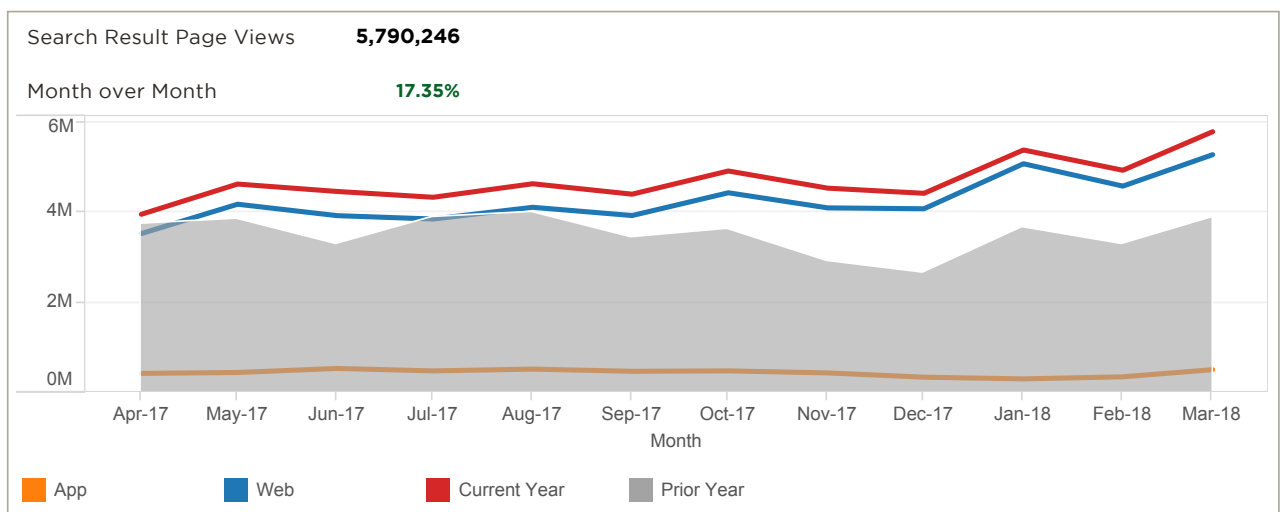


MONTHLY TRAFFIC REPORT

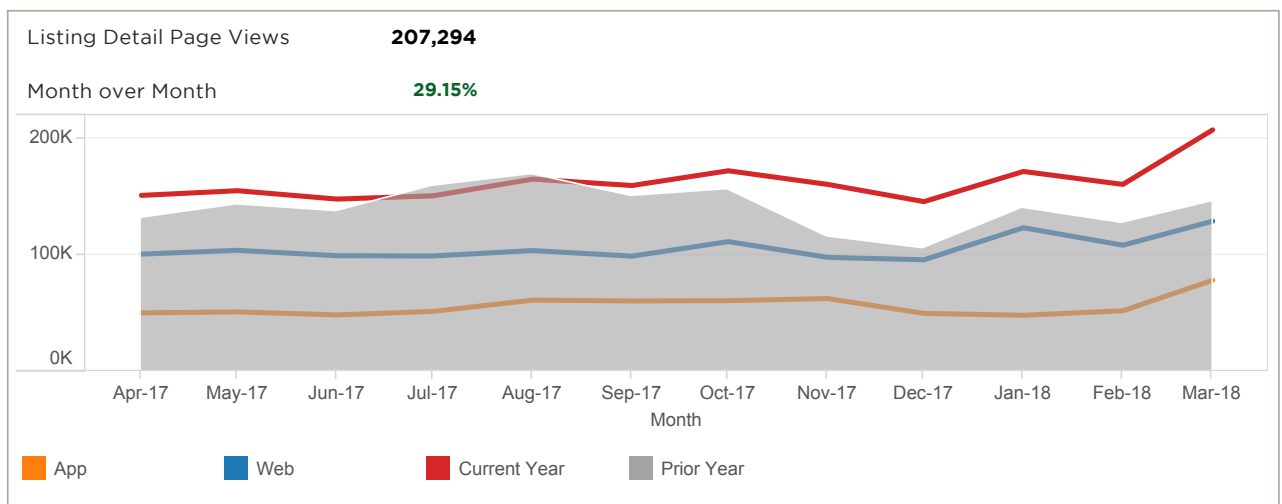
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LISTING PERFORMANCE

Median Active Listings	1,153
Average Views per Listing	180



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

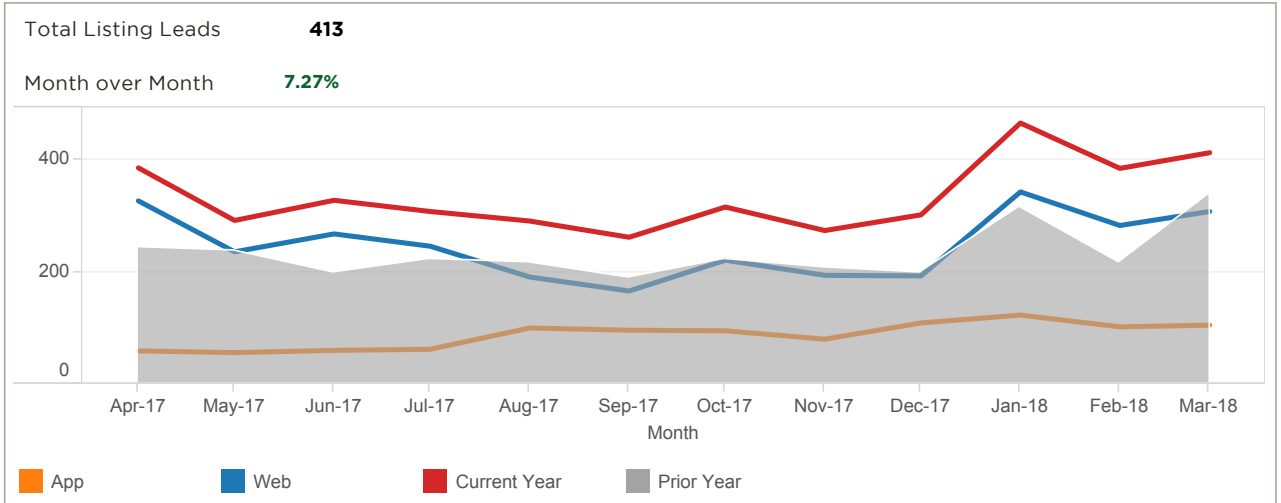


App: YTD traffic from Native Apps that are downloaded (iOS and Android)
 Web: YTD traffic from all browsers (desktop, tablet and phone)

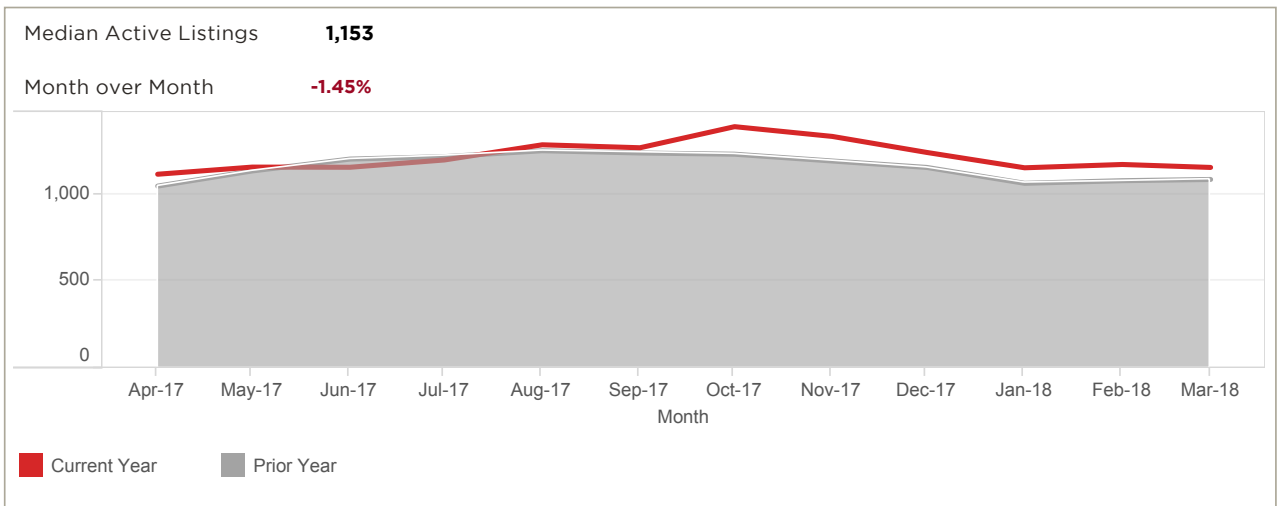
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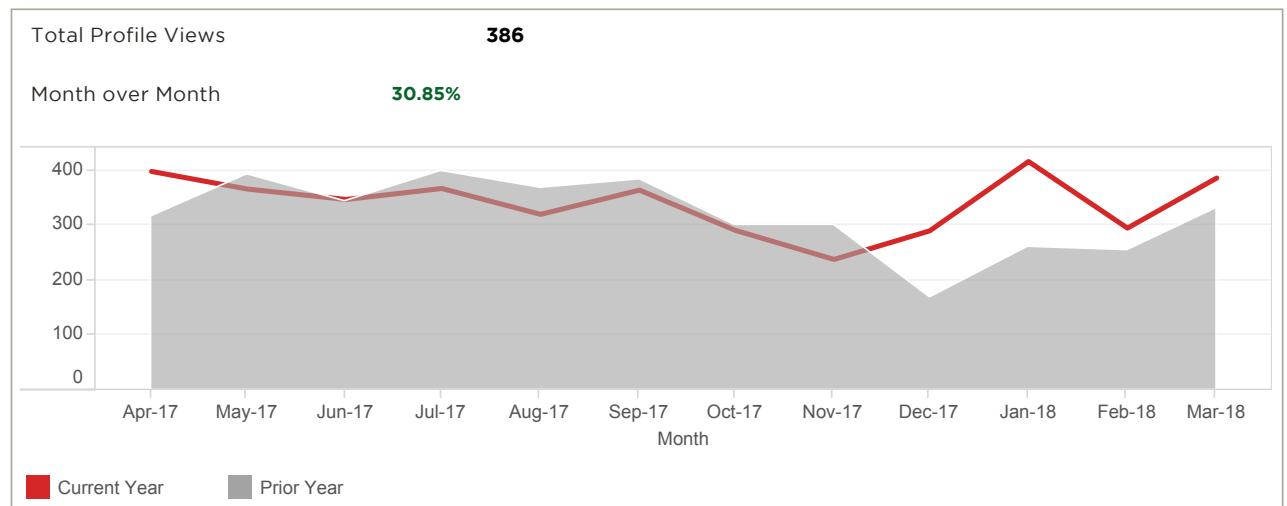
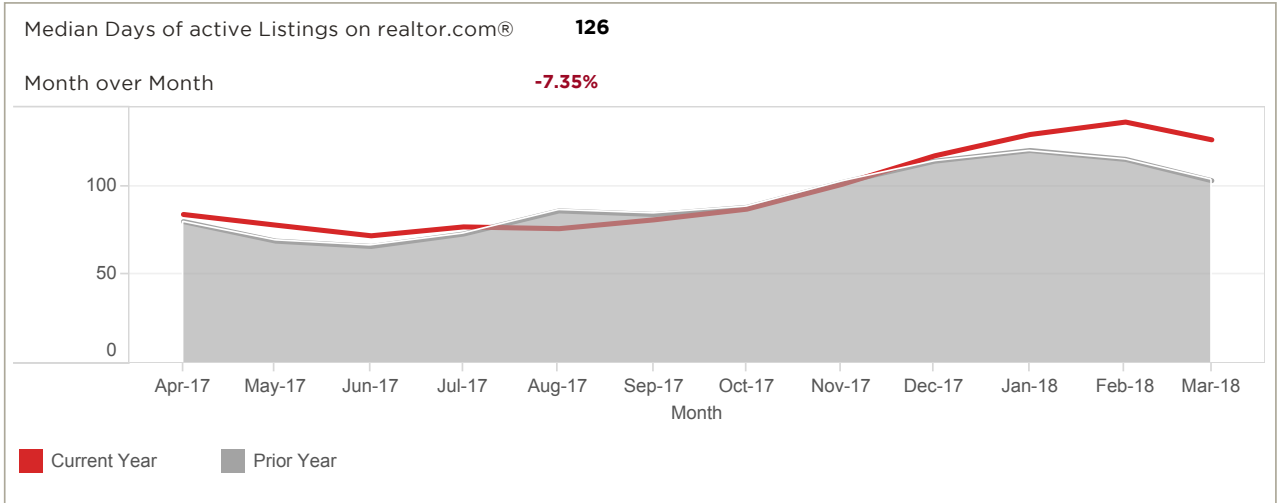
App: YTD traffic from Native Apps that are downloaded (iOS and Android)
 Web: YTD traffic from all browsers (desktop, tablet and phone)



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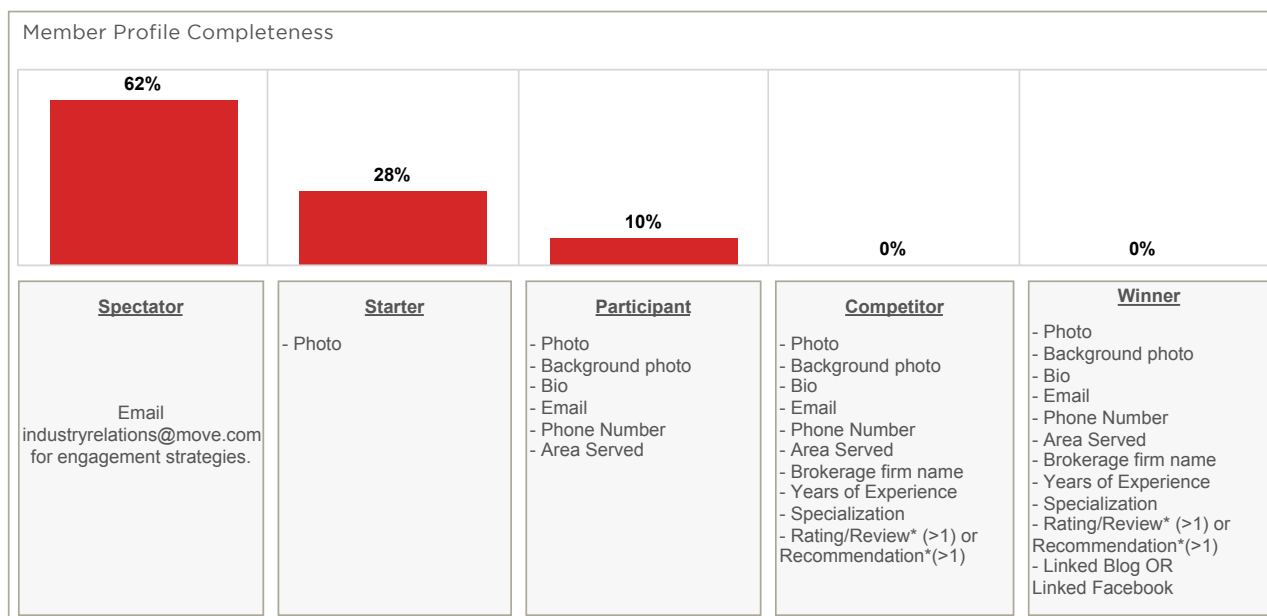
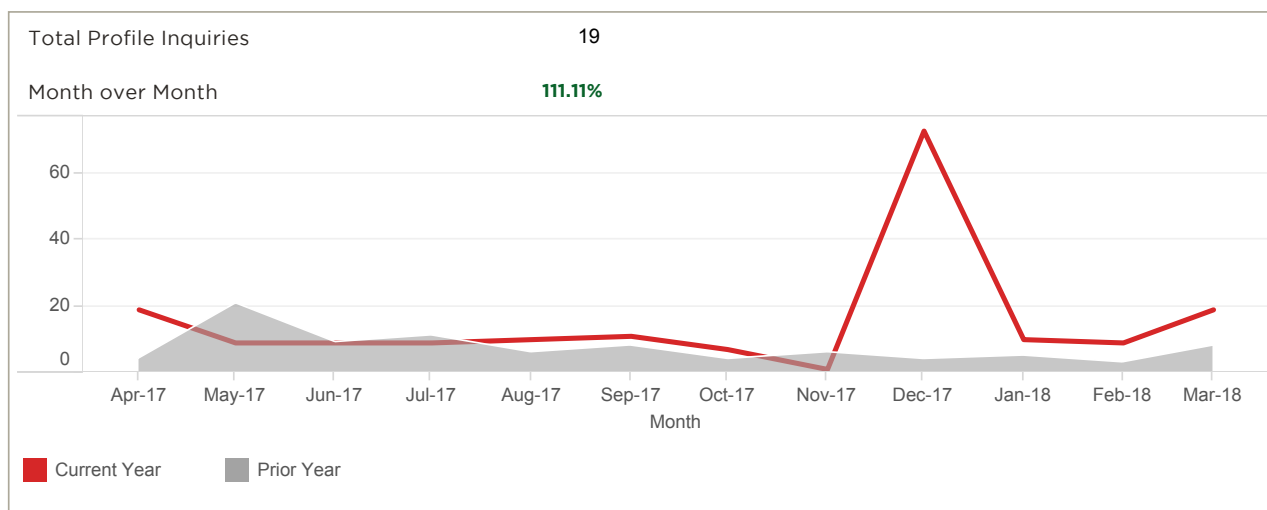
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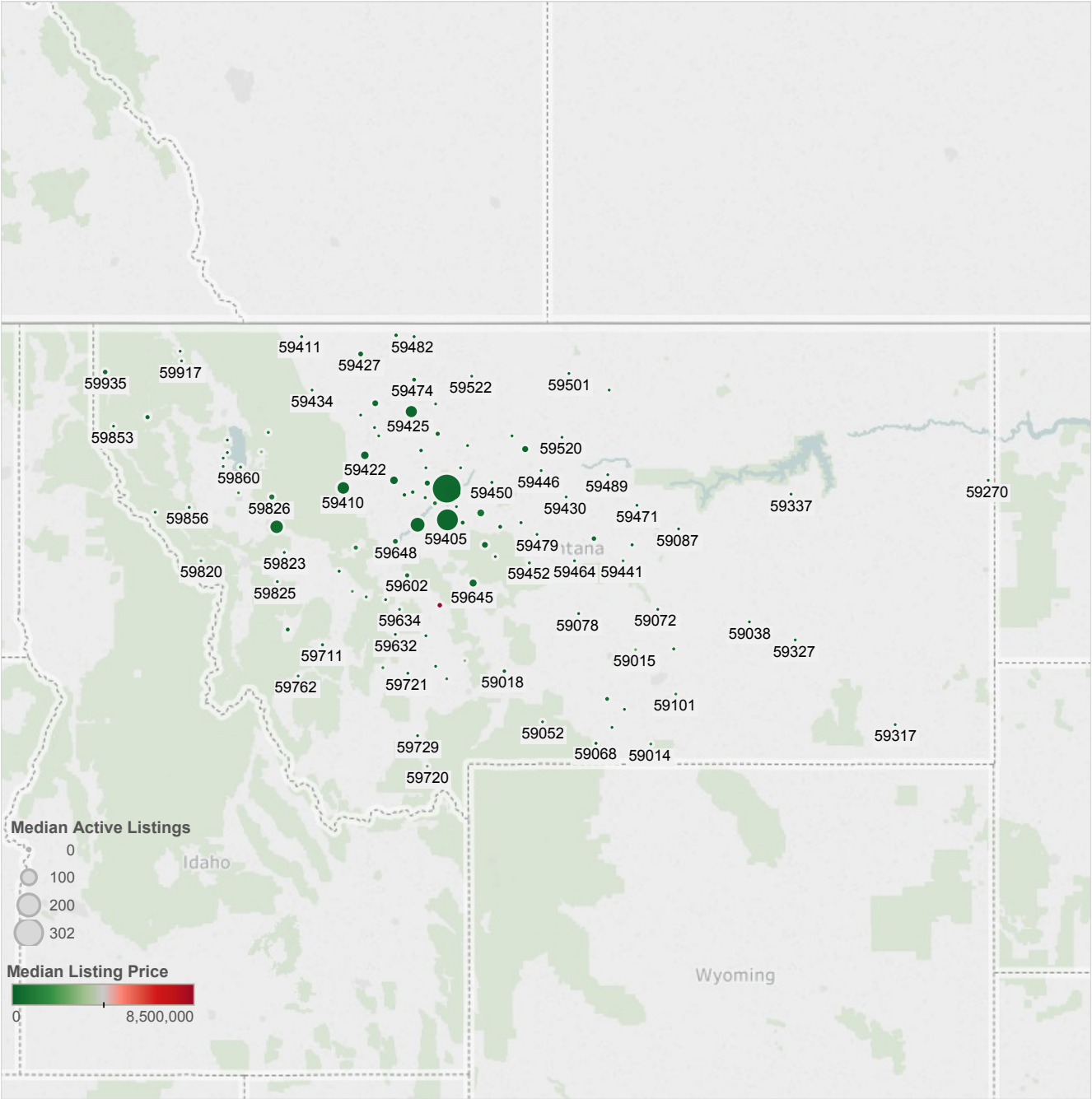


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MONTHLY TRAFFIC REPORT

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Median Active Listings vs. Median Listing Price

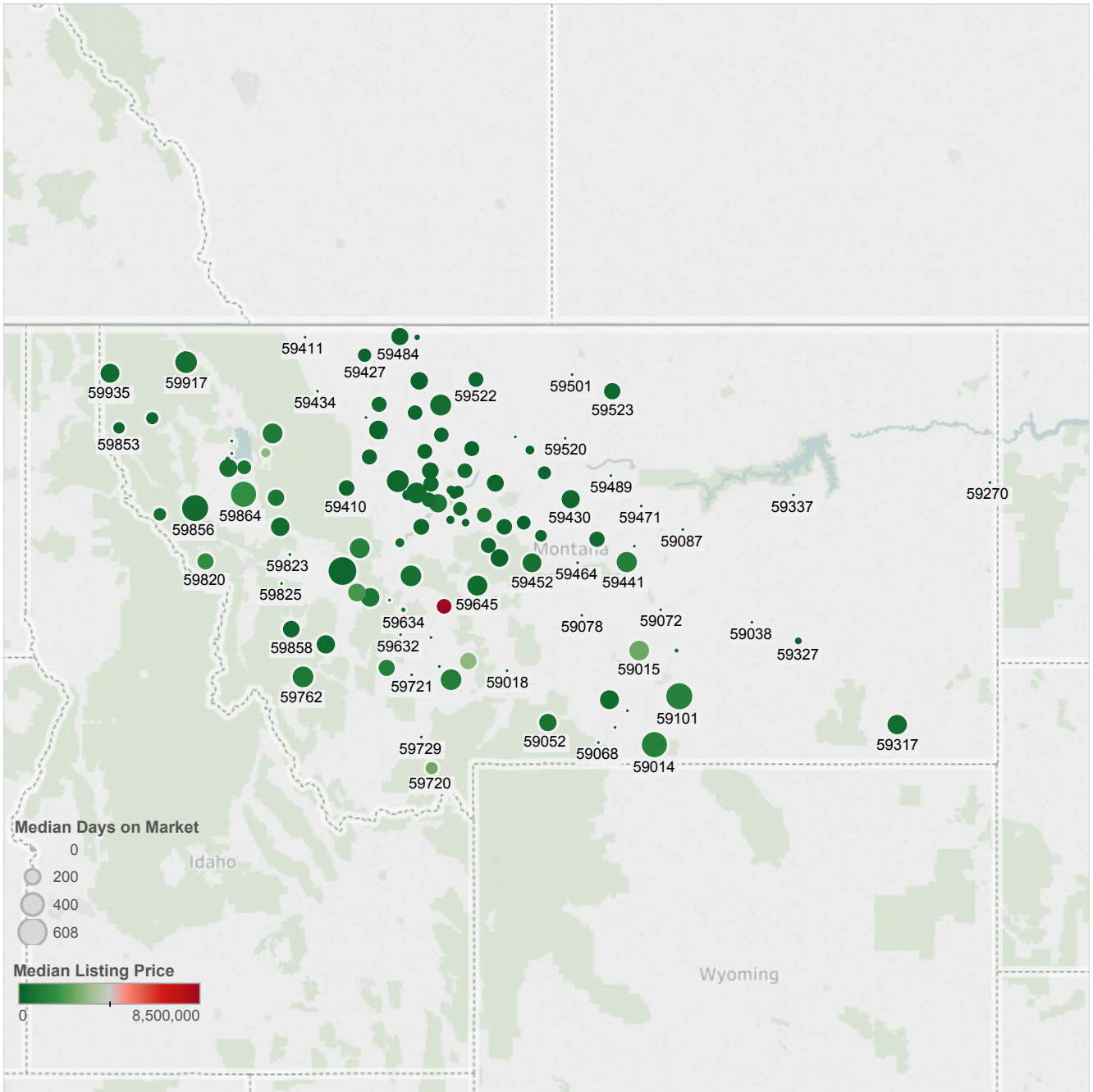


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MONTHLY TRAFFIC REPORT

FOR GreatFalls

Median Days on Market vs. Median Listing Price



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MONTHLY TRAFFIC REPORT

FOR GreatFalls

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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