



Your Listing Asset Management Company

30-DAY REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have **18,062** listings, and you are subscribed to **46** channels. **21,109** of your properties have been viewed at least 1 time over the last 30 days. **20** of your brokers currently have a paid subscription to ListHub. You currently have **308** registered brokers using ListHub.

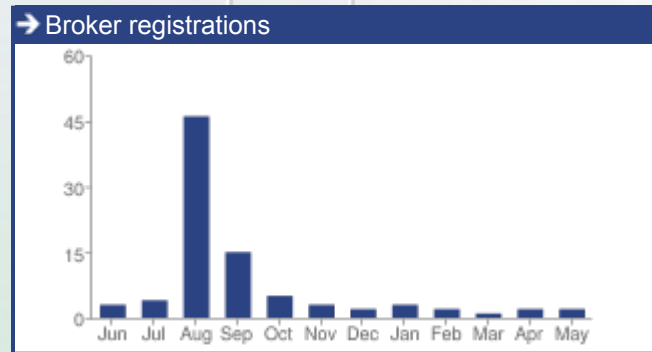
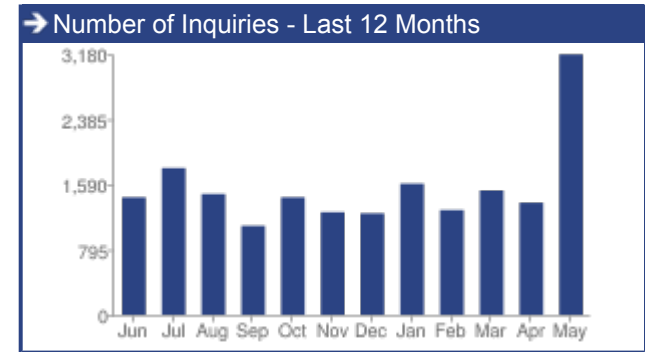
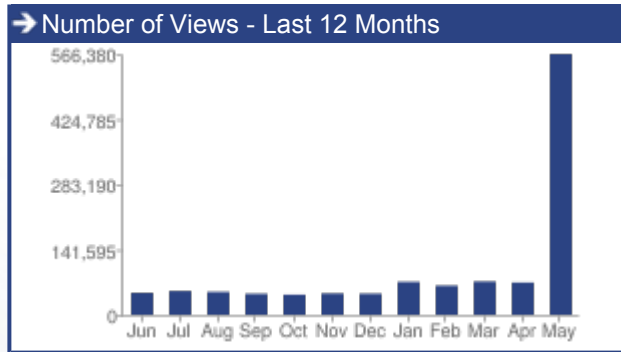
Terms are defined on the last page of this report.

→ Top Channels by Number of Views

	Views	% of Views
1. Zillow Network	474,115	85.3%
2. HotPads	66,331	11.9%
3. HomeFinder.com	12,962	2.3%

→ Top Locations of Your Online Consumers

	Visits	% of Total Visits
1. Jacksonville, FL	3,657	29.7%
2. Long Beach, CA	729	5.9%
3. Orange Park, FL	572	4.6%



→ Top Listing Agents (their online performance ranking)

Agent	Agent ID	Listing Count	Views	Click-Throughs (Visits)	Inquiries	Performance Rank
KIMBERLY OSBORNE	29792	11	2,867	136	126	1st
COLLEEN GELMAN - The Property Manager	4881	26	2,668	61	75	2nd
MING RUAN - REBATERENTALS.COM REALTY INC	35621	72	3,706	55	48	3rd

→ Top Property Categories

Description	Listing Count	Views	Click-Throughs (Visits)	Inquiries	Performance Rank
\$1K - \$2K - 3BR Rentals - For Rent	543	36,280	930	812	1st
\$100K - \$200K - 3BR Residential - For Sale	2,213	42,949	792	39	2nd
\$1K - \$2K - 4BR Rentals - For Rent	281	23,121	615	404	3rd



Your Listing Asset Management Company

30-DAY REPORT FOR YOUR LISTINGS

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.

Terms are defined on the last page of this report.



→ 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	13,468	474,115	1,982	962	2
HotPads	MLS-ALL	13,603	66,331	1,457	1,230	670
HomeFinder.com	MLS-ALL	14,281	12,962	1,227	0	0
Foreclosure.com	Opt-In	11,701	874	23	15	0
Keller Williams	Opt-In	712	770	0	1	0
Harmon Homes	Opt-In	8,266	351	7	0	0
Property Pursuit	Opt-In	8,242	112	3	0	0
FreedomSoft	Opt-In	11,643	25	0	2	0
CLRSearch	MLS-ALL	12,708	0	32	0	0
Gooplex	Opt-In	8,284	0	0	0	0
IAS Properties	Opt-In	8,284	0	4	0	0
L2L Network	Opt-In	797	0	0	0	0
RealQuest Express	Opt-In	8,284	0	3	0	0
RealtyTrac	Opt-In	8,301	0	61	0	0
AOL Real Estate	MLS-ALL	12,495	Not Provided	8	0	0
Cyberhomes	MLS-ALL	12,485	Not Provided	33	0	0
DataSphere	Opt-In	8,316	Not Provided	335	0	0
Enormo	Opt-In	11,729	Not Provided	4	129	0



Your Listing Asset Management Company

30-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: CHANNEL COMPARISON CHART (CONTINUED)

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.

Terms are defined on the last page of this report.

→ How Do The Internet Marketing Channels Compare?						
Channel	Listings		Consumer Traffic		Inquiries	
	Setup	Total	Property Views	Click-Throughs (Visits)	Emails	Phone Views
eReallInvestor	Opt-In	11,688	Not Provided	6	0	0
FrontDoor	MLS-ALL	12,435	Not Provided	262	0	0
Home2.me	Opt-In	8,265	Not Provided	0	0	0
Homes By Lender	Opt-In	7,289	Not Provided	0	1	0
Homes.com	Opt-In	8,369	Not Provided	86	0	0
HomeTourConnect	Opt-In	8,230	Not Applicable	0	0	0
HomeWinks	Opt-In	8,325	Not Applicable	0	0	0
HUDseeker	Opt-In	8,265	Not Provided	0	0	0
LakeHomesUSA	Opt-In	8,359	Not Provided	557	0	0
LearnMoreNow.com	Opt-In	8,284	Not Applicable	3	0	0
LiquidusMedia	Opt-In	6,842	Not Applicable	0	0	0
MyREALTY.com	MLS-ALL	17,433	Not Provided	1	20	0
National Relocation	Opt-In	8,295	Not Provided	34	0	0
Oodle	MLS-ALL	14,234	Not Applicable	1,754	0	0
Overstock	Opt-In	8,451	Not Applicable	89	0	0
PropBot	MLS-ALL	17,427	Not Provided	0	0	0
Property Shark	Opt-In	8,275	Not Provided	0	0	0
RealEstateCentral	Opt-In	8,284	Not Provided	1	0	0



Your Listing Asset Management Company

30-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: CHANNEL COMPARISON CHART (CONTINUED)

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.

Terms are defined on the last page of this report.

→ How Do The Internet Marketing Channels Compare?						
Channel	Listings		Consumer Traffic		Inquiries	
	Setup	Total	Property Views	Click-Throughs (Visits)	Emails	Phone Views
RealtyStore	Opt-In	8,311	Not Provided	570	36	0
Relocation.com	Opt-In	8,306	Not Provided	1	0	0
RELOHomeSearch	Opt-In	3	Not Provided	0	0	0
Showing Suite	Opt-In	51	Not Applicable	0	0	0
Trulia	MLS-ALL	13,625	Not Provided	3,249	0	0
TweetLister	Opt-In	8,242	Not Provided	5	0	0
USHUD.com	Opt-In	8,252	Not Provided	160	0	0
Vast	MLS-ALL	14,180	Not Applicable	829	0	0
Organic	0	0	Not Applicable	1	0	4
Total	Not Applicable	Not Applicable	555,540	12,787	2,396	676



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	543	36,280	930	812	1st
\$100K - \$200K - 3BR Residential - For Sale	2,213	42,949	792	39	2nd
\$1K - \$2K - 4BR Rentals - For Rent	281	23,121	615	404	3rd
\$100K - \$200K - 4BR Residential - For Sale	1,001	29,026	555	7	4th
\$200K - \$300K - 4BR Residential - For Sale	856	26,918	398	17	5th
\$200K - \$300K - 3BR Residential - For Sale	738	18,381	318	21	6th
\$100K - \$200K - 3BR Residential - Foreclosure	464	17,724	347	18	7th
\$900 - \$1000 - 3BR Rentals - For Rent	160	9,315	227	235	8th
\$100K - \$200K - 4BR Residential - Foreclosure	361	16,021	337	18	9th
\$300K - \$400K - 4BR Residential - For Sale	433	13,876	182	14	10th

There are an additional 642 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	6,735	56.4%	6	75.0%
California	920	7.7%	0	0.0%
Georgia	879	7.4%	1	12.5%
New York	396	3.3%	0	0.0%
North Carolina	260	2.2%	0	0.0%
Virginia	241	2.0%	0	0.0%
Ohio	222	1.9%	0	0.0%
South Carolina	182	1.5%	0	0.0%
Texas	173	1.4%	0	0.0%
Massachusetts	164	1.4%	0	0.0%
New Jersey	164	1.4%	0	0.0%
Maryland	161	1.3%	0	0.0%

→ Top Cities				
City	Visits		Inquiries	
	Total	Percent	Total	Percent
Jacksonville, FL	3,657	29.7%	3	37.5%
Long Beach, CA	729	5.9%	0	0.0%
Orange Park, FL	572	4.6%	0	0.0%
Saint Augustine, FL	317	2.6%	0	0.0%
Atlanta, GA	211	1.7%	0	0.0%
Gainesville, FL	172	1.4%	1	12.5%
Ponte Vedra Beach, FL	169	1.4%	0	0.0%
New York, NY	154	1.2%	0	0.0%
Tallahassee, FL	153	1.2%	0	0.0%
Middleburg, FL	138	1.1%	0	0.0%
Orlando, FL	93	0.8%	0	0.0%
Miami, FL	87	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.