

# Market analysis and CMA generation

Automatically generates comprehensive Comparative Market Analysis reports when agents request CMAs for prospective listings. Streamlines property valuation by pulling comparable sales data, analyzing market trends, and delivering professional reports within minutes.

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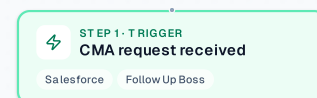


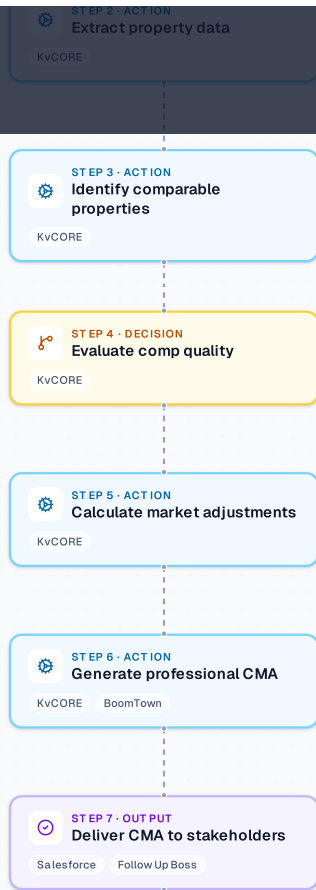
## WORKFLOW TRIGGER

Agent requests CMA for a specific property address through CRM system

## Visual Flow

Each node represents an automated step. Connections show how data and decisions move through the workflow.





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## Step-by-Step Breakdown

Detailed explanation of each automated stage in the workflow.

1

⚡ TRIGGER

### CMA request received

Agent submits property address and basic details through Salesforce or Follow Up Boss for CMA generation. System captures property type, square footage, and desired analysis parameters.

2


 ACTION

### Extract property data

KvCORE pulls detailed property information including lot size, bedrooms, bathrooms, year built, and recent improvements. System validates address and retrieves tax records and MLS history.

KvCORE

3

 ACTION

### Identify comparable properties

KvCORE searches for similar properties sold within the last 6 months in a 1-mile radius. System filters by square footage, bedrooms, bathrooms, and property type to find relevant comps.

KvCORE

4

 DECISION

### Evaluate comp quality

System determines if sufficient comparable sales exist (minimum 3 properties). If insufficient comps found, expands search radius to 2 miles and extends timeframe to 12 months.

KvCORE

5

 ACTION

### Calculate market adjustments

System applies price adjustments for differences in square footage, lot size, condition, and amenities between subject property and comps. Algorithm factors in market appreciation trends and seasonal variations.

KvCORE

6

 ACTION

### Generate professional CMA

System creates branded PDF report with property photos, comparable sales grid, price recommendations, and market statistics. Report includes suggested listing price range and marketing timeline.

KvCORE

BoomTown

7

 OUTPUT

### Deliver CMA to stakeholders

Completed CMA automatically emails to requesting agent and uploads to Salesforce opportunity record. System logs activity and schedules follow-up reminder for listing presentation.

Salesforce

Follow Up Boss



### Outputs

- Professional branded CMA report PDF

- Updated opportunity record in CRM

## AI Business OS



### Key Metrics

- CMA generation time (target: under 10 minutes)
- Number of CMAs converted to listings
- Agent satisfaction score with CMA accuracy



### Tools & Integrations

- Salesforce
- Follow Up Boss
- KvCORE
- BoomTown

## AI Business OS

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