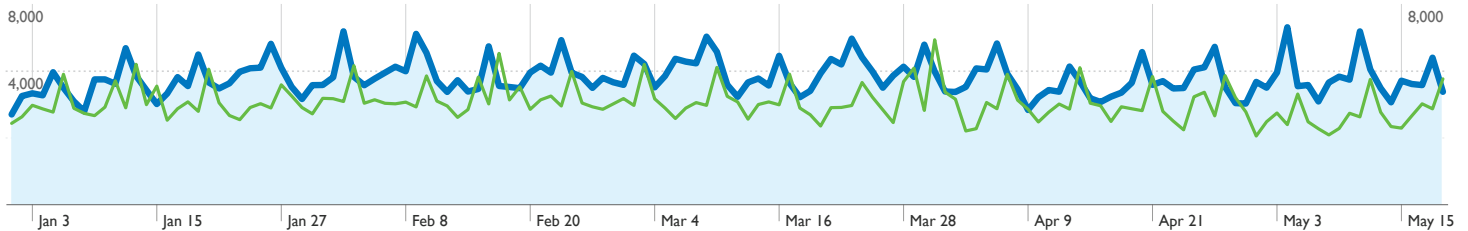


JANUARY 1 – MAY 19, 2011 • Compared to same Period 2010

+25%

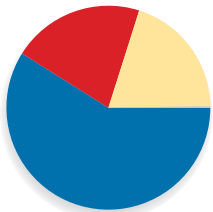
michaelsaunders.com

● 2010 Visits ● 2011 Visits



An indicator of continued interest in Florida's Gulf Coast and the proven support services of Michael Saunders & Company, visits to michaelsaunders.com from January 1 to May 19, 2011 have increased by 25 percent when compared to the same period last year.

WEB TRAFFIC SOURCE



- Search Engines
416,527 (59%)
- Direct Traffic
148,205 (21%)
- Referring Sites
140,636 (20%)

The first 5 months of 2011, michaelsaunders.com welcomed **706,905** visitors. Of these, more than half, or 416,527, were directed via search engine queries involving over **215,404** search terms.

Top Web Visits by Country

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

Top Web Visits by State

- FLORIDA**
296,537 visits 260,539 last year **21.69% increase**
- NEW YORK**
54,425 visits 53,568 last year **8.84% increase**
- ILLINOIS**
22,558 visits 18,064 last year **33.03% increase**
- MASSACHUSETTS**
20,633 visits 17,025 last year **29.81% increase**
- PENNSYLVANIA**
20,196 visits 17,541 last year **23.41% increase**
- NEW JERSEY**
19,158 visits 15,588 last year **30.79% increase**
- OHIO**
19,120 visits 15,267 last year **34.35% increase**

Top Sites Sending Visitors

- Google
- NYTimes
- Bing
- Yahoo
- Trulia
- AOL
- TheSaundersBlog
- Facebook
- Relo Home Search
- Zillow

Property Showing Appointments Scheduled

Calls	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	TOTAL
Jan	4,005	3,556	4,520	3,454	3,204	3,375	3,775	4,849	5,946	6,071	42,755
Feb	4,396	3,880	4,869	3,578	3,170	3,652	4,498	5,693	6,268	6,755	46,759
Mar	4,743	4,041	5,170	3,621	3,097	3,665	4,611	6,093	6,903	6,820	48,764
Apr	4,132	3,783	4,480	3,486	3,368	3,329	4,513	6,062	6,418	5,405	44,976
May	3,495	3,095	3,539	3,102	2,863	2,990	3,832	4,960	4,576		32,452
Jun	3,241	3,169	3,033	2,948	2,409	2,682	3,332	4,366	3,653		28,833
July	3,971	3,261	2,938	2,501	2,487	2,596	3,111	4,095	3,299		28,259
Aug	3,650	2,945	2,675	2,742	2,356	2,438	2,713	4,004	3,407		26,930
Sep	3,175	2,576	1,908	2,010	2,184	2,227	2,136	3,540	3,485		23,241
Oct	2,660	3,019	2,518	2,166	2,447	2,347	2,518	4,426	3,672		25,773
Nov	2,646	3,183	2,808	2,603	2,747	2,987	3,129	4,421	3,902		28,426
Dec	2,135	2,498	2,258	2,118	2,310	2,431	2,688	4,000	3,700		24,138
	42,249	39,006	40,716	34,329	32,642	34,719	40,856	56,509	55,229	19,646	401,306