# Using Predictive Analysis to Your Brokerage Firm's Advantage built upon RESO Standards

Shawn Whitaker, Founder at MLScharts.com

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2. How months supply can be used to your brokerage firm's advantage.

3. How other predictive analysis can improve closed sales.

# Goal #1 How RESO standards have improved predictive analysis, using months supply as one example of many.

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2. With OffMarkerDate https://ddwiki.reso.org/display/DDW16/OffMarketDate+Field, when used correctly, allows faster and more accurate accountability when property was active, to achieve a more precise Months Supply.

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   ○ Low Months Supply can help motivate a buyer to submit that offer.

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Imagine knowing where your brokerage has the top market share, to capitalize and focus your marketing efforts to gain even more.

# Thank You!   Questions?

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## List Price Prediction… text **Odds** to **555888**

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## Purchase Price Prediction… text **Odds** to **555888**

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## Market Share Domination… text **Odds** to **555888**

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