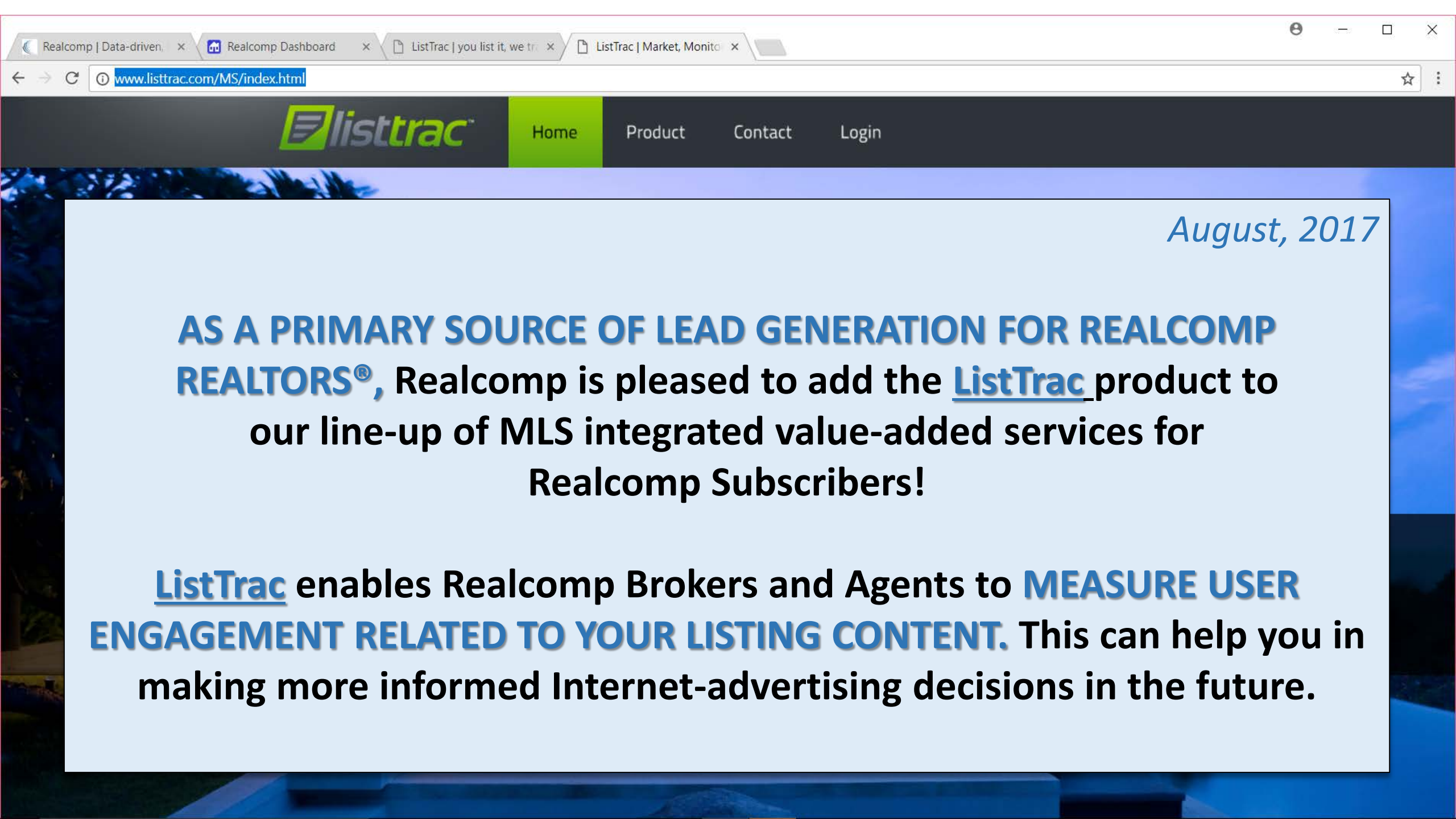
Realcomp | Data-driven
Realcomp Dashboard
ListTrac | you list it, we tr
ListTrac | Market, Monito
www.listtrac.com/MS/index.html
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Home
Product
Contact
Login
August, 2017
AS A PRIMARY SOURCE OF LEAD GENERATION FOR REALCOMP REALTORS®, Realcomp is pleased to add the ListTrac product to our line-up of MLS integrated value-added services for Realcomp Subscribers!
ListTrac enables Realcomp Brokers and Agents to MEASURE USER ENGAGEMENT RELATED TO YOUR LISTING CONTENT. This can help you in making more informed Internet-advertising decisions in the future.

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# Preview the ListTrac functions, features, and applications for your marketing efforts here…

opportunities for Brokers and Agents

presentations tailored for smartphones and tablets

them to develop successful listing campaigns

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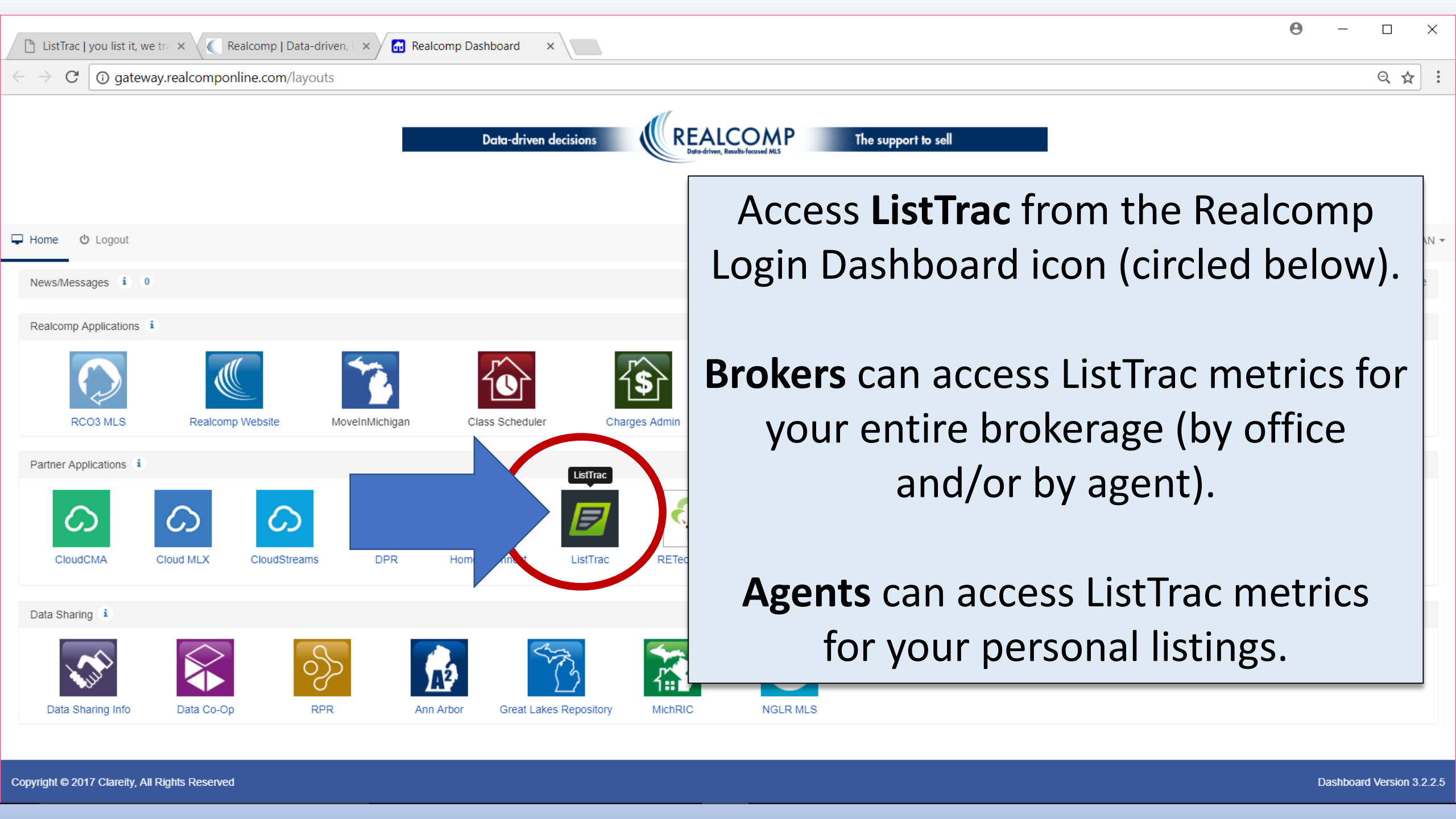
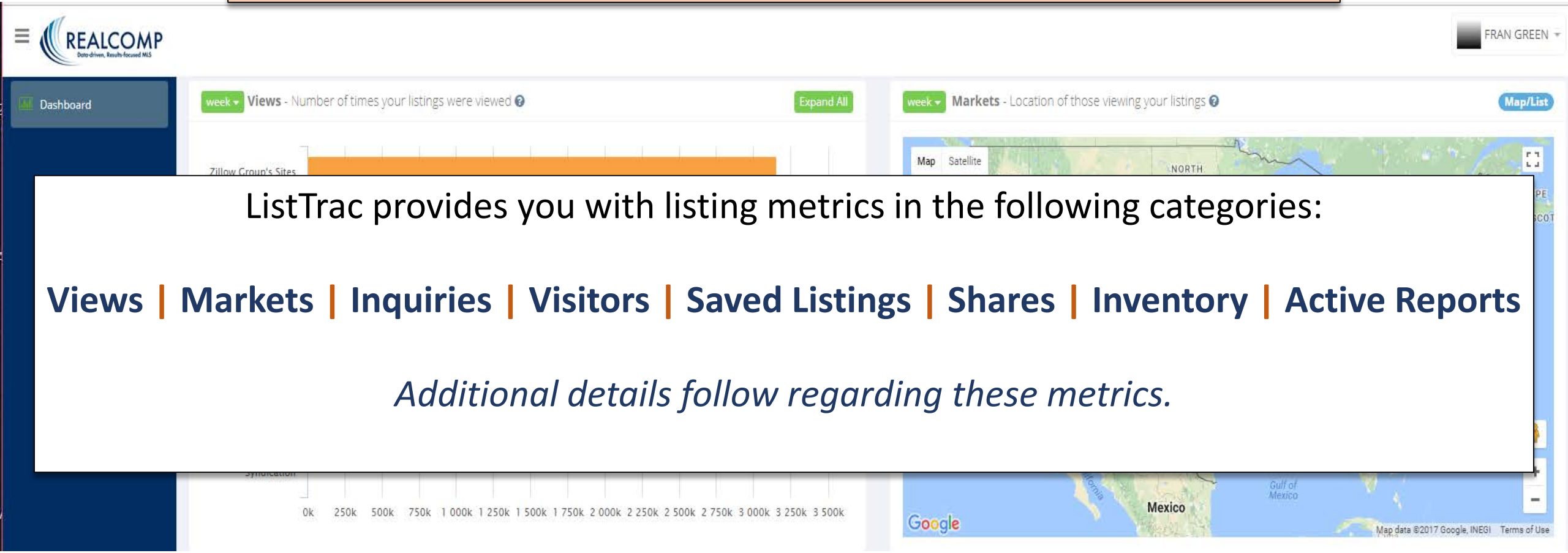



Access **ListTrac** from the Realcomp Login Dashboard icon (circled below).

**Brokers** can access ListTrac metrics for your entire brokerage (by office and/or by agent).

**Agents** can access ListTrac metrics for your personal listings.

# Available Metrics Under the “Dashboard” Menu Item




ListTrac provides you with listing metrics in the following categories:

**Views | Markets | Inquiries | Visitors | Saved Listings | Shares | Inventory | Active Reports**

*Additional details follow regarding these metrics.*

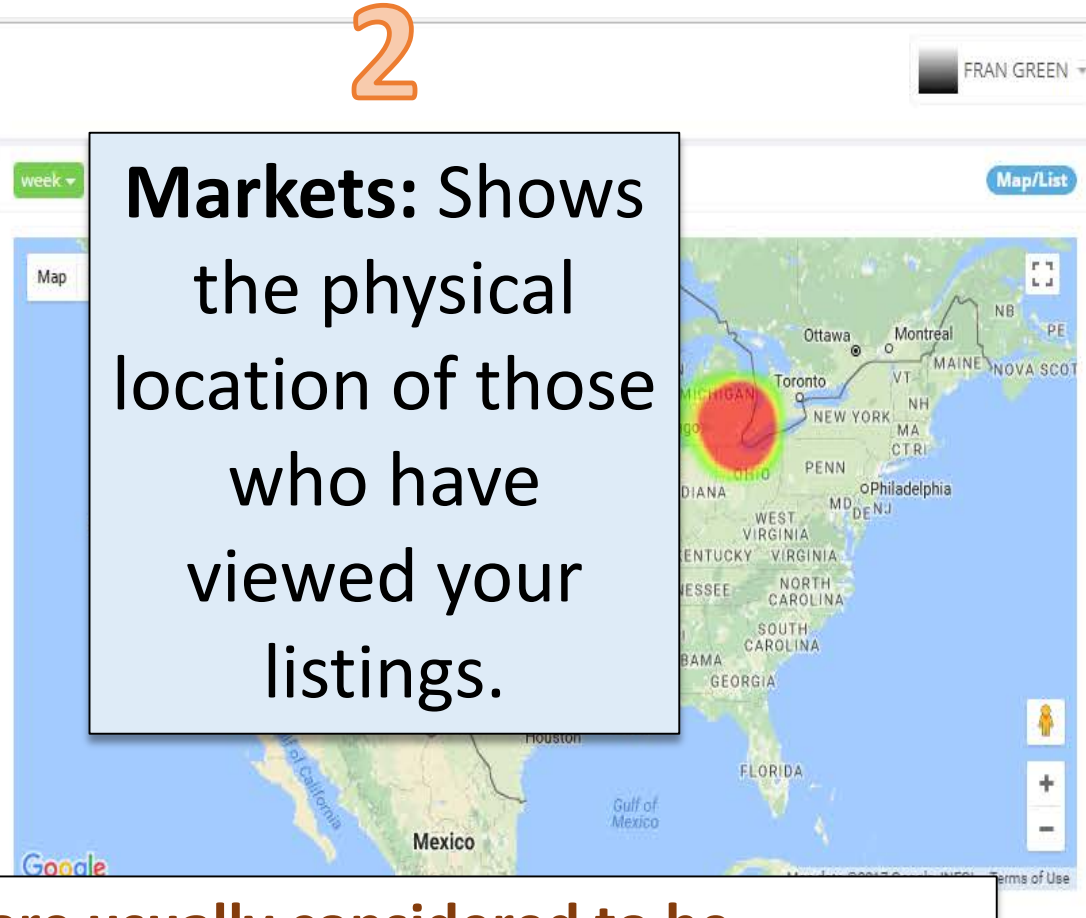
**Views** | **Markets** | Visitors | Inquiries | Saved Listings | Shares | Inventory | Active Reports

1

**Views:** Shows the number of times your listings have been viewed through various websites.

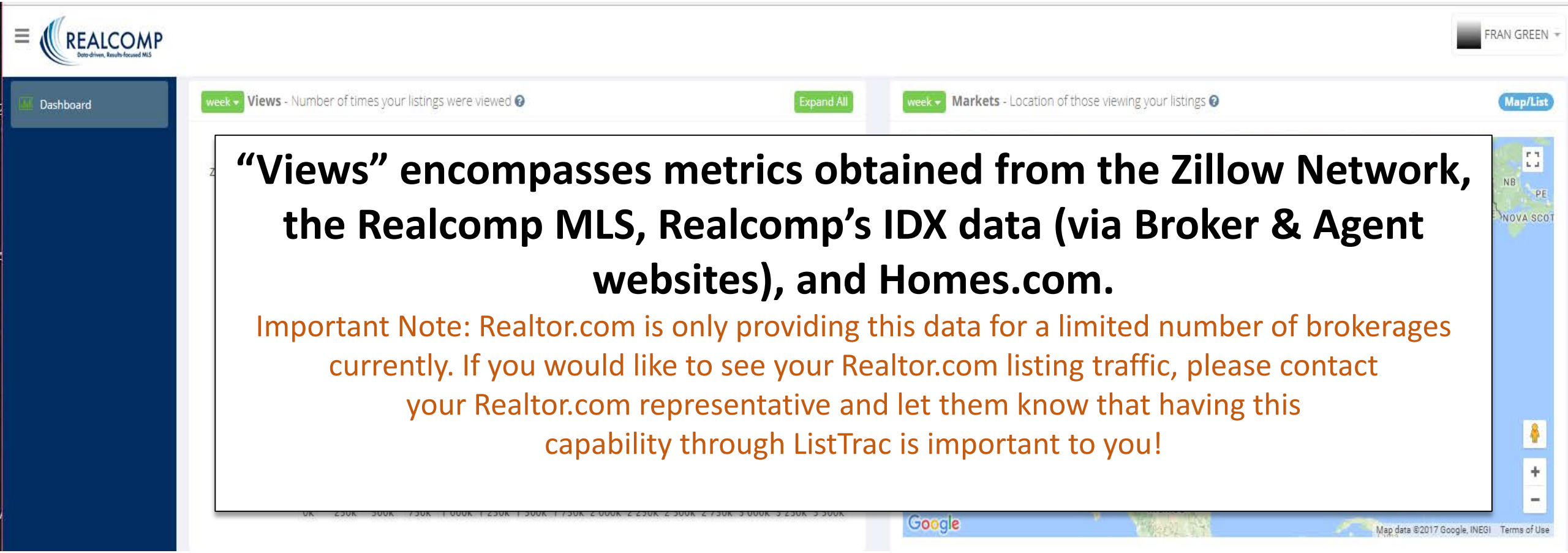
2

**Markets:** Shows the physical location of those who have viewed your listings.




**Note: "Views" obtained through the MLS are usually considered to be from serious/committed buyers.**

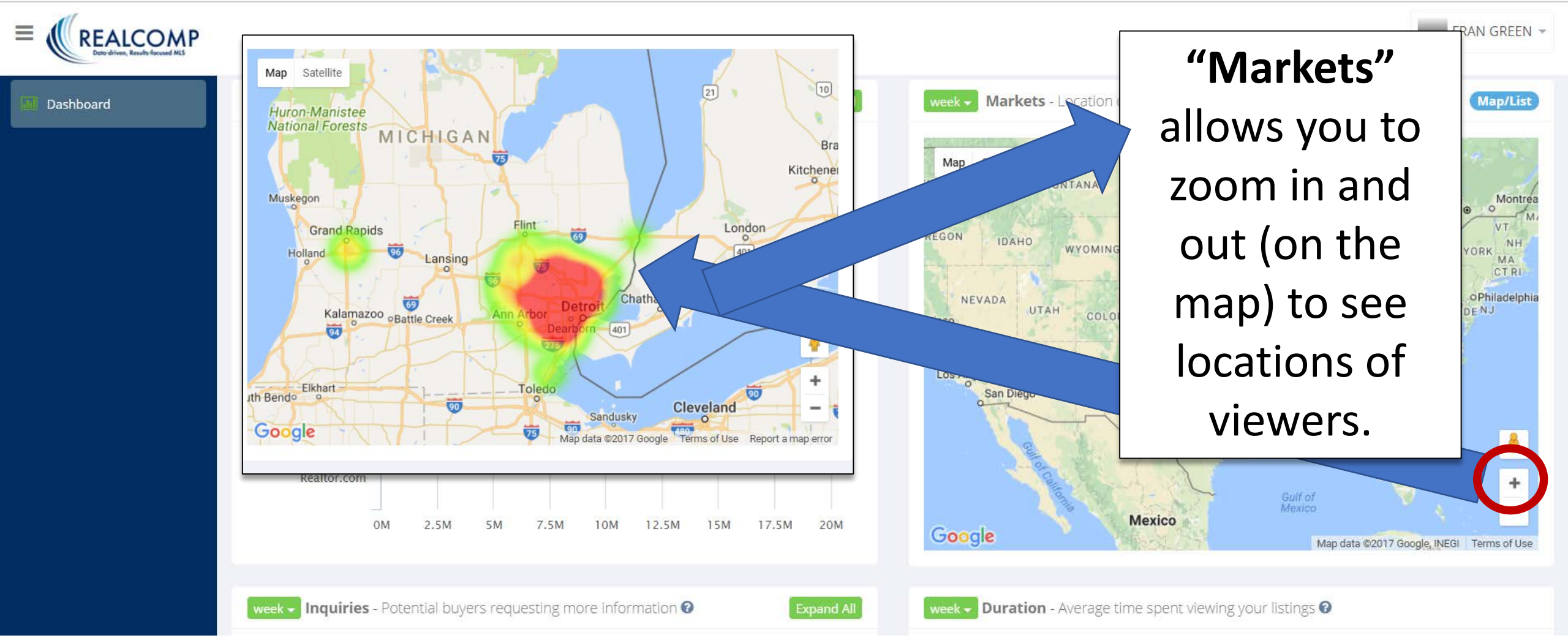
**Views** | Markets | Visitors | Inquiries | Saved Listings | Shares | Inventory | Active Reports




**"Views" encompasses metrics obtained from the Zillow Network, the Realcomp MLS, Realcomp's IDX data (via Broker & Agent websites), and Homes.com.**

Important Note: Realtor.com is only providing this data for a limited number of brokerages currently. If you would like to see your Realtor.com listing traffic, please contact your Realtor.com representative and let them know that having this capability through ListTrac is important to you!

Views | **Markets** | Visitors | Inquiries | Saved Listings | Shares | Inventory | Active Reports




**"Markets"** allows you to zoom in and out (on the map) to see locations of viewers.

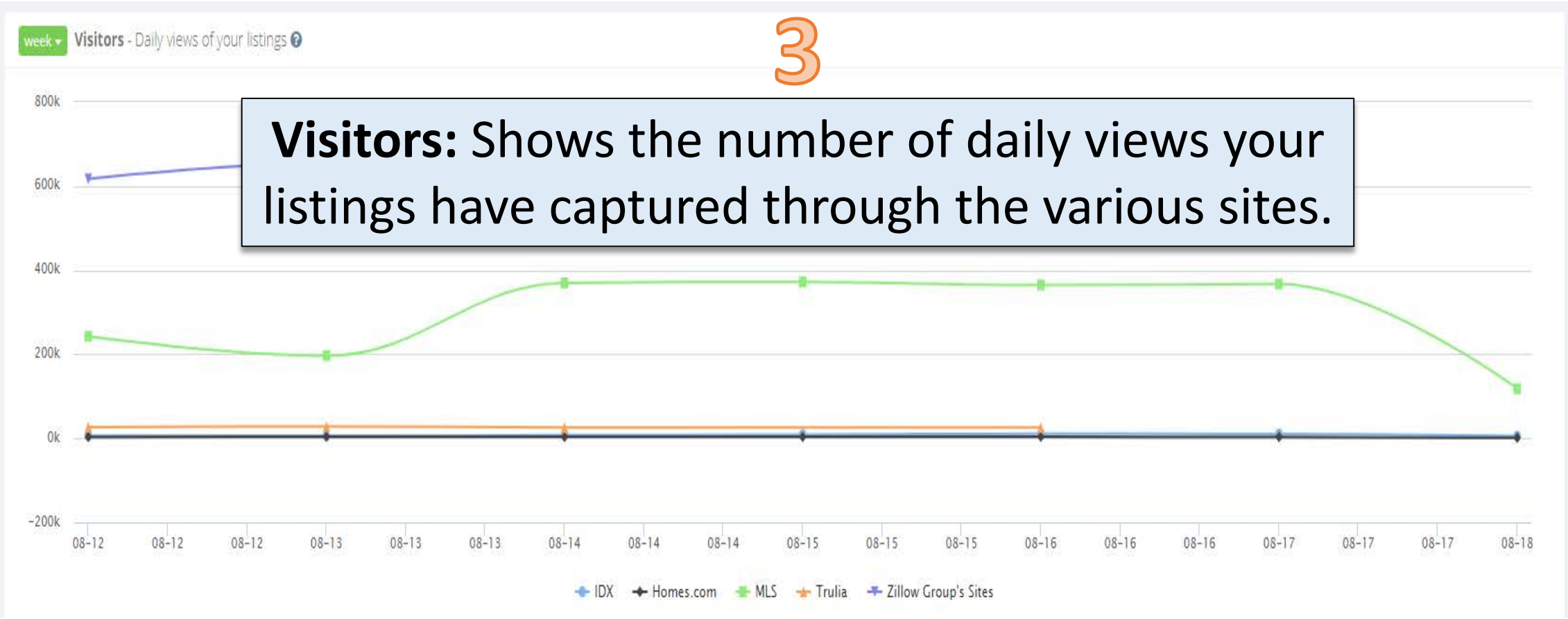
Views | **Markets** | Visitors | Inquiries | Saved Listings…

Map/List

| Rank | Zip Code | Number of Users |
|---|---|---|
| 1 | 48235 - Detroit , MI | 142176 |
| 2 | 48141 - Inkster , MI | 130228 |
| 3 | 48165 - New Hudson , MI | 110325 |
| 4 | 48335 - Farmington , MI | 90448 |
| 5 | 48307 - Rochester , MI | 87825 |
| 6 | 49508 - Grand Rapids , MI | 80180 |
| 7 | 48067 - Royal Oak , MI | 79417 |
| 8 | 48009 - Birmingham , MI | 72834 |
| 9 | 48843 - Howell , MI | 66857 |

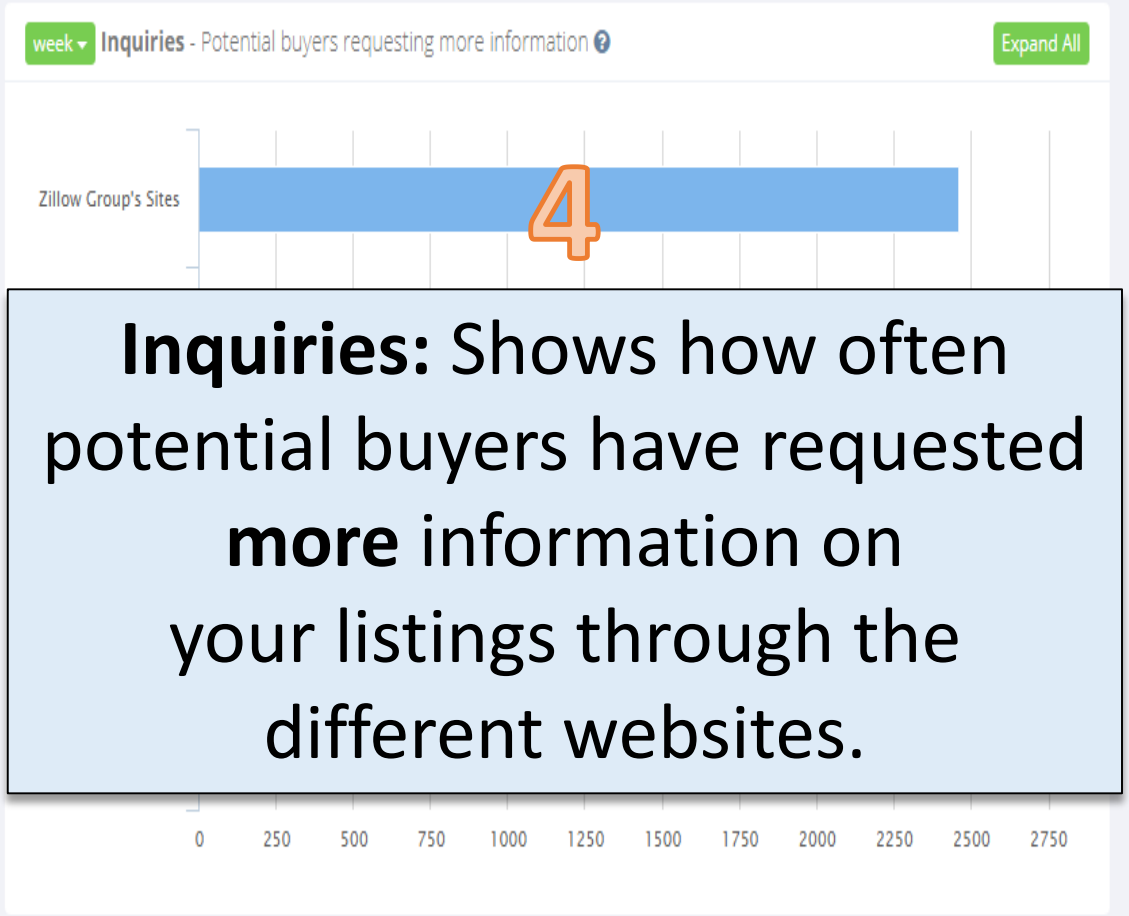
The "Map/List" toggle option allows you to see a list of the number of users viewing your listings by Zip Code.

Views | Markets | **Visitors** | Inquiries | Saved Listings | Shares | Inventory | Active Reports

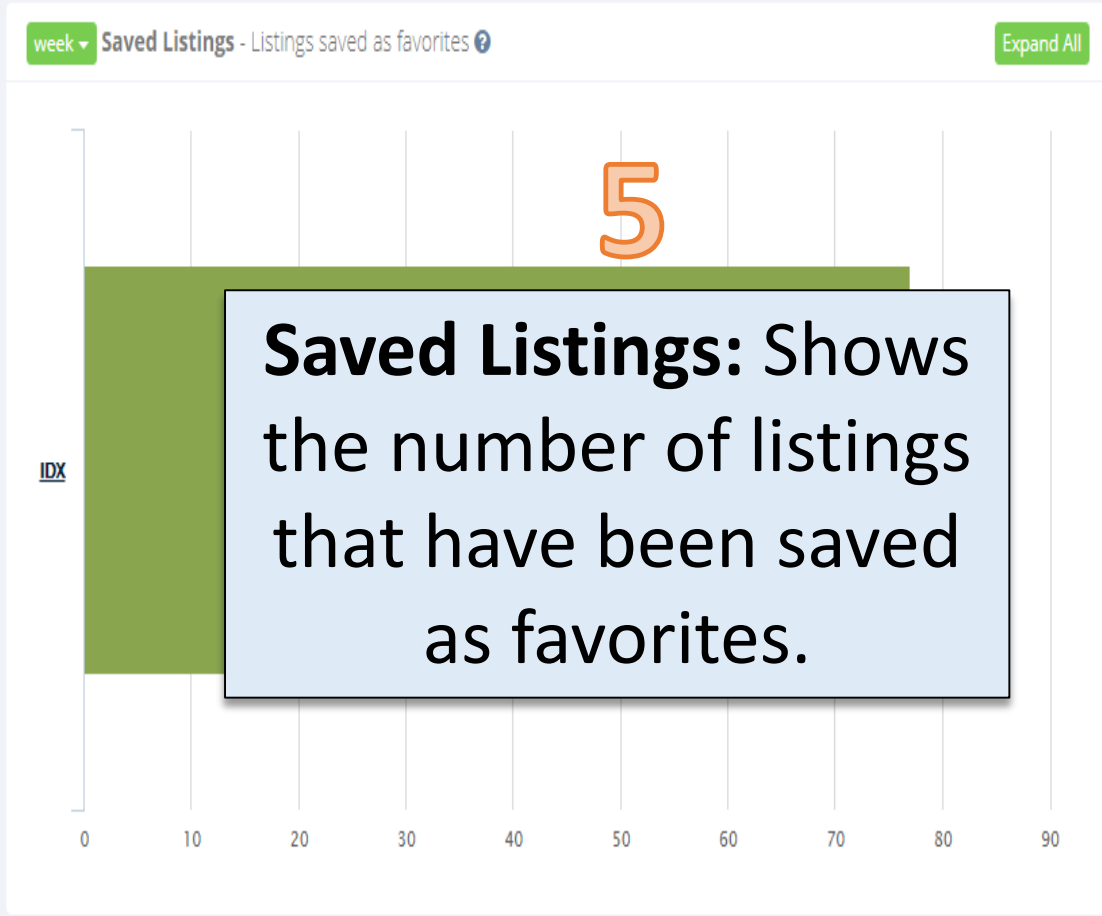



**Visitors:** Shows the number of daily views your listings have captured through the various sites.

Views | Markets | Visitors | **Inquiries** | **Saved Listings** | Shares | Inventory | Active Reports

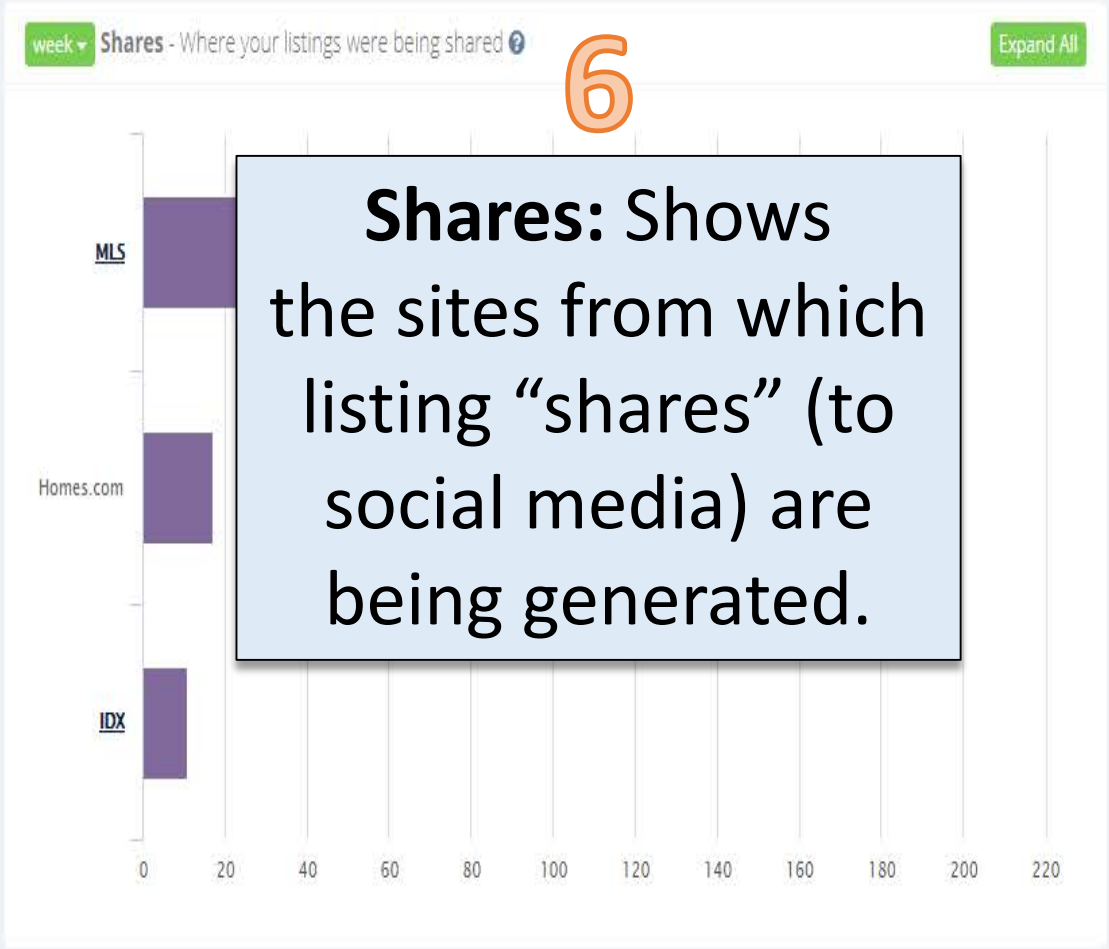



**Inquiries:** Shows how often potential buyers have requested **more** information on your listings through the different websites.




**Saved Listings:** Shows the number of listings that have been saved as favorites.

Views | Markets | Visitors | Inquiries | Saved Listings | **Shares** | **Inventory** | Active Reports




6

**Shares:** Shows the sites from which listing "shares" (to social media) are being generated.

7

**Inventory:** Shows Realcomp's current inventory by location. This shows where inventory is most heavily populated.

Realcomp | Data-driven, | Realcomp Dashboard | ListTrac | you list it, we tr

realcomp.listtrac.com/admin/MetricsDashboard

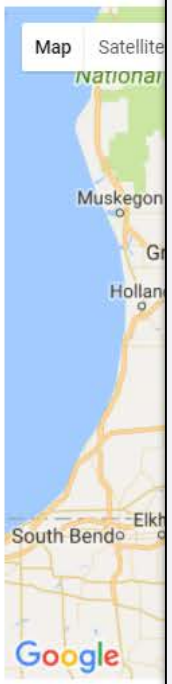
Views | Markets | Visitors | Inquiries | Saved Listings | Shares | **Inventory** | Active Reports

Dashboard

**Inventory** Realcomp inventory by location

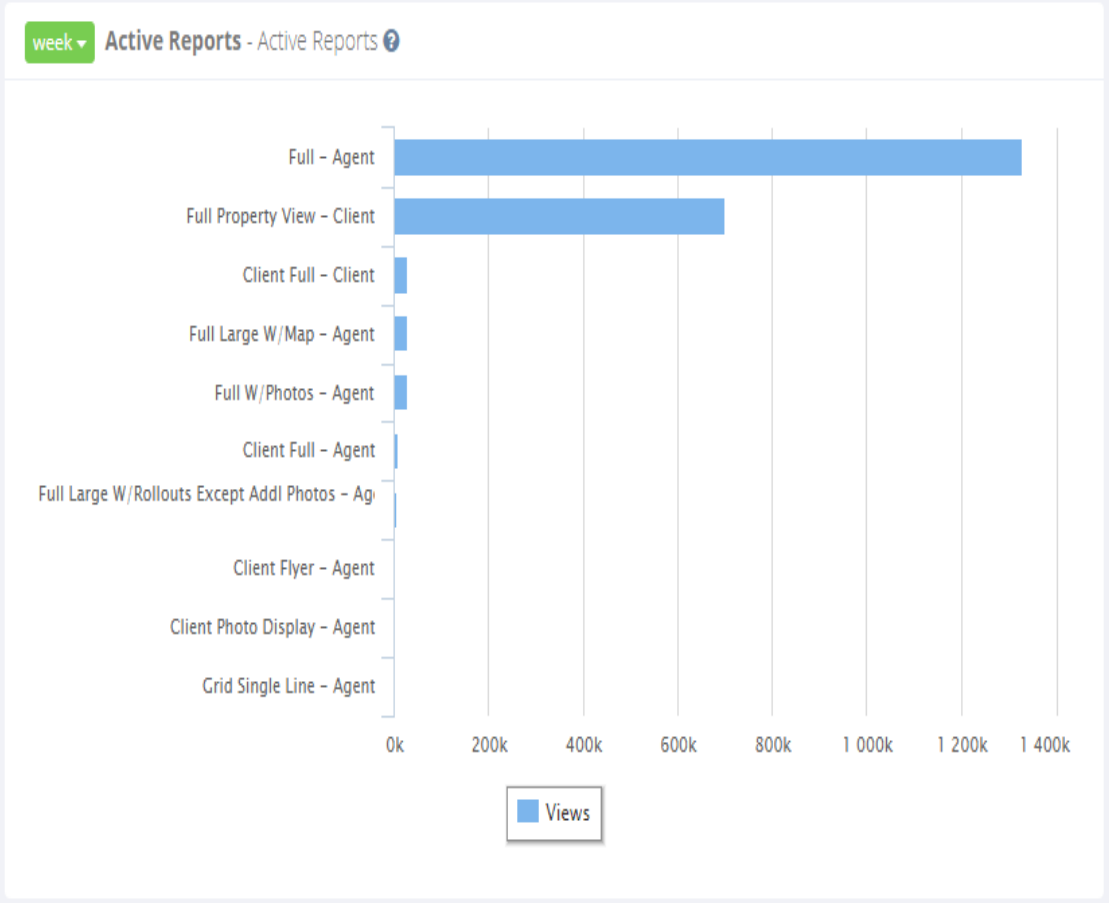
Map/List

| Rank | Zip Code | Number of Listings |
|---|---|---|
| 1 | 48439 - Grand Blanc , MI | 694 |
| 2 | 49201 - Jackson , MI | 576 |
| 3 | 48430 - Fenton , MI | 574 |
| 4 | 48843 - Howell , MI | 509 |
| 5 | 48162 - Monroe , MI | 405 |
| 6 | 48178 - South Lyon , MI | 395 |
| 7 | 48111 - Belleville , MI | 390 |
| 8 | 48446 - Lapeer , MI | 382 |
| 9 | 48371 - Oxford , MI | 377 |



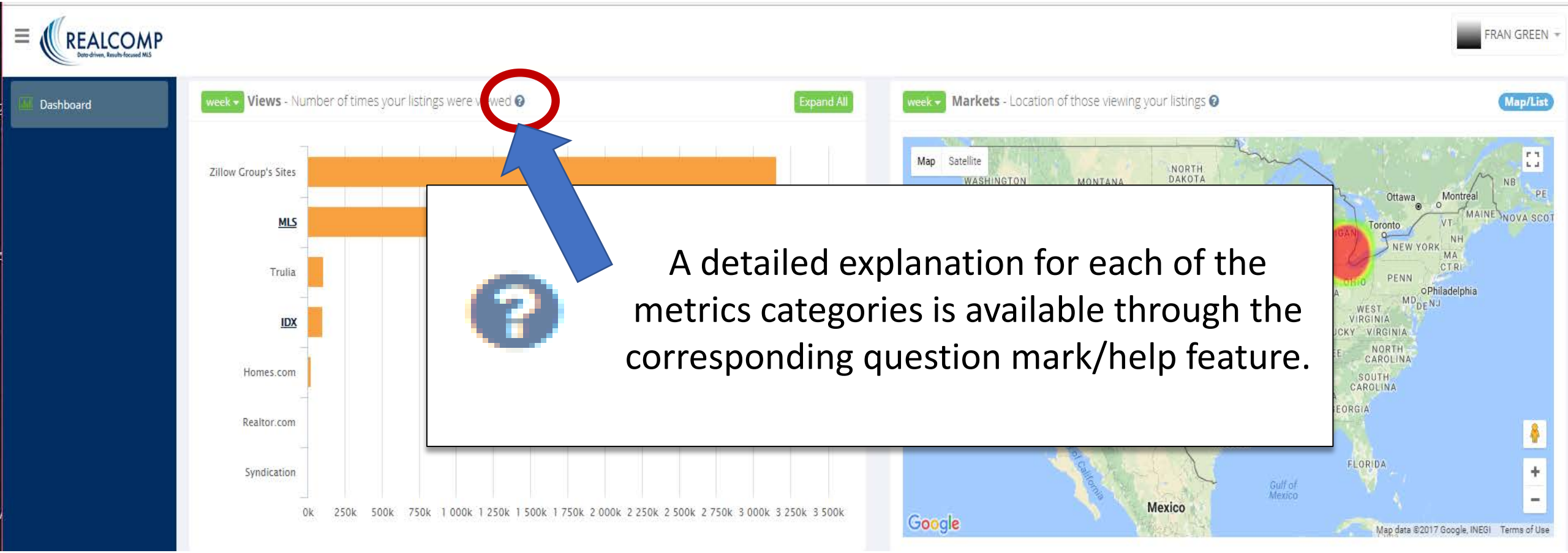

The “Map/List” toggle option allows you to see a list of the number of listings in Realcomp’s inventory by Zip Code.

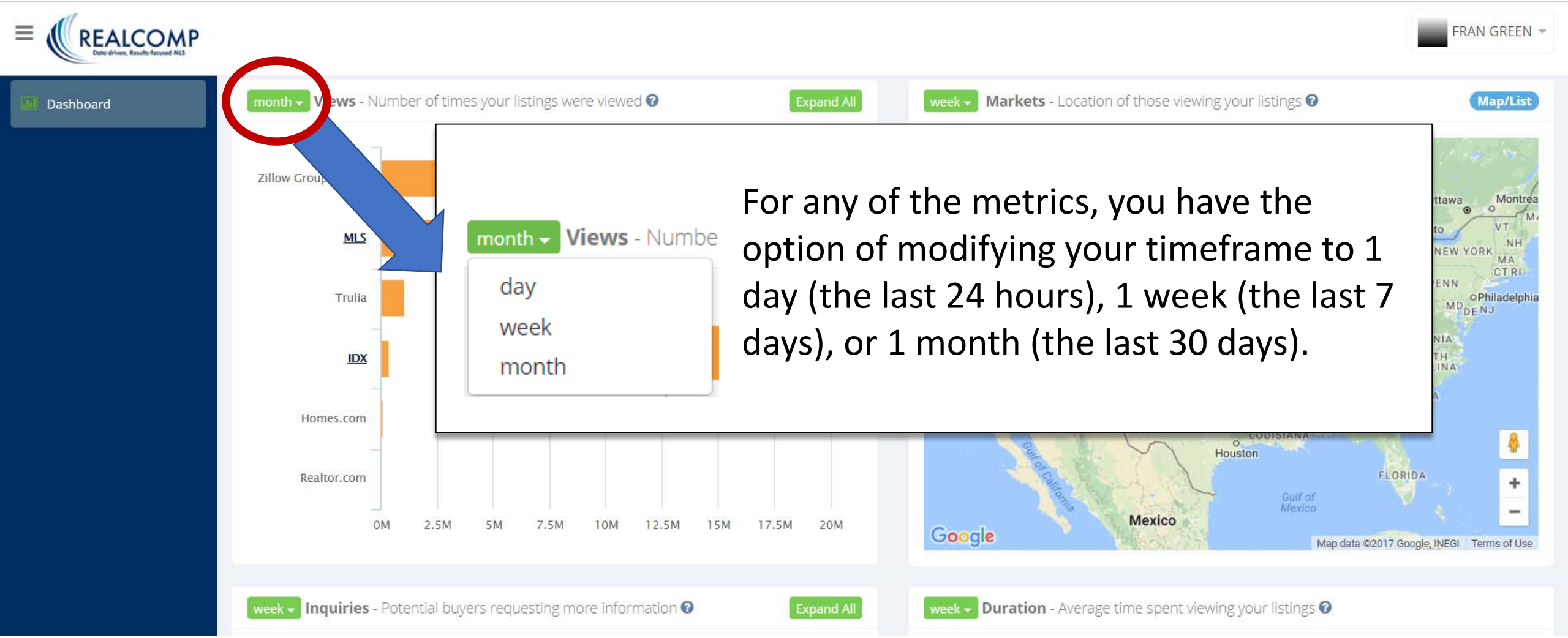
Views | Markets | Visitors | Inquiries | Saved Listings | Shares | Inventory | **Active Reports**



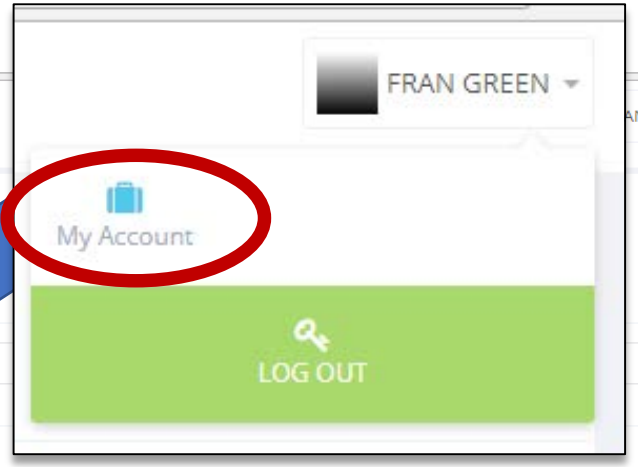

8

**Active Reports:** Shows which Realcomp reports are most used in combination with your listings.


REALCOMP
FRAN GREEN
Dashboard
week
Views - Number of times your listings were viewed
Expand All
Zillow Group's Sites
MLS
Trulia
IDX
Homes.com
Realtor.com
Syndication
0k 250k 500k 750k 1 000k 1 250k 1 500k 1 750k 2 000k 2 250k 2 500k 2 750k 3 000k 3 250k 3 500k
week
Markets - Location of those viewing your listings
Map/List
Map
Satellite
Ottawa
Montreal
Toronto
NEW YORK
Philadelphia
Mexico
Google
Map data ©2017 Google, INEGI
Terms of Use
A detailed explanation for each of the metrics categories is available through the corresponding question mark/help feature.


REALCOMP
FRAN GREEN
Dashboard
month Views - Number of times your listings were viewed
Expand All
week Markets - Location of those viewing your listings
Map/List
Zillow Group
MLS
Trulia
IDX
Homes.com
Realtor.com
0M
2.5M
5M
7.5M
10M
12.5M
15M
17.5M
20M
month Views - Numbe
day
week
month
For any of the metrics, you have the option of modifying your timeframe to 1 day (the last 24 hours), 1 week (the last 7 days), or 1 month (the last 30 days).
Houston
Mexico
FLORIDA
Gulf of Mexico
Google
Map data ©2017 Google, INEGI
Terms of Use
week Inquiries - Potential buyers requesting more information
Expand All
week Duration - Average time spent viewing your listings

# My Account




REALCOMP
Data-driven, Results-focused MLS

Dashboard

FRAN GREEN
Realcomp II Ltd

Email: fgreen@corp.realcomp.com

Email Alerts
Allow notifications via email when a prospect accesses your listing via a ListTrac text or QR code

Mobile Phone
Text alerts will be sent to this number if your listing is accessed via a ListTrac text or QR code

Text Alerts
Notification delivered to you via text when a prospect accesses your listing via a ListTrac text or QR code

Alert Options
Deliver notifications only when contact information is available for the lead

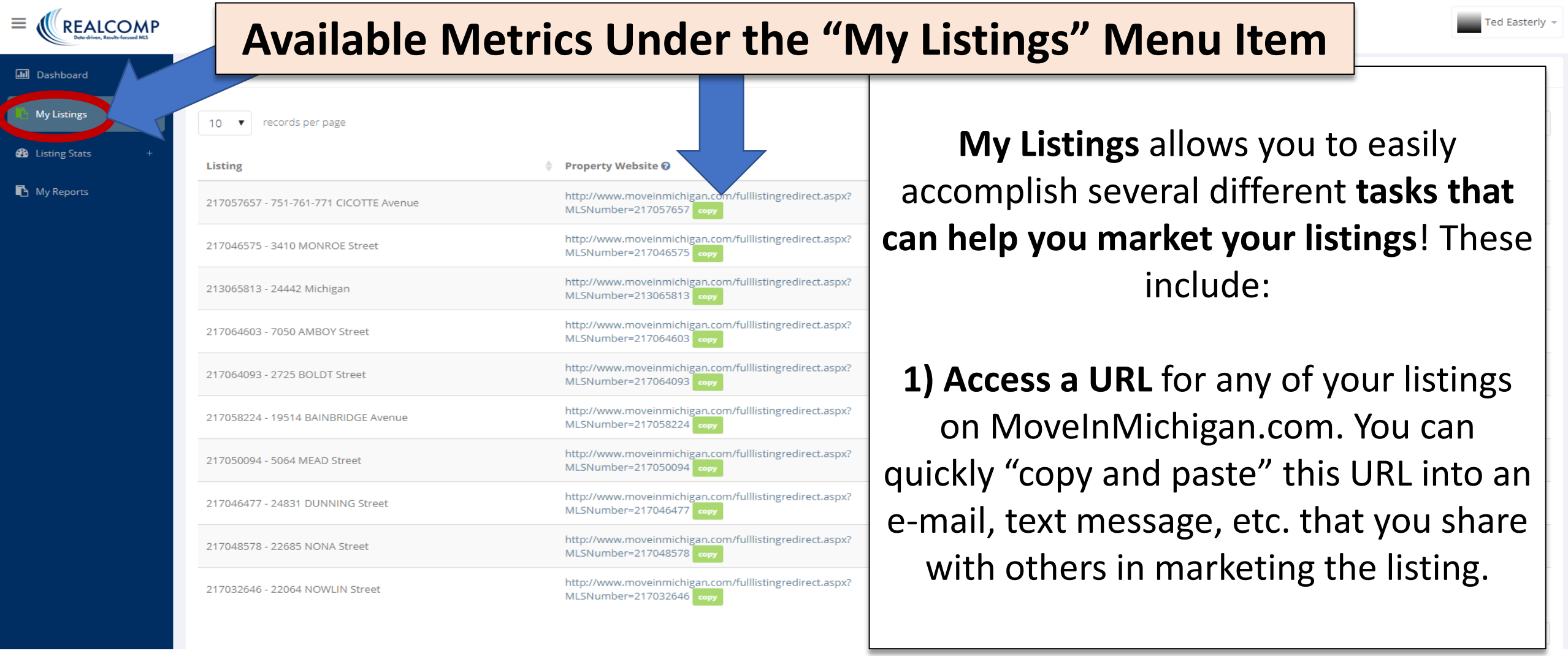
Weekly Activity Report
Receive weekly activity report via email providing an overview of where and how your listings are being viewe

Profile Image
Upload
For best presentation, upload a square image, e.g., 400x400 to be used for branding your listings

Save Cancel

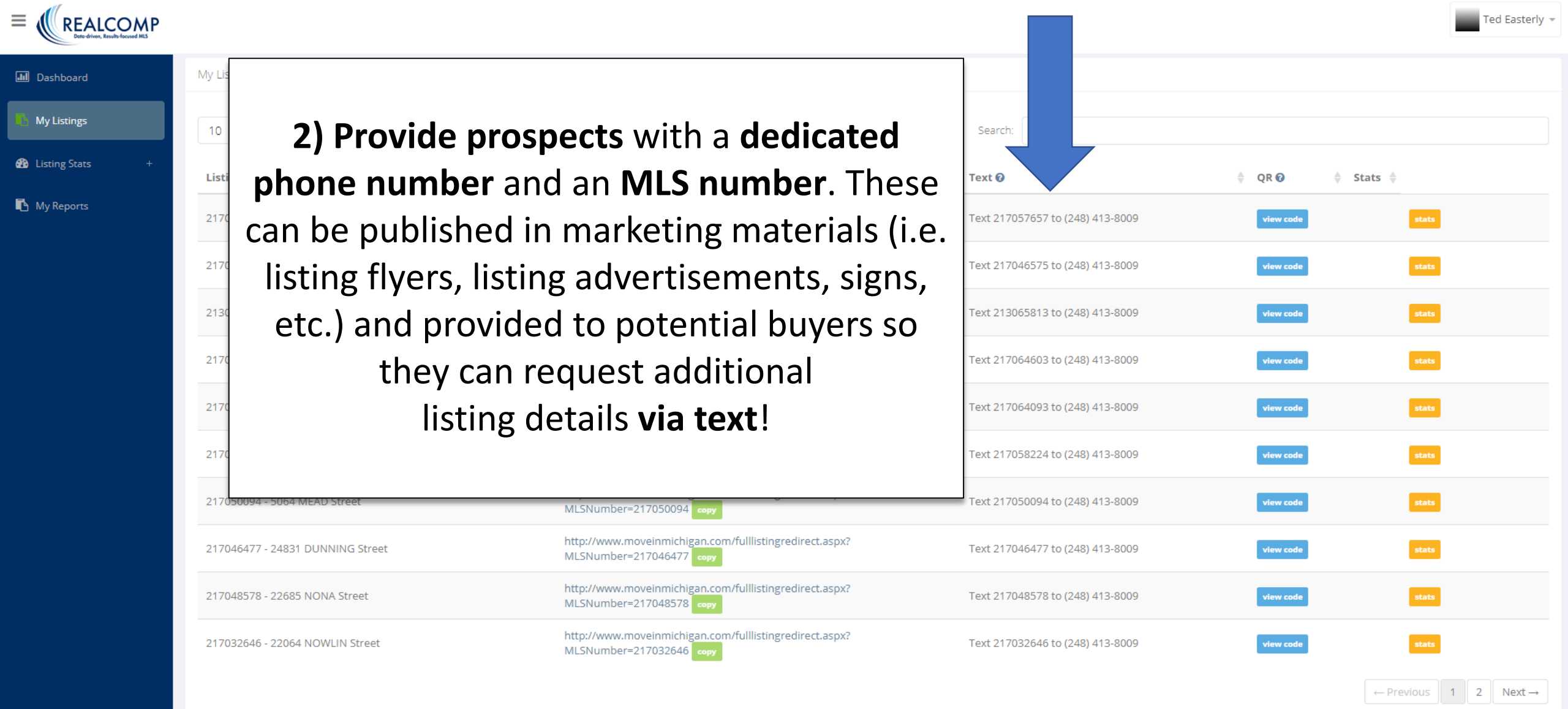
**My Account** contains various notification settings, which enable you to be notified (any number of ways) anytime your listings are accessed. **Set these notifications up based on your personal preferences**!

# Available Metrics Under the “My Listings” Menu Item



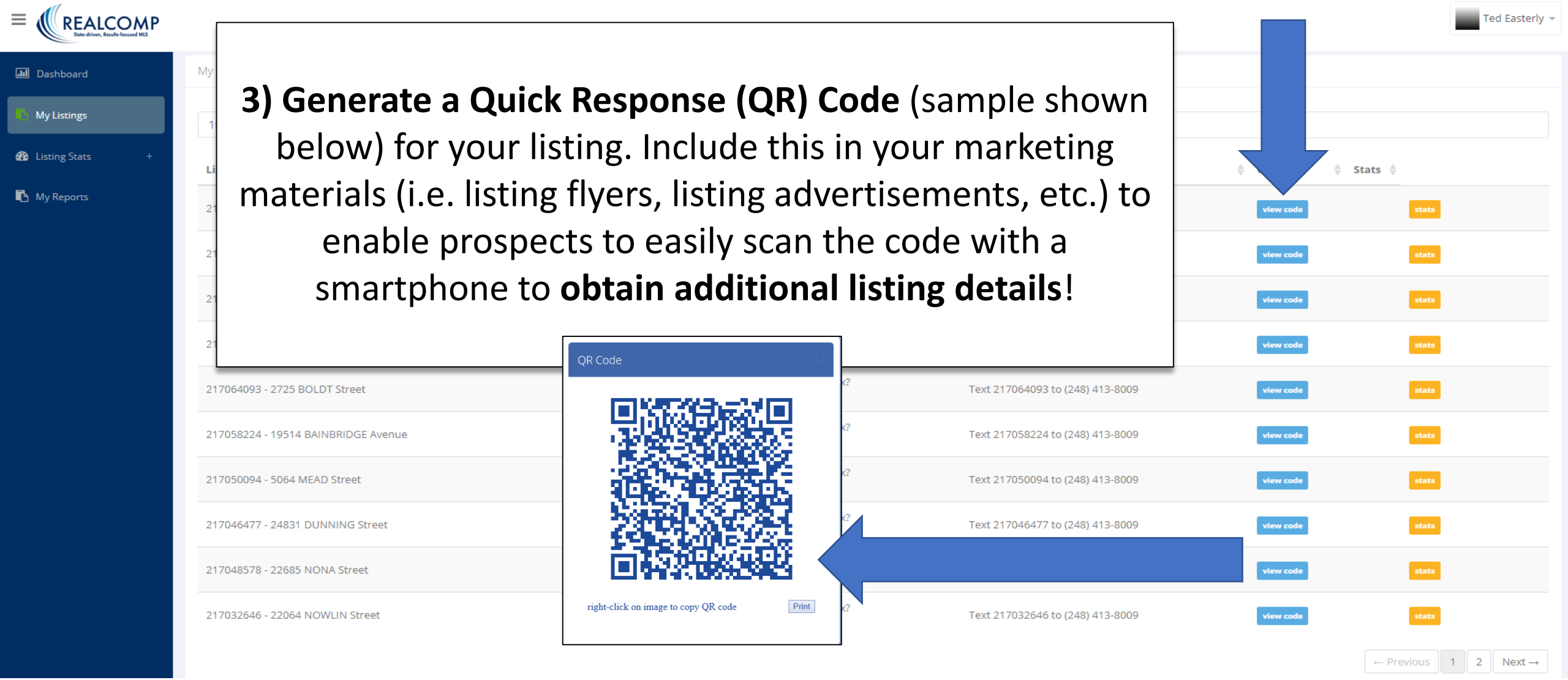

**My Listings** allows you to easily accomplish several different **tasks that can help you market your listings**! These include:

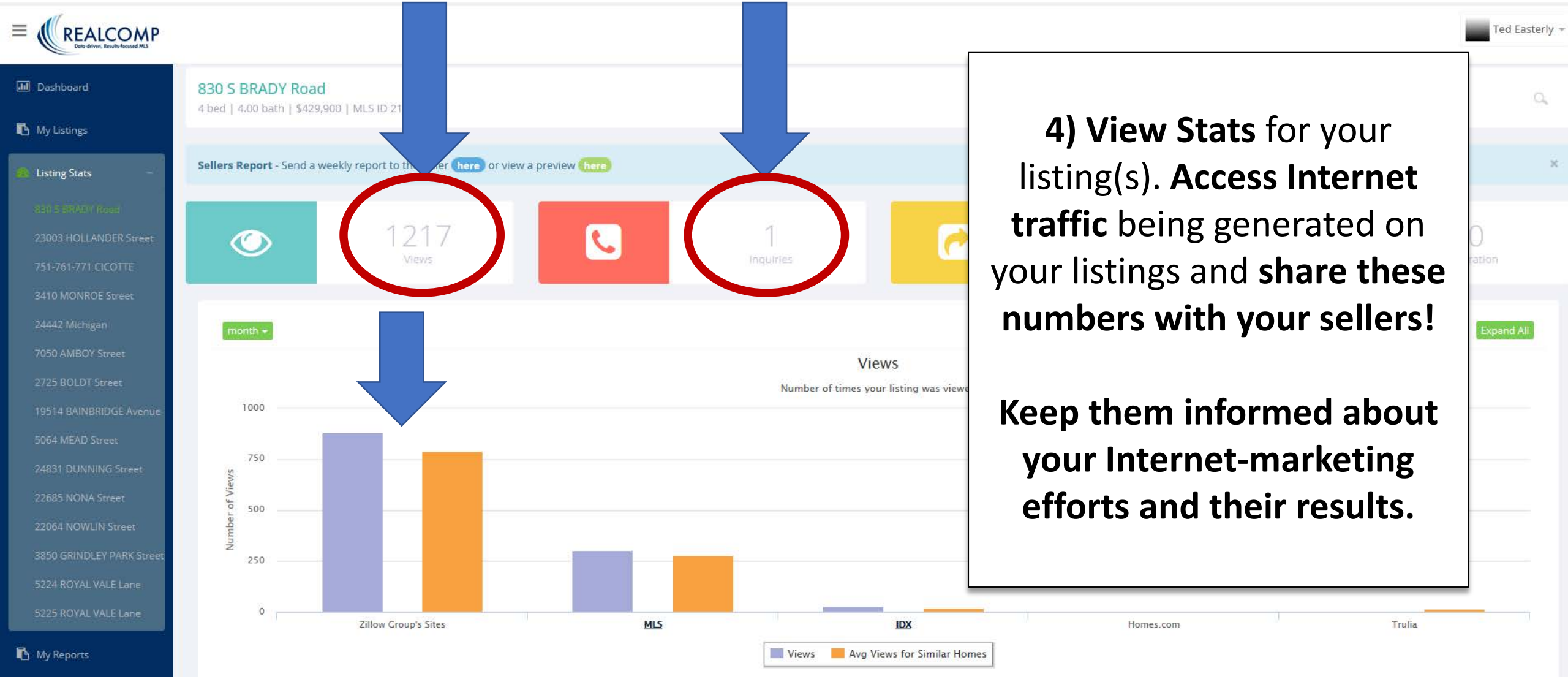
**1) Access a URL** for any of your listings on MoveInMichigan.com. You can quickly “copy and paste” this URL into an e-mail, text message, etc. that you share with others in marketing the listing.




**2) Provide prospects** with a **dedicated phone number** and an **MLS number**. These can be published in marketing materials (i.e. listing flyers, listing advertisements, signs, etc.) and provided to potential buyers so they can request additional listing details **via text**!

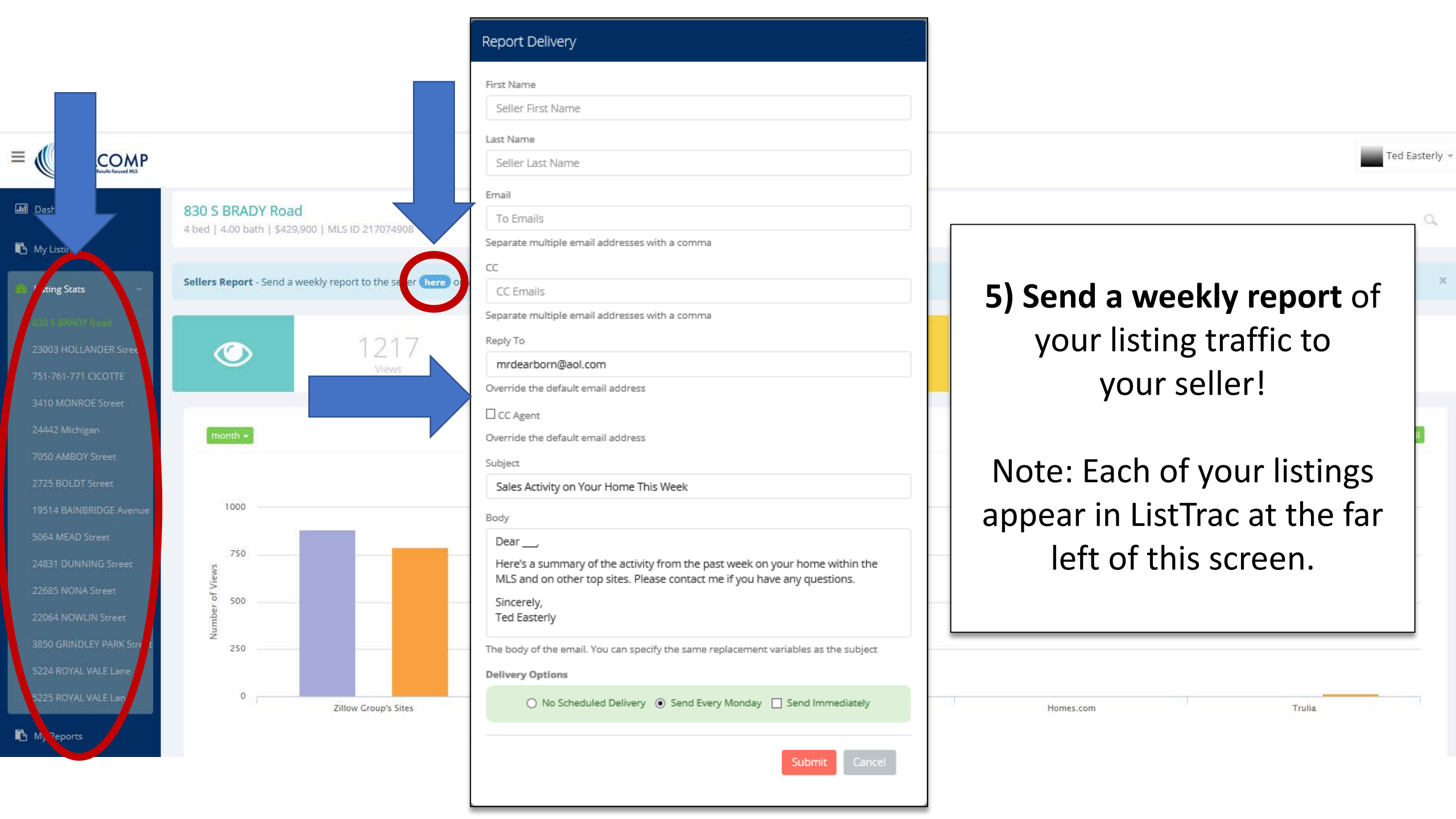
**3) Generate a Quick Response (QR) Code** (sample shown below) for your listing. Include this in your marketing materials (i.e. listing flyers, listing advertisements, etc.) to enable prospects to easily scan the code with a smartphone to **obtain additional listing details**!





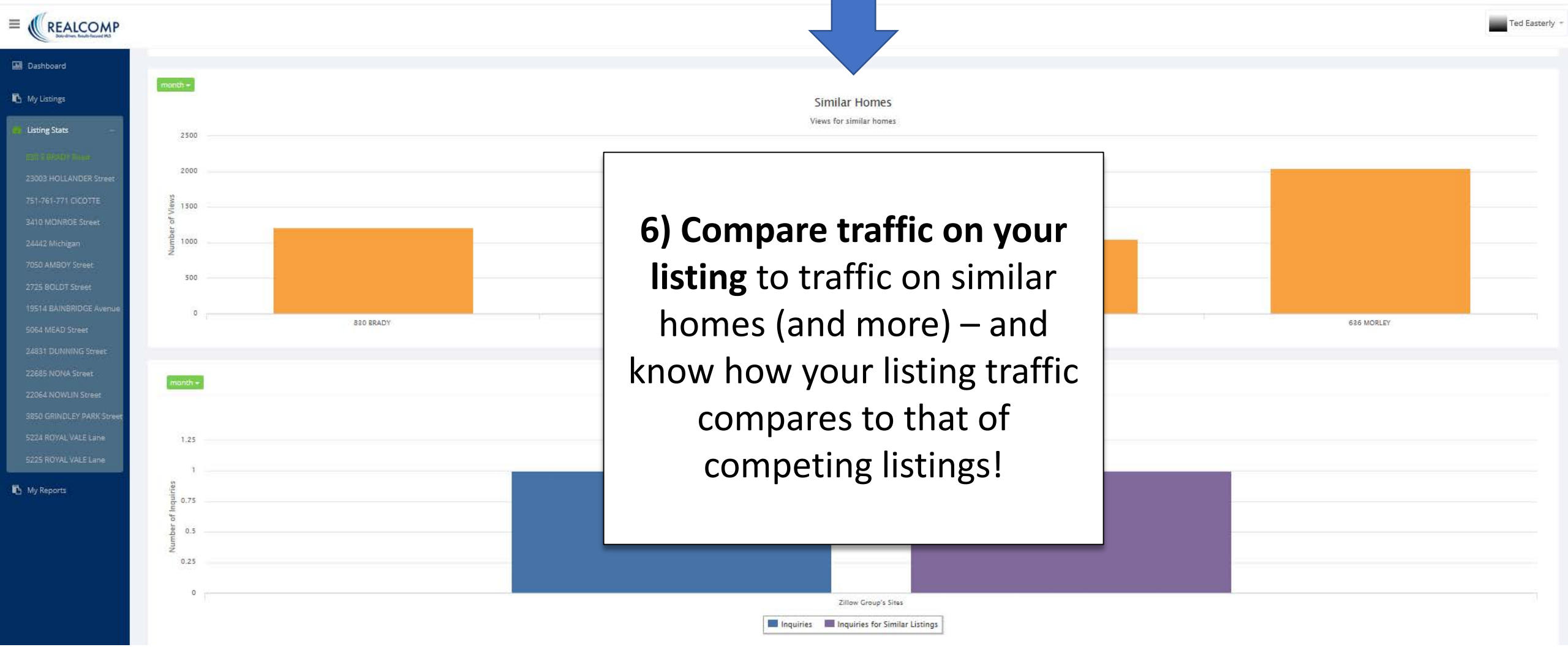

**4) View Stats** for your listing(s). **Access Internet traffic** being generated on your listings and **share these numbers with your sellers!**

**Keep them informed about your Internet-marketing efforts and their results.**



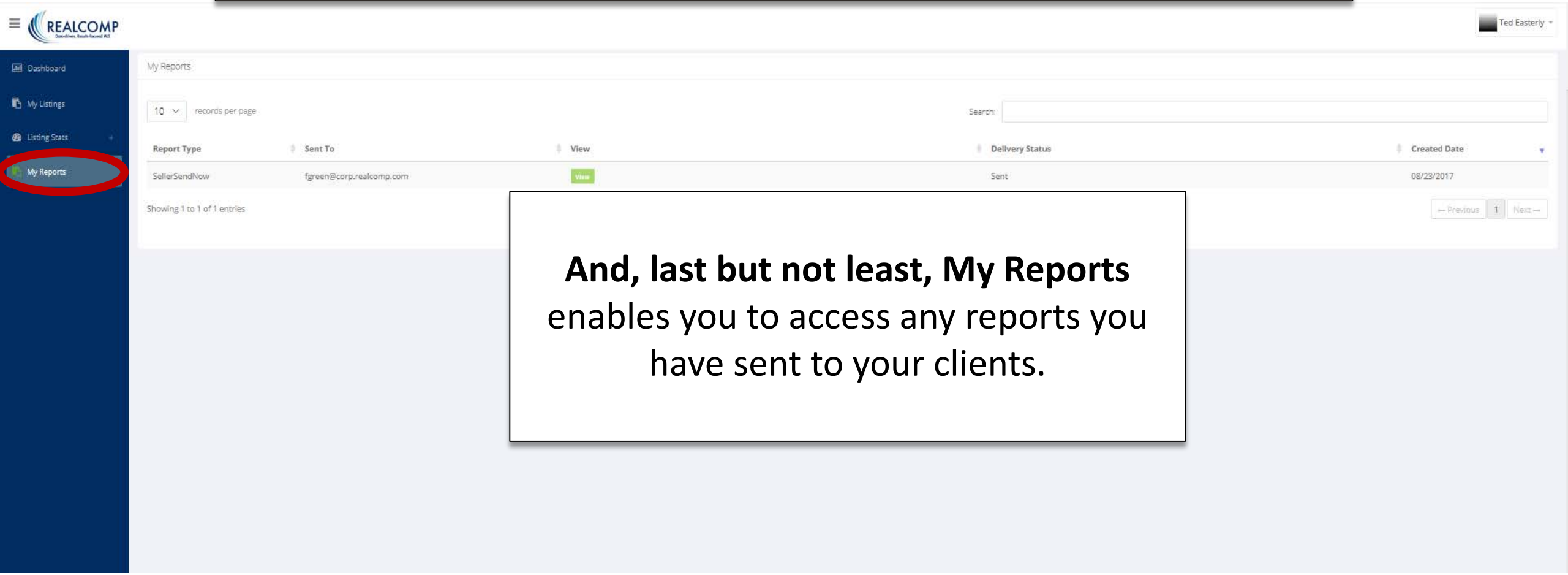

**5) Send a weekly report** of your listing traffic to your seller!

Note: Each of your listings appear in ListTrac at the far left of this screen.




**6) Compare traffic on your listing** to traffic on similar homes (and more) – and know how your listing traffic compares to that of competing listings!

# “My Reports” Options




**And, last but not least, My Reports** enables you to access any reports you have sent to your clients.

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www.listtrac.com/MS/index.html

listtrac

Home | Product | Contact | Login

*August, 2017*

**Allow ListTrac to keep you and your clients in-the-know regarding how your listings are performing on the Internet. Access ListTrac now from the Realcomp Login Dashboard!**