

# EasyCMA Toolkit

## Presenting EasyCMA

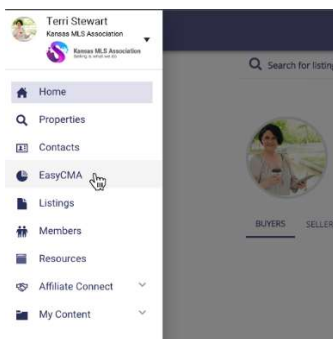
We are pleased to announce EasyCMA, our next generation CMA platform, is ready for your review!

Check out our detailed tutorial video! <https://vimeo.com/847131203>

## Getting Started

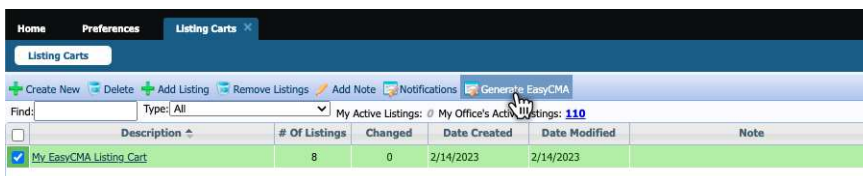
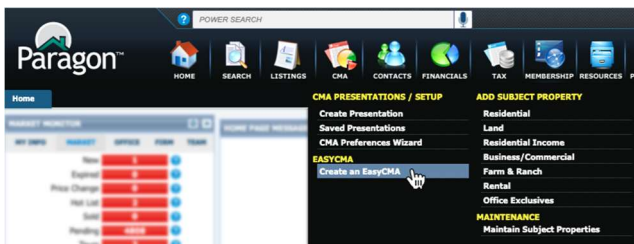
### From Paragon Connect

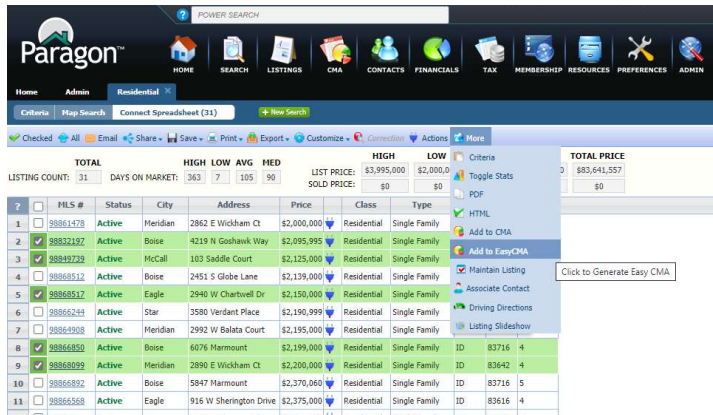
EasyCMA will now appear in your left-hand side navigation



### From Paragon Professional

Start in the CMA menu, or choose comps from a listing cart or directly from a search





?	MLS #	Status	City	Address	Price	Class	Type
1	98861478	Active	Meridian	2862 E Wickham Ct	\$2,000,000	Residential	Single Family
2	98832157	Active	Boise	4219 N Goshawk Way	\$2,095,995	Residential	Single Family
3	98849729	Active	McCall	103 Saddle Court	\$2,125,000	Residential	Single Family
4	98868512	Active	Boise	2451 S Globe Lane	\$2,139,000	Residential	Single Family
5	98868512	Active	Eagle	2940 W Chartwell Dr	\$2,150,000	Residential	Single Family
6	98865241	Active	Star	3580 Verdant Place	\$2,190,999	Residential	Single Family
7	98864908	Active	Meridian	2992 W Balata Court	\$2,195,000	Residential	Single Family
8	98868500	Active	Boise	6076 Marmount	\$2,199,000	Residential	Single Family
9	98868029	Active	Meridian	2890 E Wickham Ct	\$2,200,000	Residential	Single Family
10	98868892	Active	Boise	5847 Marmount	\$2,370,060	Residential	Single Family
11	98865568	Active	Eagle	916 W Sherrington Drive	\$2,375,000	Residential	Single Family

## FAQs

Q: How is EasyCMA choosing comps?

- A. EasyCMA looks for properties that are similar to the subject property in regards to important features such as bedrooms, bathrooms, sq ft, and more. We begin our search within .5 miles of the subject property, with homes sold within the last 3 months. We use recursive logic to expand the search dynamically, if needed, increasing the search parameters of time and distance until we find at least 5 comparable properties.

Q: What if I want to apply specific search criteria? Can I adjust the search for the comparables?

- A. At this time, you cannot manually adjust the search within EasyCMA. However, if a specific search with filters is preferable, you can begin in Paragon, and add comparable properties via a Paragon 'Search' or 'Listing cart'.

Q: What if I want to customize my report or report elements?

- A. The ability for individual users to customize certain components of EasyCMA will become available in the future as we continue to develop the product.

Q: Does EasyCMA use public records for comps?

- A. This is planned functionality for 2023. Users whose MLS has a public records contract will have the option of including public records comps in their results.

Q: How do I add my photo?

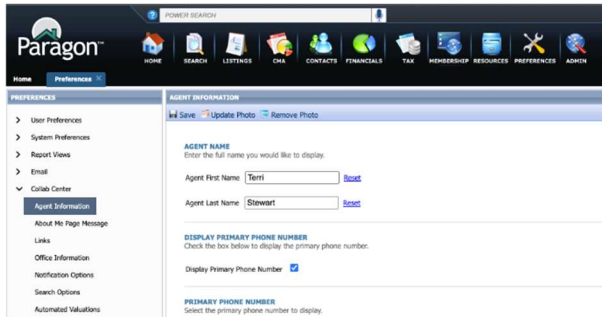
- A. Your photo is being automatically pulled from your Paragon account.

Q: How do I add my office logo?

A. Your office logo is being automatically pulled from your Paragon account

Q: How do I add my contact information?

A. Your contact information is being automatically pulled from your Paragon account, Collab Center information.



Q: What will my client see if I email them the report?

A. If you email or text a digital copy of a CMA, your client will see the same thing you see on screen, minus the purple 'touchpoint' buttons where you can edit the report (e.g. the button that allows you to edit suggested price). To preview exactly what your clients will see, you can always email yourself a copy of the CMA first!

Q: Is the digital version of the CMA dynamic? Will prices or statuses change without me knowing?

A. The digital version of the CMA will not automatically update at this time. In future releases, users will have two options: 1) you will be able to adjust your personal preferences in settings to keep prices and status dynamic in your digital reports, 2) you will be able to manually refresh an individual CMA to get suggestions on new, potential comps and to update statuses and prices on your comparable properties.

Q: Can I customize my printed report?

A. The ability to customize the printed report is planned functionality for 2023

Q: Will you continue to enhance EasyCMA?

A. YES! We will continue enhancing EasyCMA in the coming months, until we have achieved our full vision for this product.