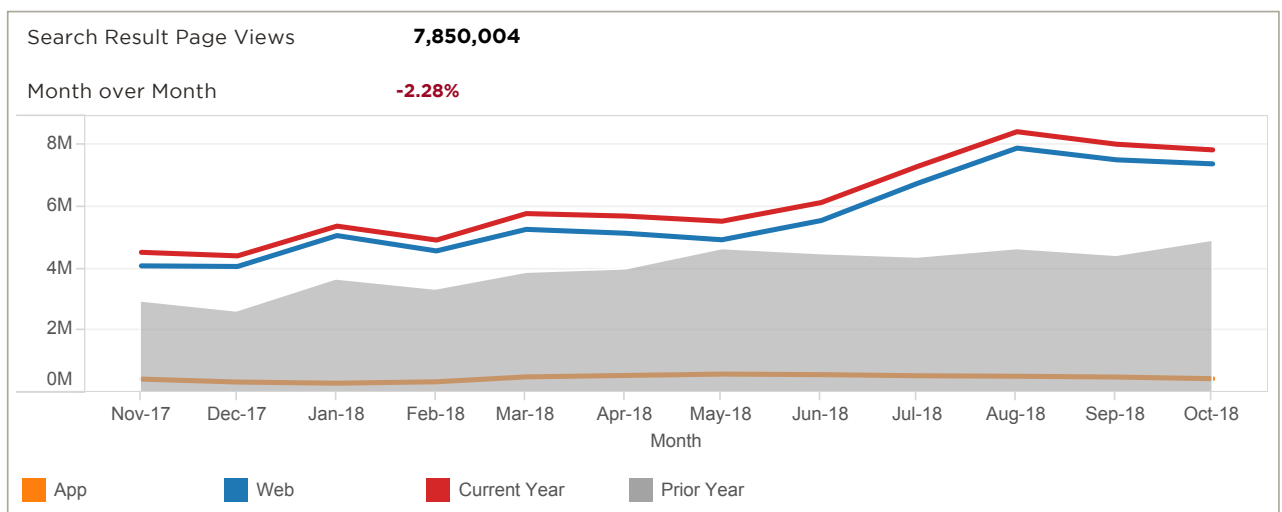


# MONTHLY TRAFFIC REPORT

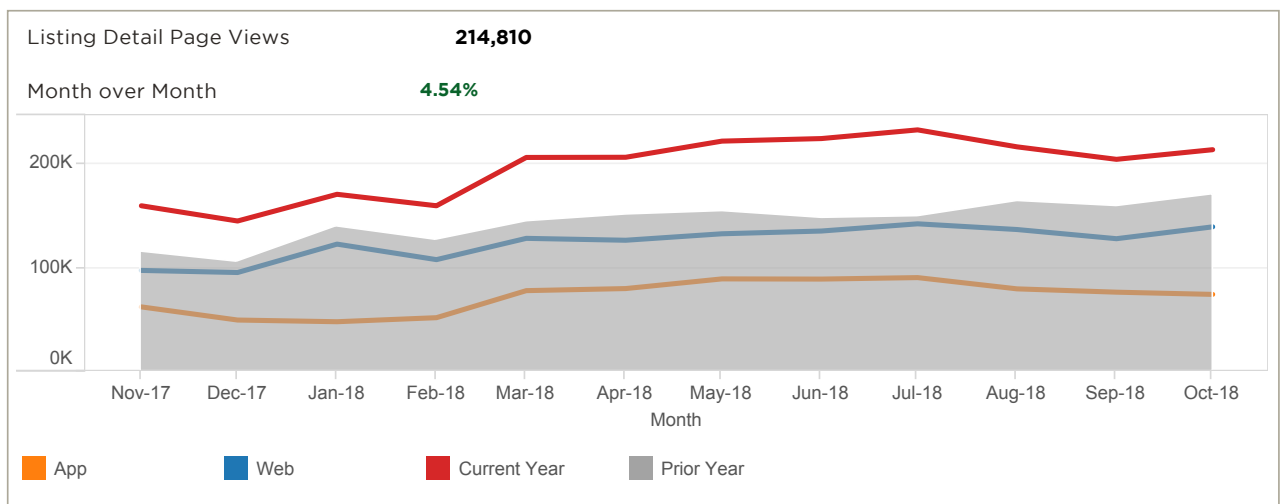
## FOR GreatFalls

### LISTING PERFORMANCE

Median Active Listings	1,360
Average Views per Listing	158



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

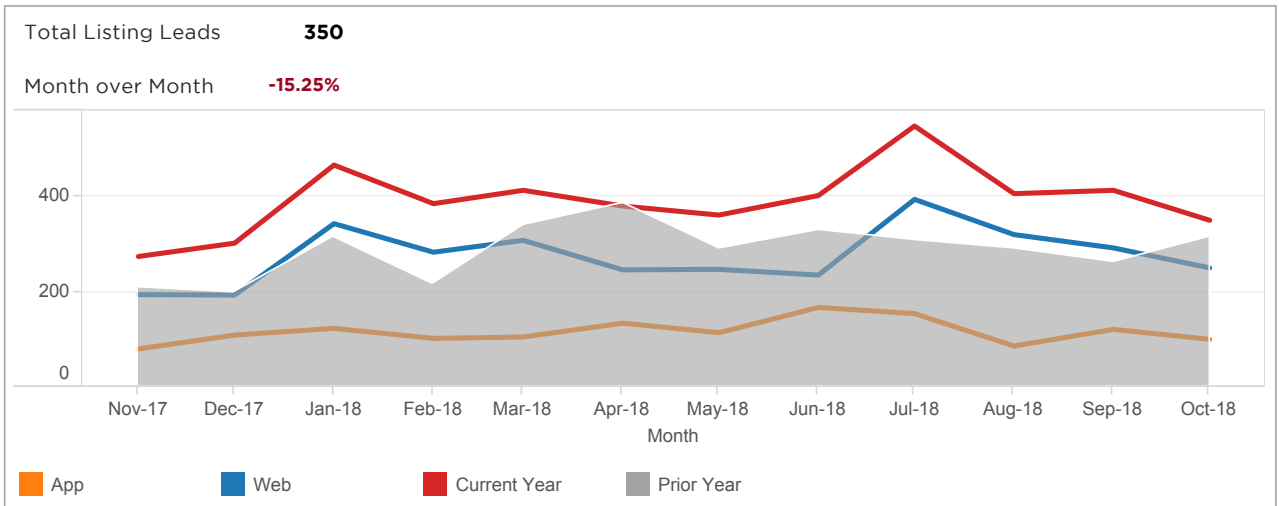


App: YTD traffic from Native Apps that are downloaded (iOS and Android)  
 Web: YTD traffic from all browsers (desktop, tablet and phone)

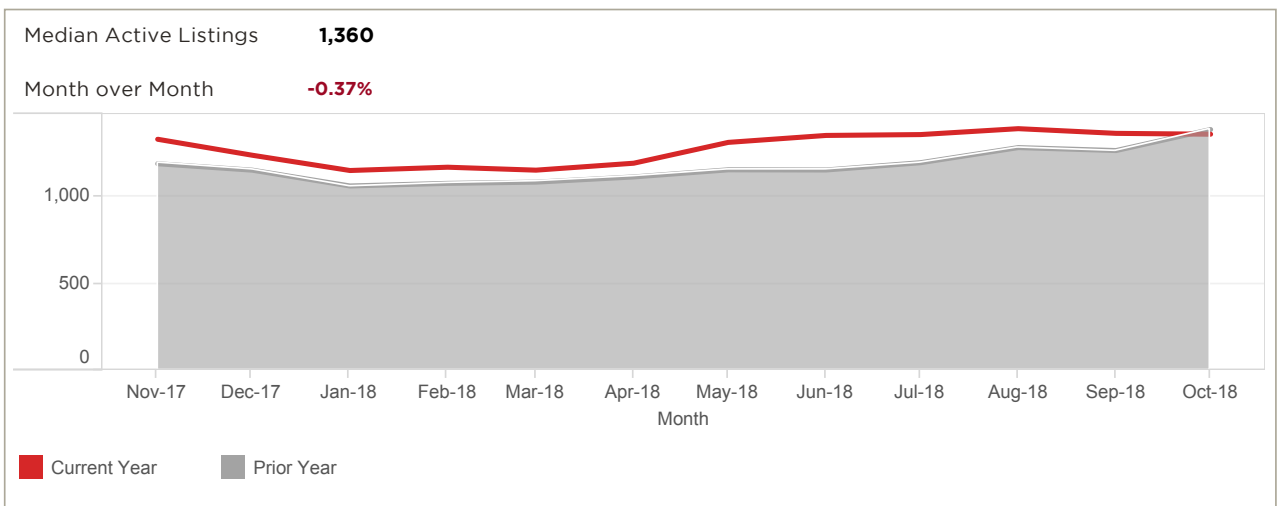
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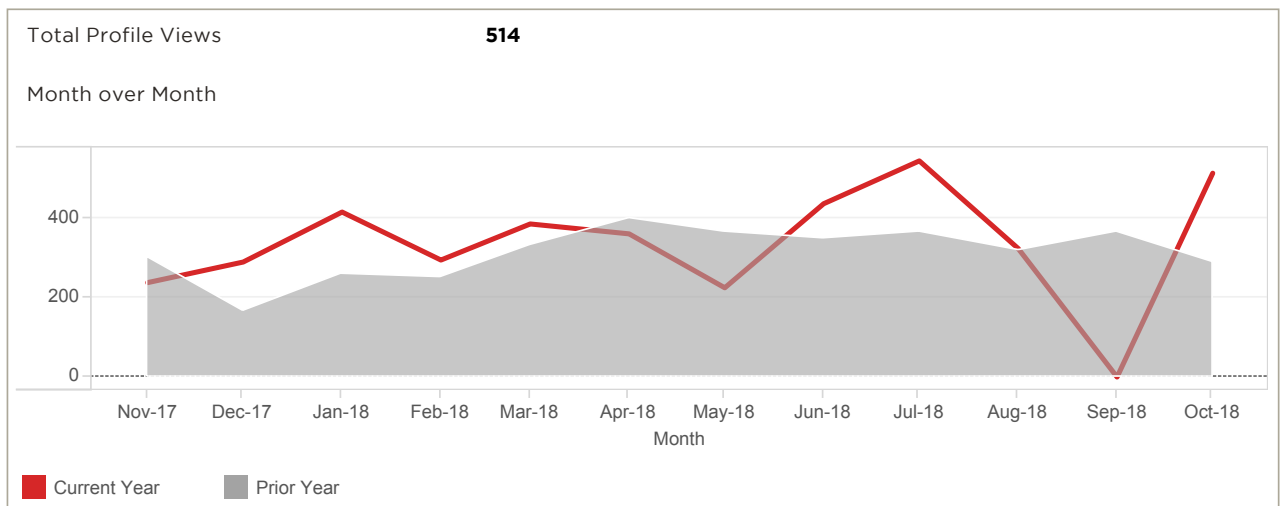
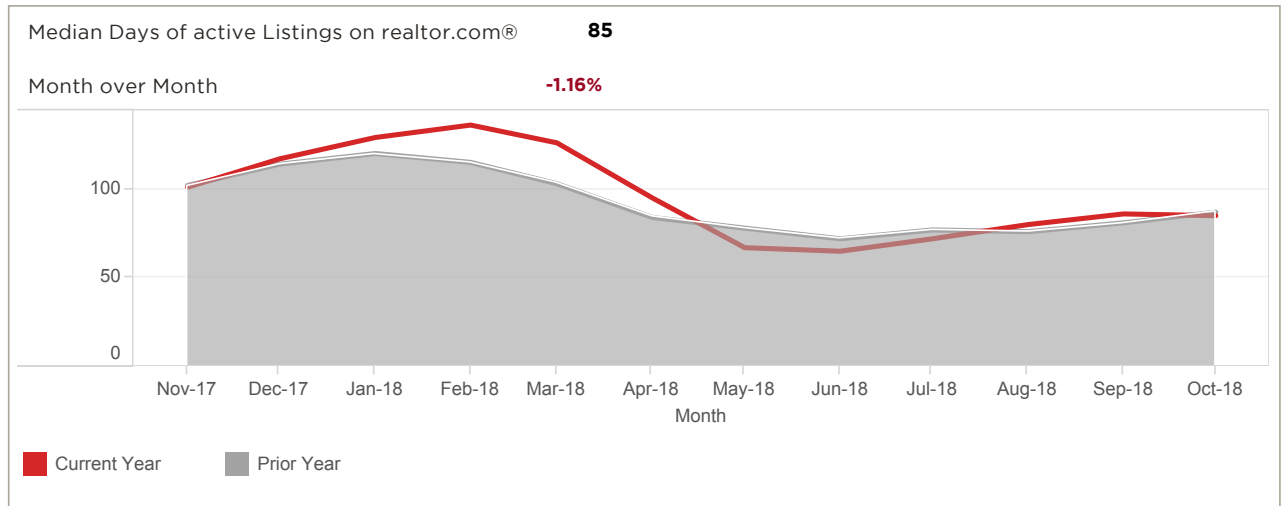
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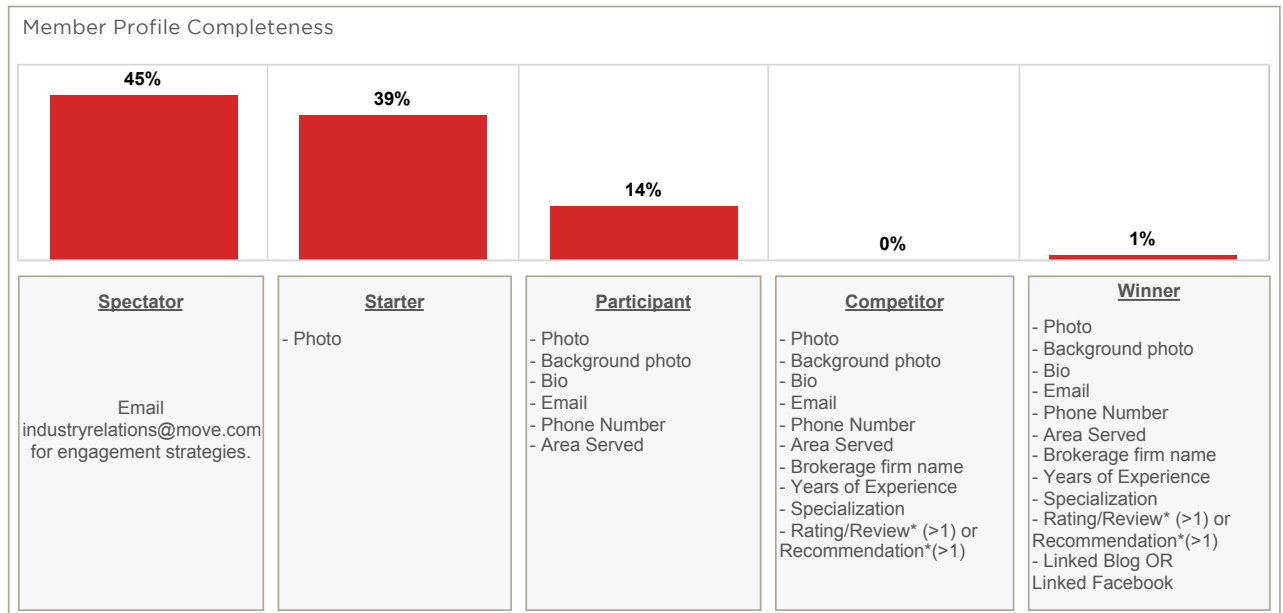
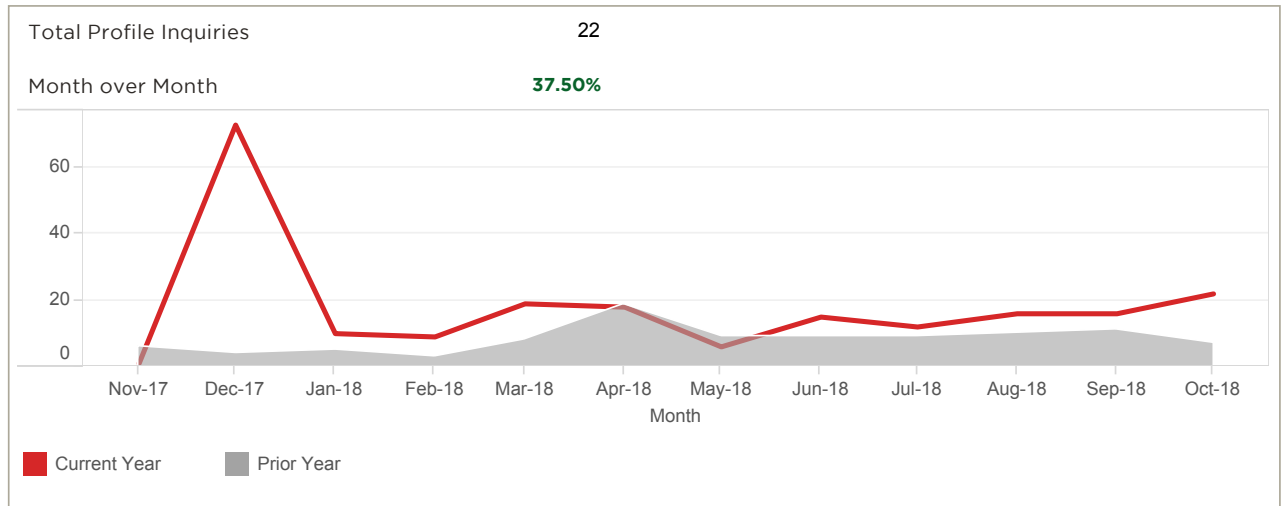
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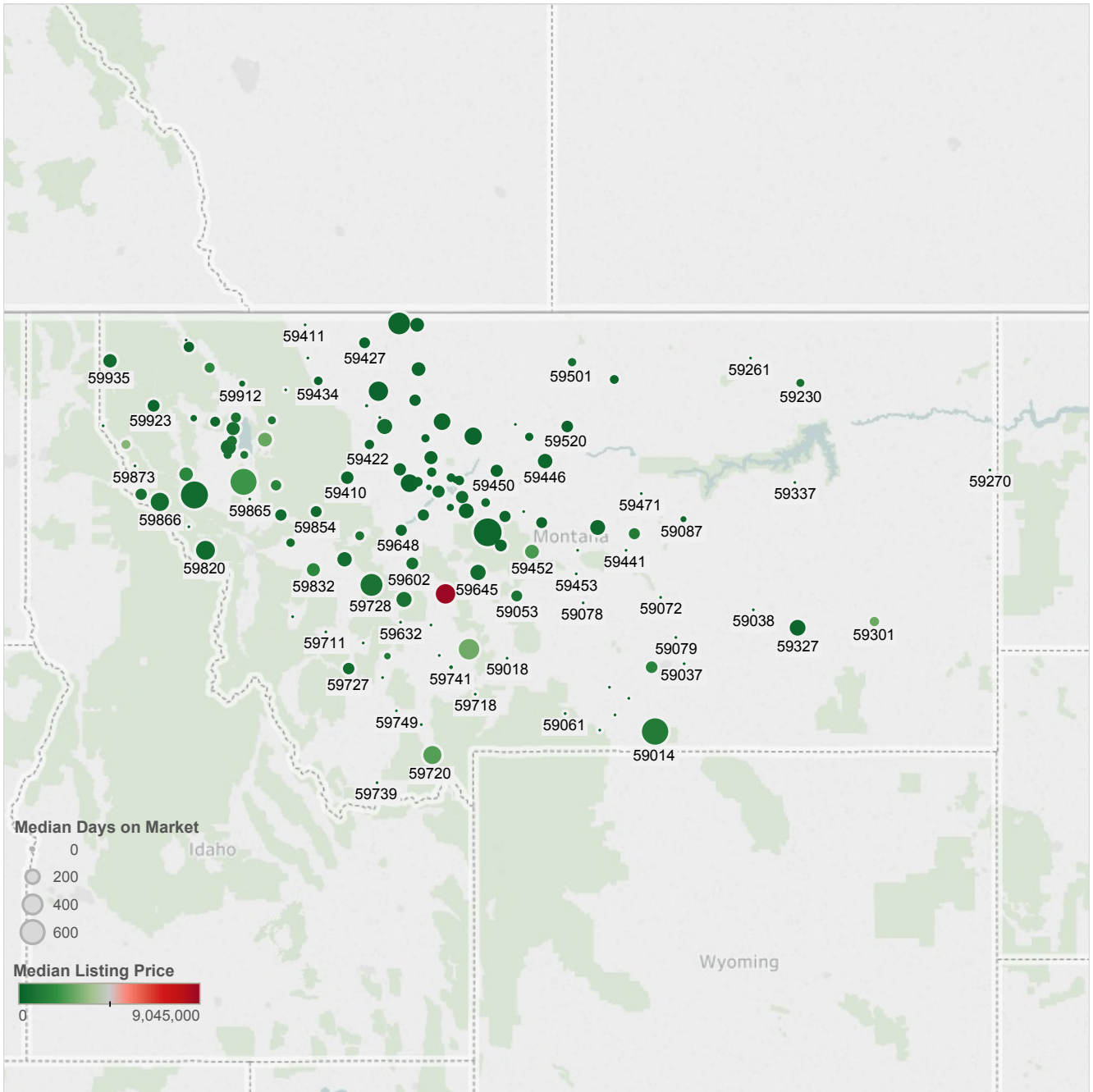
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# MONTHLY TRAFFIC REPORT

## 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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