

A person's hands are holding a tablet computer. The screen displays a real estate market monitoring application. The interface includes a top navigation bar with "Market Monitor" and "New Search" buttons. Below this, there are several filter panels for "Area & Location", "Price Ranges", "Property Types", "Construction Types", and "Features". A large line graph occupies the bottom half of the screen, showing three data series: a brown line at the top, a blue line in the middle, and a red line at the bottom. All three lines show an overall upward trend over time. The text "ShowingTime Showing Index August 2017" is overlaid in white on the graph area.

**ShowingTime<sup>®</sup> Showing Index<sup>™</sup>**  
**August 2017**

# About

## ShowingTime

ShowingTime is the leading market stats and showing management technology provider to the residential real estate industry. Its MarketStats division provides interactive tools and easy-to-read market reports for MLSs, associations, brokers and other real estate companies. Its showing products and services take the inefficiencies out of the appointment scheduling process for real estate professionals, buyers and sellers, resulting in more showings, more feedback and quicker sales. The ShowingTime mobile app equips users to schedule showings, review appointments, generate reports and more. ShowingTime products are used by 190+ MLSs and associations representing more than 900,000 real estate professionals across the U.S. and Canada.

For more information, visit [www.showingtime.com](http://www.showingtime.com).

## ShowingTime Showing Index

The ShowingTime Showing Index tracks the average number of buyer showings on active residential properties on a monthly basis. Our national and regional indices are computed based on approximately 110,000 listings from 25 local markets across the U.S. Our methodology focuses on properties listed by agents subscribing to ShowingTime's full appointment management solutions at the agent and office levels. It includes all buyer showing appointments requested or logged across all ShowingTime systems, including ShowingTime for the MLS, ShowingTime Front Desk and ShowingTime Appointment Center.

For inquiries, contact [research@showingtime.com](mailto:research@showingtime.com).

The ShowingTime Showing Index tracks the average number of buyer showings on active residential properties on a monthly basis.

# ShowingTime Research Team



## **Daniil Cherkasskiy**

Chief Analytics Officer

Daniil manages the company's internal analytics systems, data warehousing and data product development. Prior to joining ShowingTime Daniil worked as a quantitative analyst designing trading strategies for the derivative markets. Daniil graduated summa cum laude from the University of Illinois at Chicago and is pursuing a graduate degree in predictive analytics at Northwestern University.

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## **Michael Lane**

President

Michael leads sales and marketing at ShowingTime. A founding management team member, he works directly with many of ShowingTime's 190+ MLS customers and many of the largest real estate companies throughout North America. Previously he served as a management consultant with A.T. Kearney and as a naval officer aboard nuclear submarines. Michael has an MBA from the Kellogg Graduate School of Management, a Masters of Engineering Management from Northwestern University and is a distinguished graduate of the U.S. Naval Academy.

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## **Scott Woodard**

Founder & Chief Executive Officer

Scott is an active leader in the Chicago technology community. His previous company, ZyLAB, developed the first PC search engine. Scott has expertise in voicemail technology, having developed one of the first automated voice delivery and notification systems. He is a founding board member of the Information Technology Association of Illinois and formerly served on the board of directors of Woodard Development Corporation, a real estate development firm. He holds several patents in real estate technology and other areas. Scott has a Ph.D. in Electrical Engineering from the University of Illinois.

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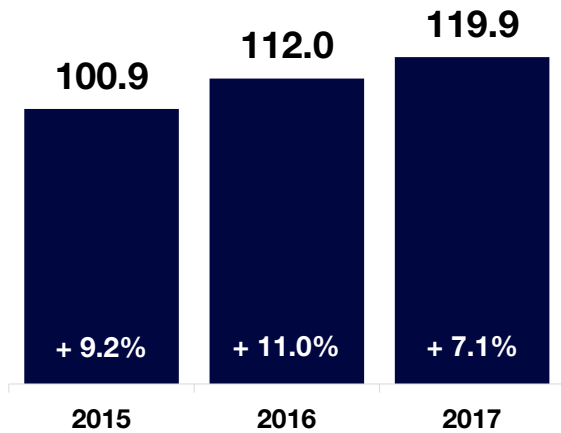
# ShowingTime Showing Index™

## United States Report

Methodology: The ShowingTime Showing Index™ measures showing traffic per residential property for sale by agents and brokers utilizing ShowingTime solutions for property-access management. A higher number means that an average home receives more buyer visits in a given month. All index values are scaled relative to initial index value set to 100 for January 2014.

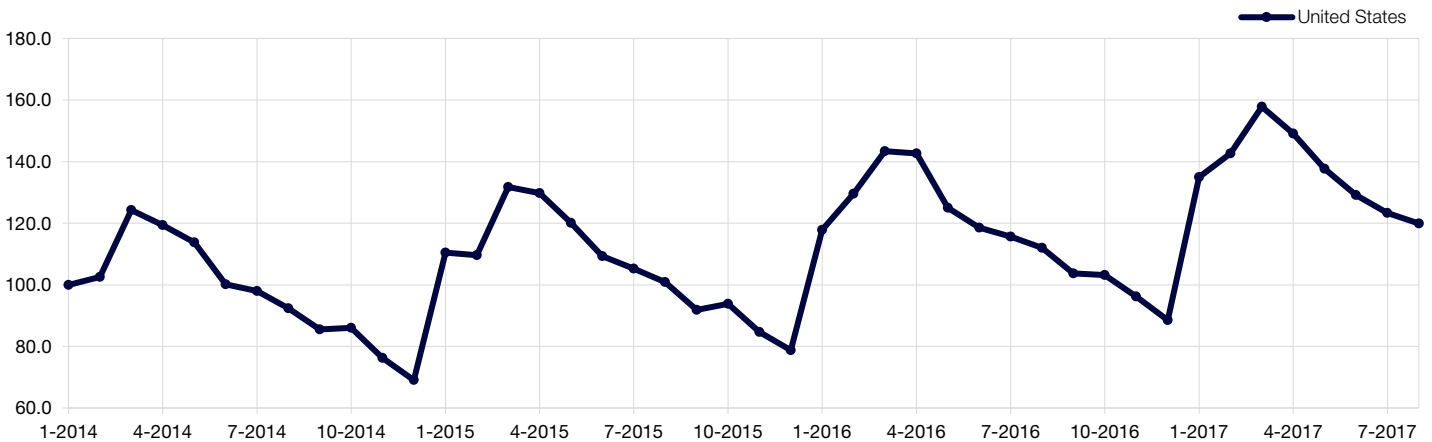
Summary	August 2017	July 2017	August 2016	Percent Change
The national index was up 7.1% over last year. Year-over-year gains should continue.	<b>119.9</b>	<b>123.4</b>	<b>112.0</b>	<b>+7.1%</b>

### August



ShowingTime Showing Index	Prior Year	Percent Change
September 2016	91.8	+13.0%
October 2016	93.8	+9.9%
November 2016	84.7	+13.6%
December 2016	78.8	+12.3%
January 2017	117.9	+14.5%
February 2017	129.6	+10.1%
March 2017	143.4	+10.0%
April 2017	142.7	+4.5%
May 2017	125.0	+10.2%
June 2017	118.6	+8.9%
July 2017	115.7	+6.7%
<b>August 2017</b>	<b>112.0</b>	<b>+7.1%</b>
12-Month Average	112.8	+9.8%

### National Historical ShowingTime Showing Index by Month



### National ShowingTime Showing Index

**119.9**  
United States



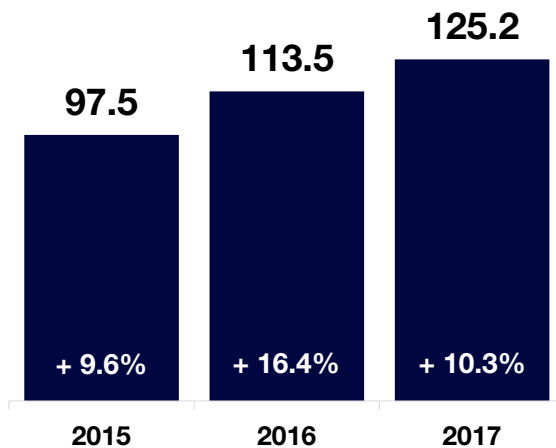
# ShowingTime Showing Index™

## Northeast Region Report

Methodology: The ShowingTime Showing Index™ measures showing traffic per residential property for sale by agents and brokers utilizing ShowingTime solutions for property-access management. A higher number means that an average home receives more buyer visits in a given month. All index values are scaled relative to initial index value set to 100 for January 2014.

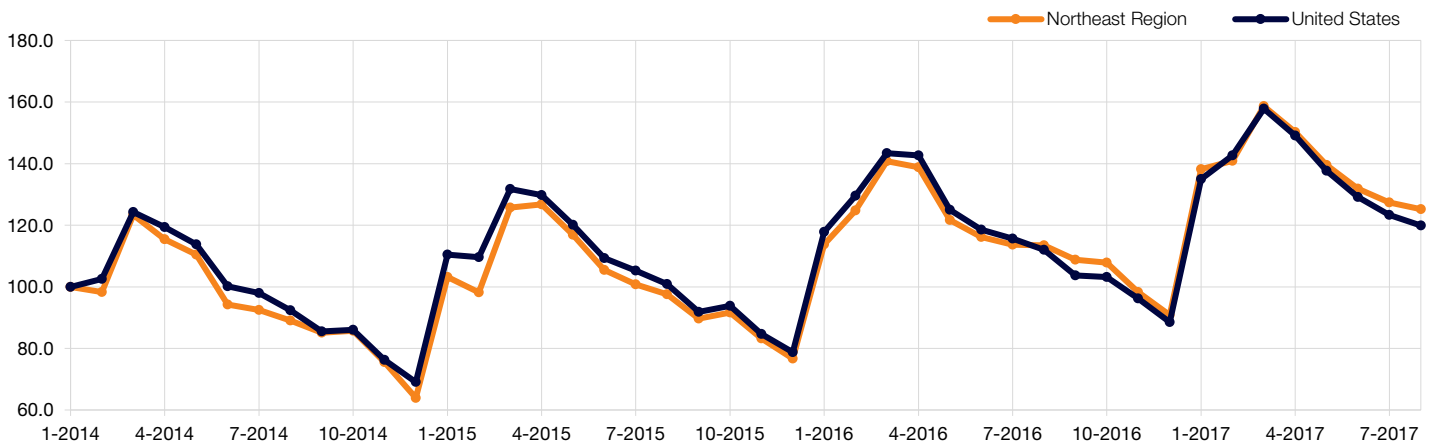
Summary	August 2017	July 2017	August 2016	Percent Change
The Northeast Region index was up 10.3% from last year, continuing a regional trend.	<b>125.2</b>	<b>127.4</b>	<b>113.5</b>	<b>+10.3%</b>

### August



ShowingTime Showing Index	Prior Year	Percent Change
September 2016	89.7	+21.3%
October 2016	91.7	+17.7%
November 2016	83.2	+18.1%
December 2016	76.7	+18.4%
January 2017	113.8	+21.4%
February 2017	124.7	+13.0%
March 2017	140.8	+12.6%
April 2017	138.8	+8.3%
May 2017	121.7	+14.7%
June 2017	116.1	+13.6%
July 2017	113.7	+12.0%
<b>August 2017</b>	<b>113.5</b>	<b>+10.3%</b>
12-Month Average	110.4	+14.6%

### Regional Historical ShowingTime Showing Index by Month



### Regional ShowingTime Showing Index

**125.2**  
Northeast Region



### National ShowingTime Showing Index

**119.9**  
United States



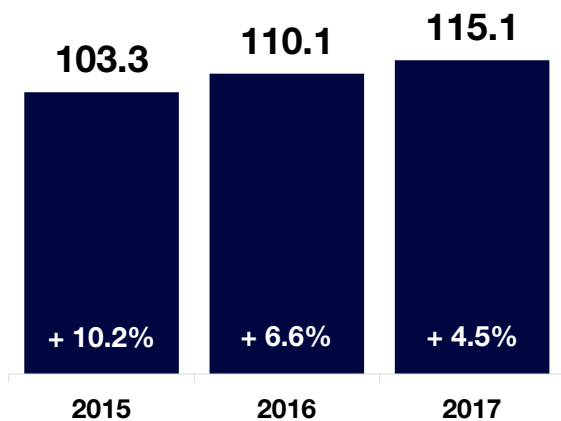
# ShowingTime Showing Index™

## South Region Report

Methodology: The ShowingTime Showing Index™ measures showing traffic per residential property for sale by agents and brokers utilizing ShowingTime solutions for property-access management. A higher number means that an average home receives more buyer visits in a given month. All index values are scaled relative to initial index value set to 100 for January 2014.

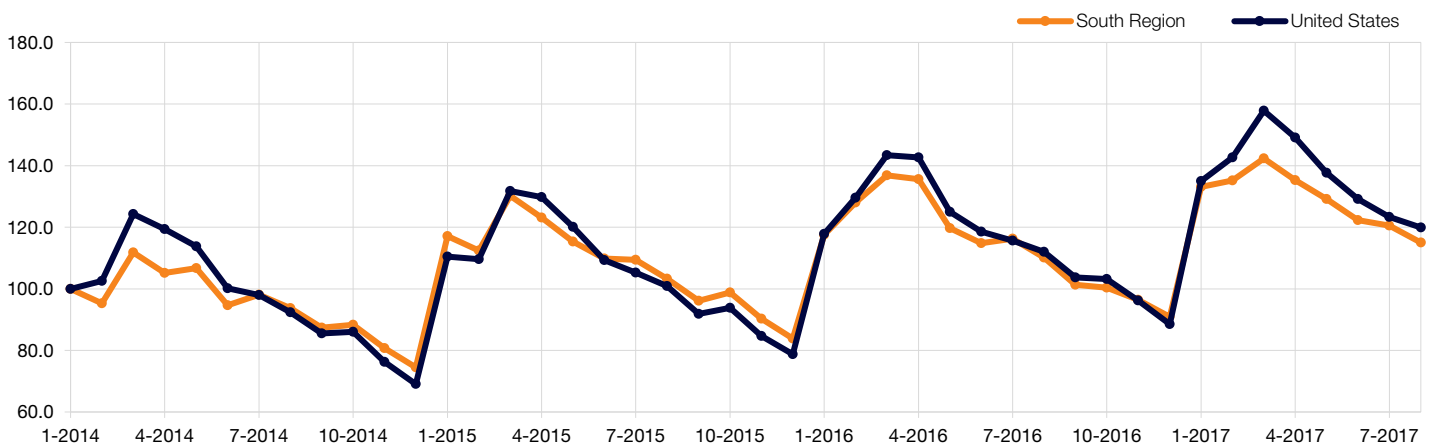
Summary	August 2017	July 2017	August 2016	Percent Change
The South Region index was up 4.5%, steadily marking monthly year-over-year increases.	<b>115.1</b>	<b>120.5</b>	<b>110.1</b>	<b>+4.5%</b>

### August



ShowingTime Showing Index	Prior Year	Percent Change
September 2016	96.1	+5.4%
October 2016	98.9	+1.5%
November 2016	90.3	+6.8%
December 2016	83.8	+8.6%
January 2017	117.6	+13.2%
February 2017	128.0	+5.6%
March 2017	136.8	+4.0%
April 2017	135.6	-0.2%
May 2017	119.7	+7.9%
June 2017	114.8	+6.5%
July 2017	116.3	+3.6%
<b>August 2017</b>	<b>110.1</b>	<b>+4.5%</b>
12-Month Average	112.3	+5.5%

### Regional Historical ShowingTime Showing Index by Month



### Regional ShowingTime Showing Index

**115.1**  
South Region



### National ShowingTime Showing Index

**119.9**  
United States



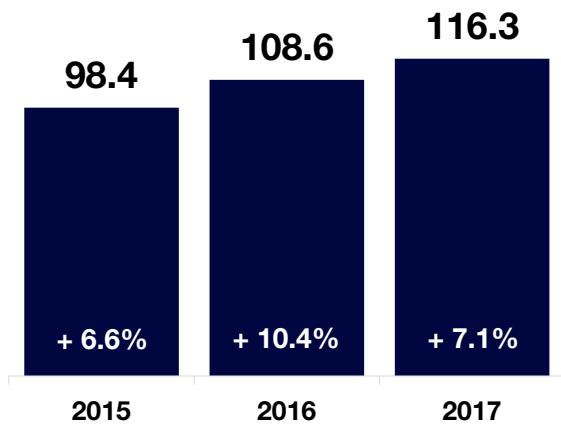
# ShowingTime Showing Index™

## Midwest Region Report

Methodology: The ShowingTime Showing Index™ measures showing traffic per residential property for sale by agents and brokers utilizing ShowingTime solutions for property-access management. A higher number means that an average home receives more buyer visits in a given month. All index values are scaled relative to initial index value set to 100 for January 2014.

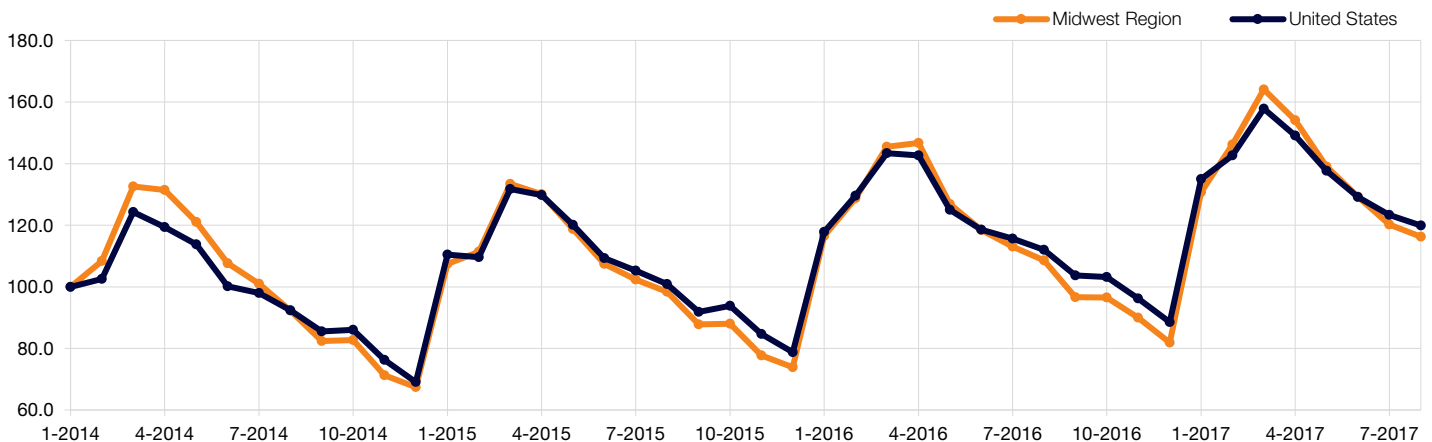
Summary	August 2017	July 2017	August 2016	Percent Change
The Midwest Region index continued a pattern of increased activity, up 7.1% year over year.	<b>116.3</b>	<b>120.2</b>	<b>108.6</b>	<b>+7.1%</b>

### August



ShowingTime Showing Index	Prior Year	Percent Change
September 2016	87.8	+10.0%
October 2016	88.0	+9.8%
November 2016	77.7	+15.7%
December 2016	73.9	+10.8%
January 2017	116.4	+12.3%
February 2017	128.7	+13.6%
March 2017	145.4	+12.9%
April 2017	146.7	+5.0%
May 2017	126.8	+9.6%
June 2017	118.5	+9.0%
July 2017	113.0	+6.4%
<b>August 2017</b>	<b>108.6</b>	<b>+7.1%</b>
12-Month Average	111.0	+10.0%

### Regional Historical ShowingTime Showing Index by Month



### Regional ShowingTime Showing Index

**116.3**  
Midwest Region



### National ShowingTime Showing Index

**119.9**  
United States





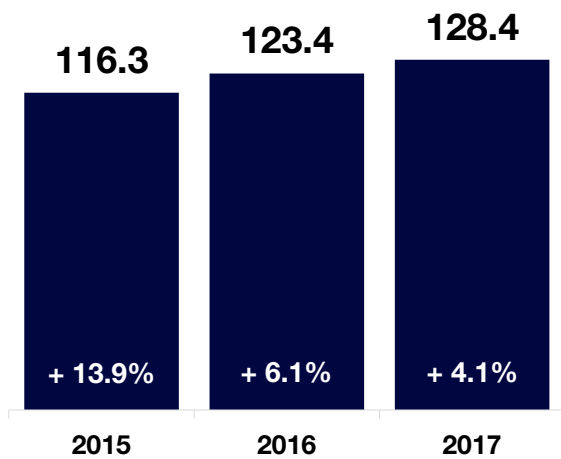
# ShowingTime Showing Index™

## West Region Report

Methodology: The ShowingTime Showing Index™ measures showing traffic per residential property for sale by agents and brokers utilizing ShowingTime solutions for property-access management. A higher number means that an average home receives more buyer visits in a given month. All index values are scaled relative to initial index value set to 100 for January 2014.

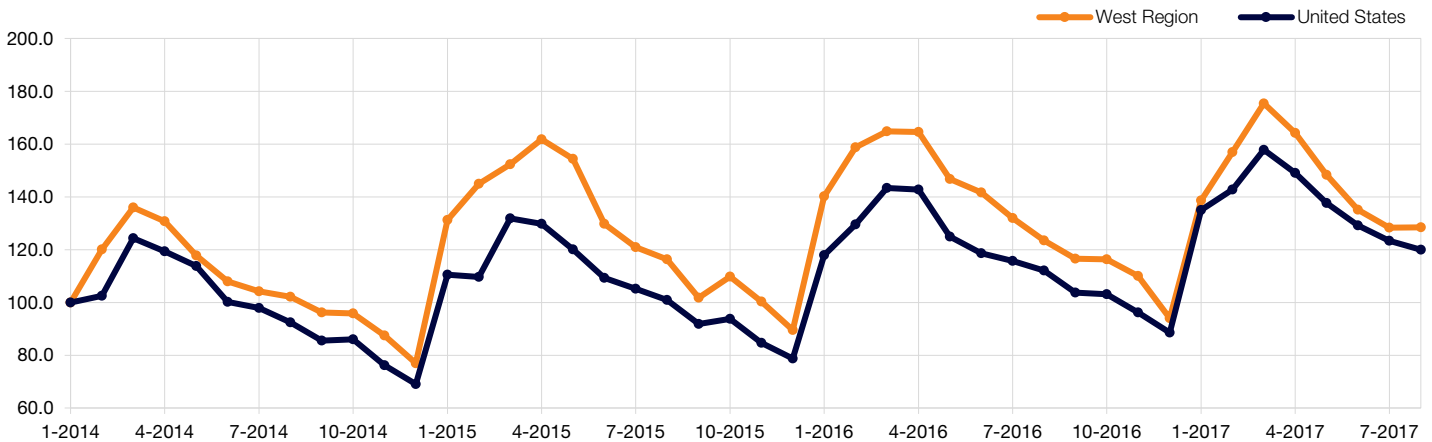
Summary	August 2017	July 2017	August 2016	Percent Change
The West Region index was up 4.1 percent over last year, reversing recent declines.	<b>128.4</b>	<b>128.3</b>	<b>123.4</b>	<b>+4.1%</b>

### August



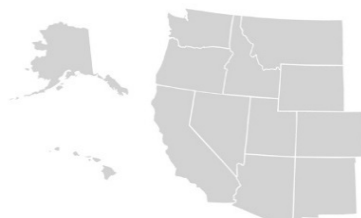
ShowingTime Showing Index	Prior Year	Percent Change	
September 2016	116.6	101.7	+14.7%
October 2016	116.3	109.8	+5.9%
November 2016	110.0	100.3	+9.7%
December 2016	94.1	89.5	+5.1%
January 2017	138.6	140.2	-1.1%
February 2017	157.0	158.7	-1.1%
March 2017	175.4	164.7	+6.5%
April 2017	164.2	164.6	-0.2%
May 2017	148.3	146.8	+1.0%
June 2017	135.1	141.6	-4.6%
July 2017	128.3	132.0	-2.8%
<b>August 2017</b>	<b>128.4</b>	<b>123.4</b>	<b>+4.1%</b>
12-Month Average	134.4	131.1	+2.5%

### Regional Historical ShowingTime Showing Index by Month



### Regional ShowingTime Showing Index

**128.4**  
West Region



### National ShowingTime Showing Index

**119.9**  
United States

