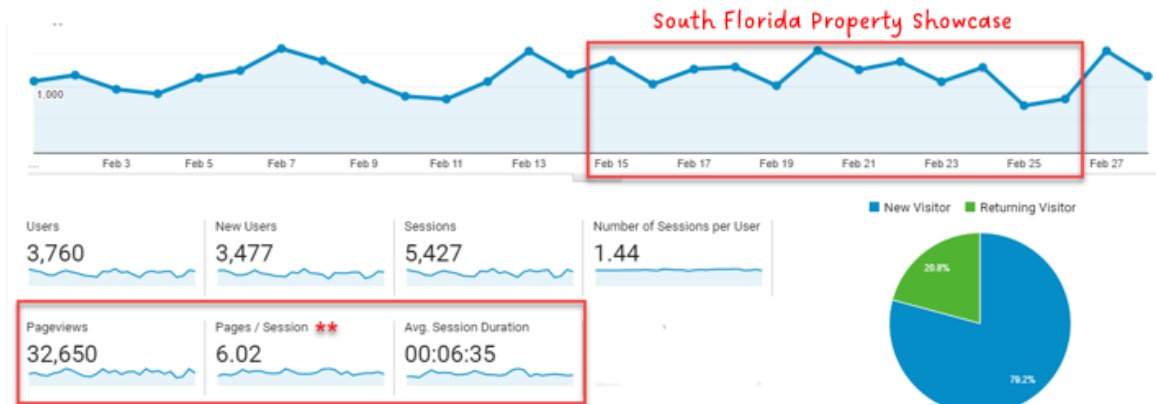


BROKER Monthly Stats MANAGER Reports February 2023



SFPropertySearch.com

SFPropertySearch.com
(Consumer search website)
February 2023



**What is a good number of pages per session? According to Little Data, the average number of pages per session is 2.6, although this benchmark depends on industries and other factors. Anything above would be considered pretty good.

Top Locations of Online Consumers/Users

Top Countries

1.	United States	3,519
2.	Colombia	29
3.	Argentina	20
4.	Canada	18
5.	Mexico	15
6.	Ireland	14
7.	Brazil	13
8.	Spain	11
9.	Philippines	9
10.	France	6

Top States

1.	Florida	2,332
2.	Georgia	409
3.	Ohio	100
4.	North Carolina	95
5.	Michigan	94
6.	New York	94
7.	Pennsylvania	85
8.	Virginia	84
9.	Indiana	70
10.	Texas	48

Top U.S. Metros

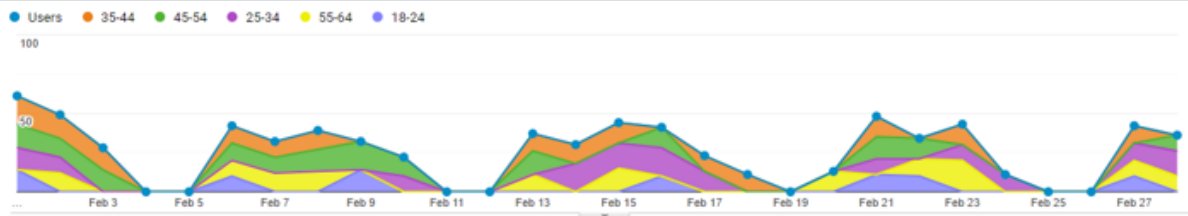
1.	Miami-Ft. Lauderdale FL	1,983
2.	Atlanta GA	323
3.	Orlando-Daytona Beach-Melbourne FL	110
4.	West Palm Beach-Ft. Pierce FL	94
5.	New York, NY	77
6.	Tampa-St. Petersburg (Sarasota) FL	76
7.	Washington DC (Hagerstown MD)	37
8.	Erie PA	36
9.	Columbus OH	32
10.	Ft. Myers-Naples FL	32

Top Searches for February

1. All Residential Properties For Rent – All Prices
2. All Residential Properties For Sale – All Prices
3. All Commercial Properties For Lease – All Prices
4. All Commercial Properties For Sale – All Prices
5. All Miami Residential Properties For Sale – All Prices
6. All Fort Lauderdale Residential Properties – All Prices
7. All Residential Properties For Sale in Zip Code 33178 – All Prices
8. Search in Spanish: All Residential Open House Properties For Rent – All Days
9. All Residential Properties in Brickell For Sale – All Prices from lowest to highest
10. All Residential Open House Properties For Sale – All Days

Users Insights

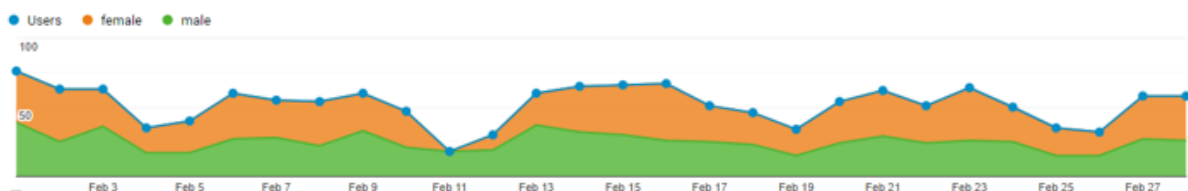
Demographics



Age ?	Acquisition			Behavior	
	Users ?	New Users ?	Sessions ?	Pages / Session ?	Avg. Session Duration ?
	1,060 % of Total: 28.19% (3,760)	939 % of Total: 27.01% (3,477)	1,515 % of Total: 27.92% (5,427)	6.61 Avg for View: 6.02 (9.87%)	00:06:45 Avg for View: 00:06:35 (2.44%)
1. 35-44**	220 (20.75%)	197 (20.98%)	293 (19.34%)	7.14	00:06:17
2. 25-34	213 (20.09%)	183 (19.49%)	297 (19.60%)	7.20	00:07:59
3. 45-54	206 (19.43%)	185 (19.70%)	290 (19.14%)	5.01	00:05:02
4. 18-24	174 (16.42%)	161 (17.15%)	254 (16.77%)	7.07	00:07:23
5. 55-64***	173 (16.32%)	151 (16.08%)	270 (17.82%)	6.33	00:06:28
6. 65+	74 (6.98%)	62 (6.60%)	111 (7.33%)	7.45	00:08:26

**Average age of First Time Home Buyer in 2022 was 36, up from 33 in 2021

***Repeat Buyer age climbed to 59 in 2022 from 56 in 2021



Gender ?	Acquisition			Behavior	
	Users ? ↓	New Users ?	Sessions ?	Pages / Session ?	Avg. Session Duration ?
	1,140 % of Total: 30.32% (3,760)	1,004 % of Total: 28.88% (3,477)	1,633 % of Total: 30.09% (5,427)	6.62 Avg for View: 6.02 (9.96%)	00:06:50 Avg for View: 00:06:35 (3.61%)
1. female	600 (52.59%)	529 (52.69%)	832 (50.95%)	6.51	00:06:09
2. male	541 (47.41%)	475 (47.31%)	801 (49.05%)	6.72	00:07:32

Top Languages*	
English	90.13%
Spanish	8.32%
Portuguese	.42%
French (FR & CA)	.23%
Chinese (PRC)	.13%

Device Category	Users ? ↓
	3,760 % of Total: 100.00% (3,760)
1. desktop	2,599 (69.09%)
2. mobile	1,141 (30.33%)
3. tablet	22 (0.58%)

*Language: Google Analytics takes these values from the web browsers of visitors. Language is a user-selectable setting in most web browsers, generally defaulting to the language of the operating system. However, users can change the setting to reflect their preferences. Users can set several languages and rank them in order of preference. This preference can be used by sites to automatically choose a localized version, giving users a translated version of the site, in the users most preferred language. Google Analytics reports the first preference in the browser