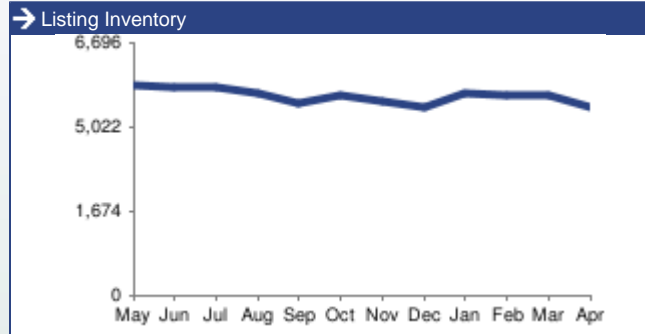


31-DAY REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have **2,205** listings, and you are subscribed to **89** publishers. **6** of your brokers currently have a paid subscription to ListHub. You currently have **150** registered brokers using ListHub.

Terms are defined on the last page of this report.

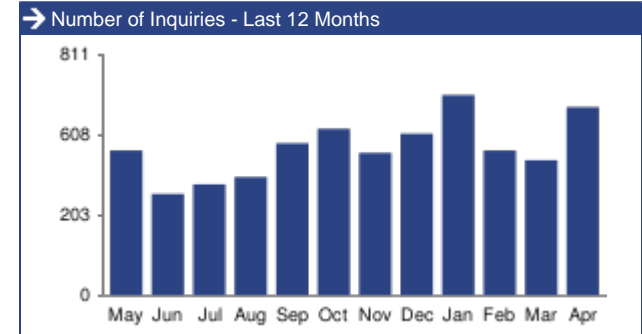
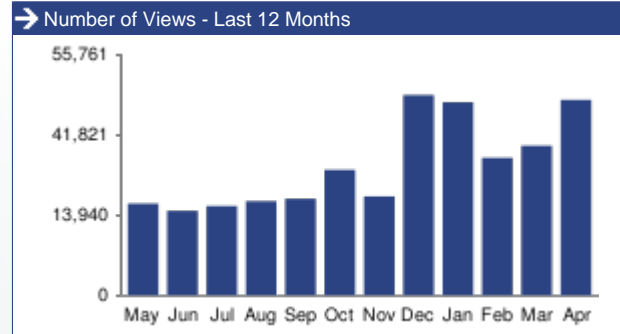


→ Top Publishers by Number of Views

Publisher	Property Views	% of Views
Homes.com	15,448	33%
Nextdoor	10,394	22%
Point2 Homes	7,501	16%

→ Top Locations of Your Online Consumers

City	Property Views	% of Views
Orlando, FL	2,657	8%
Port Orange, FL	2,274	7%
Ormond Beach, FL	2,171	6%



→ Top Property Categories

Description	Listing Count	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank
\$200K - \$300K - 3BR Residential - For Sale	540	5,411	14	22	1st
\$1K - \$2K - 2BR Residential Lease - For Rent	99	2,146	2	144	2nd
\$100K - \$200K - 2BR Residential - For Sale	300	4,733	8	27	3rd



31-DAY REPORT FOR YOUR LISTINGS

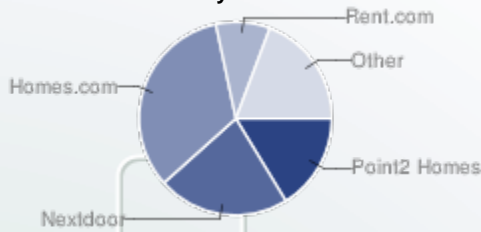
DETAILED ANALYSIS: PUBLISHER COMPARISON CHART

This report shows a comparison of activity generated from your listings online.

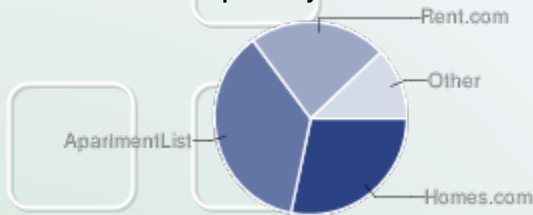
Views, visits, and inquiries are based on the number of listings displayed by the publisher. If the publisher displays a listing provided by a source other than ListHub or if a listing is not displayed due to an uploading error, the activity data for that listing is not included in ListHub reports.

Terms are defined on the last page of this report.

Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

Publisher	Listings	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
Homes.com	3,252	15,448	2	129	46
Nextdoor	2,566	10,394	25	Not Applicable	Not Applicable
Point2 Homes	4,001	7,501	33	33	Not Applicable
Rent.com	208	4,105	0	145	Not Applicable
The Land Network	3,971	2,926	181	16	0
Property Shark	3,962	1,291	7	Not Applicable	Not Applicable
Homes&Land	4,000	1,124	2	0	Not Applicable
Zumper	3,335	647	1	0	Not Applicable
RealtyTrac	4,000	548	11	7	Not Applicable
Foreclosure.com	3,966	507	2	0	Not Applicable
LakeHomesUSA	3,941	499	36	0	Not Applicable
ApartmentList	208	355	2	232	Not Applicable
RealtyStore	3,935	342	0	9	Not Applicable
REA Group	3,936	177	2	0	4
HomeSteps	3,900	90	0	0	Not Applicable
MHBay	44	89	0	0	Not Applicable
USHUD.com	3,969	79	4	Not Applicable	Not Applicable
IdealEstate	3,996	60	0	1	Not Applicable
<b>Total</b>		<b>46,455</b>	<b>308</b>	<b>572</b>	<b>50</b>

31-DAY REPORT FOR YOUR LISTINGS

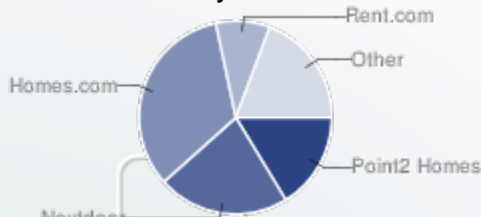
DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

This report shows a comparison of activity generated from your listings online.

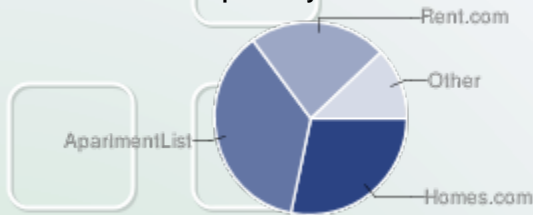
Views, visits, and inquiries are based on the number of listings displayed by the publisher. If the publisher displays a listing provided by a source other than ListHub or if a listing is not displayed due to an uploading error, the activity data for that listing is not included in ListHub reports.

Terms are defined on the last page of this report.

Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

Publisher	Listings	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
BankingBridge	2,723	46	0	Not Provided	Not Applicable
HomeSpotter	4,000	43	Not Applicable	0	Not Applicable
HousesForSale	3,910	33	0	Not Applicable	Not Applicable
HomeBidz	2,726	31	0	0	Not Applicable
LeadingRE.com	357	30	0	Not Applicable	Not Applicable
Nestigator	4,001	30	0	0	Not Applicable
RentHop	4,001	22	0	Not Provided	Not Applicable
PropertySimple	3,909	9	0	0	0
LotNetwork.com	549	7	0	0	0
PNC	2,432	4	0	0	Not Applicable
WikiRealty	3,911	4	0	0	Not Applicable
Juwai	3,935	3	0	0	Not Applicable
Properties Online	3,999	3	0	0	Not Applicable
Ylopo	4,001	3	0	0	Not Applicable
Houses.net	4,000	2	0	Not Applicable	Not Applicable
SearchALLProperties by L2L	3,939	2	0	0	Not Applicable
HousingNow	3,845	1	0	Not Applicable	Not Applicable
A Greater Town	0	0	0	0	Not Applicable
<b>Total</b>		<b>46,455</b>	<b>308</b>	<b>572</b>	<b>50</b>

31-DAY REPORT FOR YOUR LISTINGS

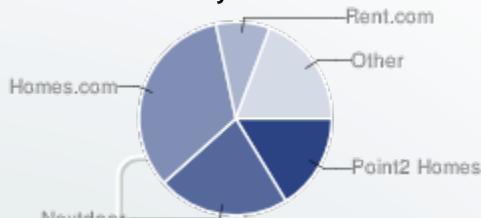
DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

This report shows a comparison of activity generated from your listings online.

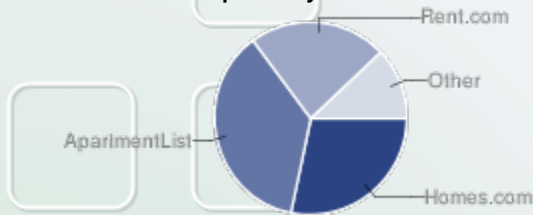
Views, visits, and inquiries are based on the number of listings displayed by the publisher. If the publisher displays a listing provided by a source other than ListHub or if a listing is not displayed due to an uploading error, the activity data for that listing is not included in ListHub reports.

Terms are defined on the last page of this report.

Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

Publisher	Listings	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
AdWerx	3,939	0	0	0	Not Applicable
AgentDesks	0	0	0	0	Not Applicable
DigiPropz	3,995	0	0	0	Not Applicable
Domohunt	3,940	0	0	Not Applicable	Not Applicable
DreamHomeList	3,934	0	0	Not Applicable	Not Applicable
Equator	2,430	0	0	0	Not Applicable
Find-a-CRS	3,999	0	0	Not Applicable	Not Applicable
FindAPlace4Me by VisualTour	3,979	0	0	Not Applicable	Not Applicable
Flipcomp	3,904	0	0	Not Applicable	Not Applicable
Foyer	3,996	0	0	Not Applicable	0
Harmon Homes	3,935	0	0	0	0
Highrises	3,904	0	0	0	Not Applicable
Home2.me by TourFactory	3,936	0	0	0	Not Applicable
HomeFinder.com	3,973	0	0	0	Not Applicable
HomeJab	3,903	0	0	Not Provided	Not Applicable
HomePriceTrends	3,904	0	0	Not Applicable	Not Applicable
Hommati	3,940	0	0	0	Not Applicable
HouseHunt.com	3,915	0	0	0	Not Applicable
<b>Total</b>		<b>46,455</b>	<b>308</b>	<b>572</b>	<b>50</b>

31-DAY REPORT FOR YOUR LISTINGS

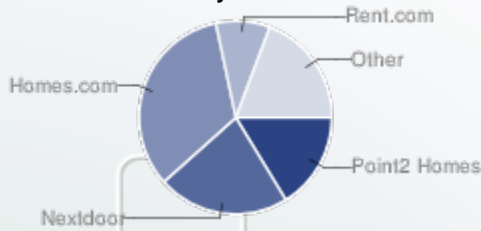
DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

This report shows a comparison of activity generated from your listings online.

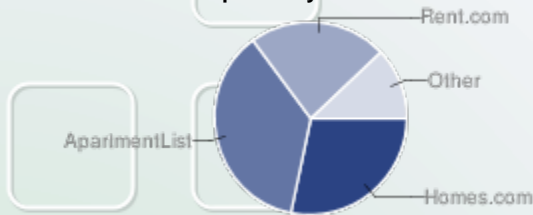
Views, visits, and inquiries are based on the number of listings displayed by the publisher. If the publisher displays a listing provided by a source other than ListHub or if a listing is not displayed due to an uploading error, the activity data for that listing is not included in ListHub reports.

Terms are defined on the last page of this report.

Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

Publisher	Listings	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
HouseValueStore	3,969	0	0	0	Not Applicable
Kahping	4,001	0	0	0	Not Applicable
Keller Williams	93	0	0	0	Not Applicable
KeyBoom	3,303	0	0	0	Not Applicable
LakeHouse	0	0	0	Not Applicable	Not Applicable
Land on Earth	3,305	0	0	0	Not Provided
LearnMoreNow.com/FindHomes	3,936	0	0	Not Applicable	Not Applicable
LuxuryRealEstate.com	3,999	0	0	0	Not Applicable
MyRentToOwn.com	3,933	0	0	Not Applicable	Not Applicable
NestHawk	3,903	0	0	0	Not Provided
NestReady	3,030	0	0	0	Not Applicable
New Home Source	224	0	0	Not Applicable	Not Applicable
ParkBench	3,908	0	0	0	Not Applicable
PropertyPath	3,934	0	0	0	Not Applicable
PropStream by Equimine	3,903	0	0	0	Not Applicable
RealFirstImpressions	3,907	0	0	Not Provided	Not Applicable
RealQuest Express	3,936	0	0	0	Not Applicable
Rentberry	3,972	0	0	0	Not Applicable
<b>Total</b>		<b>46,455</b>	<b>308</b>	<b>572</b>	<b>50</b>

31-DAY REPORT FOR YOUR LISTINGS

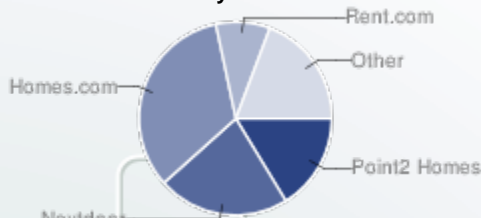
DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

This report shows a comparison of activity generated from your listings online.

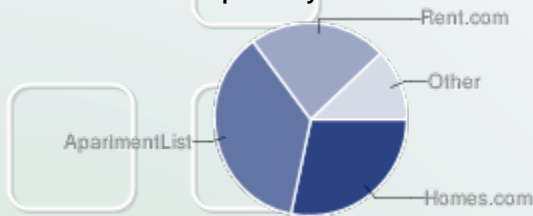
Views, visits, and inquiries are based on the number of listings displayed by the publisher. If the publisher displays a listing provided by a source other than ListHub or if a listing is not displayed due to an uploading error, the activity data for that listing is not included in ListHub reports.

Terms are defined on the last page of this report.

Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

Publisher	Listings	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
The Real Estate Book	4,012	0	0	0	Not Applicable
TotalExpert	3,937	0	0	0	Not Applicable
VisualShows	3,996	0	0	Not Applicable	Not Applicable
Vscreen	3,924	0	0	0	Not Applicable
Zonda	3,998	0	0	0	Not Applicable
Back At You Media	3,937	Not Applicable	0	Not Applicable	Not Applicable
HomeWinks	3,933	Not Applicable	0	Not Applicable	Not Applicable
<b>Total</b>		<b>46,455</b>	<b>308</b>	<b>572</b>	<b>50</b>

31-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	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank
\$200K - \$300K - 3BR Residential - For Sale	540	5,411	14	22	1st
\$1K - \$2K - 2BR Residential Lease - For Rent	99	2,146	2	144	2nd
\$100K - \$200K - 2BR Residential - For Sale	300	4,733	8	27	3rd
\$1K - \$2K - 3BR Residential Lease - For Rent	74	2,390	0	114	4th
\$100K - \$200K - 3BR Residential - For Sale	225	3,842	20	30	5th
\$300K - \$400K - 3BR Residential - For Sale	287	2,388	3	12	6th
\$100K - \$200K Vacant Land - For Sale	177	987	41	5	7th
\$200K - \$300K - 2BR Residential - For Sale	272	1,933	2	8	8th
\$900 - \$1000 - 2BR Residential Lease - For Rent	10	524	1	55	9th
\$300K - \$400K - 4BR Residential - For Sale	135	1,608	4	8	10th

*There are an additional 352 inventory categories that are not shown.*

31-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	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Florida	22,595	64%	64	51%	436	77%
New York	1,186	3%	3	2%	17	3%
Georgia	908	3%	5	4%	7	1%
Pennsylvania	643	2%	0	0%	7	1%
Ohio	602	2%	0	0%	14	2%
New Jersey	526	1%	6	5%	1	0%
Ontario, Canada	514	1%	0	0%	1	0%
North Carolina	489	1%	1	1%	0	0%
Illinois	482	1%	0	0%	4	1%
Virginia	454	1%	11	9%	5	1%
Texas	427	1%	0	0%	3	1%
Rhode Island	401	1%	0	0%	1	0%

→ Top Cities

City	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Orlando, FL	2,657	8%	4	4%	43	8%
Port Orange, FL	2,274	7%	10	9%	50	9%
Ormond Beach, FL	2,171	6%	7	6%	71	13%
Daytona Beach, FL	1,716	5%	5	4%	43	8%
Palm Coast, FL	1,485	4%	12	11%	38	7%
Jacksonville, FL	945	3%	1	1%	7	1%
Saint Augustine, FL	681	2%	0	0%	4	1%
Miami, FL	656	2%	0	0%	9	2%
New Smyrna Beach, FL	631	2%	0	0%	11	2%
Tampa, FL	520	2%	2	2%	13	2%
Deland, FL	400	1%	1	1%	3	1%
Deltona, FL	351	1%	1	1%	15	3%



## 31-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.

**Publisher labeled "Organic"** - an instance when the consumer was taken to the property page hosted by ListHub by a means other than one of the publishers, 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 from a publisher website to a property page chosen by the company.

**Inquiries** - an event where the consumer starts an email interaction with the broker or agent using a link on the website. This would result in the broker/agent receiving an email with a return email address for the consumer. Includes the number of times a consumer clicked on "Click to view phone number" or called the listing broker or agents via a mobile app.

**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. The Listing Count may include properties that are no longer active but were at some point active during the time period of the report.


**Listing Inventory** - the total active listings that are being pulled from the MLS each month.

**Not Applicable** - this indicates that the website does not include the feature that would generate metrics in this category. For example, some websites do not have a property detail page for each listing, and therefore the reports would not display "views" for that site.

**Not Provided** - this indicates that the website does not provide this category of data for inclusion in the reports.

**Performance Rank** - unique algorithms 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 views, 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 publisher website.

 - indicates that the traffic reported by the site includes traffic from mobile applications.

