

# Tools for the Broker, Agent, Buyer and Seller

All ListingNotes broker solutions are based on a VOW website and Intranet.

## Free (Not Branded)

- Fully functional ListingNotes VOW
  - Save Searches
  - Save Favorite Listings
  - Search Listings like a REALTOR®
  - Listing Alerts
  - Custom Listing Reports
  - Custom Market Trend Reports
  - Lead generation
- Broker/Agent Management Intranet
  - ListingNotes lead manager
  - Site visit tracker
  - Site email tracker
  - Profile manager
  - Document Storage
- Website address is [www.ListingNotes.com/broker-name/](http://www.ListingNotes.com/broker-name/)

## Branded (contact us for pricing)

- Includes Free options
- Agency logo used on site and reports
- Agent photos used on site, profile and reports
- Website address is [www.your-domain-name.com/](http://www.your-domain-name.com/)

## Pro (contact us for pricing)

- Includes Branded options
- IDX providing anonymous listing searching
- Open house search
- Unlimited pages

## Pro Plus (contact us for pricing)

- Includes Pro options
- Mapping
- Enhanced profile pages
- Turn-by-turn directions
- Development pages
- Community pages

**this week**  
Your Listing and Area Activity Report  
October 14, 2009

Dear Jim Van Heule,

This is your weekly activity report for the property being listed with Prudential Clyde Hendrick REALTORS®. Your listing is presented on several national sites and over 100 local real estate websites. This report provides statistical information gathered from our website plus at least 100 other local websites as shown below.

**Your Listing Activity**

Your property was viewed in search results on...

	Our Website	Other Local Websites
Past 7 Days	25 times ▲	425 times ▲
Past 30 Days	260 times ▲	4,260 times ▲

Your property detail page was viewed on...

	Our Website	Other Local Websites
Past 7 Days	6 times ▲	26 times ▼
Past 30 Days	60 times ▼	290 times ▼

**Overall Website Activity**

Website traffic is an indicator of overall market activity.

	Our Website	Other Local Websites
Past 7 Days	+5.2% ▲	+5.2% ▲
Past 30 Days	-1.5% ▼	-6.5% ▼

The symbols seen in this report show how the statistics have changed as compared to the previous period:  
Ledger: ▲ Increased ▼ Decreased ● No Change

**Closely Watched**

- 3 people that have your listing saved as a favorite listing.
- 8 people were e-mailed your listing as a listing alert based on their saved search criteria. (Listing alerts are e-mailed out for new listings or after a price change.)
- 5 people received a driving itinerary that contained your listing.
- 2 people have requested more information regarding your listing.

**Local Website Coverage**

Your listing is displayed on several local websites. We gather statistics from 52 of these sites with the activity data tabulated for you in this report. A sampling of these sites includes:

- PrudentialClydeHendrickRealtors.com
- GrandHavenMI.DealEstate.org
- VanderLaanHomes.com
- DanHendrick.com
- CherryHomes.biz
- LeelanauHomes.com

**Competitive Listings Update**

The following listings are in your area. If any of these listings are consistently getting more traffic than your listing and you feel that they are comparable, the reason is most often photos, description and/or price. Consider making changes to regain that competitive advantage:

- 1. New Listing**  
11231 Oak Grove Road  
Grand Haven, MI 49417  
Price: \$309,900  
[Click here to view property details](#)
- 2. Price Decreased**  
11238 Oak Grove Road  
Grand Haven, MI 49417  
Price: \$234,900  
[Click here to view property details](#)
- 3. Pending**  
11291 Skogen Ln  
Grand Haven, MI 49417  
Price: \$699,000  
[Click here to view property details](#)

This properties detail page was viewed on...

	Our Website	Other Websites
Past 7 Days	6 times	26 times
Past 30 Days	60 times	290 times

Sincerely,  
Mary VanderLaan  
Prudential Clyde Hendrick REALTORS®  
(616) 638-7427  
[maryvanderlaan@prudentialch.com](mailto:maryvanderlaan@prudentialch.com)

If you no longer want to receive this Activity Report for 11453 Oak Grove Rd, Grand Haven, MI, [click here to unsubscribe](#)

For more information visit  
**[www.ListingNotes.com](http://www.ListingNotes.com)**  
or call (616) 844-0066



Heunox Corporation  
13613 Forest Park Drive  
Grand Haven, MI 49417

(616) 844-0066  
(616) 604-1174 fax  
info@Heunox.com

Real Estate Websites Since 1996  
**[www.Heunox.com](http://www.Heunox.com)**

## Hosting Fee *(monthly)*

Free version \$0  
Branded, Pro or Pro Plus versions contact us for pricing

## Setup Fee *(one time fee)*

Free Version \$0  
Branded, Pro or Pro Plus versions contact us for pricing

## Theme or Customized

Choose between a themed broker website or one that is custom designed with your own look and feel. Themed websites come in a variety of looks and color schemes. Have us create your own themed look with a custom designed header graphic. Customized sites are not available for free versions.

**Available Themes** contact us for pricing  
Start with our user-customizable broker website and select a prebuilt theme. You can start with a theme and adjust the colors further to meet your needs. This is our most economical option

**Custom Theme** contact us for pricing  
Have us custom create a graphic used at the top of your site for your own unique look. The site colors would be adjusted to match creating your own unique theme.

**Semi-Custom Website** contact us for pricing  
Have us custom design the full look and feel of the site theme including a completely unique home page.

## Other Options

Agent websites are discounted when billing goes through the broker.

For more information visit  
[www.ListingNotes.com](http://www.ListingNotes.com)  
or call (616) 844-0066



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