

LoopNet, Inc.  
Form 4  
August 17, 2007

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

Check this box  
if no longer  
subject to  
Section 16.  
Form 4 or  
Form 5  
obligations  
may continue.  
See Instruction  
1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF  
SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

## OMB APPROVAL

OMB  
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response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Greenman Jason D

(Last) (First) (Middle)

C/O LOOPNET, INC., 181 W.  
HUNTINGTON DRIVE, SUITE 208

(Street)

MONROVIA, CA 91016

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading  
Symbol  
LoopNet, Inc. [LOOP]

3. Date of Earliest Transaction  
(Month/Day/Year)

08/15/2007

4. If Amendment, Date Original  
Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_ 10% Owner  
\_\_X\_\_ Officer (give title below) \_\_\_\_ Other (specify below)

Chief Product Officer and SVP

6. Individual or Joint/Group Filing(Check  
Applicable Line)  
\_\_X\_\_ Form filed by One Reporting Person  
\_\_\_\_ Form filed by More than One Reporting  
Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)
Common Stock	08/15/2007		S <sup>(1)</sup>	V Amount (A) or (D) Price 39 D \$ 18.63	503,651	D	
Common Stock	08/15/2007		S <sup>(1)</sup>	102 D \$ 18.64	503,549	D	
Common Stock	08/15/2007		S <sup>(1)</sup>	192 D \$ 18.65	503,357	D	
Common Stock	08/15/2007		S <sup>(1)</sup>	93 D \$ 18.66	503,264	D	
Common Stock	08/15/2007		S <sup>(1)</sup>	318 D \$ 18.67	502,946	D	

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Common Stock	08/15/2007	<u>S</u> (1)	127	D	\$ 18.68	502,819	D
Common Stock	08/15/2007	<u>S</u> (1)	58	D	\$ 18.69	502,761	D
Common Stock	08/15/2007	<u>S</u> (1)	29	D	\$ 18.7	502,732	D
Common Stock	08/15/2007	<u>S</u> (1)	58	D	\$ 18.71	502,674	D
Common Stock	08/15/2007	<u>S</u> (1)	109	D	\$ 18.72	502,565	D
Common Stock	08/15/2007	<u>S</u> (1)	87	D	\$ 18.73	502,478	D
Common Stock	08/15/2007	<u>S</u> (1)	29	D	\$ 18.74	502,449	D
Common Stock	08/15/2007	<u>S</u> (1)	176	D	\$ 18.75	502,273	D
Common Stock	08/15/2007	<u>S</u> (1)	29	D	\$ 18.76	502,244	D
Common Stock	08/15/2007	<u>S</u> (1)	145	D	\$ 18.78	502,099	D
Common Stock	08/15/2007	<u>S</u> (1)	49	D	\$ 18.79	502,050	D
Common Stock	08/15/2007	<u>S</u> (1)	347	D	\$ 18.8	501,703	D
Common Stock	08/15/2007	<u>S</u> (1)	289	D	\$ 18.81	501,414	D
Common Stock	08/15/2007	<u>S</u> (1)	87	D	\$ 18.82	501,327	D
Common Stock	08/15/2007	<u>S</u> (1)	29	D	\$ 18.83	501,298	D
Common Stock	08/15/2007	<u>S</u> (1)	29	D	\$ 18.84	501,269	D
Common Stock	08/15/2007	<u>S</u> (1)	87	D	\$ 18.85	501,182	D
Common Stock	08/15/2007	<u>S</u> (1)	58	D	\$ 18.88	501,124	D
Common Stock	08/15/2007	<u>S</u> (1)	29	D	\$ 18.89	501,095	D
Common Stock	08/15/2007	<u>S</u> (1)	79	D	\$ 18.9	501,016	D
	08/15/2007	<u>S</u> (1)	9	D		501,007	D

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Common Stock					\$ 18.91		
Common Stock	08/15/2007	S <sup>(1)</sup>	145	D	\$ 18.94	500,862	D
Common Stock	08/15/2007	S <sup>(1)</sup>	123	D	\$ 18.95	500,739	D
Common Stock	08/15/2007	S <sup>(1)</sup>	58	D	\$ 18.96	500,681	D
Common Stock	08/15/2007	S <sup>(1)</sup>	173	D	\$ 18.97	500,508	D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Owned Beneficially (Instr. 5)
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

## Reporting Owners

Reporting Owner Name / Address	Relationships
	Director 10% Owner Officer Other
Greenman Jason D C/O LOOPNET, INC. 181 W. HUNTINGTON DRIVE, SUITE 208 MONROVIA, CA 91016	Chief Product Officer and SVP

## Signatures

/s/ Maria Valles as  
Attorney-in-Fact

08/17/2007

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person when not in possession of material non-public information.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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