



Your Listing Asset Management Company

30-DAY REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have **20,858** listings, and you are subscribed to **41** channels. **11,121** of your properties have been visited at least 1 time over the last 30 days. **15** of your brokers currently have a paid subscription to ListHub. You currently have **282** registered brokers using ListHub.

Terms are defined on the last page of this report.

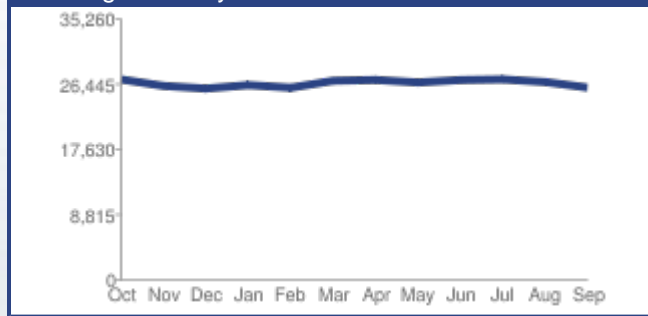
→ Top Channels by Number of Visits

	Visits	% of Visits
1. Yahoo! Real Estate	13,176	39.1%
2. Google Maps	9,345	27.8%
3. Oodle	1,817	5.4%

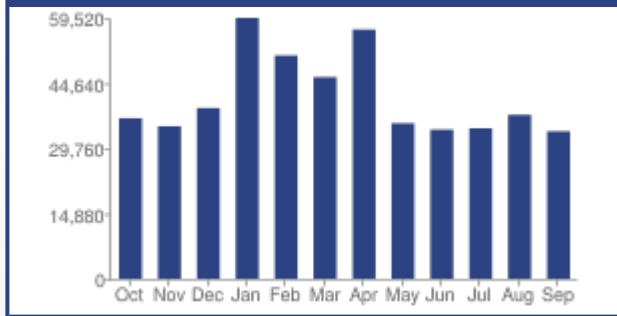
→ Top Locations of Your Online Consumers

	Visits	% of Total Visits
1. Jacksonville, FL	10,335	31.8%
2. Orange Park, FL	1,313	4.0%
3. Saint Augustine, FL	803	2.5%

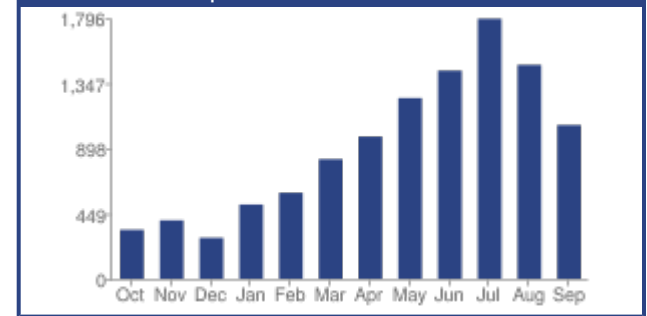
→ Listing Inventory



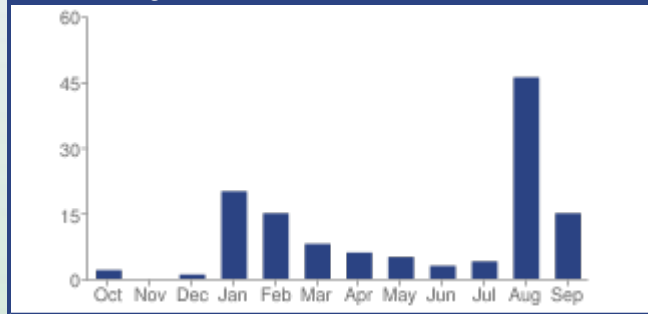
→ Number of Visits - Last 12 Months



→ 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
STEVE PREIS	11652	95	464	3	1st
KIMBERLY OSBORNE	29792	6	85	47	2nd
ANGELA BEARD	11207	90	360	5	3rd

→ Top Property Categories

Description	Listing Count	Click-Throughs (Visits)	Inquiries	Performance Rank
\$100K - \$200K - 3BR Residential - For Sale	2,886	2,645	6	1st
\$1K - \$2K - 3BR Rentals - For Rent	602	1,314	239	2nd
\$1K - \$2K - 4BR Rentals - For Rent	307	842	157	3rd

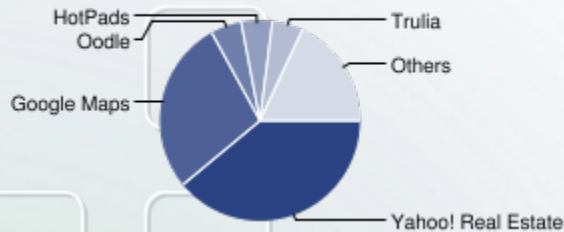
30-DAY REPORT FOR YOUR LISTINGS

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	14,628	N/A	68			
CLRSearch	MLS-ALL	14,820	N/A	48			
Cyberhomes	MLS-ALL	14,627	N/A	156			
DataSphere	Opt-In	9,859	N/A	203			
Enormo	Opt-In	13,700	N/A				
eRealInvestor	Opt-In	13,629	N/A				
Foreclosure.com	Opt-In	9,720	N/A	27	5		5
FreedomSoft	Opt-In	9,710	N/A				
FrontDoor	MLS-ALL	14,532	N/A	209			
Google Maps	MLS-ALL	21,519	N/A	9,345			
HomeFinder	MLS-ALL	16,661	4,156	1,358		1	1
HomeOnTheTube	Opt-In	9,710	N/A				
Homes By Lender	Opt-In	8,631	N/A				
Homes.com	Opt-In	9,878	68,229	124	1		1
HomeTourConnect	Opt-In	9,710	N/A				
HomeWinks	Opt-In	9,792	N/A				
HotPads	MLS-ALL	16,033	39,958	1,777	404	593	997
HouseHunt.com	Opt-In	9,697	N/A	1	1		1
Keller Williams	Opt-In	816	238				
LakeHomesUSA	Opt-In	13,714	N/A	311			
LiquidusMedia	Opt-In	8,109	N/A				
Listings-to-Leads	Opt-In	851	N/A	1			
MyREALTY.com	MLS-ALL	20,295	N/A	70			
Oodle	MLS-ALL	16,641	N/A	1,817			
Overstock	Opt-In	9,947	N/A	339			

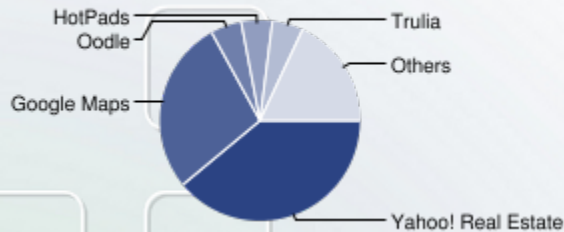
30-DAY REPORT FOR YOUR LISTINGS

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.

Terms are defined on the last page of this report.

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
Property Pursuit	Opt-In	9,742	N/A	2			
Property Shark	Opt-In	9,794	N/A				
RealEstateCentral	Opt-In	9,706	N/A				
RealtyStore	Opt-In	9,750	N/A	820			
RealtyTrac	Opt-In	9,798	N/A	143			
Relocation.com	Opt-In	9,764	N/A				
RELOHomeSearch	Opt-In	10	N/A				
Showing Suite	Opt-In	49	N/A				
Trulia	MLS-ALL	16,043	N/A	1,639		1	1
TweetLister	Opt-In	9,764	N/A	3			
USHUD.com	Opt-In	9,740	N/A	10			
Vast	MLS-ALL	16,556	N/A	878			
Yahoo! Real Estate	MLS-ALL	15,047	N/A	13,176	52		52
Zillow.com	MLS-ALL	15,858	N/A	1,128		1	1
Organic	N/A	N/A	N/A	3			
<b>Total</b>		<b>21,476</b>	<b>112,581</b>	<b>33,656</b>	<b>463</b>	<b>596</b>	<b>1,059</b>



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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	2,886	2,645	6	1st
\$1K - \$2K - 3BR Rentals - For Rent	602	1,314	239	2nd
\$1K - \$2K - 4BR Rentals - For Rent	307	842	157	3rd
\$100K - \$200K - 4BR Residential - For Sale	1,100	1,594	4	4th
\$200K - \$300K - 4BR Residential - For Sale	1,005	1,289	1	5th
\$100K - \$200K - 4BR Residential - Foreclosure	513	1,211	5	6th
\$900 - \$1000 - 3BR Rentals - For Rent	170	439	125	7th
\$200K - \$300K - 3BR Residential - For Sale	929	963	2	8th
\$100K - \$200K - 3BR Residential - Foreclosure	683	1,055	2	9th
\$800 - \$900 - 3BR Rentals - For Rent	127	286	102	10th

There are an additional 669 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	18,220	56.0%	1	50.0%
Georgia	1,841	5.7%	0	0.0%
New York	921	2.8%	0	0.0%
Virginia	871	2.7%	0	0.0%
California	846	2.6%	0	0.0%
Pennsylvania	826	2.5%	0	0.0%
North Carolina	674	2.1%	0	0.0%
Maryland	655	2.0%	0	0.0%
New Jersey	623	1.9%	0	0.0%
Ohio	473	1.5%	0	0.0%
Illinois	467	1.4%	0	0.0%
Tennessee	439	1.3%	0	0.0%

→ Top Cities				
City	Visits		Inquiries	
	Total	Percent	Total	Percent
Jacksonville, FL	10,335	31.8%	0	0.0%
Orange Park, FL	1,313	4.0%	0	0.0%
Saint Augustine, FL	803	2.5%	0	0.0%
Gainesville, FL	444	1.4%	0	0.0%
Atlanta, GA	402	1.2%	0	0.0%
Ponte Vedra Beach, FL	369	1.1%	0	0.0%
Palatka, FL	350	1.1%	0	0.0%
Middleburg, FL	313	1.0%	0	0.0%
Atlantic Beach, FL	287	0.9%	1	50.0%
Orlando, FL	260	0.8%	0	0.0%
Seattle, WA	258	0.8%	0	0.0%
Aberdeen, MD	253	0.8%	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.