



# Saturation Analysis Report – Market Share

The Market Share Report allows agents to view their listing and sale activity compared to their office or compared to the MLS as a whole.

Notes about this report:

- If your MLS allows the Market Share option, the report will display a ranking for members, offices, companies, or companies and offices. The Market Share option can be calculated by number or dollar volume. The report can be run for listing members, selling members, listing and selling members, or listing or selling members. Select **Include last year's calculations** to compare statistics between last year and the current year.
- The report includes the option to calculate numbers and volume using sides. Each sold listing has two sides: a listing side and a selling side. The listing member and selling member are each credited with a side, or in the case of co-listing or co-selling members, 1/2 a side.
- The % columns display the percentage of sides or dollar volume according to the selections made when running the report. For example, the report could display a percentage based on a comparison to an office, or a percentage of the total volume for the MLS.

## Creating the Market Share Report

The report shall include the number of sales each Participant has recorded on the MLS in the previous year and shall include both Selling sides and Listing sides for all For Sale property transactions.

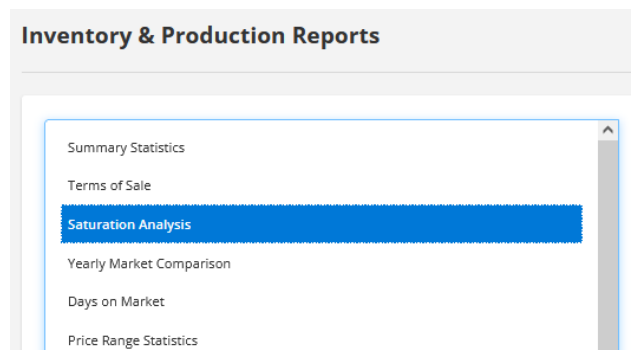
1. Click MENU



2. Select “Statistics” and then select “Inventory and Production”



3. Select “Saturation Analysis” in the left window



4. Select all For Sale property types

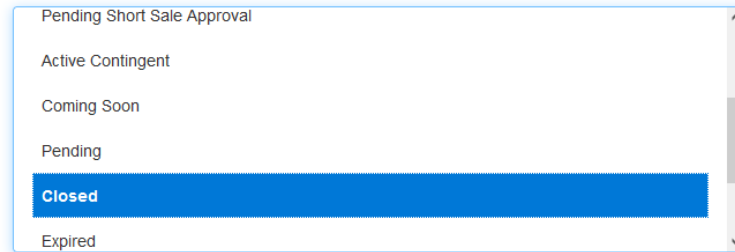
Property Type



A dropdown menu with a blue background and white text. The options are: Residential, Land-Lot, Multi-Family, Commercial, and Rental. The 'Residential' option is highlighted in white with a blue border.

5. Select Status: "Closed"

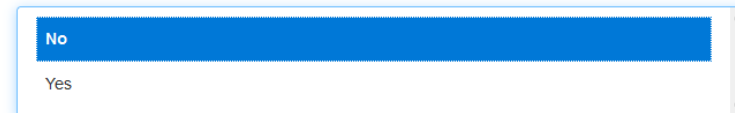
Status



A dropdown menu with a white background and black text. The options are: Pending Short Sale Approval, Active Contingent, Coming Soon, Pending, Closed, and Expired. The 'Closed' option is highlighted in blue with white text.

6. Scroll down and Select Comparable Listing Only: "No"

Comparable Only Listing



A dropdown menu with a white background and black text. The options are: No and Yes. The 'No' option is highlighted in blue with white text.

Listing

Selling

7. Scroll to the bottom

8. Select Saturation Comparison Types: "Market Share"

**Report Chosen: Saturation Comparison Types**

- Member
- Office
- Company Office
- Market Share

**Associations**



A dropdown menu with a white background and black text. The option is: All. The dropdown arrow is on the right side.

9. Enter the Begin Date (January 1, year) of the previous year, i.e., 1/1/2011

10. Enter the End Date (December 31, year) of the previous year, i.e., 12/31/2011

**Please enter a Begin Date and an End Date.**

Begin Date:

01/01/2022

End Date:

12/31/2022

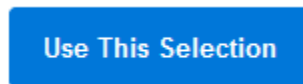
11. Click "Next"



12. Select "Rank Companies" or "Rank Members"

- Rank Members
- Rank Offices
- Rank Companies
- Rank Companies and Offices
- Rank Members in Office

13. click "Use This Selection"



14. Select Calculation Method: "Number" and Status: "Sold"

**Please choose your report options**

Please select a report Calculation method.

Number ^  
Dollar Volume v

Please select a Status

Current Active ^  
New  
Pending  
Sold v

15. Select "Listing or Selling Companies" and Check "Calculate numbers and volume using sides"

Please choose how sold listings are counted.

Note: This only applies to sold and pending listings.

Listing Companies

Selling Companies

Listing **and** Selling Companies

Listing **or** Selling Companies

Calculate numbers and volume using sides

Include last year's calculations

Calculate MLS totals based on supplied criteria [i](#)

16. Enter a large number in the box "Please enter the maximum number of Companies to display:" i.e., 1000

Please enter the maximum number of Companies to display:

17. Click "Next"



18. Click PRINT in the upper right corner of the page

