

30-DAY REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have **18,830** listings, and you are subscribed to **45** channels. **10,199** of your properties have been visited at least 1 time over the last 30 days. **17** of your brokers currently have a paid subscription to ListHub. You currently have **303** registered brokers using ListHub.

Terms are defined on the last page of this report.

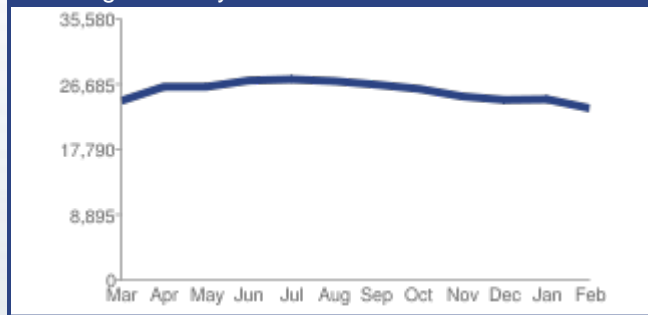
→ Top Channels by Number of Visits

	Visits	% of Visits
1. Trulia	4,153	20.0%
2. Zillow.com	3,913	18.8%
3. Oodle	3,508	16.9%

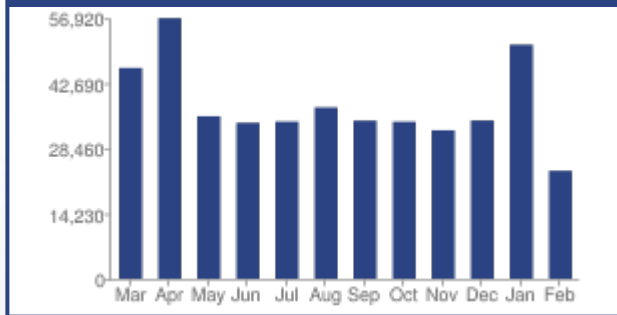
→ Top Locations of Your Online Consumers

	Visits	% of Total Visits
1. Jacksonville, FL	6,892	26.6%
2. Los Angeles, CA	2,117	8.2%
3. Orange Park, FL	1,173	4.5%

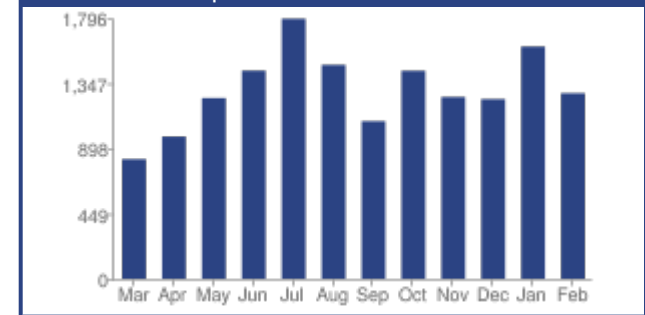
→ Listing Inventory



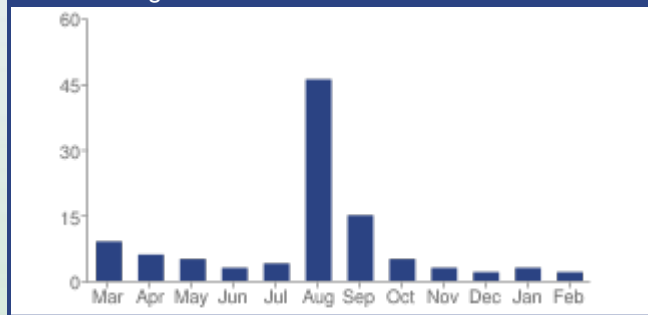
→ Number of Visits - Last 12 Months



→ Number of Inquiries - Last 12 Months



→ Broker registrations



→ Top Listing Agents (their online performance ranking)

Agent	Agent ID	Listing Count	Click-Throughs (Visits)	Inquiries	Performance Rank
BETH GRIFFIN - SAN MARCO REALTY	9995	43	111	38	1st
ANGELA BEARD - REALTY EXECUTIVES THE ELITE	11207	72	275	1	2nd
BRENDA NEEDHAM - FIRST PLACE MANAGEMENT, INC.	9688	28	77	41	3rd

→ Top Property Categories

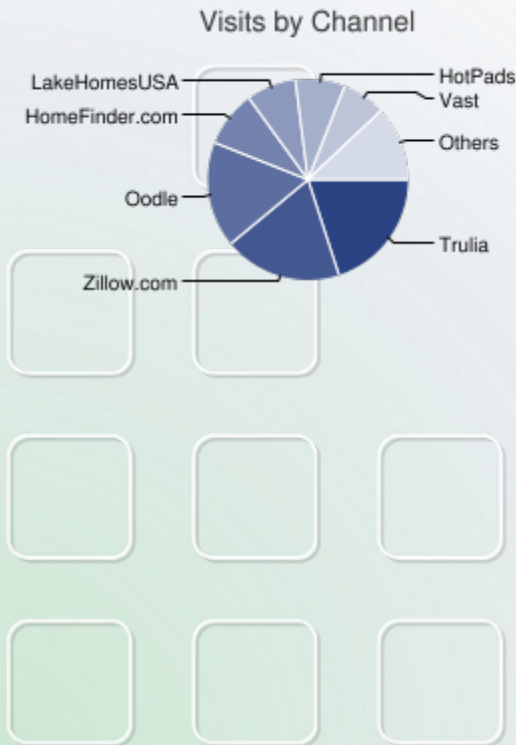
Description	Listing Count	Click-Throughs (Visits)	Inquiries	Performance Rank
\$100K - \$200K - 3BR Residential - For Sale	2,306	1,979	10	1st
\$1K - \$2K - 3BR Rentals - For Rent	589	1,349	250	2nd
\$1K - \$2K - 4BR Rentals - For Rent	292	761	147	3rd

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	12,333	618	52	2	0	2
FreedomSoft	Opt-In	12,294	78	0	1	0	1
HomeFinder.com	MLS-ALL	15,010	9,460	1,831	0	0	0
HotPads	MLS-ALL	14,369	58,042	1,614	772	596	1,368
IAS Properties	Opt-In	8,777	0	2	0	0	0
Keller Williams	Opt-In	718	613	0	0	0	0
Listings-to-Leads	Opt-In	812	0	0	0	0	0
Property Pursuit	Opt-In	8,813	70	1	0	0	0
RealtyTrac	Opt-In	8,837	0	120	0	0	0
Zillow.com	MLS-ALL	14,211	0	3,913	0	0	0
AOL Real Estate	MLS-ALL	15,119	Not Applicable	101	0	0	0
CLRSearch	MLS-ALL	13,395	Not Applicable	67	0	0	0
Cyberhomes	MLS-ALL	13,172	Not Applicable	41	0	0	0
DataSphere	Opt-In	8,894	Not Applicable	639	0	0	0
Enormo	Opt-In	12,388	Not Applicable	1	5	0	5
eRealInvestor	Opt-In	12,346	Not Applicable	2	0	0	0
FrontDoor	MLS-ALL	13,106	Not Applicable	504	0	0	0
Gooplex	Opt-In	8,760	Not Applicable	0	0	0	0

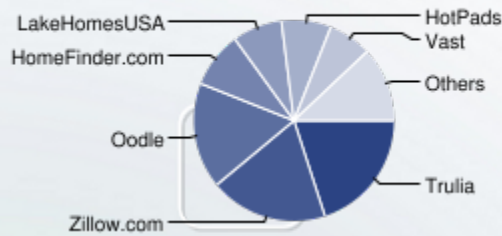
30-DAY REPORT FOR YOUR LISTINGS

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
Harmon Homes	Opt-In	8,760	Not Applicable	35	0	0	0
HomeOnTheTube	Opt-In	8,806	Not Applicable	0	0	0	0
Homes By Lender	Opt-In	7,823	Not Applicable	0	0	0	0
Homes.com	Opt-In	8,913	Not Applicable	26	0	0	0
HomeTourConnect	Opt-In	8,800	Not Applicable	1	0	0	0
HomeWinks	Opt-In	8,828	Not Applicable	4	0	0	0
LakeHomesUSA	Opt-In	12,410	Not Applicable	1,724	0	0	0
LearnMoreNow.com	Opt-In	8,777	Not Applicable	1	0	0	0
LiquidusMedia	Opt-In	7,378	Not Applicable	0	0	0	0
MyREALTY.com	MLS-ALL	18,290	Not Applicable	14	3	0	3
National Relocation	Opt-In	8,820	Not Applicable	117	0	0	0
Oodle	MLS-ALL	14,988	Not Applicable	3,508	0	0	0
Overstock	Opt-In	8,975	Not Applicable	119	0	0	0
PropBot	MLS-ALL	18,294	Not Applicable	1	0	0	0
Property Shark	Opt-In	8,825	Not Applicable	0	0	0	0
RealEstateCentral	Opt-In	8,818	Not Applicable	0	0	0	0
RealQuest Express	Opt-In	8,801	Not Applicable	0	0	0	0
RealtyStore	Opt-In	8,844	Not Applicable	571	16	0	16

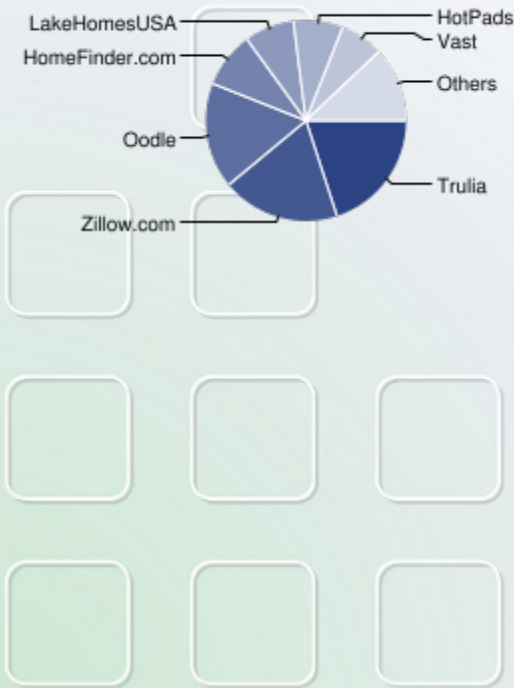
30-DAY REPORT FOR YOUR LISTINGS

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
Relocation.com	Opt-In	8,838	Not Applicable	0	0	0	0
RELOHomeSearch	Opt-In	3	Not Applicable	0	0	0	0
Showing Suite	Opt-In	44	Not Applicable	0	0	0	0
Trulia	MLS-ALL	14,377	Not Applicable	4,153	0	1	1
TweetLister	Opt-In	8,803	Not Applicable	11	0	0	0
USHUD.com	Opt-In	8,820	Not Applicable	133	0	0	0
Vast	MLS-ALL	14,927	Not Applicable	1,472	1	1	2
Organic	0	0	Not Applicable	3	1	3	4
Total	Not Applicable	Not Applicable	68,881	20,781	801	601	1,402



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	Click-Throughs (Visits)	Inquiries	Performance Rank
\$100K - \$200K - 3BR Residential - For Sale	2,306	1,979	10	1st
\$1K - \$2K - 3BR Rentals - For Rent	589	1,349	250	2nd
\$1K - \$2K - 4BR Rentals - For Rent	292	761	147	3rd
\$100K - \$200K - 4BR Residential - For Sale	1,039	1,075	2	4th
\$900 - \$1000 - 3BR Rentals - For Rent	217	552	146	5th
\$200K - \$300K - 4BR Residential - For Sale	793	851	1	6th
\$100K - \$200K - 3BR Residential - Foreclosure	594	900	9	7th
\$200K - \$300K - 3BR Residential - For Sale	767	738	0	8th
\$100K - \$200K - 4BR Residential - Foreclosure	486	821	4	9th
\$800 - \$900 - 3BR Rentals - For Rent	159	432	110	10th

There are an additional 675 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	13,077	50.5%	4	40.0%
California	2,463	9.5%	0	0.0%
Georgia	1,520	5.9%	3	30.0%
New York	926	3.6%	0	0.0%
Virginia	546	2.1%	2	20.0%
New Jersey	526	2.0%	0	0.0%
Ohio	523	2.0%	0	0.0%
North Carolina	502	1.9%	0	0.0%
Pennsylvania	446	1.7%	0	0.0%
Maryland	368	1.4%	0	0.0%
Texas	341	1.3%	1	10.0%
Illinois	329	1.3%	0	0.0%

→ Top Cities				
City	Visits		Inquiries	
	Total	Percent	Total	Percent
Jacksonville, FL	6,892	26.6%	3	30.0%
Los Angeles, CA	2,117	8.2%	0	0.0%
Orange Park, FL	1,173	4.5%	0	0.0%
Saint Augustine, FL	785	3.0%	0	0.0%
Atlanta, GA	436	1.7%	0	0.0%
Gainesville, FL	340	1.3%	0	0.0%
Atlantic Beach, FL	287	1.1%	0	0.0%
Ponte Vedra Beach, FL	277	1.1%	0	0.0%
Jacksonville Beach, FL	229	0.9%	0	0.0%
Palatka, FL	213	0.8%	0	0.0%
Middleburg, FL	183	0.7%	0	0.0%
Orlando, FL	166	0.6%	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 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.