

SmartCharts vs InfoSparks

We have included below a comparison of functionality for both SmartCharts and InfoSparks.

Purpose and Core Functionality

InfoSparks

- Designed to provide real estate professionals with an easy way to use, display, and share housing information.
- Focuses on comparing up to four geographies at once using a variety of housing variables, market metrics, and time calculations.
- Allows for deep analysis by county, city, postal code, neighborhood, and other geographies.
- Emphasizes customization and sharing: users can brand charts, embed them on websites, and download raw (aggregate) data for marketing purposes.
- Offers robust filtering options, including property type, number of bedrooms/bathrooms, price, square footage, lot size, and more.

SmartCharts

- Provides a suite of market indicators (37 in total) and is designed for quick access to a wide range of real estate statistics.
- Focuses on delivering a dashboard experience with gauges and charts for various market metrics.
- Offers historical data, city and subdivision-level statistics, and the ability to embed custom charts or dashboard gauges on websites or blogs.
- Includes specific metrics for market activity, pricing trends, pricing ratios, days on market, \$ per square foot, and supply and demand.

Access and Integration

InfoSparks

- Typically accessed through the MLS platform; only available if the MLS provides it as a report option.
- Requires MLS integration and is often deployed as a branded solution for MLS clients.
- The onboarding process is structured and involves multiple teams for data mapping, branding, and integration.

SmartCharts

- Accessed via a separate login, often through a dedicated SmartCharts portal.
 - May be available to users with a SmartCharts account, independent of MLS integration (though some data may still be MLS-driven).
 - Designed for both new and returning users, with support for password recovery and user management.
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Customization and Sharing

InfoSparks

- Strong emphasis on customization: users can personalize charts with their headshot, company name, and contact info.
- Charts can be embedded on blogs, websites, and social media, and remain up to date.
- Users can create custom maps and select specific geographies for analysis.

SmartCharts

- Allows embedding of custom charts and dashboard gauges.
- Offers options to view stats for different locations, change chart types, and track historical appreciation.
- Focuses more on the breadth of available metrics and dashboard presentation than on deep customization for marketing.

Data and Reporting

InfoSparks

- Data is updated regularly, with options to select custom time ranges and compare year-over-year or month-over-month changes.
- Users can filter by a wide range of property and transaction characteristics.
- Designed for detailed, side-by-side market comparisons and granular analysis.

SmartCharts

- Provides a broad set of market indicators and historical data.
- Offers city, ZIP code, and subdivision-level statistics, with explanations for data aggregation methods.
- Focuses on providing a comprehensive dashboard view of market trends and activity.

Feature/Use Case	InfoSparks	SmartCharts
Compare multiple areas	Yes (up to 4 geographies)	Yes (various locations, but dashboard style)
Deep filtering	Extensive (property type, price, etc.)	Focused on market indicators
Custom branding	Yes (headshot, company, contact info)	Limited (dashboard and chart embedding)
Embedding charts	Yes (websites, blogs, social media)	Yes (custom charts, dashboard gauges)
MLS integration	Required	Not always required
Data granularity	High (custom maps, granular filters)	High (city, ZIP, subdivision stats)
Dashboard experience	No (chart-focused)	Yes (dashboard gauges, quick stats)