



Your Listing Asset Management Company

30-DAY REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have **18,624** listings, and you are subscribed to **44** channels. **7,113** of your properties have been visited at least 1 time over the last 30 days. **18** of your brokers currently have a paid subscription to ListHub. You currently have **304** registered brokers using ListHub.

Terms are defined on the last page of this report.

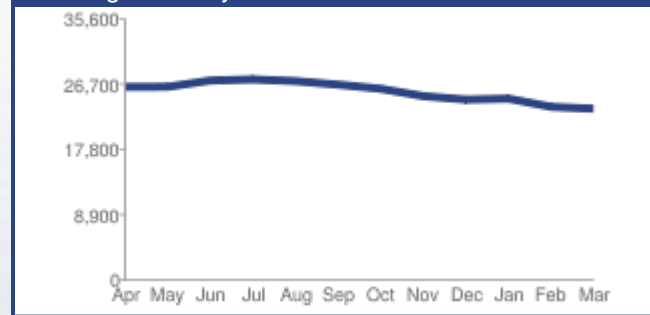
→ Top Channels by Number of Visits

	Visits	% of Visits
1. Oodle	5,042	28.8%
2. Trulia	3,616	20.6%
3. Zillow.com	1,879	10.7%

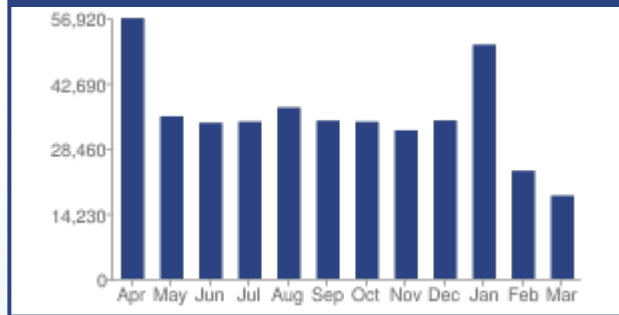
→ Top Locations of Your Online Consumers

	Visits	% of Total Visits
1. Jacksonville, FL	4,705	27.9%
2. Compton, CA	2,768	16.4%
3. Orange Park, FL	671	4.0%

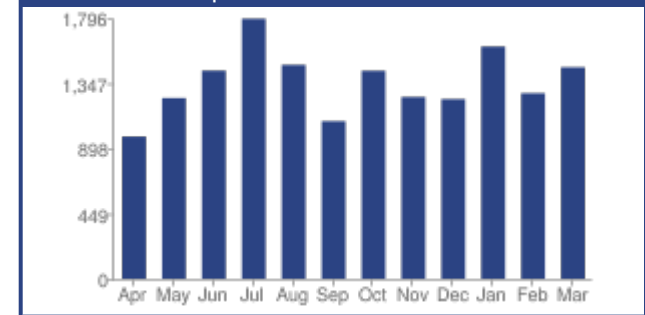
→ Listing Inventory



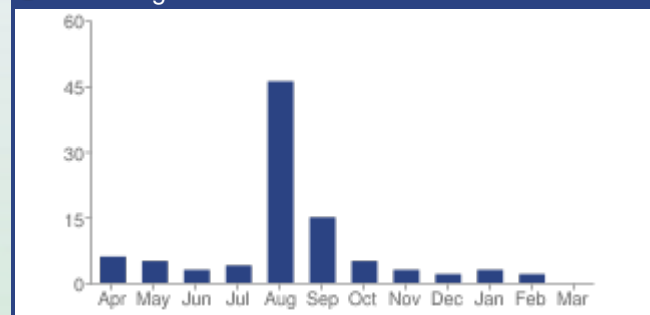
→ Number of Visits - Last 12 Months



→ 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
MING RUAN - REBATERENTALS.COM REALTY INC	35621	76	98	24	1st
Christine Lee - Big Bend Realty Jacksonville	15245	54	131	6	2nd
Jerry Richey - J RICHEY & CO, INC dba PAT GALLAGHER REALTY	16305	19	111	15	3rd

→ Top Property Categories

Description	Listing Count	Click-Throughs (Visits)	Inquiries	Performance Rank
\$100K - \$200K - 3BR Residential - For Sale	2,326	1,051	20	1st
\$1K - \$2K - 3BR Rentals - For Rent	553	855	231	2nd
\$1K - \$2K - 4BR Rentals - For Rent	262	498	241	3rd

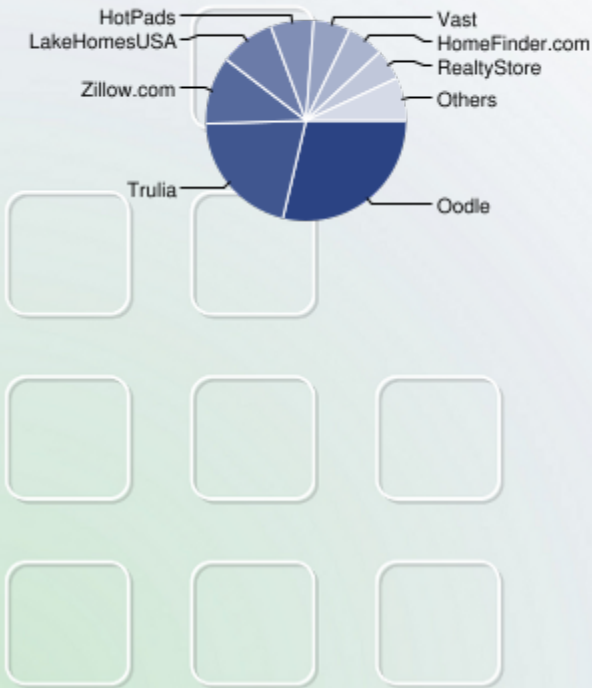
30-DAY REPORT FOR YOUR LISTINGS

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	12,020	703	50	6	0	6
FreedomSoft	Opt-In	12,016	22	0	0	0	0
HomeFinder.com	MLS-ALL	14,573	8,960	976	0	0	0
HotPads	MLS-ALL	13,889	57,214	1,279	854	511	1,365
IAS Properties	Opt-In	8,504	0	13	2	0	2
Keller Williams	Opt-In	723	664	0	0	0	0
L2L Network	Opt-In	847	1	0	0	0	0
PropBot	MLS-ALL	17,785	4	0	0	0	0
Property Pursuit	Opt-In	8,546	66	2	0	0	0
RealtyTrac	Opt-In	8,563	0	122	0	0	0
Zillow.com	MLS-ALL	13,772	0	1,879	0	0	0
AOL Real Estate	MLS-ALL	12,840	Not Applicable	27	0	0	0
CLRSearch	MLS-ALL	13,064	Not Applicable	34	0	0	0
Cyberhomes	MLS-ALL	12,832	Not Applicable	93	0	0	0
DataSphere	Opt-In	8,622	Not Applicable	382	0	0	0
Enormo	Opt-In	12,106	Not Applicable	15	7	0	7
eReallInvestor	Opt-In	12,063	Not Applicable	1	0	0	0
FrontDoor	MLS-ALL	12,823	Not Applicable	265	0	0	0

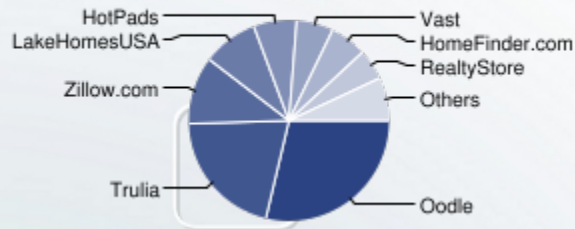
30-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: CHANNEL COMPARISON CHART (CONTINUED)

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

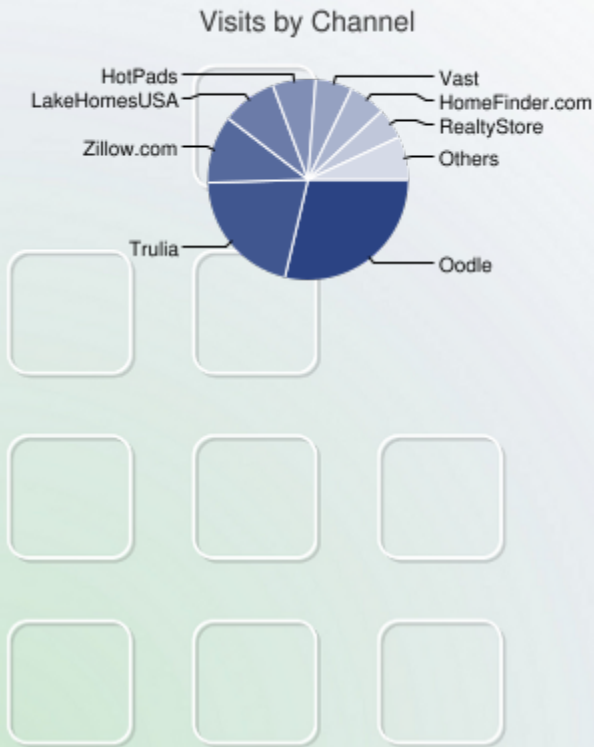
Channel	Listings		Consumer Traffic		Inquiries		
	Setup	Total	Property Views	Click-Throughs (Visits)	Emails	Phone Views	Total
Gooplex	Opt-In	8,486	Not Applicable	0	0	0	0
Harmon Homes	Opt-In	8,486	Not Applicable	0	0	0	0
HomeOnTheTube	Opt-In	8,538	Not Applicable	0	0	0	0
Homes By Lender	Opt-In	7,576	Not Applicable	12	0	0	0
Homes.com	Opt-In	8,636	Not Applicable	10	0	0	0
HomeTourConnect	Opt-In	8,532	Not Applicable	3	0	0	0
HomeWinks	Opt-In	8,555	Not Applicable	3	0	0	0
LakeHomesUSA	Opt-In	12,105	Not Applicable	1,535	0	0	0
LearnMoreNow.com	Opt-In	8,504	Not Applicable	4	0	0	0
LiquidusMedia	Opt-In	7,171	Not Applicable	0	0	0	0
MyREALTY.com	MLS-ALL	17,781	Not Applicable	25	0	0	0
National Relocation	Opt-In	8,538	Not Applicable	36	0	0	0
Oodle	MLS-ALL	14,517	Not Applicable	5,042	0	0	0
Overstock	Opt-In	8,706	Not Applicable	112	0	0	0
Property Shark	Opt-In	8,551	Not Applicable	0	0	0	0
RealEstateCentral	Opt-In	8,532	Not Applicable	0	0	0	0
RealQuest Express	Opt-In	8,514	Not Applicable	5	0	0	0
RealtyStore	Opt-In	8,558	Not Applicable	800	26	0	26

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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	Total
Relocation.com	Opt-In	8,554	Not Applicable	0	0	0	0
RELOHomeSearch	Opt-In	2	Not Applicable	0	0	0	0
Showing Suite	Opt-In	38	Not Applicable	0	0	0	0
Trulia	MLS-ALL	13,931	Not Applicable	3,616	4	5	9
TweetLister	Opt-In	8,523	Not Applicable	2	0	0	0
USHUD.com	Opt-In	8,554	Not Applicable	97	0	0	0
Vast	MLS-ALL	14,455	Not Applicable	1,095	0	1	1
Organic	0	0	Not Applicable	2	0	2	2
Total	Not Applicable	Not Applicable	67,634	17,537	899	519	1,418



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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	2,326	1,051	20	1st
\$1K - \$2K - 3BR Rentals - For Rent	553	855	231	2nd
\$1K - \$2K - 4BR Rentals - For Rent	262	498	241	3rd
\$100K - \$200K - 4BR Residential - For Sale	1,017	511	5	4th
\$200K - \$300K - 3BR Residential - For Sale	760	508	0	5th
\$100K - \$200K - 3BR Residential - Foreclosure	544	471	14	6th
\$900 - \$1000 - 3BR Rentals - For Rent	175	289	105	7th
\$200K - \$300K - 4BR Residential - For Sale	800	352	2	8th
\$100K - \$200K - 4BR Residential - Foreclosure	440	431	3	9th
\$800 - \$900 - 3BR Rentals - For Rent	117	201	89	10th

There are an additional 649 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	8,143	48.2%	4	33.3%
California	3,078	18.2%	1	8.3%
Georgia	792	4.7%	0	0.0%
New York	467	2.8%	0	0.0%
Virginia	419	2.5%	0	0.0%
North Carolina	361	2.1%	1	8.3%
Illinois	274	1.6%	0	0.0%
Tennessee	232	1.4%	0	0.0%
New Jersey	227	1.3%	0	0.0%
Pennsylvania	217	1.3%	0	0.0%
Ohio	173	1.0%	0	0.0%
Texas	165	1.0%	0	0.0%

→ Top Cities				
City	Visits		Inquiries	
	Total	Percent	Total	Percent
Jacksonville, FL	4,705	27.9%	4	33.3%
Compton, CA	2,768	16.4%	0	0.0%
Orange Park, FL	671	4.0%	0	0.0%
Saint Augustine, FL	372	2.2%	0	0.0%
Atlanta, GA	294	1.7%	0	0.0%
Gainesville, FL	187	1.1%	0	0.0%
Ponte Vedra Beach, FL	172	1.0%	0	0.0%
Atlantic Beach, FL	129	0.8%	0	0.0%
Carpentersville, IL	105	0.6%	0	0.0%
Middleburg, FL	95	0.6%	0	0.0%
Miami, FL	94	0.6%	0	0.0%
Chesapeake, VA	89	0.5%	0	0.0%



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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.