

30-DAY REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have **17,156** listings, and you are subscribed to **42** channels. **20,438** of your properties have been viewed at least 1 time over the last 30 days. **21** of your brokers currently have a paid subscription to ListHub. You currently have **321** registered brokers using ListHub.

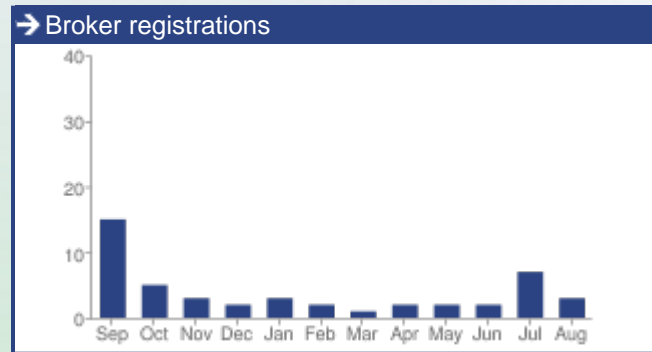
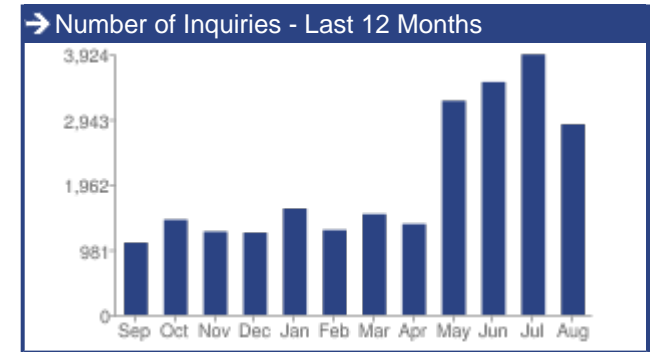
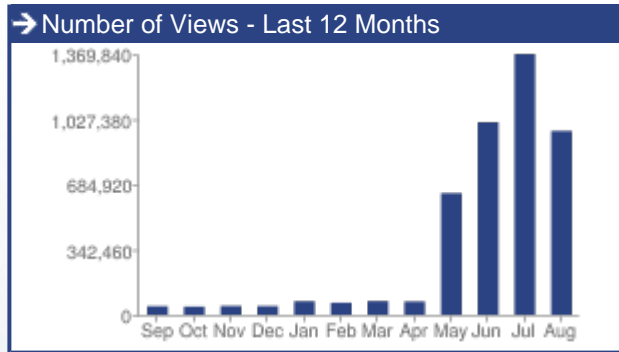
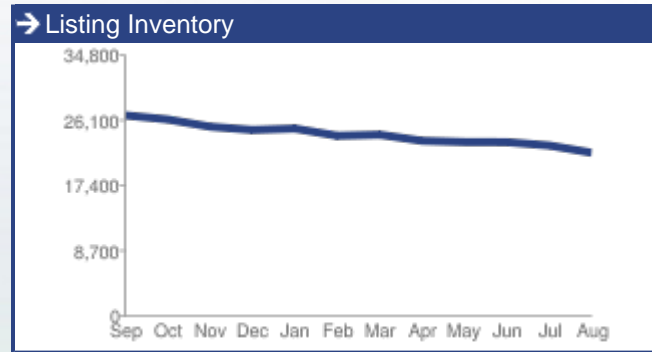
Terms are defined on the last page of this report.

→ Top Channels by Number of Views

	Views	% of Views
1. Zillow Network	785,649	84.2%
2. Homes.com	69,867	7.5%
3. HotPads	61,998	6.6%

→ Top Locations of Your Online Consumers

	Visits	% of Total Visits
1. Jacksonville, FL	3,571	32.3%
2. Orange Park, FL	662	6.0%
3. Saint Augustine, FL	309	2.8%



→ Top Listing Agents (their online performance ranking)

Agent	Agent ID	Listing Count	Views	Click-Throughs (Visits)	Inquiries	Performance Rank
RYAN L COURSON	15392	66	7,813	127	8	1st
MING RUAN	35621	59	5,403	52	47	2nd
JEANELL WILSON	2424	17	3,318	37	72	3rd

→ Top Property Categories

Description	Listing Count	Views	Click-Throughs (Visits)	Inquiries	Performance Rank
\$1K - \$2K - 3BR Rentals - For Rent	617	51,128	739	604	1st
\$100K - \$200K - 3BR Residential - For Sale	2,106	76,082	712	16	2nd
\$1K - \$2K - 4BR Rentals - For Rent	325	33,366	487	355	3rd

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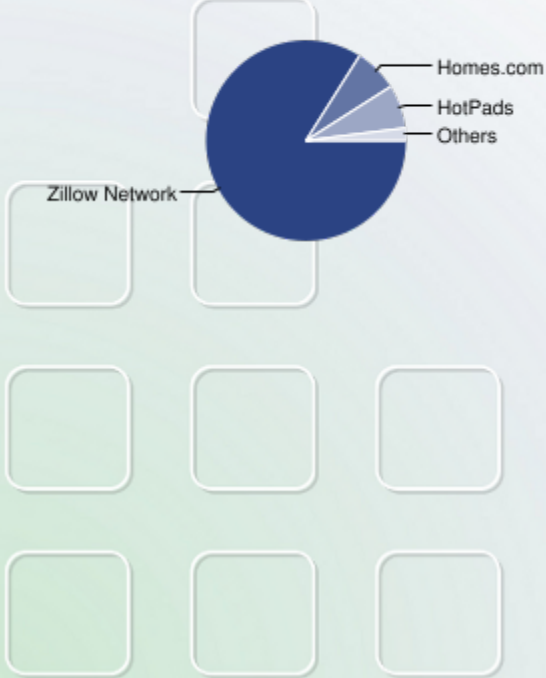
DETAILED ANALYSIS: CHANNEL COMPARISON CHART

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

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.

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Views by Channel



How Do The Internet Marketing Channels Compare?

Channel	Listings		Consumer Traffic		Inquiries	
	Setup	Total	Property Views	Click-Throughs (Visits)	Emails	Phone Views
Zillow Network	MLS-ALL	12,732	785,649	1,864	870	2
Homes.com	Opt-In	7,865	69,867	75	8	0
HotPads	MLS-ALL	12,816	61,998	1,317	904	846
HomeFinder.com	MLS-ALL	13,488	7,632	1,062	13	0
AOL Real Estate	MLS-ALL	14,428	3,560	3	Not Provided	Not Provided
RealtyStore	Opt-In	7,750	2,432	217	24	0
Keller Williams	Opt-In	699	730	0	0	0
Foreclosure.com	Opt-In	10,930	546	34	5	0
CLRSearch	MLS-ALL	11,336	323	13	0	0
Harmon Homes	Opt-In	7,731	197	9	0	0
RealQuest Express	Opt-In	7,745	187	2	2	1
Property Pursuit	Opt-In	7,785	72	0	0	0
FreedomSoft	Opt-In	7,781	13	0	0	0
Gooplex	Opt-In	7,747	3	0	0	0
IAS Properties	Opt-In	7,747	0	1	0	0
L2L Network	Opt-In	737	0	0	0	0
RealtyTrac	Opt-In	7,818	0	96	0	0
Cyberhomes	MLS-ALL	11,554	Not Provided	7	0	0

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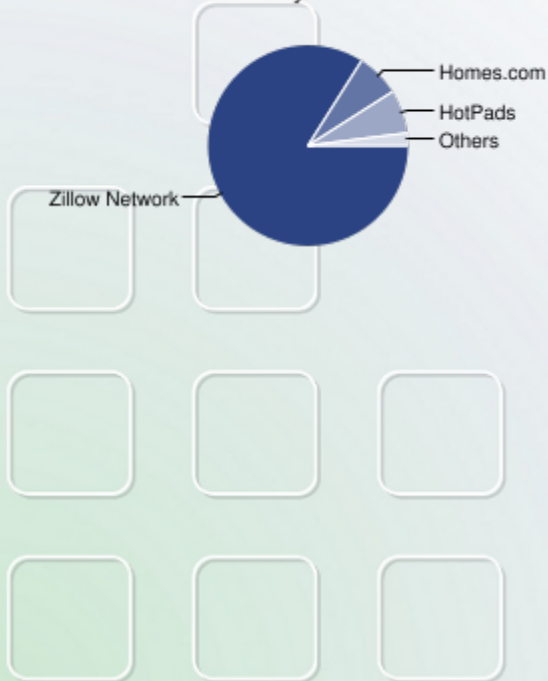
DETAILED ANALYSIS: CHANNEL COMPARISON CHART (CONTINUED)

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Views by Channel



How Do The Internet Marketing Channels Compare?

Channel	Listings		Consumer Traffic		Inquiries	
	Setup	Total	Property Views	Click-Throughs (Visits)	Emails	Phone Views
DataSphere	Opt-In	7,646	Not Provided	301	0	0
Enormo	Opt-In	11,032	Not Provided	16	1	0
FrontDoor	MLS-ALL	11,552	Not Provided	274	0	0
Home2.me	Opt-In	7,745	Not Provided	1	0	0
Homes By Lender	Opt-In	6,700	Not Provided	0	0	0
HomeTourConnect	Opt-In	7,781	Not Applicable	0	0	0
HomeWinks	Opt-In	7,793	Not Applicable	4	0	0
HUDseeker	Opt-In	7,745	Not Provided	8	0	0
LakeHomesUSA	Opt-In	7,888	Not Provided	191	0	0
LearnMoreNow.com	Opt-In	7,747	Not Applicable	0	0	0
LiquidusMedia	Opt-In	6,304	Not Applicable	0	0	0
ListedPropertyPro	Opt-In	6,803	Not Provided	0	0	0
MyREALTY.com	MLS-ALL	16,416	Not Provided	8	50	0
Oodle	MLS-ALL	13,447	Not Applicable	1,673	1	0
Property Shark	Opt-In	7,796	Not Provided	0	0	0
RealEstateCentral	Opt-In	7,745	Not Provided	9	0	0
Relocation.com	Opt-In	7,745	Not Provided	2	0	0
Showing Suite	Opt-In	51	Not Applicable	0	0	0

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DETAILED ANALYSIS: CHANNEL COMPARISON CHART (CONTINUED)

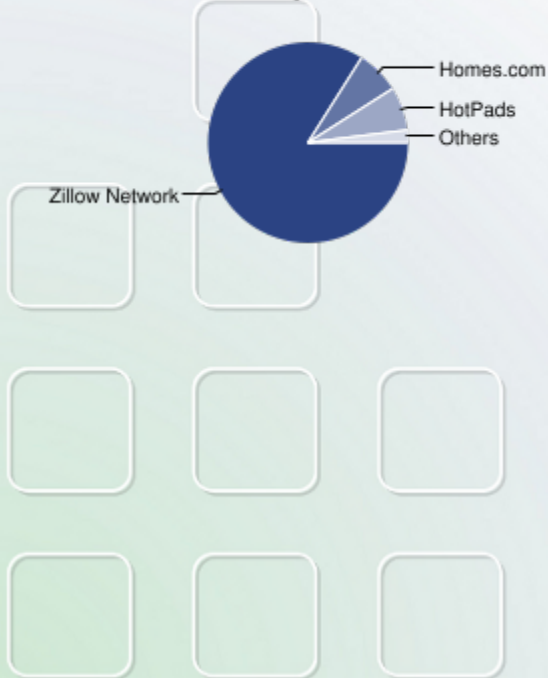
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→ How Do The Internet Marketing Channels Compare?						
Channel	Listings		Consumer Traffic		Inquiries	
	Setup	Total	Property Views	Click-Throughs (Visits)	Emails	Phone Views
Trulia	MLS-ALL	12,883	Not Provided	3,083	1	3
TweetLister	Opt-In	7,785	Not Provided	3	0	0
USHUD.com	Opt-In	7,781	Not Provided	190	0	0
Vast	MLS-ALL	13,416	Not Applicable	1,017	0	0
Organic	0	0	Not Applicable	19	0	2
<b>Total</b>	<b>Not Applicable</b>	<b>Not Applicable</b>	<b>933,209</b>	<b>11,499</b>	<b>1,879</b>	<b>854</b>

Views by Channel





Your Listing Asset Management Company

30-DAY 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	Views	Click-Throughs (Visits)	Inquiries	Performance Rank
\$1K - \$2K - 3BR Rentals - For Rent	617	51,128	739	604	1st
\$100K - \$200K - 3BR Residential - For Sale	2,106	76,082	712	16	2nd
\$1K - \$2K - 4BR Rentals - For Rent	325	33,366	487	355	3rd
\$100K - \$200K - 4BR Residential - For Sale	936	44,613	417	8	4th
\$200K - \$300K - 4BR Residential - For Sale	829	49,627	317	18	5th
\$900 - \$1000 - 3BR Rentals - For Rent	165	16,710	246	257	6th
\$200K - \$300K - 3BR Residential - For Sale	698	32,008	248	4	7th
\$100K - \$200K - 3BR Residential - Foreclosure	414	24,534	256	4	8th
\$800 - \$900 - 3BR Rentals - For Rent	140	12,515	276	139	9th
\$1K - \$2K - 2BR Rentals - For Rent	168	12,027	141	163	10th

*There are an additional 630 inventory categories that are not shown.*

30-DAY 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	Visits		Inquiries	
	Total	Percent	Total	Percent
Florida	6,659	62.6%	8	57.1%
Georgia	709	6.7%	1	7.1%
California	498	4.7%	0	0.0%
New York	330	3.1%	0	0.0%
North Carolina	214	2.0%	3	21.4%
Pennsylvania	210	2.0%	0	0.0%
Virginia	200	1.9%	0	0.0%
Maryland	170	1.6%	0	0.0%
New Jersey	161	1.5%	0	0.0%
Ohio	159	1.5%	0	0.0%
South Carolina	142	1.3%	0	0.0%
Texas	116	1.1%	0	0.0%

→ Top Cities				
City	Visits		Inquiries	
	Total	Percent	Total	Percent
Jacksonville, FL	3,571	32.3%	5	35.7%
Orange Park, FL	662	6.0%	0	0.0%
Saint Augustine, FL	309	2.8%	2	14.3%
Long Beach, CA	260	2.4%	0	0.0%
Atlanta, GA	194	1.8%	1	7.1%
Ponte Vedra Beach, FL	156	1.4%	0	0.0%
Jacksonville Beach, FL	136	1.2%	1	7.1%
Atlantic Beach, FL	129	1.2%	0	0.0%
Middleburg, FL	129	1.2%	0	0.0%
Gainesville, FL	114	1.0%	0	0.0%
Orlando, FL	92	0.8%	0	0.0%
New York, NY	72	0.7%	0	0.0%

## 30-DAY REPORT FOR YOUR LISTINGS

## 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 Web site does not include the feature that would generate metrics in this category. For example, some channel Web sites do not have a property detail page for each listing, and therefore the ListHub reports would not display "views" for that site.

**Not Provided** - This indicates that the Web site does not provide this category of data to ListHub for inclusion in the reports.

**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.

