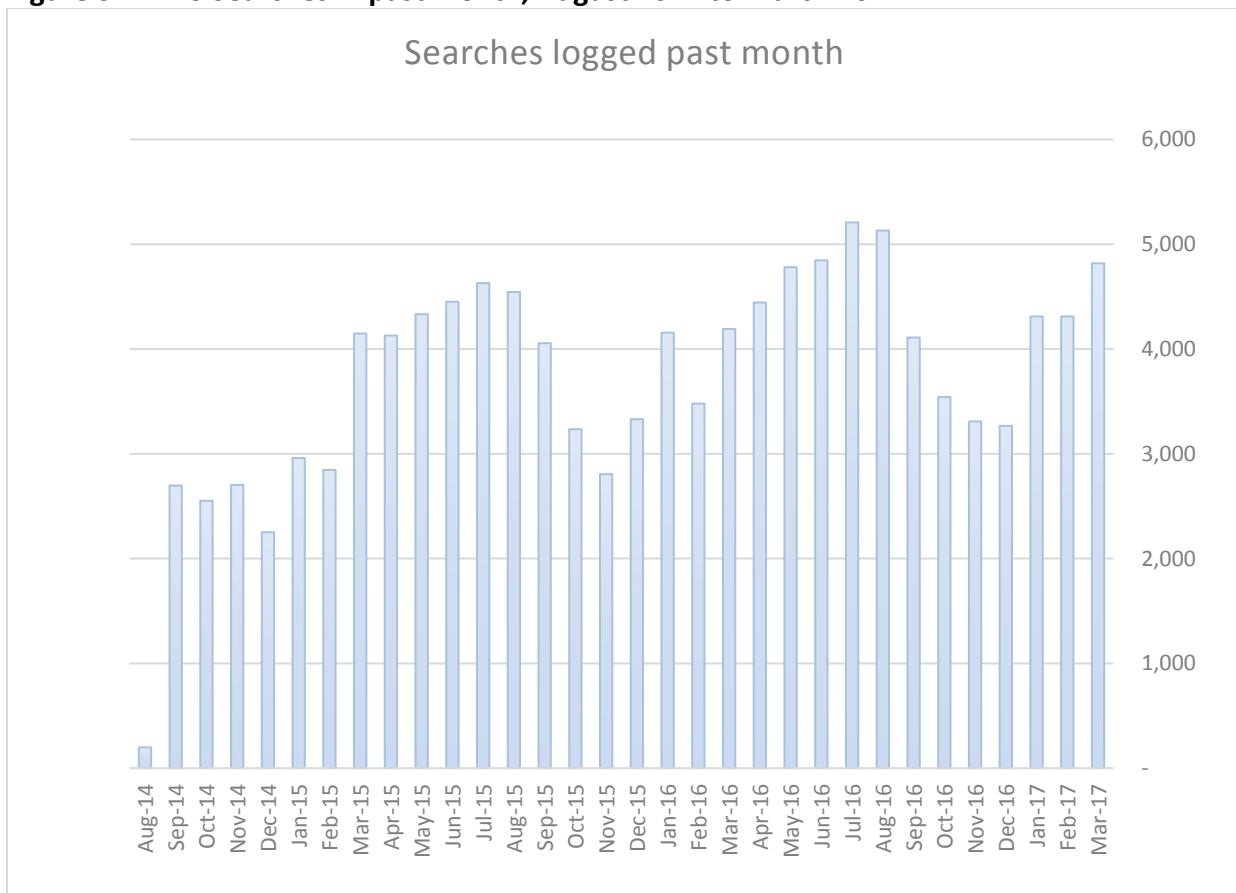


Search Data

Emphasys sends two monthly reports on search activity. One report gives searches that started by choosing a city and the second report gives searches that started by choosing a county. It is also possible to track some of the daily search activity through online access. Figure 1 gives monthly search data from the month before the launch (testing searches occurred in August 2014) until March 2017. Search activity is highly seasonal.

Figure 3. NVHS Searches in past month, August 2014 to March 2017



There were 4,818 searches in March 2017. Of these, 15% of the searches did not find a match. The only crosstab possible in the current report for “did not find a match” is with the region used for the search. This is an easy cross-tabulation because all searches must start by picking a region. Results can be seen in Table 2.

The majority of searches without a match were in Las Vegas which had 39% of these non-matches. Las Vegas listings make up about 53% of total units but were only 37% of total search activity. Las Vegas searchers may also search by using “Clark County”. A large number of the searches in Henderson and North Las Vegas also did not come up with a match. The percentage of searches without a match was 23% for Henderson, 24% for North Las Vegas and 16% in Las Vegas. Other areas with a high percentage of searches without a match were small areas with a small number of total searches and thus high variability. For Reno and Sparks, 11% and 20% of total searches did not come up with a match.

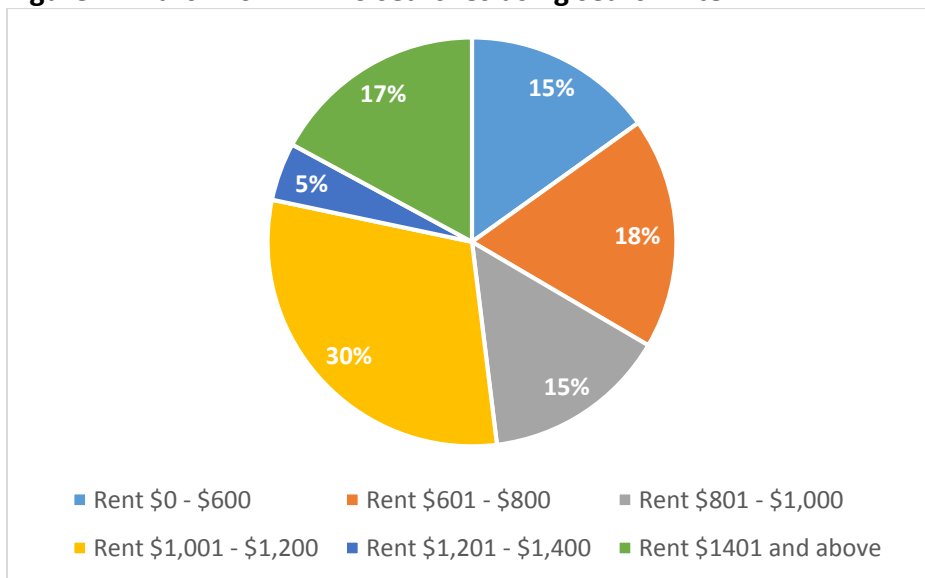
Some of the listings that are a match may have a waiting list. Only if the filter using “exclude properties on wait list” was used would wait list properties not “count” as a match. If all units are full a landlord may choose either to have the listing appear with a waiting list notice or to make the listing not visible in public searches.

Table 2. Regions with above average proportion of searches without a match March 2017

City	Type	Total Searches	Searches Without Match	% Without Match
Nye	county	20	11	55%
Ely	city	13	6	46%
Areas with less than six searches	both	40	16	40%
Eureka	city	21	8	38%
North Las Vegas	city	306	72	24%
Henderson	city	477	109	23%
Sparks	city	123	25	20%
Stateline	city	15	3	20%
Carson City	city	186	35	19%
Las Vegas	city	1779	279	16%

Search reports have additional information about which filters have been used. About 19% of the searches are direct searches that didn’t use any filter. These direct searches occur when there are no more than 30 listings in a city or county. In that case the searcher is immediately shown all listings without a chance to use the filter form. All of the remaining 81% of the searches using a filter used a rent range amount. There is a default rent maximum of \$1100 to \$1200. Thirty percent of the searches used a rent range corresponding to this default maximum.

Figure 4. March 2017 NVHS searches using search filter



Bedroom size filters are not exclusive. For example, one can search for a studio or “studio or one bedroom”. Table 3 has a summary of these searches.

Table 3. March 2017 NVHS searches using number of bedrooms

In search term . . .	Number of searches	% of total searches using the search form
studio	167	4%
one bedroom	632	16%
two bedroom	1009	26%
three bedroom	942	24%
four bedroom	485	12%
five bedrooms or more	72	2%

In the table below are the most popular search filters outside of the rent range and bedroom and bath criteria.

Table 4. Searches by filter (March 2017 – excludes number of bedroom and bathrooms and rent amount)

Search Filter	Number of Searches	% of total
Section 8	1111	23%
Distance to Public Transportation	239	5%
VASH or Veteran	205	4%
No Smoking	147	3%
No Credit Check	139	3%
Smoking Allowed	110	2%
House	88	2%
Income Based or Sliding Scale Rent	79	2%
Accessible Features	71	1%
Other Housing Type (Apt., etc.)	64	1%
Senior Housing	47	1%
No Criminal Check	39	1%
Eligible Disabled	23	0%
Distance to Shopping	18	0%
Distance to Hospital	5	0%