

30 DAY REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have **22,373** listings and you are subscribed to **1** channels. **13,297** 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 **115** registered brokers using ListHub.

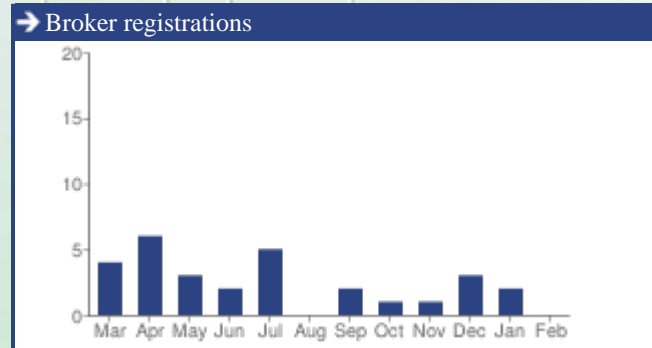
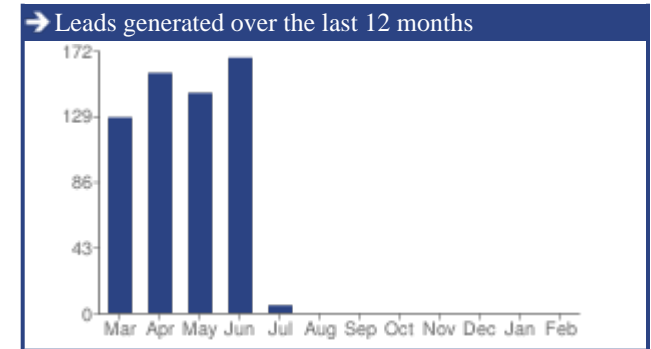
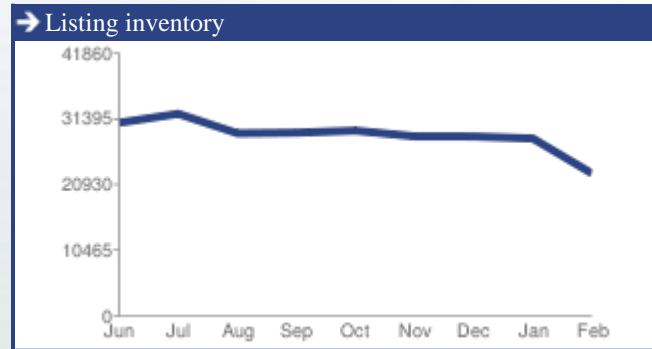
Terms are defined on the last page of this report.

→ Top channels (by number of visits)

	Visits	% of Visits
1. Trulia	21,959	38.8%
2. Yahoo! Real Estate	12,952	22.9%
3. Zillow.com	7,485	13.2%

→ Top location of your online consumers

	Visits	% of Visits
1. Jacksonville, FL	19,368	36.4%
2. Orange Park, FL	2,318	4.4%
3. Saint Augustine, FL	1,202	2.3%



→ Top property categories

	Description	Listing Count	Visits	Leads	Visits / Listing	Performance Rank
1.	\$100K - \$200K - 3BR Residential - For Sale	3,666	8,976	0	2.4x	167th
2.	\$200K - \$300K - 4BR Residential - For Sale	1,401	4,079	0	2.9x	144th
3.	\$200K - \$300K - 3BR Residential - For Sale	1,338	3,254	0	2.4x	168th

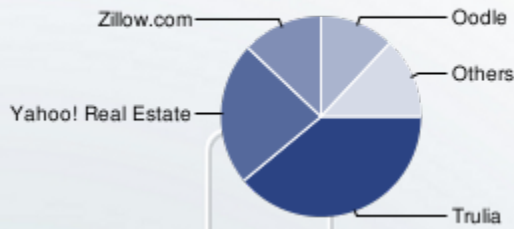
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DETAILED ANALYSIS: CHANNEL COMPARISON CHART

This report shows a comparison of activity by channel for both traffic and leads generated from your listings online. Lead counts are only available for brokers using the ListHub property pages.

Terms are defined on the last page of this report.

Visitors by Channel



How do the Internet marketing channels compare?

Channel	Listings		Visits		Leads					
	Setup	Total	Visits	Shared	Photo Request	Questions	Appointments	Email Clicked	Phone Clicked	Total
AOL Real Estate	MLS-ALL	20,523	362							
CLRSearch.com	MLS-ALL	18,275	645							
Cyberhomes	MLS-ALL	20,540	1,905							
Enormo	Opt-In	4,008	35							
eRealInvestor	Opt-In	3,854								
Fizber.com	Opt-In	4,008	10							
FrontDoor	MLS-ALL	17,968	1,221							
Google Base	MLS-ALL	22,016								
HomeFinder	MLS-ALL	20,399								
HotPads	MLS-ALL	20,703	1,983							
Keller Williams	Opt-In	328								
LakeHomesUSA.com	Opt-In	4,675	415							
ListHub Inventory	Opt-In	22,344								
ListHub Photo Server	Opt-In	319								
MyREALTY.com	MLS-ALL	20,538								
Oodle	MLS-ALL	20,790	6,706							
Overstock.com	Opt-In	4,008	200							
PropBot	MLS-ALL	20,339	21							
RELOHomeSearch.com	Opt-In	208	59							
Second Space	Opt-In	4,008								
Trulia	MLS-ALL	19,326	21,959							
Vast	MLS-ALL	20,579	580							
Yahoo! Real Estate	MLS-ALL	18,060	12,952							
Zillow.com	MLS-ALL	19,493	7,485							
Organic	Opt-In		1							
Total		22,344	56,539	0	0	0	0	0	0	0



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DETAILED ANALYSIS: PROPERTY CATEGORIES

The following report shows the categories of your top listings measured by the number of visitors and leads generated, along with a count of listings in your inventory.

Terms are defined on the last page of this report.

Detailed Analysis: Property Categories						
	Description	Listing Count	Visits	Leads	Visits / Listing	Performance Rank
1.	\$100K - \$200K - 3BR Residential - For Sale	3,666	8,976	0	2.4x	167th
2.	\$200K - \$300K - 4BR Residential - For Sale	1,401	4,079	0	2.9x	144th
3.	\$200K - \$300K - 3BR Residential - For Sale	1,338	3,254	0	2.4x	168th
4.	\$100K - \$200K - 4BR Residential - For Sale	1,197	5,578	0	4.7x	88th
5.	\$1K - \$2K - 3BR Rentals - For Rent	863	1,062	0	1.2x	263rd
6.	\$300K - \$400K - 4BR Residential - For Sale	743	1,967	0	2.6x	159th
7.	\$100K - \$200K Vacant Land - For Sale	684	403	0	0.6x	347th
8.	\$100K - \$200K - 2BR Residential - For Sale	608	1,141	0	1.9x	213rd
9.	\$100K - \$200K - 2BR Condominiums - For Sale	587	866	0	1.5x	249th
10.	\$10K - \$20K Vacant Land - For Sale	492	215	0	0.4x	369th
...						
347.	\$60K - \$70K - 5BR Residential - For Sale	2	55	0	27.5x	3rd
...						
356.	\$80K - \$90K - 6BR Residential - For Sale	2	60	0	30.0x	2nd
...						
413.	\$30K - \$40K - 3BR Condominiums - For Sale	1	32	0	32.0x	1st

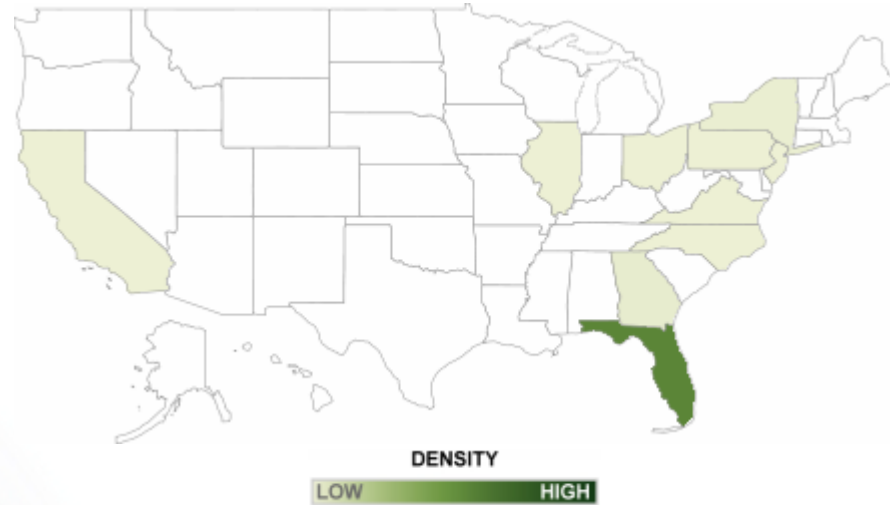
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DETAILED ANALYSIS: LOCATION OF YOUR ONLINE CONSUMERS

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 the consumers who are clicking on property listings online.

Terms are defined on the last page of this report.



→ Top states

State	Visits		Leads	
	Total	Percent	Total	Percent
Florida	32,366	60.8%	0	0
Georgia	1,907	3.6%	0	0
New York	1,678	3.2%	0	0
Virginia	1,265	2.4%	0	0
Illinois	1,016	1.9%	0	0
California	988	1.9%	0	0
New Jersey	923	1.7%	0	0
North Carolina	910	1.7%	0	0
Pennsylvania	903	1.7%	0	0
Ohio	813	1.5%	0	0
Maryland	730	1.4%	0	0
Texas	680	1.3%	0	0

→ Top cities

City	Visits		Leads	
	Total	Percent	Total	Percent
Jacksonville, FL	19,368	36.4%	0	0
Orange Park, FL	2,318	4.4%	0	0
Saint Augustine, FL	1,202	2.3%	0	0
Gainesville, FL	1,009	1.9%	0	0
Ponte Vedra Beach, FL	982	1.8%	0	0
Jacksonville Beach, FL	525	1.0%	0	0
Atlanta, GA	438	0.8%	0	0
Pensacola, FL	409	0.8%	0	0
Atlantic Beach, FL	407	0.8%	0	0
New York, NY	389	0.7%	0	0
Tallahassee, FL	335	0.6%	0	0
Miami, FL	333	0.6%	0	0



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EXPLANATION OF TERMS

→ Explanation of terms

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.

Lead - an event where the consumer starts an interaction with the broker or agent by clicking one of the following links on the ListHub property page: Request More Photos, Ask a question, Schedule Showing, Click to Email, Click for Phone Number.

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.

Performance Rank

As it pertains to the Top Listing Agents table: ranks the agents based in the order of most visits per listing as compared to the other agents.

As it pertains to the Top Property Categories table: ranks the listings in a given property category by visits per listing as compared to listings in the other categories.

Shared - occurs when the consumer clicks a link on the property page to email the listing information to a friend or family member.

Visit - occurs when a consumer clicks on a listing on a consumer site and is redirected to the property page for that listing (for example the ListHub-hosted property page or property page on the brokerage Web site).

Visits/Listing - the number of visits recorded divided by the number of active listings in that property category.