

How to Set Up a Market Area

Market Areas are a collection of saved hotsheets. The Market Areas link provides access to a summary view of new or changed listings in market areas you define. Market Areas pull information about recent changes to listings for a 24 hour period, like a Hot Sheet, but the information is presented in overview form for quick review. You can have multiple Market Areas which allow you to have different hotsheets. For example, you can create a Market Area for a specific area/section, create a Market Area for a search attached to a contact, and create a Market Area for one municipality or multiple municipalities—the possibilities are endless.

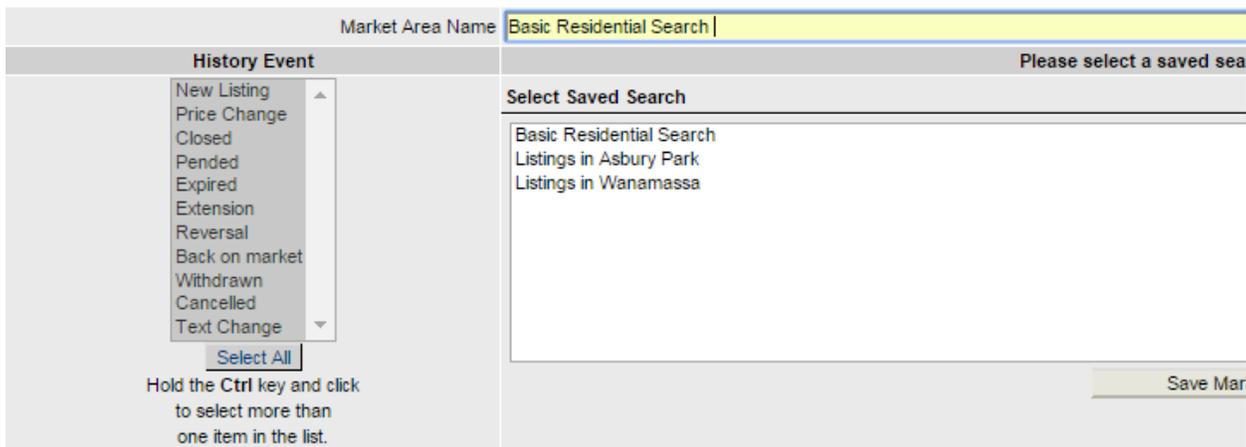
To begin go to Daily Functions > Market Areas

Once you click Market Areas, you will have the option to create a new market area by clicking New in the bottom left hand corner of Available Market Areas.



On the left you must select the History Events you wish to see for your Market Area. You must type in a name for your Market Area. For this example, I will select all historical events and name my Market Area Basic Residential Search.

Market Area Definition



You will have to attach a search to your Market Area. There are two ways to do this. You can attach an existing saved search or you can create a new search.

To attach an existing saved search:

You will see a list of your saved searches under Select Saved Search. Find the search you wish to attach from the list and click on it so that it is highlighted. Then click Save Market Area.

Market Area Definition

The screenshot shows a form titled "Market Area Definition". At the top, there is a text input field labeled "Market Area Name" containing the text "Basic Residential Search". Below this is a grey bar with the text "Please select a saved search for this market area:". Underneath the grey bar is a section titled "Select Saved Search" which is highlighted with a red box. This section contains a list of saved searches: "Basic Residential Search" (highlighted in blue), "Listings in Asbury Park", and "Listings in Wanamassa". At the bottom right of the form is a button labeled "Save Market Area" which is also highlighted with a red box. In the top right corner of the form, there is a link that says "Create a New Search".

To create a new search to attach to your market area:

Click Create a New Search

Market Area Definition

The screenshot shows the same "Market Area Definition" form. The "Market Area Name" field still contains "Basic Residential Search". The "Please select a saved search for this market area:" bar is present. The "Select Saved Search" section is visible but not highlighted. The "Create a New Search" link in the top right corner is highlighted with a red box. The "Save Market Area" button is visible at the bottom of the form.

You will need to choose an available quick search and then click use. I will be using Residential.

Available Quick Searches

Available Quick Searches	
<ul style="list-style-type: none">1 - Residential (Monmouth Ocean MLS)1 - Residential2 - Land/Lots (Monmouth Ocean MLS)3 - Multi-Family (Monmouth Ocean MLS)4 - Commercial (Monmouth Ocean MLS)5 - Residential Rental (Monmouth Ocean MLS)Multi-Property (Monmouth Ocean MLS)Public Property Search (Monmouth Ocean MLS)Report Generation (Monmouth Ocean MLS)	1 - Residential <i>Residential</i> Status Property Sub-Type Sub-Type County Municipality Condominium Cooperative Fee Simple A-Frame Attached [more fields]

For the search, it is best to select all statuses. The off market dates do not need to be adjusted since the market area will only pull activity for the past 24 hours.

1 - Residential *work on behalf of a contact*

◀ ▶ ⓘ

View Results: 46,406

[Browse »](#)

Status of [Active](#), [Under Contract](#), [Continue to Show](#), [Closed](#), [Expired](#), [Temp Off Market](#), [Cancelled](#), [Deleted](#) ⓘ

Off Market Dates

Under Contract Date = [days back](#)

Sold Date = [days back](#)

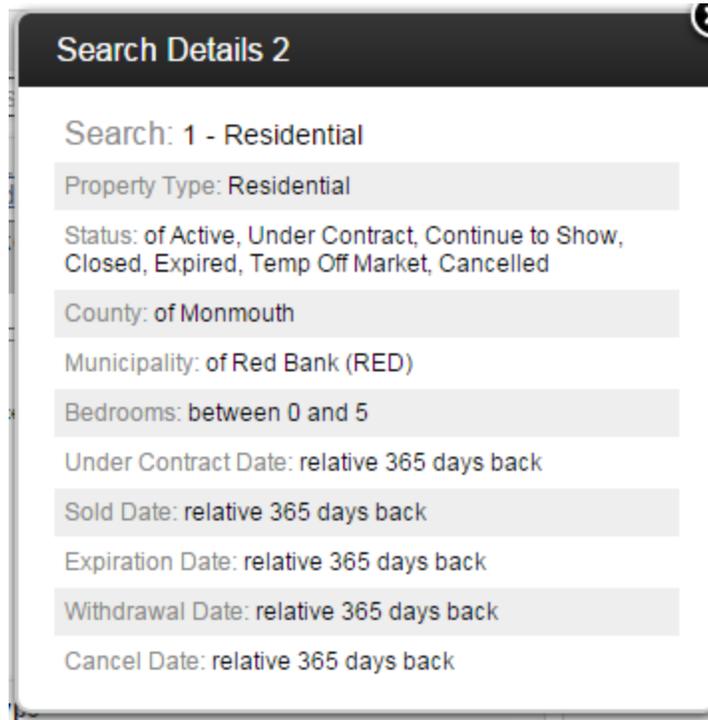
Expiration Date = [days back](#)

Withdrawal Date = [days back](#)

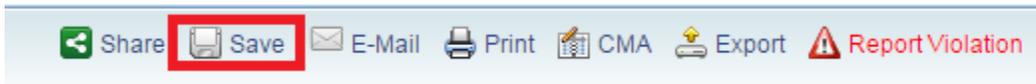
Cancel Date = [days back](#)

[Hide Date Ranges](#)

After selecting all statuses, you can select other criteria. For my search, I chose Monmouth County, Red Bank, and a max of 5 bedrooms.



After you are satisfied with the criteria, click the save icon to save the search.



You will need to name your search. To avoid confusion, you can name your search the same name as your market area name. Then click Save in the bottom right hand corner.

Save Search

Save Type: New Existing Mark as Favorite

Search Name:

Search Description:

Contact: None New Existing

+ Additional Search Options

Once you click Save, Market Area Definition screen will appear. The search you just saved will appear in the Select Saved Search list. Click on it so that it is highlighted and then click Save Market Area.

Market Area Definition

Market Area Name: Basic Residential Search

Please select a saved search for this market area:

Select Saved Search [Create a New Search](#)

- Basic Residential Search
- Listings in Asbury Park
- Listings in Wanamassa

Once your Market Area has been saved, it will appear in the list of Available Market Areas. You will see the name of the search, the search parameters and the results.

My Market Areas

Available Market Areas	Description																																				
Basic Residential Search	<p>Basic Residential Search</p> <p>Search parameters: Uses search Basic Residential Search - Searching Monmouth Ocean MLS for Residential, Bedrooms between 0 and 5; Cancel Date relative 365 days back; County of Monmouth; Expiration Date relative 365 days back; Municipality of Red Bank; Sold Date relative 365 days back; Status of A, P, PWC, V, C, E, W, L; Status of A; Under Contract Date relative 365 days back; Withdrawal Date relative 365 days back</p> <p>Results</p> <table border="1"> <thead> <tr> <th>Event</th> <th>Matches</th> <th>Actions</th> </tr> </thead> <tbody> <tr> <td>New Listing</td> <td>-</td> <td>Update</td> </tr> <tr> <td>Price Change</td> <td>-</td> <td>Reset Time and View New</td> </tr> <tr> <td>Sold</td> <td>-</td> <td>View New</td> </tr> <tr> <td>Pending</td> <td>-</td> <td></td> </tr> <tr> <td>Expired</td> <td>-</td> <td></td> </tr> <tr> <td>Extension</td> <td>-</td> <td></td> </tr> <tr> <td>Reversal</td> <td>-</td> <td></td> </tr> <tr> <td>Back on Market</td> <td>-</td> <td></td> </tr> <tr> <td>Withdrawn</td> <td>-</td> <td></td> </tr> <tr> <td>Cancelled</td> <td>-</td> <td></td> </tr> <tr> <td>Text Change</td> <td>-</td> <td></td> </tr> </tbody> </table>	Event	Matches	Actions	New Listing	-	Update	Price Change	-	Reset Time and View New	Sold	-	View New	Pending	-		Expired	-		Extension	-		Reversal	-		Back on Market	-		Withdrawn	-		Cancelled	-		Text Change	-	
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Override Hot Sheet views with associated Search view

In order to see the number of matches for all the events, click **Update**.

To open and view listings, click **View New**.

If you view the market area and want to reset the results to only see new listings since the the last time you viewed it, click **Reset Time and View New**.

Basic Residential Search		
Search parameters:		
Uses search Basic Residential Search . Searching Monmouth Ocean MLS for Resi Municipality of 'Red Bank'; Sold Date relative 365 days back; Status of 'A','P','PWC		
Results		
Event	Matches	Actions
New Listing	-	 Update
Price Change	-	 Reset Time and View New
Sold	-	 View New
Pended	-	
Expired	-	
Extension	-	
Reversal	-	
Back on Market	-	
Withdrawn	-	
Cancelled	-	
Text Change	-	

Reminders:

You can have as many Market Areas as you want.

Market Areas only show activity for the past 24 hours and you will not be able to adjust the time frame unless you go to Custom Hotsheet Settings.

If you wish to adjust the time frame for a Market Area go to Daily Functions > Hotsheet > Custom Hotsheet Settings

Once in Custom Hotsheet Settings, you can adjust the Time Period. Select the search you attached to your Market Area from the list of Saved Searches. Then click Run Saved Search Hotsheet.