



# The Luxe Dashboard

LuxeListHOME.com – In addition to our SEO Strategy, Luxe actively promotes communities through; Social Media, Newsletter, Select Luxury Lifestyle web, PR, Individual Membership

## Overall Website Traffic:

Monthly Website Visits: 50,000  
Monthly Page Views: 750,000  
Pages/Visit: 7.5  
Bounce Rate: 19%  
Avg. Time on Site: 5:21  
New Monthly Visits: 88%  
Newsletter Subscribers: 20,000  
Social Connections: 13,000  
Active Bloggers: 100+

## LuxeListHome.com Rating:

Informative: 91%  
Credible: 96%  
Useful: 95%  
Would Refer to Friend: 90%

## Top Keyword Searches:

“City Name” Luxury Apartments  
Luxury Apartments  
Condos for Rent  
Penthouses for Rent  
(Words associated with quality)

## Average Monthly Property Traffic:

Property Leads: 18  
Website Click Through: 98  
Inquiry to Tour ratio: 35%  
Tour to Lease ratio: 25%

## Demographic Data:

Female: 53%  
Male: 47%  
Median Income: \$127,000  
Median Net Worth: \$360,000  
Median Age: 34

## Lifestyle Data:

### **Within Last 30 Days**

Dined Out 99%  
Went Shopping 88%  
Gym Membership 71%

### **Within Last 6 Months**

Purchased home décor 73%  
Purchased Electronics 62%  
Went to a day Spa 58%