



An explanation of market research data
offered by Coldwell Banker Hearthsides, Realtors

Coldwell Banker Hearthsides, Realtors recognizes that in this real estate market consumers are searching for more data than ever before. We also know that in order for this data to be relevant it has to be available on-demand and updated regularly.

Unfortunately, the real estate industry has not been known for providing this type of data to consumers. The Multiple Listing Service (MLS) model created decades ago does not allow consumers to view real-time statistics as in other types of markets. While individual Realtors® have always been more than willing to generate reports for consumers (and still are), many consumers prefer doing their own research prior to contacting a Realtor®.

For that reason, we have contracted with Altos Research to provide real-time market research data to consumers. Altos is not a real estate broker and has no direct affiliation with any of the Multiple Listing Services we utilize to broker real estate. They are a market research company offering services to several industries, including real estate. Coldwell Banker Hearthsides, Realtors has no affiliation with Altos beyond our contract to provide their market research data.

Because Altos Research is not affiliated with an MLS, they have created a unique technology platform that gathers real estate data, analyzes it in real time and creates analytical reports for local markets. The patent-pending system gives consumers a snapshot of important trends in today's market: prices, supply and demand, and insight into where the market is heading. They monitor many of the consumer sites you may already know, as well as industry specific and financial platforms throughout the internet.

Market data of this nature can be very helpful, but can also be more prone to error than reports generated from Multiple Listing Service data. Properties removed from the market for reasons other than a sale (such as an instance where a seller decides not to sell) may be construed as a sale when it leaves the market. Additionally, properties may have leave the market at higher or lower prices than their last listed price. As a result, we encourage you to use this data as a guide, to reference it regularly, but to also seek the opinion of a Realtor® for a more in-depth study of sales and inventory data before making a purchase decision or offering your home for sale.

Because Coldwell Banker Hearthsides, Realtors does not generate the information distributed, its accuracy, timeliness and relevance cannot be guaranteed.