



Lynn Holley Real Estate Marketing Report

Lake Point Condominiums
February 2011

Online Marketing Report from our KWLS

syndication to home search engines: These snapshots provide a summary of the type of viewership we have online for Lake Point condos:

KELLER WILLIAMS 3 Point Place
Madison, WI 53719 US
(608) 219-8955
lyn@hollaydevelopment.com

March 03, 2011
4249 Garden View Ct
Madison, WI 53713, US
MLS # 1614609 | \$54,500



Number of Visits - Last 4 Weeks

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

Web Site	Property Views	Click-Throughs (Visits)
Foreclosure.com	0	0
FreedomSoft	0	0
IAS Properties	0	0
Property Pursuit	0	0
HomeFinder.com	1	1
HotPads	0	0
RealtyTrac	0	0
Keller Williams	4	0
TOTAL	5	1

Web Sites That Provide "Visits" Data

Web Sites	Click-Throughs (Visits)
Trulia	2
Oodle	1
TOTAL	3

Your Listing is Displayed On

Homes.com	Zillow.com
ADL Real Estate	CLRSearch
Cyberhomes	DataSphere
Enormo	eRealtorator
FrontDoor	Gooplex
Harmon Homes	HomeOnTheTube
Homes By Leader	HomeTourConnect
HomeVista	LakeHomeUSA
LearnMoreNow.com	LearnMoreNow.com
MyREALTY.com	National Relocation
Overstock	PropBot
Property Shark	RealEstateCentral
RealQuest Express	RealtyScore
Relocation.com	TweetLister

Top Cities

City	Click-Throughs (Visits)	Inquiries
Tiburg, OH	2	0
Brany, NY	1	0
Farmington, NJ	1	0

Terms Used

Property Views - occurs when a consumer clicks on the thumbnail view of a property to view more details, while still on the internet marketing channel Web site. It is from the property view that the consumer has access to the link for even more property information which would result in a "visit or click-through" when clicked.

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

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

KELLER WILLIAMS 3 Point Place
Madison, WI 53719 US
(608) 219-8955
lyn@hollaydevelopment.com

March 03, 2011
3361 Garden View Ct
Madison, WI 53713, US
MLS # 1614620 | \$54,900



Number of Visits - Last 4 Weeks

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

Web Site	Property Views	Click-Throughs (Visits)
Foreclosure.com	0	0
FreedomSoft	0	0
IAS Properties	0	0
Property Pursuit	0	0
HomeFinder.com	0	0
HotPads	0	0
RealtyTrac	0	0
Keller Williams	0	0
TOTAL	6	0

Web Sites That Provide "Visits" Data

Web Sites	Click-Throughs (Visits)
Trulia	2
TOTAL	2

Your Listing is Displayed On

Homes.com	Zillow.com
ADL Real Estate	CLRSearch
Cyberhomes	DataSphere
Enormo	eRealtorator
FrontDoor	Gooplex
Harmon Homes	HomeOnTheTube
Homes By Leader	HomeTourConnect
HomeVista	LakeHomeUSA
LearnMoreNow.com	LearnMoreNow.com
MyREALTY.com	National Relocation
Oodle	Overstock
PropBot	Property Shark
RealEstateCentral	RealQuest Express
RealtyScore	Relocation.com
TweetLister	USHUD.com

Top Cities

City	Click-Throughs (Visits)	Inquiries
Helinski	2	0

Terms Used

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

KELLER WILLIAMS Lynn Holley
3 Point Place
Madison, WI 53719 US
(608) 219-8955
lyn@hollaydevelopment.com

ONLINE MARKETING SUMMARY
March 03, 2011
1865 Conservation Pl.
Madison, WI 53713, US
MLS # 1614632 | \$139,900



Number of Visits - Last 4 Weeks

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

Web Site	Property Views	Click-Throughs (Visits)
Foreclosure.com	0	0
FreedomSoft	0	0
IAS Properties	0	0
Property Pursuit	0	0
HomeFinder.com	1	0
HotPads	2	0
RealtyTrac	0	0
Keller Williams	13	0
TOTAL	16	0

Web Sites That Provide "Visits" Data

Web Sites	Click-Throughs (Visits)
Zillow.com	7
Trulia	1
Oodle	1
TOTAL	9

Your Listing is Displayed On

Homes.com	ADL Real Estate
CLRSearch	Cyberhomes
DataSphere	Enormo
eRealtorator	FrontDoor
Gooplex	Harmon Homes
HomeOnTheTube	Homes By Leader
HomeTourConnect	HomeVista
LakeHomeUSA	LearnMoreNow.com
LearnMoreNow.com	MyREALTY.com
MyREALTY.com	National Relocation
Oodle	Overstock
PropBot	Property Shark
RealEstateCentral	RealQuest Express
RealtyScore	Relocation.com
TweetLister	Vist

Top Cities

City	Click-Throughs (Visits)	Inquiries
Madison, WI	4	0
Shuca, NY	1	0
Milwaukee, WI	3	0

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

KELLER WILLIAMS Lynn Holley
3 Point Place
Madison, WI 53719 US
(608) 219-8955
lyn@hollaydevelopment.com

ONLINE MARKETING SUMMARY
March 03, 2011
1817 Conservation Pl.
Madison, WI 53713, US
MLS # 1614639 | \$149,900



Number of Visits - Last 4 Weeks

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

Web Site	Property Views	Click-Throughs (Visits)
Foreclosure.com	0	0
FreedomSoft	0	0
IAS Properties	0	0
Property Pursuit	0	0
HomeFinder.com	1	1
HotPads	1	0
RealtyTrac	0	0
Keller Williams	2	0
TOTAL	4	1

Your Listing is Displayed On

Homes.com	Zillow.com
ADL Real Estate	CLRSearch
Cyberhomes	DataSphere
Enormo	eRealtorator
FrontDoor	Gooplex
Harmon Homes	HomeOnTheTube
Homes By Leader	HomeTourConnect
HomeVista	LakeHomeUSA
LearnMoreNow.com	LearnMoreNow.com
MyREALTY.com	National Relocation
Oodle	Overstock
PropBot	Property Shark
RealEstateCentral	RealQuest Express
RealtyScore	Relocation.com
Trulia	TweetLister
USHUD.com	Vist

Top Cities

City	Click-Throughs (Visits)	Inquiries
Madison, WI	1	0

Terms Used

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

© Peter Ricci
Madison, WI 53719 US
(608) 219-8956
lynn@hollaydevelopment.com

March 03, 2011
5369 Garden View Ct
Madison, WI 53713, US
MLS # 1614628 | \$54,900



Number of Views - Last 4 Weeks

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

Web Sites	Property Views	Click-Throughs (Visits)
Foreclosure.com	0	0
FreedomSoft	0	0
IAS Properties	0	0
Property Pursuit	0	0
HomeFinder.com	0	0
HotPads	0	0
RealtyTrac	0	0
Keller Williams	3	0
TOTAL	3	0

Web Sites That Provide "Visits" Data

Web Sites	Click-Throughs (Visits)
Zillow.com	1
Trulia	2
Oodle	1
TOTAL	4

Your Listing Is Displayed On

Homes.com	ADL Real Estate
CLRSearch	Cyberhomes
DataSphere	Enormo
eRealtyInvestor	FrontDoor
Google	Harmon Homes
HomeOnTheTube	Homes By Lender
HomeTourConnect	HomeVista
LikeHomes.com	Let's Move!
LiquidMedia	MyREALTY.com
National Relocation	Overstock
PropBot	Property Shark
RealEstateCentral	RealQuest Express
Realty Store	Relocation.com

Top Cities

City	Click-Throughs (Visits)	Inquiries
Tiburg, OH	2	0
Bronx, NY	1	0
Madison, WI	1	0

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Click-Throughs (Visits) - occurs when a consumer is redirected to the property page for that listing (for example the last-but-not-least property page or property page on the brokerage web site).

Top Cities - displays where the consumer has who are coming at your listing based on click-throughs.

(608) 219-8956
lynn@hollaydevelopment.com

1811 Conservation Pl
Madison, WI 53713, US
MLS # 1614635 | \$54,900



Number of Views - Last 4 Weeks

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

Web Sites	Property Views	Click-Throughs (Visits)
Foreclosure.com	0	0
FreedomSoft	0	0
IAS Properties	0	0
Property Pursuit	0	0
HomeFinder.com	2	0
HotPads	0	0
RealtyTrac	0	0
Keller Williams	2	0
TOTAL	4	0

Web Sites That Provide "Visits" Data

Web Sites	Click-Throughs (Visits)
Oodle	1
Overstock	1
TOTAL	2

Your Listing Is Displayed On

Homes.com	Zillow.com
ADL Real Estate	CLRSearch
Cyberhomes	DataSphere
Enormo	eRealtyInvestor
FrontDoor	Google
Harmon Homes	HomeOnTheTube
Homes By Lender	HomeTourConnect
HomeVista	LikeHomes.com
Let's Move!	Let's Move!
MyREALTY.com	National Relocation
PropBot	Property Shark
RealEstateCentral	RealQuest Express
Realty Store	Relocation.com
Trulia	TweetLater
USML.com	Vast

Top Cities

City	Click-Throughs (Visits)	Inquiries
Atlanta, GA	1	0
Warren, RI	1	0

Terms Used

Property Views - occurs when a consumer clicks on the thumbnail view of a property to view more details, while still on the internet marketing channel web site. It is from the property view that the consumer has access to the link for even more property information which would result in a "visit" or click-through when clicked.

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Top Cities - displays where the consumer has who are coming at your listing based on click-throughs.



Stats from Trulia for 53713 zip code

Madison, 53713 Real Estate Overview

Today March 3 2011

Market View for 53713

Avg. Listing Price: **\$164,132** (w/ending Feb 23) ↑ \$633 +0.0%

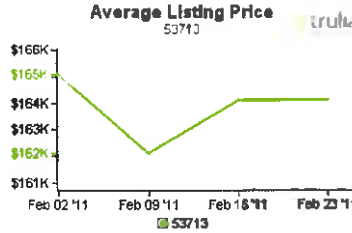
Median Sales Price: **\$107,364** (Nov 10 Jan 11) ↓ \$48,146 -31.0%

112 Homes For Sale (83 Recently Sold)

1 Open Homes (63 Foreclosures)

Market Trends for 53713

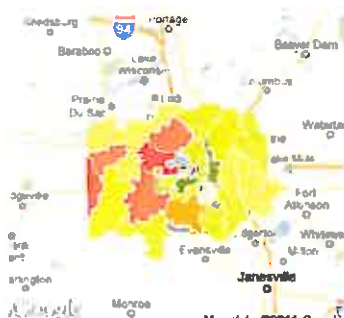
Average Listing Price 53713



Average Listing Price	\$164,132	+0%	w-o-y
Median Sales Price	\$107,364	-31%	y-o-y
Average Price/sqft	\$99	-19.3%	y-o-y
Number of Sales	26	-18.7%	y-o-y

More 53713 Market Trends

Home Prices for Dane County



Most popular zip codes	Avg. listing price (w/ending Feb 23)
53711	\$273,823 +0.0%
53704	\$247,058 -0.8%
53719	\$202,893 +0.1%
53562	\$432,450 -0.1%
53590	\$249,210 -0.1%

Movers & Shakers	Avg. listing price (w/ending Feb 23)
53528	\$307,818 -0.2%
53517	\$482,865 +4.9%
53716	\$233,828 -4.2%
53572	\$280,138 -3.2%
53531	\$277,837 +3.1%

View Dane County Home Prices Map

Representative Trulia report on 1807 Conservation Place for week ending 2/26/11

Prepared by Lynn Holley
 ph (608) 582-9662
lynn@holleydevelopment.com

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 2/26/11.

Listing performance on Trulia

[1807 Conservation Pl, Madison, WI](#) [View this listing on Trulia](#)

\$149,900 4 br 1 full, 1 partial ba 1.6% est.

	Week ending 2/26/11	Total
Results views Number of times your property was viewed on the results page on trulia.com	71	3,657
Details views Number of times your property was viewed on the property details page on trulia.com	3	91
Clicks Number of times someone clicked to see more info about your property	2	3

Useful resources on Trulia

- [Real Estate Trends for Madison, WI 53713](#)
- [Comparable properties to 1807 Conservation Pl, Madison, WI](#)
- [Got a real estate question? Ask the real estate community on Trulia](#)

trulia
real estate search

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

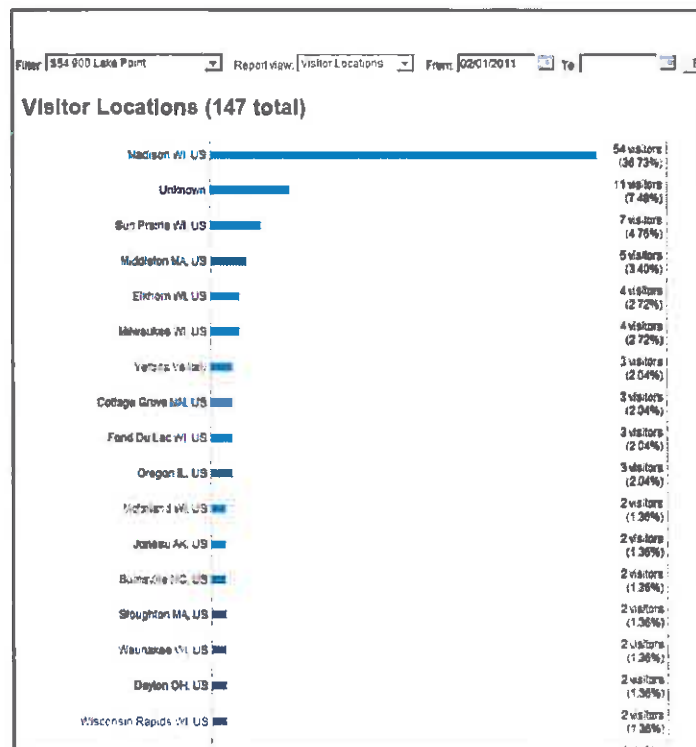
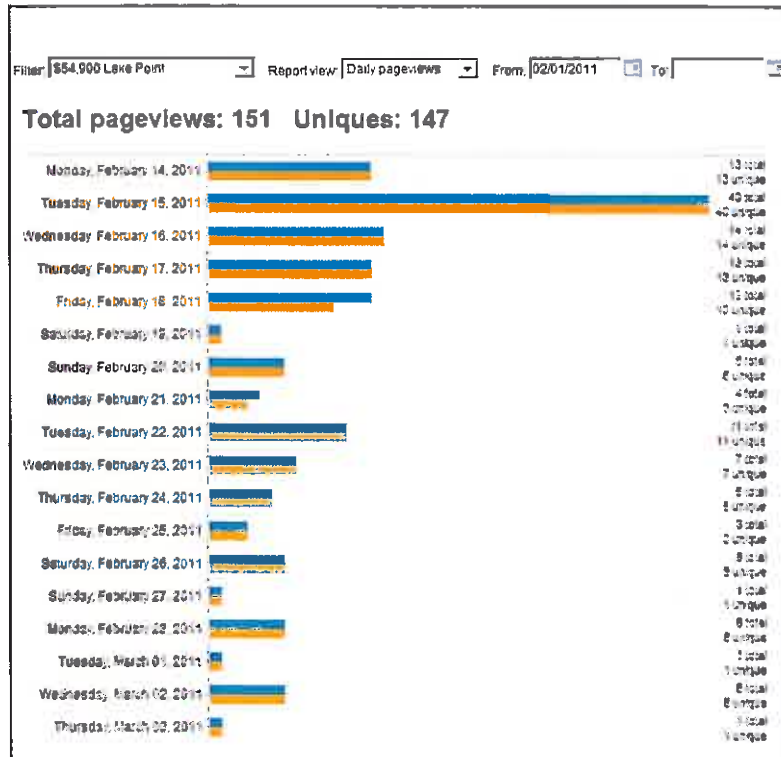
Comments, compliments or complaints? Let us know http://www.trulia.com/leave_feedback
 Trulia.com | 110 New Montgomery Street, Suite 300, San Francisco, CA 94107

Hit Counts on the MLS

The MLS shows us exactly how many "hits" a listing 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. Between February 1, 2011 and March 3, 2011 the Garden View units have been viewed by between **14-48 agents** and **9-25 clients**. The unit with the most hits is 5375 Garden View --- all Garden View units are listed for the same price. The townhomes have been viewed by between **20-37 agents** and **10-21 clients**. The unit with the highest number of hits is 1805 Conservation which is listed at the lowest price of \$139,900.

craigslist

Posting real estate on Craigslist can be a vital way to gain leads for some properties. The Lake Point condos are advertised regularly on Craigslist in Madison. 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 complete number of views.

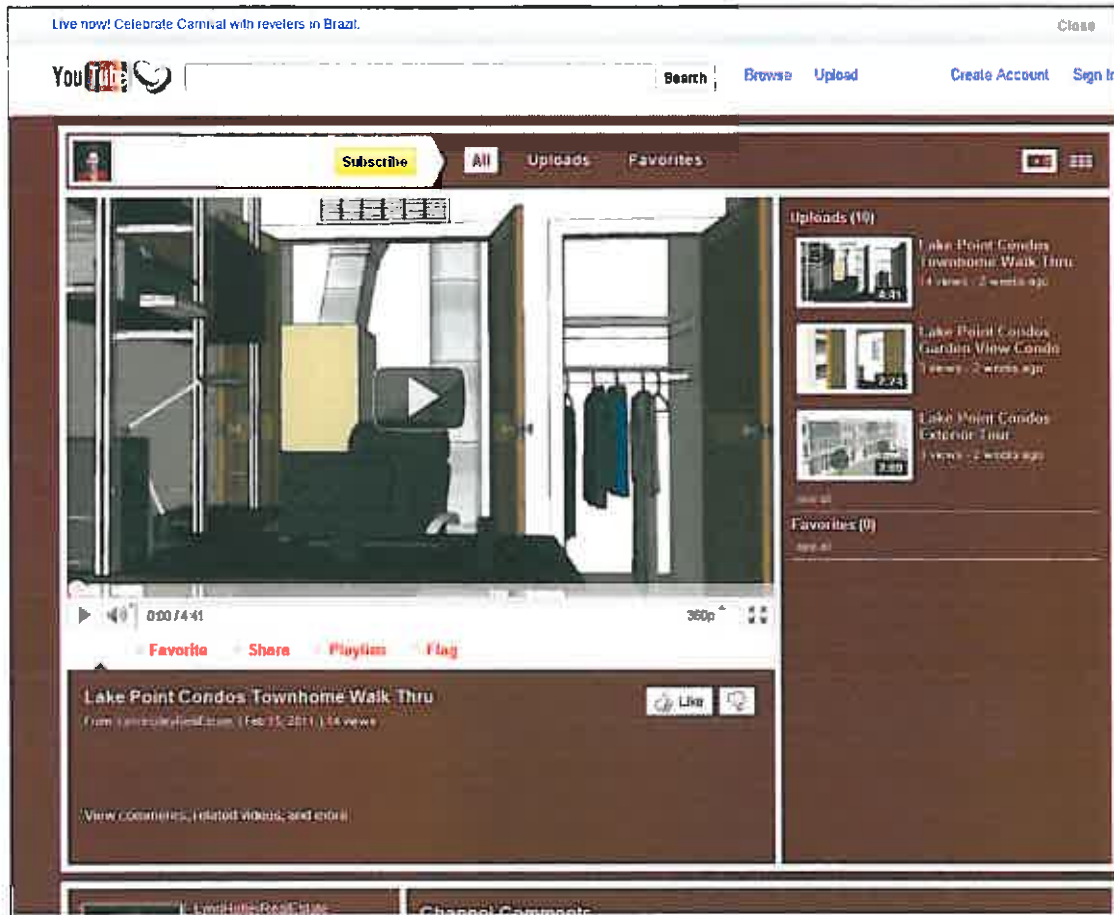


Additional Marketing

Thanks to Gregg Shimanski, we have been able to use and promote a virtual walk-through of the Lake Point condos. You can access this walk-through on Lynn's YouTube channel,

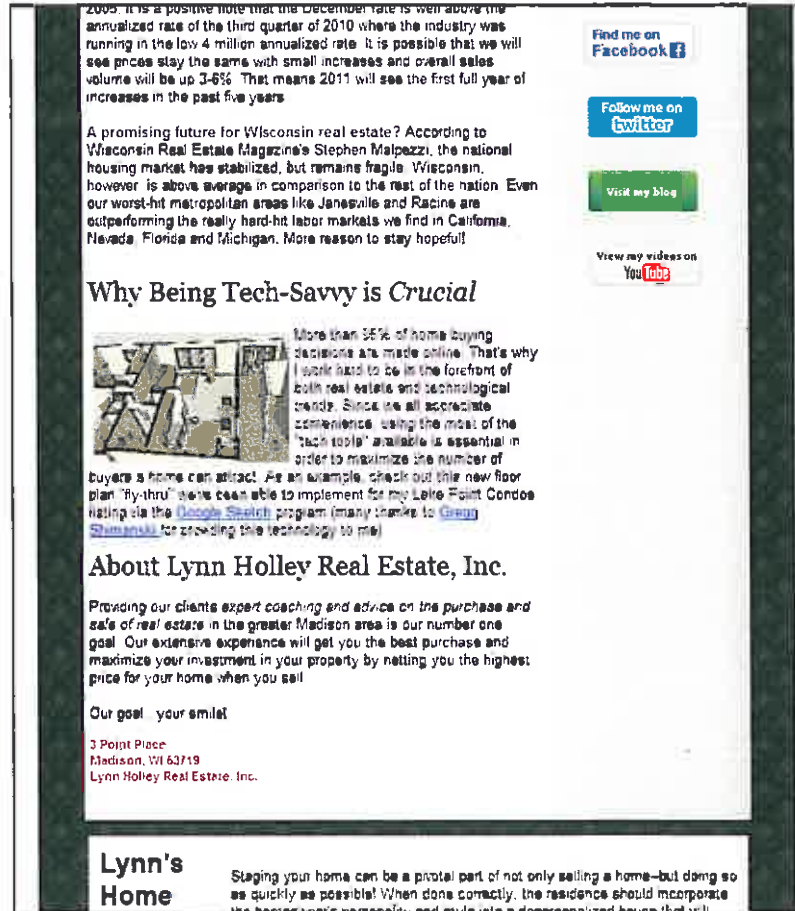
<http://www.youtube.com/user/LynnHolleyRealEstate>

We are also emailing this link to inquiries and online as much as possible.



Lynn's Online Newsletter


Lynn's February newsletter, sent to more than 300 people, included information on the Google Sketch up walk-through of Lake Point Condos.



2009. It is a positive note that the December rate is well above the annualized rate of the third quarter of 2010 where the industry was running in the low 4 million annualized rate. It is possible that we will see prices stay the same with small increases and overall sales volume will be up 3-6%. That means 2011 will see the first full year of increases in the past five years.

A promising future for Wisconsin real estate? According to Wisconsin Real Estate Magazine's Stephen Malpezzi, the national housing market has stabilized, but remains fragile. Wisconsin, however, is above average in comparison to the rest of the nation. Even our worst-hit metropolitan areas like Janesville and Racine are outperforming the really hard-hit labor markets we find in California, Nevada, Florida and Michigan. More reason to stay hopeful!

Why Being Tech-Savvy is *Crucial*



More than 56% of home buying decisions are made online. That's why I work hard to be in the forefront of both real estate and technological trends. Since we all appreciate convenience, using the most of the "tech tools" available is essential in order to maximize the number of buyers a home can attract. As an example, check out this new floor plan "fly-thru" we're able to implement for my Lake Point Condo listing via the [Google Sketch](#) program (many thanks to [Greg Stuminski](#) for providing the technology to me).


About Lynn Holley Real Estate, Inc.

Providing our clients expert coaching and advice on the purchase and sale of real estate in the greater Madison area is our number one goal. Our extensive experience will get you the best purchase and maximize your investment in your property by netting you the highest price for your home when you sell.

Our goal - your smile!

3 Point Place
Madison, WI 53719
Lynn Holley Real Estate, Inc.

Lynn's Home Staging your home can be a pivotal part of not only selling a home—but doing so as quickly as possible! When done correctly, the residence should incorporate the buyer's perspective and multiple a de-personalized home that will

Find me on Facebook 

Follow me on [Twitter](#)

Visit my blog

View my videos on [YouTube](#)

Soon to Come - We're experimenting with Facebook advertising and Google ads to try to target this particular market.

Showings

One of our biggest challenges in marketing the Lake Point condos is how to find just the right buyer. Through our experimentation with marketing we have found that creative advertising online has brought us the best return. To that end, we have been diligently advertising in different online locations and have produced more showings, and several offers as a result. Here is a summary of our February and March to-date showings:

Garden View	7 showings, 3 resulting in offers (5365, 5375 and 5369 Garden View)
Townhome	1 showing

Additionally, we are working with approximately 6 other Garden View buyers who are in various stages of the buying process.

Showing Feedback has generally been very positive, with one Garden View buyer refusing to get out of the car.

Offers

We have been as creative as possible with our buyers and are "leaving no stone unturned". In February/March to-date we had 3 offers written on Garden View units. One buyer is working with the CDA on financing, one buyer is set to close on 3/31, and the other offer has just been submitted and will be in need of financing by the CDA if possible.

Current Market (MLS Stats)

February MLS Statistics: East Madison Condos, \$100,000-\$150,000

- 15 listed
- 1 sold
- Sale price of the one sold unit: \$137,000
- Average list price \$125,760

February MLS Statistics: East Madison Condos, \$0-\$75,000

- 3 listed
- 0 sold
- Average list price \$55,766

**E15 MLS Geo Code Stats (Lake Point area)
Since January 1, 2011:**

- 22 condos for sale
- Average list price \$98,768
- 1 condo sold (Garden View unit for \$52,500)
- 19 condos have been listed

Market Statistics All MLS											
Statistics for: Class=SF, CD, MF, LA, BU, RT AND Date Range=01/01/2011-03/31/2011 AND Area=E15 AND Board=-1; As Of: 3/3/2011											
Class		Bedrooms		Current Active		Avg List Price		Avg DOM			
	All	All		22		\$98,768		71			
	CD	All		22		\$98,768		71			
	CD	0-2		14		\$69,192		87			
	CD	3		7		\$150,614		43			
	CD	4+		1		\$149,900		38			
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	19	1	5.26%	\$54,900	\$52,500	95.63%	440	\$91,664	89.47%	
CD	All	19	1	5.26%	\$54,900	\$52,500	95.63%	440	\$91,664	89.47%	
CD	0-2	12	1	0.00%	\$54,900	\$52,500	95.63%	440	\$59,900	91.67%	
CD	3	6	0	0.00%	\$0	\$0	0.00%	0	\$149,900	100.00%	
CD	4+	1	0	0.00%	\$0	\$0	0.00%	0	\$0	0.00%	

Current

Sold