

Paragon 5

Statistical Reporting User Guide

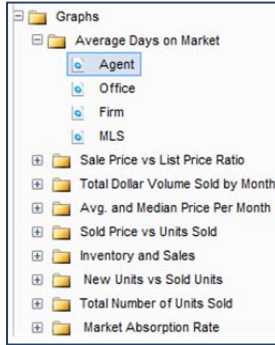
Version 2.0

Last Revised: January 27, 2012

Bernal Koehrsen

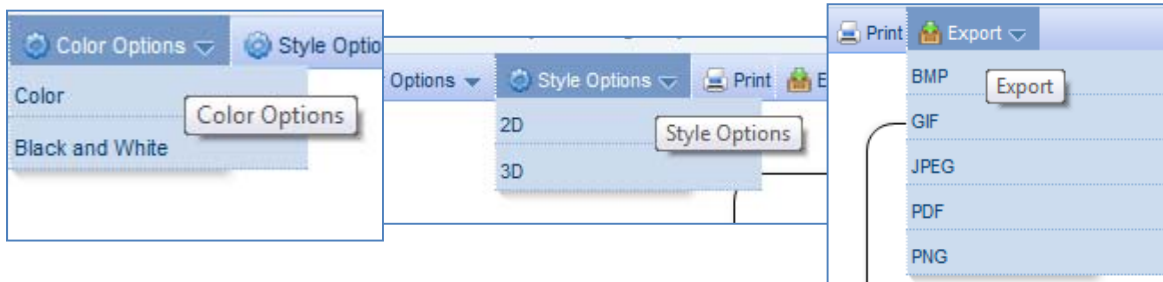


Statistical Reporting Graphs



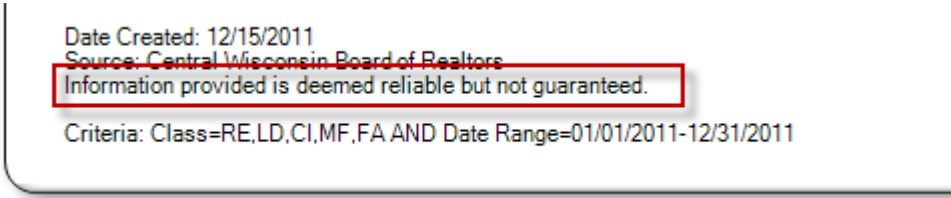
Nine graphs are available in the Statistical Reporting module. The same search interfaces on the Statistical Reporting Module reports are available to generate the graphs.

Options are available to display the graphs in Color or Black and White, in 2D or 3D style. They can also be exported out of Paragon as one of the following file formats: BMP, GIF, JPEG, PDF, and PNG



Important: For optimum results when printing Graphs, select **Landscape** for output.

Customizable Graphs Disclaimer

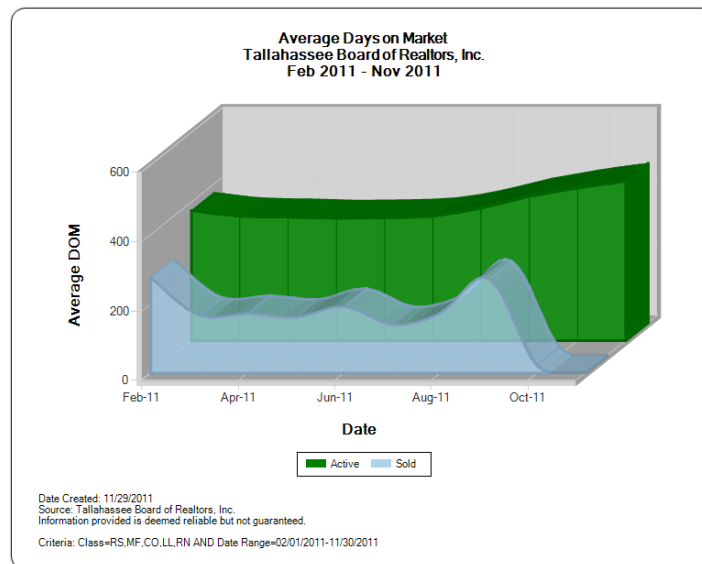
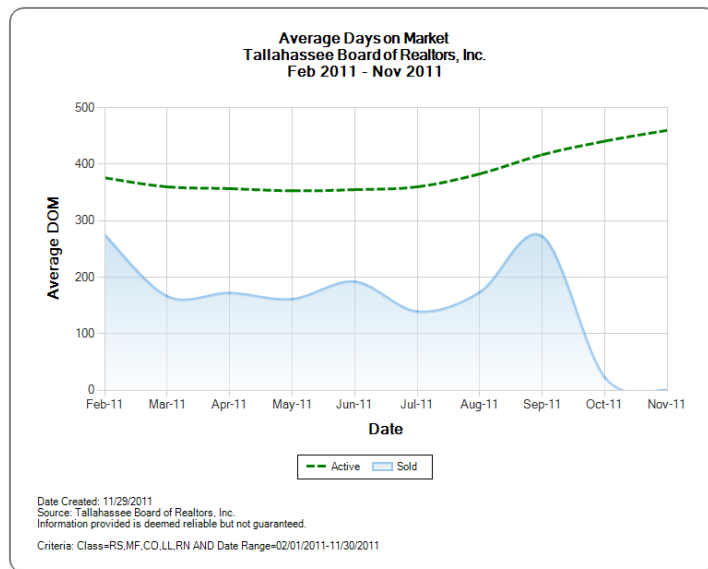


Each Graph displays a configurable disclaimer below the Board/MLS Association Name.

Graphs

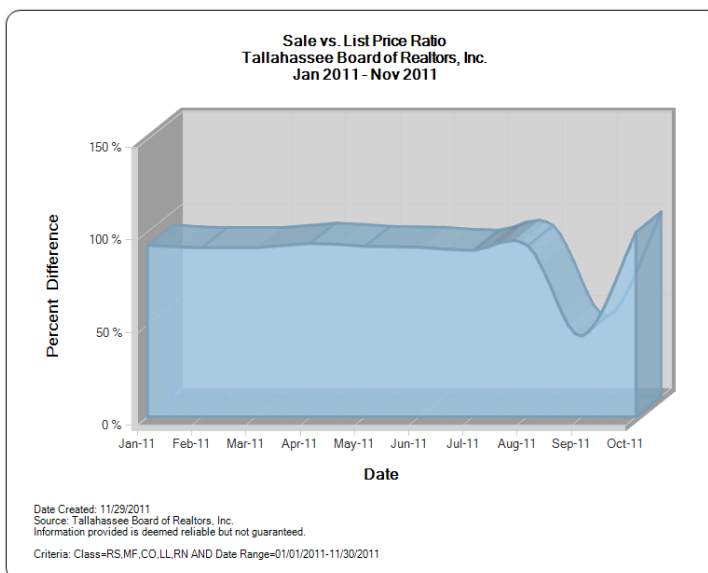
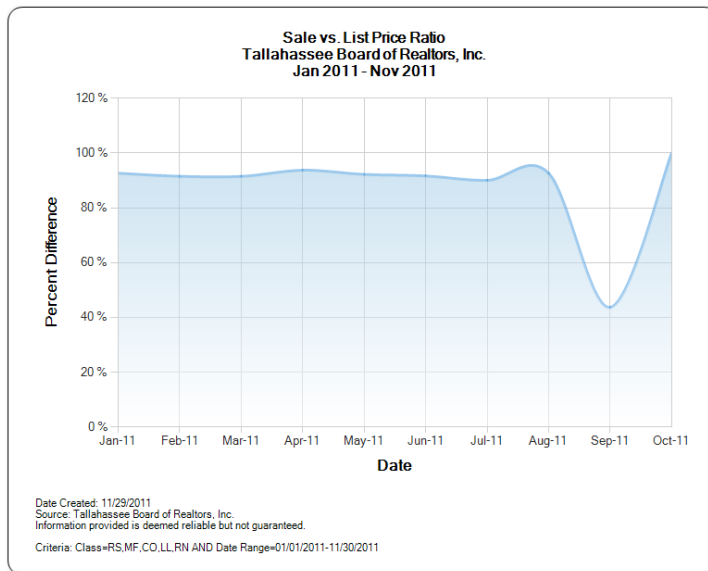
Average Days on Market

- **Description:** Displays the average days on market within the selected date range.
- **Calculation:** Average Days on Market - sum of all units in the results set divided by the total number of units in the results set
- **Graph**
 - X Axis
 - Label – Date
 - Y Axis
 - Label – Average DOM
 - Increment - displays the data in ten days increments starting at ten days below the lowest days on market and ending at ten days above the highest days on market



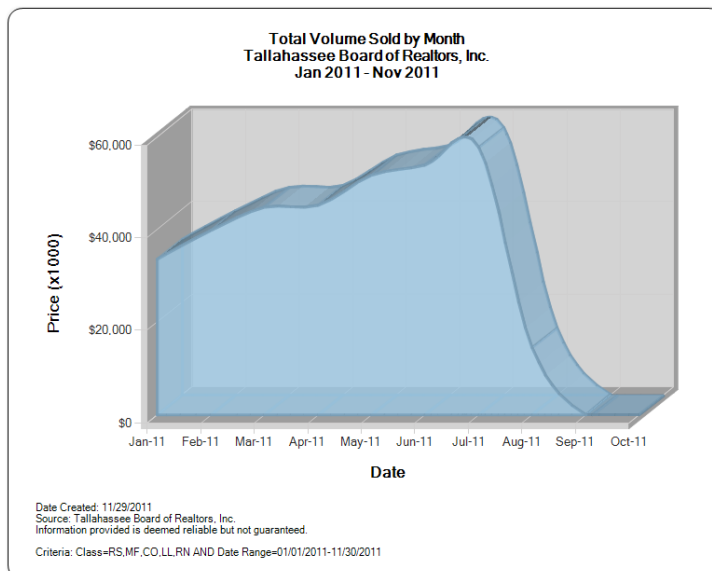
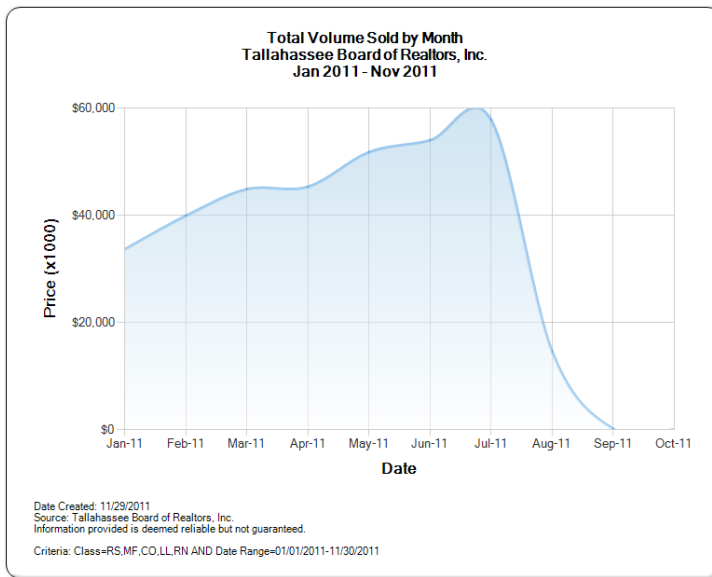
Sale Price vs. List Price Ratio

- **Description:** Displays the percent difference between the average sold price and average list price per month of units within the date range.
- **Calculation:** Sold = listings sold within the date range
- **Graph**
 - X Axis
 - Label - Date
 - Example: Search begin date 12/2006, search end date 3/2007 the increments would be December 06, January 07, February 07, March 07
 - Y Axis
 - Label - Average DOM
 - below the lowest days on market and ending at ten days above the highest days on market



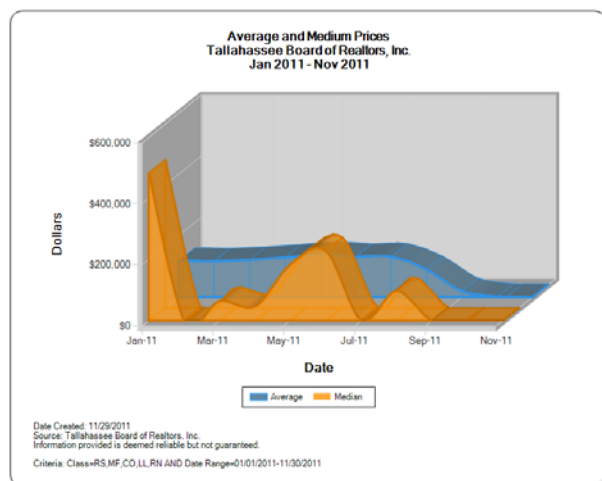
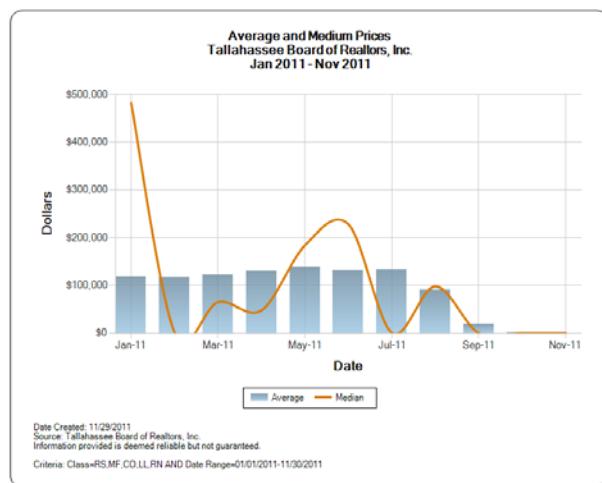
Total Dollar Volume Sold by Month

- **Description:** Displays the total dollar volume of units sold per month within the date range selected.
- **Calculation:** Total Dollar Volume of Sold Units - is the sum of the sold price of all sold units in the results set
- **Graph**
 - X Axis
 - Label - DATE
 - Example: Search begin date 12/2006, search end date 3/2007 the increments would be December 06, January 07, February 07, March 07
 - Y Axis
 - Label - Price (X1000)
 - Example: 100,000 volume would be displayed as 1,000



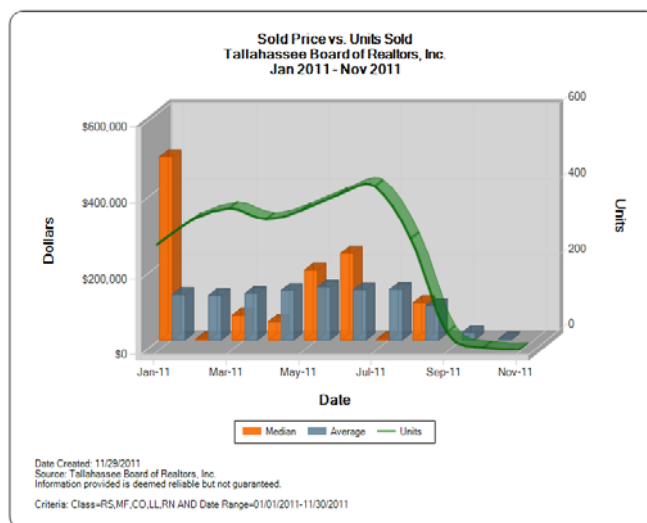
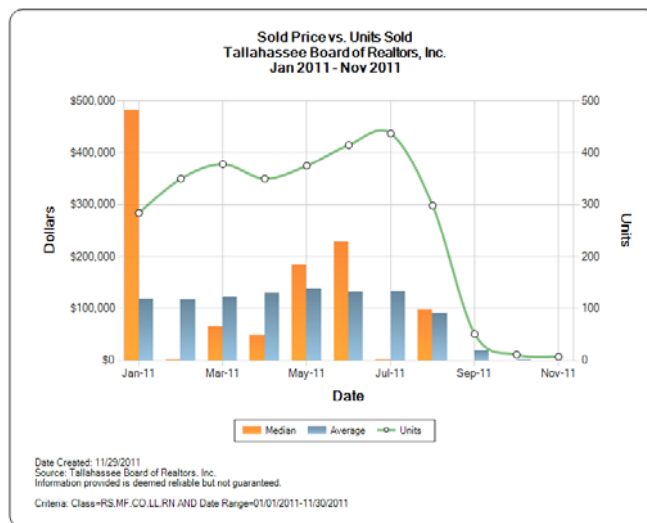
Average and Median Price Per Month

- **Description:** Displays a comparison between the average sold price vs. the median sold price per month within the date range selected.
- **Calculations:** Average Sold Price - sum of the sold price of all sold units in the results set divided by the total number of sold units in the result set
Median Sold Price - is the sold price of the unit (or units if the multiple units have the same price) that is in the middle of the result set of sold listings
- **Graphs**
 - X Axis
 - Label - DATE
 - Example: Search begin date 12/2006, search end date 3/2007 the increments would be December 06, January 07, February 07, March 07
 - Y Axis
 - Label - DOLLARS
 - Increment - displays the data in \$100,000 increments starting at 0 and ending at 100,000 above the highest price



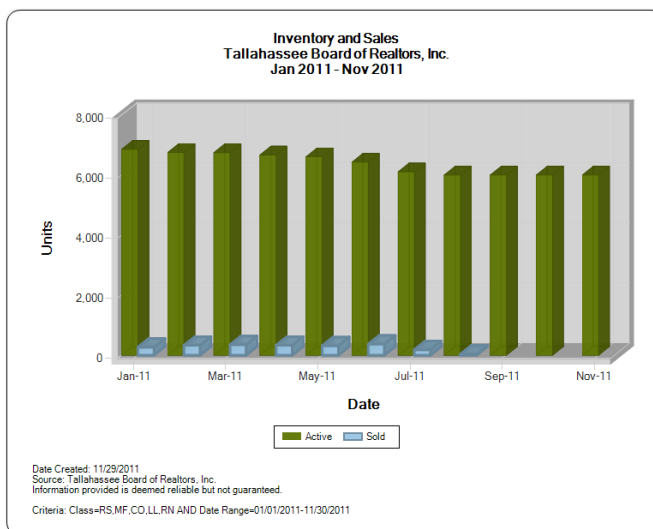
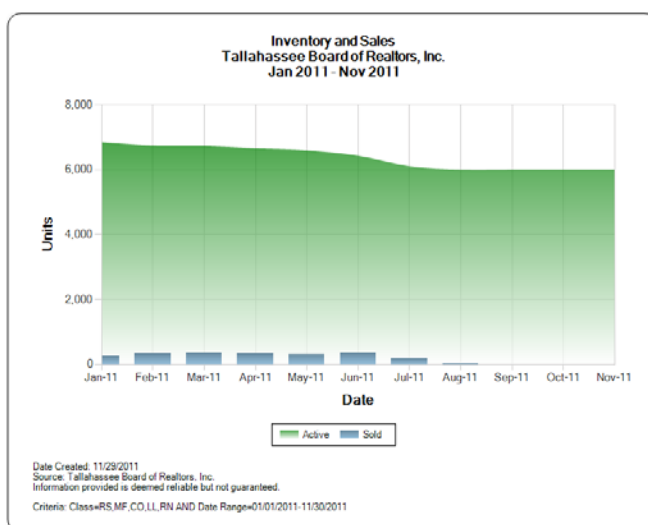
Sold Price vs. Units Sold

- **Description:** Displays a comparison between the average sold price and median sold price vs. the number of units sold.
- **Calculations:** Average Sold Price - sum of the sold price of all sold units in the results set divided by the total number of sold units in the result set
 Median Sold Price - is the sold price of the unit (or units if the multiple units have the same price) that is in the middle of the result set of sold listings
 Total Number of Units Sold - the total number of units sold within the date range of the results set
- **Graphs**
 - X Axis
 - Label - DOLLARS
 - Y Axis
 - Label - UNITS
 - Increment - displays the data in increments equal to the highest units sold divided by 10. (some rounding process may be used to make the data prettier)



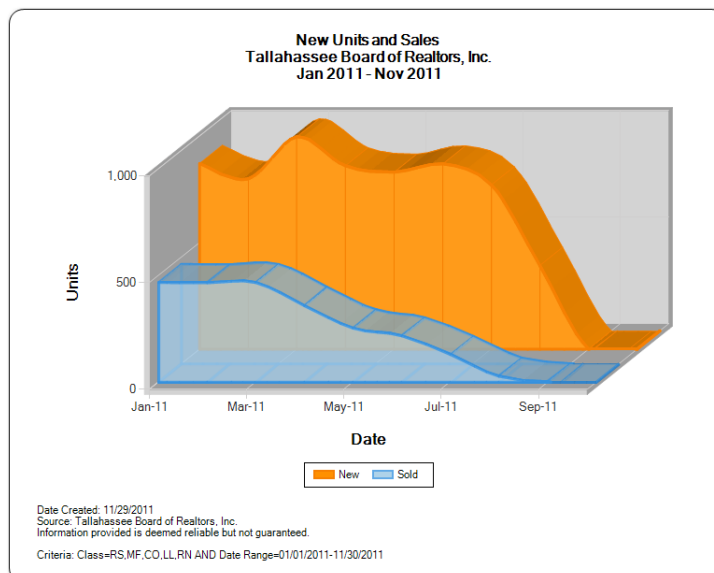
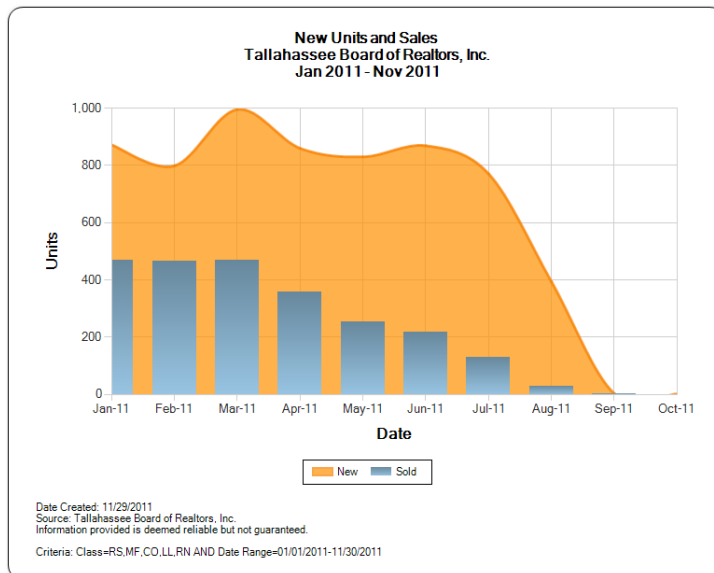
Inventory and Sales

- **Description:** Displays the total number of active listings per month compared to the total number of sold listings per month.
- **Calculations:** Total Number of Active Units - equals the total number of units in the results set that have a list date less than or equal to the maximum search date and an off market date greater than or equal to the minimum
Total Number of Sold Units - equals the total number of sold units in the results set
- **Graphs**
 - X Axis
 - Label - DATE
 - Y Axis
 - Label - UNITS
 - Increment - displays the data in 1000 unit increments starting at 0 and ending at 1000 above the highest number of units.



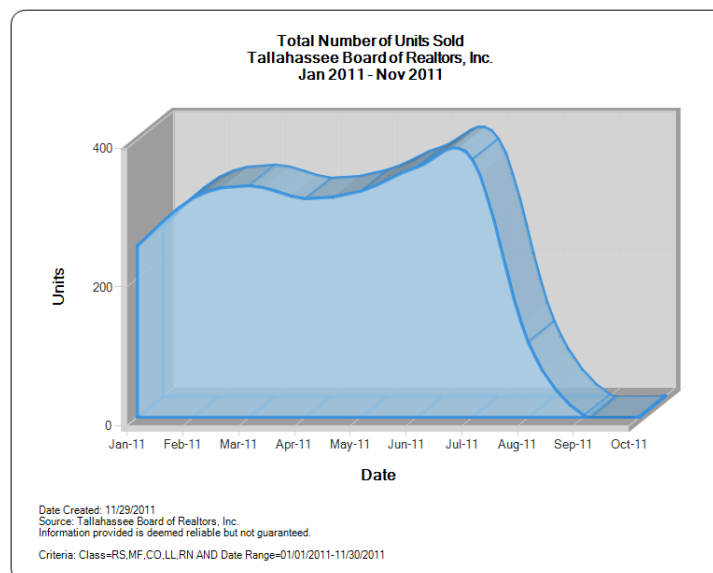
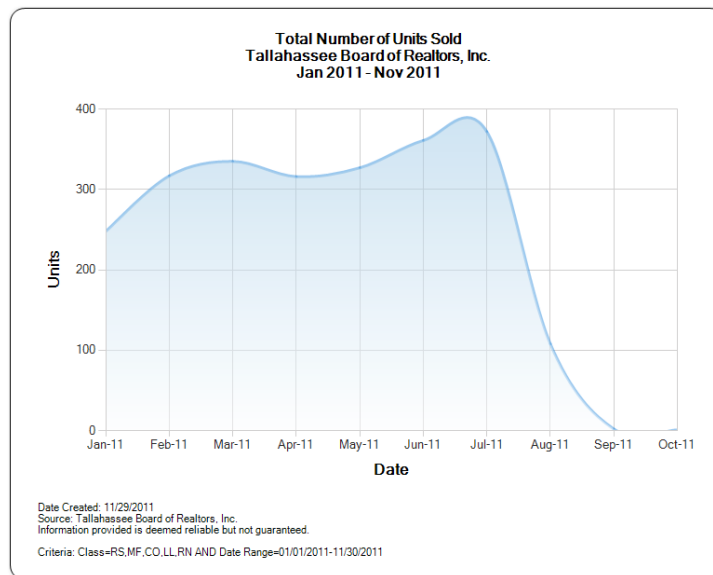
New Units vs. Sold Units

- **Description:** Displays a comparison between the total number of new units and the total number of sold units per month
- **Calculations:** Total Number of New Units - the total number of units with a list date less than or equal to the maximum search date and greater than or equal to the minimum search date
Total Number of Sold Units - equals the total number of sold units in the results set
- **Graph**
 - X Axis
 - Label - DATE
 - Y Axis
 - Label - UNITS
 - Increment - displays the data in 500 unit increments starting at 0 and ending at 500 above the highest number of units



Total Number of Units Sold

- **Description:** Displays the total number of sold listings per month.
- **Calculations:** Total Number of Sold Units - equals the total number of sold units in the results set
- **Graph**
 - X Axis
 - Label - DATE
 - Y Axis
 - Label - UNITS
 - Increment - displays the data in 500 unit increments starting at 0 and ending at 500 above the highest number of units



Market Absorption Rate

- **Description:** Displays how long it takes the average listing to sell in the MLS. This is calculated by the number of active listings in a given month divided by the number of sold listings in a given month.
- **Calculation:** This is calculated by the number of active listings in a given month divided by the number of sold listings in a given month
- **Graph**
 - X Axis
 - Label - DATE
 - Y Axis
 - Label - MONTHS
 - Increment - displays the data in .5 unit increments starting at 0 and ending at .5 above the highest number of units

