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

Shawn Whitaker, Founder at MLScharts.com
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1. How RESO standards have helped improve predictive analysis, using months supply as one example of many.
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.

Formula: 2100 Active Homes / 700 Sold in Sept = 3 Month Supply

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2. With OffMarkerDate [https://ddwiki.reso.org/display/DDW16/OffMarketDate+Field](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.
Goal #2 How months supply can be used to your brokerage firm's advantage.

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   - Low Months Supply can help motivate a buyer to submit that offer.
   - High Month Supply can help manage the seller's expectation on a fast close. You could even predict Months Supply by Sold Price for...
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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?
Shawn Whitaker 208.559.1418 support@mlscharts.com

**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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