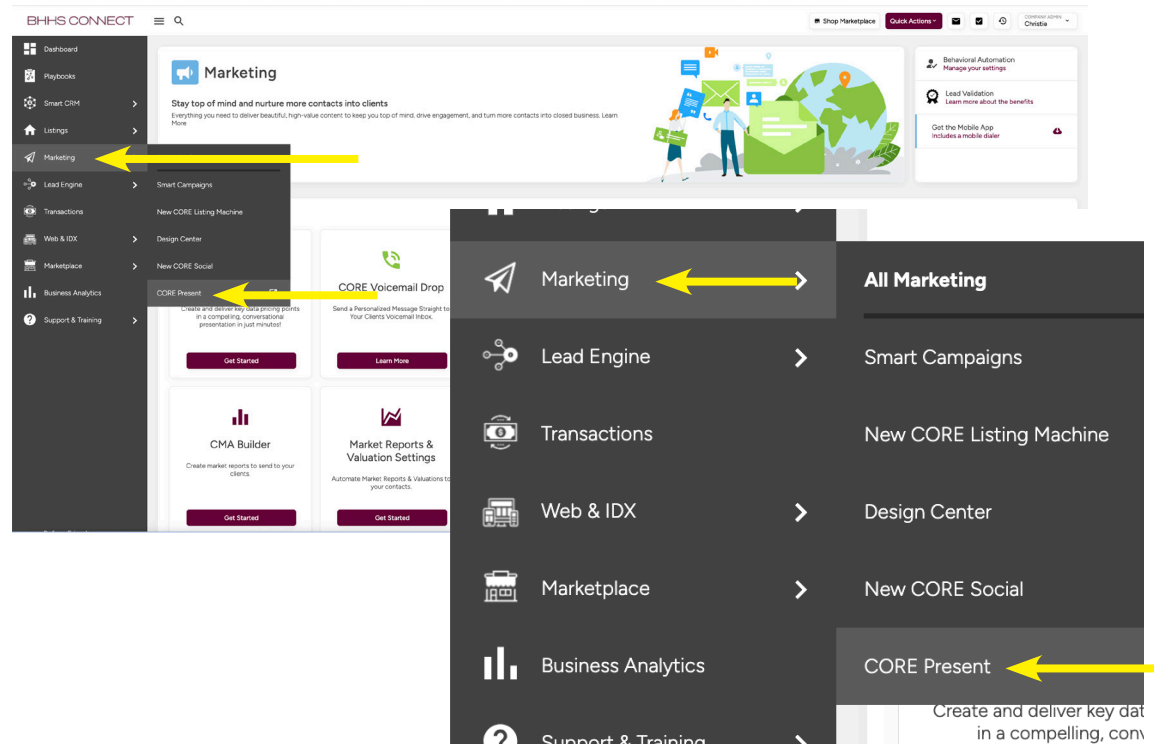


HOW TO BUILD A CORE PRESENT CMA

Do you need to prepare a CMA for a prospective seller or for an upcoming real estate review, but aren't sure where to start? Use this handy-dandy tutorial to walk you through this quick and simple process!

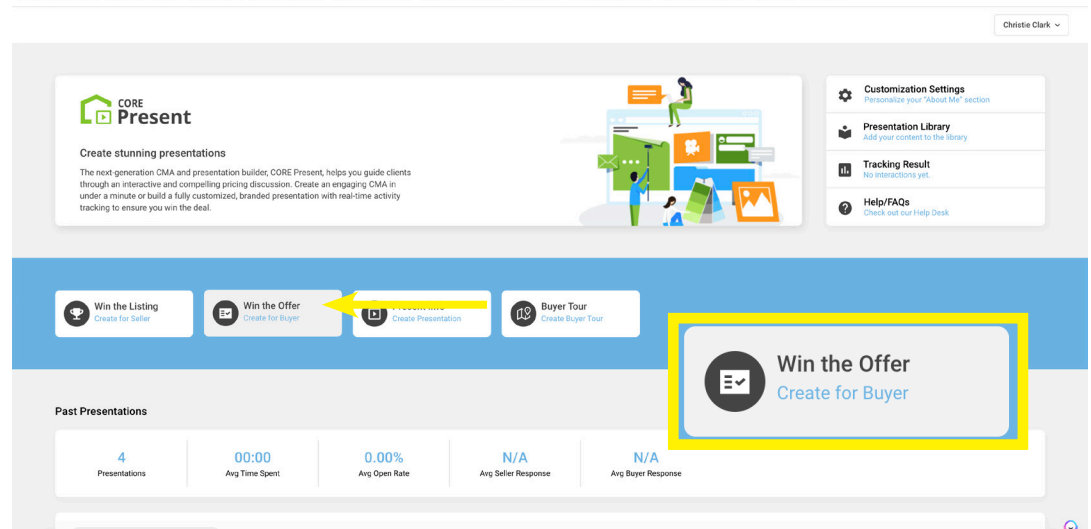
STEP 1: LOG INTO KVCORE

- Hover over **Marketing** then click on **CORE Present**



STEP 2: SELECT YOUR PRESENTATION

- Click **Win the Offer** option



HOW TO BUILD A CORE PRESENT CMA

STEP 3: ENTER THE PROPERTY ADDRESS

- Complete the Property Details by selecting the appropriate number of beds and verifying the address
- Then, click **Next** button

PRICE A PROPERTY

Enter the address for the property you would like to price. Once entered, we will use MLS data to provide accurate neighborhood comps. You can edit all of the comp criteria on the next step.

WHAT IS THE ADDRESS?

ADDRESS

APARTMENT OR SUITE

CITY State

Next

STEP 4: BUILDING THE PRESENTATION

- You can let kvCORE auto-generate the details of the CMA or you can manually add properties
- If completed, you can choose the “**Skip to Presentation**” button

Select "Auto" to allow CORE Present to find comparables. Select "Manual" to add your own MLS IDs.

5845 GRAND BLVD, New Port Richey, FL

SUBJECT PROPERTY: Single Family, 3 Beds, 1634 Sqft, 1940

COMPARABLE CRITERIA: Single Family, 3 Beds, 1307 to 1961 sqft, All Years, Sold: 0 - 6 months

Map Satellite

29 Total Matches

COMING SOON MATCH: 0 ACTIVE MATCH: 11 PENDING MATCH: 1 SOLD MATCH: 17

You can manually add a comparable by clicking the gray icon.

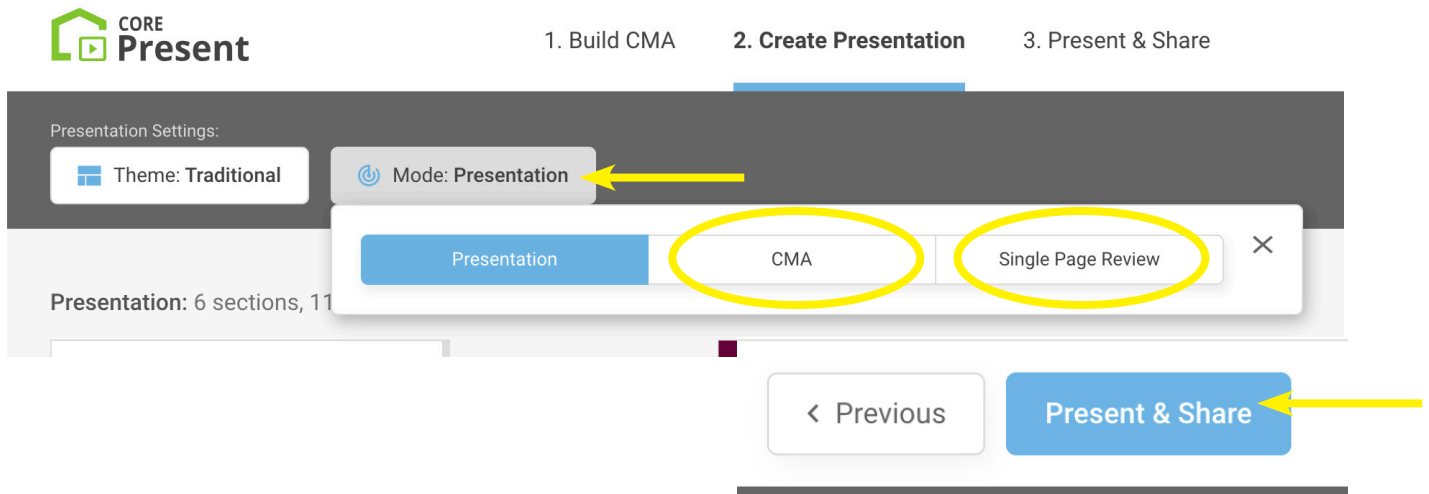
Next: Build CMA

Skip To Presentation

HOW TO BUILD A CORE PRESENT CMA

STEP 5: BUILDING THE CMA

- Click on **MODE** to select either **CMA** (for a 4 page report) or **Single Page Review** (for a 1 page report)
- Then, click the **Present & Share** button to create the report



SINGLE PAGE REVIEW IN A PDF

BERKSHIRE HATHAWAY HOMESERVICES | FLORIDA PROPERTIES GROUP

5845 GRAND BLVD
NEW PORT RICHEY, FL 34652
3 Bedrooms | Living Area Size 1634 sqft

Report valid for:
12/19/2023

COMPARABLE CRITERIA REVIEW
At a minimum, comparables must match the following criteria:

Living Area Size 1,307 - 1,961	Bed Count 3	Distance From Subject 1 Mile	Closed Date In 6 Months
-----------------------------------	----------------	---------------------------------	----------------------------

PRICE PER SQFT
\$253
Average price per square foot of all comparable properties.

PRICING RATE OF CHANGE
-2
Average rate of change between listed and recorded price of sold comps

CURRENT ACTIVE SHELF LIFE
123 Days
Average days comps are sitting on the market

I HAVE INTERESTED BUYERS SEARCHING IN THIS AREA

BUYER ID	EMAIL	INTERESTS
295561	xxxxx@gmail.com	Looking between \$398K and \$598K
271079	xxxxx@outlook.com	Looking between \$289K and \$433K
289052	xxxxx@aol.com	Looking between \$332K and \$498K

Christie Clark
DIRE#:
clclark@bhhsflpg.net | (850) 688-6813 | http://christieclark.bhhsfloridaproperties.com

SINGLE PAGE REVIEW DIGITAL

BERKSHIRE HATHAWAY HOMESERVICES | FLORIDA PROPERTIES GROUP

Christie Clark
ARMADOR COORDINATOR
clclark@bhhsflpg.net | (850) 688-6813

5845 GRAND BLVD
NEW PORT RICHEY, FL 34652
3 Bedrooms | Living Area Size 1634 sqft

Report valid for:
12/19/2023

COMPARABLE CRITERIA REVIEW
At a minimum, comparables must match the following criteria:

Living Area Size 1,307 - 1,961	Bed Count 3	Distance From Subject 1 Mile	Closed Date In 6 Months
-----------------------------------	----------------	---------------------------------	----------------------------

Price per SQFT
249
Average price per square foot of all comparable properties.

Pricing Rate of Change
-2
Average rate of change between listed and recorded price of sold comps

Current Active Shelf Life
123 Days
Average days comps are sitting on the market

BUYER EXAMPLES

BUYER ID	EMAIL	INTERESTS
295561	xxxxx@gmail.com	Looking between \$398K and \$598K
271079	xxxxx@outlook.com	Looking between \$289K and \$433K
289052	xxxxx@aol.com	Looking between \$332K and \$498K

CMA (4 PAGE REPORT) IN A PDF

CMA (4 PAGE REPORT) DIGITAL/INTERACTIVE VERSION

STEP 7: CHOOSE YOUR METHOD OF DISTRIBUTION

- You can **Save & Add Client** to/from your kvCORE Smart CRM
- **Email Presentation** - this will allow the viewer to click and interact with the report. You can see the analytics on where the viewer clicked to gauge your future conversations.
- **Download & Print** - this will produce the PDF version of the presentation

The screenshot shows the 'Presentation Dashboard' interface. At the top right, the user 'Christie Clark' is logged in. The dashboard features a central preview window and a list of distribution actions on the right. The preview window displays a presentation slide for '5845 GRAND BLVD', a 3-bedroom property, prepared by Berkshire Hathaway HomeServices Florida Properties Group. The distribution actions include: 'Save & Add Client', 'Add Net Sheet', 'Add Video Link', 'Open Presentation', 'Email Presentation' (highlighted), and 'Download & Print'. A URL for the presentation is also shown at the bottom of the actions list.