

# 2010

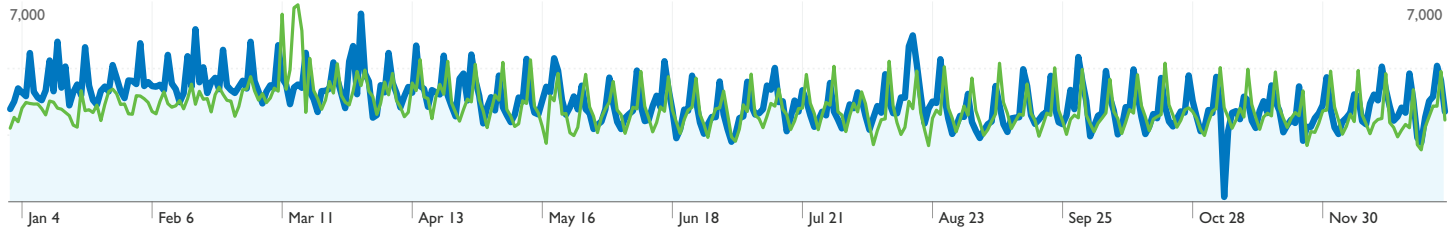
# YEAR IN REVIEW

JANUARY 1 – DECEMBER 31, 2010 • Compared to same Period 2009

**+7.4%**

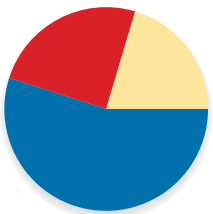
michaelsaunders.com

● 2009 Visits ● 2010 Visits



An indicator of continued interest in Florida's Gulf Coast and the proven support services of Michael Saunders & Company, visits to [michaelsaunders.com](http://michaelsaunders.com) in the year 2010 increased by 7.4% percent when compared to the year 2009.

## TRAFFIC SOURCE



- Search Engines  
715,631 (55%)
- Direct Traffic  
321,064 (25%)
- Referring Sites  
265,581 (20%)

In the year 2010, [michaelsaunders.com](http://michaelsaunders.com) welcomed **1,302,433** visitors. Of these, more than half, or 715,631, were directed via search engine queries involving over **141,067** search terms.

## Top Visiting Countries

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

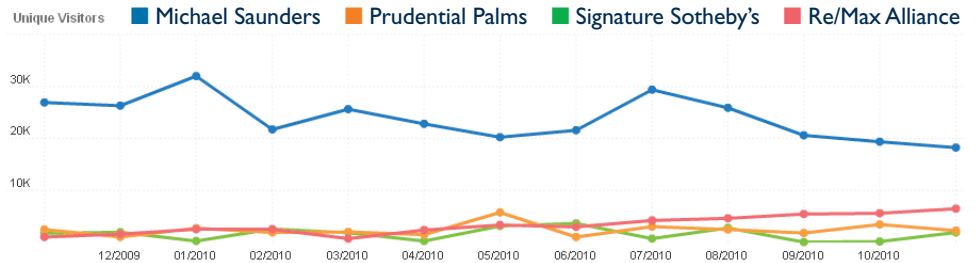
## Top Visiting States

- FLORIDA**  
544,049 visits 532,433 last year **2.18% increase**
- NEW YORK**  
115,415 visits 104,176 last year **10.79% increase**
- PENNSYLVANIA**  
38,374 visits 30,468 last year **25.95% increase**
- ILLINOIS**  
38,152 visits 34,856 last year **9.46% increase**
- MASSACHUSETTS**  
37,825 visits 31,918 last year **18.51% increase**
- OHIO**  
34,282 visits 29,852 last year **14.84% increase**
- NEW JERSEY**  
33,309 visits 29,351 last year **13.49% increase**

## Top Sites Sending Visitors

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

## Top Local Sites in The Sarasota Area



Courtesy of [compete.com](http://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](http://michaelsaunders.com) through a multitude of search terms and referral sites.

Coldwell Banker does not have a comparable local web site.

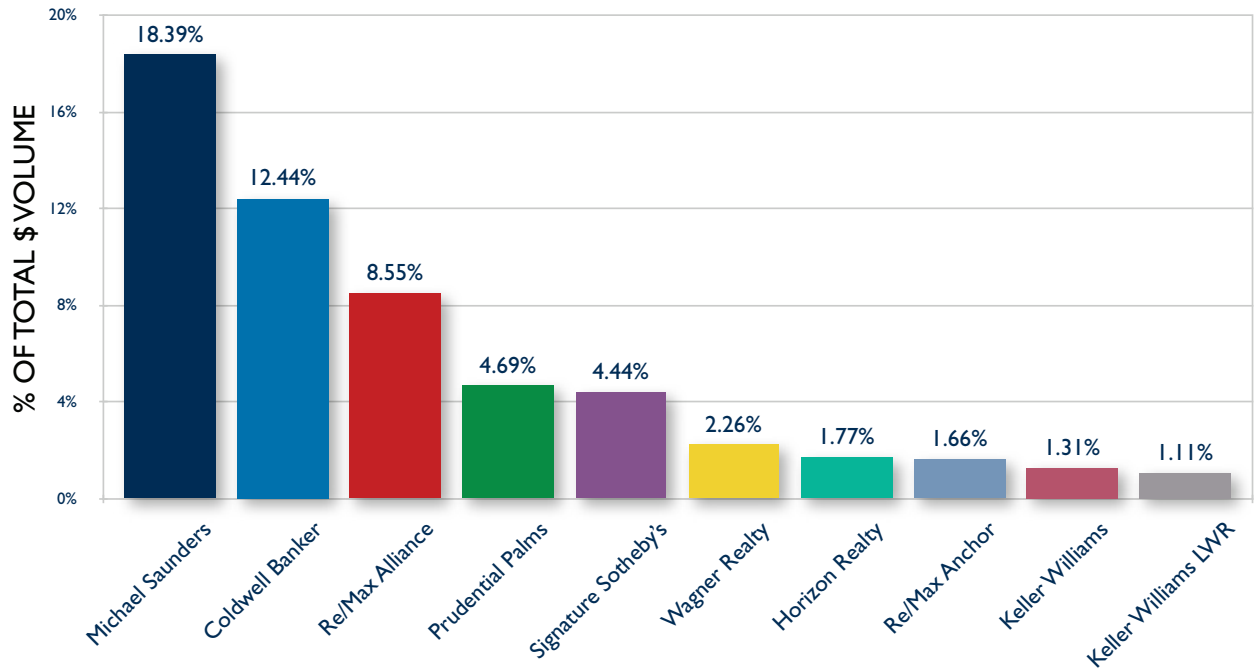
**Michael Saunders & Company**  
Licensed Real Estate Broker

# 2010

# MARKET LEADER

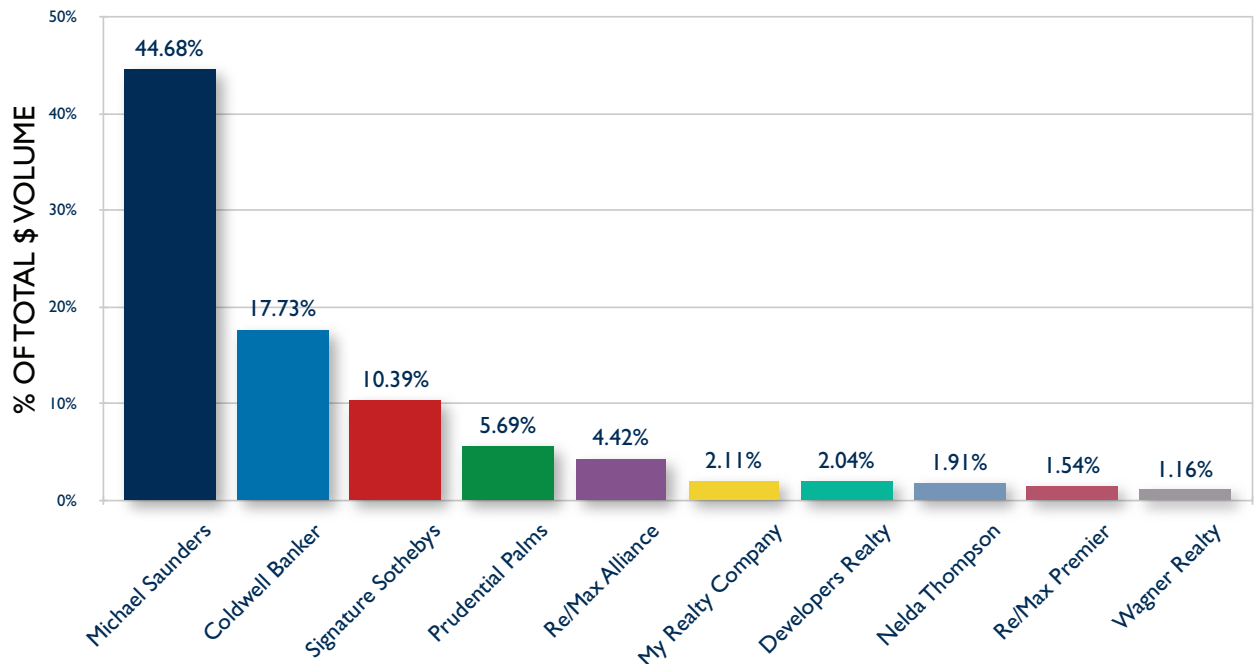
## Regional Market Share \$ Volume • All Price Points, Year 2010

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



## Regional Market Share \$ Volume • \$1 Million+, Year 2010

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



**Michael Saunders & Company**  
Licensed Real Estate Broker