DO YOU KNOW WHICH WEBSITES GENERATE THE MOST TRAFFIC FOR YOUR LISTINGS?

YOU CAN NOW THROUGH REALCOMP'S NEWEST SUBSCRIBER BENEFIT; LISTTRAC -- *Access the following metrics for your listings at any time:*

- **Views** - Number of times your listings have been viewed through various websites.
- **Markets** - The physical locations of those who have viewed your listings.
- **Inquiries –** How often potential buyers have requested more information on your listings.
- **Visitors** - Number of daily views your listings have captured through the various sites.
- **Saved Listings –** Listings that have been saved as favorites.
- **Shares –** Sites from which listing "shares" (to social media) are being generated.
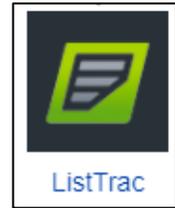
ListTrac

⟲ ⟲ ⟲ Benefits of ListTrac ⟳ ⟳ ⟳

- **Make informed advertising decisions based on "the hard facts".**
- **Easily obtain URLS for any of your listings and use those in your marketing efforts.**
- **Provide prospects with a dedicated phone number and MLS number for each listing (through your marketing materials). They can then use these to request additional listing details via text.**
- **Generate Quick Response (QR) Codes for your listings and include them in your marketing materials.**
- **Send regular reports of listing traffic to your sellers through ListTrac**
- **And more!**

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Data-driven, Results-focused MLS

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