

How to Know If Your Listing Is Actually Working

Clean, measurable insight into listing performance
— from MLS data to IDX analytics to inbound calls.

WHAT YOU'LL LEARN INSIDE

- Which listing metrics actually predict a sale
- How to read Listrac and MLS activity reports
- What your IDX data is telling you (and what it isn't)
- How missed calls drain your listing pipeline
- A repeatable 15-minute weekly listing audit routine

Prepared by Mixed Digital · TheAgentWhoAnswers.com

BEFORE YOU START

The Question Every Agent Should Be Asking

A listing goes live. You post it to MLS. You share it on Instagram. You wait. The showing requests either come in — or they don't. But here's the problem: most agents treat listing performance like the weather. You check to see if it's raining, but you don't know why it rained.

The truth is, your listings are generating data signals every single day. Buyers are viewing it (or not). They're clicking your photos (or skipping them). They're calling your number (or hanging up when it goes to voicemail). The question isn't whether the data exists — it's whether you're looking at the right data in the right way.

“If you can't measure it, you can't fix it. And if you can't fix it, you're just repricing and hoping.”

— The core principle behind every effective listing review

This guide walks you through four layers of listing performance data — MLS activity, Listrac reports, IDX/website analytics, and inbound call tracking — and shows you exactly what to look for, what to act on, and what to ignore.

THE FOUR LAYERS AT A GLANCE

LAYER	DATA SOURCE	WHAT IT MEASURES	UPDATES
1	MLS Activity	Agent/broker views, saves, showing requests	Real-time
2	Listrac Reports	Consumer views, email opens, clicks, saves	Weekly
3	IDX / Website Analytics	Web traffic, time on page, lead form fills	Real-time / daily
4	Inbound Call Tracking	Call volume, missed calls, inquiry quality	Real-time

One important distinction: not every metric deserves equal weight. Some data tells you what's happening right now with active buyers. Other data tells you what happened with your marketing reach. Knowing the difference will change how you respond — and save you from making the wrong price reduction at the wrong time.

1

MLS Activity — The Agent-Side View

What other agents and their buyers are doing with your listing

MLS activity data lives inside your MLS platform and reflects behavior from other agents and brokers — not consumers directly. Think of this as the professional market's verdict on your listing within the first 7–14 days.

The Metrics That Actually Matter

Agent Views

How many times licensed agents have pulled up your listing. Low views in a high-inventory market can indicate a pricing or search-filter mismatch.

Showing Requests

The clearest signal of real buyer interest. Track not just quantity but the pattern — clustered showings in week one then silence is a warning sign.

Saved / Favorited

Agents saving a listing for a buyer client. A high save rate with low showing requests suggests buyers like the price but may have concerns about photos or location.

Days on Market (DOM)

Every MLS tracks DOM. The critical number is relative DOM — how your listing compares to similar properties in the same sub-market this month.

Price Reduction History

Visible to every agent on MLS. Multiple reductions signal desperation, which suppresses offers. One well-timed reduction is strategic.

The 72-Hour Rule

The first 72 hours of a new listing generate 60–80% of total agent views. If you don't see significant activity in that window — on a correctly priced listing in a normal market — something is wrong with your MLS data entry, photos, or price. Don't wait two weeks to investigate.

MLS Benchmarks by Market Condition

Metric	Seller's Market	Balanced Market	Buyer's Market
Agent views, Day 1–7	50+ views	25–50 views	10–25 views
Showings booked, Week 1	5–15+	2–6	0–3
Save rate vs. views	>15%	8–15%	<8%
Avg. DOM to offer	<7 days	14–30 days	30–60+ days

Note: Benchmarks vary by ZIP, price tier, and season. Use your local MLS absorption rate as the calibration baseline.

2

Listrac — The Consumer View Inside MLS

How real buyers engage with your listing on the consumer side

Listrac is a listing activity reporting tool built into many MLS systems. While agent views tell you about professional market response, Listrac tracks what actual consumers are doing when they see your listing on MLS-powered consumer portals — including Realtor.com, Homesnap, and affiliated IDX sites.

Most agents receive Listrac reports by email — and most agents promptly ignore them. That's a mistake. Here's how to actually read them.

What Listrac Tracks

Consumer Views

Total number of times a consumer viewed the listing detail page. This is traffic — not intent.

Unique Viewers

Individual consumers who viewed the listing. High total views with low unique viewers = someone's very interested (or it's you checking).

Saves / Favorites

Consumers who saved your listing to a watchlist. This is the clearest consumer-side buying signal short of a showing request.

Email Alerts Sent

How many buyer search alerts included your listing as a match. This reflects your listing's search-filter compatibility.

Photo Views

Which photos got the most clicks. If the exterior gets 400 views but the kitchen gets 12, buyers aren't making it past curb appeal.

Share / Forward Activity

Consumers sharing your listing with a partner or family. A strong purchase intent signal — people research alone but decide together.

The Most Common Listrac Misread

High views + low saves = your listing appears in search results (good) but buyers click through and bounce (bad). The most common culprits: primary photo quality, inaccurate square footage, or a price that doesn't match the visual presentation. Fix the photos before you cut the price.

How to Use Listrac Data with Your Sellers

One of the most underutilized applications of Listrac data is in seller communication. Instead of calling to say “we’ve had some views,” you can walk them through the actual numbers — and use that conversation diagnostically.

Listrac Signal	What to Say to Your Seller	Recommended Action
High views, zero saves	"Buyers are finding it — just not stopping. Let's talk about what might be pushing them past it."	Photo audit or pricing review
High saves, no showings	"We have buyers watching it. Something is keeping them from booking. Let's dig in."	Showing feedback review; price vs. comp check
Low email alerts triggered	"Your listing isn't matching enough buyer search filters. We may need to review how key fields are entered."	MLS field audit (beds, HOA, garage, etc.)
Declining views week-over-week	"The market has seen it. We're competing for new buyers entering search. Fresh content or a price event can re-trigger alerts."	Price adjustment or new photos + re-syndication

3

IDX & Website Analytics

What your own property pages are telling you

If you have an IDX-enabled website, you're sitting on a goldmine of behavioral data that almost no solo agent uses properly. Your IDX platform — whether it's Sierra Interactive, kvCORE, Chime, BoldTrail, or a custom WordPress IDX plugin — tracks every visitor's search patterns, saved listings, and return visits.

The difference between Listrac/MLS data and IDX data: IDX data is yours. You can segment it, follow up on it, and connect it to your CRM. Listrac data lives inside the MLS ecosystem. IDX data lives in your pipeline.

Key IDX Metrics for Listing Performance

Property Page Views

How many times your IDX listing page was visited. Compare to total site traffic — if your listing page gets 2% of traffic on a 30-day old listing, it's not being surfaced in search results on your own site.

Average Time on Page

This is a quality-of-interest indicator. Under 45 seconds = skimmed. Over 2 minutes = serious consideration. If buyers aren't spending time on your listing pages, the content isn't compelling them to stay.

Photo Gallery Engagement

Most IDX platforms track which photos were clicked and in what order. Buyers who get past photo 8 are significantly more likely to inquire.

Lead Form Submissions

Direct conversions from your listing page. If you're getting views with zero form fills, your call-to-action may be the problem — not the listing.

Return Visits

A buyer who has visited your listing page 3+ times is expressing serious intent. Most IDX platforms tag these users — set up alerts for repeat viewers.

Search-to-Listing Click Rate

The percentage of IDX search impressions that result in a click to your listing detail page. Low click rate = your thumbnail photo or list price isn't winning the scan.

IDX vs. Google Analytics: Know the Difference

Your IDX platform and Google Analytics both track your website — but they measure different things. GA tracks all site traffic (sessions, bounce rate, source/medium). Your IDX platform tracks property-specific engagement from registered users. Use GA for top-of-funnel awareness and your IDX backend for intent-based behavior. Don't confuse site traffic spikes (from a social post) with listing-specific interest.

Platform-Specific Notes

IDX Platform	Where to Find Listing Analytics	Key Insight Available
kvCORE / Inside Real Estate	Lead dashboard Property Activity tab	Saved searches matching your listing
BoldTrail	Listings Activity Reports	Behavioral lead scoring per property
Sierra Interactive	CRM Listing Views per contact	Which leads viewed which listings
Chime CRM	Property Intelligence dashboard	AI-scored buyer intent signals
WordPress + IDX Broker	IDX Broker backend Reports	Page views, leads, saved properties
Showcase IDX	Agent dashboard Listing Reports	Consumer engagement per listing



Inbound Call Tracking

The data layer most agents never look at — and why it's costing them

Here's the part most listing guides skip entirely: phone calls. Every listing you put on MLS includes a phone number — yours. Buyers call that number. And for a large percentage of solo agents, a meaningful portion of those calls go unanswered, hit voicemail, or ring to a generic brokerage line.

What happens to that buyer? They call the next agent on the list. Your listing generated the interest. Someone else gets the client.

The Missed Call Is Not a Phone Problem.

It's a listing performance problem. If your listing generates 12 inbound calls and you answer 4 of them, your listing's conversion rate just dropped by 67% — and you have no idea it happened. The MLS doesn't track it. Listrac doesn't track it. But your bank account will feel it.

What Call Tracking Actually Tells You

Call Volume by Listing

How many calls each listing generated over its active period. High-volume listings that didn't sell may have had an answer rate problem, not a price problem.

Answer Rate

The percentage of listing-related calls you actually picked up. Below 60% answer rate on a for-sale listing is a significant revenue leak.

Time-of-Call Distribution

When are buyers calling? If 60% of your calls come in between 5–8 PM on weekdays and you're in showings or with family, you have a structural coverage gap — and you probably don't know it.

Missed Call Follow-Up Rate

Of the calls you missed, how many got a callback within 5 minutes? Within an hour? Response speed is one of the strongest predictors of conversion.

Call Duration

Short calls (under 60 seconds) on a new listing inquiry often mean the caller left a voicemail or hung up. Longer calls are a positive engagement signal.

Source Attribution

Which sign call, which Zillow ad, which portal generated the call? With tracking numbers on different channels, you can finally answer: where are my best calls coming from?

How to Set Up Basic Call Tracking

You don't need an enterprise phone system to track listing calls. Here are three approaches at different investment levels:

Approach	Tool	What You Get	Cost
Basic	Google Voice or CallRail free tier	Call log, missed call notification, voicemail transcription	Free – \$45/mo
Intermediate	CallRail or CallTrackingMetrics	Per-listing tracking numbers, call recording, source attribution, dashboard	\$45–\$100/mo
Advanced	AI voice receptionist (e.g. GHL Voice AI)	24/7 answer, caller qualification, CRM logging, instant follow-up SMS	\$100–\$500/mo



The 15-Minute Weekly Listing Audit

A repeatable routine to stay ahead of every active listing

All four data layers are useless if you only look at them when something goes wrong. The agents who consistently outperform their market don't have better listings — they have a better feedback loop. Here's a 15-minute routine you can run every Monday morning for every active listing.

01 MLS Check — 3 minutes

Log into your MLS. Pull up each active listing. Record: total agent views this week, new saves, showing requests booked vs. completed, and feedback from showing agents. Note any significant changes from the prior week.

02 Listrac Report Review — 3 minutes

Open your most recent Listrac email or log into the Listrac portal. Record: total consumer views this week vs. last week (trending up or down?), save count, email alerts sent. Flag any listing where views dropped >30% week-over-week.

03 IDX Dashboard — 3 minutes

Log into your IDX platform. Pull the listing activity report. Record: page views, time on page, lead form submissions, return visitors. Check if any registered users have viewed this listing 3+ times — those are call candidates today.

04 Call Log Review — 3 minutes

Review your call log (Google Voice, CallRail, or your CRM). Count: total inbound calls, answered vs. missed, average callback time on missed calls. Scan voicemail transcripts for questions or objections worth noting.

05 Decision — 3 minutes

Based on what you found: document your decision in one sentence per listing. 'Hold — traffic trending up.' 'Price review — low saves after 14 DOM.' 'Photo refresh — click-through dropping.' 'Active management — strong signals.'

WEEKLY AUDIT TRACKER — COPY FOR EACH ACTIVE LISTING

Metric	Week 1	Week 2	Week 3	Week 4	Trend
Agent Views (MLS)					
Showings Booked					
Consumer Views (Listrac)					
Consumer Saves (Listrac)					
IDX Page Views					
IDX Return Visitors					
Inbound Calls					
Missed Calls					
Lead Form Fills					
Days on Market					

Print this tracker for each active listing and fill it in during your Monday morning audit. The pattern across 4 weeks will tell you everything you need to know about whether to hold, adjust, or intervene.

6 Reading the Signals — What to Do Next
 A decision framework based on combined data signals

Data is only useful when it drives a decision. Here's how to read combinations of signals across all four layers and translate them into clear, defensible actions — whether that's a conversation with your seller, a price event, or a marketing refresh.

High Views + Low Saves + Low Showings First Impression Problem

What it means: Buyers are finding your listing in search results but something in the first impression is turning them off. Most likely culprits: primary listing photo, description headline, or a price that feels high relative to the thumbnail visual.

What to do: Photo audit immediately. Replace the primary photo with your strongest interior shot. Review the first 3 sentences of your description. Consider a price adjustment only after a photo refresh if views remain high but saves stay low.

Low Views + Low Everything Visibility Problem

What it means: Your listing isn't appearing in enough search results. This is fundamentally different from a price problem — though agents (and sellers) often confuse the two.

What to do: MLS field audit: verify bedrooms, bathrooms, square footage, HOA, garage count, and all search-filter fields are correct. Check syndication status to Zillow/Realtor.com. Verify your listing is properly categorized and not accidentally hidden.

High Saves + Zero Showings Friction or Timing Problem

What it means: Buyers want it — something is stopping them from booking. This is actually a positive signal if you're within the first 14 DOM. It may be timing, buyer financing not ready, or an unspoken concern surfaced in showing feedback.

What to do: Follow up with agents who saved the listing in your MLS. Review showing feedback for repeated themes. A modest price adjustment here can convert saves into showings.

Declining Views + High DOM Market Fatigue

What it means: Your listing has exhausted the pool of active buyers matching its search criteria. New buyers entering the market haven't been triggered because they've seen it in results and filtered it out mentally.

What to do: A price event — even a modest 1–2% reduction — re-triggers buyer email alerts and creates a new 'price reduced' flag in search. Pair with new photography if the listing has been on market 30+ days.

High Inbound Calls + Low Conversion Response Problem

What it means: Your listing is generating genuine buyer interest by phone, but those buyers aren't converting to showings or offers. This is almost always a follow-up speed issue, an answering rate issue, or a qualification gap.

What to do: Audit your missed call rate. If you're missing >30% of calls, that's your answer. Implement a missed call text-back automation immediately. Track time-to-callback and aim for under 5 minutes.

ONE MORE THING

The Data Layer You're Probably Not Capturing Yet

You now have a system for tracking what happens before the showing request. But there's one more signal that most agents completely miss – and it's happening in real time, every day, on every active listing.

Buyers call your listing number. They get voicemail. They don't leave a message. They call the next agent. You have no idea it happened – but your listing still looks “active” in the MLS while a motivated buyer walks out of your pipeline and into someone else's close.

What would change if every inbound call on every listing was answered – every time?

Not just answered. Qualified. Logged. Followed up with automatically. And routed directly to you with a full summary of who called and what they wanted – so you can step in for the conversations that matter.

That's the capability gap this guide was designed to help you see clearly. The data exists. The tools exist. The only question is whether you're using them – or leaving those signals unread while your competition picks up the phone.

ABOUT THIS GUIDE

This guide was produced by Mixed Digital, a marketing and AI automation firm serving solo and small-team residential real estate agents. Mixed Digital helps agents build systems that capture more leads, convert more inquiries, and close more business – without adding headcount.

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