



Your Listing Asset Management Company

30-DAY REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have **18,531** listings, and you are subscribed to **44** channels. **5,711** of your properties have been visited at least 1 time over the last 30 days. **20** of your brokers currently have a paid subscription to ListHub. You currently have **305** registered brokers using ListHub.

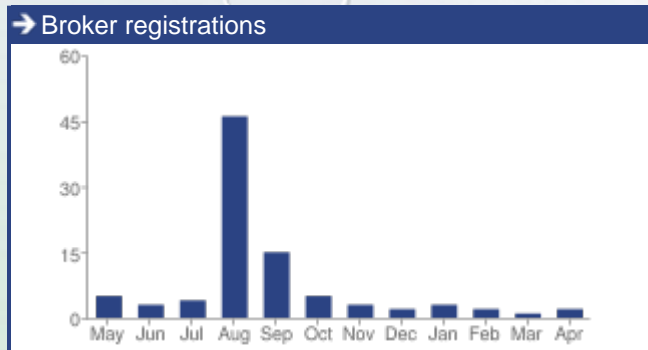
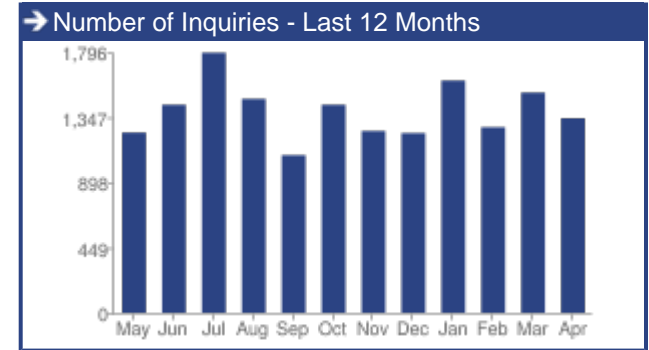
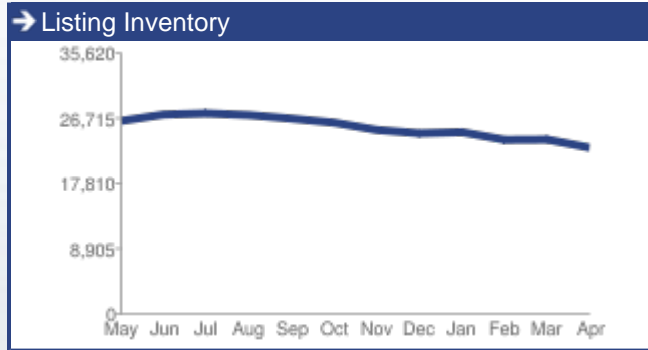
Terms are defined on the last page of this report.

→ Top Channels by Number of Visits

	Visits	% of Visits
1. Trulia	3,401	26.7%
2. Zillow.com	1,636	12.8%
3. HotPads	1,311	10.3%

→ Top Locations of Your Online Consumers

	Visits	% of Total Visits
1. Jacksonville, FL	3,796	31.2%
2. Orange Park, FL	700	5.8%
3. Saint Augustine, FL	426	3.5%



→ Top Listing Agents (their online performance ranking)

Agent	Agent ID	Listing Count	Click-Throughs (Visits)	Inquiries	Performance Rank
COLLEEN GELMAN - The Property Manager	4881	29	115	39	1st
ROGER D PERKINS - Perkins Realty	14518	50	84	21	2nd
Jerry Richey - J RICHEY & CO, INC dba PAT GALLAGHER REALTY	16305	13	115	11	3rd

→ Top Property Categories

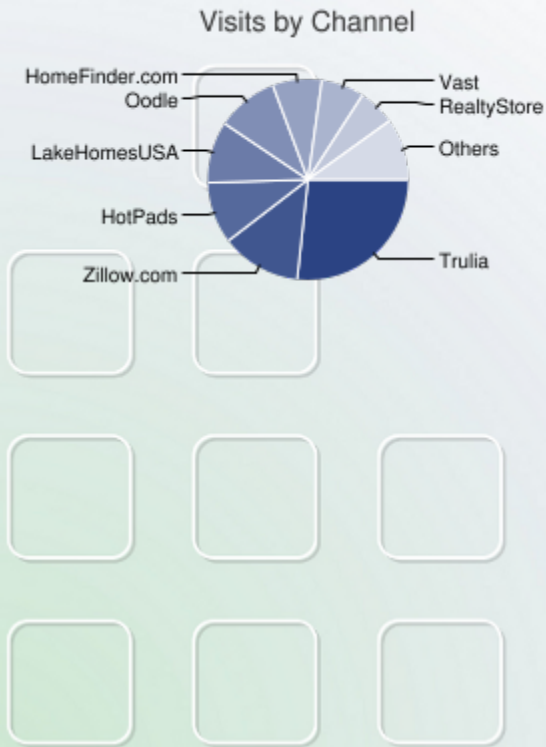
Description	Listing Count	Click-Throughs (Visits)	Inquiries	Performance Rank
\$1K - \$2K - 3BR Rentals - For Rent	545	800	377	1st
\$100K - \$200K - 3BR Residential - For Sale	2,331	764	5	2nd
\$1K - \$2K - 4BR Rentals - For Rent	226	430	221	3rd

30-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: CHANNEL COMPARISON CHART

This report shows a comparison of activity generated from your listings online. Data is collected from the following two sources to report the Inquiries: 1) Inquiries from ListHub hosted property pages are included. 2) Inquiries generated directly from the channel Web sites are included for channels which have chosen to provide ListHub with this data. Inquiry data generated on the brokerage Web site is not included in the report.

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How Do The Internet Marketing Channels Compare?

Channel	Listings		Consumer Traffic		Inquiries		
	Setup	Total	Property Views	Click-Throughs (Visits)	Emails	Phone Views	Total
Foreclosure.com	Opt-In	11,850	1,101	58	12	0	12
FreedomSoft	Opt-In	11,836	34	0	2	0	2
HomeFinder.com	MLS-ALL	14,480	9,546	1,034	0	0	0
HotPads	MLS-ALL	13,814	56,521	1,311	730	535	1,265
IAS Properties	Opt-In	8,410	0	9	0	0	0
Keller Williams	Opt-In	691	670	0	1	0	1
L2L Network	Opt-In	834	0	0	0	0	0
Property Pursuit	Opt-In	8,429	63	3	0	0	0
RealtyTrac	Opt-In	8,453	0	83	0	0	0
AOL Real Estate	MLS-ALL	12,775	Not Applicable	24	0	0	0
CLRSearh	MLS-ALL	12,978	Not Applicable	61	0	0	0
Cyberhomes	MLS-ALL	12,769	Not Applicable	60	0	0	0
DataSphere	Opt-In	8,508	Not Applicable	360	0	0	0
Enormo	Opt-In	11,927	Not Applicable	7	3	0	3
eReallInvestor	Opt-In	11,881	Not Applicable	3	0	0	0
FrontDoor	MLS-ALL	12,710	Not Applicable	232	0	0	0
Gooplex	Opt-In	8,390	Not Applicable	0	0	0	0
Harmon Homes	Opt-In	8,390	Not Applicable	0	0	0	0

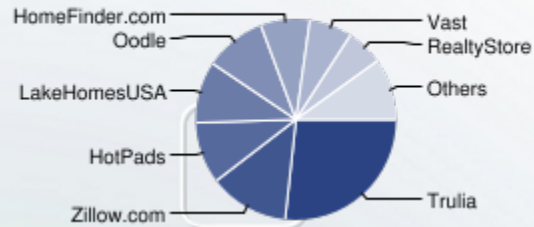
30-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: CHANNEL COMPARISON CHART (CONTINUED)

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Visits by Channel



How Do The Internet Marketing Channels Compare?

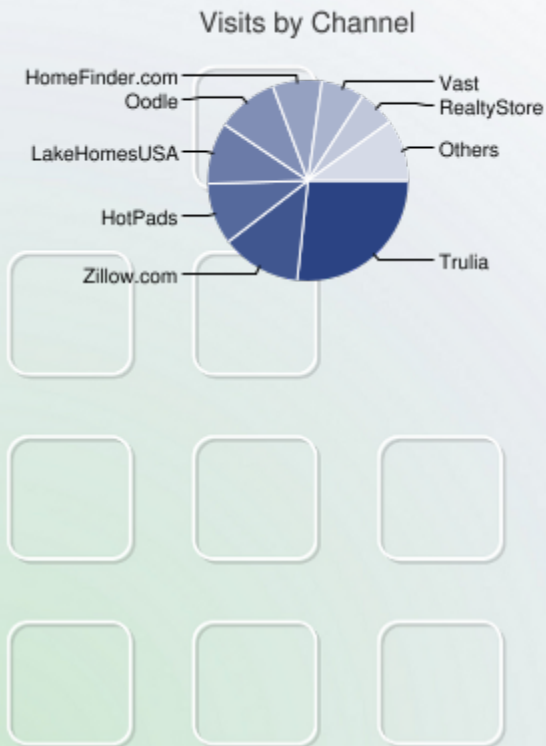
Channel	Listings		Consumer Traffic		Inquiries		
	Setup	Total	Property Views	Click-Throughs (Visits)	Emails	Phone Views	Total
Homes By Lender	Opt-In	7,479	Not Applicable	1	0	0	0
Homes.com	Opt-In	8,541	Not Applicable	82	0	0	0
HomeTourConnect	Opt-In	8,417	Not Applicable	0	0	0	0
HomeWinks	Opt-In	8,456	Not Applicable	0	0	0	0
LakeHomesUSA	Opt-In	11,961	Not Applicable	1,290	0	0	0
LearnMoreNow.com	Opt-In	8,410	Not Applicable	5	0	0	0
LiquidusMedia	Opt-In	7,030	Not Applicable	0	0	0	0
MyREALTY.com	MLS-ALL	17,648	Not Applicable	11	2	0	2
National Relocation	Opt-In	8,430	Not Applicable	17	0	0	0
Oodle	MLS-ALL	14,420	Not Applicable	1,224	0	0	0
Overstock	Opt-In	8,622	Not Applicable	63	0	0	0
PropBot	MLS-ALL	17,650	Not Applicable	0	0	0	0
Property Shark	Opt-In	8,447	Not Applicable	3	0	0	0
RealEstateCentral	Opt-In	8,424	Not Applicable	1	0	0	0
RealQuest Express	Opt-In	8,404	Not Applicable	4	0	0	0
RealtyStore	Opt-In	8,439	Not Applicable	710	45	0	45
Relocation.com	Opt-In	8,436	Not Applicable	5	0	0	0
RELOHomeSearch	Opt-In	2	Not Applicable	0	0	0	0

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DETAILED ANALYSIS: CHANNEL COMPARISON CHART (CONTINUED)

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How Do The Internet Marketing Channels Compare?							
Channel	Listings		Consumer Traffic		Inquiries		
	Setup	Total	Property Views	Click-Throughs (Visits)	Emails	Phone Views	Total
Showing Suite	Opt-In	64	Not Applicable	0	0	0	0
Trulia	MLS-ALL	13,841	Not Applicable	3,401	0	0	0
TweetLister	Opt-In	8,429	Not Applicable	1	0	0	0
USHUD.com	Opt-In	8,429	Not Applicable	162	0	0	0
Vast	MLS-ALL	14,373	Not Applicable	875	0	0	0
Zillow.com	MLS-ALL	13,666	Not Applicable	1,636	0	0	0
Organic	0	0	Not Applicable	0	5	5	10
<b>Total</b>	<b>Not Applicable</b>	<b>Not Applicable</b>	<b>67,935</b>	<b>12,736</b>	<b>800</b>	<b>540</b>	<b>1,340</b>



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EXPLANATION OF TERMS

→ 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.

**Channel labeled "Organic"** - an instance when the consumer was taken to the property page hosted by ListHub by a means other than one of the channels, 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 to the property page for that listing (for example the ListHub hosted property page or property page on the brokerage Web site).

**Inquiries** - an event where the consumer starts an interaction with the broker or agent using one of the links on the ListHub hosted property page or by using a link on the channel Web site. This would result in the broker/agent receiving an email with a return email address for the consumer. The number of times a consumer clicked on "Click to view phone number" is also measured and reported under "Inquiries".

**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.

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

**Not Applicable** - This indicates that the data is not yet available for the Web site.

**Performance Rank** - ListHub uses unique algorithms to 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 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 Internet marketing channel Web site. It is from the property view that the consumer has access to the link for even more property information which would result in a "visit or click-through" when clicked.

Property views, visits, and inquiries are based on the number of listings displayed by the channel. If the channel 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.