

BMA vs. CMA



Buyer Market Analysis (or BMA) takes the Big Data we receive and displays it in a consumable format for your potential seller. The BMA provides you with insights into the demand in the market, in particular how many buyers are looking for a similar property. This includes how many matching buyers are working with agents within your brokerage!

The BMA is a **Real Time** Market Analysis.

As you know a traditional CMA looks at past sales to help you determine the price of a home. Buyside bridges the gap and provides you with insight into the current and future activity of the market.

We highly recommend you run a BMA and add it as a supplement to your listing presentation. This tool alone will be sure to help you win the listing!