

# EASY CMA FAQ

EasyCMA, a component of the Paragon Connect® platform, streamlines the creation of comprehensive reports. Effortlessly generate high-quality CMAs with EasyCMA by simply entering property details. In seconds, EasyCMA automates the majority of the report creation process while granting agents complete control over comparables, price adjustments, and value estimates. Share digital reports instantly with live or static data or effortlessly produce a polished printable CMA report with minimal setup. Leveraging data directly from Paragon ensures the reliability of every EasyCMA report.

- **Is there an additional cost for me?**
  - You don't need to pay extra for EasyCMA. It comes with both Paragon Pro and Paragon Connect.
- **How do I access EasyCMA?**
  - EasyCMA is a feature of Paragon Connect, which is a web-based platform that lets you use Paragon from any device and browser or app. You can also get to EasyCMA from Paragon Pro, which is the desktop version of Paragon that you know well. However, when you do that, it will launch a new browser tab that takes you to the EasyCMA Dashboard within Paragon Connect.
- **What classes and property classes does this work with?**
  - EasyCMA currently only works for Residential, including Attached and Detached. EasyCMA uses the [RESO data dictionary](#) standard for real estate data.
- **How does the comp engine select comparable properties?**
  - EasyCMA identifies properties similar to the subject property by comparing key features such as bedrooms, bathrooms, and square footage. The search begins within a 0.5 km radius of the subject property, focusing on homes sold within the past three months. If necessary, the search area and time frame dynamically expand using recursive logic until at least five comparable properties are found.  
Please note that while this provides a quick Comparative Market Analysis (CMA), factors like proximity to a ravine may not be fully considered.
- **What if I want to apply specific search criteria? Can I adjust the search for comparables?**
  - Yes, you can filter the search criteria to generate new comparable properties. By clicking 'Generate New Comps,' you can specify filters such as Sold Date, Bathrooms, Lot Size Acres, Approx. Living Sqft, and Bedrooms. For even more detailed criteria, we recommend using Paragon to add comparable properties through a Paragon Search or Listing Cart.
- **What will my client see if I email them the report?**
  - If you email or text a digital copy of a CMA, your client will see the same thing you see

on screen, minus the touch point 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.

- **Is the digital version of the CMA dynamic? Will prices or statuses change without me knowing?**
  - The digital version of the CMA can be dynamic if you have the setting enabled. With this setting, prices and statuses will update automatically in real-time (e.g., An Active listing is reported Sold), However, this setting applies to all your CMAs and cannot be changed for individual reports. Please note that once a PDF report is generated, it remains static and will not reflect any subsequent changes.
- **Can I customize my digital or printed reports in EasyCMA?**
  - Currently, customization options for digital reports are in development and planned for future updates. However, customization for printed reports is not currently available. ICE, the provider of Paragon, is exploring options to include this feature in upcoming updates.
- **Will ICE (the vendor of Paragon Connect) continue to enhance EasyCMA?**
  - Yes, ICE will continue enhancing EasyCMA in the coming months until we have fully realized our vision for this product.
- **How can I provide feedback?**
  - To provide feedback, use the 'Provide Feedback' button located in the EasyCMA settings to share your thoughts directly with ICE, the creators of Paragon. Please note that this feedback does not reach GVR.
- **How do I add your agent image?**
  - Your photo is automatically pulled from your settings. For best results, we recommend using a square image. If your current photo isn't square, go to Paragon Connect settings, which will open a tool within Paragon Connect to help you easily update and crop your image.
- **How do I change my office logo?**
  - Your office logo is automatically pulled from your Paragon settings.
- **How do I add/update my contact information?**
  - Your contact information is fetched from your Collaboration Center settings. To update it, navigate to Paragon Classic, click on Preferences, then Collab Center, and finally Agent Information.



HOME



SEARCH



LISTINGS



CMA



CONTACTS



FINANCIALS



TAX



MEMBERS

Home

Hotsheet

Preferences

PREFERENCES

- User Preferences
  - Office Logo
  - Agent Image
  - Assume Identity
  - Login Maintenance
  - Mobile Account Settings
- System Preferences
- Report Views
- Email
- Collab Center
  - Agent Information
  - About Me Page Message
  - Links
  - Office Information

AGENT INFORMATION

Save Update Photo Remove Photo

AGENT NAME

Enter the full name you would like to display.

Agent First Name  [Reset](#)

Agent Last Name  [Reset](#)

DISPLAY PRIMARY PHONE NUMBER

Check the box below to display the primary phone number.

Display Primary Phone Number

PRIMARY PHONE NUMBER

Select the primary phone number to display.

Primary Phone Number  [v](#)