

The Modesto Bee Brings You Your
MONTHLY ACTIVITY SUMMARY REPORT

Coldwell Banker - Vinson Chase, Realtor

JULY 2009



Summary				
	Broker This Month	Agent This Month	Total This Month	YTD
Map and Driving Directions Requests	32	0	32	721
Traffic Sent to Website	22	0	22	220
Print Flyer Requests	7	0	7	55
Email This Listing	0	0	0	6
Toll-Free Phone Leads	N/A	N/A	N/A	N/A
Email Leads	1	0	1	33

Broker Branding Opportunities	
	YTD
Search Results Impressions	7,948
Property Details Impressions	384
	114,083
	7,320

Monthly Property Activity Summary (For Broker & Agent Packages)										
	Property Search Results Impressions	Property Detail Page Impressions	Media Impressions	Toll-Free Phone Leads	Email Leads	Email this Listing	Traffic Sent to Website	Map & Driving Directions Requests	Number of Properties	Number of Open Houses
Coldwell Banker - Vinson Chase, Realtor_1695772	7,948	384	1,394	N/A	1	0	22	32	96	0

Property Address		MLS/ID #	Property Price	Property Search Results Impressions	Property Detail Page Impressions	Media Impressions	Email Leads	Email this Listing	Traffic Sent to Website	Map & Driving Directions Requests	Print Flyer Requests
1007 Coconut Ln., Ripon, California, 95366	80108758-95366	\$549,000	9	9	0	0	0	0	0	0	0
1063 Maria Dr., Oakdale, California, 95361	80078634-95361	\$159,900	42	0	0	0	0	0	0	0	0
1101 Pebble Ln., Modesto, California, 95355	90028277-95355	\$259,900	111	10	45	0	0	0	4	0	0
11048 Dedron Ct., Oakdale, California, 95361	90044362-95361	\$363,974	26	0	0	0	0	0	0	0	0
1116 Los Niños Ct., Modesto, California, 95351	80091762-95351	\$99,900	173	7	15	0	0	0	3	0	0
1131 Wellesley Ave., Modesto, California, 95350	90038633-95350	\$599,900	148	2	7	0	0	0	0	0	0
1160 Crestwood Ave., Manteca, California, 95336	90045873-95336	\$110,000	94	4	19	0	0	0	0	1	0
1201 Giovanna Ct., Modesto, California, 95355	90035957-95355	\$319,000	108	3	3	0	0	0	0	0	0
1242 Mitchell Rd., Modesto, California, 95351	90021914-95351	\$275,000	98	5	31	0	0	0	0	0	0
125 No Clipper Ln., Modesto, California, 95356	90048520-95356	\$9,000	52	8	14	0	0	0	1	0	0
1294 Camasback Ct., Newman, California, 95360	80079429-95360	\$203,900	22	0	0	0	0	0	0	0	0
145 Norwegian Ave., Modesto, California, 95350	90019968-95350	\$179,900	180	7	46	0	0	0	0	0	0
14653 Leroy Ave., Ripon, California, 95366	90009726-95366	\$1,250,000	89	3	14	0	0	0	0	0	0
14759 Leroy Ave., Ripon, California, 95366	80099184-95366	\$1,195,000	65	1	0	0	0	0	0	0	0
1500 Hald Dr., Modesto, California, 95355	80093984-95355	\$24,500	61	1	0	0	0	0	0	0	0
1500 Scenic Dr., Modesto, California, 95355	80123810-95355	\$219,900	103	4	13	0	0	0	1	0	0
1513 Victoria Dr., Modesto, California, 95351	80059662-95351	\$74,900	108	6	0	0	0	0	2	0	0
1521 We Roseburg Ave., Modesto, California, 95350	90050963-95350	\$139,900	171	6	29	0	0	0	0	1	0
1535 Horizon Ln., Patterson, California, 95363	90026965-95363	\$169,900	70	4	28	0	0	0	0	0	0
1553 Victoria Dr., Modesto, California, 95351	90035485-95351	\$54,900	95	6	21	0	0	0	0	1	0
1612 Radcliffe Ave., Modesto, California, 95358	90022843-95358	\$118,500	155	5	22	0	0	0	0	3	0
1643 1st Golo St., Stockton, California, 95206	90053128-95206	\$117,900	58	1	0	0	0	0	0	0	0
1649 Wyline Way, Modesto, California, 95350	80057898-95350	\$134,900	217	6	16	0	0	0	0	0	0
16899 Victory Ave., Oakdale, California, 95361	90050757-95361	\$499,000	14	0	0	0	0	0	0	0	0
1676 Calhoun Ave., Ripon, California, 95366	90010887-95366	\$275,000	2	0	4	0	0	0	0	0	0
1689 Palo Alto St., Dos Palos, California, 95620	90014540-95620	\$70,000	34	1	4	0	0	0	0	0	0
1701 Edgemoor Dr., Modesto, California, 95354	90008020-95354	\$593,000	71	4	15	0	0	0	1	0	0
1708 Joann Ave., Modesto, California, 95350	90039106-95350	\$119,900	203	26	84	0	0	0	0	1	2
1709 Joann Ave., Modesto, California, 95350	90050179-95350	\$119,900	110	4	14	0	0	0	0	1	0
1721 Carousel Dr., Modesto, California, 95356	90047245-95356	\$320,000	101	3	5	0	0	0	0	0	0
1808 Chesapeake Ave., Modesto, California, 95358	80061207-95358	\$109,000	162	19	86	0	0	0	1	4	0
1809 Denver St., Modesto, California, 95358	80099624-95358	\$115,000	57	4	9	0	0	0	0	0	0
1824 Gimnes Ave., Modesto, California, 95358	80108199-95358	\$270,950	113	3	25	0	0	0	0	0	0
1841 San Ramos Way, Modesto, California, 95358	90052320-95358	\$114,900	13	1	0	0	0	0	0	0	0
1905 Norman Way, Modesto, California, 95350	80116915-95350	\$135,000	141	10	73	0	0	0	0	1	1
1908 Donald St., Modesto, California, 95351	90042364-95351	\$90,000	162	8	51	0	0	0	0	6	0
19377 So North Ripon Rd., Ripon, California, 95366	90014001-95366	\$759,000	75	2	7	0	0	0	0	0	0
2003 Porter Way, Turlock, California, 95380	80022846-95380	\$169,900	98	2	5	0	0	0	0	0	0
20865 Grapevine Dr., Patterson, California, 95363	90018062-95363	\$125,900	73	4	18	0	0	0	0	0	0
2108 Quebec Ct., Modesto, California, 95356	80103983-95356	\$289,900	28	0	0	0	0	0	0	0	0
2139 Newby Rd., Stockton, California, 95215	90011822-95215	\$650,500	351	5	19	0	0	0	2	0	0
2174 Brennan Ln., Manteca, California, 95337	90051400-95337	\$350,000	58	6	10	0	0	0	0	1	0
222 Palm Ave., Modesto, California, 95350	80103313-95350	\$174,950	28	1	7	0	0	0	0	0	0
2280 McCaffrey Ln., Riverbank, California, 95367	90054540-95367	\$174,240	12	1	0	0	0	0	0	0	0
2272 Canyon Brock Ln., Newman, California, 95360	90023371-95360	\$124,900	59	0	0	0	0	0	0	0	0
2308 Silver Oak Ct., Ceres, California, 95307	90029800-95307	\$232,900	46	1	6	0	0	0	0	0	0
2401 Pariducci Dr., Modesto, California, 95358	90042541-95358	\$79,900	95	6	45	0	0	0	0	0	0
2408 Van Layden Way, Modesto, California, 95356	90023789-95356	\$499,000	82	1	0	0	0	0	0	0	0

Featured Property	Total Active
Number of Featured Properties	0

Monthly Featured Property Activity Totals										
Property Address	M.S.I.D #	Property Price	Impressions	YTD Impressions	Number of Clicks	YTD Number of Clicks	% of Click-Throughs	YTD % of Click-Throughs	E-mail Leads	YTD E-mail Leads

Report Key:

Number of properties: The total number of unique properties that were in the search database for at least one day.

Number of Open Houses: The total number of unique properties with Open House details that were in the search database for at least one day.

Property Search Results Impressions: Count of Impressions (Views) the property received on Search Results.

Property Detail Page Impressions: Count of Impressions (Views) the property received on the Details page.

Media Impressions: Count of Impressions (Views) the party's properties received on the "Virtual Tour" and "Additional Photos" pages (if applicable).

Toll-Free Phone Leads: Total number of phone calls made to your CallSource Toll-Free number.

E-mail Leads: Total number of e-mail leads you received.

E-mail this Listing: Total number of listings sent through the E-mail this Listing service.

Traffic Sent to Website: Represents traffic sent to your external website.

Map & Driving Directions Requests: Number of times a user requested a "Map this Property", "Custom Map", or "Driving Directions" page.

Print Flyer Requests: Number of times a user requested a "Print Flyer" Details page.

Impressions: Count of Impressions (Views) the property received on the Search Results and Saved Listings, if applicable. Followed by YTD Impressions.

Number of Clicks: Number of Clicks to Details Page from a Featured Property. Followed by YTD Number of Clicks.

% of Click-Throughs: Rate of Click-Throughs to Details page from a Featured Property. Followed by YTD % of Click-Throughs.