

UNIQUE USERS
85,041
2,744 Daily Average

USER SESSIONS
106,302
25% Second-Visit Rate

SITEWIDE PAGEVIEWS
338,101
10,906 Daily Average

REGISTERED USERS
340,989
Total User Accounts

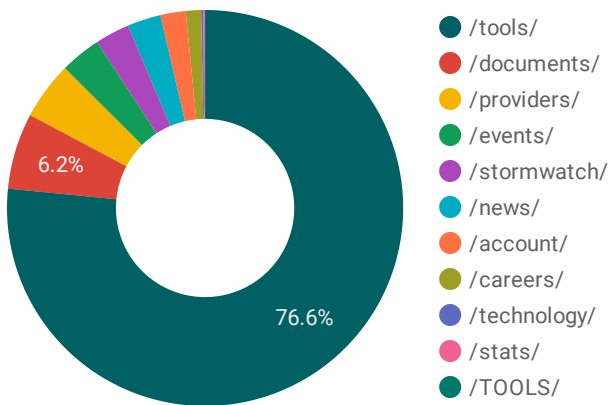
REGISTRATIONS
438
14 New Accounts Daily

NEWSLETTER DISTRIBUTION
216,196
Total Publication Subscribers

DOCUMENT DOWNLOADS
2,187
71 Claims Documents Daily

DEPRECIATION CALC
33,071
1,067 Calculations Daily

MOST COMMONLY ACCESSED TOOLS AND RESOURCES



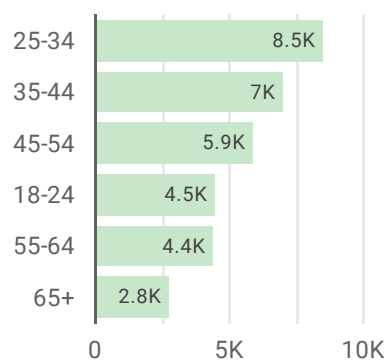
MOST COMMONLY ACCESSED PROVIDER CATEGORIES

/adjusters/	18.38%
/attorneys-law-firms/	6.78%
/plumbing-contractors/	3.52%
/roofing-contractors/	3.06%
/insurance-fraud-investigations/	2.48%
/third-party-administrators-tpa/	2.16%
/excavating-contractors/	2.02%
/subrogation/	1.70%
/heating-air-conditioning-contractors/	1.62%
/tree-services/	1.62%
/contractors-general/	1.56%
/appraisers/	1.56%

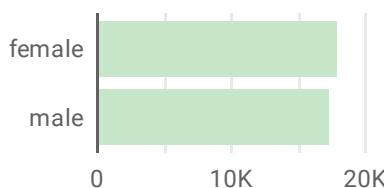
TOP STATES BY UNIQUE USERS

Illinois	7,763
Texas	6,970
New York	6,674
California	4,063
Georgia	3,632
Florida	2,734
Virginia	2,659
North Caroli...	2,266
Tennessee	1,913
Pennsylvania	1,822
Arizona	1,721
Ohio	1,693

USER AGE DEMOGRAPHICS



USER GENDER DEMOGRAPHICS



CLAIMS PAGES SEARCH PERFORMANCE

INDEXED PAGES
671,326

CORE WEB VITALS
97.3%

GOOGLE IMPRESSIONS
6,138,019

GOOGLE SEARCH CLICKS
65,724

NATIONAL BEST PROS NETWORK

PAGEVIEWS
4,446

UNIQUE USERS
2,933

GOOGLE IMPRESSIONS
243,571

GOOGLE SEARCH CLICKS
1,730

LOCAL BEST PROS NETWORK

PAGEVIEWS
1,097

UNIQUE USERS
838

GOOGLE IMPRESSIONS
30,891

GOOGLE SEARCH CLICKS
68

USER TYPES

New Visitor	81.07%
Returning Visitor	18.93%

TOP REFERRAL SOURCES

google / organic	62.15%
(direct) / (none)	18.52%
bing / organic	11.94%
yahoo / organic	4.01%
duckduckgo / organic	2.45%
us.search.yahoo.com / refe...	0.26%
search.aol.com / referral	0.17%