



FAR TransactionDesk Usage Report



covering:

2010 Q1
Usage Metrics

Published : April 9th, 2010



First Quarter, 2010 Florida TransactionDesk Metrics Report

TransactionDesk usage statistics for Florida just keep getting better. We are seeing record usage again in 2010 despite the fact that association membership is down from 2009.

Florida REALTORS® used TransactionDesk more in Q1 2010 than in any previous quarter, ever. What is amazing about this fact is that Q1 traditionally is never the highest usage period for TransactionDesk in a given year.

This report compares Q1 (Jan-March) 2010 TransactionDesk usage to Q1 2009 usage. We did not feel it necessary to include previous years, because 2009 usage was already better than any other year since we began providing service in Florida over seven years ago.

To see how 2009 metrics compared with previous years, you can view and download the 2009 annual TransactionDesk usage report at <http://blog.instanetsolutions.com/far-transactiondesk-2009-usage-report/> . As you will see below, Florida REALTORS® are using TransactionDesk more than ever. More individuals are accessing TransactionDesk and the average REALTOR® is using it more often.

Once again, every metric for TransactionDesk usage is up from the previous year. In fact, once again, Florida REALTORS® have set all time records for usage on every metric we have checked.

Logins

Quarter	Unique Members	% of Members Logging- In*	Increase in % of Members Logging-In
Q1-2010	46,909	43%	25%
Q1 -2009	39,367	35%	-

Comment: The percentage of members logging-in should be compared to the number of members actually writing listing, sales and lease agreements. Not all Association members participate in a real estate transaction every quarter. Annual unique user count will be much higher. It was 62% for 2009 and should be higher in 2010, based on current metrics.

***Based on Month End member Count for March 2009 and March 2010 per NAR.**

Total Unique Logins by Quarter

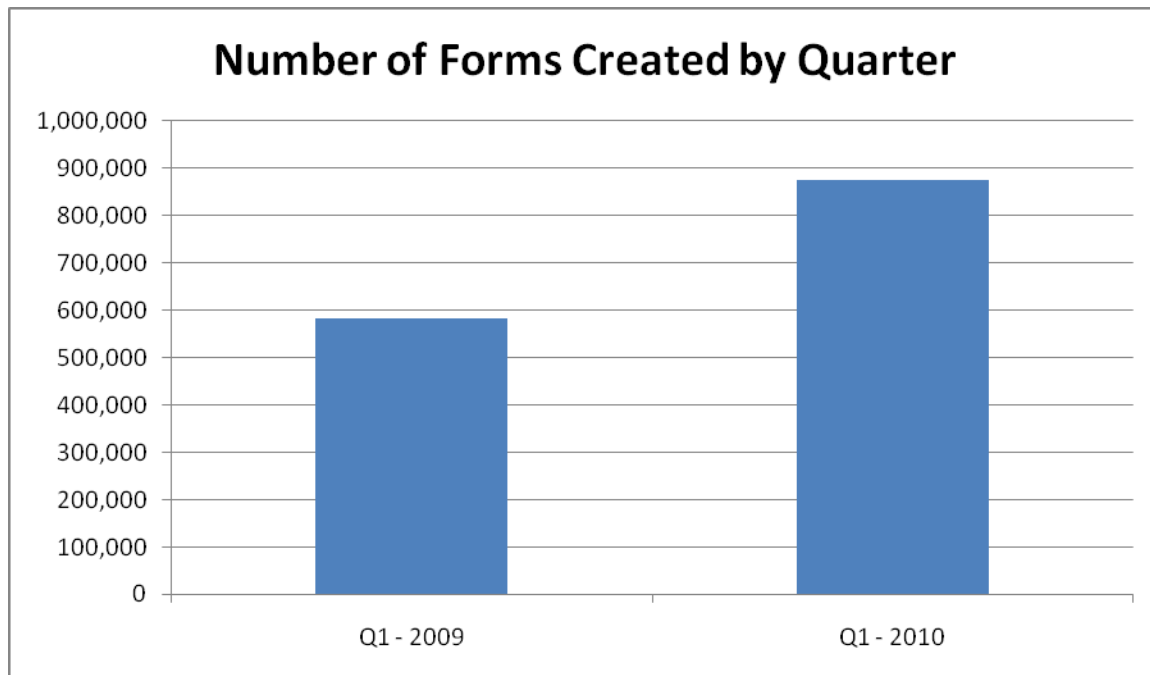
Year	Total Logins	Logins Per Person	% Increase in Total Logins	% Increase in Logins Per Person
Q1 - 2010	805,418	17	39%	16%
Q1 - 2009	580,884	15	-	-

Comments: Over 200,000 logins more this quarter than last year. Florida REALTORS® are logging into TransactionDesk more often and each person that logs in, on average, is logging in more times per year.

Forms Created by Quarter

Quarter	Forms	% Increase
Q1- 2010	875,817	51%
Q1 - 2009	581,894	-

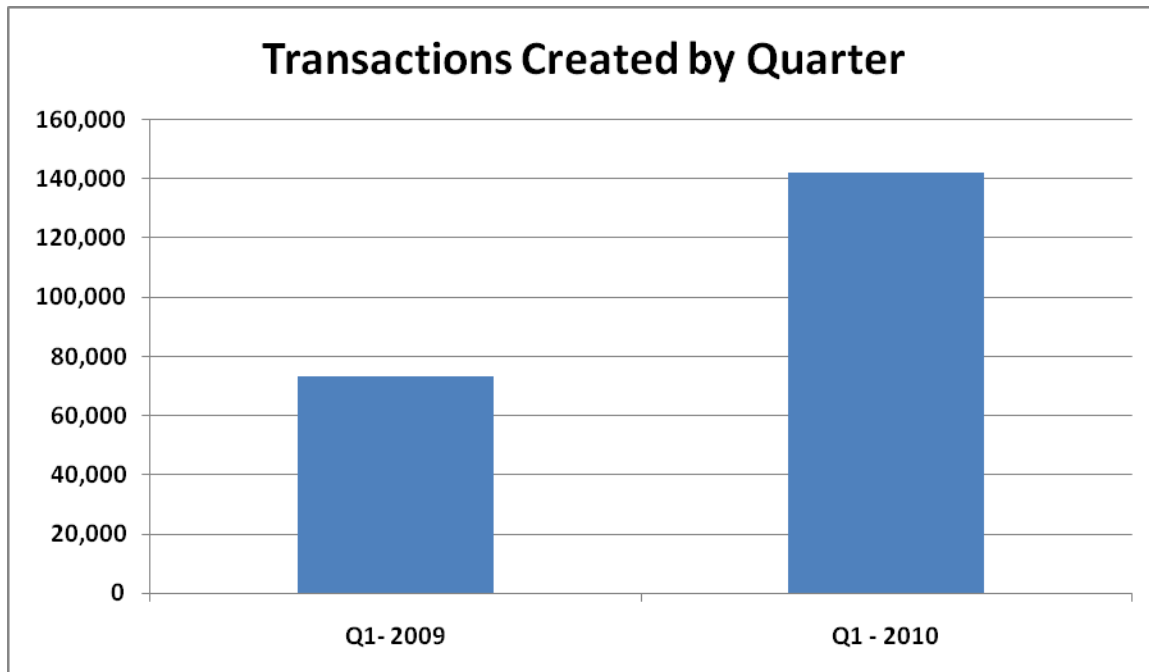
Comments: The number of forms created by Florida REALTORS® this quarter increased by nearly 300,000! That's an average increase of about 100,00 forms per month.



Transactions Created by Quarter

Year	Transactions	% Increase
Q1 – 2010	142,408	95%
Q 1 - 2009	73,064	-

Comments: The fact that transaction count nearly doubled and is growing faster than login or forms creation metrics reflects the fact that more users are creating transactions when using TransactionDesk. This is significant in that it shows Florida REALTORS® know how to use the system more effectively. This is likely an effect of the free training by local associations and MLSs, as well as the free webinars offered by Instanet Solutions for all TransactionDesk Users (www.transactiondesk.com/training).



What is a Transaction?

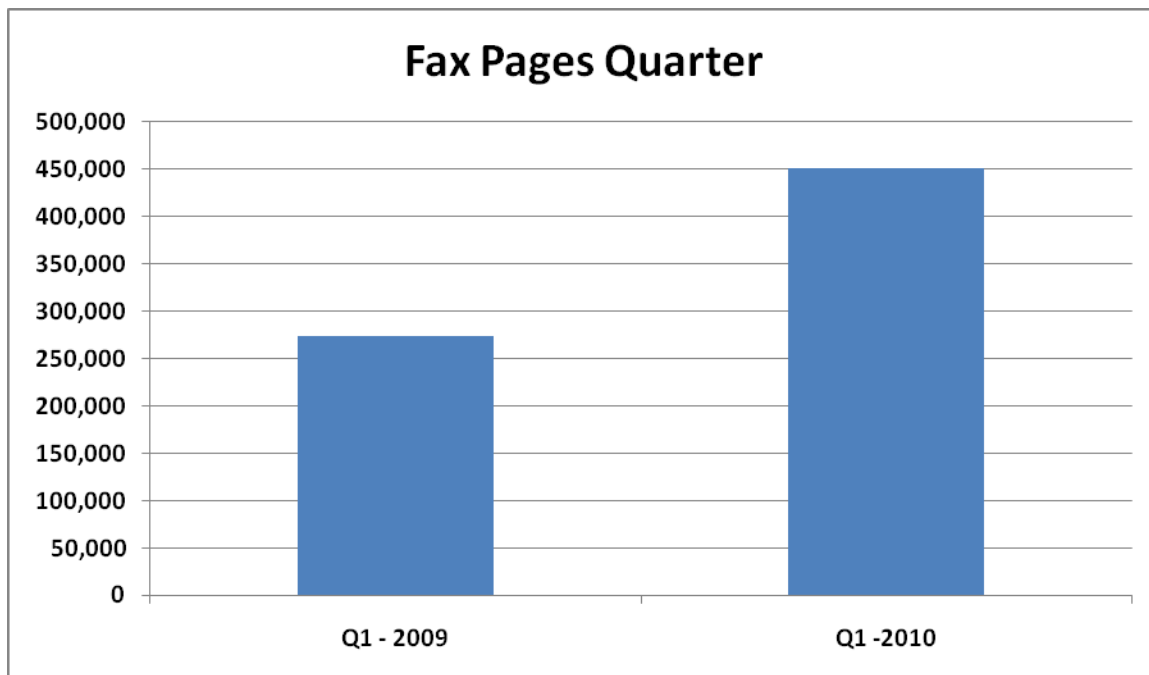
An online transaction is much like a paper file – it is a place to collect and organize forms, documents, task lists, contacts and other items relating to a real estate transaction. A transaction is not something limited to ‘transaction management’. It is, in most cases something that should be created even if a user is only working with forms. A transaction file is a way for a REALTOR® to organize and connect online forms, just as they do with paper forms.

How is a Transaction Created?

- A user clicks on 'Start a New Transaction' from the TransactionDesk home page or from the users transaction list page. The transaction is not counted in the metrics unless the transaction is subsequently saved. Transactions that are created and are 'abandoned' are not counted in the metrics.
- A user clicks on 'One-Click Transaction' from an MLS Advantage listing detail page.
- A user clicks on 'One-Click Transaction' from an MLS listing detail page (available for those MLS integration partners throughout Florida who have enabled this link).

Faxing by Quarter

Year	Fax Pages	Total Faxes	% Increase in Fax Pages	% Increase in Faxes
2009	450,822	61,044	64%	63%
2008	274,108	37,538	-	-

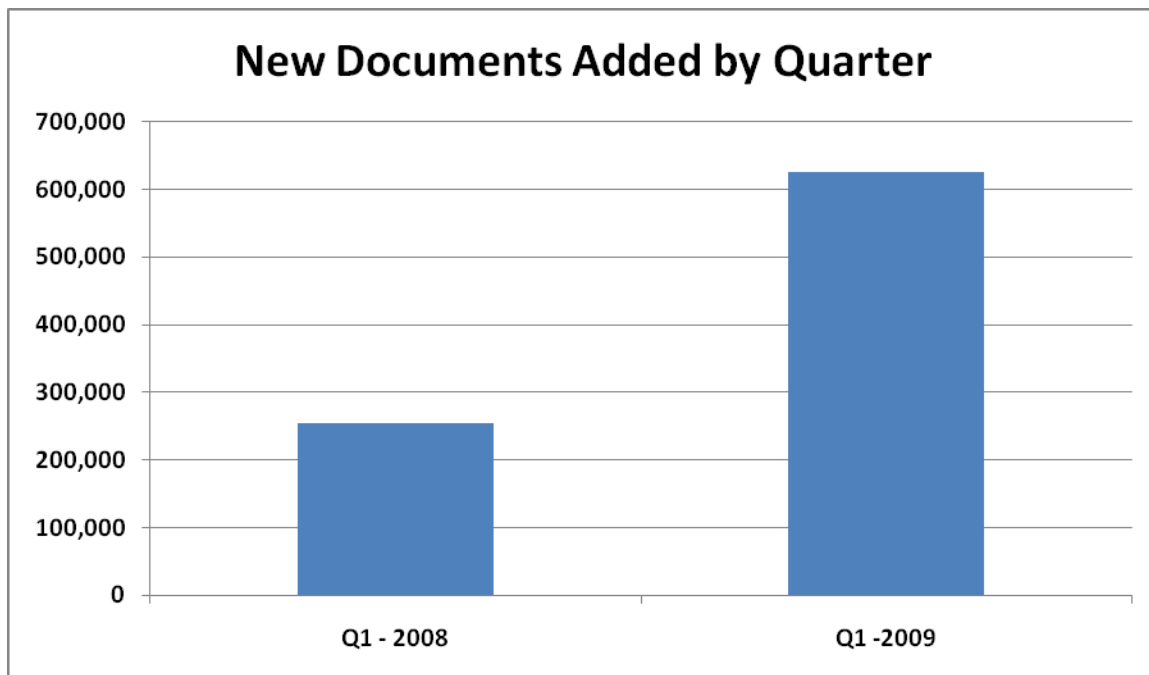


Online Document Storage

Quarter	New Pages Added to System	New Documents Added to System	% Increase in Pages	% Increase in Docs
Q1 -2010	626,711	200,552	146%	124%
Q1 - 2009	254,792	89,575	-	-

Note: *These are documents, not forms. Documents are signed contracts, third party documents such as title, inspection and mortgage documents. These are in addition to the forms.*

Comments: The usage of DocBox continues to grow very rapidly – usage more than doubled from Q1 2009 to Q1 2010. In fact, there were more document pages loaded into TransactionDesk in the first three months of 2010 than in all of 2008. We expect to see that continue to increase with the release of DocBox2Go, which provides mobile access to TransactionDesk.



Summary

As the numbers show, TransactionDesk is more popular in Florida than it has ever been. Not only are members using the forms portion of the program more than ever, they are using the document management and transaction management modules more than ever.

Based on Q1 usage, we expect record usage again this year. Using Q1 2010 and past year full metrics we can estimate the following year end results:

- 4,000,000 logins
- 80,00+ unique members logging- in, an average of over 45 times
- 750,000 transactions created
- 4,000,000 forms created
- 2,400,000 pages faxed
- 3,500,000 pages of documents added to the system

We look forward to serving you in 2010, 2011 and beyond!

New for 2010

We have released several new upgrades to TransactionDesk and the following new features are now available in Florida:

- [Mac Compatibility](#) – With the launch of the new toolbar for Forms Online Gold, we now support Macs when using Safari.
- [DocBox2Go](#) - Our mobile solution provides access to documents, transactions, forms and contacts from a mobile device. There is no additional cost for this item.
- [Vanity Fax Numbers](#) – Inexpensive, personal fax numbers that integrate with TransactionDesk and DocBox.
- [DocBox Print Driver](#) – Upload documents to TransactionDesk, email and fax all at the same time, simply by clicking File>Print.
- [Faxit@TransactionDesk.com](#) – Send email to fax from the email address registered in TransactionDesk.