

Farming with Realist

Pull labels from Realist, calculate turn-over rate, and learn tricks for farming a neighborhood



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Subdivision Information

- Create a Custom Display in Matrix to add the subdivision column
- Go to My Marix, Settings, then Custom Display

Manage Custom Displays

Residential

Nicole
Who's Farming
Subdiv-MLS
Agent Name-Subdiv

Move Up
Move Down
Add
Edit
Copy
Delete

Done

Create a Custom Display

- Name your new layout/display
- Choose the columns that you want in your report and click ADD for each one and include MLS Link to Full
- Make sure to “Wrap Line” on Subdivision

The screenshot shows the 'Build Custom Display' interface. At the top, the 'Display Name' is set to 'Who's Farming'. Below this, there are two columns: 'Available Residential Columns' and 'Selected Columns'. The 'Available Residential Columns' list includes items like '# Baths Full', '# Beds Total', and 'Subdivision'. The 'Selected Columns' list includes 'MLS Link To Full', 'List Agent Full Name', and 'Subdivision'. A red box highlights the 'Add->' button between the columns. Below the 'Selected Columns' list, there are 'Up' and 'Down' buttons. At the bottom, the 'Custom Column Properties' section shows 'Subdivision' with 'Wrap Line' checked. Red callout boxes provide instructions: 'Give your display a name' points to the display name field; 'Choose the columns you want and click on add for each one' points to the 'Add->' button; and 'Make sure to Wrap Line on Subdivision so it fits' points to the 'Wrap Line' checkbox.

Build Custom Display

Display Name:

Print Layout: Single Line
 Wrapped

Available Residential Columns

- # Baths Full
- # Baths Half
- # Baths Total
- # Beds Total
- # Blocks to Metro/Lightrail
- # Blocks to UT Shuttle
- # Dining
- # Fireplaces
- # Garage Spaces
- # Guest Beds
- # Guest Full Baths
- # Guest Half Baths
- # Horses Allowed
- # Living
- # Main Level Beds
- # Other Level Beds
- # Parking Spaces
- # Stories
- 1st Right of Refusal YN
- 9 Gr/High Other
- 9 Gr/High School
- A/C
- Acceptable Financing

Selected Columns

- MLS Link To Full
- List Agent Full Name
- List Office Name
- Buyer/Sub Agent Name
- Buyer/Sub Office Name
- Legal Description
- Subdivision

Custom Column Properties

Label:

Pixel Width:

Note: Default width is recommended.

Alignment: Left
 Right
 Center

Wrap Line

Search:

Cancel Save

Run a Search to Find Solds for Past Year

- Click on Sold in Status and put 0-365 in the box
- Enter the name of the subdivision (Don't forget about using *)
- Click on Results

Quick

Status - Date or Range

Active

Active Contingent

Expired

Pending

Pending - Taking Backups

Pending - Over 4 Months

Sold

Temporarily Off Market

Withdrawn

Sub Property Type

Attached 1/2 Duplex

Condo

House

Manufactured

Mobile Home

Or Not

We are running solds going back 365 days for the Cat Hollow subdivision. We have 74 matches. Click on Results and then we will change the display on the next page.

Map Search: No Map Selected

Within 0.25 miles of

St #	Dir Pfx	St Name	St Suffix	Dir Sfx	Unit #
<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>

County

Bastrop
Bell
Blanco
Burnet
Caldwell

Or Not

City

Academy
Adamsville
Adina
Airville
Albert

Or Not

Zip Code

Subdivision

Cat hollow

School District

Academy ISD
Austin ISD
Bartlett ISD
Bastrop ISD
Belton ISD

Or Not

Area

1A
1B
1N
2
2N

Or Not

Price

(000s)

MLS

Total Bedrooms

Total Baths

Full Baths

Half Baths

Garages Spaces

Parking Spaces

Total Sqft

Year Built

Acres

Stories

Multi-Level

Or Not

Create a Custom Display

- Go to the top right of the page under Display and choose the new report you created
- The columns will change to display the ones your chose in your custom display

The screenshot shows the ACTRS website interface. At the top, there is a navigation bar with links: Home, Search, Stats, My Matrix, Realist Tax, Links, Finance, Market Reports, Add/Edit, and Help. A user profile for 'Hello, Nicole' is visible in the top right corner. Below the navigation bar, there is a search bar containing the word 'HOUSE' and a 'Concierge Alert!' notification. The main content area displays a table of search results. A dropdown menu is open over the table, showing a list of report options. The option 'my:Who's Farming' is highlighted with a red box. The table columns include MLS #, Area, Address, Bds, Fb, Hb, Liv, St, Gar, Yr, Blt, Acres, Sqft, \$/Sqft, and various price and date columns.

MLS #	S	Area	Address	Bds	Fb	Hb	Liv	St	Gar	Yr	Blt	Acres	Sqft	\$/Sqft	S Price	S Date	AD
6372053	S	CLN	206 Simmons	4	3		2	1	2	2012		0.231	2,585	\$125.00			
7604362	S	CLN	203 Simmons DR	4	3		2	2	2	2012		0	3,297	\$115.00			
4511906	S	CLS	706 Pecan PASS	3	2		1	1	2	1984		0.207	1,103	\$86.00			
2820520	S	CLS	800 Live Oak DR	3	2		1	1	2	1983		0.161	1,038	\$91.00			
4376200	S	CLS	605 Wildbriar CT	3	2	1	2	2		1984		0.144	1,284	\$77.00			
2814477	S	CLS	1409 Brook WAY	3	2	1	1	2	2	1986		0.157	1,551	\$58.00	\$90,000	\$64.47	\$100,000 11/21/12
8195297	S	CLS	1231 Yellow Rose TRL	3	2	1	2	2	2	1990		0.165	1,783	\$56.09	\$100,000	\$56.09	\$100,000 04/04/13
8671546	S	CLS	1211 Rambling TRL	3	2		1	1	2	1986		0.164	1,260	\$82.54	\$104,000	\$83.33	\$105,000 02/08/13
9410366	S	CLS	1108 Forest Oaks PATH	6	2	1	1	2		1986		0.168	2,044	\$62.51	\$127,775	\$51.76	\$105,800 11/20/12 1
2402708	S	CLS	610 Bristlewood CV	3	2	1	1	2	2	1985		0.147	1,490	\$88.79	\$132,300	\$77.18	\$115,000 10/31/12
3024369	S	CLS	804 Russet Valley DR	4	2		1	1	2	1984		0.174	1,491	\$76.46	\$114,000	\$80.48	\$120,000 01/30/13
3489832	S	CLS	603 Timbergrove	3	2		1	1	2	1986		0.297	1,389	\$97.12	\$134,900	\$86.39	\$120,000 02/15/13
3511594	S	CLS	502 TWIN OAK TRL	3	2		3	1		1983		0.218	1,342	\$96.87	\$130,000	\$92.77	\$124,500 10/10/12

Determine which agents are selling in the neighborhood

- Click to sort by List Agent Full Name
- Agents that sell a lot in this neighborhood will be listed many times
- Clicking on Buyer agent to sort will show you a list of agents that you could target with your own listings in this neighborhood

Previous · Next · **1-74 of 74** Checked **0** All · None · Page Single Line display Display **m**

<input type="checkbox"/>	MLS	List Agent Full Name	List Office Name	Buyer/Sub Agent	Buyer/Sub Office	Legal Descriptor	Subdivision
<input type="checkbox"/>	9114110	Mike C			Austin Modern	Cat Hollow Sec	Cat Hollow Sec
<input type="checkbox"/>	2683402	Nancy					
<input type="checkbox"/>	5602716	Nancy					
<input type="checkbox"/>	4562374	Nancy					
<input type="checkbox"/>	7521112	Nancy					
<input type="checkbox"/>	9908356	Neel Segal	N. Brown LLC, RE Lolita Amazeen		98th Meridian	A Ph 3, Block B, Lot 11	Cat Hollow Sec A Ph 03
<input type="checkbox"/>	1788358	Paulette Bostur	Prudential Texas Janet Mays		Coldwell Banker United REALTOR	CAT HOLLOW SEC A PH 6, BLOCK Q, LOT 18	Cat Hollow Sec A Ph 06
<input type="checkbox"/>	4447670	Raul Matas	EXIT-Options Re: Leisa Ormsbee		J.B. Goodwin, REALTORS	Cat Hollow Sec C Ph 2, Block D, Lot 17	Cat Hollow Sec C Ph 02

Click on the List Agent Full Name heading to sort this column by agent. If one agent has sold many homes in the area their name will be listed over and over. You could also use this method to target market to buyer agents that dominate in a particular neighborhood. You would click on Buyer/Sub Agent column to sort by that instead of Listing Agent. This method would allow you to market your listing to agents that sell in a particular area and see if they have buyers for your listings.

Neighborhood Stats - Tabular

- Run a search for your neighborhood
- Go to the bottom and choose Stats then Tabular



Market Analysis Report

(74)	Beds	Baths	Sqft	List Price	LP/SqFt	Sold Price	SP/SqFt	SP/LP	SP/OLP	ADOM
Min	3	2	1,289	\$154,900	\$69.48	\$152,000	\$69.48	94.30%	84.70%	
Max	5	4	3,958	\$328,500	\$126.25	\$316,000	\$126.25	106.00%	106.00%	159
Avg	4	3	2,306	\$221,795	\$98.14	\$221,158	\$97.96	99.81%	98.82%	24

← Back

Printer friendly

Criteria: Status is 'Sold'
Status Contractual Search Date is 09/22/2013 to 09/22/2012
Property Sub Type is 'House'
Subdivision is like '*Cat hollow*'

Search Time: 0.58s

Neighborhood Stats - Charts

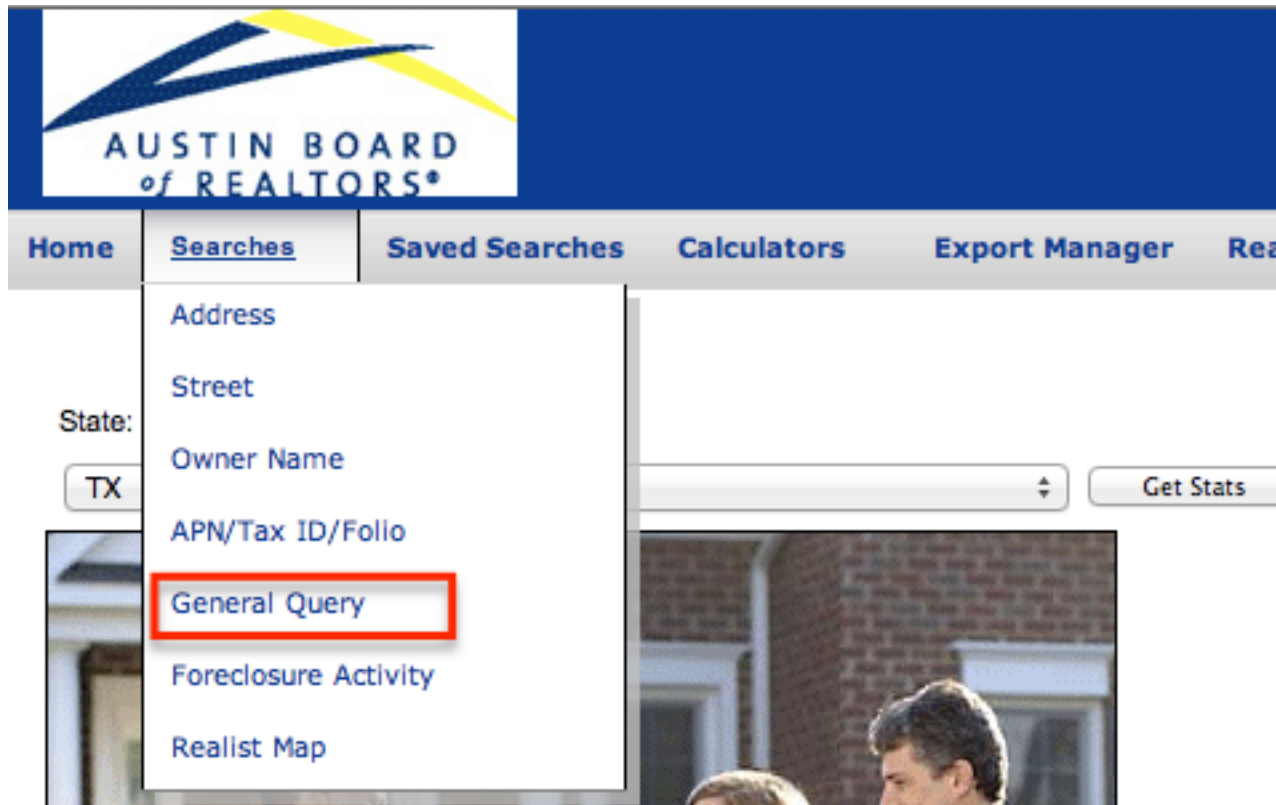
- Run a search for your neighborhood
- Go to the bottom and choose Stats then Charts, Original Price vs Sold, Generate

The screenshot displays a real estate website interface. At the top, there are navigation buttons: 'Actions', 'Refine', 'Save', and 'Carts'. Below these are utility buttons: 'Criteria', 'Email', 'Print', 'CMA', 'Directions', 'Stats', 'Charts', 'Quick CMA', and 'Print Single Line'. The 'Stats' and 'Charts' buttons are highlighted with a red box. On the left, a 'Presets' panel is open, showing 'System Presets' and 'My Presets'. A red arrow points to the 'Original Price vs Sold Price' option in the 'System Presets' list. Below the presets is a 'Generate' button, also highlighted with a red box. On the right, a bar chart titled 'Original Price vs Sold Price' shows the price trend from October 2012 to September 2013. The Y-axis represents Price from \$0 to \$300,000. The X-axis shows months. The chart compares 'Original Price, Median' (green bars) and 'Sale Price, Median' (blue bars).

Month	Original Price, Median	Sale Price, Median
Oct 2012	\$195,000	\$180,000
Nov 2012	\$240,000	\$215,000
Dec 2012	\$170,000	\$185,000
Jan 2013	\$265,000	\$175,000
Feb 2013	\$235,000	\$235,000
Mar 2013	\$215,000	\$240,000
Apr 2013	\$220,000	\$220,000
May 2013	\$225,000	\$225,000
Jun 2013	\$225,000	\$215,000
Jul 2013	\$260,000	\$215,000
Aug 2013	\$240,000	\$240,000
Sep 2013	\$195,000	\$240,000

Go to Realist Classic

- Go to Searches then General Query



Change Realist Preferences

- Go to top right side and Preferences
- Then make number of properties to view 1000
- Number of properties on map 1000



My Preferences

Select Your Property Search Options:

The maximum number of properties to view on property and neighbor list (1000 max):

1000

The maximum number of properties returned from Realist Map (1000 max):

1000

The number of records I prefer to view on each List page is:

100

(Multiple pages will display if more properties are found than selected for viewing.)

Include subject property sales shown as pending as of the last update received from the county:

No

Suppress pending sales older than:

Do not suppress

When viewing lists, sort items alphabetically or numerically:

Alphabetically

Enable Image Viewer:

No

Enable to generate mailing labels/records for addresses registered on Do-Not-Mail Lists:

On

Enable default Property List view as Single Line or Multi Line:

Multi Line

Apply realist@corelogic.com as the 'From' email address:

No

Select report format:

Contemporary

Display subject property map on Contemporary report:

Include Street Map

Display MLS data under Characteristics section in Property Detail:

Include

General Query by Subdivision

- Choose a county
- Change the state code to Single Family (A1)
- Enter a subdivision

General Query

Search Clear Screen Save Search

State: TX County: WILLIAMSON Zip: (optional) [] Zip: (optional) []

Realist's most recent sale date for this county is 09/10/2013

< All >
76511
76527
76530

Property Characteristic Options

Universal Land Use: Sort by Text Sort Numerically

< All >
AGRICULTURAL (NEC) (500)
AGRICULTURAL LAND (430)
AGRICULTURAL PLANT (505)

State Code: Sort by Text Sort Numerically

< All >
RESIDENTIAL SINGLE FAMILY (A1)
RESIDENTIAL MOBILE HOME (A2)
RESIDENTIAL CONDOMINIUMS (A3)

Style: < All >

Geographic Options

City: []

Subdivision: cat hollow

School District: < All >
BARTLETT ISD
BURNET CONS ISD
COUPLAND ISD

General Query with Owner Occupied

- To target renters you can change Owner Occupied to NO
- Change your Record Date under Sale Options

	Adobe Alum/Brick Aluminum Siding
Basement:	< All > Basement Cellar Complete
Central Air:	< All > Building Central Central & Chilled Water
Pool:	< All > Above Ground Adult/Kiddie Brick
Water:	< All > Cistern Commercial Co-Op

Marketing Options	
Owner Occupied:	Yes
Has Phone:	Does Not Matter
Mailing Zip Code:	
Mailing State: (Select up to 5 states)	Alabama Alaska Arizona

If you are targeting renters you will want to change Owner Occupied to NO.
Record Date should be one year ago as the "to" because people that moved within 1 year aren't likely to sell again soon

Calculating Turn-Over Rate for Neighborhood

- Use a 1 year date range in Matrix and no range in Realist
- If your neighborhood has more than 1000 homes you will need to run the search with a change in Year Built and run multiple searches

Search in Matrix for 365 days back

Status - Date or Range

Active

Active Contingent

Expired

Pending

Pending - Taking Backups

Pending - Over 4 Months

Sold 0-365

Temporarily Off Market

Withdrawn

Clear 74 matches Map Results

74 Matches in Matrix = Number Homes Sold in past year

Two searches run in Realist to capture total number of homes in neighborhood.

Search #1: Year Built 1900-2000 had 928 results

Search #2: Year Built 2001-2013 had 298 results

Search #1

Year Built: 1900 to 2000

Property 1 of 928

Search #2

Year Built: 2001 to 2013

Property 1 of 298

928 + 298 = 1226 Homes in this neighborhood

Search in Realist has greater than 1000 results for this neighborhood

Property 1 of 1000

Calculating Turn-Over Rate for Neighborhood

- Use a 1 year date range in Matrix and no range in Realist
- If your neighborhood has more than 1000 homes you will need to run the search with a change in the number of bedrooms

**74 Matches in Matrix = Number
Homes Sold in past year**

**928 + 298 = 1226
Homes in this neighborhood**

$$74/1226 = 6.04\% \text{ Turn-over}$$

**There are not many people
Moving from this neighborhood.
May want to choose another one.**



General Query in Realist for Labels

MAX NUMBER OF EXPORTS = 8000/MO

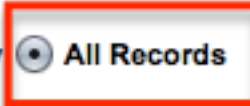
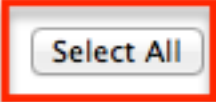

- Run a General Query search in Realist – make sure you get less than 1000 results or you will need to split the search into year built time frames
- To target renters you can change Owner Occupied to NO

Property List

Next Page Page # 1

Sort Export  

Select All Clear All This Page Only All Records



Property	1 of 579 <input checked="" type="checkbox"/>	City	Round Rock
Address	7017 Albacete Ln	Subdivision	Cat Hollow Sec A Ph 02
Zip Code	78681		

General Query in Realist for Labels

- Choose Labels or Excel and Choose to send to owner or to occupant
- Owner = Tax Billing Address | Occupant = Property Address
- Click on Export

Export Builder

Labels:

- Avery 5160
- Avery 5161 (USPS Bar Codes)
- Avery 5162
- Excel
- ASCII

Full Record:

- Excel
- ASCII

Export

View your remaining # of exports for the month. 8000 total/month

Export Status This Month:

Records Allowed This Month	8000
Records Already Downloaded This Month	0
Records Remaining Before This Download	8000
Records In This Download	579

You can choose labels or to take the data into an Excel spreadsheet. To do mailing label you will select Labels and Avery 5160

Create Labels From

Property Address

- Show current owner for your labels.
- Show customized salutation for your labels.
Type a customized salutation for your labels.
- Show current owner **AND** customized salutation for your labels.
Type a customized salutation for your labels.

Use this option to send labels to person living at the property. This may or may not be the owner

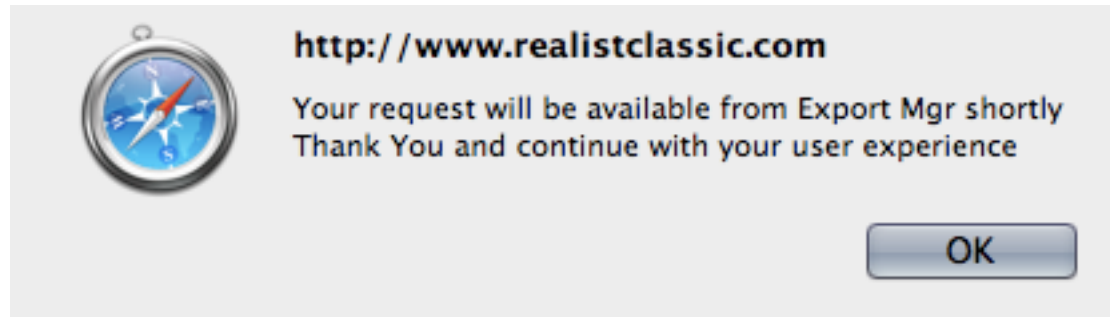
Tax Billing Address




- Show current owner for your labels.
- Eliminate duplicate labels.
- Show customized salutation for your labels.
Type a customized salutation for your labels.
- Show current owner **AND** customized salutation for your labels.
Type a customized salutation for your labels.
- Include foreign mailing address

Use this option to send to the property owner even if they do not live at the property address. Also be sure to select to Eliminate Duplicate Labels

Pulling Labels from Export Manager

- After you hit “export” your labels are sent to the Export Manager in Realist



Home Searches Saved Searches Calculators **Export Manager** Realist ValueMap   

[Home](#) → [Saved Searches](#) → [General Query](#) → [Property List](#) → [Export Builder](#) → Export

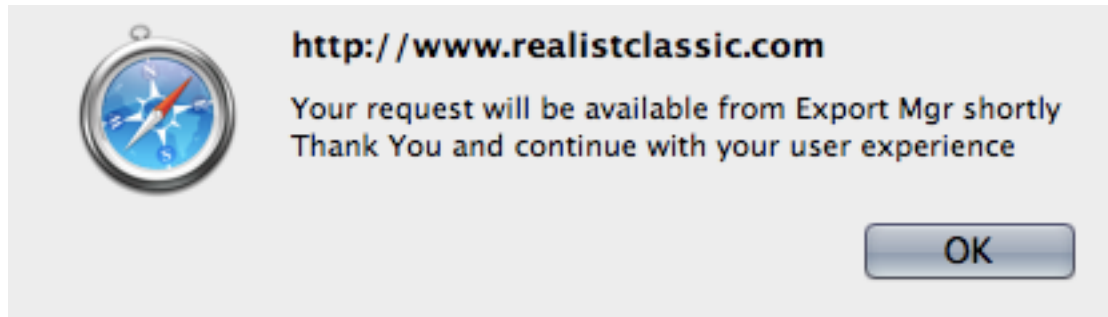
Your request will be available from Export Mgr shortly.
You may now return to your [Property List](#), go to the [Export Mgr](#),
or use any other feature of Realist.com




Export Status This Month

Records allowed per month	Records exported this month	Records remaining this month
8000	579	7421

Pulling Labels from Export Manager

- After you hit “export” your labels are sent to the Export Manager in Realist



Home Searches Saved Searches Calculators **Export Manager** Realist ValueMap   

[Home](#) → [Saved Searches](#) → [General Query](#) → [Property List](#) → [Export Builder](#) → Export

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or use any other feature of Realist.com

Export Status This Month

Records allowed per month	Records exported this month	Records remaining this month
8000	579	7421

Pulling Labels from Export Manager

- When your labels or spreadsheet are ready they will show in the Exports Ready to Pick up section

Export Manager

To view Exports Pending that are Ready to Pick Up click on the [refresh](#) button on your browser. Once the export is available it will move from Exports Pending to Exports Ready to Pick Up.

Exports Pending These are files that aren't ready

File Name	Time Requested	County	Record Type	Format	Count
3563473_48491	Sep 22 2013 4:42PM	Williamson	Label	Avery 5160	579

Exports Ready to Pick Up These are ready to be printed

File Name	Time Processed	County	Record Type	Format	Count
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Exports Already Picked Up These are files you already received

File Name	Time Downloaded	County	Record Type	Format	Count
<input type="checkbox"/> 3549733_48453.csv	Aug 5 2013 10:29AM	Travis	Full	Excel	656
<input type="checkbox"/> 3549727_48453.rtf	Aug 5 2013 10:25AM	Travis	Label	Avery 5160	601

My Export Status This Month This is a report of how many exports remain

Records allowed per month	Records exported this month	Records remaining this month
8000	579	7421

Pulling Labels from Export Manager

- When your labels or spreadsheet are ready they will show in the Exports Ready to Pick up section

Exports Ready to Pick Up

Click on the file name to open the labels

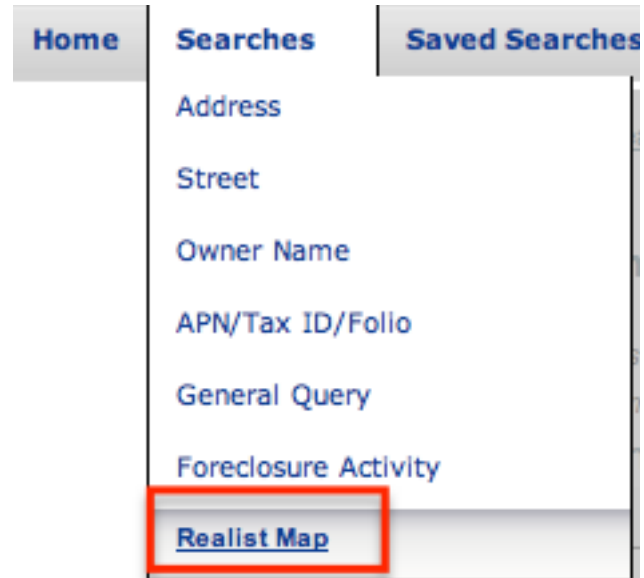
File Name	Time	Label	Count
3563473_48491.rtf	Sep 22 2013 4:42PM	Williamson	564

The labels are formatted and ready to print. You can also save the file to your computer to print later.

Francisco & Diamantina Aguilera 7017 Albacete Ln Round Rock, TX 78681-5325	Xiaodong Xia & Qun Li	Birda J Garrett Dr TX 78681-5539
Mark A & Katherine E Gebhart 8003 Almelo Dr Round Rock, TX 78681-5539		TX 78681-5539
Atsushi & Kaori Horio 8009 Almelo Dr Round Rock, TX 78681-5539	6010 Almelo Dr Round Rock, TX 78681-5539	6011 Almelo Dr Round Rock, TX 78681-5539
Liu 6012 Almelo Dr Round Rock, TX 78681-5539	Marshall S & Gretchen Y Smith 6015 Almelo Dr Round Rock, TX 78681-5539	Stewart & Jennifer Mackey 6016 Almelo Dr Round Rock, TX 78681-5539
		James Scott & Kimberly Sasha McDonald 6016 Almelo Dr Round Rock, TX 78681-5539

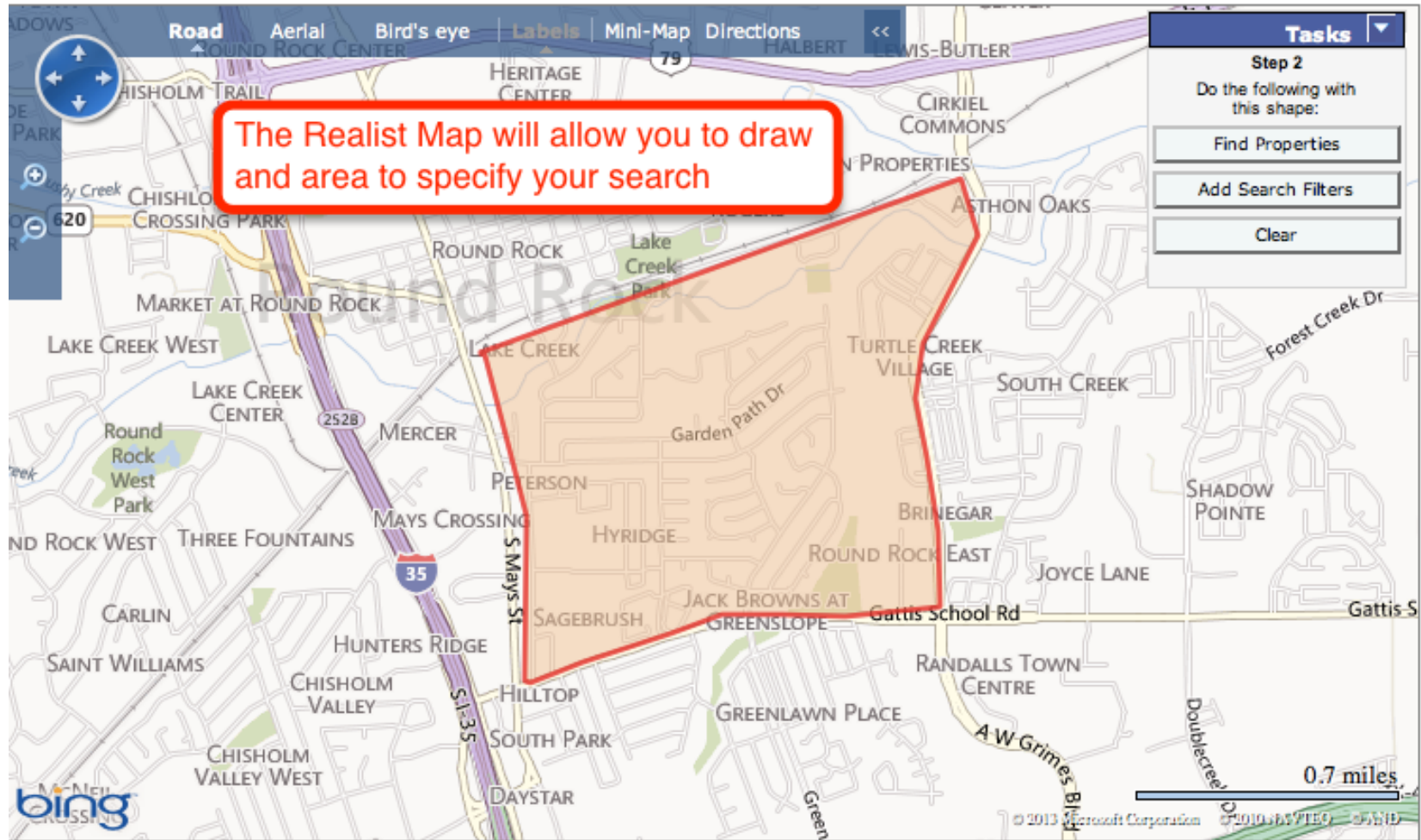
Reports from Realist Map

- Under Searches you can run a report by mapping an area using Realist Map



Reports from Realist Map – Find Properties

- This is an example of the search by using the Polygon shape tool
- Draw the area you want and then click on Find Properties



Reports from Realist Map – Add Search Filters

The screenshot shows the Realist Map interface. A map of Round Rock, Texas, is displayed with a red polygon search area. The 'Tasks' panel on the right has a red box around the 'Add Search Filters' button. A red callout box contains the text: "You can also choose to add Search Filters. This will allow you to add only owner occupied, specify recording dates, etc...".

Select and edit a filtering option	Selected Search Criteria
<ul style="list-style-type: none">LOT AREAMLS BEDROOMSMLS LISTING PRICEMLS LISTING STATUSMLS STORIESOWNER NAMEOWNER OCCUPIEDPHONE NUMBERPOOLRECORDING DATESALE DATESALE PRICESALE PRICE TYPESTORIESTOTAL VALUE	<p><input checked="" type="checkbox"/> OWNER OCCUPIED is ONLY INCLUDE</p> <p>[Find Properties]</p>

Map Results in Realist for Labels

MAX NUMBER OF EXPORTS = 8000/MO

- Run a General Query search in Realist – make sure you get less than 1000 results or you will need to split the search into year built time frames
- To target renters you can change Owner Occupied to NO

Property List

The screenshot shows the 'Property List' interface. At the top right, there is a 'Next Page' button and a 'Page #' dropdown menu set to '1'. Below these are buttons for 'Sort', 'Export', a printer icon, and an envelope icon. A large red arrow points down to the 'Export' button. Below the 'Export' button are two buttons: 'Select All' (highlighted with a red box) and 'Clear All'. To the right of these are two radio button options: 'This Page Only' (unselected) and 'All Records' (selected and highlighted with a red box).

Property	1 of 579	<input checked="" type="checkbox"/>		
Address	7017 Albacete Ln		City	Round Rock
Zip Code	78681		Subdivision	Cat Hollow Sec A Ph 02

Map Results in Realist for Labels

- Choose Labels or Excel and Choose to send to owner or to occupant
- Owner = Tax Billing Address | Occupant = Property Address
- Click on Export

Export Builder

Labels:

- Avery 5160
- Avery 5161 (USPS Bar Codes)
- Avery 5162
- Excel
- ASCII

Full Record:

- Excel
- ASCII

Export

View your remaining # of exports for the month. 8000 total/month

Export Status This Month:

Records Allowed This Month	8000
Records Already Downloaded This Month	0
Records Remaining Before This Download	8000
Records In This Download	579

You can choose labels or to take the data into an Excel spreadsheet. To do mailing label you will select Labels and Avery 5160

Create Labels From

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Type a customized salutation for your labels.
- Show current owner **AND** customized salutation for your labels.
Type a customized salutation for your labels.

Use this option to send labels to person living at the property. This may or may not be the owner

Tax Billing Address

- Show current owner for your labels.
- Eliminate duplicate labels.
- Show customized salutation for your labels.
Type a customized salutation for your labels.
- Show current owner **AND** customized salutation for your labels.
Type a customized salutation for your labels.
- Include foreign mailing address

Use this option to send to the property owner even if they do not live at the property address. Also be sure to select to Eliminate Duplicate Labels

QUESTIONS?