

Overview

ListTrac is a new tool that allows you to see how your listings are performing online in the MLS system and consumer site, IDX sites, and different real estate portals. This tool offers several benefits to brokers:

- Provides an understanding of the activity (or lack of activity) on your listings compared to similar listings. This information can be used to determine if you may need to discuss price changes or other updates to the property.
- Gives you a better understanding of the impact of price changes or other updates to the listing by seeing how listing views change over time.
- Understand how often your listings are being viewed, shared, and saved.
- Easily see how many email leads you receive from online sources.
- Provides reporting so you can better understand the value received from your online marketing.
- Allows you to provide feedback to your clients on how their listing is performing online, including a Sellers Report that you can choose to send to the seller.

As ListTrac is being introduced for your MLS, you may initially not see all IDX and real estate portals reporting their metrics for your MLS. The number of IDX websites and real estate portals will expand as the different providers enable the reporting of their online activity related to your listings. If you are not seeing metrics from your website provider, you may reach out to the ListTrac support team at support@gaar.com to find out about when your site's metrics will be showing up.

In <http://abq.flexmls.com> you'll see a new button for **ListTrac** under the Product Menu.



Clicking this button will take you to the dashboard for ListTrac. From here, you'll have three options:

- **Dashboard** shows you the summary performance for your active and under contract listings, including the listings where you are the co-list agent.
- **My Listings** gives you the property-specific URL for each of your on-market listings, a listing-specific text message number, and a QR code creator that can be used for marketing purposes.
- **Listing Stats** lets you see metrics on individual listings.

ListTrac Dashboard

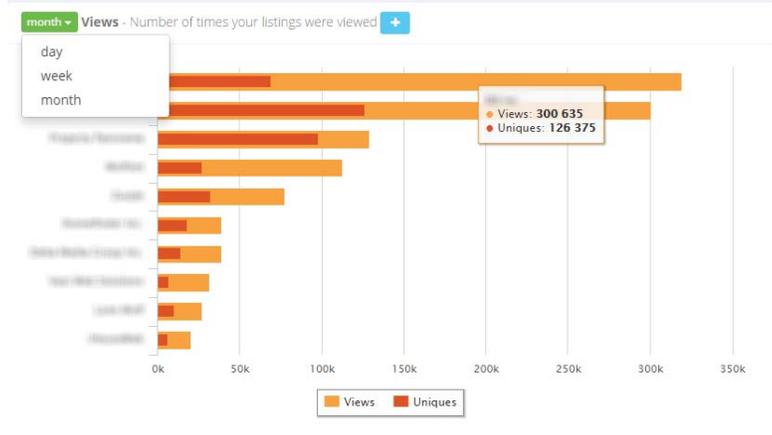
Use the dashboard to view the summary performance for your listings (or co-listings).

- Hover over each chart to see the specific numbers for each metric.
- Agents will see metrics for only their listings (or co-listings), while Brokers will see the metrics for all listings in their office (or co-list office).
- Stats for Active and Under Contract status listings are displayed.



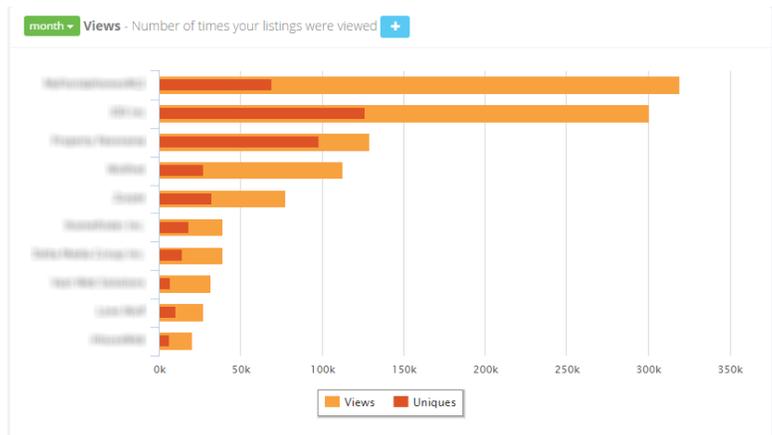
Time Period

The default time period for the metrics is a month (past 30 days), but you also have options to switch to view activity from the past day or week.



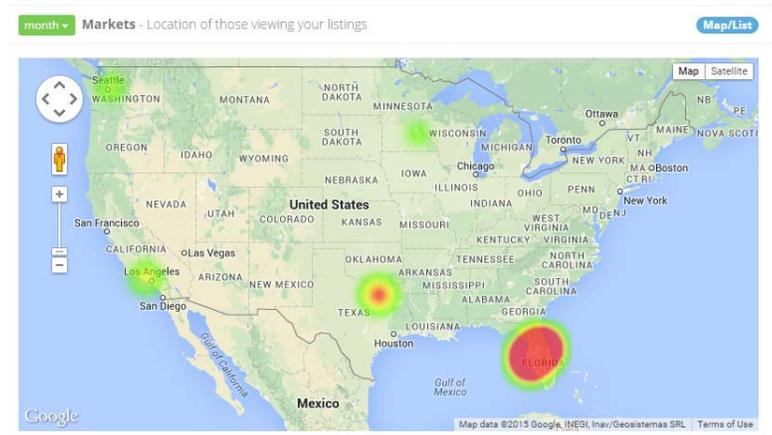
Views

- Tells you how often your listings' property details pages are being viewed on different websites.
- **Views:** Total number of times your listings were viewed.
- **Uniques:** Number of times your listings were viewed by unique individuals. For example, if one person viewed the same listing 10 times, this would be counted as 10 views, but only 1 unique.



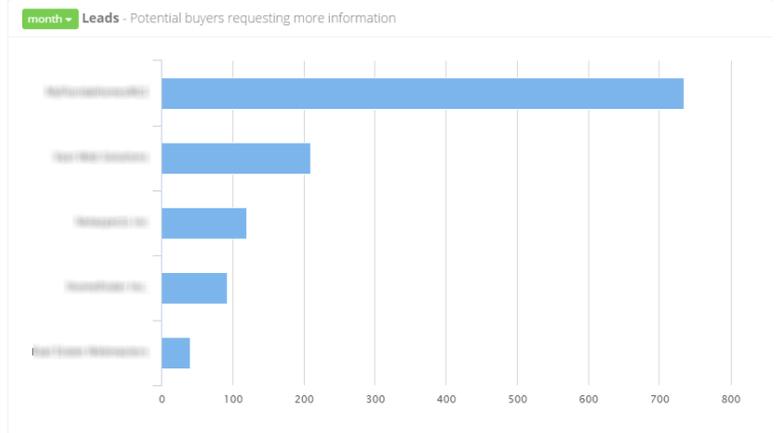
Markets

- A heat map showing the location of those viewing your listings.
- Clicking the Map/List button will switch between a map view and a list view of the ZIP codes with the most views for your listings.



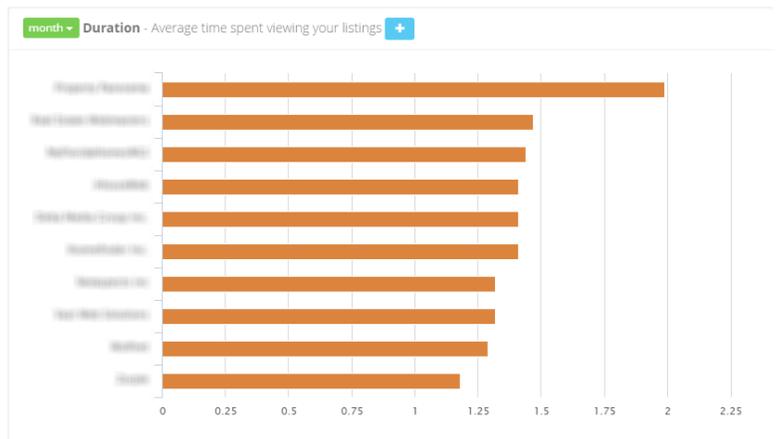
Leads

Shows you how often potential buyers are requesting information on your listings



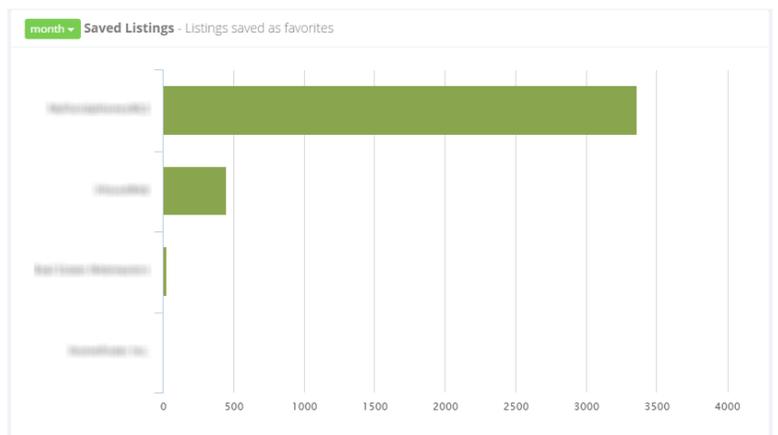
Duration

The average time in minutes that people spend viewing one of your listings.



Saved Listings

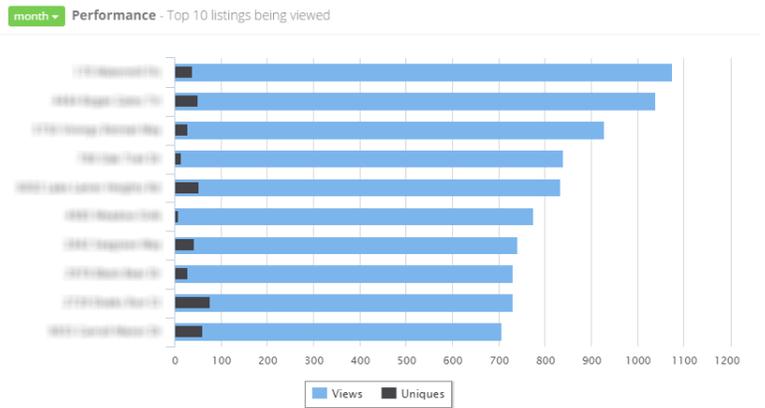
How many times your listings were saved as a favorite on different websites.



Performance

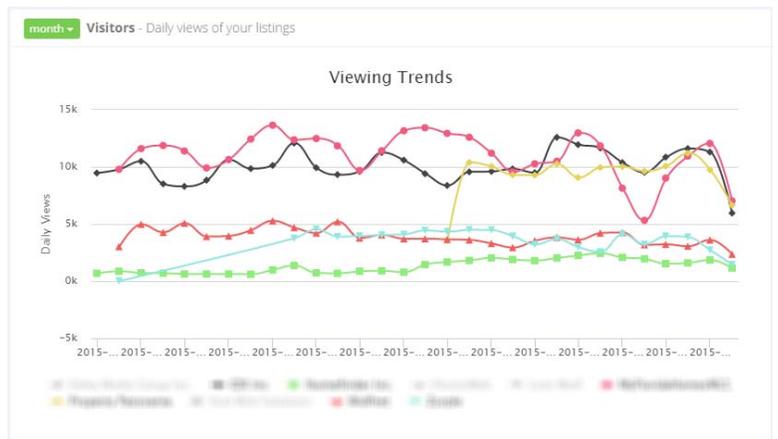
Shows the number of views and unique views for your 10 most-viewed listings.

You can click the address to view additional metrics on that particular listing.



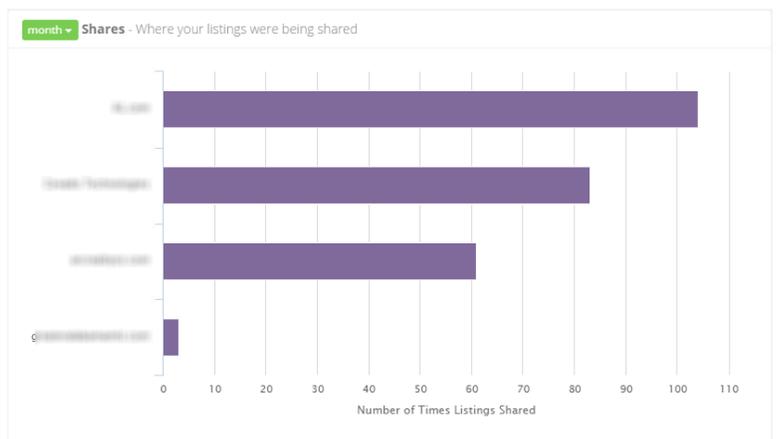
Viewing Trends

How your listing views change over time. This is especially helpful when viewing metrics for individual listings, as you can see the impact that price changes or other updates might have made to listing views.



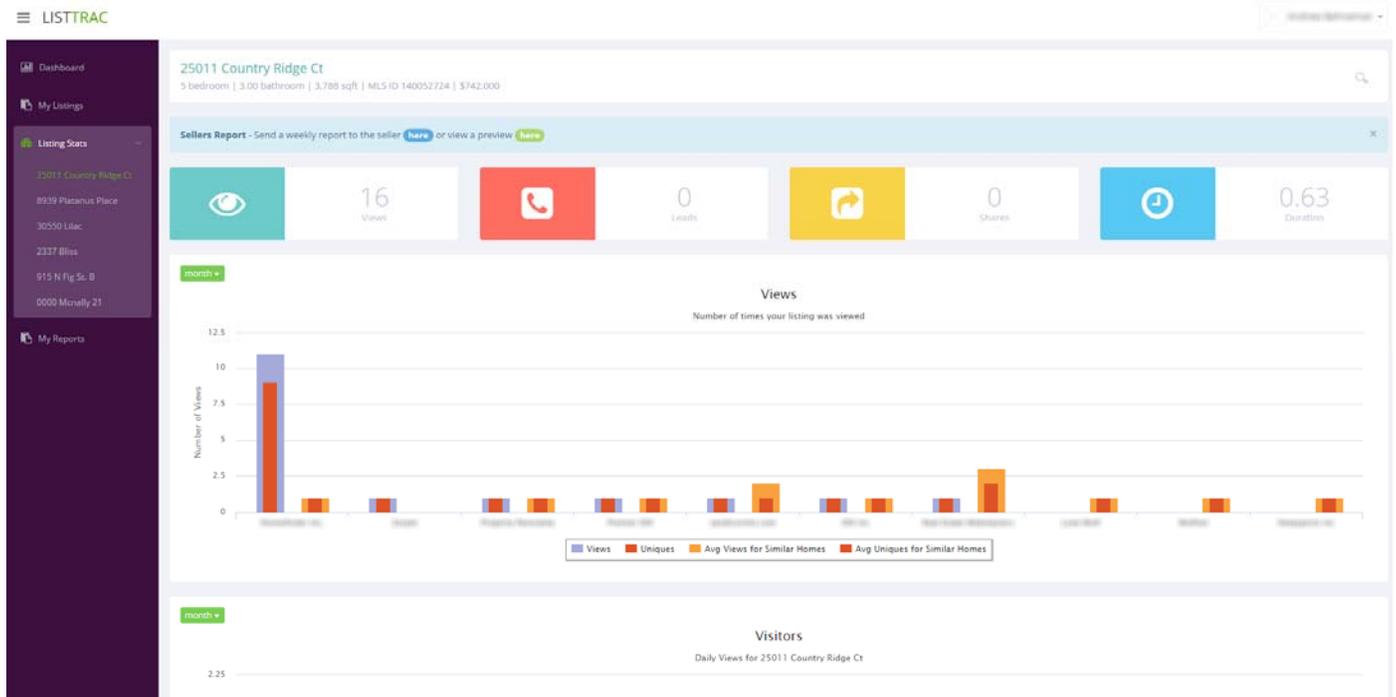
Shares

Shows the total number of times your listings are being emailed or shared on social media.



Listing Stats

The Listing Stats section allows you to view the performance metrics of individual listings, as well as configure the Sellers Report to update clients about activity on their for-sale property.



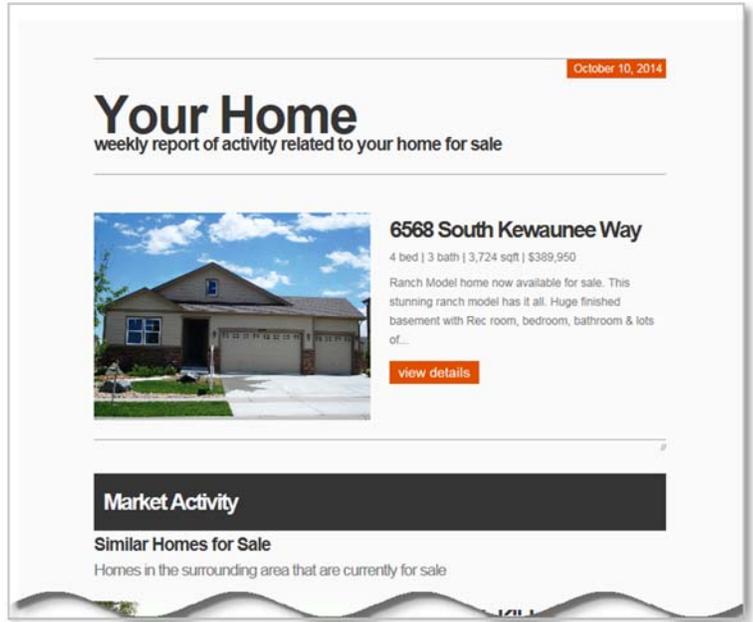
- The Listing Stats for an individual listing allows you to see the activity (or lack of activity) on your listings compared to similar listings. This information can be used to determine if you may need to discuss price changes or other updates to the property.
- By seeing how listing views change over time, you can better understand the impact of price changes or other updates to the listing.
- You'll see charts that are similar to the Dashboard, but that include a comparison of your listing to similar listings. A listing is considered similar if it is within a one mile radius with a slight variance in size, is in on-market status, and matches the property type of the selected listing.
- The listings included in the left navigation are your top listings by activity. You can search for other listings by clicking the magnifying glass at the top of any listing's stats page, and then entering the MLS number or address.

Sellers Report

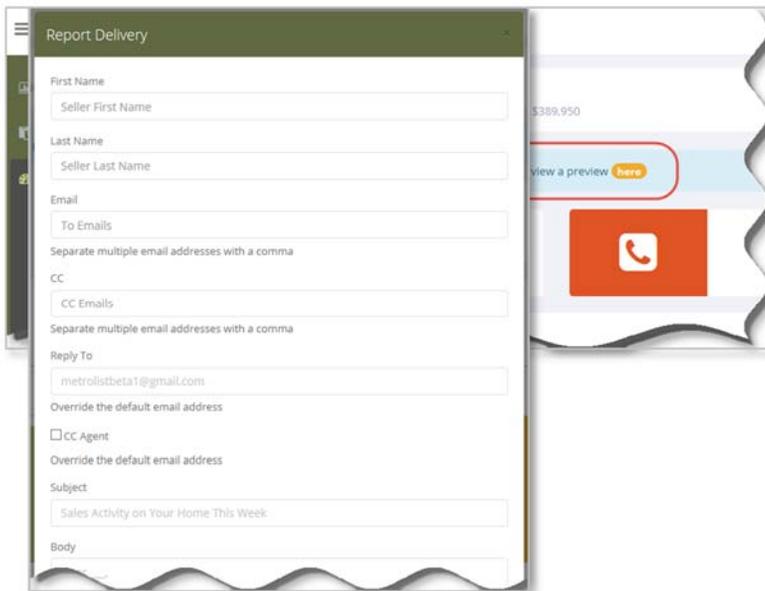
The Sellers Report allows you to setup a weekly email that will automatically be sent to your client. This provides your client an overview of how their property is performing online compared to other similar listings, and helps you keep them informed of the value that your marketing campaign is providing in the selling process.

The Sellers Report provides a view of the listing activity from the past 30 days, and will be sent each Monday. Your client will receive the report even if there is no activity on their listing.

Sellers Reports are generated only for Active status listings. When a listing moves into another status, the Sellers Report is automatically disabled.



From a listing’s Stats page, use the option at the top to activate or preview the Sellers Report for that property. When setting up the Sellers Report, be sure to choose **CC Agent** if you’d like to see what your client is being sent. To disable a Sellers Report, uncheck the **Active** button. After you enable the Sellers Report, your client will receive the first email the following Monday



The Sellers Report includes a summary of your listing, similar homes for sale, and similar homes that have sold recently. In addition, it includes a “Views” chart similar to the Dashboard.

- Tells you how often your listings’ property details pages are being viewed across different websites.
- **Views:** Total number of times your listings were viewed.
- **Uniques:** Number of times your listings were viewed by unique individuals.

Clients can see additional charts and up-to-date data on their home by clicking the **View More Stats** button at the bottom of the email.

In the online view, you can see these additional charts:

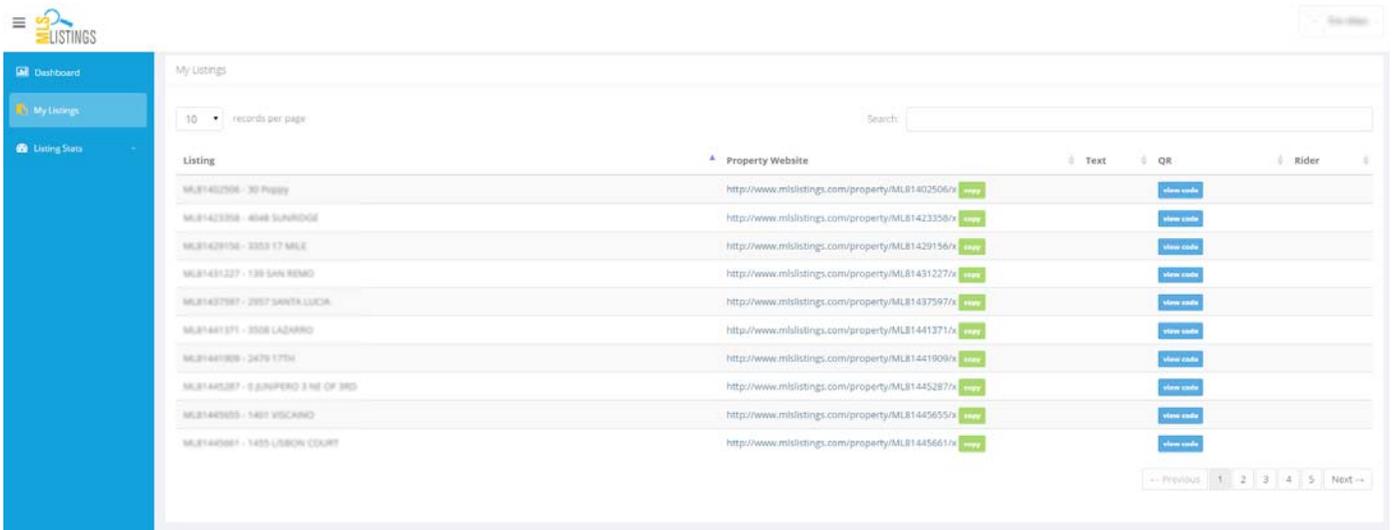
- **Visitors** shows the changes in people viewing the listing per day.
- **Similar Homes** compares the views of your home compared to similar homes.
- **Leads** shows the number of requests for information that have been received for your home and similar homes.
- **Shares** shows how often your home is shared on social media, such as Facebook and Pinterest, as compared to similar listings.
- **Duration** shows the average length of time a visitor views the property details page for your home compared to similar homes.



My Listings

This section includes some additional marketing tools that you can use for each of your listings. From here, you can:

- Obtain the direct URL for that property on <http://www.mlslistings.com>
- Get a specific text message number for the listing. You can include this number on marketing materials, and potential buyers will receive information about the listing after sending a text to that number.
- Create a property-specific QR code. When the QR code is scanned, it will take you to that listing’s property details page on <http://www.mlslistings.com>.



When a potential buyer texts the listing number, they will receive a response back with a link to that property’s details page on <http://www.mlslistings.com>. The telephone number of the lead that is viewing your listing will be delivered to you via both text and email – please make sure your mobile phone number and email address are correct in the ‘My Account’ section of ListTrac. You can confirm this information in ListTrac by clicking the dropdown arrow next to your name, and selecting ‘My Account.’

Scanning the QR code will also link the consumer to the property’s details page on <http://www.mlslistings.com>.

From the details page, the consumer can contact you using the lead form. Unless the consumer completes that lead form, you will only see this activity as a “View” of the listing in the listing metrics for the MLS’s consumer website.

