ListHub
Your Listing Asset Management Company

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.*
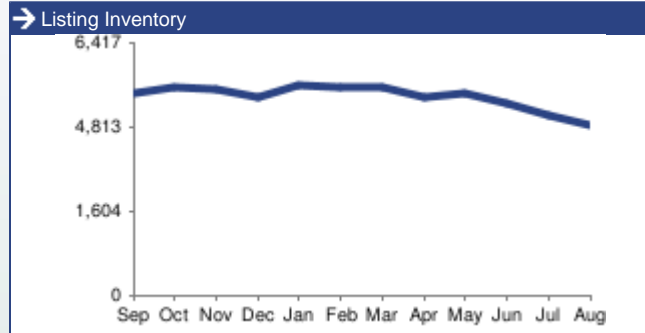
Top Publishers by Number of Views

Publisher	Property Views	% of Views
Nextdoor	13,846	28%
Homes.com	11,758	24%
Point2 Homes	7,773	16%

Top Locations of Your Online Consumers

City	Property Views	% of Views
Orlando, FL	2,992	9%
Ormond Beach, FL	2,941	9%
Port Orange, FL	2,049	6%

Listing Inventory

Number of Views - Last 12 Months

Number of Inquiries - Last 12 Months
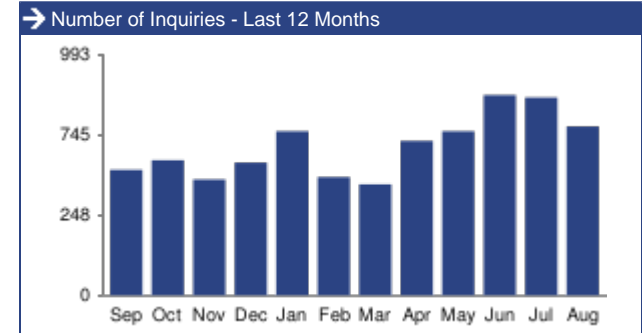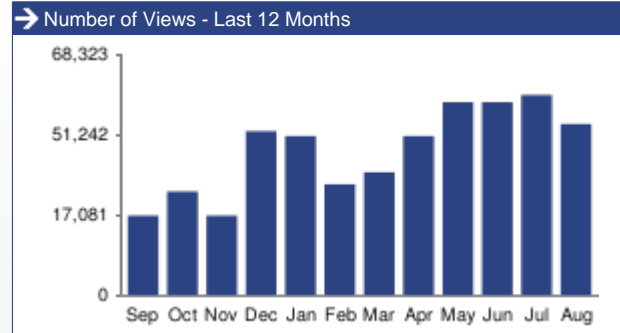
Top Property Categories

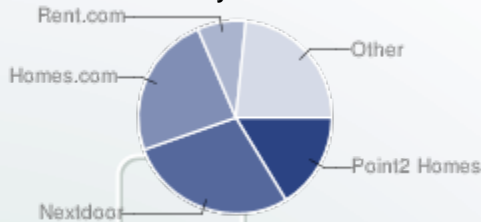| Description	Listing Count	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank
$1K - $2K - 2BR Residential Lease - For Rent	89	2,351	3	186	1st
$200K - $300K - 3BR Residential - For Sale	426	5,181	14	13	2nd
$1K - $2K - 3BR Residential Lease - For Rent	56	1,699	1	127	3rd

1-MONTH REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART

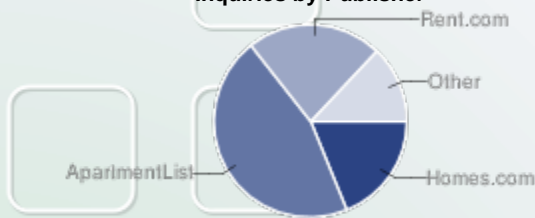This report shows a comparison of activity generated from your listings online.

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Views by Publisher

Inquiries by Publisher

→ How Do The Publishers Compare?

Publisher	Listings	Consumer Traffic		Inquiries	
	Total	Property Views	Click-Throughs (Visits)	Email	Phone
Nextdoor	1,668	13,846	50	*Not Applicable*	*Not Applicable*
Homes.com	2,184	11,758	0	80	45
Point2 Homes	2,895	7,773	40	38	*Not Applicable*
Rent.com	133	4,003	1	153	*Not Applicable*
The Land Network	2,881	3,035	85	11	0
Property Shark	2,874	2,262	8	*Not Applicable*	*Not Applicable*
Zumper	2,232	925	9	0	*Not Applicable*
LakeHomesUSA	2,851	593	4	1	*Not Applicable*
LandSearch	2,781	560	0	2	0
LakeHouse	2,781	551	0	*Not Applicable*	*Not Applicable*
RealtyStore	2,848	551	0	24	*Not Applicable*
Homes&Land	2,897	486	3	2	*Not Applicable*
MHBay	39	423	1	1	*Not Applicable*
RealtyTrac	2,897	386	3	2	*Not Applicable*
PropertySimple	2,830	337	0	0	0
Foreclosure.com	2,881	304	2	0	*Not Applicable*
ApartmentList	133	283	0	310	*Not Applicable*
REA Group	2,847	280	1	1	2
Total		**48,736**	**226**	**626**	**47**

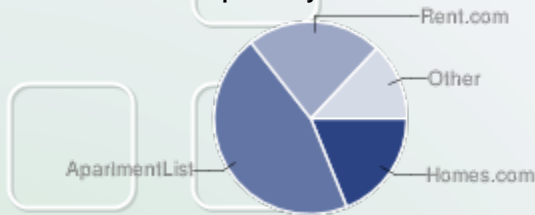This report shows a comparison of activity generated from your listings online.

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Views by Publisher

Inquiries by Publisher

→ How Do The Publishers Compare?

Publisher	Listings Total	Consumer Traffic Property Views	Consumer Traffic Click-Throughs (Visits)	Inquiries Email	Inquiries Phone
USHUD.com	2,881	60	6	*Not Applicable*	*Not Applicable*
Ylopo	2,896	55	0	1	*Not Applicable*
Clayton Homes	407	51	0	*Not Applicable*	*Not Applicable*
HomeSpotter	2,890	41	*Not Applicable*	0	*Not Applicable*
Nestigator	2,895	37	0	0	*Not Applicable*
LeadingRE.com	287	22	0	*Not Applicable*	*Not Applicable*
New Home Source	164	21	0	*Not Applicable*	*Not Applicable*
RentHop	2,896	20	0	*Not Provided*	*Not Applicable*
PNC	1,572	16	0	0	*Not Applicable*
IdealEstate	2,893	13	0	0	*Not Applicable*
HomeBidz	1,773	10	0	0	*Not Applicable*
HomeSteps	2,821	10	0	0	*Not Applicable*
LotNetwork.com	417	5	0	0	0
Juwai	2,851	4	0	0	*Not Applicable*
AdWerx	2,854	3	0	0	*Not Applicable*
HousingNow	2,781	3	0	*Not Applicable*	*Not Applicable*
BankingBridge	1,758	2	0	*Not Provided*	*Not Applicable*
HomePriceTrends	2,826	2	0	*Not Applicable*	*Not Applicable*
Total		**48,736**	**226**	**626**	**47**

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Views by Publisher

Inquiries by Publisher

➔ How Do The Publishers Compare?

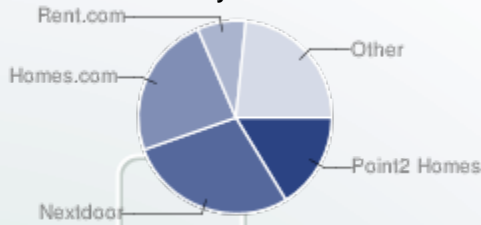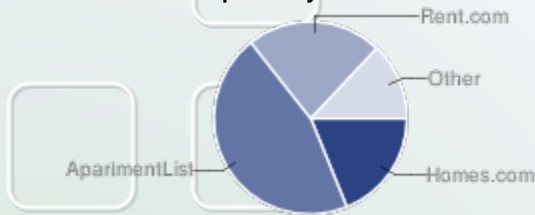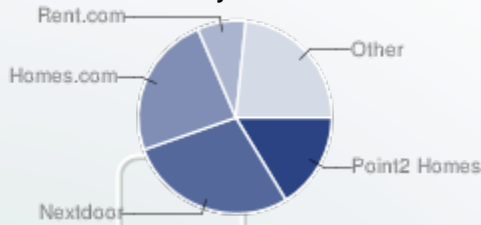| Publisher	Listings Total	Consumer Traffic Property Views	Consumer Traffic Click-Throughs (Visits)	Inquiries Email	Inquiries Phone
Houses.net	2,891	2	0	*Not Applicable*	*Not Applicable*
Properties Online	2,893	2	1	0	*Not Applicable*
Harmon Homes	2,849	1	0	0	0
A Greater Town	2,781	0	0	0	*Not Applicable*
AgentDesks	0	0	0	0	*Not Applicable*
DigiPropz	2,890	0	0	0	*Not Applicable*
Domohunt	2,847	0	0	*Not Applicable*	*Not Applicable*
DreamHomeList	2,851	0	0	*Not Applicable*	*Not Applicable*
Equator	1,571	0	0	0	*Not Applicable*
Find-a-CRS	2,893	0	0	*Not Applicable*	*Not Applicable*
FindAPlace4Me by VisualTour	2,875	0	0	*Not Applicable*	*Not Applicable*
Flipcomp	2,827	0	0	*Not Applicable*	*Not Applicable*
Foyer	2,895	0	0	*Not Applicable*	0
Highrises	2,827	0	0	0	*Not Applicable*
Home2.me by TourFactory	2,852	0	0	0	*Not Applicable*
HomeFinder.com	2,886	0	0	0	*Not Applicable*
Hommati	2,847	0	0	0	*Not Applicable*
HousesForSale	2,830	0	0	*Not Applicable*	*Not Applicable*
Total		**48,736**	**226**	**626**	**47**

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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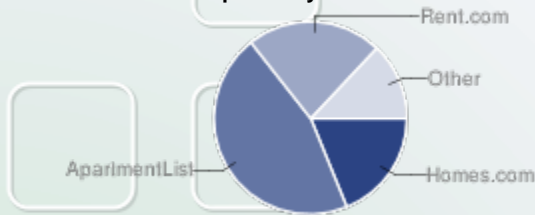
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Views by Publisher

Inquiries by Publisher

→ How Do The Publishers Compare?

Publisher	Listings Total	Consumer Traffic Property Views	Consumer Traffic Click-Throughs (Visits)	Inquiries Email	Inquiries Phone
HouseValueStore	2,882	0	0	0	*Not Applicable*
Keller Williams	61	0	0	0	*Not Applicable*
KeyBoom	2,219	0	0	0	*Not Applicable*
LearnMoreNow.com/FindHomes	2,852	0	0	*Not Applicable*	*Not Applicable*
LuxuryRealEstate.com	2,893	0	0	0	*Not Applicable*
MyRentToOwn.com	2,845	0	0	*Not Applicable*	*Not Applicable*
NestHawk	2,823	0	0	0	*Not Provided*
NestReady	2,032	0	0	0	*Not Applicable*
ParkBench	2,826	0	0	0	*Not Applicable*
PropertyPath	2,837	0	0	0	*Not Applicable*
PropStream by Equimine	2,823	0	0	0	*Not Applicable*
RealFirstImpressions	2,831	0	0	*Not Provided*	*Not Applicable*
RealQuest Express	2,852	0	0	0	*Not Applicable*
Rentberry	2,872	0	0	0	*Not Applicable*
SearchALLProperties by L2L	2,852	0	0	0	*Not Applicable*
TotalExpert	2,851	0	0	0	*Not Applicable*
VisualShows	2,893	0	0	*Not Applicable*	*Not Applicable*
Vscreen	2,835	0	0	0	*Not Applicable*
Total		**48,736**	**226**	**626**	**47**

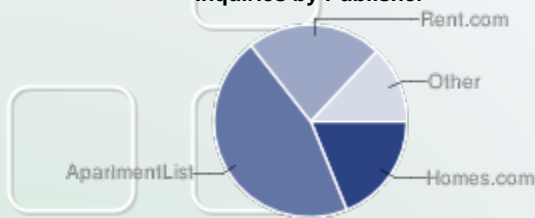This report shows a comparison of activity generated from your listings online.

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Views by Publisher

Inquiries by Publisher

→ How Do The Publishers Compare?

Publisher	Listings	Consumer Traffic		Inquiries	
	Total	Property Views	Click-Throughs (Visits)	Email	Phone
WikiRealty	2,828	0	0	0	*Not Applicable*
Zonda	2,889	0	0	0	*Not Applicable*
Organic	0	0	3	0	0
Back At You Media	2,853	*Not Applicable*	9	*Not Applicable*	*Not Applicable*
HomeWinks	2,852	*Not Applicable*	0	*Not Applicable*	*Not Applicable*
Total		**48,736**	**226**	**626**	**47**

1-MONTH 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
$1K - $2K - 2BR Residential Lease - For Rent	89	2,351	3	186	1st
$200K - $300K - 3BR Residential - For Sale	426	5,181	14	13	2nd
$1K - $2K - 3BR Residential Lease - For Rent	56	1,699	1	127	3rd
$100K - $200K - 2BR Residential - For Sale	200	3,786	7	26	4th
$100K - $200K - 3BR Residential - For Sale	157	2,506	10	9	5th
$200K - $300K - 2BR Residential - For Sale	263	2,646	6	9	6th
$300K - $400K - 3BR Residential - For Sale	208	2,516	2	6	7th
$900 - $1000 - 2BR Residential Lease - For Rent	6	698	2	67	8th
$100K - $200K Vacant Land - For Sale	151	1,364	24	3	9th
$200K - $300K - 4BR Residential - For Sale	91	1,201	8	10	10th

There are an additional 360 inventory categories that are not shown.

ListHub

Your Listing Asset Management Company

1-MONTH 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.

DENSITY
LOW — HIGH

➜ Top States

State	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Florida	22,407	65%	124	68%	513	81%
Georgia	1,160	3%	2	1%	17	3%
New York	1,122	3%	2	1%	7	1%
North Carolina	626	2%	1	1%	6	1%
Ohio	594	2%	2	1%	3	0%
California	588	2%	5	3%	5	1%
Pennsylvania	554	2%	4	2%	2	0%
Virginia	512	1%	2	1%	13	2%
New Jersey	457	1%	2	1%	0	0%
Illinois	441	1%	0	0%	5	1%
Texas	366	1%	1	1%	5	1%
Tennessee	326	1%	2	1%	0	0%

➜ Top Cities

City	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Orlando, FL	2,992	9%	13	7%	108	18%
Ormond Beach, FL	2,941	9%	35	19%	89	14%
Port Orange, FL	2,049	6%	14	8%	84	14%
Daytona Beach, FL	1,806	5%	15	8%	32	5%
Palm Coast, FL	1,121	3%	5	3%	21	3%
Miami, FL	1,078	3%	5	3%	12	2%
Jacksonville, FL	896	3%	4	2%	10	2%
New Smyrna Beach, FL	810	2%	1	1%	14	2%
Deltona, FL	601	2%	0	0%	23	4%
Deland, FL	536	2%	4	2%	2	0%
Sanford, FL	352	1%	0	0%	7	1%
Tampa, FL	304	1%	0	0%	7	1%

➔ 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.