

ANALYZE A MARKET: 5 EASY STEPS TO BUILD A CUSTOM MARKET

Step 1: Login to MortgageAnalyzer

Step 2: Get Started

In the Analyze A Market section on the right side of the page, select “Get Started”



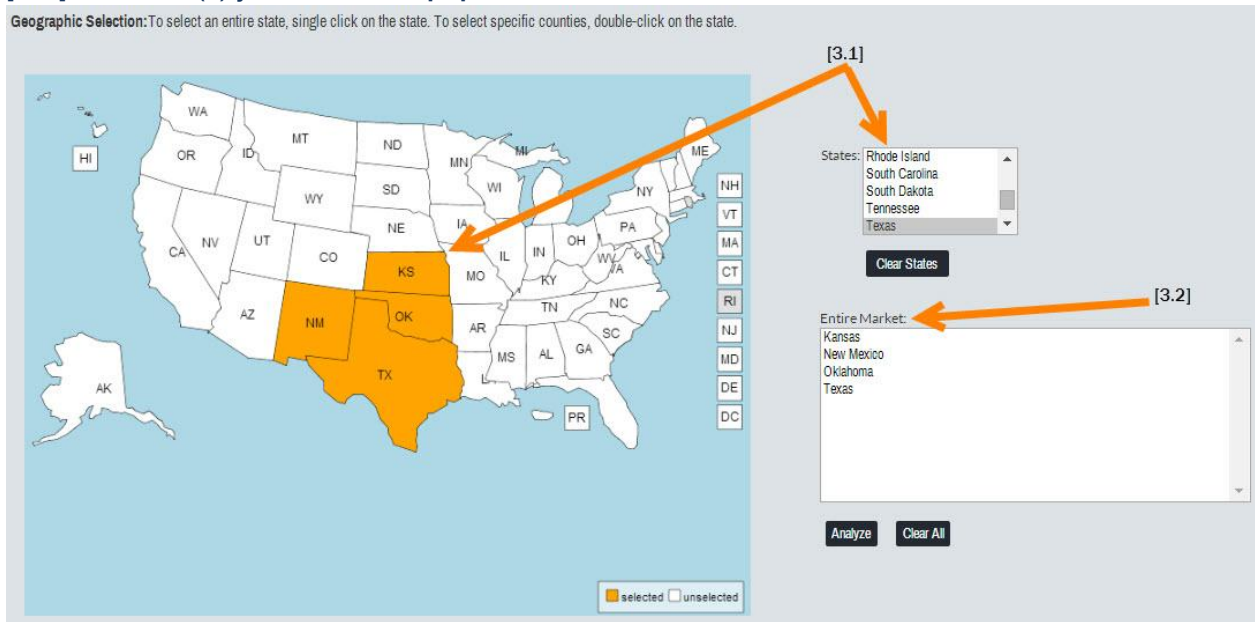
Step 3: Build Your Entire Market

To include states in your market, [3.1] single click a state(s) on the map and/or single click on a state(s) in the “**States**” text box.

**Note: To select multiple states, hold down the Ctrl key.*

[3.2] The state(s) you select will populate in the “**Entire Market**” text box.

Geographic Selection: To select an entire state, single click on the state. To select specific counties, double-click on the state.



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Step 4: Continue To Build Your Entire Market

Double click on any state to view a breakdown of the counties (and MSAs) in that state.

[4.1] To select counties, single click on the map and/or single click on a county in the “Counties” text box.

**Note: To select multiple counties and/or MSAs, hold down the Ctrl key.*

[4.2] To select a MSA(s), single click on the MSA in the “MSAs” text box.

**Note: MSA selections do not highlight on the map but do appear in the “Entire Market” text box (along with the county selections).*

[4.3] To go back to the map of the states, click “Show States”.

Geographic Selection: To select an entire state, single click on the state. To select specific counties, double-click on the state.

The screenshot shows the Mortgage Analyzer interface. On the left is a map of Iowa with several counties highlighted in orange. An orange arrow labeled [4.1] points to the map. On the right are two selection panels. The top panel has a 'Show States' button (labeled [4.3]) and two lists: 'Counties' and 'MSAs'. The 'Counties' list includes Decatur, Delaware, Des Moines, Dickinson, Dubuque, Emmet, Fayette, Floyd, Franklin, and Fremont. The 'MSAs' list includes Ames, Boone, Burlington, Cedar Rapids, Clinton, Davenport-Moline-Rock Island, Des Moines-West Des Moines, Dubuque, Fort Dodge, and Iowa City. An orange arrow labeled [4.2] points to the 'MSAs' list. Below these lists are buttons for 'All Counties', 'Clear Counties', 'All MSAs', and 'Clear MSAs'. The bottom panel is titled 'Entire Market:' and lists the selected areas: Kansas, New Mexico, Oklahoma, Texas, Cass, IA, Fremont, IA, Page, IA, Taylor, IA, Davenport-Moline-Rock Island, IA-IL Metropolitan Statistical Area, and Des Moines-West Des Moines, IA Metropolitan Statistical Area. At the bottom are 'Analyze' and 'Clear All' buttons.

Additional Tips:
To select multiple states, counties, and/or MSAs, be sure to hold down the **Ctrl key** (or the **Command key** if you are using a MAC).
To deselect a state or county, **single click** on the state or county in the **map**.

Step 5: Click “Analyze” to generate your market report!

**Note: the “Analyze” button is on the country-wide map & individual states maps.*

This is a close-up of the 'Entire Market:' list from the previous screenshot. It shows the following items: Kansas, New Mexico, Oklahoma, Texas, Cass, IA, Fremont, IA, Page, IA, Taylor, IA, Davenport-Moline-Rock Island, IA-IL Metropolitan Statistical Area, and Des Moines-West Des Moines, IA Metropolitan Statistical Area. Below the list are the 'Analyze' and 'Clear All' buttons. An orange arrow points to the 'Analyze' button.