

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 pe	riod)	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
showmojo.com Web (more detail unknown)	15 7	15 7
Web (more detail unknown)	7	7
Web (more detail unknown) zumper.com	7 7	7 7
Web (more detail unknown) zumper.com Phone (more detail unknown)	7 7 3	7 7 3
Web (more detail unknown)   zumper.com   Phone (more detail unknown)   realtor.com	7 7 3 3	7 7 3 3
Web (more detail unknown) zumper.com Phone (more detail unknown) realtor.com apartments.com	7 7 3 3 2	7 7 3 3 2

Prospect Feedback (highest: 5, lowest: 1):		
Surveys completed:	2	2
Average feedback:		
Both agent and prospect attended the showing	5.0	5.0
Presentability of the listing	4.0	4.0
Asking rent versus similar listings	4.0	4.0
Showing agent performance	4.0	4.0
Likelihood to apply	4.0	4.0