



# A New CDAR REALTOR® Member Benefit

*In Partnership With*

**REAL DATA**  
**STRATEGIES**

# What Is Desert Dynamics?

- CDAR Exclusive!
- The industry's most robust, online marketplace statistics app.
- Quickly delivers current data points and year-over-year trends for:
  - Single family or condo / attached residential property types.
  - Reportable by GPS MLS Country Club name, subdivision, ZIP Code, City, County or GPS MLS-Wide.
  - 12 critical analysis results for REALTOR expertise in counseling with sellers and buyers.
  - Comparisons of analysis results across multiple geographies and shorter or longer time frames.
- All reportable in a single PDF file for easy printing or sharing via email.
  - Social media sharing from your secure access on Facebook, Twitter and other platforms coming soon!
- Facts-to-text / table contents for intelligent talking points.
  - “A I” interpretation of analysis results as “Changes Favoring Sellers” or “Changes Favoring Buyers.”
- Detailed inventory / absorption reports by narrow \$50K price ranges.
- Market Heat Index by Price Range.
  - Reflects the likely negotiating leverage between sellers and buyers over the past 12 months.
  - The index and reported values consider market time, list and sale prices, as well as the percentage of transactions that take place at or above list price, in order to objective measure.

# How Does It Differ From GPS MLS?

- Ease and speed.
  - Simply choose the residential property type, enter the familiar community name, and select from a list of options.
  - Navigate easily across your filtered multiple choices.
- Accuracy.
  - All listing and sale price data has been verified as accurate, and corrected when necessary.
  - All duplicates have been removed.
  - All property geographies have been standardized by name and validated.
- Simple output.
  - Social media sharing from your secure access on Facebook, Twitter and other platforms coming soon!
- Unique to CDAR REALTOR® member agents and firms.
  - The app uses all data from GPS MLS, but is available exclusively to CDAR members.
  - This is a unique, competitive advantage CDAR members and firms will have over others.
- Provides immediate, significant understanding and value to your sellers and buyers.
  - And gives you a great reason to reach out to them more frequently, with exclusive and important market information they will appreciate receiving from you.

# Starting Your Search Is THIS Easy!

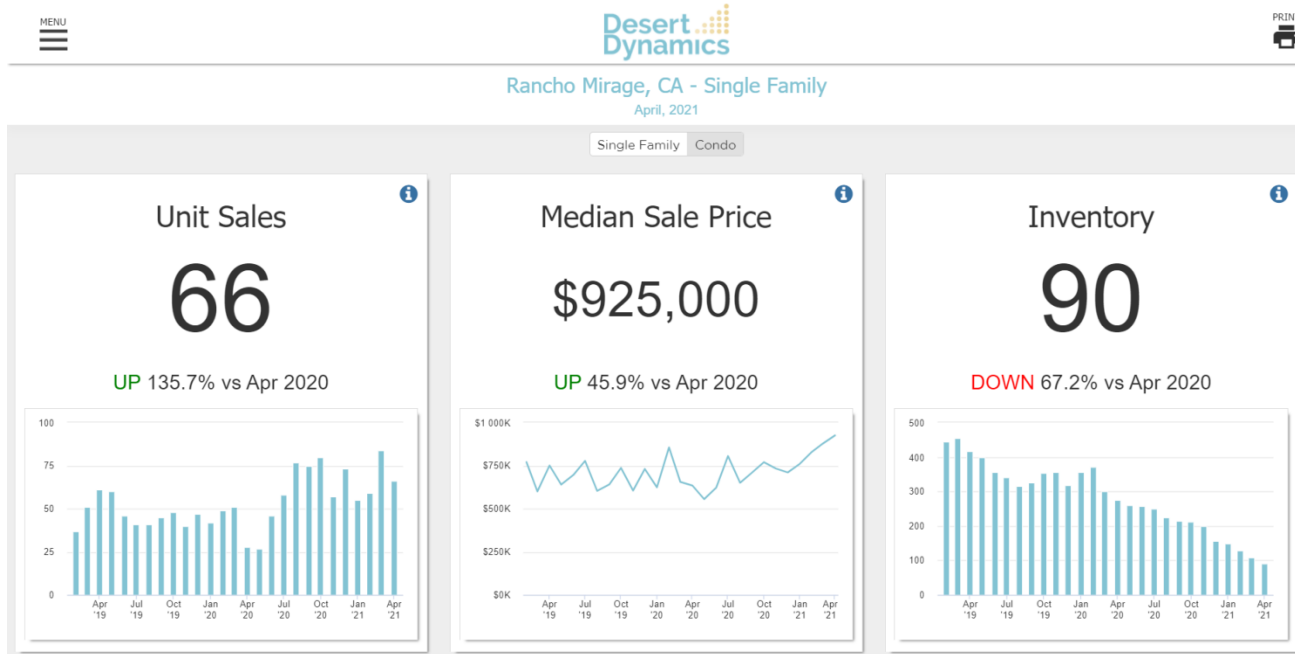
Desert Dynamics

Single Family Condo

ranch

- Rancho Mirage, CA (City)
- Chapman Ranchos Inc, CA (Subdivision)
- Cheyenne Ranch, CA (Subdivision)
- Deepwell Ranch, CA (Subdivision)
- Desert Ranch Estates, CA (Subdivision)
- El Rancho Vista Estates, CA (Subdivision)
- Griffin Ranch, CA (Subdivision)
- Ivey Ranch, CA (Subdivision)
- Madison Ranch, CA (Subdivision)
- Mission Ranch, CA (Subdivision)
- North Indio Rancho, CA (Subdivision)
- Ranch Club Estados, CA (Subdivision)
- Rancho Buena Vista, CA (Subdivision)
- Rancho Casa Blanca, CA (Subdivision)
- Rancho Casitas, CA (Subdivision)
- Rancho Cielo, CA (Subdivision)
- Rancho Clancy Estate, CA (Subdivision)
- Rancho De Oro, CA (Subdivision)

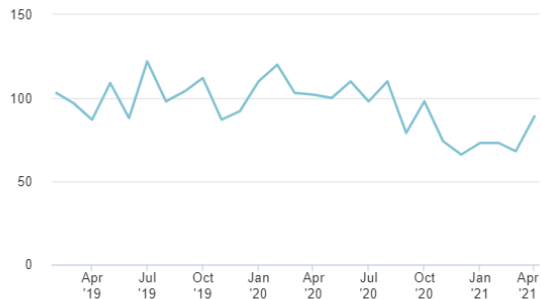
# Get These 12 Results INSTANTLY!



## Days on Market

89

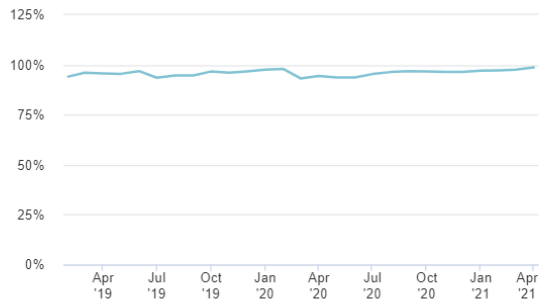
DOWN 12.7% vs Apr 2020



## Sales / List Price

98.7%

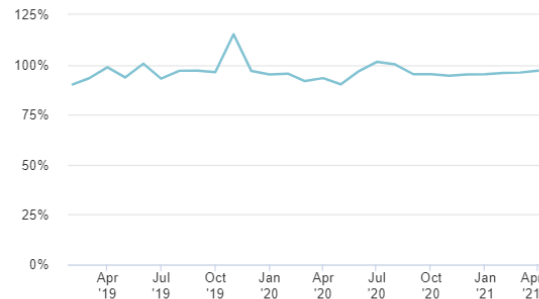
UP 4.6% vs Apr 2020



## Sales / Orig. List Price

97.0%

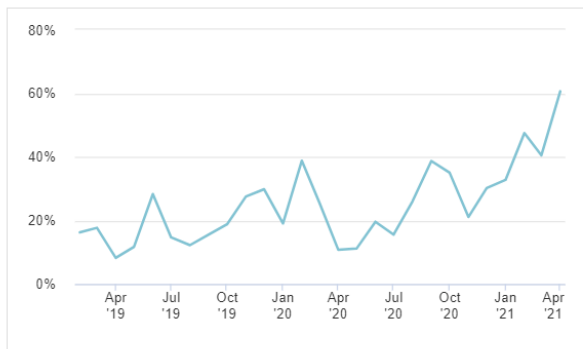
UP 4.0% vs Apr 2020



## Sales Above List Price

60.6%

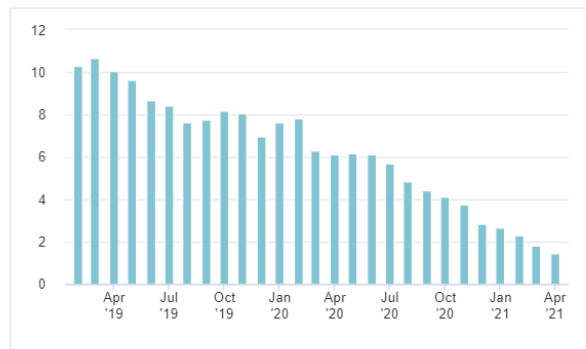
UP 465.7% vs Apr 2020



## Months of Supply

1.43

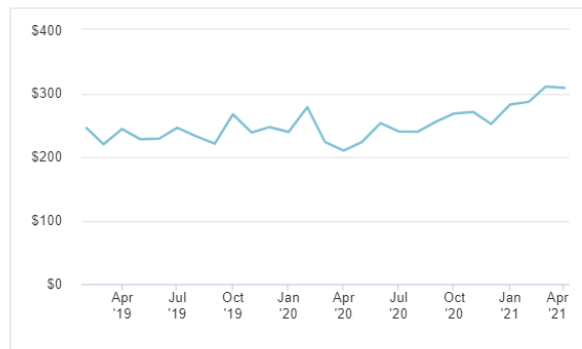
DOWN 76.6% vs Apr 2020

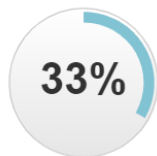


## Median Sale Price/SF

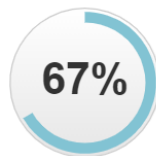
\$308

UP 47.0% vs Apr 2020

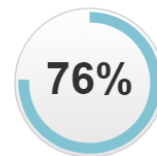




Sold Within 30 Days of Listing



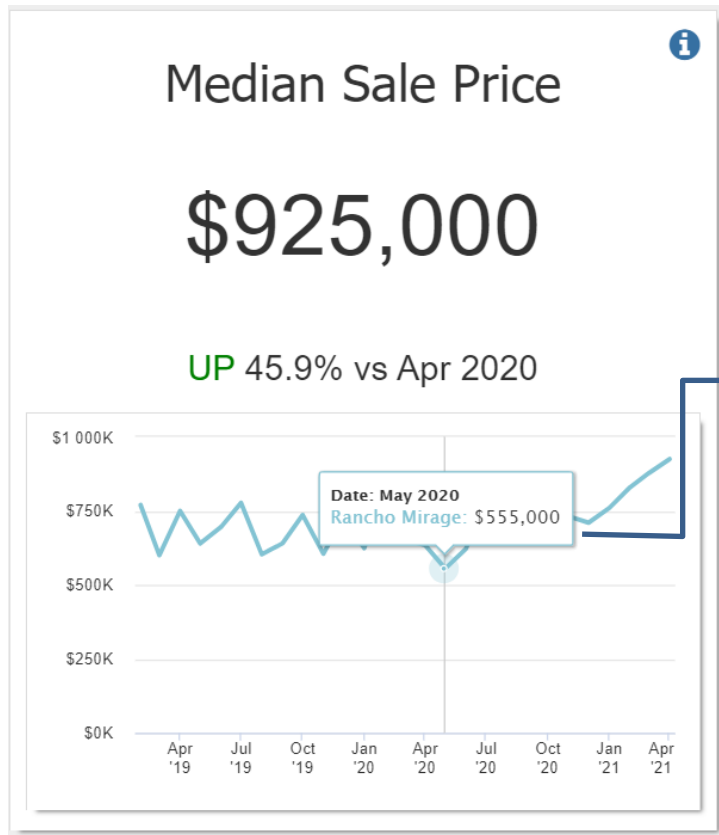
Sold Within 60 Days of Listing



Sold Within 90 Days of Listing



# Any Historical Data Point Can Be Viewed



Simply hover your mouse for a data pop-up!

# Print Or Save to 3-Page Summary PDF

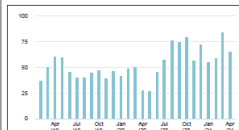
5/10/2021

California Desert Market Stats  
Desert  
Dynamics  
Rancho Mirage, CA - Single Family  
April, 2021

Unit Sales

66

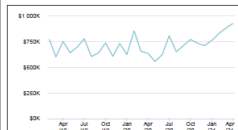
UP 135.7% vs Apr 2020



Median Sale Price

\$925,000

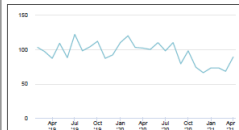
UP 45.9% vs Apr 2020



Days on Market

89

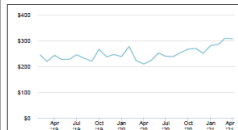
DOWN 12.7% vs Apr 2020



Median Sale Price/SF

\$308

UP 47.0% vs Apr 2020



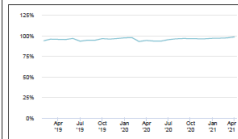
5/10/2021

California Desert Market Stats

Sales / List Price

98.7%

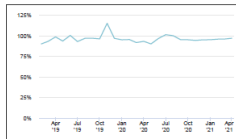
UP 4.6% vs Apr 2020



Sales / Orig. List Price

97.0%

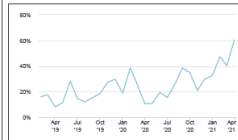
UP 4.0% vs Apr 2020



Sales Above List Price

60.6%

UP 465.7% vs Apr 2020



<https://test.resourceanalytics.com/print/printnews4Print>

1/3

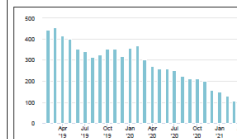
5/10/2021

California Desert Market Stats

Inventory

90

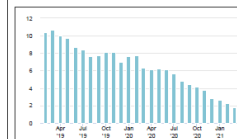
DOWN 67.2% vs Apr 2020



Months of Supply

1.43

DOWN 76.6% vs Apr 2020



33%

Sold Within 30 Days of Listing

67%

Sold Within 60 Days of Listing

76%

Sold Within 90 Days of Listing

<https://test.resourceanalytics.com/print/printnews4Print>

2/3

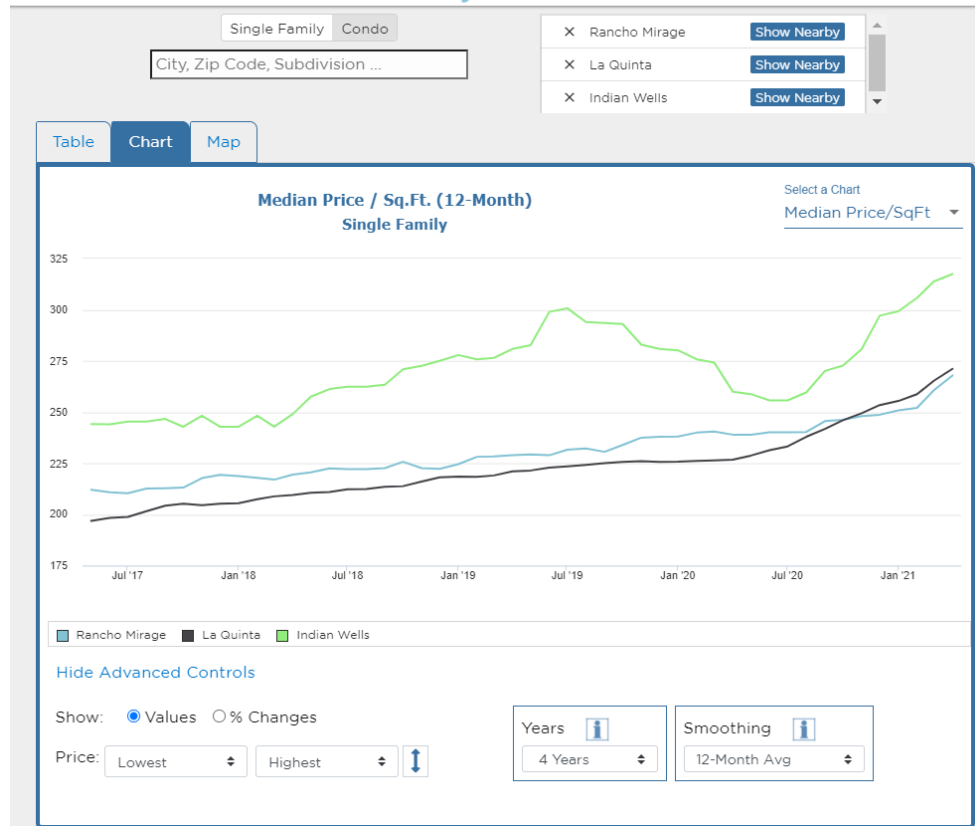
3/3

**REAL DATA**  
STRATEGIES

# Comparing Rancho Mirage, La Quinta and Indian Wells

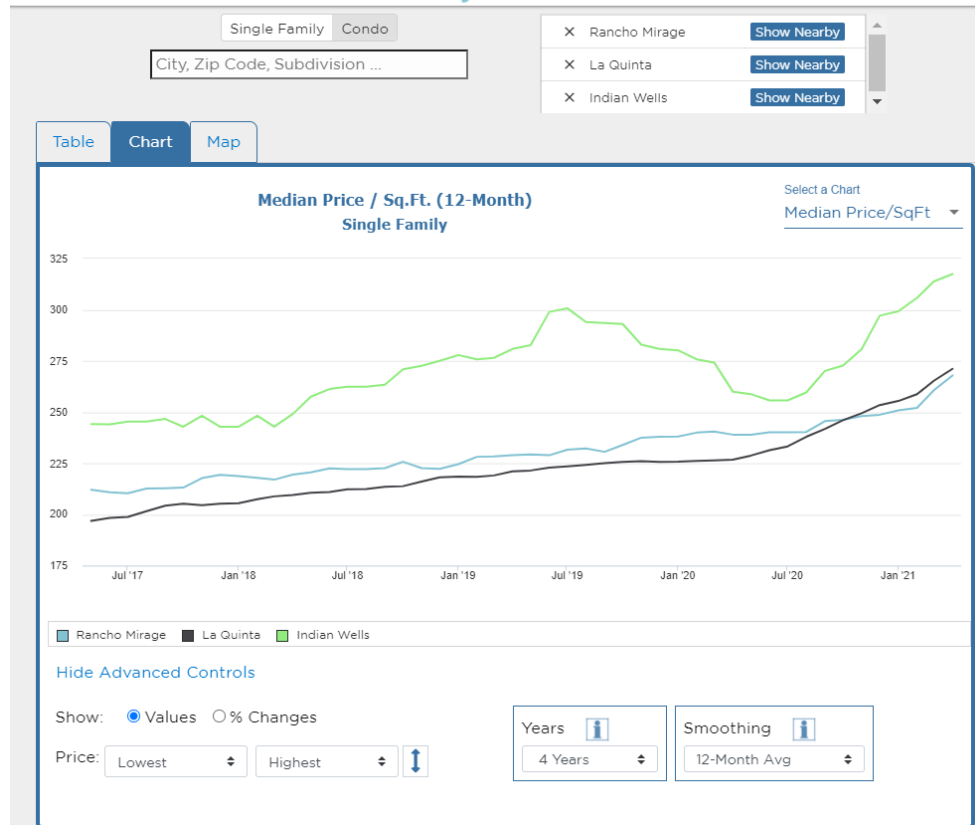


# Comparing Rancho Mirage, La Quinta and Indian Wells



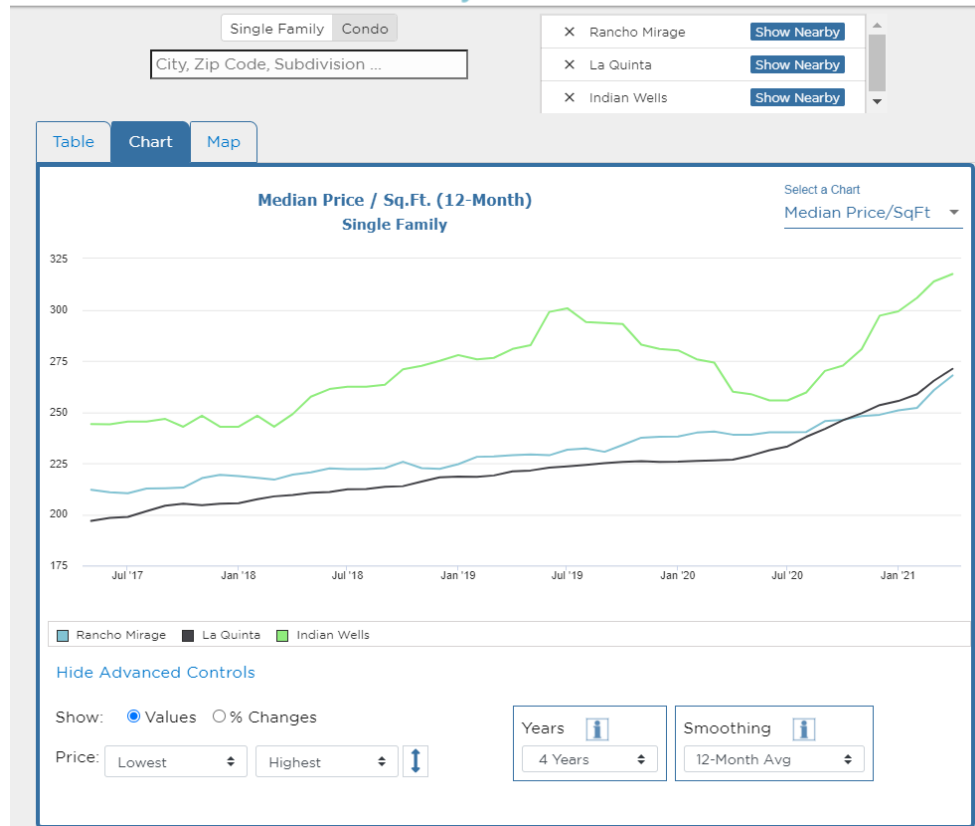
Easily switch between graphed analysis results.  
(Median \$ / SqFt Shown)

# Comparing Rancho Mirage, La Quinta and Indian Wells



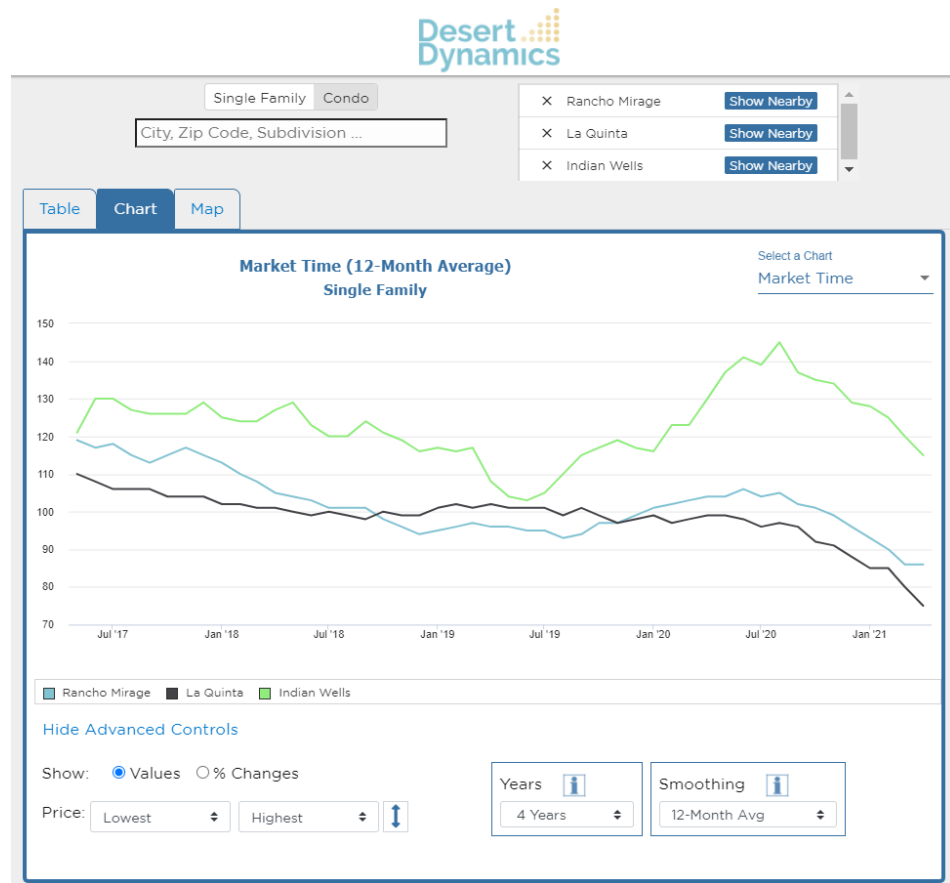
Easily switch between  
graphed analysis  
results.  
(Median \$ / SqFt  
Shown)

# Comparing Rancho Mirage, La Quinta and Indian Wells



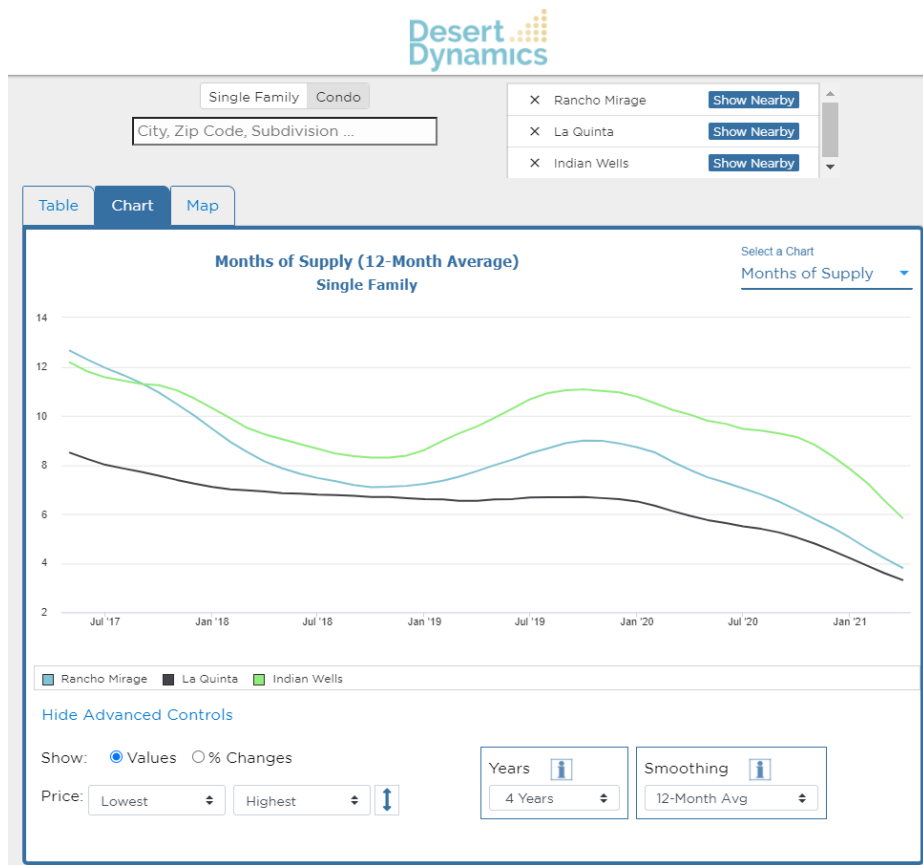
Easily switch between  
graphed analysis  
results.  
(Inventory Shown)

# Comparing Rancho Mirage, La Quinta and Indian Wells



Easily switch between  
graphed analysis  
results.  
(Market Time Shown)

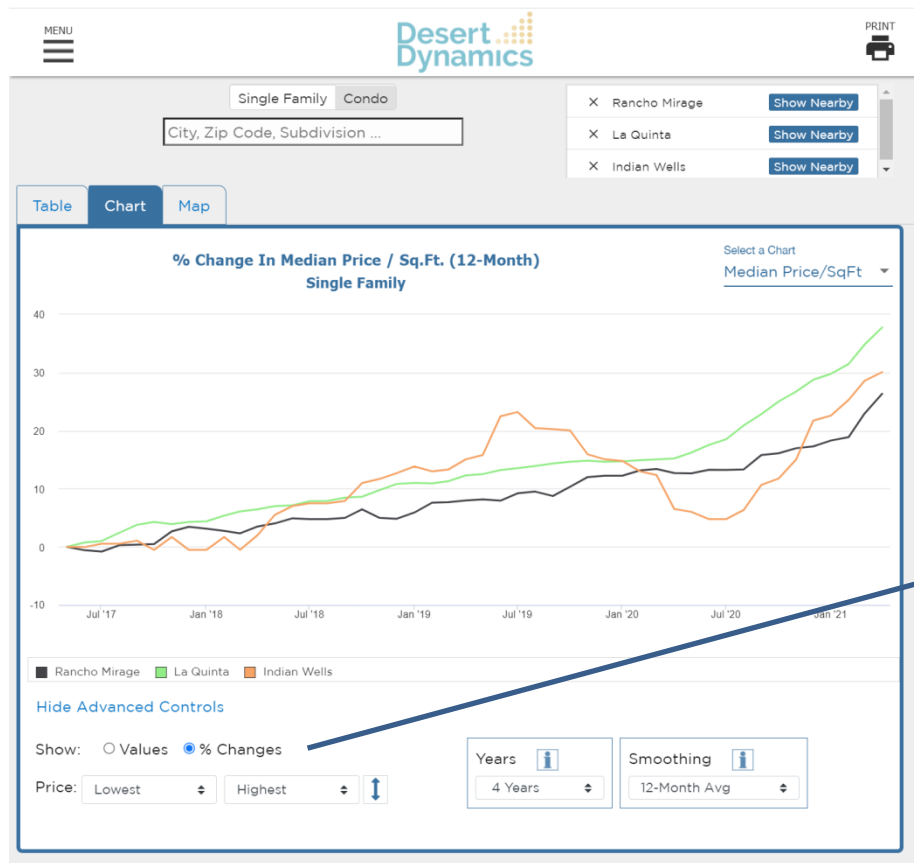
# Comparing Rancho Mirage, La Quinta and Indian Wells



Easily switch between graphed analysis results.  
(Months' Supply Shown)



# Comparing Rancho Mirage, La Quinta and Indian Wells



Switch to a comparison of percentage trends with a simple click! (Median \$ / SqFt Shown)

# Indian Wells Months of Supply by Price Range



Indian Wells, CA - Single Family

April, 2021

Indian Wells (City)					
Single Family Condo					
\$25,000 \$50,000 \$100,000					
Price Range	12-Mth Absorbed	Inv.	Mths Supply	% Tot Absorbed	% Tot Inventory
\$500K - \$549K	15	1	0.8	4.8%	1.7%
\$550K - \$599K	16	3	2.3	5.1%	5.2%
\$600K - \$649K	20	1	0.6	6.4%	1.7%
\$750K - \$799K	27	1	0.4	8.7%	1.7%
\$850K - \$899K	17	1	0.7	5.5%	1.7%
\$900K - \$949K	10	1	1.2	3.2%	1.7%
\$1.00M - \$1.49M	75	15	2.4	24.1%	25.9%
\$1.50M - \$1.99M	58	6	1.2	18.6%	10.3%
\$2.00M - \$2.49M	23	4	2.1	7.4%	6.9%
\$2.50M - \$2.99M	17	4	2.8	5.5%	6.9%
\$3.00M - \$3.49M	13	3	2.8	4.2%	5.2%
\$3.50M - \$3.99M	4	3	9.0	1.3%	5.2%
\$4.00M - \$4.49M	6	1	2.0	1.9%	1.7%
\$5M	7	3	5.1	2.3%	5.2%
\$6M	1	2	24.0	0.3%	3.4%
\$7M	2	2	12.0	0.6%	3.4%

Choose the right Price  
Range Stratification  
for your target listing  
or offer price.

# 3-City Heat Index Comparison Report



## Indian Wells, CA - Single Family

April, 2021

Single Family Condo

### Heat Index by Price Range



# Intelligent Data-To-Text Analysis



## Rancho Mirage, CA - Condominium

April, 2021

Rancho Mirage (City)

Single Family Condo

1 Mth 3 Mth 6 Mth 12 Mth YTD

### One-Month Comparison: Apr, 2021

#### Changes Favoring Sellers

	Current Year	Previous Year	% Change
Unit Sales	40	12	233.3%
Average Sale Price	\$372,533	\$307,208	21.3%
Median Sale Price	\$372,500	\$277,000	34.5%
Average List Price	\$402,524	\$397,368	1.3%
Inventory	41	117	-65.0%
Months of Supply	1.29	5.38	-75.9%
Days on Market	42	58	-27.6%
Average Sale Price/SF	\$220.4	\$174.8	26.1%
Sales / List Price	99.9%	93.7%	6.6%
Pending Listings	41	15	173.3%

#### Changes Favoring Buyers

	Current Year	Previous Year	% Change
New Listings	34	17	100.0%



## Rancho Mirage, CA - Condominium

April, 2021

Rancho Mirage (City)

Single Family Condo

1 Mth 3 Mth 6 Mth 12 Mth YTD

### 3 Months Ending: Apr, 2021

#### Changes Favoring Sellers

	Current Year	Previous Year	% Change
Unit Sales	121	53	128.3%
Average Sale Price	\$404,105	\$327,947	23.2%
Median Sale Price	\$389,000	\$325,000	19.7%
Average List Price	\$405,276	\$390,763	3.7%
Inventory	56	128	-56.3%
Months of Supply	1.77	5.89	-70.0%
Days on Market	64	72	-11.1%
Average Sale Price/SF	\$222.8	\$191.7	16.2%
Sales / List Price	98.8%	96.7%	2.1%
Pending Listings	125	52	140.4%

#### Changes Favoring Buyers

	Current Year	Previous Year	% Change
New Listings	105	93	12.9%

Change historical time frame references for short-term and longer-term context and understanding.

# How Do I Get Started?

- The app is live now...so you may get started now!
  - There is now a wealth of market understanding at your fingertips for use with sellers and buyers.
- Share content with your seller and buyer clients via PDF and email *for now*.
  - Social media and email links will soon be live in the Desert Dynamics app.
  - Look for updates from CDAR on when these functions go live.
- Pay attention to training opportunities coming soon to learn:
  - Best practice talking points around these robust analysis results for both sellers and buyers.
  - Tips and tricks in searching, filtering and revising parameters, and targeting data points to specific seller and buyer counseling opportunities.
  - Repurposing Desert Dynamics analysis output for marketing to prospects and being in touch with your sphere of influence.
- Above all, spend time in the app and let us know your thoughts!



# Thank You!

**REAL DATA**  
**STRATEGIES**