

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 24-Hour HoSheet, which shows **all** the activity for counties and property types you select in one or both Metro MLS and/or WIREX over the past 24 hours. The second is the Custom Hotsheet, which allows you to select specific statuses, property types, counties, and MLSs, 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

[Manage Hot Sheet Views](#)

24-Hour Hot Sheet

View all listing events from the past 24 hours.

Tip: When you run the 24-Hour Hot Sheet on a Monday, it automatically displays the last 72 hours of listing activity, so it includes listing updates from the previous Friday and the weekend.

County
Select

MLS
Metro MLS x WIREX - except Metro MLS x

Property Type
Select

RESET FILTERS RUN 24-HOUR HOT SHEET

Custom Hot Sheet

Generate a customized Hot Sheet based on specific search criteria you have selected.

Tip: Set your search criteria by selecting "Custom Hot Sheet Settings". The next time you run the Custom Hot Sheet it will use the previously selected criteria and pull listing events since the last time it was run (up to 72 hours prior).

Show activity since 06/17/2020 at 04:27 PM Central.

CUSTOM HOT SHEET SETTINGS RUN 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 hot sheet, 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
Saved Search Hot Sheet last run on 09/19/2017 at 02:14 PM Central

Time Period (45 day maximum)

Start Date: 10/07/2017	Start Time: 12:00 AM
End Date: 10/10/2017	End Time: 11:59 PM

Choose how you wish to run the hot sheet:

Quick Search	OR	Saved Search
<p>Property Types: Single-Family, Two-Family, Vacant Land, Multi-Family, Condominium</p> <p>Price Range: \$0 to \$999999999</p> <p>County: Crawford, Dane, Dodge, Door, Douglas, Dunn, Eau Claire, Fillmore, Florence, Fond Du Lac</p> <p>MLS: Metro MLS, WIREX - except Metro MLS</p> <p>Run Quick Search Hot Sheet</p>		<p>53207</p> <p>53207 exp withdrawn</p> <p>bitterberg duplex cma search</p> <p>Delayed Hotsheet</p> <p>Lake Properties</p> <p>Manitowoc Hot Sheet SF & VL</p> <p>Washington Heights - DO NOT DELETE</p> <p>xp</p> <p>Run Saved Search Hot Sheet</p>

Note: The left sidebar in the screenshot shows a 'History Event' list with options like 'New Listing', 'Price Change', 'With Offer', 'Sold', 'Pending', 'Expired', 'Extension', 'Back on market', 'Withdrawn', 'Cancelled', and 'Text Change'. A 'Select All' button and instructions are also present.

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

Saved Search Hot Sheet last run on 09/19/2017 at 02:14 PM Central

History Event	Time Period (45 day maximum)	
	Start Date: 10/07/2017	Start Time: 12 : 00 : AM
	End Date: 10/10/2017	End Time: 11 : 59 : PM
Choose how you wish to run the hot sheet:		
Quick Search		
Property Types:	Single-Family Two-Family Vacant Land Multi-Family Condominium	OR
Price Range:	\$0 to \$999999999	
County:	Langlade Lincoln Manitowoc Marathon Marquette Marquette McHenry Menominee Milwaukee Monroe Oconto	OR
MLS:	Metro MLS WIREX - except Metro MLS	
Run Quick Search Hot Sheet		Run Saved Search Hot Sheet

Saved Search

53207

53207 exp withdrawn

bitterberg duplex cma search

Delayed Hotsheet

Lake Properties

Manitowoc Hot Sheet SF & VL

Washington Heights - DO NOT DELETE xp

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