

# Overview – Snapshot

## Greater Syracuse Association of REALTORS

### December 2023



Listing Activity	
Showable Listings	2,317
Enabled Showable Listings	2,130
Percent Enabled Listings	92%
Appointments (Month)	6,517
Appointments (All – Since Inception)	919,146
Average Appointments Per Day (Month)	210
Office Activity	
Active Offices	238
Fully Enabled Offices	223
Partially Enabled Offices	10
Percent Enabled Offices	98%
Percent of Offices That Used System (Month)	83%
Percent of Offices That Used System (All)	72%
Agent Activity	
Offices in Which Agents Took Appointments (Month)	141
Offices in Which Agents Took Appointments (All)	334
Offices in Which Agents Used System (Month)	197
Offices in Which Agents Used System (All)	408
Active Offices – Agents Used System (All)	171

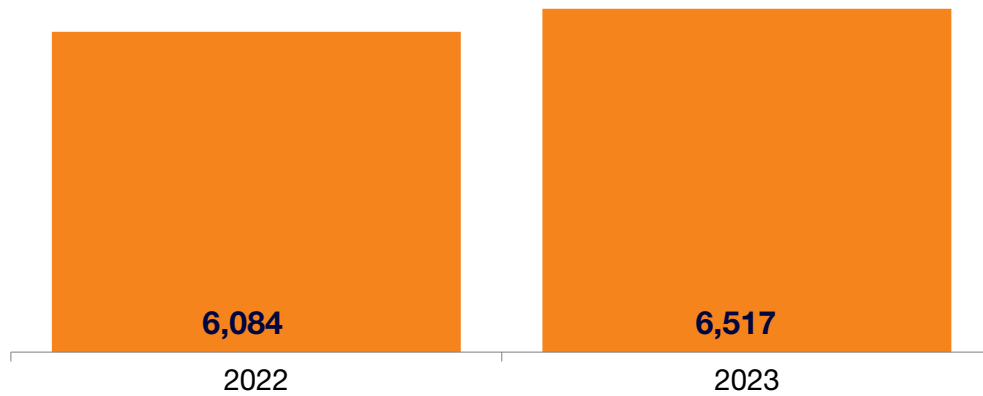
# Appointments (Month)

## Greater Syracuse Association of REALTORS

### December 2023

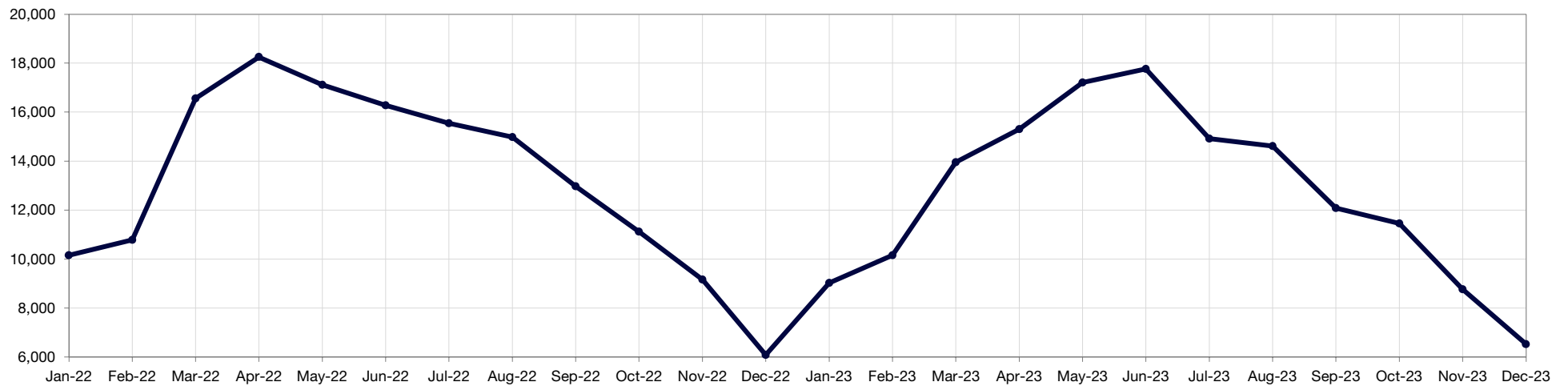


### December



Month	Current Year	Prior Year	Percent Change
<b>December 2023</b>	<b>6,517</b>	<b>6,084</b>	<b>+7%</b>
November 2023	8,766	9,161	-4%
October 2023	11,450	11,119	+3%
September 2023	12,083	12,974	-7%
August 2023	14,608	14,981	-2%
July 2023	14,918	15,544	-4%
June 2023	17,764	16,281	+9%
May 2023	17,203	17,116	+1%
April 2023	15,303	18,252	-16%
March 2023	13,948	16,554	-16%
February 2023	10,152	10,777	-6%
January 2023	9,023	10,151	-11%
12-Month Average	12,645	13,250	-5%

### Historical Appointments (Month)



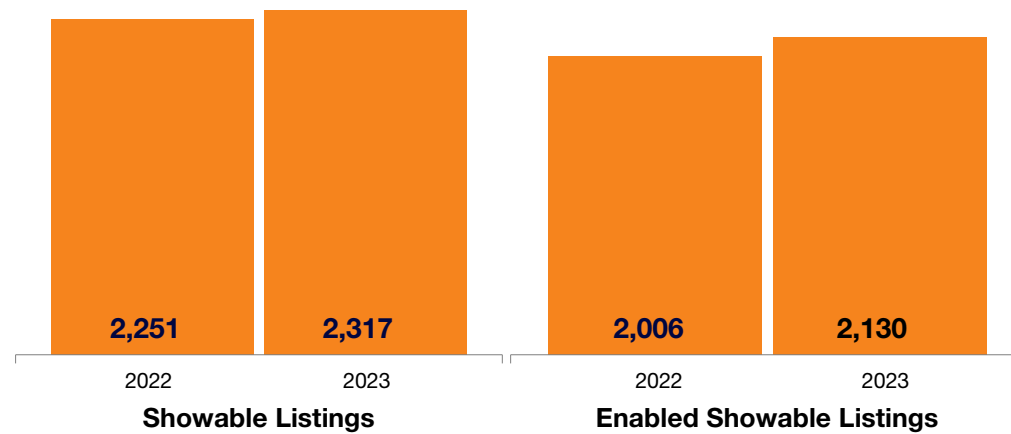
# Showable and Enabled Showable Listings

Greater Syracuse Association of REALTORS

December 2023

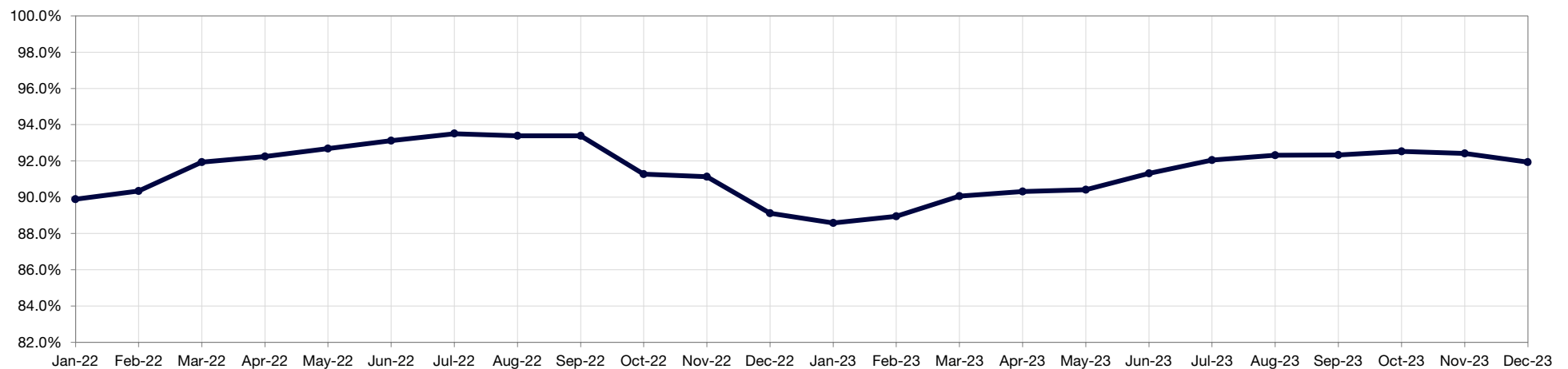


## December



Month	Showable Listings	Enabled Showable Listings	Percent Listings Enabled
<b>December 2023</b>	<b>2,317</b>	<b>2,130</b>	<b>92%</b>
November 2023	2,612	2,414	92%
October 2023	2,785	2,577	93%
September 2023	2,935	2,710	92%
August 2023	2,966	2,738	92%
July 2023	2,928	2,695	92%
June 2023	2,855	2,607	91%
May 2023	2,577	2,330	90%
April 2023	2,375	2,145	90%
March 2023	2,144	1,931	90%
February 2023	2,043	1,817	89%
January 2023	2,040	1,807	89%
12-Month Average	2,548	2,325	91%

## Percent of Listings Enabled



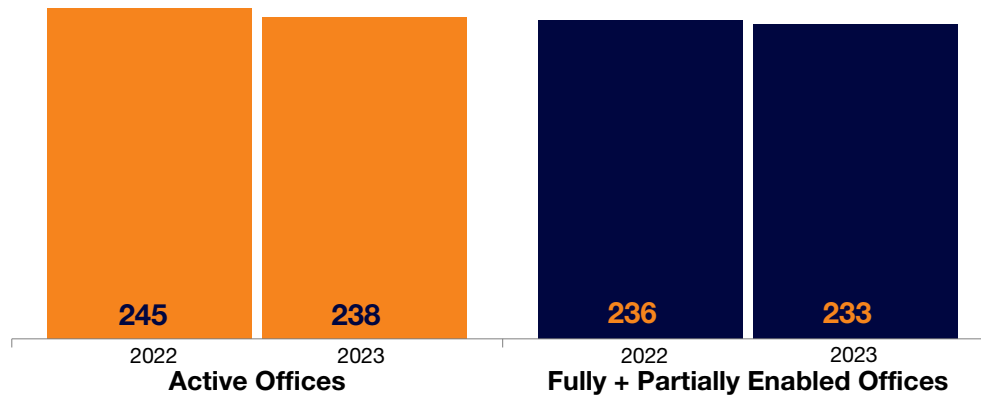
# Active and Enabled Offices

## Greater Syracuse Association of REALTORS

### December 2023

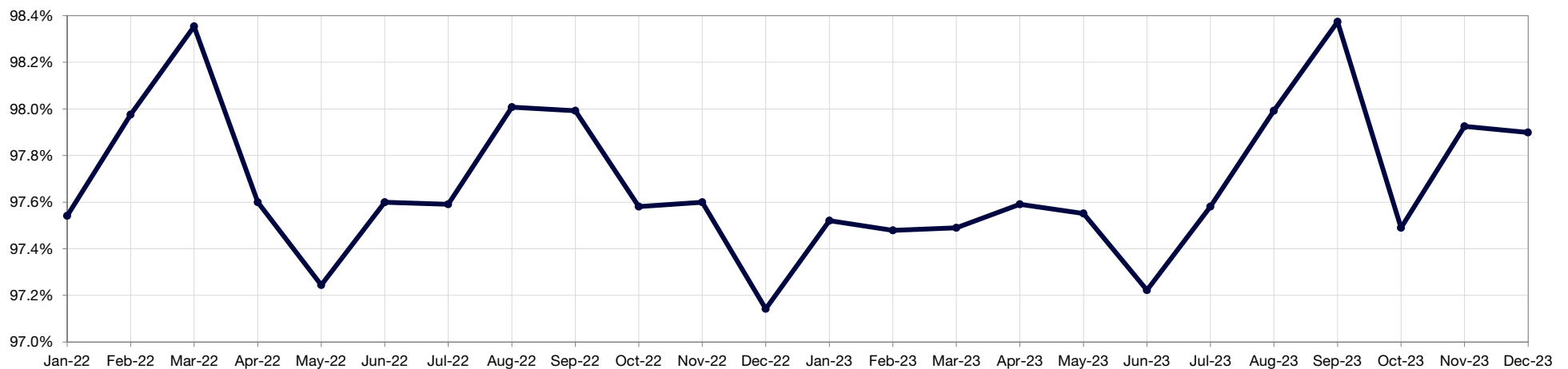


### December



Month	Active Offices	Fully + Partially Enabled Offices	Percent of Offices Enabled
<b>December 2023</b>	<b>238</b>	<b>233</b>	<b>98%</b>
November 2023	241	236	98%
October 2023	239	233	97%
September 2023	246	242	98%
August 2023	249	244	98%
July 2023	248	242	98%
June 2023	252	245	97%
May 2023	245	239	98%
April 2023	249	243	98%
March 2023	239	233	97%
February 2023	238	232	97%
January 2023	242	236	98%
12-Month Avg.	244	238	98%

### Historical Percent of Offices Enabled



# Overview – Full Year

## Greater Syracuse Association of REALTORS

December 2023



Listing Activity	22-Dec	23-Jan	23-Feb	23-Mar	23-Apr	23-May	23-Jun	23-Jul	23-Aug	23-Sep	23-Oct	23-Nov	23-Dec
Showable Listings	<b>2,251</b>	2,040	2,043	2,144	2,375	2,577	2,855	2,928	2,966	2,935	2,785	2,612	<b>2,317</b>
Enabled Showable Listings	<b>2,006</b>	1,807	1,817	1,931	2,145	2,330	2,607	2,695	2,738	2,710	2,577	2,414	<b>2,130</b>
Pct. Enabled Listings	<b>89%</b>	89%	89%	90%	90%	90%	91%	92%	92%	92%	93%	92%	<b>92%</b>
Appointments (Month)	<b>6,084</b>	9,023	10,152	13,948	15,303	17,203	17,764	14,918	14,608	12,083	11,450	8,766	<b>6,517</b>
Appointments (All – Since Inception)	<b>767,411</b>	776,434	786,586	800,534	815,837	833,040	850,804	865,722	880,330	892,413	903,863	912,629	<b>919,146</b>

Office Activity	22-Dec	23-Jan	23-Feb	23-Mar	23-Apr	23-May	23-Jun	23-Jul	23-Aug	23-Sep	23-Oct	23-Nov	23-Dec
Active Offices	<b>245</b>	242	238	239	249	245	252	248	249	246	239	241	<b>238</b>
Fully Enabled Offices	<b>226</b>	226	224	226	234	232	236	232	237	235	227	228	<b>223</b>
Partially Enabled Offices	<b>12</b>	10	8	7	9	7	9	10	7	7	6	8	<b>10</b>
Pct. Enabled Offices	<b>97%</b>	98%	97%	97%	98%	98%	97%	98%	98%	98%	97%	98%	<b>98%</b>
Pct. of Offices That Used System (Month)	<b>78%</b>	82%	83%	85%	82%	86%	85%	87%	84%	85%	85%	85%	<b>83%</b>
Pct. of Offices That Used System (All)	<b>70%</b>	68%	72%	73%	72%	76%	74%	76%	76%	76%	78%	75%	<b>72%</b>

Agent Activity	22-Dec	23-Jan	23-Feb	23-Mar	23-Apr	23-May	23-Jun	23-Jul	23-Aug	23-Sep	23-Oct	23-Nov	23-Dec
Offices in Which Agents Took Appts. (Month)	<b>133</b>	131	138	135	141	155	147	154	149	158	158	148	<b>141</b>
Offices in Which Agents Took Appts. (All)	<b>324</b>	324	323	324	327	331	331	331	331	331	331	334	<b>334</b>
Offices in Which Agents Used System (Month)	<b>192</b>	199	197	202	204	211	213	215	209	208	204	204	<b>197</b>
Offices in Which Agents Used System (All)	<b>400</b>	400	399	399	405	405	404	405	405	405	406	409	<b>408</b>
Active Offices – Agents Used System (All)	<b>171</b>	164	172	174	180	187	187	188	188	187	186	181	<b>171</b>

# Additional Metrics

Greater Syracuse Association of REALTORS

December 2023



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Additional Metrics	
Usage - Unique Agents (last 90 days)	1,474
# of Agents with Showable Listing	622
Unique Users - Agent Mobile App (last 90 days)	1,185
Unique Users - Consumer Mobile App/Website (last 90 days)	16
Feedback Requested	5,622
Feedback Responses	1,912