

**CHEAT SHEET FOR RESIDENTIALTRENDS SOFTWARE**  
**FOLLOW THESE EASY STEPS - for the fastest possible speed load on your hard drive.**

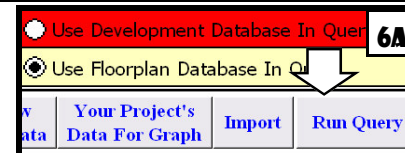
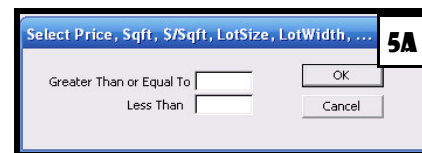
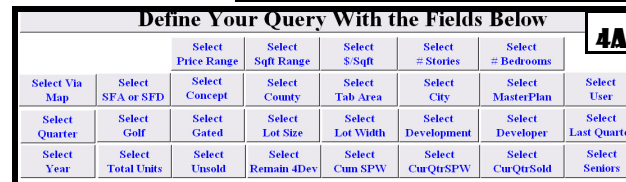
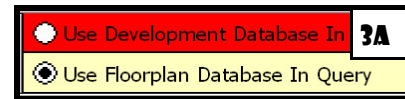
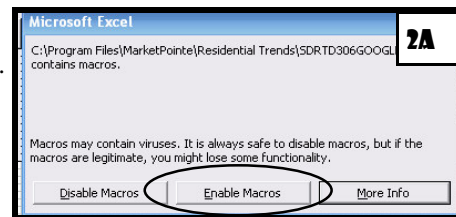
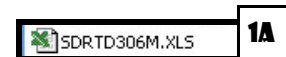
**INSTALL:**



1. Create a folder C:/ProgramFiles/MarketPointe/ResidentialTrends
2. Insert ResidentialTrends Quarterly Data Disk.
3. Copy Files from the MarketPointe Disk to C:/ProgramFiles/MarketPointe/ResidentialTrends.
4. Open the program Excel.
5. Change your security setting to Medium by Clicking on Tools on the Top Toolbar. Then select Macros/Security/Medium.
6. Close Excel.
7. For installing the Mapping Applications go to Page 3 "Mapping Instructions".

**USING RESIDENTIALTRENDS:**

1. Open the file by double clicking on the file. SDRT406M (1A)
2. **Enable the macros** – program will not work unless you do this. (2A)
3. Select Floorplan =individual floorplans **or** Development = entire project. (3A)
4. **Select Attached or Detached, Tab Area, Developer, Developments, Master Plans, Communities, Golf Course projects,** etc., by clicking on the gray button and tag one or more choices (for multiple choices, hold the **Ctrl key** down while you select your choices). (4A)
5. **Enter your criteria** for pricing, square footage, lot size and any other pertinent information by clicking the buttons. (5A)
6. **Click on Run Query button** (each time you change or add criteria, you need to re-query). (6A)
7. **Query Results** shows you the most competitive floorplans or developments for the criteria you selected. *The top boxes on the query results show you the statistical analysis for your search criteria. You can add and delete projects right in the query results. Once you have added or deleted what you want – the rest of the reports and graphs will turn off of the query results. No need to re-query.* (Note: The top boxes where the statistical data appears will not change). (7A)
8. **Click on Your Project's Data To Graph** (8A)
9. Enter your project's name. There are twelve (12) data fields. **If you want to enter more than one project put a zero (0) in price & square footage between product types.** (9A)
10. **Click on Create Graph** - a "pop up" menu will appear. You can select either a normal XY Scatter Graph or a Trend-line Graph. Select which items you want in the legend. The Graph Title will default to the Project Name you typed in step 9. You can also change the scale on each axis in this menu.



MarketPointe Realty Advisors - RTDATA QueryResults									
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1	Get	Print	Sort	Create	Sub	Clear	Clear	Lock	Your Project
2	Input	Query	Query	Graph	Total	SubTotal	Titles	Titles	For Graph
3							Analysis		Report
4	Average Price				\$729,236		Weighted Average Price		
5	Average Square				1,150		Weighted Average Sqft		
6	Average \$/Sqft				\$634.13		Weighted Average \$/Sqft		
7	Average Lot Density				0				
8	# of Plan/Dev Found in Query				330				
10	Dev	Div/Pr		Price		SqFt	\$/Sqft	Lot Density	Plan
11	350 WEST ASH	350 WEST ASH INC.		\$697,533		1,111	\$627.84	0	1B
12	350 WEST ASH	350 WEST ASH INC.		\$729,300		1,143	\$638.05	0	2B
13	350 WEST ASH	350 WEST ASH INC.		\$325,000		543	\$598.52	0	L
14	350 WEST ASH	350 WEST ASH INC.		\$466,100		742	\$628.16	0	L
15	350 WEST ASH	350 WEST ASH INC.		\$569,500		773	\$736.73	0	L
16	350 WEST ASH	350 WEST ASH INC.		\$935,900		1,202	\$778.61	0	

(10A) Because it is Excel you can double click on the chart and change the scale or colors or ----- (TO MAKE SURE A LINE APPEARS BETWEEN FLOORPLANS, SORT ALPHABETICALLY BEFORE CREATING THE GRAPH)

11. **Printing** - use our print buttons and not Excels.

#### **ADDITIONAL REPORTS AND FEATURES**

- **COMBINING COUNTIES OR QUARTERS FOR HISTORICAL DATA**
- Clear input and query results first
- Click **Import**
- Go to directory where you have stored the data - double click file you want to import
- Data will be automatically resorted alphabetically

#### **ANALYSIS REPORTS** - Example:

- Select **Pivot Table Analysis Report** button.
- Select from typical pivot tables by clicking on buttons under "Key Pivot Table Reports Using PlanData or DevData"
- Print Pivot Table - use our print command button
- **Excel Drag & Drop Pivot Wizard**
- Drag and drop field you want - for example
- Drag Dev to Row
- Drag CurSold to data field
- Finish - results will show the best selling plan or project

#### **PROGRAMMED REPORTS** - under **REPORTS AND TABLES** - chose either:

- **Development Summary Report** – one of the most useful reports
- **Fees & Assessments** (HOA Dues, Master Association, and Mello Roos fees)
- **Sales & Inventory by Price Range**
- **Associate Report under Reports and Tables** - allows you to query on Title Company, Mortgage Company, Construction Lender, Decorator, Architect, or Sales Agency.

#### **ADDING NEW PROJECTS TO THE DATABASE** - add projects between quarters.

- Go to the end of the **PLAN database** - *do not insert a row!!*
- **Add projects by floor plan** (include at least the name of the project, builder, price, square footage, lot size, community, tab area)
- **Click on Define Source (in database)**
- Click Save As (rename file so you do not override the data - the added data will effect the results we have compiled to date)

**Stats** (bottom tab in plan file) shows pricing, sq. ft. etc. **for the entire county.**

**Tab Codes** - in both plan and development files - click on tab at bottom of sheet to select the county you want. This shows all the tab codes and the communities under each tab area, in addition to infrequently used macros.

**User Worksheet** - in both files - use this area for calculations effecting price then copy this information back into your query results.

# Mapping Instructions

Now *ResidentialTrends* software allows you to Export data to three GIS applications.

1. Export to Google Earth. To use this function download the free version of Google Earth from the Internet, or to gain more functionality purchase the Pro version. After you “Run Query” click the “MapData” MacroButton on the QueryResults Sheet and choose “Map Using Google Earth” to see the selected projects plotted on Google Earth.
2. Export to Microsoft’s MapPoint. To use this function you need Microsoft MapPoint installed on your computer and you will need to copy the “etmp.exe” & “svmp.exe” files from our CD onto your computer into the folder where you store our *ResidentialTrends* Software (i.e. MarketPointe\ResidentialTrends). After you “Run Query” click the “MapData” MacroButton on the QueryResults Sheet and choose “Map Using MapPoint” to see the selected projects plotted on Microsoft’s MapPoint.
3. Export to MarketPointe’s MapViewer Program. To use this application you will need our MapViewer Software and Aerial Imagery. If you don’t have them, call Aron Hauser at 619-233-3781 or Wendy Voight at 714-528-2554. If you are a current subscriber to MapViewer, please copy the updated “Mapviewer.exe” and “svm.exe” files from the CD into your MarketPointe\MapViewer folder. After you “Run Query” click the “MapData” MacroButton on the QueryResults Sheets and choose “MapData Using MarketPointe’s MapViewer Program” to see the selected projects plotted on MarketPointe’s updated imagery.