

UNIQUE USERS
1,103,585

3,024 Daily Average

USER SESSIONS
1,368,445

24% Second-Visit Rate

SITEWIDE PAGEVIEWS
4,171,214

11,428 Daily Average

REGISTERED USERS
343,021

Total User Accounts

REGISTRATIONS
5,141

14 New Accounts Daily

NEWSLETTER DISTRIBUTION
217,168

Total Publication Subscribers

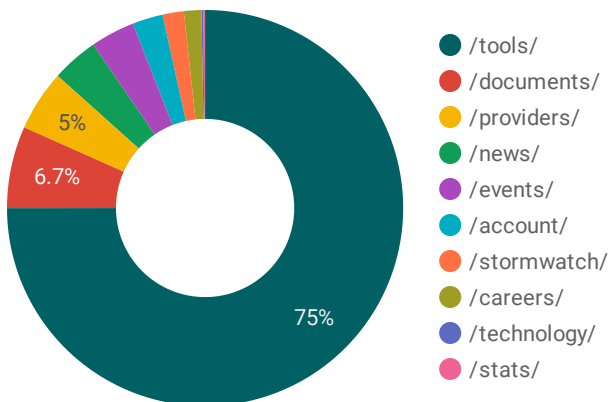
DOCUMENT DOWNLOADS
28,408

78 Claims Documents Daily

DEPRECIATION CALC
377,642

1,035 Calculations Daily

MOST COMMONLY ACCESSED TOOLS AND RESOURCES



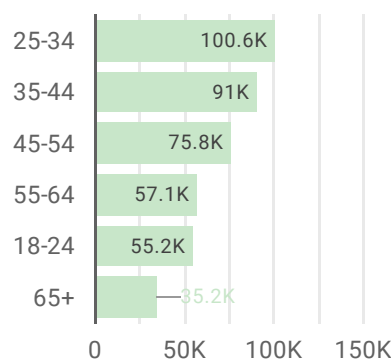
MOST COMMONLY ACCESSED PROVIDER CATEGORIES

/adjusters/	15.85%
/attorneys-law-firms/	6.55%
/contractors-general/	4.20%
/roofing-contractors/	4.13%
/tree-services/	2.04%
/plumbing-contractors/	1.95%
/painting-contractors/	1.89%
/third-party-administrators-tpa/	1.85%
/excavating-contractors/	1.68%
/landscaping-services/	1.56%
/heating-air-conditioning-contractors/	1.33%
/subrogation/	1.31%

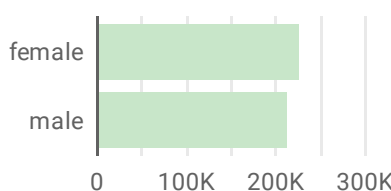
TOP STATES BY UNIQUE USERS

Texas	95,629
Illinois	54,436
Georgia	50,164
Florida	47,281
California	45,770
New York	42,409
Virginia	40,462
North Caroli...	35,038
Tennessee	30,758
Pennsylvania	27,937
Ohio	26,316
Indiana	22,007

USER AGE DEMOGRAPHICS



USER GENDER DEMOGRAPHICS



CLAIMS PAGES SEARCH PERFORMANCE

INDEXED PAGES 641,107	WEB VITALS 98.2%
GOOGLE IMPRESSIONS 86,735,036	GOOGLE SEARCH CLICKS 875,612

NATIONAL BEST PROS NETWORK

PAGEVIEWS 64,153	UNIQUE USERS 44,473
GOOGLE IMPRESSIONS 3,513,546	GOOGLE SEARCH CLICKS 19,709

LOCAL BEST PROS NETWORK

PAGEVIEWS 7,246	UNIQUE USERS 5,607
GOOGLE IMPRESSIONS 210,235	GOOGLE SEARCH CLICKS 438

USER TYPES

New Visitor	78.69%
Returning Visitor	20.70%

TOP REFERRAL SOURCES

google / organic	58.11%
(direct) / (none)	28.30%
bing / organic	7.34%
yahoo / organic	2.12%
duckduckgo / organic	1.40%
l.facebook.com / referral	0.22%
npci.net / referral	0.20%