



Your Listing Asset Management Company

30-DAY REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have **15,117** listings, and you are subscribed to **50** channels. **18,243** 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 **331** registered brokers using ListHub.

Terms are defined on the last page of this report.

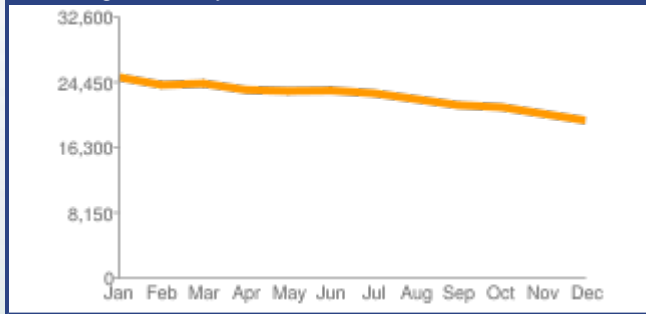
→ Top Channels by Number of Views

	Views	% of Views
1. Zillow Network	472,583	77.8%
2. Homes.com	61,984	10.2%
3. HotPads	47,960	7.9%

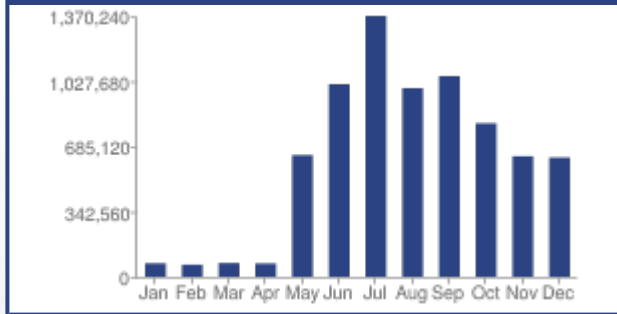
→ Top Locations of Your Online Consumers

	Visits	% of Total Visits
1. Jacksonville, FL	1,849	31.6%
2. Orange Park, FL	353	6.0%
3. Saint Augustine, FL	168	2.9%

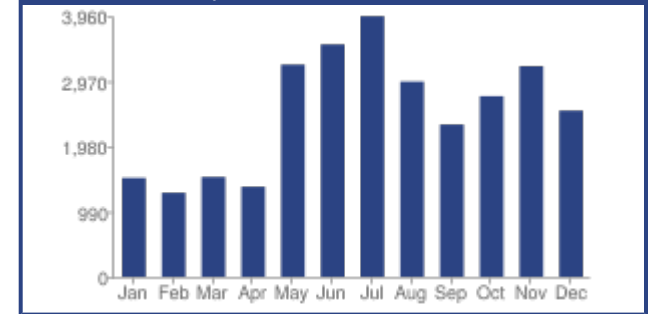
→ Listing Inventory



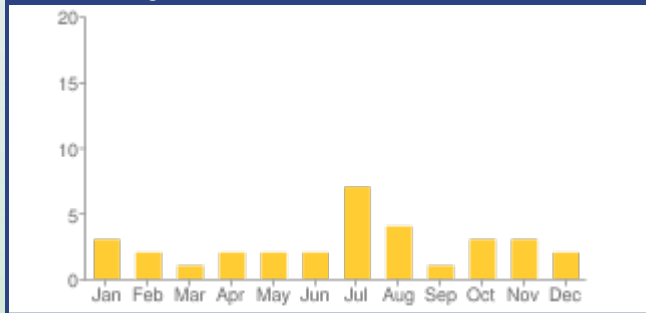
→ Number of Views - Last 12 Months



→ 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
BETH GRIFFIN	9995	72	4,976	79	77	1st
RYAN L COURSON	15392	80	8,379	102	4	2nd
ROGER D PERKINS	14518	42	4,966	64	63	3rd

→ Top Property Categories

Description	Listing Count	Views	Click-Throughs (Visits)	Inquiries	Performance Rank
\$100K - \$200K - 3BR Residential - For Sale	1,745	46,903	332	26	1st
\$1K - \$2K - 3BR Rentals - For Rent	531	33,034	283	425	2nd
\$1K - \$2K - 4BR Rentals - For Rent	284	23,171	228	366	3rd

30-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: CHANNEL COMPARISON CHART

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

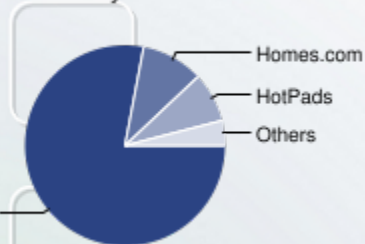
Property views, visits, and inquiries are based on the number of listings displayed by the channel. If the channel displays a listing provided by a source other than ListHub or if a listing is not displayed due to an uploading error, the activity data for that listing is not included in ListHub reports.

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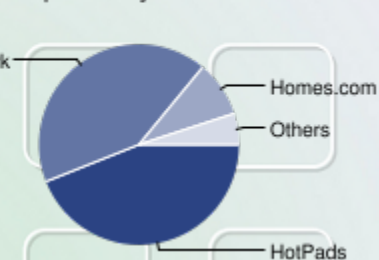
How Do The Internet Marketing Channels Compare?

Channel	Listings		Consumer Traffic		Inquiries	
	Setup	Total	Property Views	Click-Throughs (Visits)	Email	Phone
Zillow Network	MLS-ALL	11,561	472,583	1,565	1,037	0
Homes.com	Opt-In	7,191	61,984	161	232	0
HotPads	MLS-ALL	11,672	47,960	950	690	397
AOL Real Estate	MLS-ALL	13,113	9,146	0	22	0
HomeFinder.com	MLS-ALL	12,318	7,921	315	4	0
RealtyStore	Opt-In	7,028	1,742	84	0	0
GovListed.com	Opt-In	6,819	1,480	0	0	0
Keller Williams	Opt-In	628	901	0	0	0
LakeHomesUSA	Opt-In	7,196	843	191	21	0
USHUD.com	Opt-In	7,094	725	122	0	0
MyREALTY.com	MLS-ALL	14,890	583	10	35	0
Foreclosure.com	Opt-In	7,028	341	20	0	0
FreedomSoft	Opt-In	7,094	317	1	0	0
CLRSearch	MLS-ALL	10,122	285	20	0	0
Harmon Homes	Opt-In	7,010	198	4	0	0
RealtyTrac	Opt-In	7,118	150	15	6	0
RealQuest Express	Opt-In	7,023	138	2	2	0
L2L Network	Opt-In	594	103	0	0	0

Views by Channel



Inquiries by Channel



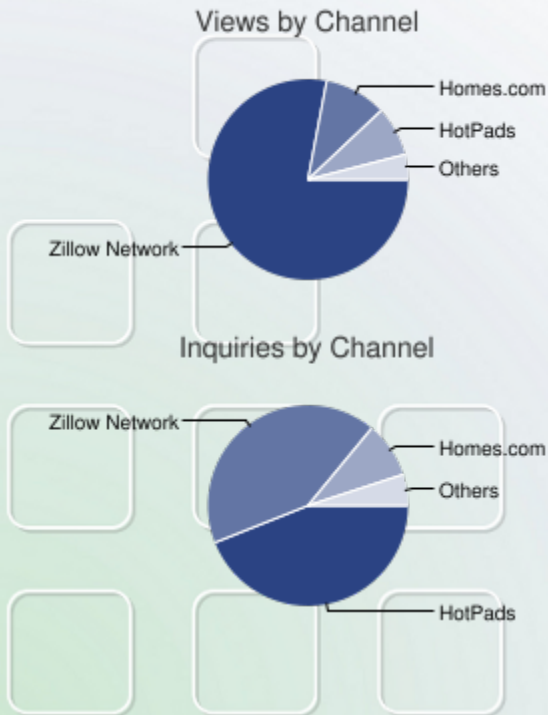
30-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: CHANNEL COMPARISON CHART (CONTINUED)

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

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How Do The Internet Marketing Channels Compare?

Channel	Listings		Consumer Traffic		Inquiries	
	Setup	Total	Property Views	Click-Throughs (Visits)	Email	Phone
BidSelect	Opt-In	152	72	0	0	0
Property Pursuit	Opt-In	7,094	63	3	0	0
Home2.me	Opt-In	7,023	18	3	0	0
eLookyLoo	Opt-In	6,834	3	0	0	0
Gooplex	Opt-In	7,023	3	0	0	0
HomeWinks	Opt-In	7,053	0	0	0	0
LearnMoreNow.com	Opt-In	7,023	0	6	0	0
RentRange	Opt-In	736	0	0	0	0
Atlantic & Pacific	Opt-In	5	Not Provided	0	0	0
BuyerHomeSite.com	Opt-In	6,819	Not Provided	0	0	0
CondoCompare.com	Opt-In	5,823	Not Provided	0	0	0
DataSphere	Opt-In	6,970	Not Provided	331	0	0
Diggy	Opt-In	6,819	Not Provided	3	0	0
Enormo	Opt-In	7,160	Not Provided	6	20	0
EstateVantage	Opt-In	3	Not Provided	0	0	0
FrontDoor	MLS-ALL	11,681	Not Provided	145	0	0
Homes By Lender	Opt-In	5,991	Not Provided	0	1	0
HomeTourConnect	Opt-In	7,094	Not Applicable	0	0	0

30-DAY REPORT FOR YOUR LISTINGS

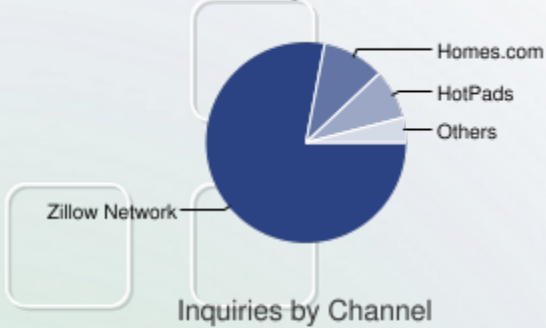
DETAILED ANALYSIS: CHANNEL COMPARISON CHART (CONTINUED)

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

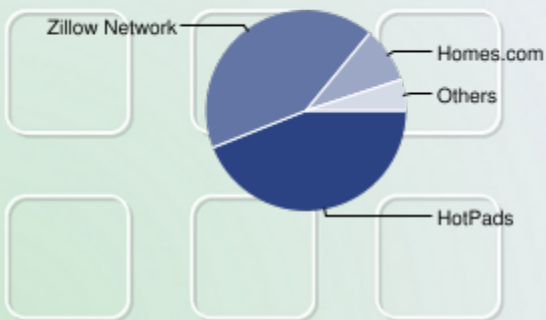
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Views by Channel



Inquiries by Channel



How Do The Internet Marketing Channels Compare?

Channel	Listings		Consumer Traffic		Inquiries	
	Setup	Total	Property Views	Click-Throughs (Visits)	Email	Phone
HUD Seeker	Opt-In	7,023	Not Provided	7	0	0
IAS Properties	Opt-In	7,023	Not Applicable	0	0	0
Juwai	Opt-In	6,819	Not Provided	0	0	0
LiquidusMedia	Opt-In	5,620	Not Applicable	0	0	0
Oodle	MLS-ALL	12,291	Not Provided	45	0	0
Property Shark	Opt-In	7,103	Not Provided	0	0	0
RealEstateCentral	Opt-In	7,023	Not Provided	13	0	0
Realty Pilot	Opt-In	6,819	Not Provided	0	0	0
Relocation.com	Opt-In	7,023	Not Provided	0	0	0
Showing Suite	Opt-In	41	Not Applicable	0	0	0
Trulia	MLS-ALL	11,706	Not Provided	1,638	0	1
USALifestyleRealEstate	Opt-In	6,819	Not Provided	0	0	0
Vast	MLS-ALL	12,248	Not Applicable	321	0	0
Organic	0	0	Not Applicable	4	0	0
Total	Not Applicable	Not Applicable	607,559	5,985	2,070	398



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
\$100K - \$200K - 3BR Residential - For Sale	1,745	46,903	332	26	1st
\$1K - \$2K - 3BR Rentals - For Rent	531	33,034	283	425	2nd
\$1K - \$2K - 4BR Rentals - For Rent	284	23,171	228	366	3rd
\$100K - \$200K - 4BR Residential - For Sale	897	37,989	247	17	4th
\$200K - \$300K - 4BR Residential - For Sale	671	27,700	178	3	5th
\$800 - \$900 - 3BR Rentals - For Rent	163	11,197	139	204	6th
\$100K - \$200K - 4BR Residential - Foreclosure	326	21,233	209	8	7th
\$100K - \$200K - 3BR Residential - Foreclosure	385	18,399	210	5	8th
\$900 - \$1000 - 3BR Rentals - For Rent	164	10,113	119	167	9th
\$200K - \$300K - 3BR Residential - For Sale	571	16,177	109	2	10th

There are an additional 618 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	3,530	64.0%	27	61.4%
Georgia	341	6.2%	1	2.3%
Virginia	191	3.5%	3	6.8%
New York	158	2.9%	1	2.3%
North Carolina	114	2.1%	1	2.3%
New Jersey	90	1.6%	0	0.0%
California	75	1.4%	0	0.0%
South Carolina	71	1.3%	0	0.0%
Texas	71	1.3%	0	0.0%
Ohio	70	1.3%	2	4.5%
Arizona	69	1.3%	0	0.0%
Pennsylvania	68	1.2%	0	0.0%

→ Top Cities				
City	Visits		Inquiries	
	Total	Percent	Total	Percent
Jacksonville, FL	1,849	31.6%	7	14.0%
Orange Park, FL	353	6.0%	5	10.0%
Saint Augustine, FL	168	2.9%	7	14.0%
Atlanta, GA	124	2.1%	0	0.0%
Jacksonville Beach, FL	86	1.5%	0	0.0%
Middleburg, FL	76	1.3%	0	0.0%
London, United Kingdom, United Kingdom	74	1.3%	0	0.0%
Gainesville, FL	66	1.1%	1	2.0%
Tucson, AZ	62	1.1%	0	0.0%
Ponte Vedra Beach, FL	61	1.0%	1	2.0%
Orlando, FL	45	0.8%	0	0.0%
Fernandina Beach, FL	44	0.8%	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.

 - Indicates that the traffic reported by the site includes traffic from mobile applications.