



SMART   

# Broker Slides

*November 2025*

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# Open House Enhancements

When you add more than one open house to a listing, you now have the ability to include individual comments for each open house.



Active

2 Beds

2/1 Baths

2,310 SqFt

Acres 0.52

Entered for Comparable Data Purposes

Single Family Rental

Rental Duration: Yearly Unfurnished

Listing ID:

Parcel ID:

DOM / CDOM: 351 / 351

County: Fairfield

Neighborhood: Wolfpit

Property Information:

View 13

Recent: 10/29/2025: PCDR: \$4,343->\$4,242

Public Open House Details

Open House Schedule:

11/12/2025 from 10:00 AM to 01:00 PM Repeat - Check out this cool house- open house Wed 11/12!

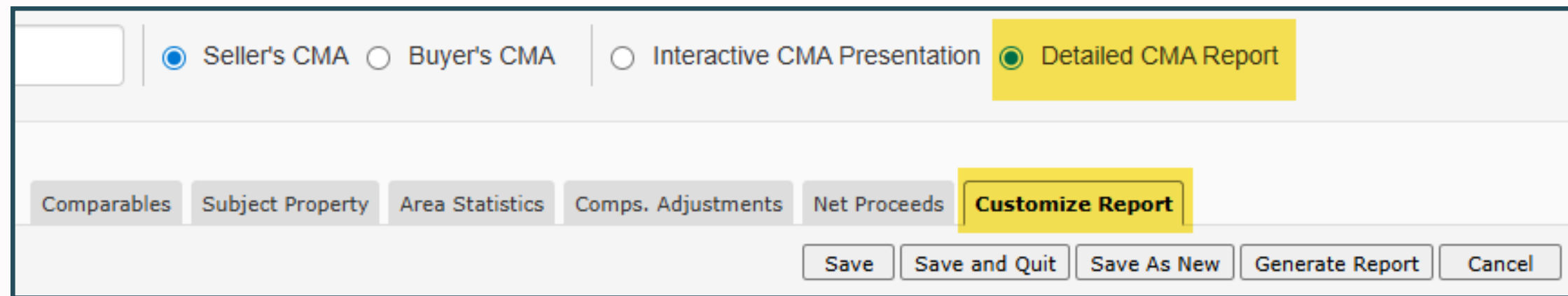
11/14/2025 from 04:00 PM to 06:00 PM Repeat - In case you missed the previous open house, we're doing another Friday, 11/14!



For instructions on how to add an open house, [click here](#).

# Customizing CMA Reports

When generating a CMA, you will notice six tabs at the top of the screen that assist you in the process. The final tab, *Customize Report*, enables you to add the finishing touches to your report:

A screenshot of a web application interface for customizing CMA reports. At the top, there are four radio button options: 'Seller's CMA' (selected), 'Buyer's CMA', 'Interactive CMA Presentation', and 'Detailed CMA Report' (highlighted with a yellow background). Below these, there are six tabs: 'Comparables', 'Subject Property', 'Area Statistics', 'Comps. Adjustments', 'Net Proceeds', and 'Customize Report' (highlighted with a yellow background). At the bottom, there are five buttons: 'Save', 'Save and Quit', 'Save As New', 'Generate Report', and 'Cancel'.

You can select from twelve different types of reports to present to your client once the CMA has been generated.

From this same page, you can edit the cover page, your resume/bio, the comparables summary, and more.

For the full article, [click here](#).



# DOM vs. CDOM

**Days on Market (DOM)** is calculated for Active listings by subtracting the Listing Contract Date and any Off-Market Days from the current date. It begins counting from when the listing is entered into the MLS, adding one each day for Active listings. If a listing changes to Under Contract, TEMP, or WITH and then returns to Active, the DOM continues from its last count.

Active	4 Beds	1/0 Baths	1,120 SqFt	Acres 0.20
Single Family For Sale		DOM / CDOM: 5 / 102		
Listing ID:		County:	New Haven	
Parcel ID:		Neighborhood:	N/A	
		Property Information:		
		Subdivision:		

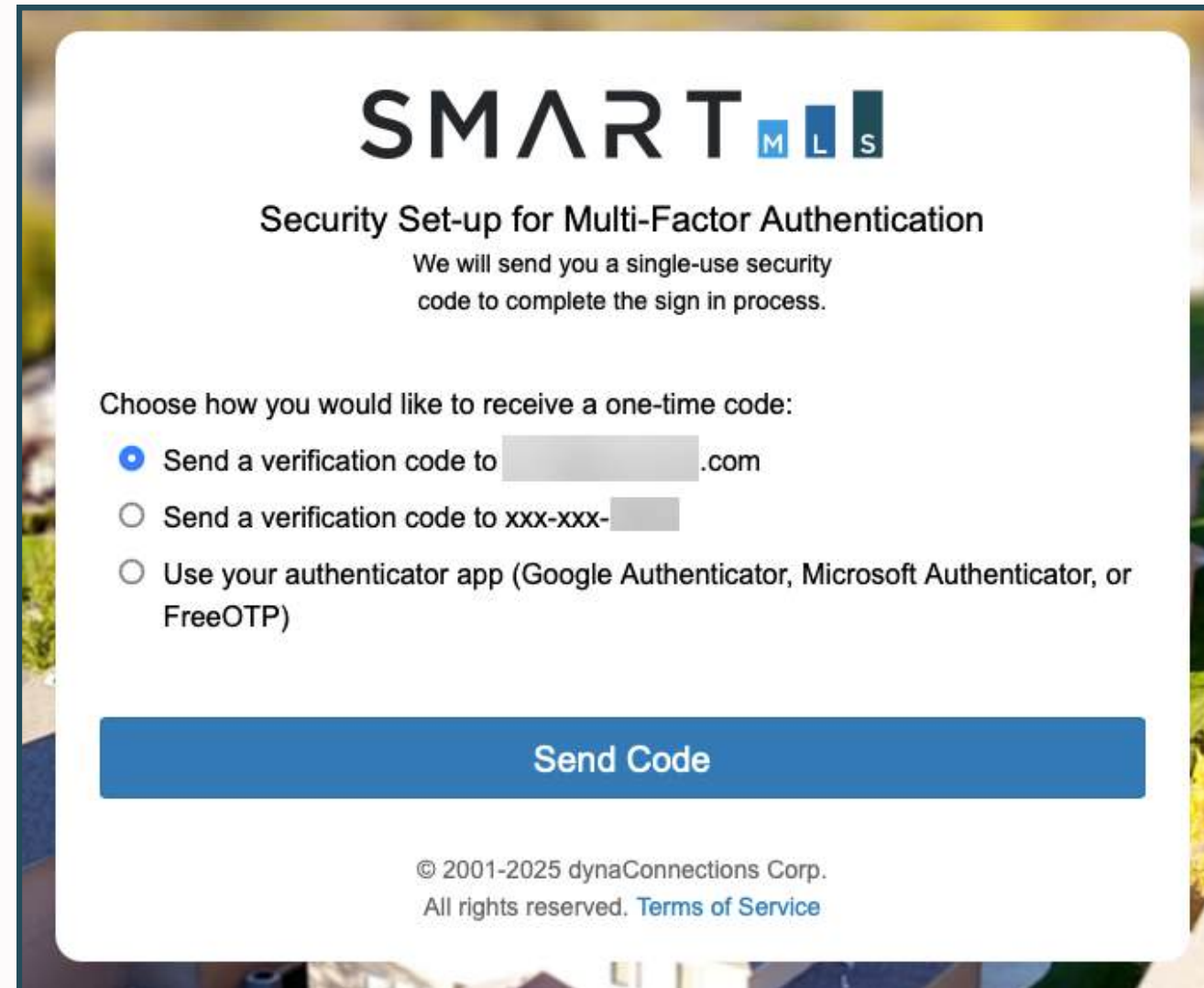
**Cumulative Days on Market (CDOM)** combines DOM with initial CDOM, tracking every day a listing is Active or Under Contract. If a listing is removed and relisted within 90 days, CDOM continues to count. However, it resets if relisted after more than 90 days or under a different property type.



For the full article, [click here](#).

# Multi-Factor Authentication

SmartMLS has improved system security by introducing **Multi-Factor Authentication (MFA)** for all users. MFA is an enhanced security protocol that verifies your identity by sending a temporary code to your phone, email address, or Authenticator App. This provides an additional layer of protection for both your data and that of your clients.

A screenshot of the SmartMLS security setup interface for Multi-Factor Authentication. The screen has a white background with a blue border. At the top, the 'SMART MLS' logo is displayed, with 'SMART' in black and 'MLS' in blue. Below the logo, the title 'Security Set-up for Multi-Factor Authentication' is centered, followed by the text 'We will send you a single-use security code to complete the sign in process.' The main section is titled 'Choose how you would like to receive a one-time code:' and contains three radio button options. The first option, 'Send a verification code to [redacted].com', is selected. The second option is 'Send a verification code to xxx-xxx-[redacted]'. The third option is 'Use your authenticator app (Google Authenticator, Microsoft Authenticator, or FreeOTP)'. A large blue button labeled 'Send Code' is positioned below the options. At the bottom, the copyright notice '© 2001-2025 dynaConnections Corp.' and the text 'All rights reserved. [Terms of Service](#)' are visible.

**SMART MLS**

Security Set-up for Multi-Factor Authentication

We will send you a single-use security code to complete the sign in process.

Choose how you would like to receive a one-time code:

- ☒ Send a verification code to [redacted].com
- ☐ Send a verification code to xxx-xxx-[redacted]
- ☐ Use your authenticator app (Google Authenticator, Microsoft Authenticator, or FreeOTP)

**Send Code**

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For more information, [click here](#).



# Late Fees & Suspensions

**The bills for the November 2025- April 2026 billing cycle were sent out on September 15, 2025 with a final due date of October 31, 2025.**

**Any Subscriber who has yet to pay has now been suspended and assessed a \$25 late fee.**

**Office suspensions will occur on Wednesday, November 19, 2025 for any offices that still have agents with unpaid MLS user fees.**

**[Click here](#) for instructions on how to see if your office has any outstanding invoices.**



# Start Reviewing 2025 Sales

As the year draws to a close, your agents will likely begin assessing their 2025 production to make sure they have been given the appropriate credit.

If any errors have been made to the sales side of a closed transaction and a change needs to be made to the Sales Agent/Office/Team, please contact our Tech Support department by email ([Support@SmartMLS.com](mailto:Support@SmartMLS.com)) or call (203) 750-6000.

[Click here](#) for more information on making changes to closed transactions.

<u>Buyer Agent/Broker Information</u>	
Buyer Agent:	Buyer Office:
Buyer Agent Phone:	Buyer Office Phone:
Buyer Agent Email:	
Buyer Agent License:	
Buyer Team:	Buyer Team Phone:
Buyer Team Lead License:	Buyer Team Website:

**NOTE: Once a listing is in a permanent off-market status, no changes can be made to the *list side* information (List Agent/Office/Team).**



# All Residential Properties Market Overview

Key metrics by report month and for year-to-date (YTD) starting from the first of the year.

Key Metrics	Historical Sparkbars	10-2024	10-2025	% Change	YTD 2024	YTD 2025	% Change
New Listings		3,773	3,833	+ 1.6%	36,035	37,909	+ 5.2%
Pending Sales		3,136	3,277	+ 4.5%	28,500	29,544	+ 3.7%
Closed Sales		3,042	3,260	+ 7.2%	27,687	28,711	+ 3.7%
Days on Market Until Sale		25	28	+ 12.0%	26	26	0.0%
Median Sales Price		\$400,000	\$429,000	+ 7.3%	\$400,000	\$425,000	+ 6.3%
Average Sales Price		\$528,242	\$593,611	+ 12.4%	\$556,743	\$597,843	+ 7.4%
Percent of List Price Received		101.9%	101.7%	- 0.2%	103.1%	102.6%	- 0.5%
Housing Affordability Index		111	107	- 3.6%	111	108	- 2.7%
Inventory of Homes for Sale		7,025	7,240	+ 3.1%	—	—	—
Months Supply of Inventory		2.5	2.5	0.0%	—	—	—

[CLICK HERE](#) to get the full overview of Connecticut Metrics

The data presented is up to date as of October 8, 2025. All data from SmartMLS. Report © 2025 ShowingTime.



# Single Family Market Updates – By County

County	# of New Listings (Oct. 2024)	# of New Listings (Oct. 2025)	Percent Change	Closed Sales (Oct. 2024)	Closed Sales (Oct. 2025)	Percent Change	Average Sales Price (Oct. 2024)	Average Sales Price (Oct. 2025)	Percent Change
Fairfield	638	657	+3.0%	547	573	+4.8%	\$936,428	\$1,189,954	+27.1%
Hartford	716	729	+1.8%	549	636	+15.8%	\$430,344	\$470,380	+9.3%
Litchfield	211	200	-5.2%	165	168	+1.8%	\$607,005	\$553,907	-8.7%
Middlesex	158	186	+17.7%	126	147	+16.7%	\$604,670	\$660,819	+9.3%
New Haven	629	685	+8.9%	506	477	-5.7%	\$485,056	\$488,159	+0.6%
New London	291	285	-2.1%	231	252	+9.1%	\$460,520	\$540,943	+17.5%
Tolland	144	144	0.0%	124	121	-2.4%	\$427,753	\$428,424	+0.2%
Windham	117	103	-12.0%	97	114	+17.5%	\$379,904	\$402,301	+5.9%

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# Condo/Townhouse Market Updates – By County

County	# of New Listings (Oct. 2024)	# of New Listings (Oct. 2025)	Percent Change	Closed Sales (Oct. 2024)	Closed Sales (Oct. 2025)	Percent Change	Average Sales Price (Oct. 2024)	Average Sales Price (Oct. 2025)	Percent Change
Fairfield	281	254	-9.6%	212	244	+15.1%	\$471,331	\$550,500	+16.7%
Hartford	229	218	-4.8%	173	191	+10.4%	\$277,627	\$298,196	+7.4%
Litchfield	31	44	41.9%	31	30	-3.2%	\$277,297	\$277,720	+0.2%
Middlesex	36	41	+13.9%	48	43	-10.4%	\$255,198	\$295,957	+16.0%
New Haven	229	211	-7.9%	176	195	+10.8%	\$317,292	\$324,227	+2.2%
New London	37	39	+5.4%	42	49	+16.7%	\$306,761	\$344,015	+12.1%
Tolland	19	25	+31.6%	19	14	-26.3%	\$270,375	\$259,208	-4.1%
Windham	7	12	+71.4%	9	5	-44.4%	\$258,444	\$321,400	+24.4

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# Rental Market Updates – By County

County	# of Active Rentals (Oct. 2024)	# of Active Rentals (Oct. 2025)	Percent Change	Number of Properties Leased (Oct. 2024)	Number of Properties Leased (Oct. 2025)	Percent Change	Average Monthly Lease Price (Oct. 2024)	Average Monthly Lease Price (Oct. 2025)	Percent Change
Fairfield	1,250	1,350	+8.0%	386	420	+8.8%	\$3,457	\$3,533	+2.2%
Hartford	665	781	+17.4%	176	199	+13.1%	\$2,074	\$2,134	+2.9%
Litchfield	263	286	+8.7%	62	77	+24.2%	\$2,626	\$2,393	-8.9%
Middlesex	195	255	+30.8%	47	43	-8.5%	\$2,245	\$2,184	-2.7%
New Haven	832	1,012	+21.6%	225	281	+24.9%	\$2,363	\$2,266	-4.1%
New London	342	329	-3.8%	79	82	+3.8%	\$2,074	\$1,915	-7.7%
Tolland	75	68	-9.3%	13	16	+23.1%	\$2,017	\$2,014	-0.1%
Windham	57	59	+3.5%	16	10	-37.5%	\$1,381	\$1,920	+39.1%

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# Additional SmartMLS Resources

For additional guidance, [CLICK HERE](#) to access our SmartDesk Knowledge Base for answers to commonly asked questions.

## Hours of Operation:

**Monday - Thursday: 8:30am - 7:00pm**

**Friday: 8:30am - 6:00pm**

**Weekends: 9:00am - 3:00pm**

## Contact Information:

**Phone: (203) 750-6000**

**Email: [Support@SmartMLS.com](mailto:Support@SmartMLS.com), [Membership@SmartMLS.com](mailto:Membership@SmartMLS.com) or**

**[Compliance@SmartMLS.com](mailto:Compliance@SmartMLS.com)**

