

10 reasons to start using Cloud CMA



01

Get started quickly and easily

Set-up your Cloud CMA account in minutes and then create your first CMA in just three easy steps.

02

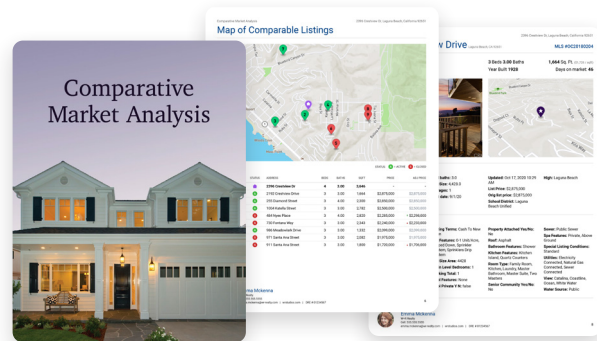
Include live MLS data in your reports

Cloud CMA is directly connected to your MLS so your reports will always have the most up-to-date listing information.

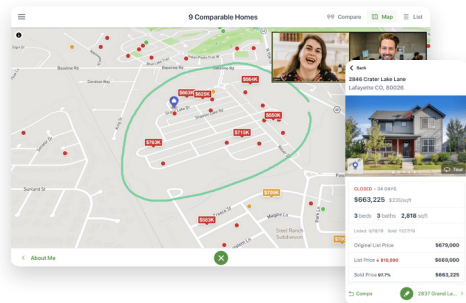
03

Stand out with beautiful CMA reports

Place your brand front-and-center with custom and branded templates.



04



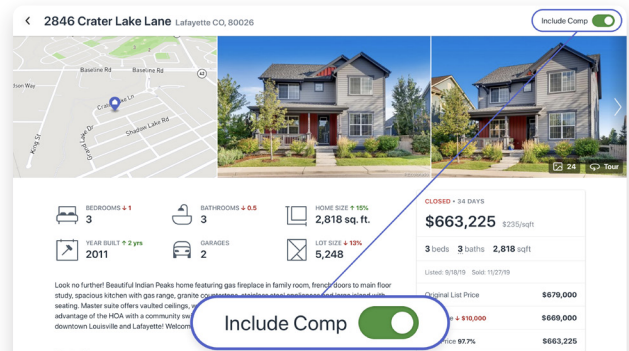
Interactively present on any device, anywhere

Choose to interactively present your CMA in person or at a distance via built-in Zoom integration. Compare and contrast listings side by side/View on the map/Condense data on a list.

05

Edit comps on the fly

Show that you're the market expert by adding/removing comps at the listing presentation.

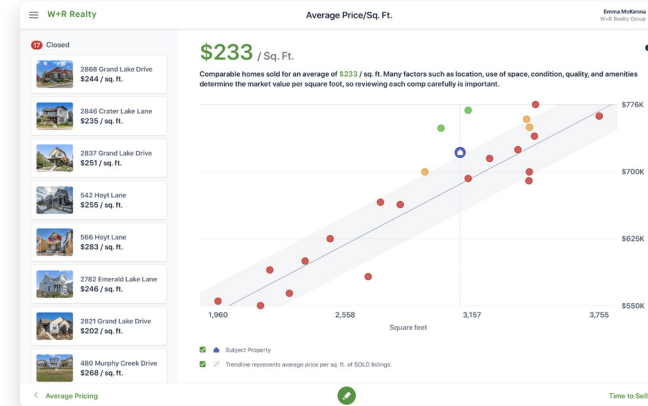


06

Highlight key market data

Show where your seller's home stands in the current market and overcome the Zillow objection once and for all by showing how off Zestimates are in their market.

- Price per square foot scatter plot
- Days on market scatter plot
- Online valuation analysis



07

Choose from dozens of content pages

Highlight key information about the selling and moving process by including pages like Showings/Open house checklist and three-point pricing overview in your reports.

08

Start a listing agreement and listing input in one-click

Cloud CMA has a two-way integration with Transactions (zipForm Edition and TransactionDesk Edition), meaning you can get homes on the market quickly.

09

Effortlessly create a buyer agreement or an offer

When your client expresses interest in a property via a Cloud CMA Buyer Tour or Cloud Streams listing alerts, quickly create a buyer agreement or offer in minutes.

10

Quickly share updated comps

Kind of speaks for itself, doesn't it?!

