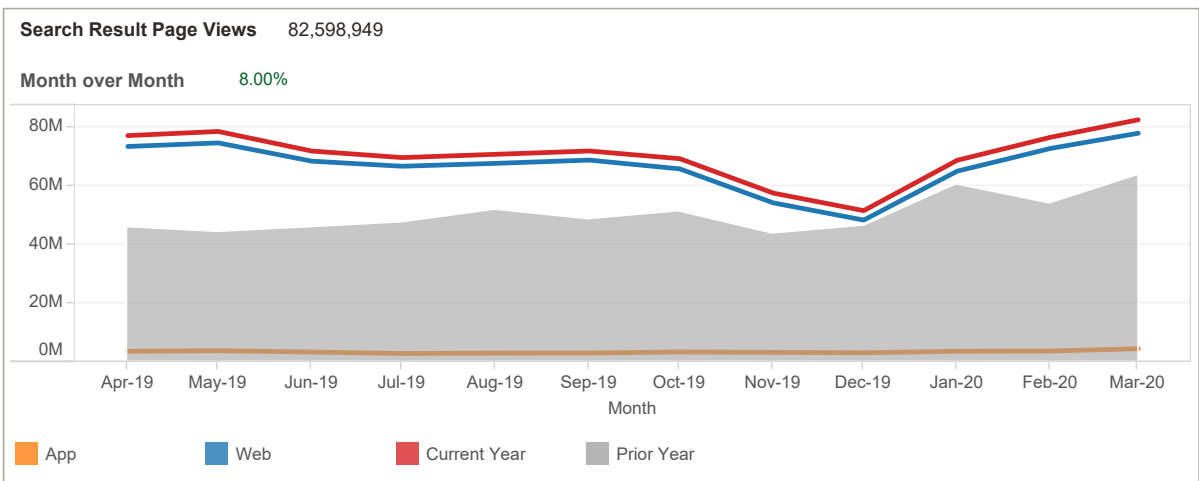


# MONTHLY TRAFFIC REPORT

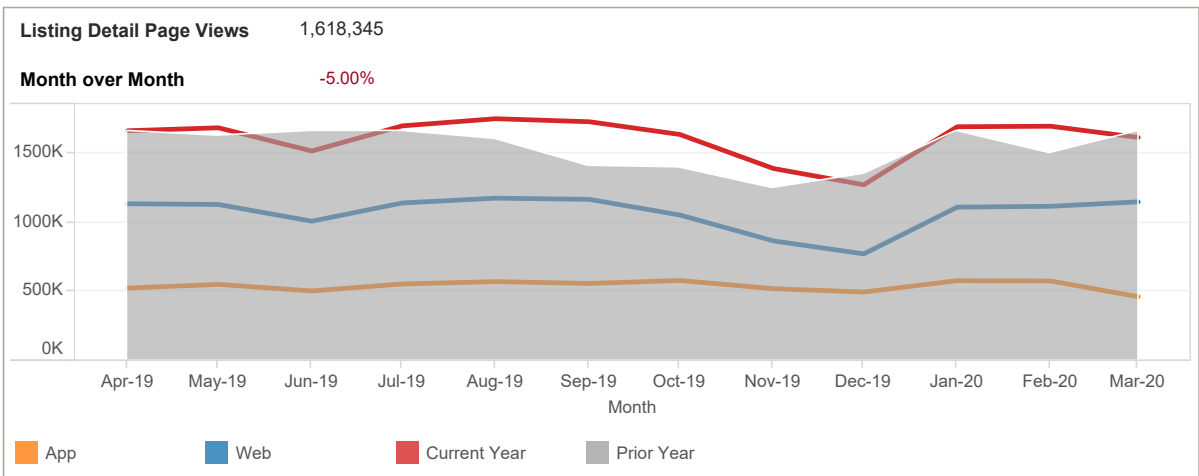
## FOR NortheastWI

**LISTING PERFORMANCE**

<b>Median Active Listings</b>	7,748
<b>Average Views per Listing</b>	202



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

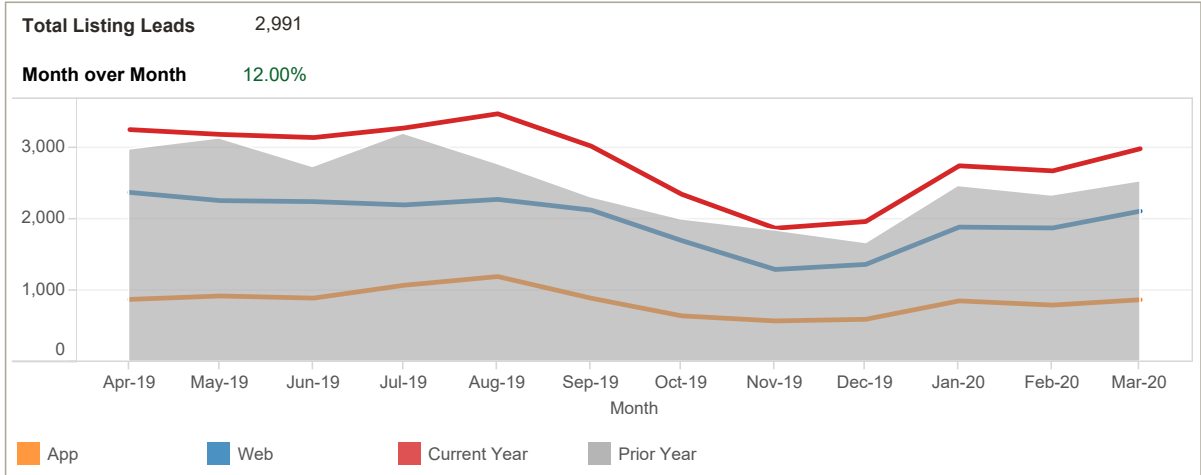


App: YTD traffic from Native Apps that are downloaded (iOS and Android)  
 Web: YTD traffic from all browsers (desktop, tablet and phone)

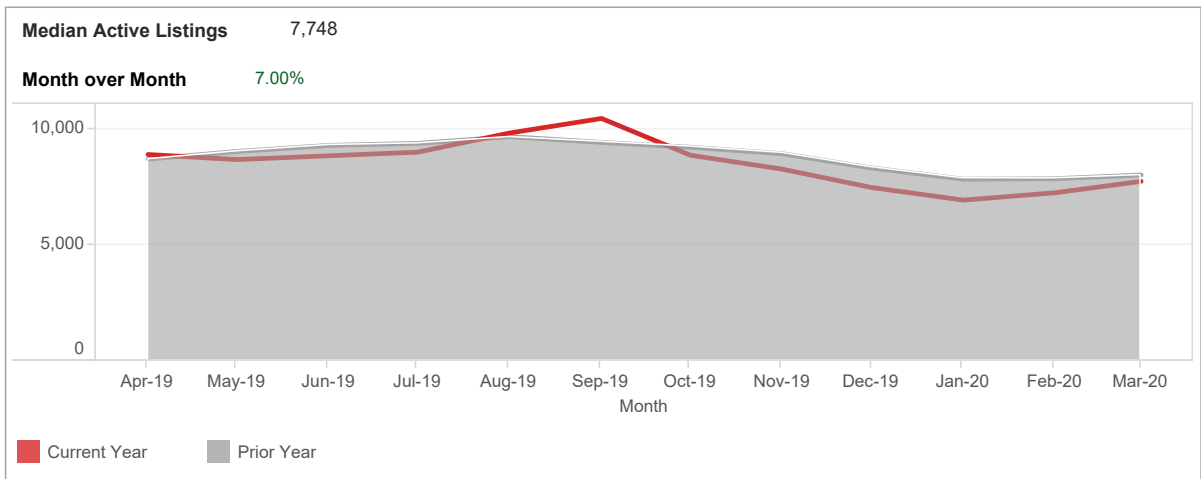
*If you have any questions, please contact your Industry Relations representative or email:*  
[industryrelations@move.com](mailto:industryrelations@move.com)

# MONTHLY TRAFFIC REPORT

## FOR NortheastWI



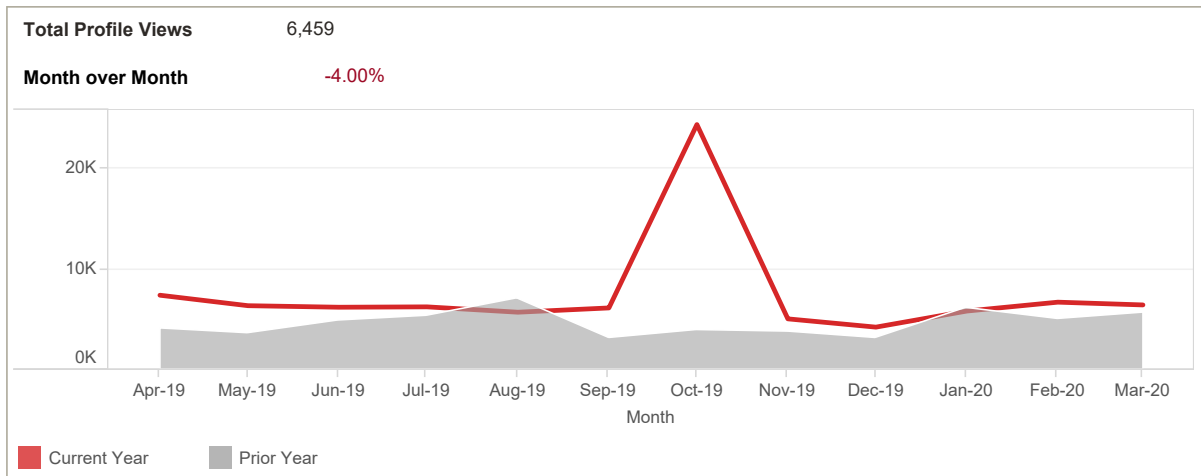
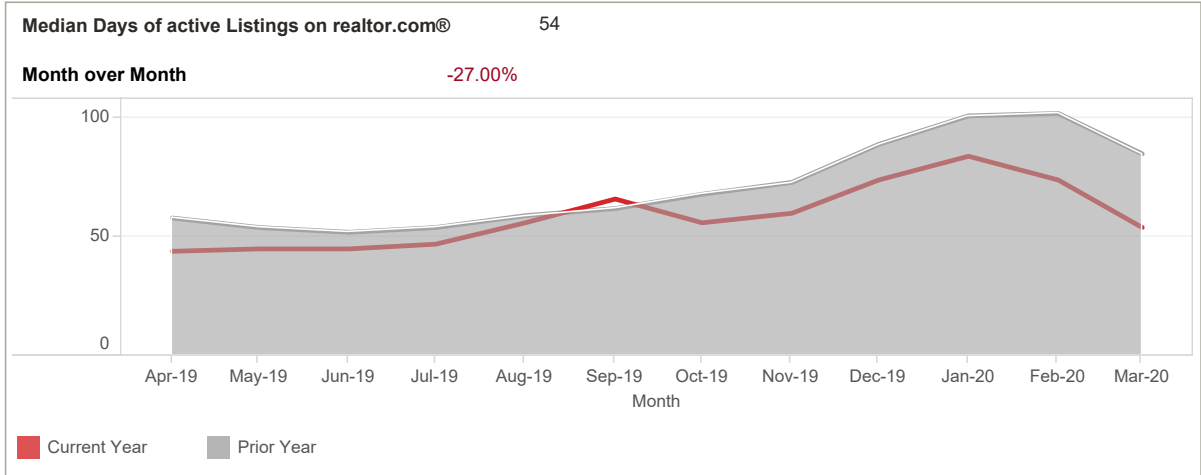
App: YTD traffic from Native Apps that are downloaded (iOS and Android)  
 Web: YTD traffic from all browsers (desktop, tablet and phone)



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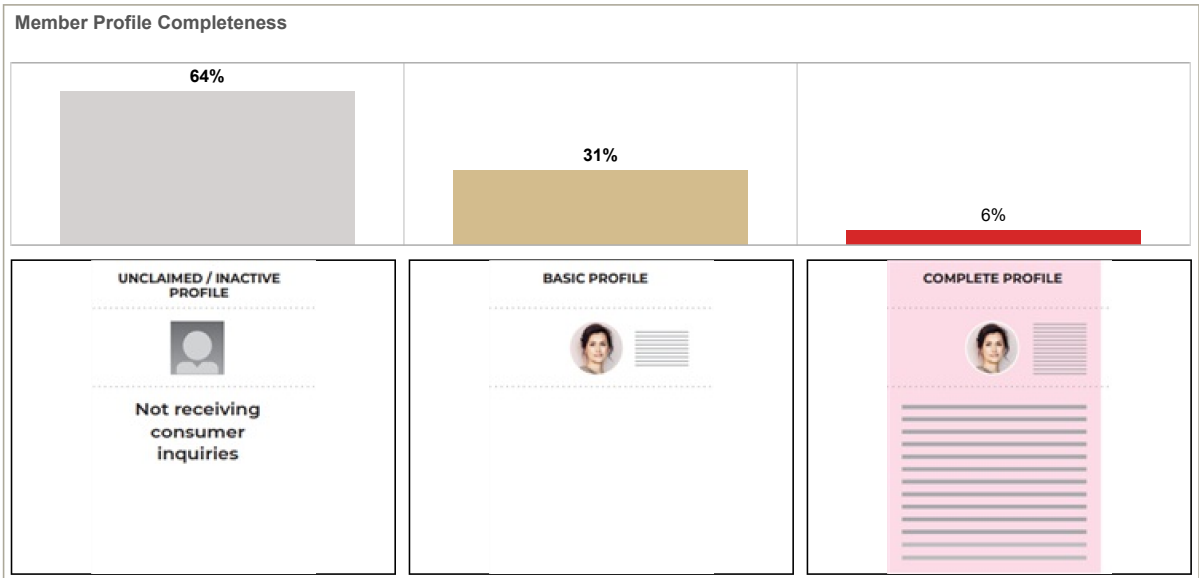
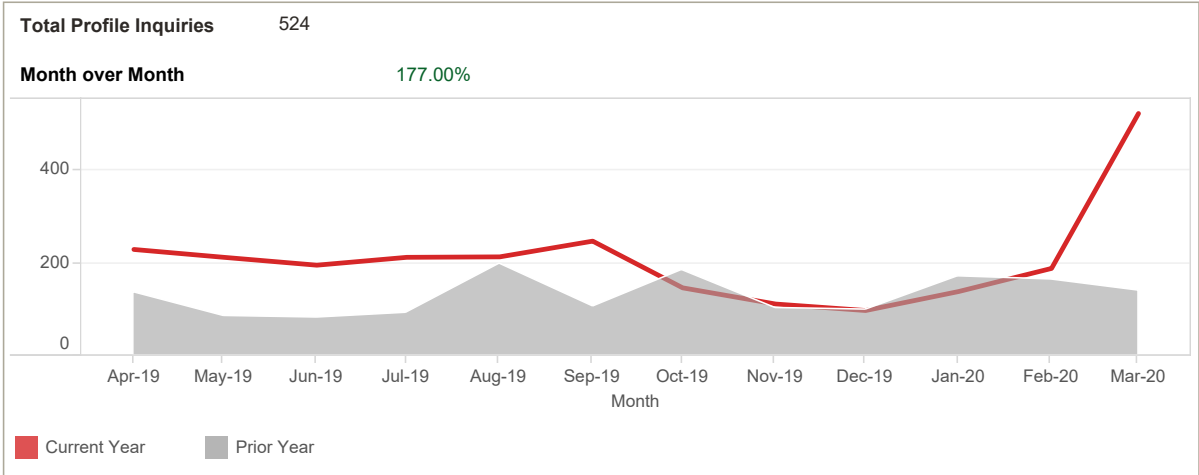
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# MONTHLY TRAFFIC REPORT

## FOR NortheastWI

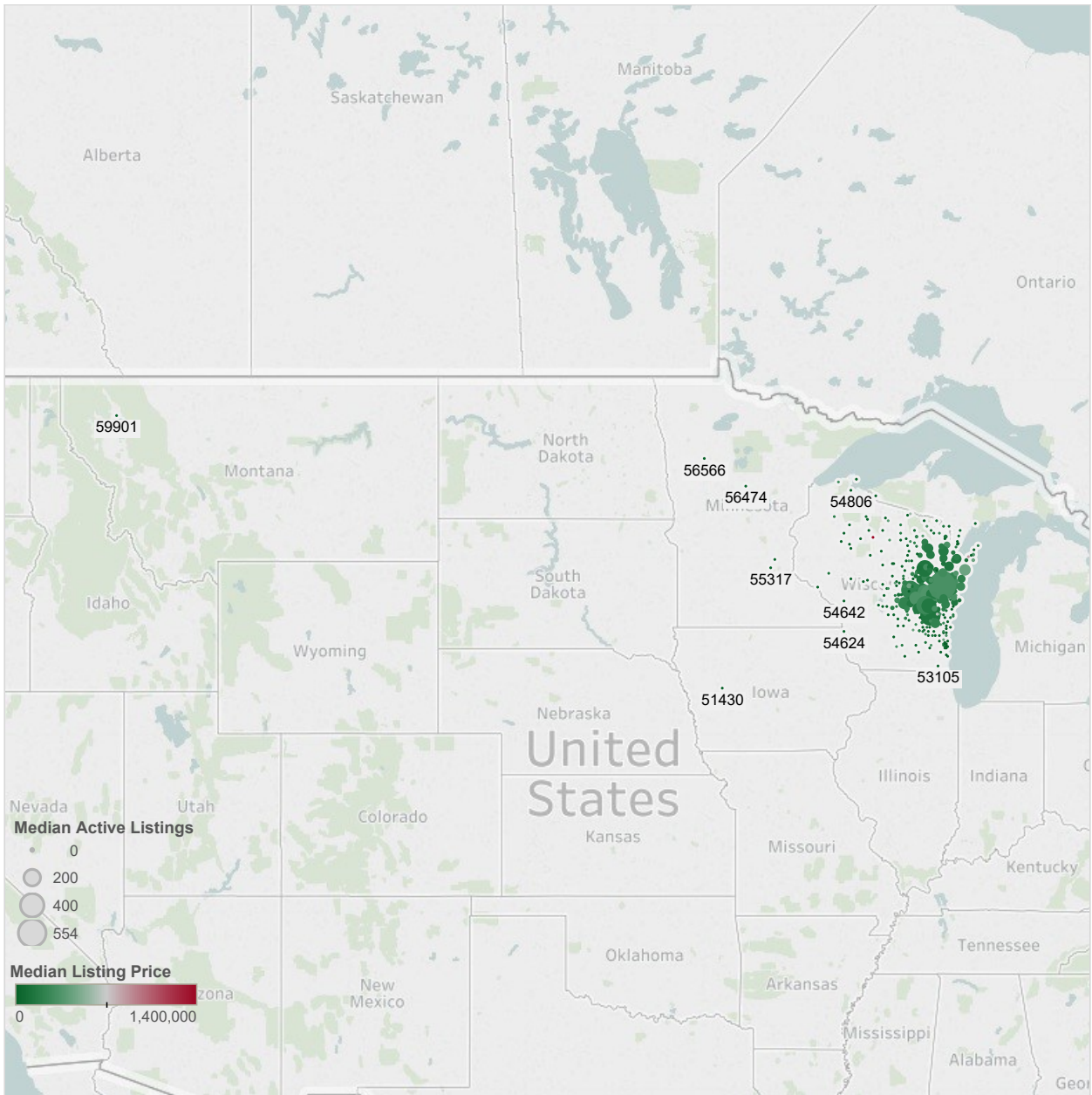


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# MONTHLY TRAFFIC REPORT

## FOR NortheastWI

Median Active Listings vs. Median Listing Price

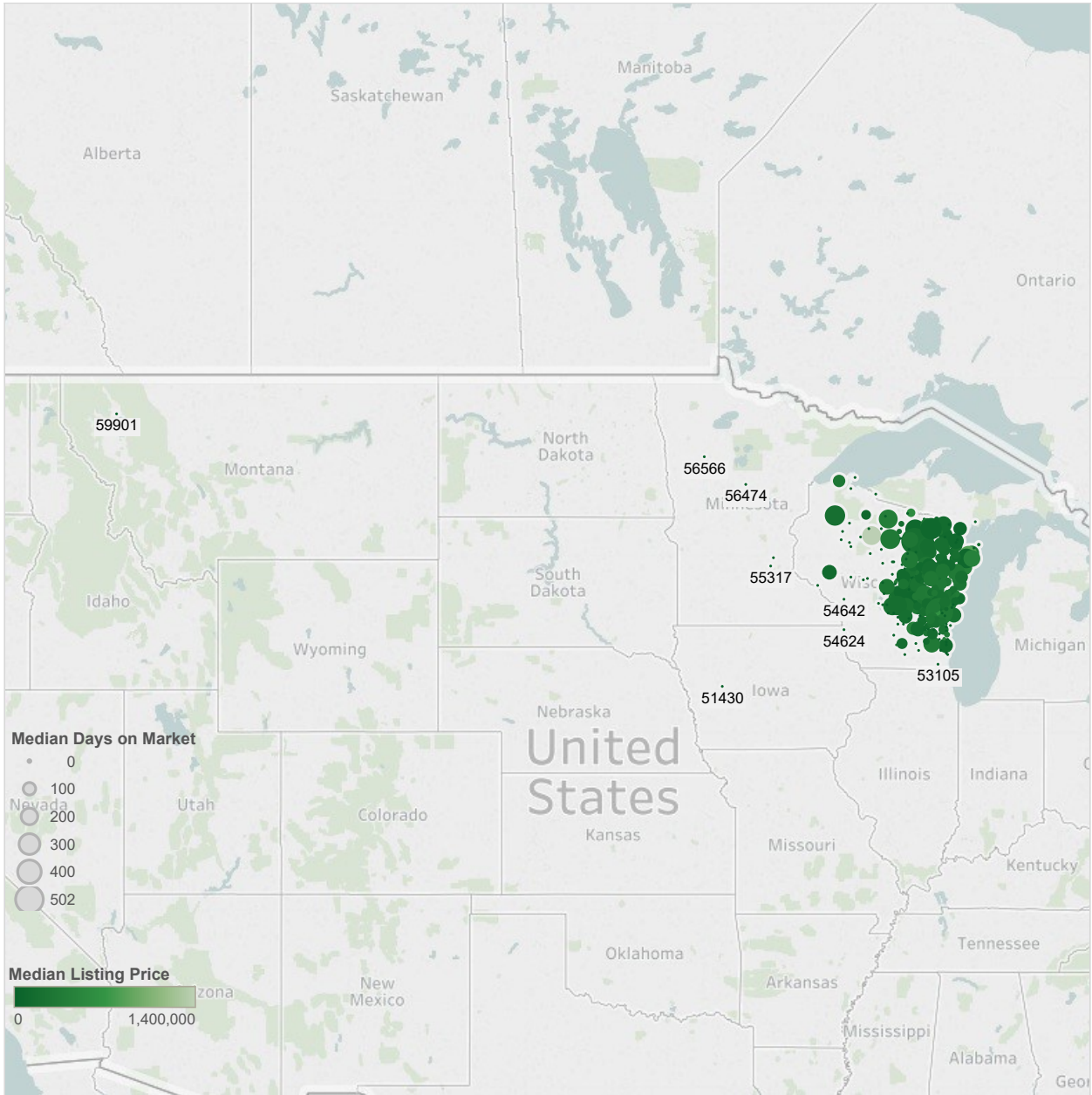


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# MONTHLY TRAFFIC REPORT

## FOR NortheastWI

Median Days on Market vs. Median Listing Price



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# MONTHLY TRAFFIC REPORT

## FOR NortheastWI

### 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 inquires from claimed profiles for the given MLS

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