

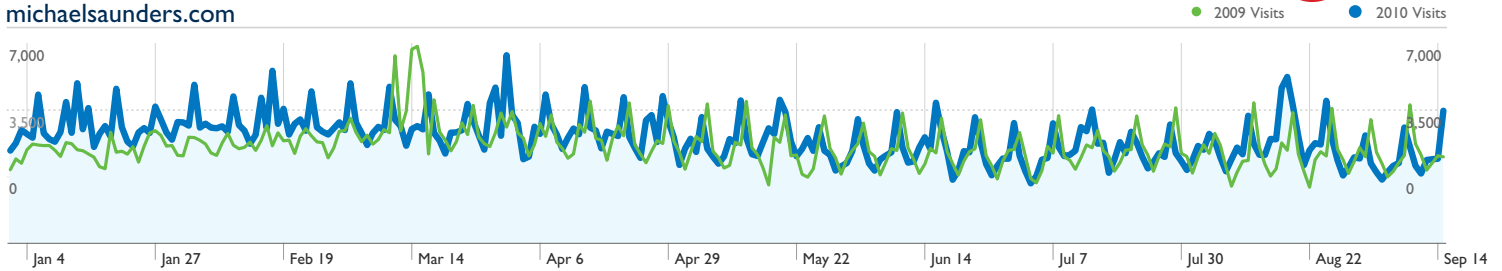
2010

YTD STATISTICS

JANUARY 1 – SEPTEMBER 15, 2010 • Compared to same Period 2009

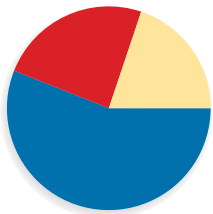
+8.5%

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 year-to-date 2010 have increased by 8.5% percent when compared to the same period last year.

TRAFFIC SOURCE



- Search Engines**
532,561 (56%)
- Direct Traffic**
234,336 (24%)
- Referring Sites**
190,577 (20%)

This year-to-date 2010, michaelsaunders.com welcomed **957,586 visitors**. Of these, more than half, or 532,561, were directed via search engine queries involving over **101,734 search terms**.

Top Visiting Countries

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

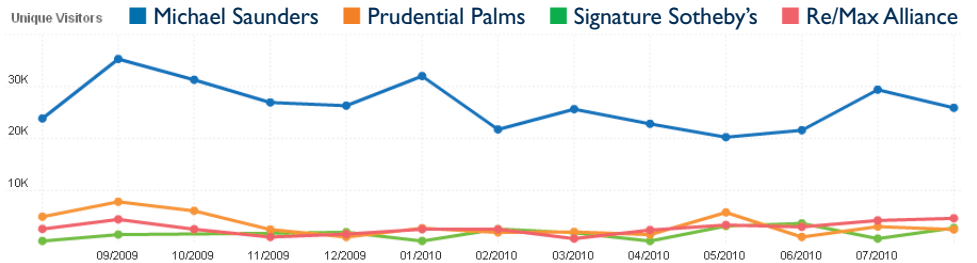
Top Visiting States

- FLORIDA**
405,159 visits 391,453 last year **3.50% increase**
- NEW YORK**
85,077 visits 81,776 last year **4.04% increase**
- ILLINOIS**
28,124 visits 25,314 last year **11.10% increase**
- PENNSYLVANIA**
27,949 visits 22,289 last year **25.39% increase**
- MASSACHUSETTS**
27,553 visits 22,394 last year **23.04% increase**
- OHIO**
24,826 visits 22,053 last year **12.57% increase**
- NEW JERSEY**
24,750 visits 21,492 last year **15.16% increase**

Top Sites Sending Visitors

- Google
- Bing
- Yahoo
- New York Times
- AOL
- Trulia
- Zillow
- RELO Home Search
- Ask.com
- Facebook

Top Local Sites in The Sarasota Area



Courtesy of compete.com, the statistics above are derived from tracking and analyzing the site and search activities of unique visitors to each local real estate-based web site. Web users overwhelmingly choose to utilize the advantages of michaelsaunders.com through a multitude of search terms and referral sites.

Coldwell Banker does not have a comparable local web site.

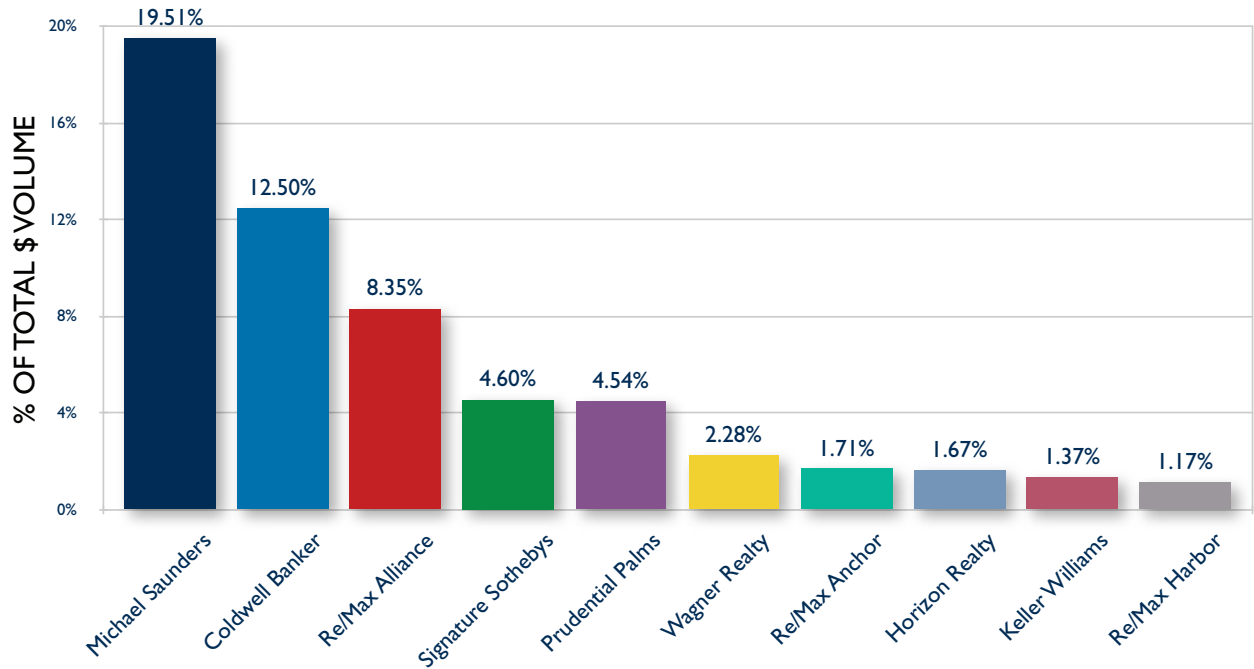
Michael Saunders & Company
Licensed Real Estate Broker

2010

MARKET LEADER

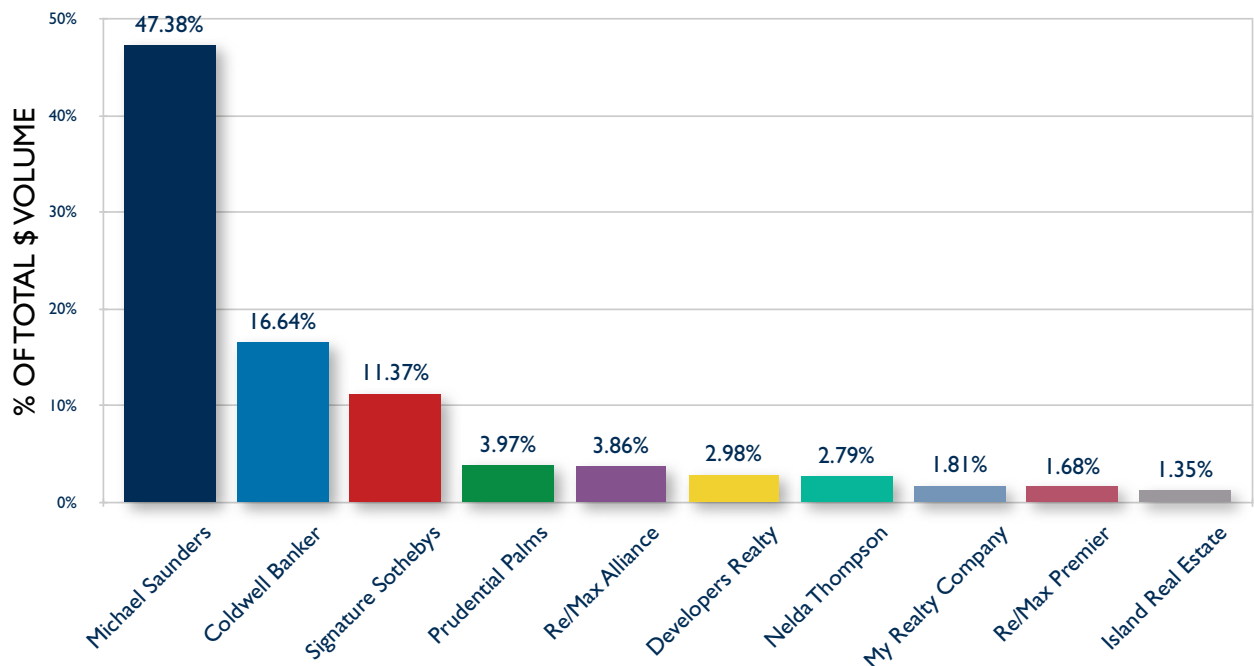
Regional Market Share \$ Volume • All Price Points, YTD August 2010

2010 YTD Market Share Report • Manatee, Sarasota and Charlotte Counties • All Property Types • Source: ©Trendgraphix, Inc.



Regional Market Share \$ Volume • \$1 Million+, YTD August 2010

2010 YTD Market Share Report • Manatee, Sarasota and Charlotte Counties • All Property Types • Source: ©Trendgraphix, Inc.



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