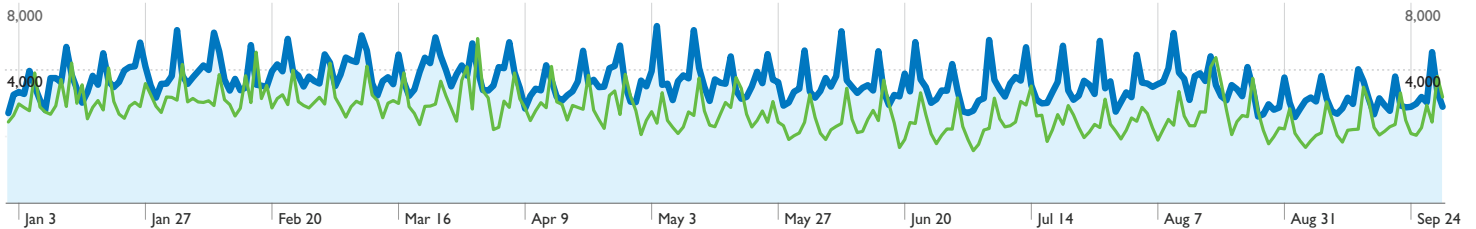


JANUARY 1 – SEPTEMBER 30, 2011 • Compared to same Period 2010

+31%

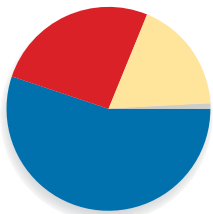
michaelsaunders.com

● 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 September 30, 2011 have increased by 31 percent when compared to the same period last year.

WEB TRAFFIC SOURCE



- Search Engines**
729,547 (55%)
- Direct Traffic**
344,455 (26%)
- Referring Sites**
238,002 (18%)

The first 9 months of 2011, michaelsaunders.com welcomed **1,322,967** visitors. Of these, more than half, or 729,547, were directed via search engine queries involving over **151,051** search terms.

Top Sites Sending Visitors

- Google
- NYTimes
- bing
- Yahoo
- Trulia
- aol
- TheSaundersBlog
- facebook
- Ask.com
- ReloHomeSearch.com

Top Web Visits by Country

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

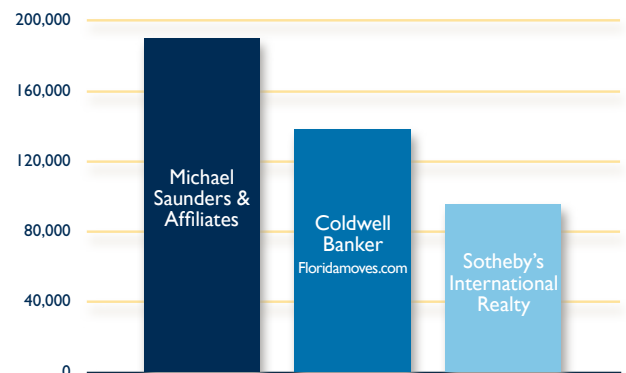
Top Web Visits by State

- FLORIDA**
557,124 visits 425,375 last year **30.97% increase**
- NEW YORK**
100,715 visits 90,062 last year **11.83% increase**
- ILLINOIS**
41,160 visits 29,674 last year **38.71% increase**
- MASSACHUSETTS**
37,425 visits 29,044 last year **28.86% increase**
- PENNSYLVANIA**
36,972 visits 29,602 last year **24.90% increase**
- GEORGIA**
36,267 visits 18,303 last year **98.15% increase**
- NEW JERSEY**
34,842 visits 26,059 last year **33.70% increase**
- OHIO**
34,281 visits 26,101 last year **31.34% increase**

Top Global Real Estate Sites

AVERAGE HITS PER MONTH • JANUARY 1 – SEPTEMBER 30, 2011

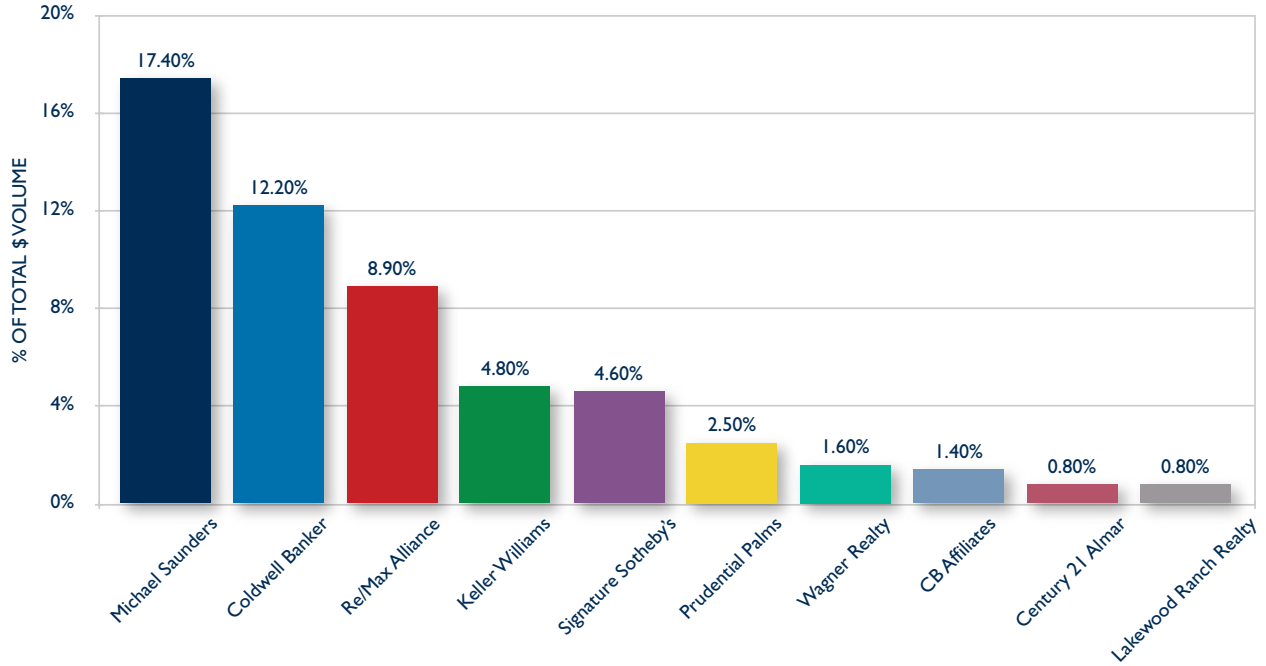
Through the Michael Saunders & Company global affiliations, your listing will be featured on michaelsaunders.com as well as one or all of our affiliate partners' sites. This unique global strategy gives your property the online visibility needed to market and sell your home.



Source: Compete.com

Regional Market Share \$ Volume • All Price Points, Year 2011 To Date

2011 Market Share Report • Manatee, Sarasota and Charlotte Counties • All Property Types • Source: ©Trendgraphix, Inc.



Regional Market Share \$ Volume • \$1 Million+, Year 2011 To Date

2011 Market Share Report • Manatee, Sarasota and Charlotte Counties • All Property Types • Source: ©Trendgraphix, Inc.

