/> Number of Producing Agents
<input type="checkbox"/> Buyer Sales in Units Mkt Share	<input type="checkbox"/> Per Agent Productivity in Units based on Producing Agents
<input type="checkbox"/> Buyer Sales by \$Vol (\$,000)	<input type="checkbox"/> Per Agent Productivity by \$Vol (\$,000) based on Producing Agents

Apply Cancel

Inserting the data in the Publisher Template

1. Update the header to reflect the area and dates that this chart will represent.



2. Use the data under the **“Listing Sales in Units”** column and plug into the **“Number of Listings”** line for WRE & the Discount Brokerage/Competition. (The sample uses data from Redfin. You can compare to other discount brokerages such as The Cascade Team, Thomas L Macy Real Estate, Cook Real Estate, or MLS4owners.com, etc.)

Rank No	ID	Broker	Total Sales in Units	Listing Sales in Units	Avg List Sold (\$,000)	Sold/List Price %
1	WIND*	Windermere	798	437	848.2	107.6%
2	KW*	Keller Williams	221	84	750.7	103.9%
3	RMX*	Remax	171	94	793.8	104.9%
4	CB*	Coldwell Banker	153	76	829.0	107.8%
5	REC*	Redfin Corp	115	38	650.3	106.8%

COMPARISON BY COMPANY	WINDERMERE	DISCOUNT BROKERAGE*
Number of Listings	437	38
Average Sale to List Price %	107.6%	106.8%
Average List Price of Sold Home	\$788,290	\$608,895
Average Sold Home Price	\$848,200	\$650,300
Difference Between List/ Sold Price	+\$59,910	+\$41,405

3. Use the data under **“Sold/List Price %”** column and plug into the **“Average Sale to List Price%”** line for WRE & the Discount Brokerage/Competition.

Rank No	ID	Broker	Total Sales in Units	Listing Sales in Units	Avg List Sold (\$,000)	Sold/List Price %
1	WIND*	Windermere	798	437	848.2	107.6%
2	KW*	Keller Williams	221	84	750.7	103.9%
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Difference Between List/ Sold Price	+\$59,910	+\$41,405

4. Use the data under “Avg List Sold (\$,000)” column and plug into the “Average Sold Home Price ” line for WRE & the Discount Brokerage/Competition.

Rank No	ID	Broker	Total Sales in Units	Listing Sales in Units	Avg List Sold (\$,000)	Sold/List Price %
1	WIND*	Windermere	798	437	848.2	107.6%
2	KW*	Keller Williams	221	84	750.7	103.9%
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Average List Price of Sold Home	\$788,290	\$608,895
Average Sold Home Price	\$848,200	\$650,300
Difference Between List/ Sold Price	+\$59,910	+\$41,405

5. To get the “Average List Price of Sold Home,” take the Average Sale to List Price % and multiply by 100 (you get 1.076). Then divide the Average Sold Home Price by that amount (\$848,200 divided by 1.076 = \$788,290) and that will give you the Average List Price of Sold Home.

COMPARISON BY COMPANY	WINDERMERE	DISCOUNT BROKERAGE*
Number of Listings	437	38
Average Sale to List Price %	107.6%	106.8%
Average List Price of Sold Home	\$788,290	\$608,895
Average Sold Home Price	\$848,200	\$650,300
Difference Between List/ Sold Price	+\$59,910	+\$41,405

6. To get the “Difference Between List/Sold Price,” subtract the Average List Price of Sold Home from the Average Sold Home Price (\$848,200 - \$788,290 = \$59,910). Do this for the Discount Brokerage/Competition.

COMPARISON BY COMPANY	WINDERMERE	DISCOUNT BROKERAGE*
Number of Listings	437	38
Average Sale to List Price %	107.6%	106.8%
Average List Price of Sold Home	\$788,290	\$608,895
Average Sold Home Price	\$848,200	\$650,300
Difference Between List/ Sold Price	+\$59,910	+\$41,405

7. **Summary:** To calculate the dollar amount that you will plug into the Summary paragraph, subtract the amount of the Discount Brokerage/Competitor's "Difference Between List/Sold Price" from Windermere's amount ($\$59,910 - \$41,405 = \$18,505$). Then divide that amount by Windermere's "Average Sold Home Price" ($\$18,505$ divided by $\$848,200 = 0.0218$), then multiply that by 100 ($0.0218 \times 100 = 2.18\%$) to get your percentage.

SUMMARY

On average, Windermere agents have successfully negotiated an additional **2.18%** more (**\$18,505**) for their sellers than listings represented by agents from discount brokerages in North Seattle.