CBA
COMMERCIAL BROKERS ASSOCIATION

SEARCHING: REPORTS

In this guide, we will cover the different report types for properties, sale and lease listings, and CBAcmas.

CREATING LISTING REPORTS FROM YOUR SEARCH RESULTS

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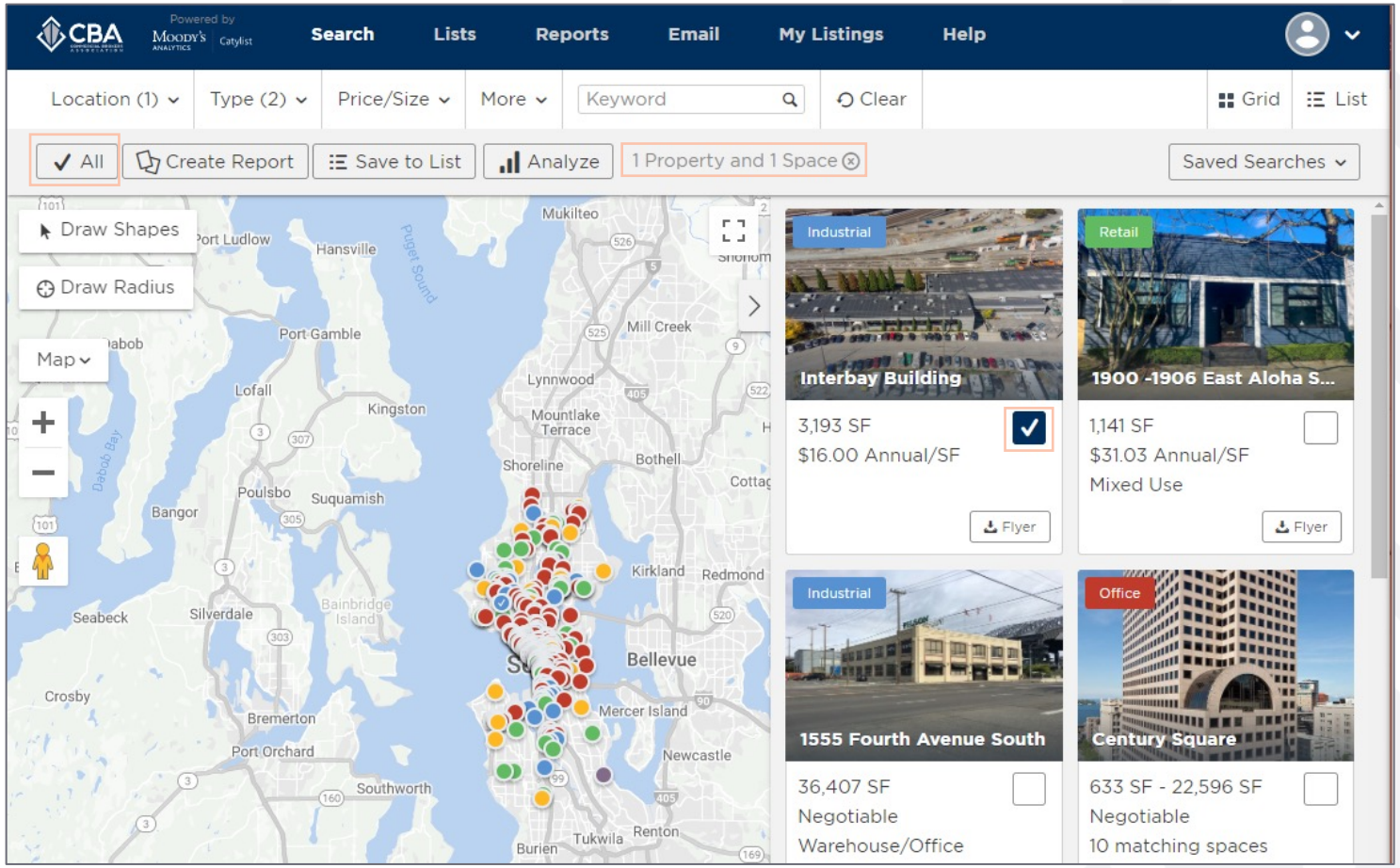
SELECT YOUR LISTINGS

The first step to creating a report is to select the listings you would like to include.

You can do this by clicking on the square next to the individual listings you would like to include in your reports. Once you have clicked on this blank square a checkmark will appear, this indicates that the listing has been selected.

If your search yields below 250 results you can also use the "✓ **All**" button on the gray toolbar above your results to include all search results in your report.

Note: You can tell how many properties and spaces(listings) you have selected on the gray toolbar above your results



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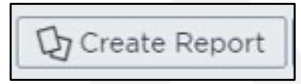
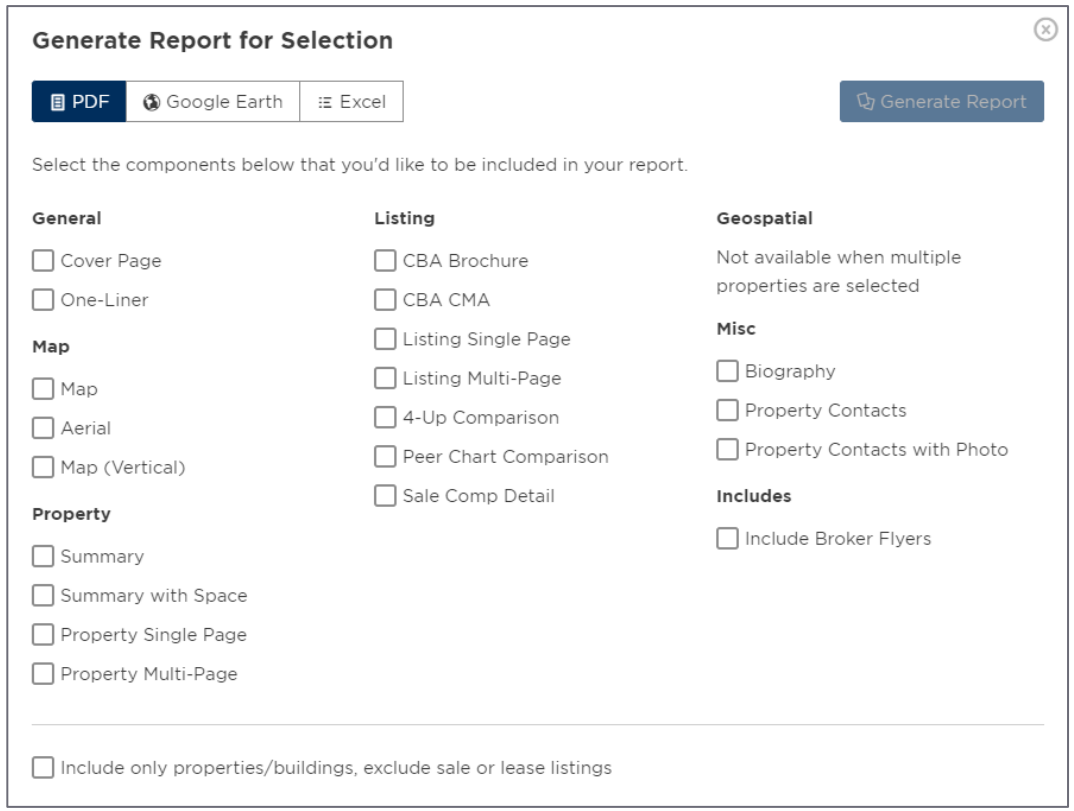
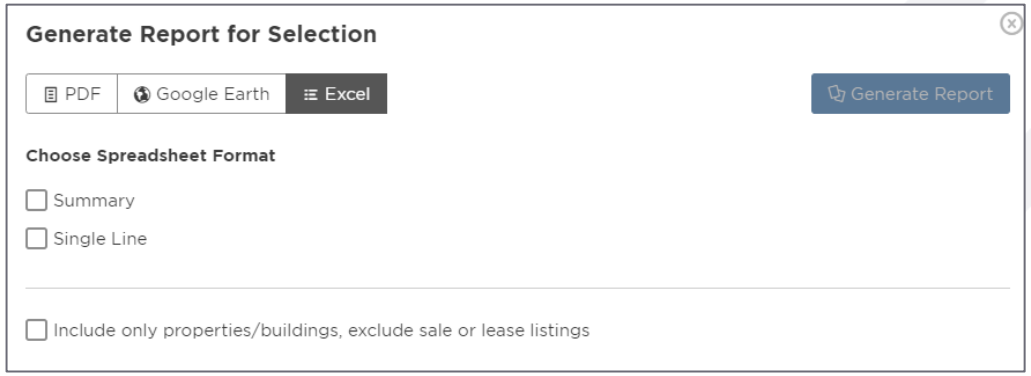
SEARCH RESULT LISTING REPORT TYPES

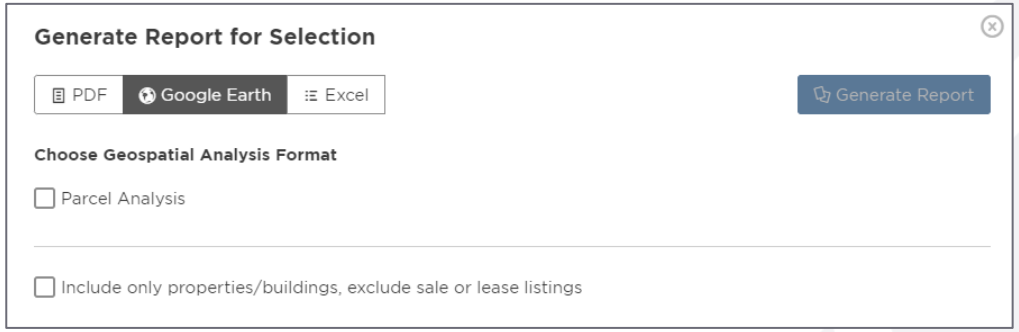


Once you've selected the listings you want to include click "Create Report" to generate a report.

There are several reports that you can pull, but keep in mind that availability depends on the number of results please view the next page for information on these limitations.







Note: In order to open a Google Earth report, you must have a separate Google Earth account set up.

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NUMBER OF LISTINGS AND REPORT AVAILABILITY

Due to the improved and robust information provided, the number of properties/listings you have will affect which reports are available to you. Here are the following size limitations for each report type:

- Flyers: 25 flyers maximum
- 50 or fewer properties/listings, members will have access to: Both Excel reports, Google Earth, cover page, one-liner, biography, summary, summary with space, CBA brochure, listing brochure, listing brochure - detailed, property brochure, 4- up comparison, peer comparison chart, map, aerial, map (vertical)
- Over 50 properties, members will only have access to: Both Excel reports, cover page, one-liner, biography, summary, summary with space
- Over 100 properties, members will only have access to: Both Excel reports, cover page, one-liner, biography
- Over 250 properties: Limits reached, must remove some

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LISTING REPORT OVERVIEW: PDF REPORTS

General Reports

Cover Page: This report page provides the number of properties and spaces within your report as well as your contact information.

One-Liner: This report is very brief, it will give a single line of listing and property information

Map Reports

Map: This report page is a horizontal map view of the properties

Aerial: This report page is a horizontal satellite view of the properties.

Map(vertical): This report page is a vertical map view of the properties; you will find them numbered on the map and on the list on the right of the map.

Misc. Reports

Biography: This report page contains the biography created in your profile and your contact information.

Property Contacts: This report is very brief and contains property and owner information

Property Contacts with Photo: This report tells you more information about the property and owner. This report includes the image attached to the property record and a Google Map image of the property.

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LISTING REPORT OVERVIEW: PDF REPORTS

Listing Reports

CBA Brochure: This report was specifically designed for CBA members; this is the only report you will find the total days on market and commission information.

CBA CMA: This report is only available for listings that have sold and researched by our CMA team. This report will provide you with the property characteristics as well as information regarding the sale of the property. This is a suggested report to use when pulling CBAcmas

Listing Single Page: This report contains the property photo and a map view of the property; it provides brief listing and property details.

Listing Multi-Page: This is a two-page report. The first page provides the property photo and a map view of the property, some listing details, the listing comments, and some quick property features. The second page has additional building details, owner information, the available listings at this property and additional images.

4-Up Comparison: This report will compare listings side by side, it includes the property image, building information and listing information. This is a suggested report to use when pulling CBAcmas.

Peer Chart Comparison: This is a single page report designed to compare listing data. This report shows you the number of listings pulled as well as the average price and SF listed. Under the comparison chart you will find some brief listing information for the items compared. This is a suggested report to use when pulling CBAcmas.

Sale Comp Detail: This report is only available for listings that have sold. This report includes transaction information, buyer/seller information as well as property information. This is a suggested report to use when pulling CBAcmas.

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LISTING REPORT OVERVIEW: PDF REPORTS

Property Reports

Summary: This is a brief two-page report. The first page provides you with an image of the property and some quick property/listing details, the second page will have some brief listing information within a single line.

Summary with Space: This is another brief report with the property information and image, it contains a single line of listing details.

Property Single Page: This report shows you property features, the property image, map views and some brief listing information.

Property Multi-Page: This two-page report begins with a property image and map views of the properties followed by property features, location information, building information and owner contact information. The second page of this report will some brief listing information.

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LISTING REPORT OVERVIEW: GOOGLE EARTH AND EXCEL REPORTS

Google Earth Report

Parcel Analysis: The is an interactive Google Earth Pro map to view the property. In order to pull and use this report you must have a separate Google Earth account in place.

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Excel Reports

Summary: This report will pull the listings in an Excel spreadsheet. the items included are a property image as well as property record data and listing price information.

Single Line: A condensed report with some property and listing information listed on a single line within an Excel spreadsheet.

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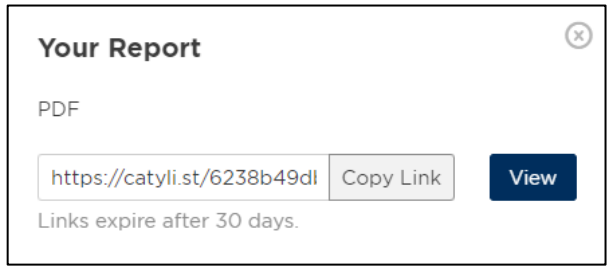
TIPS FOR CREATING LISTING REPORTS

You may choose to include the Listing Broker's contact information and to attach the broker uploaded flyer(s) in the "**Includes**" section once you have selected your listing report types

When the report is generated, you will have access to the report as a link (so you can copy it into an email) or as a viewable, downloadable PDF



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PROPERTY LEVEL REPORTS

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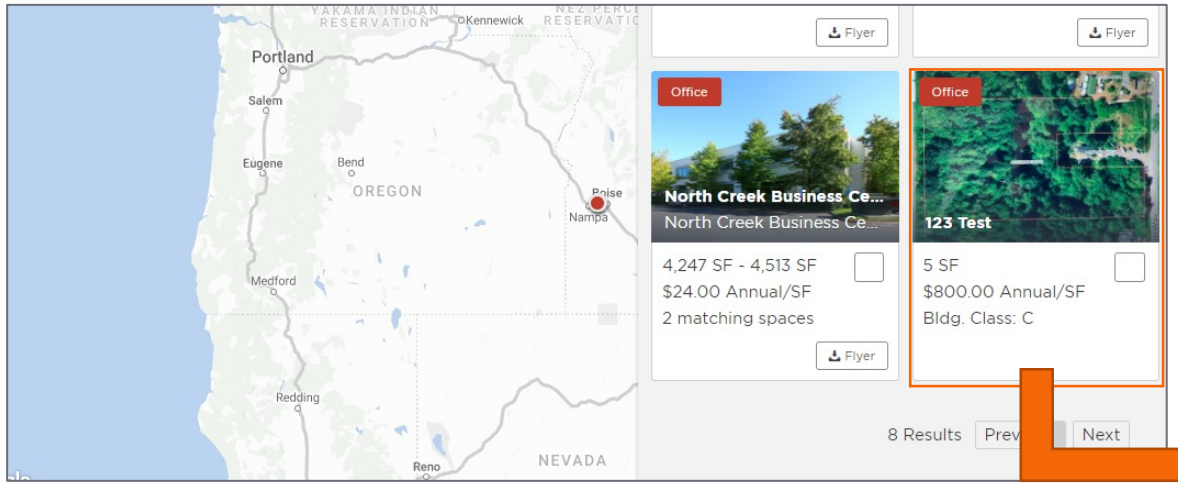
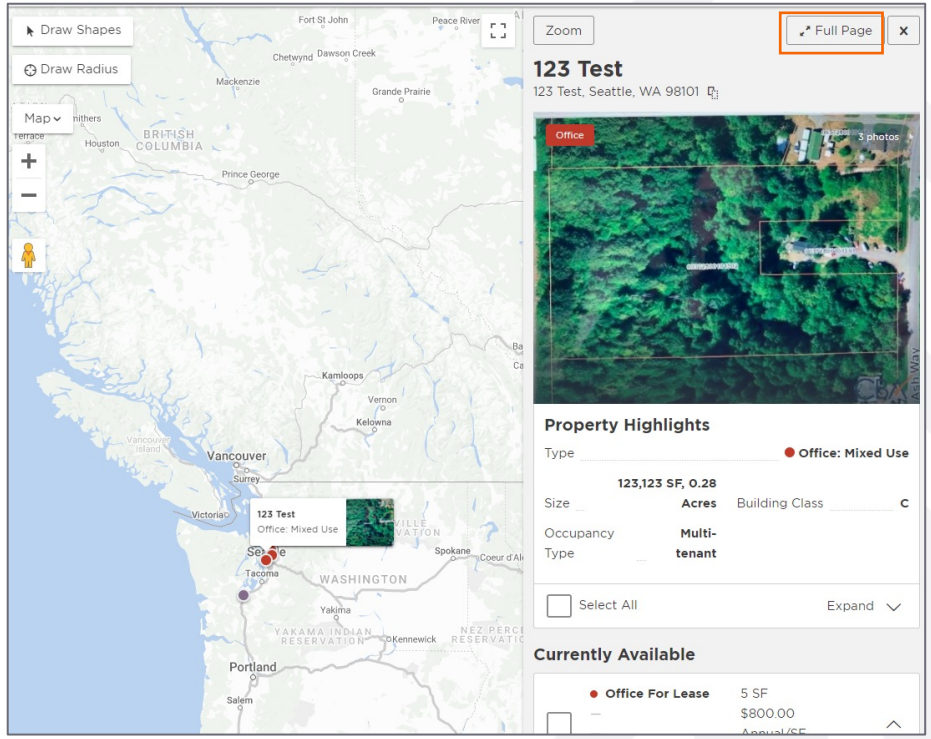
ACCESSING PROPERTY LEVEL REPORTS





To access reports specifically for a property, click on the property thumbnail image box from your search results.

This will open a new side screen with the property highlights and listing details at the bottom. From this screen, select “Full Page” to access the property details.

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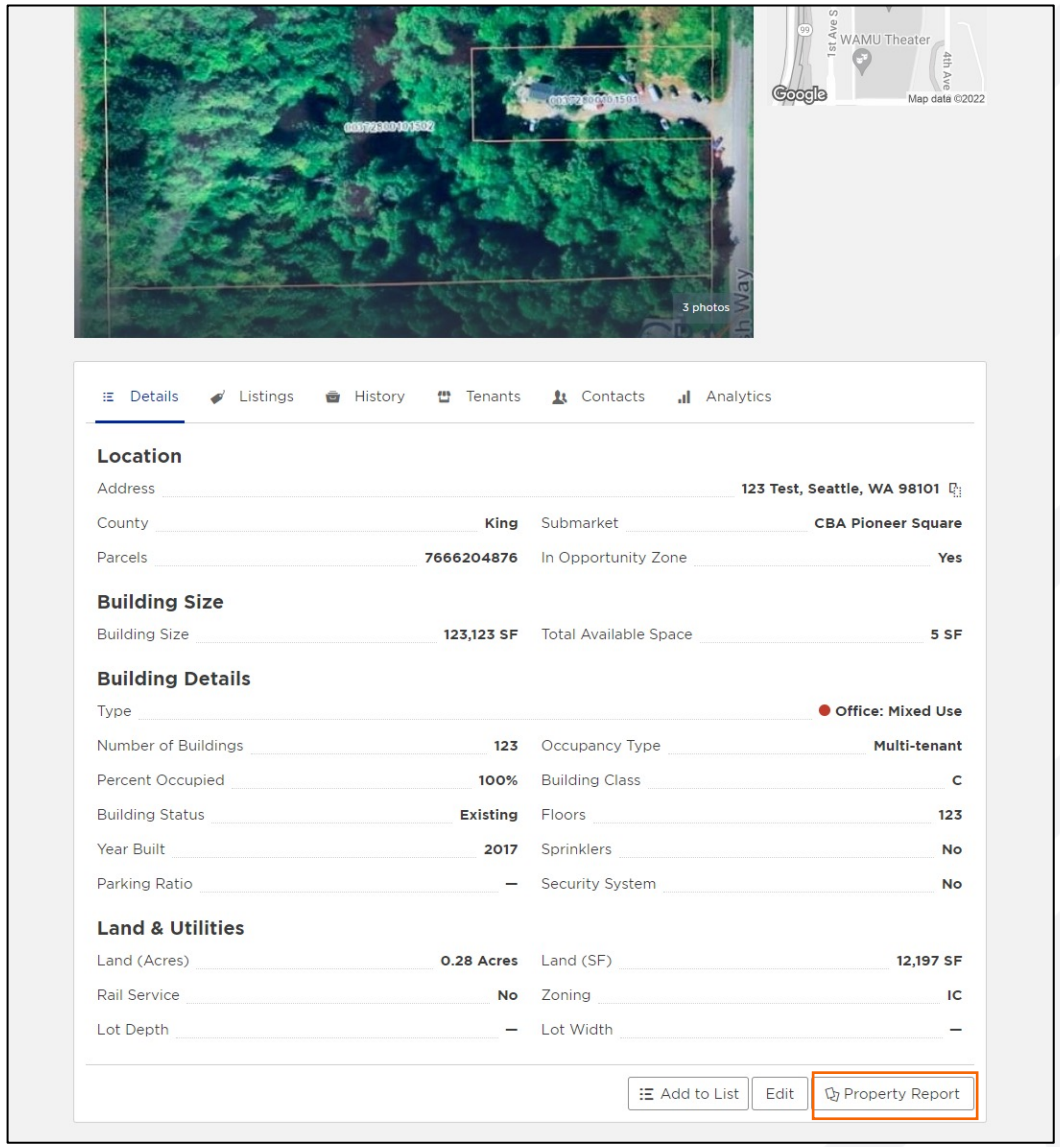
ACCESSING PROPERTY LEVEL REPORTS

Once you have selected “Full Page” you will be taken into the full property detail page.

From the property detail page, you will want to scroll to the bottom and click the “Property Report” button.



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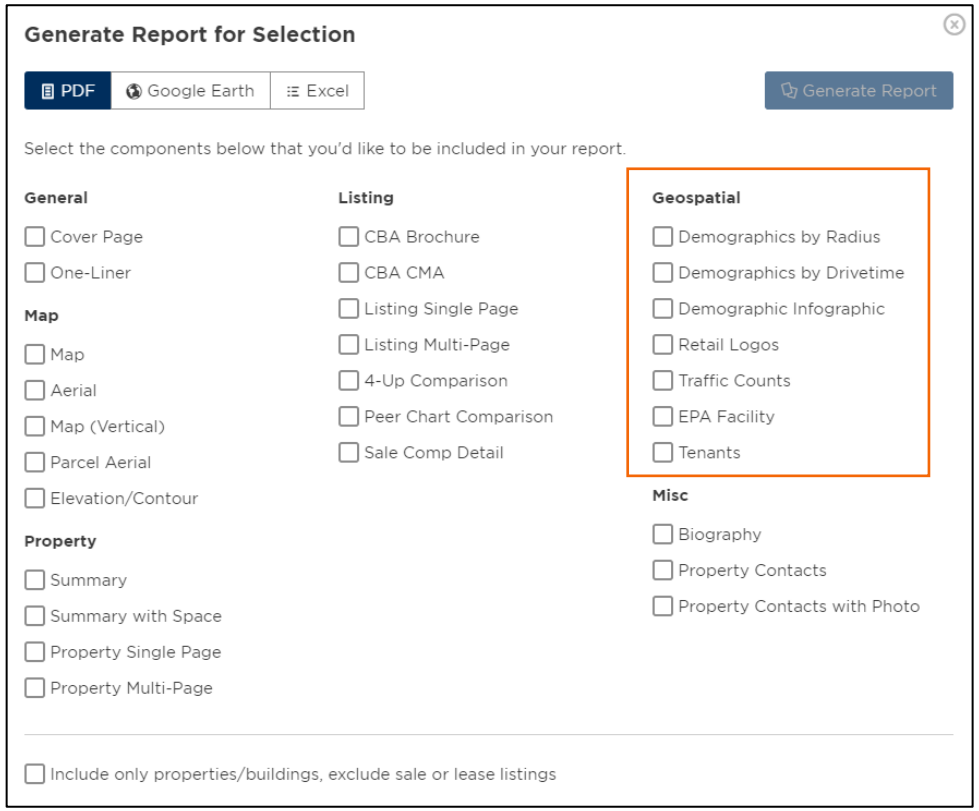
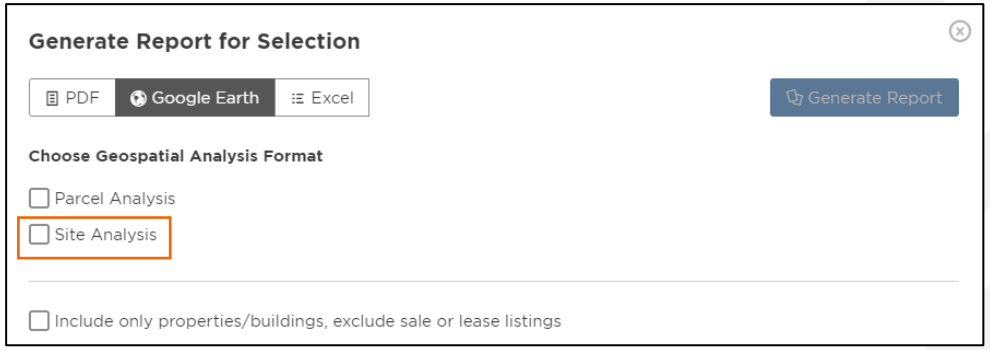
PROPERTY LEVEL REPORT TYPES

When pulling a report at the property level you will have access to geospatial reports that relate directly to the property as well as all of the reports available at the listing level.





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PROPERTY LEVEL REPORT OVERVIEW

PDF Reports

Demographics by Radius: This report shows demographic information within a 1, 3, and 5 mile radius of the selected property.

Demographics by Drivetime: This report shows demographic information within a 3, 5, and 10 minute drive of the selected property.

Demographic Infographic: This report page is a quick infographic report showing location facts and demographics for the city of your selected property.

Retail Logos: This report page a map view of retailers near the selected property.

Traffic Counts: This report page shows traffic counts for streets near the selected property.

EPA Facility: This report page lists any properties near the selected property that are being monitored by the EPA as reported by ECHO.

Tenant: This report will list the tenant directory of the property as well as some quick property information.

Google Earth Report

Site Analysis: The is an interactive Google Earth Pro map to view the area surrounding the property. See nearby retailers and drive time information. In order to pull and use this report you must have a separate Google Earth account in place

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PROPERTY LEVEL REPORT: ANALYTICS

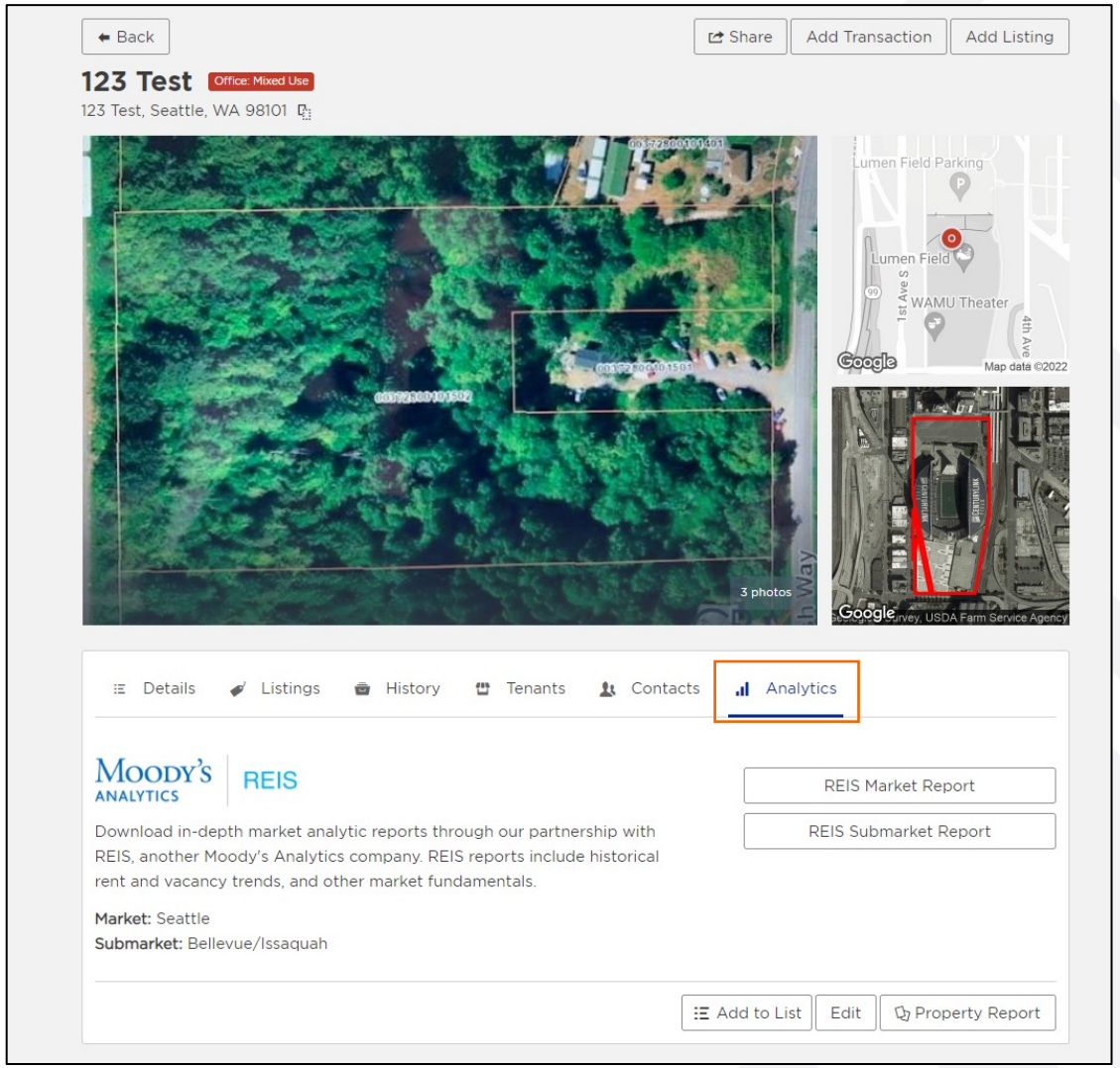
REIS Market and Submarket Reports

Through our tech partnership, you now have access to analytic reports provided by Moody's Analytics I REIS. These quarterly analytic reports are for office, retail, industrial, and multi-family asset classes in 275 metropolitan markets and 7,700 submarkets.

The reports include the aggregate and average yearly and quarterly data regarding rents, vacancy trends, construction activity, sales trends and notable transactions, demographic overviews, and much more!

To access these reports, select the "Analytics" tab from the full property detail screen. Once you have Analytics open you will then select either the "REIS Market Report" or the "REIS Submarket Report".

Note: If no report options appear under the analytics tab, it means our tech partner has not researched this area and the data is not available. Since this data is not researched by CBA staff, we are unable to provide this report for those areas.



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