

30-DAY REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have **17,543** listings, and you are subscribed to **43** channels. **20,668** 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 **316** registered brokers using ListHub.

Terms are defined on the last page of this report.

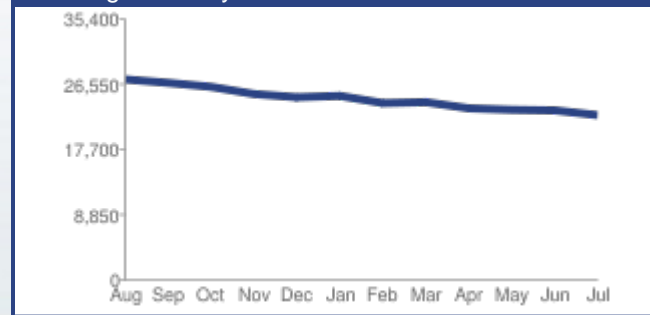
→ Top Channels by Number of Views

	Views	% of Views
1. Zillow Network	1,085,710	85.5%
2. Homes.com	93,054	7.3%
3. HotPads	75,239	5.9%

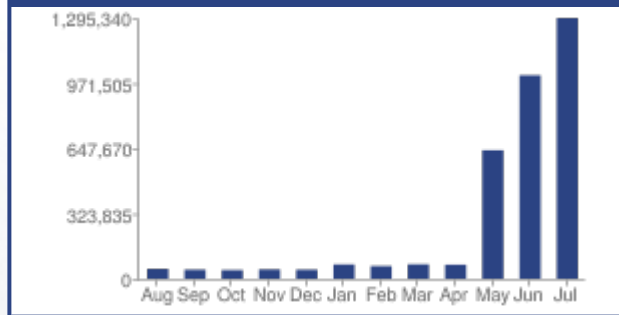
→ Top Locations of Your Online Consumers

	Visits	% of Total Visits
1. Jacksonville, FL	3,379	32.1%
2. Orange Park, FL	517	4.9%
3. Long Beach, CA	332	3.2%

→ Listing Inventory



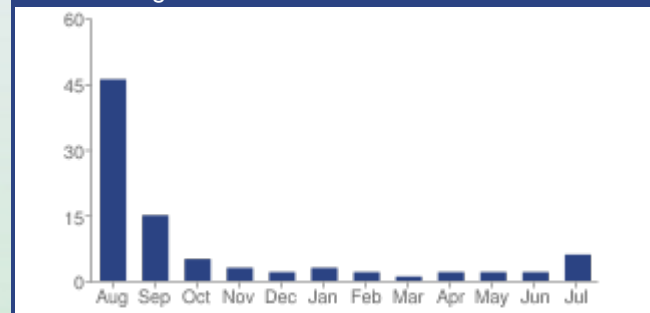
→ Number of Views - Last 12 Months



→ Number of Inquiries - Last 12 Months



→ Broker registrations



→ Top Listing Agents (their online performance ranking)

Agent	Agent ID	Listing Count	Views	Click-Throughs (Visits)	Inquiries	Performance Rank
JACQUELYN S HOLCOMB	15101	10	324,322	5	1	1st
JEANELL WILSON	2424	18	7,455	116	262	2nd
BRENDA NEEDHAM	9688	31	6,260	55	132	3rd

→ Top Property Categories

Description	Listing Count	Views	Click-Throughs (Visits)	Inquiries	Performance Rank
\$400K - \$500K - 4BR Residential - For Sale	179	335,474	63	3	1st
\$1K - \$2K - 3BR Rentals - For Rent	613	58,796	842	1,106	2nd
\$100K - \$200K - 3BR Residential - For Sale	2,125	71,776	675	20	3rd

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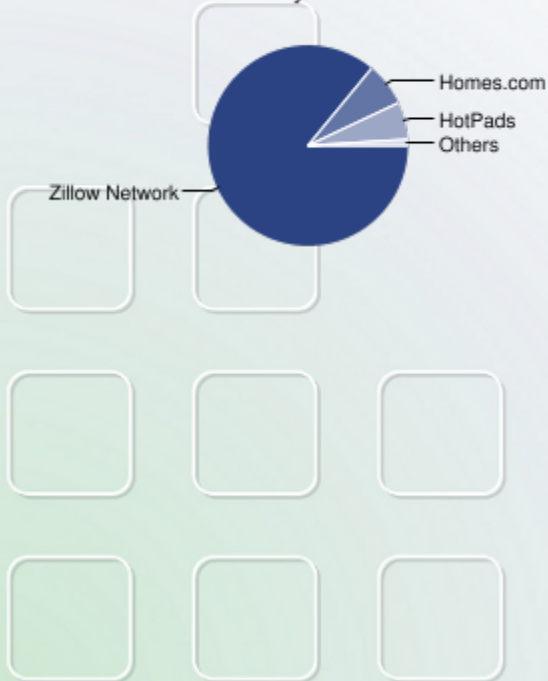
DETAILED ANALYSIS: CHANNEL COMPARISON CHART

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	12,754	1,085,710	1,699	876	0
Homes.com	Opt-In	7,880	93,054	78	2	0
HotPads	MLS-ALL	12,915	75,239	1,332	1,342	1,391
HomeFinder.com	MLS-ALL	13,596	12,865	1,316	9	0
Keller Williams	Opt-In	706	581	0	1	0
Foreclosure.com	Opt-In	10,969	550	27	1	0
Harmon Homes	Opt-In	7,720	458	28	0	0
CLRSearch	MLS-ALL	11,424	358	15	0	0
RealQuest Express	Opt-In	7,753	188	1	5	4
Property Pursuit	Opt-In	7,754	157	0	0	0
FreedomSoft	Opt-In	10,956	59	0	1	0
Gooplex	Opt-In	7,737	7	0	0	0
L2L Network	Opt-In	730	2	0	0	0
IAS Properties	Opt-In	7,737	0	1	0	0
RealtyTrac	Opt-In	7,783	0	98	0	0
AOL Real Estate	MLS-ALL	14,625	Not Provided	16	0	0
Cyberhomes	MLS-ALL	11,709	Not Provided	30	0	0
DataSphere	Opt-In	7,635	Not Provided	276	0	0

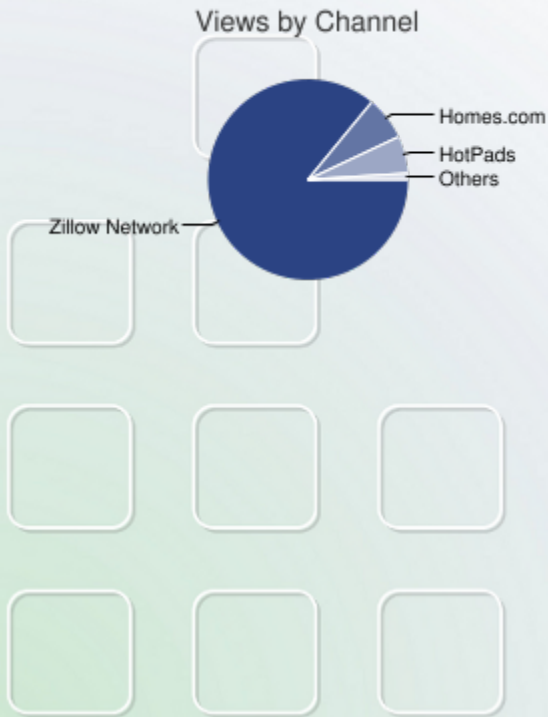
30-DAY REPORT FOR YOUR LISTINGS

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
Enormo	Opt-In	11,027	Not Provided	19	0	0
FrontDoor	MLS-ALL	11,654	Not Provided	210	0	0
Home2.me	Opt-In	7,750	Not Provided	0	0	0
Homes By Lender	Opt-In	6,718	Not Provided	4	0	0
HomeTourConnect	Opt-In	7,746	Not Applicable	0	0	0
HomeWinks	Opt-In	7,785	Not Applicable	0	0	0
HUDseeker	Opt-In	7,750	Not Provided	0	0	0
LakeHomesUSA	Opt-In	7,860	Not Provided	278	0	0
LearnMoreNow.com	Opt-In	7,737	Not Applicable	0	0	0
LiquidusMedia	Opt-In	6,302	Not Applicable	0	0	0
ListedPropertyPro	Opt-In	6,818	Not Provided	0	0	0
MyREALTY.com	MLS-ALL	16,561	Not Provided	2	41	0
Oodle	MLS-ALL	13,553	Not Applicable	1,182	0	1
Property Shark	Opt-In	7,761	Not Provided	2	0	0
RealEstateCentral	Opt-In	7,753	Not Provided	7	0	0
RealtyStore	Opt-In	7,756	Not Provided	94	20	0
Relocation.com	Opt-In	7,753	Not Provided	10	0	0
RELOHomeSearch	Opt-In	1	Not Provided	0	0	0

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DETAILED ANALYSIS: CHANNEL COMPARISON CHART (CONTINUED)

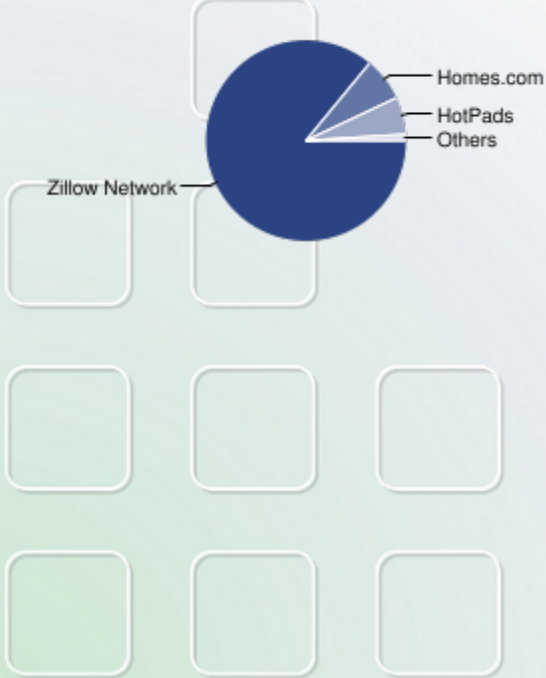
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→ How Do The Internet Marketing Channels Compare?						
Channel	Listings		Consumer Traffic		Inquiries	
	Setup	Total	Property Views	Click-Throughs (Visits)	Emails	Phone Views
Showing Suite	Opt-In	52	Not Applicable	0	0	0
Trulia	MLS-ALL	12,915	Not Provided	3,204	0	3
TweetLister	Opt-In	7,749	Not Provided	2	0	0
USHUD.com	Opt-In	7,746	Not Provided	122	0	0
Vast	MLS-ALL	13,524	Not Applicable	902	0	0
Organic	0	0	Not Applicable	1	1	5
<b>Total</b>	<b>Not Applicable</b>	<b>Not Applicable</b>	<b>1,269,228</b>	<b>10,956</b>	<b>2,299</b>	<b>1,404</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
\$400K - \$500K - 4BR Residential - For Sale	179	335,474	63	3	1st
\$1K - \$2K - 3BR Rentals - For Rent	613	58,796	842	1,106	2nd
\$100K - \$200K - 3BR Residential - For Sale	2,125	71,776	675	20	3rd
\$1K - \$2K - 4BR Rentals - For Rent	318	37,126	554	639	4th
\$100K - \$200K - 4BR Residential - For Sale	946	41,875	387	4	5th
\$200K - \$300K - 4BR Residential - For Sale	845	46,235	278	9	6th
\$200K - \$300K - 3BR Residential - For Sale	726	30,332	229	4	7th
\$100K - \$200K - 3BR Residential - Foreclosure	413	27,205	276	16	8th
\$900 - \$1000 - 3BR Rentals - For Rent	157	15,544	166	195	9th
\$1K - \$2K - 2BR Rentals - For Rent	159	11,620	153	169	10th

*There are an additional 632 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	6,219	61.3%	11	57.9%
Georgia	853	8.4%	2	10.5%
California	478	4.7%	0	0.0%
New York	286	2.8%	0	0.0%
Virginia	242	2.4%	0	0.0%
Indiana	192	1.9%	0	0.0%
North Carolina	187	1.8%	5	26.3%
New Jersey	156	1.5%	0	0.0%
Ohio	136	1.3%	1	5.3%
Tennessee	119	1.2%	0	0.0%
Illinois	115	1.1%	0	0.0%
Texas	110	1.1%	0	0.0%

→ Top Cities				
City	Visits		Inquiries	
	Total	Percent	Total	Percent
Jacksonville, FL	3,379	32.1%	10	47.6%
Orange Park, FL	517	4.9%	0	0.0%
Long Beach, CA	332	3.2%	0	0.0%
Saint Augustine, FL	262	2.5%	0	0.0%
Atlanta, GA	235	2.2%	0	0.0%
Gainesville, FL	154	1.5%	0	0.0%
Middleburg, FL	150	1.4%	0	0.0%
Jeffersonville, IN	140	1.3%	0	0.0%
Ponte Vedra Beach, FL	124	1.2%	0	0.0%
Orlando, FL	111	1.1%	0	0.0%
Jacksonville Beach, FL	110	1.0%	0	0.0%
Atlantic Beach, FL	98	0.9%	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.

