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Point2 Report: Florida Tops U.S. States for International Web Real Estate Traffic in Third Quarter; Las Vegas Leads Cities

Canada Lead Source for Top States – UK, Mexico Follow

San Diego, – Dec. 14, 2011 – Point2 today released third quarter international consumer real estate traffic data for the United States on the Point2 Homes (<http://homes.point2.com>) consumer portal. Florida properties emerged as the lead attraction for foreigners online, followed by Arizona and Nevada real estate listings.

Florida real estate listings captured 33.03 percent of the international traffic recorded to all U.S. states during the quarter. Arizona attracted 15.15 percent and Nevada 8.22 percent.

Figure 1.

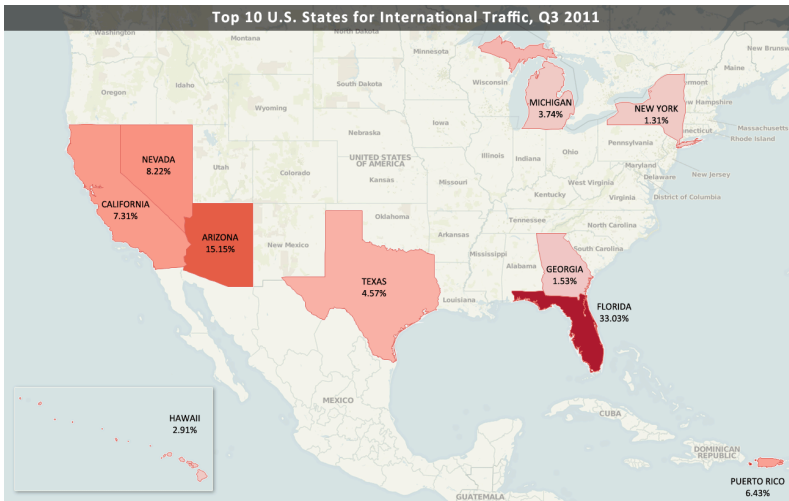
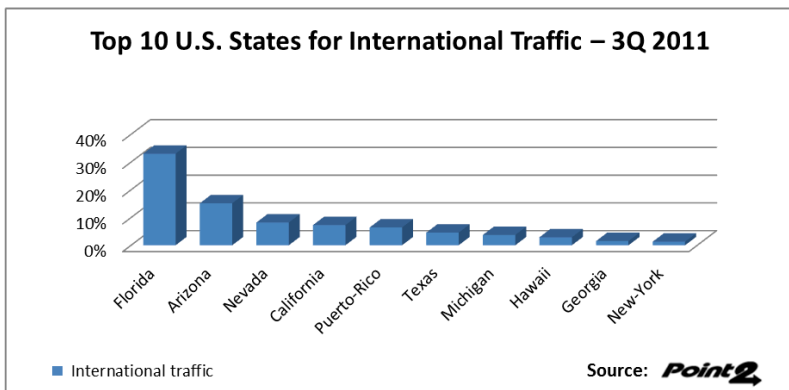


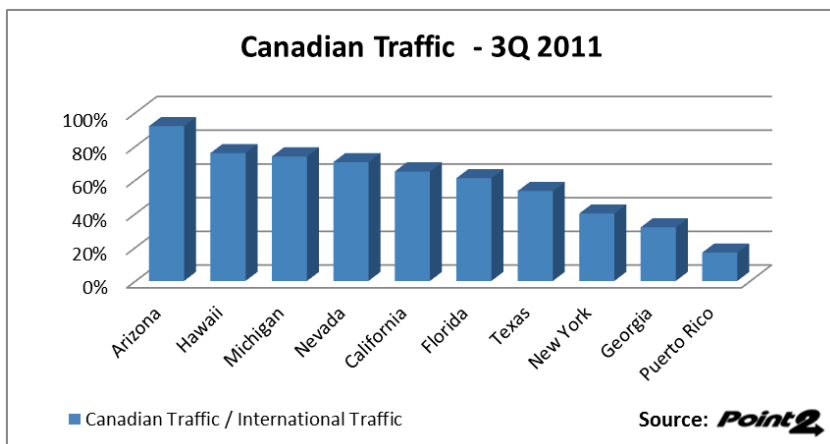
Figure 2.



Canada Lead Traffic Source - Canadian traffic generated the highest number of online visits to all top ten states identified in the Point2 report, with a significant relative majority share in six out of the ten. The United Kingdom and Mexico followed in second and third place.

Canadian traffic made up 91.89 percent of the overall international traffic to Arizona, 75.90 percent to Hawaii, 73.92 percent to Michigan, 70.55 percent to Nevada and 65.05 percent to California. Puerto Rico, also covered in the report, ranked tenth on the list, with 16.82 percent of the traffic.

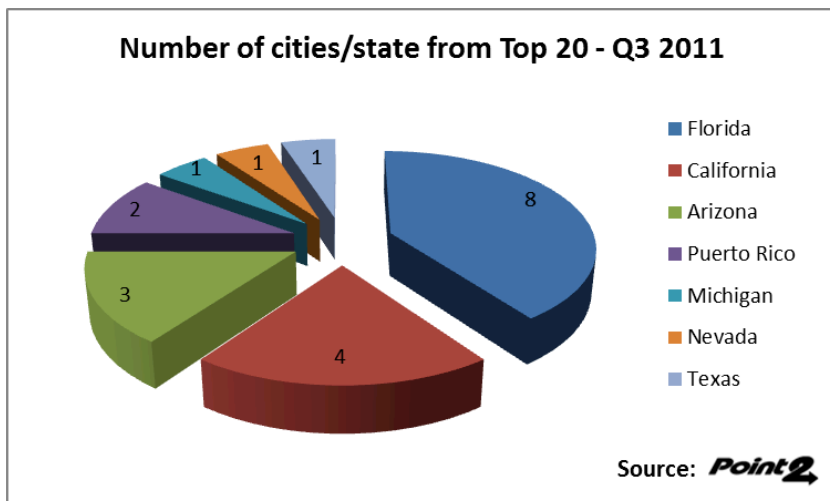
Figure 3.



Las Vegas Lead City Nationwide - Las Vegas ranked first (14.53%) on the report's overall 'top 20' cities in the nation category for online properties searched by international visitors.

The top 20 list includes eight cities in Florida, four in California and three in Arizona.

Figure 4.

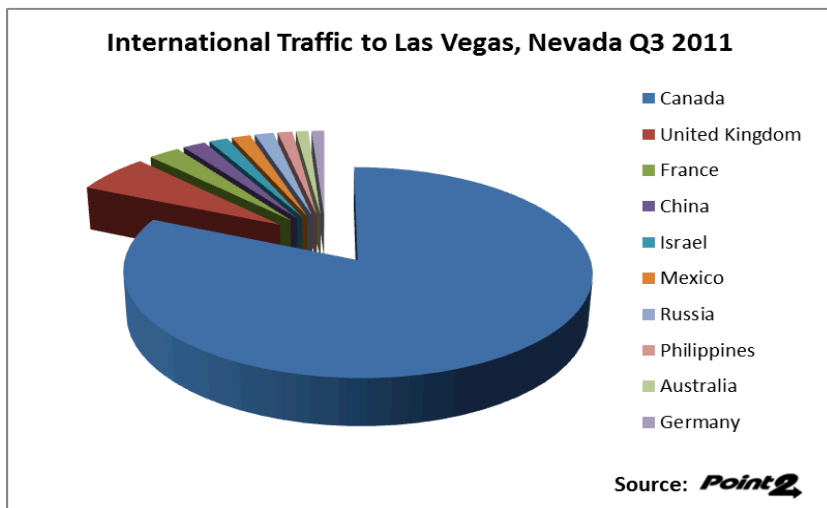


The city of Las Vegas attracted 91.73 percent of all the international traffic recorded for the state of Nevada during the third quarter, with Canada as the leading source at 70.47 percent. The UK followed at 5.28 percent and France at 2.19 percent.



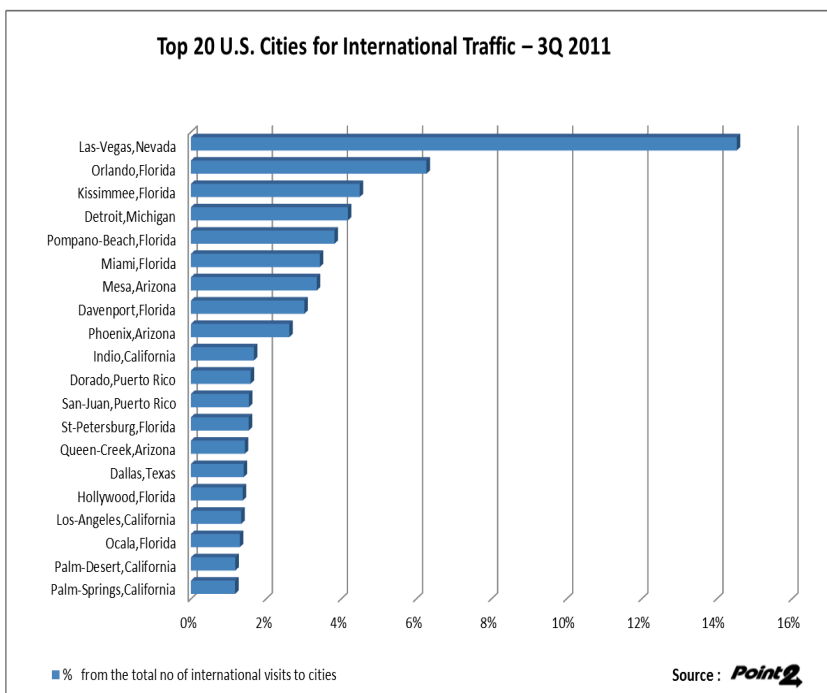
Traffic from China (1.60%), Israel (1.32%), Mexico (1.32%), Russia (1.32%), Philippines (1.03%), Australia (0.88%) and Germany (0.88%) made up the top ten traffic sources to the city.

Figure 5.



Top 20 Cities – After Las Vegas, the cities of Orlando (6.27%) and Kissimmee (4.49%), both in Florida, ranked second and third most highly trafficked cities nationwide for international online visitors. Detroit, Michigan (4.18%), in fourth place, as well as two Puerto Rico cities also made the list, including Dorado (1.59%) and San Juan (1.54%).

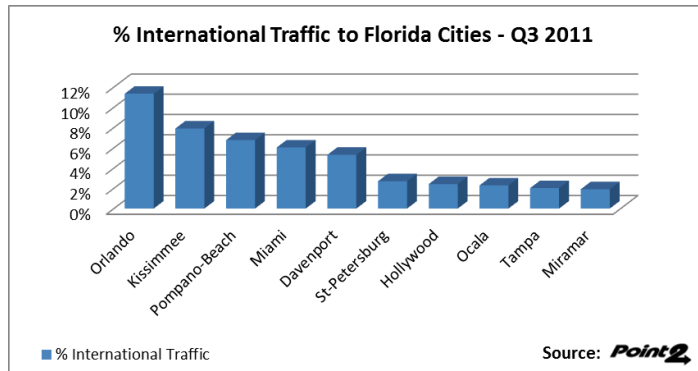
Figure 6.



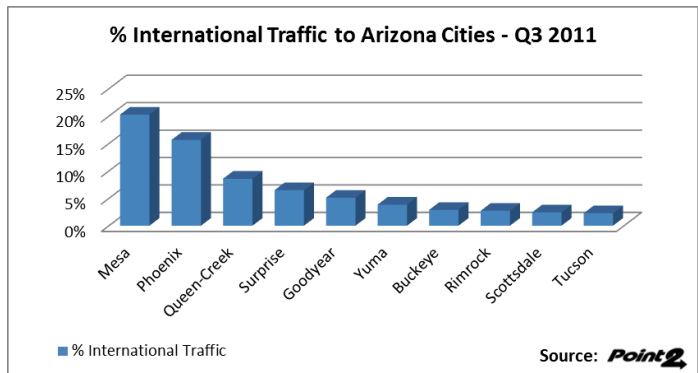


Top States' Most Popular Cities - The top ten cities for international traffic to each of the top states and Puerto Rico include:

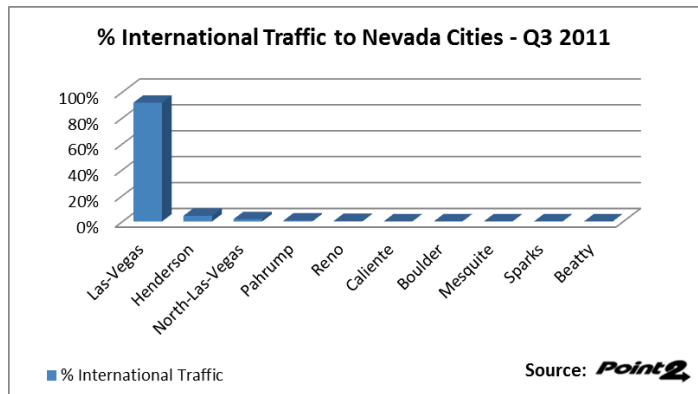
Florida: Orlando (11.35%), Kissimmee (7.92%), Pompano Beach (6.77%), Miami (6.04%), Davenport (5.32%), St. Petersburg (2.71%), Hollywood (2.43%), Ocala (2.29%), Tampa (2.03%) and Miramar (1.92%).



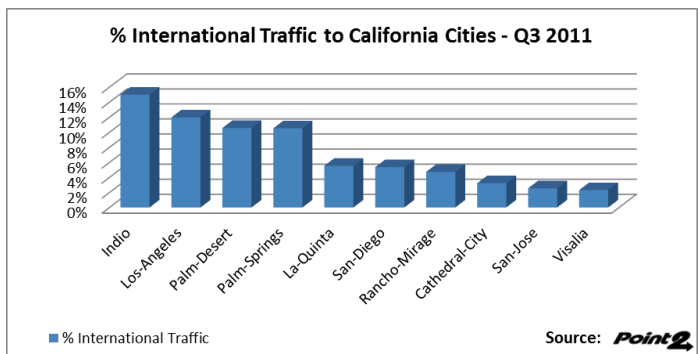
Arizona: Mesa (20.27%), Phoenix (15.66%), Queen Creek (8.57%), Surprise (6.48%), Goodyear (5.10%), Yuma (3.84%), Buckeye (2.88%), Rimrock (2.72%), Scottsdale (2.43%) and Tucson (2.27%).



Nevada: Las Vegas (91.73%), Henderson (4.41%), North Las Vegas (1.83%), Pahrump (0.77%), Reno (0.38%), Caliente (0.13%), Boulder (0.13%), Mesquite (0.13%), Sparks (0.13%) and Beatty (0.13%).

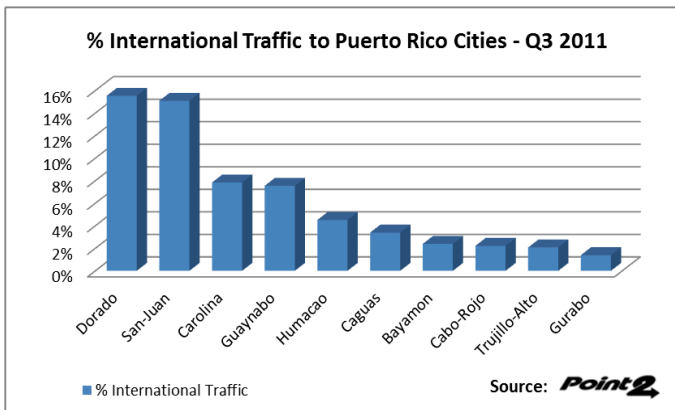


California: Indio (14.99%), Los Angeles (11.98%), Palm Desert (10.57%), Palm Springs (10.53%), La Quinta (5.54%), San Diego (5.36%), Rancho Mirage (4.74%), Cathedral City (3.22%), San Jose (2.55%), Visalia (2.30%).

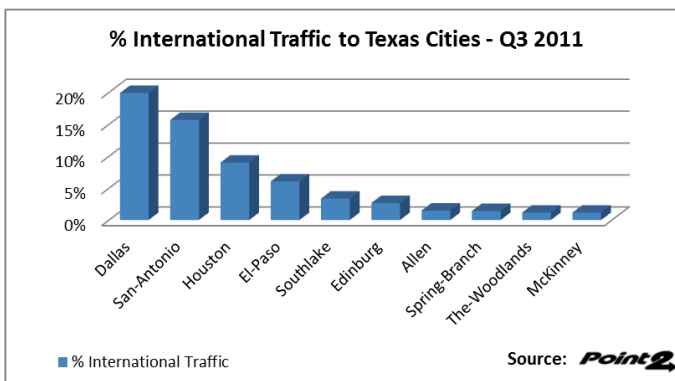




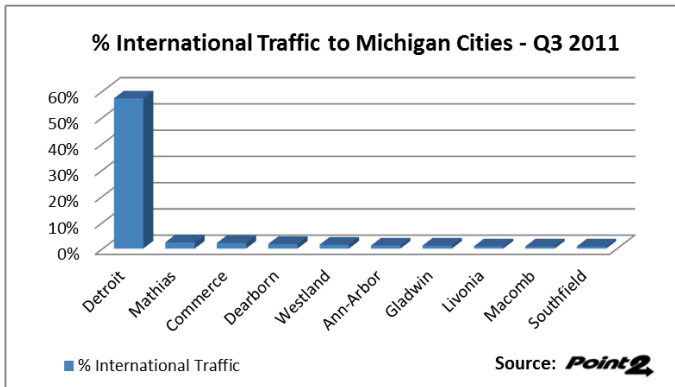
Puerto Rico: Dorado (15.53%), San Juan (15.09%), Carolina (7.84%), Guaynabo (7.55%), Humacao (4.52%), Caguas (3.39%), Bayamon (2.39%), Cabo Rojo (2.22%), Trujillo Alto (2.08%) and Gurabo (1.39%).



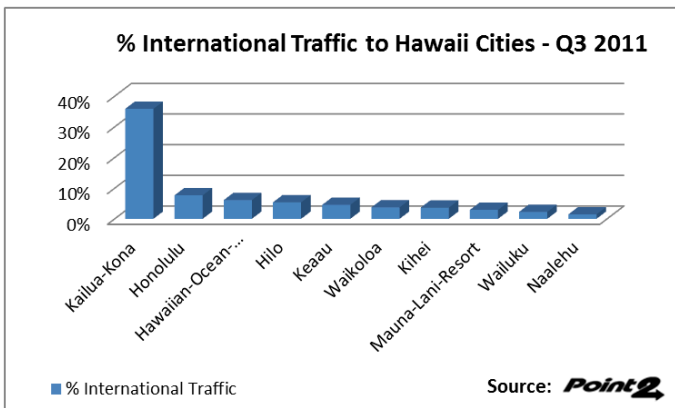
Texas: Dallas (19.89%), San Antonio (15.68%), Houston (8.99%), El Paso (6.05%), Southlake (3.36%), Edinburg (2.65%), Allen (1.49%), Spring Branch (1.42%), The Woodlands (1.17%) and McKinney (1.17%).



Michigan: Detroit (57.22%), Mathias (2.39%), Commerce (2.12%), Dearborn (1.73%), Westland (1.49%), Ann Arbor (1.18%), Gladwin (1.15%), Livonia (0.87%), Macomb (0.83%) and Southfield (0.83%).

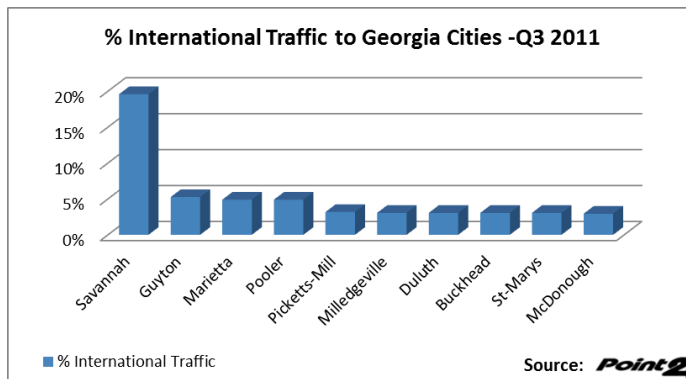


Hawaii: Kailua Kona (35.89%), Honolulu (7.67%), Hawaiian Ocean View (6.12%), Hilo (5.39%), Keaau (4.57%), Waikoloa (3.74%), Kihei (3.65%), Mauna Lani Resort (2.92%), Wailuku (2.28%) and Naalehu (1.46%).

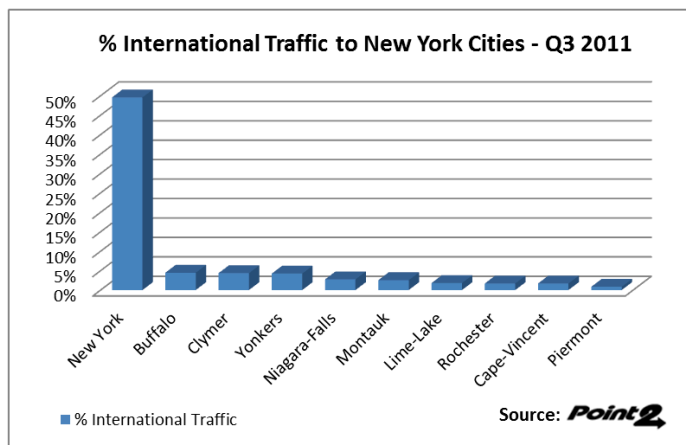




Georgia: Savannah (19.58%), Guyton (5.26%), Marietta (4.90%), Pooler (4.90%), Picketts Mill (3.18%), Milledgeville (3.06%), Duluth (3.06%), Buckhead (3.06%), St. Marys (3.06%) and McDonough (2.94%).



New York: New York (49.58%), Buffalo (4.46%), Clymer (4.35%), Yonkers (4.25%), Niagara Falls (2.76%), Montauk (2.55%), Lime Lake (1.80%), Rochester (1.70%), Cape Vincent (1.70%) and Piermont (0.85%).



Top International Country Traffic Origin Data for Top 10 Cities / Top 10 States

International traffic for highest country sources for each city within each of the top 10 states										
Q3,2011										
State	City/ Country	%	City/Country	%	City/Country	%	City/Country	%	City/Country	%
Florida	Orlando	11.35%	Kissimmee	7.92%	Pompano-Beach	6.77%	Miami	6.04%	Davenport	5.32%
	Canada	35.93%	United Kingdom	37.98%	Canada	89.31%	Canada	40.08%	United Kingdom	48.56%
	United Kingdom	13.50%	Canada	25.61%	Venezuela	2.18%	France	7.17%	Canada	31.42%
	Puerto Rico	12.52%	Puerto Rico	14.22%	Puerto Rico	1.09%	Argentina	5.21%	Norway	4.27%
	Brazil	6.58%	Guadeloupe	5.67%	Sweden	1.09%	Puerto Rico	3.92%	Puerto Rico	2.13%
	Colombia	4.27%	Netherlands	3.32%	United Kingdom	1.09%	Spain	3.92%	Sweden	2.13%
	Argentina	1.97%	Belgium	2.34%	Brazil	0.51%	United Kingdom	3.92%	Yemen	2.13%
	Qatar	1.97%	Brazil	2.34%	Costa Rica	0.51%	Brazil	3.25%	Isle of Man	1.39%
	Germany	1.29%	France	1.85%	Denmark	0.51%	Mexico	2.57%	Brazil	0.66%
	Italy	1.29%	South Africa	0.93%	Italy	0.51%	Colombia	1.96%	Denmark	0.66%
Netherlands	1.29%	United Arab Emirates	0.93%	Mexico	0.51%	Poland	1.96%	France	0.66%	
St-Petersburg	Hollywood	2.71%	Hollywood	2.43%	Ocala	2.29%	Tampa	2.03%	Miramar	1.92%
	Canada	69.27%	Canada	74.78%	Canada	40.87%	Canada	58.86%	Canada	25.57%
	United Kingdom	9.71%	Colombia	6.08%	Netherlands	11.49%	Thailand	18.35%	Germany	17.65%
	Germany	5.41%	Brazil	3.04%	Malaysia	8.10%	India	5.49%	Dominica	15.61%
	Switzerland	4.14%	France	3.04%	Puerto Rico	8.10%	Singapore	3.59%	United Kingdom	5.88%
	Australia	1.27%	United Kingdom	3.04%	Mexico	6.40%	United Kingdom	3.59%	Colombia	3.85%
	Belarus	1.27%	Argentina	1.43%	United Kingdom	4.90%	Germany	1.69%	Honduras	3.85%
	Colombia	1.27%	Bahamas	1.43%	Egypt	3.20%	Netherlands	1.69%	Uruguay	3.85%
	Indonesia	1.27%	Germany	1.43%	Kenya	3.20%	Puerto Rico	1.69%	Venezuela	3.85%
	Israel	1.27%	Italy	1.43%	Brazil	1.51%	Turkey	1.69%	Cayman Islands	1.81%
Mexico	1.27%	Singapore	1.43%	Costa Rica	1.51%	United Arab Emirates	1.69%	Dominican Republi	1.81%	



Michigan	Detroit	57.22%	Mathias	2.39%	Commerce	2.12%	Dearborn	1.73%	Westland	1.49%
	Canada	79.82%	Canada	100.00%	Canada	100.00%	Saudi Arabia (not set)	84.31%	Canada	100.00%
	United Kingdom	4.16%								
	Italy	2.05%								
	Netherlands	2.05%								
	Switzerland	2.05%								
	Australia	1.57%								
	France	1.02%								
	South Africa	1.02%								
	Germany	0.48%								
Hong Kong	0.48%									
Ann-Arbor	Ann-Arbor	1.18%	Gladwin	1.15%	Livonia	0.87%	Macomb	0.83%	Southfield	0.83%
	Canada	51.52%	Canada	100.00%	Australia	33.33%	Canada	68.00%	Canada	68.00%
	China	24.24%			Canada	33.33%	Philippines	32.00%	(not set)	32.00%
	Ecuador	24.24%			United Kingdom	33.33%				
Hawaii	Kailua-Kona	35.89%	Honolulu	7.67%	Hawaiian-Ocean-View	6.12%	Hilo	5.39%	Keauau	4.57%
	Canada	83.33%	Canada	90.70%	Canada	50.75%	Canada	57.63%	Canada	100.00%
	Australia	4.17%	Thailand	9.30%	Belgium	25.37%	Japan	28.81%		
	Japan	4.17%			Greece	11.94%	(not set)	13.56%		
	United Arab Emirates (not set)	1.96%			Netherlands	11.94%				
		6.37%								
	Waikoloa	3.74%	Kihei	3.65%	Mauna-Lani-Resort	2.92%	Wailuku	2.28%	Naalehu	1.46%
	Canada	80.95%	Canada	80.95%	Canada	100.00%	Canada	68.00%	Canada	50.00%
	Belize	19.05%	United Kingdom	19.05%			Japan	32.00%	Philippines	50.00%
Georgia	Savannah	19.58%	Guyton	5.26%	Marietta	4.90%	Pooler	4.90%	Picketts-Mill	3.18%
	Canada	16.56%	South Africa	60.47%	Canada	61.90%	Australia	41.46%	Canada	68.00%
	Anguilla	10.83%	Spain	39.53%	Brazil	19.05%	Germany	19.51%	Ireland	32.00%
	Serbia	10.83%			Turkey	19.05%	Ireland	19.51%		
	United Kingdom	10.83%					Puerto Rico	19.51%		
	Australia	5.10%								
	Bahamas	5.10%								
	Denmark	5.10%								
	France	5.10%								
	Germany	5.10%								
Mexico	5.10%									
Milledgeville	Milledgeville	3.06%	Duluth	3.06%	Buckhead	3.06%	St-Marys	3.06%	McDonough	2.94%
	Canada	33.33%	United Kingdom	100.00%	China	68.00%	Spain	68.00%	Canada	68.00%
	United Arab Emirates	33.33%			Germany	32.00%	United Kingdom	32.00%	Puerto Rico	32.00%
	United Kingdom	33.33%								
New York	New York	49.58%	Buffalo	4.46%	Clymer	4.35%	Yonkers	4.25%	Niagara-Falls	2.76%
	Canada	35.11%	Canada	100.00%	Canada	80.95%	Australia	20.00%	Canada	100.00%
	United Kingdom	7.23%			Pakistan	19.05%	Germany	20.00%		
	Ireland	5.53%					Hong Kong	20.00%		
	France	3.62%					Ireland	20.00%		
	Philippines	3.62%					United Kingdom	20.00%		
	South Korea	3.62%								
	Australia	1.70%								
	Bosnia and Herzegovina	1.70%								
	Brazil	1.70%								
Dominica	1.70%									
Montauk	Montauk	2.55%	Lime-Lake	1.80%	Rochester	1.70%	Cape-Vincent	1.70%	Piermont	0.85%
	(not set)	33.33%	Canada	100.00%	Indonesia	50.00%	Canada	50.00%	France	100.00%
	Germany	33.33%			United Kingdom	50.00%	South Korea	50.00%		
	United Kingdom	33.33%								

Methodology

The Point2 International Real Estate Traffic Report is a quarterly study that analyzes online traffic patterns in the United States to identify areas of relative concentrated interest from foreign buyers, and related trends. The analysis is based on unique property listing search and visit occurrences each within a 30 minute period or longer to the Point2 Homes (www.Point2homes.com) international real estate consumer portal. Future reports will incorporate quarterly and year over year benchmarking and analysis. Point2 Homes features nearly 775,000 U.S. listings. During the third quarter of 2011 the site generated 35 percent of its traffic, unduplicated, from non U.S. sources.

Source: Point2

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About Point2

Point2 (www.Point2.com) provides [real estate marketing](#) and lead management software to brokers and agents in North and South America, Europe, Asia, Australia and Africa, as well as listing data aggregation and syndication solutions to real estate MLSs (Multiple Listing Service), Boards and Associations across the U.S. and Canada. Point2's solutions also include the consumer [real estate listings](#) portal, Point2 Homes, as well as end-to-end [property management software](#) for small to medium size organizations managing up to 1000 units. Point2 is a Yardi Systems Inc. (www.yardi.com) brand.

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