

RECN Data Insights Guide

This guide helps agents and clients understand and utilize RECN's data analytics for informed real estate decisions.

1. Overview of Key Metrics

- Median sale price trends
- Average days on market
- Inventory levels and absorption rate
- Price per square foot comparisons

2. Utilizing Heat Maps & Visualizations

- Interpreting color-coded price growth maps
- Layering demographic and development overlays
- Customizing timeframes for trend analysis

3. Predictive Analytics & Forecasting

- Understanding machine learning-driven price forecasts
- Applying forecast data to listing and purchase timing
- Scenario planning for various market conditions

4. Sentiment Analysis Integration

- Leveraging social media sentiment in market assessments
- Correlating sentiment spikes with price movements
- Tools for continuous sentiment monitoring

5. Custom Alerts & Thresholds

- Setting up alerts for key metric changes (e.g., price drops)
- Configuring threshold notifications for inventory shifts
- Managing alert dashboards for timely insights

6. Generating Client Reports

- Exporting data to branded PDFs and presentations
- Highlighting critical insights for client education
- Best practices for explaining data visually

7. Implementation Workflow

- Accessing the RECN analytics platform
- Integrating with CRM and presentation tools
- Training steps and support resources

Download this guide to harness RECN's data insights and elevate your real estate strategy.