

30-DAY REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have **19,093** listings, and you are subscribed to **44** channels. **11,107** of your properties have been visited at least 1 time over the last 30 days. **16** of your brokers currently have a paid subscription to ListHub. You currently have **294** registered brokers using ListHub.

Terms are defined on the last page of this report.

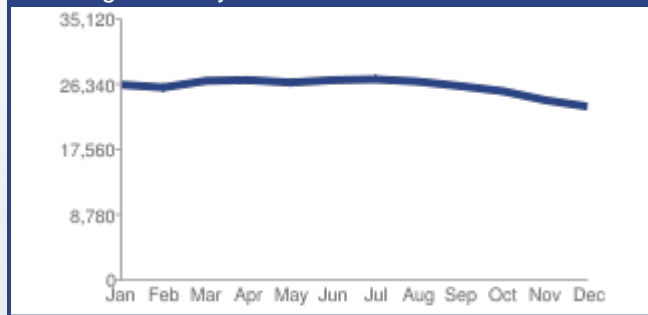
→ Top Channels by Number of Visits

	Visits	% of Visits
1. Google Maps	11,534	35.4%
2. Yahoo! Real Estate	10,520	32.3%
3. Trulia	2,420	7.4%

→ Top Locations of Your Online Consumers

	Visits	% of Total Visits
1. Jacksonville, FL	8,845	28.0%
2. Orange Park, FL	885	2.8%
3. Saint Augustine, FL	831	2.6%

→ Listing Inventory



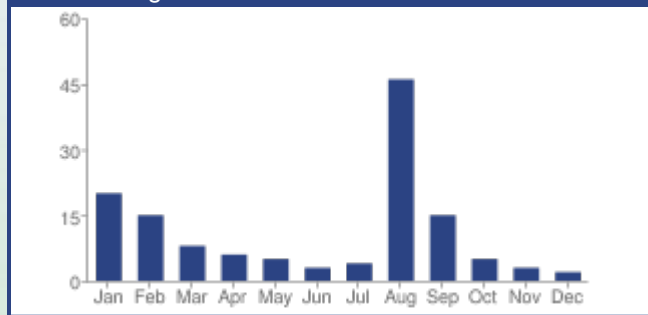
→ Number of Visits - Last 12 Months



→ 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
RYAN L COURSON - Core Realty LLC	15392	73	605	3	1st
STEVE SIBIGA - REALHOME SERVICES & SOLUTIONS	39480	79	393	2	2nd
CARYN THOMAS - MIDDLETON REALTY, INC.	9423	33	66	38	3rd

→ Top Property Categories

Description	Listing Count	Click-Throughs (Visits)	Inquiries	Performance Rank
\$100K - \$200K - 3BR Residential - For Sale	2,302	2,737	23	1st
\$1K - \$2K - 3BR Rentals - For Rent	549	1,074	176	2nd
\$100K - \$200K - 4BR Residential - For Sale	955	1,733	19	3rd

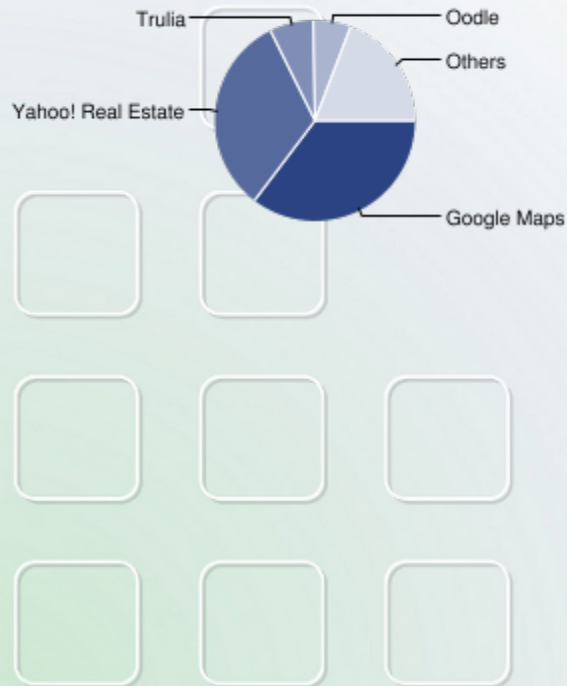
30-DAY REPORT FOR YOUR LISTINGS

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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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
Foreclosure.com	Opt-In	8,933	329	19	2	0	2
FreedomSoft	Opt-In	8,928	106	7	4	0	4
HomeFinder	MLS-ALL	15,563	3,826	1,113	0	0	0
HotPads	MLS-ALL	14,937	37,321	917	460	571	1,031
IAS Properties	Opt-In	8,897	0	5	0	0	0
Keller Williams	Opt-In	649	211	0	0	0	0
RealtyTrac	Opt-In	8,961	832	85	109	0	109
AOL Real Estate	MLS-ALL	13,583	Not Applicable	56	0	0	0
CLRSearch	MLS-ALL	13,787	Not Applicable	12	0	0	0
Cyberhomes	MLS-ALL	13,584	Not Applicable	90	0	0	0
DataSphere	Opt-In	9,031	Not Applicable	348	0	0	0
Enormo	Opt-In	12,467	Not Applicable	20	3	0	3
eRealInvestor	Opt-In	12,419	Not Applicable	0	0	0	0
FrontDoor	MLS-ALL	13,501	Not Applicable	128	0	0	0
Google Maps	MLS-ALL	19,915	Not Applicable	11,534	1	3	4
HomeOnTheTube	Opt-In	8,933	Not Applicable	0	0	0	0
Homes By Lender	Opt-In	7,855	Not Applicable	0	0	0	0
Homes.com	Opt-In	9,073	Not Applicable	19	0	0	0

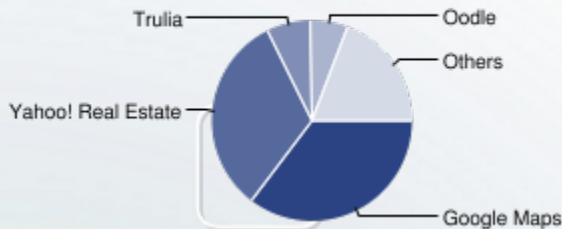
30-DAY REPORT FOR YOUR LISTINGS

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	Total
HomeTourConnect	Opt-In	8,928	Not Applicable	0	0	0	0
HomeWinks	Opt-In	8,961	Not Applicable	0	0	0	0
LakeHomesUSA	Opt-In	12,474	Not Applicable	936	0	0	0
LearnMoreNow.com	Opt-In	8,897	Not Applicable	0	0	0	0
LiquidusMedia	Opt-In	7,406	Not Applicable	0	0	0	0
Listings-to-Leads	Opt-In	774	Not Applicable	0	0	0	0
MyREALTY.com	MLS-ALL	18,772	Not Applicable	7	0	0	0
National Relocation	Opt-In	8,934	Not Applicable	0	0	0	0
Oodle	MLS-ALL	15,528	Not Applicable	1,910	0	0	0
Overstock	Opt-In	9,100	Not Applicable	305	0	0	0
PropBot	MLS-ALL	18,791	Not Applicable	0	0	0	0
Property Pursuit	Opt-In	8,938	Not Applicable	0	0	0	0
Property Shark	Opt-In	8,952	Not Applicable	0	0	0	0
RealEstateCentral	Opt-In	8,926	Not Applicable	0	0	0	0
RealtyStore	Opt-In	8,959	Not Applicable	392	0	0	0
Relocation.com	Opt-In	8,954	Not Applicable	0	0	0	0
RELOHomeSearch	Opt-In	4	Not Applicable	0	0	0	0
Showing Suite	Opt-In	43	Not Applicable	0	0	0	0

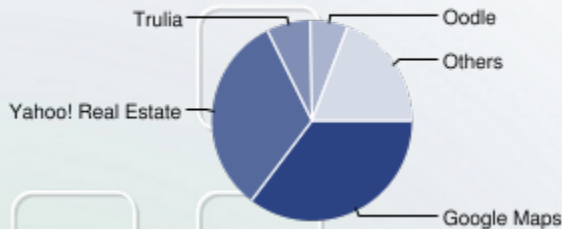
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DETAILED ANALYSIS: CHANNEL COMPARISON CHART (CONTINUED)

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Channel	Listings		Consumer Traffic		Inquiries		
	Setup	Total	Property Views	Click-Throughs (Visits)	Emails	Phone Views	Total
Trulia	MLS-ALL	14,903	Not Applicable	2,420	0	0	0
TweetLister	Opt-In	8,918	Not Applicable	2	0	0	0
USHUD.com	Opt-In	8,954	Not Applicable	54	0	0	0
Vast	MLS-ALL	15,463	Not Applicable	838	0	0	0
Yahoo! Real Estate	MLS-ALL	13,991	Not Applicable	10,520	52	1	53
Zillow.com	MLS-ALL	14,719	Not Applicable	813	0	0	0
Organic			Not Applicable	7	0	0	0
<b>Total</b>	<b>Not Applicable</b>	<b>Not Applicable</b>	<b>42,625</b>	<b>32,557</b>	<b>631</b>	<b>575</b>	<b>1,206</b>



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	2,302	2,737	23	1st
\$1K - \$2K - 3BR Rentals - For Rent	549	1,074	176	2nd
\$100K - \$200K - 4BR Residential - For Sale	955	1,733	19	3rd
\$200K - \$300K - 4BR Residential - For Sale	769	1,150	16	4th
\$100K - \$200K - 4BR Residential - Foreclosure	476	1,258	6	5th
\$1K - \$2K - 4BR Rentals - For Rent	277	671	101	6th
\$100K - \$200K - 3BR Residential - Foreclosure	614	1,039	11	7th
\$900 - \$1000 - 3BR Rentals - For Rent	181	467	131	8th
\$200K - \$300K - 3BR Residential - For Sale	739	983	4	9th
\$800 - \$900 - 3BR Rentals - For Rent	141	347	88	10th

There are an additional 655 inventory categories that are not shown.

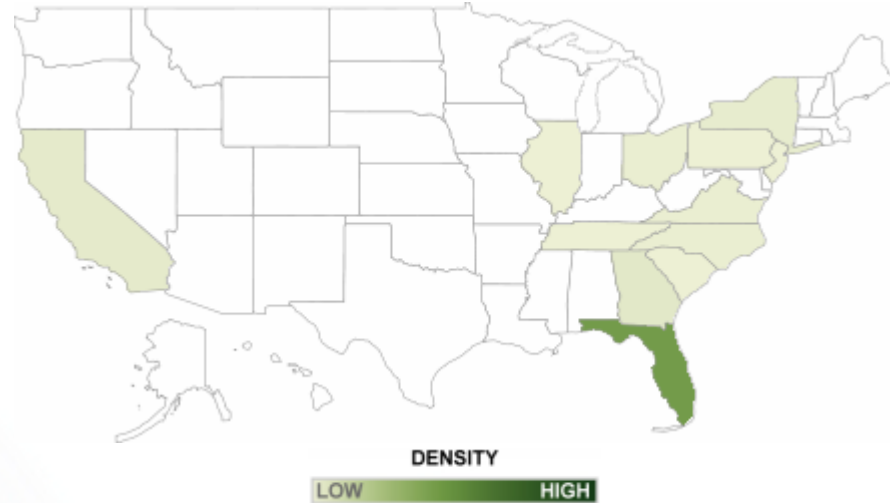
30-DAY REPORT FOR YOUR LISTINGS

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	15,531	49.2%	51	62.2%
Georgia	1,802	5.7%	13	15.9%
California	1,651	5.2%	1	1.2%
New York	1,146	3.6%	2	2.4%
Virginia	995	3.2%	4	4.9%
Ohio	852	2.7%	0	0.0%
North Carolina	829	2.6%	1	1.2%
New Jersey	686	2.2%	0	0.0%
South Carolina	654	2.1%	0	0.0%
Illinois	581	1.8%	3	3.7%
Pennsylvania	538	1.7%	1	1.2%
Tennessee	474	1.5%	1	1.2%

→ Top Cities				
City	Visits		Inquiries	
	Total	Percent	Total	Percent
Jacksonville, FL	8,845	28.0%	17	20.7%
Orange Park, FL	885	2.8%	13	15.9%
Saint Augustine, FL	831	2.6%	1	1.2%
Gainesville, FL	564	1.8%	0	0.0%
Compton, CA	476	1.5%	0	0.0%
Atlanta, GA	451	1.4%	5	6.1%
Los Angeles, CA	315	1.0%	1	1.2%
Ponte Vedra Beach, FL	291	0.9%	1	1.2%
Jacksonville Beach, FL	262	0.8%	2	2.4%
New York, NY	253	0.8%	0	0.0%
Charlotte, NC	196	0.6%	0	0.0%
Rochester, MN	180	0.6%	0	0.0%



Your Listing Asset Management Company

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.