Overview

ListTrac is a new tool that allows you to see how your listings are performing online in the MLS system and consumer site, broker and agent websites, and different real estate portals. This tool offers several benefits to brokers and agents:

- Provides an understanding of the activity (or lack of activity) on your listings compared to similar listings. This information can be used to determine if you may need to discuss price changes or other updates to the property.
- Gives you a better understanding of the impact of price changes or other updates to the listing by seeing how listing views change over time.
- Understand how often your listings are being viewed, shared, and saved.
- Easily see how many email leads you receive from online sources.
- Provides reporting so you can better understand the value received from your online marketing.
- Allows you to provide feedback to your clients on how their listing is performing online, including a Sellers Report that you can choose to send to the seller.

As ListTrac is being introduced for your MLS, you may initially not see all IDX and real estate portals reporting their metrics for your MLS. If you are not seeing metrics from your website provider, you may reach out to the ListTrac support team at support@listtrac.com to find out about when your site's metrics will be showing up.

In http://pro.mlslistings.com you'll see a new button for **ListTrac**.
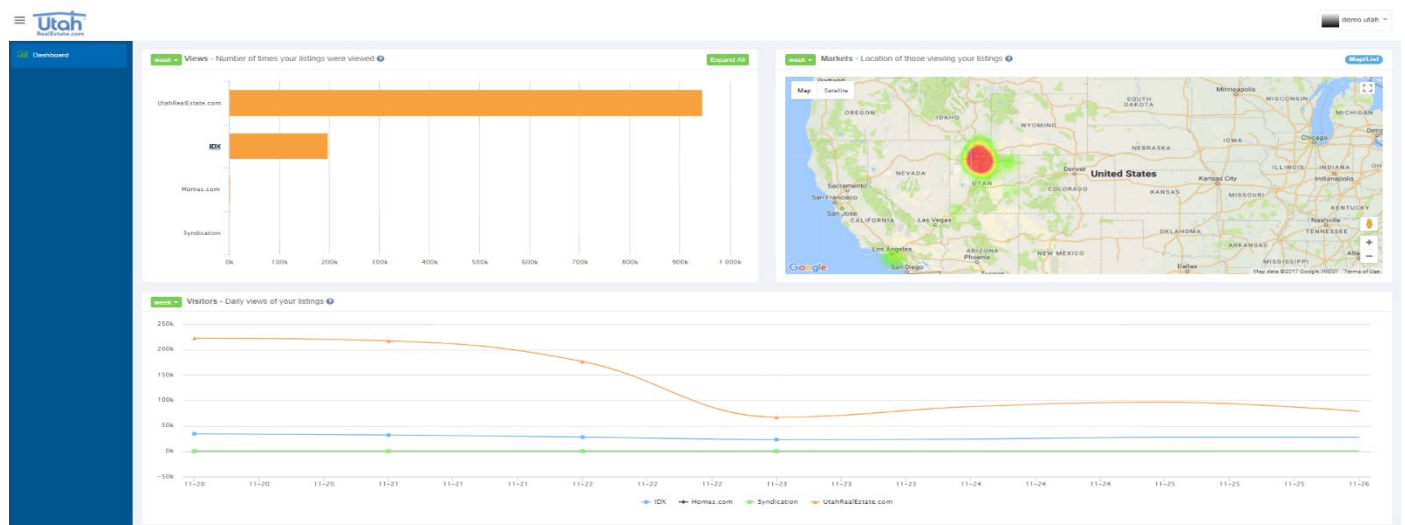
Clicking this button will take you to the dashboard for ListTrac. From here, you'll have three options:

- **Dashboard** shows you the summary performance for your active and under contract listings, including the listings where you are the co-list agent.
- **Listings** gives you the property-specific URL for each of your on-market listings that can be shared with your seller via email, text or PDF.
- **Listing Stats** lets you see metrics on individual listings.
- **My Reports** shows you an archive of all reports that were delivered (seller's report, weekly agent report, etc.)
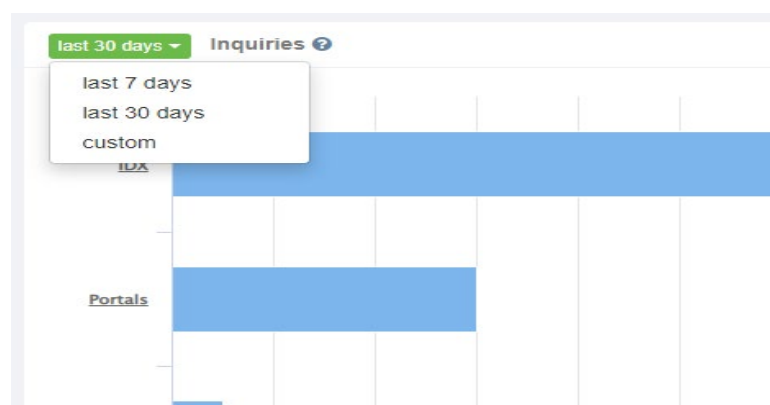
ListTrac Dashboard

Use the dashboard to view the summary performance for your listings (or co-listings).

- Hover over each chart to see the specific numbers for each metric.
- Agents will see metrics for only their listings (or co-listings), Office Managers will see metrics for their office, while Brokers will see the metrics for all listings in their office (or co-list office).
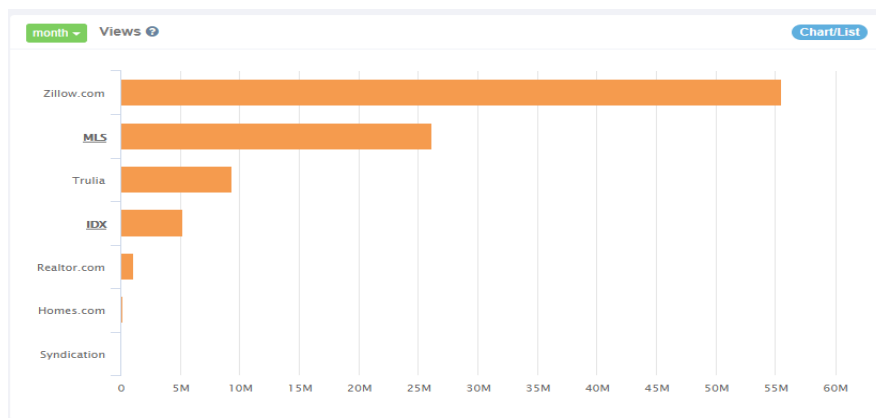- Stats for on-market statuses are displayed.

Time Period

The default time period for the metrics is a month (past 30 days), but you also have options to switch to view activity from the past week or custom data range (back up to 6-months)
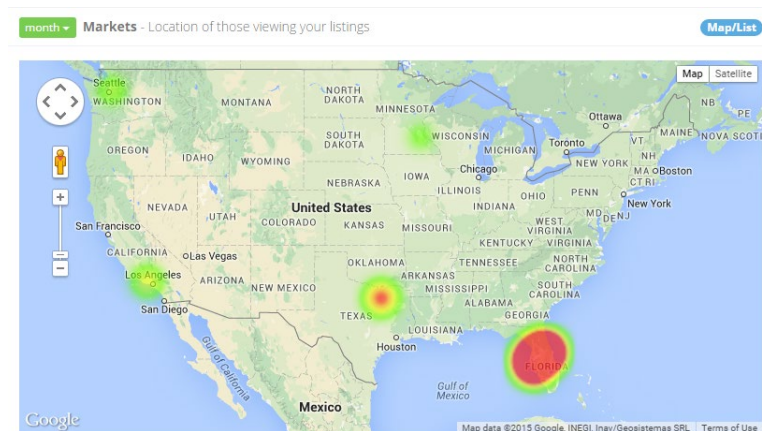
Views

- Tells you how often your listings' property details pages are being viewed on different websites.
- **Views**: Total number of times your listings were viewed.
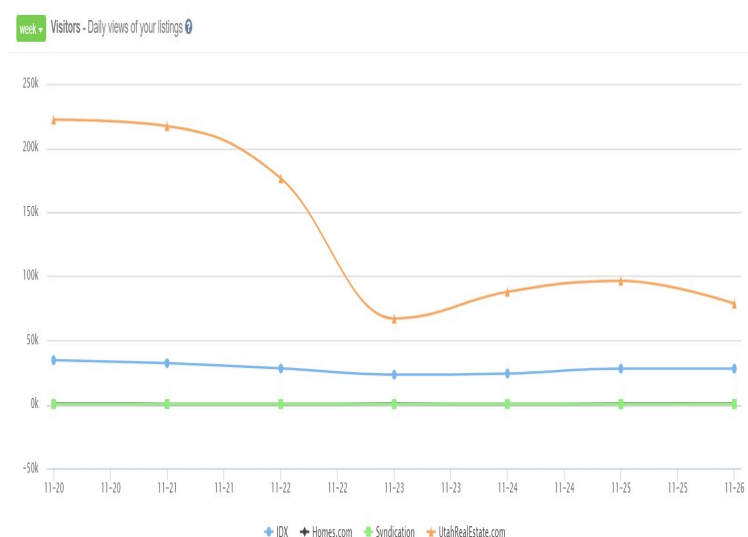

Markets

- A heat map showing the location of those viewing your listings.
- Clicking the Map/List button will switch between a map view and a list view of the ZIP codes with the most views for your listings.
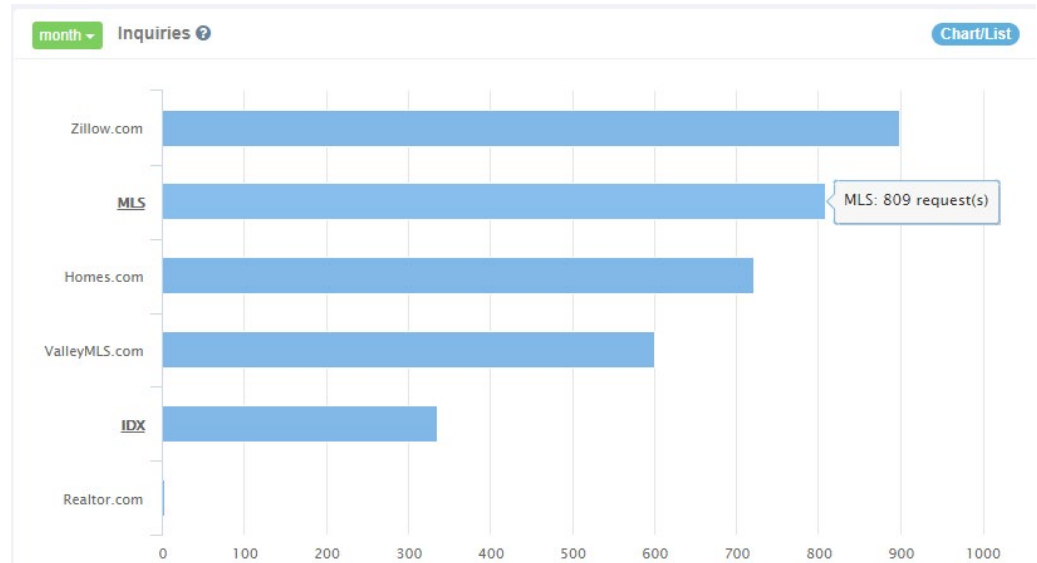

Visitors

How your listing views change over time. This is especially helpful when viewing metrics for individual listings, as you can see the impact that price changes or other updates might have made to listing views.
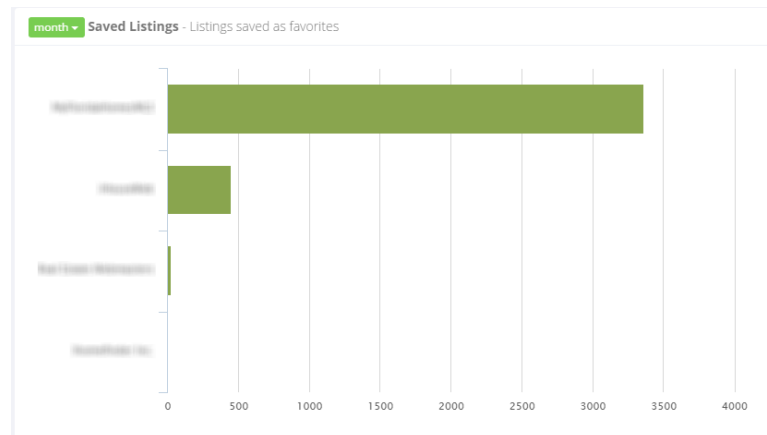
Inquires

Shows you how often potential buyers are requesting information on your listings
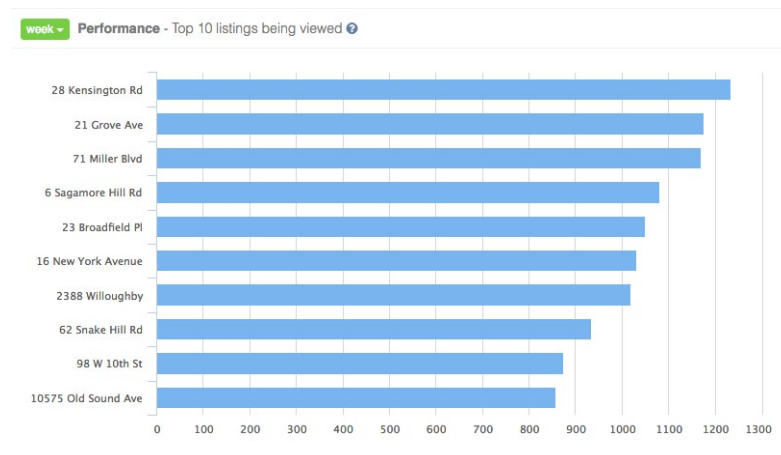

Saved Listings

How many times your listings were saved as a favorite on different websites.
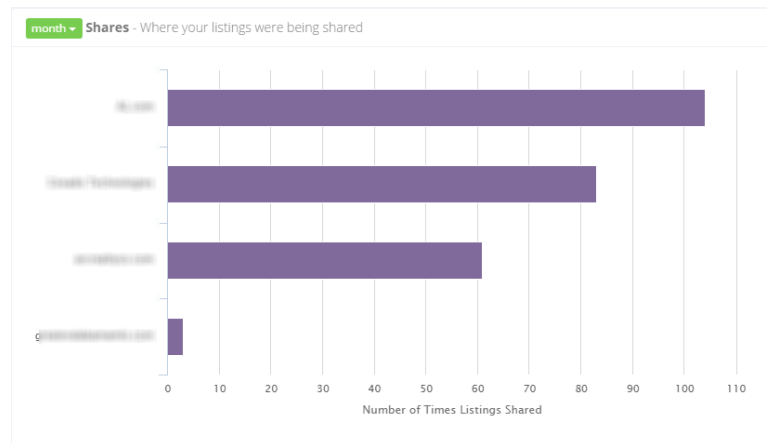

Performance

Shows the number of views for your 10 most-viewed listings.

You can click the address to view additional metrics on that particular listing.

Shares

Shows the total number of times your listings are being emailed or shared on social media.

Chart/List

At the upper right of each graph, there's a 'Chart/List' button. This will allow you to view and search the entire list of vendors and websites.
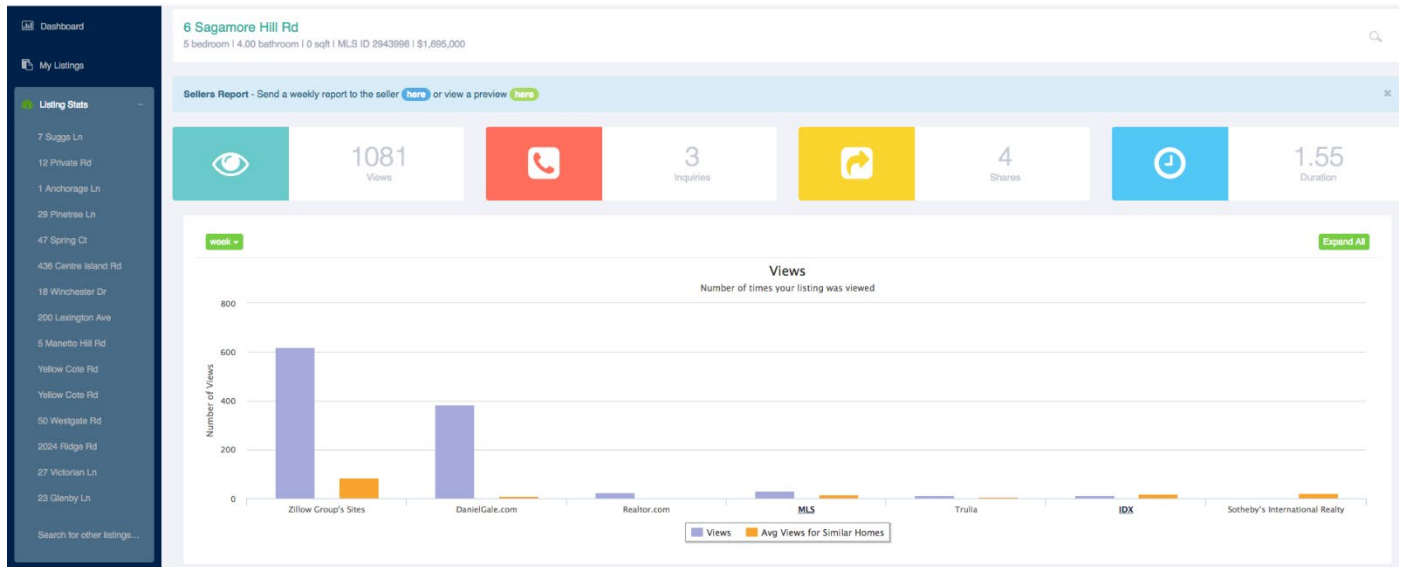
Ranking	Site	Site Group	Count
1	Zillow.com	Zillow.com	55,528,254
2	Stellar - MLS	MLS	26,109,598
3	Trulia	Trulia	9,300,039
4	Commissions Inc	IDX	1,307,361
5	Realtor.com	Realtor.com	1,119,487
6	NRT	IDX	925,778
7	Property Panorama	IDX	478,521
8	ZapLabs	IDX	382,357
9	Real Estate Webmasters	IDX	364,667
10	Market Leader	IDX	227,721

Showing 1 to 10 of 59 entries

Previous 1 2 3 4 5 6 Next

Listing Stats

The Listing Stats section allows you to view the performance metrics of individual listings, as well as configure the Sellers Report to update clients about activity on their for-sale property.
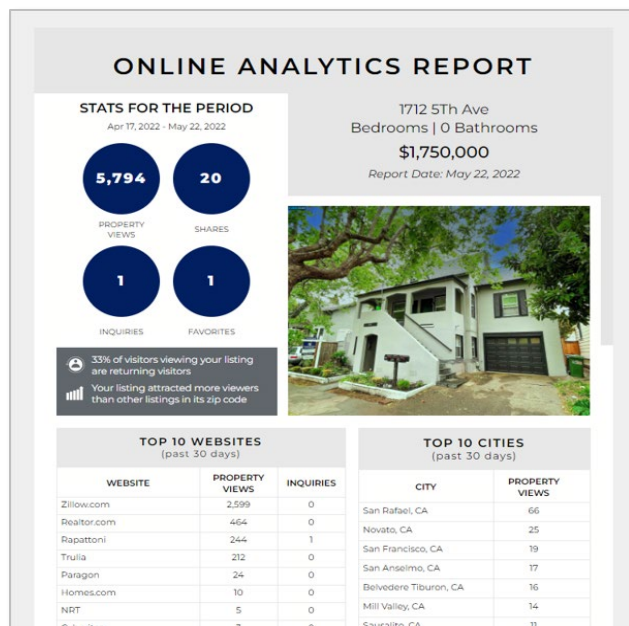

- The Listing Stats for an individual listing allows you to see the activity (or lack of activity) on your listings compared to similar listings. This information can be used to determine if you may need to discuss price changes or other updates to the property.
- By seeing how listing views change over time, you can better understand the impact of price changes or other updates to the listing.
- You'll see charts that are similar to the Dashboard, but that include a comparison of your listing to similar listings. A listing is considered similar if it is within a one mile radius with a slight variance in size, is in on-market status, and matches the property type of the selected listing.
- The listings included in the left navigation are your top listings by activity. You can search for other listings by clicking the magnifying glass at the top of any listing's stats page, and then entering the MLS number or address.
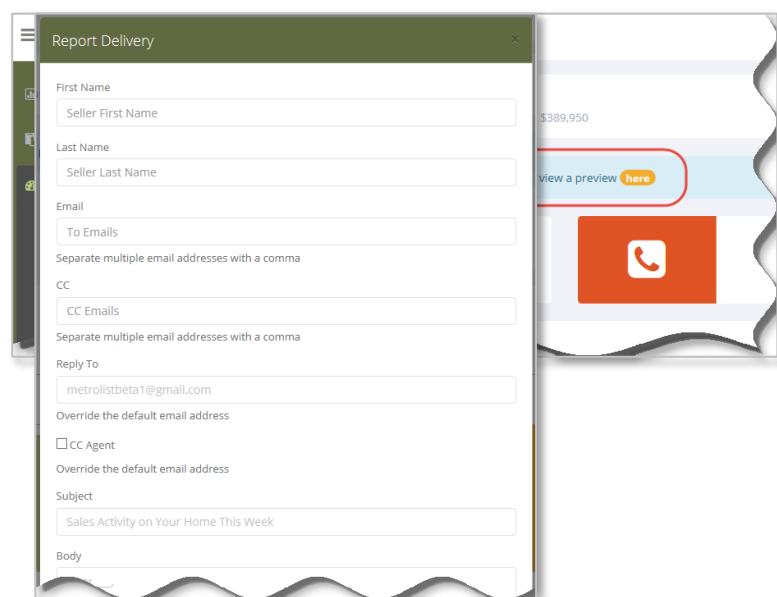
Sellers Report

The Sellers Report allows you to setup a weekly, bi-weekly, or monthly email that will automatically be sent to your client. This provides your client an overview of how their property is performing online compared to other similar listings, and helps you keep them informed of the value that your marketing campaign is providing in the selling process.

The Sellers Report provides a view of the listing activity from the past 30 days and will be sent on Monday. Your client will receive the report even if there is no activity on their listing.

Sellers Reports are generated only for on-market statuses listings. When a listing moves to an off-market status, the Sellers Report is automatically disabled.

From a listing's Stats page, use the option at the top to activate or preview the Sellers Report for that property. When setting up the Sellers Report, be sure to choose **CC Agent** if you'd like to see what your client is being sent. To disable a Sellers Report, uncheck the **Active** button. After you enable the Sellers Report, your client will receive the first email the following Monday

The broker or agent can add their branding to the seller's report. Branding is managed within ListTrac and may be enabled/disabled at role levels, e.g., only Office or Broker roles may administer. The administration includes a tab to manage brand assets including colors, fonts, and office logos along with an agent profile tab to manage the agent profile image and information.

Seller Report Branding Options

| **Agent Profile** | **Brand Information** | |

Your Brand's Primary Color

Primary Font Color   White ⌄

Color of font to use when text is presented with your primary color as the background

Your Brand's Secondary Color

Secondary Font Color   White ⌄

Color of font to use when text is presented with your secondary color as the background

Office Logo

COLDWELL BANKER
BARTELS-REALTORS

Upload

For best presentation, upload a png or jpg logo that is at least 200 pixels wide.

Cancel   Save Brand Information

Listings

This section includes a summary of each of your listings. You can see status, link to online analytics, see if a seller's report is scheduled, schedule/edit delivery/stop delivery of a seller's report, and preview a seller's report:

FAQ

What is ListTrac?

ListTrac is a tool that provides you information about how your listings are performing in the MLS, IDX sites, and real estate portals. It provides you with statistics on how often your listings are viewed, shared on social media, generated leads, and other information. You can receive a weekly email newsletter summarizing the performance of your listings for the previous week, and also have access to an online dashboard where you can get current listing metrics. Using the online dashboard, you can activate a Sellers Report that shows your client how their listing is performing online.

Why are you doing this?

We wanted to provide brokers with a tool to better understand their listings' activity online. ListTrac provides you with several tools including:

- An understanding of the activity (or lack of activity) on your listings compared to similar listings. This information can be used to determine if you may need to discuss price changes or other updates to the property.
- A way to better understand the impact of price changes or other updates to the listing's online activity.
- The ability to provide feedback to your clients on how their listing is performing online, including a Sellers Report that you can choose to send to the seller.
- Reporting that lets you see the value received from the MLS system, IDX sites, and real estate portals.
- A summary of how often your listings are being viewed, shared, and saved.
- The ability to see how many email leads you receive from different online sources.

Why don't I see online metrics from my IDX site or another site I am interested in?

If you are not seeing online metrics from your IDX site or another site, please contact support@listtrac.com and we can provide a timeframe for when we expect to see metrics from your site.

Are listings where I am the co-list agent included in my metrics?

Yes, you'll be able to see metrics on the listings where you are the listing agent or the co-listing agent.

Why didn't I get a report this week?

You only receive the weekly report if you had at least one active or under contract status listing in the previous week and the weekly report is enabled in the 'My Account' section of ListTrac. You can confirm this setting in ListTrac by clicking the dropdown arrow next to your name, and select 'My Account.'

Can I turn off the weekly email report?

When you are in ListTrac, click the dropdown arrow next to your name, and select 'My Account'. Uncheck the Activity Report option to stop receiving the weekly email reports.

What is a Sellers Report?

The Sellers Report is a weekly email that you can choose to have automatically sent to your client. It allows you to show the seller how their property is performing online compared to other similar properties.

How do I create a Sellers Report?

Go to Listing Stats using the left-hand navigation, then click the address of the listing you want to use for the Sellers Report. Click the "here" link to open the Report Delivery screen, where you can enter the seller's information, a customized message, and choose to be CC'ed on the weekly report.

How often is the Sellers Report sent?

The Sellers Report is sent weekly each Monday while the listing remains in Active status.

After I setup the Sellers Report, how quickly will my client receive the report?

They will receive it the next Monday when the Sellers Reports are generated.

If the client replies to a Sellers Report email, where is the email sent?

By default, the reply is sent to your MLS Email address as entered in the MLS system; however, when setting up a Sellers Report you can specify a different "Reply To" email address.

How do I turn off the Sellers Report?

Go to Listing Stats using the left-hand navigation, then click the address of the listing you want to use for the Sellers Report. Click the "here" link to open the Report Delivery screen, and then uncheck the Active box. The Sellers Report is automatically deactivated when the listing is no longer in Active status.

Why did the Sellers Report stop being sent?

The Sellers Report is only generated for Active status listings. When the listing is changed to another status, the Sellers Report is automatically disabled.

Additionally, the client has an option to opt-out of the Sellers Report emails.

Can the seller unsubscribe from the Sellers Report email?

Yes, there is an unsubscribe link in the footer of the email.

How do I resend a previous Sellers Report email?

When setting up the Sellers Report email, be sure to select "CC Agent" in the options, which will allow you to forward a previous email to your client.

If a client is scheduled to receive a Sellers Report but there has been no activity on the listing, will they still receive a report?

Yes, the report would indicate that there is no data to display. Data on similar homes should still be displayed, if applicable for that chart.

If I change my view to Weekly, will that affect how my client sees the Sellers Report?

No, the client will continue to receive the report each week. It defaults to showing the past 30 days of activity on the listing.

Can other brokers see metrics on my listings?

No, you can only see the performance of your own listings. Brokers can see the performance of the listings from their office.