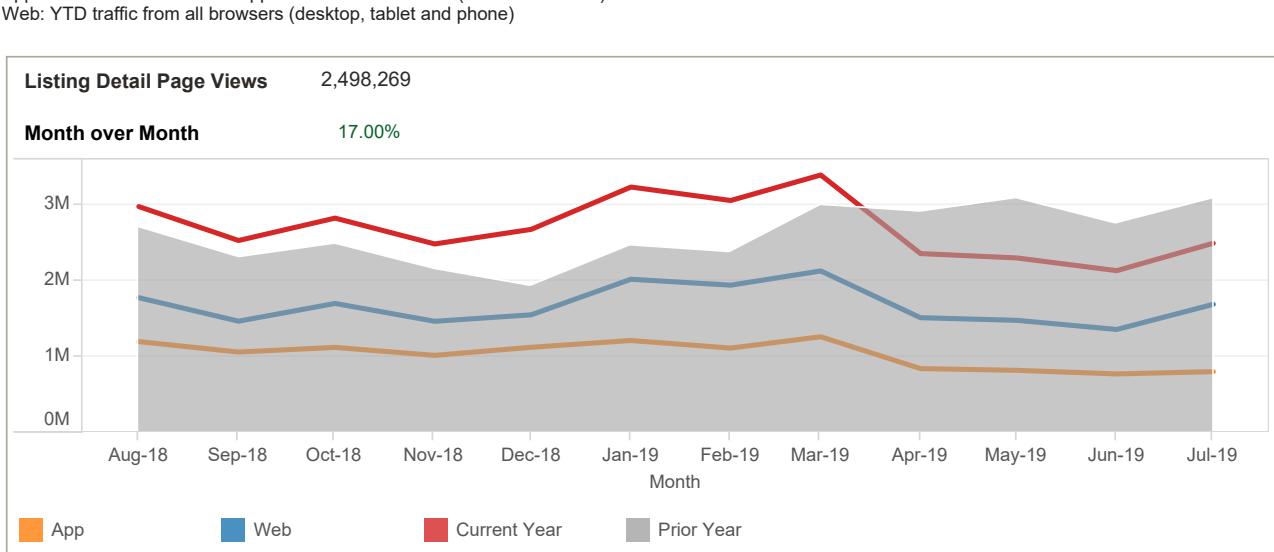
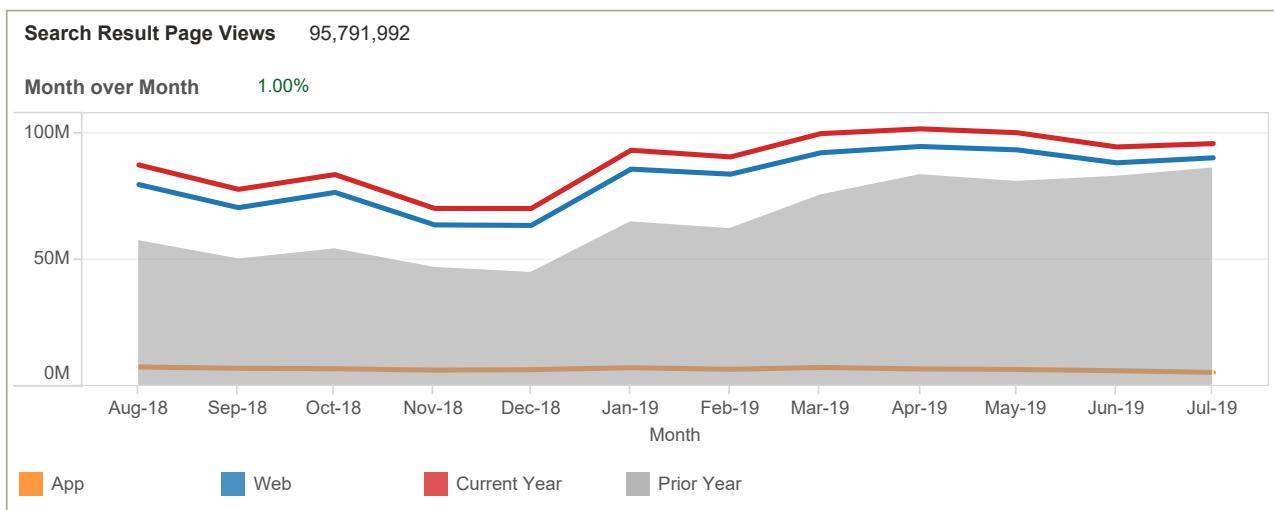


MONTHLY TRAFFIC REPORT

FOR Birmingham

LISTING PERFORMANCE

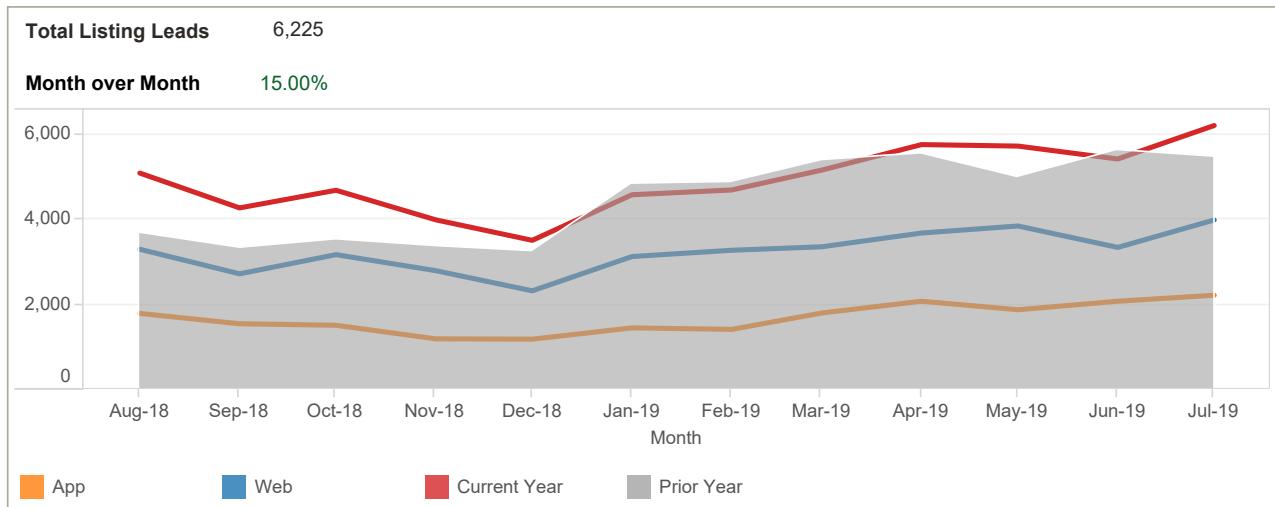
Median Active Listings	11,672
Average Views per Listing	202



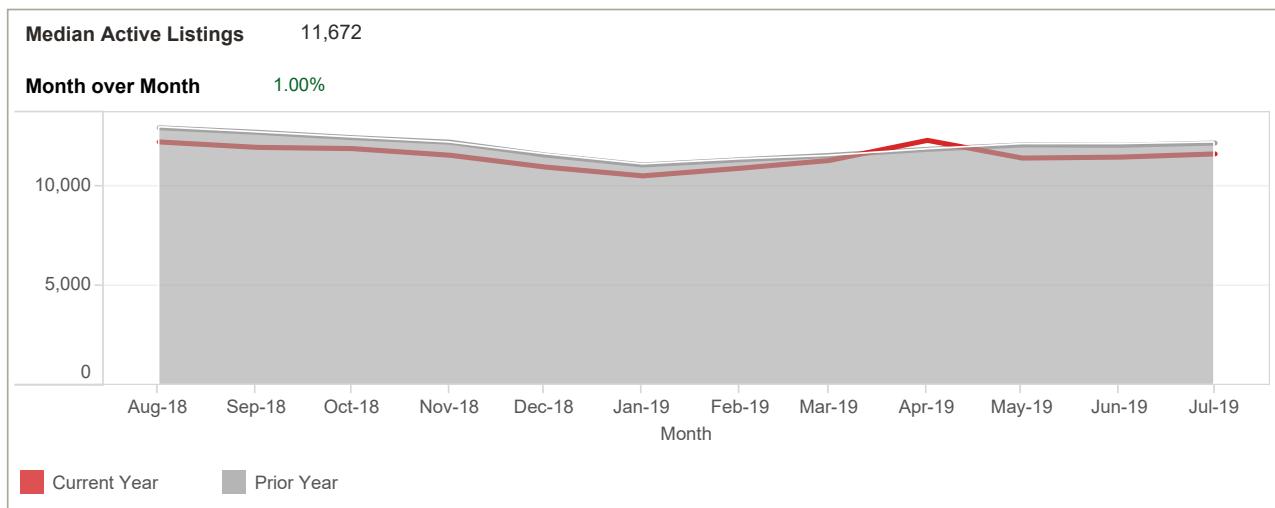
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industryrelations@move.com

MONTHLY TRAFFIC REPORT

FOR Birmingham



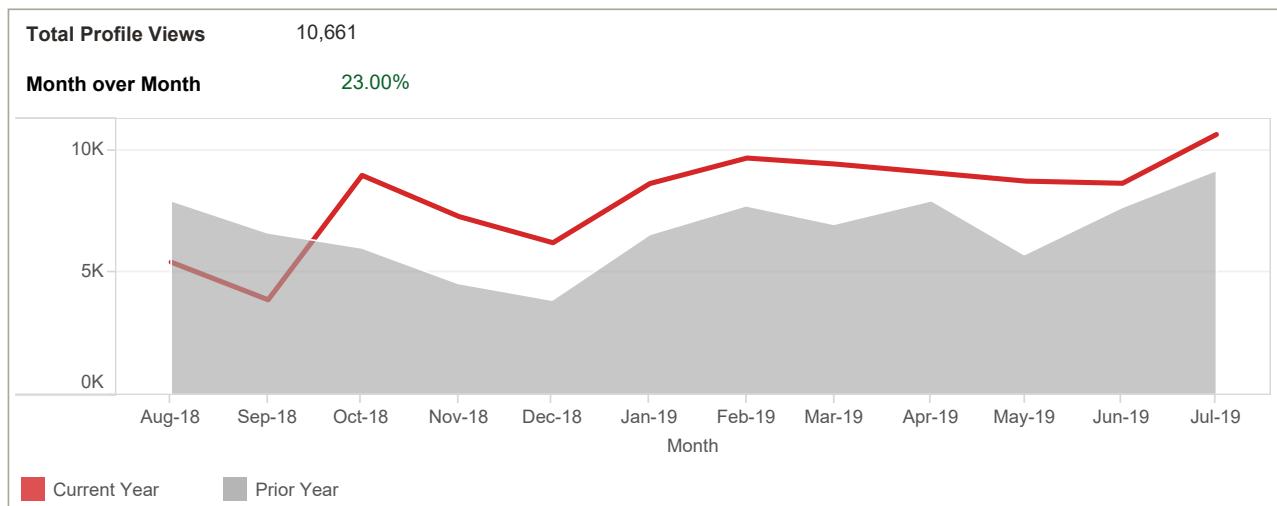
App: YTD traffic from Native Apps that are downloaded (iOS and Android)
 Web: YTD traffic from all browsers (desktop, tablet and phone)



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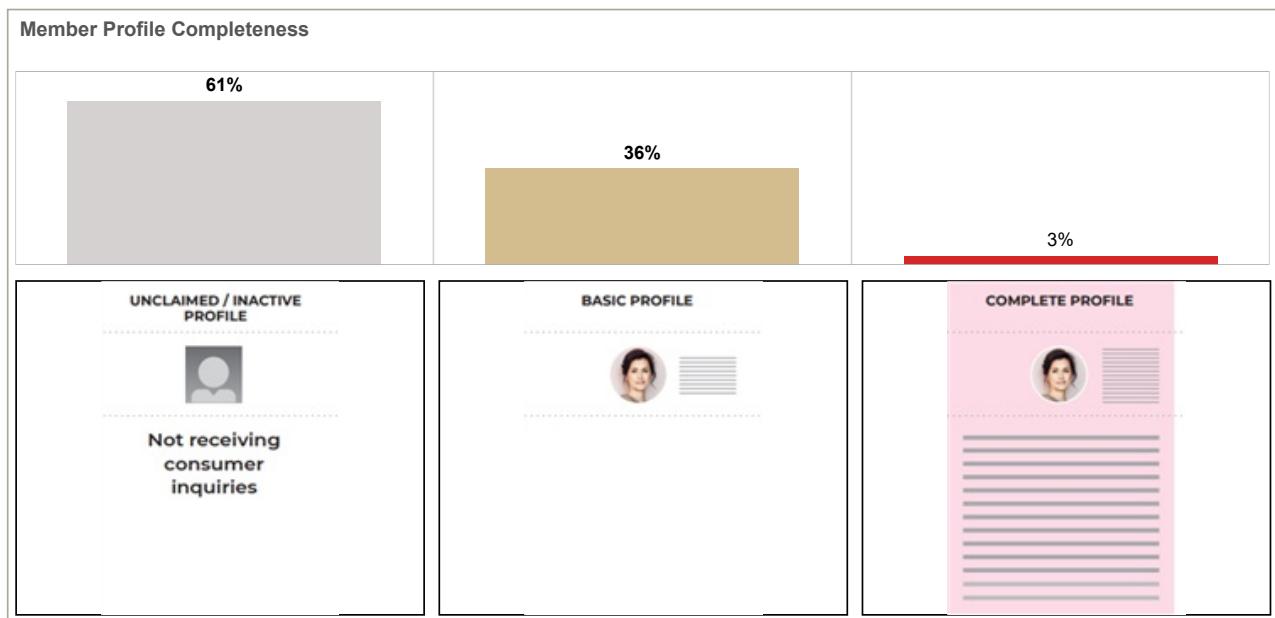
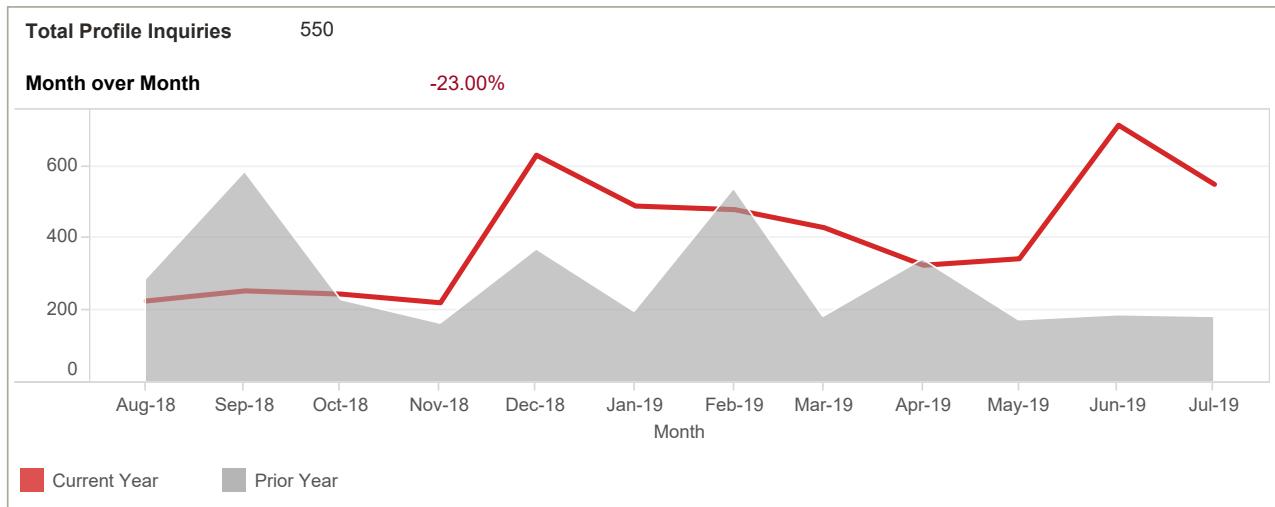
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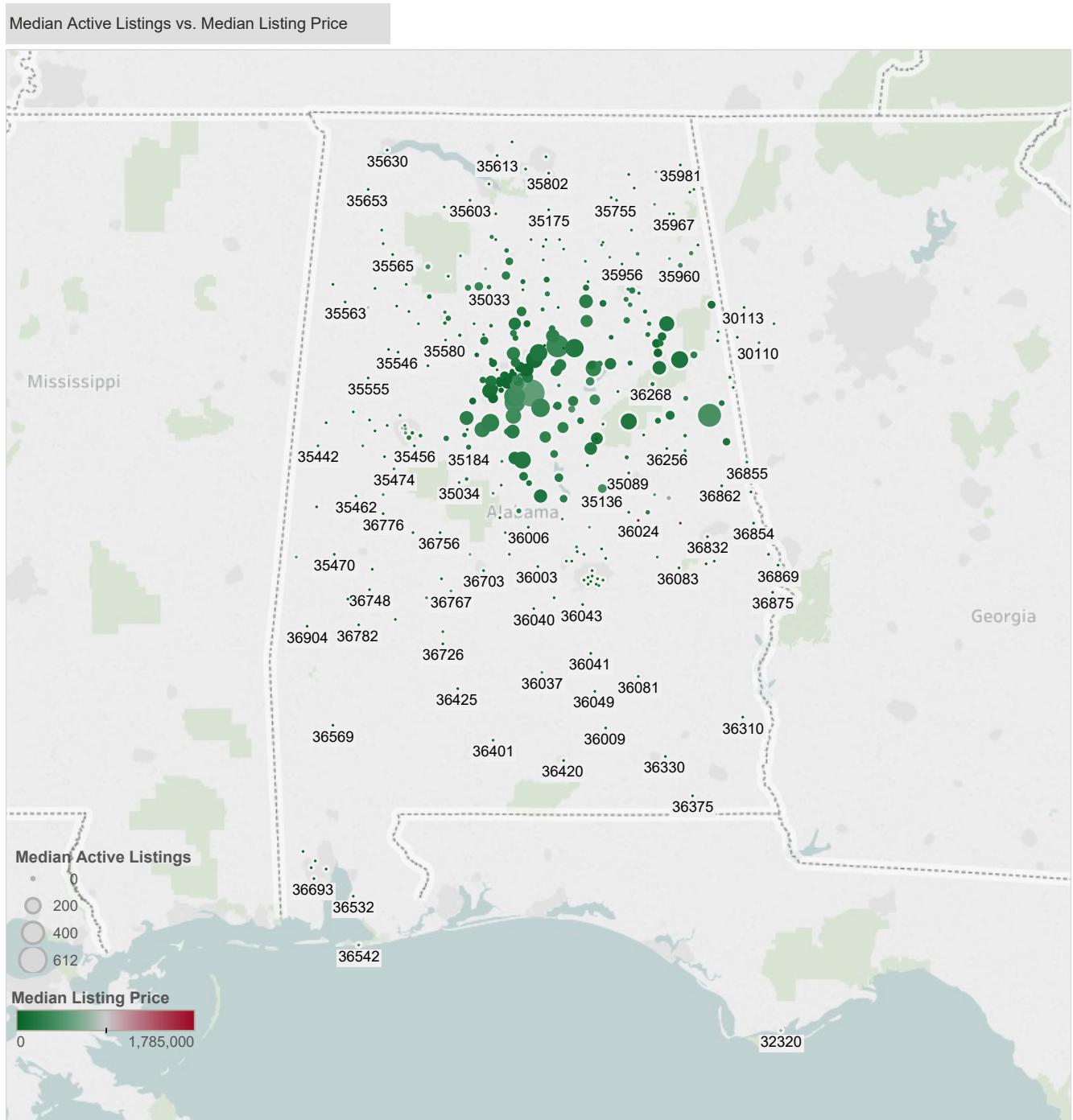
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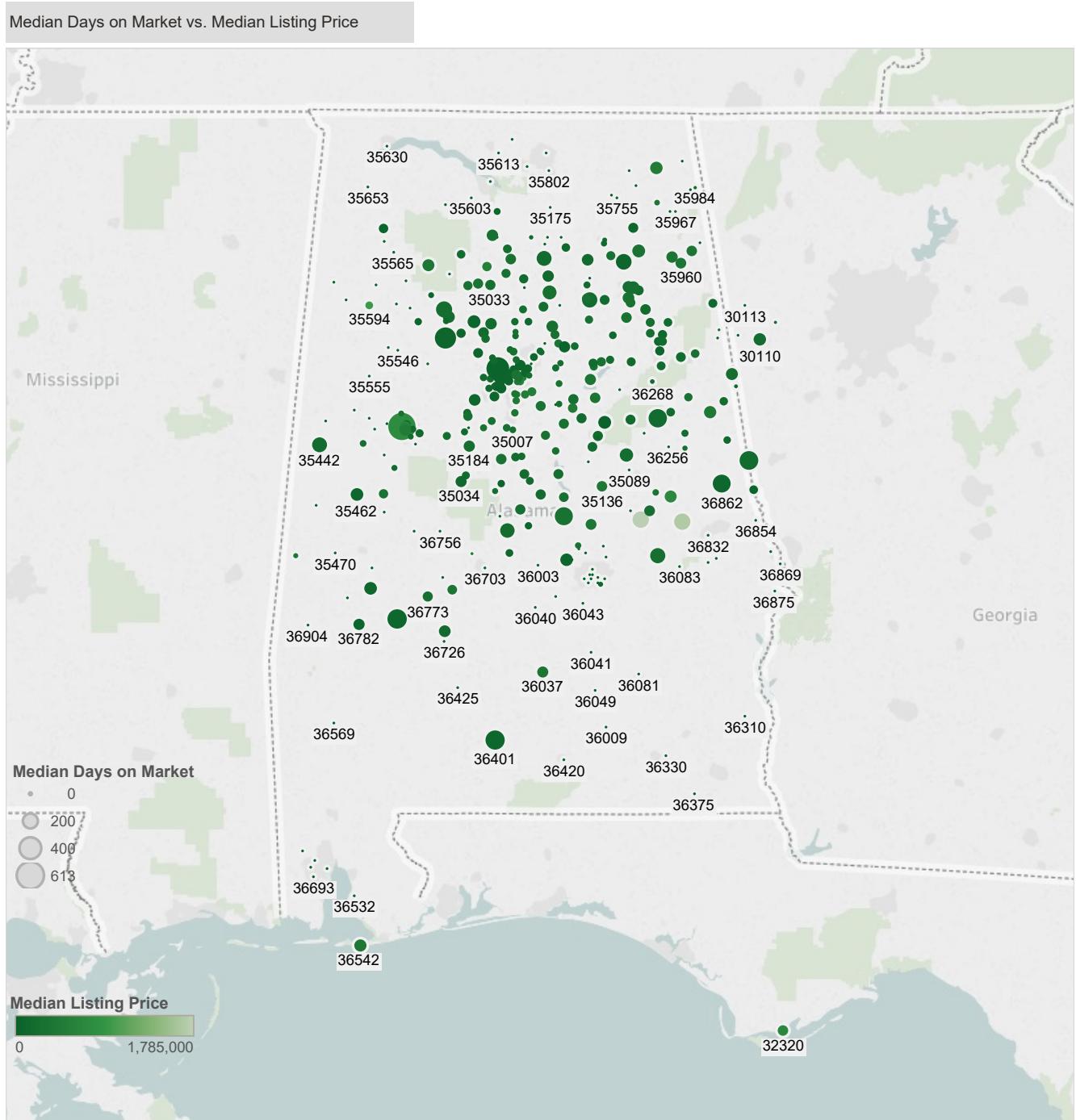
MONTHLY TRAFFIC REPORT

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MONTHLY TRAFFIC REPORT FOR Birmingham



MONTHLY TRAFFIC REPORT

FOR Birmingham

LEGEND

Historical data excludes data from MLS sources prior to merger

METRIC NAME/LISTING PERFORMANCE

BUSINESS DEFINITION

Average Listing Detail Page Views per Listing	The average detail page views per listing
Search Result Impressions	The total number of search result impressions
Listings Detail Page Views	The total number of listing detail result impressions
Total Listing Leads	Lead total

Market Overview (based on listings displayed on realtor.com®)

Average active listings count	Monthly average active listings (for Sale, for Rent)
Median Days on Market	The median days on Market for all US Residential (Single Family Home, Town homes, Condos) excluding (Land and For Rent)
Total Profile Views	The total number of profile page views (both list view and map view) from claimed profiles for the given MLS
Total Profile Inquiries	The total number of inquiries from claimed profiles for the given MLS

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