Online Insights
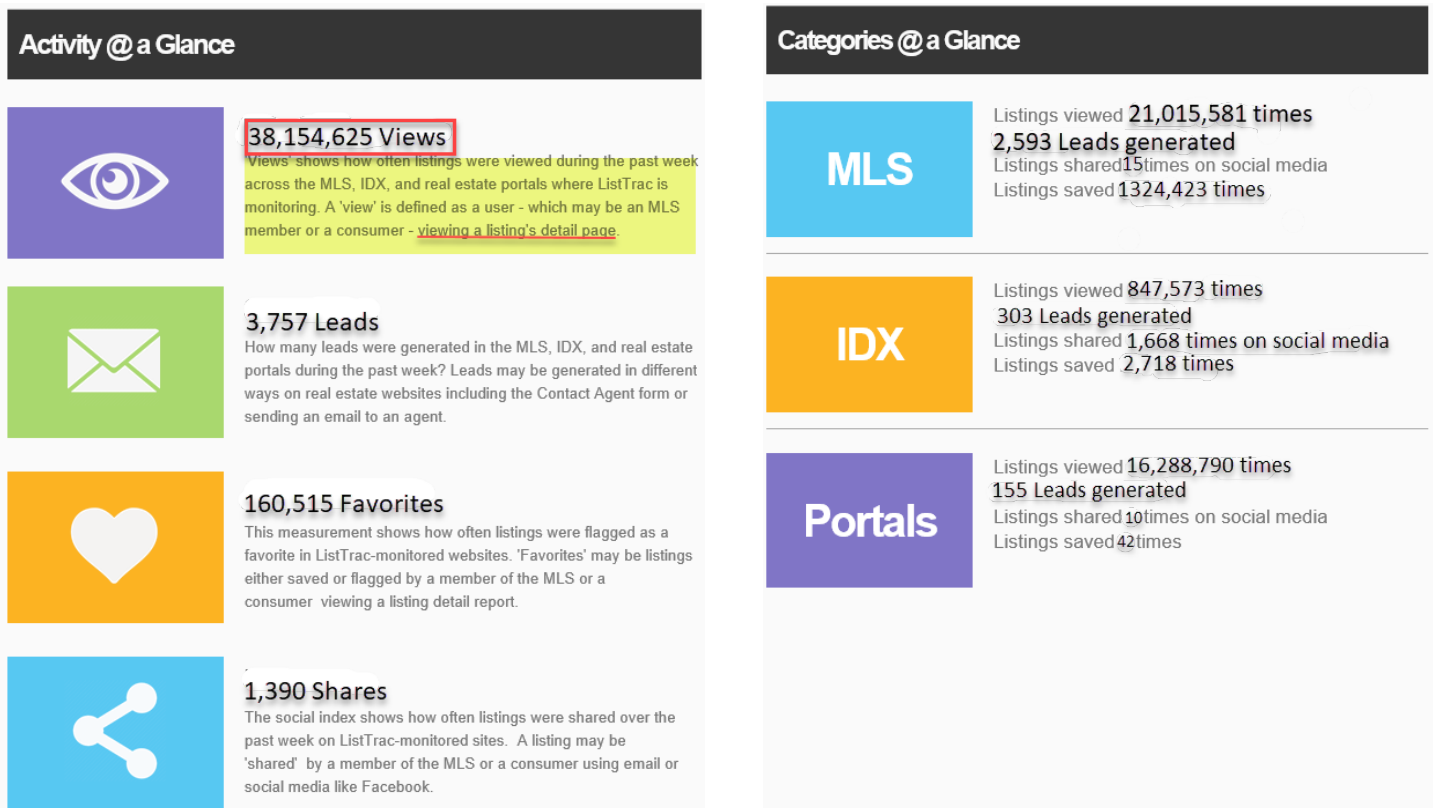
January 2023 Online activity for MIAMI member's listings

ListTrac is now reporting metrics from nearly every major IDX vendor and MLS systems including Black Knight, Matrix, FlexMLS and Rapattoni – in total, over 100K real estate sites. **Brokers & Agents: Monitor YOUR online listings and Measure YOUR Success**. ListTrac allows you to monitor your listing stats, wherever your listings appear online – from IDX sites to consumer-facing portals. MIAMI MLS and ListTrac have partnered with many real estate websites and IDX vendors to implement the tracking code that is needed to monitor your listings. **Go to your MIAMI Dashboard and click on the ListTrac icon and follow the instructions**. There are certainly more website vendors that still need to add the code. If you do not see your website represented in ListTrac, please email ListTrac at support@listtrac.com to see when your site's metrics will show up.

Here's a look at **MIAMI Member's listing** for January 2023:

Activity @ a Glance

38,154,625 Views
Views' shows how often listings were viewed during the past week across the MLS, IDX, and real estate portals where ListTrac is monitoring. A 'view' is defined as a user - which may be an MLS member or a consumer - viewing a listing's detail page.

3,757 Leads
How many leads were generated in the MLS, IDX, and real estate portals during the past week? Leads may be generated in different ways on real estate websites including the Contact Agent form or sending an email to an agent.

160,515 Favorites
This measurement shows how often listings were flagged as a favorite in ListTrac-monitored websites. 'Favorites' may be listings either saved or flagged by a member of the MLS or a consumer viewing a listing detail report.

1,390 Shares
The social index shows how often listings were shared over the past week on ListTrac-monitored sites. A listing may be 'shared' by a member of the MLS or a consumer using email or social media like Facebook.

Categories @ a Glance

MLS
Listings viewed **21,015,581 times**
2,593 Leads generated
Listings shared 15 times on social media
Listings saved 1324,423 times

IDX
Listings viewed **847,573 times**
303 Leads generated
Listings shared 1,668 times on social media
Listings saved 2,718 times

Portals
Listings viewed **16,288,790 times**
155 Leads generated
Listings shared 10 times on social media
Listings saved 42 times

Top 20 locations, by Zip Code, of those who viewed MIAMI Listings

Rank	Zip Code	Number of Users	Rank	Zip Code	Number of Users
1	33125 - Miami, FL	463844	11	33197 - Miami, FL	63561
2	33179 - Miami, FL	343006	12	33160 - North Miami Beach, FL	62619
3	33147 - Miami, FL	308740	13	33131 - Miami, FL	61346
4	33063 - Pompano Beach, FL	168290	14	33025 - Hollywood, FL	61058
5	33172 - Miami, FL	144485	15	33141 - Miami Beach, FL	60598
6	33178 - Miami, FL	129156	16	33180 - Miami, FL	59220
7	33139 - Miami Beach, FL	83694	17	33015 - Hialeah, FL	57123
8	33134 - Miami, FL	71900	18	33175 - Miami, FL	55640
9	33186 - Miami, FL	65805	19	33137 - Miami, FL	55389
10	33157 - Miami, FL	64697	20	33177 - Miami, FL	54650

How MIAMI Listings Views Trended Over January 2023

Monday, Jan 2, 2023
Homes.com: 280
IDX: 29,502
MLS: 612,526
Portals: 1,098
Realtor.com: 172,972
Trulia: 67
Zillow.com: 658,717

Monday, Jan 9, 2023
Homes.com: 309
IDX: 30,835
MLS: 944,657
Portals: 1,040
Realtor.com: 183,196
Trulia: 21
Zillow.com: 675,155

Monday, Jan 16, 2023
Homes.com: 217
IDX: 31,709
MLS: 834,169
Portals: 832
Realtor.com: 191,986
Trulia: 196
Zillow.com: 706,759

Monday, Jan 23, 2023
Homes.com: 328
IDX: 32,558
MLS: 977,636
Portals: 903
Realtor.com: 184,801
Trulia: 32
Zillow.com: 724,079

Monday, Jan 30, 2023
Homes.com: 233
IDX: 31,099
MLS: 980,762
Portals: 867
Realtor.com: 190,640
Trulia: 65
Zillow.com: 697,969

Homes.com — IDX — MLS — Portals — Realtor.com — Trulia — Zillow.com