October 2026

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MONTHLY TRAFFIC REPORT

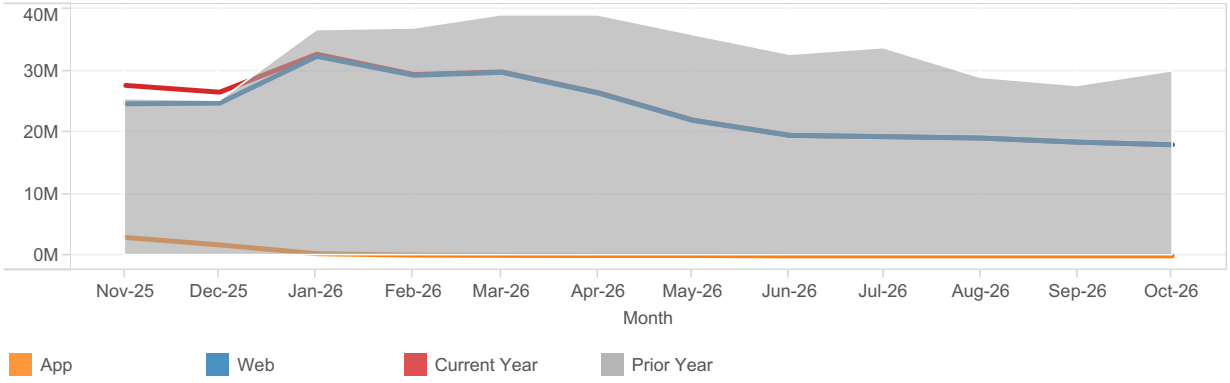
FOR Lake and Sumter

LISTING PERFORMANCE

Median Active Listings	3,288
Average Page Views per Listing	131

Search Results Page Views 18,005,463

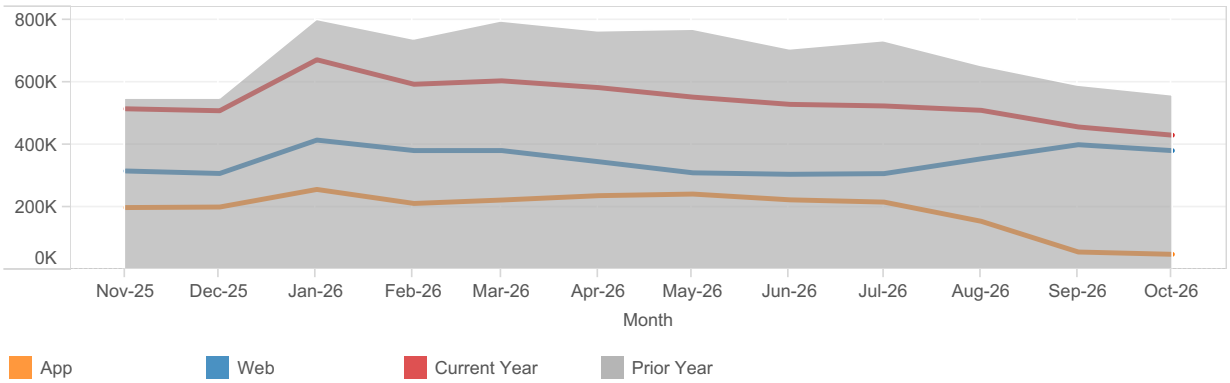
Month over Month -2.28%



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 430,848

Month over Month -5.76%



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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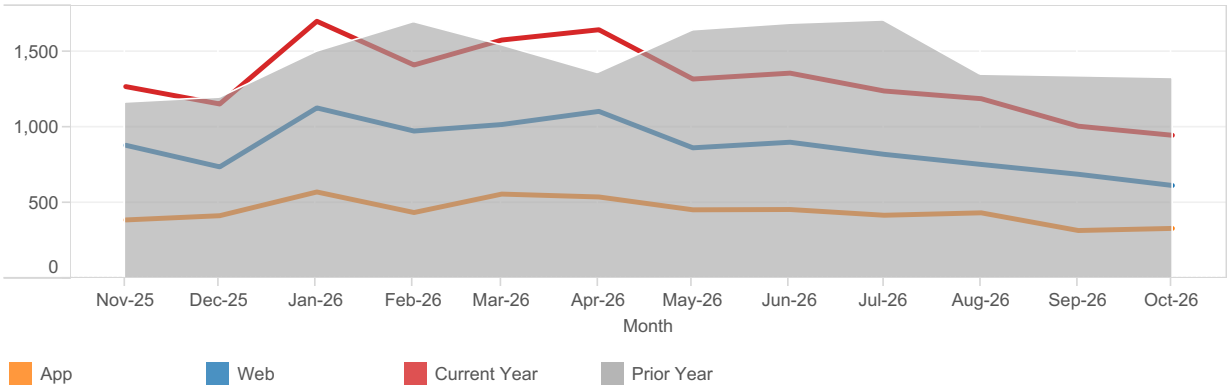
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Total Listing Leads 948

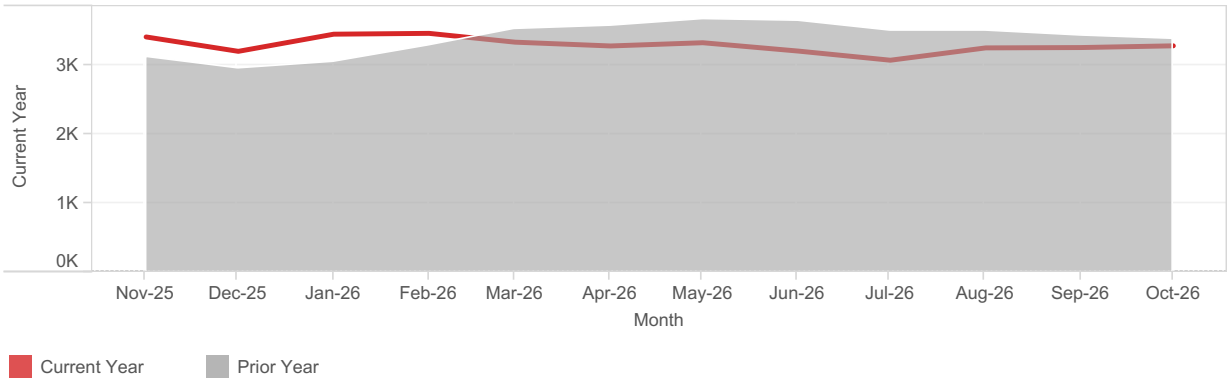
Month over Month -5.95%



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 3,288

Month over Month 0.77%



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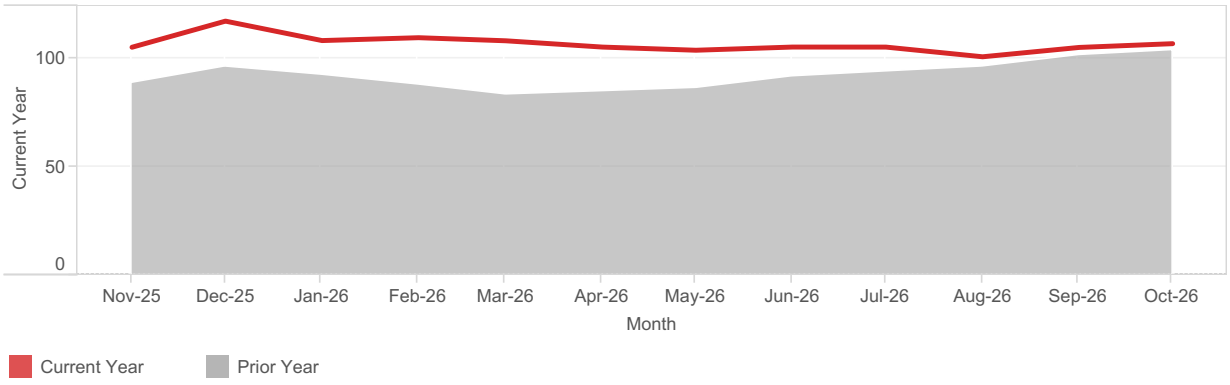
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FOR Lake and Sumter

Median Days of Active Listings on realtor.com 106

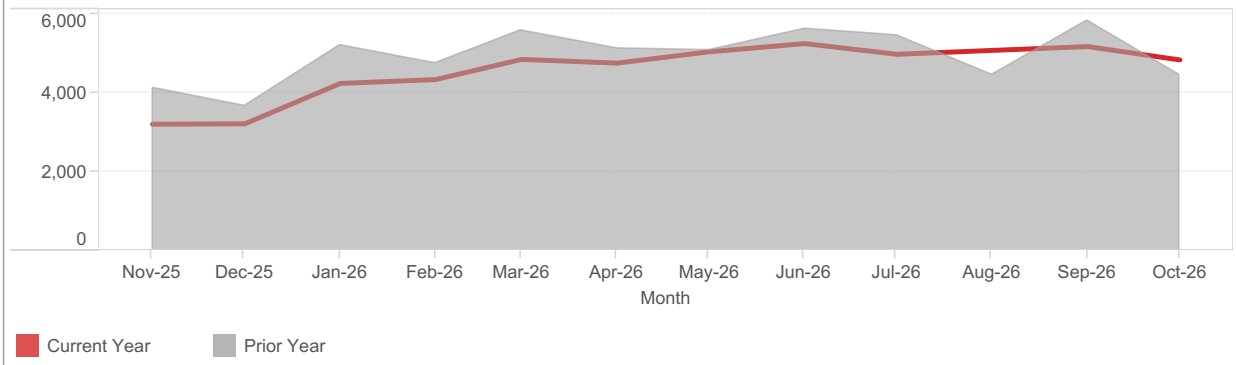
Month over Month 1.51%



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

Total Profile Views 4,840

Month over Month -7%



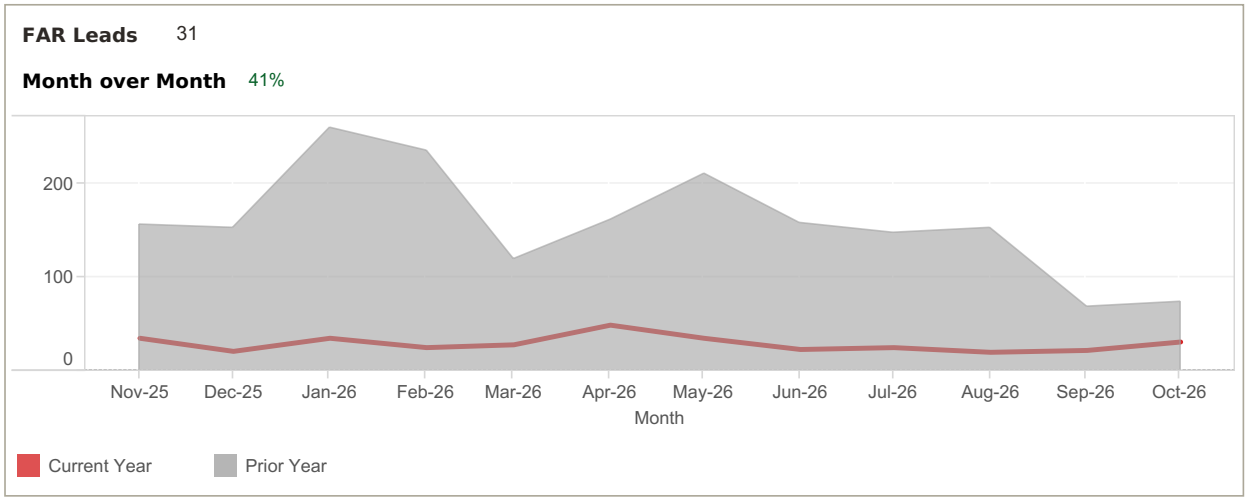
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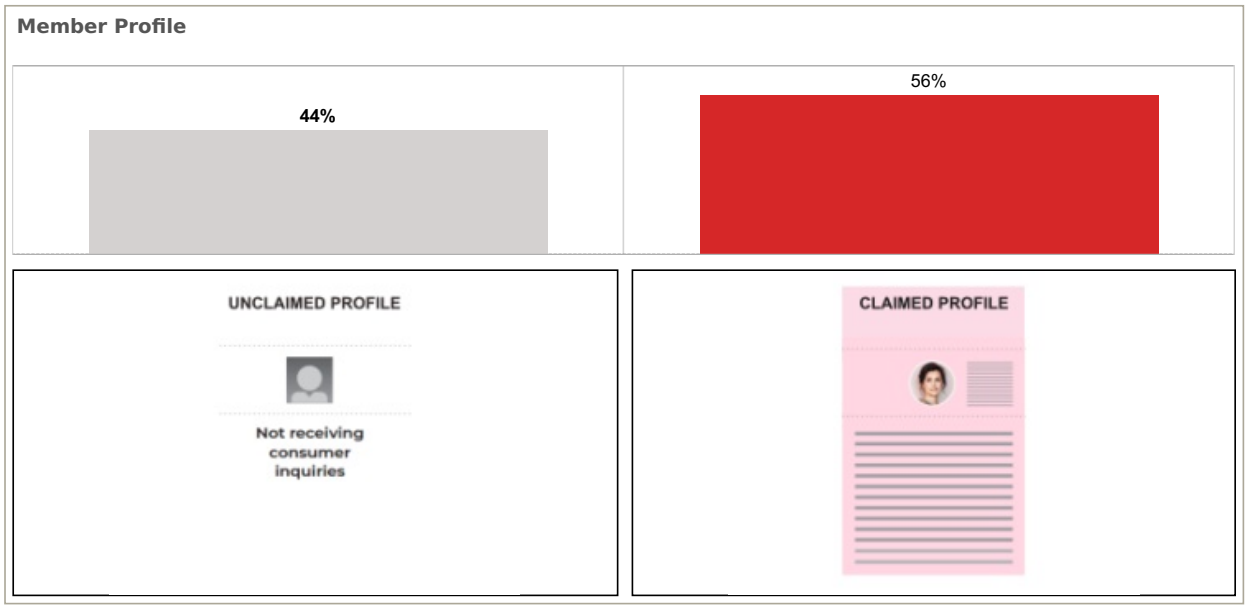
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Total Profile Inquiries from Find a Realtor® claimed profiles.



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

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MLS Cross Market Demand Report

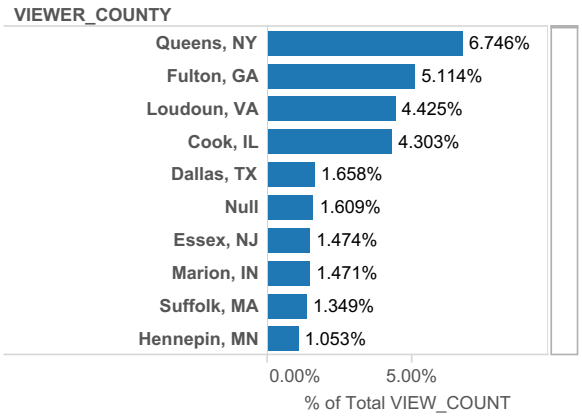
Interested to know where your buyers are coming from? Check out Realtor.com's MLS Demand Report, created by our economics team, so you can better understand where consumer demand originates for your active MLS listings across realtor.com.

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

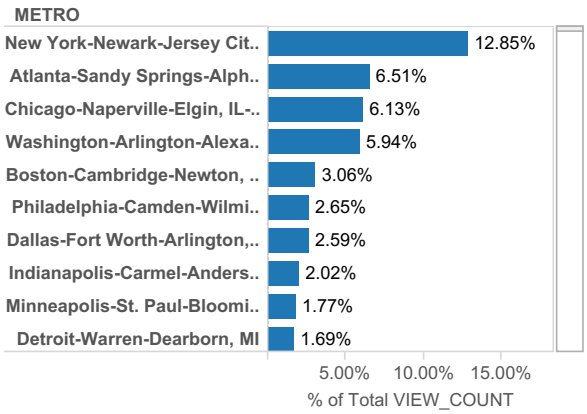
What are the top Metro's within my state driving the greatest consumer demand for my listings on realtor.com?
What are the top Metro's from other states?
Which Counties, both in-state and out-of-state, are driving the greatest demand?

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

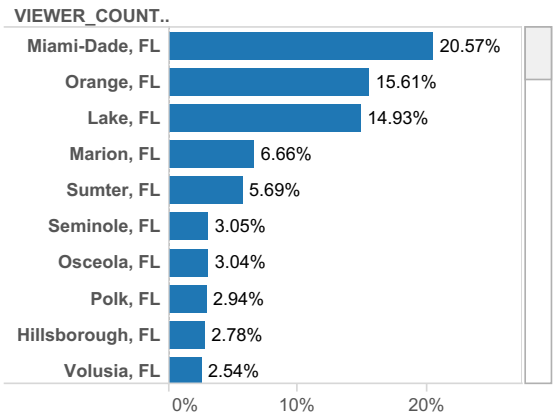
Top Viewing Counties from other States



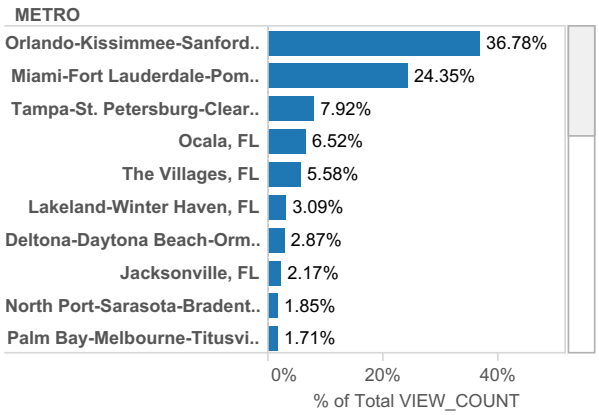
Top Viewing Metros from other States



Top Viewing Counties within State



Top Viewing Metros within State



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