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Realcomp II Ltd. Partners with ListTrac to Provide Enhanced Data and Insight for Subscribers

FARMINGTON HILLS, Mich. (September 5, 2017) - Realcomp II Ltd. announced today their implementation of ListTrac, an online platform that helps real estate professionals gain enhanced insight into their listing activity and ROI regarding advertising efforts.

As a result, more than 14,300 Realcomp subscribers now have access to ListTrac, which provides real estate brokers and agents with user engagement metrics pertaining to their listings on the Internet. This includes listing traffic, views, inquiries, and more, enabling real estate professionals to make future marketing decisions based on tangible information and action-based results.

“We continue to add value to the subscriber experience to help real estate brokers and agents market themselves and their listings more effectively. The new ListTrac functionality helps connect MLS subscribers with the information and insight they need to build their business strategically and allocate resources to the initiatives that provide the greatest return,” said Karen Kage, CEO, Realcomp.

ListTrac will allow Realcomp subscribers to review the following information:

- Views: shows the number of times a listing has been viewed through various websites;
- Markets: displays the physical location of those who have viewed the listing;
- Visitors: shows the number of daily views listings have captured through various websites, including third party sites;
- Inquiries: displays how often potential buyers have requested more information on particular listings;
- Saved Listings: shows the number of listings that have been saved as ‘favorites’ through various websites;

- Shares: shows the sites from which listing “shares” (to social media) are being generated;
- Inventory: demonstrates Realcomp’s current inventory by location; and
- Active Reports: shows which Realcomp reports are most used by other Realcomp REALTORS® in combination with your listings.

Realcomp MLS subscribers can now access ListTrac from the Realcomp Login Dashboard.

About Realcomp II Ltd.

Realcomp II Ltd. is Michigan's largest Multiple Listing Service, now serving more than 14,300 valued broker, agent, and appraiser customers in over 2,300 offices across Southeast Michigan. Realcomp II Ltd. is committed to providing the most reliable up-to-date real estate information using state-of-the-art delivery methods. Realcomp offers its members top of the line customer service and every member has the authority to do what it takes to make certain each customer's experience positive.

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