



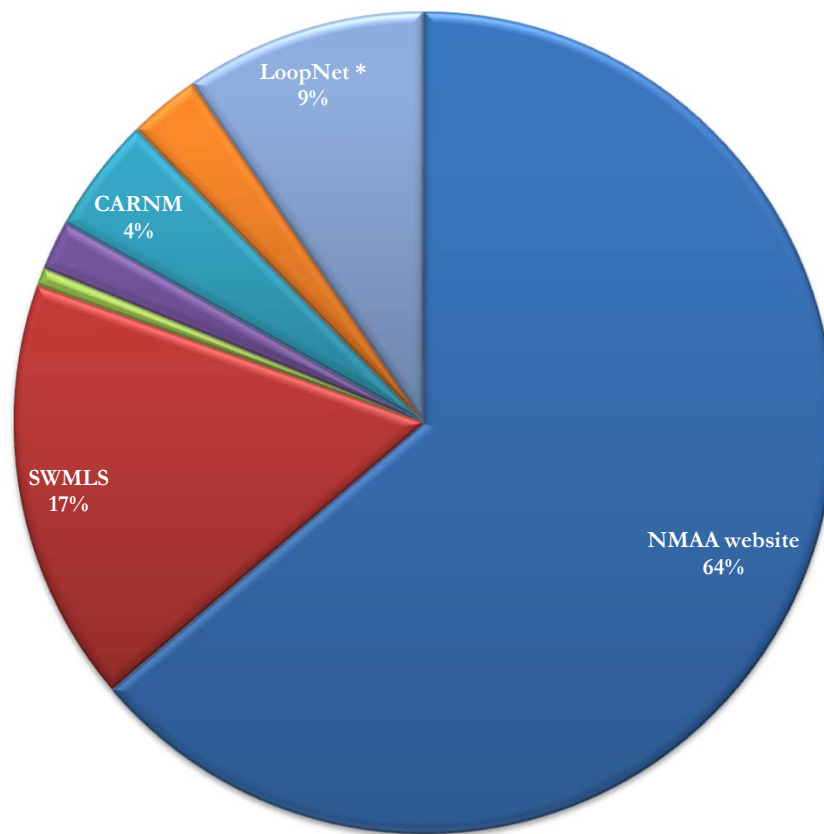
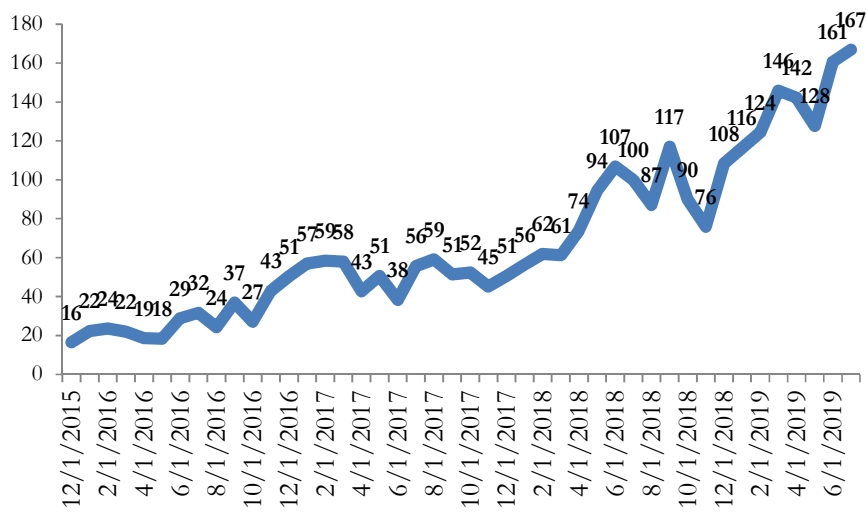
2016-2019 Traffic /Activity Report

NMAA Website Traffic

Month Downloaded flyers

Date	Total Views	# of listings	Downloaded flyers per listing	Increase Fold
12/1/2015	938	57	16	
1/1/2016	1,274	57	22	
2/1/2016	1,344	57	24	
3/1/2016	1,249	57	22	
4/1/2016	1,060	57	19	
5/1/2016	1,083	59	18	
6/1/2016	953	33	29	
7/1/2016	1,141	36	32	
8/1/2016	948	39	24	
9/1/2016	1,109	30	37	
10/1/2016	1,028	38	27	
11/1/2016	1,335	31	43	
12/1/2016	1,515	30	51	3.07
1/1/2017	1,884	33	57	2.55
2/1/2017	1,989	34	59	2.48
3/1/2017	2,089	36	58	2.65
4/1/2017	1,663	39	43	2.29
5/1/2017	1,265	25	51	2.76
6/1/2017	1,148	30	38	1.33
7/1/2017	1,617	29	56	1.76
8/1/2017	1,774	30	59	2.43
9/1/2017	1,440	28	51	1.39
10/1/2017	1,783	34	52	1.94
11/1/2017	1,670	37	45	1.05
12/1/2017	1,976	39	51	1.00
1/1/2018	2,146	38	56	0.99
2/1/2018	2,047	33	62	1.06
3/1/2018	2,085	34	61	1.06
4/1/2018	2,443	33	74	1.74
5/1/2018	3,395	36	94	1.86
6/1/2018	3,957	37	107	2.79
7/1/2018	2,700	27	100	1.79
8/1/2018	2,702	31	87	1.47
9/1/2018	4,446	38	117	1.98
10/1/2018	3,057	34	90	1.75
11/1/2018	2,660	35	76	1.45
12/1/2018	4,115	38	108	2.40
1/1/2019	3,726	32	116	2.30
2/1/2019	4,230	34	124	2.20
3/1/2019	4,669	32	146	2.35
4/1/2019	4,695	33	142	2.32
5/1/2019	4,473	35	128	1.73
6/1/2019	5,625	35	161	1.70
7/1/2019	4,508	27	167	1.56

of Flyer(s) download per listing



Increase 2015 to 2019

9.77

Traffic Counts

Source	# of views
NMAA website	102,872
SWMLS	26,923
Zillow	1,118
CREXi	3,145
CARNM	7,383
Matterport	4,521
LoopNet *	15,401
Total Investor Views =	161,363

* LoopNet changed the way they report stats 10/2017 prior to that it reported searches/views, today it reports impressions/views impressions are recorded

Current Listings

Total Traffic count from all sources =	85,489
NMAA Number of registered Investors for confidential document center =	1,491
Avg. Conversion Rate (views to registrations) =	1.74%
NMAA Offers on Listings 2015 to current date	409
NMAA Offers on current listings properties =	115
Avg. Conversion Rate (offers to registrations) =	7.7%