

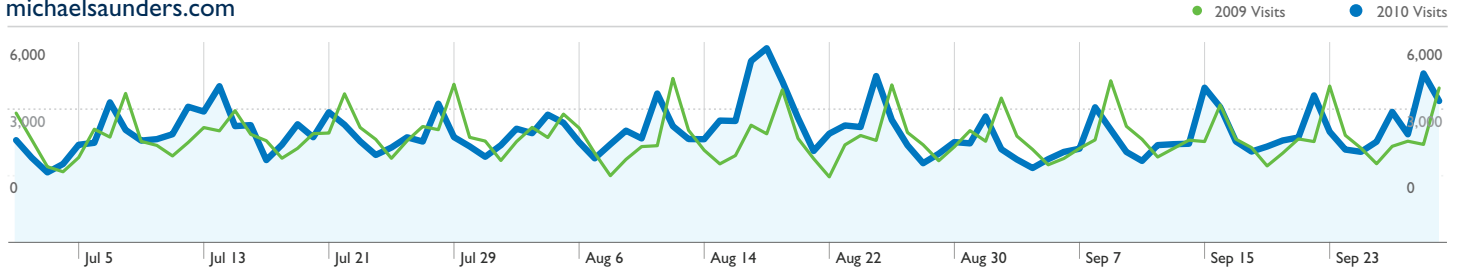
2010

Q3 STATISTICS

JULY 1 – SEPTEMBER 30, 2010 • Compared to same Period 2009

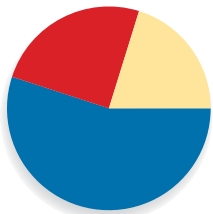
+5%

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 third quarter of 2010 have **increased by 5% percent** when compared to the same period last year.

TRAFFIC SOURCE



- Search Engines**
168,134 (55%)
- Direct Traffic**
75,669 (25%)
- Referring Sites**
61,708 (20%)

In the second quarter of 2010, michaelsaunders.com welcomed **305,565 visitors**. Of these, more than half, or 168,134, were directed via search engine queries involving over **35,700 search terms**.

Top Visiting Countries

- United States**
- Canada**
- United Kingdom**
- Germany**
- France**
- Switzerland**
- Italy**
- China**
- India**
- Sweden**

Top Visiting States

- FLORIDA**
123,836 visits 125,257 last year **-1.13% increase**
- NEW YORK**
27,457 visits 24,931 last year **10.13% increase**
- PENNSYLVANIA**
9,247 visits 7,334 last year **26.08% increase**
- MASSACHUSETTS**
9,215 visits 7,406 last year **24.43% increase**
- ILLINOIS**
8,904 visits 7,875 last year **13.07% increase**
- OHIO**
8,049 visits 7,023 last year **14.61% increase**
- NEW JERSEY**
7,953 visits 7,144 last year **11.32% increase**

Top Sites Sending Visitors

- Google
- Yahoo
- New York Times
- Bing
- Aol
- Trulia
- ReloHomeSearch.com
- Facebook
- Zillow
- Ask.com

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	3,299	31,090
Aug	3,003	3,650	2,945	2,675	2,742	2,356	2,438	2,713	4,004	3,407	29,933
Sep	1,877	3,175	2,576	1,908	2,010	2,184	2,227	2,136	3,540	3,485	25,118
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	43,955	400,431

Michael Saunders & Company
Licensed Real Estate Broker