October 2026

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MONTHLY TRAFFIC REPORT

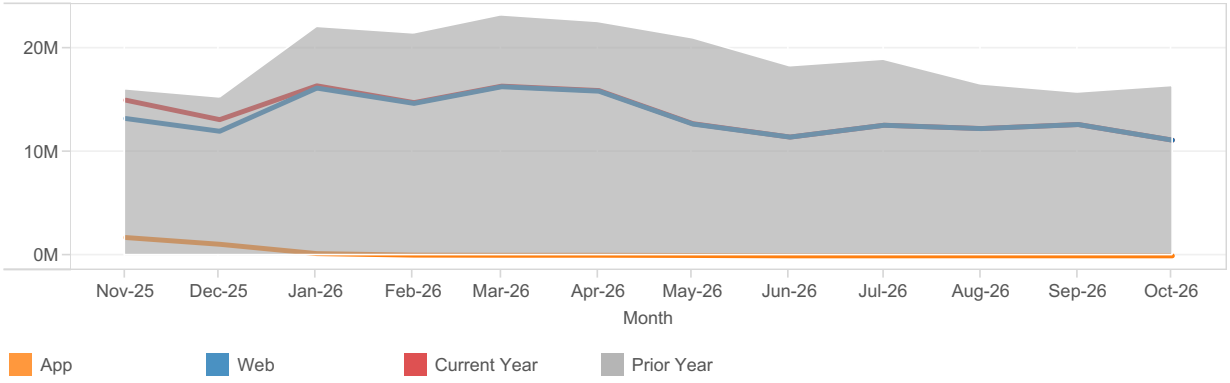
FOR Gainesville-Alachua

LISTING PERFORMANCE

Median Active Listings	2,346
Average Page Views per Listing	93

Search Results Page Views 11,141,011

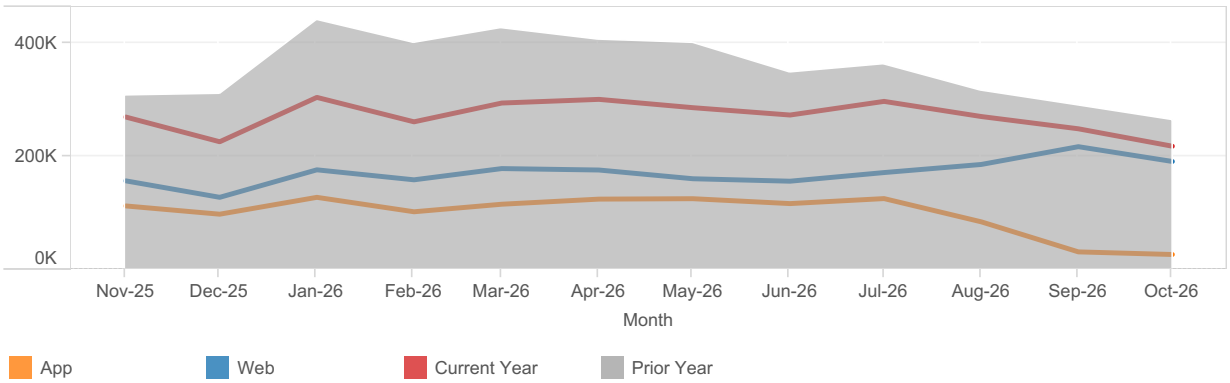
Month over Month -11.89%



App: YTD traffic from Native Apps that are downloaded (iOS and Android)
Web: YTD traffic from all browsers (desktop, tablet and phone)

Listing Detail Page Views 217,297

Month over Month -12.36%



App: YTD traffic from Native Apps that are downloaded (iOS and Android)
Web: YTD traffic from all browsers (desktop, tablet and phone)

If you have any questions, please contact your Industry Relations representative or email:
industryrelations@move.com

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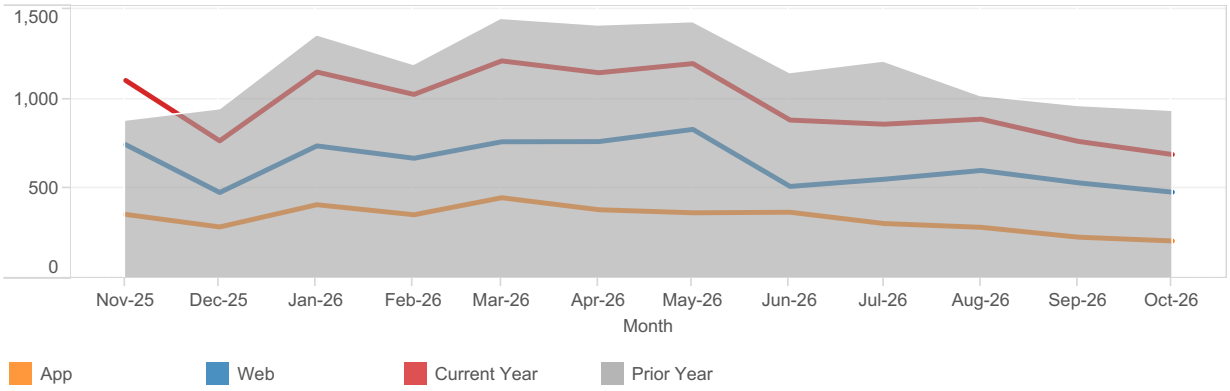
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Total Listing Leads 692

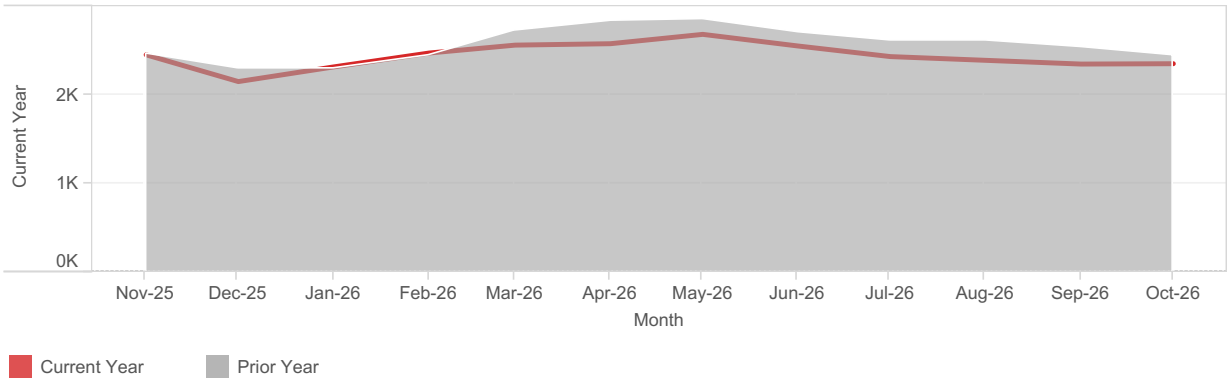
Month over Month -9.54%



App: YTD traffic from Native Apps that are downloaded (iOS and Android)
Web: YTD traffic from all browsers (desktop, tablet and phone)

Median Active Listings 2,346

Month over Month 0.17%



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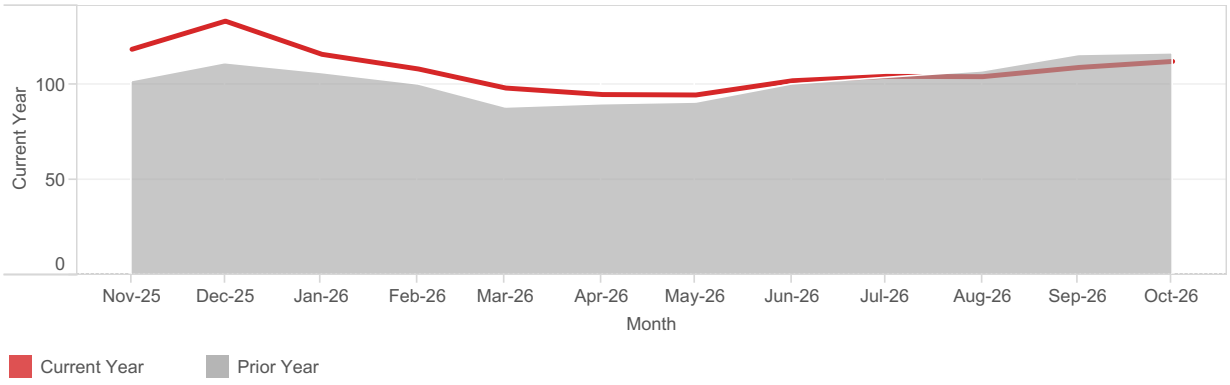
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FOR Gainesville-Alachua

Median Days of Active Listings on realtor.com 112

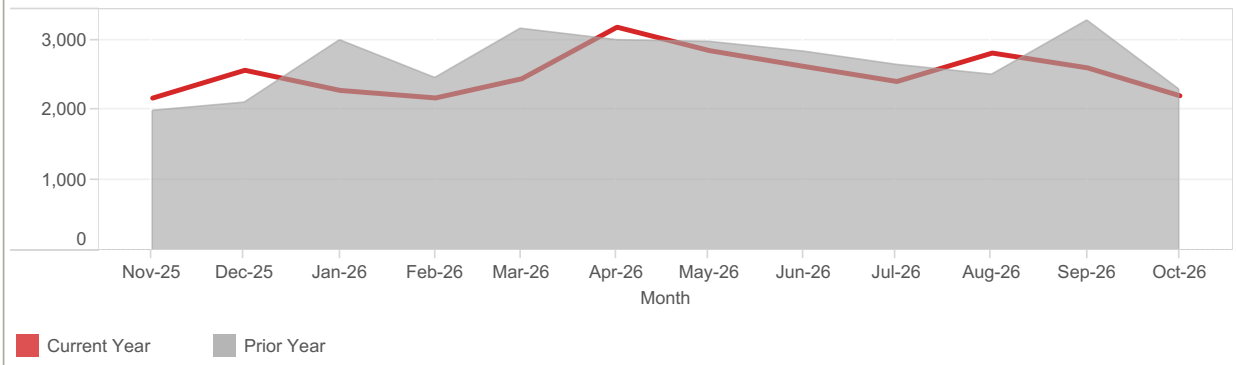
Month over Month 0.45%



Median Days of Active Listings is for all US Residential (Single Family Homes, Townhomes, Condos) excluding land and for rent.

Total Profile Views 2,205

Month over Month -15%



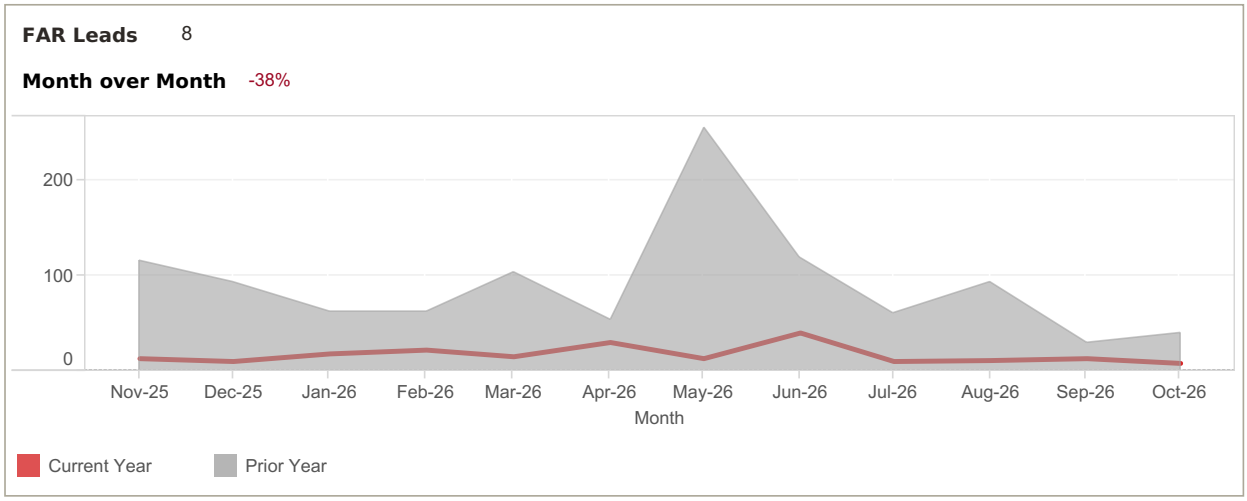
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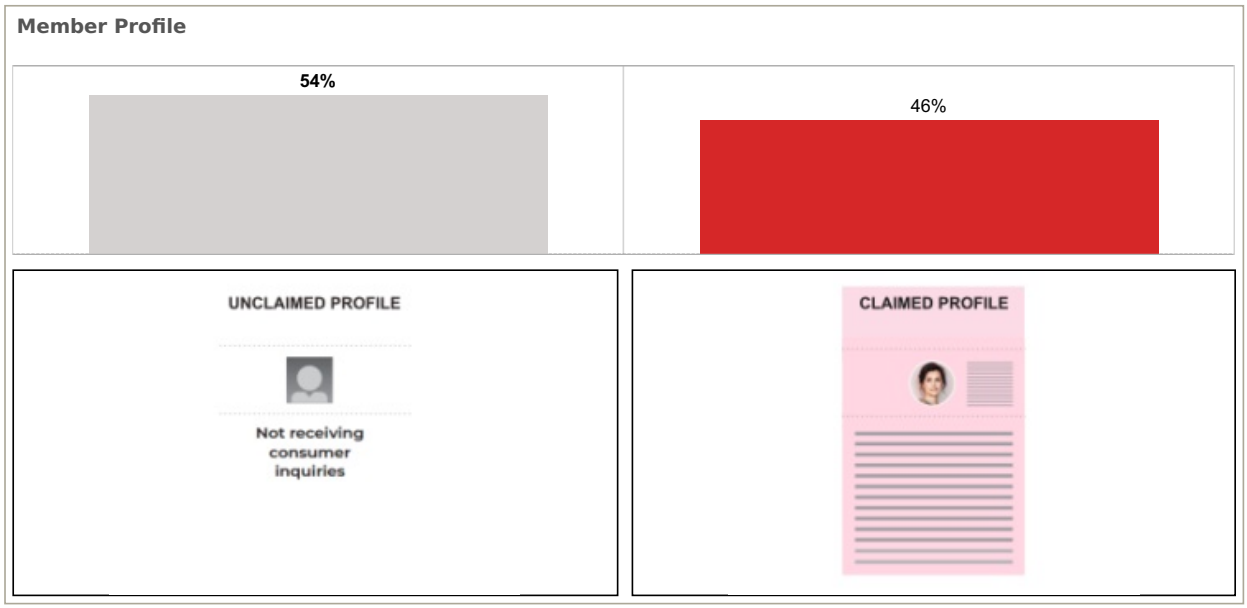
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Total Profile Inquiries from Find a Realtor® claimed profiles.



To schedule a complimentary training webinar on profiles for your members, email industryrelations@move.com

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MONTHLY TRAFFIC REPORT

FOR Gainesville-Alachua

MLS Cross Market Demand Report

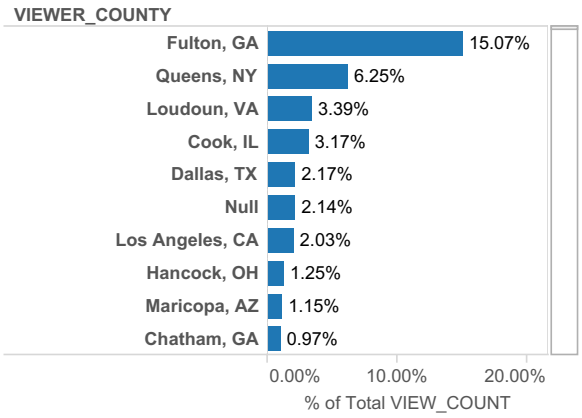
Interested to know where your buyers are coming from? Check out Realtor.com's MLS Demand Report, created by our economics team, so you can better understand where consumer demand originates for your active MLS listings across realtor.com.

Realtor.com's MLS Demand Report will answer the following questions:

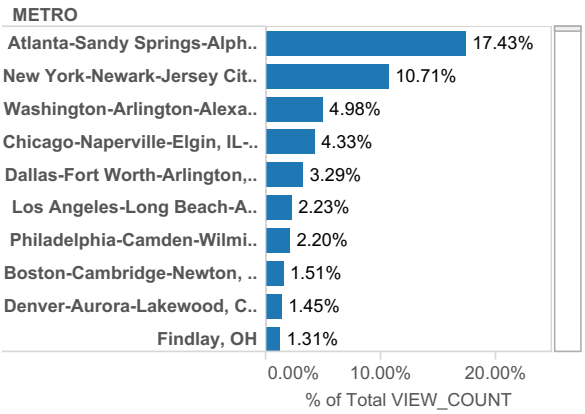
What are the top Metro's within my state driving the greatest consumer demand for my listings on realtor.com?
What are the top Metro's from other states?
Which Counties, both in-state and out-of-state, are driving the greatest demand?

Check out your MLS Demand Report below to truly understand where your buyers are coming from!

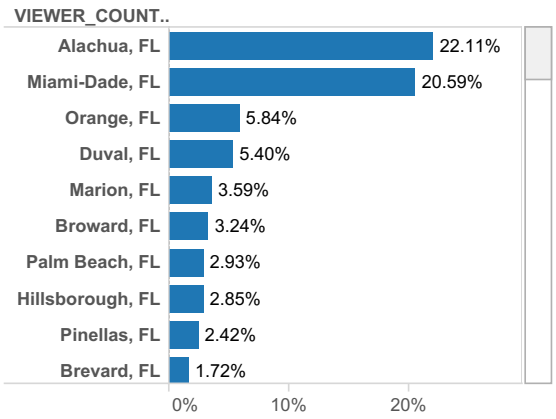
Top Viewing Counties from other States



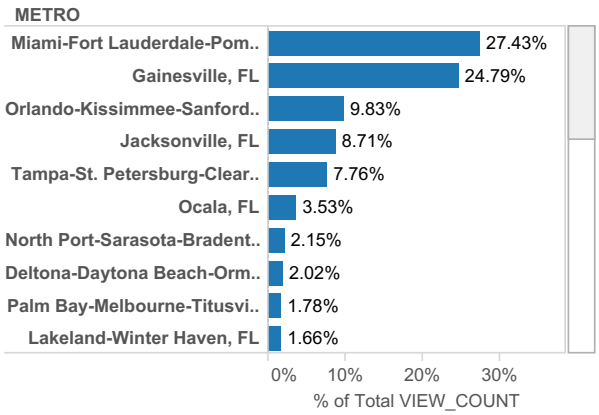
Top Viewing Metros from other States



Top Viewing Counties within State



Top Viewing Metros within State



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