



# **Weekly SERP Report**

**Bozzuto.com Keyword Rankings**

**Prepared for [www.bozzuto.com](http://www.bozzuto.com)**

## SERP Tracker Report

# Ranking Results

9/1/2012 - 9/30/2012

## Summary

| Ranked 1-3 | 1st Page | 2nd Page  | 3rd Page |
|------------|----------|-----------|----------|
| 384 (+35)  | 593 (+4) | 122 (+10) | 102 (-8) |

| Moved Up | Moved Down | No Change | New Top 50 | Exit Top 50 |
|----------|------------|-----------|------------|-------------|
| 656 ▲    | 449 ▼      | 1832      | 109        | 74          |

## Average Rank

| Google          | Yahoo!          | Bing            |
|-----------------|-----------------|-----------------|
| 17 (26% ranked) | 34 (54% ranked) | 32 (56% ranked) |

## All Keywords

GA visits from 9/10-10/9

1st Page ☐

2nd Page ☐

3rd Page ☐

| Keyword                      | GA Visits | <u>Local Vol</u> | <u>Global Vol</u> | Google  | Yahoo!   | Bing     |
|------------------------------|-----------|------------------|-------------------|---------|----------|----------|
| apartment New York           |           | 673,000          | 1,000,000         | -       | -        | -        |
| apartments New York          |           | 673,000          | 823,000           | -       | 62 (-14) | 62 (-19) |
| apartment for rent New York  |           | 201,000          | 301,000           | -       | -        | -        |
| apartments for rent New York |           | 201,000          | 246,000           | -       | -        | -        |
| apartment DC                 |           | 135,000          | 165,000           | 85 (+7) | 63 (+8)  | 48 (+23) |
| apartments DC                | 1         | 135,000          | 165,000           | -       | 27 (-3)  | -        |
| apartment Arlington          |           | 110,000          | 110,000           | -       | -        | -        |
| apartment Boston             |           | 110,000          | 135,000           | -       | -        | -        |
| apartment Columbia           |           | 110,000          | 165,000           | -       | -        | -        |
| apartment Philadelphia       |           | 110,000          | 110,000           | -       | -        | -        |
| apartments Arlington         |           | 110,000          | 110,000           | -       | -        | -        |
| apartments Boston            |           | 110,000          | 135,000           | -       | -        | -        |
| apartments Columbia          |           | 110,000          | 165,000           | -       | 91       | 88 (new) |
| apartments Philadelphia      |           | 110,000          | 110,000           | -       | -        | -        |
| apartments Richmond          |           | 90,500           | 110,000           | -       | -        | -        |
| The Chelsea New York         |           | 90,500           | 135,000           | -       | -        | -        |
| apartment Richmond           |           | 74,000           | 90,500            | -       | -        | 44 (new) |
| apartment baltimore          |           | 60,500           | 74,000            | -       | -        | -        |
| apartment rental New York    |           | 60,500           | 90,500            | -       | -        | -        |

## SERP Tracker Report

(continued)

| Keyword                          | GA Visits | <u>Local Vol</u> | <u>Global Vol</u> | Google | Yahoo!    | Bing     |
|----------------------------------|-----------|------------------|-------------------|--------|-----------|----------|
| apartments baltimore             |           | 60,500           | 74,000            | -      | -         | -        |
| apartments Richmond VA           |           | 60,500           | 60,500            | -      | 84 (+20)  | 86 (new) |
| rental apartment New York        |           | 60,500           | 90,500            | -      | -         | -        |
| (not provided)                   | 9,189     | 49,500           | 135,000           | -      | -         | -        |
| apartment washington dc          |           | 49,500           | 60,500            | -      | 16 (-1)   | 15       |
| apartment rentals New York       |           | 49,500           | 60,500            | -      | -         | -        |
| apartment Richmond VA            |           | 49,500           | 49,500            | -      | -         | -        |
| apartment Washington DC          | 1         | 49,500           | 60,500            | -      | 15 (+1)   | 16 (-1)  |
| apartments Washington DC         | 1         | 49,500           | 60,500            | -      | 18 (-2)   | 16 (-1)  |
| rental apartments New York       |           | 49,500           | 74,000            | -      | -         | -        |
| apartment Arlington VA           |           | 33,100           | 33,100            | -      | 85 (-14)  | 84 (-14) |
| apartments Arlington VA          | 2         | 33,100           | 33,100            | -      | 104 (-15) | -        |
| apartment Alexandria VA          |           | 27,100           | 27,100            | -      | 110 (new) | 92 (new) |
| apartment for rent Boston        |           | 27,100           | 33,100            | -      | -         | -        |
| apartment Georgetown             |           | 27,100           | 33,100            | -      | -         | -        |
| apartment Jersey City            |           | 27,100           | 27,100            | -      | -         | -        |
| apartment Silver Spring          |           | 27,100           | 27,100            | -      | -         | 61 (new) |
| apartments Alexandria VA         | 2         | 27,100           | 27,100            | -      | 116 (-14) | -        |
| apartments for rent Boston       |           | 27,100           | 33,100            | -      | -         | -        |
| apartments Georgetown            |           | 27,100           | 33,100            | -      | -         | -        |
| apartments Jersey City           |           | 27,100           | 27,100            | -      | -         | -        |
| apartments Newark                |           | 27,100           | 27,100            | -      | -         | -        |
| apartments Silver Spring         |           | 27,100           | 27,100            | -      | -         | -        |
| apartment for rent Philadelphia  |           | 22,200           | 27,100            | -      | -         | -        |
| apartment Hoboken                |           | 22,200           | 27,100            | -      | 94 (-1)   | 90 (-4)  |
| apartment Newark                 |           | 22,200           | 22,200            | -      | -         | -        |
| apartments for rent Philadelphia |           | 22,200           | 22,200            | -      | -         | -        |
| apartments Hoboken               |           | 22,200           | 22,200            | -      | 95 (-4)   | 91 (new) |
| apartment for rent DC            |           | 18,100           | 22,200            | -      | -         | -        |
| apartment Bethesda               |           | 14,800           | 14,800            | -      | 22 (+1)   | 19 (+2)  |
| apartment for rent Arlington     |           | 14,800           | 14,800            | -      | -         | -        |

## SERP Tracker Report

(continued)

| Keyword                          | GA Visits | <u>Local Vol</u> | Global Vol | Google | Yahoo!    | Bing     |
|----------------------------------|-----------|------------------|------------|--------|-----------|----------|
| apartment for rent Richmond      |           | 14,800           | 22,200     | -      | -         | -        |
| apartment philadelphia pa        |           | 14,800           | 14,800     | -      | -         | -        |
| apartments Bethesda              |           | 14,800           | 14,800     | -      | 19 (+1)   | 15 (new) |
| apartments for rent DC           |           | 14,800           | 18,100     | -      | 88 (new)  | -        |
| apartments philadelphia pa       |           | 14,800           | 14,800     | -      | -         | -        |
| brookside apartments             |           | 14,800           | 14,800     | -      | -         | -        |
| apartment Columbia MD            |           | 12,100           | 12,100     | -      | 19 (+5)   | 17 (+5)  |
| apartment for rent baltimore     |           | 12,100           | 12,100     | -      | -         | -        |
| apartment New Haven              |           | 12,100           | 14,800     | -      | -         | -        |
| apartment Rockville              |           | 12,100           | 12,100     | -      | -         | -        |
| apartments Columbia MD           |           | 12,100           | 12,100     | -      | 35 (-2)   | 30 (+1)  |
| apartments for rent Columbia     |           | 12,100           | 33,100     | -      | -         | -        |
| apartments for rent Richmond     |           | 12,100           | 18,100     | -      | -         | -        |
| apartments laurel md             |           | 12,100           | 12,100     | -      | 37 (-12)  | 33 (-12) |
| apartments New Haven             |           | 12,100           | 14,800     | -      | -         | -        |
| apartments Rockville             |           | 12,100           | 12,100     | -      | 106 (new) | -        |
| apartment annapolis              |           | 9,900            | 9,900      | -      | 46 (+1)   | 45 (new) |
| apartment Fairfax VA             |           | 9,900            | 9,900      | -      | 45 (+2)   | 43 (+1)  |
| apartment for rent Jersey City   |           | 9,900            | 9,900      | -      | -         | -        |
| apartment for rent Richmond VA   |           | 9,900            | 9,900      | -      | -         | -        |
| apartment frederick md           |           | 9,900            | 9,900      | -      | 42 (+17)  | 38 (new) |
| apartment laurel md              |           | 9,900            | 9,900      | -      | 47 (-32)  | 46 (-18) |
| apartments annapolis             |           | 9,900            | 9,900      | -      | 39 (-2)   | 35 (-4)  |
| apartments Fairfax VA            |           | 9,900            | 9,900      | -      | 32 (-4)   | 30 (-3)  |
| apartments for rent Arlington    |           | 9,900            | 9,900      | -      | -         | -        |
| apartments frederick md          |           | 9,900            | 9,900      | -      | 44 (+5)   | 40 (+6)  |
| Pet-Friendly New York            |           | 9,900            | 9,900      | -      | -         | -        |
| apartment Englewood              |           | 8,100            | 8,100      | -      | -         | -        |
| apartment for rent Washington DC |           | 8,100            | 9,900      | -      | -         | -        |
| apartment Manassas VA            |           | 8,100            | 8,100      | -      | 33 (+6)   | 29 (+10) |
| apartment rental Boston          |           | 8,100            | 12,100     | -      | -         | -        |

## SERP Tracker Report

(continued)

| Keyword                           | GA Visits | <u>Local Vol</u> | <u>Global Vol</u> | Google | Yahoo!    | Bing     |
|-----------------------------------|-----------|------------------|-------------------|--------|-----------|----------|
| apartment rentals Boston          |           | 8,100            | 9,900             | -      | -         | -        |
| apartments Englewood              |           | 8,100            | 9,900             | -      | 95 (new)  | 97 (new) |
| apartments for rent baltimore     |           | 8,100            | 9,900             | -      | -         | -        |
| apartments for rent Jersey City   |           | 8,100            | 9,900             | -      | -         | -        |
| apartments for rent Richmond VA   |           | 8,100            | 8,100             | -      | -         | -        |
| apartments Manassas VA            | 2         | 8,100            | 8,100             | -      | 29 (-6)   | 29 (new) |
| apartments West Chester PA        |           | 8,100            | 8,100             | -      | 98 (+10)  | 90 (new) |
| rental apartment Boston           |           | 8,100            | 12,100            | -      | -         | -        |
| The Hampton DC                    |           | 8,100            | 8,100             | -      | -         | -        |
| apartment for rent Hoboken        |           | 6,600            | 8,100             | -      | -         | -        |
| apartment Morristown              |           | 6,600            | 6,600             | -      | -         | -        |
| apartment rental DC               |           | 6,600            | 6,600             | -      | -         | -        |
| apartment Rockville MD            |           | 6,600            | 6,600             | -      | -         | -        |
| apartment West Chester PA         |           | 6,600            | 6,600             | -      | 68 (new)  | 69 (+20) |
| apartments for rent Hoboken       |           | 6,600            | 6,600             | -      | -         | -        |
| apartments for rent Washington DC |           | 6,600            | 8,100             | -      | -         | -        |
| apartments Morristown             |           | 6,600            | 6,600             | -      | -         | -        |
| apartments Owings Mills           | 4         | 6,600            | 6,600             | -      | 8         | 7 (-1)   |
| apartments Rockville MD           |           | 6,600            | 6,600             | -      | 121 (-1)  | -        |
| rental apartment DC               |           | 6,600            | 6,600             | -      | -         | -        |
| rental apartments Boston          |           | 6,600            | 8,100             | -      | -         | -        |
| apartment Bethesda MD             |           | 5,400            | 5,400             | -      | 22 (-5)   | 20 (-4)  |
| apartment for rent Arlington VA   |           | 5,400            | 5,400             | -      | -         | -        |
| apartment Gaithersburg MD         |           | 5,400            | 5,400             | -      | 94 (-7)   | 95 (-7)  |
| apartment Owings Mills            |           | 5,400            | 6,600             | -      | 18 (-8)   | 18 (-9)  |
| apartments Bethesda MD            |           | 5,400            | 5,400             | -      | 21 (-2)   | 19 (-2)  |
| apartments Gaithersburg MD        |           | 5,400            | 5,400             | -      | 100 (+17) | 29 (new) |
| rental apartments DC              |           | 5,400            | 6,600             | -      | 78 (+29)  | -        |
| apartment Germantown MD           |           | 4,400            | 4,400             | -      | 19 (+1)   | 17 (+55) |
| apartment for rent Alexandria VA  | 1         | 4,400            | 4,400             | -      | -         | -        |
| apartment for rent Newark         |           | 4,400            | 4,400             | -      | -         | -        |

## SERP Tracker Report

(continued)

| Keyword                             | GA Visits | <u>Local Vol</u> | <u>Global Vol</u> | Google    | Yahoo!   | Bing     |
|-------------------------------------|-----------|------------------|-------------------|-----------|----------|----------|
| apartment Germantown MD             |           | 4,400            | 4,400             | -         | 19       | 17 (+3)  |
| apartment rental Philadelphia       |           | 4,400            | 5,400             | -         | -        | -        |
| apartment rentals DC                |           | 4,400            | 4,400             | -         | -        | -        |
| apartment Reston VA                 |           | 4,400            | 4,400             | -         | 41 (-3)  | 37 (-2)  |
| apartments Germantown MD            |           | 4,400            | 4,400             | -         | 26 (new) | 23 (+49) |
| apartments Falls Church VA          | 3         | 4,400            | 4,400             | -         | 75 (+7)  | 83 (-2)  |
| apartments for rent Newark          |           | 4,400            | 4,400             | -         | -        | -        |
| apartments Germantown MD            | 4         | 4,400            | 4,400             | -         | 27 (-1)  | 23 (-1)  |
| apartments Reston VA                |           | 4,400            | 5,400             | -         | 51 (+1)  | 44 (+4)  |
| apartments White Plains NY          |           | 4,400            | 4,400             | -         | -        | -        |
| rental apartment Philadelphia       |           | 4,400            | 5,400             | -         | -        | -        |
| rental apartments Philadelphia      |           | 4,400            | 4,400             | -         | -        | -        |
| apartment Ashburn VA                |           | 3,600            | 3,600             | 116 (new) | 38 (new) | 32 (+4)  |
| apartment Falls Church VA           |           | 3,600            | 4,400             | -         | 64 (-5)  | 61 (-2)  |
| apartment for rent philadelphia pa  |           | 3,600            | 3,600             | -         | -        | -        |
| apartment Herndon VA                |           | 3,600            | 3,600             | -         | 58 (-5)  | 47 (+1)  |
| apartment rental washington dc      |           | 3,600            | 4,400             | -         | 71 (+43) | -        |
| apartment rental Hoboken            |           | 3,600            | 3,600             | -         | -        | -        |
| apartment rentals Philadelphia      |           | 3,600            | 3,600             | -         | -        | -        |
| apartment White Plains NY           |           | 3,600            | 4,400             | -         | -        | -        |
| apartments Ashburn VA               | 1         | 3,600            | 3,600             | -         | 50 (-1)  | 40 (+7)  |
| apartments Bowie                    |           | 3,600            | 3,600             | -         | -        | -        |
| apartments for rent Arlington VA    |           | 3,600            | 4,400             | -         | -        | -        |
| apartments for rent philadelphia pa |           | 3,600            | 3,600             | -         | -        | -        |
| apartments Herndon VA               |           | 3,600            | 3,600             | -         | 71 (-4)  | 22 (+45) |
| apartments Towson MD                | 1         | 3,600            | 3,600             | 117 (new) | 35 (-3)  | 31 (new) |
| Luxury Apartments Boston            |           | 3,600            | 4,400             | -         | -        | -        |
| rental apartment Hoboken            |           | 3,600            | 3,600             | -         | -        | -        |
| rental apartments washington dc     |           | 3,600            | 4,400             | -         | 61 (-2)  | 64 (new) |
| apartment Centreville VA            |           | 2,900            | 2,900             | -         | 98 (-5)  | 28 (new) |
| apartment for rent Georgetown       |           | 2,900            | 3,600             | -         | -        | -        |

## SERP Tracker Report

(continued)

| Keyword                           | GA Visits | <u>Local Vol</u> | <u>Global Vol</u> | Google    | Yahoo!    | Bing     |
|-----------------------------------|-----------|------------------|-------------------|-----------|-----------|----------|
| apartment rental Arlington        |           | 2,900            | 2,900             | -         | -         | -        |
| apartment rental Washington DC    |           | 2,900            | 3,600             | -         | 105 (+8)  | -        |
| apartment rentals washington dc   |           | 2,900            | 2,900             | -         | 82 (+28)  | -        |
| apartment rentals Hoboken         |           | 2,900            | 2,900             | -         | -         | -        |
| apartment rentals Washington DC   |           | 2,900            | 2,900             | -         | 96 (+14)  | 94 (new) |
| apartment Towson MD               |           | 2,900            | 3,600             | 117 (new) | 22        | 22 (-2)  |
| apartments for rent Alexandria VA | 2         | 2,900            | 3,600             | -         | -         | -        |
| apartments Norristown             |           | 2,900            | 2,900             | -         | 25 (+1)   | 23 (-1)  |
| rental apartment Washington DC    |           | 2,900            | 3,600             | -         | 76 (-8)   | 69 (-3)  |
| rental apartments Hoboken         |           | 2,900            | 3,600             | -         | -         | -        |
| test keyword                      |           | 2,900            | 9,900             | -         | -         | -        |
| the avenue apartments dc          | 1         | 2,900            | 2,900             | 87 (-37)  | 2 (+1)    | 2        |
| apartment for rent annapolis      |           | 2,400            | 2,900             | -         | 117 (new) | -        |
| apartment for rent Columbia MD    |           | 2,400            | 2,400             | -         | -         | -        |
| apartment for rent Fairfax VA     |           | 2,400            | 2,400             | -         | -         | -        |
| apartment for rent frederick md   |           | 2,400            | 2,400             | -         | -         | -        |
| apartment for rent New Haven      |           | 2,400            | 2,900             | -         | -         | -        |
| apartment rental Jersey City      |           | 2,400            | 2,400             | -         | -         | -        |
| apartments Bedford MA             |           | 2,400            | 2,400             | -         | 114 (-3)  | 90 (new) |
| apartments Centreville VA         | 3         | 2,400            | 2,400             | -         | 35 (+7)   | 31 (+62) |
| apartments for rent New Haven     |           | 2,400            | 2,900             | -         | -         | -        |
| apartments Woburn MA              |           | 2,400            | 2,400             | -         | 21 (-1)   | 20 (-2)  |
| Luxury Apartments DC              | 2         | 2,400            | 2,900             | 55 (-12)  | 6 (-2)    | 3        |
| rental apartment Jersey City      |           | 2,400            | 2,400             | -         | -         | -        |
| rental apartments Arlington       |           | 2,400            | 2,400             | -         | -         | -        |
| rental apartments Washington DC   |           | 2,400            | 2,900             | -         | 69 (new)  | 65 (-9)  |
| aliceanna baltimore               | 1         | 1,900            | 1,900             | 6 (+3)    | 1         | 4 (+1)   |
| apartment for rent Bethesda       |           | 1,900            | 2,400             | -         | 71 (+7)   | 72 (new) |
| apartment for rent Rockville      |           | 1,900            | 1,900             | -         | -         | -        |
| apartment for rent Silver Spring  |           | 1,900            | 2,400             | -         | -         | -        |
| apartment Medford MA              |           | 1,900            | 1,900             | -         | -         | -        |

## SERP Tracker Report

(continued)

| Keyword                             | GA Visits | <u>Local Vol</u> | Global Vol | Google   | Yahoo!   | Bing    |
|-------------------------------------|-----------|------------------|------------|----------|----------|---------|
| apartment rental Richmond           |           | 1,900            | 3,600      | -        | -        | -       |
| apartment rentals Arlington         |           | 1,900            | 2,400      | -        | -        | -       |
| apartment Vienna VA                 |           | 1,900            | 2,400      | 49 (-4)  | 22       | 18 (+3) |
| apartment Woburn MA                 |           | 1,900            | 2,400      | -        | 15 (new) | 15 (-1) |
| apartments for rent Georgetown      |           | 1,900            | 2,900      | -        | -        | -       |
| apartments Medford MA               |           | 1,900            | 1,900      | -        | -        | -       |
| apartments Norristown PA            |           | 1,900            | 1,900      | -        | 26 (+3)  | 26      |
| apartments Owings Mills MD          |           | 1,900            | 2,400      | -        | 9        | 5 (+3)  |
| apartments Vienna VA                |           | 1,900            | 2,400      | 46 (+4)  | 29 (+3)  | 27 (+3) |
| New Apartments DC                   | 2         | 1,900            | 1,900      | 31 (-16) | 2 (new)  | 1       |
| Park Place DC                       | 1         | 1,900            | 1,900      | 4        | 3 (+1)   | 3       |
| rental apartments Jersey City       |           | 1,900            | 2,400      | -        | -        | -       |
| Studio Apartments DC                |           | 1,900            | 1,900      | -        | 104 (+5) | -       |
| apartment for rent Manassas VA      |           | 1,600            | 1,900      | -        | 91 (+21) | -       |
| apartment for rent West Chester PA  |           | 1,600            | 1,600      | -        | -        | -       |
| apartment for rent White Plains NY  |           | 1,600            | 1,600      | -        | -        | -       |
| apartment rental baltimore          |           | 1,600            | 1,900      | 6 (-2)   | -        | -       |
| apartment rentals Jersey City       |           | 1,600            | 1,900      | -        | -        | -       |
| apartment rentals Richmond          |           | 1,600            | 2,400      | -        | -        | -       |
| apartments for rent annapolis       |           | 1,600            | 1,900      | -        | 91 (+2)  | -       |
| apartments for rent Bethesda        |           | 1,600            | 1,900      | -        | 79 (+5)  | 83 (+6) |
| apartments for rent Fairfax VA      |           | 1,600            | 1,600      | -        | -        | -       |
| apartments for rent frederick md    |           | 1,600            | 1,600      | -        | -        | -       |
| apartments for rent Rockville       |           | 1,600            | 1,600      | -        | -        | -       |
| apartments for rent Silver Spring   |           | 1,600            | 1,900      | -        | -        | -       |
| apartments for rent White Plains NY |           | 1,600            | 1,600      | -        | -        | -       |
| Luxury Apartment DC                 |           | 1,600            | 1,900      | 89 (+3)  | 2        | 1       |
| Luxury Apartment Philadelphia       |           | 1,600            | 1,600      | 6 (-1)   | -        | -       |
| rental apartments baltimore         |           | 1,600            | 1,900      | -        | -        | -       |
| rental apartments Richmond          |           | 1,600            | 3,600      | -        | -        | -       |
| The Ellington DC                    | 1         | 1,600            | 1,600      | 85 (-2)  | 3 (-1)   | 2       |

## SERP Tracker Report

(continued)

| Keyword                             | GA Visits | <u>Local Vol</u> | <u>Global Vol</u> | Google    | Yahoo!    | Bing     |
|-------------------------------------|-----------|------------------|-------------------|-----------|-----------|----------|
| apartment elkridge md               |           | 1,300            | 1,300             | 115 (-11) | 38 (+3)   | -        |
| apartment for rent Bethesda MD      |           | 1,300            | 1,300             | -         | 119 (new) | 75 (new) |
| apartment for rent laurel md        |           | 1,300            | 1,300             | -         | 80 (-11)  | 78 (-9)  |
| apartment for rent Rockville MD     |           | 1,300            | 1,300             | -         | -         | -        |
| apartment hanover md                |           | 1,300            | 1,300             | 41 (-32)  | -         | 43 (new) |
| apartment Limerick                  |           | 1,300            | 4,400             | 4 (+2)    | 9 (-2)    | 9 (+36)  |
| apartment Odenton MD                |           | 1,300            | 1,300             | -         | 62 (+3)   | 62 (+4)  |
| apartment rental Arlington VA       |           | 1,300            | 1,300             | -         | -         | -        |
| apartment rentals baltimore         |           | 1,300            | 1,300             | 6 (-2)    | -         | -        |
| apartments Conshohocken PA          |           | 1,300            | 1,300             | -         | 74        | 79 (-7)  |
| apartments elkridge md              |           | 1,300            | 1,300             | 114 (-18) | 42 (-2)   | 36 (+1)  |
| apartments for rent Columbia MD     |           | 1,300            | 1,300             | -         | -         | -        |
| apartments for rent Englewood       |           | 1,300            | 1,300             | -         | -         | -        |
| apartments for rent Morristown      |           | 1,300            | 1,600             | -         | -         | -        |
| apartments hanover md               |           | 1,300            | 1,300             | 50 (-17)  | 37 (+3)   | 34 (+2)  |
| apartments Landover MD              | 1         | 1,300            | 1,300             | 55 (-4)   | 59 (new)  | 42 (new) |
| apartments Limerick                 |           | 1,300            | 5,400             | -         | 9         | 8 (+37)  |
| apartments Odenton MD               |           | 1,300            | 1,300             | -         | 82        | 57 (new) |
| apartments South Orange NJ          |           | 1,300            | 1,300             | -         | 26 (+9)   | 26 (+3)  |
| Luxury Apartments Washington DC     |           | 1,300            | 1,600             | -         | 6 (new)   | 5 (+3)   |
| rental apartment Arlington VA       |           | 1,300            | 1,300             | -         | -         | -        |
| the avenue apartments washington dc | 2         | 1,300            | 1,600             | 38 (-15)  | 3         | 2        |
| apartment Doylestown PA             |           | 1,000            | 1,300             | 104 (-29) | 14 (-1)   | 14 (-1)  |
| apartment for rent Reston VA        |           | 1,000            | 1,000             | -         | -         | -        |
| apartment for rent Reston VA        |           | 1,000            | 1,000             | -         | -         | -        |
| apartment North Bethesda            |           | 1,000            | 1,000             | -         | 40 (+2)   | 45 (-6)  |
| apartment rental Alexandria VA      |           | 1,000            | 1,000             | 7 (+3)    | -         | -        |
| apartment rental Richmond VA        |           | 1,000            | 1,000             | -         | -         | -        |
| apartment rentals Arlington VA      |           | 1,000            | 1,000             | -         | -         | -        |
| apartment South Orange NJ           |           | 1,000            | 1,300             | -         | 20 (+4)   | 20 (+1)  |
| apartments Doylestown PA            |           | 1,000            | 1,300             | 70 (+26)  | 15 (-1)   | 11 (+1)  |

## SERP Tracker Report

(continued)

| Keyword                             | GA Visits | <u>Local Vol</u> | Global Vol | Google  | Yahoo!    | Bing     |
|-------------------------------------|-----------|------------------|------------|---------|-----------|----------|
| apartments for rent Bedford MA      |           | 1,000            | 1,000      | -       | -         | -        |
| apartments for rent Manassas VA     | 2         | 1,000            | 1,000      | -       | -         | -        |
| apartments for rent West Chester PA |           | 1,000            | 1,300      | -       | -         | -        |
| apartments Henrico VA               |           | 1,000            | 1,000      | -       | -         | -        |
| apartments North Bethesda           |           | 1,000            | 1,300      | -       | 58 (-5)   | 35 (+62) |
| apartments Wheaton MD               | 2         | 1,000            | 1,000      | 67 (-1) | 27 (+3)   | 23 (+4)  |
| apartments white marsh md           |           | 1,000            | 1,300      | 38 (+1) | 29        | 26 (-1)  |
| The Hampton Arlington VA            |           | 1,000            | 1,000      | -       | 84 (+22)  | -        |
| 1 Bedroom Apartments DC             |           | 880              | 880        | -       | -         | -        |
| apartment for rent Gaithersburg MD  |           | 880              | 880        | -       | 77        | 90 (-8)  |
| apartment for rent Herndon VA       |           | 880              | 880        | -       | -         | -        |
| apartment rentals Alexandria VA     |           | 880              | 880        | -       | -         | -        |
| apartment rentals Richmond VA       |           | 880              | 880        | -       | -         | -        |
| apartments for rent Bethesda MD     |           | 880              | 1,000      | -       | 109 (new) | -        |
| apartments for rent laurel md       |           | 880              | 880        | -       | 62 (-6)   | 64 (-16) |
| apartments for rent Rockville MD    |           | 880              | 880        | -       | -         | -        |
| apartments pikesville md            |           | 880              | 880        | -       | 96 (+5)   | 28 (+72) |
| apartments Upper Marlboro MD        | 2         | 880              | 880        | -       | 25 (-4)   | 14 (new) |
| Liberty Towers Jersey City          | 3         | 880              | 880        | -       | 3         | 2        |
| rental apartments Arlington VA      |           | 880              | 880        | -       | -         | -        |
| rental apartments Richmond VA       |           | 880              | 1,000      | -       | -         | -        |
| Studio For Rent DC                  |           | 880              | 880        | -       | 76 (+6)   | 81 (-1)  |
| The Paramount DC                    |           | 880              | 880        | 4 (+56) | 8         | 7 (+11)  |
| 2 Bedroom Apartments DC             |           | 720              | 720        | -       | 36 (+1)   | -        |
| 3 Bedroom Apartments DC             |           | 720              | 720        | -       | 37 (+6)   | 35 (+40) |
| apartment for rent Germantown MD    |           | 720              | 880        | -       | -         | 82 (new) |
| apartment for rent Falls Church VA  |           | 720              | 880        | -       | -         | -        |
| apartment for rent Germantown MD    |           | 720              | 880        | -       | -         | 82 (new) |
| apartments for rent Reston VA       |           | 720              | 880        | -       | -         | -        |
| apartments Wyomissing PA            |           | 720              | 720        | 11      | 67 (+1)   | 46 (+24) |
| Broadmoor Apartments Richmond       |           | 720              | 720        | -       | -         | -        |

## SERP Tracker Report

(continued)

| Keyword                              | GA Visits | <u>Local Vol</u> | Global Vol | Google   | Yahoo!   | Bing     |
|--------------------------------------|-----------|------------------|------------|----------|----------|----------|
| Luxury Apartments Manhattan New York |           | 720              | 1,000      | -        | -        | -        |
| Park Place Washington DC             |           | 720              | 880        | 4        | 2        | 2        |
| rental apartments Alexandria VA      |           | 720              | 720        | -        | -        | -        |
| Studio Apartment Baltimore           |           | 720              | 720        | -        | 18 (+2)  | 15       |
| Studio Apartment Washington DC       |           | 720              | 720        | -        | 53 (+10) | 56 (+12) |
| Studio Apartments Baltimore          |           | 720              | 720        | -        | 19 (+4)  | 16       |
| Studio Apartments Washington DC      |           | 720              | 880        | -        | 46 (+6)  | 39 (new) |
| West End Apartments Richmond         |           | 720              | 720        | -        | -        | -        |
| apartment for rent Medford MA        |           | 590              | 590        | -        | -        | -        |
| apartment for rent Towson MD         |           | 590              | 590        | -        | -        | -        |
| apartment for rent Vienna VA         |           | 590              | 590        | -        | -        | -        |
| apartment for rent Woburn MA         |           | 590              | 590        | -        | -        | -        |
| apartment North Wales PA             |           | 590              | 590        | -        | -        | -        |
| apartment rental Bethesda            |           | 590              | 720        | -        | 85 (-2)  | 85 (-4)  |
| apartment rental philadelphia pa     |           | 590              | 590        | -        | -        | -        |
| apartments for rent Germantown MD    |           | 590              | 590        | -        | -        | 81 (-5)  |
| apartments for rent Falls Church VA  | 2         | 590              | 590        | -        | -        | -        |
| apartments for rent Gaithersburg MD  |           | 590              | 590        | -        | 84       | 80 (+11) |
| apartments for rent Germantown MD    |           | 590              | 590        | -        | -        | 81 (new) |
| apartments for rent Herndon VA       |           | 590              | 590        | -        | -        | -        |
| apartments for rent Medford MA       |           | 590              | 590        | -        | -        | -        |
| apartments North Wales PA            |           | 590              | 590        | -        | 109 (+8) | -        |
| Highland Park DC                     |           | 590              | 590        | 44 (+18) | 5 (+3)   | 5 (+2)   |
| loft apartments baltimore            |           | 590              | 590        | -        | 12 (-2)  | 11 (-2)  |
| rental apartment philadelphia pa     |           | 590              | 590        | -        | -        | -        |
| rental apartments Bethesda           |           | 590              | 590        | -        | 92 (-8)  | 69 (new) |
| apartment rental Fairfax VA          |           | 480              | 480        | -        | 89 (-3)  | 95 (-10) |
| apartment rental Georgetown          |           | 480              | 590        | 9 (new)  | -        | -        |
| apartment rental New Haven           |           | 480              | 590        | -        | -        | -        |
| apartment rental White Plains NY     |           | 480              | 480        | -        | -        | -        |
| apartment rentals annapolis          |           | 480              | 480        | -        | 99 (+2)  | -        |

## SERP Tracker Report

(continued)

| Keyword                            | GA Visits | <u>Local Vol</u> | Global Vol | Google    | Yahoo!    | Bing     |
|------------------------------------|-----------|------------------|------------|-----------|-----------|----------|
| apartments for rent Ashburn VA     |           | 480              | 590        | -         | 84 (-2)   | 84 (-2)  |
| apartments for rent Woburn MA      |           | 480              | 480        | -         | -         | -        |
| apartments Massapequa NY           | 1         | 480              | 480        | -         | 34 (-1)   | 22 (+5)  |
| apartments Reisterstown MD         |           | 480              | 480        | -         | 68        | 64       |
| Laurel Square Apartments Laurel MD |           | 480              | 480        | 16 (-10)  | 2 (+1)    | 1        |
| Luxury Apartments Arlington VA     |           | 480              | 480        | 5 (-1)    | 19 (-2)   | 15 (-2)  |
| New Apartments Washington DC       |           | 480              | 590        | 112 (-72) | 2 (+1)    | 1 (+1)   |
| rental apartment Fairfax VA        |           | 480              | 480        | -         | 98 (+3)   | -        |
| rental apartment White Plains NY   |           | 480              | 480        | -         | -         | -        |
| rental apartments philadelphia pa  |           | 480              | 590        | -         | -         | -        |
| rental apartments White Plains NY  |           | 480              | 480        | -         | -         | -        |
| Senate Square DC                   |           | 480              | 480        | 30 (-12)  | 4         | 3        |
| apartment for rent Conshohocken PA |           | 390              | 480        | -         | -         | -        |
| apartment for rent Norristown PA   |           | 390              | 390        | -         | -         | -        |
| apartment rental frederick md      |           | 390              | 390        | -         | 78 (+3)   | 83 (new) |
| apartment rentals Bethesda         |           | 390              | 480        | -         | 70 (+7)   | 69 (+7)  |
| apartment rentals New Haven        |           | 390              | 390        | -         | -         | -        |
| apartment rentals philadelphia pa  |           | 390              | 390        | -         | -         | -        |
| apartments for rent Towson MD      |           | 390              | 390        | -         | -         | -        |
| apartments Oakton VA               | 1         | 390              | 480        | -         | 23 (+5)   | 20 (+30) |
| Lakeside Apartments Centreville VA | 11        | 390              | 390        | 2         | 6         | 5        |
| Luxury Apartment Arlington VA      |           | 390              | 390        | 6 (-2)    | 16        | 14 (+22) |
| Observer Park Hoboken              | 4         | 390              | 390        | 2         | 2 (+1)    | 2        |
| rental apartment frederick md      |           | 390              | 390        | -         | 83 (+1)   | 89 (new) |
| rental apartments frederick md     |           | 390              | 390        | -         | 119 (new) | -        |
| Senior Living Washington DC        |           | 390              | 390        | -         | -         | -        |
| Studio Apartments Arlington VA     |           | 390              | 390        | -         | 56 (+2)   | 53 (+3)  |
| The Ellington Washington DC        | 1         | 390              | 480        | 86 (-18)  | 3         | 2 (+2)   |
| U Street Apartments DC             |           | 390              | 390        | -         | 33        | 34 (new) |
| 1500 locust philadelphia pa        |           | 320              | 390        | -         | 4         | 3 (+4)   |
| 2401 Pennsylvania washington dc    |           | 320              | 320        | 1         | 2         | 1        |

## SERP Tracker Report

(continued)

| Keyword                             | GA Visits | <u>Local Vol</u> | Global Vol | Google  | Yahoo!    | Bing     |
|-------------------------------------|-----------|------------------|------------|---------|-----------|----------|
| apartment for rent elkrigde md      |           | 320              | 320        | -       | -         | -        |
| apartment rental Bethesda MD        |           | 320              | 390        | -       | 74 (+3)   | 72 (+5)  |
| apartment rental Columbia MD        |           | 320              | 390        | -       | 89 (+24)  | 65 (new) |
| apartment rental Reston VA          |           | 320              | 390        | -       | 108 (-10) | -        |
| apartment rentals Fairfax VA        |           | 320              | 320        | -       | 71 (+9)   | 47 (new) |
| apartment rentals Georgetown        |           | 320              | 480        | -       | -         | -        |
| apartments for rent Centreville VA  | 3         | 320              | 320        | -       | -         | -        |
| apartments for rent Conshohocken PA |           | 320              | 320        | -       | -         | -        |
| apartments for rent Doylestown PA   |           | 320              | 320        | -       | 89 (+3)   | 73 (+21) |
| apartments for rent Norristown PA   |           | 320              | 390        | -       | -         | -        |
| apartments for rent South Orange NJ |           | 320              | 320        | -       | 76 (-38)  | -        |
| apartments for rent Vienna VA       |           | 320              | 390        | -       | -         | -        |
| brookside frederick md              |           | 320              | 320        | -       | 2         | 1        |
| Lotus Square DC                     | 1         | 320              | 320        | 7 (+3)  | 5         | -        |
| Luxury Apartments Alexandria VA     | 11        | 320              | 320        | 6 (-1)  | 17        | 14 (+1)  |
| Luxury Apartments Bethesda          | 1         | 320              | 390        | -       | 13 (+2)   | 12 (+2)  |
| Monterey Bethesda                   |           | 320              | 320        | -       | 5         | 4        |
| Rent Studio Jersey City             |           | 320              | 320        | -       | -         | -        |
| rental apartment Bethesda MD        |           | 320              | 390        | -       | 61 (-1)   | 40 (+58) |
| rental apartment Columbia MD        |           | 320              | 390        | -       | 71 (+29)  | 73 (+25) |
| rental apartment Reston VA          |           | 320              | 390        | -       | 106 (-5)  | 85 (new) |
| rental apartments Bethesda MD       |           | 320              | 320        | -       | 71 (+1)   | 42 (+29) |
| rental apartments Fairfax VA        |           | 320              | 390        | -       | 104 (+2)  | -        |
| River House Arlington VA            |           | 320              | 390        | -       | -         | -        |
| The Paramount Arlington VA          | 67        | 320              | 320        | 1       | 2         | 1        |
| 1 Bedroom Apartments Washington DC  |           | 260              | 260        | -       | 62 (+1)   | 60 (+7)  |
| 2 Bedroom Apartments Washington DC  |           | 260              | 320        | -       | 50 (-3)   | 48 (-4)  |
| 3 bedroom apartments Baltimore      |           | 260              | 320        | 4 (new) | -         | -        |
| apartment for rent hanover md       |           | 260              | 260        | -       | -         | -        |
| apartment for rent Limerick         |           | 260              | 1,300      | 4 (new) | -         | -        |

## SERP Tracker Report

(continued)

| Keyword                               | GA Visits | <u>Local Vol</u> | Global Vol | Google | Yahoo!    | Bing     |
|---------------------------------------|-----------|------------------|------------|--------|-----------|----------|
| apartment rental Manassas VA          |           | 260              | 320        | -      | 116 (-7)  | -        |
| apartment rentals Bethesda MD         |           | 260              | 260        | -      | -         | 68 (+9)  |
| apartment rentals frederick md        |           | 260              | 260        | -      | 67 (+1)   | 57 (+12) |
| apartment rentals Reston VA           |           | 260              | 260        | -      | 111 (+1)  | 91 (new) |
| apartment rentals West Chester PA     |           | 260              | 260        | -      | 118 (new) | -        |
| apartment rentals White Plains NY     |           | 260              | 320        | -      | -         | -        |
| apartments for rent Henrico VA        |           | 260              | 260        | -      | -         | -        |
| apartments for rent Owings Mills MD   |           | 260              | 260        | -      | 23 (-7)   | 22 (-16) |
| apartments North Bethesda MD          |           | 260              | 260        | -      | 31 (+3)   | 29 (+2)  |
| Crystal City Apartments Arlington VA  |           | 260              | 260        | 9      | 14 (-1)   | 11 (+1)  |
| Luxury Apartments Newark              |           | 260              | 260        | -      | -         | -        |
| rental apartment Manassas VA          |           | 260              | 320        | -      | 117 (-10) | 98 (new) |
| rental apartments Reston VA           |           | 260              | 260        | -      | 107 (-6)  | 92 (new) |
| Rolling Hills Germantown MD           |           | 260              | 260        | 1      | 2         | 1        |
| View 14 DC                            |           | 260              | 320        | -      | -         | -        |
| apartment for rent Massapequa NY      |           | 210              | 260        | -      | -         | -        |
| apartment for rent Wyomissing PA      |           | 210              | 210        | -      | -         | -        |
| apartment rental Rockville MD         |           | 210              | 260        | -      | -         | -        |
| apartment rentals Columbia MD         |           | 210              | 210        | -      | 71 (+46)  | 72 (new) |
| apartment rentals Manassas VA         |           | 210              | 260        | -      | 109 (new) | -        |
| apartments Eagleville PA              |           | 210              | 210        | -      | 14        | 13 (-1)  |
| apartments for rent elkridge md       |           | 210              | 210        | -      | -         | -        |
| apartments for rent Limerick          |           | 210              | 1,600      | 4      | 104 (+1)  | -        |
| apartments for rent Massapequa NY     |           | 210              | 210        | -      | -         | -        |
| apartments for rent Odenton MD        |           | 210              | 210        | -      | -         | -        |
| apartments for rent Upper Marlboro MD | 1         | 210              | 210        | -      | 74 (-3)   | 75       |
| Honey Tree Richmond VA                |           | 210              | 210        | -      | -         | 8 (+4)   |
| luxury apartments annapolis           |           | 210              | 210        | 5      | 7         | 6 (+22)  |
| rental apartment laurel md            |           | 210              | 210        | -      | 84 (-9)   | 94 (-18) |
| rental apartments laurel md           |           | 210              | 210        | -      | 95 (-78)  | -        |
| rental apartments Manassas VA         |           | 210              | 210        | -      | -         | -        |

## SERP Tracker Report

(continued)

| Keyword                            | GA Visits | <u>Local Vol</u> | <u>Global Vol</u> | Google    | Yahoo!    | Bing     |
|------------------------------------|-----------|------------------|-------------------|-----------|-----------|----------|
| rental apartments West Chester PA  |           | 210              | 260               | -         | -         | -        |
| residences on the avenue dc        |           | 210              | 260               | 64 (-8)   | 3 (new)   | 2        |
| Spa Cove Annapolis                 |           | 210              | 210               | -         | 37 (new)  | 36 (new) |
| 1901 west annapolis md             |           | 170              | 170               | -         | -         | -        |
| 3 Bedroom Apartments Washington DC |           | 170              | 170               | -         | 64 (-4)   | 72 (new) |
| 360 State Street New Haven CT      |           | 170              | 170               | -         | 4         | 3        |
| 800 carlyle alexandria va          | 1         | 170              | 170               | 36 (+2)   | 1         | 1        |
| apartment for rent North Wales PA  |           | 170              | 170               | -         | 101 (new) | 77 (new) |
| apartment rental Herndon VA        |           | 170              | 210               | -         | -         | -        |
| apartments for rent hanover md     |           | 170              | 170               | -         | -         | -        |
| apartments for rent Wyomissing PA  |           | 170              | 170               | -         | -         | -        |
| Red Run Apartments Owings Mills MD |           | 170              | 170               | -         | 8 (+4)    | 4 (+5)   |
| rental apartment Herndon VA        |           | 170              | 210               | -         | -         | -        |
| The Estates Pikesville MD          | 4         | 170              | 210               | 2         | 3         | 3        |
| The Glen Apartments Wheaton MD     | 12        | 170              | 170               | 1         | 2 (new)   | 1        |
| The Metropolitan Bethesda MD       | 1         | 170              | 170               | 2         | 2 (+1)    | 2        |
| Washington Crossing Woburn MA      | 23        | 170              | 170               | 1         | 2 (+1)    | 2 (-1)   |
| apartment rental Laurel MD         |           | 140              | 170               | -         | 107 (-47) | 87 (-28) |
| apartment rentals Herndon VA       |           | 140              | 140               | -         | -         | -        |
| apartment rentals Rockville MD     |           | 140              | 140               | -         | 116 (new) | -        |
| apartments for rent white marsh md |           | 140              | 140               | -         | 117 (new) | -        |
| belmont station elkridge md        | 5         | 140              | 140               | 6 (+56)   | 3         | 2        |
| Halstead Arlington VA              |           | 140              | 140               | 107 (-80) | 3         | 2        |
| Hunters Glen Upper Marlboro MD     | 3         | 140              | 140               | 1         | 2         | 1        |
| luxury apartments philadelphia pa  |           | 140              | 140               | 5         | -         | -        |
| overlook manor frederick           |           | 140              | 170               | 46 (+52)  | 1         | 1        |
| overlook manor frederick md        | 5         | 140              | 140               | 36 (+62)  | 1         | 1        |
| rental apartments Herndon VA       |           | 140              | 140               | -         | -         | -        |
| Rhode Island Row Washington DC     | 1         | 140              | 140               | 66 (+5)   | 2         | 2 (+1)   |
| Sherwood Crossing Elkridge MD      |           | 140              | 140               | 14 (-10)  | 46 (new)  | 61 (-17) |

## SERP Tracker Report

(continued)

| Keyword                               | GA Visits | <u>Local Vol</u> | Global Vol | Google     | Yahoo!    | Bing     |
|---------------------------------------|-----------|------------------|------------|------------|-----------|----------|
| Summer Chase Apartments Limerick PA   | 12        | 140              | 140        | 2          | 2         | 1        |
| apartment rental Germantown MD        |           | 110              | 110        | 6 (+3)     | 43 (-3)   | 41 (-4)  |
| apartment rentals Falls Church VA     |           | 110              | 110        | 7 (new)    | 99 (new)  | 97 (-15) |
| apartment rentals laurel md           |           | 110              | 110        | -          | 111 (-39) | -        |
| apartment rentals Medford MA          |           | 110              | 110        | -          | -         | -        |
| apartments for rent North Wales PA    |           | 110              | 140        | -          | 103 (new) | 77 (new) |
| apartments for rent pikesville md     |           | 110              | 110        | -          | -         | -        |
| apartments for rent Reisterstown MD   |           | 110              | 110        | -          | -         | -        |
| Highland Park Washington DC           | 1         | 110              | 110        | 67 (+19)   | 4 (+4)    | 3 (+4)   |
| Pentagon City Apartments Arlington VA |           | 110              | 110        | -          | 59 (-24)  | 65 (-32) |
| pet friendly apartments baltimore     |           | 110              | 110        | -          | 9         | 7        |
| Poplar Glen Columbia MD               | 1         | 110              | 140        | 46 (-27)   | 1         | 2        |
| rental apartments Falls Church VA     |           | 110              | 110        | -          | -         | -        |
| River House DC                        |           | 110              | 140        | -          | -         | -        |
| Rosemary Ridge Manassas VA            | 2         | 110              | 140        | 65 (+2)    | 3         | 2        |
| Senate Square Washington DC           | 1         | 110              | 140        | 84 (-53)   | 3 (+1)    | 3        |
| Siena Park Arlington VA               |           | 110              | 110        | 15 (+2)    | 4 (-1)    | 3 (+4)   |
| St. Johns Wood Reston VA              |           | 110              | 110        | 38 (+49)   | 4         | 3        |
| The Tuscany Apartments Alexandria VA  | 1         | 110              | 110        | 5 (+89)    | 3 (-1)    | 2        |
| U Street Apartments Washington DC     |           | 110              | 140        | -          | 37        | 35       |
| 1830 lombard philadelphia pa          |           | 91               | 91         | 2          | 2         | 1        |
| apartment rentals Vienna VA           |           | 91               | 110        | 8 (new)    | 115 (-1)  | -        |
| Bank Street Commons White Plains NY   |           | 91               | 91         | 94 (-49)   | 6 (+2)    | 3 (+6)   |
| Chatsworth Park Manassas VA           | 12        | 91               | 110        | 1          | 1         | 1        |
| Gaslight Commons South Orange NJ      | 5         | 91               | 91         | 2          | 2         | 1 (+1)   |
| Luxury Apartments White Plains NY     |           | 91               | 91         | -          | 67 (-51)  | 65 (-51) |
| Monroe Place Herndon VA               |           | 91               | 110        | 2          | 4         | 2 (+1)   |
| rental apartment elkrIDGE md          |           | 91               | 91         | 122 (-117) | 56 (+2)   | 44 (+14) |
| rental apartments Owings Mills MD     |           | 91               | 91         | -          | 35 (-10)  | 30 (-10) |

## SERP Tracker Report

(continued)

| Keyword                                      | GA Visits | <u>Local Vol</u> | Global Vol | Google    | Yahoo!   | Bing     |
|----------------------------------------------|-----------|------------------|------------|-----------|----------|----------|
| residences on the avenue washington dc       | 1         | 91               | 91         | 68 (new)  | 3 (new)  | 2        |
| The Grays on Pennsylvania DC                 |           | 91               | 91         | 1 (+4)    | 3 (+4)   | 3 (+4)   |
| The Munsey Baltimore MD                      |           | 91               | 110        | 12 (+104) | 3 (+2)   | 2        |
| The Whitney Bethesda MD                      |           | 91               | 91         | 8 (-2)    | 3 (-1)   | 2        |
| The Zenith Baltimore MD                      |           | 91               | 91         | 2         | 3 (+1)   | 2        |
| apartment rentals Germantown MD              | 1         | 73               | 73         | 5 (+4)    | 25 (new) | 24       |
| apartments for rent North Bethesda MD        |           | 73               | 73         | -         | 102 (+2) | -        |
| Crystal City Apartments DC                   |           | 73               | 73         | -         | 11 (-1)  | 11 (-1)  |
| Greenwich Place Owings Mills MD              | 3         | 73               | 73         | 1         | 1 (+3)   | 1        |
| overlook manor apartments                    | 2         | 73               | 73         | 54 (+58)  | 1        | 1        |
| pet friendly apartments alexandria va        | 1         | 73               | 73         | 4 (new)   | 29 (-13) | 26 (-14) |
| rental apartments elkridge md                |           | 73               | 73         | 114 (-2)  | 61 (+2)  | 46 (new) |
| Sherwood Crossing Columbia                   |           | 73               | 73         | 4         | -        | -        |
| Sterling Parc Cedar Knolls NJ                | 1         | 73               | 73         | 55 (new)  | 3        | 2        |
| Stonington Farm Doylestown PA                |           | 73               | 73         | 1         | 2        | 1        |
| Towson Woods Apartments Towson MD            | 2         | 73               | 73         | 2         | 1        | 1 (+1)   |
| View 14 Washington DC                        |           | 73               | 73         | -         | -        | -        |
| apartment rentals Doylestown PA              |           | 58               | 73         | 5         | 40 (+3)  | 35 (+4)  |
| apartment rentals Massapequa NY              |           | 58               | 58         | -         | 95 (+3)  | 96 (+2)  |
| apartment rentals Woburn MA                  |           | 58               | 58         | -         | 50 (new) | 37 (+1)  |
| Edgewater Apartments Philadelphia PA         |           | 58               | 58         | 2         | 3        | 2 (-1)   |
| Enclave at Emerson Laurel MD                 | 3         | 58               | 58         | 1         | 2        | 2        |
| Masons Keepe Manassas VA                     | 6         | 58               | 58         | 4         | 1        | 2        |
| Regatta Apartments Norristown PA             | 3         | 58               | 58         | -         | 4        | 3 (-1)   |
| Spring House at Brandywine West Chester PA   |           | 58               | 58         | 1         | 1        | 1        |
| The Lexington at Market Square Washington DC |           | 58               | 58         | 1         | 2        | 1        |
| apartment rentals Conshohocken PA            |           | 46               | 46         | -         | -        | -        |

## SERP Tracker Report

(continued)

| Keyword                                             | GA Visits | <u>Local Vol</u> | Global Vol | Google    | Yahoo!   | Bing     |
|-----------------------------------------------------|-----------|------------------|------------|-----------|----------|----------|
| apartment rentals Odenton MD                        |           | 46               | 46         | 9 (-1)    | 99 (+14) | 99 (new) |
| apartments for rent Eagleville PA                   |           | 46               | 46         | -         | -        | -        |
| excalibur pikesville md                             | 1         | 46               | 46         | 2         | 3        | 2 (-1)   |
| Henderson House Baltimore MD                        |           | 46               | 46         | 1         | 103 (+4) | -        |
| Lodge at Seven Oaks Odenton MD                      | 1         | 46               | 58         | 1         | 3        | 2        |
| Lotus Square Washington DC                          | 3         | 46               | 46         | 9 (+1)    | 5 (+2)   | 4 (+5)   |
| Newseum Residences DC                               |           | 46               | 46         | 75 (new)  | 6 (+11)  | 5        |
| Pearson Square Falls Church VA                      | 1         | 46               | 46         | 2         | 3 (-1)   | 2        |
| Stone Point Apartments Annapolis MD                 | 2         | 46               | 46         | 2         | 3        | 2        |
| The Arbors at Fair Lakes Fairfax VA                 | 14        | 46               | 58         | 1         | 1        | 1        |
| The Courts of Devon Gaithersburg MD                 | 2         | 46               | 46         | 1         | 2 (+1)   | 1        |
| The Residences at the Market<br>Common Arlington VA |           | 46               | 58         | 1         | 1        | 2        |
| 220 Twentieth Street Arlington VA                   |           | 36               | 36         | -         | 47 (+24) | 47 (new) |
| apartment rentals South Orange NJ                   |           | 36               | 36         | -         | 75 (-39) | 48 (-19) |
| Luxury Apartments Falls Church VA                   |           | 36               | 36         | -         | 15 (-2)  | 14 (-3)  |
| Park Lane Seaport Boston MA                         |           | 36               | 36         | 102 (-26) | 3        | 2 (+2)   |
| Concord Crystal City Arlington VA                   |           | 28               | 28         | 12 (-6)   | 4        | 3        |
| London/Normandy House Arlington VA                  |           | 28               | 28         | 1         | 1        | -        |
| Park Place at Van Dorn Alexandria VA                |           | 28               | 28         | 2         | 7 (-3)   | 5 (+2)   |
| Riverview Landing Eagleville PA                     |           | 28               | 28         | 2         | 3        | 2        |
| The Grays on Pennsylvania<br>Washington DC          |           | 28               | 28         | 3 (+2)    | 3 (+2)   | 3 (+1)   |
| 1500 locust apartments philadelphia<br>pa           |           | 22               | 28         | -         | 6 (+1)   | 6 (+3)   |
| Luxury Apartments Woburn MA                         |           | 22               | 28         | -         | 4        | 3        |
| Newseum Residences Washington DC                    | 1         | 22               | 28         | 41 (-3)   | 7 (-1)   | 6 (-1)   |
| The Townes at Harvest View<br>Reisterstown MD       | 2         | 22               | 22         | 1         | 1        | 1        |
| 1830 lombard apartments philadelphia<br>pa          | 1         | 16               | 16         | 2 (+1)    | 1        | 4 (+1)   |
| eight 50 alicenna baltimore                         | 2         | 16               | 16         | 1         | 1        | 1        |
| 800 carlyle apartments alexandria va                |           | 12               | 12         | 114 (-16) | 2 (-1)   | 1        |

## SERP Tracker Report

(continued)

| Keyword                                      | GA Visits | <u>Local Vol</u> | Global Vol | Google   | Yahoo!   | Bing     |
|----------------------------------------------|-----------|------------------|------------|----------|----------|----------|
| Avenel at Montgomery Square North Wales PA   |           | 12               | 12         | 21 (+9)  | 4        | 3        |
| crystal park at waterford frederick md       |           | 5                | 12         | 2        | 2        | 2        |
| 1 Bedroom Apartments apartments Cedar Knolls |           | -                | -          | -        | 2 (+2)   | 1 (new)  |
| 1 Bedroom Apartments apartments Morristown   |           | -                | -          | -        | -        | -        |
| 1 Bedroom Apartments Cedar Knolls            |           | -                | -          | -        | 8 (+3)   | 4 (+6)   |
| 1 bedroom apartments Columbia MD             |           | -                | -          | -        | 56 (-2)  | 55 (new) |
| 1 Bedroom Apartments Morristown              |           | -                | -          | -        | -        | -        |
| 1 bedroom apartments Owings Mills MD         |           | -                | -          | -        | 20 (+5)  | 16 (-10) |
| 100 Park at Wyomissing Square Wyomissing PA  |           | -                | -          | 2 (+11)  | 3        | 2        |
| 100 park wyomissing square                   |           | -                | -          | 2 (+19)  | 2        | -        |
| 2 Bedroom Apartments Centreville VA          |           | -                | -          | -        | 24 (+13) | 21 (+1)  |
| 2 Bedroom Apartments Elkridge MD             |           | -                | -          | -        | 42 (+1)  | 40       |
| 2 Bedroom Apartments Reston VA               |           | -                | -          | -        | 28 (-2)  | 19 (+4)  |
| 2 Bedroom Apartments West Chester PA         |           | -                | -          | -        | 60 (-6)  | 40 (+8)  |
| 2 Bedroom Apartments Columbia                |           | -                | -          | -        | -        | -        |
| 220 Twentieth Street DC                      |           | -                | -          | 74 (-26) | 27       | 25       |
| 2401 pennsylvania apartments dc              |           | -                | -          | 1        | 1        | 1        |
| 2401 pennsylvania apartments washington dc   |           | -                | -          | 1        | 1        | 1        |
| 2401 pennsylvania dc                         |           | -                | -          | 1        | 2        | 1        |
| 3 bedroom apartments Germantown MD           |           | -                | -          | 5 (new)  | 17 (+4)  | 25 (new) |
| 3 Bedroom Apartments Alexandria VA           |           | -                | -          | -        | -        | -        |
| 3 Bedroom Apartments apartments Reisterstown |           | -                | -          | -        | -        | -        |
| 3 Bedroom Apartments Medford MA              |           | -                | -          | -        | -        | -        |
| 3 bedroom apartments Owings Mills MD         |           | -                | -          | -        | 31 (-24) | 28 (-22) |
| 3 Bedroom Apartments Reisterstown            |           | -                | -          | -        | 25 (-1)  | 15 (+7)  |

## SERP Tracker Report

(continued)

| Keyword                               | GA Visits | <u>Local Vol</u> | Global Vol | Google | Yahoo!   | Bing     |
|---------------------------------------|-----------|------------------|------------|--------|----------|----------|
| 3 Bedroom Apartments Reisterstown MD  |           | -                | -          | -      | 86 (-2)  | 70 (+12) |
| 3 Bedroom Apartments Reston VA        |           | -                | -          | -      | 37 (-4)  | 23 (+9)  |
| apartment Bedford MA                  |           | -                | -          | -      | -        | 89 (new) |
| apartment Bowie                       |           | -                | -          | -      | -        | -        |
| apartment bowie-russet md             |           | -                | -          | -      | -        | -        |
| apartment Capitol Heights MD          |           | -                | -          | -      | 19 (+6)  | 17 (+5)  |
| apartment Cedar Knolls                |           | -                | -          | -      | 20 (+2)  | 15 (new) |
| apartment Conshohocken PA             |           | -                | -          | -      | 113      | 82 (new) |
| apartment Eagleville PA               |           | -                | -          | -      | 12 (+2)  | 11       |
| apartment for rent Ashburn VA         |           | -                | -          | -      | -        | -        |
| apartment for rent Bedford MA         |           | -                | -          | -      | -        | -        |
| apartment for rent Bowie              |           | -                | -          | -      | -        | -        |
| apartment for rent bowie-russet md    |           | -                | -          | -      | -        | -        |
| apartment for rent Capitol Heights MD |           | -                | -          | -      | 101 (+4) | -        |
| apartment for rent Cedar Knolls       |           | -                | -          | -      | 72 (new) | 74 (-5)  |
| apartment for rent Centreville VA     |           | -                | -          | -      | -        | -        |
| apartment for rent Columbia           |           | -                | -          | -      | -        | -        |
| apartment for rent Doylestown PA      |           | -                | -          | -      | 89 (-1)  | 91 (new) |
| apartment for rent Eagleville PA      |           | -                | -          | -      | -        | -        |
| apartment for rent Englewood          |           | -                | -          | -      | -        | -        |
| apartment for rent Henrico VA         |           | -                | -          | -      | -        | -        |
| apartment for rent Landover MD        |           | -                | -          | -      | -        | -        |
| apartment for rent Morristown         |           | -                | -          | -      | -        | -        |
| apartment for rent Norristown         |           | -                | -          | -      | -        | -        |
| apartment for rent North Bethesda     |           | -                | -          | -      | -        | -        |
| apartment for rent North Bethesda MD  |           | -                | -          | -      | 101      | 53 (new) |
| apartment for rent Oakton VA          |           | -                | -          | -      | -        | -        |
| apartment for rent Odenton MD         |           | -                | -          | -      | -        | -        |
| apartment for rent Owings Mills       |           | -                | -          | -      | 39 (-13) | 35 (-9)  |
| apartment for rent Owings Mills MD    |           | -                | -          | -      | 32 (-6)  | 29 (-6)  |
| apartment for rent pikesville md      |           | -                | -          | -      | -        | -        |

## SERP Tracker Report

(continued)

| Keyword                                | GA Visits | <u>Local Vol</u> | Global Vol | Google   | Yahoo!   | Bing     |
|----------------------------------------|-----------|------------------|------------|----------|----------|----------|
| apartment for rent Prince Frederick MD |           | -                | -          | -        | 42 (+1)  | 26 (+16) |
| apartment for rent Reisterstown        |           | -                | -          | -        | 114 (-2) | 91 (new) |
| apartment for rent Reisterstown MD     |           | -                | -          | -        | -        | 94 (new) |
| apartment for rent South Laurel        |           | -                | -          | -        | -        | -        |
| apartment for rent South Orange NJ     |           | -                | -          | -        | 98 (-44) | -        |
| apartment for rent Upper Marlboro MD   |           | -                | -          | -        | 80 (+3)  | 81 (+4)  |
| apartment for rent Wheaton MD          |           | -                | -          | -        | -        | -        |
| apartment for rent white marsh md      |           | -                | -          | -        | 108      | -        |
| apartment Henrico VA                   |           | -                | -          | -        | -        | -        |
| apartment Landover MD                  |           | -                | -          | 42 (+44) | 48 (+2)  | 35 (+12) |
| Apartment Luxury Baltimore             |           | -                | -          | -        | 26 (+1)  | 24 (+3)  |
| apartment Massapequa NY                |           | -                | -          | -        | 31 (new) | 22 (+1)  |
| apartment Norristown                   |           | -                | -          | -        | 27 (+3)  | 24 (+2)  |
| apartment Norristown PA                |           | -                | -          | -        | 34 (-2)  | 33 (-3)  |
| apartment North Bethesda MD            |           | -                | -          | -        | 29 (+2)  | 23 (+4)  |
| apartment Oakton VA                    | 2         | -                | -          | -        | 33 (-27) | 22 (+8)  |
| apartment Owings Mills MD              |           | -                | -          | -        | 5 (+3)   | 3 (+5)   |
| apartment pikesville md                |           | -                | -          | -        | 74       | 95 (-21) |
| apartment Prince Frederick MD          |           | -                | -          | 31 (-10) | 8 (+1)   | 9        |
| apartment Reisterstown                 |           | -                | -          | -        | 63 (+5)  | 47 (+47) |
| apartment Reisterstown MD              |           | -                | -          | -        | 60 (+5)  | 58 (new) |
| apartment rental annapolis             |           | -                | -          | -        | 96 (+3)  | 99 (new) |
| apartment rental Ashburn VA            |           | -                | -          | -        | 101 (-4) | 99 (new) |
| apartment rental Bedford MA            |           | -                | -          | -        | -        | -        |
| apartment rental Bowie                 |           | -                | -          | -        | -        | -        |
| apartment rental Capitol Heights MD    |           | -                | -          | -        | 79 (+3)  | 83       |
| apartment rental Cedar Knolls          |           | -                | -          | -        | 71       | 31 (+39) |
| apartment rental Centreville VA        |           | -                | -          | 6        | 111 (+4) | 60 (new) |
| apartment rental Columbia              |           | -                | -          | -        | -        | -        |
| apartment rental Conshohocken PA       |           | -                | -          | -        | -        | -        |
| apartment rental Doylestown PA         |           | -                | -          | 4 (+1)   | 64 (+4)  | -        |

## SERP Tracker Report

(continued)

| Keyword                              | GA Visits | <u>Local Vol</u> | Global Vol | Google     | Yahoo!    | Bing     |
|--------------------------------------|-----------|------------------|------------|------------|-----------|----------|
| apartment rental Eagleville PA       |           | -                | -          | -          | 52 (-3)   | 46 (-3)  |
| apartment rental Elkridge MD         |           | -                | -          | 127 (-121) | 64 (+1)   | 64 (+2)  |
| apartment rental Englewood           |           | -                | -          | -          | -         | -        |
| apartment rental Falls Church VA     |           | -                | -          | 9 (-1)     | -         | -        |
| apartment rental Gaithersburg MD     |           | -                | -          | -          | 91 (+1)   | 91 (+2)  |
| apartment rental hanover md          |           | -                | -          | 7 (-2)     | 72 (-2)   | 71 (-1)  |
| apartment rental Henrico VA          |           | -                | -          | -          | -         | -        |
| apartment rental Landover            |           | -                | -          | -          | -         | -        |
| apartment rental Laurel              |           | -                | -          | 10 (-2)    | -         | -        |
| apartment rental Limerick            |           | -                | -          | -          | -         | 74 (new) |
| apartment rental Massapequa NY       |           | -                | -          | -          | 96        | 94       |
| apartment rental Medford MA          |           | -                | -          | -          | -         | -        |
| apartment rental Morristown          |           | -                | -          | -          | -         | -        |
| apartment rental Newark              |           | -                | -          | -          | -         | -        |
| apartment rental Norristown          |           | -                | -          | -          | 114 (-1)  | -        |
| apartment rental Norristown PA       |           | -                | -          | -          | 114       | -        |
| apartment rental North Bethesda      |           | -                | -          | -          | 95 (-7)   | 97 (-7)  |
| apartment rental North Bethesda MD   |           | -                | -          | -          | 79 (+2)   | 84 (-1)  |
| apartment rental North Wales PA      |           | -                | -          | 7          | 105 (+6)  | -        |
| apartment rental Oakton VA           |           | -                | -          | 4          | 56 (+1)   | 54 (+1)  |
| apartment rental Odenton             |           | -                | -          | 9          | 110 (new) | -        |
| apartment rental Owings Mills MD     |           | -                | -          | 9 (-5)     | 36 (-10)  | 34 (-15) |
| apartment rental Pikesville MD       |           | -                | -          | 7 (new)    | -         | -        |
| apartment rental Prince Frederick MD |           | -                | -          | 1          | 39        | 35 (+1)  |
| apartment rental Reisterstown        |           | -                | -          | -          | 117       | 97 (new) |
| apartment rental Reisterstown MD     |           | -                | -          | -          | 111 (-9)  | -        |
| apartment rental Rockville           |           | -                | -          | -          | -         | -        |
| apartment rental Silver Spring       |           | -                | -          | -          | -         | -        |
| apartment rental South Laurel        |           | -                | -          | -          | -         | -        |
| apartment rental South Orange NJ     |           | -                | -          | -          | 55 (-7)   | 57 (-15) |
| apartment rental Towson MD           |           | -                | -          | -          | -         | -        |

## SERP Tracker Report

(continued)

| Keyword                              | GA Visits | <u>Local Vol</u> | Global Vol | Google  | Yahoo!    | Bing     |
|--------------------------------------|-----------|------------------|------------|---------|-----------|----------|
| apartment rental Upper Marlboro MD   |           | -                | -          | 4 (+3)  | 82 (new)  | 81 (-5)  |
| apartment rental Vienna VA           |           | -                | -          | 7 (new) | 111 (new) | -        |
| apartment rental West Chester PA     |           | -                | -          | -       | -         | -        |
| apartment rental Wheaton MD          |           | -                | -          | -       | 78 (-2)   | 75 (new) |
| apartment rental white marsh md      |           | -                | -          | -       | 70 (+6)   | 71 (new) |
| apartment rental Woburn MA           |           | -                | -          | -       | 57 (new)  | 55 (-2)  |
| apartment rental Wyomissing PA       |           | -                | -          | 4 (+3)  | 82 (+4)   | 81 (new) |
| apartment rentals Ashburn VA         |           | -                | -          | -       | 95 (-2)   | 95 (new) |
| apartment rentals Bedford MA         |           | -                | -          | -       | -         | -        |
| apartment rentals Bowie              |           | -                | -          | -       | -         | -        |
| apartment rentals bowie-russet       |           | -                | -          | -       | -         | -        |
| apartment rentals Capitol Heights MD |           | -                | -          | -       | 82 (new)  | 85 (-3)  |
| apartment rentals Cedar Knolls       |           | -                | -          | -       | 73 (-2)   | 31 (+39) |
| apartment rentals Centreville VA     |           | -                | -          | 6       | 106 (+8)  | -        |
| apartment rentals Columbia           |           | -                | -          | -       | -         | -        |
| apartment rentals Eagleville PA      |           | -                | -          | -       | 53 (-2)   | 48 (-3)  |
| apartment rentals elkridge md        |           | -                | -          | -       | 64 (+2)   | 64 (new) |
| apartment rentals Englewood          |           | -                | -          | -       | -         | -        |
| apartment rentals Gaithersburg MD    |           | -                | -          | -       | 90 (new)  | 94 (-1)  |
| apartment rentals hanover md         |           | -                | -          | 7 (-2)  | 76 (+6)   | 79 (+3)  |
| apartment rentals Henrico VA         |           | -                | -          | -       | -         | -        |
| apartment rentals Landover MD        |           | -                | -          | -       | 107 (-3)  | -        |
| apartment rentals Laurel MD          |           | -                | -          | -       | 111 (-39) | -        |
| apartment rentals Limerick           |           | -                | -          | 4       | -         | -        |
| apartment rentals Morristown         |           | -                | -          | -       | -         | -        |
| apartment rentals Newark             |           | -                | -          | -       | -         | -        |
| apartment rentals Norristown         |           | -                | -          | -       | -         | -        |
| apartment rentals Norristown PA      |           | -                | -          | -       | 110 (new) | -        |
| apartment rentals North Bethesda     |           | -                | -          | -       | 91 (-5)   | 53 (+35) |
| apartment rentals North Bethesda MD  |           | -                | -          | -       | 78 (-55)  | 67 (new) |
| apartment rentals North Wales PA     |           | -                | -          | 7       | 107 (+8)  | -        |

## SERP Tracker Report

(continued)

| Keyword                                | GA Visits | <u>Local Vol</u> | Global Vol | Google   | Yahoo!   | Bing     |
|----------------------------------------|-----------|------------------|------------|----------|----------|----------|
| apartment rentals Oakton VA            |           | -                | -          | 4        | 47 (+2)  | 46 (new) |
| apartment rentals Owings Mills         |           | -                | -          | 6 (-2)   | 38 (-7)  | 30 (-20) |
| apartment rentals Owings Mills MD      |           | -                | -          | 6 (-2)   | 38 (-13) | 27 (-5)  |
| apartment rentals pikesville md        |           | -                | -          | 6 (new)  | -        | -        |
| apartment rentals Prince Frederick MD  |           | -                | -          | 1        | 26 (+1)  | 22 (new) |
| apartment rentals Reisterstown         |           | -                | -          | -        | -        | -        |
| apartment rentals Reisterstown MD      |           | -                | -          | -        | 105 (+3) | -        |
| apartment rentals Rockville            |           | -                | -          | -        | -        | -        |
| apartment rentals Silver Spring        |           | -                | -          | -        | -        | -        |
| apartment rentals South Laurel         |           | -                | -          | -        | -        | -        |
| apartment rentals Towson MD            |           | -                | -          | -        | -        | -        |
| apartment rentals Upper Marlboro MD    |           | -                | -          | 4 (+2)   | 78 (-2)  | 57 (new) |
| apartment rentals Wheaton MD           |           | -                | -          | 5 (+1)   | -        | -        |
| apartment rentals white marsh md       |           | -                | -          | -        | 76 (+8)  | 75 (+8)  |
| apartment rentals Wyomissing PA        |           | -                | -          | 4 (+3)   | 85 (+7)  | 84 (new) |
| apartment South Laurel                 |           | -                | -          | -        | -        | 16 (+27) |
| apartment Upper Marlboro MD            |           | -                | -          | -        | 22 (+4)  | 20 (new) |
| apartment Wheaton MD                   | 1         | -                | -          | 69 (-20) | 18       | 12 (+4)  |
| apartment white marsh md               |           | -                | -          | 37 (+53) | 28 (-4)  | 19 (+2)  |
| Apartment With Garage DC               |           | -                | -          | -        | 88 (new) | 68 (new) |
| Apartment with Garage Washington DC    |           | -                | -          | -        | 111 (-1) | -        |
| apartment Wyomissing PA                |           | -                | -          | 11 (+2)  | 56 (+2)  | 38 (+18) |
| apartments bowie-russet md             |           | -                | -          | -        | -        | -        |
| Apartments Bronx Englewood             |           | -                | -          | -        | 49 (+7)  | 47 (+11) |
| apartments Capitol Heights MD          |           | -                | -          | -        | 21 (+4)  | 23 (-3)  |
| apartments Cedar Knolls                |           | -                | -          | -        | 12 (+4)  | 12 (+2)  |
| apartments for rent Bowie              |           | -                | -          | -        | -        | -        |
| apartments for rent bowie-russet md    |           | -                | -          | -        | -        | -        |
| apartments for rent Capitol Heights MD |           | -                | -          | -        | 97 (+4)  | 100 (-2) |
| apartments for rent Cedar Knolls       |           | -                | -          | -        | 62 (+2)  | 28 (new) |

## SERP Tracker Report

(continued)

| Keyword                                 | GA Visits | <u>Local Vol</u> | Global Vol | Google  | Yahoo!   | Bing     |
|-----------------------------------------|-----------|------------------|------------|---------|----------|----------|
| apartments for rent Landover MD         |           | -                | -          | -       | -        | -        |
| apartments for rent Norristown          |           | -                | -          | -       | -        | -        |
| apartments for rent North Bethesda      |           | -                | -          | -       | -        | -        |
| apartments for rent Oakton VA           | 1         | -                | -          | -       | -        | -        |
| apartments for rent Owings Mills        |           | -                | -          | -       | 33 (-8)  | 29 (-7)  |
| apartments for rent Prince Frederick MD | 1         | -                | -          | -       | 44 (+2)  | 29 (+18) |
| apartments for rent Reisterstown        |           | -                | -          | -       | 107 (+1) | 82 (new) |
| apartments for rent South Laurel        |           | -                | -          | -       | -        | -        |
| apartments for rent Wheaton MD          |           | -                | -          | -       | -        | -        |
| Apartments In Tysons Corner Herndon VA  |           | -                | -          | -       | 50 (new) | -        |
| Apartments Near Metro Bethesda          |           | -                | -          | -       | 6 (-1)   | 5        |
| Apartments Near Metro North Bethesda MD |           | -                | -          | 11 (-2) | 13 (-1)  | 11 (+34) |
| apartments Prince Frederick MD          | 1         | -                | -          | 29 (-1) | 11 (-1)  | 10 (+18) |
| apartments Reisterstown                 |           | -                | -          | -       | 26       | 23       |
| Apartments Rental DC                    |           | -                | -          | -       | 93 (-1)  | -        |
| Apartments Rental DC Arlington VA       |           | -                | -          | -       | 53 (+5)  | 45 (+12) |
| apartments South Laurel                 |           | -                | -          | -       | -        | -        |
| arbors apartments white marsh md        |           | -                | -          | -       | 3        | 2 (+1)   |
| arbors at arundel preserve baltimore    |           | -                | -          | 1       | 8 (-3)   | 7        |
| arbors at arundel preserve hanover md   |           | -                | -          | 2       | 3 (-2)   | 2        |
| Arbors at Broadlands Ashburn VA         | 7         | -                | -          | 1       | 2        | 1        |
| arbors baltimore white marsh md         |           | -                | -          | 3       | 3        | 2        |
| Avenel at Montgomery Square Norristown  |           | -                | -          | 4       | 3        | 2        |
| belmont station baltimore               |           | -                | -          | 8 (-1)  | 2 (+1)   | 1 (+1)   |
| Broadmoor Apartments Henrico VA         |           | -                | -          | -       | 56 (-16) | 32 (+5)  |
| brookside apartments frederick maryland |           | -                | -          | -       | 5 (+4)   | 4 (+2)   |
| brookside frederick                     | 1         | -                | -          | -       | 2        | 1        |
| brookside frederick maryland            |           | -                | -          | -       | 3 (+5)   | 2 (-1)   |

## SERP Tracker Report

(continued)

| Keyword                                      | GA Visits | <u>Local Vol</u> | Global Vol | Google    | Yahoo!   | Bing     |
|----------------------------------------------|-----------|------------------|------------|-----------|----------|----------|
| Carver 2000 Senior Mansion DC                |           | -                | -          | 4 (-2)    | 1 (new)  | 1        |
| Carver 2000 Senior Mansion Washington DC     |           | -                | -          | 3 (-1)    | 1        | 1        |
| city center apartments philadelphia pa       |           | -                | -          | -         | -        | -        |
| Clarendon Apartment Arlington VA             |           | -                | -          | 117 (new) | 24 (-6)  | 20 (new) |
| Clarendon Apartment DC                       |           | -                | -          | -         | 60 (-33) | 59 (+1)  |
| Concord Crystal City DC                      |           | -                | -          | 2 (+4)    | 3 (-1)   | 2        |
| concord park at bowie-russet md              |           | -                | -          | 11        | 1        | 1        |
| concord park at russet laurel md             |           | -                | -          | 1         | 1        | 1        |
| Crystal City Apartments apartments Arlington |           | -                | -          | 5         | 7 (+2)   | 6        |
| Crystal City Apartments apartments DC        |           | -                | -          | -         | 11       | 10 (+1)  |
| Crystal City Apartments Arlington            |           | -                | -          | 4         | 14 (+4)  | 12 (+1)  |
| EOS Twenty-One Alexandria VA                 |           | -                | -          | -         | 94 (+3)  | 62 (new) |
| excalibur baltimore                          |           | -                | -          | 3         | 2 (+3)   | 1        |
| Four Winds at Oakton VA                      | 8         | -                | -          | 2         | 3        | 2        |
| Gaslight Commons Newark                      |           | -                | -          | -         | 5 (+1)   | 3 (+2)   |
| Halstead Arlington apartments Arlington      |           | -                | -          | 100 (-7)  | 3        | 2        |
| Halstead Arlington apartments DC             |           | -                | -          | 34 (+16)  | 4        | 3        |
| Halstead Arlington Arlington VA              |           | -                | -          | 98 (-53)  | 3        | 2        |
| Halstead Arlington DC                        |           | -                | -          | -         | 5 (-1)   | 4 (-1)   |
| Harbor Apartments Baltimore                  |           | -                | -          | 112 (-37) | 4        | 3        |
| Howard County Townhomes Laurel MD            |           | -                | -          | -         | 18 (+1)  | 13 (+59) |
| Jericho Residences DC                        |           | -                | -          | 2         | 4 (+1)   | 3 (+1)   |
| Jericho Residences Landover MD               | 10        | -                | -          | 1         | 3 (+1)   | 2        |
| Laurel Square Apartments South Laurel        |           | -                | -          | 3 (-1)    | 11 (-9)  | 9 (-8)   |
| Lodge at Seven Oaks Bowie                    |           | -                | -          | 4         | 2        | 2        |
| London/Normandy House DC                     |           | -                | -          | 1         | 1        | 1        |
| Low Rent Apartment Annapolis                 |           | -                | -          | -         | 107 (-1) | -        |

## SERP Tracker Report

(continued)

| Keyword                                            | GA Visits | <u>Local Vol</u> | Global Vol | Google    | Yahoo!   | Bing     |
|----------------------------------------------------|-----------|------------------|------------|-----------|----------|----------|
| Luxury Apartment Reston VA                         |           | -                | -          | 79 (-29)  | 28 (-4)  | 28 (-3)  |
| Luxury Apartment Fairfax VA                        |           | -                | -          | 47 (-40)  | 37 (+4)  | 33 (+5)  |
| Luxury Apartments apartments Bethesda              |           | -                | -          | 6 (new)   | 25 (-2)  | 18 (+3)  |
| Luxury Apartments apartments DC                    |           | -                | -          | -         | 13 (+1)  | 9 (+77)  |
| Luxury Apartments apartments North Bethesda        |           | -                | -          | -         | 24 (+6)  | 16 (+12) |
| Luxury Apartments Bedford MA                       |           | -                | -          | -         | 14 (+9)  | 13 (+8)  |
| luxury apartments Bowie                            |           | -                | -          | -         | 111 (+9) | 79 (-39) |
| Luxury Apartments Conshohocken PA                  |           | -                | -          | 103 (new) | 48 (-15) | 43 (+11) |
| Luxury Apartments Doylestown PA                    |           | -                | -          | -         | 8 (-1)   | 7 (-1)   |
| Luxury Apartments Eagleville PA                    |           | -                | -          | 8         | 5 (+10)  | 3 (+3)   |
| Luxury Apartments Manhattan apartments New York    |           | -                | -          | -         | -        | -        |
| Luxury Apartments Massapequa NY                    |           | -                | -          | 4 (new)   | 3 (+3)   | 2 (+4)   |
| Luxury Apartments Norristown PA                    |           | -                | -          | -         | 9 (+5)   | 8 (+5)   |
| Luxury Apartments North Bethesda                   |           | -                | -          | -         | 30 (-7)  | 20 (+11) |
| Luxury Apartments Oakton VA                        |           | -                | -          | -         | 3        | 2        |
| luxury apartments Odenton MD                       |           | -                | -          | 52 (-48)  | 19       | 15 (+2)  |
| Luxury Apartments Pikesville MD                    |           | -                | -          | 50 (-44)  | 5 (+2)   | 4 (+4)   |
| Luxury Apartments South Orange NJ                  |           | -                | -          | 22 (+18)  | 5 (+4)   | 4 (+2)   |
| luxury apartments Wheaton MD                       | 1         | -                | -          | 1 (+3)    | 5 (+1)   | 4 (+1)   |
| luxury apartments white marsh md                   |           | -                | -          | -         | 3        | 2        |
| Mariner Bay at Annapolis Towne Center Annapolis MD |           | -                | -          | 1         | 3        | 2        |
| Metro Apartments Fairfax VA                        |           | -                | -          | -         | 16       | 15       |
| Metro Apartments Vienna VA                         |           | -                | -          | 31 (-6)   | 6 (-1)   | 4        |
| MetroPointe Wheaton MD                             |           | -                | -          | 2         | 3 (-1)   | 3        |
| Monterey North Bethesda MD                         |           | -                | -          | 98 (new)  | 3 (+2)   | 2        |
| Near Towson University Towson MD                   |           | -                | -          | -         | -        | -        |
| new apartments bowie-russet md                     |           | -                | -          | -         | -        | -        |
| new apartments laurel md                           |           | -                | -          | 9 (-2)    | 25 (-9)  | 20 (-6)  |
| Observer Park New York                             |           | -                | -          | 1         | -        | -        |

## SERP Tracker Report

(continued)

| Keyword                               | GA Visits | <u>Local Vol</u> | Global Vol | Google   | Yahoo!   | Bing     |
|---------------------------------------|-----------|------------------|------------|----------|----------|----------|
| overlook manor frederick maryland     |           | -                | -          | 43 (new) | 1        | 1        |
| Pentagon City Apartments Arlington    |           | -                | -          | -        | 61 (new) | 60 (-4)  |
| Pentagon City Apartments DC           |           | -                | -          | -        | 60 (-12) | 60 (-13) |
| pet friendly apartments frederick md  |           | -                | -          | -        | 4        | 3        |
| pet friendly apartments pikesville md |           | -                | -          | -        | 10 (+2)  | 9 (-3)   |
| pet friendly Germantown MD            |           | -                | -          | -        | 25 (+1)  | 21       |
| pet friendly Laurel MD                |           | -                | -          | -        | 21 (-11) | 16 (-6)  |
| Pet Friendly Manassas VA              |           | -                | -          | -        | 27 (+6)  | 25 (+6)  |
| Pet Friendly Prince Frederick MD      |           | -                | -          | -        | 4 (-1)   | 3 (+7)   |
| pet friendly Rockville                |           | -                | -          | -        | 59 (+3)  | 35 (+57) |
| pet friendly South Laurel             |           | -                | -          | -        | 97 (-68) | 63 (-38) |
| Pet Friendly Upper Marlboro MD        |           | -                | -          | -        | 8 (-1)   | 1 (+5)   |
| Pet-Friendly Hoboken                  |           | -                | -          | -        | 7        | 6 (+3)   |
| Pinnacle Town Center Germantown MD    | 1         | -                | -          | 2        | 2        | 1        |
| Rapid Transit Alexandria VA           |           | -                | -          | -        | 16 (+3)  | 15 (+4)  |
| Rapid Transit Manassas VA             |           | -                | -          | 82 (+6)  | 5 (-2)   | 2 (+3)   |
| rent loft baltimore                   |           | -                | -          | -        | 113 (-2) | 91 (new) |
| Rent Loft Fairfax VA                  |           | -                | -          | -        | -        | -        |
| rent loft hanover md                  |           | -                | -          | -        | 30 (new) | 20 (+10) |
| Rent Loft Richmond VA                 |           | -                | -          | -        | -        | -        |
| Rent Lofts apartments Bethesda        |           | -                | -          | -        | 8        | 7 (+1)   |
| Rent Lofts Bethesda                   |           | -                | -          | -        | 21 (-1)  | 18 (+1)  |
| Rent Lofts Bethesda MD                |           | -                | -          | -        | 36 (+2)  | 29 (+6)  |
| Rent Lofts Columbia MD                |           | -                | -          | 11       | 15       | 13 (+7)  |
| Rent Lofts DC                         |           | -                | -          | -        | -        | -        |
| Rent Lofts Gaithersburg MD            |           | -                | -          | -        | 39 (-30) | 42 (-1)  |
| Rent Lofts Washington DC              |           | -                | -          | -        | -        | -        |
| rent townhomes baltimore              |           | -                | -          | -        | -        | -        |
| Rent Townhomes Bethesda MD            |           | -                | -          | -        | 83 (new) | 90 (new) |
| rent townhomes elkridge md            |           | -                | -          | -        | -        | 19 (-2)  |
| Rent Townhomes Norristown PA          |           | -                | -          | -        | -        | -        |

## SERP Tracker Report

(continued)

| Keyword                             | GA Visits | <u>Local Vol</u> | Global Vol | Google  | Yahoo!   | Bing     |
|-------------------------------------|-----------|------------------|------------|---------|----------|----------|
| Rent Townhomes Wyomissing PA        |           | -                | -          | -       | -        | -        |
| rental apartment Germantown MD]     |           | -                | -          | 6 (+3)  | 51 (+1)  | 43 (+6)  |
| rental apartment Alexandria VA      |           | -                | -          | 7 (+2)  | -        | -        |
| rental apartment annapolis          |           | -                | -          | -       | 111 (+8) | 97 (new) |
| rental apartment Arlington          |           | -                | -          | -       | -        | -        |
| rental apartment Ashburn VA         |           | -                | -          | -       | 105 (+5) | 89 (new) |
| rental apartment baltimore          |           | -                | -          | 6 (-2)  | -        | -        |
| rental apartment Bedford MA         |           | -                | -          | -       | -        | -        |
| rental apartment Bethesda           |           | -                | -          | -       | 67 (+1)  | 67       |
| rental apartment Bowie              |           | -                | -          | -       | -        | -        |
| rental apartment bowie-russet md    |           | -                | -          | -       | -        | -        |
| rental apartment Capitol Heights MD |           | -                | -          | -       | 68 (+1)  | 49 (+23) |
| rental apartment Cedar Knolls       |           | -                | -          | -       | 61 (+1)  | 63 (new) |
| rental apartment Centreville VA     |           | -                | -          | 6       | 59 (+5)  | 48 (new) |
| rental apartment Columbia           |           | -                | -          | -       | -        | -        |
| rental apartment Conshohocken PA    |           | -                | -          | -       | -        | -        |
| rental apartment Doylestown PA      |           | -                | -          | 5       | 73 (-6)  | 74 (new) |
| rental apartment Eagleville PA      |           | -                | -          | -       | 60 (-1)  | 58 (-1)  |
| rental apartment Englewood          |           | -                | -          | -       | -        | -        |
| rental apartment Falls Church VA    |           | -                | -          | 8 (new) | -        | -        |
| rental apartment Gaithersburg MD    |           | -                | -          | -       | 101 (-1) | -        |
| rental apartment Georgetown         |           | -                | -          | 7 (new) | -        | -        |
| rental apartment Germantown MD      |           | -                | -          | 6 (+3)  | 52       | 44 (+5)  |
| rental apartment hanover md         |           | -                | -          | 8 (-3)  | 65 (+8)  | 67 (new) |
| rental apartment Henrico VA         |           | -                | -          | -       | -        | -        |
| rental apartment Landover MD        |           | -                | -          | -       | 117 (-9) | 87 (new) |
| rental apartment Limerick           |           | -                | -          | -       | -        | -        |
| rental apartment Massapequa NY      |           | -                | -          | 4       | 99 (+3)  | 72 (new) |
| rental apartment Medford MA         |           | -                | -          | -       | -        | -        |
| rental apartment Morristown         |           | -                | -          | -       | -        | -        |
| rental apartment New Haven          |           | -                | -          | -       | -        | -        |

## SERP Tracker Report

(continued)

| Keyword                              | GA Visits | <u>Local Vol</u> | Global Vol | Google  | Yahoo!    | Bing     |
|--------------------------------------|-----------|------------------|------------|---------|-----------|----------|
| rental apartment Newark              |           | -                | -          | -       | -         | -        |
| rental apartment Norristown          |           | -                | -          | -       | -         | -        |
| rental apartment Norristown PA       |           | -                | -          | -       | 108 (+1)  | -        |
| rental apartment North Bethesda      |           | -                | -          | -       | 100 (-27) | 56 (+14) |
| rental apartment North Bethesda MD   |           | -                | -          | -       | 82 (-58)  | 47 (+33) |
| rental apartment North Wales PA      |           | -                | -          | 7       | 111 (+2)  | 83 (new) |
| rental apartment Oakton VA           |           | -                | -          | 4       | 63 (+9)   | 62 (new) |
| rental apartment Odenton MD          |           | -                | -          | 9       | 115 (+2)  | -        |
| rental apartment Owings Mills        |           | -                | -          | 8 (-4)  | 44 (-16)  | -        |
| rental apartment Owings Mills MD     |           | -                | -          | 8 (-4)  | 37 (-10)  | 33 (-10) |
| rental apartment pikesville md       |           | -                | -          | 5 (new) | -         | -        |
| rental apartment Prince Frederick MD |           | -                | -          | 1       | 31 (new)  | 25 (new) |
| rental apartment Reisterstown        |           | -                | -          | -       | -         | -        |
| rental apartment Reisterstown MD     |           | -                | -          | -       | 108 (+5)  | -        |
| rental apartment Richmond            |           | -                | -          | -       | -         | -        |
| rental apartment Richmond VA         |           | -                | -          | -       | -         | -        |
| rental apartment Rockville           |           | -                | -          | -       | -         | -        |
| rental apartment Rockville MD        |           | -                | -          | -       | 112 (+5)  | -        |
| rental apartment Silver Spring       |           | -                | -          | -       | -         | -        |
| rental apartment South Laurel        |           | -                | -          | -       | -         | -        |
| rental apartment South Orange NJ     |           | -                | -          | -       | 64 (new)  | 44 (-5)  |
| rental apartment Towson MD           |           | -                | -          | -       | -         | -        |
| rental apartment Upper Marlboro MD   |           | -                | -          | 4 (+3)  | -         | -        |
| rental apartment Vienna VA           |           | -                | -          | 8 (new) | 93 (+1)   | 93 (+2)  |
| rental apartment West Chester PA     |           | -                | -          | -       | -         | -        |
| rental apartment Wheaton MD          |           | -                | -          | -       | 70        | 49 (+17) |
| rental apartment white marsh md      |           | -                | -          | -       | 80 (+3)   | 61 (+22) |
| rental apartment Woburn MA           |           | -                | -          | -       | -         | -        |
| rental apartment Wyomissing PA       |           | -                | -          | 4 (+3)  | 83 (+11)  | 58 (+36) |
| rental apartments Germantown MD]     |           | -                | -          | -       | 61 (-2)   | -        |
| rental apartments annapolis          |           | -                | -          | -       | 107 (+11) | -        |

## SERP Tracker Report

(continued)

| Keyword                              | GA Visits | <u>Local Vol</u> | Global Vol | Google | Yahoo!    | Bing     |
|--------------------------------------|-----------|------------------|------------|--------|-----------|----------|
| rental apartments Ashburn VA         |           | -                | -          | -      | 104 (new) | -        |
| rental apartments Bedford MA         |           | -                | -          | -      | -         | -        |
| rental apartments Bowie              |           | -                | -          | -      | -         | -        |
| rental apartments bowie-russet md    |           | -                | -          | -      | -         | -        |
| rental apartments Capitol Heights MD |           | -                | -          | -      | 54 (+4)   | 79 (+4)  |
| rental apartments Cedar Knolls       |           | -                | -          | -      | 69 (-5)   | 24 (+41) |
| rental apartments Centreville VA     |           | -                | -          | -      | 58 (+5)   | 57 (new) |
| rental apartments Columbia           |           | -                | -          | -      | -         | -        |
| rental apartments Columbia MD        |           | -                | -          | -      | 89 (+5)   | 61 (+31) |
| rental apartments Conshohocken PA    |           | -                | -          | -      | -         | -        |
| rental apartments Doylestown PA      |           | -                | -          | -      | 70 (-7)   | 71 (new) |
| rental apartments Eagleville PA      |           | -                | -          | -      | 69 (-2)   | 67 (-2)  |
| rental apartments Englewood          |           | -                | -          | -      | -         | -        |
| rental apartments Gaithersburg MD    |           | -                | -          | -      | 91 (+4)   | 97 (-2)  |
| rental apartments Georgetown         |           | -                | -          | -      | -         | -        |
| rental apartments Germantown MD      |           | -                | -          | -      | 46 (new)  | 48 (-7)  |
| rental apartments hanover md         |           | -                | -          | -      | 69 (new)  | 44 (+26) |
| rental apartments Henrico VA         |           | -                | -          | -      | -         | -        |
| rental apartments Landover MD        |           | -                | -          | -      | 113 (-8)  | 99 (new) |
| rental apartments Limerick           |           | -                | -          | 4      | -         | -        |
| rental apartments Massapequa NY      |           | -                | -          | -      | 93 (+10)  | 96 (new) |
| rental apartments Medford MA         |           | -                | -          | -      | -         | -        |
| rental apartments Morristown         |           | -                | -          | -      | -         | -        |
| rental apartments New Haven          |           | -                | -          | -      | -         | -        |
| rental apartments Newark             |           | -                | -          | -      | -         | -        |
| rental apartments Norristown         |           | -                | -          | -      | 110 (+4)  | -        |
| rental apartments Norristown PA      |           | -                | -          | -      | 106 (+4)  | -        |
| rental apartments North Bethesda     |           | -                | -          | -      | 100 (-30) | -        |
| rental apartments North Bethesda MD  |           | -                | -          | -      | 87 (-3)   | 70 (+14) |
| rental apartments North Wales PA     |           | -                | -          | -      | 113 (+6)  | -        |
| rental apartments Oakton VA          |           | -                | -          | -      | 64 (+12)  | 64 (+10) |

## SERP Tracker Report

(continued)

| Keyword                                           | GA Visits | <u>Local Vol</u> | Global Vol | Google   | Yahoo!    | Bing     |
|---------------------------------------------------|-----------|------------------|------------|----------|-----------|----------|
| rental apartments Odenton MD                      |           | -                | -          | -        | 115 (+5)  | -        |
| rental apartments Owings Mills                    |           | -                | -          | -        | 47 (-17)  | 42 (-16) |
| rental apartments pikesville md                   |           | -                | -          | -        | -         | -        |
| rental apartments Prince Frederick MD             |           | -                | -          | -        | 24 (+11)  | -        |
| rental apartments Reisterstown                    |           | -                | -          | -        | 103 (+5)  | -        |
| rental apartments Reisterstown MD                 |           | -                | -          | -        | 110 (new) | -        |
| rental apartments Rockville                       |           | -                | -          | -        | -         | -        |
| rental apartments Rockville MD                    |           | -                | -          | -        | -         | -        |
| rental apartments Silver Spring                   |           | -                | -          | -        | -         | -        |
| rental apartments South Laurel                    |           | -                | -          | -        | -         | -        |
| rental apartments South Orange NJ                 |           | -                | -          | -        | 55 (-17)  | 97 (-65) |
| rental apartments Towson MD                       |           | -                | -          | -        | -         | 99 (-5)  |
| rental apartments Upper Marlboro MD               |           | -                | -          | -        | -         | -        |
| rental apartments Vienna VA                       |           | -                | -          | -        | 94 (new)  | 70 (+22) |
| rental apartments Wheaton MD                      |           | -                | -          | -        | -         | 83 (new) |
| rental apartments white marsh md                  |           | -                | -          | -        | 86 (+2)   | 65 (new) |
| rental apartments Woburn MA                       |           | -                | -          | -        | -         | 60 (+18) |
| rental apartments Wyomissing PA                   |           | -                | -          | -        | 85 (+6)   | 86 (+4)  |
| residences on the avenue apartments dc            |           | -                | -          | -        | 3         | 2        |
| residences on the avenue apartments washington dc | 1         | -                | -          | 103 (-5) | 3         | 2        |
| Riverstone at Owings Mills Owings Mills MD        |           | -                | -          | 2 (-1)   | 3         | 2        |
| Riverview Landing Norristown PA                   |           | -                | -          | 4 (-2)   | 3         | 2        |
| Riverwalk at Millennium Conshohocken PA           |           | -                | -          | 63 (-10) | 6 (new)   | 5 (-1)   |
| Rolling Hills Rockville                           |           | -                | -          | 1        | 2         | 1        |
| Senior Living Capitol Heights MD                  |           | -                | -          | 22 (-5)  | 3         | 2        |
| senior living DC                                  |           | -                | -          | -        | 118 (new) | 97 (new) |
| senior living Landover MD                         |           | -                | -          | 8 (+2)   | 18 (-3)   | 17 (-3)  |
| Short Term Apartments Ashburn VA                  |           | -                | -          | 66 (-52) | 14 (+2)   | 9 (+6)   |
| Siena Park DC                                     |           | -                | -          | -        | -         | 2 (+1)   |

## SERP Tracker Report

(continued)

| Keyword                                                 | GA Visits | <u>Local Vol</u> | Global Vol | Google   | Yahoo!   | Bing     |
|---------------------------------------------------------|-----------|------------------|------------|----------|----------|----------|
| Silverwood Farm Prince Frederick MD                     |           | -                | -          | 1        | 2        | 1        |
| SouthPoint at Massapequa NY                             |           | -                | -          | 4        | 3        | 2        |
| Spinnaker Bay at Harbor East<br>Baltimore MD            |           | -                | -          | 71 (+42) | 1        | 2        |
| St. Johns Wood Fairfax VA                               |           | -                | -          | 20 (-1)  | 3        | 2        |
| St. Paul Senior Living Apartments<br>Capitol Heights MD |           | -                | -          | 1        | 2        | 1        |
| Sterling Parc Morristown                                |           | -                | -          | 17 (-10) | 5        | 4 (+14)  |
| Strathmore Court at White Flint<br>[region]             |           | -                | -          | 1        | 1        | 1        |
| Strathmore Court at White Flint North<br>Bethesda MD    |           | -                | -          | 1        | 1        | 1        |
| Studio Apartment Georgetown                             |           | -                | -          | -        | -        | -        |
| Studio Apartments apartments<br>Baltimore               |           | -                | -          | -        | 46 (+4)  | 48 (-1)  |
| Studio Apartments New Haven                             |           | -                | -          | -        | 29 (+4)  | 23 (+6)  |
| Studio Apartments Norristown                            |           | -                | -          | -        | 108 (+3) | -        |
| Studio Apartments North Wales PA                        |           | -                | -          | -        | 42 (+1)  | 39 (new) |
| Studio Apartments Rockville MD                          |           | -                | -          | -        | 94 (-11) | 74 (new) |
| Studio Apartments Silver Spring                         |           | -                | -          | -        | 73 (+4)  | 72 (new) |
| Studio For Rent apartments Arlington                    |           | -                | -          | -        | -        | -        |
| Studio For Rent apartments DC                           |           | -                | -          | -        | -        | -        |
| Studio For Rent Arlington                               |           | -                | -          | -        | -        | -        |
| Studio For Rent Arlington VA                            |           | -                | -          | -        | -        | -        |
| Studio For Rent Bethesda MD                             |           | -                | -          | -        | -        | -        |
| Studios Baltimore                                       |           | -                | -          | -        | -        | -        |
| Summer Chase Apartments<br>Philadelphia                 |           | -                | -          | 4        | 2        | 1 (+2)   |
| The Apartments at Harbor Park<br>Reston VA              |           | -                | -          | 2 (-1)   | 6 (-3)   | 5 (-3)   |
| The Apartments at North Point Reston<br>VA              | 4         | -                | -          | 1        | 1        | 1        |
| The Apartments at Regent's Park<br>Fairfax VA           |           | -                | -          | 1        | 2        | 1        |

## SERP Tracker Report

(continued)

| Keyword                                             | GA Visits | <u>Local Vol</u> | Global Vol | Google    | Yahoo!  | Bing    |
|-----------------------------------------------------|-----------|------------------|------------|-----------|---------|---------|
| The Apartments at Regent's Park Vienna VA           |           | -                | -          | 1         | 2       | 1       |
| the arbors at baltimore crossroads white marsh md   |           | -                | -          | 14 (-7)   | 3       | 2       |
| The Brownstones at Englewood South Englewood NJ     |           | -                | -          | 43 (+1)   | 2 (+1)  | 2 (+1)  |
| The Fenestra at Rockville Town Square Rockville MD  |           | -                | -          | -         | 4       | 4 (-1)  |
| The Fenestra at Rockville Town Square Silver Spring |           | -                | -          | 63 (+3)   | 3 (+1)  | 2 (+1)  |
| The Fitzgerald at UB Midtown Baltimore MD           |           | -                | -          | 13 (+5)   | 2 (-1)  | 2       |
| The Gramercy at Town Center Columbia MD             | 3         | -                | -          | 1         | 2       | 1       |
| The Halstead at Guilford Baltimore MD               |           | -                | -          | 1         | 2       | 2       |
| The Jefferson at Fair Oaks Fairfax VA               |           | -                | -          | 1         | 2       | 1       |
| The Jefferson at Fair Oaks Herndon VA               |           | -                | -          | 4         | 2       | 1       |
| The Lexington at Market Square DC                   | 2         | -                | -          | 1         | 2       | 1       |
| The Loree Grand at Union Place DC                   |           | -                | -          | 120 (new) | 7       | 7 (-3)  |
| The Loree Grand at Union Place Washington DC        |           | -                | -          | -         | 8 (+1)  | 8       |
| The Promenade at Harbor East Baltimore MD           | 1         | -                | -          | 1         | 2       | 1       |
| The Residences at McHenry Row Baltimore MD          |           | -                | -          | 1 (+5)    | 3       | 2       |
| The Residences at Rivers Edge Medford MA            |           | -                | -          | -         | 10 (-1) | 10 (-4) |
| The Residences at the Market Common DC              |           | -                | -          | 3 (+1)    | 1       | 3 (+4)  |
| The Sagamore New York NY                            |           | -                | -          | 3 (+1)    | 3 (new) | 2       |
| The Village at Taylor Pond Bedford MA               | 1         | -                | -          | 13        | 3       | 2 (new) |
| Timberlawn Crescent North Bethesda MD               |           | -                | -          | 1         | 2       | 1       |
| Timberlawn Crescent Bethesda                        |           | -                | -          | 1         | 2       | 1       |
| Town Home Rentals Bethesda                          |           | -                | -          | -         | 45      | -       |

## SERP Tracker Report

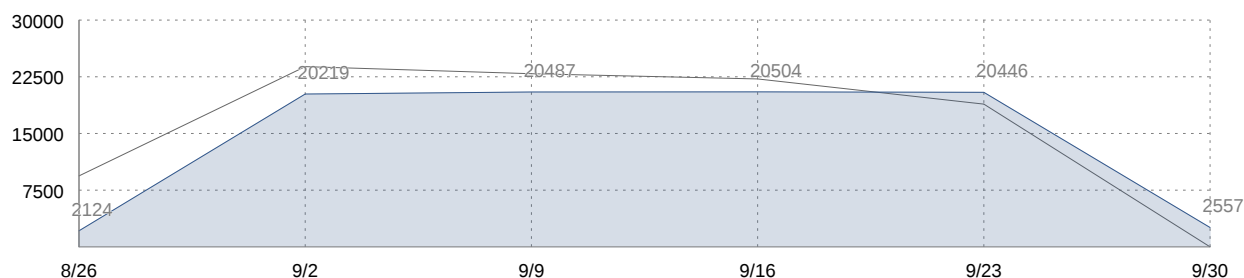
(continued)

| Keyword                                     | GA Visits | <u>Local Vol</u> | Global Vol | Google  | Yahoo!   | Bing     |
|---------------------------------------------|-----------|------------------|------------|---------|----------|----------|
| Town Home Rentals North Bethesda MD         |           | -                | -          | -       | 20 (+1)  | 19 (+1)  |
| Townhome Apartments apartments Limerick     |           | -                | -          | 76 (+3) | 4 (-1)   | 3 (+18)  |
| Townhome Apartments apartments Philadelphia |           | -                | -          | -       | 16       | 13       |
| Townhome Apartments Limerick                |           | -                | -          | -       | 8 (-2)   | 4 (+1)   |
| Townhome Apartments Philadelphia            |           | -                | -          | -       | 48 (+2)  | 40 (+7)  |
| townhome for rent Owings Mills              |           | -                | -          | -       | 38 (-4)  | 27 (+3)  |
| Townhomes Wheaton MD                        |           | -                | -          | 66 (+7) | 4        | 3        |
| Upstairs at Bethesda Row Bethesda           |           | -                | -          | 2 (+88) | 2        | 2        |
| Upstairs at Bethesda Row Bethesda MD        |           | -                | -          | 2 (+80) | 1        | 2        |
| West End Apartments Henrico VA              |           | -                | -          | -       | -        | -        |
| WestEnd25 Georgetown                        |           | -                | -          | -       | 34 (+3)  | 32 (-12) |
| WestEnd25 Washington DC                     |           | -                | 12         | -       | 34 (+12) | 31 (+14) |

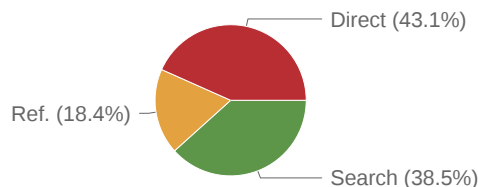
## Google Analytics Summary Report

### Google Analytics

9/1/2012 - 9/30/2012  
 compared to: 8/2/2012 - 8/31/2012  
 Excluding paid search



**86,337** Visits  
 Previous: 97,242 (-11.21%)  
**405,194** Page Views  
 Previous: 462,286 (-12.35%)



### 15,851 Site Referrals

| TOP REFERRERS               | %     | VISITS |
|-----------------------------|-------|--------|
| ads.rentsentinel.com        | 22.7% | 3,598  |
| apartmentratings.com        | 6.3%  | 1,002  |
| washingtondc.craigslist.org | 5.9%  | 932    |
| sweepsadvantage.com         | 4.2%  | 673    |
| apartments.com              | 3.2%  | 515    |

### 33,242 Search Referrals

| TOP KEYWORDS       | %     | VISITS |
|--------------------|-------|--------|
| (not provided)     | 25.8% | 8,576  |
| bozzuto            | 7.9%  | 2,614  |
| bozzuto management | 2.7%  | 892    |
| bozzuto group      | 1.1%  | 359    |
| bozzuto apartments | 0.9%  | 296    |

| TOP SEARCH ENGINES | % | VISITS |
|--------------------|---|--------|
|--------------------|---|--------|

## Google Analytics Summary Report

(continued)

| TOP SEARCH ENGINES | %     | VISITS |
|--------------------|-------|--------|
| google             | 82.9% | 27,573 |
| bing               | 9.0%  | 2,990  |
| yahoo              | 6.8%  | 2,264  |
| aol                | 0.4%  | 148    |
| ask                | 0.3%  | 90     |