

# 2011

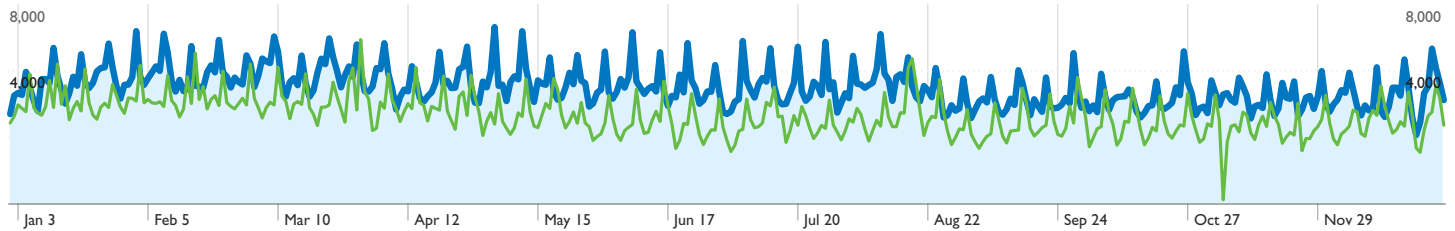
# YEAR IN REVIEW

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

**+32%**

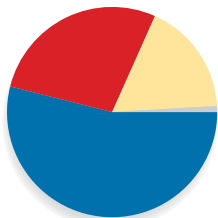
michaelsaunders.com

● 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 December 31, 2011 have increased by 32 percent when compared to the same period last year.

## WEB TRAFFIC SOURCE



- Search Engines  
924,378 (54%)
- Direct Traffic  
475,885 (28%)
- Referring Sites  
297,980 (17%)

During the year of 2011, michaelsaunders.com welcomed **1,714,182 visitors**. Of these, more than half, or 924,378, were directed via search engine queries involving over **196,882 search terms**.

## Top Web Visits by Country

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

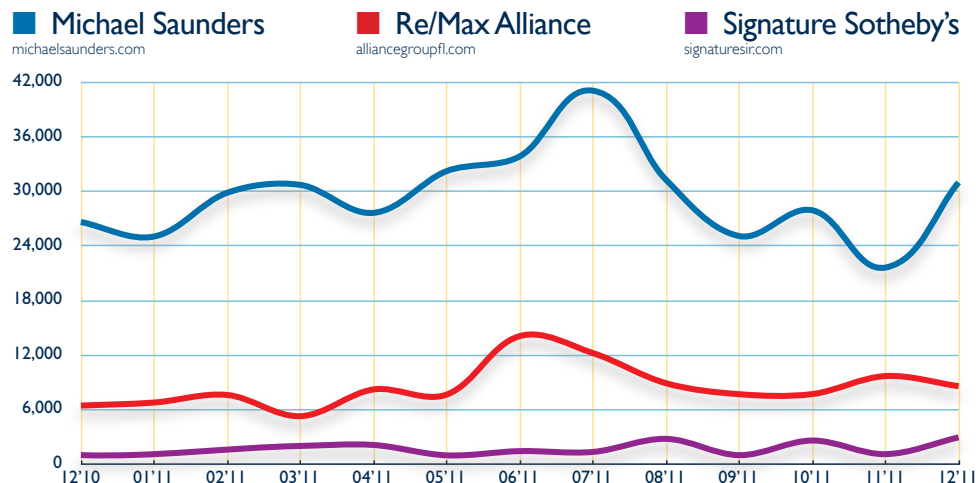
## Top Web Visits by State

- FLORIDA 720,912 visits
- NEW YORK 129,647 visits
- ILLINOIS 53,715 visits
- GEORGIA 51,585 visits
- MASSACHUSETTS 48,387 visits
- PENNSYLVANIA 46,591 visits
- NEW JERSEY 44,330 visits
- OHIO 44,080 visits
- MICHIGAN 35,531 visits
- CALIFORNIA 27,188 visits

## Top Sites Sending Visitors

- Google
- NyTimes
- Bing
- Yahoo
- Trulia
- Aol
- Facebook
- Ask.com
- RELO home search
- Zillow

## Average Site Hits Per Month • 2011 Year in Review



Coldwell Banker does not have a comparable local web site.

Source: Compete.com

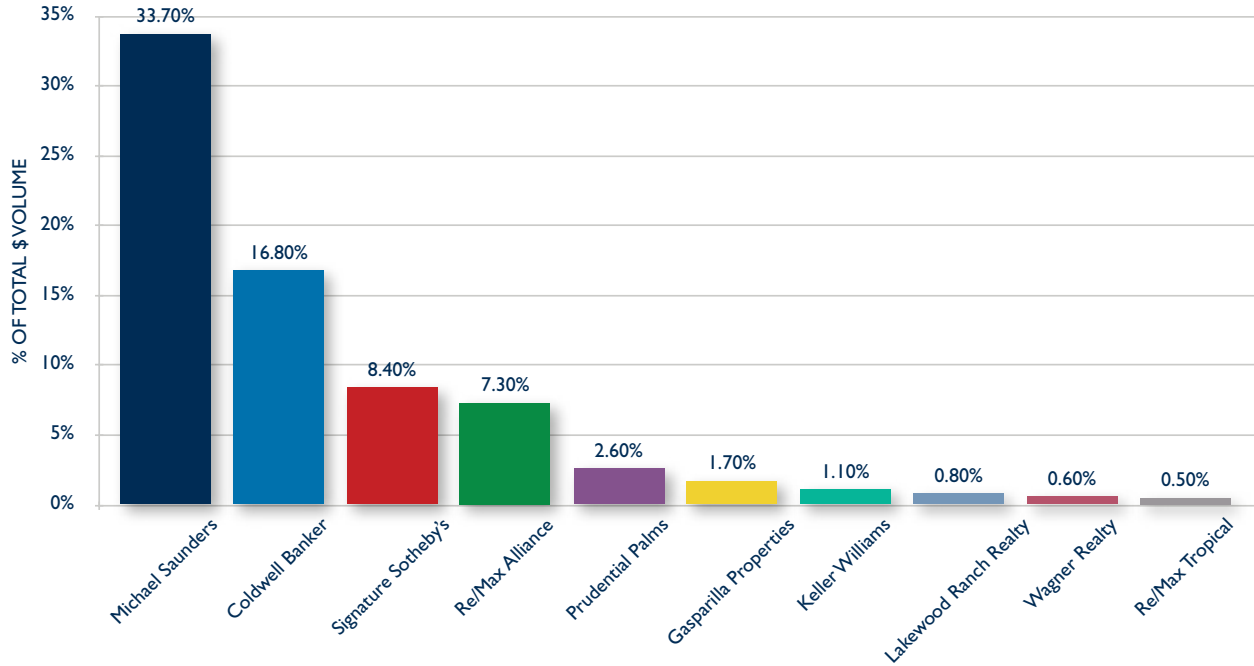
**Michael Saunders & Company**  
Licensed Real Estate Broker

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# MARKET LEADER

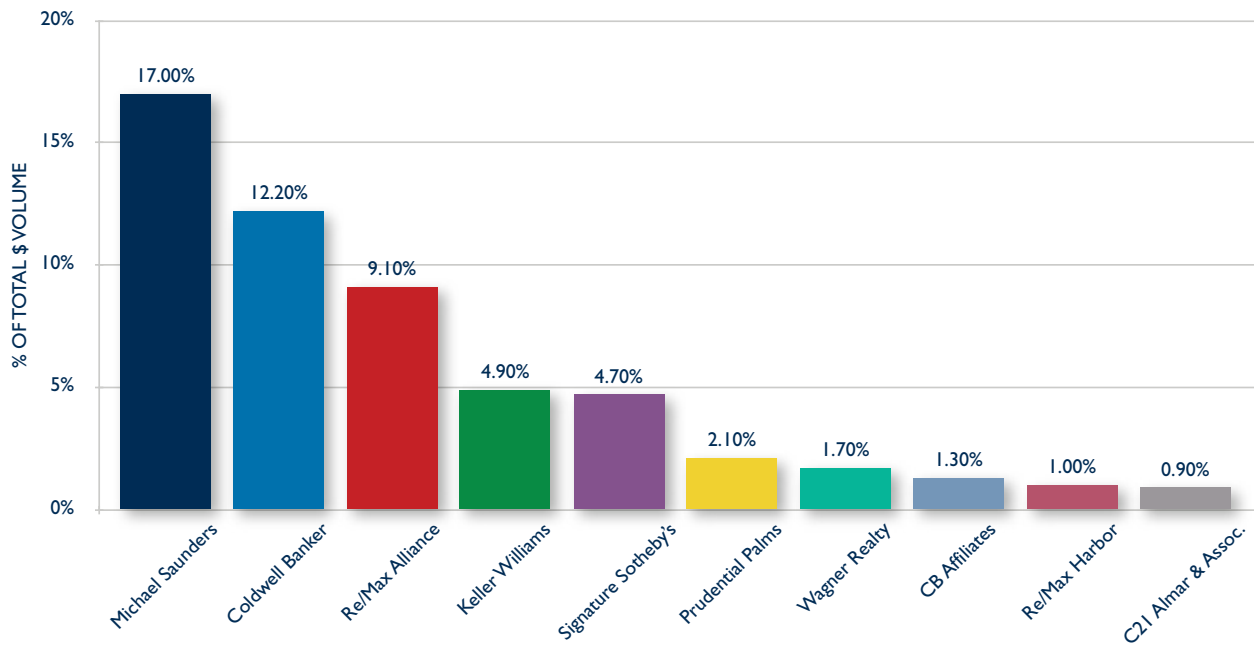
## Regional Market Share \$ Volume • \$1 Million+, Year 2011 in Review

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



## Regional Market Share \$ Volume • All Price Points, Year 2011 in Review

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



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