



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.

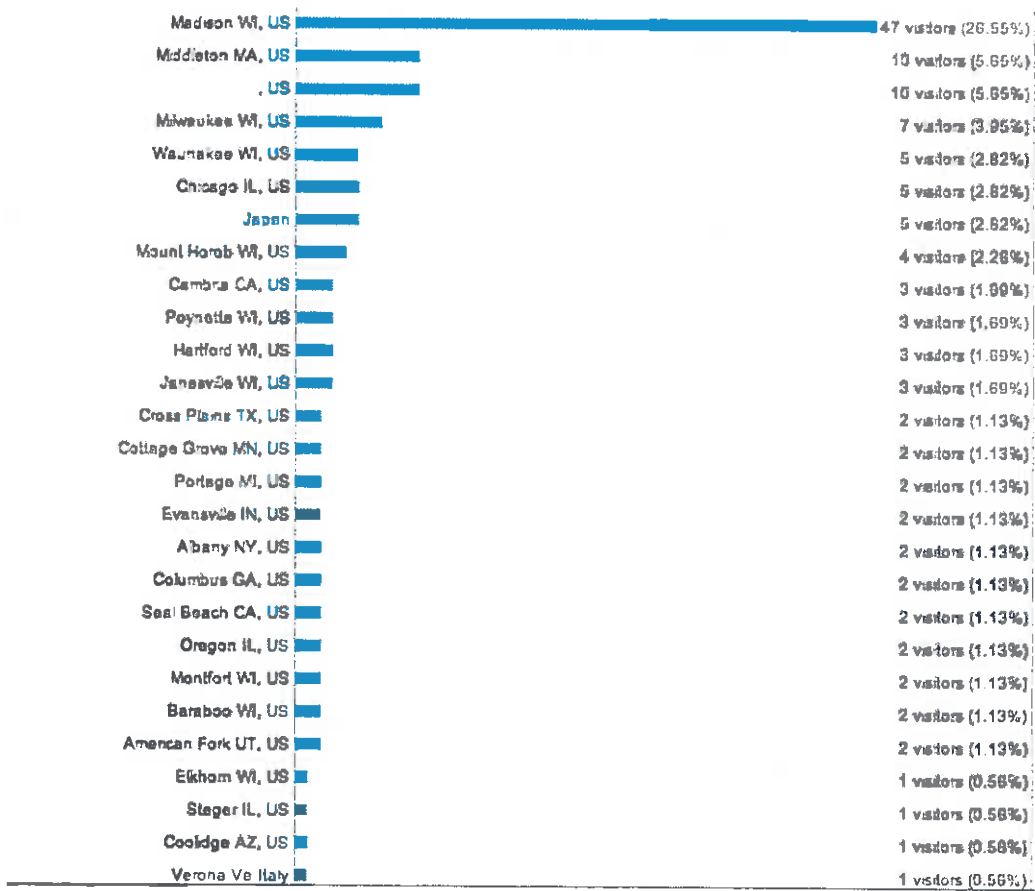
5365 Garden View Court: Closed April 12

# 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

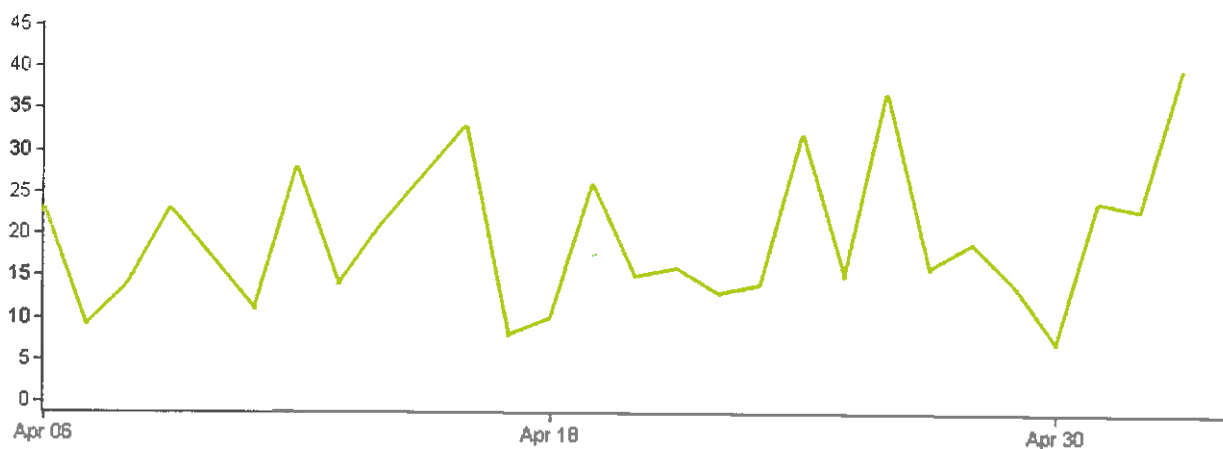
**Leads**  
0 0%

**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                     |



**Lynn Holley**  
 3 Point Place  
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 (608) 219-8955



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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                       |
| <b>TOTAL</b>     | <b>6</b>       | <b>0</b>                |

### Web Sites That Provide "Visits" Data

| Web Sites    | Click-Throughs (Visits) |
|--------------|-------------------------|
| Trulia       | 6                       |
| <b>TOTAL</b> | <b>6</b>                |

### 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         |

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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                       |
| <b>TOTAL</b>     | <b>28</b>      | <b>0</b>                |

### → Web Sites That Provide "Visits" Data

| Web Sites    | Click-Throughs (Visits) |
|--------------|-------------------------|
| Zillow.com   | 11                      |
| Trulia       | 2                       |
| FrontDoor    | 1                       |
| Oodle        | 1                       |
| <b>TOTAL</b> | <b>15</b>               |

### → 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           |