



Your Listing Asset Management Company

30-DAY REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have **21,306** listings, and you are subscribed to **28** channels. **10,690** 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.

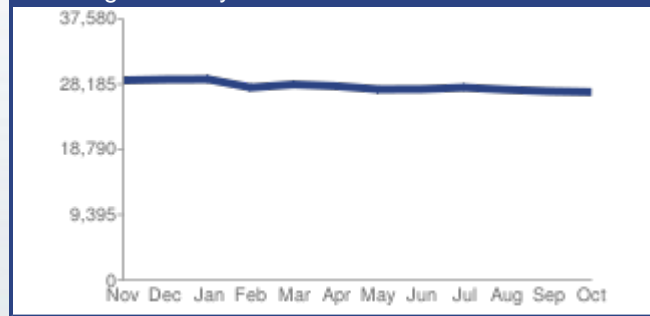
→ Top Channels by Number of Visits

	Visits	% of Visits
1. Yahoo! Real Estate	14,110	39.8%
2. Trulia	7,801	22.0%
3. Google Maps	5,175	14.6%

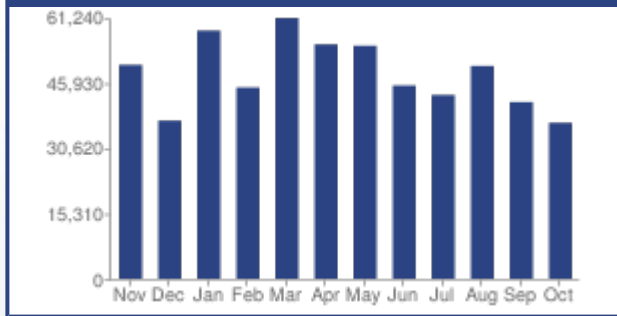
→ Top Locations of Your Online Consumers

	Visits	% of Total Visits
1. Jacksonville, FL	10,653	31.5%
2. Orange Park, FL	983	2.9%
3. Gainesville, FL	710	2.1%

→ Listing Inventory



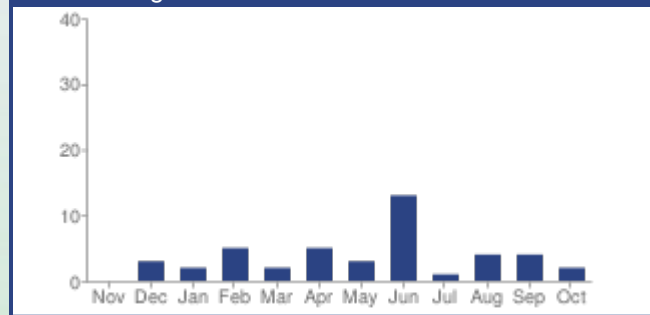
→ Number of Visits - Last 12 Months



→ 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
SCOTT LEHMBECK	12841	91	673	0	1st
ROBERT SINCLAIR	10477	117	537	0	2nd
JEANELL WILSON	2424	17	41	13	3rd

→ Top Property Categories

Description	Listing Count	Click-Throughs (Visits)	Inquiries	Performance Rank
\$100K - \$200K - 3BR Residential - For Sale	3,300	5,530	12	1st
\$100K - \$200K - 4BR Residential - For Sale	1,203	3,194	2	2nd
\$200K - \$300K - 4BR Residential - For Sale	1,068	2,377	1	3rd



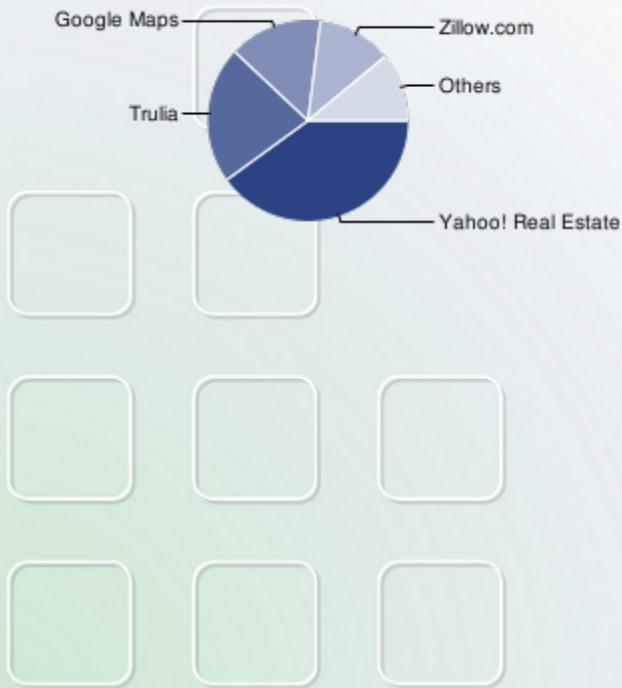
30-DAY REPORT FOR YOUR LISTINGS

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	15,747	N/A				
CLRSearch	MLS-ALL	14,280	N/A	231			
Cyberhomes	MLS-ALL	15,746	N/A				
DataSphere	Opt-In	6,276	N/A	104			
Enormo	Opt-In	9,906	N/A	38			
eRealInvestor	Opt-In	9,876	N/A				
FrontDoor	MLS-ALL	13,767	N/A	851			
Google Maps	MLS-ALL	20,708	N/A	5,175			
HomeAwayRealEstate	Opt-In	5,533	N/A				
HomeFinder	MLS-ALL	15,656	4,091	1,046	1		1
Homes.com	Opt-In	5,534	N/A	2			
HomeWinks	Opt-In	5,533	N/A				
HotPads	MLS-ALL	16,468	14,223	861	142	177	319
Keller Williams	Opt-In	681	N/A				
LakeHomesUSA	Opt-In	9,922	N/A	128			
MyREALTY.com	MLS-ALL	19,807	N/A				
Oodle	MLS-ALL	16,478	N/A	3			
Overstock	Opt-In	6,368	N/A	59			
PropBot	MLS-ALL	19,740	N/A	1			
Property Pursuit	Opt-In	N/A	N/A				
Property Shark	Opt-In	5,526	N/A				
RealtyStore	Opt-In	N/A	N/A				
RealtyTrac	Opt-In	5,258	N/A	58			
RELOHomeSearch	Opt-In	650	N/A	318			
Trulia	MLS-ALL	14,621	N/A	7,801			

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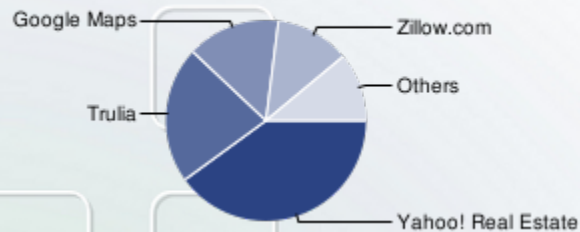
DETAILED ANALYSIS: CHANNEL COMPARISON CHART (CONTINUED)

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
TweetLister	Opt-In	5,533	N/A				
USHUD.com	Opt-In	N/A	N/A				
Vast	MLS-ALL	15,759	N/A	279			
Yahoo! Real Estate	MLS-ALL	13,807	N/A	14,110			
Zillow.com	MLS-ALL	14,879		4,366	1		1
Organic	N/A	N/A	N/A	21	4	3	7
Total		0	18,314	35,452	148	180	328

Visits by Channel



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	3,300	5,530	12	1st
\$100K - \$200K - 4BR Residential - For Sale	1,203	3,194	2	2nd
\$200K - \$300K - 4BR Residential - For Sale	1,068	2,377	1	3rd
\$200K - \$300K - 3BR Residential - For Sale	1,020	1,436	1	4th
\$1K - \$2K - 3BR Rentals - For Rent	710	403	43	5th
\$1K - \$2K - 4BR Rentals - For Rent	351	198	50	6th
\$300K - \$400K - 4BR Residential - For Sale	565	933	2	7th
\$800 - \$900 - 3BR Rentals - For Rent	167	84	41	8th
\$100K - \$200K - 2BR Residential - For Sale	483	741	0	9th
\$70K - \$80K - 3BR Residential - For Sale	267	737	0	10th

There are an additional 716 inventory categories that are not shown.

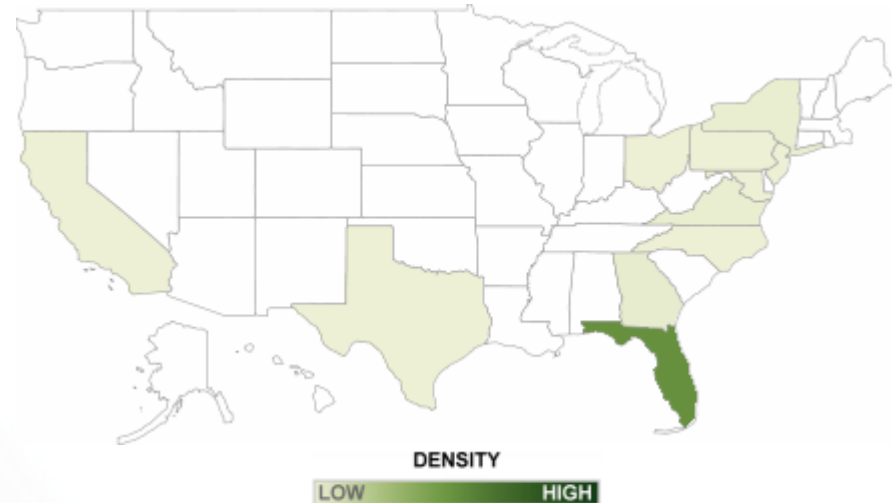
30-DAY REPORT FOR YOUR LISTINGS

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	18,495	54.6%	6	60.0%
Georgia	1,257	3.7%	0	0.0%
New York	1,121	3.3%	0	0.0%
Virginia	1,057	3.1%	0	0.0%
California	810	2.4%	0	0.0%
North Carolina	803	2.4%	0	0.0%
New Jersey	797	2.4%	0	0.0%
Pennsylvania	751	2.2%	0	0.0%
Texas	691	2.0%	0	0.0%
Maryland	524	1.5%	0	0.0%
Ohio	519	1.5%	0	0.0%
Illinois	472	1.4%	1	10.0%

→ Top Cities				
City	Visits		Inquiries	
	Total	Percent	Total	Percent
Jacksonville, FL	10,653	31.5%	0	0.0%
Orange Park, FL	983	2.9%	0	0.0%
Gainesville, FL	710	2.1%	0	0.0%
Saint Augustine, FL	669	2.0%	0	0.0%
Ponte Vedra Beach, FL	440	1.3%	0	0.0%
Atlantic Beach, FL	303	0.9%	0	0.0%
Middleburg, FL	295	0.9%	0	0.0%
Miami, FL	263	0.8%	0	0.0%
Virginia Beach, VA	250	0.7%	0	0.0%
New York, NY	237	0.7%	0	0.0%
Apo, AE	222	0.7%	0	0.0%
Jacksonville Beach, FL	220	0.6%	1	10.0%

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.

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.