

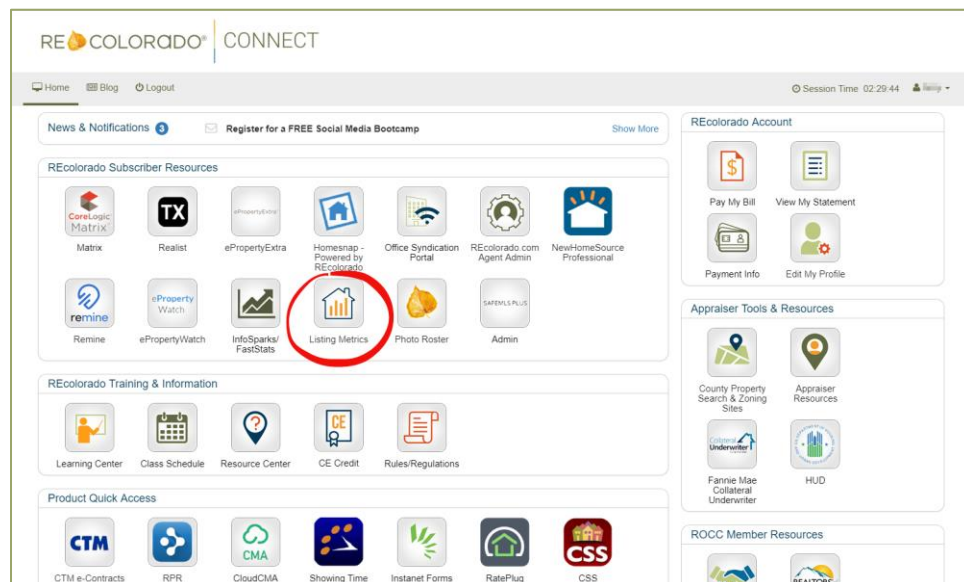
Overview

Listing Metrics is a tool that allows you to see how your listings are performing on REcolorado.com, Homesnap, Matrix, IDX and Syndication websites and offers several benefits for real estate professionals:

- Understand how many view, inquiries, shares, and saves your listings are generating.
- Provides an understanding of the activity (or lack of activity) on your listings compared to similar listings. This information can be used to determine if you may need to discuss price changes or other updates to the property.
- Gives you a better understanding of the impact of price changes or other updates to the listing by seeing how listing views change over time.
- Allows you to provide feedback to your clients on how their listing is performing on the web, including an automated, weekly Sellers Report that you can choose to send to the seller.

Access

From the CONNECT dashboard, you'll see a button for **Listing Metrics** in the Subscriber Resources section:




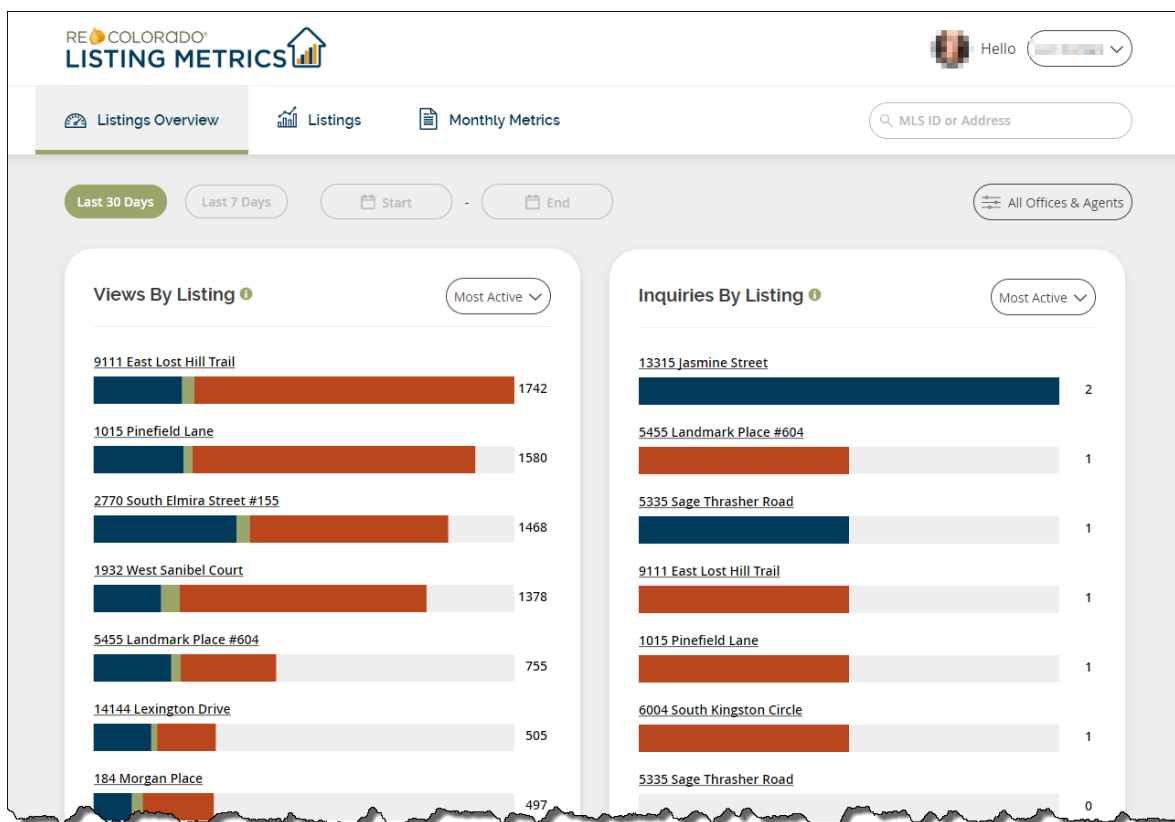
Clicking this button will take you to the dashboard for Listing Metrics. From here, you'll have four options:

- **Listings Overview (Dashboard)** contains 4 graphs displaying your listings that have received the most views, inquiries, shares, and saves.
- **Listings** is an overview page where you can access the detailed stats on any of your active status listings.
- **Monthly Metrics** allows you to access previous Monthly Summary Reports.

Listing Overview (Dashboard)

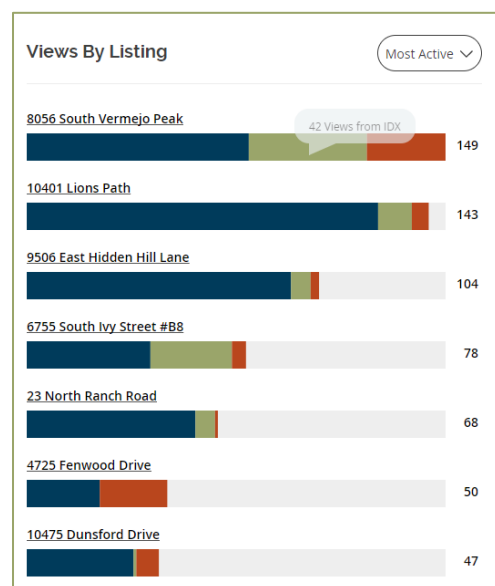
Use the dashboard to view the performance for listings where you are the listing or co-listing agent.

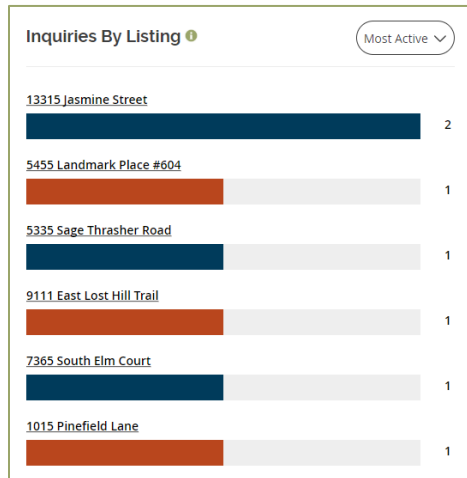
- Charts are defaulted to show the listings with the most activity for each event: Views, Inquiries, Shares, and Save.
- The default time period for the graphs is the past 30 days, but you also have options to switch to view activity from the past week or select your own timeframe.
- Hover over the performance bar to see the activity generated from each source (MLS, IDX, and Syndication). 
- Managing Brokers and Participants can view the metrics for all listings by agents in their office.
- Active and Under Contract listings will display on these graphs if they've had activity within the time frame being viewed and are in the top 10.
- Graphs can be sorted by: Most active (default), Least active, Newest, Oldest, Price high-low, and Price low-high.



Views

- Shows you how often potential buyers are viewing your listings.
- Displays the top 10 listings that have received the most views in the past 30 days.



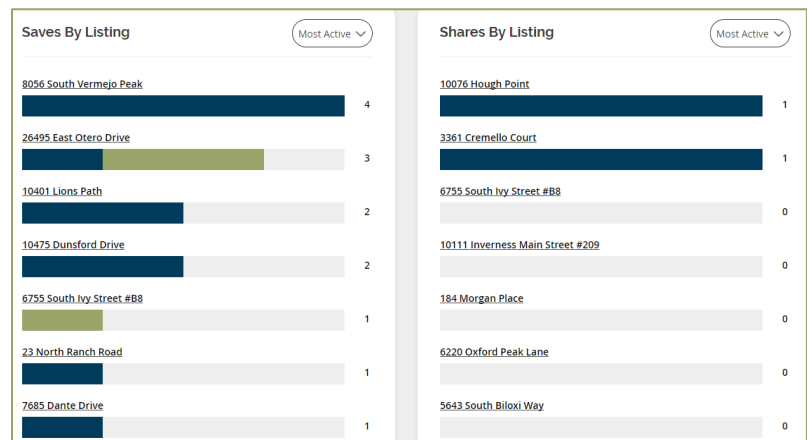


Inquiries

- Shows you how often potential buyers are requesting information on your listings.
- Displays the top 10 listings that have received the most inquiries in the past 30 days.

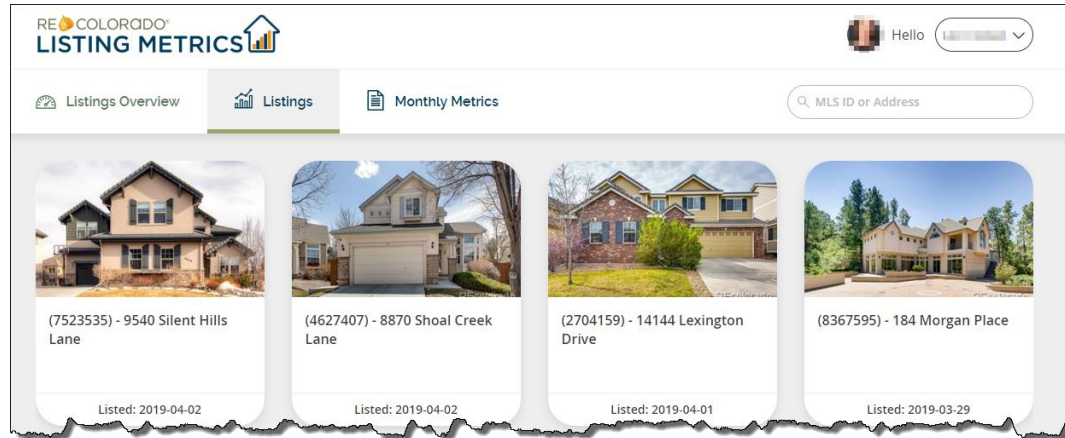
Saves & Shares

- Shows you how often potential buyers are sharing your listing with others or saving your listing to their account.
- Listings can be shared via email or via social media sites.
- Displays the top 10 listings that have received the most shares & saves in the past 30 days.

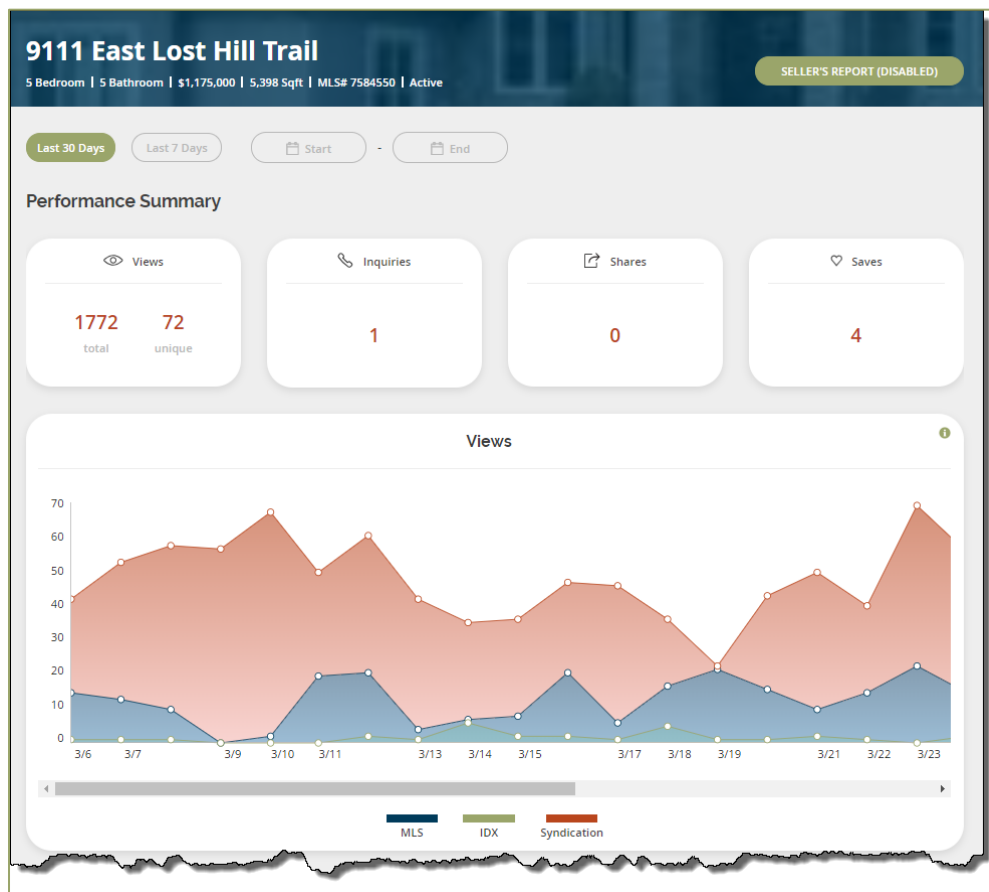


Listings

The Listings page is an overview page that displays all of your active and under contract status listings. The thumbnail view of each listings displays the MLS number, Street Address, and List Date.



Clicking on the thumbnail will take you to the detailed metrics page for that listing.



On an individual listing metrics page, the following data is available:

- Address, Beds, Baths, Price, Total Sq. Ft, MLS #, Status
- Button to access and set-up the Seller's Report
 - Displays status of Seller's Report (enabled/disabled)
- Performance summary for that listing
 - Total Views, Inquiries, Shares, and Saves for the time period selected
- Trend Graphs
 - Views by day
 - Shares by day
 - Inquiries by day
 - Saves by day
- Similar Listings
 - Within +/- 10% Total SqFt of the selected listing (Residential)
 - Within +/- 10% Total Acres of the selected listing (Land)
 - Located within a 1-mile radius of the selected listing
 - Property Sub-Type matches that of the selected listing (Residential Attached, Residential Detached, Land, Income, Rental, New Home Plans, New Home Communities)
 - If the selected listing has a status of 'Active', THEN similar listings must have a status of 'Active'
 - If the selected listing has a status of 'Under Contract', THEN similar listings must have a status of either 'Active' OR 'Under Contract'
 - If no similar listings found this section of the page will not display.
 - Note: Similar listings will display randomly based on the first 8 found. Therefore, similar listings may change from one page view to the next.

Sellers Report

The Sellers Report allows you to setup a weekly email that will be automatically sent to your client(s). This provides your client an overview of how their property is performing on REcolorado.com, IDX, and Syndication websites and helps you keep them informed of the value that you are providing in the selling process.

The Sellers Report provides a view of the listing activity from the past week and will be sent each Monday. Your client will receive the report even if there is no activity on their listing.

Sellers Reports are generated only for Active status listings. When a listing moves into another status, the Sellers Report is automatically disabled.

From a listing's metrics page, use the option at the top to activate the Sellers Report for that property.



- Setting up a Seller's Report:
 - Enter recipient name & email
 - You can preview the Seller's Report once a recipient is added
 - You will be CC'd by default and can add any additional CC recipients
 - Edit the default Subject line if desired
 - Edit the default Message body if desired
 - Deselect any graphs you don't want included in report
 - Select if you want the report to also be sent immediately otherwise it will be sent automatically every Monday
 - Save

Seller's Report

PREVIEW

Enabled Disabled
*Report Sent Every Monday

Recipient Name

Recipient Email

+ ADD RECIPIENT

CC (optional)

CC (optional)

Subject

Email Message
Dear <Recipient First Name>,

Here's a summary of your home's activity from the past week. Please contact me if you have any questions.

Sincerely,

Include the following statistics in the Seller's Report:

- Similar Active Listings
- Similar Sold Listings
- Views
- Inquiries
- Shares
- Saves

Report sent every Monday
 Do you also want to send a report now?

CANCEL
SAVE

The Seller's Report contains:

- Report title, date, your name, your office name, your email & phone
- Address & photo of listing
- Beds, baths, price, sq. feet, MLS #, and Status
- Summary for week
 - Views: How often your home was viewed during the past week on REcolorado.com, the Homesnap app, and on other real estate websites.
 - Inquiries: How many inquiries were generated for your home during the past week.
 - Saves: How often your home was saved or tagged as a favorite during the past week.
 - Shares: How often your home was shared via email or on social media sites over the past week.
- View More Stats button
 - Takes them to the metrics page for their property where they can adjust the date range for a personalized metrics report.

Seller's Report

July 17, 2017

YOUR LISTING



2 Bedroom | 2 Bathroom | \$1,700 | 1,004 sqft | MLS # 7295683 | Active

[View Listing on REcolorado](#)

YOUR LISTINGS ONLINE PERFORMANCE FOR JULY 10, 2017 - JULY 17, 2017

Views

58

How often your home was viewed during the past week on REcolorado.com, the Homesnap app, and on other real estate websites.

Inquiries

1

How many inquiries were generated for your home during the past week.

Saves

1

How often your home was saved or tagged as a favorite during the past week.

Shares

0

How often your home was shared via email or social media sites over the past week.

Average Duration

4 : 25

minutes seconds

The average amount of time visitors spent looking at your home online.

[VIEW MORE STATS](#)

Monthly Metrics Report

The Listing Metrics monthly report is sent automatically to each broker that has at least one active listing in the previous month. The report includes:

REcolorado.com Summary Statistics: This section summarizes all activity on REcolorado.com during the previous month:

- Listings Viewed: How many times listing details pages were viewed on REcolorado.com, m.recolorado.com, and the Homesnap app.
- Total Leads: How many times information was requested on listings from REcolorado.com, m.recolorado.com, and the Homesnap app.

My Listing Activity: A summary of activity on the user's Active or Under Contract listings from the previous month.

- Views: The total number of times your listings were viewed.
- Saves: How often your listings were saved as a favorite.
- Leads: How many email or phone leads you received.
- Shares: The number of times your listings were shared on social media or via email.

Top Listings

- A user's listings with the most views in the previous month
- Displays address as a link, property image, # of views, saves, leads
- Up to 3 listings displayed

Link to REcolorado News

FAQ

Why do you provide this tool?

We want to provide brokers with a tool to better understand their listings' activity on REcolorado.com and other sites. REcolorado Listing Metrics provides you with several tools including:

- An understanding of the activity (or lack of activity) on your listings compared to similar listings. This information can be used to determine if you may need to discuss price changes or other updates to the property.
- A way to better understand the impact of price changes or other updates to the listing's online activity.
- The ability to provide feedback to your clients on how their listing is performing on REcolorado.com, including a Sellers Report that you can choose to send to the seller.
- Reporting that lets you see the value received from REcolorado.com and other websites
- A summary of how often your listings are being viewed, shared, and saved.
- The ability to see how many email leads you receive from REcolorado.com.

Will this include listing activity on Matrix?

Listing activity from Matrix is included.

- Client views display as Matrix Client Portal
- Agent views display as Matrix Agent
- Client Favorites & Client Possibilities display as Matrix Client Portal (Saves)

Are listings where I am the co-list agent included in my metrics?

Yes, you'll be able to see metrics on the listings where you are the listing agent or the co-listing agent.

Why didn't I get a report this month?

You only receive the My REcolorado Listing Metrics monthly report if you had at least one active status listing in the previous month.

What is a Sellers Report?

The Sellers Report is a weekly email that you can choose to have automatically sent to your client. It allows you to show the seller the activity their property is generating on REcolorado.com and other websites.

How do I create a Sellers Report?

Go to Listing Stats using the left-hand navigation, then click the address of the listing you want to use for the Sellers Report. Click the "here" link to open the Report Delivery screen,

where you can enter the seller's information, a customized message, and choose to be CC'ed on the weekly report.

How often is the Sellers Report sent?

The Sellers Report is sent weekly each Monday while the listing remains in Active status.

After I setup the Sellers Report, how quickly will my client receive the report?

You can choose to send the report immediately. Otherwise, they will receive it the next Monday, when the Sellers Reports are generated.

How do I turn off the Sellers Report?

Go to listing page in Listing Metrics and click on the Seller's Report (Enabled) button. At the top you will see a toggle switch to select whether the Seller's Report is enabled or disabled. To cancel this report simply select disabled and hit save.

Why did the Sellers Report stop being sent?

The Sellers Report is only generated for Active status listings. When the listing is changed to another status, the Sellers Report is automatically disabled. Additionally, the client has an option to opt-out of the Sellers Report emails.

Can the seller unsubscribe from the Sellers Report email?

Yes, there is an unsubscribe link in the footer of the email.

How do I resend a previous Sellers Report email?

When setting up the Sellers Report email, be sure to select "CC Agent" in the options, which will allow you to receive a copy of each week's report. Keep a copy for your records in case you need to forward a previous report to your client.

If a client is scheduled to receive a Sellers Report but there has been no activity on the listing, will they still receive a report?

Yes, the report would indicate that there is no data to display. Data on similar homes should still be displayed, if applicable for that chart.

If I change my view to Daily or Weekly, will that affect how my client sees the Sellers Report?

No, the client will continue to receive the report each week. It defaults to showing the past week of activity on the listing.

Can other brokers see metrics on my listings?

No, you can only see the performance of your own listings. Managing brokers and participants can see the performance of the listings from their office.