



Your Listing Asset Management Company

30-DAY REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have **21,271** listings, and you are subscribed to **28** channels. **11,441** 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 **212** registered brokers using ListHub.

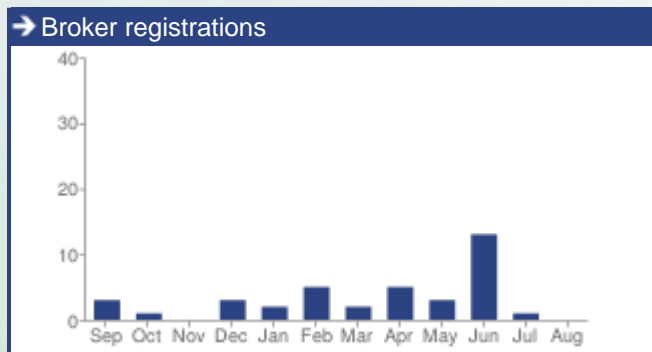
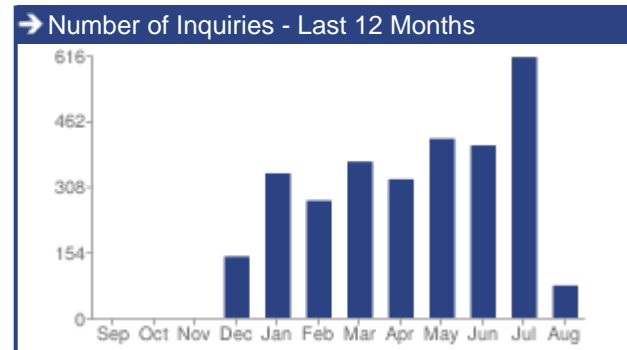
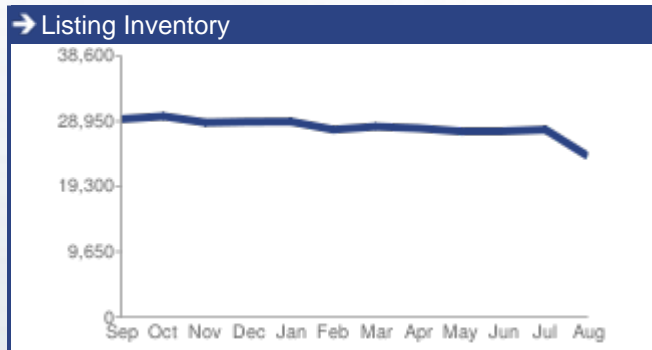
Terms are defined on the last page of this report.

→ Top Channels by Number of Visits

	Visits	% of Visits
1. Yahoo! Real Estate	17,755	39.3%
2. Trulia	10,488	23.2%
3. Zillow.com	6,331	14.0%

→ Top Locations of Your Online Consumers

	Visits	% of Total Visits
1. Jacksonville, FL	14,581	33.6%
2. Los Angeles, CA	1,657	3.8%
3. Orange Park, FL	1,481	3.4%

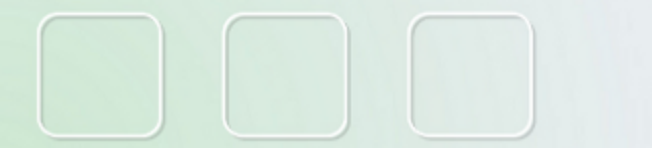


→ Top Listing Agents (their online performance ranking)

Agent	Agent ID	Listing Count	Click-Throughs (Visits)	Inquiries	Performance Rank
JEANELL WILSON	2424	26	96	39	1st
SCOTT LEHMBECK	12841	106	735	0	2nd
CARLA CARTER	8051	42	456	1	3rd

→ Top Property Categories

Description	Listing Count	Click-Throughs (Visits)	Inquiries	Performance Rank
\$100K - \$200K - 3BR Residential - For Sale	3,456	6,736	1	1st
\$100K - \$200K - 4BR Residential - For Sale	1,338	5,080	3	2nd
\$1K - \$2K - 3BR Rentals - For Rent	811	988	174	3rd



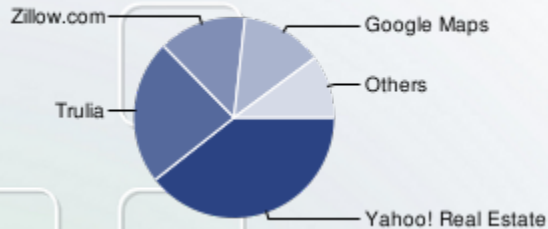
30-DAY REPORT FOR YOUR LISTINGS

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
AOL Real Estate	MLS-ALL	15,804	N/A				
CLRSearch	MLS-ALL	14,390	N/A	308			
Cyberhomes	MLS-ALL	15,804	N/A				
DataSphere	Opt-In	6,177	N/A	85			
Enormo	Opt-In	9,811	N/A	2			
eRealInvestor	Opt-In	9,724	N/A				
FrontDoor	MLS-ALL	13,877	N/A	727			
Google Maps	MLS-ALL	20,866	N/A	5,987			
HomeAwayRealEstate	Opt-In	5,388	N/A				
HomeFinder	MLS-ALL	15,711		336			
Homes.com	Opt-In	5,388	N/A				
HotPads	MLS-ALL	16,580	16,002	1,474	357	228	585
Keller Williams	Opt-In	656	N/A				
LakeHomesUSA	Opt-In	9,851	N/A	865	1		1
MyREALTY.com	MLS-ALL	N/A	N/A	8			
Oodle	MLS-ALL	16,610	N/A	195			
Overstock	Opt-In	6,277	N/A	52			
PropBot	MLS-ALL	19,786	N/A				
Property Pursuit	Opt-In	N/A	N/A				
Property Shark	Opt-In	N/A	N/A				
RealtyStore	Opt-In	N/A	N/A				
RealtyTrac	Opt-In	N/A	N/A				
RELOHomeSearch	Opt-In	684	N/A	175			
Trulia	MLS-ALL	14,727	N/A	10,488			
TweetLister	Opt-In	N/A	N/A				

30-DAY REPORT FOR YOUR LISTINGS

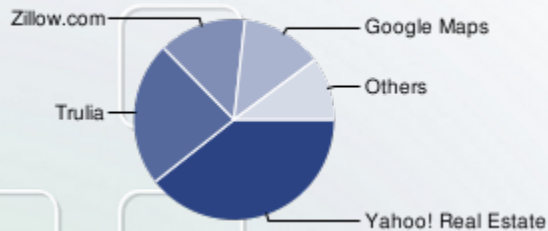
DETAILED ANALYSIS: CHANNEL COMPARISON CHART (CONTINUED)

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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How Do The Internet Marketing Channels Compare?							
Channel	Listings		Consumer Traffic		Inquiries		
	Setup	Total	Property Views	Click-Throughs (Visits)	Emails	Phone Views	Total
USHUD.com	Opt-In	N/A	N/A				
Vast	MLS-ALL	15,914	N/A	354			
Yahoo! Real Estate	MLS-ALL	13,907	N/A	17,755			
Zillow.com	MLS-ALL	14,860		6,331	4	1	5
Organic	N/A	5,388	N/A	6			
<b>Total</b>		<b>0</b>	<b>16,002</b>	<b>45,148</b>	<b>362</b>	<b>229</b>	<b>591</b>

Visits by Channel





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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	3,456	6,736	1	1st
\$100K - \$200K - 4BR Residential - For Sale	1,338	5,080	3	2nd
\$1K - \$2K - 3BR Rentals - For Rent	811	988	174	3rd
\$200K - \$300K - 4BR Residential - For Sale	1,184	3,109	2	4th
\$1K - \$2K - 4BR Rentals - For Rent	361	592	119	5th
\$200K - \$300K - 3BR Residential - For Sale	1,109	2,087	0	6th
\$300K - \$400K - 4BR Residential - For Sale	608	1,233	0	7th
\$900 - \$1000 - 3BR Rentals - For Rent	225	286	46	8th
\$100K - \$200K - 2BR Residential - For Sale	509	805	3	9th
\$70K - \$80K - 3BR Residential - For Sale	297	948	3	10th

There are an additional 679 inventory categories that are not shown.

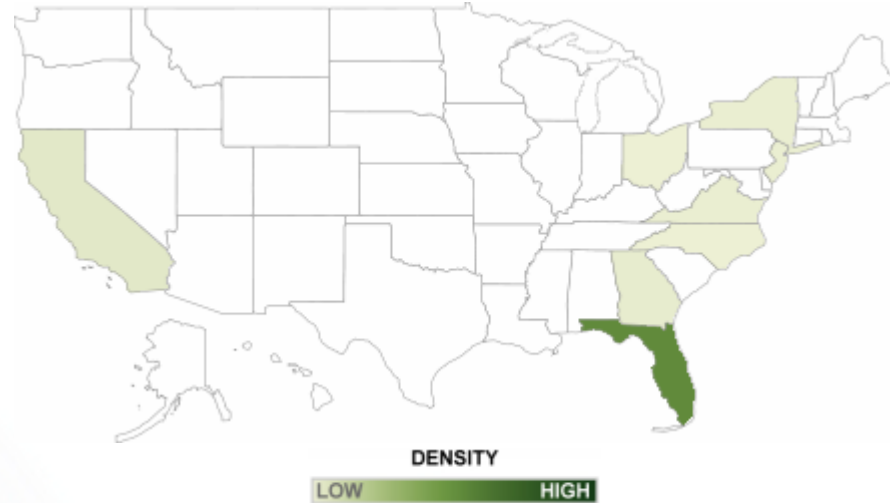
30-DAY REPORT FOR YOUR LISTINGS

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	25,058	57.8%	6	54.5%
California	2,508	5.8%	1	9.1%
Georgia	1,540	3.6%	1	9.1%
New York	1,199	2.8%	0	0.0%
Virginia	1,193	2.8%	0	0.0%
New Jersey	1,174	2.7%	0	0.0%
Ohio	835	1.9%	0	0.0%
North Carolina	654	1.5%	0	0.0%
Pennsylvania	644	1.5%	0	0.0%
Maryland	605	1.4%	0	0.0%
South Carolina	596	1.4%	0	0.0%
Texas	510	1.2%	0	0.0%

→ Top Cities				
City	Visits		Inquiries	
	Total	Percent	Total	Percent
Jacksonville, FL	14,581	33.6%	4	36.4%
Los Angeles, CA	1,657	3.8%	0	0.0%
Orange Park, FL	1,481	3.4%	0	0.0%
Saint Augustine, FL	838	1.9%	1	9.1%
Gainesville, FL	820	1.9%	0	0.0%
Ponte Vedra Beach, FL	483	1.1%	0	0.0%
Atlantic Beach, FL	344	0.8%	0	0.0%
Middleburg, FL	312	0.7%	1	9.1%
Miami, FL	289	0.7%	0	0.0%
Palm Coast, FL	288	0.7%	0	0.0%
Fort Lauderdale, FL	281	0.6%	0	0.0%
Atlanta, GA	273	0.6%	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.

**N/A on Property Views** - Reporting on Property View data requires that the Internet marketing channel shares detailed information on the number of times consumers accessed the property view for each property. The n/a indicates that property view data is not yet available for the 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.