Top Chicago brokerage @properties launches self-updating CMA tool

Illinois' largest independent brokerage launched the Windy City's first continually updating comparative market analysis (CMA) platform to ensure finding comps is a seamless task for their sellers. @properties -- which boasted over 20 percent of the market's sales in Chicago last year -- officially launched the platform in December. It's designed to give @properties agents and clients data that shows every factor that goes into comparable sale prices of homes in their area. The CMA is linked to the area's multiple listing service and self-updates daily. In the Chicago area, the multiple listing service (MLS) that brokerages use provide an antiquated CMA, according to @properties co-founder Thad Wong, so @properties viewed the development of its own proprietary system as a way to leap ahead of the competition. " is what almost every single listing agent uses," Wong explained. "So when every single agent goes on a listing presentation, their CMA is formatted ...

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