

30-DAY REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have **19,178** listings, and you are subscribed to **46** channels. **13,006** 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 **299** 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	16,422	33.1%
2. Yahoo! Real Estate	11,923	24.0%
3. Zillow.com	6,209	12.5%

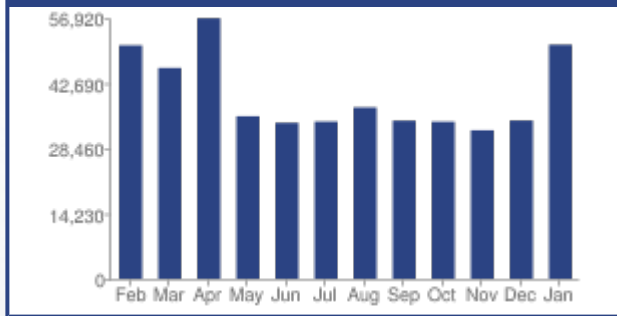
→ Top Locations of Your Online Consumers

	Visits	% of Total Visits
1. Jacksonville, FL	13,762	28.6%
2. Orange Park, FL	1,820	3.8%
3. Saint Augustine, FL	1,318	2.7%

→ Listing Inventory



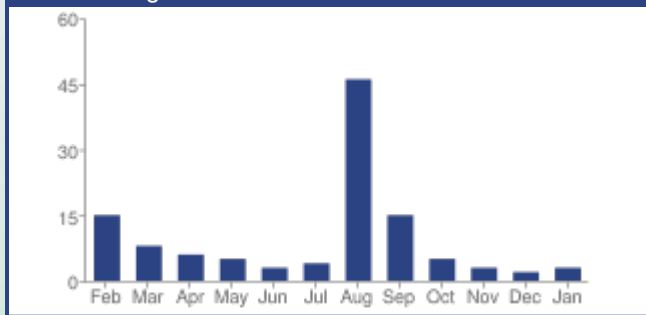
→ Number of Visits - Last 12 Months



→ 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	54	290	37	1st
RYAN L COURSON - Core Realty LLC	15392	82	490	7	2nd
CARYN THOMAS - MIDDLETON REALTY, INC.	9423	35	137	50	3rd

→ Top Property Categories

Description	Listing Count	Click-Throughs (Visits)	Inquiries	Performance Rank
\$100K - \$200K - 3BR Residential - For Sale	2,331	3,842	12	1st
\$1K - \$2K - 3BR Rentals - For Rent	580	1,938	276	2nd
\$100K - \$200K - 4BR Residential - For Sale	1,011	2,841	12	3rd

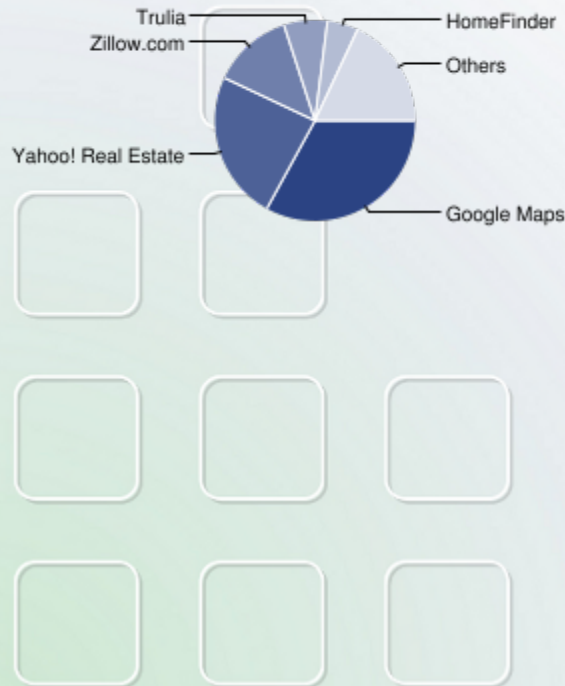
30-DAY REPORT FOR YOUR LISTINGS

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	12,376	853	67	2	0	2
FreedomSoft	Opt-In	12,370	208	0	0	0	0
HomeFinder	MLS-ALL	15,194	8,282	2,373	0	0	0
HotPads	MLS-ALL	14,583	58,899	1,794	731	680	1,411
IAS Properties	Opt-In	8,818	0	3	0	0	0
Keller Williams	Opt-In	657	607	0	0	0	0
Listings-to-Leads	Opt-In	788	0	0	0	0	0
Property Pursuit	Opt-In	8,855	66	1	0	0	0
RealtyTrac	Opt-In	8,854	799	114	96	0	96
Zillow.com	MLS-ALL	14,409	0	6,209	0	0	0
AOL Real Estate	MLS-ALL	13,257	Not Applicable	72	0	0	0
CLRSearch	MLS-ALL	13,492	Not Applicable	69	0	0	0
Cyberhomes	MLS-ALL	13,258	Not Applicable	40	0	0	0
DataSphere	Opt-In	8,938	Not Applicable	577	0	0	0
Enormo	Opt-In	12,464	Not Applicable	6	3	0	3
eRealInvestor	Opt-In	12,421	Not Applicable	0	0	0	0
FrontDoor	MLS-ALL	13,231	Not Applicable	384	0	1	1
Google Maps	MLS-ALL	19,589	Not Applicable	16,422	2	0	2

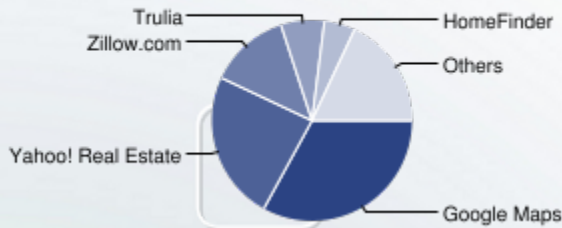
30-DAY REPORT FOR YOUR LISTINGS

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
Gooplex	Opt-In	8,798	Not Applicable	0	0	0	0
Harmon Homes	Opt-In	8,798	Not Applicable	17	0	0	0
HomeOnTheTube	Opt-In	8,851	Not Applicable	0	0	0	0
Homes By Lender	Opt-In	7,789	Not Applicable	2	0	0	0
Homes.com	Opt-In	8,944	Not Applicable	28	0	0	0
HomeTourConnect	Opt-In	8,844	Not Applicable	15	0	0	0
HomeWinks	Opt-In	8,882	Not Applicable	11	0	0	0
LakeHomesUSA	Opt-In	12,441	Not Applicable	1,664	0	0	0
LearnMoreNow.com	Opt-In	8,818	Not Applicable	13	0	0	0
LiquidusMedia	Opt-In	7,351	Not Applicable	0	0	0	0
MyREALTY.com	MLS-ALL	18,471	Not Applicable	17	0	0	0
National Relocation	Opt-In	8,850	Not Applicable	117	0	0	0
Oodle	MLS-ALL	15,162	Not Applicable	1,356	0	0	0
Overstock	Opt-In	8,999	Not Applicable	237	0	0	0
PropBot	MLS-ALL	18,492	Not Applicable	0	0	0	0
Property Shark	Opt-In	8,844	Not Applicable	0	0	0	0
RealEstateCentral	Opt-In	8,844	Not Applicable	2	0	0	0
RealtyStore	Opt-In	8,874	Not Applicable	620	6	0	6

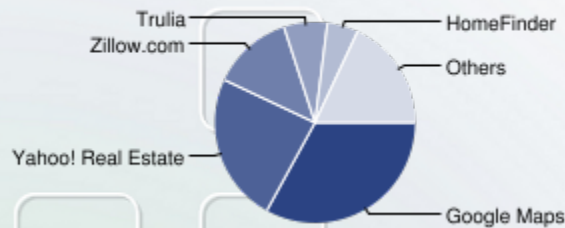
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Visits by Channel



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	8,868	Not Applicable	0	0	0	0
RELOHomeSearch	Opt-In	3	Not Applicable	0	0	0	0
Showing Suite	Opt-In	43	Not Applicable	0	0	0	0
Trulia	MLS-ALL	14,587	Not Applicable	3,690	0	4	4
TweetLister	Opt-In	8,814	Not Applicable	1	0	0	0
USHUD.com	Opt-In	8,868	Not Applicable	58	0	0	0
Vast	MLS-ALL	15,099	Not Applicable	1,739	0	0	0
Yahoo! Real Estate	MLS-ALL	13,709	Not Applicable	11,923	41	0	41
Organic	0	0	Not Applicable	14	1	3	4
Total	Not Applicable	Not Applicable	69,714	49,655	882	688	1,570



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	2,331	3,842	12	1st
\$1K - \$2K - 3BR Rentals - For Rent	580	1,938	276	2nd
\$100K - \$200K - 4BR Residential - For Sale	1,011	2,841	12	3rd
\$1K - \$2K - 4BR Rentals - For Rent	292	1,203	170	4th
\$200K - \$300K - 4BR Residential - For Sale	802	1,951	4	5th
\$100K - \$200K - 4BR Residential - Foreclosure	484	1,785	12	6th
\$200K - \$300K - 3BR Residential - For Sale	756	1,496	4	7th
\$100K - \$200K - 3BR Residential - Foreclosure	608	1,454	11	8th
\$900 - \$1000 - 3BR Rentals - For Rent	200	837	134	9th
\$800 - \$900 - 3BR Rentals - For Rent	157	689	101	10th

There are an additional 660 inventory categories that are not shown.

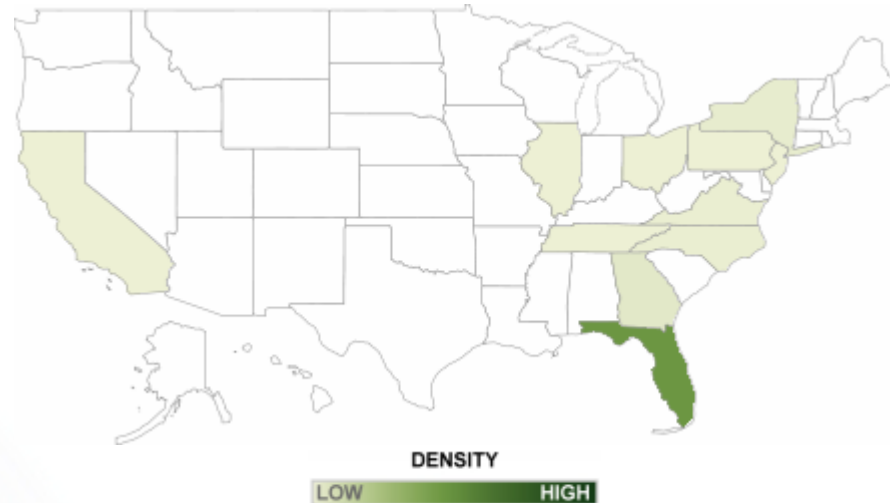
30-DAY REPORT FOR YOUR LISTINGS

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	25,188	52.3%	77	76.2%
Georgia	2,768	5.8%	1	1.0%
New York	1,964	4.1%	5	5.0%
North Carolina	1,357	2.8%	0	0.0%
Virginia	1,228	2.6%	0	0.0%
Ohio	1,095	2.3%	0	0.0%
New Jersey	1,089	2.3%	3	3.0%
California	1,038	2.2%	0	0.0%
Pennsylvania	1,030	2.1%	2	2.0%
Tennessee	891	1.9%	1	1.0%
Illinois	806	1.7%	0	0.0%
Texas	666	1.4%	0	0.0%

→ Top Cities				
City	Visits		Inquiries	
	Total	Percent	Total	Percent
Jacksonville, FL	13,762	28.6%	44	43.6%
Orange Park, FL	1,820	3.8%	13	12.9%
Saint Augustine, FL	1,318	2.7%	7	6.9%
Atlanta, GA	802	1.7%	1	1.0%
Gainesville, FL	632	1.3%	1	1.0%
Middleburg, FL	501	1.0%	0	0.0%
Ponte Vedra Beach, FL	493	1.0%	1	1.0%
Atlantic Beach, FL	428	0.9%	0	0.0%
Palatka, FL	358	0.7%	3	3.0%
Jacksonville Beach, FL	337	0.7%	0	0.0%
New York, NY	303	0.6%	5	5.0%
Orlando, FL	296	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.