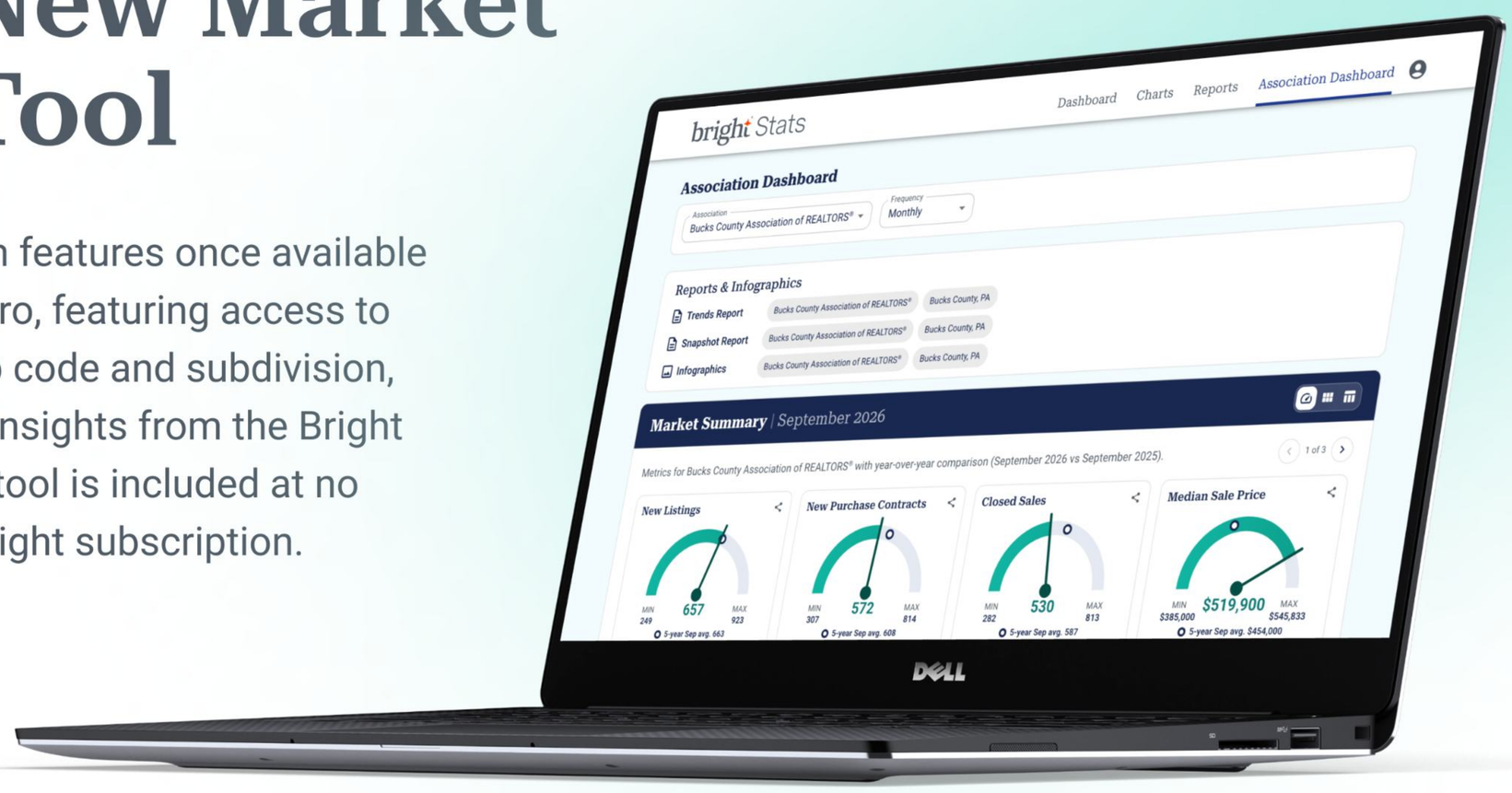
bright Stats

Meet Your New Market Reporting Tool

Bright Stats delivers the premium features once available in the now-retired SmartCharts Pro, featuring access to granular market data down to zip code and subdivision, client-ready visuals, and trusted insights from the Bright Research team. This fully native tool is included at no additional cost as part of your Bright subscription.



SmartCharts Pro vs. Bright Stats: Features At-A-Glance

FEATURE	SMARTCHARTS PRO	BRIGHT STATS
Pricing & Access	Upgraded, Paid Subscription Tier	Native Tool Included For All Bright MLS Subscribers At No Additional Cost
Hyperlocal Data	Zip Code, City, Subdivision, And County Statistics	Zip Code, City, Subdivision, And County Statistics
Custom Filtering	Single-Attribute Filtering Only; Fixed Ranges For Price And Square Footage	Multi-Attribute Filtering; User-Defined Price And Sq. Ft. Ranges
Geographic Comparison	Unlimited Geographies, But Disabled When Filters Or Multiple Metrics Are Active	Compare Up To 5 Local Markets Side-By-Side With Active Filters And Metrics
Geographic Aggregation	Limited Custom Aggregation Options	***Available Soon!*** Combine Custom Geographies Into A Single Aggregated View
Market Intelligence	Standalone Statistical Charts	Integrated Commentary From The Nationally Quoted Bright Research Team
Platform Integration	Hosted On An External Website (Getsmartcharts.Com)	Built Directly Into The Bright Workspace For Seamless Navigation
Visuals & Embeds	Downloadable Charts And Legacy Auto-Updating Website Embeds (No Longer Functional After Product Sunset)	Auto-Updating Web Embeds And Downloadable Graphics For Presentations, Social Media, Newsletters, Etc.

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