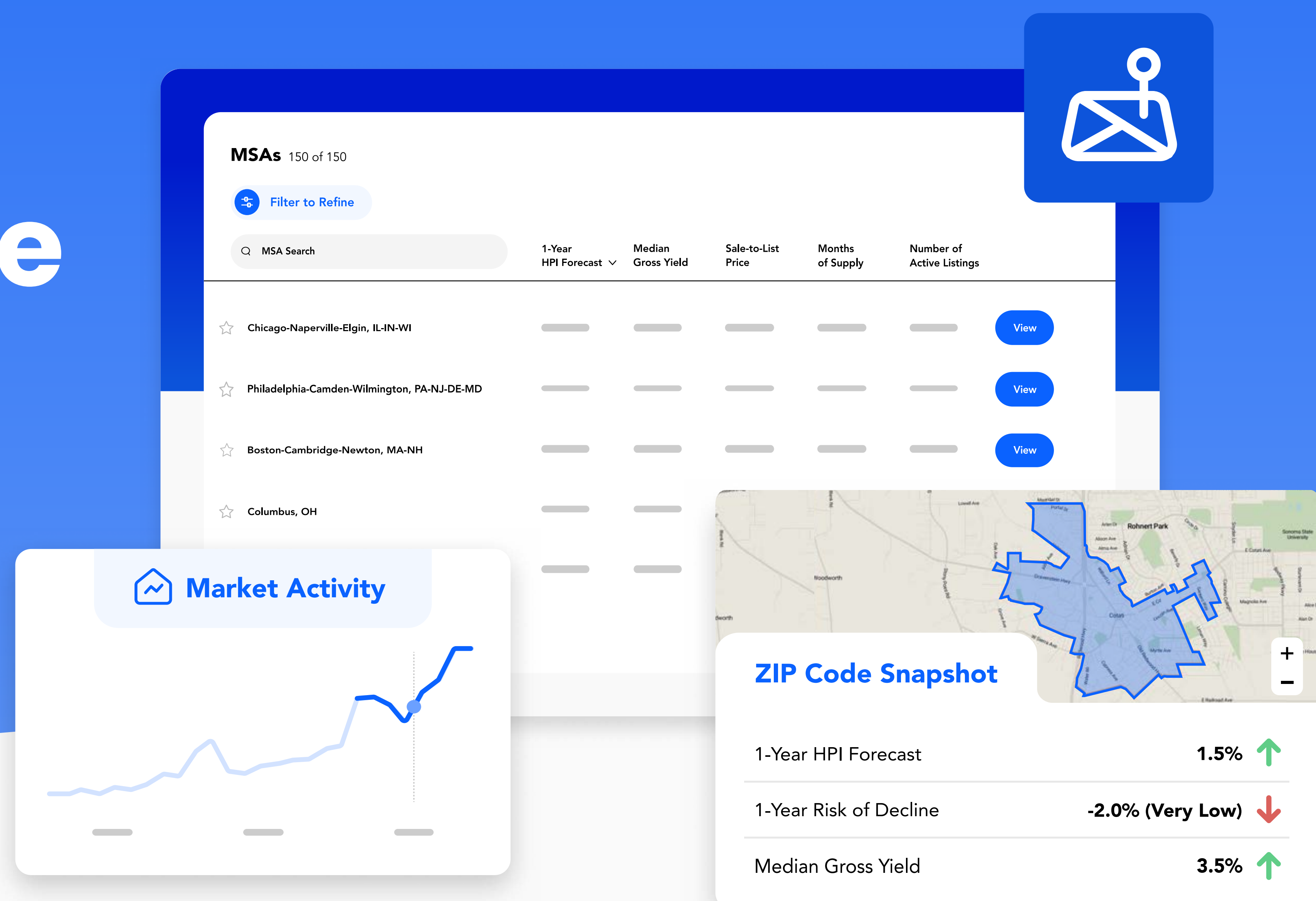




# Market Intelligence Solutions

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







# Market Pulse Analytics

51 data points for a geographic region over a specified duration.

## Changes in Demand Trends

<b>Days on Market</b> Median & Median Moving Average	Median days on market for all single family detached properties actively listed for sale or in contract as of the date specified.
<b>Days on Market, Not Contract</b> Median & Median Moving Average	Median days on market for all single family detached properties actively listed for sale as of the date specified.
<b>Days to Close</b> Median & Median Moving Average	Median days on market from original list date to close date, for single family detached properties going into closed sale.
<b>Days to Contract</b> Median & Median Moving Average	Median days on market from original list date to contract date, for single family detached properties going into contract.

## Supply vs. Demand Imbalances

<b>Days to First Price Drop</b> Median & Median Moving Average	Median days on market from original list date to the first price reduction, for listed single family detached properties which experienced a price reduction.
<b>Listings, Removed</b> Count, & Count Moving Average	Total number of listed single family detached properties removed from market during the week ending on the date specified (not due to going into contract or close).
<b>Listings, Removed</b> Percent & Percent Moving Average	Percent of all actively listed single family detached properties removed from market during the week ending on the date specified (not due to going into contract or close).
<b>Listings, Under Contract</b> Count Moving Average	Total number of listed single family detached properties going into contract during the week ending on the date specified.
<b>Listings, Under Contract</b> Percent & Percent Moving Average	Percent of all actively listed single family detached properties in contract status as of the date specified.
<b>Months of Supply</b> Median & Median Moving Average	Median months of supply for all single family detached properties as of the date specified.
<b>Price Change</b> Percent Median & Median Moving Average	The median percent change in price, for actively listed single family detached properties which experienced a price reduction during the week ending on the date specified.
<b>Sale to List Price</b> Median & Median Moving Average	Median sale-to-list price ratio computed as the closed sale price over the most recently listed price prior to the property going into contract. Result is expressed as a percentage.
<b>Sale to List Price, Original</b> Median & Median Moving Average	Median sale-to-list price ratio computed as the closed sale price over the original listed price. Result is expressed as a percentage.



## Market Trends

### Listings, Closed

Count, Median & Median Moving Average

Total number of listed single family detached properties which went into closed sale status during the week ending on the date specified.

### Listings, New

Count, Median & Median Moving Average

Number of single family detached properties newly listed for sale during the week ending on the date specified.

### Listings, on Market

Count & Moving Average

Total number of single family detached properties actively listed for sale, or in contract, as of the date specified.

### Listings, Price Change

Count

Total number of listed single family detached properties which experienced any price change during the week ending on the date specified.

### Listings, Price Drop

Count & Moving Average

Total number of listed single family detached properties which experienced a price reduction during the week ending on the date specified.

### Listings, Price Drop

Percent & Percent Moving Average

Percent of all actively listed single family detached properties which experienced a price reduction during the week ending on the date specified.

### Price, Closed

Median & Median Moving Average

Median sold price of single family detached properties going into closed sale status during the week ending on the date specified.

### Price, New List

Median & Median Moving Average

Median list price of single family detached properties newly listed for sale during the week ending on the date specified.

### Price, on Market

Median & Median Moving Average

Median list price of all actively listed properties as of the date specified.

### Price per SF, Closed

Median & Median Moving Average

Median sold price-per-square-foot of single family detached properties going into closed sale status during the week ending on the date specified.

### Price per SF, New List

Median & Median Moving Average

Median list price-per-square-foot of single family detached properties newly listed for sale during the week ending on the date specified.

### Price per SF, on Market

Median & Median Moving Average

Median list price-per-square-foot of all actively listed single family detached properties as of the date specified.