

UNIQUE USERS
93,685
3,123 Daily Average

USER SESSIONS
116,175
24% Second-Visit Rate

SITEWIDE PAGEVIEWS
346,624
11,554 Daily Average

REGISTERED USERS
341,925
Total User Accounts

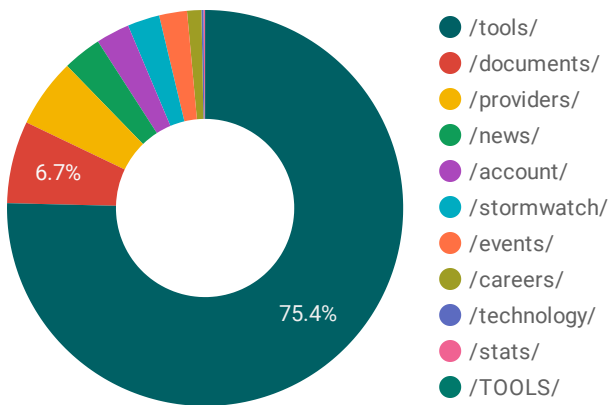
REGISTRATIONS
462
15 New Accounts Daily

NEWSLETTER DISTRIBUTION
217,132
Total Publication Subscribers

DOCUMENT DOWNLOADS
3,096
103 Claims Documents Daily

DEPRECIATION CALC
36,359
1,212 Calculations Daily

MOST COMMONLY ACCESSED TOOLS AND RESOURCES



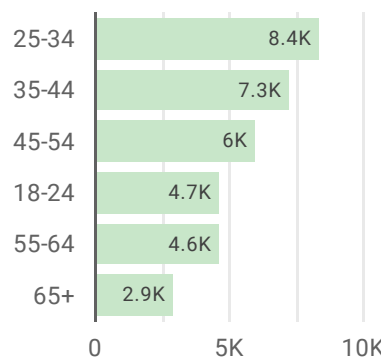
MOST COMMONLY ACCESSED PROVIDER CATEGORIES

/adjusters/	11.19%
/landscaping-services/	7.46%
/attorneys-law-firms/	5.40%
/roofing-contractors/	4.48%
/plumbing-contractors/	4.36%
/tree-services/	3.15%
/painting-contractors/	2.96%
/excavating-contractors/	2.41%
/contractors-general/	2.10%
/heating-air-conditioning-contractors/	1.48%
/third-party-administrators-tpa/	1.46%
/remodeling-repair-building-contractors/	1.45%

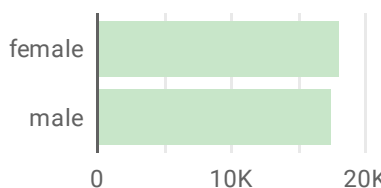
TOP STATES BY UNIQUE USERS

Texas	7,346
Illinois	3,922
Georgia	3,849
California	3,700
Florida	3,696
Virginia	3,483
North Caroli...	2,644
New York	2,564
Pennsylvania	2,235
Ohio	2,048
Tennessee	1,921
Indiana	1,811

USER AGE DEMOGRAPHICS



USER GENDER DEMOGRAPHICS



CLAIMS PAGES SEARCH PERFORMANCE

INDEXED PAGES
636,467

CORE WEB VITALS
96.8%

GOOGLE IMPRESSIONS
5,495,299

GOOGLE SEARCH CLICKS
62,547

NATIONAL BEST PROS NETWORK

PAGEVIEWS
3,470

UNIQUE USERS
2,477

GOOGLE IMPRESSIONS
276,869

GOOGLE SEARCH CLICKS
1,389

LOCAL BEST PROS NETWORK

PAGEVIEWS
1,096

UNIQUE USERS
967

GOOGLE IMPRESSIONS
56,306

GOOGLE SEARCH CLICKS
122

USER TYPES

New Visitor	83.47%
Returning Visitor	16.53%

TOP REFERRAL SOURCES

(direct) / (none)	45.89%
google / organic	40.17%
bing / organic	7.37%
duckduckgo / organic	2.71%
yahoo / organic	2.57%
carolinaclaims.com / referral	0.39%
search.aol.com / referral	0.20%