ListHub
Your Listing Asset Management Company

1-MONTH REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have **5,264** listings, and you are subscribed to **53** publishers. **6** of your brokers currently have a paid subscription to ListHub. You currently have **79** registered brokers using ListHub.

Terms are defined on the last page of this report.

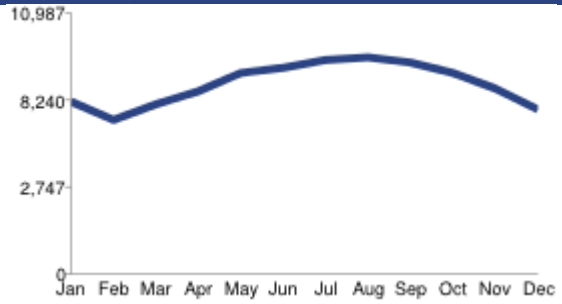
Top Publishers by Number of Views

Publisher	Property Views	% of Views
Zillow	340,281	69%
Trulia	105,042	21%
LandWatch	15,216	3%

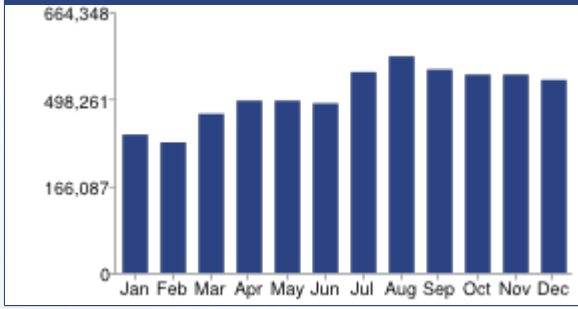
Top Locations of Your Online Consumers

City	Property Views	% of Views
Spokane, WA	46,686	41%
Seattle, WA	3,566	3%
Tacoma, WA	1,397	1%

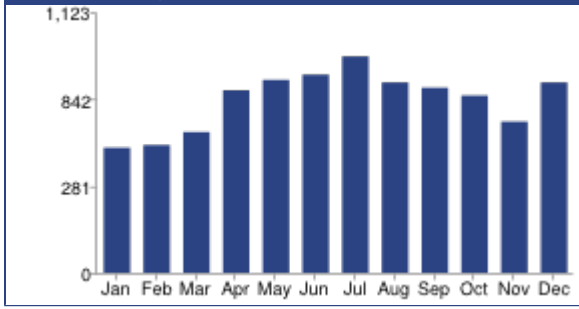
Listing Inventory



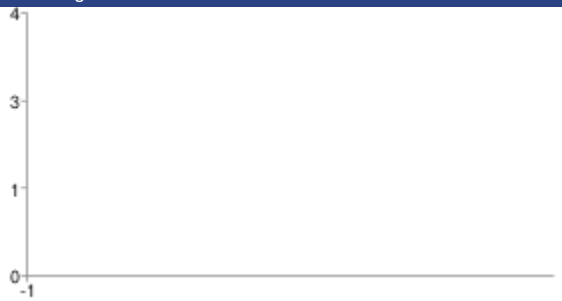
Number of Views - Last 12 Months



Number of Inquiries - Last 12 Months



Broker registrations



Top Property Categories

Description	Listing Count	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank
$100K - $200K - 3BR Residential - For Sale	851	93,527	414	148	1st
$100K - $200K - 4BR Residential - For Sale	470	63,489	238	44	2nd
$200K - $300K - 4BR Residential - For Sale	370	40,214	214	43	3rd

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1-MONTH REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART

This report shows a comparison of activity generated from your listings online.

Views, visits, and inquiries are based on the number of listings displayed by the publisher. If the publisher displays a listing provided by a source other than ListHub or if a listing is not displayed due to an uploading error, the activity data for that listing is not included in ListHub reports.

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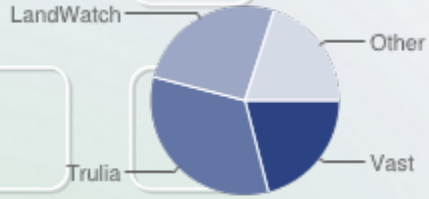
Views by Publisher

Inquiries by Publisher



How Do The Publishers Compare?

	Listings	Consumer Traffic		Inquiries	
Publisher	Total	Property Views	Click-Throughs (Visits)	Email	Phone
Zillow	3,241	340,281	841	55	*Not Provided*
Trulia	4,035	105,042	298	218	52
LandWatch	3,192	15,216	1,522	93	124
Homes.com	2,969	14,712	5	16	0
Keller Williams	518	2,953	0	8	0
Homes&Land	2,901	2,804	25	1	0
LandAndFarm	1,354	2,765	76	21	21
HomeFinder.com	4,126	2,102	186	0	1
LakeHomesUSA	3,275	1,591	185	6	0
L2L Network	570	1,282	0	7	0
Juwai	3,051	1,126	0	0	0
Chase My New Home	2,996	857	7	0	0
RealtyStore	3,203	635	5	0	0
RealtyTrac	3,182	614	0	0	0
USHUD.com	3,203	562	38	0	0
HouseHunt.com	3,118	174	1	1	0
Foreclosure.com	3,208	143	1	0	0
SellersLane	2,951	142	0	0	0
Total		**493,583**	**3,517**	**436**	**382**

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1-MONTH REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

This report shows a comparison of activity generated from your listings online.

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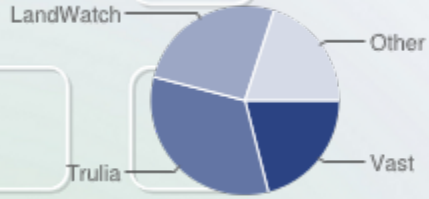
Views by Publisher

Inquiries by Publisher



How Do The Publishers Compare?

	Listings	Consumer Traffic		Inquiries	
Publisher	Total	Property Views	Click-Throughs (Visits)	Email	Phone
The Real Estate Book	4,028	119	0	1	0
New Home Source	141	114	10	0	0
RealEstateCentral	3,270	108	0	0	0
LotNetwork.com	966	91	10	5	11
eppraisal	2,749	71	1	0	0
BidSelect	518	35	1	0	0
eLookyLoo	3,056	13	1	0	0
HUD Seeker	3,203	9	0	0	0
Harmon Homes	3,208	6	0	0	0
RealQuest Express	3,208	6	0	0	0
Home2.me	3,051	4	6	0	0
CommercialSearch	65	3	0	0	0
Property Pursuit	3,182	2	0	0	0
HomeBidz	1,793	1	0	0	0
AdWerx	2,747	0	0	0	0
BuyerHomeSite.com	3,051	0	0	0	0
FindAPlace4Me by VisualTour	2,960	0	0	0	0
FreedomSoft	3,120	0	0	0	0
Total		**493,583**	**3,517**	**436**	**382**

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DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

This report shows a comparison of activity generated from your listings online.

Views, visits, and inquiries are based on the number of listings displayed by the publisher. If the publisher displays a listing provided by a source other than ListHub or if a listing is not displayed due to an uploading error, the activity data for that listing is not included in ListHub reports.

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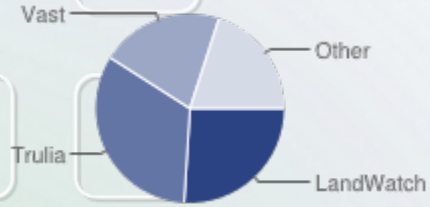
Views by Publisher

Inquiries by Publisher



How Do The Publishers Compare?

	Listings	Consumer Traffic		Inquiries	
Publisher	Total	Property Views	Click-Throughs (Visits)	Email	Phone
Guidance Realty	3,001	0	0	0	0
HomeWinks	3,187	0	0	0	0
ImagesWork by CirclePix	2,908	0	0	0	0
Lands of America	1,238	0	0	0	0
LearnMoreNow.com	3,208	0	0	0	0
MobileRealEstateListings by Dee Sign	2,996	0	0	0	0
USAGolfHome	165	0	0	0	0
USALifestyleRealEstate	3,051	0	0	0	0
Vast	4,356	0	232	0	170
VisualShows	3,885	0	0	0	0
Homes By Lender	3,132	*Not Provided*	0	*Not Provided*	*Not Provided*
HomeTourConnect	3,182	*Not Applicable*	0	0	0
LiquidusMedia	3,142	*Not Applicable*	0	0	0
Property Shark	3,275	*Not Provided*	0	*Not Provided*	*Not Provided*
Showing Suite	*Not Provided*	*Not Provided*	0	*Not Provided*	*Not Provided*
XiLi Mobile	3,208	*Not Applicable*	0	0	0
Organic	*Not Applicable*	*Not Applicable*	66	4	3
Total		**493,583**	**3,517**	**436**	**382**

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1-MONTH REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PROPERTY CATEGORIES

This report shows the categories of your top listings ranked based on the number of visits/click-throughs, inquiries and listings.

Terms are defined on the last page of this report.

Listing Activity by Inventory Category

Description	Listing Count	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank
$100K - $200K - 3BR Residential - For Sale	851	93,527	414	148	1st
$100K - $200K - 4BR Residential - For Sale	470	63,489	238	44	2nd
$200K - $300K - 4BR Residential - For Sale	370	40,214	214	43	3rd
$200K - $300K - 3BR Residential - For Sale	359	25,991	150	14	4th
$200K - $300K - 5BR Residential - For Sale	137	24,226	125	18	5th
$100K - $200K - 5BR Residential - For Sale	102	18,652	64	16	6th
$100K - $200K - 2BR Residential - For Sale	240	15,704	129	16	7th
$200K - $300K - 6BR Residential - For Sale	31	7,551	87	52	8th
$20K - $30K Lots & Land - For Sale	142	4,016	170	46	9th
$300K - $400K - 4BR Residential - For Sale	164	15,752	88	7	10th

There are an additional 228 inventory categories that are not shown.

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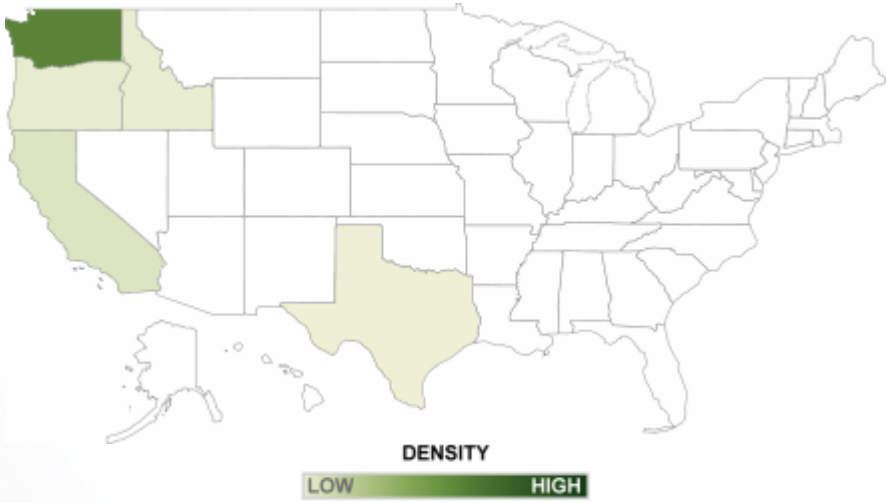
1-MONTH REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: LOCATION OF YOUR ONLINE CONSUMERS

The shading on the map shows the relative number of consumers in each state that visited your properties online based on GIS coding.

GIS coding is technology used to geographically locate online consumers.

Terms are defined on the last page of this report.



Top States

State	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Washington	72,862	62%	1,991	62%	349	57%
California	9,801	8%	206	6%	46	7%
Oregon	4,583	4%	90	3%	14	2%
Idaho	3,978	3%	76	2%	11	2%
Texas	2,701	2%	163	5%	97	16%
Arizona	1,554	1%	64	2%	8	1%
Alaska	1,419	1%	29	1%	1	0%
Illinois	1,268	1%	18	1%	3	0%
Colorado	1,192	1%	43	1%	4	1%
Florida	1,017	1%	20	1%	13	2%
New Mexico	996	1%	36	1%	3	0%
Montana	961	1%	22	1%	4	1%

Top Cities

City	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Spokane, WA	46,686	41%	1,188	37%	171	28%
Seattle, WA	3,566	3%	127	4%	54	9%
Tacoma, WA	1,397	1%	12	0%	8	1%
Portland, OR	1,254	1%	27	1%	4	1%
Liberty Lake, WA	1,140	1%	38	1%	0	0%
Post Falls, ID	823	1%	10	0%	0	0%
Hayden, ID	761	1%	10	0%	0	0%
Cheney, WA	756	1%	12	0%	3	0%
Redmond, WA	734	1%	23	1%	1	0%
San Diego, CA	709	1%	23	1%	0	0%
Apo, Armed Forces Europe, US	641	1%	69	2%	4	1%
Anchorage, AK	636	1%	9	0%	0	0%

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1-MONTH REPORT FOR YOUR LISTINGS

EXPLANATION OF TERMS

Your Listing Asset Management Company

Explanation of Terms

Agent ID - Each agent has a unique user ID per MLS and per office. Since it is possible for some agents to hold more than one agent ID, the ID is included for the purpose of distinction.

Publisher labeled "Organic" - an instance when the consumer was taken to the property page hosted by ListHub by a means other than one of the publishers, such as when the consumer searches for a specific property address in a search engine and is taken directly to the property page.

Click-Throughs (Visits) - occurs when a consumer is redirected from a publisher website to a property page chosen by the company.

Inquiries - an event where the consumer starts an email interaction with the broker or agent using a link on the website. This would result in the broker/agent receiving an email with a return email address for the consumer. Includes the number of times a consumer clicked on "Click to view phone number" or called the listing broker or agents via a mobile app.

Listing Count - the number of active listings that each agent has on the date of the report or the number of active listings in a property category on the date of the report. The Listing Count may include properties that are no longer active but were at some point active during the time period of the report.

Listing Inventory - the total active listings that are being pulled from the MLS each month.

Not Applicable - this indicates that the website does not include the feature that would generate metrics in this category. For example, some websites do not have a property detail page for each listing, and therefore the reports would not display "views" for that site.

Not Provided - this indicates that the website does not provide this category of data for inclusion in the reports.

Performance Rank - unique algorithms determine the performance of listings within certain property categories as well as the performance of listings for each agent. This algorithm factors in the number of listings, the number of views, visits/click-throughs, and the number of inquiries.

Property Views - occurs when a consumer clicks on the thumbnail view of a property to view more details, while still on the publisher website.

- indicates that the traffic reported by the site includes traffic from mobile applications.

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