

# How Listing View Counts are Calculated

Below you will find instructions for using this tool. If you have any questions, please contact our Help Desk at 503.872.8002 or toll-free at 1.877.256.2169 outside of Portland.

---

Listing views are counted when a report is viewed, not when the listing simply comes up in a search. The definitions below correspond with the report type column displayed in the listing View Counts Report.

## Definitions

- RMLSweb Detail Views – A view is counted for the following RMLSweb reports: All Agent reports, All Client Reports, 32 Up Photo Report, Buyer Tour Map, Data Only and Comparison. In addition, a view is counted whenever a report is viewed by a subscriber on RMLSweb Mobile.
- RMLSweb Emailed Views – A view is counted whenever the **View Report** link is clicked from an email (either manually or through automated prospecting).
- Realtor.com – A view is counted whenever a member of the public clicks on a property report.
- Unique Subscriber Counts – The number of individual subscribers that have viewed the listing.

## Update Frequency

While each individual count occurs in real time, the counts are combined and posted once a day. This means the Counts will not change during a single day.

## Status Considerations

Views are only counted for Active, Bumpable, Coming Soon – No Showing, and Short Sale Pending listings. The View Counts Total and Unique Subscriber Counts Total are retained for off-market and Pending listings. The yesterday, 7 day, 14 day, 30 day, and 60 day totals will naturally roll off over time. Should a listing become Active, Bumpable, Coming Soon – No Showing, or Short Sale Pending again, the ongoing counts will be added to the previous total and the yesterday, 7 day, 14 day, 30 day, and 60 day counts will begin again.

The detailed data required to calculate Unique Subscriber Counts for Active, Bumpable, Coming Soon – No Showing, Withdrawn, and Pending listings will also be kept. However, for expired or cancelled listings, the detailed data required to calculate Unique Subscriber Counts will be purged after 90 days and the total will remain. In the unusual circumstance where an expired or cancelled listing is placed back on the market after the 90 days, the Unique Subscriber Count would begin counting again and add to the total previously stored.



Document #: **1763**

Revision Date: **11/10/2022**

Pages in File: **1**

Help Desk: **503.872.8002 or toll-free at 1.877.256.2169**