Home Junction Teams Up With dashCMA To Provide Multiple Listing API For New Simplified Home Pricing Tool

*Company develops software that condenses comparative market analysis presentations into one-page dashboard.*

SAN DIEGO (PRWEB) May 10, 2019 -- Home Junction announced the company has entered into an agreement with dashCMA to provide the **MLS API** (Application Programming Interface) for an innovative new method of presenting Comparative Market Analysis data to homeowners.

DashCMA, founded by Karen Abram, condenses the numerous pages normally found in a CMA report into a one-page dashboard that allows agents to show homeowners the various factors that determine how to best price their home for sale.

"We are very excited about working with dashCMA and their revolutionary approach to simplify home pricing tools," said Ed Kim, Senior Vice President with Home Junction, Inc. "With our MLS API, Karen has found an innovative way to break down this complicated process so agents can suggest more accurate pricing numbers and gain the trust of their clients."

Abram has a background in advertising as a "data storyteller" and previously created presentations for several Fortune 500 companies.

When she became a real estate agent with Keller Williams Realty, she said, "I was frustrated with the timely process of creating and updating (CMAs) and even more frustrated with the process of presenting what felt like a behemoth of unstructured detail in a 60-plus page presentation."

Working with her team of software developers, Abram created a tool that condensed all the pricing factors into a graphically-pleasing, easy-to-view format.

That dashboard includes:
- Number of similar Closed, Active and Pending Comparables
- Listing Type including Bed Count, Year Built, Living Area and Lot Size
- A geo-spatial radius tool that pulls in data from a specific distance from the seller's property
- Market "Gauges" that show whether the current market favors Buyers or Sellers, the number of Competing Properties, Pace of Sales, Fresh versus Stale Properties, Rate of Price Changes and current average Shelf Life of similar homes.
- A "Flag" section where the agent can adjust the data if they find factors that aren't aligned with characteristics of that client's particular property.
- Market Perspectives - this section creates a snapshot of different properties and Automated Valuation Model estimates so the seller can view an overall range of different prices and estimates relevant to their property.

Abram said one of the key benefits of the dashCMA is the "flexibility" it provides to agents. They are able to easily make adjustments to all the comparables to "spotlight the properties they want to focus on for their conversation" with that specific homeowner.

All those adjustments can be saved, time-stamped and referenced later. The dashCMA report can be customized with an agent's photo, contact information, logo and colors.
The service is priced at just $15 per month per individual agent user. There are package deals available for teams or brokerages. The company is currently offering a free seven-day trial.

With dashCMA, Abram says agents can "bring a perspective on (CMAs) that their competitors are not providing."

Home Junction, a real estate data technology company, supplies the MLS API that allows dashCMA to connect with local Multiple Listing Services and extract the relevant data it needs to create the presentation. This a challenge because many MLS services use different platforms with different restrictions on listing information.

"Home Junction was very helpful in helping me understand the nuances of each MLS," she said.

Currently, dashCMA is available in the greater Los Angeles area and will soon roll out in Las Vegas and other markets across the United States.

For more information, visit www.dashCMA.com.

For information about Home Junction's MLS API or products such as real estate market data, recent home sales, home pricing trends, school information, boundaries, neighborhood demographics and other information, visit https://www.homejunction.com/real-estate-data-api/

About dashCMA:

dashCMA is a product of Compfidently LLC. Based in Los Angeles, Compfidently LLC is a real estate data technology company that aims to bring perspective to the home buying process in the form of modern templates and organized data.

About Home Junction:

Based in San Diego, CA, Home Junction is a national real estate data technology company that specializes in Real Estate APIs (Application Programming Interfaces) for data feeds to websites owned by local brokers and agents. The company provides in-depth and hyper-local real estate market data on home sales, pricing trends, neighborhoods, schools, school attendance zones, demographics, geospatial boundaries and other information including an AVM (Automated Valuation Model) for home value estimates.

The founders have a combined 50 years experience in data aggregation and real estate website development.

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