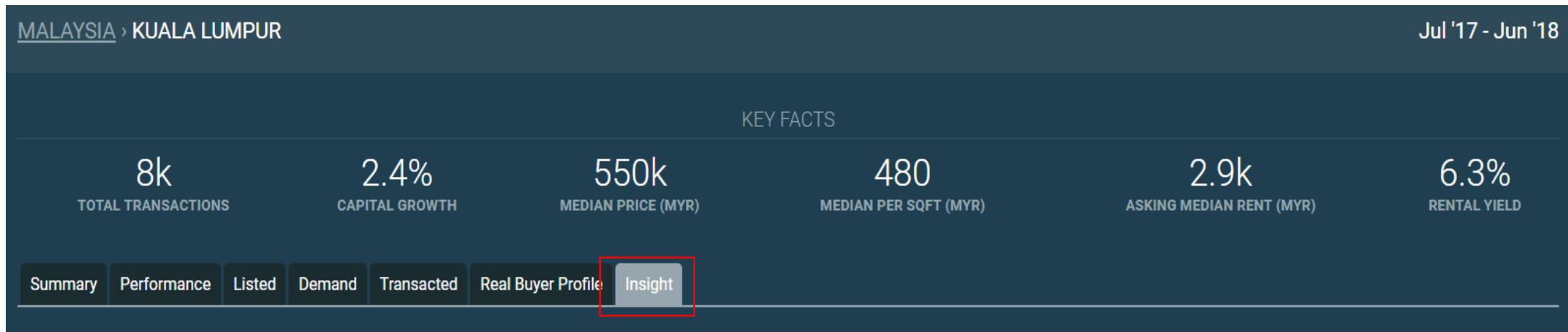


iPropertyIQ New Features

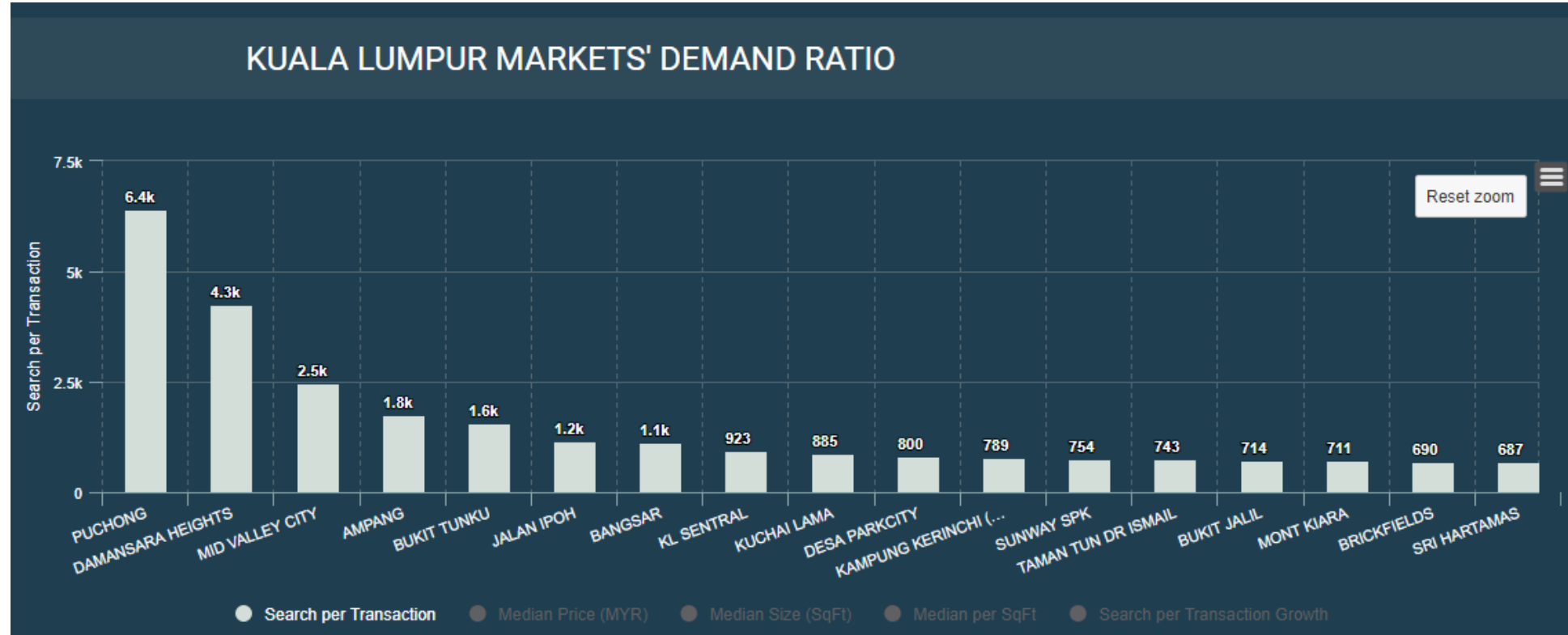
Feb 2019

New features updated

1. **Insight!** We're introducing a new section called Insight. It combines different data sets to discover new insights. Two new charts is added in this section:-
 1. **Markets' Demand Ratio**
 2. **Markets' Position**



1. Insight – Markets' Demand Ratio

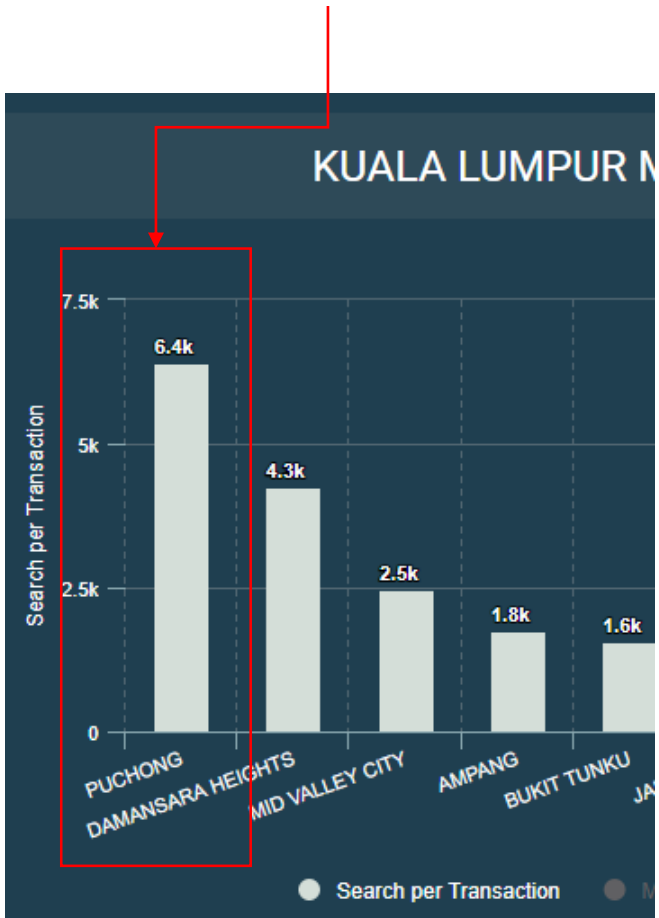


Markets Demand Ratio is define here by using Search per Transaction. It's base on the formula where for every transaction, how many searches was done.

The ratio is higher when the search is higher or the transaction is lower, both can derive higher demand.

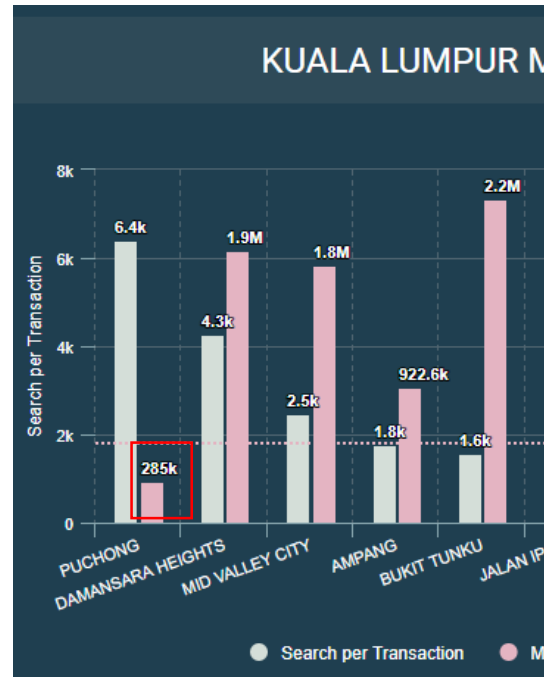
1. Insight – Markets' Demand Ratio (Example)

In this example, Puchong has the highest demand ratio, for every transaction there is 6.4k searches. Why?

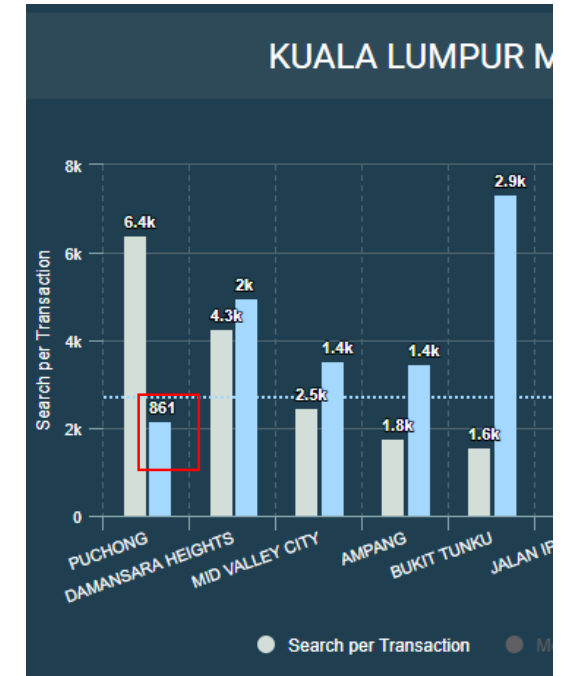


To Analyze Puchong...

By using some of the indicators included, we can find out what could be the reason for the higher demand ratio. Additional indicators that can be use include Median Price, Median Size, Median per SqFt & Search per Transaction Growth.



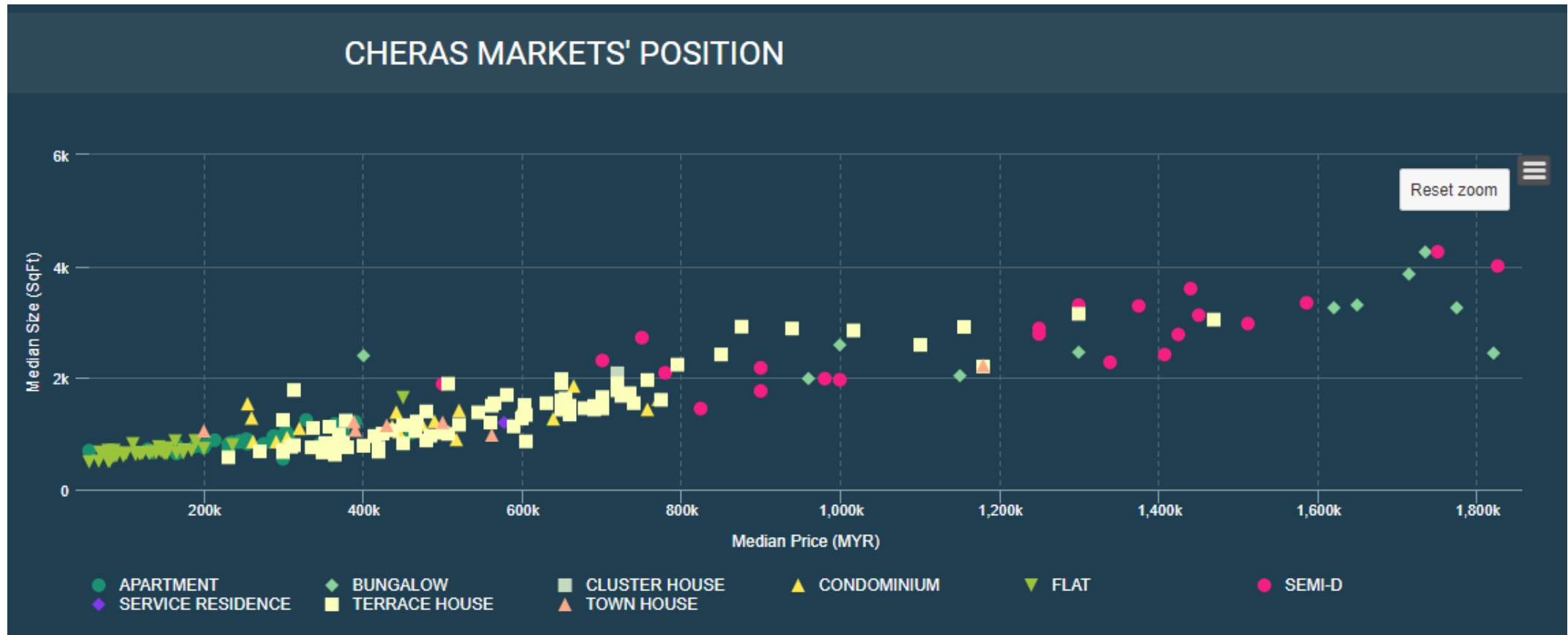
Median Price



Median Size

This shows that Puchong has a lower Median Price than KL while having comparable Median size, it could be the reason for the higher demand on Puchong KL.

2. Insight – Markets' Position

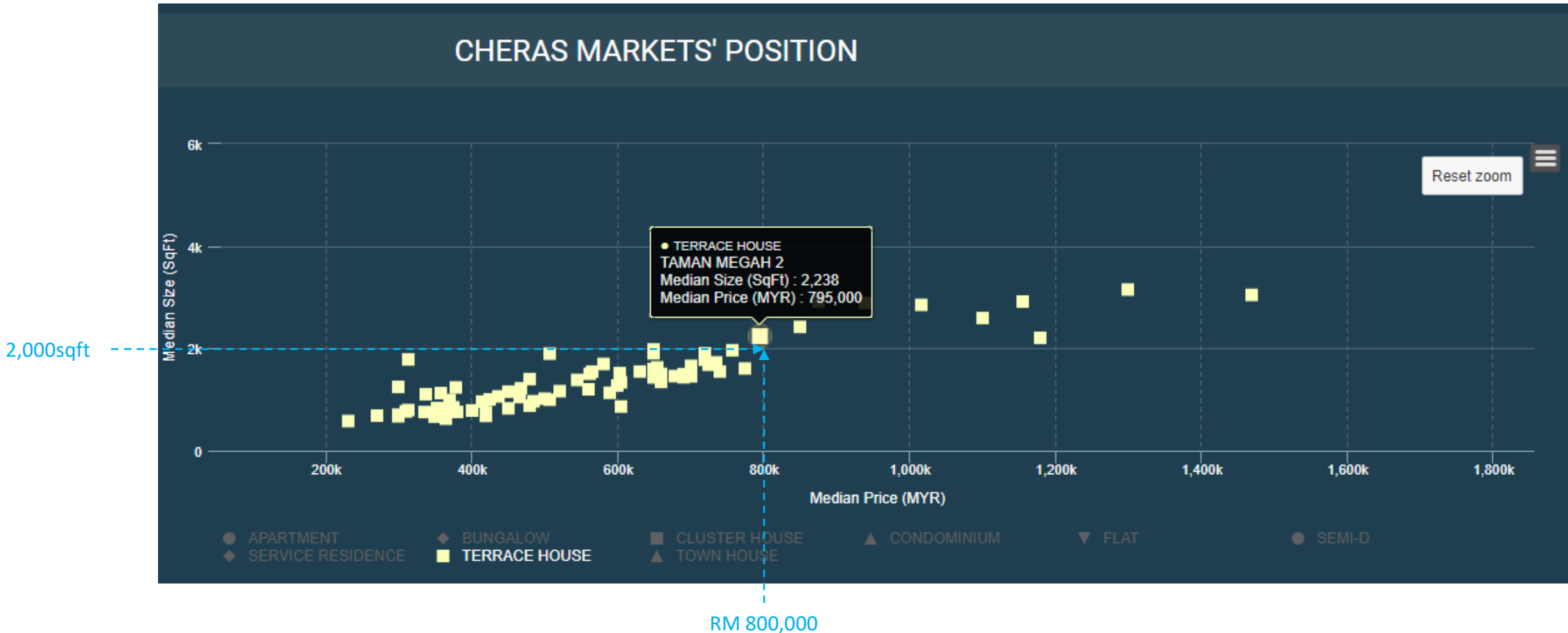


Each dot is representing a market, at their position of median size and median price. Markets with similar price and size will appear closer to each other.

By locating the target median price and median size, we can identify who are the similar markets

2. Insight – Markets' Position (Example)

For example, if the target median price is **800k** and the target median size is **2000sqft**. We can locate the **2,000 sqft** on the vertical line and **RM800,000** on the horizontal line, the meeting point of both is the position we're referring.



*This narrows down to the most similar market to our target is **Taman Megah 2**. With this knowledge we can investigate **Taman Megah 2's** popular property, buyer profiles, locations and so on to do critical planning by clicking on the dot.*