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# Value Reporting from realtor.com®

# Frequently Asked Questions

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# 1. What is value reporting?

### 1.1. Q. What is value reporting?
Value reporting provides all members with metrics about their listings' performance on realtor.com®. This reporting is designed for listing agents who have not purchased certain products from realtor.com®.

### 1.2. Q. Do members of your MLS who are customers of realtor.com® already have reporting?
Yes, all customers of realtor.com® have access to rich value reporting based on the products they have purchased.

### 1.3. Q. How do you get access to value reporting?
To access, members will access their realtor.com® Control Panel account, or establish credentials at http://solutioncenter.realtor.com/ControlPanel/Signup.aspx.

# 2. What value reports will be available?

### 2.1. Q. Are reports only for agents?
The reports are available for both listing agents and the office managers or other administrative staff that manages office profile or roster information in your MLS.

### 2.2. Q. What is the My Listing Report?
The My Listing Report provides information on each active listing's search result impressions and listings detail page views over the past 12 months at a weekly level.  A summarized count of inquiries and interests in the listings are also provided.

### 2.3. Q. What is the Listing Report?
The Listing Report is a home seller report that provides listing impressions and page views for an individual listing for the past 12 weeks. The report can be shared with the home seller at the listing agent's discretion.

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**2.4. Q. What additional features do realtor.com®'s customer reports contain that value reports do not?**

This can vary depending on the realtor.com® products purchased. For example, customers who purchase Showcase(SM) Listing Enhancements also:

- See details of inquiries and interest about each listings
- Send listing-specific reports to their seller clients automatically based on a schedule
- See data at a daily level in addition to weekly
- Receive semi-monthly performance reporting notifications via email

## 3. Details about My Listings Performance Report

### 3.1. Q. How do I access the My Listings Performance Report?

After logging in to the realtor.com® Control Panel, the My Listings Performance Report is accessed from the "Reports" tab. Select "My Listings" to see this report.
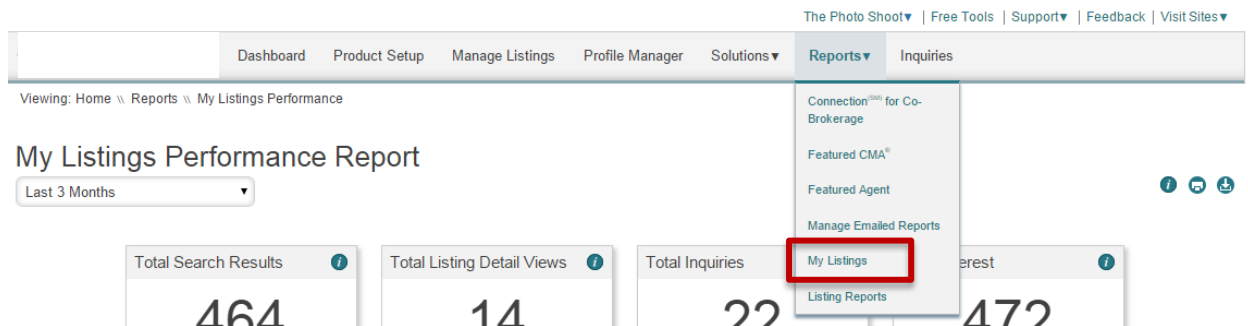


### 3.2. Q. What is shown on a My Listings Performance Report?

The My Listings Performance Report it includes information about:

- Search Result Impressions
- Listing Page Views
- Inquiries
- Interests

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## My Listings Performance Report

Report is for all agents (15).

[ Last 3 Months ▼ ]

| Total Search Results ⓘ | Total Listing Detail Views ⓘ | Total Inquiries ⓘ | Total Interest ⓘ |
|---|---|---|---|
| **1,122** | **80** | **52** | **1,181** |

### Listings Trends Over Time

■ Search Results Displays  ■ Listing Detail Views
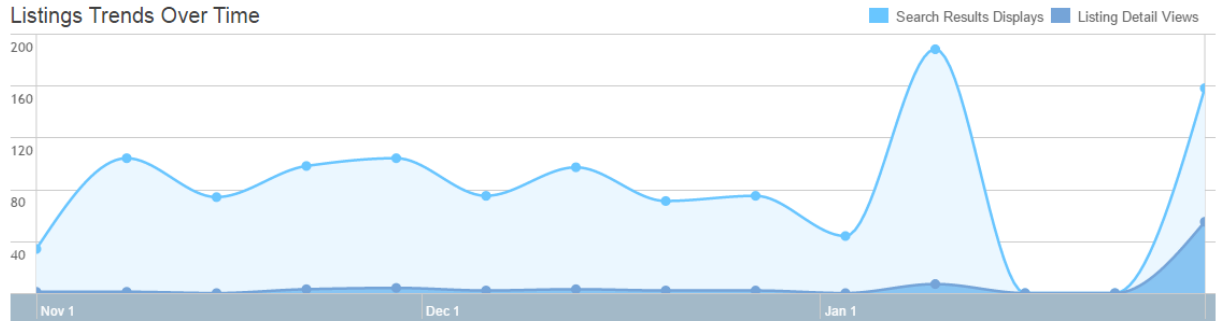


| Date ▼ | Active Listing Count | Search Displays | Listing Views |
|---|---|---|---|
| 01/25/2015 - 01/31/2015 | 119 | 158 | 55 |
| 01/18/2015 - 01/24/2015 | 0 | 0 | 0 |
| 01/11/2015 - 01/17/2015 | 0 | 0 | 0 |
| 01/04/2015 - 01/10/2015 | 519 | 188 | 7 |
| 12/28/2014 - 01/03/2015 | 512 | 44 | 0 |
| 12/21/2014 - 12/27/2014 | 505 | 75 | 2 |
| 12/14/2014 - 12/20/2014 | 498 | 71 | 2 |
| 12/07/2014 - 12/13/2014 | 491 | 97 | 3 |
| 11/30/2014 - 12/06/2014 | 484 | 75 | 2 |
| 11/23/2014 - 11/29/2014 | 477 | 104 | 4 |
| 11/16/2014 - 11/22/2014 | 470 | 98 | 3 |
| 11/09/2014 - 11/15/2014 | 463 | 74 | 0 |
| 11/02/2014 - 11/08/2014 | 456 | 104 | 1 |
| 10/26/2014 - 11/01/2014 | 449 | 34 | 1 |

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### 3.3. Q. How many months of data are displayed?

The My Listings Performance Report can show up to 12 months of data. The listing agent or office account administrator can select to review:

- Current month
- Last month
- Last 3 months
- Last 6 months
- Last 12 months

### 3.4. Q. Why are "Inquiry details" absent?

On the My Listings Performance Report, we show search result impressions and listing page views. We do not provide inquiry details as the consumer information generated from the listing was delivered to a buyer's agent in the market through the Connection for Co-Brokerage program, not to the listing agent, at the time the consumer inquired. Realtor.com® provides values to the listing agent by partnering prospective buyers with buyer's agents who can engage in a transaction.

### 3.5. Q. What metrics are included in "Interests"?

The "Interests" metric is a composite of several actions realtor.com® consumers can take on each listing, designed to provide the listing agent with an idea of consumer interest their listing. The activities included in the composite metric are:

- Number of "Save Listing" Clicks
- Number of times consumer sent this listing to a friend/spouse
- Number of times consumer sent this listing to their current agent from the realtor.com® mobile app Number of "See All Photos" Clicks
- Number of "Neighborhood Info" Clicks
- Number of "Driving Directions" Clicks
- Number of "Print Listing Photo" Clicks
- Number of "Print Brochure" Clicks
- Number of Virtual Tour Clicks
- Number of Video Clicks Views
- Number of "View Agents' Other Listings" Clicks

**3.6. Q. Can the data be printed or downloaded?**

The performance report can be downloaded or printed. If you have selected "Last 3 Months", only 3 months of data, by weeks, will be provided in a *.CSV file. Printing is a browser print functionality, i.e. not a formatted report. If a formatted report is desired, you can download the data and create visual representations of the data using a third party tool like Excel.

**3.7. Q. How is the report different for an office?**

The My Listings Performance Report for offices which are accessed through the Office Control Panel is visually very similar to the agent view. The main differences:

- There is an added metric: The number of agents in the office
- All data is an aggregate of all the listings of all the office's agents

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| | Dashboard | Manage Listings | Solutions▾ | Reports▾ | Inquiries |
|---|---|---|---|---|---|

Viewing: Home \\ Reports \\ My Listings Performance

## My Listings Performance Report

Report is for all agents (0).

Last 3 Months ▾

| Total Search Results ⓘ | Total Listing Detail Views ⓘ | Total Inquiries ⓘ | Total Interest ⓘ |
|---|---|---|---|
| 602 | 16 | 28 | 614 |

### Listings Trends Over Time

■ Search Results Displays   ■ Listing Detail Views



| Date ▼ | Active Listing Count | Search Displays | Listing Views |
|---|---|---|---|
| 02/01/2015 - 02/07/2015 | 0 | 0 | 0 |
| 01/25/2015 - 01/31/2015 | 0 | 0 | 0 |
| 01/18/2015 - 01/24/2015 | 0 | 0 | 0 |
| 01/11/2015 - 01/17/2015 | 0 | 0 | 0 |
| 01/04/2015 - 01/10/2015 | 519 | 188 | 7 |
| 12/28/2014 - 01/03/2015 | 0 | 0 | 0 |
| 12/21/2014 - 12/27/2014 | 0 | 0 | 0 |
| 12/14/2014 - 12/20/2014 | 0 | 0 | 0 |

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## 4. Details about Listing Reports

### 4.1. Q. How do you access the Listing Report?

After logging in to the realtor.com® Control Panel, the Listing Report is accessed from the "Reports" tab. Select "Listing Reports" to see this report.
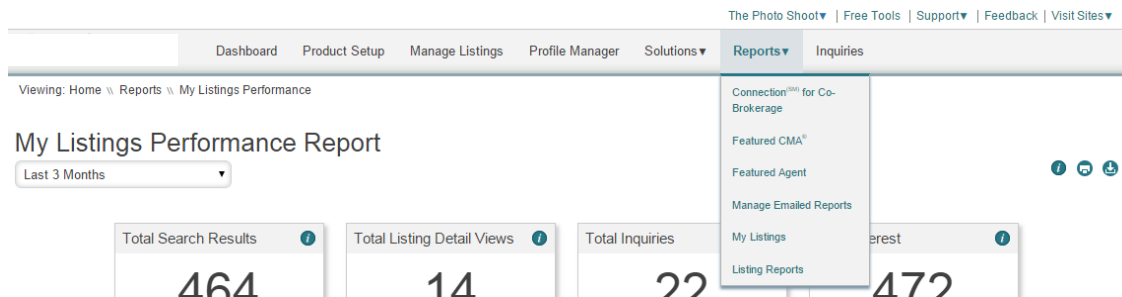


Then, click "View Report" on the property of interest:
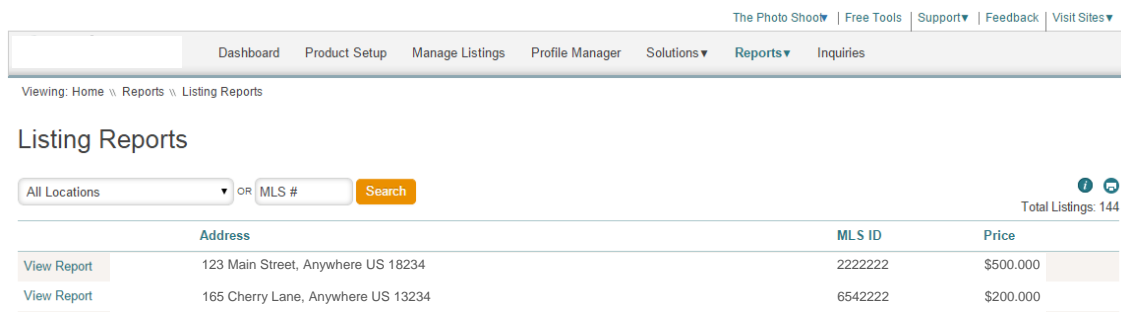


### 4.2. Q. What is shown on a Listing Report?

The Listing Report includes at a listing level, information about:

- Search Result Impressions
- Listing Page Views broken down by mobile or RDC Web

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report period: Nov 16, 2014 - Feb 7, 2015

## Listing Summary
A time period comparison of search results and listing details on my listings.

### Recent Activity

|  | Nov 16-Dec 13 | Dec 14-Jan 10 | Jan 11-Feb 7 |
|---|---|---|---|
| **Search Results Displays** | 299 | 188 | 0 |
| **Listing Detail Views** | 14 | 9 | 0 |
| Mobile | 7 | 7 | 0 |
| Realtor.com® | 7 | 2 | 0 |

report period: Nov 16, 2014 - Feb 7, 2015

## Weekly Listing Breakdown
A week-over-week summary of the search results displays and listing details views on my listings.

### Listing Detail Views
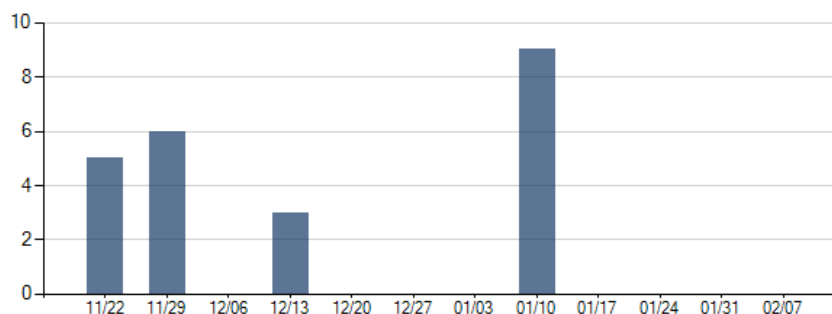


### Week-Over-Week Breakdown

| Week Ending | Search Results Displays | Listing Detail Views |
|---|---|---|
| 11/22/2014 | 98 | 5 |
| 11/29/2014 | 104 | 6 |
| 12/06/2014 | 0 | 0 |
| 12/13/2014 | 97 | 3 |
| 12/20/2014 | 0 | 0 |
| 12/27/2014 | 0 | 0 |
| 01/03/2015 | 0 | 0 |
| 01/10/2015 | 188 | 9 |
| 01/17/2015 | 0 | 0 |

**4.3. Q. Can the Listing Report be emailed?**

The Listing Report is designed to be viewed by the listing agent. However, a home seller view that looks like the traditional Home Seller Report, is also supported. To see the home seller view, click on the print icon. It is also possible to send the externally-accessible URL to the home seller. When printed, the information is formatted on one page.

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## My Listing Report Apr 18, 2015

Kelly Smith  |  view profile  |  website

### 2243 Sunny Drive
Any Town, US 00000

**$450,000**

**0** Days on realtor.com®

| | |
|---|---|
| MLS ID: | = |
| Beds: | 4 bed |
| Baths: | 3 bath |
| House Size: | 2,800 sq ft |
| Lot Size: | — |

View on realtor.com®

report period: Jan 25 - Apr 18, 2015

## Listing Summary
A time period comparison of search results and listing details on my listings.

**Recent Activity**

| | Jan 25-Feb 21 | Feb 22-Mar 21 | Mar 22-Apr 18 |
|---|---|---|---|
| **Search Results Displays** | 306 | 405 | 387 |
| **Listing Detail Views** | 25 | 45 | 27 |
| Mobile | 12 | 31 | 16 |
| Realtor.com® | 13 | 14 | 11 |

report period: Jan 25 - Apr 18, 2015

## Weekly Listing Breakdown
A week-over-week summary of the search results displays and listing details views on my listings.

**Listing Detail Views**
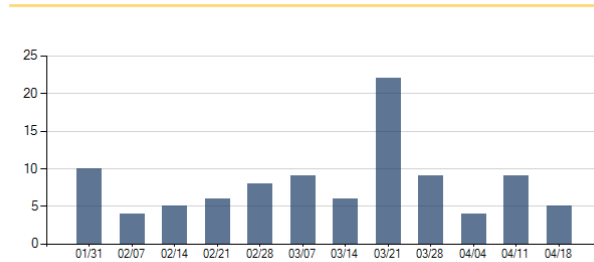


**Week-Over-Week Breakdown**

| Week Ending | Search Results Displays | Listing Detail Views |
|---|---|---|
| 01/31/2015 | 94 | 10 |
| 02/07/2015 | 52 | 4 |
| 02/14/2015 | 84 | 5 |
| 02/21/2015 | 76 | 6 |
| 02/28/2015 | 123 | 8 |
| 03/07/2015 | 112 | 9 |
| 03/14/2015 | 71 | 6 |
| 03/21/2015 | 99 | 22 |
| 03/28/2015 | 100 | 9 |

**4.4.**   **Q.  How far back does the Listing Report show?**

Providing the data is available, the Listing Report shows the last 12 weeks for a given listing.  For comparisons, the data is broken into three, four-week periods.

**4.5.**   **Q.  How is the Office Listing Report different?**

When navigating from the Office Control Panel, the Listing Reports page can be filtered based on MLS number or agent.  When an agent in the office is selected, only the listings for the selected agent are displayed.



Filter by Agent name using the drop down

Filter by MLS ID

# 5. I have more questions …

**5.1. Q. Can members who have not purchased realtor.com® products upgrade to their listing to a Showcase listing?**

Yes, all Agents can purchase our Showcase product at any time. Please contact a realtor.com® at 866.960.8110 to further assist you with your questions.

**5.2. Q. Why can Agents who have purchased certain products from realtor.com® see the new reports?**

Agents who have purchased Connection for Co-Brokerage, Featured Homes, Featured CMA, or Featured Agent, but not Showcase(SM) Listing Enhancements benefit from information about the performance of their listings from realtor.com® as well.

**5.3. Q. I have additional questions about the reports and log in process, who can assist?**

The Realtor.com® Customer Care team can be reached at 866.960.8110