

Easy CMA: Choosing Your Own Comparables

Creating a Comparative Market Analysis (CMA) that reflects a property's unique attributes enhances accuracy and professionalism. While EasyCMA provides auto-generated comparables, selecting your own from Paragon Connect or Paragon Pro allows for greater customization. As a REALTOR®, you understand that even similar houses can vary significantly based on unique factors. This approach is especially useful for properties that stand out in their area.

To help you find the information you need quickly, here are links to different sections of this guide:

- Paragon Connect
 - Add Comparables from Search Results
 - Add Comparables from Listing Cart
- Paragon Pro
 - Add Comparables from Search Results
 - Add Comparables from Listing Cart

Each section will guide you through the process of selecting your own comparables using these tools, ensuring that your CMA reports are as accurate and tailored as possible.

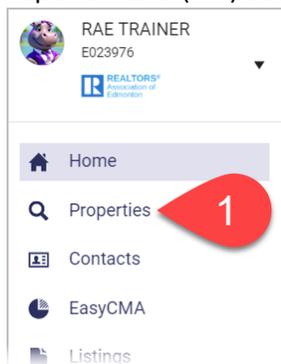


When the subject property is close to a municipal boundary, whether inside or outside of it, we recommend using Multi-Class search. This approach focuses on property characteristics rather than location, leading to better results.

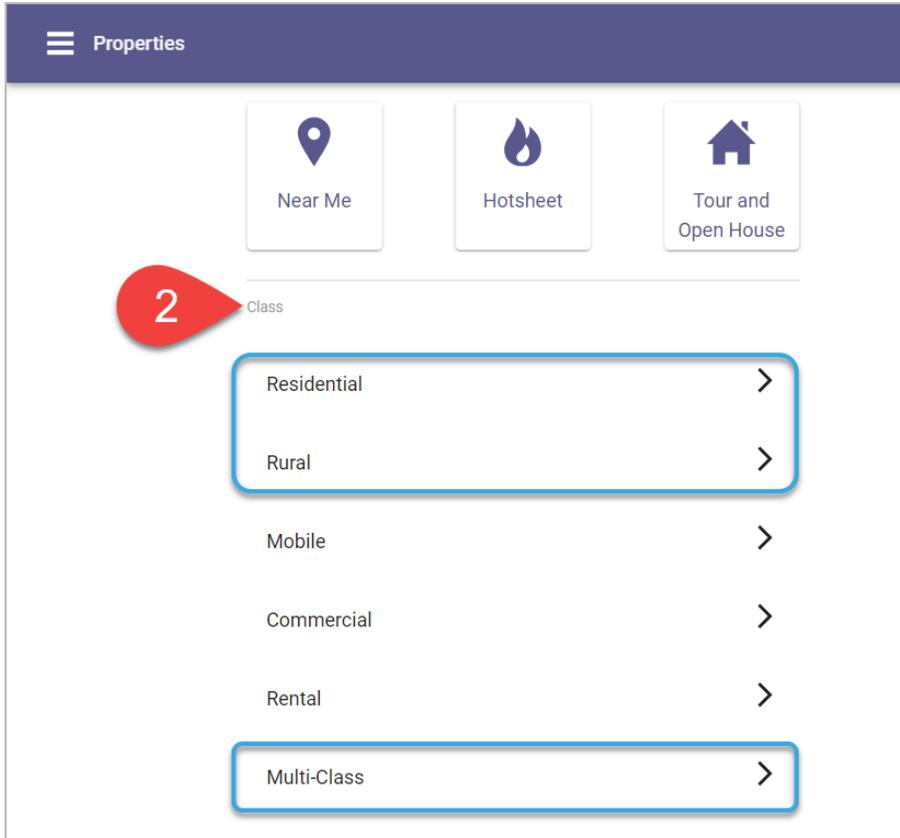
Paragon Connect

Add Comparables from Search Results

1. Tap the **Menu** (☰) button, then select **Properties**.



2. Choose the property class you want to search. Note: EasyCMA is available for Residential and Rural classes excluding vacant or rural land (e.g., Single Family, Condo, Country Residential, and Country Recreational). EasyCMA adheres to the RESO data dictionary standard, so rural classes are classified as residential listings.



3. Enter your search criteria and tap **Search**.

The screenshot shows a search criteria form with the following fields and values:

- Mapping: Polygon 1
- Class: (empty)
- Property Class: (empty)
- Status: Active, Sold, Pending
- Off Market Date: 90 Days Back
- Time Clause Y/N: (empty)
- Time Clause (in Hours): (empty)
- List Price: min to 480,000
- Area/City: (empty)
- Zone: (empty)
- Community: South Terwillegar, Terwillegar Towne
- Building Type: Detached Single Family

A red callout with the number '3' points to a blue button labeled 'SEARCH' in the bottom right corner.

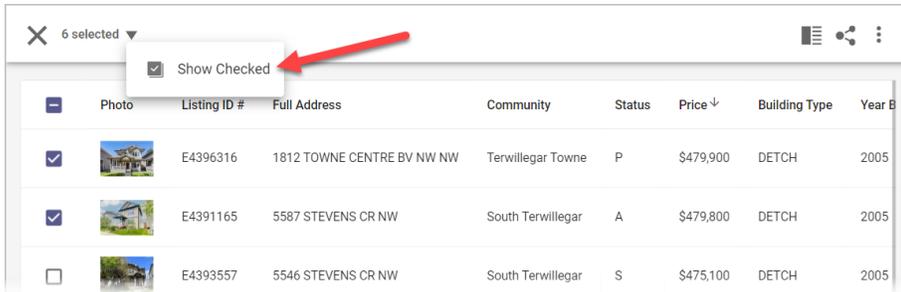
4. Tap the **View** () button and select **Spreadsheet**.

The screenshot shows search results for properties in Edmonton, AB. The first two results are:

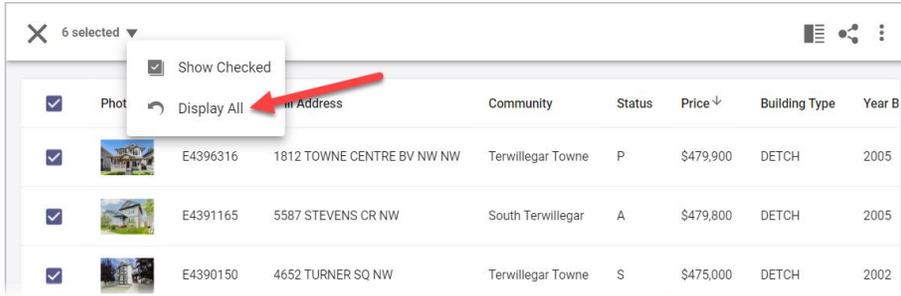
- 5813 SUTTER Place, Edmonton, AB T6R 3R3, ML# E4383301 - Residential, SOLD, CA\$444,500, BEDS: 3, BATHS: 2.1, DOM: 44
- 5855 SUTTER PLACE Place, Edmonton, AB T6R 3R2, ML# E4385317 - Residential, SOLD, CA\$386,000, BEDS: 3, BATHS: 2.1, DOM: 12

A 'Select View' overlay is shown at the bottom, with three options: Map, Spreadsheet (selected), and Results Analytics. A red callout with the number '4' points to the 'Spreadsheet' option.

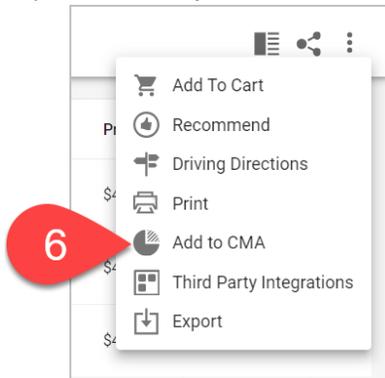
5. Select the listings you wish to use as comparables in your CMA report. To view only the selected listings, tap the **down arrow** () button and choose **Show Checked**.



You can switch back to displaying all matches by tapping **Display All**.

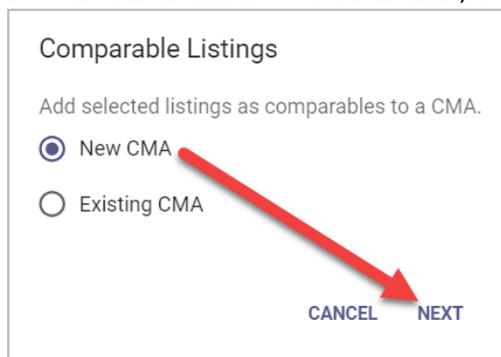


6. Tap the **More Options** () button, then tap **Add to CMA**.



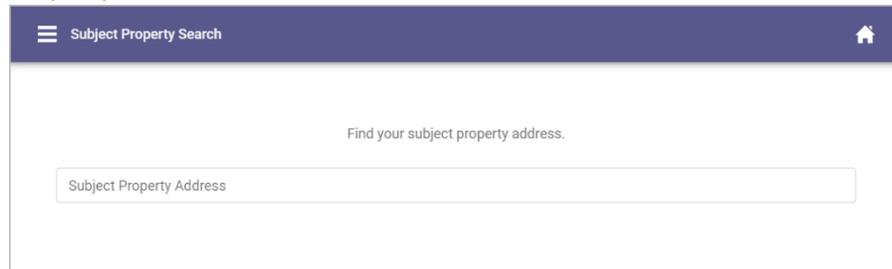
7. Choose whether you are adding the selected listings as comparables to a new CMA Report or to an existing CMA report:

- **To start a new CMA:** Select **New CMA**, then tap **Next**.



You will be taken to the first step of the CMA process to enter the details for the Subject

Property.



Subject Property Search

Find your subject property address.

Subject Property Address

- **To add to an existing CMA:**

1. Select **Existing CMA**, then tap **Next**.



Comparable Listings

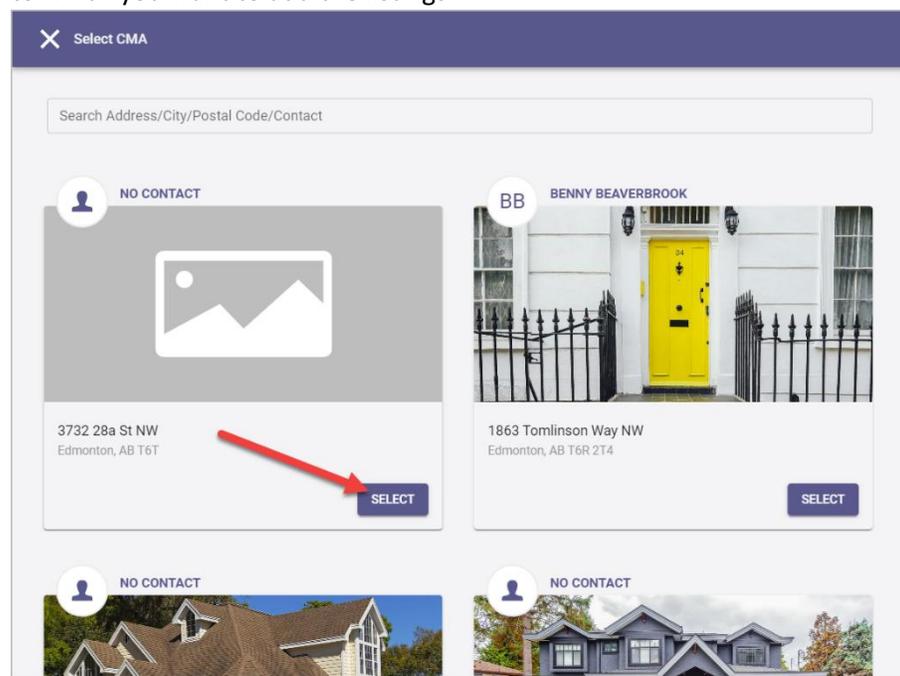
Add selected listings as comparables to a CMA.

New CMA

Existing CMA

CANCEL NEXT

2. A list of your existing EasyCMA reports will open, allowing you to search by subject property address or any assigned contact. Tap **Select** on the CMA report to which you want to add the listings.



Select CMA

Search Address/City/Postal Code/Contact

NO CONTACT

3732 28a St NW
Edmonton, AB T6T

SELECT

BB BENNY BEAVERBROOK

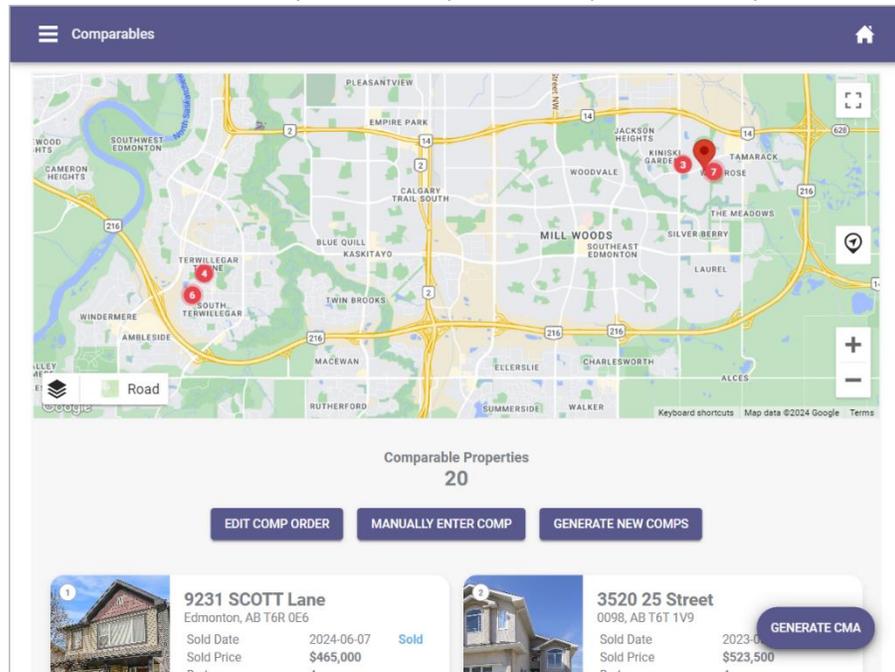
1863 Tomlinson Way NW
Edmonton, AB T6R 2T4

SELECT

NO CONTACT

NO CONTACT

You will be taken directly to the Comparables step of the CMA process.

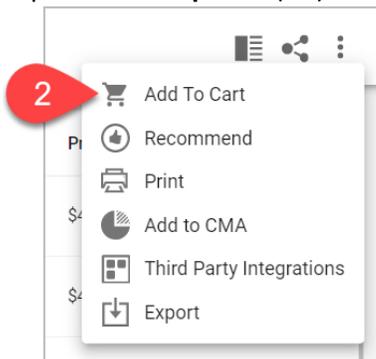


Add Comparables from Listing Cart

If you need more time to review or compare the comparables before making final selections, or if you're unable to continue working on your CMA immediately, you can add the listings to a listing cart. This allows you to revisit and adjust the listings as needed before adding them directly to a new or existing CMA report.

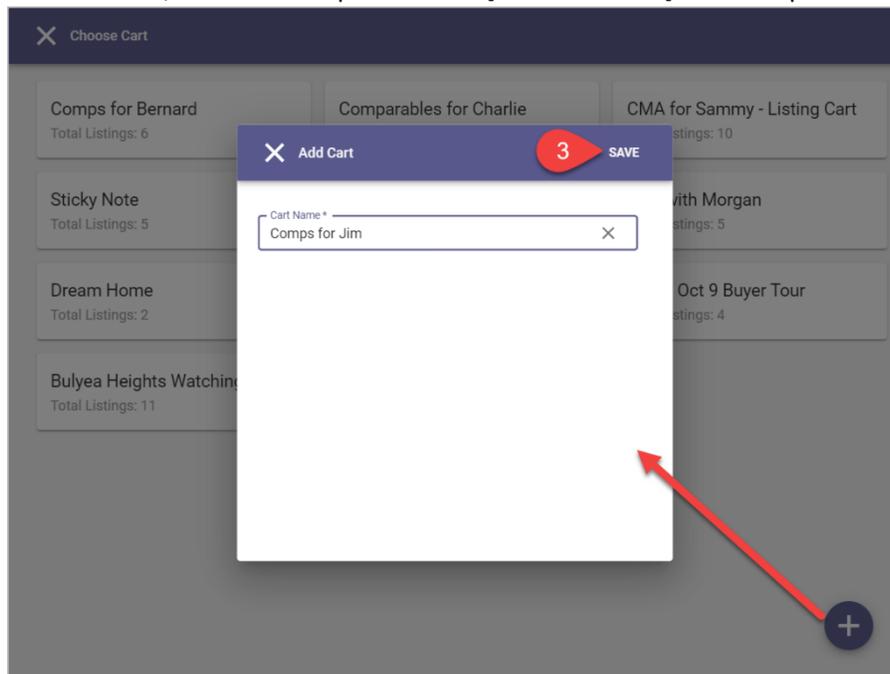
Add Listings to a Listing Cart

1. Follow steps 1-5 as previously outlined above.
2. Tap the **More Options** () button, then tap **Add to Cart**.

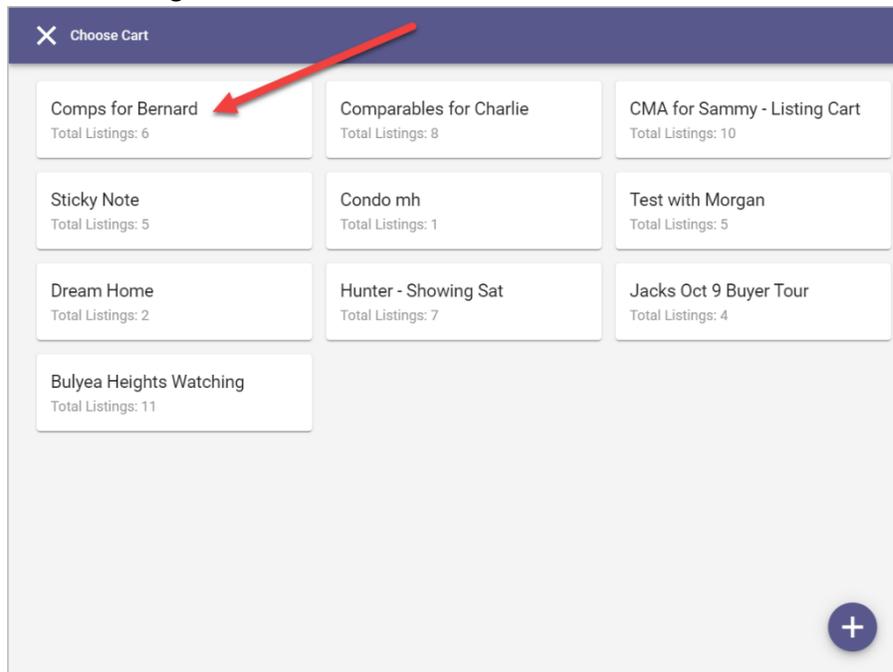


3. Choose whether you are adding the selected listings a new listing cart or to an existing listing cart.

- **To create a new listing cart:** Tap the **Add (+)** button and name the cart for easy identification, such as "Comparables for [Contact Name]." Then tap **Save**.

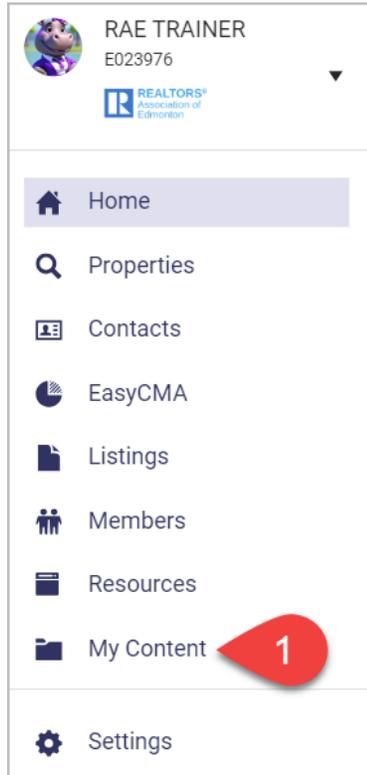


- **To add to an existing listing cart:** Tap the card for the listing cart you want to add the selected listings to.

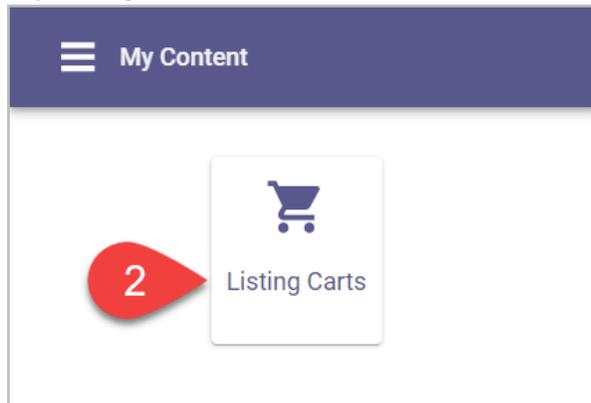


Add Comparables from Listing Cart to EasyCMA

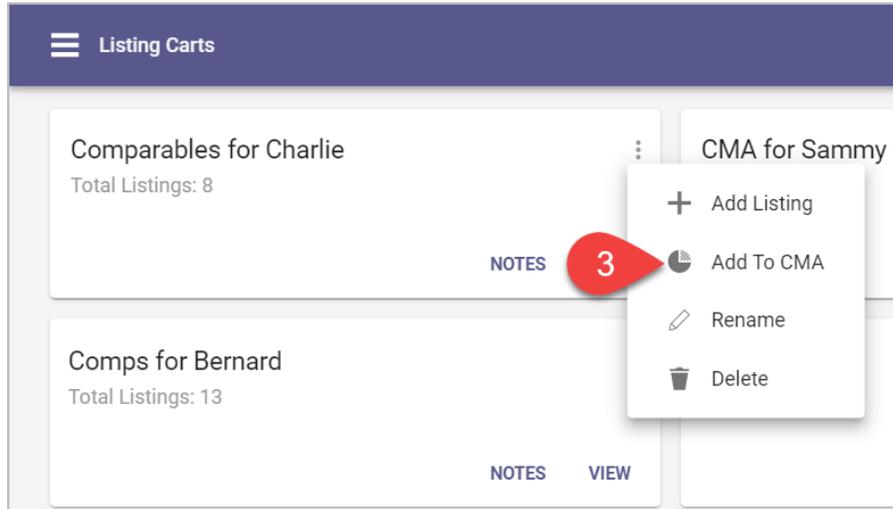
1. When you are ready to add the comparables from the listing cart to EasyCMA, tap the **Menu** (☰) button, then tap **My Content**.



2. Tap **Listing Carts**.

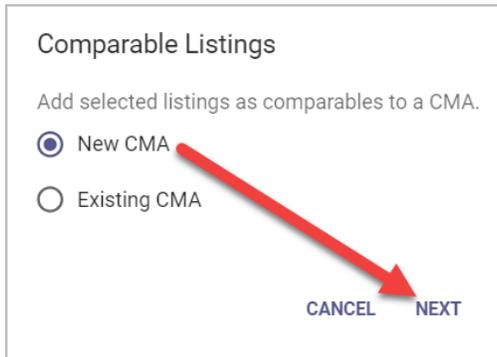


- Find the listing cart card you added the listings to. On the card, tap the **More Options** () button, then tap **Add to CMA**.

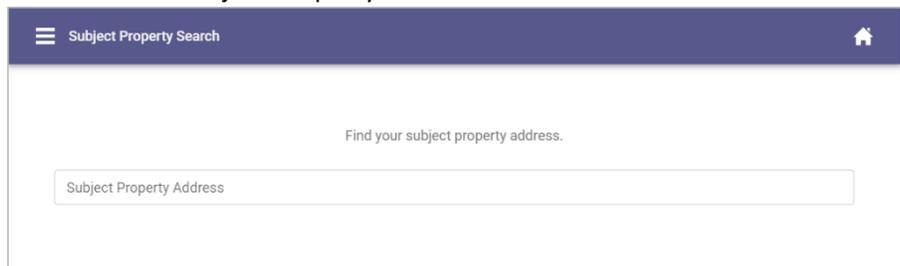


- Choose whether you are adding the selected listings as comparables to a new CMA Report or to an existing CMA report.

- **To start a new CMA:** Select **New CMA**, then tap **Next**.



You will be taken to the first step of the CMA process to enter the details for the Subject Property.



- **To add to an existing CMA:**

1. Select **Existing CMA**, then tap **Next**.

Comparable Listings

Add selected listings as comparables to a CMA.

New CMA

Existing CMA

CANCEL NEXT

2. A list of your existing EasyCMA reports will open, allowing you to search by subject property address or any assigned contact. Tap **Select** on the CMA report to which you want to add the listings.

Select CMA

Search Address/City/Postal Code/Contact

NO CONTACT

3732 28a St NW
Edmonton, AB T6T

SELECT

BB BENNY BEAVERBROOK

1863 Tomlinson Way NW
Edmonton, AB T6R 2T4

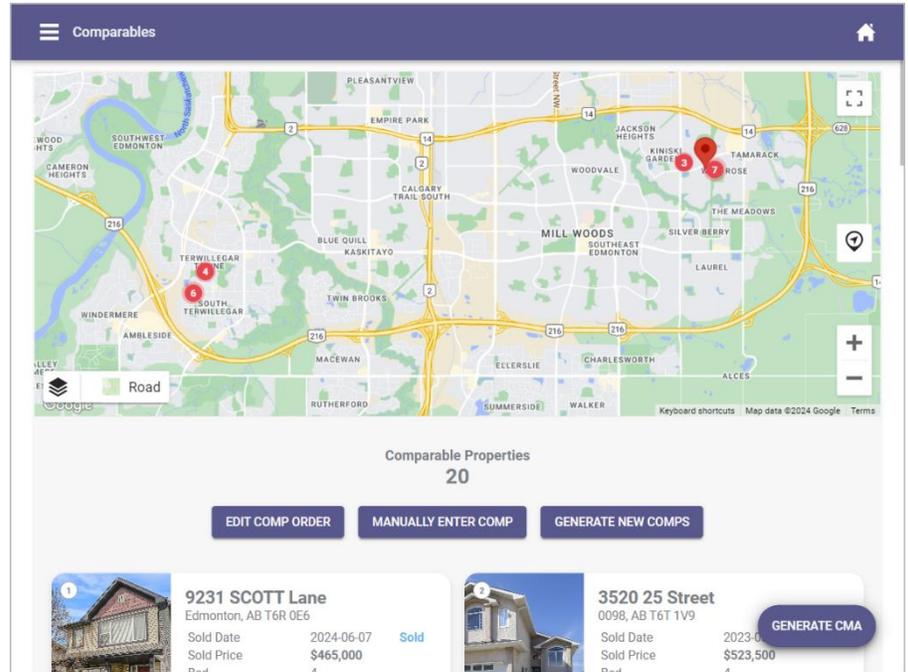
SELECT

NO CONTACT

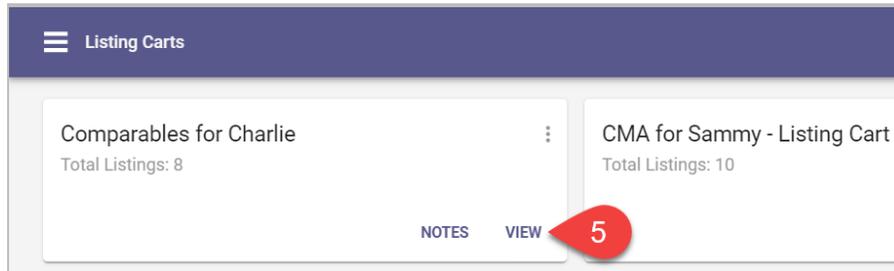
NO CONTACT

You will be taken directly to the Comparables step of the CMA

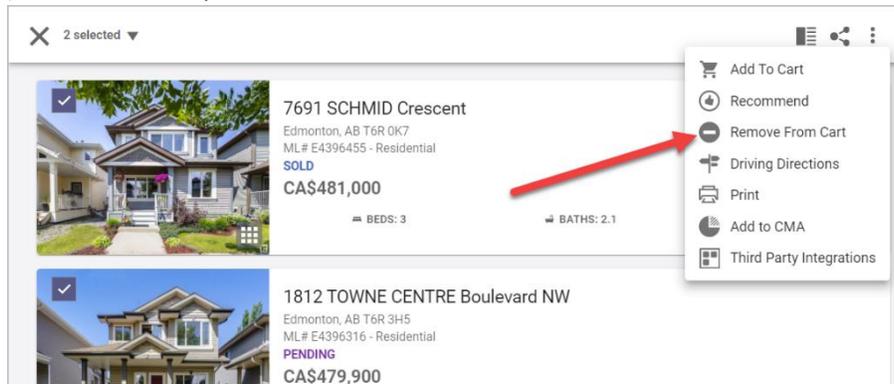
process.



5. If you want to review the listings you selected previously before adding to EasyCMA, tap **View**.

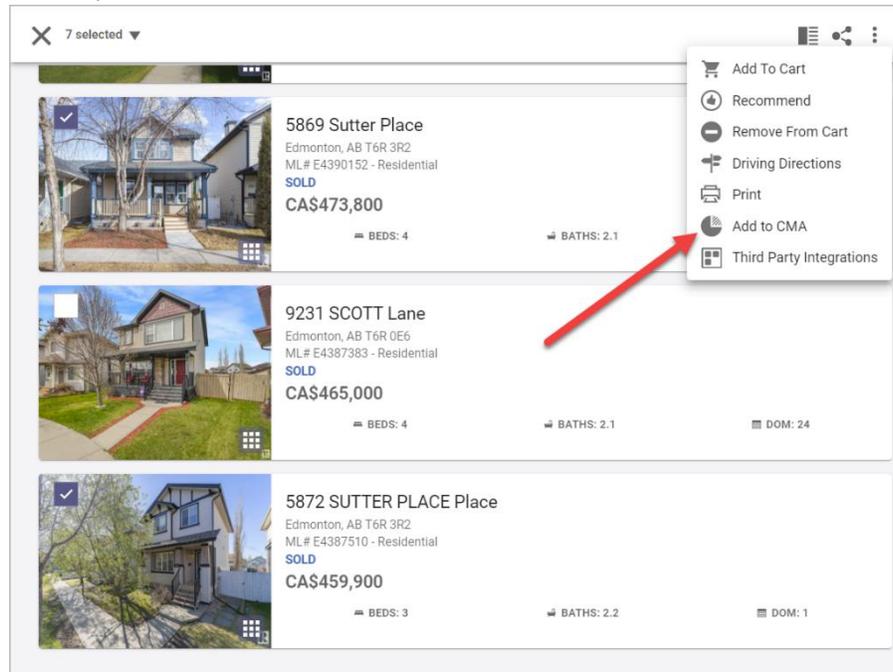


You can remove a listing from the cart, select the listing, then tap the **More Options** () button, then tap **Remove from Cart**.

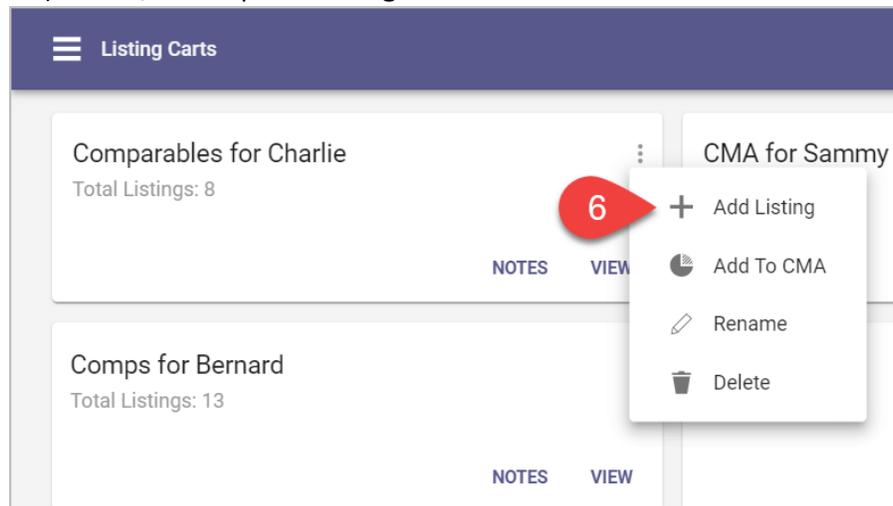


Or you can select the listings you want to use and tap the **More Options** () button,

then tap **Add to CMA**.

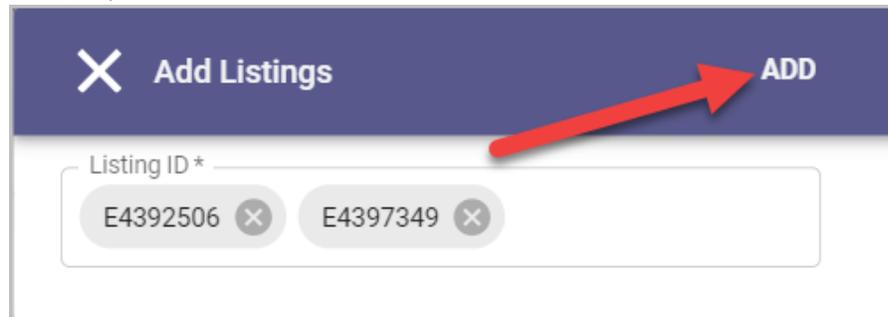


6. To add a listing to the listing cart, return to the previous page, tap the **More Options** () button, then tap **Add Listings**.



Enter a Listing ID #s and press enter. You can add multiple Listing ID #s but you must enter one at a time and press tab or enter before entering the next one. When you are

done, tap **Add**.

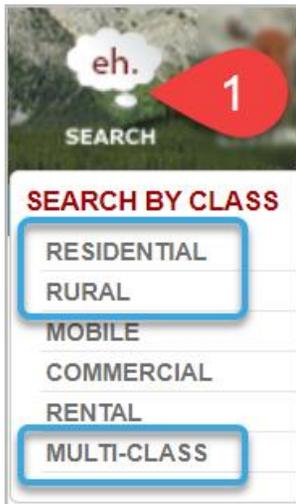


Paragon Pro

When selecting comparables from search results or using a listing cart in Paragon Pro, you can add the listings to a new EasyCMA. Adding comparables to an existing CMA is not supported in Paragon Pro.

Add Comparables from Search Results

1. Click on **Search** then choose the property class you want to search. Note: EasyCMA is available for Residential and Rural classes excluding vacant or rural land (e.g., Single Family, Condo, Country Residential, and Country Recreational). EasyCMA adheres to the RESO data dictionary standard, so rural classes are classified as residential listings.



2. Enter your search criteria and click **Search**.

The screenshot shows a search criteria form with various filters. A red circle with the number '2' is placed over the 'Search' button in the top right corner.

3. Select the listings you wish to use as comparables in your CMA report. Then, click **More** and select **Create an EasyCMA**.

The screenshot shows a table of real estate listings. A red circle with the number '3' is placed over the 'More' button in the top right corner of the table, which has a dropdown menu open showing 'Create an EasyCMA' as an option.

?	Photos	Listing ID #	PropClass	Community	Add	Status	1	Criteria	Date	DOM
1		E4391772	SF	South Terwillegar	5518 STEVENS CR NW	S	↓	Criteria	024	12
2		E4383301	SF	South Terwillegar	5813 SUTTER PL NW	S	↓	Toggle Stats	24	44
3		E4397811	SF	Terwillegar Towne	4598 TURNER SQ NW	A	\$4	PDF		
4		E4387510	SF	South Terwillegar	5872 SUTTER PLACE PL NW	S	\$4	HTML		
5		E4394224	SF	Terwillegar Towne	4108 TOMPKINS WY NW	A	\$4	Add to CMA	024	1
								Create an EasyCMA		
								Maintain Listing		
								Driving Directions		
								Listing Slideshow		25

4. You will be taken to the first step of the CMA process to enter the details for the Subject Property.

To add to an existing CMA, go to step four in the [next set of instructions](#) to add the selected listings to a listing cart.

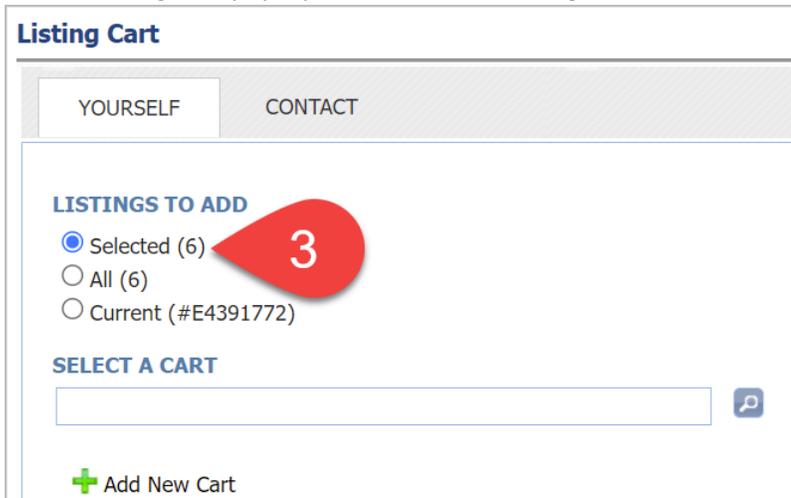
Add Comparables to a Listing Cart

1. Follow steps 1-2 outlined [above](#).

- Select the listings you wish to use as comparables in your CMA report. Then, click **Save** and select **Save to Listing Cart**.

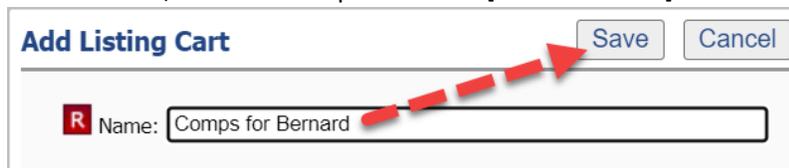


- On the Listing Cart pop-up window under **Listings to Add** choose **Selected**.

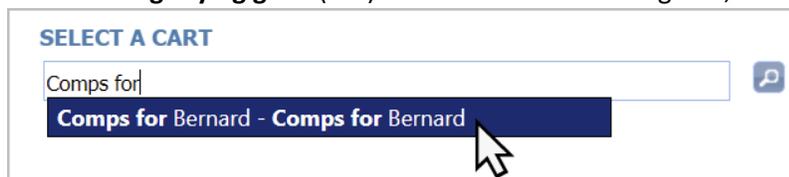


- Choose whether you are adding the listings a new listing cart or to an existing listing cart:

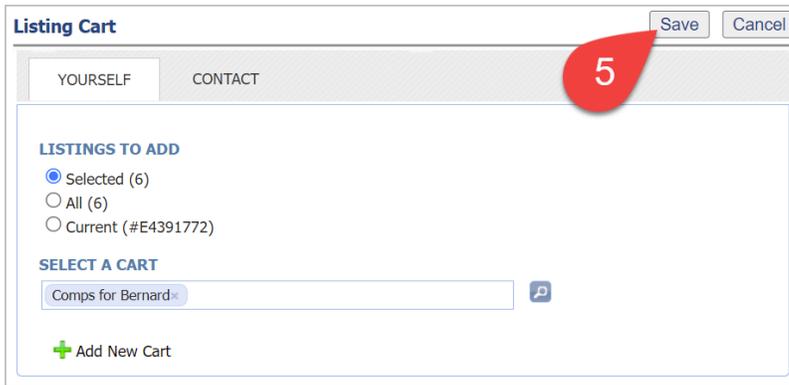
- To create a new listing cart:** Click **Add New Cart** and name the cart for easy identification, such as "Comparables for [Contact Name]." Then click **Save**.



- To add to an existing listing cart:** Start typing the name in the search bar and when the correct one displays, click the name or press enter or tab. To see a full list of listing carts, click the **magnifying glass** (🔍) button. Select the listing cart, then click **Save**.



5. Click **Save**.



The screenshot shows a web interface titled "Listing Cart". At the top right, there are "Save" and "Cancel" buttons. A red callout bubble with the number "5" is positioned over the "Save" button. Below the title bar, there are two tabs: "YOURSELF" (selected) and "CONTACT". The main content area is divided into two sections: "LISTINGS TO ADD" and "SELECT A CART". Under "LISTINGS TO ADD", there are three radio button options: "Selected (6)" (which is selected), "All (6)", and "Current (#E4391772)". Under "SELECT A CART", there is a search input field containing the text "Comps for Bernard" and a magnifying glass icon. At the bottom left of the main content area, there is a green plus icon followed by the text "Add New Cart".

6. To add comparables from the listing cart to a new or existing EasyCMA report, [follow the steps outlined earlier](#).