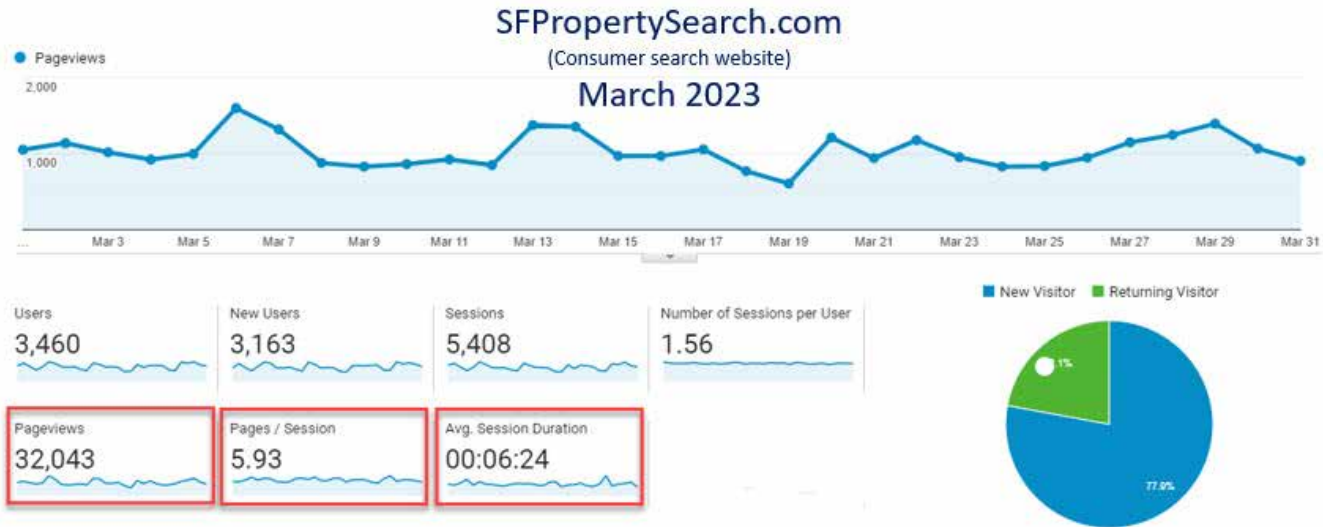


BROKER Monthly Stats MANAGER Reports March 2023



SFPropertySearch.com



****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	3,169
2.	Canada	29
3.	Argentina	25
4.	Colombia	20
5.	United Kingdom	17
6.	Brazil	16
7.	Mexico	13
8.	Venezuela	13
9.	China	12
10.	Ireland	10

Top States		
1.	Florida	2,127
2.	Georgia	337
3.	Virginia	111
4.	Pennsylvania	90
5.	Michigan	87
6.	North Carolina	87
7.	Ohio	86
8.	New York	81
9.	Indiana	80
10.	Texas	42

Top U.S. Metros		
1.	Miami-Ft. Lauderdale FL	1,784
2.	Atlanta GA	260
3.	Orlando-Daytona Beach-Melbourne FL	89
4.	West Palm Beach-Ft. Pierce FL	86
5.	Tampa-St. Petersburg (Sarasota) FL	67
6.	New York, NY	63
7.	Washington DC (Hagerstown MD)	48
8.	Indianapolis IN	33
9.	Erie PA	32
10.	Columbus OH	30

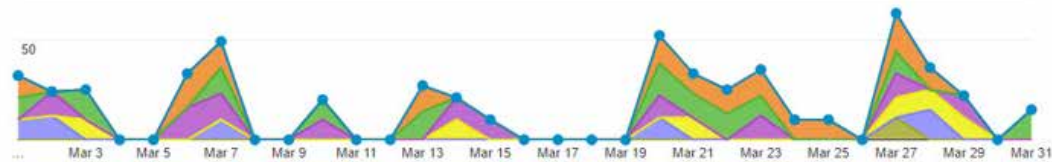
Top Searches

1. All Residential Properties For Rent – All Prices
2. All Residential Properties For Sale – All Prices
3. All Residential Properties in Doral For Rent – All Prices
4. All Residential Open House Properties For Rent – All Days
5. All Commercial Properties For Lease – All Prices
6. All Miami Residential Properties For Sale – All Prices
7. All Commercial Properties For Sale – All Prices
8. All Residential Open House Properties in Miami Beach For Sale – All Prices – All Dates
9. All Fort Lauderdale Residential Properties – All Prices
10. All Residential Properties in Miami For Sale – All Prices

Users Insights

Demographics

● Users ● 35-44 ● 45-54 ● 25-34 ● 55-64 ● 18-24 ● 65+



Age ?	Users ? ↓	New Users ?	Sessions ?	Pages / Session ?	Avg. Session Duration ?
	1,035	909	1,533	6.36	00:06:40
1. 35-44 **	217 (20.87%)	189 (20.79%)	318 (20.74%)	6.84	00:07:05
2. 25-34	203 (19.52%)	177 (19.47%)	299 (19.50%)	6.90	00:07:23
3. 45-54	200 (19.23%)	177 (19.47%)	300 (19.57%)	7.37	00:07:30
4. 55-64 ***	165 (15.87%)	143 (15.73%)	214 (13.96%)	4.59	00:04:00
5. 18-24	158 (15.19%)	136 (14.96%)	238 (15.53%)	6.16	00:07:19
6. 65+	97 (9.33%)	87 (9.57%)	164 (10.70%)	5.17	00:05:30

**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

● Users ● female ● male



Gender ?	Users ? ↓	New Users ?	Sessions ?	Pages / Session ?	Avg. Session Duration ?
	1,098	966	1,610	6.31	00:06:36
1. female	593 (53.91%)	520 (53.83%)	879 (54.60%)	6.23	00:06:09
2. male	507 (46.09%)	446 (46.17%)	731 (45.40%)	6.40	00:07:07