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## QUICK GLANCE

# CREA: Residential Market Activity and MLS® HPI Reports

*Residential reports to keep members informed on what's happening in local markets within our jurisdiction*

**Access:** Matrix News & Alerts, Monthly via email from The Lakelands, or [CREA website](#)

**Data Release:** Monthly – 1st of the month, or nearest following business day

**Data Source:** MLS® System and HPI

**Region:** by Municipality

**Date Range:** Current year compared to last 2, 3, 5, and 10 years

**Sharable Content:** Extract Reports or use Stats Package items sent via email:

- Quick Reference Infographic
- Prepared Social Media Posts
- Media Release

**Cost:** Free for members

**Training:** MLS® HPI methodology [here](#)

The Lakelands Webinar Recording [here](#)

National News Release – starts at 1:20

Residential Market Activity Report – starts at 3:44

Monthly Statistical Package – starts at 8:12

**Support:** Association – [manager@thelakelands.ca](mailto:manager@thelakelands.ca)

# CREA: Residential Market Activity and MLS® HPI Reports

## Detailed Area Statistics:

- Lakelands West: Clearview, Collingwood, Grey Highlands, Meaford, The Blue Mountains, Wasaga Beach
- Lakelands Central: Midland, Orillia, Oro-Medonte, Penetanguishene, Ramara, Springwater, Tay, Tiny
- Lakelands North: Algonquin Highlands, Bracebridge, Dysart et al, Georgian Bay Township, Gravenhurst, Highlands East, Huntsville, Lake of Bays, Minden Hills, Muskoka Lakes, Parry Sound, Severn, The Archipelago

## Actual and Year-to-Date (YTD) Metrics:

### Segments:

- Sales Activity\*\*
- Dollar Volume\*
- New Listings\*\*
- Active Listings\*\*
- Sales to New Listings Ratio\*
- Average Price\*\*
- Median Price\*\*
- Sale to List Price Ratio\*
- Median Days on Market\*\*
- Months of Inventory\*

\* Shown as levels, not in comparison to previous periods

\*\*Percentage Change since the previous periods

### MLS® Breakdown:

- Waterfront, Non-waterfront
- Housing Type: Single Family, Condo/Townhouse, Apartment
- HPI Benchmark Price

# CREA: Residential Market Activity and MLS® HPI Reports

- **How can I calculate Percentage Change in the reports?**

Current number x 100 divided by prior number; then subtract 100. For example:  
if there are 143 sales this month and 78 sales last month:

$$143 \times 100 / 78 - 100 = 83.3\%$$

if the current average price is \$850,000 and prior average price is \$730,000:

$$\$850,000 \times 100 / \$730,000 - 100 = 16.4\%$$

- **How can I quickly locate an area of interest in the reports?**

- hold *Ctrl* (or *Command* on a Mac) and *F* > type area of interest > hit *Enter*
- Use the Bookmark function located on the left side of your screen →

- **Are TREBB listings included in the reports?**

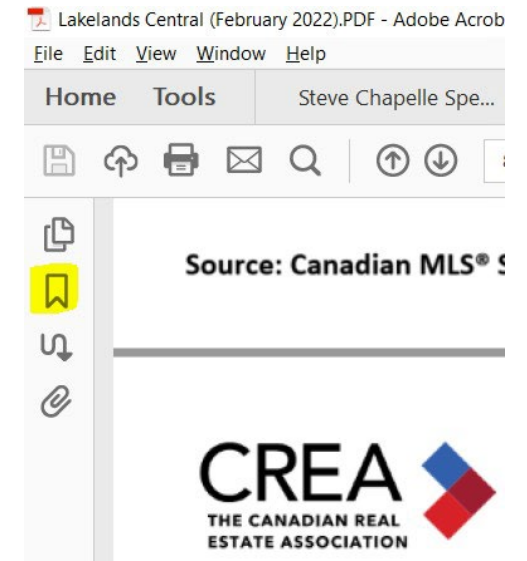
If a listing within our jurisdiction belonging to a TREBB member is listed on ITSO, it will be included.

- **Are there stats for commercial properties, sales and leases?**

No, CREA does not track commercial listings as data sets are not necessarily complete and associations treat property types differently. As for leases, there's no solid way to track them accurately.

- **Can I share this data with clients or on social media?**

Yes, all data can be shared with your clients or online on your website or social media – just be sure to keep or add the source citation.



## QUICK GLANCE

# CREA: Stats Centre

*Self-serve residential statistical program with ability to drill-down into specific areas and customize data details*

**Access:** Anytime - <https://statscentre.crea.ca/index.php/> (login with ITSO credentials)

**Data Release:** Monthly - 15<sup>th</sup> of the month, or nearest following business day

**Data Source:** MLS® System

**Region:** Unit Statistics - *granular level for boards and sub-areas*

Aggregate Statistics - *board level, provincial, or national*

National News Release – *covers national statistics from previous month*

**Date Range:** Monthly, Quarterly, Semi-Annual, Annual

**Sharable Content:** XML file

**Cost:** Free access for members

**Training:** Webinar Recording [here](#) – start 10:29 or see *FAQ's* in program

**Support:** Association – [manager@thelakelands.ca](mailto:manager@thelakelands.ca)

## CREA: Stats Centre

### Unit Statistics

- data history starting at year 2000
- **Segments:**
  - Number of Sales
  - Median Sale Price
  - Average Sale Price
  - Months of Inventory\*
  - Median Days on Market (sales)
  - Average Days on Market (sales)
  - Number of Active Listings\*
  - Median List Price (active unsold listings)\*
  - Average List Price (active unsold listings)\*
  - Median Days on Market (active unsold listings)\*
  - Average Days on Market (active unsold listings)\*
- \*only available as quarterly, semi-annual, or annual time series.
- **Housing Types:**
  - Detached
  - Semi-Detached
  - Townhouse/Row
  - Apartment
  - Multi-Family
  - Mobile/manufactured
  - Recreational

### Aggregate Statistics

- data history starting at year 1980
- **Segments:**
  - Dollar Volume
  - Unit Sales
  - New Listings
  - Active Listings
  - Average Price
  - Sales/New Listings Ratio
  - Months of Inventory

# CREA: Stats Centre

- **Why do Unit Statistics not match Aggregate Statistics?**

The data is released monthly. In cases where data is extracted from a board's MLS® System at different points in time, the data might vary slightly.

- **I can't seem to open the report – help!**

After you've downloaded the report, open Excel and find the report in your 'download folder'.

- **Why does it show a charge for the report, I thought it was free for members?**

The price displayed is for non-members – once you click 'add to cart', you'll see a discount bringing your grand total to \$0.00.

- **How long are my reports accessible?**

After completing the checkout process and receiving a confirmation e-mail, users will have 60 days to download their data.

- **Can I share this data with clients or on social media?**

Yes, all data can be shared with your clients or online on your website or social media – just be sure to keep or add the source citation.

- **Looking at the Aggregate Statistics, Lakelands West, Central and North aren't listed as options however SGBAR Eastern and Western are. Why has this not been updated?**

The aggregate statistics are based on older data going back to 1980, which is why these legacy areas appear that way. Otherwise, CREA would have to cut all the historical data and start in 2001 based on the RETS feed, which would affect totals for Ontario and Canada pre-2001.

## QUICK GLANCE

# ShowingTime MarketStats: InfoSparks

*Self-serve residential housing market research tool designed specifically for ease of use, fast analysis and simple sharing*

- Access:** Anytime - via Matrix, click *MarketStats* under *External Links*
- Data Release:** Monthly - 1<sup>st</sup> of the month of every month. Updates to all (including historical) data performed each night to reflect changes made to the underlying MLS® data.
- Data Source:** MLS® System
- Region:** By City, Region, Municipality, Neighbourhood, Association, or use Map for custom area
- Date Range:** Monthly, 1 year, 3 years, 5 years, Max (2009)
- Sharable Content:** PDF or CSV file, and Static or Live options: Link, Social Media, Embed for website or blog
- Cost:** Free access for members
- Training:** Click *User Manual & FAQ's* in program, click ? for quick tips, quick 5-minute tutorial [here](#)  
Webinar Recording [here](#) - start 1:23
- Support:** Association – [manager@thelakelands.ca](mailto:manager@thelakelands.ca)



# ShowingTime MarketStats: InfoSparks

### Metrics:

- Sales Price (Median and Average)
- New Listings
- Homes for Sale
- Sales
- Days on Market (Median and Average)
- Month's Supply
- Percentage of Original Price (Median and Average)
- Percentage of List Price (Median and Average)
- Price per Square Foot (Median and Average)
- Dollar Volume

### Variables:

- Price Range
- Property Type
- Square Footage
- Bedrooms
- Year Built
- Bathrooms
- Waterfront Type

**My Areas:** draw your own custom-defined area and save your area.

# ShowingTime MarketStats: InfoSparks

- **How can I compare trends within a particular area?**

Select *custom metrics*, then click the arrows next to *custom* for the graph to generate separate line items for each metric – allowing you to compare changes within the market.

- **Can I compare multiple areas?**

Yes, you can compare up to 4 different areas, however it's recommended to compare 2 as data can get overwhelming.

- **What's the difference between exporting a static chart and live chart?**

Static charts create a snapshot of what you see today and will not change.

Live charts give you the ability to see the most current data available as it's updated every night through the end of the month prior. Suggestion: Wait till 5<sup>th</sup> or 6<sup>th</sup> of the month to ensure all data is captured for previous month, specifically pending and closed sales.

- **How can I quickly access my charts?**

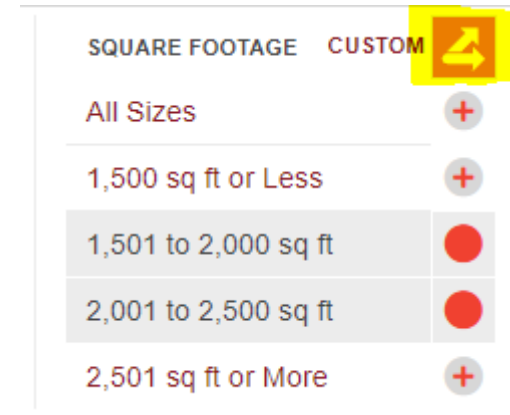
Create a *Live link* and bookmark the page to quickly go back to your chart without the need to sign back in.

- **Why doesn't the data match statistics in the MLS® System?**

If you do your own data pulls from your MLS® system, you may see differences. These differences can often be attributed to variations in search criteria, data-scrubbing methods, or different data pull dates or times.

- **Can I share this data with clients or on social media?**

Yes, all data can be shared with your clients or online on your website or social media – just be sure to keep or add the source citation.



## QUICK GLANCE

# ShowingTime MarketStats: FastStats

*Self-Serve stand-alone market reports located within tidy map-based interface.*

<b>Access:</b>	Anytime - via Matrix, click <i>MarketStats</i> under <i>External Links</i>
<b>Data Release:</b>	Monthly – 1 <sup>st</sup> of the month of every month. Updates to all (including historical) data performed each night to reflect changes made to the underlying MLS <sup>®</sup> data.
<b>Data Source:</b>	MLS <sup>®</sup> System
<b>Region:</b>	Municipality or Association
<b>Date Range:</b>	Monthly for past 18 months
<b>Sharable Content:</b>	PDF file
<b>Cost:</b>	Free access for members
<b>Training:</b>	Click <i>User Manual &amp; FAQ's</i> in program Webinar Recording <a href="#">here</a> - start 31:23
<b>Support:</b>	Association – <a href="mailto:manager@thelakelands.ca">manager@thelakelands.ca</a>

# ShowingTime MarketStats: FastStats

### **Report: *Local Market Updates***

Month and year-to-date overview of communities focusing on Single Family and Townhouse/Condo.

### **Report: *Monthly Indicators***

A monthly look at key real estate trends at association level, segmented by waterfront/non-waterfront with following metrics:

- New Listings
- Sales
- Days on Market Until Sale
- Median Sales Price
- Average Sales Price
- Percent of List Price Received
- Housing Affordability Index
- ShowingTime Housing Value Index
- Inventory of Homes for Sale
- Month's Supply of Inventory

### **Report: *Housing Supply Overview***

Segmentation of housing supply at association level, with following metrics:

- Sales
- Days on Market Until Sale
- Median Sales Price
- Percent of Original List Price Received
- Inventory of Homes for Sale
- Month's Supply of Inventory

### **Report: *Annual Report***

The year in review at association level, including the following:

- Quick Facts
- Property Type Review
- Price Range Review
- Bedroom Count Review
- Area Overviews
- Area Historical Median Prices

## QUICK GLANCE

# Matrix Stats

*Residential and commercial custom reports*

**Access:** Anytime – via Matrix

**Data Release:** Real-Time

**Data Source:** MLS® System

**Region:** By City, Region, Municipality, Neighbourhood, Association, or use Map for custom area

**Date Range:** Monthly or annually since January 2005 (data before this time not reliable)

**Sharable Content:** Save PDF, Print, or Email directly from Matrix

**Cost:** Free for members

**Training:** Matrix Stats Tutorial [here](#) (bit dated but still helpful)

**Support:** AnswerLink Support at 800-446-7441

# Matrix Stats

**Map Search:** For most accurate results, click *Map Search* to locate particular area of interest

- Draw as many shapes as you wish. If you are using the Polygon shape, left mouse click to set each point, then when done, left click first point to end the shape.
- Use the *Clear* link to clear the map. To delete a single shape, hover over the red dot then click Delete. If you wish to exclude a certain area, draw any shape, then hover over its red number and select *Exclude*.
- For step-by-step instructions, see [here](#) - page 34

### System Presets:

- # of New Listings by Board
- Avg Price Last 12 Months
- DOM vs List Price Median
- Historic Count of Active Listings
- Historic Sales by Year
- Historic Sales Price Trend
- Historic Sales x Price Range
- Monthly Stats
- Original Price vs Sold Price
- Sale Price / List Price Ratios

## QUICK GLANCE

# Housing Price Index (HPI)

*Self-serve program provides timely, accurate, and detailed information on home price trends using more than 15 years of MLS® System data of residential markets. Quick overview [here](#)*

**Access:** Anytime - via Matrix, click *HPI (Housing Price Index)* under *External Links*

**Data Release:** Monthly - first of the month, or nearest following business day

**Data Source:** MLS® System

**Region:** by Neighbourhood

**Date Range:** Monthly or annually since January 2005

**Sharable Content:** Share a link via email, Twitter or Facebook  
Download as Image, PDF file, or PowerPoint

**Cost:** Free for members

**Training:** Webinar Recording with Chris Jokel, CREA – see [here](#)  
See *Help Guide* at the bottom of each screen  
<https://member.crea.ca/statistics-research/mls-home-price-index-hpi/>

**Support:** Association – [manager@thelakelands.ca](mailto:manager@thelakelands.ca)

# Housing Price Index (HPI)

The following tools are available:

**Performance Over Time:** displays MLS® HPI Benchmark Prices or Index values in line graph form starting from when data begins in January 2005, or for a time period of your choosing.

**% Difference by Timeframe:** displays percentage differences in MLS® HPI benchmark prices in bar graph form for the most recent month vs a historical point in the past of your choosing.

**By Timeframe & Benchmark:** displays MLS® HPI Benchmark Prices or Index values in tabular form for the most recent month and selected points in the past.

**Price Estimate:** provides an estimate of the current market price of a home by taking the change in the benchmark price since the home was last purchased and applying it to its previous purchase price.

**Benchmark Comparison:** displays a table comparing the characteristics of benchmark homes for different neighbourhoods and property types.

**Concordance:** classifies LAR's residential property types according to the corresponding MLS® HPI benchmark category



# Housing Price Index (HPI)

- **Why should I use the MLS® HPI?**

It provides a more precise picture of home price trends by gauging overall home prices for the market as a whole; and prices for specific housing categories for the overall market or in a given neighbourhood - to help you get the price right for your client.

- **How do I use the MLS® HPI to validate my listing price recommendation?**

MLS® HPI tool shows how home price trends have evolved over time for certain property types in a specific neighbourhood, on the *Performance over time* tab. This enables you to track price changes in your local market.

- **What benchmark category does my listing belong to?**

Get the most accurate home price trends to match your listing by selecting the correct benchmark property type. Use the *Concordance* tab to input the type and style information of your listing to find out which benchmark category your listing falls into.

- **What if my listing is not like the benchmark home?**

If the features of your listing do not closely match those of the benchmark home for your property type and neighbourhood, simply apply the percentage change in the MLS® HPI between the period in which the listing last sold and the most recent available date. Use the *Price Estimate* tab to do the math.

- **Data pulled a year ago does not match the current data, why is that?**

Each year at the beginning of June CREA publishes a full historical revision of all HPI data arising from the Annual Review. This includes updated benchmark property descriptions for all property types in all neighbourhoods represented in each board's HPI to ensure that the definition of a benchmark "middle-of-the-road" home remains up-to-date. If you're comparing numbers from today to the numbers pulled from a report generated a year ago, you will be comparing two different sets of data: post-revision and pre-revision. CREA always encourages users of data to look at the HPI tool because it will always have the full historical set of the most updated data available.

- **Can I share this data with clients or on social media?**

Yes, all data can be shared with your clients or online on your website or social media – just be sure to keep or add the source citation.