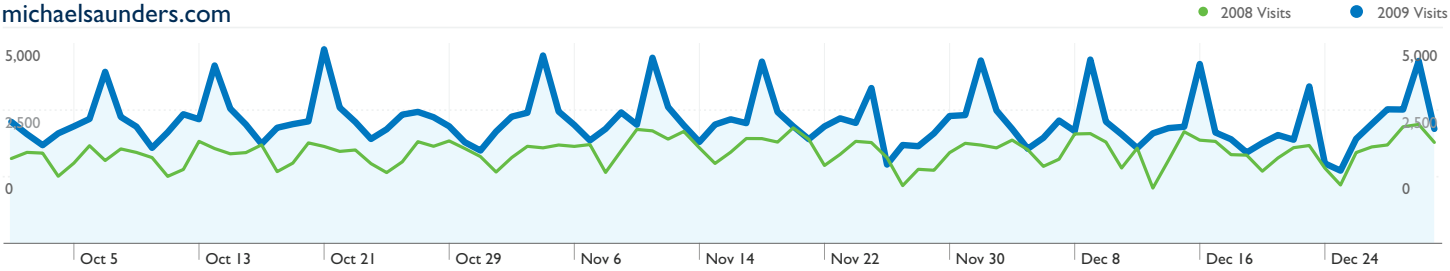
MSC09 Reinvent Yourself.

Q4 STATISTICS

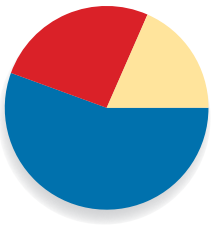
OCTOBER 1 – DECEMBER 31, 2009 • Compared to same Period 2008 +34%

michaelsaunders.com



An indicator of continued interest in Florida's Gulf Coast and the proven support services of Michael Saunders & Company, visits to michaelsaunders.com in the fourth quarter of 2009 have **increased by over 34 percent** when compared to the same period last year.

TRAFFIC SOURCE



- **Search Engines** 156,974 (55.57%)
- **Direct Traffic** 73,472 (26.01%)
- **Referring Sites** 51,978 (18.40%)

In the final quarter of 2009, michaelsaunders.com welcomed **282,480 visitors**. Of these, more than half, or 156,974, were directed via search engine queries involving over **37,300 search terms.**

STAYING INFORMED

As the area's most trusted real estate company, we pride ourselves on embracing new technology resources to provide the most up-to-the-minute, information to homebuyers and sellers. By engaging these web-based tools, we bring the power of worldwide connections and statistics to every transaction we close.

With in-depth area information, user-friendly mapping capabilities, real estate support services and access to over 20,000 available properties, michaelsaunders.com provides powerful tools for those researching real estate on Florida's Gulf Coast.

Top 10 Visiting Countries

1. United States
2. Canada
3. United Kingdom
4. Germany
5. France
6. Switzerland
7. India
8. Italy
9. Sweden
10. Netherlands

Check Our Blog Regularly

Visit The Saunders Blog for daily updates, articles, videos, neighborhood reports and more!

TheSaundersBlog.com

Property Showing Appointments Scheduled

CALLS	2001	2002	2003	2004	2005	2006	2007	2008	2009	TOTAL
January	3,578	4,005	3,556	4,520	3,454	3,204	3,375	3,775	4,849	34,316
February	3,802	4,396	3,880	4,869	3,578	3,170	3,652	4,498	5,693	37,538
March	3,666	4,743	4,041	5,170	3,621	3,097	3,665	4,611	6,093	38,707
April	3,222	4,132	3,783	4,480	3,486	3,368	3,329	4,513	6,062	36,375
May	3,018	3,495	3,095	3,539	3,102	2,863	2,990	3,832	4,960	30,894
June	2,701	3,241	3,169	3,033	2,948	2,409	2,682	3,332	4,366	27,881
July	2,831	3,971	3,261	2,938	2,501	2,487	2,596	3,111	4,095	27,791
August	3,003	3,650	2,945	2,675	2,742	2,356	2,438	2,713	4,004	26,526
September	1,877	3,175	2,576	1,908	2,010	2,184	2,227	2,136	3,540	21,633
October	2,834	2,660	3,019	2,518	2,166	2,447	2,347	2,518	4,426	24,935
November	2,593	2,646	3,183	2,808	2,603	2,747	2,987	3,129	4,421	27,117
December	2,325	2,135	2,498	2,258	2,118	2,310	2,431	2,688	4,000	22,763
	35,450	42,249	39,006	40,716	34,329	32,642	34,719	40,856	56,509	356,476