

NEW MEXiCO

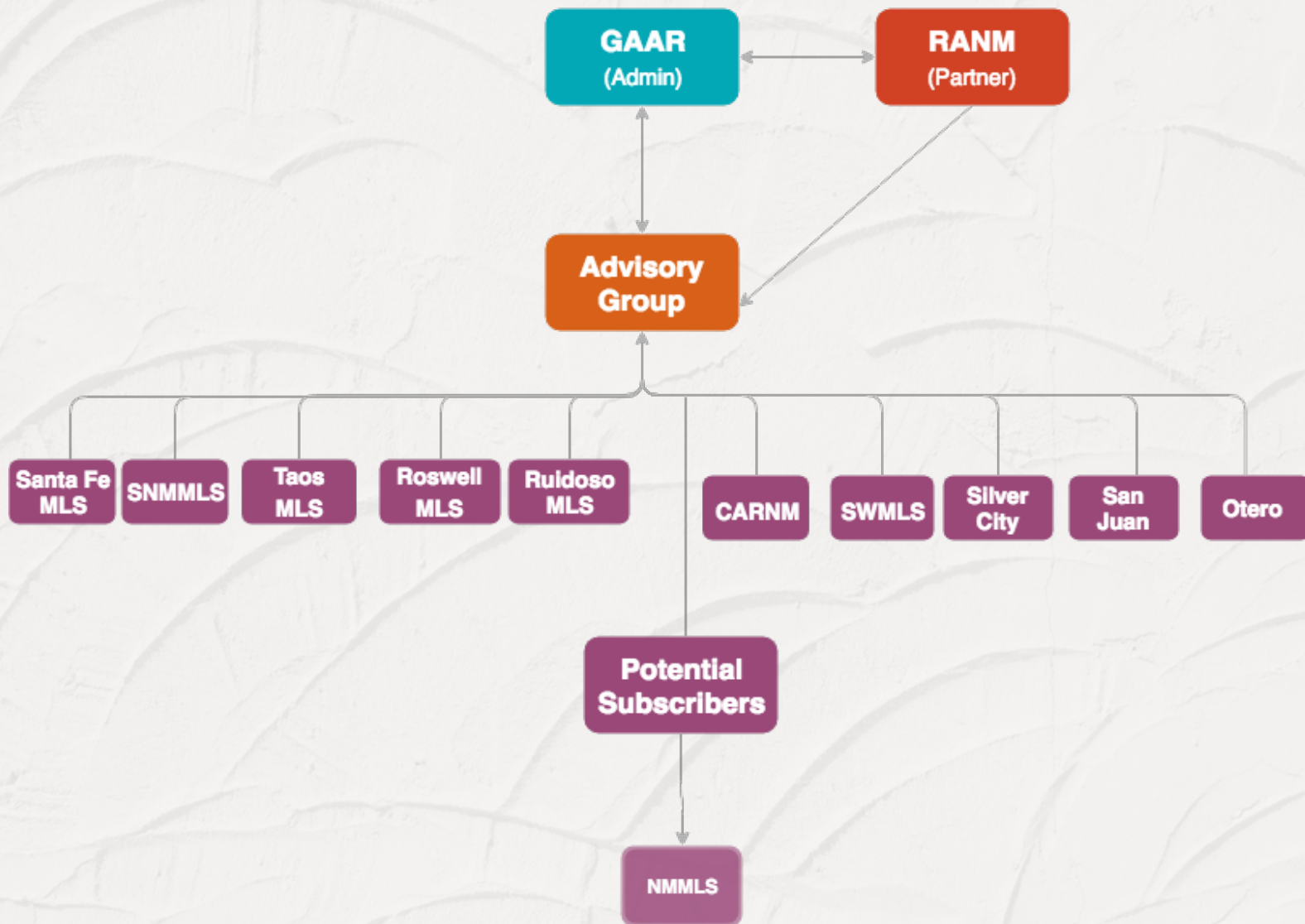
HOME SEARCH.COM



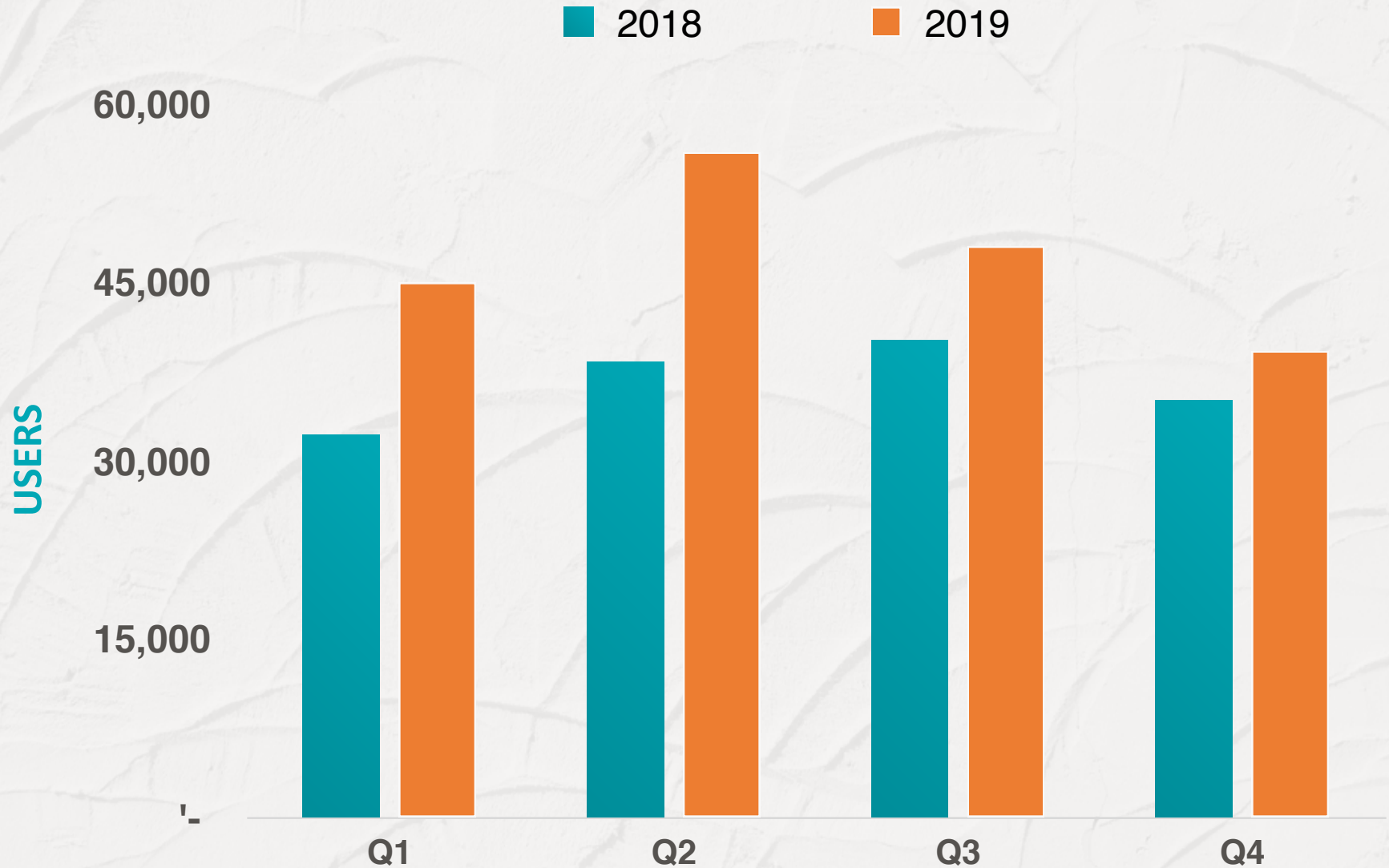
NMHS

ANALYTICS

2019 REVIEW



NMHS Users (2018 vs 2019)



USERS = USERS WHO HAVE INITIATED AT LEAST ONE SESSION

NMHS USERS FOR Q4

39,149

NMHS USERS FOR ALL OF 2018

136,125

NMHS USERS FOR ALL 2019

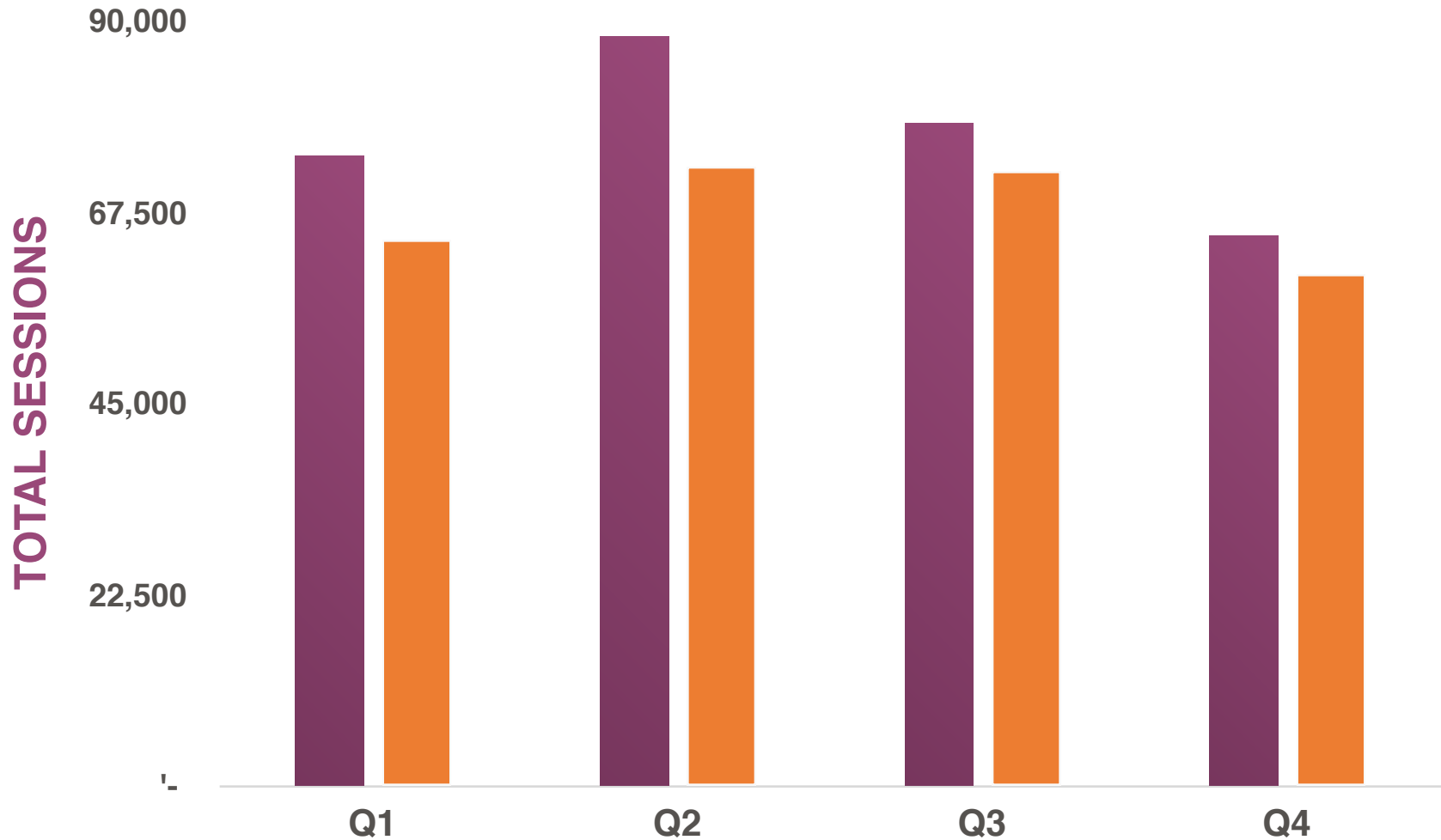
180,512

USER GROWTH

↑ 33%

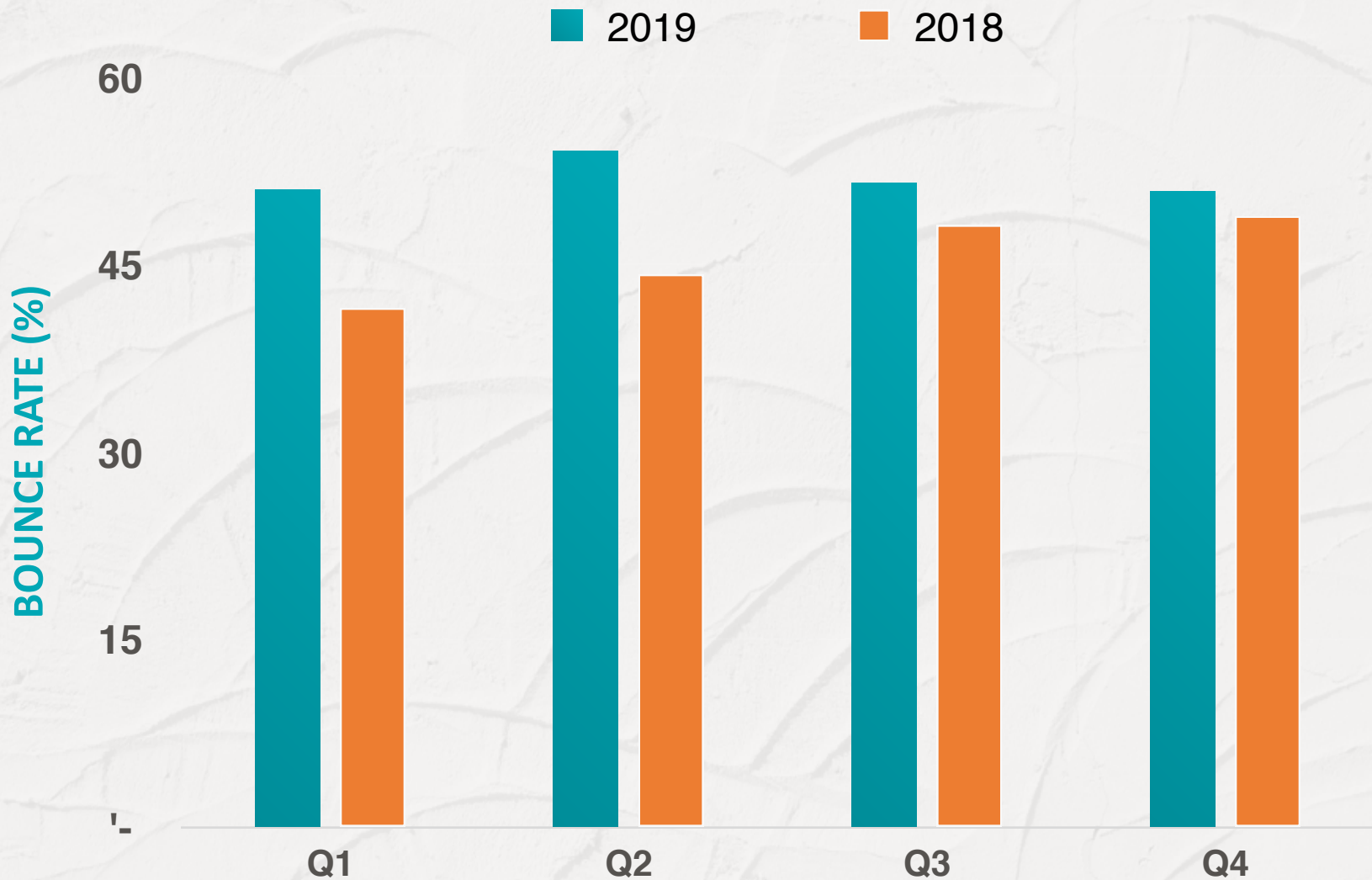
NMHS Sessions (2018 vs 2019)

■ 2019 ■ 2018



SESSION = PERIOD OF TIME A USER IS ACTIVELY ENGAGED W/SITE

NMHS Bounce Rate (2018 vs 2019)



BOUNCE RATE = PERCENTAGE OF SINGLE-PAGE VISITS

2019 NMHS AVG. PAGES PER SESSION

7.81

AVG. FOR REAL ESTATE WEBSITES

3-5 PAGES (NOT BAD)

9-11 PAGES (EXCELLENT)

SOURCE: MOZ (INMAN CONNECT NYC 2017)

2019 NMHS AVG. SESSION DURATION

4 MIN 54 SEC

NMHS PAGE VIEWS Q4 2019

520,156

NMHS PAGE VIEWS FOR ALL OF 2018

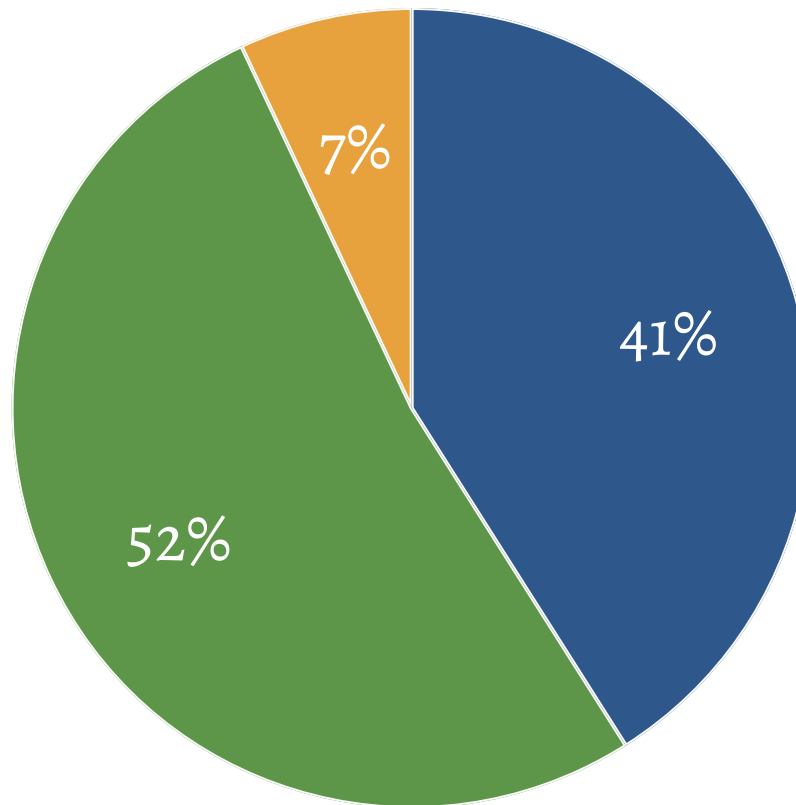
2,976,553

NMHS PAGE VIEWS FOR ALL 2019

2,379,901

2019 NMHS DEVICE SESSIONS

● Mobile ● Desktop ● Tablet



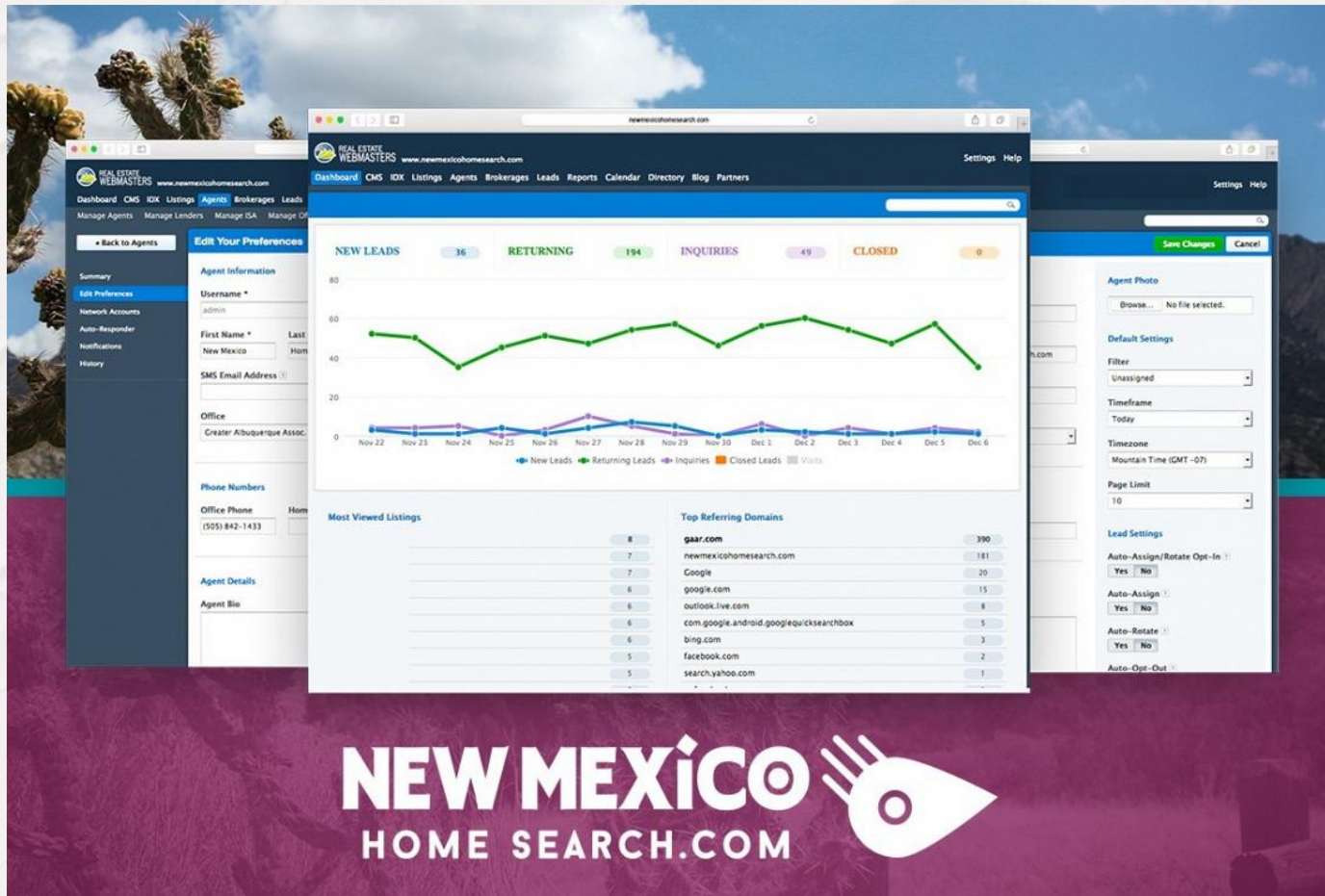
NMHS SEARCH TOP 24 LOCATIONS (2019)

- Albuquerque
- Chicago
- Rio Rancho
- Denver
- Dallas
- Los Angeles
- Santa Fe
- Las Vegas
- Phoenix
- New York
- Los Lunas
- Las Cruces
- Roswell
- Austin
- Houston
- Farmington
- Ashburn
- San Francisco
- Taos
- Louisville
- San Diego
- El Paso
- Placitas
- Seattle

PARTICIPATION & LEADS

787 NM REALTORS®

4,250 LEADS



TOOLS & TRAINING

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Managing Leads in New Mexico Home Search

Posted on Apr 23, 2019

Posted in [Technology](#)



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Accessing your REALTOR® New Mexico Home Search Account

Posted on Feb 27, 2018

Posted in [GAAR News](#), [Technology](#), [NewMexicoHomeSearch.com](#)

4.6

Username

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Attention, REALTORS®! Your [NewMexicoHomeSearch.com](#) account is **FREE** - all you need to do is claim your profile. To access your account, you will need to enter



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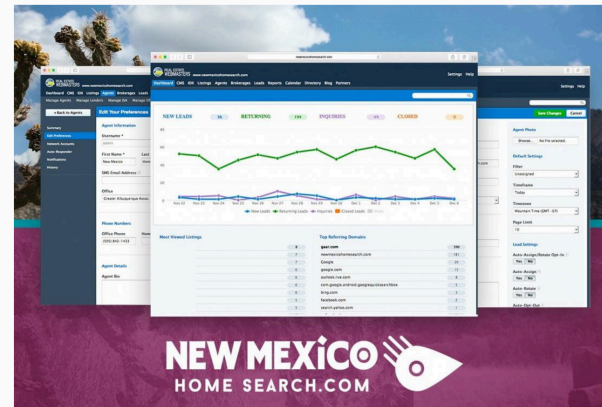
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Posted on Jan 09, 2019

Posted in [GAAR News](#)



New Mexico Home Search.com is a free tool for all New Mexico REALTORS®! This quick video touches on how to leverage your New Mexico Home Search profile to market your real estate business!

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how to manage your backend to claim, reject or close leads. Check out



PARTNERSHIPS

NEW MEXICO *True*



SAN JUAN COUNTY ASSOCIATION OF REALTORS®, TAOS ASSOCIATION OF REALTORS®, LAS CRUCES ASSOCIATION OF REALTORS®, RUIDOSO/LINCOLN COUNTY ASSOCIATION OF REALTORS®, SANTA FE ASSOCIATION OF REALTORS®, ROSWELL ASSOCIATION OF REALTORS®, GREATER ALBUQUERQUE ASSOCIATION OF REALTORS®, OTERO COUNTY ASSOCIATION OF REALTORS®, SILVER CITY REGION ASSOCIATION OF REALTORS®.

2019

NMHS SPONSORS



NEW MEXICO
HOME SEARCH.COM

OUR REAL ESTATE HOME SEARCH WEBSITE WILL HELP YOU USE THE POWER OF
INTERNET & SOCIAL MEDIA
TO REACH THOUSANDS OF USERS

Sponsorship opportunities are now available:

Diamond Level: \$1,000 per Month - Limited to one sponsor a month
Home page logo placement above the line.
Mobile app logo placement
Footer logo on each page - rotating with Platinum Level sponsor logo
Top logo on blog section
Top logo on sponsor section
Blog one sponsor article with video per month
Logo on all social media platforms

Platinum Level: \$500 per Month
Footer logo on each page - rotating with Diamond Level sponsor logo
Logo on blog section
Logo on sponsor section
Blog one sponsor article per month

To promote your business on New Mexico Home Search,
please contact Julian@gar.com or call 505-724-3483.

**ADVERTISE YOUR BUSINESS ON
NEW MEXICO'S PREMIER HOME
SEARCH WEBSITE.**

REACH

NEW MEXICO
HOME SEARCH.COM

NEW CONSUMERS EACH YEAR

133,000+

AVERAGE CONSUMER LOOKS AT

10 PAGES PER VISIT

AVERAGE CONSUMER SPENDS

6 MINS 4 SECS

2,500,000+
PAGES VIEWS

GENDER

MALE 42.9%
FEMALE 57.1%

AGE

18-24 25-34 35-44 45-54 55-64 65+

TOP 24 MARKETS CONSUMER ORIGIN

ALBUQUERQUE	CHICAGO	ROSWELL	TULSA
RIO RANCHO	NEW YORK	FARMINGTON	SCOTTSDALE
DENVER	HOUSTON	AUSTIN	ASHBURN
LOS ANGELES	PHOENIX	SAN FRANCISCO	INDIANAPOLIS
SANTA FE	LOS LUNAS	SAN DIEGO	PLACITAS
DALLAS	LAS CRUCES	TAOS	

2019 GOAL REVIEW

- **SCRAPING WEBSITE - CLEANED
DUPLICATE REALTORS & INACTIVES**
- **INCREASED DIGITAL MARKETING**
- **SPONSORS NOVEMBER & DECEMBER**

2020 GOALS

- **INCREASE REALTOR PARTICIPATION**
- **ENCOURAGE LEAD MANAGEMENT**
- **ACQUIRE CONSISTENT WEBSITE SPONSORS**
- **OUTREACH AND EDUCATION**
- **INCREASE DIGITAL MARKETING**

QUESTIONS?