Farming with Realist

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

Gracy Title
a stewart company

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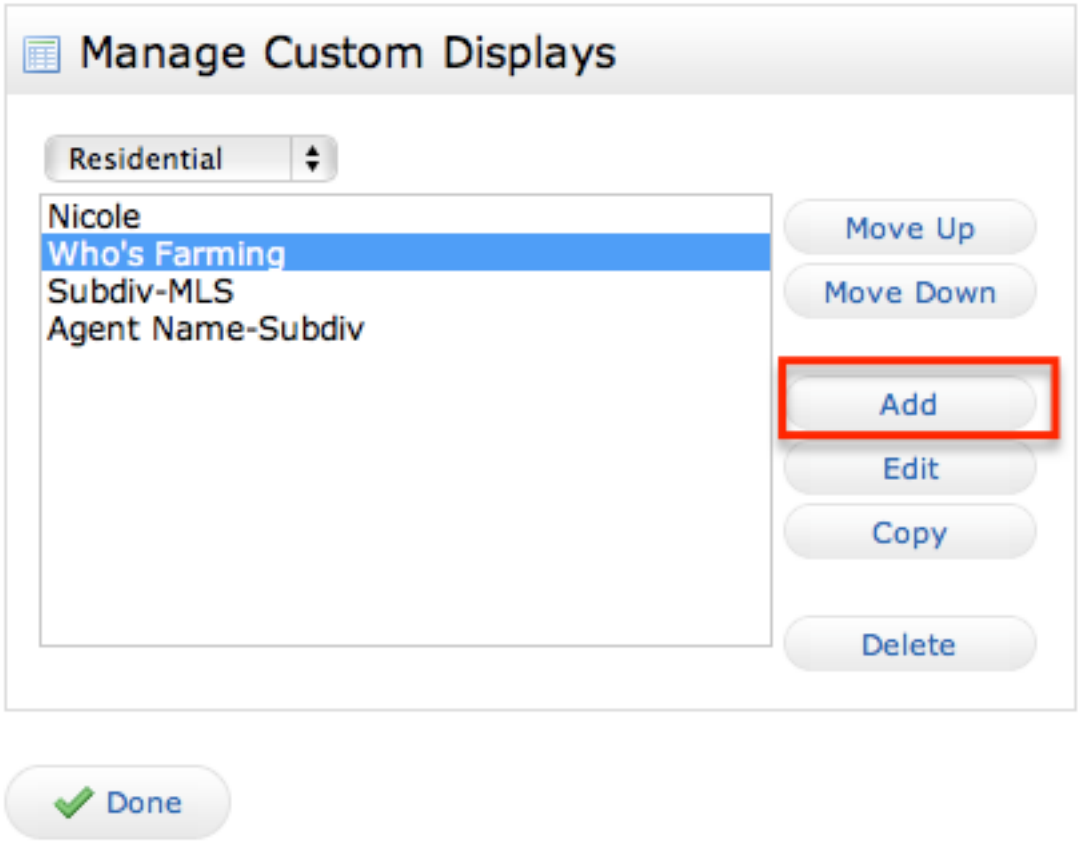
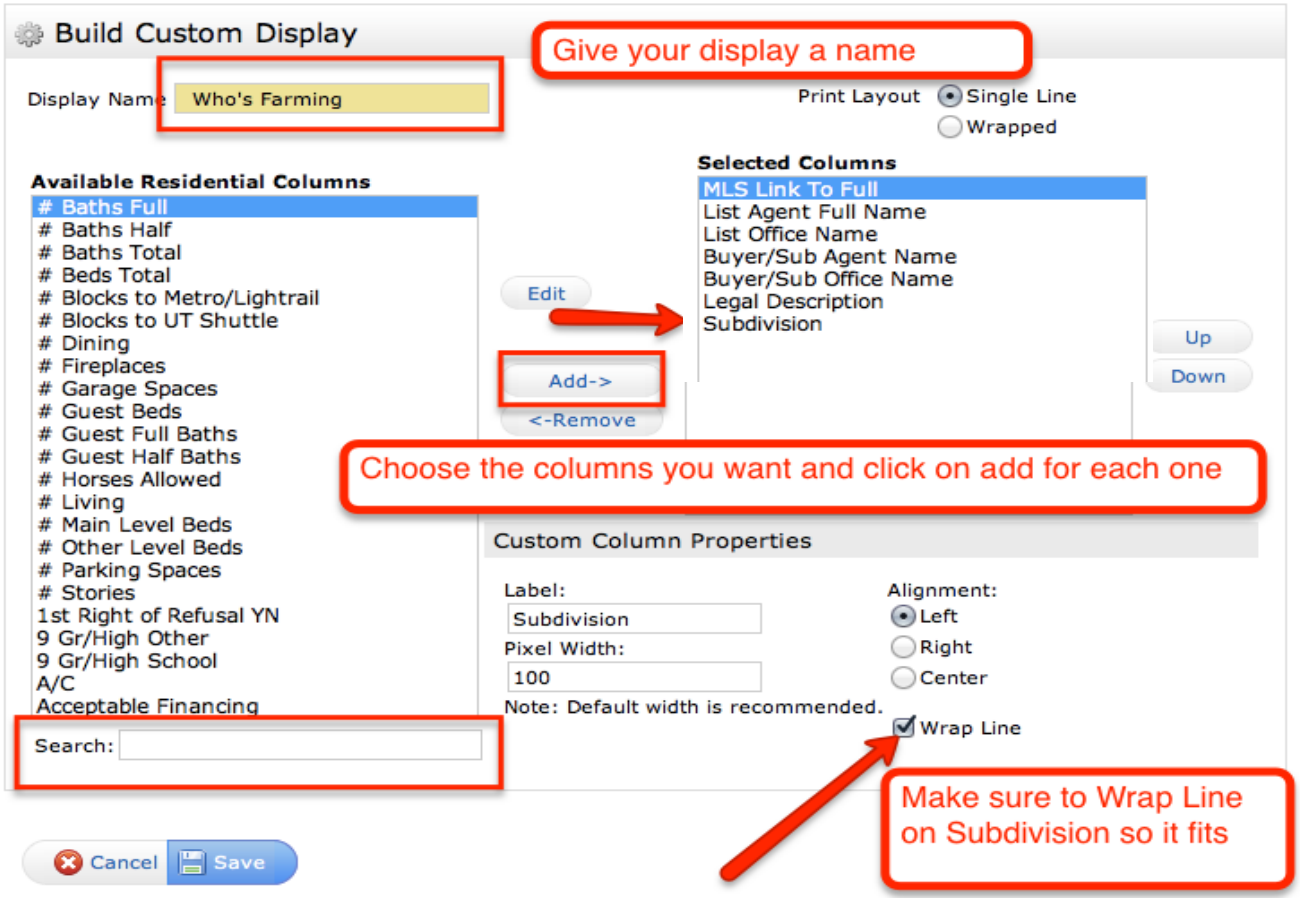
Subdivision Information

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



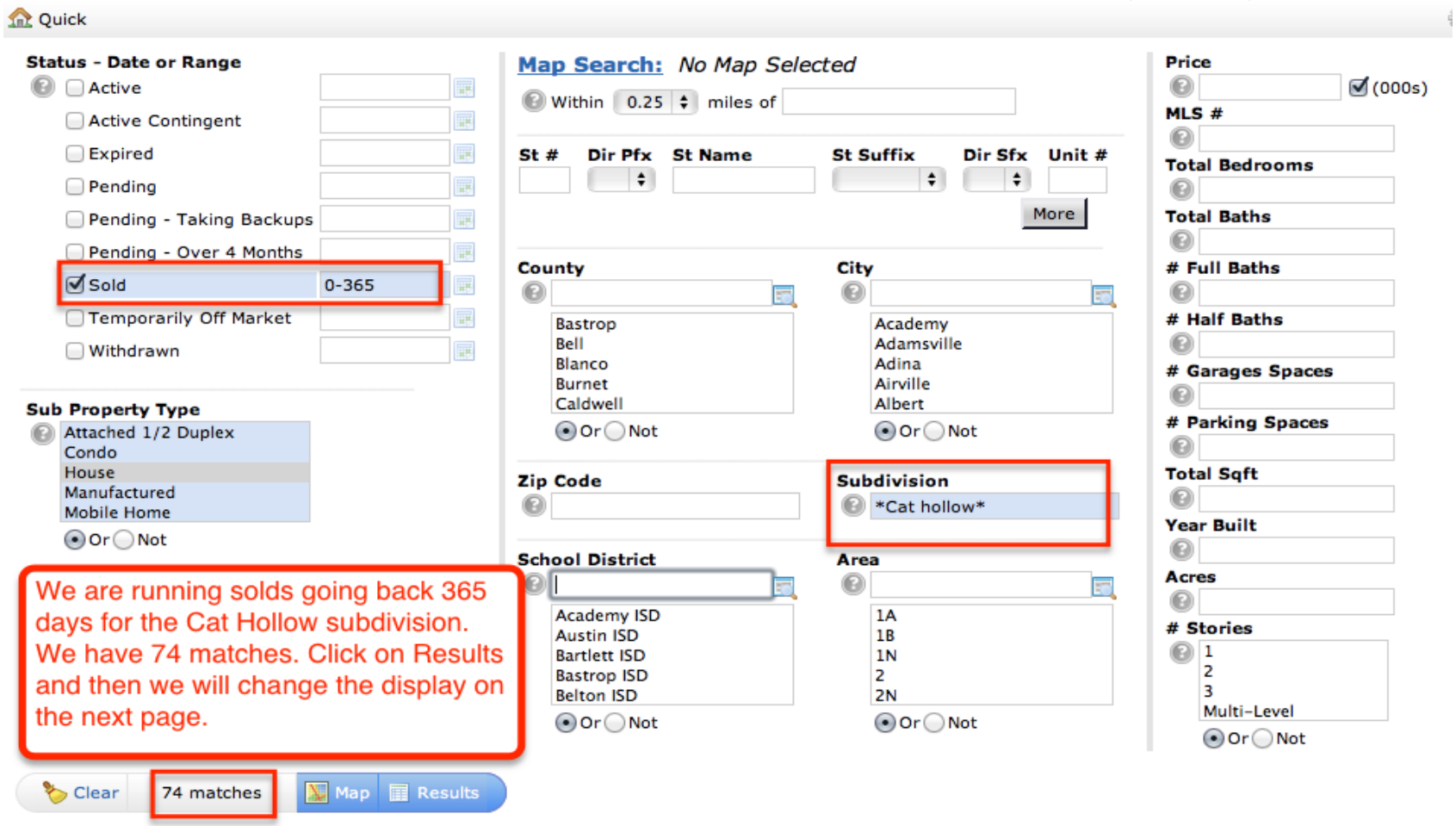
Create a Custom Display

- 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



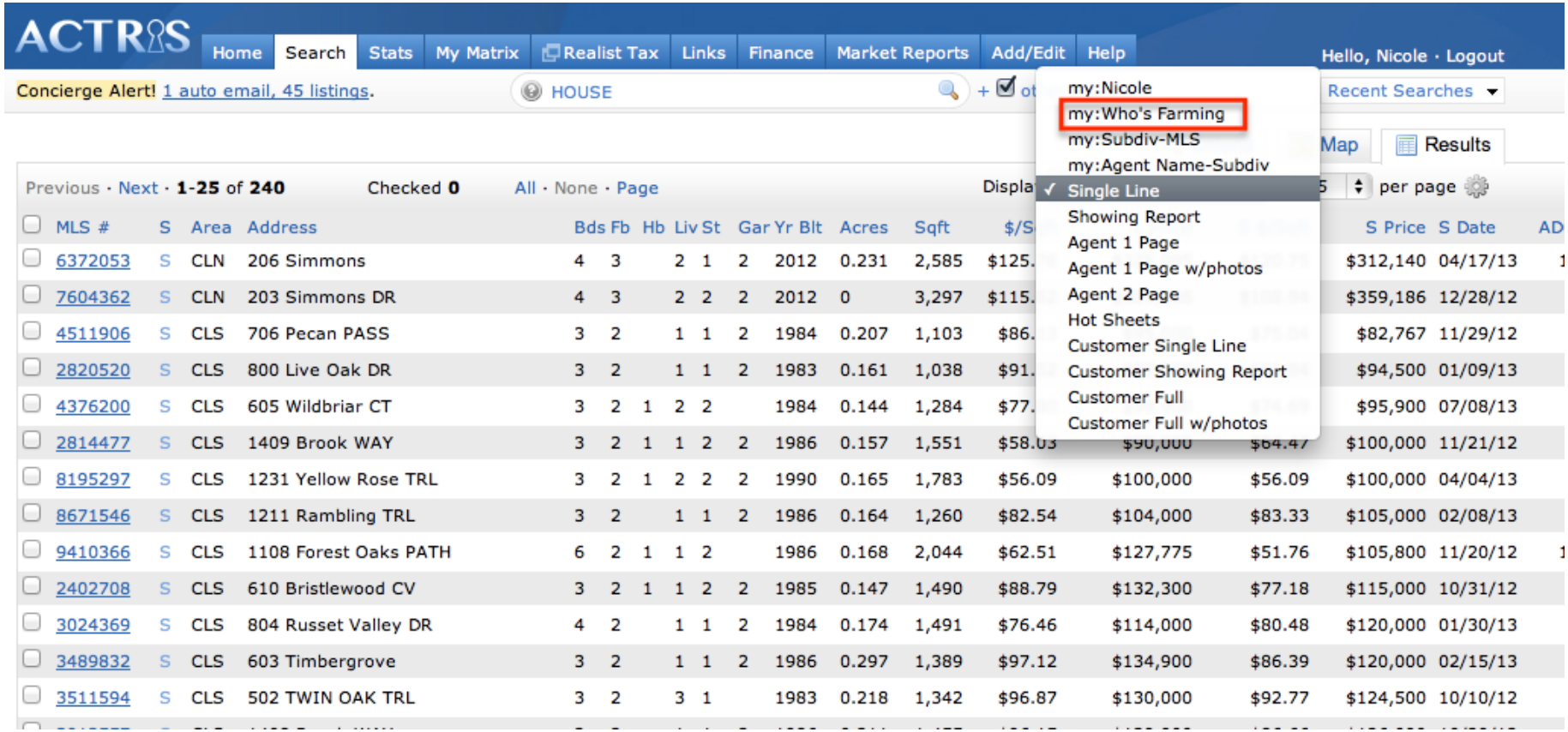
Run a Search to Find Solds for Past Year

- 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



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

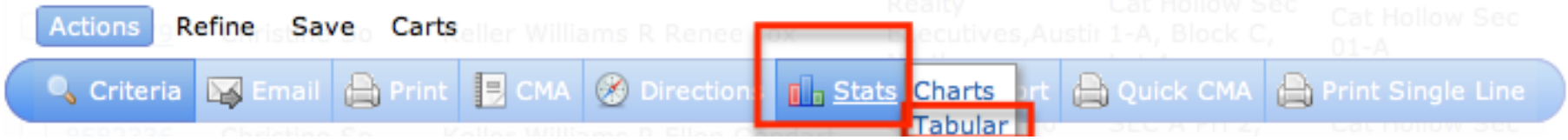


Determine which agents are selling in the neighborhood

- 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

Neighborhood Stats - Tabular

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



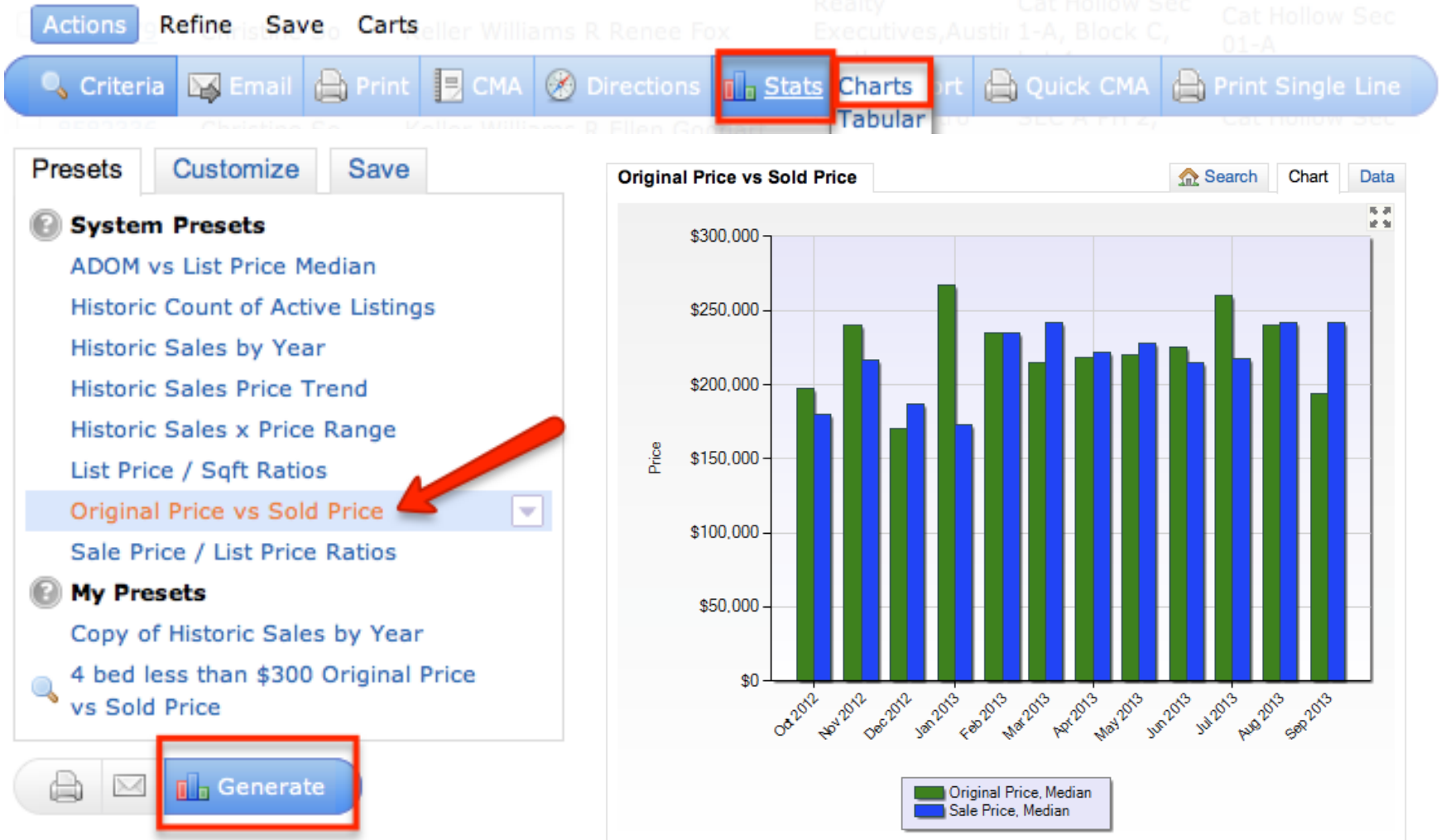
Market Analysis Report

(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

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*

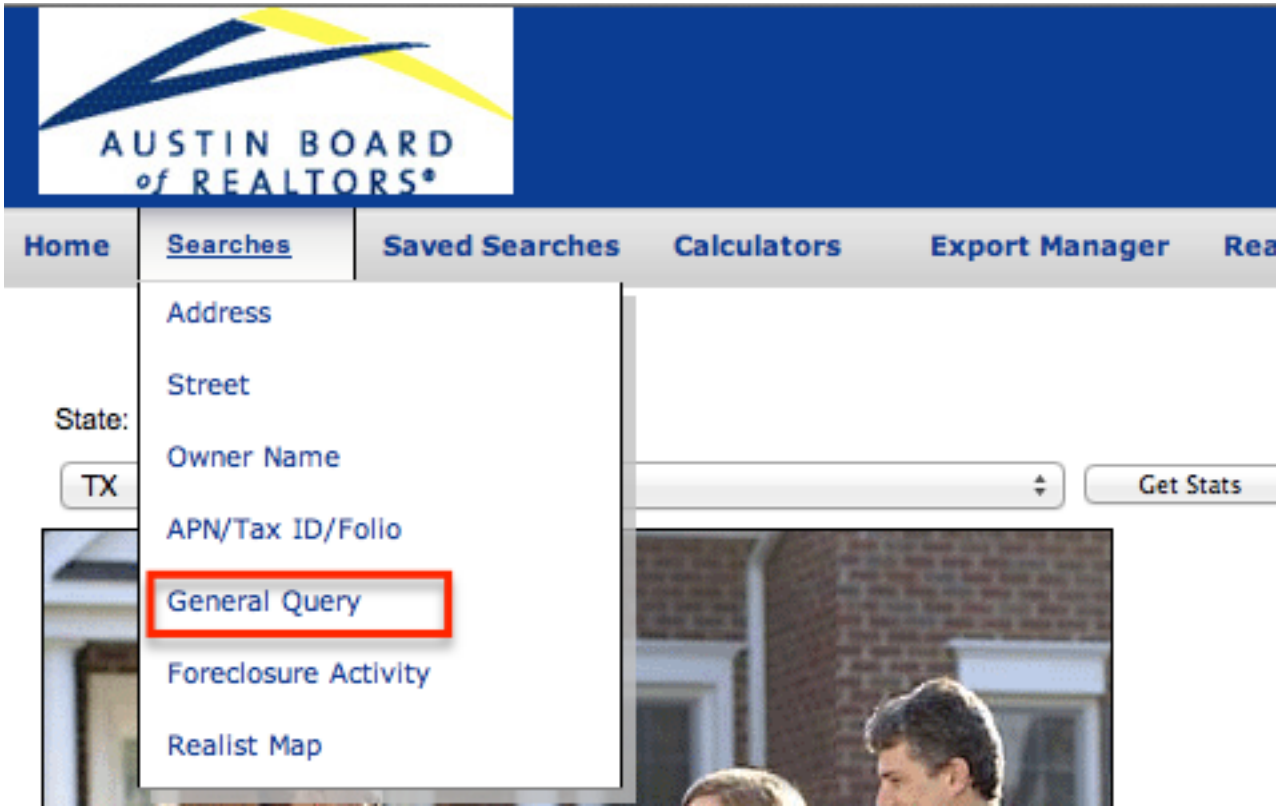
Neighborhood Stats - Charts

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



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

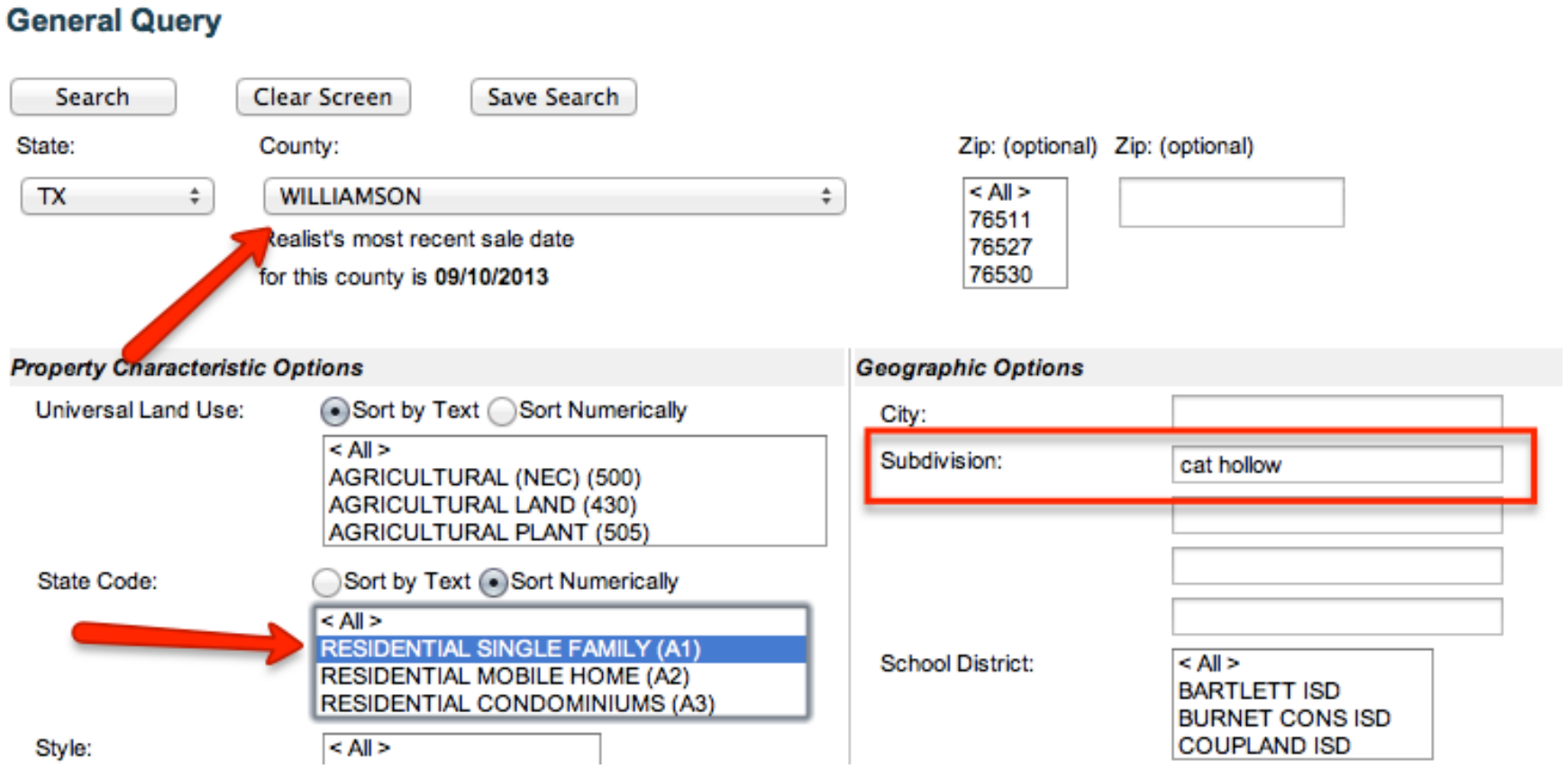
My Preferences

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: (Multiple pages will display if more properties are found than selected for viewing.)	100
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



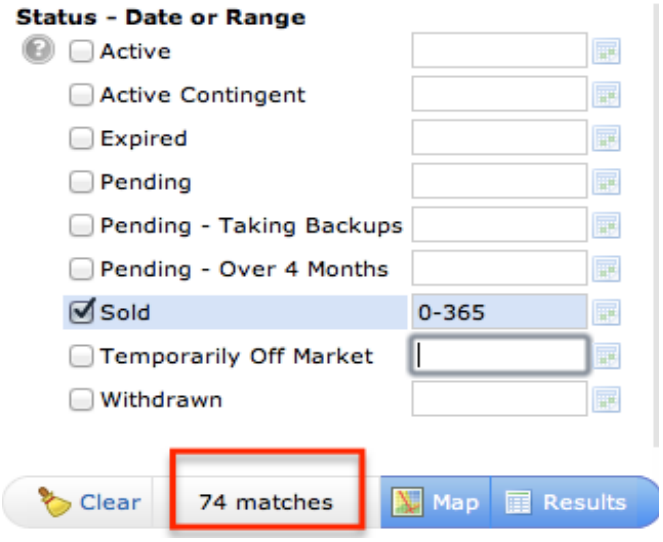
General Query with Owner Occupied

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

Calculating Turn-Over Rate for Neighborhood

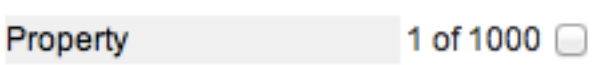
- Use a 1 year date range in Matrix and no range in Realist
- If your neighborhood has more than 1000 homes you will need to run the search with a change in Year Built and run multiple searches

Search in Matrix for 365 days back



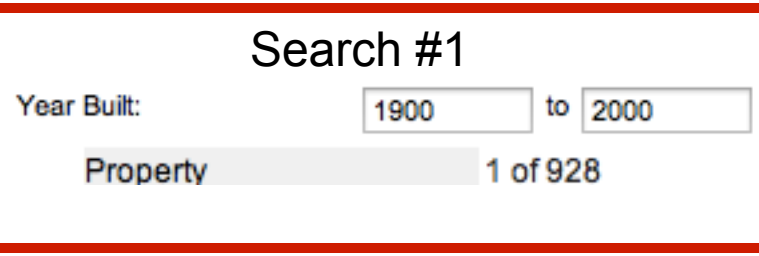
74 Matches in Matrix = Number Homes Sold in past year

Search in Realist has greater than 1000 results for this neighborhood



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



928 + 298 = 1226 Homes in this neighborhood

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

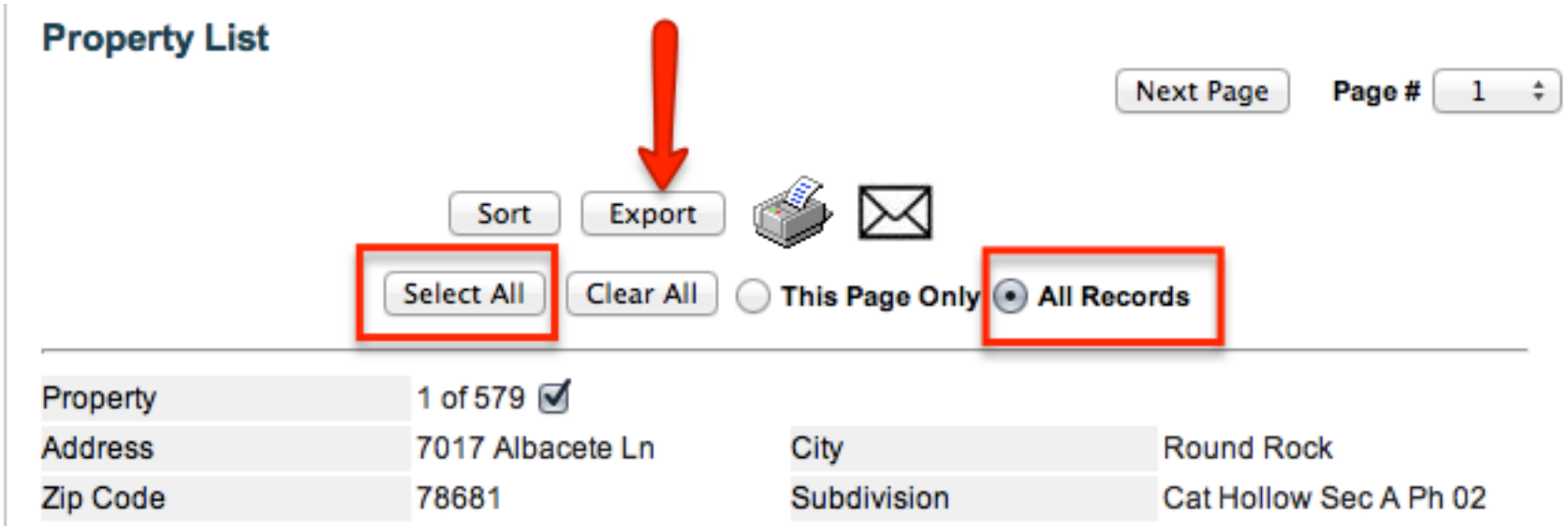
74/1226 = 6.04% Turn-over

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

General Query in Realist for Labels

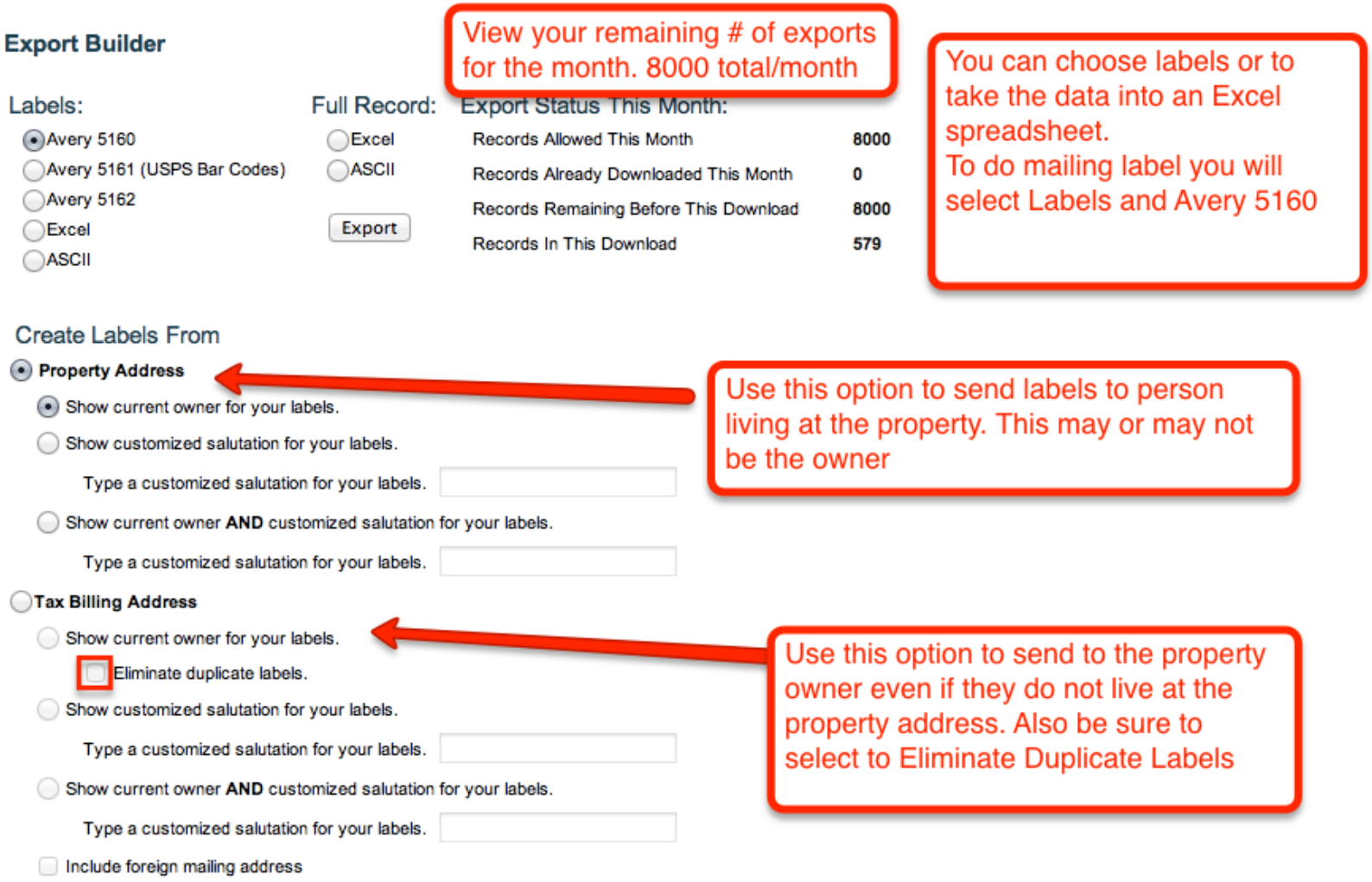
MAX NUMBER OF EXPORTS = 8000/MO

- 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



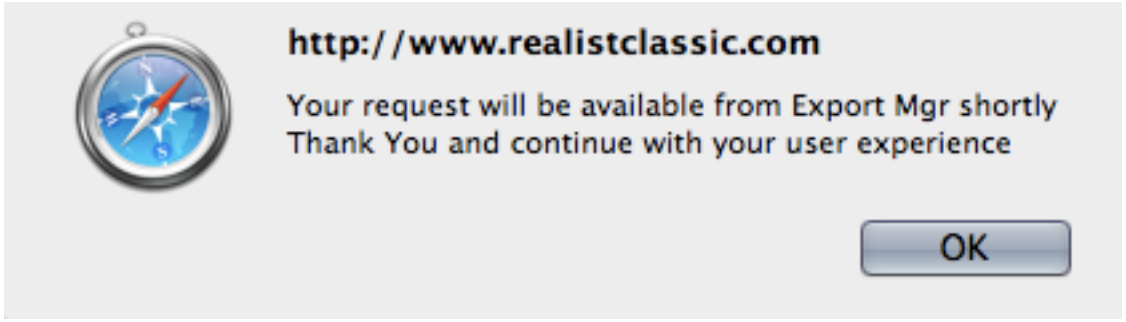
General Query in Realist for Labels

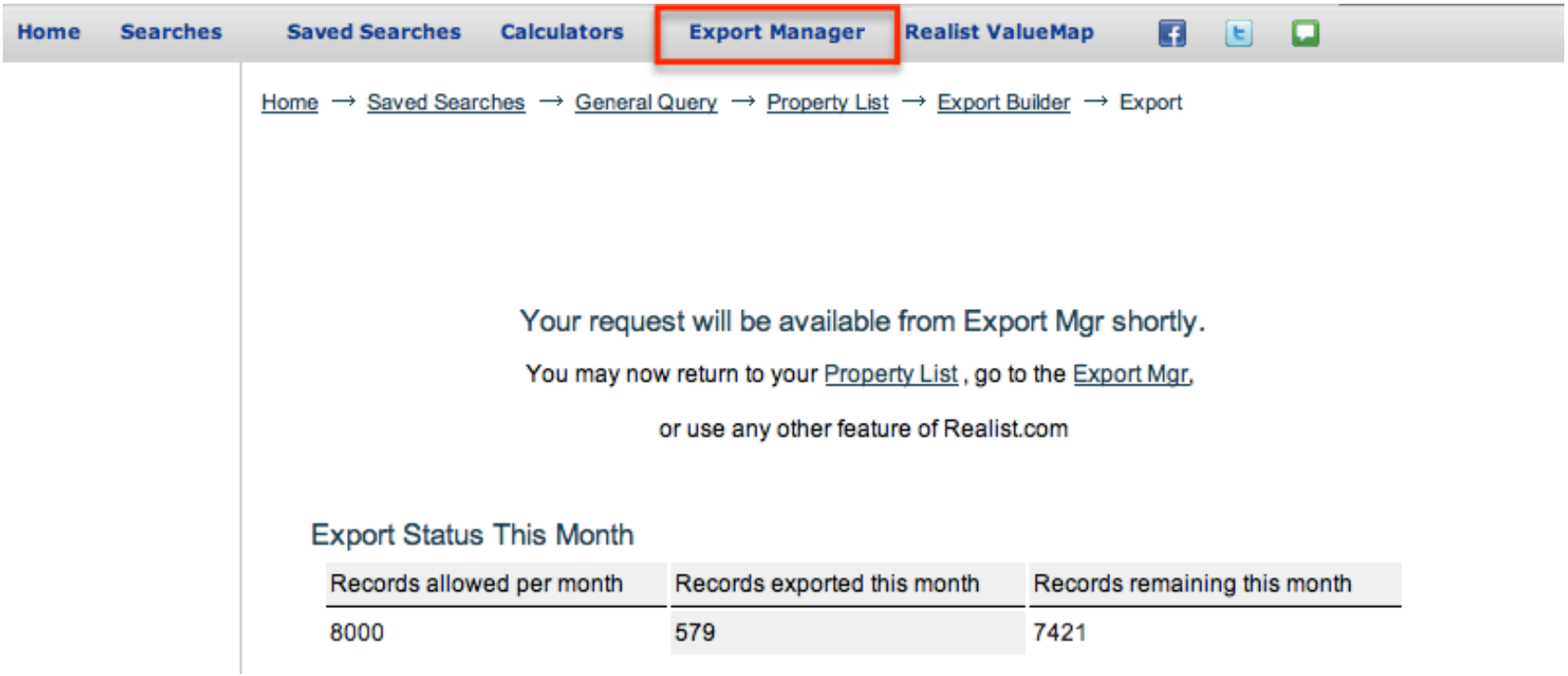
- Choose Labels or Excel and Choose to send to owner or to occupant
- Owner = Tax Billing Address | Occupant = Property Address
- Click on Export



Pulling Labels from Export Manager

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





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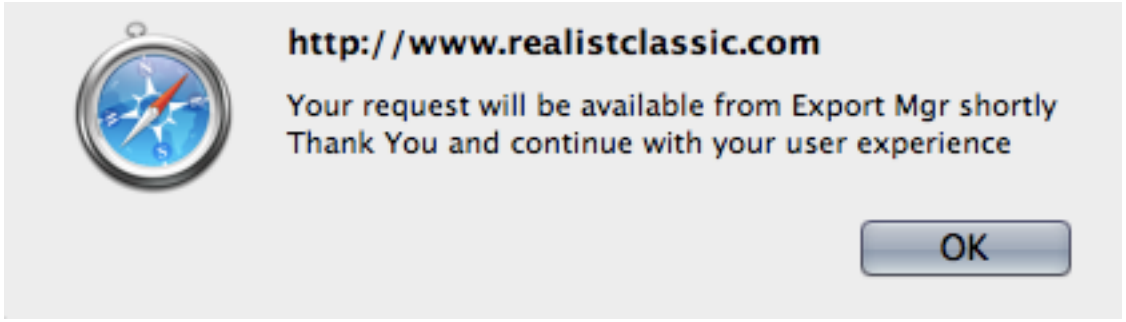
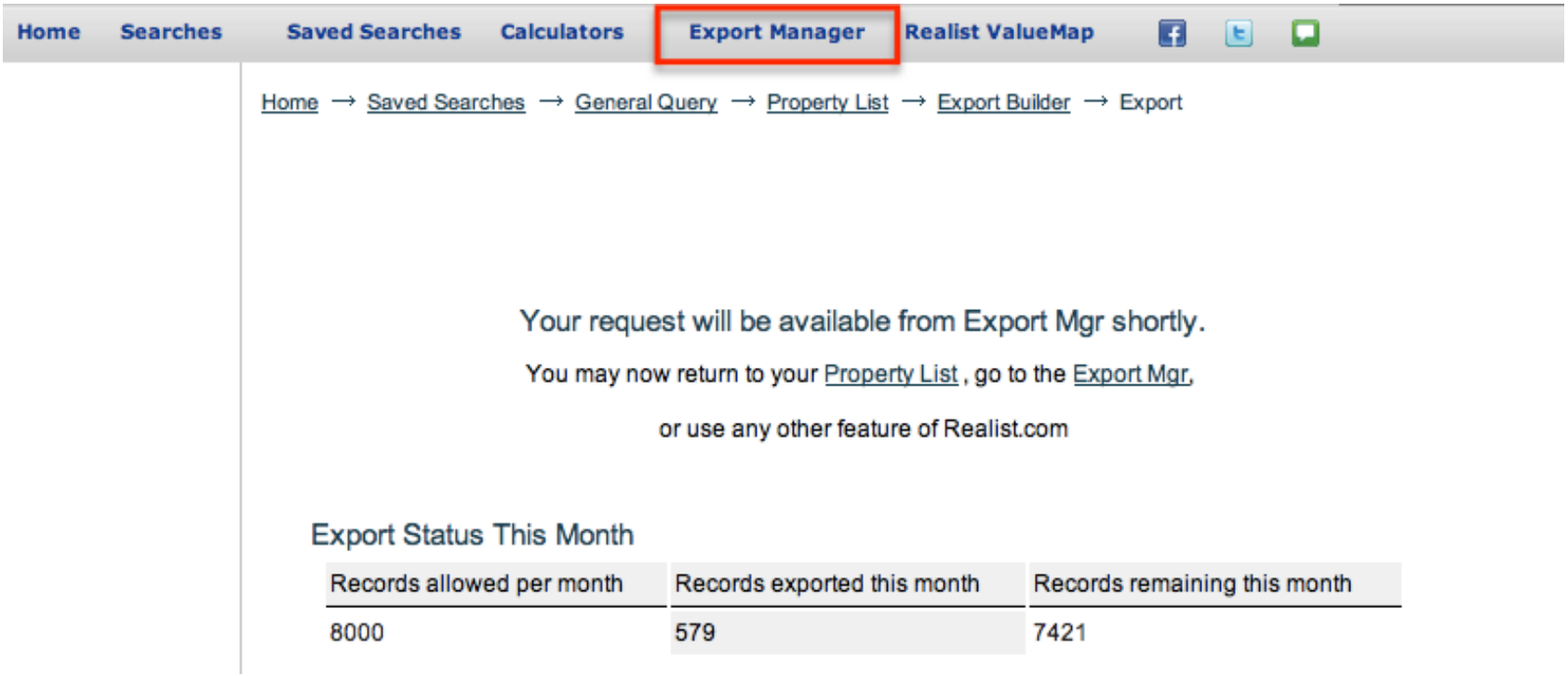
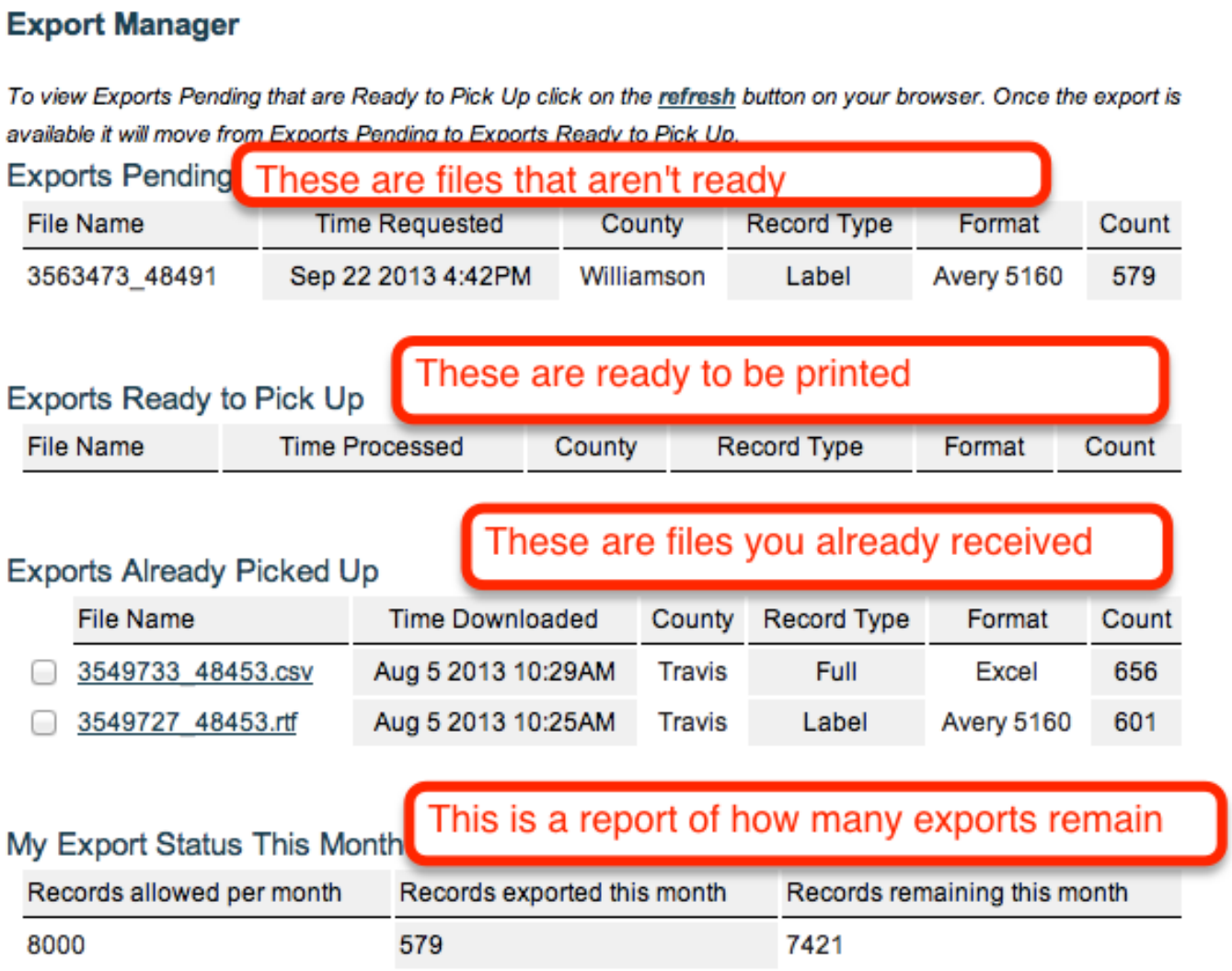




Pulling Labels from Export Manager

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



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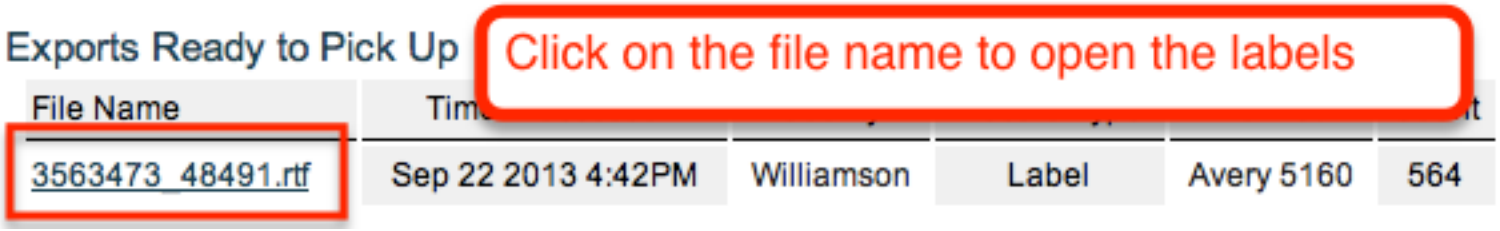
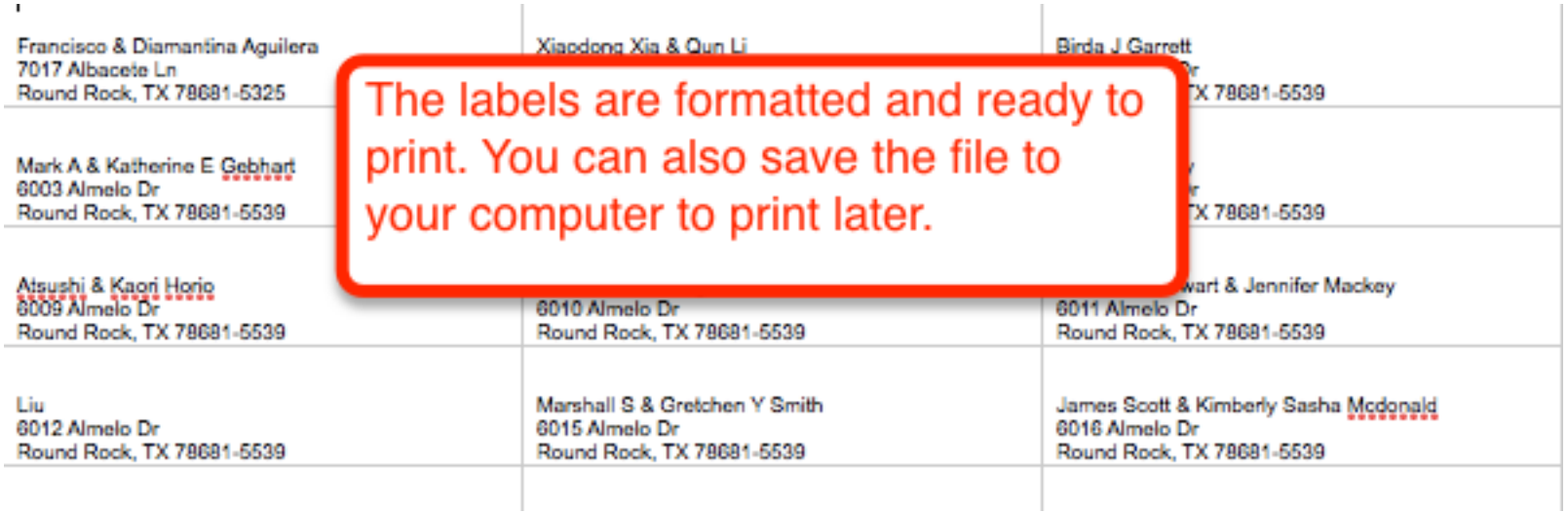
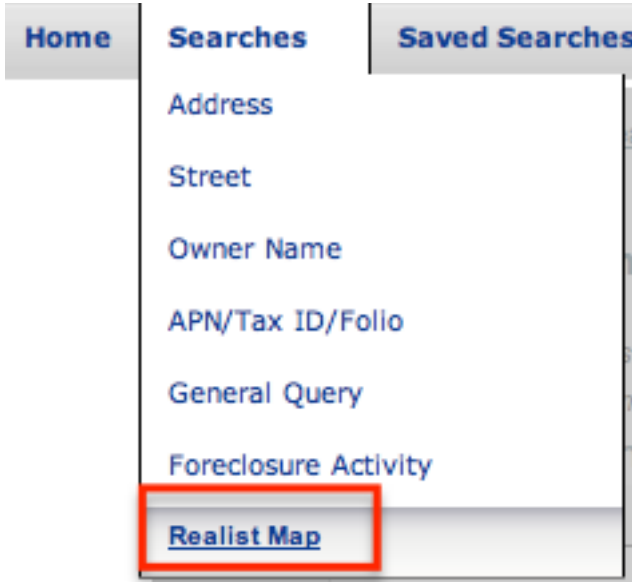




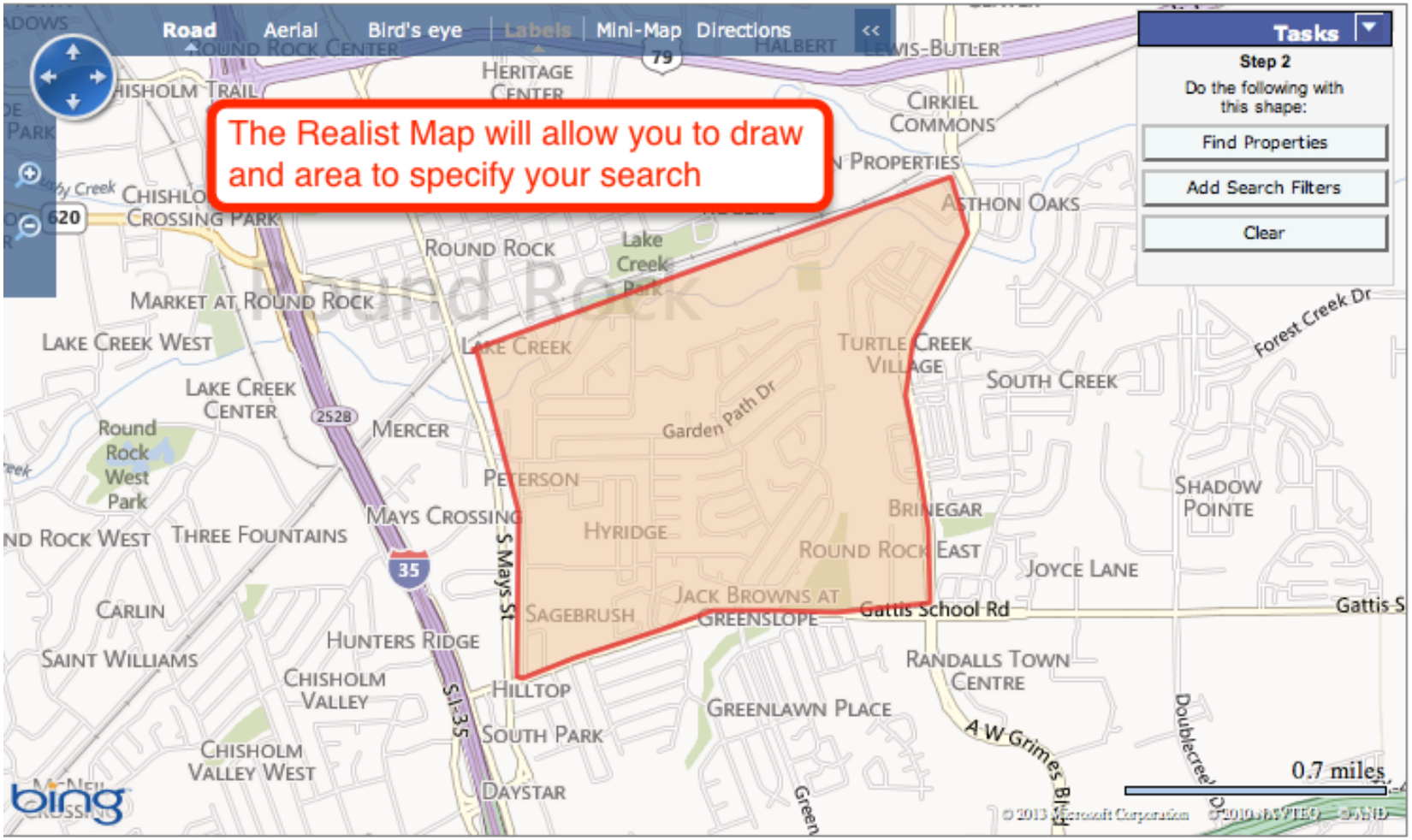
Reports from Realist Map

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

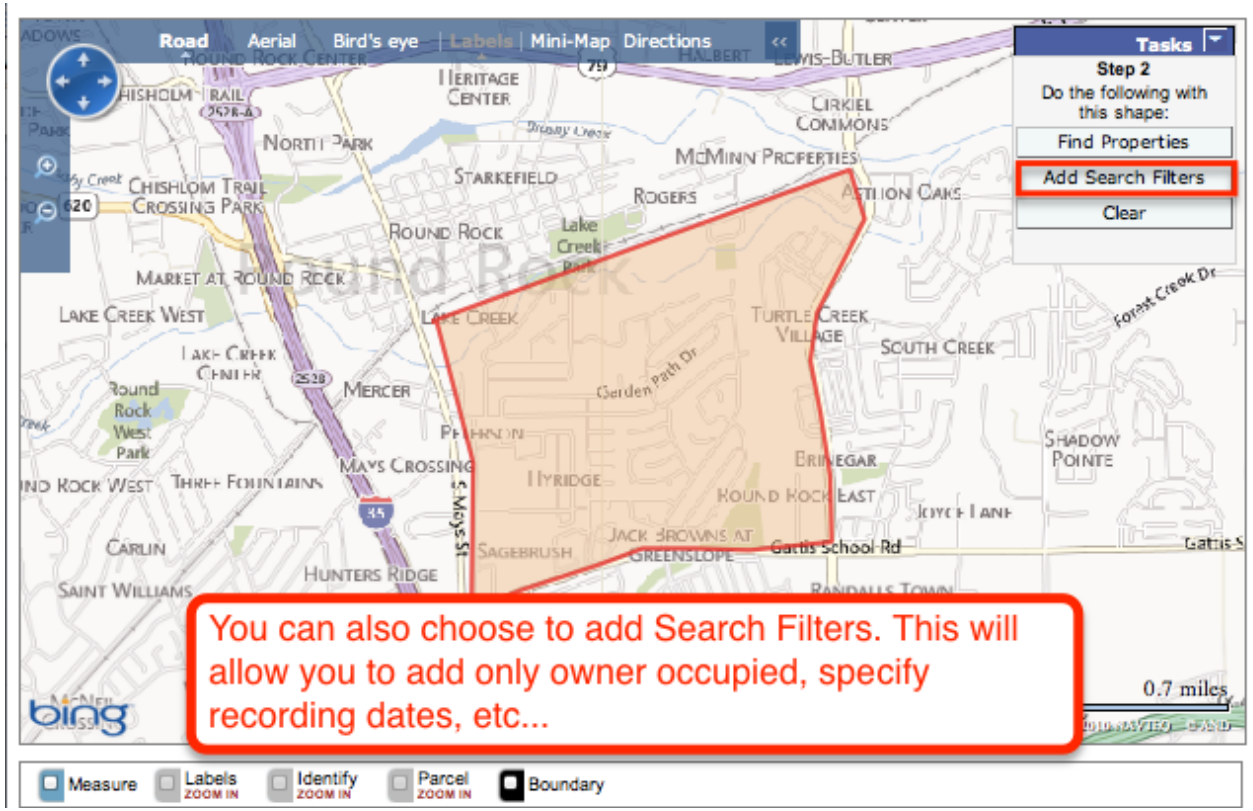


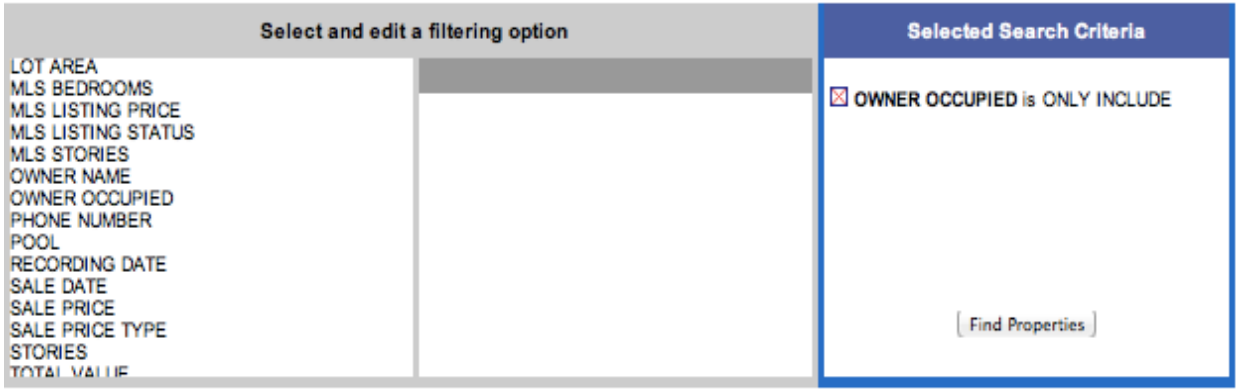
Reports from Realist Map – Find Properties

- 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





Map Results in Realist for Labels

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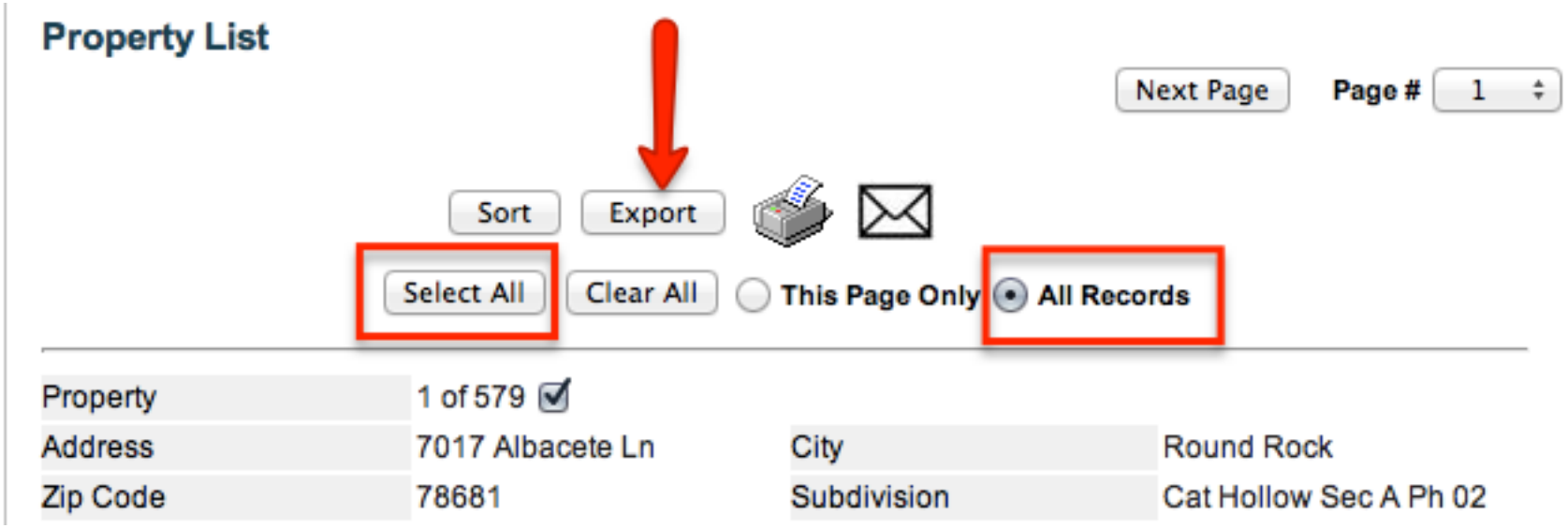

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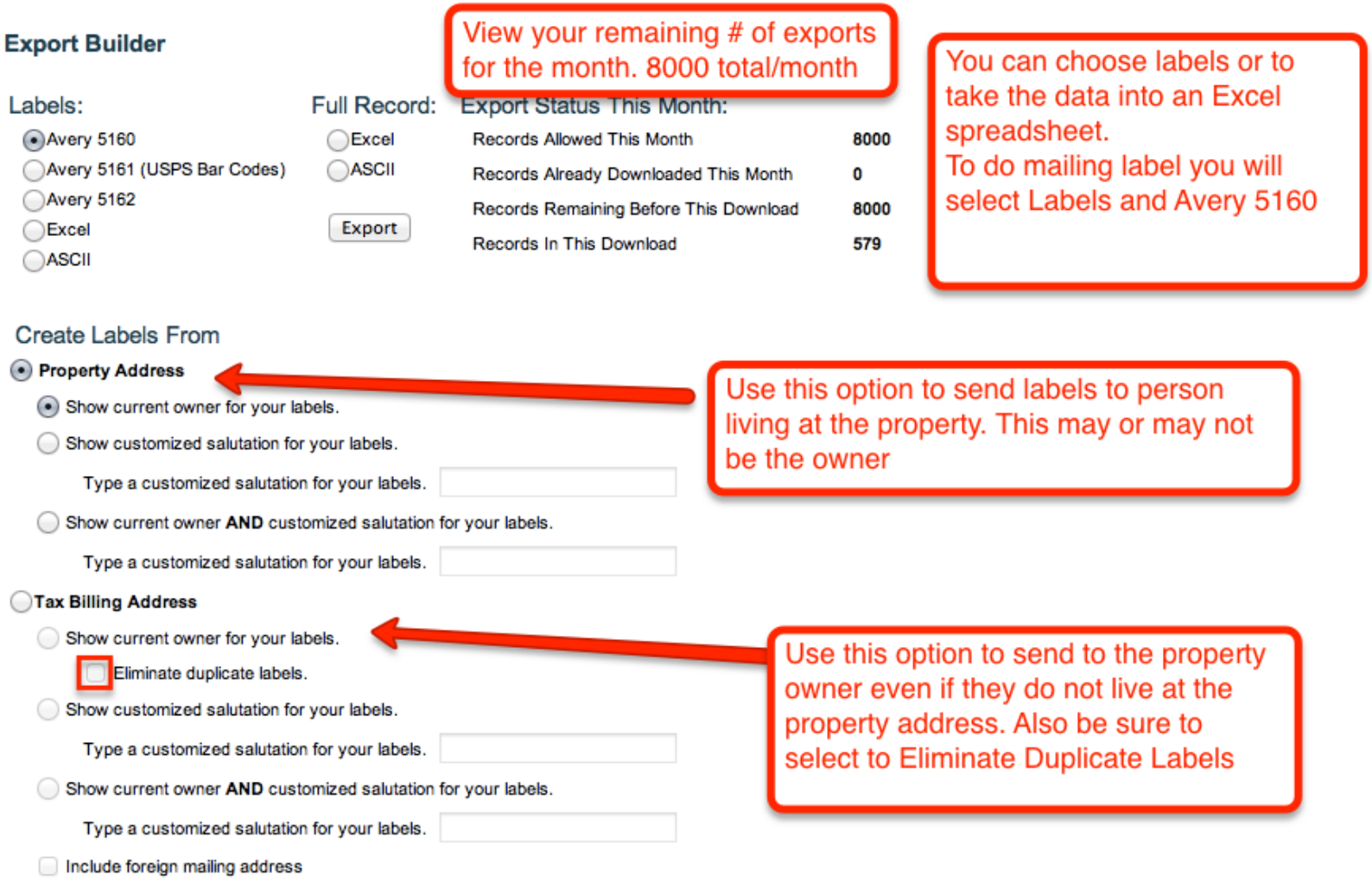

QUESTIONS?