



## **Common Process**

## How do Appraisers Find and Choose Sales and Listings for their appraisals?

- Public Record Sales Comps:
  - > County Assessor Free, but time consuming
  - > 3<sup>rd</sup> Party Data Vendors Convenient, but costly
- Listing Data:
  - > Complete, Reliable..."The Bible"
  - > CSV or Excel Export
- Most software providers require the exported file to be uploaded into their software.
- Listing Images typically need to be added manually (click and drag).



## **PropMix Advantage**

## What sets PropMix apart?

- 3,100+ Assessor Counties
- 3,000+ Foreclosure Counties
- 154 Million+ Properties
- 400+ MLS Relationships (90%+ Coverage)
- 400 Million + Images
- Insights and Analytics in more than 25,000 Zip Codes
- AppraisalVision Image Recognition Technology



## **Market Conditions Advisor & APIs**

A Nationwide Solution for Appraisers to find comps, analytics, and populate UAD forms. Includes API access to listing data and property images from MLS's.

#### **KEY FEATURES:**

- An all in one solution to research, select, download, print and export market data & insights
- Ready Export/download options Your Preferred Forms Software, MISMO, PDF, XML, or CSV
- 1004MC and Local Insights & Analytics Included
- Auto-population from Public Record Data and Listing Images
- Appraisal Vision for automated image labeling, image organization, and appraisal quality review
- Single-Sign On Integration with white labeling is available
- Highly responsive and scalable API & Widget access to the solution



## **Market Conditions Advisor & APIs**

#### **HOW IT WORKS?**

PropMix gathers listing data from MLSs across the United States under permissions obtained on behalf of the appraiser members of the MLS. We combine this data with our other nationwide data sets to derive insights and support a complete appraiser platform for research and analysis.

#### **BENEFITS:**

- Get direct embedded access to MLS data and insights from your favorite UAD forms software
- Complete access to history data via permitted listing history from MLSs and public records
- Our platform can be customized to your specific needs

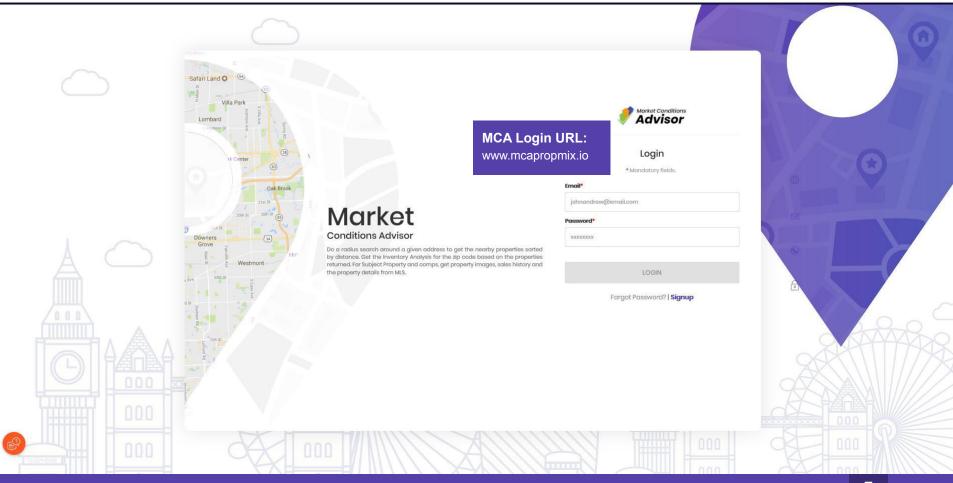


## **Market Conditions Advisor & APIs**

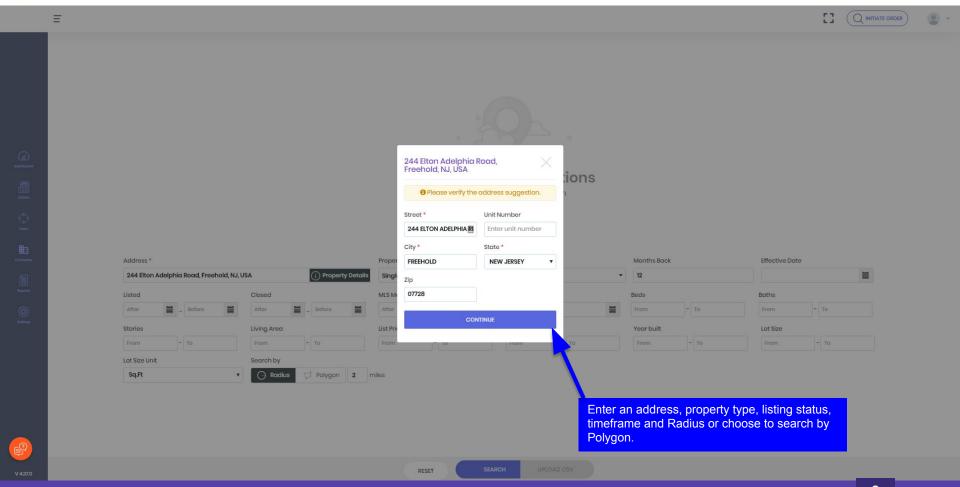
## Built on an elaborate series of API's, Market Conditions Advisor delivers the following:

- Public Record Assessor Data
- Local Market Real Estate Listings
- Listing Photos
- Fair Market Value FMV
- 12-Month Inventory Analysis
- Historical Listing Data and Photos for easy side by side review of Distressed or Fix & Flip Listings
- Photo Recognition and Image Labeling
- Zip Code Level Key Indicators and Market Insights and Analytics.

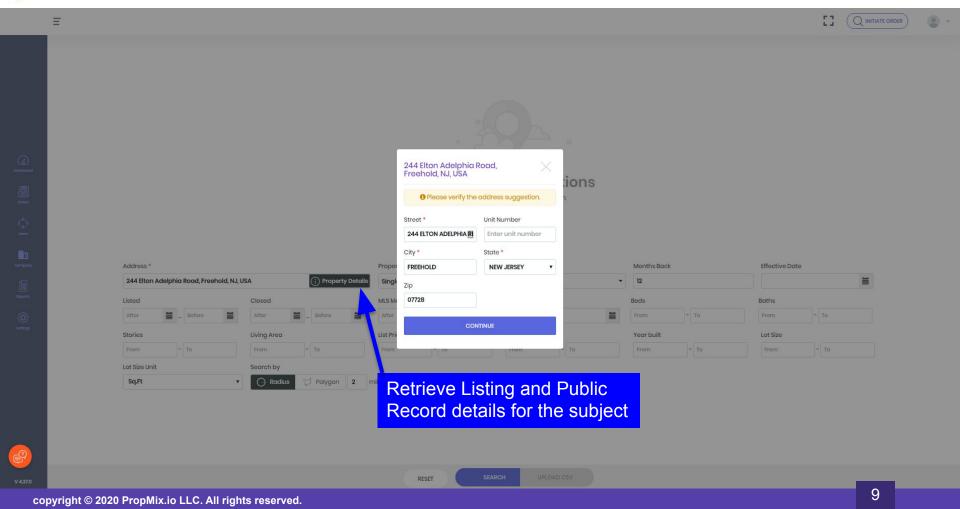










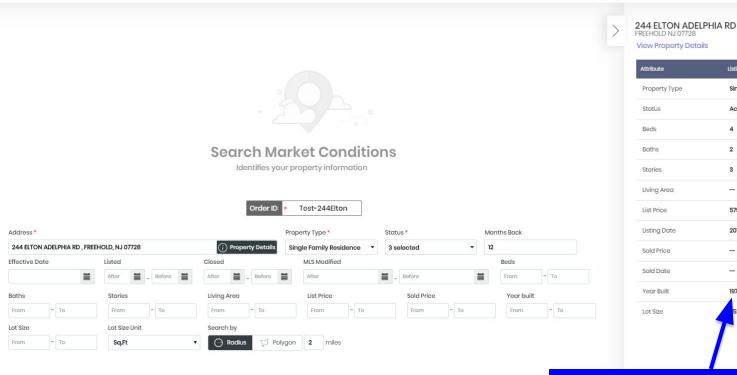












View Property Details Attribute Listing Data Public Record Property Type Single Family Residence Single Family Residence Status Active Beds 4 4.00 Baths 2 3 Stories 3 2 Living Area 2387 List Price 579900.00 Listing Date 2019-09-18 Sold Price 181500 Sold Date 1992-07-30 Year Built 1971 1967 Lot Size 5264.80 25000

Retrieve Listing and Public Record details for the subject

ormation displayed is deemed

V 4.37.0

RESET

SEARCH

UPLOAD CSV



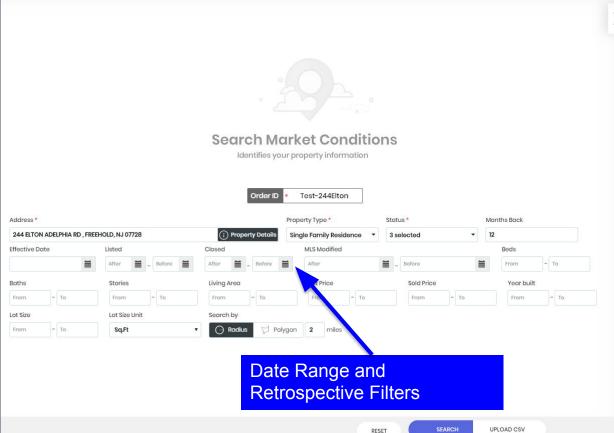


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#### 244 ELTON ADELPHIA RD FREEHOLD NJ 07728

View Property Details

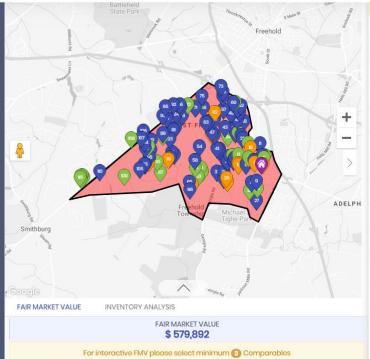
Attribute	Listing Data	Public Record
Property Type	Single Family Residence	Single Family Residence
Status	Active	=
Beds	4	4.00
Baths	2	3
Stories	3	2
Living Area	-	2387
List Price	579900.00	
Listing Date	2019-09-18	-
Sold Price		181500
Sold Date	_	1992-07-30
Year Built	1971	1967
Lot Size	25264.80	25000

Disclaimer: @2019 Monmouth/Ocean MLS, All Rights Reserved. Property information displayed is deemed reliable but is not guaranteed.









Median

\$525,000

\$525,000

FairMarket Value is derived by the average of comparable REMarket Listings and Sales.

High

\$3,200,000

\$995,000

0 Sc	elected	FILTER Q	MODIFY SEARCH % SIMILARITY SCORE				MILARITY SCORE 116 of 116 properties found 🕹 🏢								
		lmage	Address	Status \$	ListPrice :	List.Dt \$	Close.Dt \$	ClosePrice	≎ Bd ≎	Bt ¢	Туре	DOM \$	Stories:		
	S	- In .	244 ELTON ADELPHIA RD,	Active	\$579 900	09-18-2019			4	2	SFR	58	3		
)	5	2	162 COACHMAN DR N			displayed ling Map				2	SFR	352	2		
)	7		60 HERITAGE DR	the g	eograph	nic bound				2	SFR	71	3		
	24	WHILE PARTY OF	8 COVENTRY DR	Radi	us.					2	SFR	64	2		
	34	11 27 7 7	202 DERBY DR	Active	\$460,000	06-30-2019			4	2	SFR	137	2		
	36	THE REAL PROPERTY.	129 LANCASTER RD	Sold	\$569,000	03-05-2019	06-20-2019	\$550,000	4	2	SFR	107	2		
	29	Marile-	24 JEFFERSON CT	Pending	\$449,900	06-20-2019			4	2	SFR	147	2		
)	88	Training of the last of the la	53 PRINCESS ANNE DR	Active	\$469,900	08-05-2019			4	2	SFR	102	2		
	2	Shire	5 MUSKET LN	Active	\$479,000	04-07-2019			4	2	SFR	221	3		
	4	(Qr)	3 COACHMAN DR S	Sold	\$525,000	08-30-2018	11-21-2018	\$525,000	4	2	SFR	83	3		
	92	1111	61 LOCUST CT	Sold	\$649,000	09-06-2018	12-17-2018	\$675,000	4	2	SFR	102	3		
)	66	and the	81 MEDFORD BLVD	Sold	\$459,800	05-26-2019	08-23-2019	\$450,000	4	3	SFR	89	1		
	89	THE REAL PROPERTY.	33 PRINCESS ANNE DR	Sold	\$374,900	07-30-2019	10-22-2019	\$340,000	4	3	SFR	84	2		
	93		510 IRON BRIDGE RD	Sold	\$400,000	10-24-2018	12-20-2018	\$380,000	5	3	SFR	57	2		
	25	THE PARTY	30 HAMPTON DR	Sold	\$499,999	11-21-2018	04-24-2019	\$500,000	5	2	SFR	154	2		
P	17		54 HAMPTON DR	Active	\$519,900	04-06-2019			5	2	SFR	222	2		

244 ELTON ADELPHIA RD , Type : Single Family Residence •••

Listings

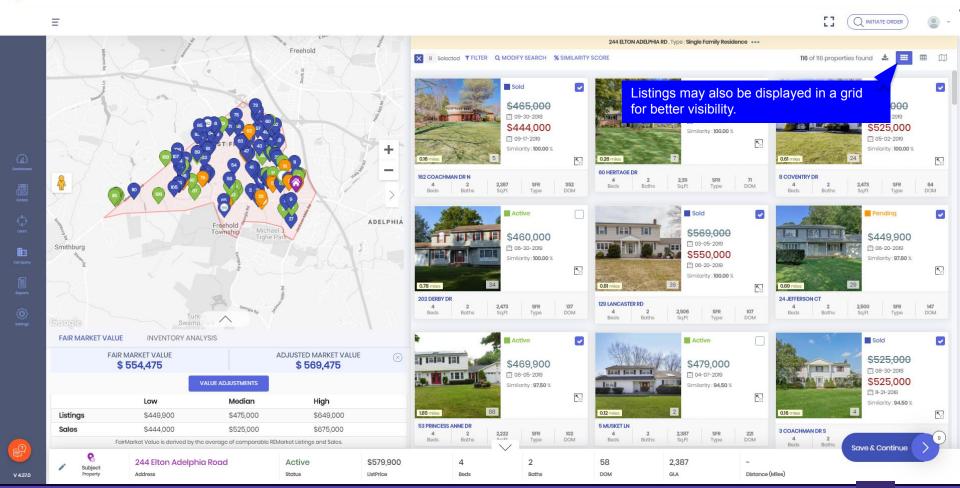
Sales

Low

\$355,000

\$330,000

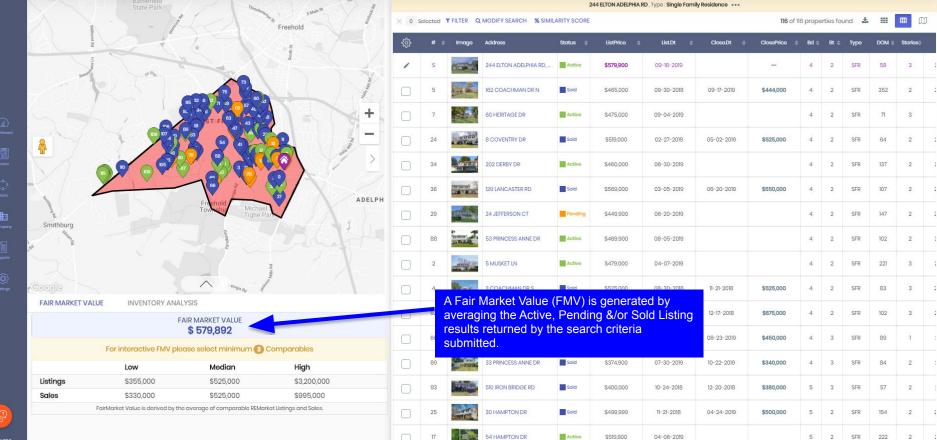






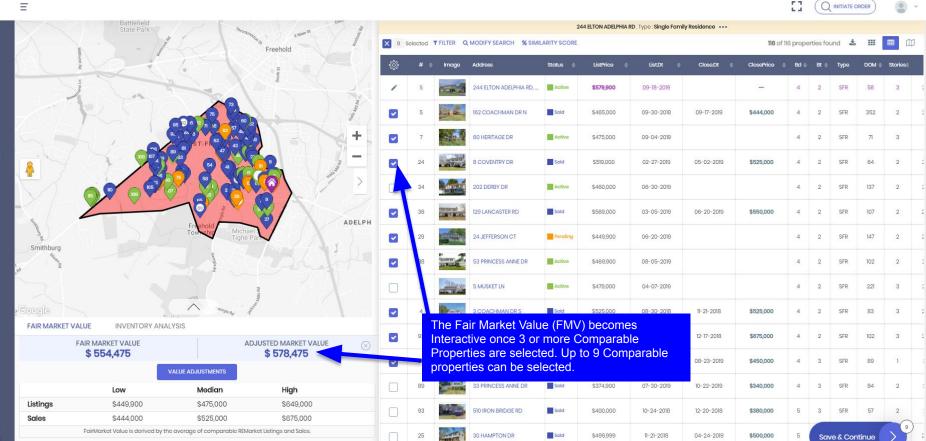






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54 HAMPTON DR

Active

\$519,900

04-06-2019

SFR









#### ← Value Adjustments **Subject Property** Comp 5 Comp 6 Comp 1 Comp 2 Comp 3 Comp 4 PropertyType Single Family Residence Single Fan Beds 4 4 4 Baths 2 2 2 2 2 YearBuilt 1971 1970 1967 1985 1963 Stories 2 2 5000 Value Adjustments can be made by adding or LivingArea subtracting value from the subject based on 2,387 2,500 2,506 2,387 -15000 the similarity to the comparables selected. Heating Forced Hot Air Forced Hot Air 2 Zoned Heat, HWBB Forced Ho Forced Hot Air Regression adjustments will be added as an option in the near future. Cooling lling Fan(S),Central Air Ceiling Fan(S), Central Air Ceiling Far Central Ceiling Fan(S),Central Air,2 Zoned AC 25000 WaterSource GAS WATER HEATER, PUBLIC WATER GAS WATER HEATER, PUBLIC WATER GAS WATER HEATER, PUBLIC WATER PUBLIC WAT

NO

SERVICE

SERVICE

SERVICE

PUBLIC WA

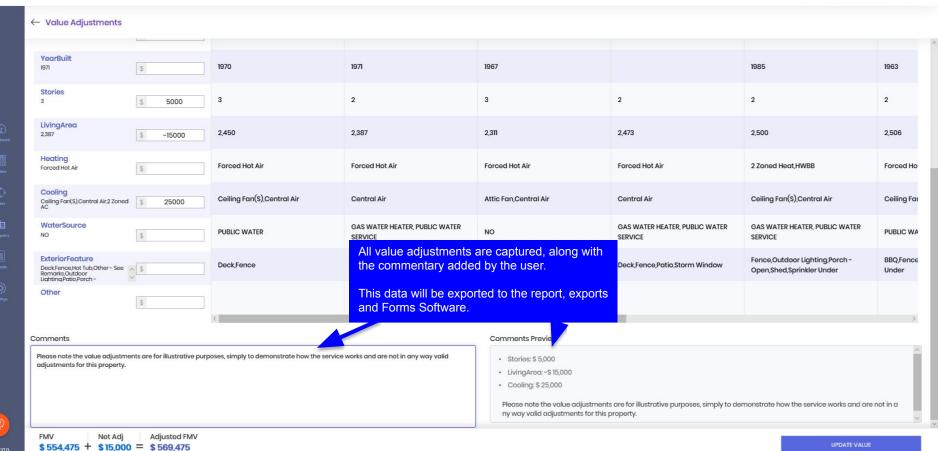
Net Adj **\$554,475 + \$15,000 = \$569,475** 

Adjusted FMV

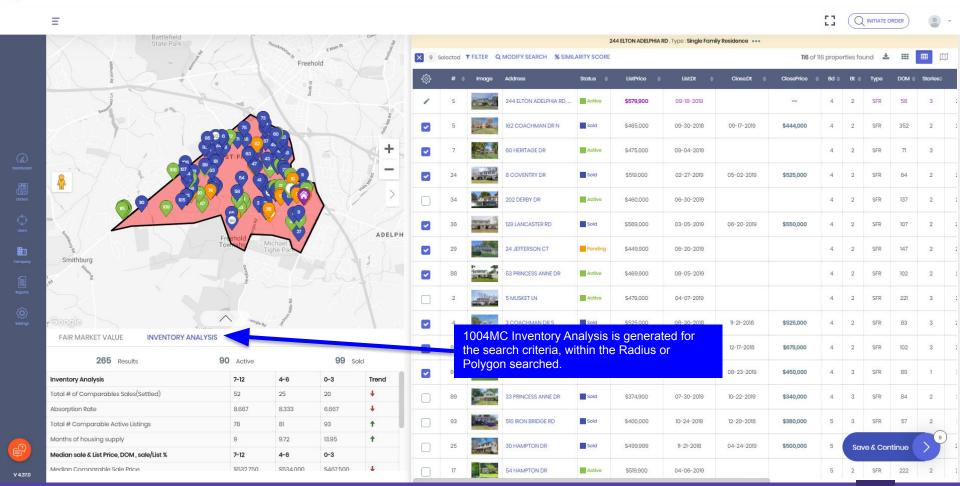




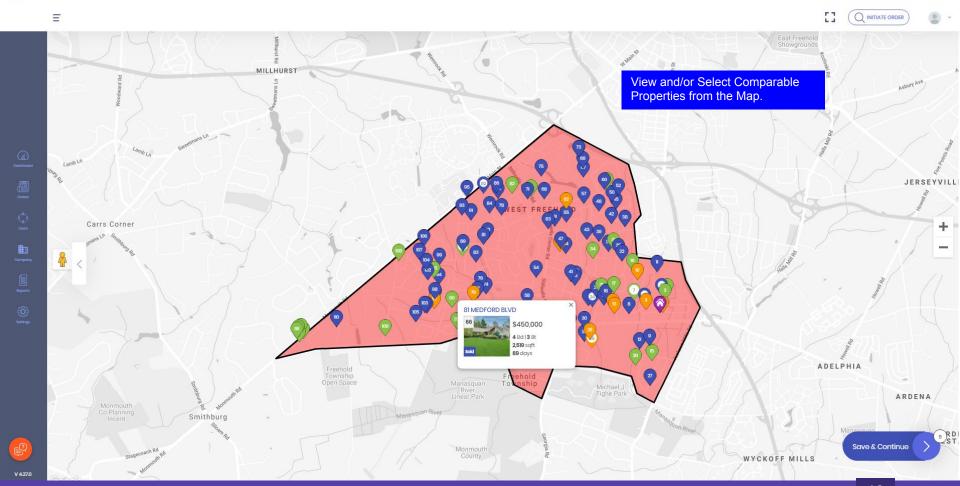




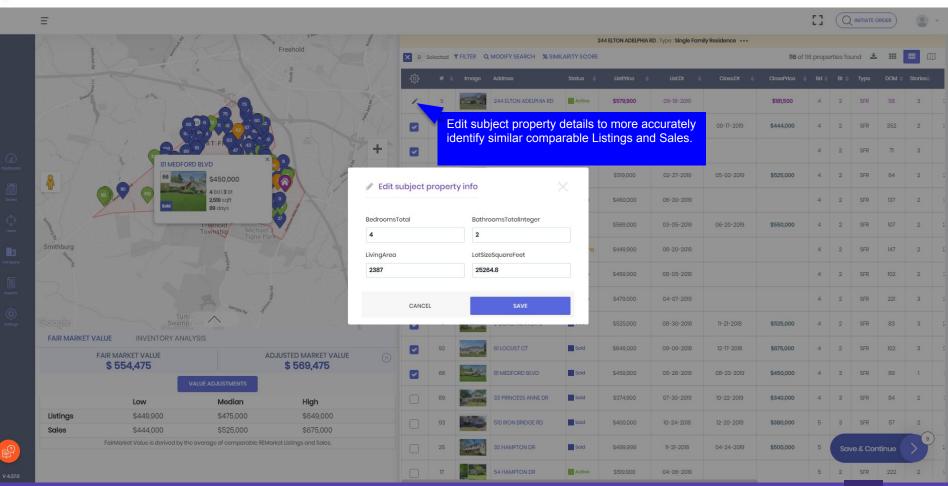




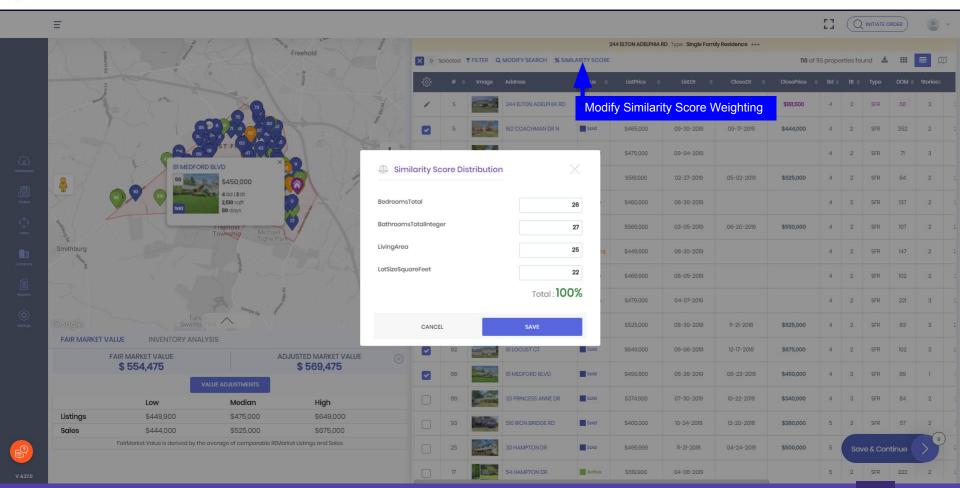




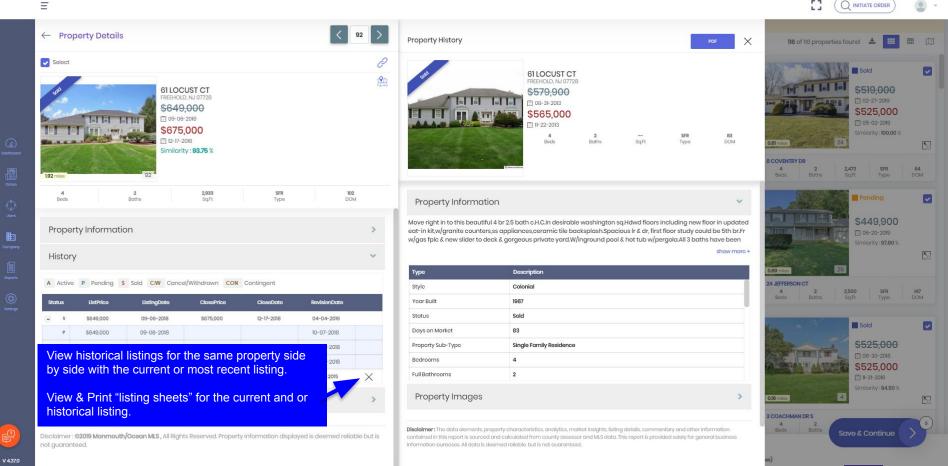










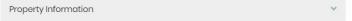




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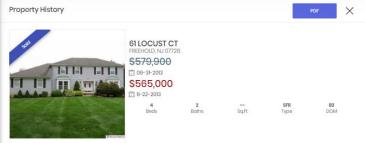






Quiet cul de sac home in one of west freeholds most desirable neighborhoods. This lovely 4 bedroom home has it all. New double entry front doors open to a stunning foyer with brand new staincase rails and spindals. Newer kitchen with stainless steel appliances, granite countertops & white solid wood cabinets. Completely updated bathrooms with custom cabinets and granite tops. Home has gleaming hardwood floors throughout, custom moldings, fully finished basement with pool table and a stunning fully fenced in backyard oasis with gated deck, pool, basketball court and shed! this home is fully updated in every sense of the word with over \$500k in upgrades; all you have to do is move in and enjoy!

Colonial
1987
Sold
102
Single Family Residence
4
,

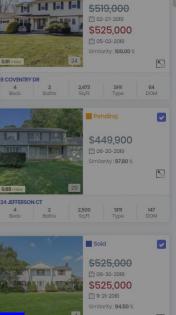




Property Information

showless-

Туре Description Style Colonial Year Built 1987 Status Sold 83 Days on Market Single Family Residence Property Sub-Type Bedrooms Full Bathrooms Compare Prior Listing Details and Property Images Remarks.



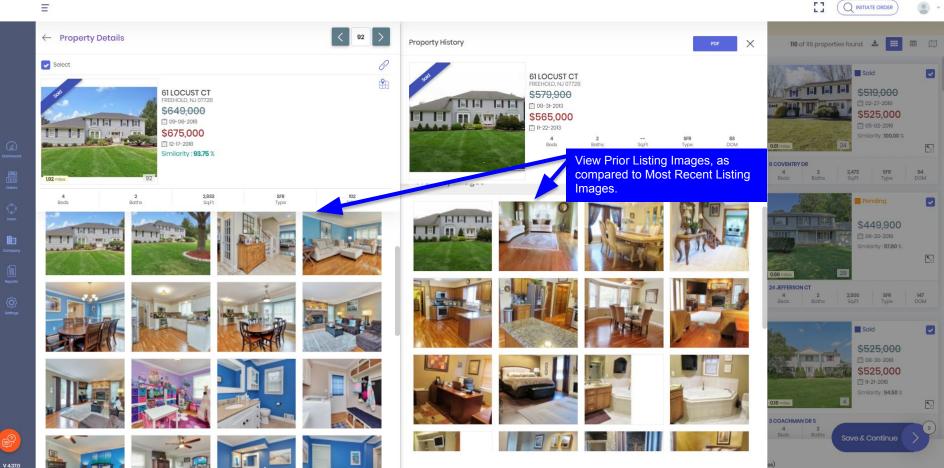
show less -



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INITIATE ORDER

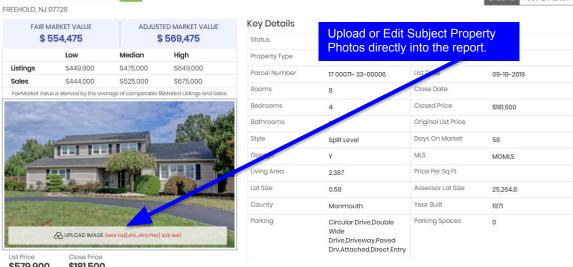




COMPLETE REPORT

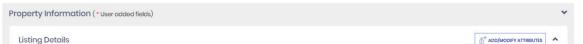
← Report Preview





\$579,900 \$181,500

Public Remarks: You'll wait yrs before you come across a home like this again! circ driveway, back rivals a resort. A home w/so many upgrades i incl'd a fact sheet. Marble foyer, glass banister to fam rm w/oak flrs & new windows in entire home. Above fam rm is the kitch of your dreams! quartzite ct's, huge island w/built in micro, bev cooler, ice maker. Viking range & dw, subzero fridge, alum farm sink, cust cabs, 20 ft vault ceiling, imp'd fan, cust hi-hats, & more. Upstrs is all hw w/2 new baths, whole home just painted. Fin basement to top it off. Kitch sliders to trex deck w/glass railing, step down to brick pavers & fire pit w/lit curved brick Liv rm french drs open to same. Inground sylvan pool w/pergola & hot tub.20ft bamboo & cust wood fence provide max privacy. One of kind is an understatement!

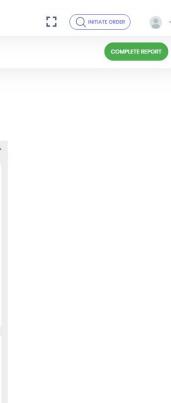






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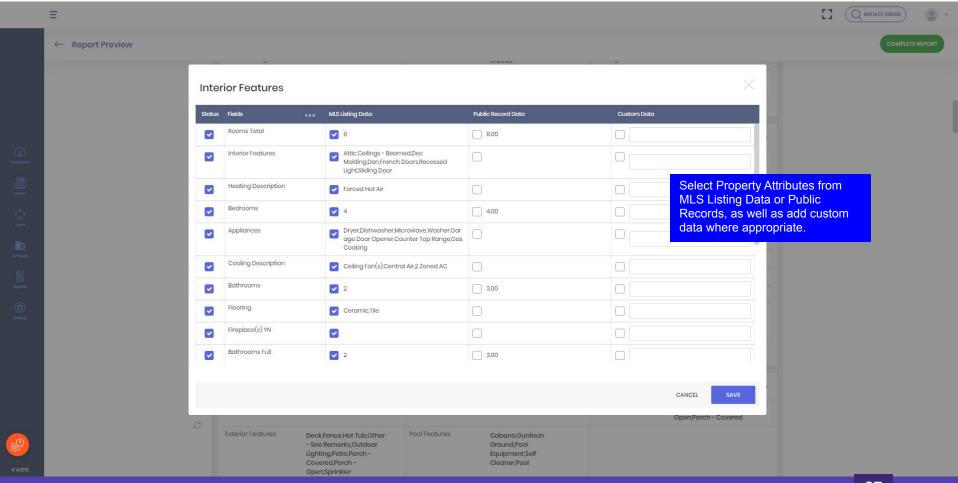
Public Remarks: You'll wait yrs before you come across a home like this again! circ driveway, back rivals a resort. A home w/so many upgrades i incl'd a fact sheet. Marble foyer, glass banister to fam rm w/oak firs & new windows in entire home Above fam rm is the kitch of your dreams! quartzite ct's, huge island w/built in micro, bev cooler, ice maker. Viking range & dw, subzero fridge, alum farm sink, cust cabs, 20 ft vault ceiling, imp'd fan, cust hi-hats, & more. Upstrs is all hw w/2 new baths, whole home just painted. Fin basement to top it off.Kitch sliders to trex deck w/glass railing, step down to brick pavers & fire pit w/lit curved brickLiv rm french drs open to same.Inground sylvan pool w/pergola & hot tub.20ft bamboo & cust wood fence provide max privacy. One of kind is an understatement!

View, Add or Modify Property Attributes.

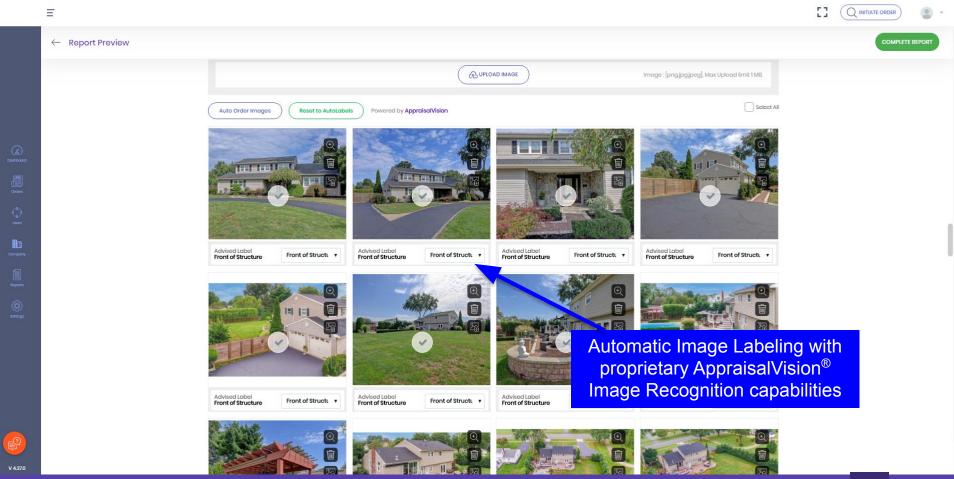
Listing Details					₫ <sup>+</sup> ADD/MODIFY ATTRIBUTES
Listing Date	09-18-2019	List Price	\$579,900	Status	Active
MLS Listing Number	21938371	Price / (SqFt)		Days On Market	58
Listing Type	Sale	Original List Price		Distressed YN	N
Original Listing Date	2019-09-18T11:27:26.000Z	Modification Date	2019-09-20 19:33:33	Distress Type	
Status Change Date		MLS Name	MOMLS	Pending Date	
Off Market Date		Originating MLS Name	Monmouth Ocean Multiple Listing Service	Concessions	
Concessions Amount		Concessions Comments	S		
Interior Features					₫ <sup>+</sup> ADD/MODIFY ATTRIBUTES
Interior Features Rooms Total	8	Interior Features	Attic,Ceillings - Beamed,Dec Molding,Den,French Doors,Recessed Light,Silding Door	Heating Description	@* ADD/MODIFY ATTRIBUTES Forced Hot Air
	8	Interior Features  Appliances	Beamed,Dec Molding,Den,French Doors,Recessed	Heating Description  Cooling Description	

C













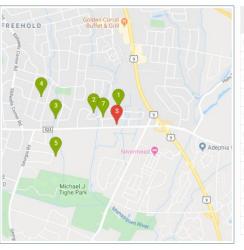




#### ← Report Preview

## COMPLETE REPORT

#### Comparables & Inventory Analysis



265 Results	90 A	ctive	99	Sold
Inventory Analysis	7-12	4-6	0-3	Trend
Total # of Comparables Sales(Settled)	52	25	20	+
Absorption Rate	8.667	8.333	6.667	+
Total # Comparable Active Listings	78	81	93	Ť
Months of housing supply	9	9.72	13.95	<b>†</b>
Median sale & List Price, DOM , sale/List %	7-12	4-6	0-3	
Median Comparable Sale Price	\$532,750	\$534,000	\$467,500	+
Median Comparable List Price	\$544,450	\$525,000	\$549,000	<b>→</b>
Median Comparable Listing Days on Market	226	253	177	+
Median Comparable Sales Days on Market	92	99	110.5	Ť
Median Sale Price as % of List Price	97.7	97.5	97.4	<b>→</b>

# ÷	Image	Address 244 ELTON ADELPHIA RD	Status	ListPrice \$579,900	List.Dt 09-18-2019	ClosePrice \$181,500	CloseDt	E							lude the alysis
1		162 COACHMAN DR N	Sold	\$465,000	09-30-2018	\$444,000	09-17-2019	4	2	SFR	352	2,387	0.16	100.00	
2	外上型	60 HERITAGE DR	Active	\$475,000	09-04-2019			4	2	SFR	71	2,311	0.26	100.00	
3		8 COVENTRY DR	Sold	\$519,000	02-27-2019	\$525,000	05-02-2019	4	2	SFR	64	2,473	0.61	100.00	
4	THE REAL PROPERTY.	129 LANCASTER RD	Sold	\$569,000	03-05-2019	\$550,000	06-20-2019	4	2	SFR	107	2,506	0.81	100.00	





← Report Preview







COMPLETE REPORT



Median Comparable Listing Days on Market 226 Median Comparable Sales Days on Median Sale Price as % of List Price

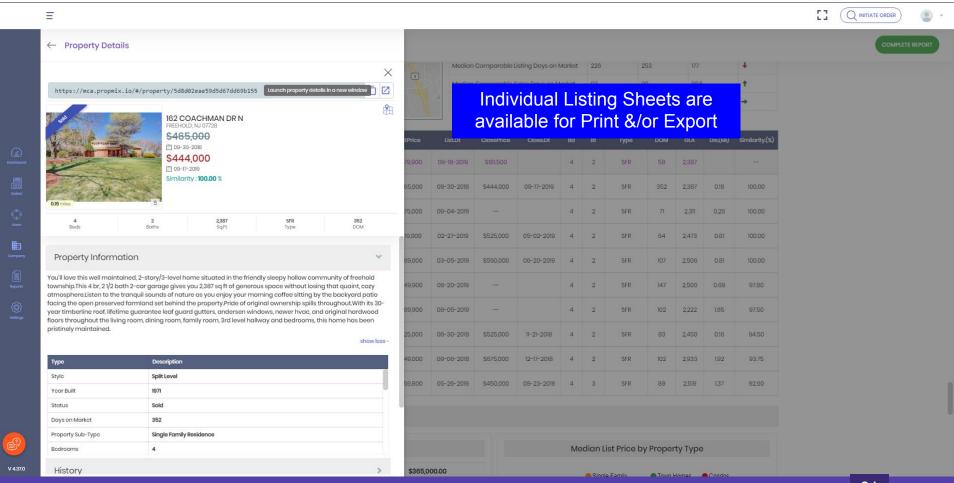
Up to 9 Comparable Sales &/or Listings included in the Report

# +	Image	Address	Status	ListPrice	List.Dt	ClosePrice	Close.Dt	Bd	Bt	Туре	DOM	GLA	Dis.(Mi)	Similarity.(%)
S		244 ELTON ADELPHIA RD	Active	\$579,900	09-18-2019	\$181,500		4	2	SFR	58	2,387		_
1		162 COACHMAN DR N	Sold	\$465,000	09-30-2018	\$444,000	09-17-2019	4	2	SFR	352	2,387	0.16	100.00
2	*	60 HERITAGE DR	Active	\$475,000	09-04-2019	_		4	2	SFR	71	2,311	0.26	100.00
3	- 0000 P	8 COVENTRY DR	Sold	\$519,000	02-27-2019	\$525,000	05-02-2019	4	2	SFR	64	2,473	0.61	100.00
4	CONTRACT.	129 LANCASTER RD	Sold	\$569,000	03-05-2019	\$550,000	06-20-2019	4	2	SFR	107	2,506	0.81	100.00
5		24 JEFFERSON CT	Pending	\$449,900	06-20-2019	-		4	2	SFR	147	2,500	0.69	97.80
6		53 PRINCESS ANNE DR	Active	\$469,900	08-05-2019	3 <del></del> 3		4	2	SFR	102	2,222	1.85	97.50
7	· ·	3 COACHMAN DR S	Sold	\$525,000	08-30-2018	\$525,000	11-21-2018	4	2	SFR	83	2,450	0.16	94.50
8	Personal Park	61 LOCUST CT	Sold	\$649,000	09-06-2018	\$675,000	12-17-2018	4	2	SFR	102	2,933	1.92	93.75
9		81 MEDFORD BLVD	Sold	\$459,800	05-26-2019	\$450,000	08-23-2019	4	3	SFR	89	2,519	1.37	92.60

Market Condition Insights for 07728

Key Indicators Median List Price \$365,000.00 Median List Price by Property Type







#### 162 COACHMAN DR N sold

FREEHOLD,NJ 07728

#### 244 ELTON ADELPHIA RD, FREEHOLD, NJ, 07728

Subject Property



List Price	Close Price
\$465,000	\$444,000
Bedrooms	Bathrooms
4	2
Living Area	Distance from Subject property
2,387	0.16 mi

Key Details			
Status	Sold	MLS #	21838684
Property Type	Residential	List Price	\$465,000
Parcel Number	17 00071- 36-00002	List Date	10-01-2018
Rooms	12	Close Date	09-18-2019
Bedrooms	4	Closed Price	\$444,000
Bathrooms	2	Original List Price	
Style	Split Level	Days On Market	352
Garage	Υ	MLS	
Living Area	2,387	Price Per Sq Ft	\$186
Lot Size		Assessor Lot Size	24,829.2
County		Year Built	1971

Parking Spaces

Public Remarks: You'll love this well maintained, 2-story/3-level home situated in the friendly sleepy hollow commun gives you 2,387 sq ft of generous space without losing that quaint, cozy atmosphere. Listen to the tranquil sounds of backyard patio facing the open preserved farmland set behind the property. Pride of original ownership spills through guard gutters, andersen windows, newer hvac, and original hardwood floors throughout the living room, dining roo has been pristinely maintained.

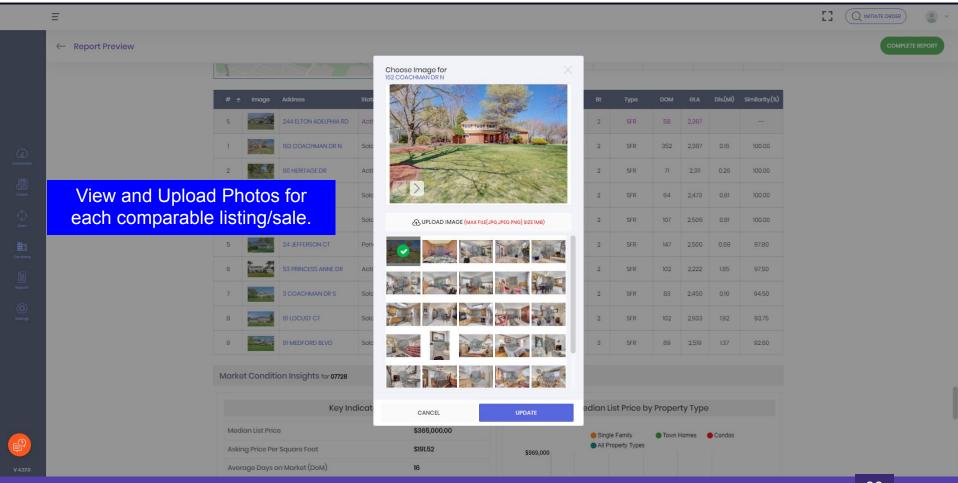
Parking

**Individual Listing Sheets are** available for Print &/or Export

Property Information	n (* User added fields)				₫ <sup>+</sup> ADD/MODIFY PROPERTY ATTRIBUTES
Listing ContractDate	10-01-2018	List Price	\$465,000	Basement	Partial,Unfinished,Basement
Close Date	09-18-2019	Close Price	\$444,000	Interior Features	Attic - Other, Den, Security

Driveway, Oversized Drive, Attached







## Zip Code level Market Conditions Insights and Key Indicators.







Key Indica	itors
Median List Price	\$365,000.00
Asking Price Per Square Foot	\$191.52
Average Days on Market (DoM)	16
New Homes listed for sale	86
Total Sold	19
Median House Size (sq ft)	3,589.00
Median Number of Bedrooms	3
Median Number of Bathrooms	2

Median Sold Price by Property Type

Single Family

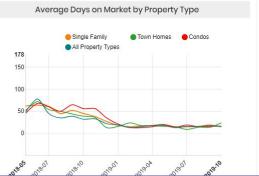
\$820,100

\$600,000

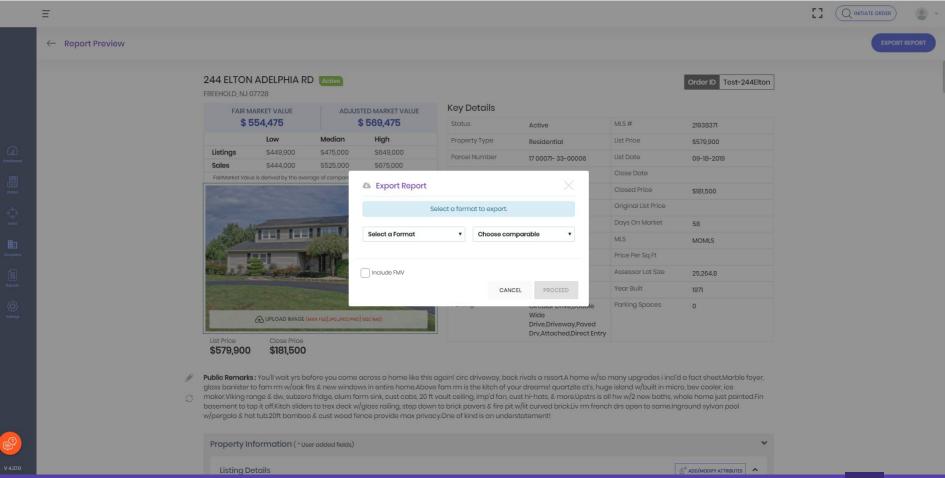
\$400,000 \$200,000 All Property Types



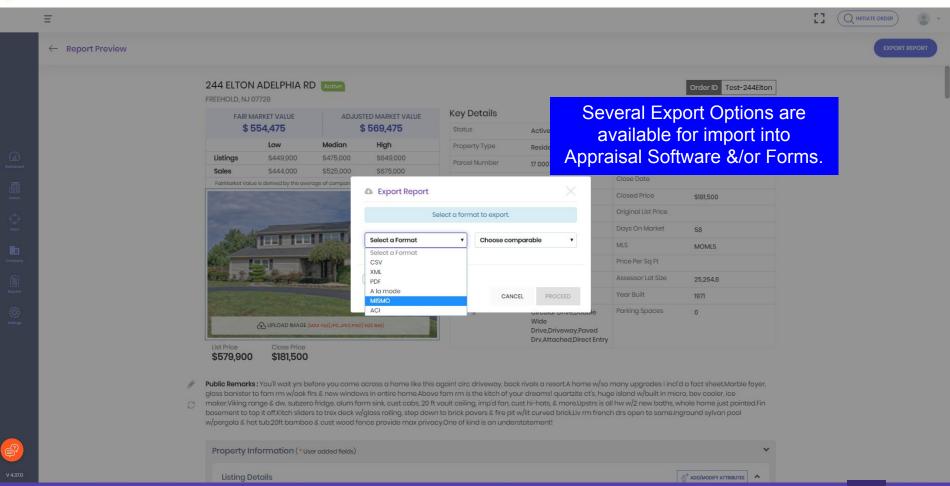




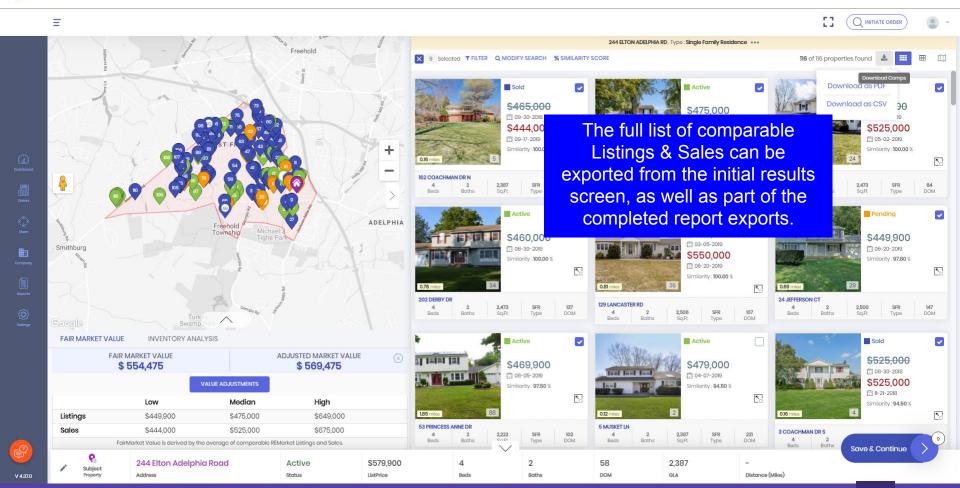






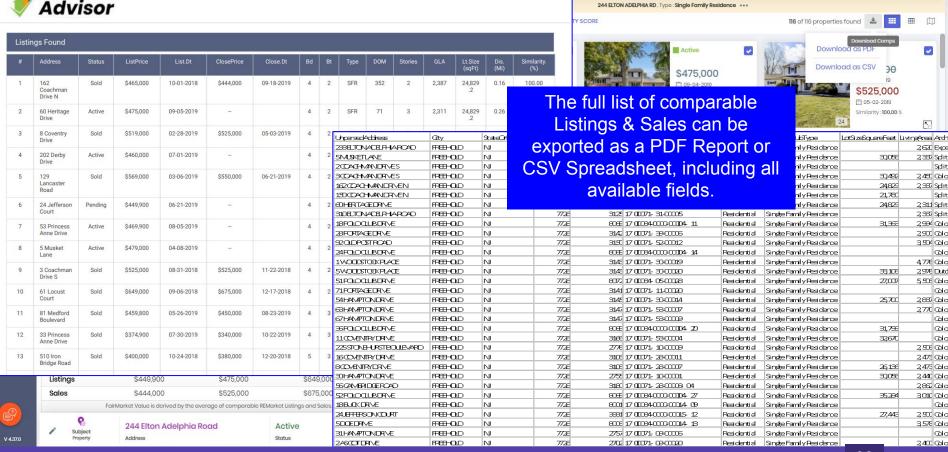












NITIATE ORDER



## Can I cancel my MLS membership if I use MCA for my Listing Data?

- Unfortunately, that is not something that we suggest or could support.
- Our terms with the MLS's and Boards require that our end users are themselves members of that MLS.
- MCA is designed to simplify and streamline the appraisal process, not replace the MLS.



#### Is the Fair Market Value an AVM?

- Fair Market Value will automatically generate an Average Value based on the results or the selection, but it is not an algorithmically derived AVM.
- Our experience has been that Appraisers do not want an AVM, but a solution that will allow them to make the ultimate value decision.
- We will continue to improve FMV based on feedback we receive, but it will never be a true AVM in the traditional sense of the word.



## How can regression analysis be applied to the value adjustments?

- We are currently in the process of upgrading the Value Adjustment section of MCA to incorporate Regression Adjustment capabilities.
- We will start by generating the Regression Analytics at the Zip Code level and drill down to Census Tract, Results Based and ultimately Selection Based.
- We also encourage user input to improve and fine tune all our solutions.
- Since our users are the most valuable part of our business, we welcome feedback and questions at all time.



## Do I have to use the MLS photos in my exports?

- MLS Photos are available in the application, but we offer the ability to upload your own photos into the application for use within your appraisal forms.
- We allow our users to decide which images to use or use none of them at all.
- You should always follow the industry and GSE guidelines.



## Can more attributes be added to the comp similarity scoring?

- Presently we offer 4 elements for Similarity Scoring...Bedrooms, Bathrooms, Living Area and Lot Size, but will be adding more in the near future.
- Consideration will be to enable up to 6 or 8 elements, but to choose from various options.
- Additional elements such as, Proximity, View, Pool, Fireplace, Solar, Roof, Basement, Garage, Property Type, etc. could be considered.
- As previously mentioned, we welcome input from our clients, so if there is something specific you'd like to see, let us know.



## **Coming Soon**

- Regression Based Value Adjustments Selected, Results, Census Tract, Zip Code
- Additional Filters HOA, Pools, Bathroom Decimal, Solar
- Distressed & Foreclosure Analytics
- Public Records Transaction History
- Direct to Forms Software Integration





# February 21<sup>st</sup>, 2020 **Automated Image Labeling & more**

Presented By -



**Daniel Mancino**VP- Data Solution, PropMix.LLC danny@propmix.io





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## **THANK YOU**

