

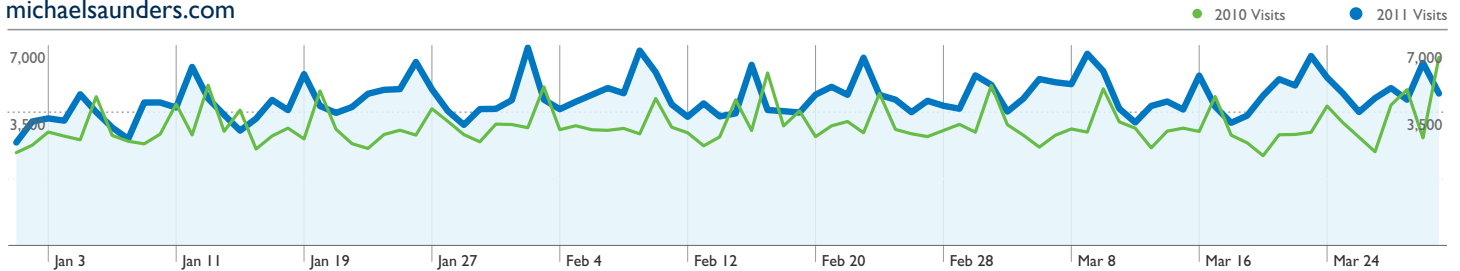
2011

Q1 STATISTICS

JANUARY 1 – MARCH 31, 2011 • Compared to same Period 2010

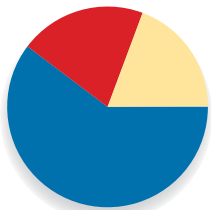
+23%

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 first quarter of 2011 have increased by 23% percent when compared to the same period last year.

TRAFFIC SOURCE



Search Engines	280,232 (60.31%)
Direct Traffic	94,690 (20.38%)
Referring Sites	89,180 (19.19%)

In the first quarter of 2011, michaelsaunders.com welcomed **464,672 visitors**. Of these, more than half, or 280,232, were directed via search engine queries involving over **55,143 search terms**.

Top Visiting Countries

	United States
	Canada
	United Kingdom
	Germany
	Switzerland
	France
	Sweden
	Netherlands
	Russia
	Spain

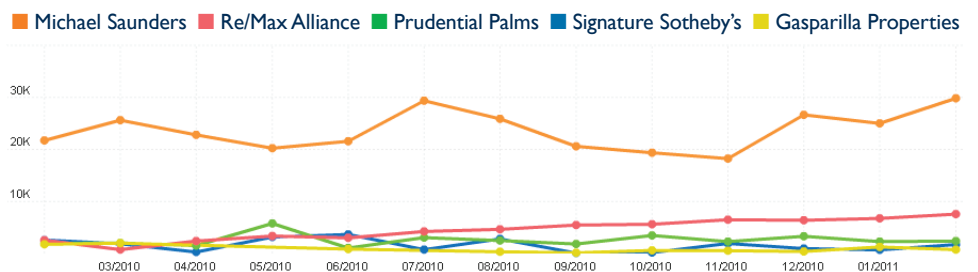
Top Visiting States

FLORIDA	195,570 visits	162,413 last year	20% increase
NEW YORK	36,287 visits	33,339 last year	9% increase
ILLINOIS	14,525 visits	11,644 last year	25% increase
PENNSYLVANIA	13,255 visits	10,851 last year	22% increase
MASSACHUSETTS	13,250 visits	10,436 last year	27% increase
OHIO	12,508 visits	9,296 last year	35% increase
NEW JERSEY	12,277 visits	10,056 last year	22% increase

Top Sites Sending Visitors

1. Google
2. NY Times
3. Bing
4. Yahoo
5. Trulia
6. AOL
7. ReloHomeSearch.com
8. Facebook
9. Ask
10. Homefinder

TOP LOCAL SITES



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