How to use "THE THING" – an interactive market analytics tool

from 10K Research and Marketing, a division of the Minneapolis Area Association of REALTORS®

1 **Select Your Area.** Search by MLS area, city, county or ZIP code. Simply start typing in the Area box and the drop down list will present relevant options.

2 **Select Your Breakouts.** Choose up to two by clicking on the blue bar for the metric you'd like to view: Price Ranges, Foreclosures, Home Types and New Construction.

3 **Print, Share or Email.** Print reports for your CMA, post area trends on Facebook and email market data to your seller with just a few clicks.

4 **Select a Date Range.** View data year-to-year or month-to-month by clicking on either the "12 Months" or "Monthly" tab.

5 **Zoom In.** The blue box will expand the chart to give you a closer look at the data. Click it again to return to the multi-chart view.

6 **Investigate Data.** Switch between eight different housing metrics to understand your market completely.

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THETHING
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