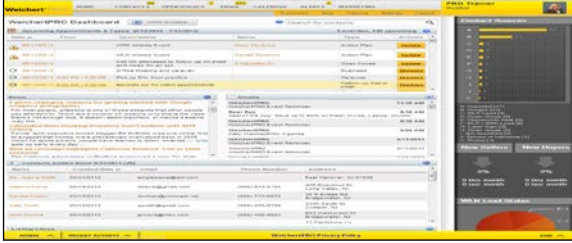
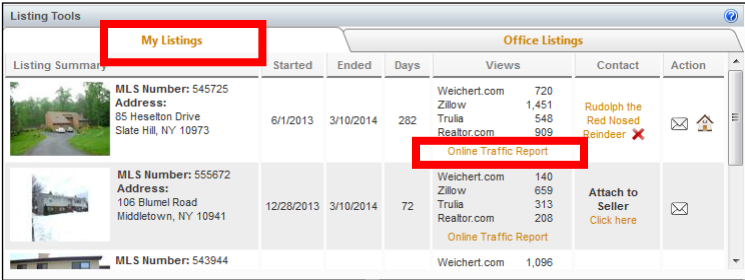









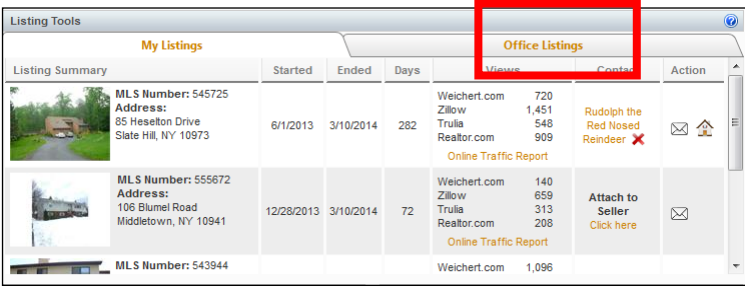











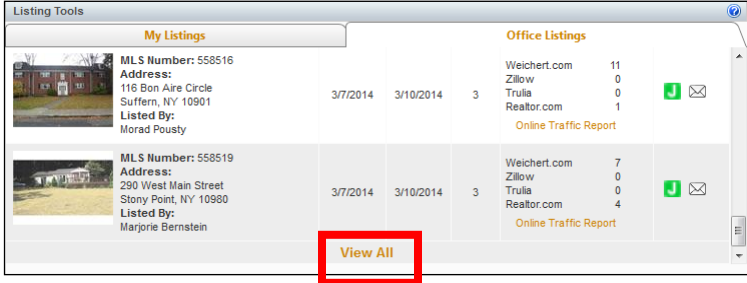
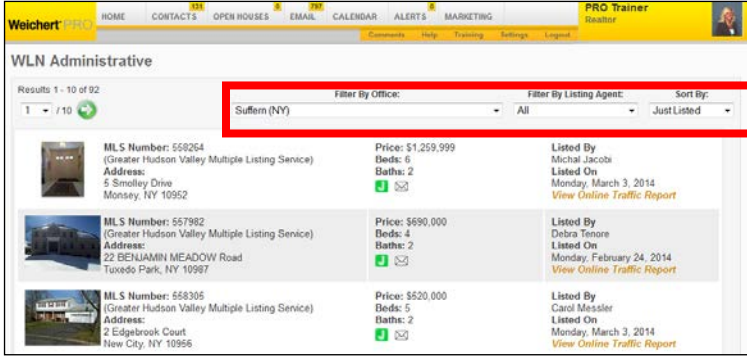
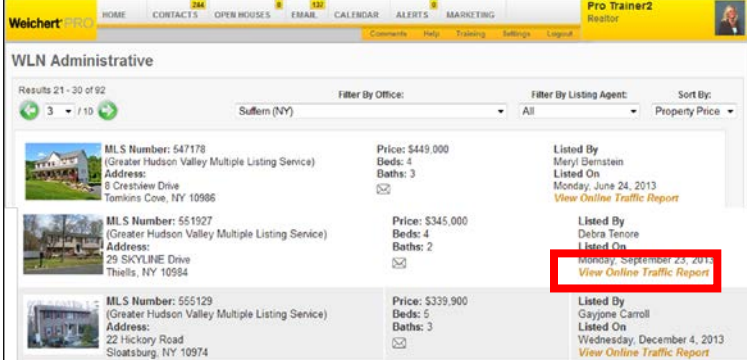
# WeichertPRO Job Aid – Online Traffic Report

The Online Traffic Report aggregates views and impressions for your listings and all Weichert Listings from four major real-estate websites including Weichert.com, Zillow, Trulia and Realtor.com. The Online Traffic Report is a professional report that is exclusive to WeichertPRO and is a great tool to use with both Sellers and Buyers. Use it as a resource for a potential price reduction, make it part of your listing portfolio or create a sense of urgency with your buyers. To get the Online Traffic Report, follow the simple steps below:

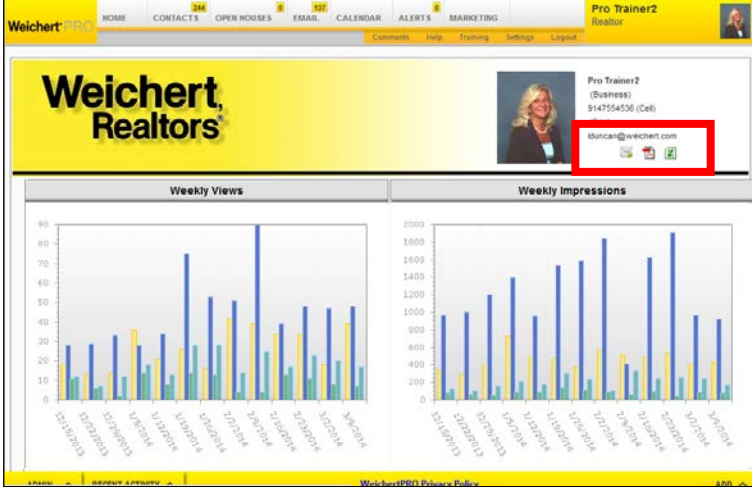
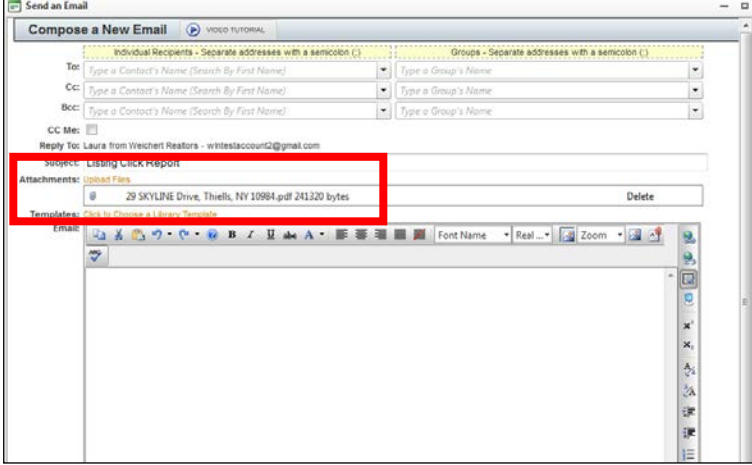
## The Online Traffic Report

STEP	SCREEN																												
<p>1. Go to: <a href="http://www.weichertpro.com">www.weichertpro.com</a> and log in.</p>																													
<p>2. To view the report for one of your listings, select the 'My Listings' tab.</p> <p>The system automatically defaults to the 'My Listings' tab.</p> <p>3. Locate the listing and click 'Online Traffic Report'</p>	 <table border="1"> <thead> <tr> <th>Listing Summary</th> <th>Started</th> <th>Ended</th> <th>Days</th> <th>Views</th> <th>Contact</th> <th>Action</th> </tr> </thead> <tbody> <tr> <td>  <p>MLS Number: 545725 Address: 85 Heselton Drive Slate Hill, NY 10973</p> </td> <td>6/1/2013</td> <td>3/10/2014</td> <td>282</td> <td>                     Weichert.com 720                      Zillow 1,451                      Trulia 548                      Realtor.com 909                      Online Traffic Report                 </td> <td>Rudolph the Red Nosed Reindeer</td> <td>✕</td> </tr> <tr> <td>  <p>MLS Number: 555672 Address: 106 Blumel Road Middletown, NY 10941</p> </td> <td>12/28/2013</td> <td>3/10/2014</td> <td>72</td> <td>                     Weichert.com 140                      Zillow 659                      Trulia 313                      Realtor.com 208                      Online Traffic Report                 </td> <td>Attach to Seller</td> <td>✕</td> </tr> <tr> <td>  <p>MLS Number: 543944</p> </td> <td></td> <td></td> <td></td> <td>Weichert.com 1,096</td> <td></td> <td></td> </tr> </tbody> </table>	Listing Summary	Started	Ended	Days	Views	Contact	Action	 <p>MLS Number: 545725 Address: 85 Heselton Drive Slate Hill, NY 10973</p>	6/1/2013	3/10/2014	282	Weichert.com 720 Zillow 1,451 Trulia 548 Realtor.com 909 Online Traffic Report	Rudolph the Red Nosed Reindeer	✕	 <p>MLS Number: 555672 Address: 106 Blumel Road Middletown, NY 10941</p>	12/28/2013	3/10/2014	72	Weichert.com 140 Zillow 659 Trulia 313 Realtor.com 208 Online Traffic Report	Attach to Seller	✕	 <p>MLS Number: 543944</p>				Weichert.com 1,096		
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<p>4. To view an Online Traffic Report for another listing in your office select the 'Office Listings' tab.</p> <p>The first 10 listings will appear using the scroll bar.</p>	 <table border="1"> <thead> <tr> <th>Listing Summary</th> <th>Started</th> <th>Ended</th> <th>Days</th> <th>Views</th> <th>Contact</th> <th>Action</th> </tr> </thead> <tbody> <tr> <td>  <p>MLS Number: 545725 Address: 85 Heselton Drive Slate Hill, NY 10973</p> </td> <td>6/1/2013</td> <td>3/10/2014</td> <td>282</td> <td>                     Weichert.com 720                      Zillow 1,451                      Trulia 548                      Realtor.com 909                      Online Traffic Report                 </td> <td>Rudolph the Red Nosed Reindeer</td> <td>✕</td> </tr> <tr> <td>  <p>MLS Number: 555672 Address: 106 Blumel Road Middletown, NY 10941</p> </td> <td>12/28/2013</td> <td>3/10/2014</td> <td>72</td> <td>                     Weichert.com 140                      Zillow 659                      Trulia 313                      Realtor.com 208                      Online Traffic Report                 </td> <td>Attach to Seller</td> <td>✕</td> </tr> <tr> <td>  <p>MLS Number: 543944</p> </td> <td></td> <td></td> <td></td> <td>Weichert.com 1,096</td> <td></td> <td></td> </tr> </tbody> </table>	Listing Summary	Started	Ended	Days	Views	Contact	Action	 <p>MLS Number: 545725 Address: 85 Heselton Drive Slate Hill, NY 10973</p>	6/1/2013	3/10/2014	282	Weichert.com 720 Zillow 1,451 Trulia 548 Realtor.com 909 Online Traffic Report	Rudolph the Red Nosed Reindeer	✕	 <p>MLS Number: 555672 Address: 106 Blumel Road Middletown, NY 10941</p>	12/28/2013	3/10/2014	72	Weichert.com 140 Zillow 659 Trulia 313 Realtor.com 208 Online Traffic Report	Attach to Seller	✕	 <p>MLS Number: 543944</p>				Weichert.com 1,096		
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# WeichertPRO Job Aid – Online Traffic Report

STEP	SCREEN
<p>5. To view all listings in the office, scroll to the bottom of the window and click 'View All'.</p>	
<p>A new page will open showing all the listings in your office.</p> <p>From here, you can use the filter options to search for listings in other offices or by associate and sort by Price or Just Listed.</p>	
<p>6. Once you have located the listing, Click 'View Online Traffic Report'.</p>	

# WeichertPRO Job Aid – Online Traffic Report

STEP	SCREEN
<p>Whether you select your listing or another listing, a new window will open providing the Online Traffic Report.</p> <p>From here, you can email, print, save it as a PDF file or produce an Excel spreadsheet report using the icons.</p> <p>7. Select the appropriate icon.</p>	
<p>If you select the email option, the 'Compose a New Email' window will open and the report will automatically be created as an attachment.</p>	

# WeichertPRO Job Aid – Online Traffic Report

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<p>If you select the PDF option, a report will be produced similar to the one on right, which you can print in color.</p> <p>If you select the Excel option, the data will be exported into an Excel worksheet format.</p>	<p><b>Weekly Views</b></p> <table border="1"> <thead> <tr> <th>Date</th> <th>Weichert</th> <th>Zillow</th> <th>trulia</th> <th>IR</th> </tr> </thead> <tbody> <tr><td>3/15/2014</td><td>30</td><td>20</td><td>10</td><td>5</td></tr> <tr><td>3/16/2014</td><td>35</td><td>25</td><td>15</td><td>10</td></tr> <tr><td>3/17/2014</td><td>40</td><td>30</td><td>20</td><td>15</td></tr> <tr><td>3/18/2014</td><td>45</td><td>35</td><td>25</td><td>20</td></tr> <tr><td>3/19/2014</td><td>50</td><td>40</td><td>30</td><td>25</td></tr> <tr><td>3/20/2014</td><td>55</td><td>45</td><td>35</td><td>30</td></tr> <tr><td>3/21/2014</td><td>60</td><td>50</td><td>40</td><td>35</td></tr> </tbody> </table> <p><b>Weekly Impressions</b></p> <table border="1"> <thead> <tr> <th>Date</th> <th>Weichert</th> <th>Zillow</th> <th>trulia</th> <th>IR</th> </tr> </thead> <tbody> <tr><td>3/15/2014</td><td>1000</td><td>800</td><td>400</td><td>200</td></tr> <tr><td>3/16/2014</td><td>1100</td><td>900</td><td>450</td><td>250</td></tr> <tr><td>3/17/2014</td><td>1200</td><td>1000</td><td>500</td><td>300</td></tr> <tr><td>3/18/2014</td><td>1300</td><td>1100</td><td>550</td><td>350</td></tr> <tr><td>3/19/2014</td><td>1400</td><td>1200</td><td>600</td><td>400</td></tr> <tr><td>3/20/2014</td><td>1500</td><td>1300</td><td>650</td><td>450</td></tr> <tr><td>3/21/2014</td><td>1600</td><td>1400</td><td>700</td><td>500</td></tr> </tbody> </table> <p><b>Property Details:</b>  Address: 25 SKYLINE Drive, Thibola, NY 10964  MLS Number: 551927  Price: \$345,000  Beds: 4  Baths: 2  Half Bath: 1  Year Built: 1971  Lot Size: 0.28 Acres(s)  Listing Agent: Debra Tenore  Date Listed: N/A</p> <p><b>Total:</b>  2,290 Views  49,782 Impressions</p> <p><b>Last 7 Day Views</b></p> <table border="1"> <thead> <tr> <th>Date</th> <th>Weichert</th> <th>Zillow</th> <th>trulia</th> <th>IR</th> </tr> </thead> <tbody> <tr><td>03/15/2014</td><td>7</td><td>7</td><td>1</td><td>0</td></tr> <tr><td>03/16/2014</td><td>6</td><td>1</td><td>1</td><td>0</td></tr> <tr><td>03/17/2014</td><td>6</td><td>0</td><td>1</td><td>1</td></tr> <tr><td>03/18/2014</td><td>1</td><td>6</td><td>1</td><td>7</td></tr> <tr><td>03/19/2014</td><td>3</td><td>6</td><td>0</td><td>4</td></tr> <tr><td>03/20/2014</td><td>3</td><td>9</td><td>1</td><td>5</td></tr> <tr><td>03/21/2014</td><td>13</td><td>17</td><td>4</td><td>0</td></tr> </tbody> </table> <p><b>Last 7 Day Impressions</b></p> <table border="1"> <thead> <tr> <th>Date</th> <th>Weichert</th> <th>Zillow</th> <th>trulia</th> <th>IR</th> </tr> </thead> <tbody> <tr><td>03/15/2014</td><td>101</td><td>133</td><td>14</td><td>43</td></tr> <tr><td>03/16/2014</td><td>77</td><td>112</td><td>7</td><td>9</td></tr> <tr><td>03/17/2014</td><td>56</td><td>9</td><td>14</td><td>34</td></tr> <tr><td>03/18/2014</td><td>51</td><td>143</td><td>15</td><td>33</td></tr> <tr><td>03/19/2014</td><td>32</td><td>183</td><td>0</td><td>40</td></tr> <tr><td>03/20/2014</td><td>48</td><td>176</td><td>19</td><td>38</td></tr> <tr><td>03/21/2014</td><td>67</td><td>185</td><td>11</td><td>0</td></tr> </tbody> </table> <p>* Counts are subject to a 3 day delay due to data provided from our partners.</p> <p>Views: Occurs when a consumer views the property detail page for your listing on a Web Site.  Impression: The number of times a specific listing is viewed as part of a search result on the listing detail page.</p>	Date	Weichert	Zillow	trulia	IR	3/15/2014	30	20	10	5	3/16/2014	35	25	15	10	3/17/2014	40	30	20	15	3/18/2014	45	35	25	20	3/19/2014	50	40	30	25	3/20/2014	55	45	35	30	3/21/2014	60	50	40	35	Date	Weichert	Zillow	trulia	IR	3/15/2014	1000	800	400	200	3/16/2014	1100	900	450	250	3/17/2014	1200	1000	500	300	3/18/2014	1300	1100	550	350	3/19/2014	1400	1200	600	400	3/20/2014	1500	1300	650	450	3/21/2014	1600	1400	700	500	Date	Weichert	Zillow	trulia	IR	03/15/2014	7	7	1	0	03/16/2014	6	1	1	0	03/17/2014	6	0	1	1	03/18/2014	1	6	1	7	03/19/2014	3	6	0	4	03/20/2014	3	9	1	5	03/21/2014	13	17	4	0	Date	Weichert	Zillow	trulia	IR	03/15/2014	101	133	14	43	03/16/2014	77	112	7	9	03/17/2014	56	9	14	34	03/18/2014	51	143	15	33	03/19/2014	32	183	0	40	03/20/2014	48	176	19	38	03/21/2014	67	185	11	0
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## Additional Resources:

- For Technical Questions: Call the Help Desk at 973-605-1619
- Or email at: [WLNHELP@WLNINC.COM](mailto:WLNHELP@WLNINC.COM)
- For additional WeichertPRO training and our a library of video tutorials visit: [WeichertPRO.com](http://WeichertPRO.com) → Training