

30-DAY REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have **17,219** listings, and you are subscribed to **44** channels. **21,059** 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 **323** registered brokers using ListHub.

Terms are defined on the last page of this report.

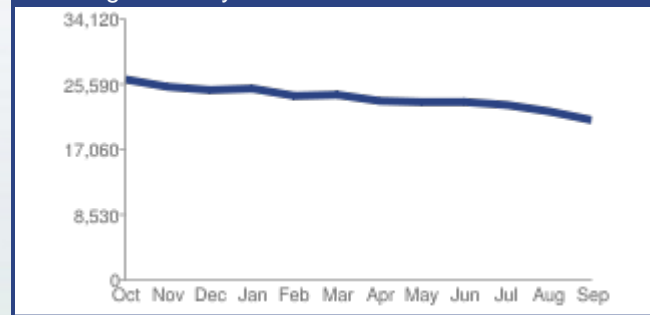
→ Top Channels by Number of Views

	Views	% of Views
1. Zillow Network	842,713	84.7%
2. Homes.com	81,675	8.2%
3. HotPads	48,664	4.9%

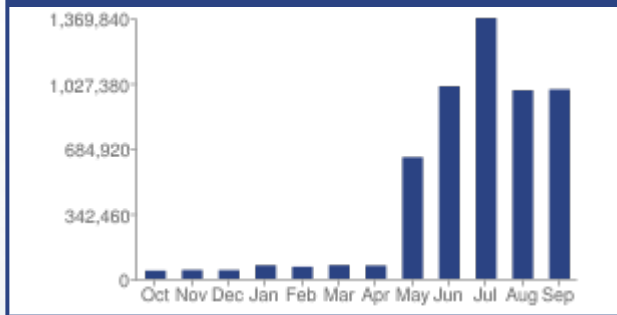
→ Top Locations of Your Online Consumers

	Visits	% of Total Visits
1. Jacksonville, FL	2,584	29.5%
2. New York, NY	528	6.0%
3. Orange Park, FL	509	5.8%

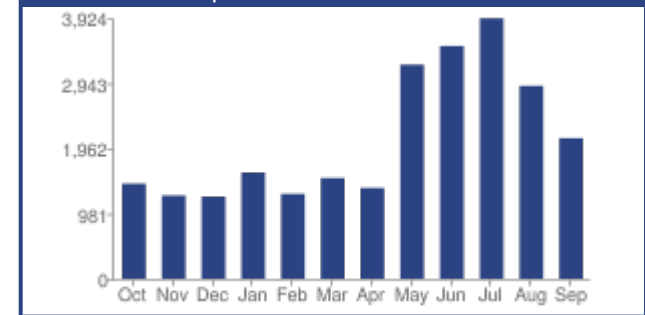
→ Listing Inventory



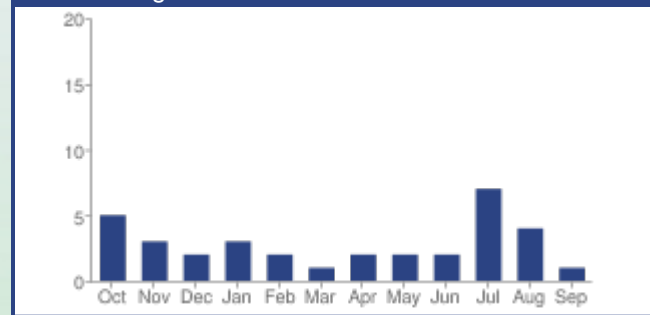
→ Number of Views - Last 12 Months



→ 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
RYAN L COURSON	15392	74	11,175	91	5	1st
MING RUAN	35621	53	5,291	32	26	2nd
KATHLEEN SHIPPEY	29580	178	5,110	35	0	3rd

→ Top Property Categories

Description	Listing Count	Views	Click-Throughs (Visits)	Inquiries	Performance Rank
\$1K - \$2K - 3BR Rentals - For Rent	578	53,448	710	399	1st
\$100K - \$200K - 3BR Residential - For Sale	2,066	79,691	570	22	2nd
\$1K - \$2K - 4BR Rentals - For Rent	287	35,200	500	268	3rd

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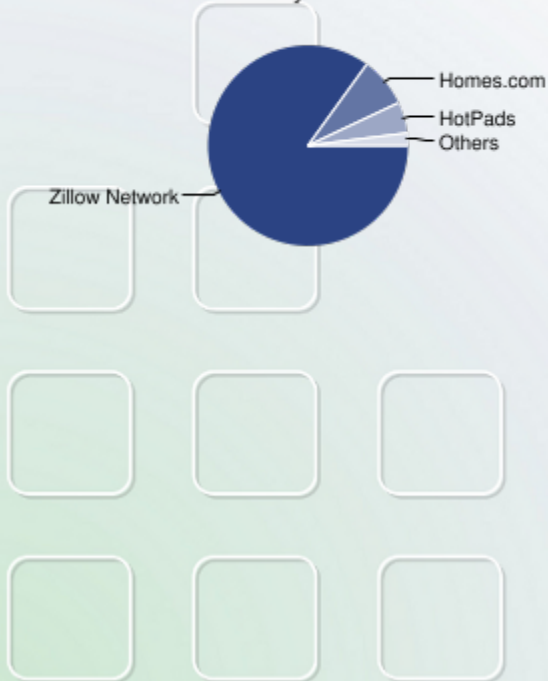
DETAILED ANALYSIS: CHANNEL COMPARISON CHART

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)	Email	Phone
Zillow Network	MLS-ALL	12,540	842,713	1,699	863	3
Homes.com	Opt-In	7,866	81,675	110	16	0
HotPads	MLS-ALL	12,683	48,664	971	690	405
AOL Real Estate	MLS-ALL	14,163	9,560	0	13	0
HomeFinder.com	MLS-ALL	13,342	8,771	737	6	0
RealtyStore	Opt-In	7,748	1,626	122	0	0
Keller Williams	Opt-In	695	708	0	0	0
Foreclosure.com	Opt-In	10,849	398	8	12	0
USHUD.com	Opt-In	7,733	381	167	0	0
CLRSearch	MLS-ALL	11,107	292	12	0	0
RealQuest Express	Opt-In	7,741	244	8	11	9
FreedomSoft	Opt-In	7,733	189	4	0	0
Harmon Homes	Opt-In	7,728	176	16	0	0
L2L Network	Opt-In	723	44	0	0	0
Property Pursuit	Opt-In	7,733	44	0	0	0
Gooplex	Opt-In	7,740	2	1	0	0
IAS Properties	Opt-In	7,740	0	1	0	0
RealtyTrac	Opt-In	7,765	0	100	0	0

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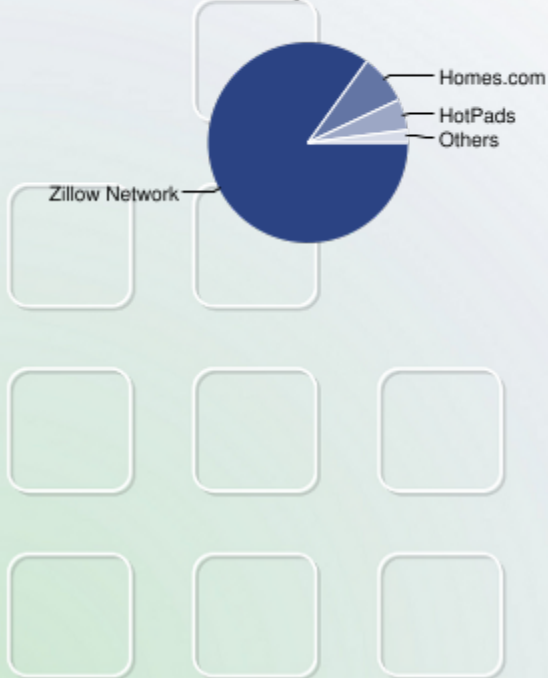
DETAILED ANALYSIS: CHANNEL COMPARISON CHART (CONTINUED)

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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)	Email	Phone
Atlantic & Pacific	Opt-In	8	Not Provided	0	0	0
Cyberhomes	MLS-ALL	11,341	Not Provided	1	0	0
DataSphere	Opt-In	7,601	Not Provided	322	0	0
eLookyLoo	Opt-In	7,546	Not Provided	0	0	0
Enormo	Opt-In	10,879	Not Provided	4	31	0
EstateVantage	Opt-In	1	Not Provided	0	0	0
FrontDoor	MLS-ALL	11,295	Not Provided	229	0	0
Home2.me	Opt-In	7,741	Not Provided	0	0	0
Homes By Lender	Opt-In	6,642	Not Provided	0	0	0
HomeTourConnect	Opt-In	7,733	Not Applicable	0	0	0
HomeWinks	Opt-In	7,780	Not Applicable	0	0	0
HUD Seeker	Opt-In	7,741	Not Provided	4	0	0
LakeHomesUSA	Opt-In	7,836	Not Provided	164	0	0
LearnMoreNow.com	Opt-In	7,740	Not Applicable	7	0	0
LiquidusMedia	Opt-In	6,247	Not Applicable	0	0	0
MyREALTY.com	MLS-ALL	16,213	Not Provided	0	46	0
Oodle	MLS-ALL	13,307	Not Provided	145	0	0
Property Shark	Opt-In	7,742	Not Provided	0	0	0

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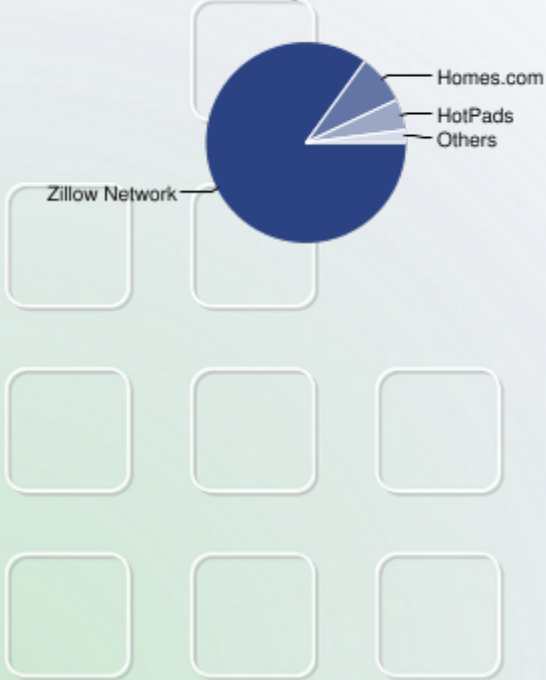
DETAILED ANALYSIS: CHANNEL COMPARISON CHART (CONTINUED)

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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)	Email	Phone
RealEstateCentral	Opt-In	7,741	Not Provided	10	0	0
Relocation.com	Opt-In	7,741	Not Provided	1	0	0
Showing Suite	Opt-In	53	Not Applicable	0	0	0
Trulia	MLS-ALL	12,700	Not Provided	3,288	3	7
TweetLister	Opt-In	7,733	Not Provided	0	0	0
Vast	MLS-ALL	13,272	Not Applicable	1,312	0	0
Organic	0	0	Not Applicable	11	1	0
Total	Not Applicable	Not Applicable	995,487	9,454	1,692	424



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	578	53,448	710	399	1st
\$100K - \$200K - 3BR Residential - For Sale	2,066	79,691	570	22	2nd
\$1K - \$2K - 4BR Rentals - For Rent	287	35,200	500	268	3rd
\$200K - \$300K - 4BR Residential - For Sale	803	54,025	258	13	4th
\$100K - \$200K - 4BR Residential - For Sale	902	47,432	311	13	5th
\$900 - \$1000 - 3BR Rentals - For Rent	163	16,198	302	179	6th
\$800 - \$900 - 3BR Rentals - For Rent	161	15,232	291	172	7th
\$200K - \$300K - 3BR Residential - For Sale	666	32,448	203	2	8th
\$100K - \$200K - 3BR Residential - Foreclosure	374	23,596	209	5	9th
\$100K - \$200K - 4BR Residential - Foreclosure	297	24,009	168	1	10th

There are an additional 637 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	4,788	57.4%	33	66.0%
New York	712	8.5%	0	0.0%
Georgia	608	7.3%	2	4.0%
California	230	2.8%	1	2.0%
Virginia	204	2.4%	1	2.0%
Texas	190	2.3%	0	0.0%
New Jersey	155	1.9%	0	0.0%
Pennsylvania	133	1.6%	0	0.0%
North Carolina	111	1.3%	3	6.0%
Maryland	95	1.1%	4	8.0%
Ohio	95	1.1%	2	4.0%
Indiana	84	1.0%	0	0.0%

→ Top Cities				
City	Visits		Inquiries	
	Total	Percent	Total	Percent
Jacksonville, FL	2,584	29.5%	29	58.0%
New York, NY	528	6.0%	0	0.0%
Orange Park, FL	509	5.8%	2	4.0%
Saint Augustine, FL	309	3.5%	0	0.0%
Atlanta, GA	204	2.3%	1	2.0%
Middleburg, FL	123	1.4%	0	0.0%
San Francisco, CA	91	1.0%	0	0.0%
Jacksonville Beach, FL	80	0.9%	0	0.0%
Gainesville, FL	76	0.9%	0	0.0%
Ponte Vedra Beach, FL	76	0.9%	0	0.0%
Atlantic Beach, FL	68	0.8%	0	0.0%
Tallahassee, FL	68	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.