

Overview – Snapshot

Greater Syracuse Association of REALTORS

August 2022



| Listing Activity | |
|---|---------|
| Showable Listings | 3,299 |
| Enabled Showable Listings | 3,081 |
| Percent Enabled Listings | 93% |
| Appointments (Month) | 14,981 |
| Appointments (All – Since Inception) | 728,073 |
| Average Appointments Per Day (Month) | 483 |
| Office Activity | |
| Active Offices | 251 |
| Fully Enabled Offices | 237 |
| Partially Enabled Offices | 9 |
| Percent Enabled Offices | 98% |
| Percent of Offices That Used System (Month) | 84% |
| Percent of Offices That Used System (All) | 77% |
| Agent Activity | |
| Offices in Which Agents Took Appointments (Month) | 161 |
| Offices in Which Agents Took Appointments (All) | 322 |
| Offices in Which Agents Used System (Month) | 212 |
| Offices in Which Agents Used System (All) | 396 |
| Active Offices – Agents Used System (All) | 194 |

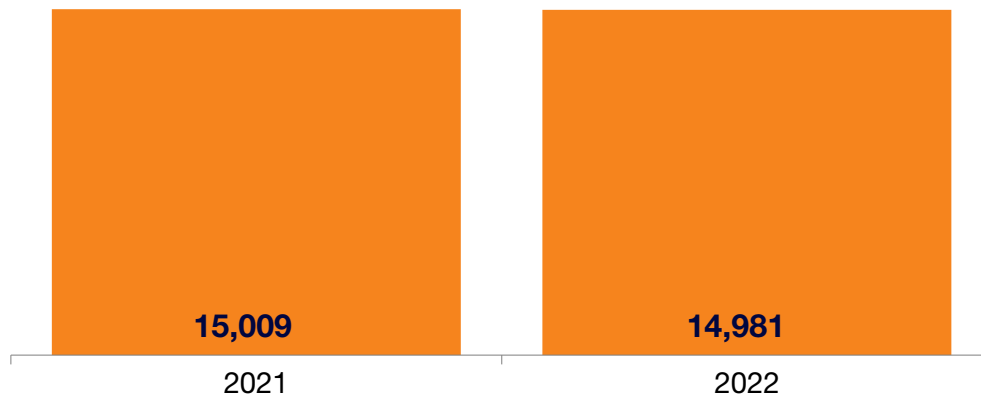
Appointments (Month)

Greater Syracuse Association of REALTORS

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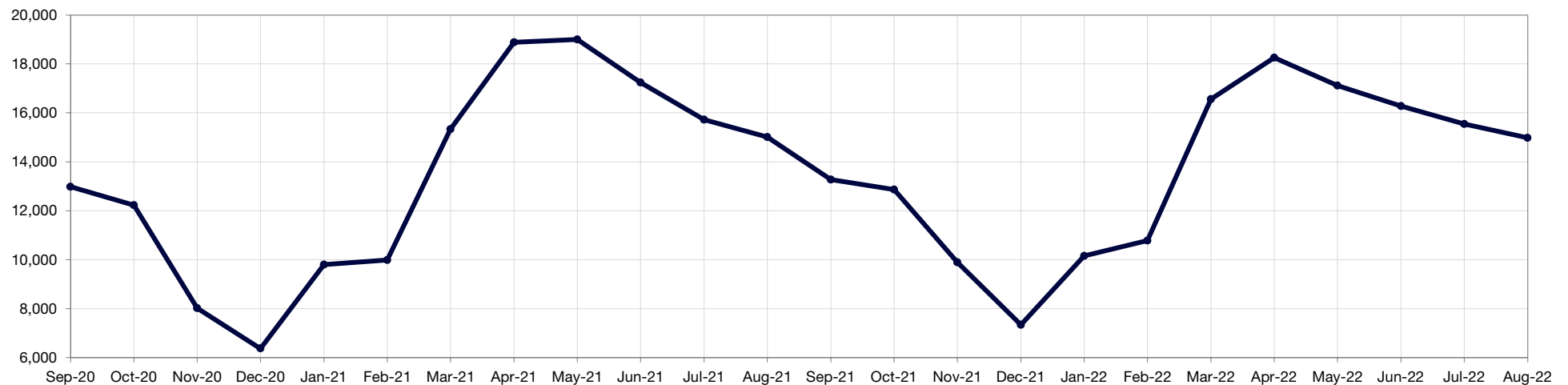


August



| Month | Current Year | Prior Year | Percent Change |
|------------------|--------------|------------|----------------|
| August 2022 | 14,981 | 15,009 | -0% |
| July 2022 | 15,544 | 15,725 | -1% |
| June 2022 | 16,281 | 17,243 | -6% |
| May 2022 | 17,116 | 18,998 | -10% |
| April 2022 | 18,252 | 18,879 | -3% |
| March 2022 | 16,554 | 15,335 | +8% |
| February 2022 | 10,777 | 9,982 | +8% |
| January 2022 | 10,151 | 9,802 | +4% |
| December 2021 | 7,337 | 6,371 | +15% |
| November 2021 | 9,897 | 8,015 | +23% |
| October 2021 | 12,869 | 12,225 | +5% |
| September 2021 | 13,272 | 12,979 | +2% |
| 12-Month Average | 13,586 | 13,380 | +2% |

Historical Appointments (Month)



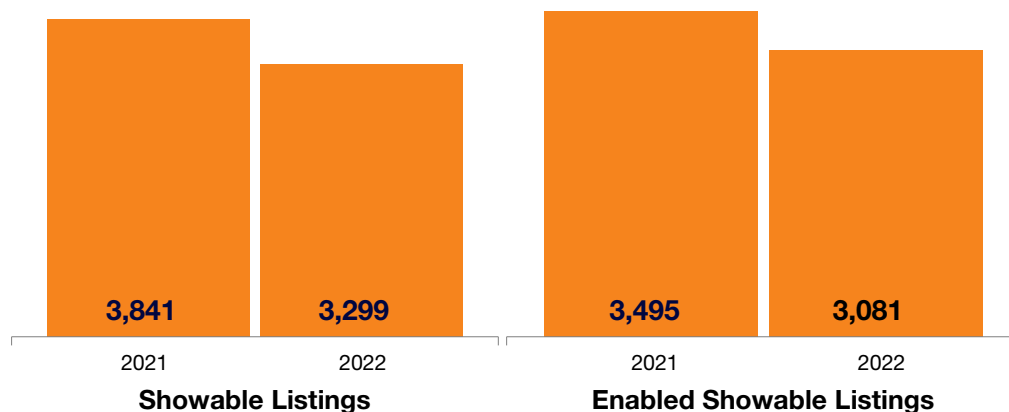
Showable and Enabled Showable Listings

Greater Syracuse Association of REALTORS

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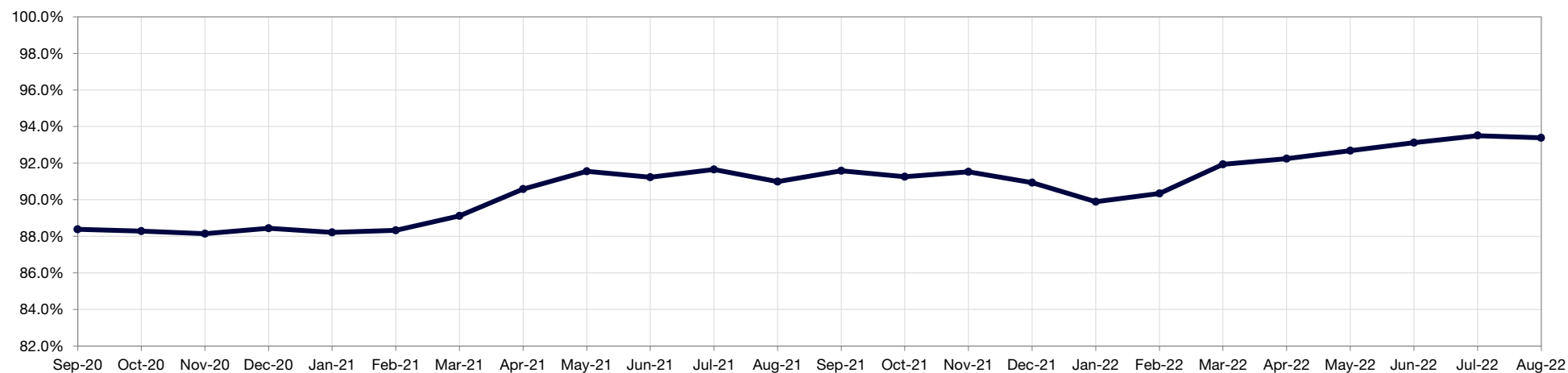


August



| Month | Showable Listings | Enabled Showable Listings | Percent Listings Enabled |
|------------------|-------------------|---------------------------|--------------------------|
| August 2022 | 3,299 | 3,081 | 93% |
| July 2022 | 3,419 | 3,197 | 94% |
| June 2022 | 3,313 | 3,085 | 93% |
| May 2022 | 2,993 | 2,774 | 93% |
| April 2022 | 2,618 | 2,415 | 92% |
| March 2022 | 2,394 | 2,201 | 92% |
| February 2022 | 2,278 | 2,058 | 90% |
| January 2022 | 2,414 | 2,170 | 90% |
| December 2021 | 2,634 | 2,395 | 91% |
| November 2021 | 3,196 | 2,925 | 92% |
| October 2021 | 3,532 | 3,223 | 91% |
| September 2021 | 3,732 | 3,418 | 92% |
| 12-Month Average | 2,985 | 2,745 | 92% |

Percent of Listings Enabled



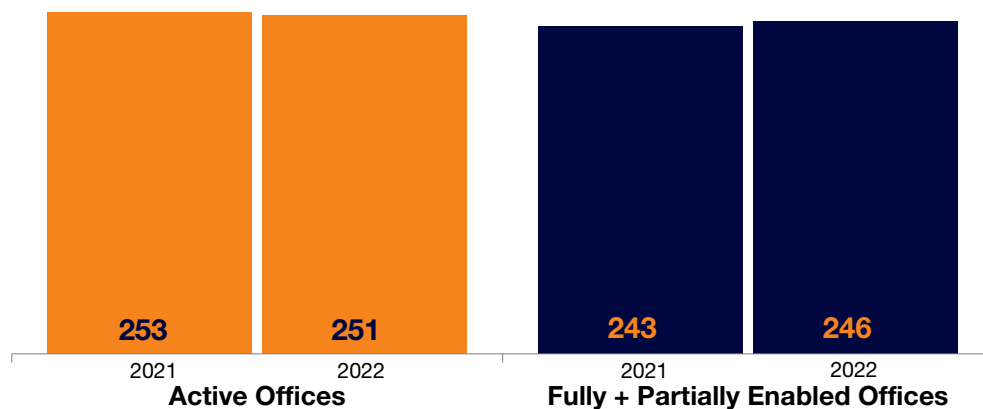
Active and Enabled Offices

Greater Syracuse Association of REALTORS

August 2022



August



| Month | Active Offices | Fully + Partially Enabled Offices | Percent of Offices Enabled |
|----------------|----------------|-----------------------------------|----------------------------|
| August 2022 | 251 | 246 | 98% |
| July 2022 | 249 | 243 | 98% |
| June 2022 | 250 | 244 | 98% |
| May 2022 | 254 | 247 | 97% |
| April 2022 | 250 | 244 | 98% |
| March 2022 | 243 | 239 | 98% |
| February 2022 | 247 | 242 | 98% |
| January 2022 | 244 | 238 | 98% |
| December 2021 | 247 | 240 | 97% |
| November 2021 | 254 | 247 | 97% |
| October 2021 | 256 | 247 | 96% |
| September 2021 | 253 | 245 | 97% |
| 12-Month Avg. | 250 | 244 | 97% |

Historical Percent of Offices Enabled



Overview – Full Year

Greater Syracuse Association of REALTORS

August 2022



| Listing Activity | 21-Aug | 21-Sep | 21-Oct | 21-Nov | 21-Dec | 22-Jan | 22-Feb | 22-Mar | 22-Apr | 22-May | 22-Jun | 22-Jul | 22-Aug |
|--------------------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Showable Listings | 3,841 | 3,732 | 3,532 | 3,196 | 2,634 | 2,414 | 2,278 | 2,394 | 2,618 | 2,993 | 3,313 | 3,419 | 3,299 |
| Enabled Showable Listings | 3,495 | 3,418 | 3,223 | 2,925 | 2,395 | 2,170 | 2,058 | 2,201 | 2,415 | 2,774 | 3,085 | 3,197 | 3,081 |
| Pct. Enabled Listings | 91% | 92% | 91% | 92% | 91% | 90% | 90% | 92% | 92% | 93% | 93% | 94% | 93% |
| Appointments (Month) | 15,009 | 13,272 | 12,869 | 9,897 | 7,337 | 10,151 | 10,777 | 16,554 | 18,252 | 17,116 | 16,281 | 15,544 | 14,981 |
| Appointments (All – Since Inception) | 564,162 | 577,642 | 590,574 | 600,539 | 607,952 | 618,568 | 629,345 | 645,899 | 664,151 | 681,267 | 697,548 | 713,092 | 728,073 |

| Office Activity | 21-Aug | 21-Sep | 21-Oct | 21-Nov | 21-Dec | 22-Jan | 22-Feb | 22-Mar | 22-Apr | 22-May | 22-Jun | 22-Jul | 22-Aug |
|--|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Active Offices | 253 | 253 | 256 | 254 | 247 | 244 | 247 | 243 | 250 | 254 | 250 | 249 | 251 |
| Fully Enabled Offices | 240 | 239 | 241 | 240 | 233 | 231 | 234 | 230 | 235 | 238 | 236 | 234 | 237 |
| Partially Enabled Offices | 5 | 6 | 6 | 7 | 7 | 7 | 8 | 9 | 9 | 9 | 8 | 9 | 9 |
| Pct. Enabled Offices | 97% | 97% | 96% | 97% | 97% | 98% | 98% | 98% | 98% | 97% | 98% | 98% | 98% |
| Pct. of Offices That Used System (Month) | 85% | 85% | 82% | 81% | 82% | 85% | 84% | 87% | 87% | 87% | 84% | 84% | 84% |
| Pct. of Offices That Used System (All) | 77% | 77% | 76% | 75% | 75% | 73% | 74% | 75% | 75% | 72% | 75% | 78% | 77% |

| Agent Activity | 21-Aug | 21-Sep | 21-Oct | 21-Nov | 21-Dec | 22-Jan | 22-Feb | 22-Mar | 22-Apr | 22-May | 22-Jun | 22-Jul | 22-Aug |
|---|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Offices in Which Agents Took Appts. (Month) | 163 | 164 | 161 | 157 | 144 | 141 | 149 | 150 | 154 | 153 | 159 | 159 | 161 |
| Offices in Which Agents Took Appts. (All) | 313 | 313 | 313 | 314 | 315 | 317 | 319 | 318 | 320 | 322 | 322 | 322 | 322 |
| Offices in Which Agents Used System (Month) | 214 | 216 | 209 | 207 | 203 | 208 | 207 | 211 | 217 | 220 | 209 | 210 | 212 |
| Offices in Which Agents Used System (All) | 384 | 384 | 386 | 386 | 388 | 388 | 391 | 389 | 393 | 393 | 394 | 394 | 396 |
| Active Offices – Agents Used System (All) | 195 | 196 | 194 | 191 | 186 | 179 | 183 | 183 | 187 | 184 | 187 | 193 | 194 |

Additional Metrics

Greater Syracuse Association of REALTORS

August 2022



| Additional Metrics | |
|---|--------|
| Usage - Unique Agents (last 90 days) | 1,655 |
| # of Agents with Showable Listing | 769 |
| Unique Users - Agent Mobile App (last 90 days) | 1,178 |
| Unique Users - Consumer Mobile App/Website (last 90 days) | 41 |
| Feedback Requested | 12,668 |
| Feedback Responses | 4,736 |