A person's hands are shown holding a tablet computer. The screen displays a real estate market monitoring application. At the top, there are various filters and controls. Below that, a line graph titled "Showings Per Listing" is visible, showing three data series: a blue line, a red line, and a brown line. The blue line shows a steady upward trend, while the red and brown lines show more fluctuation but generally follow a similar upward trajectory. The background of the image is a blurred outdoor setting.

**ShowingTime® Showing Index®**  
**January 2018**

# 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.

---



**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.

# Table of Contents

**United States Showing Index.....5**

**Northeast Region Report.....6**

**South Region Report.....7**

**Midwest Region Report.....8**

**West Region Report.....9**

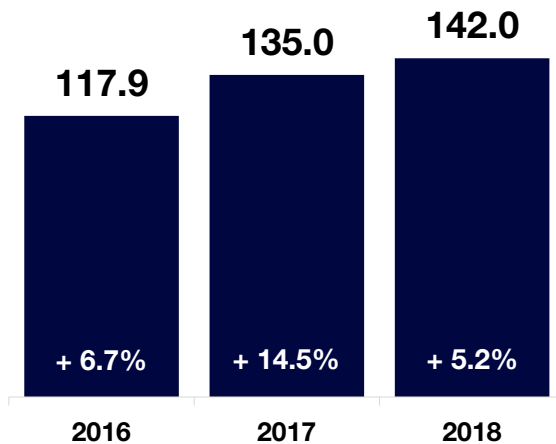
# ShowingTime Showing Index®

## 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.

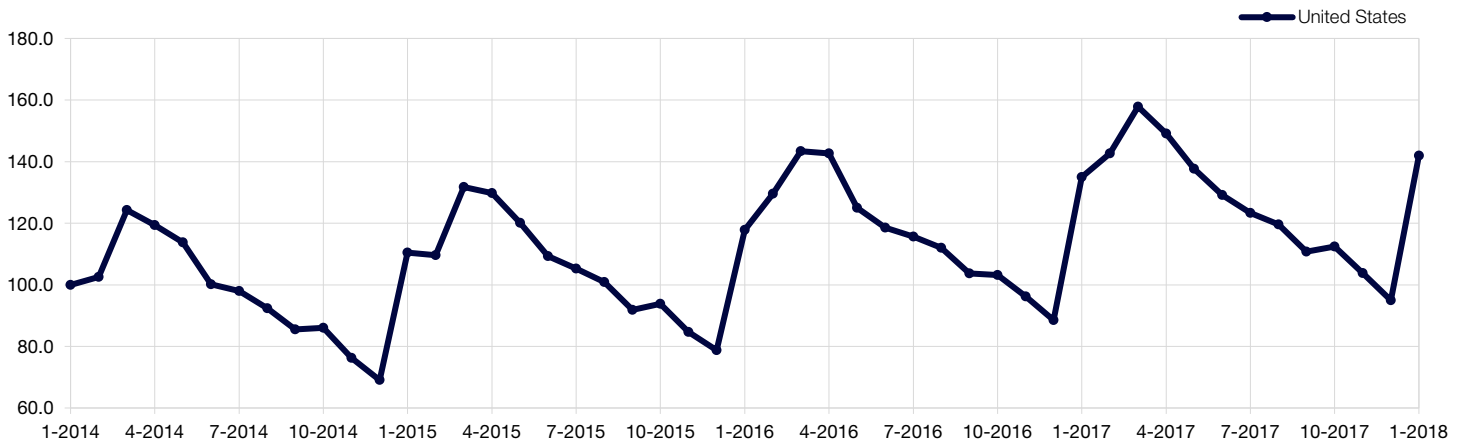
Summary	January 2018	December 2017	January 2017	Percent Change
The national index was up 7.0% from last year to complete a full year of increases.	<b>142.0</b>	<b>95.0</b>	<b>135.0</b>	<b>+5.2%</b>

### January



ShowingTime Showing Index	Prior Year	Percent Change
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%
August 2017	112.0	+6.8%
September 2017	103.7	+6.8%
October 2017	103.1	+9.0%
November 2017	96.2	+7.9%
December 2017	88.5	+7.3%
<b>January 2018</b>	<b>135.0</b>	<b>+5.2%</b>
12-Month Average	117.8	+7.7%

### National Historical ShowingTime Showing Index by Month



### National ShowingTime Showing Index

**142.0**  
United States



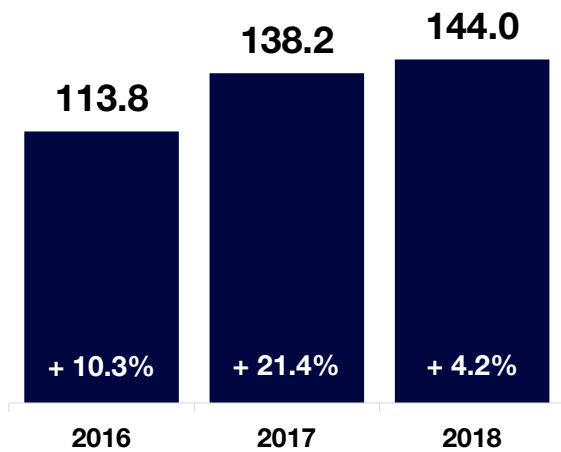
# ShowingTime Showing Index®

## 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.

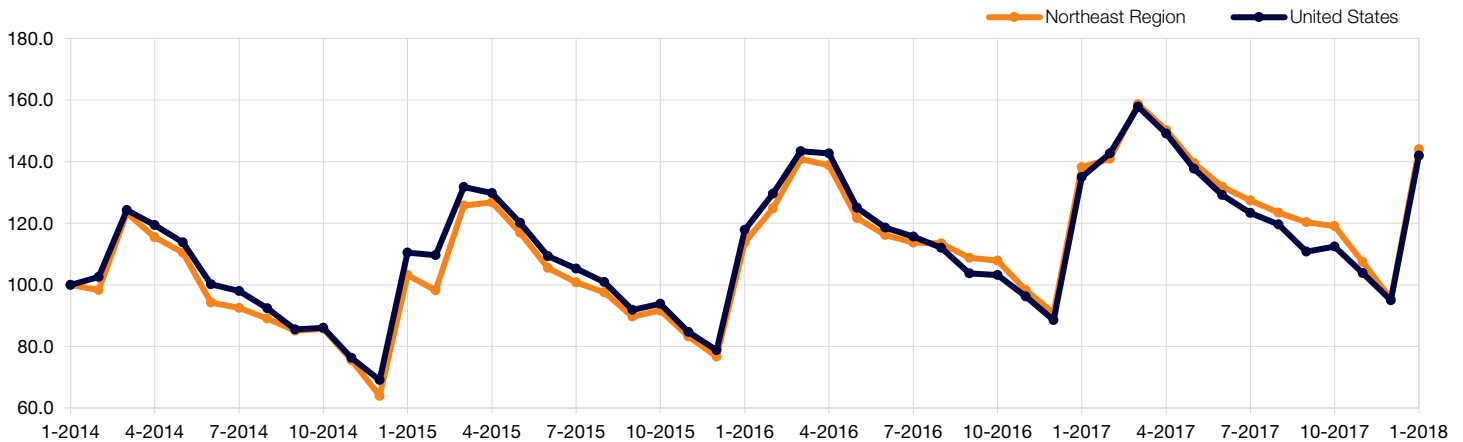
Summary	January 2018	December 2017	January 2017	Percent Change
The Northeast Region index was up 4.3% from last year to match the national index exactly.	<b>144.0</b>	<b>95.4</b>	<b>138.2</b>	<b>+4.2%</b>

### January



ShowingTime Showing Index	Prior Year	Percent Change	
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	95.4	90.8	+5.1%
<b>January 2018</b>	<b>144.0</b>	<b>138.2</b>	<b>+4.2%</b>
12-Month Average	129.8	117.8	+10.2%

### Regional Historical ShowingTime Showing Index by Month



### Regional ShowingTime Showing Index

**144.0**  
Northeast Region



### National ShowingTime Showing Index

**142.0**  
United States





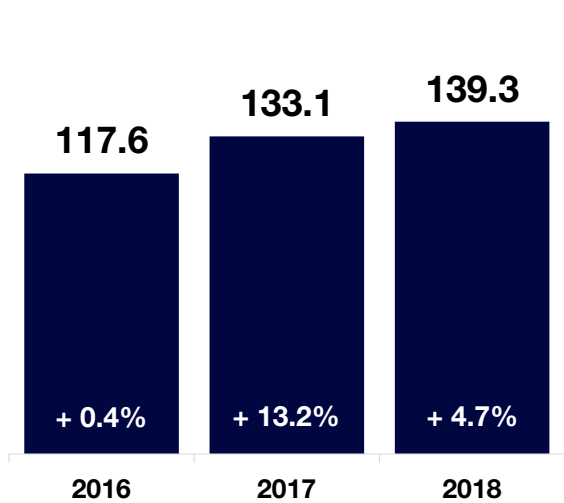
# ShowingTime Showing Index®

## 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.

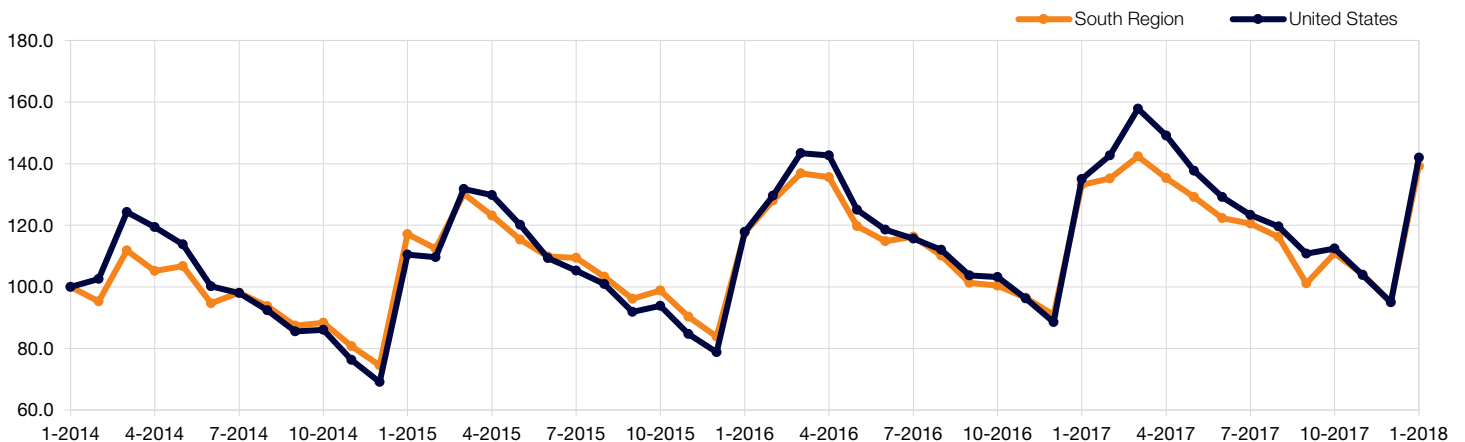
Summary	January 2018	December 2017	January 2017	Percent Change
The South Region index was up 3.6% to finish the year on a high note.	<b>139.3</b>	<b>95.0</b>	<b>133.1</b>	<b>+4.7%</b>

### January



ShowingTime Showing Index	Prior Year	Percent Change
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%
August 2017	110.1	+5.5%
September 2017	101.3	-0.2%
October 2017	100.4	+10.5%
November 2017	96.4	+7.9%
December 2017	91.0	+4.4%
<b>January 2018</b>	<b>133.1</b>	<b>+4.7%</b>
12-Month Average	115.3	+4.9%

### Regional Historical ShowingTime Showing Index by Month



### Regional ShowingTime Showing Index

**139.3**  
South Region



### National ShowingTime Showing Index

**142.0**  
United States



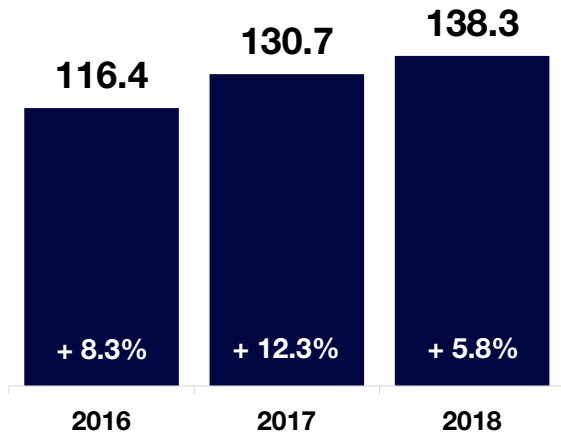
# ShowingTime Showing Index<sup>®</sup>

## Midwest Region Report

Methodology: The ShowingTime Showing Index<sup>®</sup> 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.

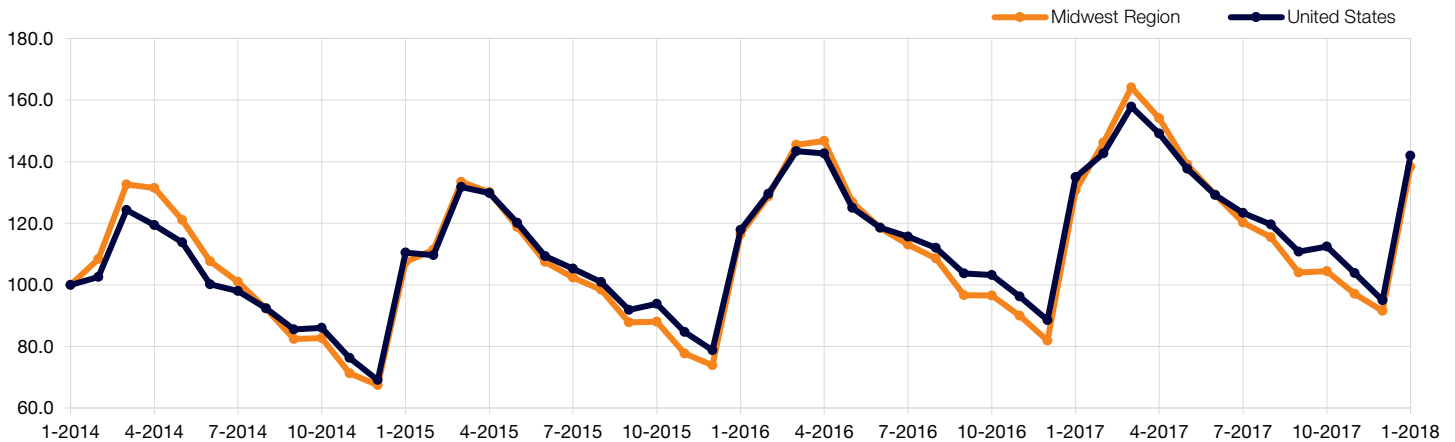
Summary	January 2018	December 2017	January 2017	Percent Change
The Midwest Region index was up 12.2%, continuing a multi-year upward trend.	<b>138.3</b>	<b>91.6</b>	<b>130.7</b>	<b>+5.8%</b>

### January



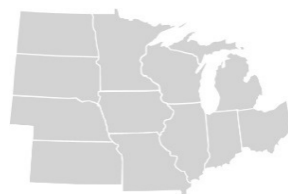
ShowingTime Showing Index	Prior Year	Percent Change
February 2017	128.7	+13.6%
March 2017	145.4	+12.9%
April 2017	146.7	+5.0%
May 2017	126.8	+9.6%
June 2017	118.5	+9.0%
July 2017	113.0	+6.4%
August 2017	108.6	+6.3%
September 2017	96.6	+7.7%
October 2017	96.6	+8.2%
November 2017	89.9	+8.0%
December 2017	81.9	+11.8%
<b>January 2018</b>	<b>130.7</b>	<b>+5.8%</b>
12-Month Average	115.3	+8.7%

### Regional Historical ShowingTime Showing Index by Month



### Regional ShowingTime Showing Index

**138.3**  
Midwest Region



### National ShowingTime Showing Index

**142.0**  
United States





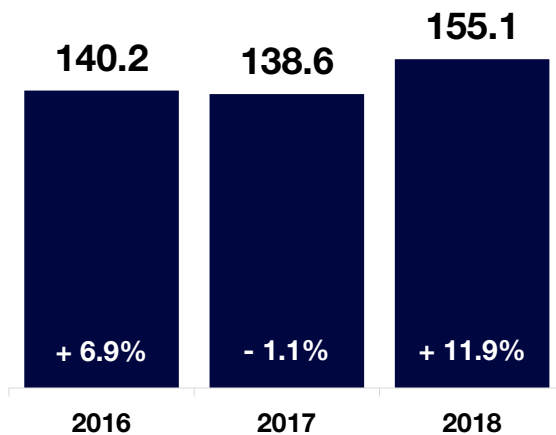
# ShowingTime Showing Index<sup>®</sup>

## West Region Report

Methodology: The ShowingTime Showing Index<sup>®</sup> 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.

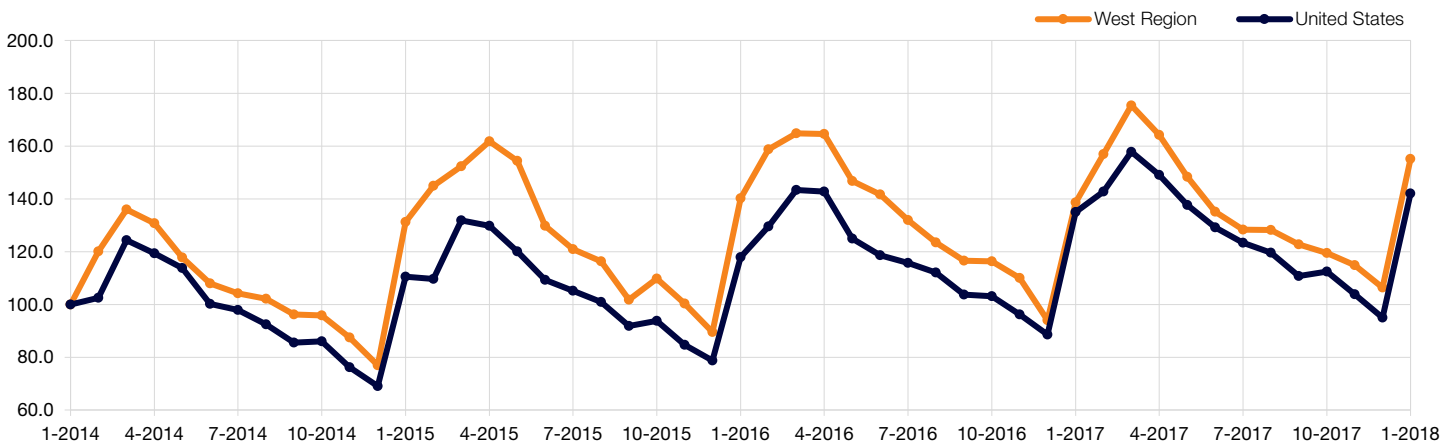
Summary	January 2018	December 2017	January 2017	Percent Change
The West Region index was up 13.3%, providing a strong finish to the year.	<b>155.1</b>	<b>106.4</b>	<b>138.6</b>	<b>+11.9%</b>

### January



ShowingTime Showing Index	Prior Year	Percent Change	
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	106.4	94.1	+13.1%
<b>January 2018</b>	<b>155.1</b>	<b>138.6</b>	<b>+11.9%</b>
12-Month Average	137.9	133.9	+3.0%

### Regional Historical ShowingTime Showing Index by Month



### Regional ShowingTime Showing Index

**155.1**  
West Region



### National ShowingTime Showing Index

**142.0**  
United States

