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.*
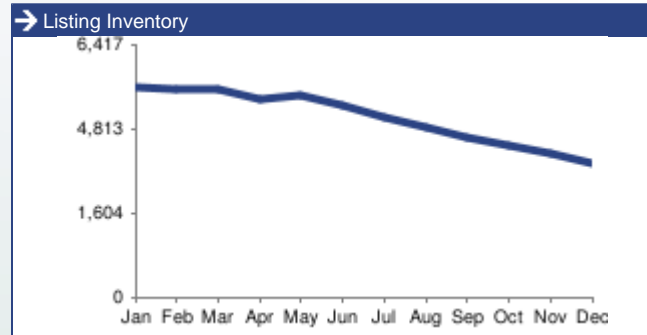
Top Publishers by Number of Views

Publisher	Property Views	% of Views
Homes.com	7,079	26%
Point2 Homes	5,072	19%
The Land Network	3,358	12%

Top Locations of Your Online Consumers

City	Property Views	% of Views
Ormond Beach, FL	1,571	9%
Orlando, FL	1,345	8%
Port Orange, FL	1,102	7%

Listing Inventory

Number of Views - Last 12 Months

Number of Inquiries - Last 12 Months
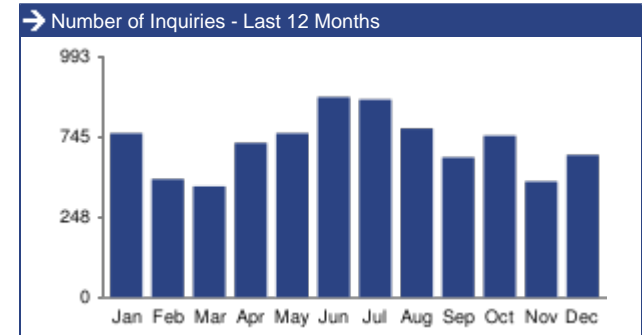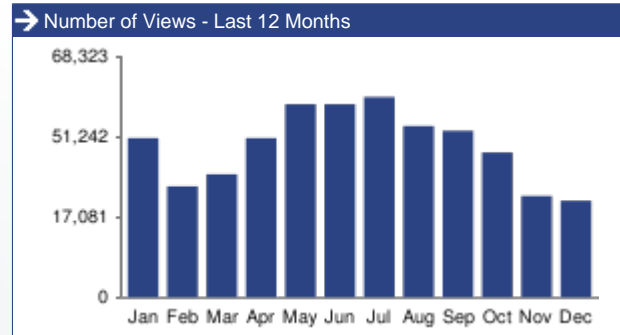
Top Property Categories

Description	Listing Count	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank
$1K - $2K - 2BR Residential Lease - For Rent	68	1,201	2	147	1st
$1K - $2K - 3BR Residential Lease - For Rent	35	1,182	1	107	2nd
$100K - $200K - 2BR Residential - For Sale	164	2,167	2	16	3rd

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
Homes.com	1,774	7,079	8	84	44
Point2 Homes	2,419	5,072	3	12	*Not Applicable*
The Land Network	2,414	3,358	144	17	0
Nextdoor	1,337	2,963	17	*Not Applicable*	*Not Applicable*
Rent.com	96	2,218	2	112	*Not Applicable*
Property Shark	2,420	2,159	8	*Not Applicable*	*Not Applicable*
Zumper	1,826	707	0	0	*Not Applicable*
LandSearch	2,343	544	0	3	0
LakeHouse	2,324	458	0	*Not Applicable*	*Not Applicable*
RealtyStore	2,382	417	0	7	*Not Applicable*
MHBay	32	346	1	6	*Not Applicable*
HomeSteps	2,356	323	0	1	*Not Applicable*
Foreclosure.com	2,428	287	0	0	*Not Applicable*
RealtyTrac	2,437	262	1	0	*Not Applicable*
Homes&Land	2,435	235	5	1	*Not Applicable*
LakeHomesUSA	2,395	204	0	0	*Not Applicable*
ApartmentList	100	201	1	295	*Not Applicable*
REA Group	2,403	137	12	0	0
Total		**27,384**	**207**	**540**	**44**

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Views by Publisher

The Land Network — Rent.com
— Other
Homes.com
— Point2 Homes
Nextdoor — Property Shark

Inquiries by Publisher

— Rent.com
— Other
ApartmentList
— Homes.com

➔ How Do The Publishers Compare?

Publisher	Listings Total	Consumer Traffic Property Views	Consumer Traffic Click-Throughs (Visits)	Inquiries Email	Inquiries Phone
USHUD.com	2,411	98	2	*Not Applicable*	*Not Applicable*
Ylopo	2,435	63	0	0	*Not Applicable*
A Greater Town	2,327	41	0	0	*Not Applicable*
SearchALLProperties by L2L	2,387	37	0	2	*Not Applicable*
RentHop	2,435	36	0	*Not Provided*	*Not Applicable*
HomeSpotter	2,431	30	*Not Applicable*	0	*Not Applicable*
Clayton Homes	357	18	0	*Not Applicable*	*Not Applicable*
Nestigator	2,416	15	0	0	*Not Applicable*
New Home Source	160	14	0	*Not Applicable*	*Not Applicable*
LeadingRE.com	223	13	0	*Not Applicable*	*Not Applicable*
IdealEstate	2,417	11	0	0	*Not Applicable*
BankingBridge	1,401	9	0	*Not Provided*	*Not Applicable*
Harmon Homes	2,390	7	0	0	0
HomeBidz	1,431	5	0	0	*Not Applicable*
Houses.net	2,432	2	0	*Not Applicable*	*Not Applicable*
Juwai	2,406	2	3	0	*Not Applicable*
PNC	1,273	2	0	0	*Not Applicable*
Properties Online	2,417	2	0	0	*Not Applicable*
Total		**27,384**	**207**	**540**	**44**

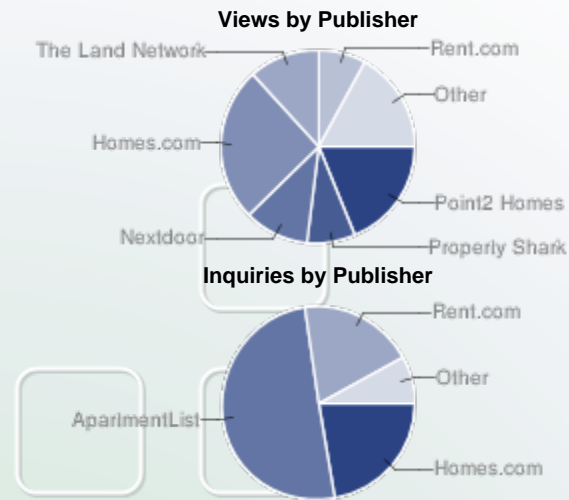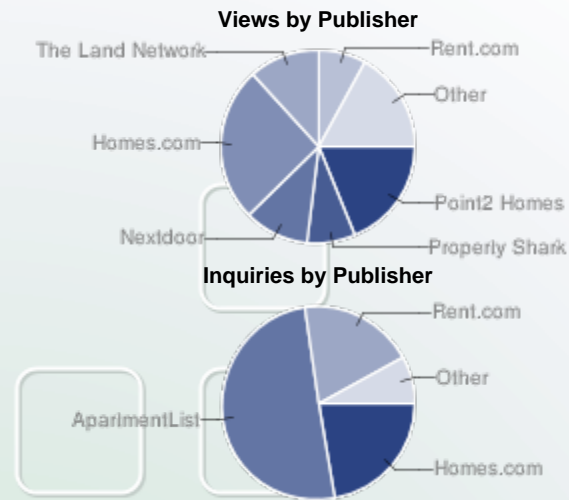### DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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	Consumer Traffic		Inquiries	
	Total	Property Views	Click-Throughs (Visits)	Email	Phone
PropertySimple	2,384	2	0	0	0
AdWerx	2,388	1	0	0	*Not Applicable*
DreamHomeList	2,412	1	0	*Not Applicable*	*Not Applicable*
HomePriceTrends	2,381	1	0	*Not Applicable*	*Not Applicable*
LuxuryRealEstate.com	2,432	1	0	0	*Not Applicable*
ParkBench	2,357	1	0	0	*Not Applicable*
RealFirstImpressions	2,366	1	0	*Not Provided*	*Not Applicable*
Zonda	2,413	1	0	0	*Not Applicable*
AgentDesks	2,417	0	0	0	*Not Applicable*
DigiPropz	2,429	0	0	0	*Not Applicable*
Domohunt	2,369	0	0	*Not Applicable*	*Not Applicable*
Find-a-CRS	2,417	0	0	*Not Applicable*	*Not Applicable*
FindAPlace4Me by VisualTour	2,405	0	0	*Not Applicable*	*Not Applicable*
Flipcomp	2,382	0	0	*Not Applicable*	*Not Applicable*
Foyer	2,434	0	0	*Not Applicable*	0
Highrises	2,377	0	0	0	*Not Applicable*
Home2.me by TourFactory	2,386	0	0	0	*Not Applicable*
HousesForSale	2,368	0	0	*Not Applicable*	*Not Applicable*
Total		**27,384**	**207**	**540**	**44**

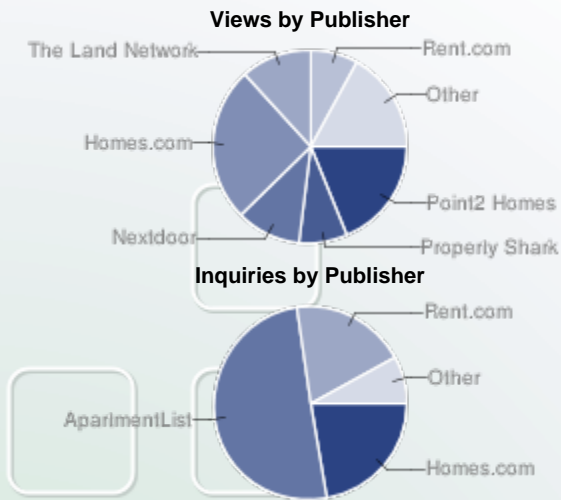## DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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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
HouseValueStore	2,405	0	0	0	*Not Applicable*
HousingNow	2,327	0	0	*Not Applicable*	*Not Applicable*
Keller Williams	43	0	0	0	*Not Applicable*
KeyBoom	1,819	0	0	0	*Not Applicable*
LearnMoreNow.com/FindHomes	2,390	0	0	*Not Applicable*	*Not Applicable*
LotNetwork.com	371	0	0	0	0
MyRentToOwn.com	2,390	0	0	*Not Applicable*	*Not Applicable*
NestReady	1,679	0	0	0	*Not Applicable*
PropertyPath	2,379	0	0	0	*Not Applicable*
PropStream by Equimine	2,364	0	0	0	*Not Applicable*
Rentberry	2,402	0	0	0	*Not Applicable*
The Real Estate Book 📱	2,431	0	0	0	*Not Applicable*
TotalExpert	2,402	0	0	0	*Not Applicable*
VisualShows	2,417	0	0	*Not Applicable*	*Not Applicable*
Vscreen	2,387	0	0	0	*Not Applicable*
WikiRealty	2,379	0	0	0	*Not Applicable*
Back At You Media	2,409	*Not Applicable*	0	*Not Applicable*	*Not Applicable*
HomeWinks	2,386	*Not Applicable*	0	*Not Applicable*	*Not Applicable*
Total		**27,384**	**207**	**540**	**44**

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	68	1,201	2	147	1st
$1K - $2K - 3BR Residential Lease - For Rent	35	1,182	1	107	2nd
$100K - $200K - 2BR Residential - For Sale	164	2,167	2	16	3rd
$100K - $200K - 3BR Residential - For Sale	135	1,714	7	13	4th
$200K - $300K - 3BR Residential - For Sale	265	1,651	3	7	5th
$300K - $400K - 3BR Residential - For Sale	187	1,463	7	9	6th
$100K - $200K Vacant Land - For Sale	114	1,064	20	4	7th
$1K - $2K - 1BR Residential Lease - For Rent	11	281	0	56	8th
$200K - $300K - 2BR Residential - For Sale	186	1,225	1	5	9th
$800 - $900 - 1BR Residential Lease - For Rent	5	142	1	45	10th

There are an additional 301 inventory categories that are not shown.

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	10,614	62%	33	52%	341	75%
Georgia	708	4%	0	0%	4	1%
New York	632	4%	1	2%	16	4%
Ontario, Canada	360	2%	0	0%	3	1%
Pennsylvania	342	2%	0	0%	1	0%
North Carolina	262	2%	0	0%	9	2%
Ohio	251	1%	0	0%	2	0%
Illinois	233	1%	1	2%	0	0%
Virginia	231	1%	0	0%	21	5%
New Jersey	221	1%	8	13%	2	0%
Connecticut	203	1%	1	2%	7	2%
Texas	192	1%	0	0%	7	2%

→ Top Cities

City	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Ormond Beach, FL	1,571	9%	10	16%	57	13%
Orlando, FL	1,345	8%	4	6%	45	10%
Port Orange, FL	1,102	7%	3	5%	49	11%
Daytona Beach, FL	750	4%	1	2%	43	10%
Palm Coast, FL	622	4%	4	6%	18	4%
Miami, FL	525	3%	1	2%	8	2%
New Smyrna Beach, FL	406	2%	0	0%	6	1%
Atlanta, GA	309	2%	0	0%	4	1%
Deland, FL	250	1%	0	0%	10	2%
Jacksonville, FL	239	1%	1	2%	4	1%
Deltona, FL	232	1%	1	2%	4	1%
Tampa, FL	188	1%	1	2%	7	2%

Your Listing Asset Management Company

➡ 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.