

30-DAY REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have **16,148** listings, and you are subscribed to **49** channels. **19,343** 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 **330** registered brokers using ListHub.

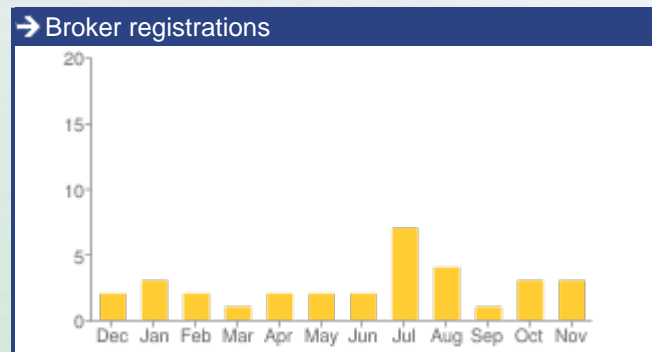
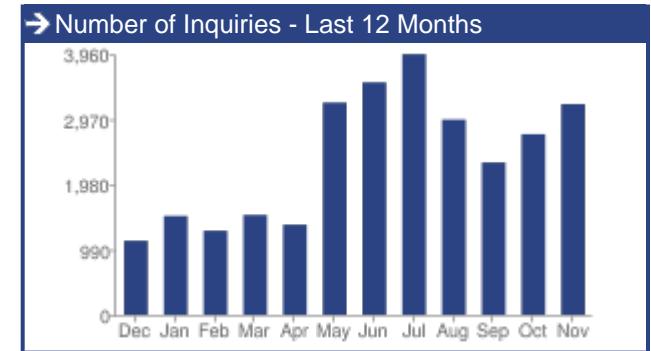
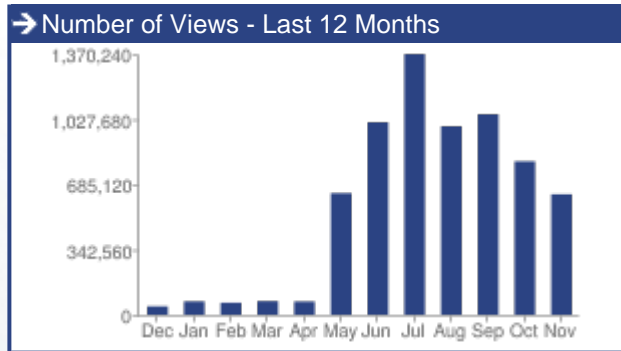
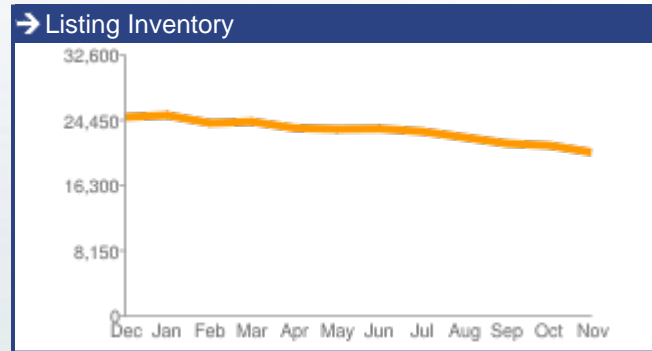
Terms are defined on the last page of this report.

→ Top Channels by Number of Views

	Views	% of Views
1. Zillow Network	489,051	77.1%
2. Homes.com	64,183	10.1%
3. HotPads	49,838	7.9%

→ Top Locations of Your Online Consumers

	Visits	% of Total Visits
1. Jacksonville, FL	1,329	26.7%
2. New York, NY	1,063	21.4%
3. Orange Park, FL	190	3.8%

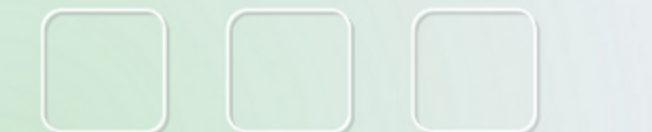


→ Top Listing Agents (their online performance ranking)

Agent	Agent ID	Listing Count	Views	Click-Throughs (Visits)	Inquiries	Performance Rank
RYAN L COURSON	15392	75	10,514	80	16	1st
BETH GRIFFIN	9995	68	4,202	119	76	2nd
ROGER D PERKINS	14518	41	3,374	59	50	3rd

→ Top Property Categories

Description	Listing Count	Views	Click-Throughs (Visits)	Inquiries	Performance Rank
\$1K - \$2K - 3BR Rentals - For Rent	562	39,248	922	700	1st
\$100K - \$200K - 3BR Residential - For Sale	1,860	48,589	464	19	2nd
\$1K - \$2K - 4BR Rentals - For Rent	306	25,281	644	428	3rd



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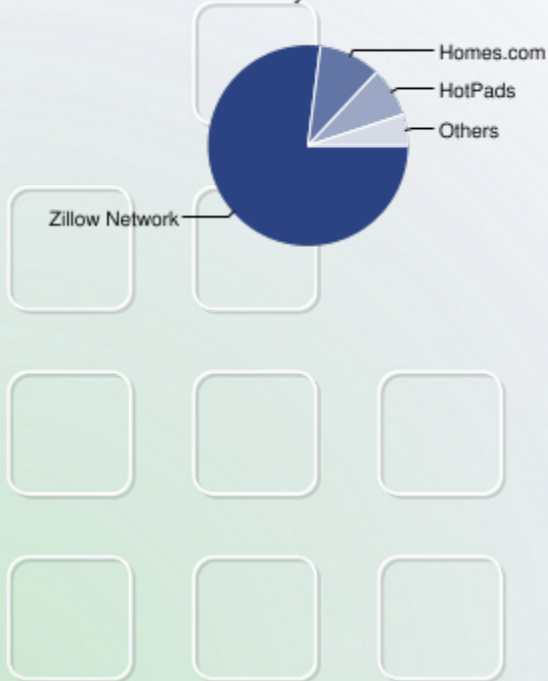
DETAILED ANALYSIS: CHANNEL COMPARISON CHART

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	12,139	489,051	1,564	1,132	0
Homes.com	Opt-In	7,551	64,183	140	16	0
HotPads	MLS-ALL	12,254	49,838	1,225	734	1,152
AOL Real Estate	MLS-ALL	13,634	16,582	0	43	0
HomeFinder.com	MLS-ALL	12,901	9,164	430	4	0
RealtyStore	Opt-In	7,483	1,295	118	0	0
Keller Williams	Opt-In	686	1,139	0	0	0
USHUD.com	Opt-In	7,439	672	148	0	0
CLRSearch	MLS-ALL	10,623	429	28	0	0
Harmon Homes	Opt-In	7,460	306	28	0	0
RealQuest Express	Opt-In	7,470	281	9	2	2
Foreclosure.com	Opt-In	7,483	279	22	3	0
RealtyTrac	Opt-In	7,464	243	49	38	0
FreedomSoft	Opt-In	7,439	208	0	0	0
MyREALTY.com	MLS-ALL	15,552	161	7	40	0
Home2.me	Opt-In	7,470	59	9	0	0
Property Pursuit	Opt-In	7,439	55	1	0	0
L2L Network	Opt-In	639	31	0	0	0

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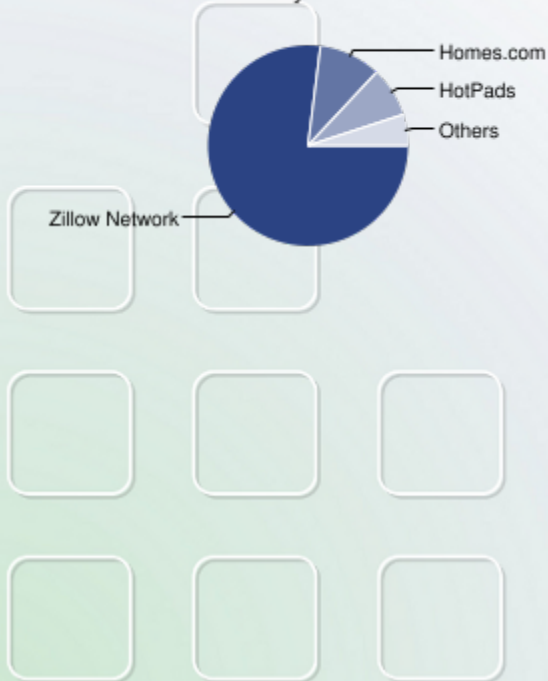
DETAILED ANALYSIS: CHANNEL COMPARISON CHART (CONTINUED)

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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
eLookyLoo	Opt-In	7,279	2	0	0	0
BidSelect	Opt-In	0	0	0	0	0
Gooplex	Opt-In	7,470	0	0	0	0
GovListed.com	Opt-In	7,268	0	3	0	0
HomeWinks	Opt-In	7,499	0	0	0	0
LakeHomesUSA	Opt-In	7,541	0	296	0	0
LearnMoreNow.com	Opt-In	7,470	0	0	0	0
Atlantic & Pacific	Opt-In	3	Not Provided	0	0	0
CondoCompare.com	Opt-In	6,209	Not Provided	1	0	0
DataSphere	Opt-In	7,313	Not Provided	251	0	0
Diggys	Opt-In	7,268	Not Provided	1	0	0
Enormo	Opt-In	7,501	Not Provided	2	30	0
EstateVantage	Opt-In	1	Not Provided	0	0	0
FrontDoor	MLS-ALL	12,251	Not Provided	176	0	0
Homes By Lender	Opt-In	6,382	Not Provided	1	0	0
HomeTourConnect	Opt-In	7,439	Not Applicable	0	0	0
HUD Seeker	Opt-In	7,470	Not Provided	10	0	0
IAS Properties	Opt-In	7,470	Not Applicable	7	0	0

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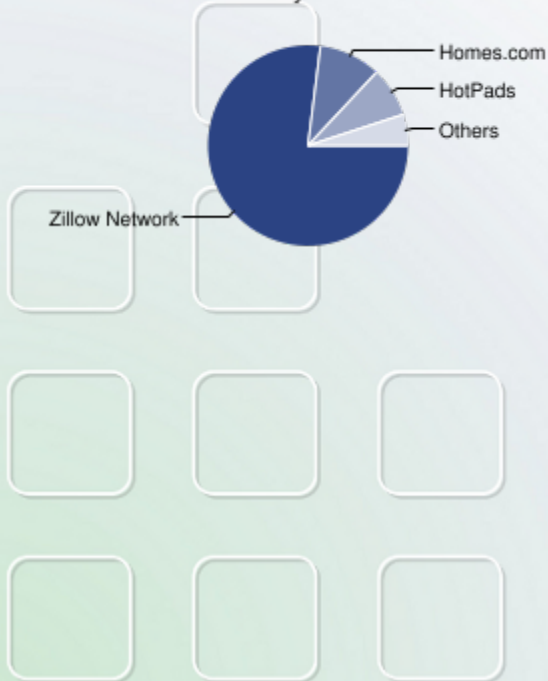
DETAILED ANALYSIS: CHANNEL COMPARISON CHART (CONTINUED)

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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
Juwai	Opt-In	7,268	Not Provided	0	0	0
LiquidusMedia	Opt-In	5,987	Not Applicable	0	0	0
Oodle	MLS-ALL	12,879	Not Provided	56	0	0
Property Shark	Opt-In	7,448	Not Provided	3	0	0
RealEstateCentral	Opt-In	7,470	Not Provided	9	0	0
Relocation.com	Opt-In	7,470	Not Provided	0	0	0
RELOHomeSearch	Opt-In	1	Not Provided	0	0	0
RentRange	Opt-In	796	Not Provided	0	0	0
Showing Suite	Opt-In	42	Not Applicable	0	0	0
Trulia	MLS-ALL	12,287	Not Provided	2,414	0	3
USALifestyleRealEstate	Opt-In	7,268	Not Provided	0	0	0
Vast	MLS-ALL	12,831	Not Applicable	1,897	0	0
Organic	0	0	Not Applicable	4	0	0
Total	Not Applicable	Not Applicable	633,978	8,909	2,042	1,157



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	562	39,248	922	700	1st
\$100K - \$200K - 3BR Residential - For Sale	1,860	48,589	464	19	2nd
\$1K - \$2K - 4BR Rentals - For Rent	306	25,281	644	428	3rd
\$100K - \$200K - 4BR Residential - For Sale	923	37,046	309	22	4th
\$200K - \$300K - 4BR Residential - For Sale	719	29,387	205	6	5th
\$800 - \$900 - 3BR Rentals - For Rent	177	13,825	356	277	6th
\$900 - \$1000 - 3BR Rentals - For Rent	149	11,580	299	226	7th
\$200K - \$300K - 3BR Residential - For Sale	624	16,971	151	3	8th
\$100K - \$200K - 3BR Residential - Foreclosure	401	18,372	186	5	9th
\$100K - \$200K - 4BR Residential - Foreclosure	327	17,606	161	7	10th

There are an additional 642 inventory categories that are not shown.

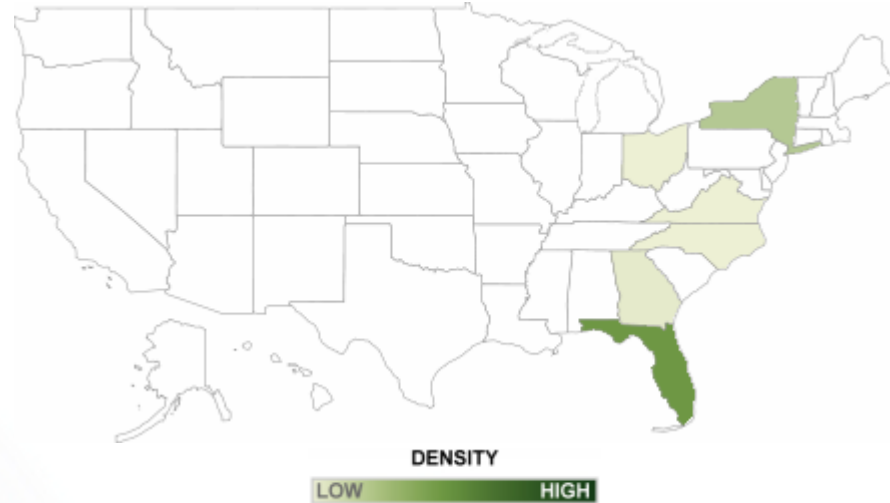
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DETAILED ANALYSIS: LOCATION OF YOUR ONLINE CONSUMERS

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	2,466	51.0%	25	55.6%
New York	1,142	23.6%	1	2.2%
Georgia	262	5.4%	12	26.7%
North Carolina	109	2.3%	0	0.0%
Virginia	93	1.9%	0	0.0%
Ohio	75	1.5%	0	0.0%
South Carolina	64	1.3%	0	0.0%
Pennsylvania	55	1.1%	0	0.0%
Illinois	52	1.1%	0	0.0%
Texas	52	1.1%	2	4.4%
New Jersey	47	1.0%	2	4.4%
Tennessee	42	0.9%	1	2.2%

→ Top Cities				
City	Visits		Inquiries	
	Total	Percent	Total	Percent
Jacksonville, FL	1,329	26.7%	11	23.9%
New York, NY	1,063	21.4%	1	2.2%
Orange Park, FL	190	3.8%	7	15.2%
Saint Augustine, FL	94	1.9%	0	0.0%
Atlanta, GA	83	1.7%	10	21.7%
Ponte Vedra Beach, FL	82	1.6%	0	0.0%
Atlantic Beach, FL	52	1.0%	0	0.0%
Columbus, OH	44	0.9%	0	0.0%
Middleburg, FL	42	0.8%	0	0.0%
Jacksonville Beach, FL	40	0.8%	0	0.0%
Gainesville, FL	38	0.8%	4	8.7%
Palm Coast, FL	37	0.7%	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.