

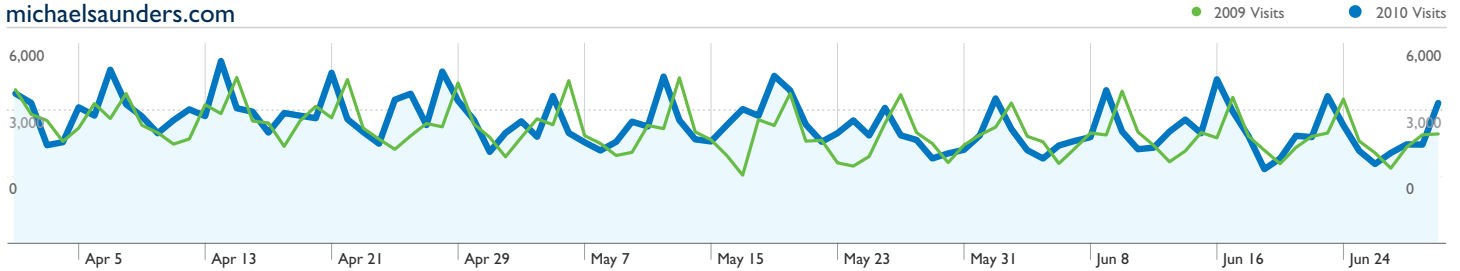
2010

Q2 STATISTICS

APRIL 1 – JUNE 30, 2010 • Compared to same Period 2009

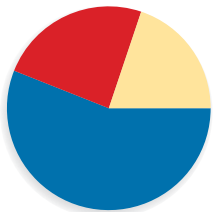
+6%

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 second quarter of 2010 have **increased by 6% percent** when compared to the same period last year.

TRAFFIC SOURCE



- Search Engines
211,304 (56%)
- Direct Traffic
91,078 (24%)
- Referring Sites
74,784 (20%)

In the second quarter of 2010, michaelsaunders.com welcomed **326,433 visitors**. Of these, more than half, or 179,175, were directed via search engine queries involving over **33,225 search terms**.

Top Visiting Countries

- United States
- Canada
- United Kingdom
- Germany
- China
- France
- Switzerland
- India
- Netherlands
- Spain

Top Visiting States

- FLORIDA**
139,126 visits 138,040 last year **0.79% increase**
- NEW YORK**
29,266 visits 29,093 last year **0.59% increase**
- PENNSYLVANIA**
9,504 visits 7,879 last year **20.62% increase**
- MASSACHUSETTS**
9,393 visits 7,866 last year **19.41% increase**
- ILLINOIS**
9,126 visits 9,051 last year **0.83% increase**
- OHIO**
8,756 visits 7,425 last year **17.93% increase**
- NEW JERSEY**
8,050 visits 7,692 last year **4.65% increase**

Top Sites Sending Visitors

- Google
- bing
- New York Times
- Yahoo
- Aol
- Trulia
- Zillow
- Facebook
- Sarasota Herald-Tribune
- Christie's Great Estates

Property Showing Appointments Scheduled

Calls	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	TOTAL
Jan	3,578	4,005	3,556	4,520	3,454	3,204	3,375	3,775	4,849	5,946	40,262
Feb	3,802	4,396	3,880	4,869	3,578	3,170	3,652	4,498	5,693	6,268	43,806
Mar	3,666	4,743	4,041	5,170	3,621	3,097	3,665	4,611	6,093	6,903	45,610
Apr	3,222	4,132	3,783	4,480	3,486	3,368	3,329	4,513	6,062	6,418	42,793
May	3,018	3,495	3,095	3,539	3,102	2,863	2,990	3,832	4,960	4,576	35,470
Jun	2,701	3,241	3,169	3,033	2,948	2,409	2,682	3,332	4,366	3,653	31,534
July	2,831	3,971	3,261	2,938	2,501	2,487	2,596	3,111	4,095		27,791
Aug	3,003	3,650	2,945	2,675	2,742	2,356	2,438	2,713	4,004		26,526
Sep	1,877	3,175	2,576	1,908	2,010	2,184	2,227	2,136	3,540		21,633
Oct	2,834	2,660	3,019	2,518	2,166	2,447	2,347	2,518	4,426		24,935
Nov	2,593	2,646	3,183	2,808	2,603	2,747	2,987	3,129	4,421		27,117
Dec	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	33,764	390,240

Michael Saunders & Company
Licensed Real Estate Broker