ShowingTime® Showing Index®
December 2017

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.

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.

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.

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.

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®

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	December 2017	November 2017	December 2016	Percent Change
The national index was up 7.0% from last year to complete a full year of increases.	**94.7**	**103.8**	**88.5**	**+7.0%**

December

	78.8	88.5	94.7
	+ 14.2%	+ 12.3%	+ 7.0%
	2015	2016	2017
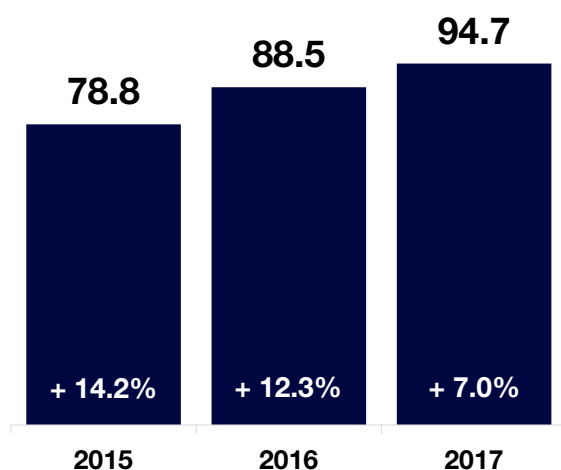
ShowingTime Showing Index		Prior Year	Percent Change
January 2017	135.0	117.9	+14.5%
February 2017	142.7	129.6	+10.1%
March 2017	157.8	143.4	+10.0%
April 2017	149.1	142.7	+4.5%
May 2017	137.7	125.0	+10.2%
June 2017	129.1	118.6	+8.9%
July 2017	123.4	115.7	+6.7%
August 2017	119.6	112.0	+6.8%
September 2017	110.8	103.7	+6.8%
October 2017	112.4	103.1	+9.0%
November 2017	103.8	96.2	+7.9%
December 2017	**94.7**	**88.5**	**+7.0%**
12-Month Average	126.3	116.4	+8.5%

National Historical ShowingTime Showing Index by Month

National ShowingTime Showing Index

94.7
United States

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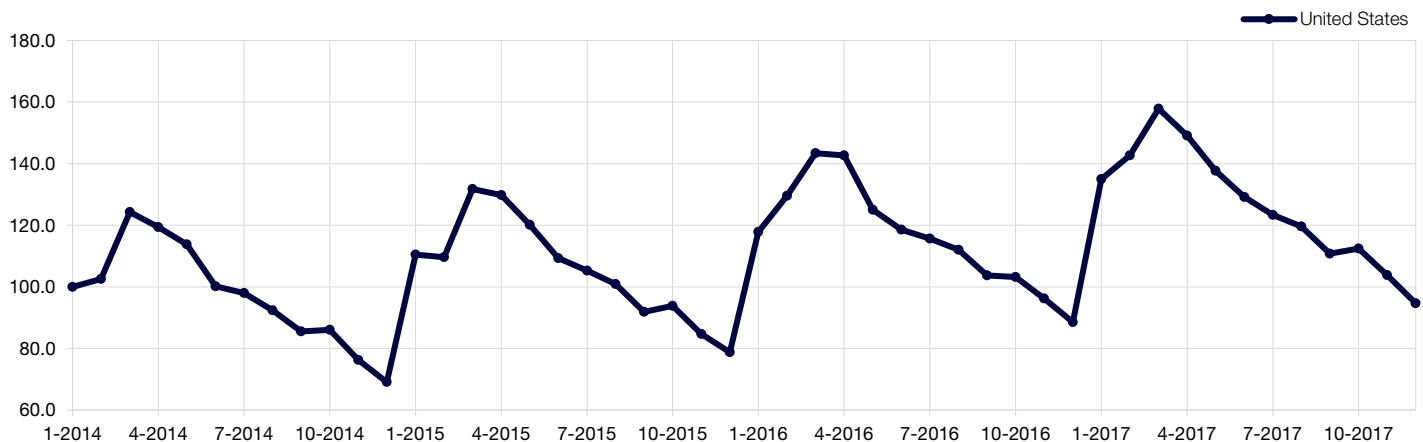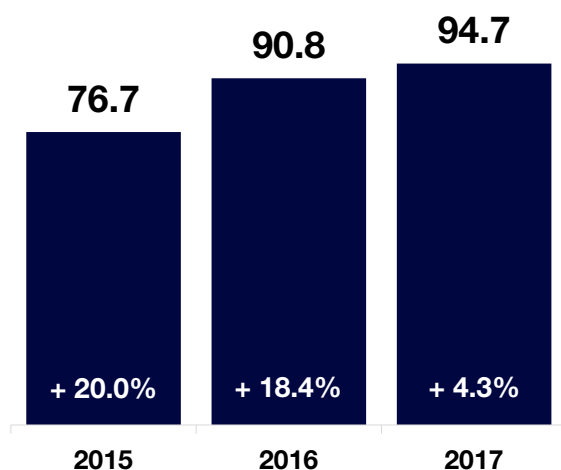
Summary	December 2017	November 2017	December 2016	Percent Change
The Northeast Region index was up 4.3% from last year to match the national index exactly.	94.7	107.4	90.8	+4.3%

December

76.7	90.8	94.7
+ 20.0%	+ 18.4%	+ 4.3%
2015	2016	2017

ShowingTime Showing Index		Prior Year	Percent Change
January 2017	138.2	113.8	+21.4%
February 2017	140.9	124.7	+13.0%
March 2017	158.6	140.8	+12.6%
April 2017	150.3	138.8	+8.3%
May 2017	139.6	121.7	+14.7%
June 2017	131.9	116.1	+13.6%
July 2017	127.4	113.7	+12.0%
August 2017	123.4	113.5	+8.7%
September 2017	120.3	108.8	+10.6%
October 2017	119.0	107.9	+10.3%
November 2017	107.4	98.3	+9.3%
December 2017	94.7	90.8	+4.3%
12-Month Average	129.3	115.7	+11.8%

Regional Historical ShowingTime Showing Index by Month

Northeast Region — United States
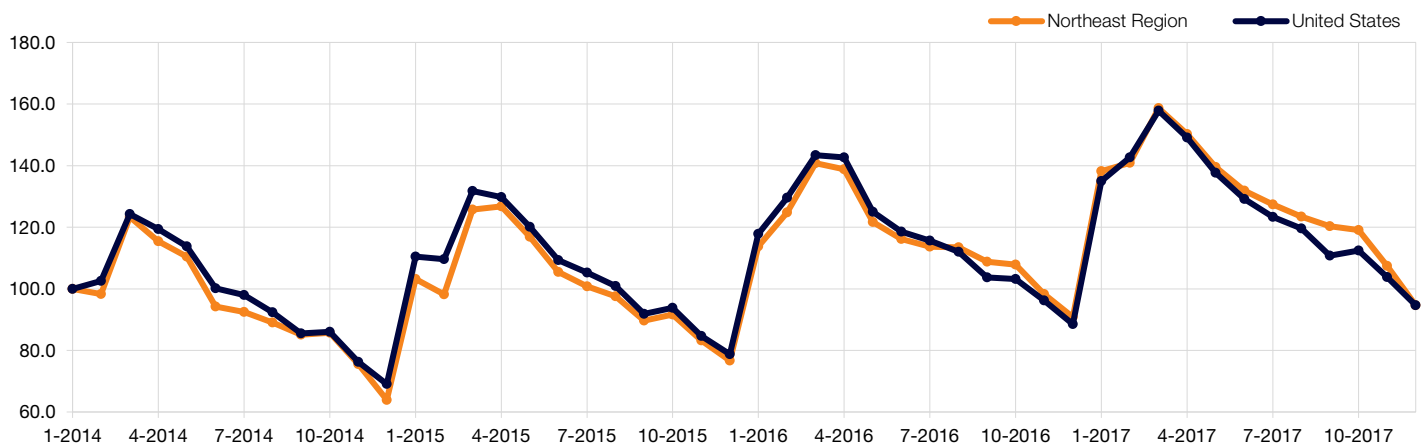
Regional ShowingTime Showing Index

94.7
Northeast Region

National ShowingTime Showing Index

94.7
United States

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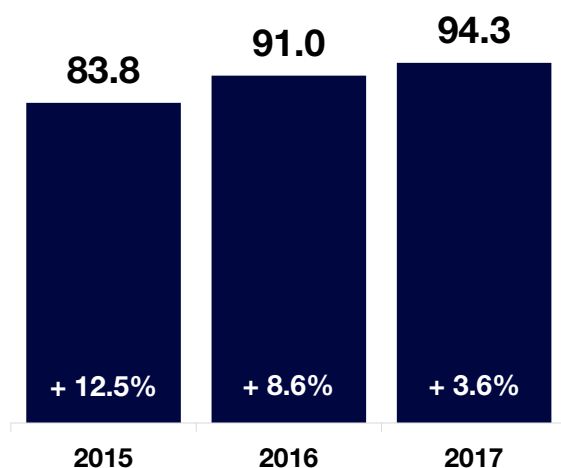
Summary	December 2017	November 2017	December 2016	Percent Change
The South Region index was up 3.6% to finish the year on a high note.	**94.3**	**104.0**	**91.0**	**+3.6%**

December

	2015	2016	2017
	83.8	91.0	94.3
	+ 12.5%	+ 8.6%	+ 3.6%

ShowingTime Showing Index		Prior Year	Percent Change
January 2017	133.1	117.6	+13.2%
February 2017	135.2	128.0	+5.6%
March 2017	142.3	136.8	+4.0%
April 2017	135.3	135.6	-0.2%
May 2017	129.2	119.7	+7.9%
June 2017	122.3	114.8	+6.5%
July 2017	120.5	116.3	+3.6%
August 2017	116.2	110.1	+5.5%
September 2017	101.1	101.3	-0.2%
October 2017	110.9	100.4	+10.5%
November 2017	104.0	96.4	+7.9%
December 2017	**94.3**	**91.0**	**+3.6%**
12-Month Average	120.4	114.0	+5.6%

Regional Historical ShowingTime Showing Index by Month

Legend: South Region — United States
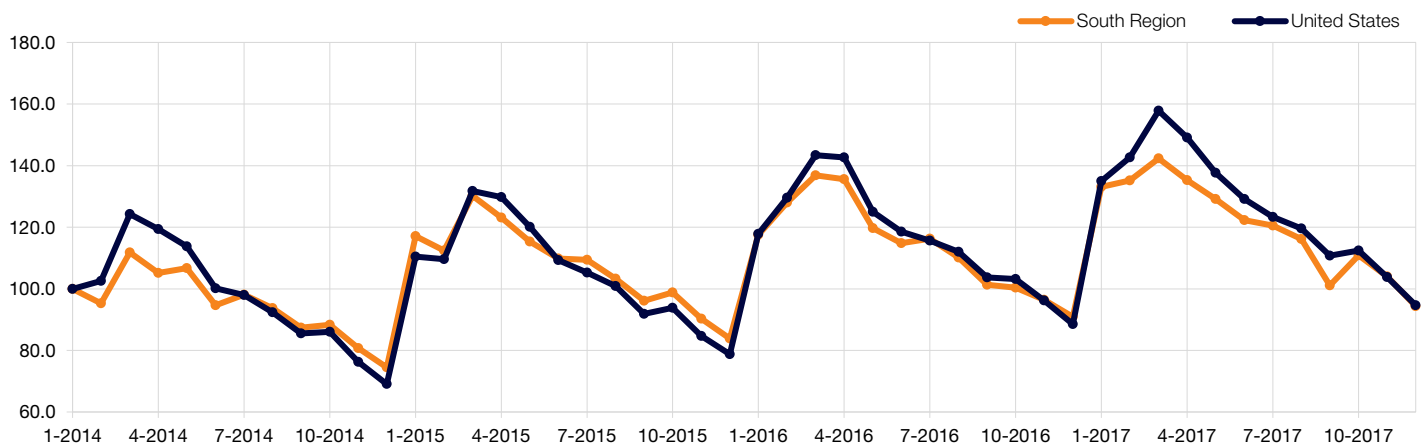
Regional ShowingTime Showing Index

94.3
South Region

National ShowingTime Showing Index

94.7
United States

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Summary	December 2017	November 2017	December 2016	Percent Change
The Midwest Region index was up 12.2%, continuing a multi-year upward trend.	**91.9**	**97.1**	**81.9**	**+12.2%**

December

	2015	2016	2017
Index	73.9	81.9	91.9
Change	+ 9.6%	+ 10.8%	+ 12.2%
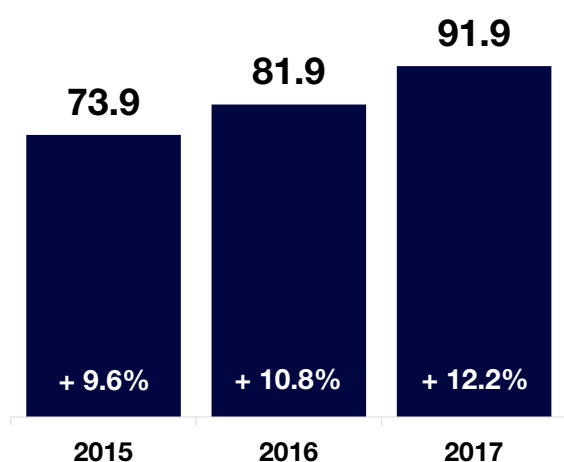
ShowingTime Showing Index		Prior Year	Percent Change
January 2017	130.7	116.4	+12.3%
February 2017	146.2	128.7	+13.6%
March 2017	164.1	145.4	+12.9%
April 2017	154.0	146.7	+5.0%
May 2017	139.0	126.8	+9.6%
June 2017	129.2	118.5	+9.0%
July 2017	120.2	113.0	+6.4%
August 2017	115.4	108.6	+6.3%
September 2017	104.0	96.6	+7.7%
October 2017	104.5	96.6	+8.2%
November 2017	97.1	89.9	+8.0%
December 2017	**91.9**	**81.9**	**+12.2%**
12-Month Average	124.7	114.1	+9.3%

Regional Historical ShowingTime Showing Index by Month

Midwest Region — United States
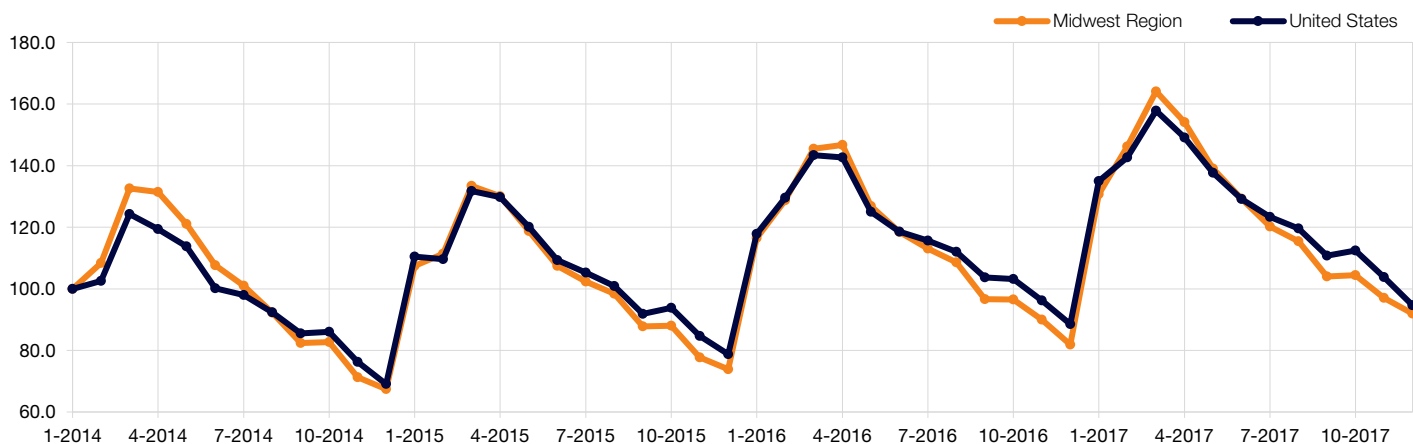
Regional ShowingTime Showing Index

91.9
Midwest Region
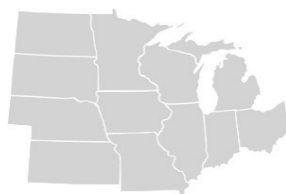
National ShowingTime Showing Index

94.7
United States

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Summary	December 2017	November 2017	December 2016	Percent Change
The West Region index was up 13.3%, providing a strong finish to the year.	106.6	114.9	94.1	+13.3%

December

	2015	2016	2017
	89.5	94.1	106.6
	+ 16.2%	+ 5.1%	+ 13.3%
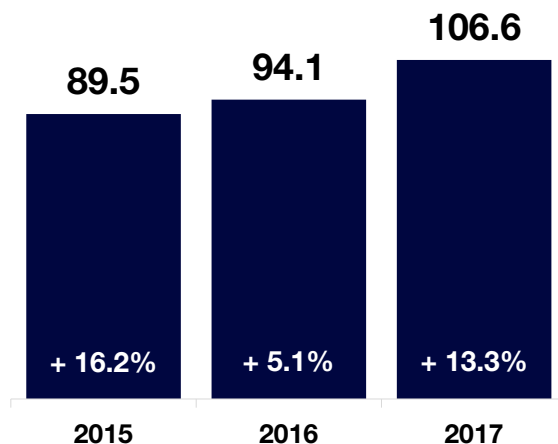
ShowingTime Showing Index		Prior Year	Percent Change
January 2017	138.6	140.2	-1.1%
February 2017	157.0	158.7	-1.1%
March 2017	175.4	164.7	+6.5%
April 2017	164.2	164.6	-0.2%
May 2017	148.3	146.8	+1.0%
June 2017	135.1	141.6	-4.6%
July 2017	128.3	132.0	-2.8%
August 2017	128.2	123.4	+3.9%
September 2017	122.8	116.6	+5.3%
October 2017	119.5	116.3	+2.8%
November 2017	114.9	110.0	+4.5%
December 2017	106.6	94.1	+13.3%
12-Month Average	136.6	134.1	+1.9%

Regional Historical ShowingTime Showing Index by Month

Legend: West Region, United States
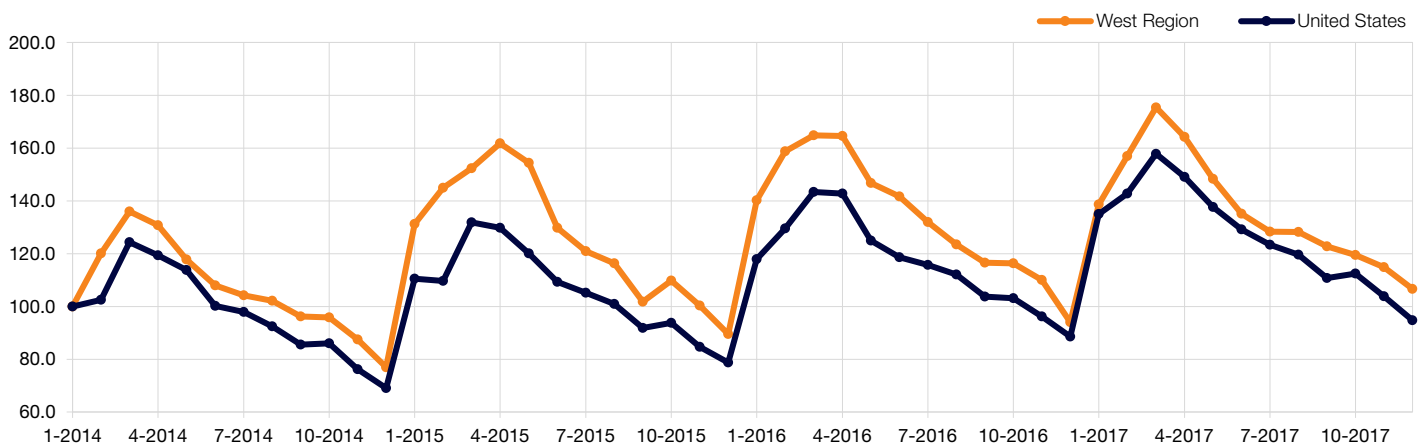
Regional ShowingTime Showing Index

106.6
West Region

National ShowingTime Showing Index

94.7
United States