## realtor.com®

# MONTHLY TRAFFIC REPORT
## FOR Ocala - Marion

**LISTING PERFORMANCE**

| Median Active Listings | 5,906 |
|---|---|
| Average Views per Listing | 171 |
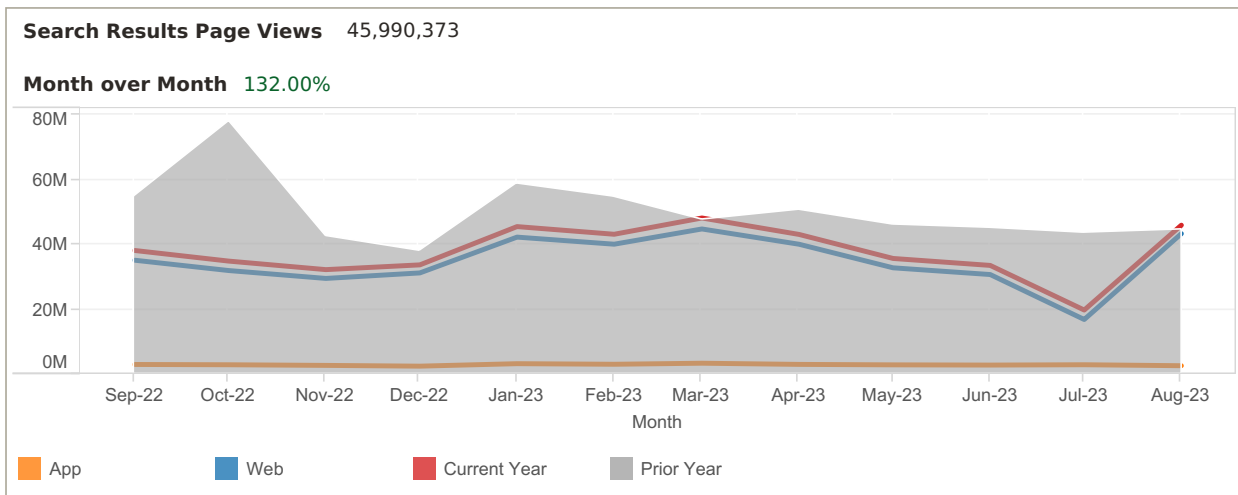
**Search Results Page Views**    45,990,373

**Month over Month**    132.00%



App: YTD traffic from Native Apps that are downloaded (iOS and Android)
Web: YTD traffic from all browsers (desktop, tablet and phone)

**Listing Detail Page Views**    1,011,074

**Month over Month**    -9.00%
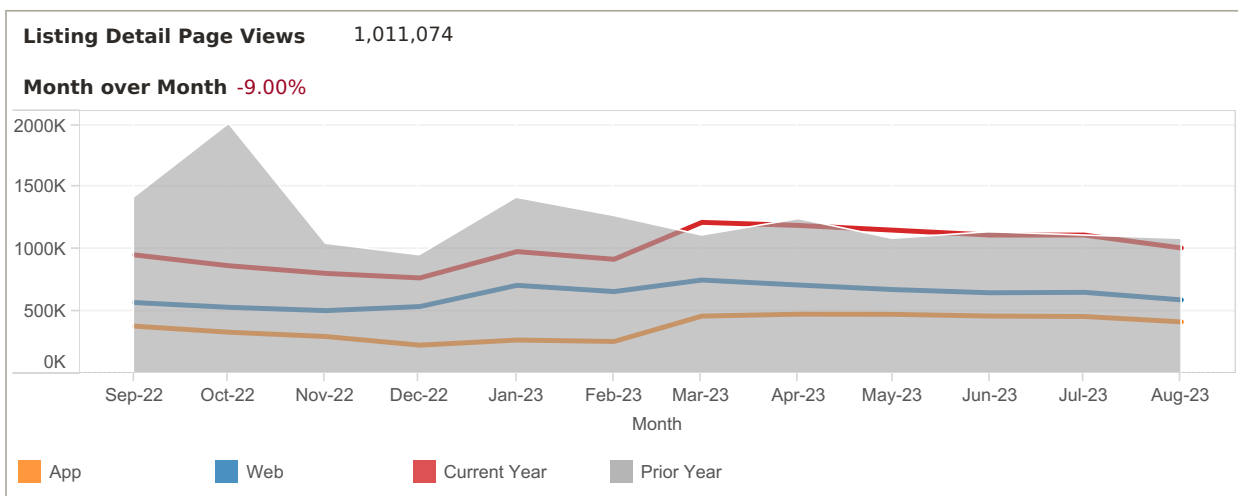


App: YTD traffic from Native Apps that are downloaded (iOS and Android)
Web: YTD traffic from all browsers (desktop, tablet and phone)

*If you have any questions, please contact your Industry Relations representative or email:*
industryrelations@move.com

**realtor.com**®

# MONTHLY TRAFFIC REPORT
## FOR Ocala - Marion

**Total Listing Leads**   2,565

**Month over Month**  -8.00%



App: YTD traffic from Native Apps that are downloaded (iOS and Android)
Web: YTD traffic from all browsers (desktop, tablet and phone)

**Median Active Listings** 5,906

**Month over Month**    -2.00%



*If you have any questions, please contact your Industry Relations representative or email:*
industryrelations@move.com
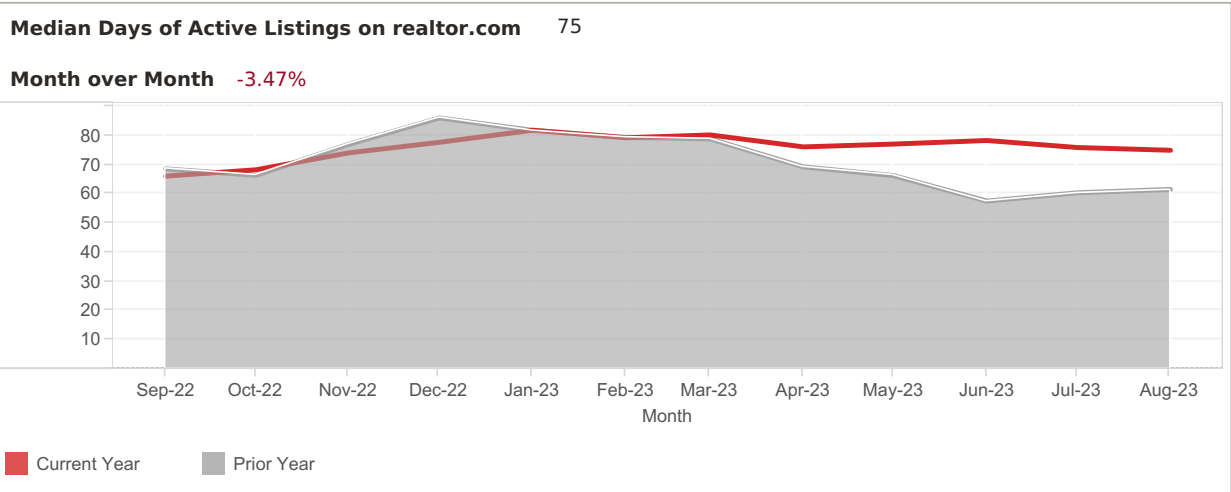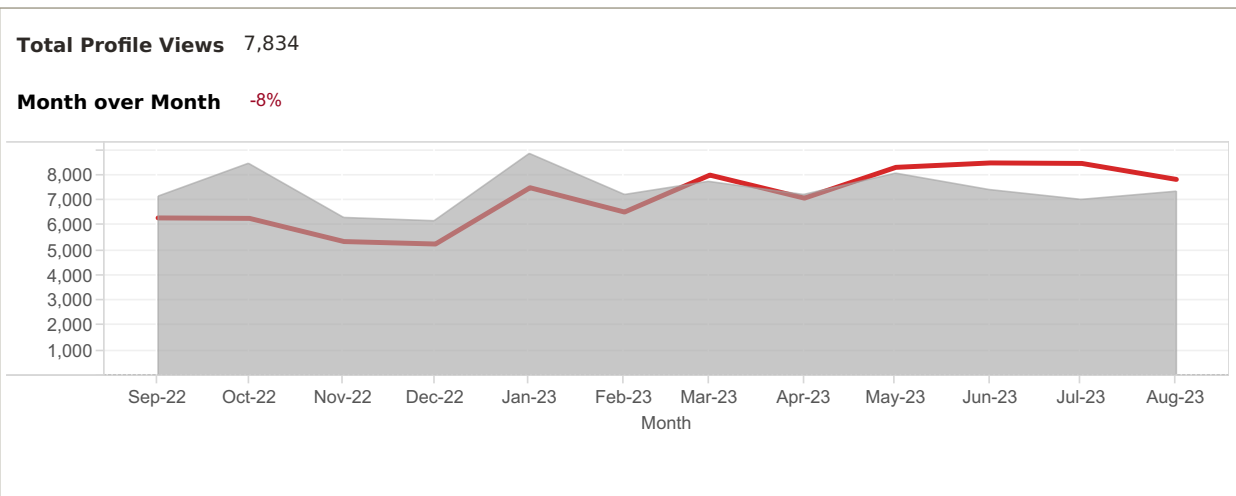
realtor.com®
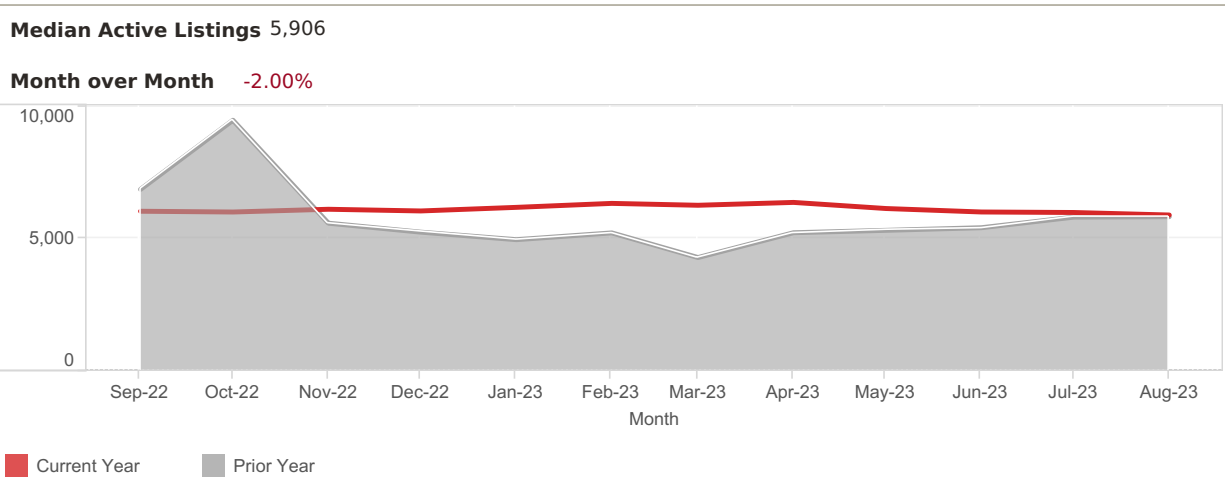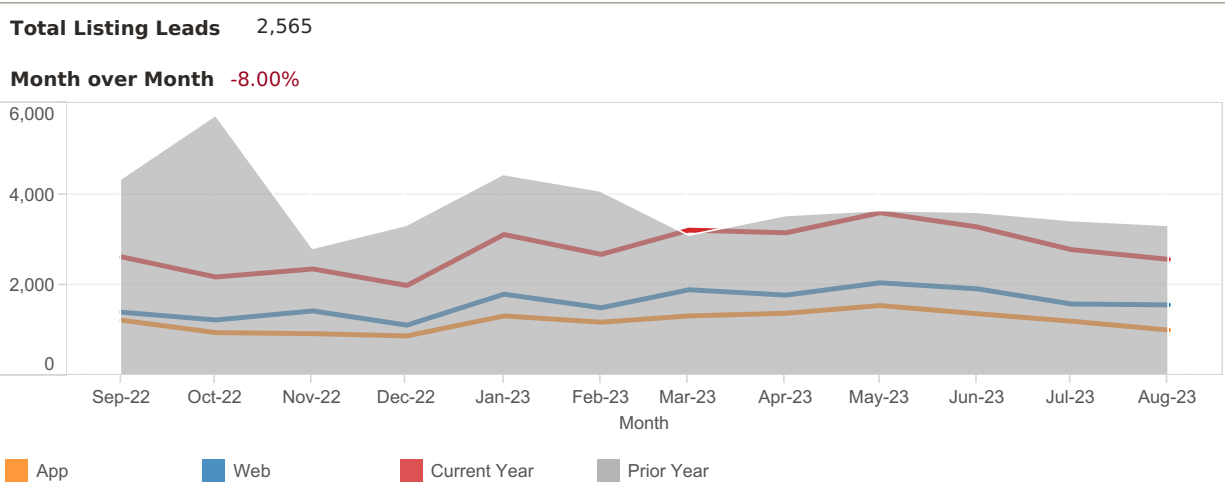
# MONTHLY TRAFFIC REPORT
## FOR Ocala - Marion

**Median Days of Active Listings on realtor.com**   75

**Month over Month**   -3.47%



■ Current Year   ■ Prior Year

Median Days of Active Listings is for all US Residential (Single Family Homes, Townhomes, Condos) excluding land and for rent.

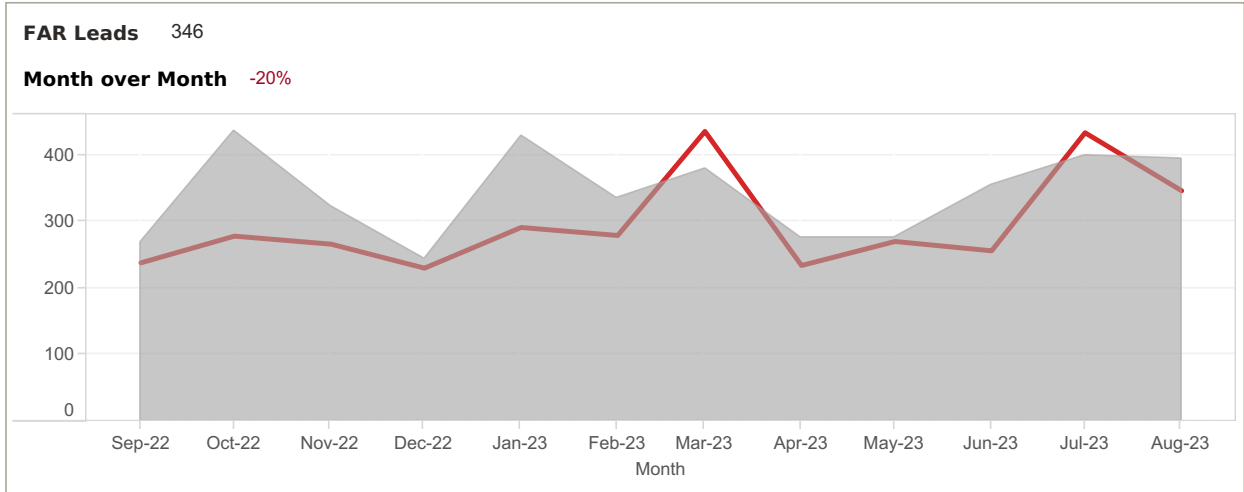**Total Profile Views**   7,834

**Month over Month**   -8%

# MONTHLY TRAFFIC REPORT
## FOR Ocala - Marion

**FAR Leads** 346

**Month over Month** -20%



Total Profile Inquiries from Find a Realtor® claimed profiles.

**Member Profile Completeness**



40%

55%

6%

UNCLAIMED / INACTIVE PROFILE

Not receiving consumer inquiries

BASIC PROFILE

COMPLETE PROFILE

To schedule a complimentary training webinar on profiles for your members, email industryrelations@move.com

*If you have any questions, please contact your Industry Relations representative or email:*
industryrelations@move.com

August 2023

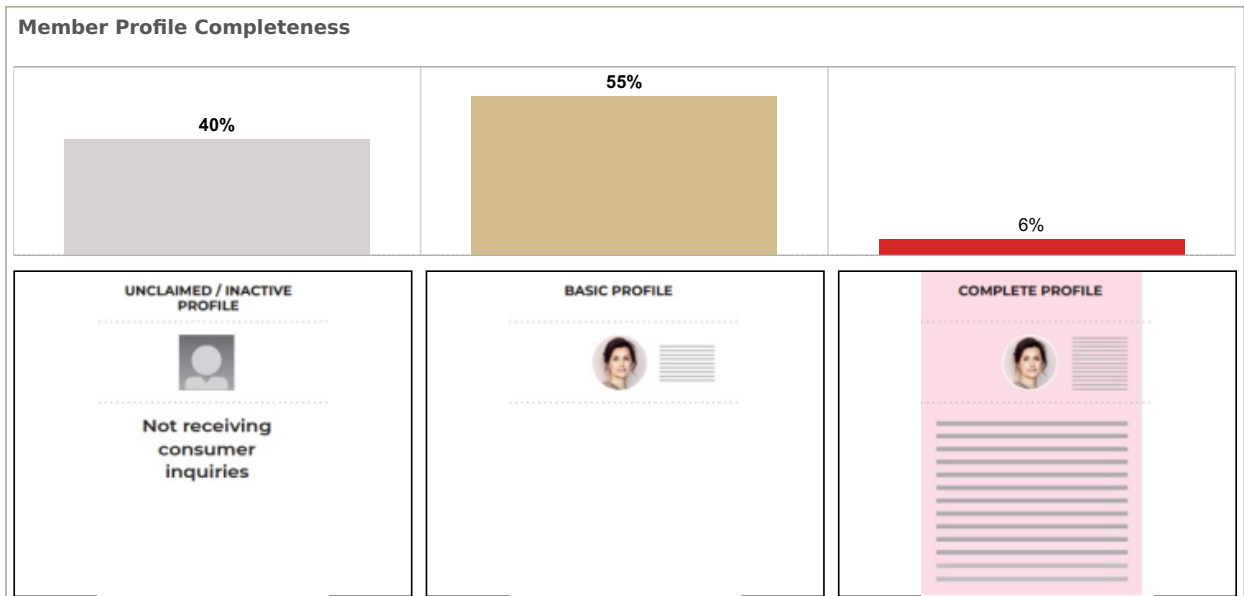**realtor.com**®

# MONTHLY TRAFFIC REPORT
## FOR Ocala - Marion

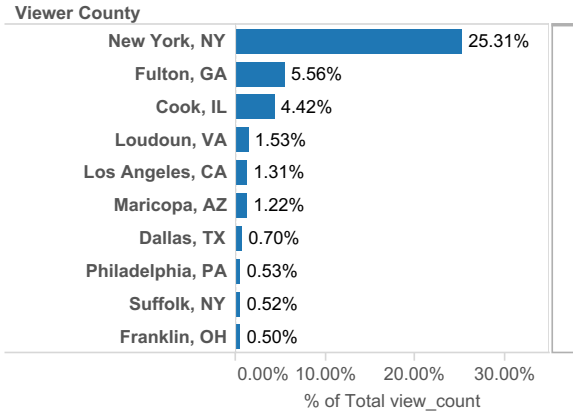**MLS Cross Market Demand Report**

Interested to know where your buyers are coming from? Check out Realtor.com's MLS Demand Report, created by our economics team, so you can better understand where consumer demand originates for your active MLS listings across realtor.com.

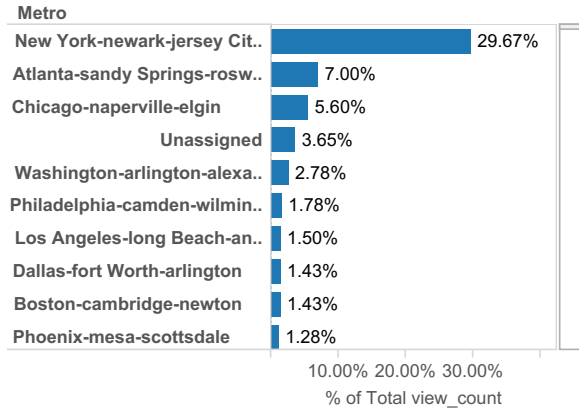*Realtor.com's MLS Demand Report will answer the following questions:*

What are the top Metro's within my state driving the greatest consumer demand for my listings on realtor.com?
What are the top Metro's from other states?
Which Counties, both in-state and out-of-state, are driving the greatest demand?

Check out your MLS Demand Report below to truly understand where your buyers are coming from!
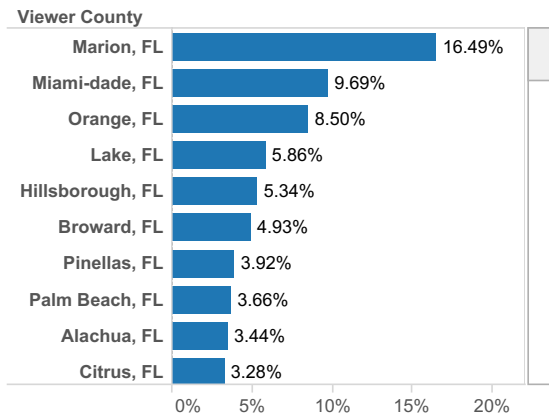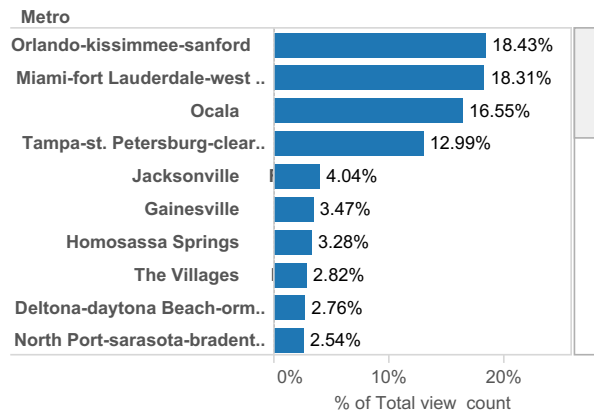
### Top Viewing Counties from other States

Viewer County

| County | % |
|---|---|
| New York, NY | 25.31% |
| Fulton, GA | 5.56% |
| Cook, IL | 4.42% |
| Loudoun, VA | 1.53% |
| Los Angeles, CA | 1.31% |
| Maricopa, AZ | 1.22% |
| Dallas, TX | 0.70% |
| Philadelphia, PA | 0.53% |
| Suffolk, NY | 0.52% |
| Franklin, OH | 0.50% |

% of Total view_count

### Top Viewing Metros from other States

Metro

| Metro | % |
|---|---|
| New York-newark-jersey Cit.. | 29.67% |
| Atlanta-sandy Springs-rosw.. | 7.00% |
| Chicago-naperville-elgin | 5.60% |
| Unassigned | 3.65% |
| Washington-arlington-alexa.. | 2.78% |
| Philadelphia-camden-wilmin.. | 1.78% |
| Los Angeles-long Beach-an.. | 1.50% |
| Dallas-fort Worth-arlington | 1.43% |
| Boston-cambridge-newton | 1.43% |
| Phoenix-mesa-scottsdale | 1.28% |

% of Total view_count

### Top Viewing Counties within State

Viewer County

| County | % |
|---|---|
| Marion, FL | 16.49% |
| Miami-dade, FL | 9.69% |
| Orange, FL | 8.50% |
| Lake, FL | 5.86% |
| Hillsborough, FL | 5.34% |
| Broward, FL | 4.93% |
| Pinellas, FL | 3.92% |
| Palm Beach, FL | 3.66% |
| Alachua, FL | 3.44% |
| Citrus, FL | 3.28% |

### Top Viewing Metros within State

Metro

| Metro | % |
|---|---|
| Orlando-kissimmee-sanford | 18.43% |
| Miami-fort Lauderdale-west .. | 18.31% |
| Ocala | 16.55% |
| Tampa-st. Petersburg-clear.. | 12.99% |
| Jacksonville | 4.04% |
| Gainesville | 3.47% |
| Homosassa Springs | 3.28% |
| The Villages | 2.82% |
| Deltona-daytona Beach-orm.. | 2.76% |
| North Port-sarasota-bradent.. | 2.54% |

% of Total view_count

*If you have any questions, please contact your Industry Relations representative or email:*
industryrelations@move.com