



PriceFinder Training

Part 7 – Reports & Growth Charts

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Introduction

In Reports and Growth Charts training we will focus specifically on **Ownership search** as well as how to compare regions using **Growth charts**, understanding the various charts available in PriceFinder as well as setting date ranges.

The screenshot shows the 'Ownership Report' search interface. At the top, there are navigation tabs: Property Search, Name Search, Reports, Growth Charts, For Sale/Rent, Map Search, and Phone Search. The main content is divided into two sections:

- 1. Specify Report Type**: A dropdown menu is set to 'Ownership' with a 'Change' button next to it.
- 2. Specify Area of Interest - Ownership Report**: This section contains several search options:
 - Search by Street**: Fields for 'Street Number: From:' and 'To:', 'Street Name:', 'Place or Suburb:', and 'Post Code:'. A 'GO' button is at the bottom right.
 - Search by Area**: Three options are listed:
 - Or Suburb Name**: A text input field with a 'GO' button.
 - Or Post Code**: A text input field with a 'GO' button.
 - Or Search by LGA**: A dropdown menu with 'Please Select...' and a 'GO' button.
 - Or Lot / Plan**: Fields for 'Lot #', 'Section', 'Plan Type', and 'Plan #', with a 'GO' button.

The screenshot shows the 'Advanced Charts' configuration interface. At the top, there are navigation tabs: Property Search, Name Search, Reports, Growth Charts, For Sale/Rent, Map Search, and Phone Search. The main content is divided into three sections:

- Suburb Profile**: A text input field for 'Suburb Name' and a dropdown menu for 'Select Property Type' set to 'House' with a 'GO' button.
- Advanced Charts**:
 - 1. Specify regions to compare**: A table with columns 'Compare Region(s)' and 'Property Type'.

Compare Region(s)	Property Type
Region #1:	House
Region #2:	House
Region #3:	House
Region #4:	House
Region #5:	House

A 'Reset' button is located below the table.
 - 2. Select charts to generate**: Three checkboxes are checked: 'Growth Chart', 'Peak Selling Periods', and 'Price Range Segmentation'.
 - 3. Specify time period to display**:
 - Chart Date Range: 15 Years
 - Month ending: Mar 2010
 - Aggregation Period: Year
 - Presets:**
 - Past 15 Years (Yearly)
 - Past 3 Years (Quarterly)
 - Past 5 Financial Years (Yearly)
 - Simple Price Segments
 - Detailed Price Segments

Ownership Reports

Our PRO system offers ownership data, which can be searched at a property, street, suburb or wider map base level. Results are limited to 1000 records, which makes refinement of search criteria important.

Current Search

Suburb Name

Refine Search

Ownership: Include Owner Occupier
 Include Non Owner Occupier
 Include Government Properties
 Include Housing Commission Properties
 Include Body Corporate
 Include Phone Numbers

Display Results: Display Ownership results

Purchase Date: to (dd/mm/yyyy)

Purchase Price: to (e.g. 30000 for \$30,000)

Land Size: to Square Metre

Number of Bedrooms: to

Select Property Type:

Once you have selected your suburb, Ownership options can be selected. Typically Owner Occupier and Non Owner Occupier are standard inclusions, as is phone numbers.

Purchase Date Range

When prospecting, house owners of 7 years or longer are included and unit owners of 5 years or longer. However this may vary market to market.

Results View Options

The report display can include owner address, last sale, attributes, legal description and phone numbers.

▼

- Ownership (including Owner Address)
- Ownership (including Last Sale)
- Ownership (including Attributes)
- Ownership (including Legal Description)
- Ownership (including Phone Numbers)

Report

The results can be further sorted by selecting any of the appropriate column headings. A maximum of 1000 results are displayed. In locations with more than 1000, you may refine the results using date ranges or use the PriceFinder Mpa Search tool and outline specific 'farm areas.'

Select	Street	Locality	Legal Description	Current Owner	Last Sale	Sale Date 
<input checked="" type="checkbox"/>	52 PALMER ST	BALMAIN	2//DP216915			16/07/1990
<input checked="" type="checkbox"/>	90 BEATTIE ST	BALMAIN	1//DP528353			01/02/1991
<input checked="" type="checkbox"/>	10 STACK ST	BALMAIN EAST	15//DP804723			08/04/1991
<input checked="" type="checkbox"/>	12B GRAFTON ST	BALMAIN	C//DP398936			31/05/1991
<input checked="" type="checkbox"/>	7 HOFFMANS LANE	BALMAIN	1//DP726112			31/05/1991
<input checked="" type="checkbox"/>	93 BEATTIE ST	BALMAIN	4//DP436922			17/06/1991
<input checked="" type="checkbox"/>	72 CURTIS RD	BALMAIN	A//DP159666			21/06/1991

Do Not Call Register

If using the phone database, be sure to export the phone list to csv and 'wash' the file against the DNC register to comply with Australian regulatory requirements. For more information go to:

<https://www.donotcall.gov.au/dncrtelem/index.cfm>

Growth Charts

The Advanced Charts offers users the option to compare multiple regions. By entering the suburb or postcode and property type, multiple charts can be viewed at one time.

Advanced Charts

1. Specify regions to compare

	Compare Region(s)	Property Type
Region #1:	Balmain (2041)	House
Region #2:	Rozelle (2039)	House
Region #3:		House
Region #4:		House
Region #5:		House

Three types of charts are available. By ticking all three they can be viewed at one time.

2. Select charts to generate

Growth Chart
 Peak Selling Periods
 Price Range Segmentation

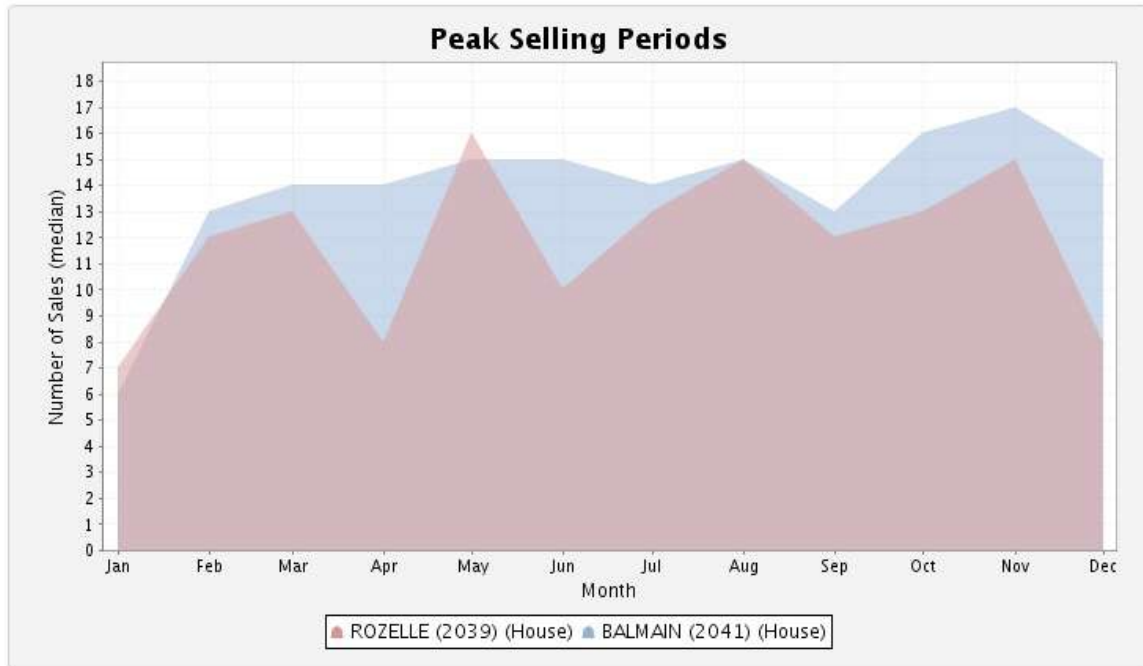
Growth Charts

This chart can display results in months, quarters or years for periods up to 20 years. The number of sales is shown in the column and the median price is shown in the line.



Peak Selling Periods

This allows agents to view the busiest times of year and to better understand seasonal fluctuations in a given market.

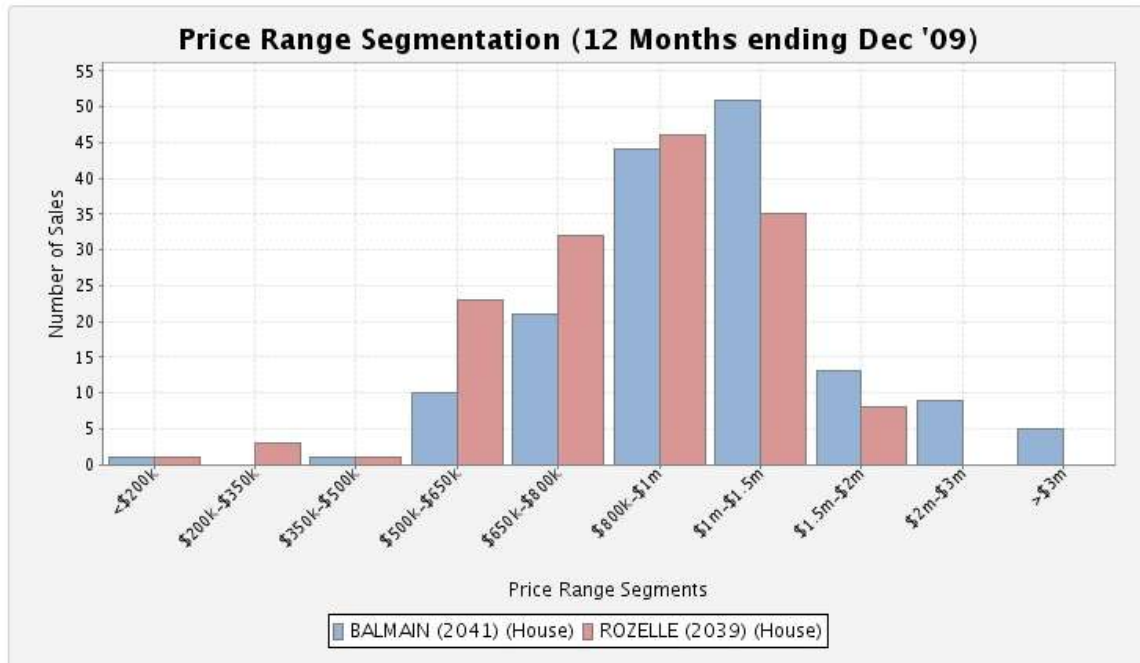


Price Segmentation

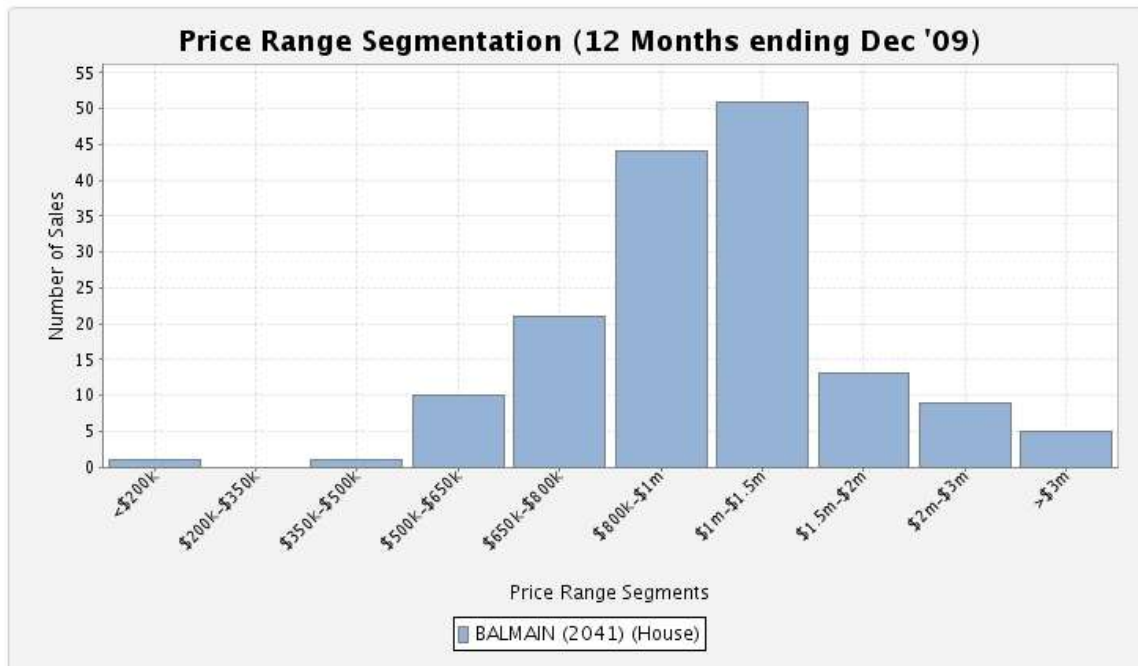
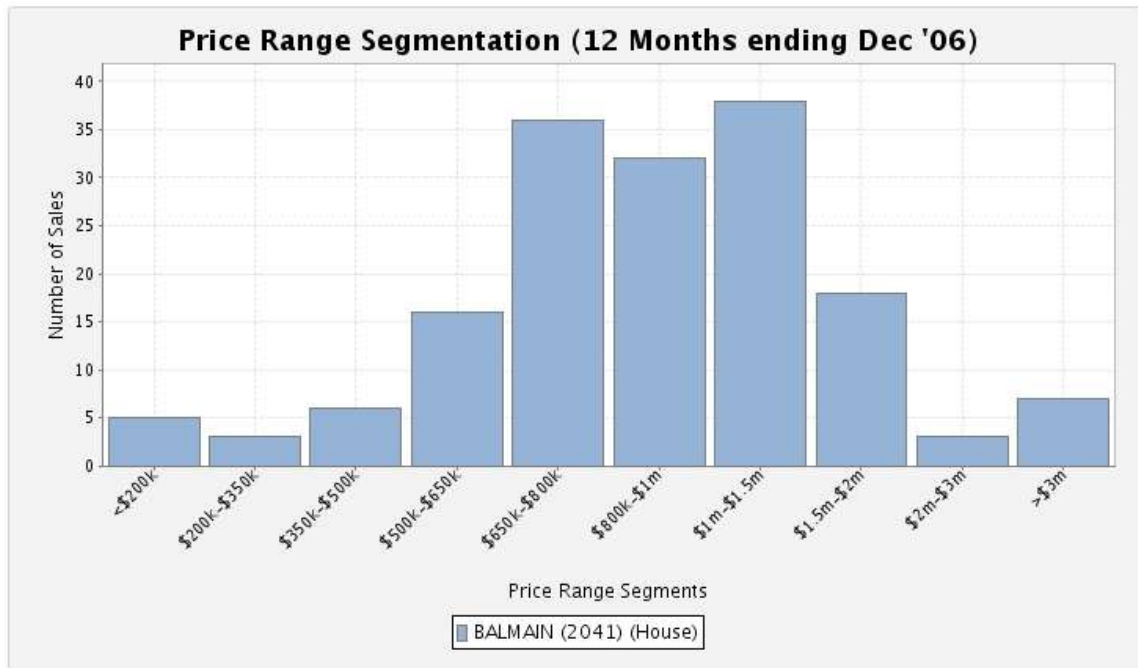
This graph is plotted over a 12 month period. When repeated and year to year comparisons are plotted, it offers an excellent view of how a market may change over time.

Another powerful way to use this chart is to identify if a listing or sale is in a unique or minority price segment. At the lower end, many related party sales appear so we ignore the lowest segment and focus specifically on the middle and upper segments.

A user can estimate what percentage a price segment represents in a given market from this graph.



Example:



Here we can see a shift out of the \$650k to \$800k segment with \$800k to \$1.5m range representing most of this market in 2009.

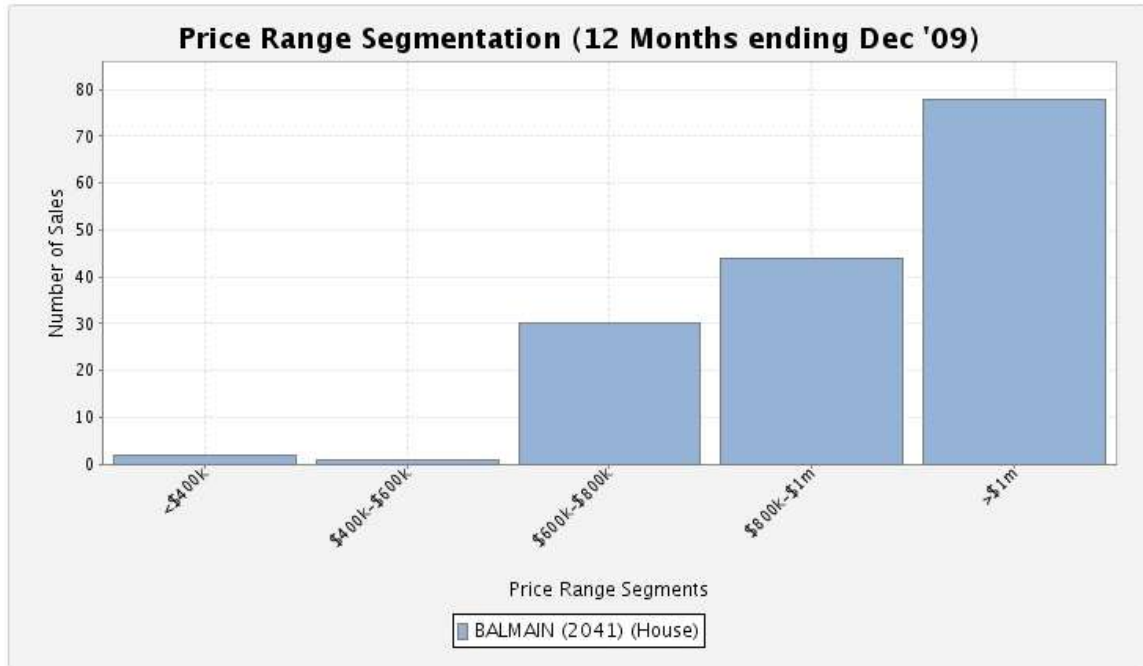
Detailed Price Segments

Two options are available for price segmentation charts; Simple and Detailed.

Presets:

- Past 15 Years (Yearly)
- Past 3 Years (Quarterly)
- Past 5 Financial Years (Yearly)
- Simple Price Segments
- Detailed Price Segments

Simple - fewer price brackets



Detailed - more price brackets

