CMA Quick Start Guide — Flexmls

Four CMA types, one clean workflow. Hive MLS Training.

Flexmls gives you four flavors of CMA. Pick the one that matches the job.

CMA Type	When to Use It	Subject Property?
Full CMA	Pricing a listing for a seller	Yes
Quick CMA	Cover sheet for showings (side-by-side)	No
Statistical CMA	Market analysis across many listings	No
One-Line CMA	Condensed PDF snapshot of any search	No

1. Full CMA — Pricing a Listing

The Full CMA is your listing-presentation tool. Build it in three phases.

Phase 1 — Prep before you touch Flexmls

Gather 5–10 AVM estimates (RPR, CRS Data, Zillow, Homes.com, Redfin, Realtor.com) into your CMA Prep spreadsheet and average them. One AVM is a guess; ten is a ballpark. It also helps you explain to a seller why the Zestimate isn't the final word. You can find the CMA prep spreadsheet at hivemls.training/flexmls-nc under Resources. To learn how to pull the AVMs, watch the first 15 minutes or so of the The Full CMA video here.

> **Honey Tip:** RPR's **View Details** is the one of two AVM sources that shows you which comps it used — including off-MLS tax record sales. Gold when MLS comps are thin. The other is Homes.com

Phase 2 — Search for comps first (don't open the CMA yet)

1. Pull up the subject property. Note subtype, beds, baths, square footage, subdivision.
2. Calculate heated sq ft ± 10% (e.g., 1,529 sq ft → 1,376 to 1,682).
3. In the Quick Search location bar, type `1 mile from [MLS#]` or `1 mile from [address]`.
4. Set criteria: Status = **Closed/Sold**, a relative date range (6 months; 3 in a hot market), matching subtype, matching beds/baths, your sq ft range. **Do not set a list price range** — let the data tell you the price.
5. On the **List tab**, sanity check: similar subdivisions? Any outlier sitting 200+ days? Pull remarks and photos.

> **Honey Tip:** You can't smell the cat pee through a photo. An outlier DOM usually means condition issues or the price is too high — check the remarks before including it.

Phase 3 — Build the CMA

Select comps → click **CMA** → **Use Selected** → **Full CMA**. Choose **Square Foot Heated** as the Statistical Average field.

- **Cover Page:** Title, today's date, your info, a short summary comment.
- **Subject:** Click **Auto-Populate Fields from existing Listing** and plug in the MLS#. Use **Add New Item** for fields like Fireplace or Cooling, then **Save/Replace Template** and **Make Default** — you only do this once.
- **Comps:** Your selections are already loaded. You can add Non-MLS comparables, but know that appraisers often won't use off-MLS sales (MLS homes sell 17–19% higher).
- **Adjustments:** Optional. A full $/sqft adjustment can swing the CMA by $30–40K; some appraisers use ⅓ of the rate. If in doubt, skip this tab.
- **Summary:** Two numbers tell the story — **Sold/List Ratio** (1.00 = asking price; 0.94 = prices dropping) and **Average DOM**. Watch for outliers skewing DOM.
- **Recommendation:** Recommended / Low / High are all editable. Example: Price **$299,999** instead of **$301,000** to catch buyers searching the $275K–300K band. Compare your recommendation to your AVM average — big gap means go back to your comps and make sure you know what story you are trying to tell. CMAs are an art, not a science.

- **Finish:** Leave everything checked, click **View**, see what 25–30 pages looks like, then uncheck items until you have the CMA you want. Save with a descriptive name like *"123 Main St CMA 1-5-26."*

2. Quick CMA — Your Showing-Day Cover Sheet

You're showing three houses on Saturday. By the third one, your client can't remember the first. The Quick CMA solves that.

1. Type **`MLS`** in the Quick Launch bar to open **MLS # Search** (handles multiple MLS numbers, comma-separated).
2. Paste your numbers → **CMA** → **Use All Results** → **Quick CMA**.
3. On the Finish tab, check **Map of subject and comparable properties** and **Side-by-side comparison of all listings**. Uncheck everything else.
4. You can also check the box next to "Include listing detail using this report" so you can use the Quick CMA like a cover sheet for the listing reports.

> **Honey Tip:** Three properties fit cleanly. Four spills to the next page — and honestly, more than three showings in a day gets overwhelming for the buyer anyway.

3. Statistical CMA — Number Crunching

Use this to answer market questions, not to price one house: "What do 3-beds go for vs. 4?" "Is there a school-district premium?"

1. Quick Search: Status = **Closed**, Relative Date Range = **3** or **6 months**, broad location (city, county, ZIP). You want lots of results.
2. Click **CMA** → **Use All Results** → **Statistical CMA**.
3. Always check **Median Calculation**. Averages get wrecked by outliers.
4. Set **Group this statistical CMA by…** to the comparison you care about: Bedrooms, High School, New Construction, City Limits, Construction Type, etc.

> **Honey Tip:** Over 150 listings in your search? Statistical CMA is your only option — but that's exactly where it shines.

4. One-Line CMA — The One-Pager

From any search, click **CMA** → **Download PDF Landscape**. You get every property on a single landscape sheet — MLS#, address, price, beds/baths, sq ft, DOM, $/sqft, and (for sold) sold-to-list ratio. Perfect for "What's available under $500K in the River Lights subdivision?"

Bonus: Two Power Moves

- **One-Click Comparable.** Type **`General`** in Quick Launch → **General Preferences** → **Comparables** section. Set your default radius, bed/bath tolerance, and price range. Now any listing has a **Search Comparables** option that runs automatically. Heads up: the date range always defaults to one year — narrow it to 3–6 months manually.

> **Honey Tip:** Your first time through a Full CMA, run it on your own house or a friend's. Making it personal is what makes the workflow stick.