Overview

Listing Metrics is a tool that allows you to see how your listings are performing on REcolorado.com, Homesnap, IDX and Syndication websites and offers several benefits for real estate professionals:

- Understand how many view, inquiries, shares, and saves your listings are generating.
- 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.
- Allows you to provide feedback to your clients on how their listing is performing on the web, including an automated, weekly Sellers Report that you can choose to send to the seller.

New Enhancements

REcolorado conducted in-depth reviews with frequent users to enhance Listing Metrics in the most meaningful ways. Now, the new Listing Metrics product offers:

- An improved display based on individual listing performance
- Customizable Seller's Reports with the ability to select which graphs are/aren't included
- A seamless display of listing activity from all sources (MLS, IDX, and Syndication)
- The ability to view listing activity for a specific time frame
- Access to historical activity and performance on off-market properties

Access

From the CONNECT dashboard, you'll see a button for **Listing Metrics** in the REcolorado Stats I News I Reports section:
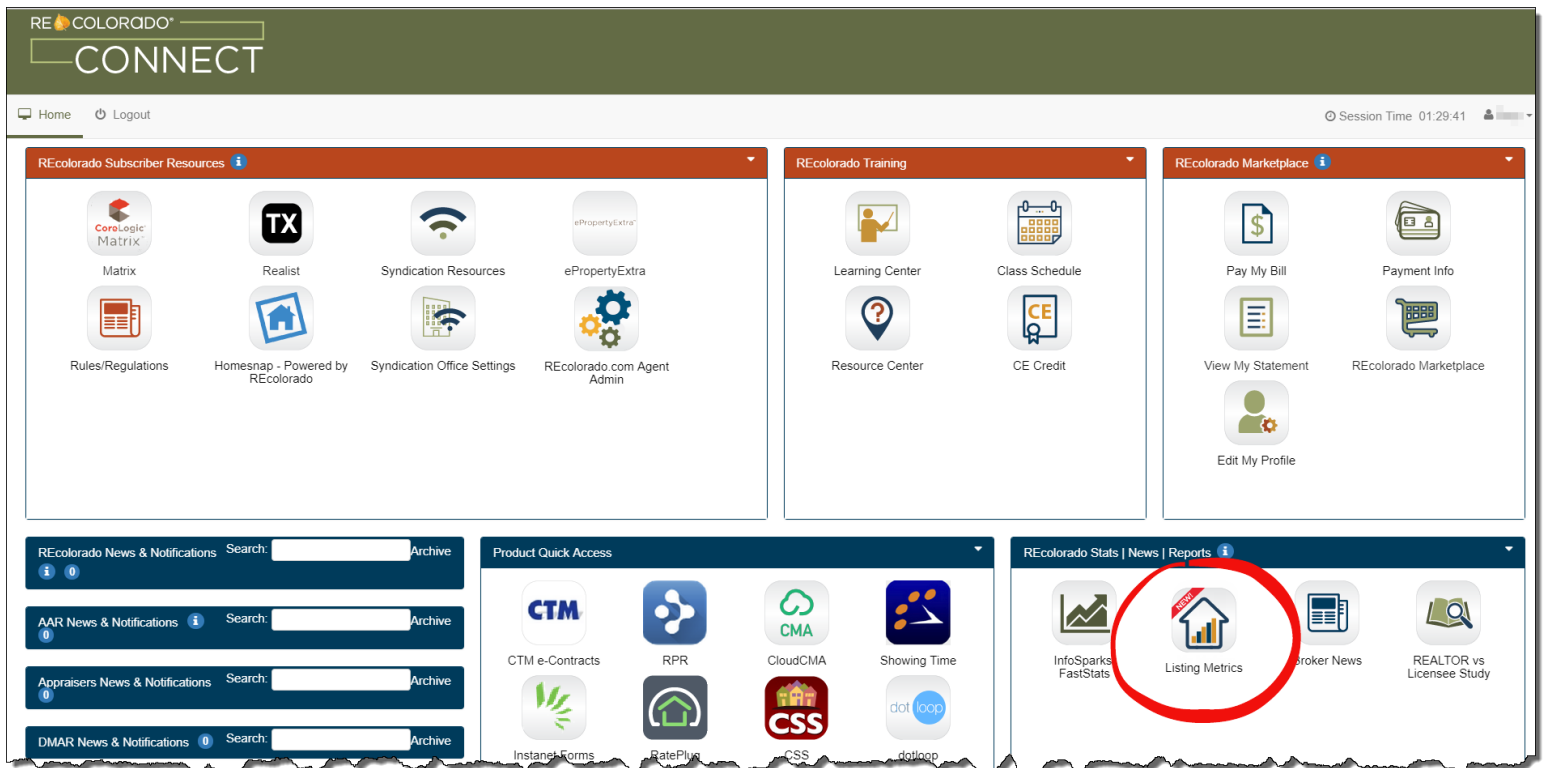
Clicking this button will take you to the dashboard for My REcolorado Metrics. From here, you'll have four options:

- **Listings Overview (Dashboard)** contains 4 graphs displaying your listings that have received the most views, inquiries, shares, and saves.
- **Listings** is an overview page where you can access the detailed stats on any of your active status listings.
- **Monthly Metrics** allows you to access previous Monthly Summary Reports. The first monthly report will be available in early August 2017.
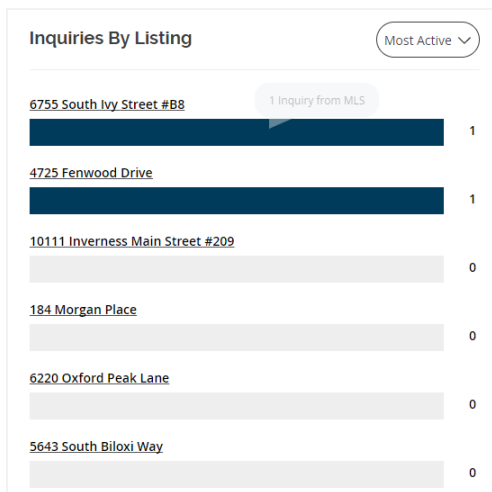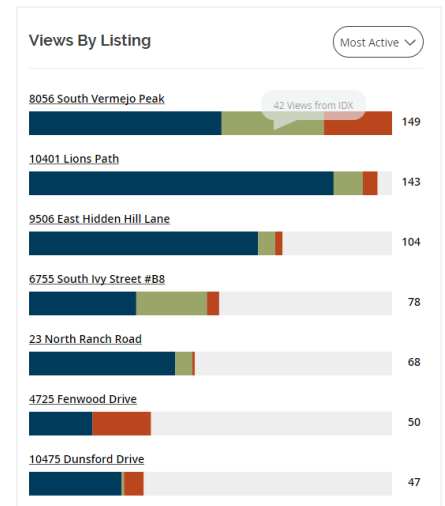
Listing Overview (Dashboard)

Use the dashboard to view the performance for listings where you are the listing or co-listing agent.

- Charts are defaulted to show the listings with the most activity for each event: Views, Inquiries, Shares, and Save.
- The default time period for the graphs is the past 30 days, but you also have options to switch to view activity from the past week, or select your own timeframe.
- Hover over the performance bar to see the activity generated from each source (MLS, IDX, and Syndication).
- Managing Brokers and Participants can view the metrics for all listings by agents in their office.
- Listings in *any status* will display on these graphs if they've had activity within the time frame being viewed and are in the top 10.
- Graphs can be sorted by: Most active (default), Least active, Newest, Oldest, Price high-low, and Price low-high.

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Views

- Shows you how often potential buyers are viewing your listings.
- Displays the top 10 listings that have received the most views in the past 30 days.

Views By Listing — Most Active ▾

8056 South Vermejo Peak — 42 Views from IDX	149
10401 Lions Path	143
9506 East Hidden Hill Lane	104
6755 South Ivy Street #B8	78
23 North Ranch Road	68
4725 Fenwood Drive	50
10475 Dunsford Drive	47

Inquiries By Listing — Most Active ▾

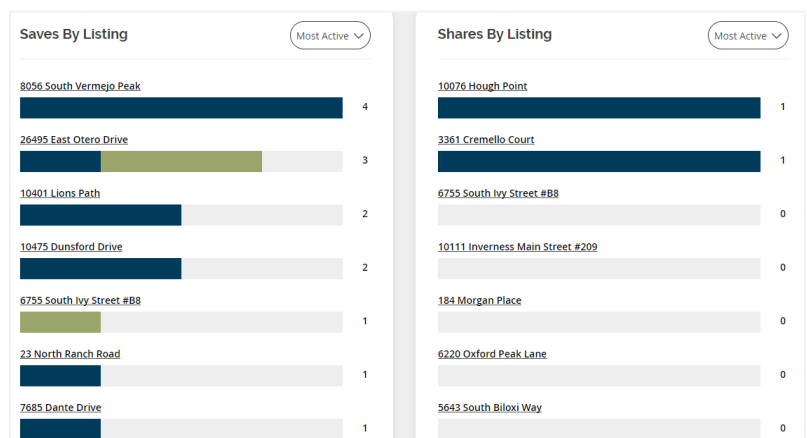|	
6755 South Ivy Street #B8 — 1 Inquiry from MLS	1
4725 Fenwood Drive	1
10111 Inverness Main Street #209	0
184 Morgan Place	0
6220 Oxford Peak Lane	0
5643 South Biloxi Way	0

Inquiries

- Shows you how often potential buyers are requesting information on your listings.
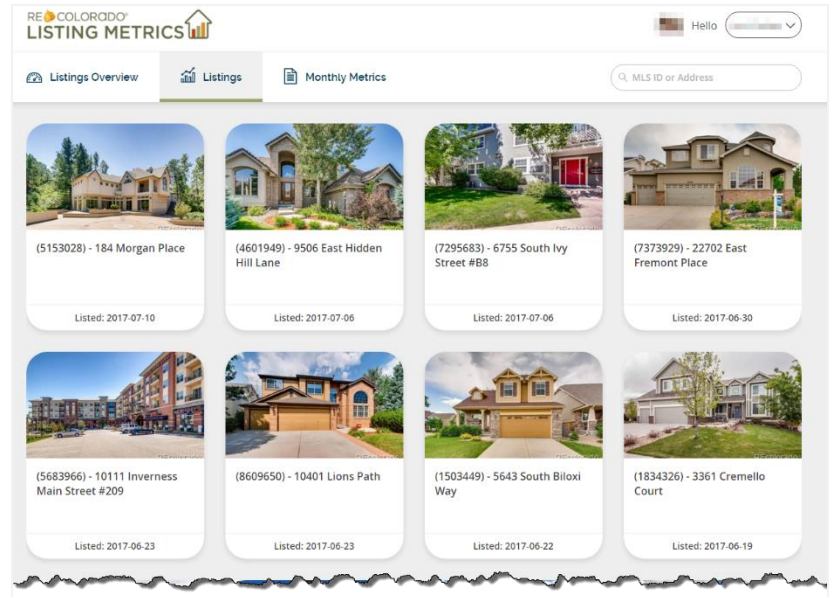- Displays the top 10 listings that have received the most inquiries in the past 30 days.

Saves & Shares

- Shows you how often potential buyers are sharing your listing with others or saving your listing to their account.
- Listings can be shared via email or via social media sites.
- Displays the top 10 listings that have received the most shares & saves in the past 30 days.

Saves By Listing — Most Active ▾

8056 South Vermejo Peak	4
26495 East Otero Drive	3
10401 Lions Path	2
10475 Dunsford Drive	2
6755 South Ivy Street #B8	1
23 North Ranch Road	1
7685 Dante Drive	1

Shares By Listing — Most Active ▾

10076 Hough Point	1
3361 Cremello Court	1
6755 South Ivy Street #B8	0
10111 Inverness Main Street #209	0
184 Morgan Place	0
6220 Oxford Peak Lane	0
5643 South Biloxi Way	0

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Listings

The Listings page is an overview page that displays all of your active and under contract status listings. The thumbnail view of each listings displays the MLS number, Street Address, and List Date.

Clicking on the thumbnail will take you to the detailed metrics page for that listing.

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On an individual listing metrics page the following data is available:

- Address, Beds, Baths, Price, Total Sq. Ft, MLS #, Status
- Marketing-friendly URL (www.recolorado.com/mls #)
- Button to access and set-up the Seller's Report
  - Displays status of Seller's Report (enabled/disabled)
- Performance summary for that listing
  - Total Views, Inquiries, Shares, and Saves for the time period selected
- Trend Graphs
  - Views by day
  - Shares by day
  - Inquiries by day
  - Saves by day
- Average Duration
  - Average time spent viewing listing by channel
    - MLS

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- IDX
- Syndication
- Additional Statistics
    - Listings printed
    - Directions requested
- Similar Listings
    - Within +/- 10% Total SqFt of the selected listing (Residential)
    - Within +/- 10% Total Acres of the selected listing (Land)
    - Located within a 1-mile radius of the selected listing
    - Property Sub-Type matches that of the selected listing (Residential Attached, Residential Detached, Land, Income, Rental, New Home Plans, New Home Communities)
    - If the selected listing has a status of 'Active', THEN similar listings must have a status of 'Active'
    - If the selected listing has a status of 'Under Contract', THEN similar listings must have a status of either 'Active' OR 'Under Contract'
    - If no similar listings found this section of the page will not display.
        - Note: Similar listings will display randomly based on the first 8 found. Therefore, similar listings may change from one page view to the next.

Sellers Report

The Sellers Report allows you to setup a weekly email that will be automatically sent to your client(s). This provides your client an overview of how their property is performing on REcolorado.com, IDX, and Syndication websites and helps you keep them informed of the value that you are providing in the selling process.

The Sellers Report provides a view of the listing activity from the past week, 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 metrics page, use the option at the top to activate the Sellers Report for that property.

6755 South Ivy Street #B8

2 Bedroom | 2 Bathroom | $1,700 | 1,004 Sqft | MLS# 7295683 | Active
www.recolorado.com/7295683

SELLER'S REPORT (DISABLED)

- Setting up a Seller's Report:
    - Enter recipient name & email
    - You can preview the Seller's Report once a recipient is added
    - You will be CC'd by default and can add any additional CC recipients
    - Edit the default Subject line if desired
    - Edit the default Message body if desired
    - Deselect any graphs you don't want included in report
    - Select if you want the report to also be sent immediately otherwise it will be sent automatically every Monday
    - Save

The Seller's Report contains:

- o Report title, date, your name, your office name, your email & phone
- o Address & photo of listing
- o Beds, baths, price, sq. feet, MLS #, Status, link to view listing on REcolorado.com
- o Summary for week
    - ▪ Views: How often your home was viewed during the past week on REcolorado.com, the Homesnap app, and on other real estate websites.
    - ▪ Inquiries: How many inquiries were generated for your home during the past week.
    - ▪ Saves: How often your home was saved or tagged as a favorite during the past week.

- Shares: How often your home was shared via email or on social medial sites over the past week.
- Average duration: The average amount of time visitors spent looking at your home online.
  - View More Stats button
    - Takes them to the metrics page for their property where they can adjust the date range for a personalized metrics report.

Seller's Report
July 17, 2017

YOUR LISTING

2 Bedroom | 2 Bathroom | $1,700 | 1,004 sqft | MLS # 7295683 | Active
› View Listing on REcolorado

YOUR LISTINGS ONLINE PERFORMANCE FOR JULY 10, 2017 - JULY 17, 2017

👁 Views
58
How often your home was viewed during the past week on REcolorado.com, the Homesnap app, and on other real estate websites.

📞 Inquiries
1
How many inquiries were generated for your home during the past week.

♡ Saves
1
How often your home was saved or tagged as a favorite during the past week.

↗ Shares
0
How often your home was shared via email or social medial sites over the past week.

🕐 Average Duration
4 : 25
minutes   seconds
The average amount of time visitors spent looking at your home online.

VIEW MORE STATS

Monthly Metrics Report

The Listing Metrics monthly report is sent automatically to each broker that has at least one active listing in the previous month. The report includes:

REcolorado.com Summary Statistics: This section summarizes all activity on REcolorado.com during the previous month:

- Listings Viewed: How many times listing details pages were viewed on REcolorado.com, m.recolorado.com, and the Homesnap app.
- Total Leads: How many times information was requested on listings from REcolorado.com, m.recolorado.com, and the Homesnap app.

My Listing Activity: A summary of activity on the user's Active or Under Contract listings from the previous month.

- Views: The total number of times your listings were viewed.
- Saves: How often your listings were saved as a favorite.
- Leads: How many email or phone leads you received.
- Shares: The number of times your listings were shared on social media or via email.

Top Listings

- A user's listings with the most views in the previous month
- Displays address as a link, property image, # of views, saves, leads
- Up to 3 listings displayed

REcolorado News

FAQ

Why do you provide this tool?

We want to provide brokers with a tool to better understand their listings' activity on REcolorado.com and other sites. My REcolorado Metrics provides you with several tools including:

- 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.
- A way to better understand the impact of price changes or other updates to the listing's online activity.
- The ability to provide feedback to your clients on how their listing is performing on REcolorado.com, including a Sellers Report that you can choose to send to the seller.
- Reporting that lets you see the value received from REcolorado.com and other websites
- A summary of how often your listings are being viewed, shared, and saved.
- The ability to see how many email leads you receive from REcolorado.com.

Will this include listing activity on Matrix?

Currently, this including listing activity only from REcolorado.com, Homesnap, IDX, and Syndication websites. We are working to integrate the activity metrics from Matrix and these should be available soon.

Are listings where I am the co-list agent included in my metrics?

Yes, you'll be able to see metrics on the listings where you are the listing agent or the co-listing agent.

Why didn't I get a report this month?

You only receive the My REcolorado Listing Metrics monthly report if you had at least one active status listing in the previous month.

What is a Sellers Report?

The Sellers Report is a weekly email that you can choose to have automatically sent to your client. It allows you to show the seller the activity their property is generating on REcolorado.com and other websites.

How do I create a Sellers Report?

Go to Listing Stats using the left-hand navigation, then click the address of the listing you want to use for the Sellers Report. Click the "here" link to open the Report Delivery screen, where you can enter the seller's information, a customized message, and choose to be CC'ed on the weekly report.

How often is the Sellers Report sent?

The Sellers Report is sent weekly each Monday while the listing remains in Active status.

After I setup the Sellers Report, how quickly will my client receive the report?

You can choose to send the report immediately. Otherwise, they will receive it the next Monday, when the Sellers Reports are generated.

How do I turn off the Sellers Report?

Go to listing page in Listing Metrics and click on the Seller's Report (Enabled) button. At the top you will see a toggle switch to select whether the Seller's Report is enabled or disabled. To cancel this report simply select disabled and hit save.

Why did the Sellers Report stop being sent?

The Sellers Report is only generated for Active status listings. When the listing is changed to another status, the Sellers Report is automatically disabled.

Additionally, the client has an option to opt-out of the Sellers Report emails.

Can the seller unsubscribe from the Sellers Report email?

Yes, there is an unsubscribe link in the footer of the email.

How do I resend a previous Sellers Report email?

When setting up the Sellers Report email, be sure to select "CC Agent" in the options, which will allow you to receive a copy of each week's report. Keep a copy for your records in case you need to forward a previous report to your client.

If a client is scheduled to receive a Sellers Report but there has been no activity on the listing, will they still receive a report?

Yes, the report would indicate that there is no data to display. Data on similar homes should still be displayed, if applicable for that chart.

If I change my view to Daily or Weekly, will that affect how my client sees the Sellers Report?

No, the client will continue to receive the report each week. It defaults to showing the past week of activity on the listing.

Can other brokers see metrics on my listings?

No, you can only see the performance of your own listings. Managing brokers and participants can see the performance of the listings from their office.

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