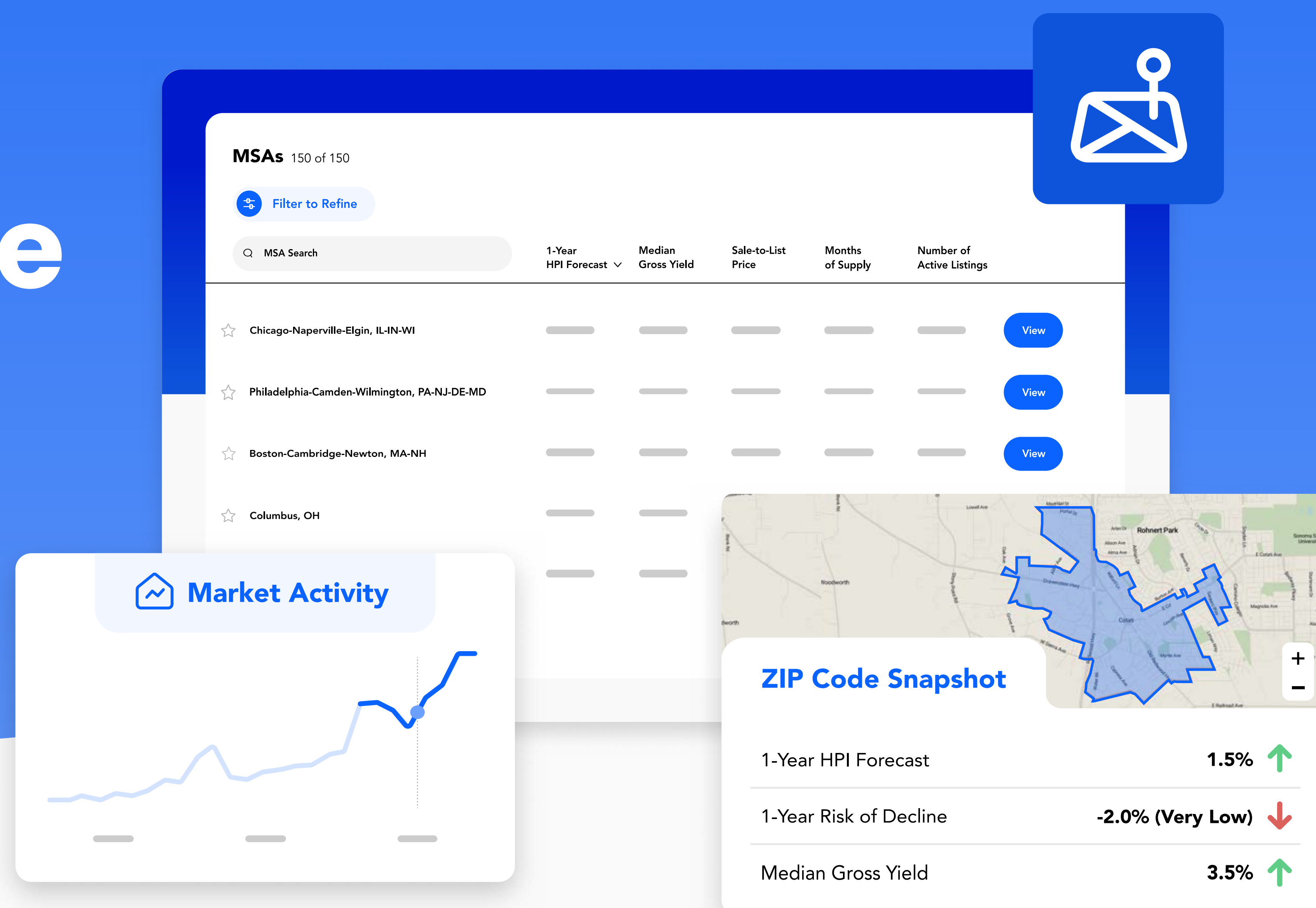




# Market Intelligence Solutions

MSA- and ZIP-level analytics that empowers SFR investors to make proactive, data-driven investment decisions.



## Market Insights

**Visualize and analyze MSA- and ZIP-level analytics in a single, interactive application to make proactive, data-driven investment decisions.** Typically, SFR investors need to engage with multiple data sources and providers in order to consume market-level information. This information can often be disjointed and even a straight data dump, requiring internal analysts to visualize and summarize the data themselves.

With Market Insights, SFR investors can now consume, extract, and visualize HouseCanary's market-level data in a single web application.

## Streamlined Data For High Confidence

Avoid the time and expense of normalizing different data sets of varying quality to achieve a high level of confidence in investment decisions.

- **Gain confidence with MSA- and ZIP-level data** for a comprehensive market view.
- **Streamline your market analysis activity** by visualizing and extracting market-level data in a single web application.
- **Proactively identify attractive markets** to expand your portfolio.
- **Easily research and vet unfamiliar markets.**
- **Make data-driven capital allocation decisions** in markets of interest.
- **Validate investment decisions** to internal stakeholders and capital partners.



# Market Pulse Analytics



## Deeper Market-Level Data

For deeper market-level data at scale, our Market Pulse Analytics provides programmatic access to comprehensive single family home listing and rental trends for:

- Over 14,000 ZIP codes
- Over 185 Metropolitan Statistical Areas (“MSAs”)
- Every state in the United States



## Weekly Metric Aggregation

On a weekly basis, 20+ key metrics are aggregated and analyzed, giving SFR data and analyst teams the information to understand:

- **Supply versus demand imbalances** such as sale and rental listings – new, active, removed, under contract, and closed.
- **Indications of changes in demand trends** including days on market and number and depth of price reductions.
- **Historical market trends** within a specific area and timeframe, for a comparative view.
  - Median prices of new, active, and closed listings

