

Farrell & Boswell Website Statistics -- along with long-time major web partner Lands of America and Zillow (brand new for us)
Year 2011 Totals

| Month | Visits ¹ | Mobiles ² | Page Views ³ | Pages/ Visit ⁴ | Bounce Rate % ⁵ | Avg. Time on Site (in Minutes) ⁶ | New Visits% ⁷ | Sub & Listings Hits | Lands of America S&L Hits | Zillow (1 listing as of 1-12) | TOTAL HITS | |
|-----------------------|---------------------|----------------------|-------------------------|---------------------------|----------------------------|---|--------------------------|---------------------|---------------------------|-------------------------------|------------|----------------|
| 2011 Jan | 2,132 | 213 | 10.0% | 37,978 | 18 | 17.2 | 7:49 | 50.3 | 17,159 | 3,101 | 20,260 | |
| Feb | 1,997 | 217 | 10.9% | 34,899 | 17 | 20.1 | 7:36 | 52.1 | 15,901 | 2,064 | 17,965 | |
| Mar | 1,827 | 227 | 12.4% | 30,236 | 17 | 20.1 | 7:47 | 50.0 | 14,411 | 5,725 | 20,136 | |
| Apr | 2,133 | 394 | 18.5% | 23,122 | 11 | 26.8 | 7:14 | 41.6 | 8,786 | 3,115 | 11,901 | |
| May | 1,919 | 250 | 13.0% | 14,952 | 8 | 26.0 | 6:26 | 44.9 | 4,495 | 2,882 | 7,377 | |
| Jun | 1,878 | 265 | 14.1% | 13,284 | 7 | 29.1 | 5:16 | 43.7 | 3,814 | 3,530 | 7,344 | |
| Jul | 2,148 | 306 | 14.2% | 15,272 | 7 | 28.0 | 5:56 | 47.6 | 4,743 | 4,060 | 8,803 | |
| Aug | 2,110 | 341 | 16.2% | 16,764 | 8 | 25.1 | 6:45 | 46.4 | 4,828 | 4,978 | 9,806 | |
| Sep | 1,820 | 315 | 17.3% | 15,435 | 8 | 23.6 | 6:36 | 47.5 | 4,685 | 3,408 | 8,093 | |
| Oct | 1,732 | 301 | 17.4% | 14,332 | 8 | 24.7 | 6:23 | 48.8 | 4,166 | 3,520 | 7,686 | |
| Nov | 1,741 | 271 | 15.6% | 14,971 | 9 | 21.4 | 7:34 | 48.3 | 5,490 | 3,128 | 186 | 8,804 |
| Dec | 1,700 | 382 | 22.5% | 14,606 | 9 | 24.3 | 7:26 | 48.7 | 6,060 | 5,447 | 289 | 11,796 |
| 2011 Total/Avg | 23,137 | 3,482 | 15.2% | 245,851 | 11 | 24 | 6:54 | 47 | 94,538 | 44,958 | 475 | 139,971 |

¹ Counts the times a visitor accesses the site (when they land on their first page).

² iPhone, Android, iPad, Blackberry, iPod, Samsung/LG/Palm

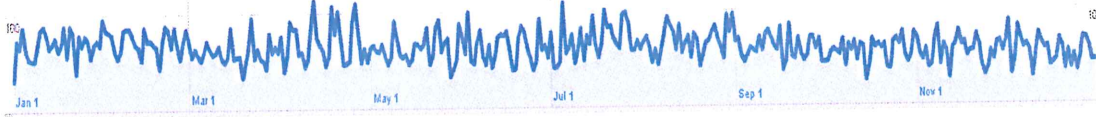
³ Total number of pages viewed by all visitors. Ideal is that each visitor will view several pages.

⁴ Page views divided by visits. The more pages each visitor views, the better. Standard benchmark is 3.37.








⁵ Percentage of people who come to our site and visit only one page. Lower bounce rate is better. Standard benchmark is 50%.

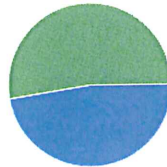
⁶ The longer a visitor stays on our site, the better. Standard benchmark is 2:24.

⁷ Counts the visitors who have not previously visited our site. Standard benchmark is 62.87%. Higher number indicates more new visitors. However, a lower rate may indicate people are returning to get updated info or to look at more pages they didn't have time to view on their first visit [return traffic].



11,430 people visited this site

-  **23,000 Visits**
-  **11,430 Unique Visitors**
-  **244,389 Pageviews**
-  **10.63 Pages/Visit**
-  **00:06:53 Avg. Time on Site**
-  **23.93% Bounce Rate**
-  **47.44% % New Visits**



47.52% New Visitor
10,929 Visits

52.48% Returning Visitor
12,071 Visits