



Listing Address: Laurel, MD
 Days on Market:10

Report Period: from August 22, 2020 through September 1, 2020

Recent Lead and Showing Activity:

Collected leads (during the report period)	39
Scheduled showings (conducted during and after the report period)	28
Conducted showings (scheduled before and during the report period)	16

Lead Funnel Analysis (with Conversion Percentage):

Leads (total leads during on-market period)	39	
Leads scheduled (leads that scheduled a showing)	28	(71%)
Actual showings (total conducted and upcoming showings)	16	(57%)

Lead Source:	8/22 - 9/1	Total
showmojo.com	15	15
Web (more detail unknown)	7	7
zumper.com	7	7
Phone (more detail unknown)	3	3
realtor.com	3	3
apartments.com	2	2
listanza.com	1	1
craigslist.org	1	1
TOTAL	39	39

