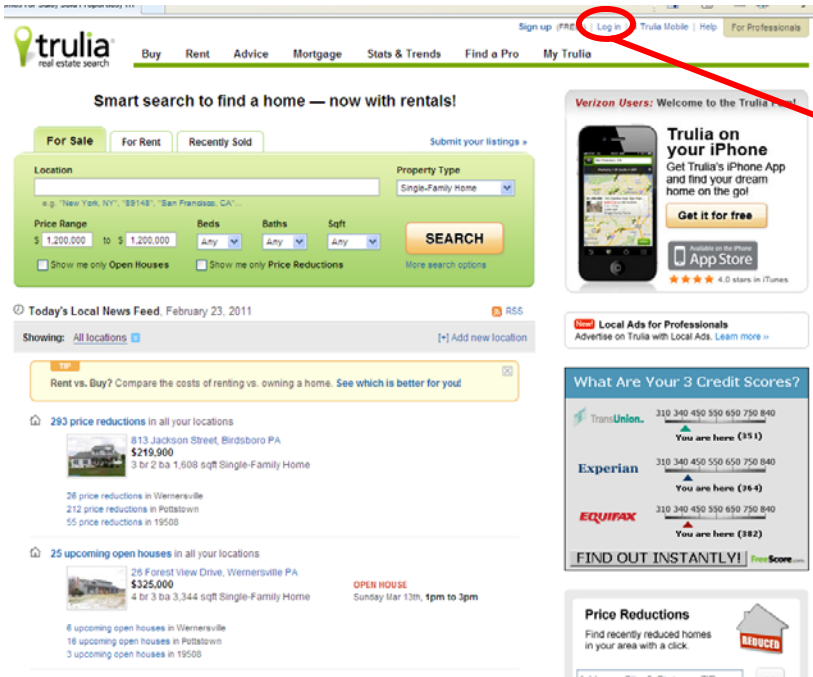


Tracking Listing Traffic on Trulia

Trulia is a Real Estate search engine and resource tool Buyers are using more and more. You can setup a free account here, highlight your listings, plus get visitor traffic and hits that you can send to your sellers to help keep them informed. This how to guide walks you through finding out how much traffic your listings have had on Trulia.

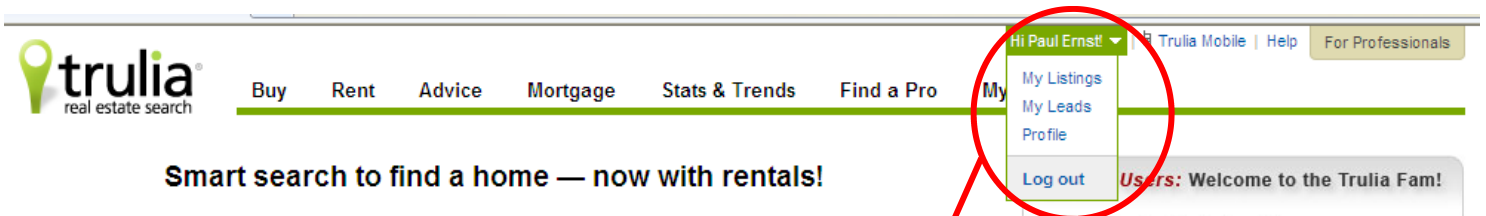


Go to **www.trulia.com** and for your first time here, click on

“Log In” in the top right hand corner of the screen.

Once you click on this, a new screen will come up like the one below to login to your account.

Type in your email address you had setup previously, then your password. Click “Log In”



Once you click the “Log In” Button, the Trulia home screen doesn’t change much except for your name will appear at the top of the screen.

Click the down arrow next to your name and the click on “My Listings”

trulia real estate search

Buy Rent Advice Mortgage Stats & Trends Find a Pro My Trulia

Search Homes City & State, ZIP, Neighborhood or Address SEARCH More search options

Profile My Leads My Listings Find/Submit Listings Reporting Client Listing Reports Open House Calendar Local Ads Upgrade to Pro More...

Need help? 415-748-3700 (M-F 9am to 7pm PST) or email us for a response within 2 business days

Want an ad like this? Click here »

Paul Ernst Your local expert Learn more \$63,000 745 N 12th St, Reading PA

My Listings Not seeing some of your listings here? Find or submit listings

Summary as of 02/24/2011 Listings on Trulia - 3 Featured listings - 0 (out of 0) Feature more listings >

For Sale For Rent

Active (2) Sold/Expired (0) Deleted (1) Sort by: Date Added

30 Mountain View Ln, Blandon PA Status: For Sale

\$62,500 3 br 2 ba 1,456 sqft Single-Family Home CENTURY 21 8 photos Not featured 4,703 Property view (view all stats) Edit listing Add photos Add open houses More Options

Open house: None scheduled

745 N 12th St, Reading PA Status: For Sale

\$63,000 5 br 1 ba Single-Family Home realestatebook.com 5 photos Not featured 667 Property views (view all stats) Edit listing Add photos Add open houses More Options

Open house: None scheduled

Not seeing some of your listings on this page? Try to find or submit them here.

Your Listings will page will load showing you all of the listings you either claimed that were already in Trulia, or that you had personally entered (Covered in the How To Guide, Setting Up Your Trulia Account).

Once here, look for the listing you would like to generate a traffic report for, then click the option “View All Stats” aside of where it tells you how many property views your listing had.

This screen will show you some key facts.

Under the Summary - it shows how many leads came in, how many Search Results Views (how many people did a search in this area and how many times your listing came up in a search, but the visitor did not click for more details), and how many Property Detail Views (when the visitor clicked on your listing in a search to see the full details of your listing).

The next section shows a chart utilizing these hits for the time period shown below the chart. You can toggle between Search Results and Property Details by clicking on either at the top of the chart.

Lastly, the Weekly Stats Comparison shows you the last 4 weeks of activity for your listing. In this example you can see there were 0 search results and detail views for the first 2 weeks. This home was newly listed and wasn't on Trulia during that period.

trulia real estate search

Buy Rent Advice Mortgage Stats & Trends Find a Pro My Trulia

Search Homes City & State, ZIP, Neighborhood or Address SEARCH More search options

Reporting Details < back 30 Mountain View Lane, Blandon PA Print Send Client Listing Reports

Summary Week of Feb 20, 2011 - Feb 24, 2011 Exchange week-over-week

Leads	Search Results Views	Property Detail Views
0 0%	120 -3%	8 0%

Own your market Hyper-target buyers in your area. Buy Local Ad

Page Views Search results | Property detail

60
50
40
30
20
10
0

Jan 27 Feb 08 Feb 20

Weekly Stats Comparison

Report Week	Leads	Search Results Views	Property Detail Views
THIS WEEK FEB 20, 2011 - FEB 24, 2011	0	120	8
FEB 13, 2011 - FEB 19, 2011	0	220	8
FEB 06, 2011 - FEB 12, 2011	0	0	0
JAN 30, 2011 - FEB 05, 2011	0	0	0

Not getting enough leads? Sign up for Trulia Pro to promote your listings.

Explore Trulia Homes for Sale | Homes for Rent | Stats & Trends | Real Estate Advice | Trulia Mobile | Trulia Labs | Trulia API

For Professionals Agents | Brokers | Advertisers & Partners | Tools & Widgets | Submit Your Listings

Corporate About Trulia | News Room | Trulia Blog | Jobs | Privacy | Terms of Use | Advertiser Terms of Use | Trulia Pro Terms of Use | Community Guidelines

Search Homes City & State, ZIP, Neighborhood or Address SEARCH More search options

trulia real estate search

Buy Rent Advice Mortgage Stats & Trends Find a Pro My Trulia

Search Homes City & State, ZIP, Neighborhood or Address SEARCH

Reporting Details back

30 Mountain View Lane, Blandon PA Print Send Client Listing Reports

Summary Week of Feb 20, 2011 - Feb 24, 2011 (change week-over-week)

Leads	Search Results Views	Property Detail Views
0 0%	120 -3%	8 0%

Page Views

Search results | Property detail

601

Once you have this data loaded on our screen. You can either Print or Email the data.

To Print, click on the Print Button toward the top of the page. A new screen will load with just this data and without all the side ads and Trulia headers and options.

Send Client Listing Report

Send a Client Listing Report every week to let your client know you're featuring their home on the fastest growing real estate site in the company.

Listing: 30 Mountain View Ln, Blandon PA

Name: Email:

Recipient's name Recipient's email Email weekly

[+] Add another recipient

331 characters left

As you may know, I'm marketing your property on Trulia, where over 11 million active homebuyers are searching for homes for sale. Below is a traffic summary for 2/19/11.

Copy me

Cancel Send Show Preview

To Email, Click the Send Client Listing Reports. A new window will pop up on your screen like the one to the left.

You can enter your Seller's Name and then their email address. You can check the box next to their name to email them stats weekly automatically without having you to do this every week.

Lastly, you can type a letter to your seller telling them what this report is. Once is entered for you automatically, but you can add or change it completely if you wish.

Once you are ready, click on Send to email it to your client.

Congratulations! You have now printed or emailed an activity report for your listing. You can now go back and repeat for your other listings or to see a little more information, please see the next page.

Also under the “My Listings” Section on your left side menu, you will see an option for “Client Listing Reports”. This is another way to setup automatic emails to your seller of their property views report. If you click on the “Send Now” button a screen will load showing you the report (see the next page).

The screenshot shows the Trulia website interface. At the top, there is a navigation bar with the Trulia logo and links for Buy, Rent, Advice, Mortgage, Stats & Trends, Find a Pro, and My Trulia. Below this is a search bar with the text "Search Homes" and a search button. The main content area is titled "Client Listing Reports" and includes a description of the service, a list of benefits, and a section for "Your current listings (2)". The first listing is for "30 Mountain View Ln, Blandon PA" with a price of \$62,500 and a "Send now" button circled in red. The second listing is for "745 N 12th St, Reading PA" with a price of \$63,000 and a "Send now" button. A sidebar on the left contains a navigation menu with options like Profile, My Leads, My Listings, Client Listing Reports, and Local Ads. At the bottom, there is a note about the scheduling option for reports.

Hi Paul Ernst | Trulia Mobile | Help | For Professionals

trulia real estate search Buy Rent Advice Mortgage Stats & Trends Find a Pro My Trulia

Search Homes City & State, ZIP, Neighborhood or Address SEARCH More search options

Client Listing Reports

Email Trulia's Client Listing Report to your sellers to make sure they know you're promoting their homes where more than 11 million serious buyers and sellers are searching each month. Set up weekly reports for your sellers to show them how many people viewed their home on Trulia and its partner sites.

What you get with the Client Listing Report

- ✓ Individual listing reports, customized with your photo and contact info
- ✓ Up-to-date statistics on how many people have seen your listing on Trulia
- ✓ On-demand access—send the report whenever you'd like, along with a personalized message to your seller
- ✓ Scheduling—set up weekly reports for your sellers with up-to-date stats

Your current listings (2)

None of your listings have scheduled reports. The next scheduled date is Mar 01, 2014

30 Mountain View Ln, Blandon PA
\$62,500
3 br 2 ba 1,456 sqft Single-Family Home
[+] Add another contact [Send now](#)

745 N 12th St, Reading PA
\$63,000
5 br 1 ba Single-Family Home
[+] Add another contact [Send now](#)

NOTE: If you take advantage of the scheduling option, your sellers will receive weekly reports, which are typically sent on Tuesday mornings, and include traffic data from the previous week. Once you've selected the scheduling option, your sellers will automatically receive a weekly update as long as their listings are listed as for sale on Trulia. We recommend using scheduling for all of your listings to save you time each week. Don't worry—you can always turn off the automatic schedule should your marketing needs change.

Want an ad like this? [Click here](#)

Paul Ernst
Your local expert
[Learn more](#)

\$63,000 745 N 12th St, Reading PA

1 of 2 listings

Client Listing Report

[Back to My Listings page](#)


NEW! Send a customized report to your client every week. Make sure your clients know that you're featuring their homes on the fastest growing real estate site in the country. Enter your client's email, personalize the message, and hit send!

Send to:

Name: Email: Email weekly

Copy me

Preview

 The Client Listing Report was generated for you by Paul Ernst on Trulia.com. Trulia is the best place to start your real estate search, with over 11 million serious buyers and sellers visiting each month!

Prepared by Paul Ernst
ph: (610) 921-2400
office@c21callfirst.com

Edit your personal message 221 characters left

As you may know, I'm marketing your property on Trulia, where over 11 million active homebuyers are searching for homes for sale. Below is a traffic summary for 2/19/11.

Listing performance on Trulia

30 Mountain View Ln, Blandon PA
\$82,600 3 br 2 ba 1,456 sqft

	Week ending 2/19/11	Total
Results views Number of times your property was viewed on the results page on trulia.com	220	4,468
Details views Number of times your property was viewed on the property details page on trulia.com	8	247
Clicks Number of times someone clicked to see more info about your property	0	16

Useful resources on Trulia

- Real Estate Trends for Blandon, PA 19610
- Comparable properties to 30 Mountain View Ln, Blandon PA
- Got a real estate question? Ask the real estate community on Trulia

Here you enter your seller's name and email address and click "Email Weekly" to have this automatically sent each week. Trulia sends out their reports on a Tuesday Morning.

If you want a copy, click on the "Copy Me" option.

If you want to personalize the standard message, you can do so by editing this box here.

When you are ready, click on the "Send" Button.

Tip! PERSONALIZE
Add a personal touch. Include a message to your client.

Client Listing Report

Once you send the report you see a confirmation screen. You can actually exit out of this screen completely as this was a pop up window from the "Client Listing Reports" screen we were on previously.

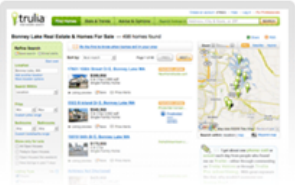
Thank you.
Your email was sent. [Back to My Listings page](#)

NEW! Schedule client listing report emails to be sent to your sellers automatically!


Have a question or feedback? Please [let us know](#).

Want to get even more exposure for , ?

Upgrade to Trulia Pro and all your listings will get:



- **Featured placement** in top search results, getting 4-7 times the exposure of other listings on Trulia



- **Enhanced property detail pages**, with increased personal branding and lead capture

Your current listings (2)

1 of your listings has a scheduled report. The next scheduled date is Mar 01, 2011.



[30 Mountain View Ln, Blandon PA](#)
\$62,500
3 br 2 ba 1,456 sqft Single-Family Home

[Send now](#)

SCHEDULE SUMMARY

Contact name:	Contact email:	Email frequency:	Last Emailed:
David Kantner	dkantner@c21call...	Send weekly	02/24/2011

[\[+\] Add another contact](#)



[745 N 12th St, Reading PA](#)
\$63,000
5 br 1 ba Single-Family Home

[Send now](#)

[\[+\] Add another contact](#)

NOTE: If you take advantage of the scheduling option, your sellers will receive weekly reports, which are typically sent on Tuesday mornings, and include traffic data from the previous week. Once you've selected the scheduling option, your sellers will automatically receive a weekly update as long as their listings are listed as for sale on Trulia. We recommend using scheduling for all of your listings to save you time each week. Don't worry—you can always turn off the automatic schedule should your marketing needs change.

Once you go back to the Client Listing Report Window you can either click refresh in your Internet Explorer Toolbar, or click "Client Listing Reports" under the "My Listings section on your Trulia menu. You will now see the listing you have signed up for automatic reports. This will also show the date of the last emailed report so you can keep up with your clients that are getting reports.

You are now set up for automatic reports from Trulia!

The screenshot shows the Trulia real estate search website. At the top, the Trulia logo is on the left, and 'Buy' and 'Re' are on the right. Below the logo is a green search bar with the word 'Search' on the right. A navigation menu is visible, listing several options: Profile, My Leads, My Listings, Reporting, **Client Listing Reports** (circled in red), Open House Calendar, Local Ads, Upgrade to Pro, and More... Below the menu is a 'Need help?' section featuring a photo of a woman on a headset, the phone number 415-748-3700 (M-F 9am to 7pm PST), and the text 'or email us for a response within 2 business days.'