**Friendswood Development Company – Reporting July 2016**

**Traffic - Total: 1136 units**

This month we saw 6 communities with triple digit traffic totals:

Lakes of Savannah 173

Royal Brook 110

Tavola 117

Woodtrace 182

West Ranch 123

Wildwood 152

*Of mention for Woodtrace –*

We had the Parade of Homes and Camp Woodtrace in July. While traffic was not as strong as June when we did the rec center grand opening and summer event, traffic was still good and online traffic was AMAZING. A screenshot of Google analytics for Woodtrace is included in the image below. Sessions went from 3,695 in June to 11,393 in July with the majority being Google related and some email. Outbound links were high at 354 with people looking for directions.



**Sales - Total: 137**

8 communities sold more in July than in June.

Fairfield had 12 (vs 8)

Graystone Hills had 5 (vs 3)

Oakhurst had 5 (vs 2)

Royal Brook had 11 (vs 3)

Tavola had 17 (vs 10)

Walnut Creek had 8 (vs 0)

West Ranch had 18 (vs 9)

Wildwood had 18 (vs 11)

*Of mention:*

Only 2 communities went down in sales, Woodtrace (10 to 7) and Lakes of Savannah (18 to 17). Oakcrest stayed the same from June to July at 16 as well as Falls at Green Meadows at the sales both June and July.

**Realtor Names and Top Realtors -**

The Realtor with July Sales tab is at the bottom of the Homes Sold per Community Excel file as a reference. This is an alphabetical breakdown of all the realtors that have sold in FDC communities this month.

There were a total of 119 realtor sales in FDC communities this month.

Top realtors for July:

David Flory 13

\*Anthony Chui 4

Alexis Benson 2

Chance Brown 2

Joe Rothchild 2

*Of mention:*

\*Anthony Chui, Beijing Qiaoye International Property Consulting Limited, appears to be an investor with a foreign investment company. He sold 2 homes in Oakcrest and 2 homes in Wildwood in the month of July.

Realtor sales were 82% in Lakes of Savannah and 100% in Fairfield.

For reference purposes, top realtors for June were:

Alex Rezende 2

Andre Allen 2

Joshua Garza 2

Mandy Schank 2

Joe Rothchild 1

David Flory 1

**Web Leads -**

11 web leads this month:

Falls at Green Meadows 1

Fairfield 1

Grand Mission Estates 1

Graystone Hills 1

Royal Brook 1

Tavola 2

West Ranch 2

Wildwood 1

Woodtrace 1

**eFlyer -**

eFlyer stats for July are included this month. The average cost per click on realtor eFlyers was $1.67.

**Facebook Campaign for Newport and Texas National -**

Included below is a screenshot of Google analytics which includes Newport and Texas National. As a result of the currently running Facebook campaigns, the Newport website was visited 826 times and the Texas National website was visited 302 times for the month of July.

