Overview

ListTrac is a new tool that allows you to see how your listings are performing online in the MLS® System and consumer, broker and REALTOR® websites, and more real estate portals. This tool features several benefits and provides you with:

- 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 need to discuss price changes or other updates to the property.
- A look at the impact of price changes or other updates to the listing by seeing how listing views change over time.
- How often your listings are being viewed, shared, and saved.
- How many email leads you receive from online sources.
- In-depth reporting so you can better understand the value received from your online marketing.
- A Sellers Report to provide feedback to your clients on how their listing is performing online.

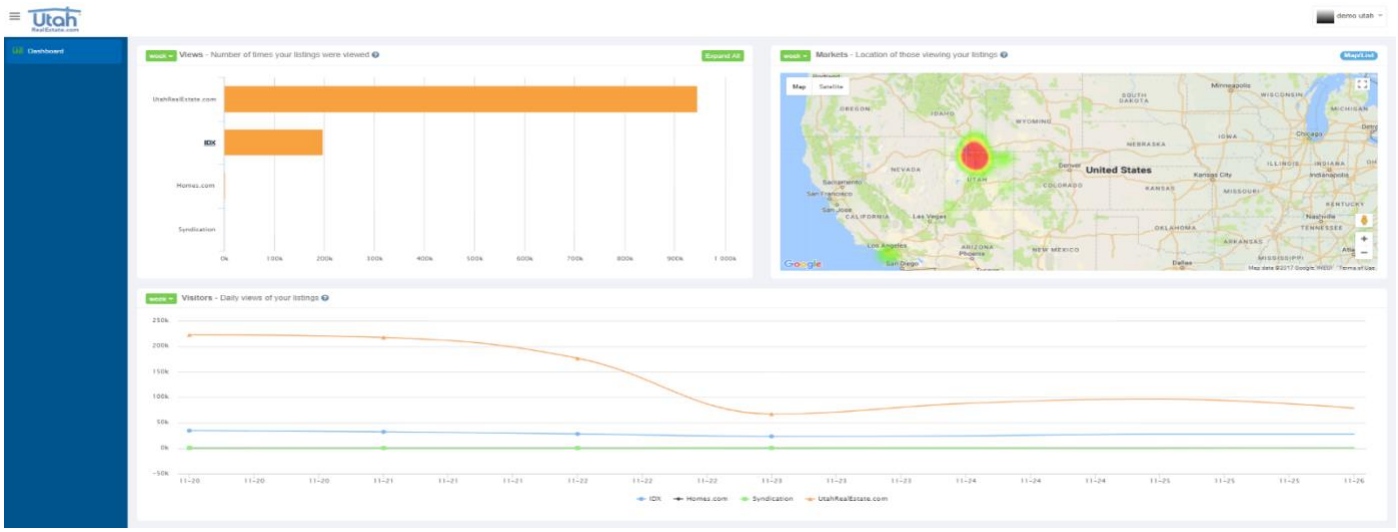
There are four key features of ListTrac:

1. **Dashboard** shows you the summary performance for your active listings.
2. **Listings** gives you the property-specific URL for each of your on-market listings, a listing-specific text message number, and a QR code creator that can be used for marketing purposes.
3. **Listing Stats** lets you see metrics on individual listings.
4. **My Reports** shows you an archive of all reports that were delivered (sellers report, weekly report, etc.)

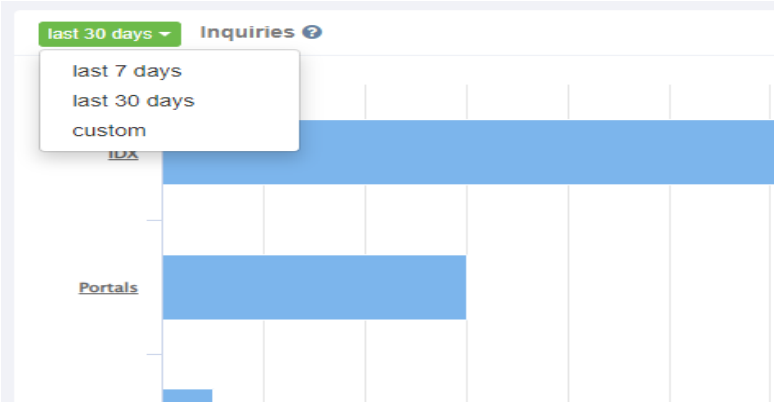
ListTrac Dashboard

Use the dashboard to view the summary performance for your listings.

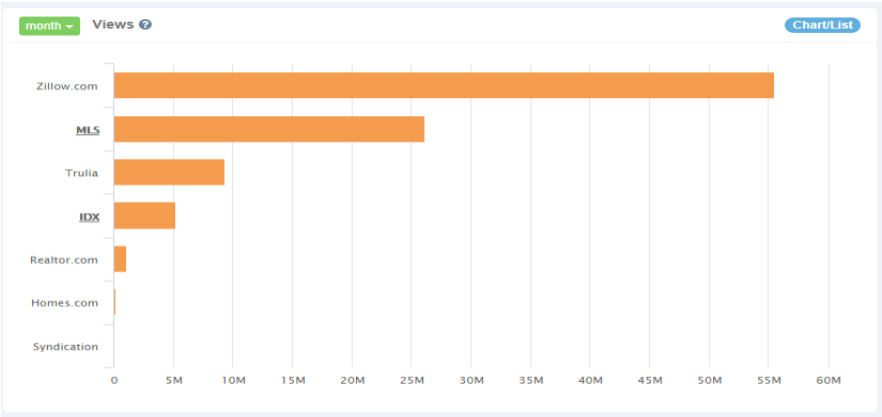
- Hover over each chart to see the specific numbers for each metric.
- REALTORS® will see metrics for only their listings, Office Managers will see metrics for their office, while Brokers will see the metrics for all listings in their office.
- Stats for on-market statuses are displayed.



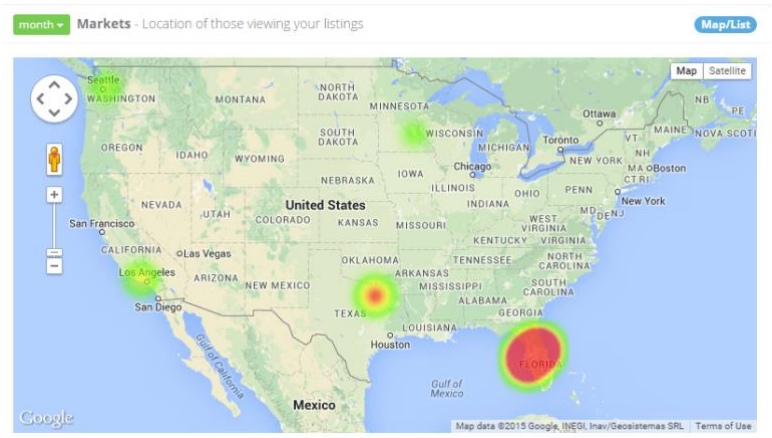
Time Period
The default time period for the metrics is a month (past 30 days). You can also view activity from the past week or custom data range (back up to 6 months).



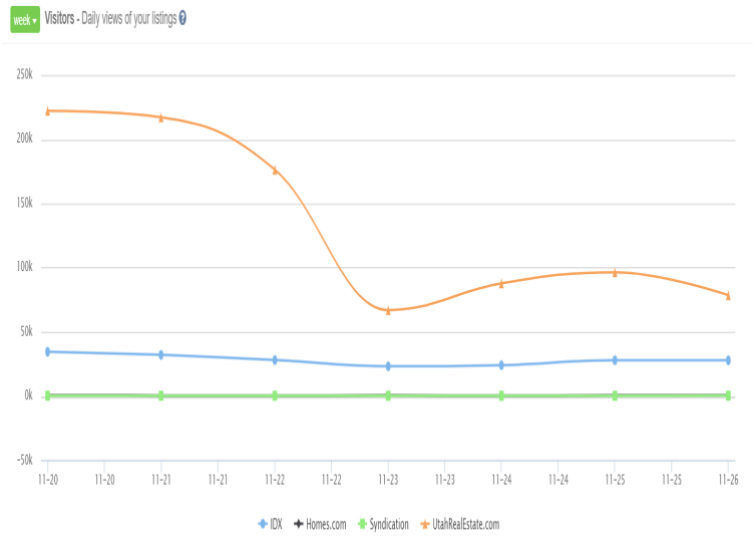
Views tells you how often your listings are viewed on different websites.



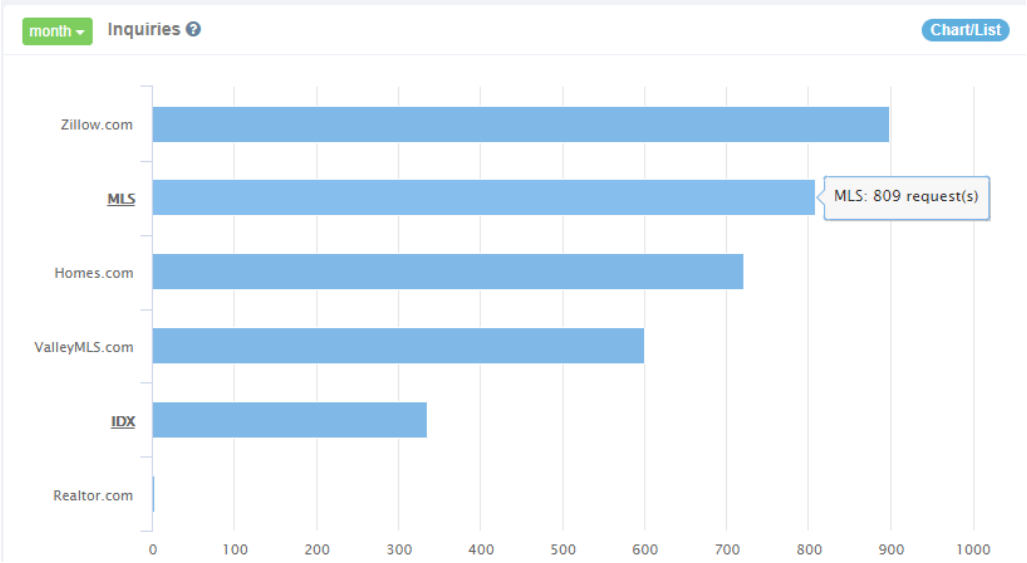
Markets is a heat map showing the location of those viewing your listings. You can click on the Map/List button to switch between a map view and a list view of the postal codes with the most views for your listings.



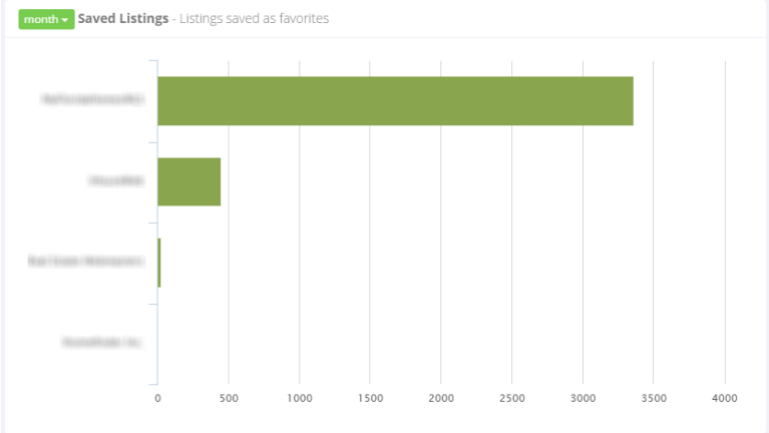
Visitors shares how your listing views change over time. This is especially helpful when viewing metrics for individual listings, so you can see the impact price changes or other updates might have on your listing views.



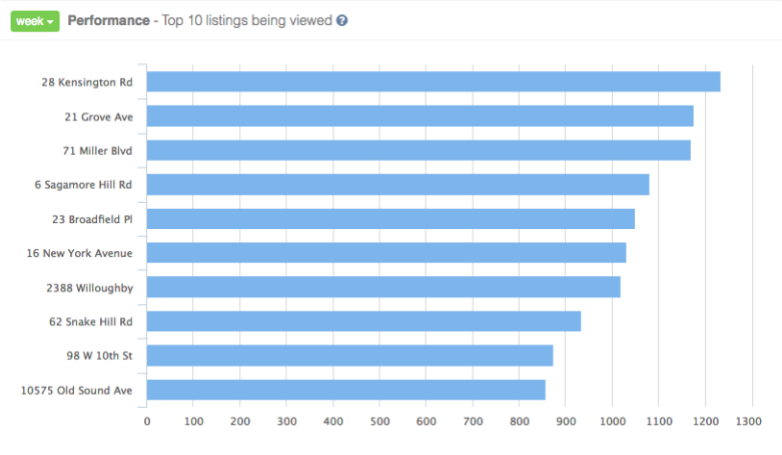
Inquires displays how often potential buyers are requesting information on your listings.



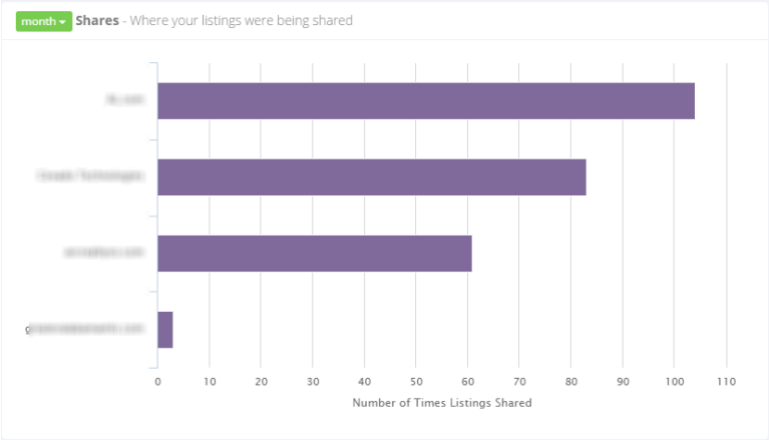
Saved Listings are how many times your listings were saved as a favorite on different websites.



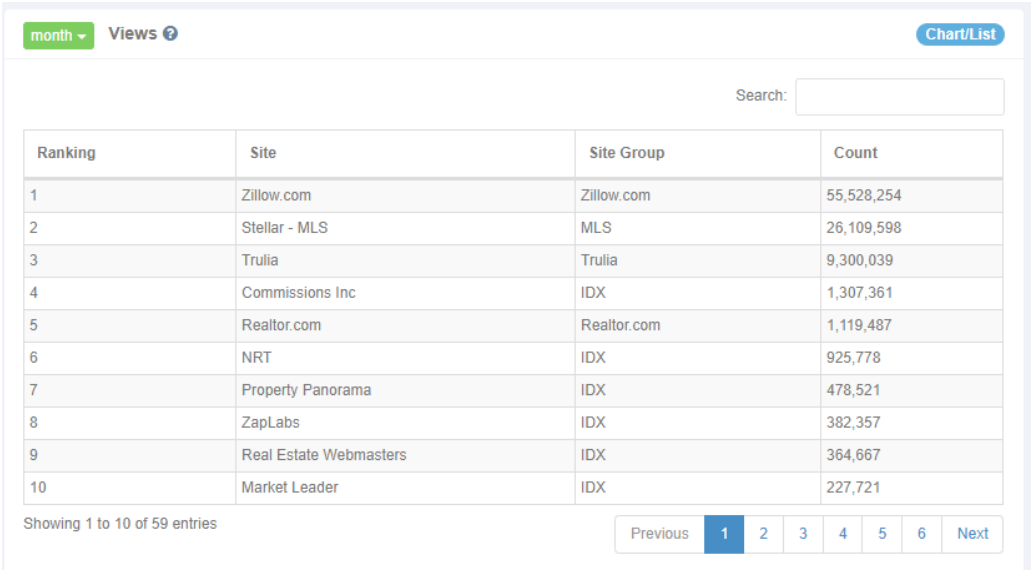
Performance shows the number of views for your 10 most-viewed listings. You can click the address to view additional metrics on that particular listing.



Shares shows the total number of times your listings are emailed or shared on social media.

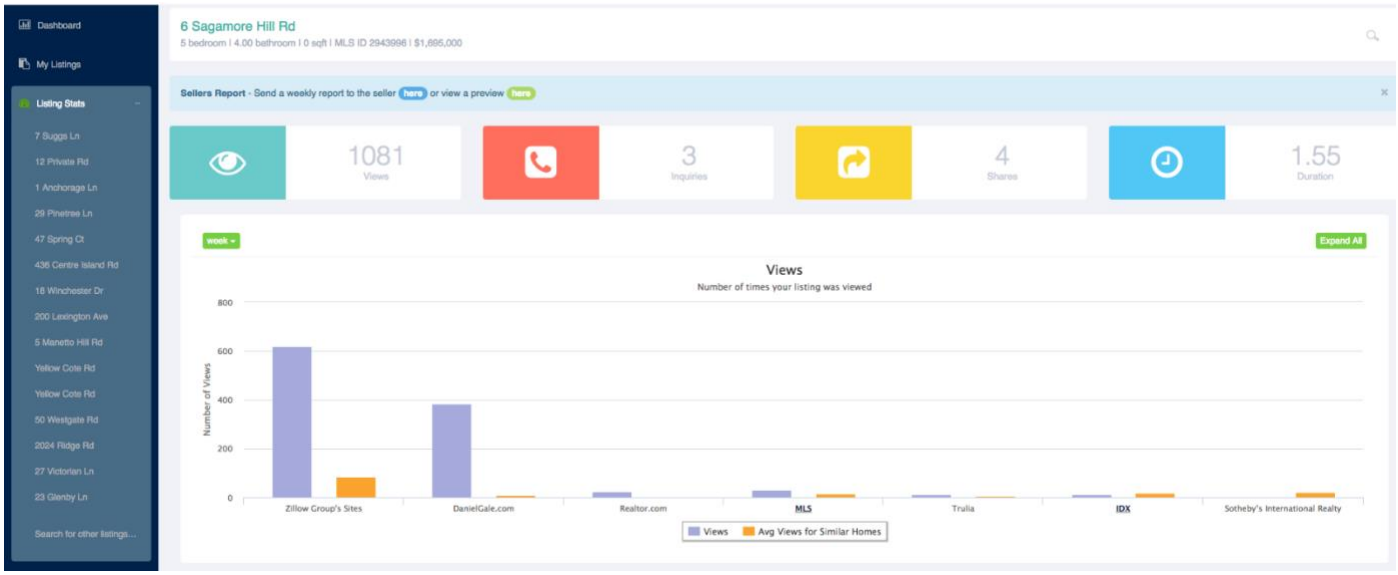


Chart/List
At the upper right of each graph, there's a "Chart/List" button. This allows you to view and search the entire list of vendors and websites.



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 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 can also see a comparison of your listing to similar listings. A listing is considered similar if it is within a one kilometre 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

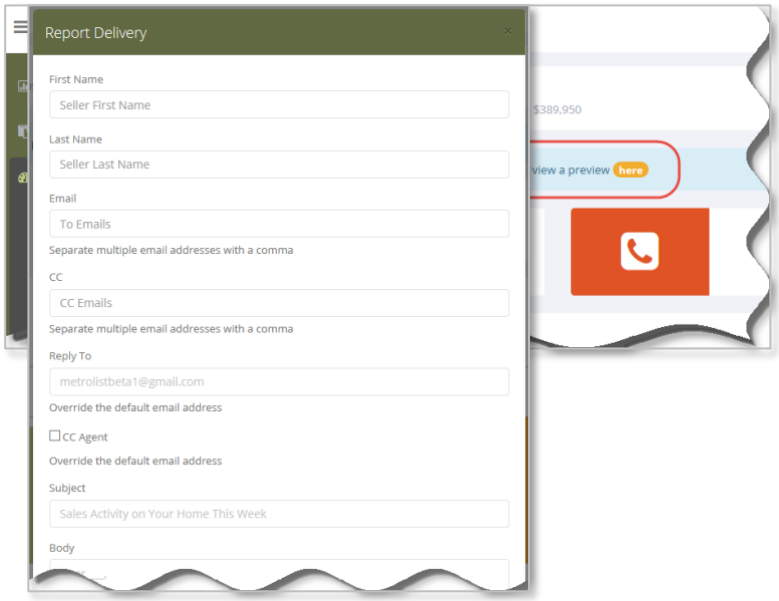
The Sellers Report allows you to set up weekly, bi-weekly, or monthly emails that are automatically sent to your clients. This provides your clients with an overview of how their property is performing online compared to other similar listings. It also helps you keep them informed of the value that your marketing campaign is providing in the selling process.



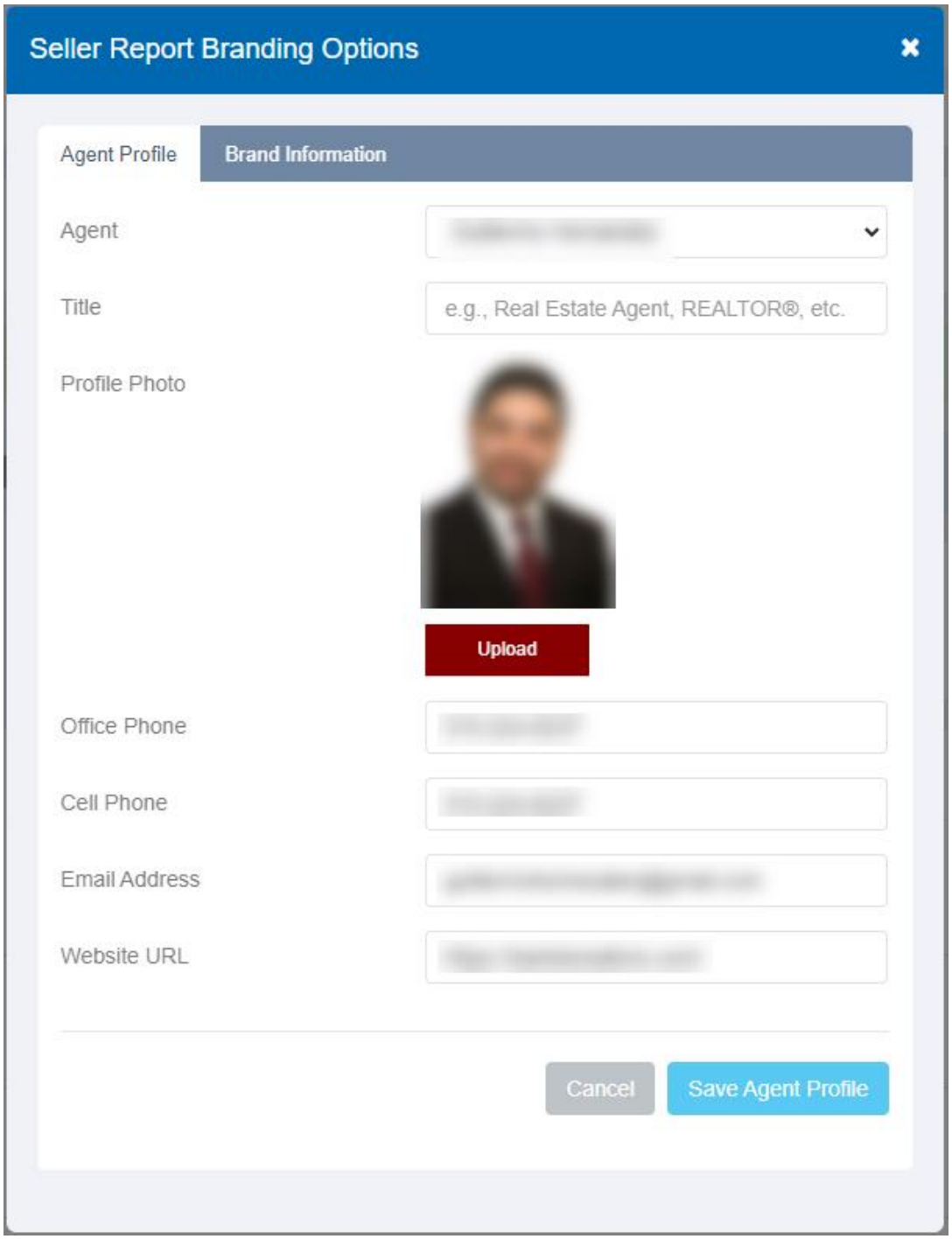
The Sellers Report provides a view of the listing activity from the past 30 days and is sent on Mondays. Your client receives the report even if there is no activity on their listing.

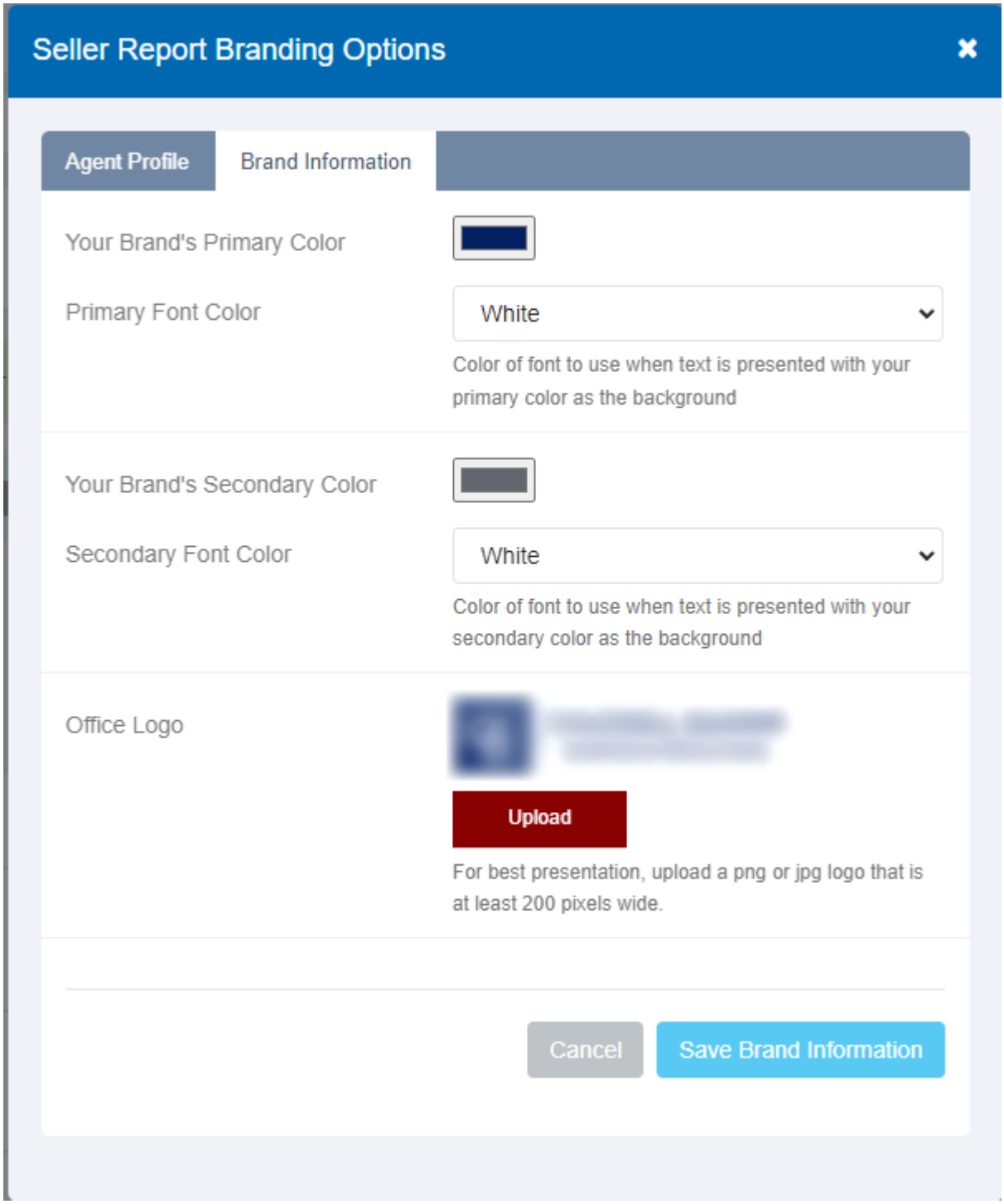
Sellers Reports are generated only for Active status listings. When a listing moves into another status, the Sellers Report is automatically disabled.

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 a Sellers Report, choose **CC Agent** to see what your client is receiving. 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.



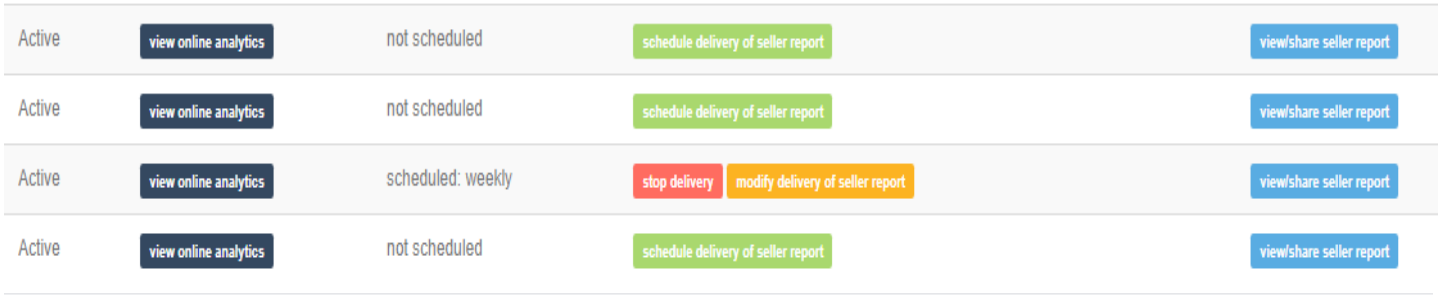
The Broker or REALTOR® can add their branding to the Sellers Report. Branding is managed within ListTrac and may be enabled/disabled at role levels, e.g., only Office or Broker roles may administer. You can manage brand assets including, colours, fonts, office logos, profile image and more.

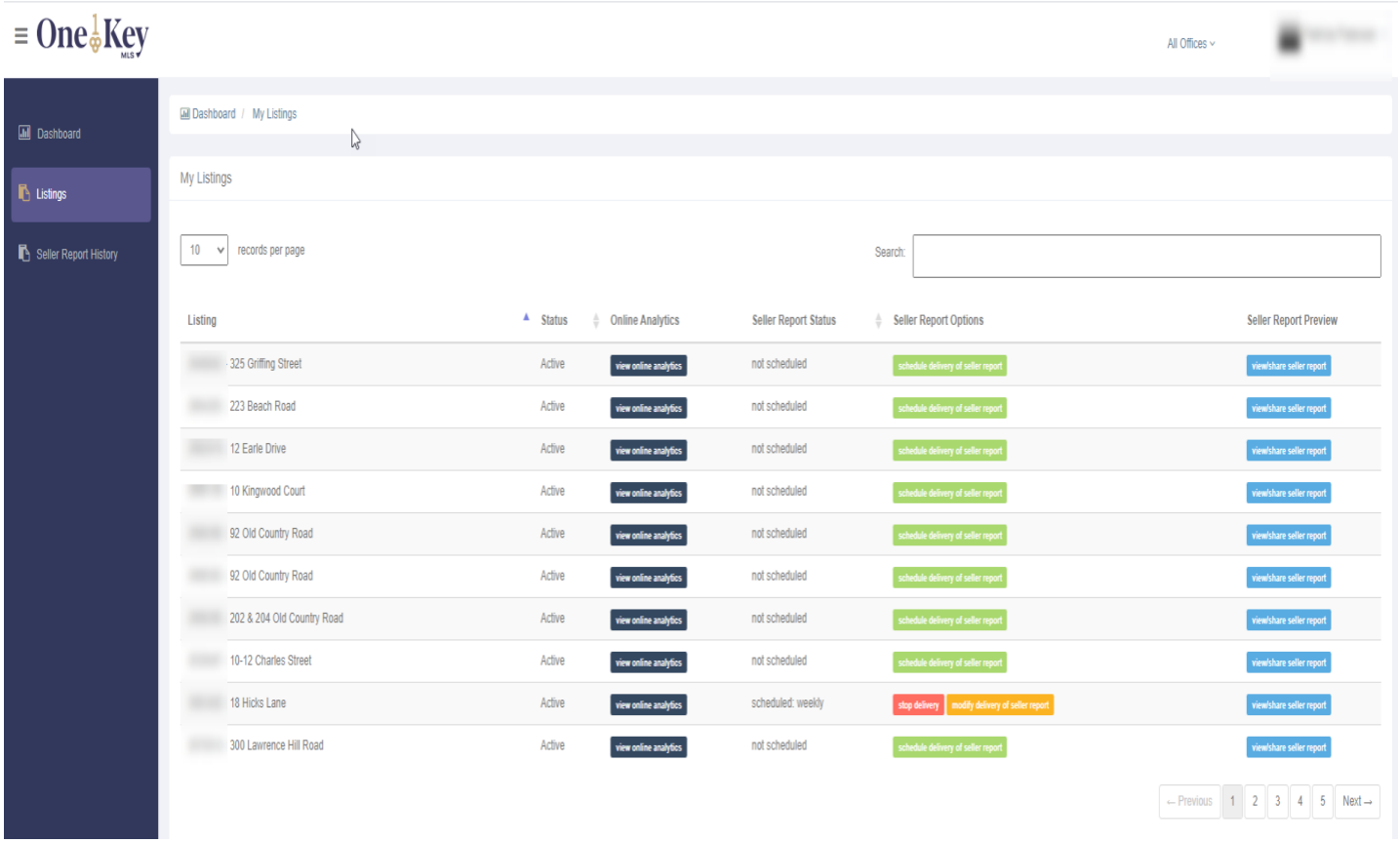



Seller Report Branding Options
Agent Profile
Brand Information
Your Brand's Primary Color
Primary Font Color
White
Color of font to use when text is presented with your primary color as the background
Your Brand's Secondary Color
Secondary Font Color
White
Color of font to use when text is presented with your secondary color as the background
Office Logo
Upload
For best presentation, upload a png or jpg logo that is at least 200 pixels wide.
Cancel
Save Brand Information

Listings

This Listings 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 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, plus 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. With the online dashboard, you can activate a Sellers Report that shows how your client's listing is performing online.

What are the benefits of ListTrac?

ListTrac is a tool to better understand your listings' activity online. It provides you with several benefits, 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 seller clients on how their listing is performing online, including a Sellers Report that you can choose to send to them.
- 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.

Why didn't I get a report this week?

You only receive the weekly report if:

1. You had at least one active or under contract status listing in the previous week and,
2. The weekly report is enabled in the 'My Account' section of ListTrac.

You can confirm this setting in ListTrac by clicking the drop-down arrow next to your name, and select "My Account."

Can I turn off the weekly email report?

When you are in ListTrac, click the drop-down 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, add 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 on Mondays, if the listing remains in Active status.

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

They will receive it the following 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 registered email address with TRREB. 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, select “CC Agent” in the options, so you can 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?

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.