

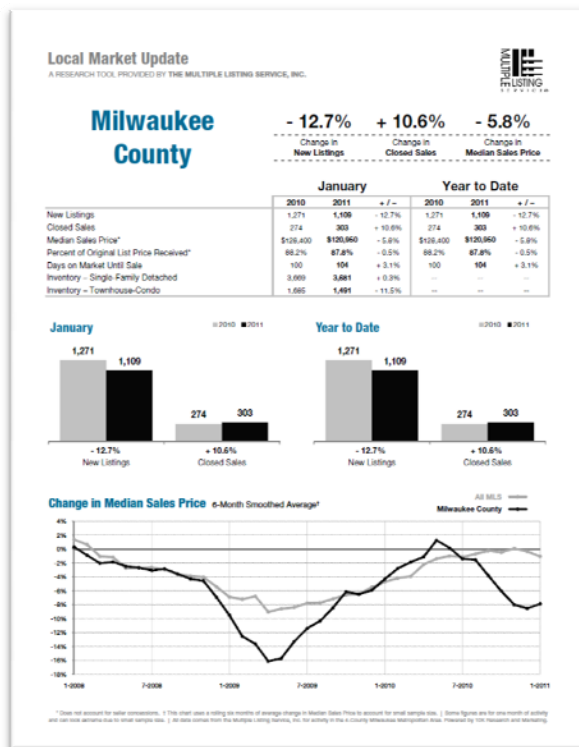
# Guide to Your New Market Reports

FROM YOUR FRIENDS AT 10K RESEARCH

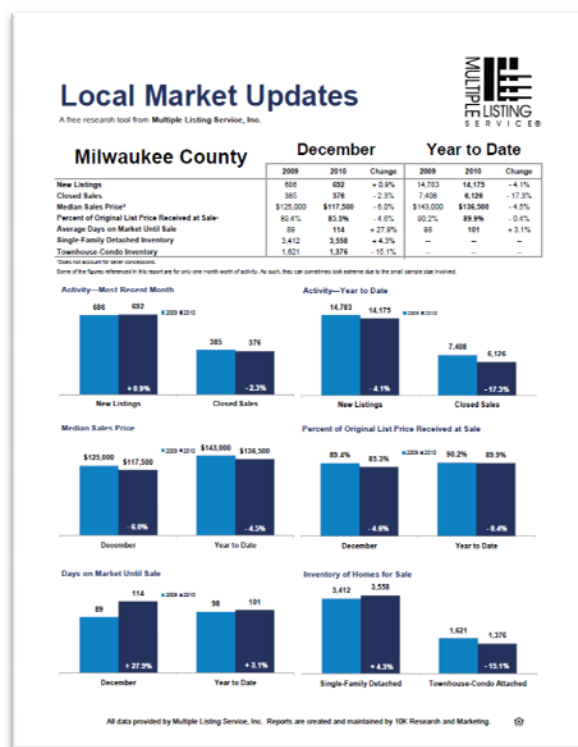
Announcing new market reports designs from 10K!

## Local Market Update

This report has had the most dramatic facelift. We moved from the 6-chart layout to provide multiple ways of visualizing the data. We did keep two bar charts, and the data table is still there, but we've added a Quick Facts dashboard. The biggest change was the addition of a line chart for prices, which gives a historical view of how prices have changed in that area and in comparison to the overall market – clearly one of the most popular questions buyers, sellers and homeowners have. The bar charts feature key metrics sellers typically ask about most – the number of homes that have sold in an area and market times. Great for buyers, too, to understand how active (i.e., competitive) an area has been.



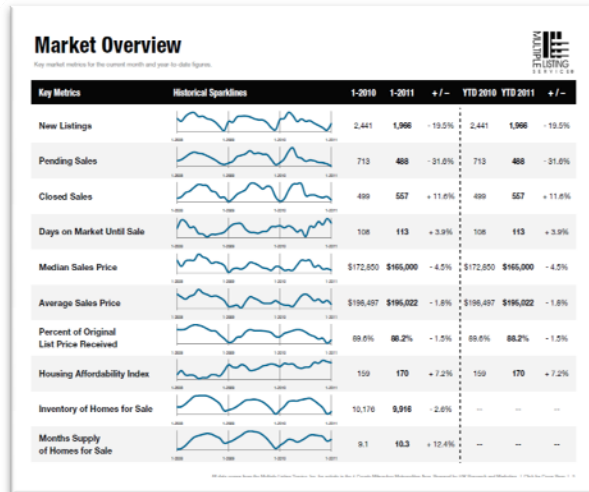
New look



Old look

## Monthly Indicator Report

The first thing you'll notice on the previous page is a new Quick Facts dashboard, which highlights key metrics and complements the written analysis to give a top line summary of the month's trends. We've also moved the Market Overview page to the second page and enhanced it with historical sparklines (a.k.a., squiggles!). Its cleaner yet provides more information than before. Finally, the individual metric pages now include data tables going back 12 months, so you have a numerical reference in addition to charts. In this, and in all of our reports, there will be a clickable Table of Contents for easier navigation.



**New look**



**Old look**

## Housing Supply Overview (formerly the Housing Supply Outlook)

The HSO (as we call it around here) seemed to be the most dense and data intensive report, which could occasionally overwhelm users. The previous version split metrics up by property types, for example, and then price ranges, and then showed them on two separate pages. The new design looks at a metric per page, so you can more easily compare and understand trends within a single metric. This report will still include a lot of information but in a more user-friendly format.