

**From:** LiveChat support@livechatinc.com  
**Subject:** Your chat transcript  
**Date:** August 8, 2014 at 10:31 AM  
**To:** thelocalrealty@gmail.com

## Your chat transcript



**Josh Stokes** Fri, 8/8/2014 10:16:08 am

Hello Patrick Hale. Thanks for visiting Trulia. Feel free to message me here if you have any questions about the product.

**Patrick Hale** Fri, 8/8/2014 10:16:36 am

what % and how much for the 92037 zip code

**Josh Stokes** Fri, 8/8/2014 10:17:12 am

one second while i pull up your account and look that up for you

you

68% of local ads is available. This generates an estimated 16,496 monthly views for \$2966.16 a month

100% of the mobile ad platform is available, generating an estimated 30,999 monthly views for \$3127 a month

**Patrick Hale** Fri, 8/8/2014 10:20:22 am

How many lead contacts are expected

**Josh Stokes** Fri, 8/8/2014 10:21:13 am

That national average 2.5% of the views will turn into a lead. I usually prefer to quote conservatively as an expectation of 1%

**Patrick Hale** Fri, 8/8/2014 10:21:23 am

Thats 10 cents per page impression not even click

So you're saying 310 leads a month

**Josh Stokes** Fri, 8/8/2014 10:22:15 am

I would say that is a reasonable expectations

**Patrick Hale** Fri, 8/8/2014 10:23:27 am

so \$10 a lead...

**Josh Stokes** Fri, 8/8/2014 10:24:09 am

Yes

**Patrick Hale** Fri, 8/8/2014 10:25:55 am

Wow

**Josh Stokes** Fri, 8/8/2014 10:26:06 am

Obviously it will vary from market to market but the average listing price for 92037 is \$2.8M and if even one lead closed, an agent would quickly make a return on that investment

**Patrick Hale** Fri, 8/8/2014 10:29:41 am

An internet lead accounts for only a fraction of all closings right now. In a high priced market, most of the sales/leads are not found online. You're also going to probably send the lead to other mortgage pros and there is a high chance that lead will also contact someone else on other listings. I don't see how you can justify that price vs. all other types of marketing. That must be why you have a 68% vacancy in this market.

**Josh Stokes** Fri, 8/8/2014 10:30:30 am

**Josh Stokes**

Fri, 8/8/2014 10:30:59 am

possibly. I don't set pricing. i completely understand where are you coming from though

**Patrick Hale**

Fri, 8/8/2014 10:31:07 am

Ok, thank you.

**Josh Stokes**

Fri, 8/8/2014 10:31:20 am

no problem

Duration: 00:15:23

Chat has been opened from website:  
<http://www.trulia.com/localads/>

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