

What CHALK's 30 Day Move Analysis Shows

Observed listing movement with and without an additional paid media boost.

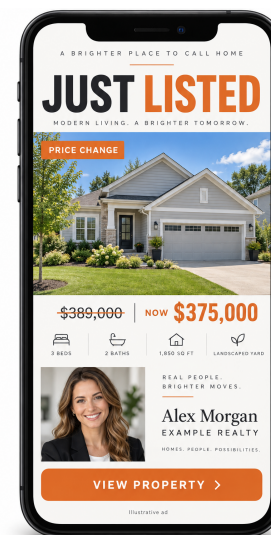
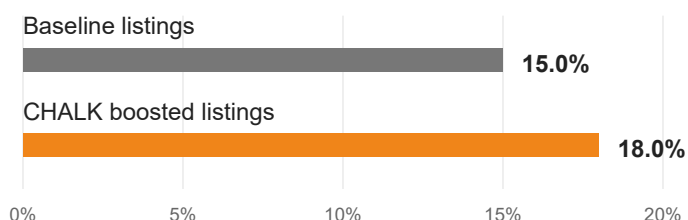
Among \$200K–\$400K residential listings, the displayed 30-day move rates were 15.0% without an additional paid boost and 18.0% with a boost—approximately 20% higher on a relative basis. The comparison describes an observed association, not a causal effect.

~20%

Higher 30-day move rate

Calculated from displayed rates • Observational analysis

Observed 30-day move rate



Illustrative Ad

Baseline means no additional paid boost. "Moved" includes Closed, Sold, or Off Market; it does not mean every listing sold.

What this means for listing marketing

The comparison offers a directional signal for evaluating additional paid visibility. Track how listing movement differs when additional media is part of the marketing plan.

Read the result in context

The analysis does not establish that CHALK caused a sale or made listings sell faster. Other differences between listings and marketing decisions may contribute to the observed gap. It is not a forecast or guarantee for an individual property.

Put Listing Ads to work

Discuss an additional paid Listing Ads campaign with CHALK. Set the marketing window, then track delivery and engagement alongside listing status. Distinguish sales from other off-market outcomes.

Methodology and source

Source: CHALK listing activity data, Apr. 1, 2025–Jul. 5, 2026; \$200K–\$400K residential listings; N=40,026 listings with and without an additional paid boost. "Moved" means the listing transitioned to Closed, Sold, or Off Market within 30 days following the applicable campaign period. Observational analysis; marketing cannot be established as the sole cause of the difference.

Calculation: $(18.0\% - 15.0\%) \div 15.0\% = 20.0\%$ relative difference, calculated from the displayed rates. The absolute difference is 3.0 percentage points. The headline is approximate; it does not represent a reanalysis of the underlying listing data.