

REIA Report: The Top 50 Metropolitan Statistical Areas in the US

Date Range for Sending Marketplace Data

This research project is time sensitive. It is important to the validity of the report that all metropolitan sales data be collected within a small window of time. That window for this project is between January 2th and January 10, 2009. I will send an email to you on January 2, 2009 to remind you of the need to conduct the search and forward me the data.

If I have not received metropolitan data for your area by 1:00pm EST on January 6, I will call and email to check the status of data delivery. If I cannot reach you I will try throughout the day. If for some reason you cannot respond by phone or email, the project research parameters will force me to find another Realtor® to provide the required data. Not receiving data from any of the reported metropolitan areas is not an option for this research project as the data must be complete.

Collecting local multi-list data

The following is a short set of instructions. Please note that TWO searches are to be conducted. One for Active Properties and one for Sold Properties from January 1, 2008 to the day you download the data.

ACTIVE PROPERTY INSTRUCTIONS:

1. Launch your local multi-list
2. Use the following search criteria to conduct a search
 - a. Search section for **Multi-Unit or Multi-family type properties** (Duplexes and up residential units).
 - b. Only looking for **Active properties** (No Contingent, Withdrawn or Under Contract properties).
 - c. Select **ALL counties** in your metropolitan area
3. Conduct the **Search** and view results
4. Look on one of the property multi-list printouts to see if the following information is reported on the page.
 - a. The minimal data I need for my research are:
 - i. Address
 - ii. City or Area
 - iii. Zip Code
 - iv. Multi-list number
 - v. County
 - vi. Number of Units
 - vii. Price
 - viii. Gross Annual Income
 - ix. Annual Expenses (may be broken down into)
 1. Insurance
 2. Utilities
 3. Maintenance
 4. Other
5. If they are, go to **Export the Data** section below.
6. If they are not, please call me immediately at 724-368-3650

NOTE: To run the analysis it is necessary to have all Income (Gross Annual Income) and Expense (Insurance, Utilities, Maintenance, and Other expenses) data. Your multi list may or may not have all items listed with these exact terms, and, you may have some other basic expense category not listed here. If you do, just use that the multi-list provides and I'll customize the analysis to use the data you send. Please send info for all data fields that your multi-list reports. Please include "headers" when you export.

SOLD PROPERTY INSTRUCTIONS:

This search should be exactly the same as the above search with a few changes: **Change of search status from Active to Solds.**

CRITICAL CHANGE: When viewing sold properties in column format, make sure you replace the "Price" column with "Sold Price" column. It is important in this analysis to know what the property actually sold for, not what it was listed for.

1. Launch your local multi-list
2. Use the following search criteria to conduct a search
 - a. Search section for **Multi-Unit or Multi-family type properties** (Duplexes and up residential units).
 - b. Only looking for **Sold properties** (No Contingent, Withdrawn or Under Contract properties).
 - c. Select **ALL counties** in your metropolitan area
 - d. Select time period **Sold in 2008.** This will report all multi-family unit properties sold in 2008
3. Conduct the **Search** and view results
4. Look on one of the property multi-list printouts to see if the following information is reported on the page.
 - a. The minimal data I need for my research are:
 - i. Address
 - ii. City or Area
 - iii. Zip Code
 - iv. Multi-list number
 - v. County
 - vi. Number of Units
 - vii. Sold Price**
 - viii. Gross Annual Income
 - ix. Annual Expenses (may be broken down into)
 1. Insurance
 2. Utilities
 3. Maintenance
 4. Other
5. If they are, go to **Export the Data** section below.
6. If they are not, please call me immediately at 724-368-3650

Please know that NO manipulation of the data will be allowed. What ever you export and send from your multi-list is EXACTLY what will be run.

Export the Data

1. On the page select the option that allows for the exporting of the data in text format
2. **Select All Records** to be exported
3. If you have a choice, select **Tab Delimited as the Data Export Format**. If you this is not an option, Comma Delimited will work, or if it puts it into an Excel spreadsheet, that will work also.
4. **DO NOT compress** the file if is an option
5. **DO NOT send a picture or pictures with the file, tabular data only**
6. **Include Column Headers** (this will be an option). I MUST RECEIVE THE DATA WITH **COLUMN HEADERS OR I WILL NOT BE ABLE TO EXTRACT THE DATA I NEED TO RUN THE ANALYSIS FROM ALL THAT YOU SEND ME.**
7. Export the Data (may be in a grid) in its Current Format

Save the Data Files

Save the test file using your Metropolitan Area Name and State (for Example Pittsburgh PA), property status code, and date. The date is the day on which the data was run and written in mmddyyyy format.

For ACTIVE Properties the complete file name would look like this: PittsburghPAActive10122008.txt For this file I know data is in a text (txt) file format, reports Pittsburgh PA metro area data, is for Active properties, and data was run on October 27, 2008.

For SOLD Properties the complete file name would look like this: PittsburghPASold10122008.txt.

Send the Data Files

1. Once the TWO text files has been saved using the appropriate format and name (one for ACTIVE properties currently available and one for those SOLD in 2008), please email the files along with the additional information requested to both addresses listed below. The emails should both arrive in my office at the same time. I request that you send to both email addresses as a precautionary measure to help assure the data sent is actually received. Once I receive your data, I will return an email to you immediately letting you know I have received your work.

MetroData@MaxBusinessGroup.com

And

MaxWilson@MaxBusinessGroup.com

If you have any problems, please consult your broker for help, or contact me direct, Max at 724-368-3650 between 7am and 7pm EST Monday-Saturday with any questions you might have about the process.

Additional Information Needed

This information is required for the article. It is necessary to provide the communication pathway back to you. This work will help to set you up as the go-to expert when local and outside investors look to purchase multiple properties in your area.

1. Your: Company Name (affiliation)
2. Your: Company Address (Street, City, State, Zip)
3. Your: Company Phone Number
4. Your: Name
5. Your: Phone Number
6. Your: Email address
7. Your Title (e.g., Realtor®, Investment Specialist, etc.): _____
8. Your: License Number and Name of Licensed State (List all numbers and state names for all areas that your multi-list search covers)
9. Version of Excel that you use: Excel 2007 or Excel 97-2003.

What you will receive for your cooperation, without charge:

1. Advance copy of the article for your review and comment
2. Listed as THE professional to contact concerning the buying and selling of income producing properties for your MSA along with all contact information
3. Copywrite permission to disseminate and distribute copies of the article when marketing your services
4. Permission to use the data (with proper citation references) to write your own article for local use or when conducting radio or TV interviews
5. Copy of the financial performance analysis for ALL properties received in an Excel Format for your local use and marketing (could value this at \$100 per property- please do the math)
6. REIA Report® Top 50 Best Buys List (valued between \$2,000-\$5,000) for your metro area. This report lists the Top 50 Best Buys from all the properties sent and analyzed sorted by Cash Flow After Taxes. Your Name, Company Name, Phone Number, and email address will be boldly listed on the front cover so everyone can see you were one of the contributors to one of the most unbelievable research projects ever taken and performed in the real estate industry. This list cuts through all the properties and allows you to identify, within the top 1%-2%, those properties that will meet or exceed your clients wealth building goals. This report will put you in direct competition with financial advisors!