

My Market

The My Market Area has special kinds of saved searches you can use to keep track of what's going on in your markets.

There are several different options under the My Market function:

- **Hotsheet** gives you two options; the first is the Standard 24 Hour Hotsheet, which shows **all** the activity in the MLS over the past 24 hours. The second is the Custom Hotsheet, which allows you to select specific statuses and categories, or to use one of your saved searches to run a hotsheet.
- **Markets Areas**, which saves up to five hotsheets for areas of interest to you.
- **Market Summary** lists your Market Areas with the latest updates for your saved specified events.
- **My Market** is a graph and text inventory report that you can customize to your specifications by using a Full Search or a Saved Search.

Standard 24 Hour Hotsheet

When you choose this option, you can select county only. You have no opportunity to enter specific categories or statuses. Once you have selected your desired county(ies) and clicked the **Run 24-Hour Hotsheet** button, you will automatically go to the Search Results screen with the matches for everything that has happened in MLS over the past 24 hours, which covers all of the activity for all categories and statuses in the counties you have selected.

Hot Sheet

Choose Type of Hot Sheet

Run Standard 24-Hour Hotsheet
Please select between 1 and 6 counties.

- Adams
- Ashland
- Barron
- Bayfield
- Brown
- Buffalo
- Burnett
- Calumet
- Chippewa
- Clark

[Run Custom Hot Sheet](#)
Show activity since 05/17/2013 at 12:07 PM Central.

[Custom Hot Sheet Settings](#)
Click here if you want to change settings for the custom hot sheet.

Custom Hotsheet – Saved Search Hotsheet

With this Hotsheet option, you are running previously a saved search.

1. To create and run a saved search hotsheet, simply click on **Full Search** on the *FlexMLS* menu and enter your search criteria. Click on the **Save** link in the upper right corner of the screen to save the Hotsheet search. Enter a name for the Hotsheet in the **Search Name Area** and then click on **Finish**.
2. Click on **My Market** on the *FlexMLS* menu and then **Hot Sheet**.
3. Click on the **Custom Hotsheet Settings** link to use your Saved Search for your Hotsheet.

4. Select the History Events on the left side to be applied to your Search.
5. Enter begin and end dates and times that you want for your Hotsheet.
6. Select the saved search you just created and saved on the right under **Saved Search**; click on the **Run Saved Search Hotsheet** button. Your matches will be displayed in Search Results.

Hot Sheet Inquiry

Quick Search Hot Sheet last run on 05/17/2013 at 12:07 PM Central

History Event	Time Period (45 day maximum)											
	Start Date: 07/20/2013	Start Time: 12 : 00 : AM										
	End Date: 07/23/2013	End Time: 11 : 59 : PM										
Choose how you wish to run the hot sheet:												
<div style="border: 1px solid #ccc; padding: 5px; width: fit-content;"> <ul style="list-style-type: none"> New Listing Price Change Sold Pending Expired Extension Back on market Withdrawn Cancelled Text Change <p style="text-align: center; margin-top: 5px;">Select All</p> <p style="font-size: small;">Hold the Ctrl key and click to select more than one item in the list.</p> </div>	OR	<div style="border: 1px solid #ccc; padding: 5px; width: fit-content;"> <p style="text-align: center; margin-top: 0;">CMA for Fiebrantz</p> <ul style="list-style-type: none"> Condo Manitowoc Manitowoc South Two Rivers </div>										
<div style="border: 1px solid #ccc; padding: 5px; width: 100%;"> <p style="text-align: center; margin: 0;">Quick Search</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Property Types:</td> <td> <ul style="list-style-type: none"> Single-Family Two-Family Vacant Land Multi-Family Bus Opportunity </td> </tr> <tr> <td>Price Range:</td> <td>\$ 0 to \$ 999999999</td> </tr> <tr> <td>County:</td> <td> <ul style="list-style-type: none"> Lafayette Langlade Lincoln Manitowoc Marathon Marquette McHenry Menominee Milwaukee </td> </tr> <tr> <td>MLS:</td> <td> <ul style="list-style-type: none"> Metro MLS WIREX - except Metro MLS </td> </tr> </table> <p style="text-align: center; margin-top: 5px;">Run Quick Search Hot Sheet</p> </div>			Property Types:	<ul style="list-style-type: none"> Single-Family Two-Family Vacant Land Multi-Family Bus Opportunity 	Price Range:	\$ 0 to \$ 999999999	County:	<ul style="list-style-type: none"> Lafayette Langlade Lincoln Manitowoc Marathon Marquette McHenry Menominee Milwaukee 	MLS:	<ul style="list-style-type: none"> Metro MLS WIREX - except Metro MLS 	OR	<div style="border: 1px solid #ccc; padding: 5px; width: fit-content;"> <p style="text-align: center; margin-top: 0;">Run Saved Search Hot Sheet</p> </div>
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Custom Hotsheet – Quick Search Hotsheet

With this Hotsheet option, you can select property type, price range, county, and MLS.

1. Click on **My Market** on the *FlexMLS* menu and then **Hot Sheet**.
2. Click on the **Custom Hotsheet Settings** link.
3. Select the History Events on the left side to be applied to your Search.
4. Enter begin and end dates and times that you want for your Hotsheet.
5. Select the property type(s), price range and county (if wanted), and MLS to search; click on the **Run Quick Search Hotsheet** button. Your matches will be displayed in Search Results.

Hot Sheet Inquiry
Quick Search Hot Sheet last run on 05/17/2013 at 12:07 PM Central

History Event	Time Period (45 day maximum)	
	Start Date: 07/20/2013	Start Time: 12 : 00 : AM
	End Date: 07/23/2013	End Time: 11 : 59 : PM
Choose how you wish to run the hot sheet:		
<div style="border: 1px solid blue; padding: 2px;"> <ul style="list-style-type: none"> New Listing Price Change Sold Pending Expired Extension Back on market Withdrawn Cancelled Text Change </div> <p style="text-align: center;">Select All</p> <p style="font-size: small;">Hold the Ctrl key and click to select more than one item in the list.</p>	Quick Search	
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Run Quick Search Hot Sheet		OR
		Saved Search
		<div style="border: 1px solid blue; padding: 2px;"> <ul style="list-style-type: none"> GMA for Fiebrantz Condo Manitowoc Manitowoc South Two Rivers </div>
Run Quick Search Hot Sheet		Run Saved Search Hot Sheet

Market Areas

Market Areas allows you to define a specific set of criteria to use for running a Hotsheet. *FlexMLS* saves this information (you can have up to five market areas saved) and it automatically updates the information for you. Less work for you to do!

Here's how you set up a Market Area.

1. From the *FlexMLS* menu, open the **My Market** menu, and then click **Market Areas**.
2. The system displays the My Market Areas screen. Click the **New** button. The system displays the Market Areas Definition screen.
3. Type a name for the market area in the **Market Area Name** field. Use a name that will help you identify what is included in this Market Area.
4. From the **History Event** section of the screen, choose the statuses that you want to include in your Market Area. For example, if you want to see which listings have expired, check the **Expired** box. You'll also need to check **New** and **Extended** so you can make sure that the listings that have expired haven't been re-listed as New, or that the sellers haven't signed an amendment to extend the contract.
5. Choose the **Property Type** (or types) you want *FlexMLS* to check for this Market Area. Remember, if you want more than one category, use the **Control+click** method to highlight more than one.
6. Set the **Time Range** to the number of hours (24 hours, 48 hours or 72 hours) that you want *FlexMLS* to go back in time to check matches for this Market Area.
7. From **View for Matches**, choose the view that you want to use for this Market Area.
8. Click **Next**. The system displays the Define Market Area screen. Does this screen look familiar? It's basically identical to the Full Search screen. You're able to search anything you want to include for your Market Area. Set up your search criteria for those property features and keywords that are important for this Market Area.
9. After you set up your search criteria, click **Save Market Area**. The system takes you back to the My Market Areas screen.

Now you see the results of your Market Area. On the right, it shows the name of the Market Area along with the statuses, or history events, that the system will be searching for within the time frame you specified.

If you need to edit a Market Area, highlight the one you want to change, and click **Edit**. You can make changes to any of the items you entered previously, including the name of the Market Area.

To remove or delete a Market Area, highlight the Market Area you want to delete and click **Remove**. This will permanently delete the Market Area, so be sure you choose the correct one to delete!

Market Summary

The way to check all of your Market Areas at once is to choose **Market Summary** from the menu on the left side of the screen. This will show you all of the matches for all of your Market Areas ... each history event you chose for each Market Area will have a number. If the number is 0 (zero), this means you've selected that history event to be checked, but there are no matches. If there is a number, for example, "3 New" under **N** (new listings), then there are 3 new listings for that Market Area. A dash (-) under a history event indicates that you did not choose that event for that particular Market Area. To see the matches for an event, click on the number for the event you're interested in. You'll see the matches on the Search Results screen.

Market Area Summary									
Market Area	N	S	P	Exp	Ext	\$	BOM	W	T
Condos in Southwest	1 new 10 new		0	1 new	26 new 26 new		0	0	-
Southwest: Franklin, Greendale, Greenfield	3 new	-	-	2 new	5 new	-	-	-	-
Waukesha: New Berlin, Elm Grove, Brookfield	2 new 9 new	1 new		-	-	-	-	-	-

N = New Listings

Exp = Expired

BOM = Back On Market

S = Sold Listings

Ext = Extended

W = Withdrawn

P = Pending

\$ = Price Change

T = Text Change

