



Lynn Holley Real Estate
Marketing Report
Lake Point Condominiums
April 2011

MLS Sales January, 2011-April 30, 2011 E15 (MLS geo code for Lake Point)

- 4 condos sold – all in Lake Point (garden view units)

Market Statistics All MLS

Statistics for: Class=SF, CD, MF, LA, BU, RT AND Date Range=01/01/2011-05/31/2011 AND Area=E15 AND Board=-1; As Of: 5/4/2011

Class	Bedrooms	Current Active	Avg List Price	Avg DOM
All	All	19	\$104,752	129
CD	All	19	\$104,752	129
CD	0-2	11	\$72,372	162
CD	3	7	\$149,185	81
CD	4+	1	\$149,900	100

Class	Bedrooms	Total Listed	Num Sold	Pct Sold	Avg List Price Sold	Avg Sale Price Sold	Sale Price/List Price Ratio	Avg DOM Sold	Avg List Price Unsold	Pct Expired
All	All	20	4	20.00%	\$54,900	\$50,600	92.17%	147	\$94,488	90.00%
CD	All	20	4	20.00%	\$54,900	\$50,600	92.17%	147	\$94,488	90.00%
CD	0-2	12	4	0.00%	\$54,900	\$50,600	92.17%	147	\$59,900	91.67%
CD	3	7	0	0.00%	\$0	\$0	0.00%	0	\$148,842	100.00%
CD	4+	1	0	0.00%	\$0	\$0	0.00%	0	\$0	0.00%

All East Madison Condos 2011 to-date: 351 Active and 55 Sold

82% fewer sales in 2011 vs 2010 for this same time period (1/1/11-4/30/11)

- 299 sold in 2010 during this period vs 55 sold in 2011 during the same period (effect of homebuyer tax credit in 2010)

Comparing this period 2011 to same period 2010 (1/1/10-4/30/10):

- 2011 average list price \$191,652; 2010 average list price of unsold units \$178,783
- 2011 average sale price \$147,588; 2010 average sale price \$149,058

East Madison Condos, 2011 YTD

Market Statistics All MLS

Statistics for: Class=SF, CD, MF, LA, BU, RT AND Date Range=01/01/2011-05/31/2011 AND Area=E01, E02, E03, E04, E05, E06, E07, E08, E09, E10, E11, E12, E13, E14, E15, E16 AND Board=-1; As Of: 5/4/2011

Class	Bedrooms	Current Active	Avg List Price	Avg DOM
All	All	351	\$191,652	332
CD	All	351	\$191,652	332
CD	0-2	274	\$178,261	364
CD	3	71	\$228,754	201
CD	4+	6	\$364,116	430

Class	Bedrooms	Total Listed	Num Sold	Pct Sold	Avg List Price Sold	Avg Sale Price Sold	Sale Price/List Price Ratio	Avg DOM Sold	Avg List Price Unsold	Pct Expired
All	All	199	55	27.64%	\$155,639	\$147,588	94.83%	184	\$163,091	54.77%
CD	All	199	55	27.64%	\$155,639	\$147,588	94.83%	184	\$163,091	54.77%
CD	0-2	153	44	0.00%	\$154,987	\$147,317	95.05%	210	\$144,527	49.67%
CD	3	43	11	0.00%	\$158,245	\$148,672	93.95%	78	\$172,640	72.09%
CD	4+	3	0	0.00%	\$0	\$0	0.00%	0	\$854,950	66.67%

Open Houses, Showings and Closings in April

Two open houses conducted.

April Showings:

- Lynn Holley, Keller Williams, showed townhomes and garden view units to first time homebuyer. He didn't like the Garden View units, but did like the townhomes. Found a townhome for \$119,000 in Metro Terrace that he bought for less. Pricing was the issue with the townhomes.
- Josh Lavik, Keller Williams, showed garden view units on 4/17 and 4/20 and sold 5337 Garden View. Closed 5/2.
- Crystal Schliefer, Keller Williams, showed garden view units on 4/15. Buyer didn't like area.

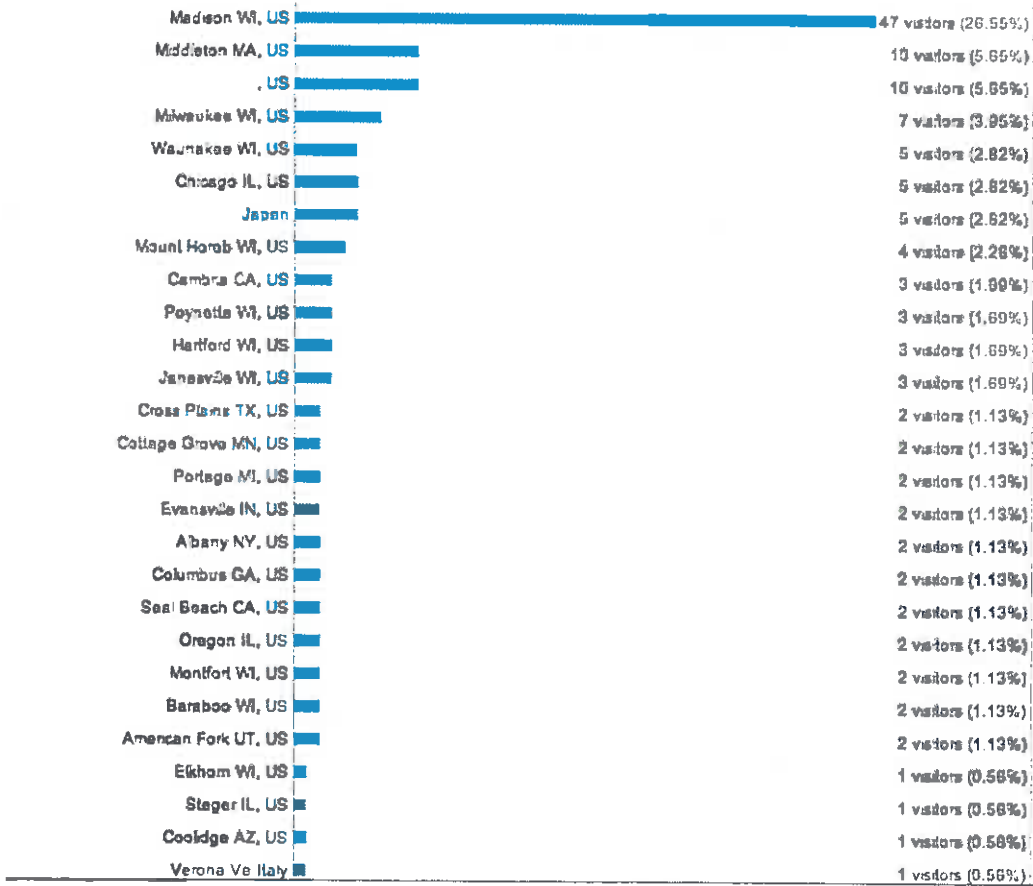
5365 Garden View Court: Closed April 12

craigslist

Posting real estate on Craigslist.com can be a vital way to gain leads for some properties. The Lake Point units are advertised on Craigslist.com regularly. Below is a snapshot of the total number of views and where the visitors are coming from. Unique views pertains to the number of people who clicked on the listing, while the total page views reflects the complete number of views.

Total pageviews: 186 Uniques: 177

Visitor Locations (177 total)





Summary Week of May 1, 2011 - May 4, 2011 ↑ ↓ % change week-over-week

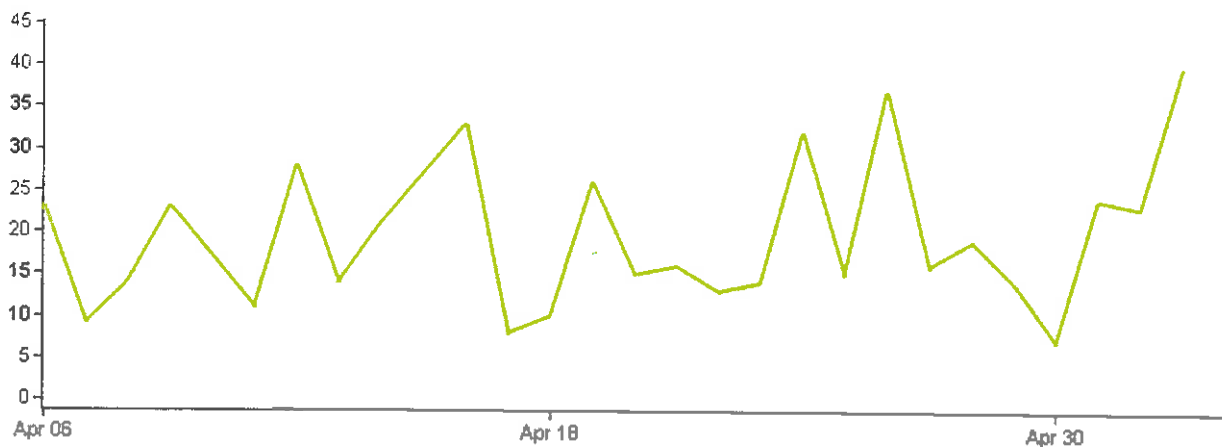
Leads
0 0%

Search Results Views
87 +4% ↑

Property Detail Views
0 0%

Page Views

Search results | [Property detail](#)



Weekly Stats Comparison

Report Week	Leads	Search Results Views	Property Detail Views
MAY 01, 2011 - MAY 04, 2011	0	87	0
APR 24, 2011 - APR 30, 2011	0	140	0
APR 17, 2011 - APR 23, 2011	0	102	1
APR 10, 2011 - APR 16, 2011	0	151	4



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ONLINE MARKETING SUMMARY

May 04, 2011

5335 Garden View Ct
 Madison, WI 53713, US

MLS # 1614581 | \$54,900



→ Number of Visits - Last 4 Weeks



→ Top Cities

City	Click-Throughs (Visits)	Inquiries
Baraboo, WI	2	0
Helsinki, 13	2	0
Bonn, 07	1	0

→ Terms Used

Property Views - occurs when a consumer views the full property detail page on the Web site for the specific listing.

Click-Throughs (Visits) - occurs when a consumer is redirected to the property page for that listing (for example the ListHub-hosted property page or property page on the brokerage Web site).

Inquiry - a consumer starts an email interaction with the broker or agent about the property.

Top Cities - displays where the consumers live who are looking at your listing based on click-throughs.

→ Web Sites That Provide "Views" and "Visits" Data

Web Sites	Property Views	Click-Throughs (Visits)
Foreclosure.com	0	0
FreedomSoft	0	0
Harmon Homes	0	0
IAS Properties	0	0
Property Pursuit	0	0
HomeFinder.com	0	0
HotPads	1	0
RealtyTrac	0	0
CLRSearch	0	0
Keller Williams	5	0
TOTAL	6	0

→ Web Sites That Provide "Visits" Data

Web Sites	Click-Throughs (Visits)
Trulia	6
TOTAL	6

→ Your Listing Is Displayed On

Homes.com	Zillow.com
AOL Real Estate	Cyberhomes
DataSphere	Enormo
eRealInvestor	FrontDoor
Gooplex	Homes By Lender
HomeTourConnect	HomeWinks
LakeHomesUSA	LearnMoreNow.com
LiquidusMedia	MyREALTY.com
National Relocation	Oodle
Overstock	PropBot
Property Shark	RealEstateCentral
RealQuest Express	RealtyStore
Relocation.com	TweetLister
USHUD.com	Vast



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ONLINE MARKETING SUMMARY

May 04, 2011

1805 Conservation Pl
 Madison, WI 53713, US

MLS # 1614632 | \$139,900



→ Number of Visits - Last 4 Weeks



→ Top Cities

City	Click-Throughs (Visits)	Inquiries
Madison, WI	7	0
Milwaukee, WI	2	0
Ithaca, NY	1	0

→ Terms Used

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→ Web Sites That Provide "Views" and "Visits" Data

Web Sites	Property Views	Click-Throughs (Visits)
Foreclosure.com	0	0
FreedomSoft	0	0
Harmon Homes	0	0
IAS Properties	0	0
Property Pursuit	0	0
HomeFinder.com	1	0
HotPads	4	0
RealtyTrac	0	0
CLRSearch	0	0
Keller Williams	23	0
TOTAL	28	0

→ Web Sites That Provide "Visits" Data

Web Sites	Click-Throughs (Visits)
Zillow.com	11
Trulia	2
FrontDoor	1
Oodle	1
TOTAL	15

→ Your Listing Is Displayed On

Homes.com	AOL Real Estate
Cyberhomes	DataSphere
Enormo	eReallInvestor
Gooplex	Homes By Lender
HomeTourConnect	HomeWinks
LakeHomesUSA	LearnMoreNow.com
LiquidusMedia	MyREALTY.com
National Relocation	Overstock
PropBot	Property Shark
RealEstateCentral	RealQuest Express
RealtyStore	Relocation.com
TweetLister	USHUD.com
Vast	



Hit Counts on the MLS

The Multiple Listing Service (MLS.com) shows us exactly how many “hits” a particular residence has to date. *Hits* refer to the number of people who have viewed your property on the MLS. The MLS goes a step further and tells us how many clients and agents have viewed your listing. As of May 4, 2011, Lake Point Condominiums have been viewed a total of **290** times by agents and **162** times by clients (or prospective buyers). Here’s the breakdown:

Unit	Agent Count	Client Count
5335	43	32
5343	36	27
5349	35	24
5351	37	13
5353	40	27
5361	41	17
5369	58	22