

Welcome to Magic Pro

The professional-level housing research data source for Phoenix and Tucson Used by literally thousands of housing professionals in the Phoenix and Tucson areas for over 10 years including home builders, suppliers, contractors, Realtors, lenders, and others with a need for accurate, timely, and comprehensive housing market data.



LOG-IN AREA

DRAWING TOOLS

FILE CABINET
EACH REPORT TYPE IS LIKE A FILE DRAWER ... CONTAINING DATA ABOUT THAT SUBJECT – SELECT THE ONE YOU WANT TO ACCESS

FILTER AREA ...
CHOOSE ONE OR MULTIPLE FILTERS FOR THE FILE DRAWER YOU HAVE SELECTED

THE ACTION BUTTON....
CLICK TO EXECUTE YOUR SELECTIONS

1 - Log in with your registered email and password
Not registered?? go to rlbrownreports.com/magicweb.aspx

2 - Select the REPORT TYPE (dataset) that you subscribe to and want to query from those that you chose to subscribe to

3 - Draw an area on the map that you want to see data from using your mouse

4 - Select from the filters you want to apply to the data you will see ... or make no selections and see all of the data in the area you drew

5 - Click PROCESS REQUEST to have MAGIC grab the data you have requested ... nothing happens until you process the request

6 - Click PLOT ON MAP and/or VIEW DATA and/or EXPORT TO EXCEL to see the results on the map or to export the data

The VIEW DATA screen allows for almost unlimited additional filtering of the data your query produced ... and the EXPORT TO EXCEL button moves the results of your query to a familiar MS Excel spreadsheet for added data manipulation, use of Pivot Tables, and more

ALL OF THE DATA IN MAGIC PRO'S DATASETS IS UPDATED EVERY MONTH ON THE 15TH WITH THE DATA FROM THE IMMEDIATELY PREVIOUS MONTH

If you are not logged in in step #1 you can still see and experiment with the functionality of Magic Pro but the result screens will not show the data

For additional features and information schedule an on-line training session with us on SKYPE by calling 623.341.1127

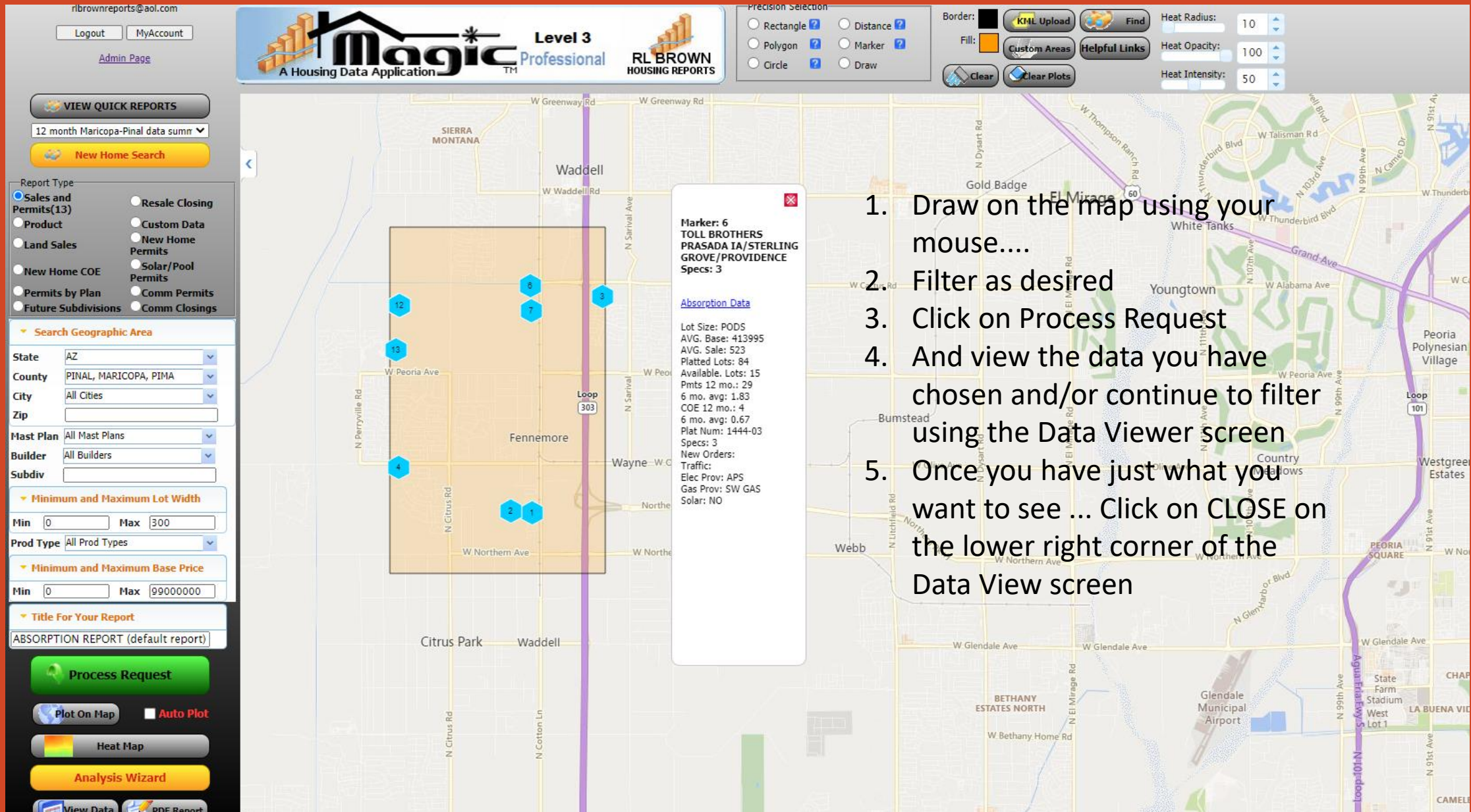
DB ver: 435 PT Data Through 1/31/2021 - Published 2/15/2021 - Build 3.1

For the latest market news see our FREE blog at PhoenixHousingMarketData.com

E-mail Address: _____ Sign Up

Pricing, square footage, options, co-broke %, availability and incentives are subject to change without notice. Home Builders Marketing, Inc. /RL Brown Reports is not responsible for O&O

You can download a copy of the above chart from our website for handy reference
.... Go to www.rlbrownreports.com and click on MARKET NEWS



1. Draw on the map using your mouse....
2. Filter as desired
3. Click on Process Request
4. And view the data you have chosen and/or continue to filter using the Data Viewer screen
5. Once you have just what you want to see ... Click on CLOSE on the lower right corner of the Data View screen

And you have done it

..... Filtered a massive amount of data to see just what you want and need to see, and now you can export your results to MS Excel for analysis using a Pivot Table, a graph, generate a report and share with your associates

... And you know that the data is complete, current, accurate, and was analyzed to present just what you wanted to see and share.

There are many additional features of Magic Pro and its various file drawers beyond and in addition to what we have shared in these few slides, and we would be happy to show you those features in a Zoom demo for you and your associates. For example, subscribers to the SALES AND PERMIT dataset [which we have viewed herein] have access to several comprehensive pre-formatted 2-or 3- click reports which are built-in to Magic Pro and can save hours of time.

Magic Pro includes has an automatic .xls graphing tool and a heat mapping tool plus links to aerial photography and to the local Assessor's maps.

Give us a call of 623.341.1127 for a full demo.

