



**TO:** HousingAlerts.com Active Members

**FROM:** Ken Wade

**SUBJECT: New Tools & New Markets**

Hang on! We're adding 20,000 new FREE TO YOU 'micro markets' to your member's area, including zip code level data!

We've also created a new generation of advanced, highly accurate market analysis algorithms making it even easier to nail hot, emerging markets and avoid weak or declining markets.

This is game-changing for anyone associated with U.S. real estate. Check out some of these additions:

- 1) **See what's hot and what's not nationwide in a single glance! Precise color-coded map reveals annual zip code level trends!**
- 2) **D.R.E.A.M. now includes full color map visualizations of our state-of-the-art market scoring algorithms. Scrutinize markets on the move all across the country with our color-coded Momentum, Technical and "Master" scoring/ranking results.**
- 3) **Turn hunches into hard evidence with our Custom Analysis & Charts! Now includes micro-level zip code data!**
- 4) **Separate rumors from reality with the Advanced Market Scoring, Ranking and Search Filters in the S.T.A.R. tool.**

National-level Members have access to all these new tools and markets right now. Over the coming weeks we'll be adding them into Regional, State and Local (City) level member areas.

## Here's a quick overview how to access these new tools and micro-markets:

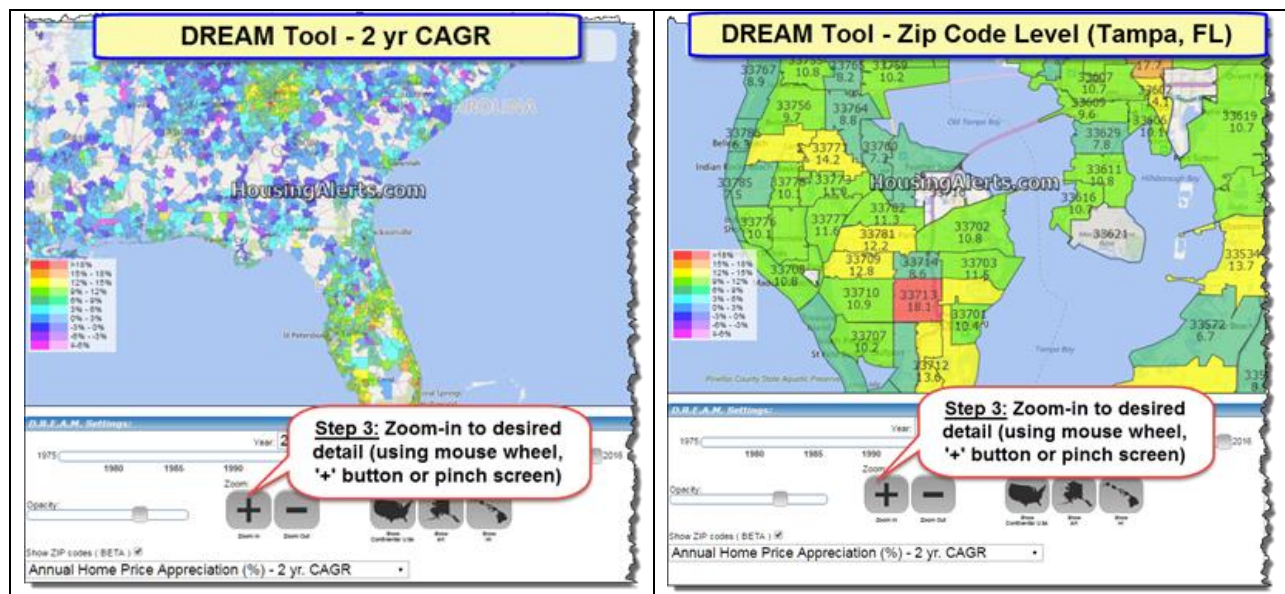
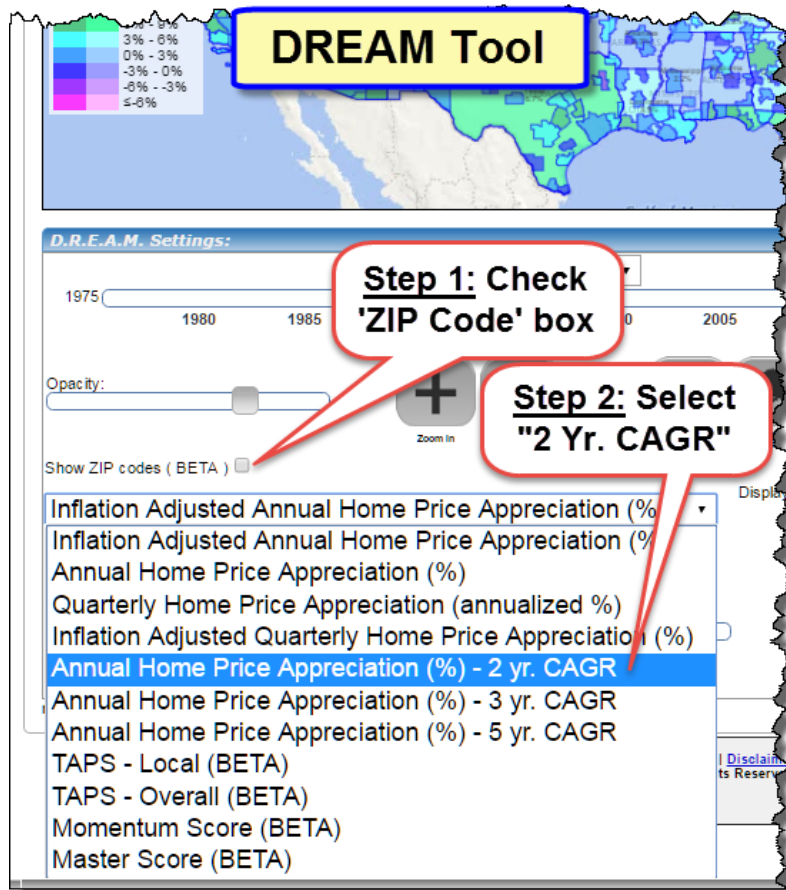
### 1) D.R.E.A.M. - Zip Code Maps

**Step #1:** Check "Show Zip Codes:" → U.S. Map will reload to show zips nationwide.

**Step #2:** Select "2 yr. CAGR" → U.S. Map will reload.

*(CAGR = Compound Annual Growth Rate. This setting helps smooth-out 'noise' associated with small zip code level sample sizes.)*

**Step #3:** Drag & Zoom U.S. map using "+" button, mouse wheel or by pinching screen.



## 2) D.R.E.A.M. – Color Coded Scoring Maps

**Step #1:** Uncheck Zip Code box to enable BETA *Heat Map* options

**Step #2:** Select desired Heat Map → U.S. Map will reload.

- TAPS LOCAL** map assigns city-level TA scores *ignoring* State, Regional and Nat'l market conditions.
- TAPS OVERALL** map reflects the influence of State, Regional and Nat'l conditions on each local market.
- Momentum Score** map reflects only the STAR (Red-Yellow-Green) 6-trigger momentum indicators.
- MASTER Score** map is generated from combining TAPS, STAR and other a proprietary in-house algorithms.

**Step #3:** Drag & Zoom U.S. map using “+” button, mouse wheel or pinching screen to see actual scores and local details.

**DREAM Tool - Local TAPS Heat Map**

**DREAM Tool - Overall TAPS Heat Map**

**Southeastern U.S. (zoomed-in 3 levels)**

**Step 1:** Un-check 'ZIP Code' box

**Step 2:** Select desired heat map

**Step 3:** Drag & Zoom map using using “+” button, mouse wheel or pinching screen

The screenshots show the DREAM Tool interface. The left panel displays a list of metrics including Inflation Adjusted Annual Home Price Appreciation, Annual Home Price Appreciation, Quarterly Home Price Appreciation, and various CAGR metrics. The right panel shows a zoomed-in view of the Southeastern U.S. with a callout box indicating it is zoomed in 3 levels. The interface includes a zoom control with '+' and '-' buttons and a 'Show ZIP codes (BETA)' checkbox.

**DREAM Tool - STAR Momentum Heat Map**

**DREAM Tool - Master Score Heat Map**

The screenshots show the DREAM Tool interface for STAR Momentum and Master Score heat maps. The left panel displays a list of metrics including Momentum Score (BETA), Inflation Adjusted Annual Home Price Appreciation, Annual Home Price Appreciation, Quarterly Home Price Appreciation, and various CAGR metrics. The right panel shows a zoomed-in view of the Southeastern U.S. with a callout box indicating it is zoomed in 3 levels. The interface includes a zoom control with '+' and '-' buttons and a 'Show ZIP codes (BETA)' checkbox.

### 3) Custom Analysis & Charts – Zip Code Levels

**Step #1:** Add zip code markets to Custom Analysis using either **Direct Selection** or **MAP**.

**Step #2:** Analyze & compare any combination of markets (zip, city, state, etc.) simultaneously.

# CUSTOM ANALYSIS - Direct Selection (Search)

**Step #1: Enter desired 5-digit zip code**

**Step #2: click to add**

...or... select zip codes using use MAP

**CUSTOM ANALYSIS - MAP Selection**

**Step #1: Select to add "ZIP 5"**

**Step #2: Click on desired STATE**

or... click here to add Zip Codes using search

**CUSTOM ANALYSIS - MAP Selection**

**Add Zip Codes using MAP**

**Step #3: Double-click on map, use '+' button or pinch screen to zoom in.**

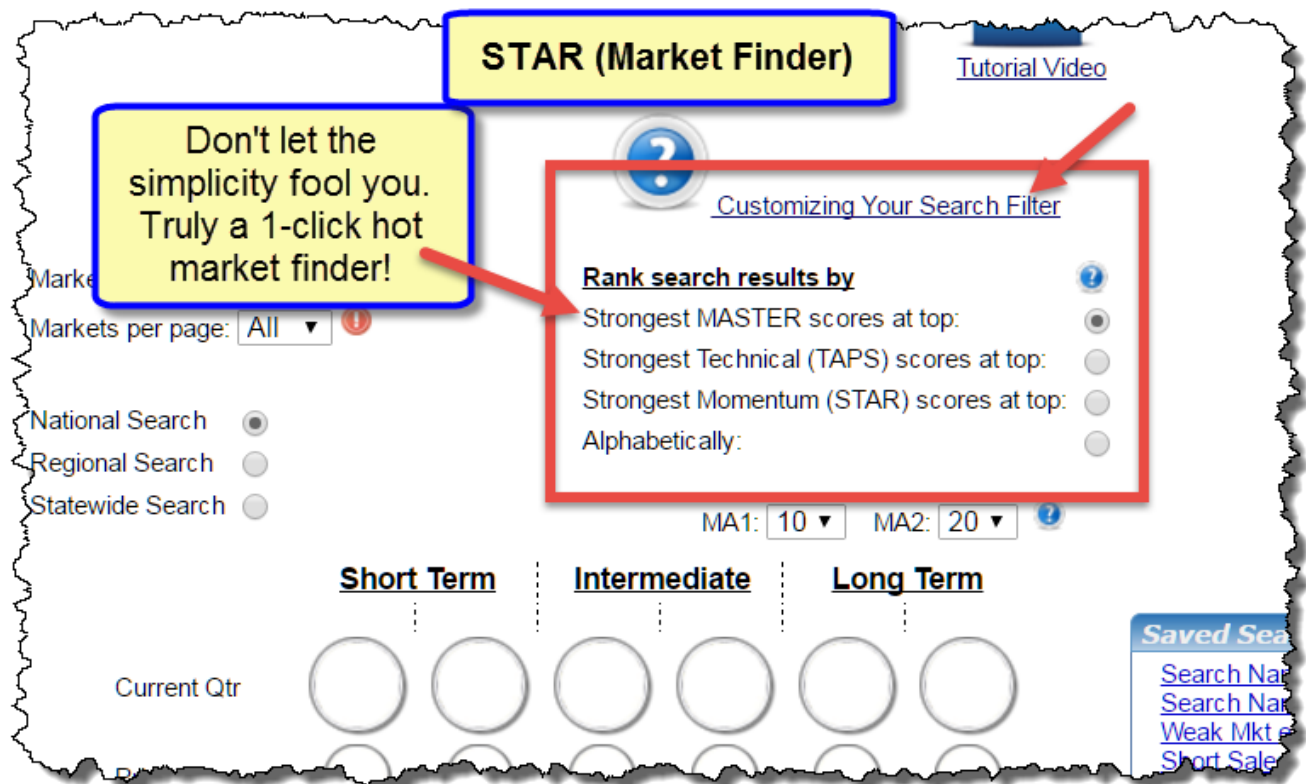
**Step #4: Left click to select market.**

or... click here to add Zip Codes using search

## 4) STAR - Next Generation Market Scoring, Ranking and Search Filters

We've rolled these new hot/cold market finder tools into a simple one-click dashboard inside the S.T.A.R. tool. You can now search and rank all markets using our advanced custom scoring algorithms:

**Master Score | Technical (TAPS) Score | Momentum (STAR) Score | Alphabetically**



To unleash these next-generation search engines...

**Step #1:** Clear the preset colored icons to 'all white' by clicking the 'Clear Filters' link. (When the preset colored icons are all white the internal search engine knows to include ALL markets regardless of their current red/yellow/green icon configuration.)

**Step #2:** Select desired search results options. (You can score and rank Cities, States and Regions separately.)

**Step #3:** Choose which custom scoring/ranking algorithm you want. (The 'Master Score' is the overall best one-click market finder tool on the planet! However, there ARE times when you want to search/score/rank markets based solely on their 'Technical' (TAPS) and/or their 'Momentum' (STAR).

Please watch this video for detailed explanation of STAR and TAPS indicators.  
<http://www.housingalerts.com/training/#taps-star-tutorial>

**Step #4:** Click "Search Markets" button. (A ranked list of all markets, together with their TAPS and STAR indicators will appear below. The 'strongest/hottest' markets are displayed at top, the weakest markets last.)

You may also click on the markets' name for its detailed report, and the chart icon for a quick view of its TA chart.

## STAR Market Ranking Tool

**S.T.A.R. (Six Trigger Alert Report)**

**Step #2: Select search results output options**

Market Type:  Markets per page:

National Search  Regional Search  Statewide Search

MA1:  MA2:

**Short Term**    **Intermediate**    **Long Term**

|                |                       |                       |                       |                                  |                       |
|----------------|-----------------------|-----------------------|-----------------------|----------------------------------|-----------------------|
| Current Qtr    | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> |
| Prior Qtr      | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> |
| Two Qtrs ago   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> |
| Three Qtrs ago | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>            | <input type="radio"/> |
| Year ago       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>            | <input type="radio"/> |

(Click circles to change search criteria)  
[Reset Filters](#) | [Clear Filters](#)

**Step #3: Select desired market ranking algo's**

**Rank search results by**

- Strongest MASTER scores at top:
- Strongest Technical (TAPS) scores at top:
- Strongest Momentum (STAR) scores at top:
- Alphabetically:

MA1:  MA2:

**Step #1: Clear preset filters**

**Step #4: Click "Search Markets"**

[Show Directions](#)    [Tutorial Video](#)

[Customizing Your Search Filter](#)

**Search Markets**

**Saved Searches**

- [Search Name\[x\]](#)
- [Search Name\[x\]](#)
- [Weak Mkt examples-search\[x\]](#)
- [Short Sales - General\[x\]](#)
- [50 state - no icons\[x\]](#)
- [CA-no icons\[x\]](#)
- [USA no icon score search\[x\]](#)
- [FL-no icons-score search\[x\]](#)

Enter New Search Name Below:  
Search Name:

**View of a completed 'Master Score' search...**

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| Two Qtrs ago   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Three Qtrs ago | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Year ago       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

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**Rank search results by**

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- Alphabetically:

MA1:  MA2:

**Search Markets**

Total 403 results. Showing 1 to 403. Sorted by Master Score

**Search Results**

**USA:**

[1] [Palm Bay-Melbourne-Titusville, FL](#)

Overall:  Weak    Neutral    Strong

Local:  Weak    Neutral    Strong

[2] [Boulder, CO](#)

Overall:  Weak    Neutral    Strong

Local:  Weak    Neutral    Strong

Current Qtr:

Prior Qtr:

Two Qtrs ago:

Three Qtrs ago:

Year ago:

To seize the hidden advantage you've always dreamed of, watch this video for detailed explanation of STAR and TAPS indicators.

<http://www.housingalerts.com/training/#taps-star-tutorial>