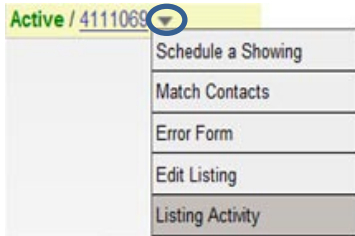




Lightning Fast Listing Activity Reports

Seeing how your listings are being viewed online has become lightning fast with flexmls Listing Activity Reports.



Step 1: Access your listing on a results screen.

Step 2: Click on the drop down arrow next to the listing number; choose option *Listing Activity*.

Activity report information:

Activity for 4501 W Mockingbird Lane, Avondale AZ 85338

Date Range: 01/28/2009 to 10/18/2011 1



List Number: 4111069
 Status: Active
 Original List Price: \$200,000
 List Price: \$176,005
 # Bedrooms: 1
 # Bathrooms: 2

1. Brief listing information

2a. This table shows how many people, both clients and agents, are viewing your listing via the following locations: email, flexmls, portals, and flexmls IDX.

Where people are viewing this listing	Count
flexmls	1260
Portal	689
Email	645
flexmls IDX	65
Diverse Solutions IDX	42

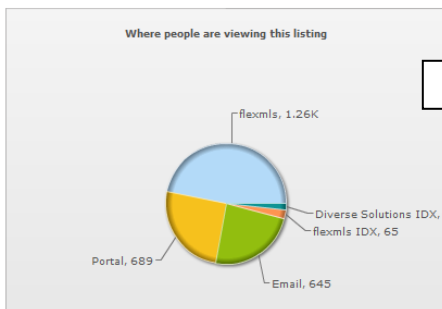
2a

How do people rate this listing	Count
Agent Recommended	1
Favorite	12
Possibility	26
Reject	80

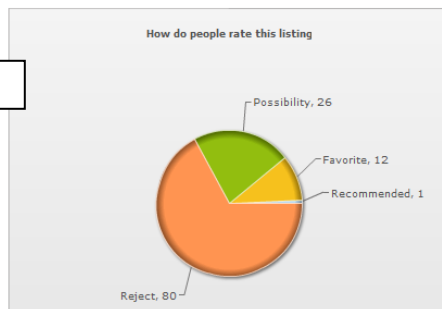
2b

2b. This table tells you how many clients, via the portal, have tagged it a "favorite", a "possibility" or a "reject". Those that have been tagged as a recommendation from an agent are also counted.

3. Charts illustrating above information



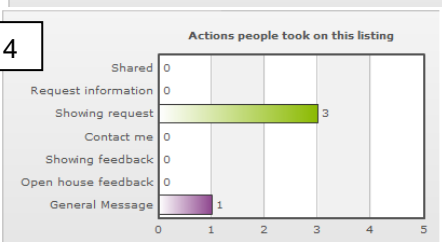
3



4. This portion indicates the actions that are taking place between either client to agent or agent to agent with an accompanying graph.

Actions people took on this listing	Count
Shared	0
Request more information	0
Showing request	3
Contact me	0
Showing feedback	0
Open house feedback	0
General message	1

4



People who liked this listing also liked (View)	List Number	Status	# Bedrooms	# Bathrooms	Price
5636 E Mockingbird LN, Paradise Valley	4280401	Active	7	10	\$24,900,000
5800 E FOOTHILL DR North, Paradise Valley	4272159	Active	8	12	\$27,500,000

5. Listings displayed are those that were marked “favorite” by users who also marked your listing as “favorite”. The top ten are shown.

People who viewed this listing also viewed (View)	List Number	Status	# Bedrooms	# Bathrooms	Price
4928 E Cottontail Run RD, Paradise Valley	4199955	Active	6	11	\$12,885,000
27341 N 102ND ST, Scottsdale	4106224	Active	8	11	\$15,000,000

6. This list consists of listings people also viewed along with your listings.