October 2026

realtor.com®

MONTHLY TRAFFIC REPORT

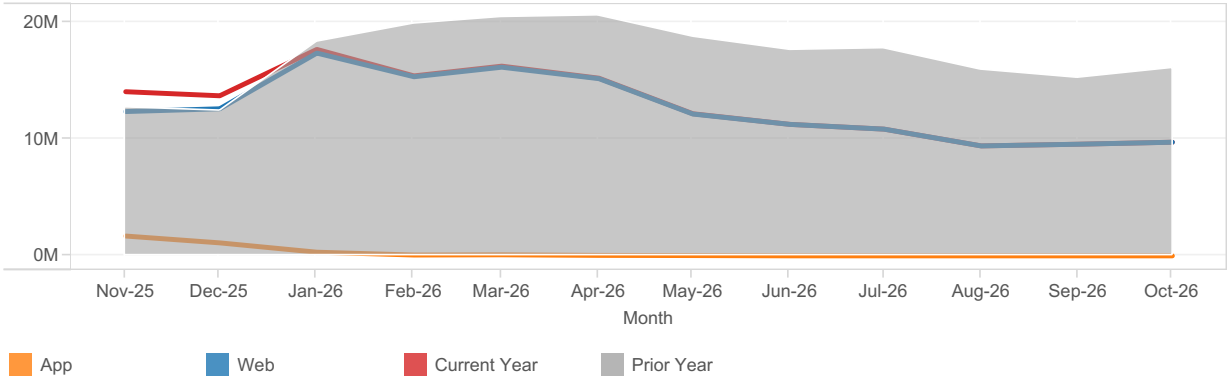
FOR Lakeland

LISTING PERFORMANCE

Median Active Listings	2,082
Average Page Views per Listing	118

Search Results Page Views 9,711,261

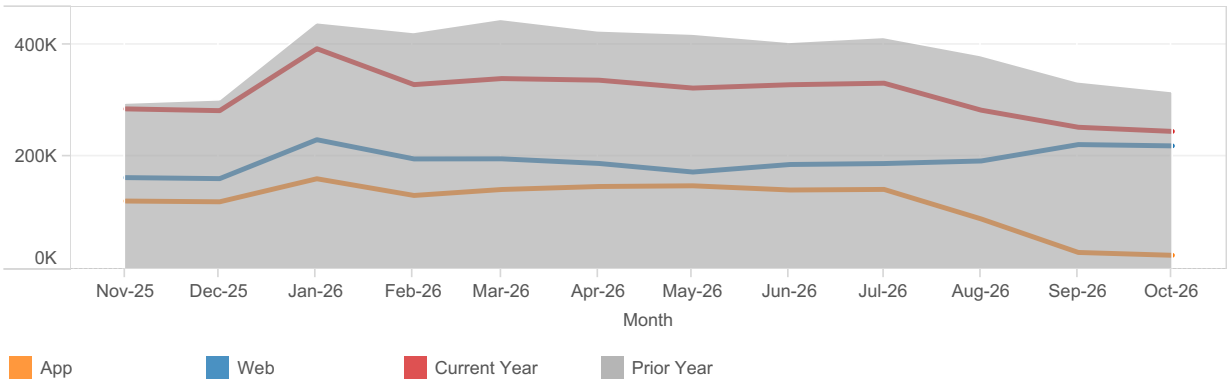
Month over Month 1.80%



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 245,387

Month over Month -2.90%



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

Move, Inc. Confidential Information. Do not copy, disseminate, or distribute without express written permission of Move, Inc.

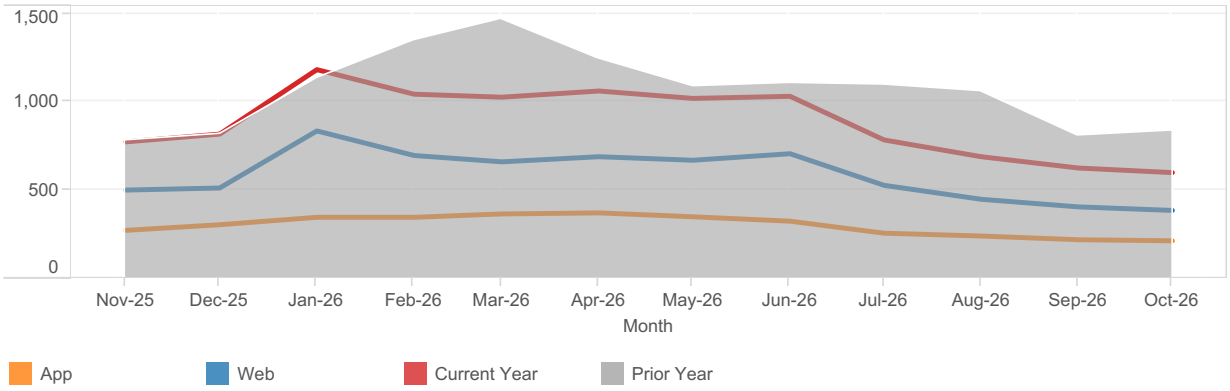
realtor.com®

MONTHLY TRAFFIC REPORT

FOR Lakeland

Total Listing Leads 600

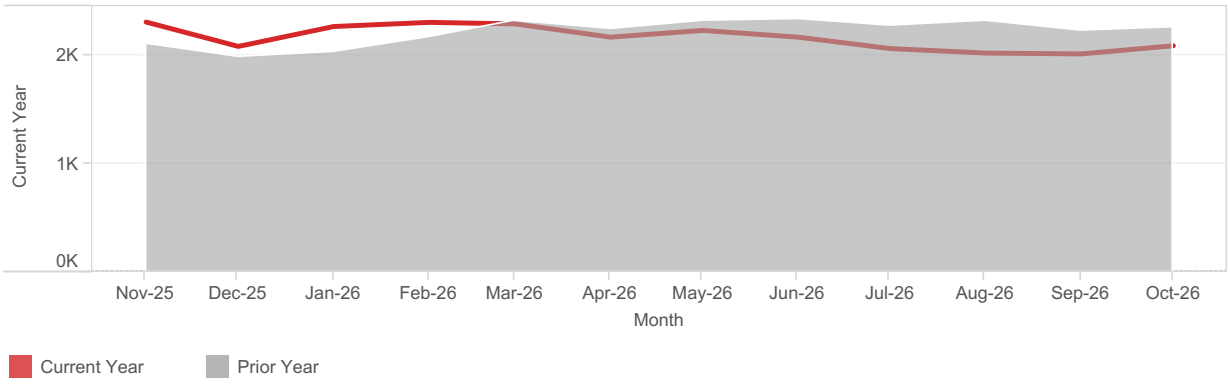
Month over Month -4.15%



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 2,082

Month over Month 3.74%



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

Move, Inc. Confidential Information. Do not copy, disseminate, or distribute without express written permission of Move, Inc.

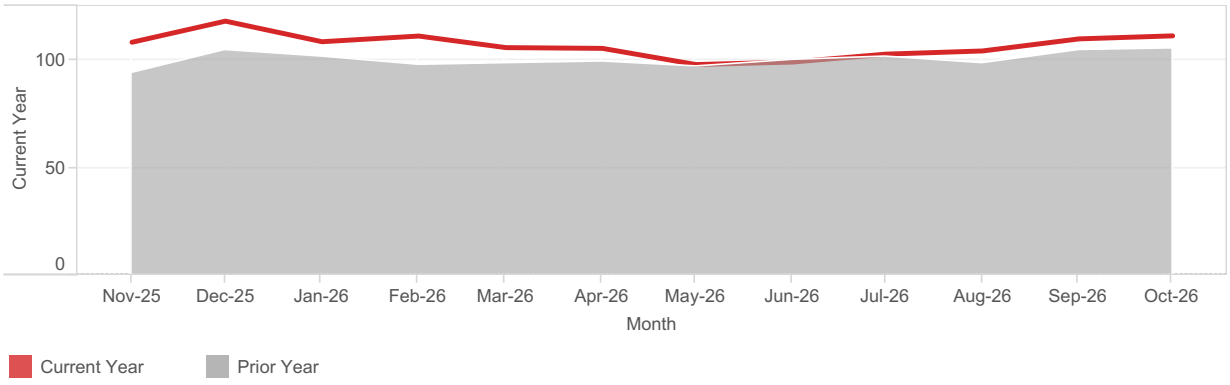
realtor.com®

MONTHLY TRAFFIC REPORT

FOR Lakeland

Median Days of Active Listings on realtor.com 112

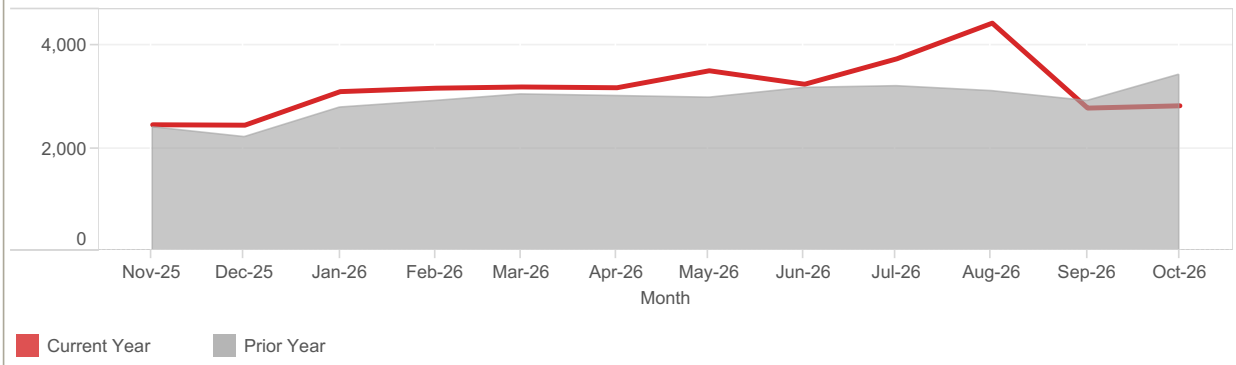
Month over Month 3.13%



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

Total Profile Views 2,834

Month over Month 2%



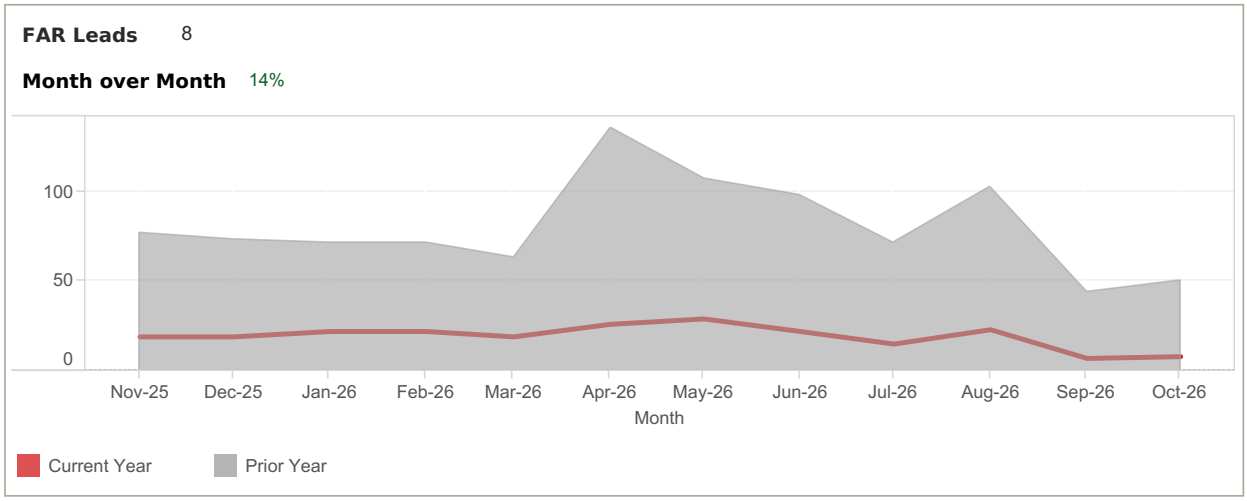
If you have any questions, please contact your Industry Relations representative or email:
industryrelations@move.com

Move, Inc. Confidential Information. Do not copy, disseminate, or distribute without express written permission of Move, Inc.

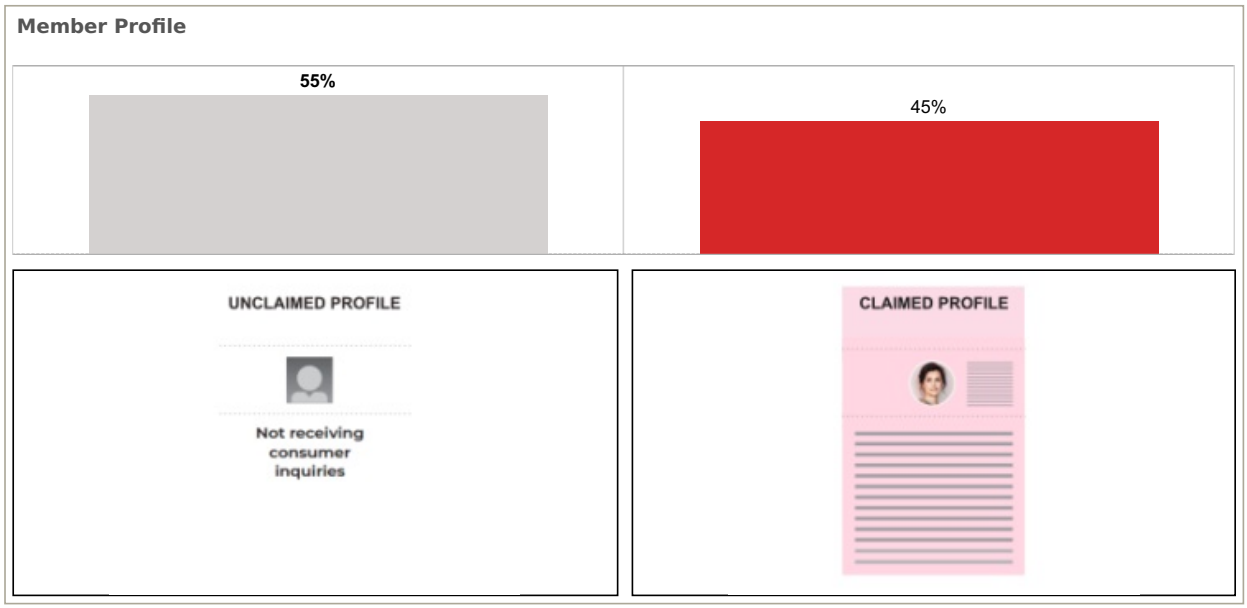
October 2026

MONTHLY TRAFFIC REPORT

FOR Lakeland



Total Profile Inquiries from Find a Realtor® claimed profiles.



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

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

Move, Inc. Confidential Information. Do not copy, disseminate, or distribute without express written permission of Move, Inc.

realtor.com®

MONTHLY TRAFFIC REPORT

FOR Lakeland

MLS Cross Market Demand Report

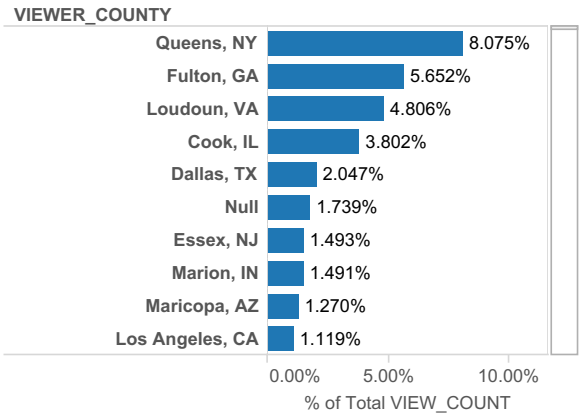
Interested to know where your buyers are coming from? Check out Realtor.com's MLS Demand Report, created by our economics team, so you can better understand where consumer demand originates for your active MLS listings across realtor.com.

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

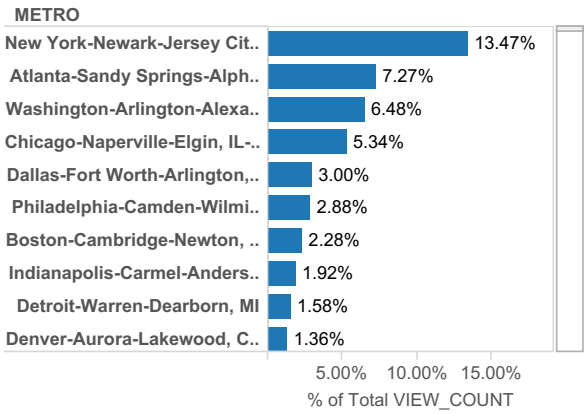
What are the top Metro's within my state driving the greatest consumer demand for my listings on realtor.com?
What are the top Metro's from other states?
Which Counties, both in-state and out-of-state, are driving the greatest demand?

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

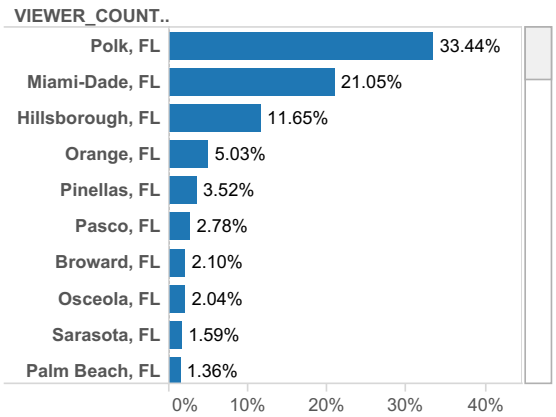
Top Viewing Counties from other States



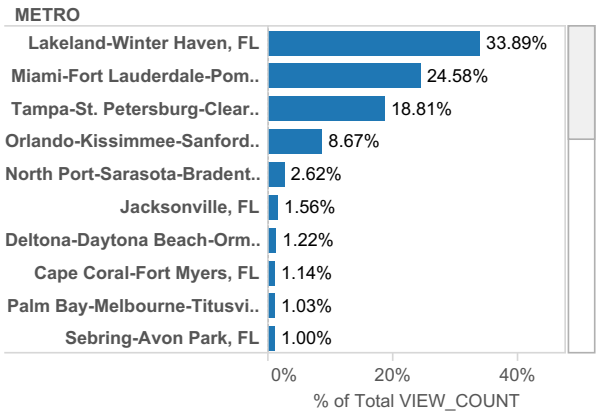
Top Viewing Metros from other States



Top Viewing Counties within State



Top Viewing Metros within State



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

Move, Inc. Confidential Information. Do not copy, disseminate, or distribute without express written permission of Move, Inc.