







## Broker Slides

Monthly Updates

February 2024



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# Introducing Your New Dashboard

The screenshot shows the SMART MLS dashboard. At the top left is the SMART MLS logo. At the top right is a user profile icon and a 'Sign Out' button. The dashboard is divided into three main sections: 'Featured Products', 'MLS Products and Resources', and 'Smart Agent Options'. The 'Featured Products' section contains icons for connectMLS, Matrix, ShowingTime, SmartTax, InfoSparks, FastStats, Rental Tools, and Supra. The 'MLS Products and Resources' section contains icons for RPR, ListTrac, Elevate, Realtor.com, Local Boards, CTR, DCP, Transaction Desk, Authentisign, and Remine. The 'Smart Agent Options' section contains icons for Agent Profile, SmartDesk, Rules & Regs, Compliance, Photo Information, Forms, Training, Latest News, Broker Resources, and Contact Us. On the right side, there is a '\$ Balances' table.

Account	Due	Last Updated
MLS	\$0.00	Invalid Date

The SmartMLS.com webpage has updated the login button on the top of our home page to our refreshed Dashboard. If you have been using a browser bookmark to access the SmartMLS Dashboard, you must create a new one that points to our refreshed Member Dashboard.

To do so, go to [www.smartmls.com](http://www.smartmls.com) and hit CTRL+D on your keyboard. That will add a shortcut to the Member Dashboard to the Bookmark/Favorites bar at the top of your browser.

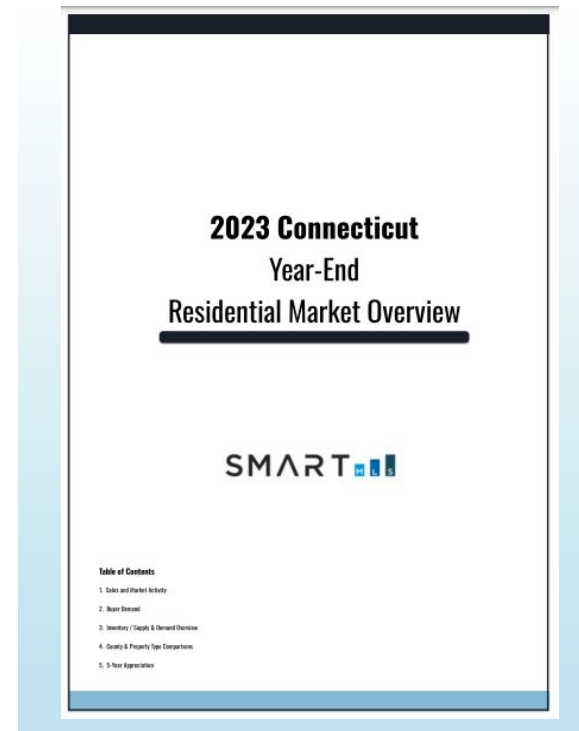
[CLICK HERE](#) for more information on how to reset your password if you forget your SmartMLS password.

# 2023 Annual Reports on the Connecticut Housing Market are Here!

Analyzing statistical data on the Connecticut housing market is made easier with the use of essential tools such as [SmartMLS Stats](#) and [Fast Stats](#).

These dynamic programs can provide you with comprehensive data, including the highly anticipated 2023 annual report.

As we move forward to 2024, these tools will continue to offer regular updates on both local and statewide market trends, ensuring you're always informed.



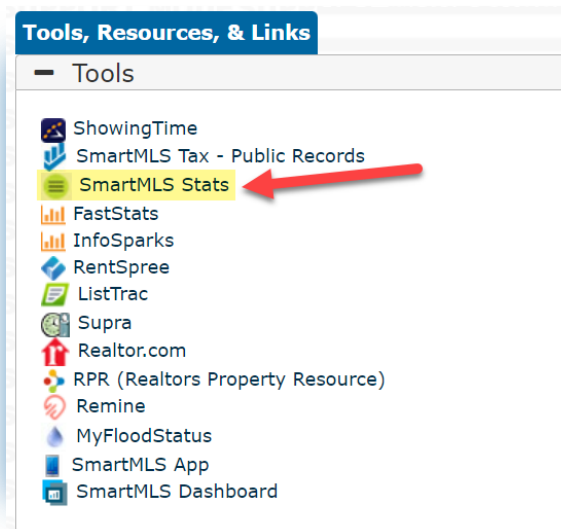
Our **NEW** SmartMLS Stats program provides annual and monthly analytical reports for a comprehensive understanding of the real estate industry in Connecticut.

Our release of the 2023 Connecticut housing summary report specifies:

- Counties with the strongest buyer demand.
- Counties with the fastest sales.
- Areas with the most competitive markets.
- A Statewide 2023 summary.

To view all of this information, including the statewide summary in one dynamic PDF printout, scan the QR code or [click here](#). For more information on how you can generate insightful reports for your market, take a look at SmartMLS Stats [HERE](#).

Locate SmartMLS Stats under the “Tools, Resources, & Links” widget in connectMLS today!

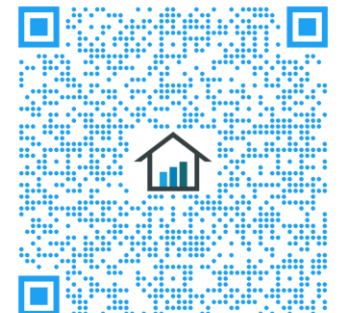
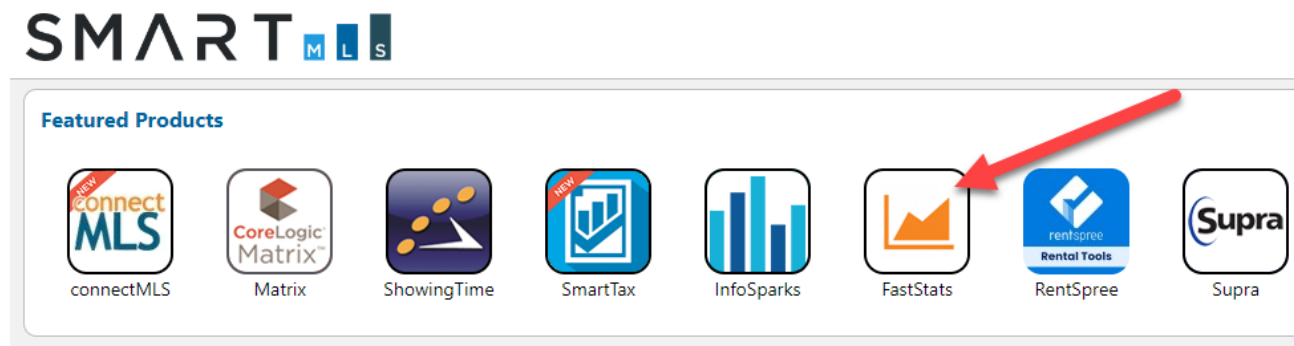


Creating Custom Market Reports is a Breeze with FastStats.

FastStats makes it possible to generate a comprehensive one-page market report tailored to your market in just a few minutes. With the interactive map, you can easily select specific metrics, including counties reports, Showingtime reports, weekly market activity, and print statistics with in-depth reports.

To view all of this information, and even a statewide summary in one dynamic PDF printout, scan the QR code or [click here](#).

Locate FastStats from the SmartMLS Homepage Today!



## Total Market Activity

# of Sales  
**34,407**  
↓ -21.4% from 2022

Total \$ Volume  
**\$17.49B**  
↓ -16.2% from 2022

## Market Pricing

Median Sale Price  
**\$360,000**  
↑ 6.2% from 2022

\$/sqft  
**\$244**  
↑ 8.4% from 2022

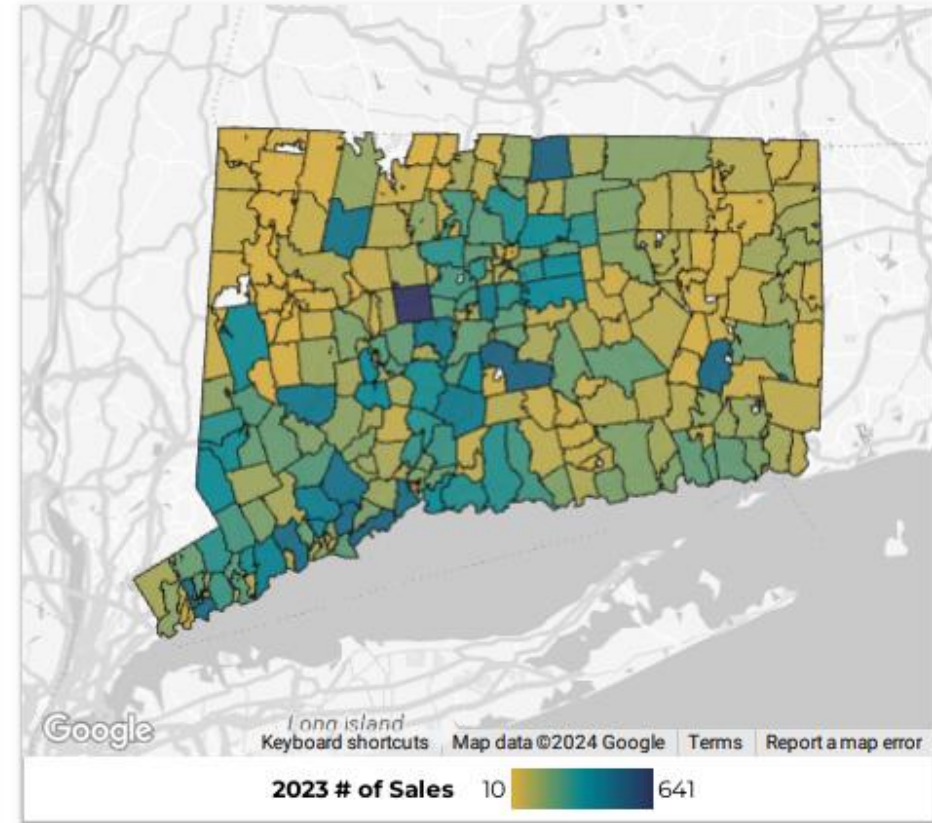
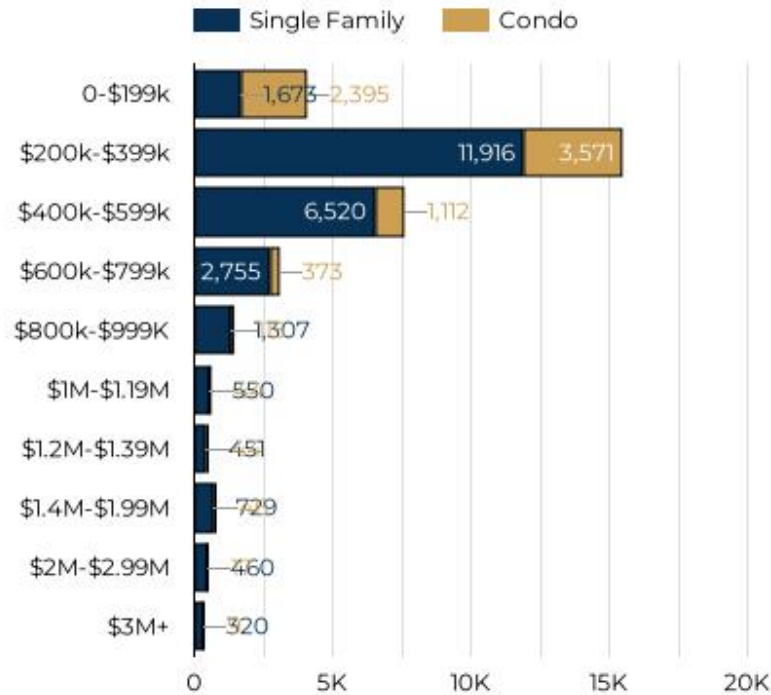
Single Family  
**\$393,000**  
↑ 6.2% from 2022

Condo  
**\$259,500**  
↑ 14.1% from 2022

Single Family  
**\$248**  
↑ 7.5% from 2022

Condo  
**\$229**  
↑ 11.6% from 2022

## Sales by Price Range



Note – This is inclusive of Residential Homes for the entire state of Connecticut.

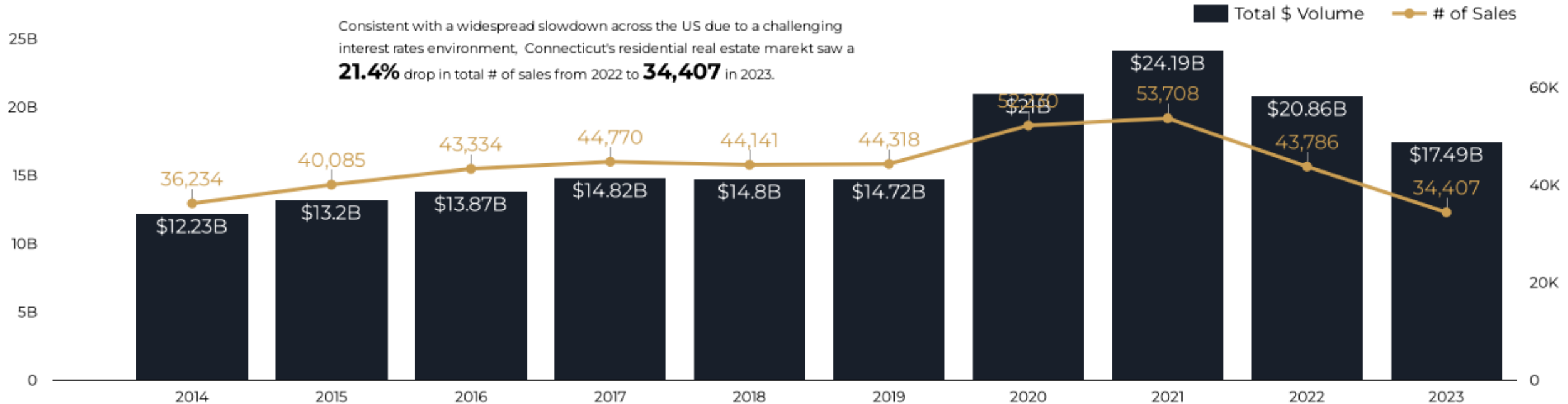
Data current as of January 17<sup>th</sup>, 2024. Scan the code to access the full report, or click [HERE](#).



# Annual Report on the Connecticut Housing Market

## Market Activity Overview

### Market Activity 10-yr



Note – This is inclusive of Residential Homes for the entire state of Connecticut.  
 Data current as of January 17<sup>th</sup>, 2024. Scan the code to access the full report, or click [HERE](#).





To explore your local market > [Link to SmartMLS Stats Menu](#)

## Sales By County

Although all CT counties saw significant(18%+) drops in sale activity in all counties, all also showed 6%+ increases in sale prices. Tolland and Hartford Counties stood out with the highest gains while Hartford County saw strongest demand from buyers in 2023.

County ^	Market Activity				Market Pricing				Buyer Demand			
	# of Sales	% Δ	\$ Volume	% Δ	Median Sale	% Δ	\$/sqft	% Δ	DOM	Δ	% Over Ask	Δ
FAIRFIELD	8,754	-23.6% ↓	\$7,638,533,542	-18.1% ↓	\$576,000	7.2% ↑	\$337	8.1% ↑	26	-5 ↓	2.5%	0.3% ↑
HARTFORD	8,376	-19.8% ↓	\$3,058,107,102	-11.8% ↓	\$320,000	10.3% ↑	\$197	9.2% ↑	6	-1 ↓	4.8%	1.0% ↑
LITCHFIELD	2,069	-24.6% ↓	\$948,072,857	-22.0% ↓	\$335,000	6.3% ↑	\$225	7.9% ↑	22	-8 ↓	0.5%	0.4% ↑
MIDDLESEX	1,855	-18.6% ↓	\$807,105,176	-11.7% ↓	\$360,000	5.9% ↑	\$243	10.8% ↑	10	-2 ↓	2.6%	0.9% ↑
NEWHAVEN	7,845	-20.9% ↓	\$3,010,868,927	-15.9% ↓	\$325,000	8.0% ↑	\$218	8.5% ↑	15	0	2.1%	0.1% ↑
NEWLONDON	2,901	-18.9% ↓	\$1,131,012,390	-12.5% ↓	\$325,000	6.9% ↑	\$225	10.3% ↑	9	-2 ↓	1.7%	0.4% ↑
TOLLAND	1,362	-24.3% ↓	\$478,140,481	-17.5% ↓	\$335,000	11.7% ↑	\$191	8.5% ↑	7	-1 ↓	3.5%	0.4% ↑
WINDHAM	1,103	-21.3% ↓	\$359,977,397	-15.4% ↓	\$315,000	10.1% ↑	\$203	9.1% ↑	9	0	2.1%	-0.2% ↓

Note – This is inclusive of Residential Homes for the entire state of Connecticut. Data current as of January 17<sup>th</sup>, 2024. Scan the code to access the full report, or click [HERE](#).



## Supply & Demand By County/Type

As the balance between new listings and new pendings can foreshadow market health in the near future, use this data to compare %Delta values between both metrics. At **-23.9% and -20.6%**, the **Hartford condo market** stands out as most in balance. On the other hand, at **-32% and -22.4%**, **Single Family in New Haven** show most potential for near-term oversupply.

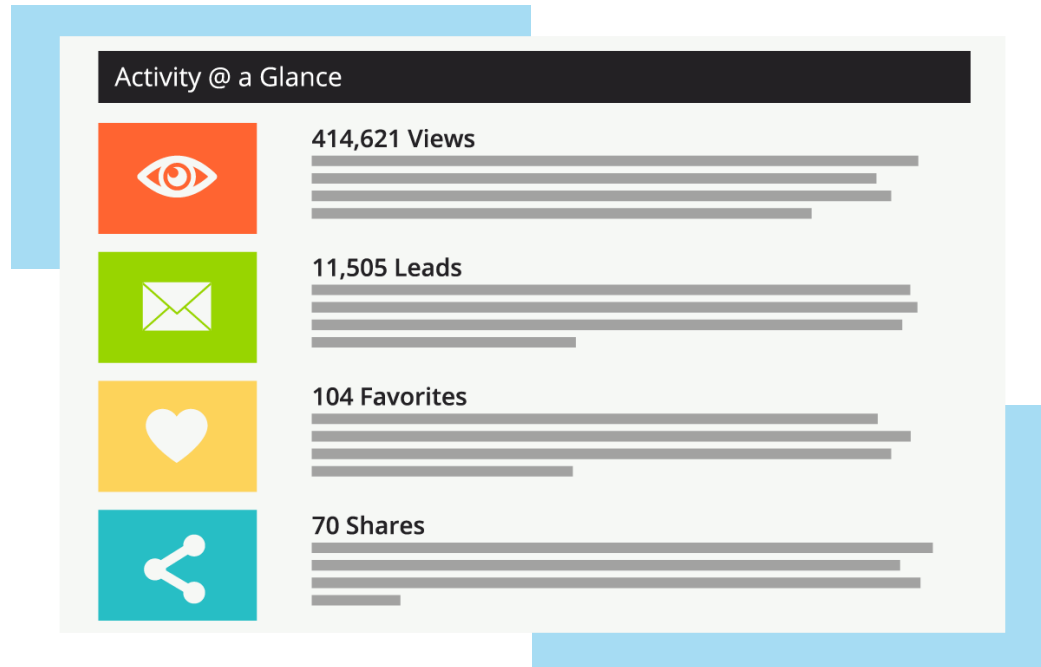
County	Type	# of New Listings	% Δ	# of New Pendings	% Δ
FAIRFIELD	Single Family	5,293	-31.5%	6,023	-24.4%
FAIRFIELD	Condo	2,086	-28.5%	2,377	-21.7%
HARTFORD	Single Family	5,672	-26.3%	6,220	-21.6%
HARTFORD	Condo	1,679	-23.9%	1,803	-20.6%
LITCHFIELD	Single Family	1,432	-33.6%	1,703	-25.0%
LITCHFIELD	Condo	269	-31.6%	306	-25.9%
MIDDLESEX	Single Family	1,249	-27.6%	1,396	-21.2%
MIDDLESEX	Condo	363	-15.8%	391	-13.1%
NEWHAVEN	Single Family	4,882	-32.0%	5,653	-22.4%
NEWHAVEN	Condo	1,700	-26.4%	1,913	-18.6%
NEWLONDON	Single Family	2,140	-25.0%	2,384	-19.1%
NEWLONDON	Condo	351	-36.5%	392	-29.7%
TOLLAND	Single Family	1,023	-31.8%	1,128	-25.8%
TOLLAND	Condo	170	-27.4%	185	-21.9%
WINDHAM	Single Family	863	-31.5%	974	-24.3%
WINDHAM	Condo	72	-18.2%	78	-12.4%

Note – This is inclusive of Residential Homes for the entire state of Connecticut.  
 Data current as of January 17<sup>th</sup>, 2024. Scan the code to access the full report, or click [HERE](#).



# LISTTRAC

ListTrac is a tool that allows SmartMLS brokers and agents to measure the online performance of their listings.



## Feature Highlights:

- See a real-time view of how your listings are being viewed.
- View where listings are generating the highest number of leads.
- View your top performing listings at a glance.
- Send your seller a well-designed, professional report to see their listing's online performance.

ListTrac is included with your SmartMLS subscription. Access ListTrac from the member dashboard today!



# connectMLS Training Course Menu

Here is a current list of our “Watch Now” Webinar classes.

## **Getting Started in connectMLS –**

Ready to get started in connectMLS? This training session will cover everything you need to understand and use the system. Setup your business card, access the system on any device, engage with your clients and become familiar with the tools you need to get you started.

## **Basic Search –**

This training will show you how to run a property search in connectMLS and view/share the results.

## **Auto-Email & The Client Portal –**

This session will show you how to set up new auto emails and manage your clients by using the Saved Search Widget, Client Activity Widget and Screener functionality. The basics of the Client Portal will also be covered so you can start sharing listings with your clients.

## **Adding & Managing Listings –**

This session will show you how locate your listings in connectMLS and how to add a new listing. You will also learn how to edit listing details and how to add photos and documents to a listing.


## **Getting to Know SmartMLS Tax –**

This training provides an overview of our new public records program, SmartMLS Tax. SmartMLS Tax includes tools like prospecting, interactive maps and extensive property data.

[CLICK HERE](#) to access our library of Watch Now Webinars!

# Need Help with Something Else?



- Access our 24/7 SmartDesk [HERE](#) for answers to common questions. You can also utilize our chat feature by clicking this icon  located on the bottom right corner of the SmartDesk screen.
- Contact SmartMLS with assistance on Compliance, Technical Support, or Membership Questions:
  - **203-750-6000**
  - **Support@Smartmls.com**
- Hours of Operation:
  - Monday- Thursday 8:30am-7:00pm
  - Friday – 8:30am – 6:00pm
  - Weekends – 9am – 3:00pm

