

30 DAY REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have **22,010** listings and you are subscribed to **1** channels. **13,512** of your properties have been visited at least 1 time over the last 30 days. **9** of your brokers currently have a paid subscription to ListHub. You currently have **121** registered brokers using ListHub.

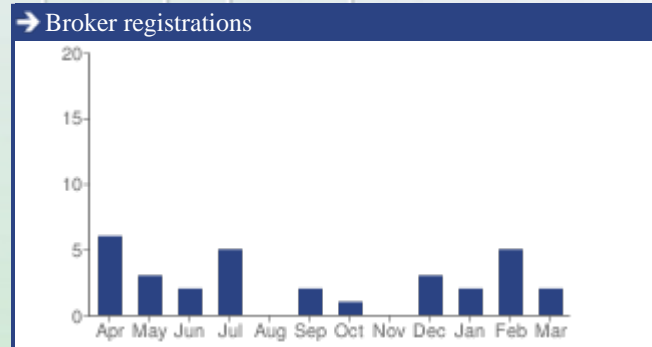
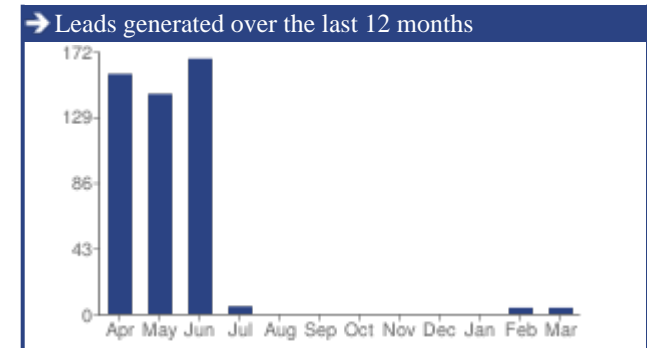
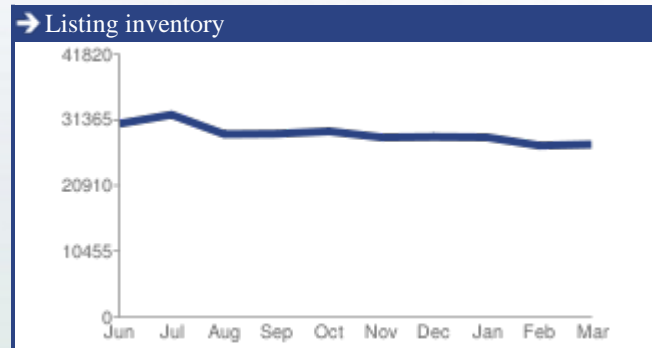
Terms are defined on the last page of this report.

→ Top channels (by number of visits)

	Visits	% of Visits
1. Trulia	20,602	35.0%
2. Yahoo! Real Estate	15,436	26.2%
3. Zillow.com	7,601	12.9%

→ Top location of your online consumers

	Visits	% of Visits
1. Jacksonville, FL	17,502	31.4%
2. Orange Park, FL	2,469	4.4%
3. Saint Augustine, FL	1,282	2.3%



→ Top property categories

	Description	Listing Count	Visits	Leads	Visits / Listing	Performance Rank
1.	\$100K - \$200K - 3BR Residential - For Sale	3,633	10,293	2	2.8x	133rd
2.	\$200K - \$300K - 4BR Residential - For Sale	1,366	4,386	0	3.2x	117th
3.	\$200K - \$300K - 3BR Residential - For Sale	1,321	3,141	0	2.4x	150th

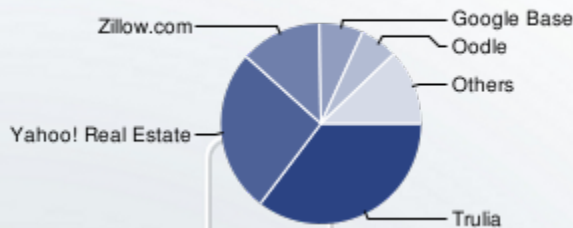
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DETAILED ANALYSIS: CHANNEL COMPARISON CHART

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	20,459	293							
CLRSearch.com	MLS-ALL	18,790	530							
Cyberhomes	MLS-ALL	20,459	1,352							
Enormo	Opt-In	5,160	10							
eRealInvestor	Opt-In	5,097								
Fizber.com	Opt-In	5,160	24							
FrontDoor	MLS-ALL	18,093	1,639							
Google Base	MLS-ALL	22,013	4,358							
HomeFinder	MLS-ALL	20,342								
HotPads	MLS-ALL	21,107	1,954						1	1
InvestorLoft	Opt-In	4,486	1							
Keller Williams	Opt-In	593	3							
LakeHomesUSA.com	Opt-In	5,225	458							
MyREALTY.com	MLS-ALL	20,910	23							
Oodle	MLS-ALL	21,181	3,805							
Overstock.com	Opt-In	5,160	84							
PropBot	MLS-ALL	20,720	12							
RELOHomeSearch.com	Opt-In	165	53							
Second Space	Opt-In	5,160	138							
Trulia	MLS-ALL	19,266	20,602			2	1			3
Vast	MLS-ALL	20,543	436							
Yahoo! Real Estate	MLS-ALL	20,264	15,436							
Zillow.com	MLS-ALL	19,455	7,601							
Organic			24							
Total		22,606	58,836	0	0	2	1	0	1	4

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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	3,633	10,293	2	2.8x	133rd
2.	\$200K - \$300K - 4BR Residential - For Sale	1,366	4,386	0	3.2x	117th
3.	\$200K - \$300K - 3BR Residential - For Sale	1,321	3,141	0	2.4x	150th
4.	\$100K - \$200K - 4BR Residential - For Sale	1,274	6,544	0	5.1x	72nd
5.	\$1K - \$2K - 3BR Rentals - For Rent	740	942	0	1.3x	257th
6.	\$100K - \$200K Vacant Land - For Sale	724	352	0	0.5x	374th
7.	\$300K - \$400K - 4BR Residential - For Sale	708	1,608	1	2.3x	155th
8.	\$100K - \$200K - 2BR Residential - For Sale	593	1,191	0	2.0x	169th
9.	\$100K - \$200K - 2BR Condominiums - For Sale	555	872	0	1.6x	227th
10.	\$10K - \$20K Vacant Land - For Sale	477	306	0	0.6x	349th
...						
408.	\$20K - \$30K - 3BR Condominiums - For Sale	1	26	0	26.0x	2nd
...						
411.	\$20K - \$30K - 6BR Investment Income/Apartment - For Sale	1	26	0	26.0x	3rd
...						
428.	\$30K - \$40K Condominiums - For Sale	1	27	0	27.0x	1st

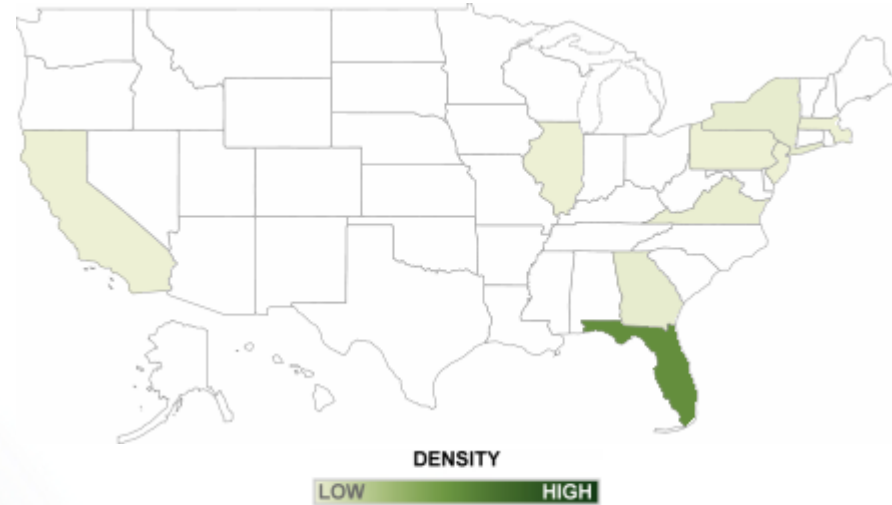
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DETAILED ANALYSIS: LOCATION OF YOUR ONLINE CONSUMERS

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	31,259	56.1%	2	100.0%
New York	2,134	3.8%	0	0.0%
Georgia	1,989	3.6%	0	0.0%
Virginia	1,838	3.3%	0	0.0%
New Jersey	1,258	2.3%	0	0.0%
California	1,232	2.2%	0	0.0%
Massachusetts	1,230	2.2%	0	0.0%
Pennsylvania	1,008	1.8%	0	0.0%
Illinois	839	1.5%	0	0.0%
Ohio	824	1.5%	0	0.0%
Maryland	770	1.4%	0	0.0%
North Carolina	760	1.4%	0	0.0%

→ Top cities				
City	Visits		Leads	
	Total	Percent	Total	Percent
Jacksonville, FL	17,502	31.4%	1	50.0%
Orange Park, FL	2,469	4.4%	0	0.0%
Saint Augustine, FL	1,282	2.3%	0	0.0%
Ponte Vedra Beach, FL	852	1.5%	0	0.0%
Gainesville, FL	849	1.5%	0	0.0%
Westfield, MA	610	1.1%	0	0.0%
Jacksonville Beach, FL	577	1.0%	0	0.0%
Atlantic Beach, FL	481	0.9%	0	0.0%
Middleburg, FL	467	0.8%	0	0.0%
Pensacola, FL	451	0.8%	0	0.0%
New York, NY	417	0.7%	0	0.0%
Atlanta, GA	389	0.7%	0	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.