

The following are from the Alexa.com traffic rankings, as of December 7, 2006. In an average week, as measured by Alexa.com, the [traffic to the MichaelSaunders.com](http://www.MichaelSaunders.com) website is approximately:

- ✓ 13 times higher than traffic rank to Coldwell Banker’s Website.
- ✓ 36 times higher than traffic rank to Sky’s website.
- ✓ 69 times higher than traffic rank to Prudential Palms Website.
- ✓ 211 times higher than traffic rank to Re/Max Properties Website.
- ✓ 454 times higher than traffic rank to Wagner Realty Website.
- ✓ 117 times higher than traffic rank to Premier Properties

The following are a few facts regarding the performance of the company's website on the Internet.

**Last Month:**

- ✓ MichaelSaunders.com was visited by users in 106 countries worldwide.
- ✓ MichaelSaunders.com was visited by users in every state in the US and saw an increase in traffic of 5% over October’s.
- ✓ Users searched on 7,357 unique terms via Google & Yahoo! to get to MichaelSaunders.com.
- ✓ Items which speak to brand loyalty...
  - Over 56.7% of the people who visited MichaelSaunders.com last month had visited the site before.
  - Over 42.3% of the people who visited MichaelSaunders.com last month had come from a saved bookmark or typed in web address.
- ✓ Over 29.8% of the people found MichaelSaunders.com via searching on Google, over 4.1% from Yahoo, and 2.8% from MSN.
- ✓ Users consumed over 445,992 page views of listings research alone last month.
- ✓ Location of visits by users to the MichaelSaunders.com in the United States.

Region	Percentage of Total Visits	Percentage of Increase/Decrease of Visits from Last Month
New England	3.9%	-2.5%
Mid-Atlantic	7.5%	-3.8%
South-Atlantic	5.0%	6.5%
Florida	59.5%	8.2%
East South Central	1.5%	18.4%
West South Central	1.5%	-17.2%
East North Central	6.8%	11.4%
West North Central	1.7%	5.3%
Mountain	0.9%	-23.6%
Pacific	2.5%	-20.3%
Unknown Area	9.2%	18.7%

