31-DAY REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

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.*
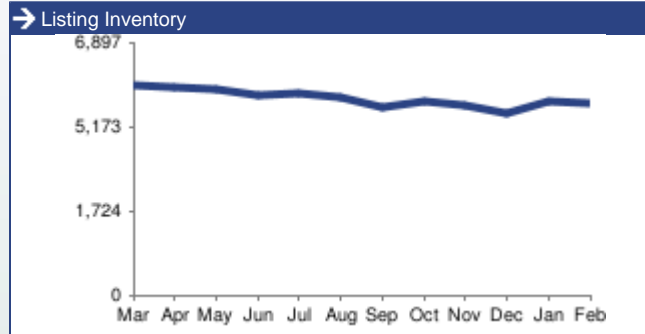
→ Top Publishers by Number of Views

Publisher	Property Views	% of Views
Homes.com	13,492	39%
Point2 Homes	7,967	23%
The Land Network	3,668	11%

→ Top Locations of Your Online Consumers

City	Property Views	% of Views
Orlando, FL	2,509	8%
Ormond Beach, FL	1,982	7%
Port Orange, FL	1,683	6%

→ Listing Inventory

→ Number of Views - Last 12 Months

→ Number of Inquiries - Last 12 Months
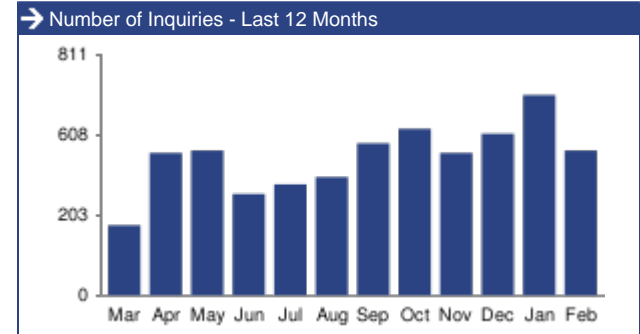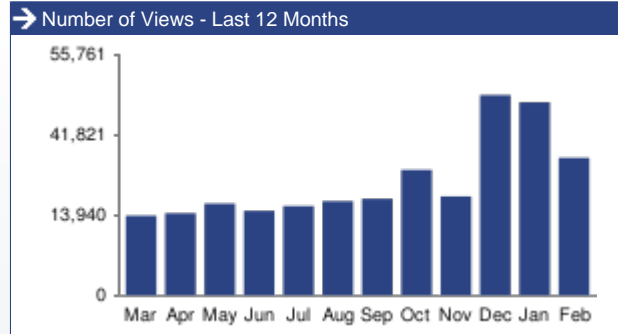
→ Top Property Categories

Description	Listing Count	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank
$100K - $200K - 3BR Residential - For Sale	176	1,364	8	17	1st
$100K - $200K - 3BR Single Family Home - For Sale	162	1,251	9	14	2nd
$100K - $200K - 2BR Residential - For Sale	226	1,378	16	7	3rd

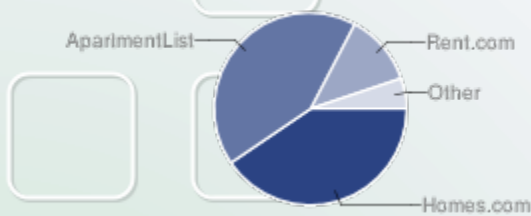This report shows a comparison of activity generated from your listings online.

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Views by Publisher

Inquiries by Publisher

➔ How Do The Publishers Compare?

Publisher	Listings	Consumer Traffic		Inquiries	
	Total	Property Views	Click-Throughs (Visits)	Email	Phone
Homes.com	3,210	13,492	2	144	63
Point2 Homes	3,954	7,967	27	3	*Not Applicable*
The Land Network	3,927	3,668	1,510	10	0
Nextdoor	2,476	3,206	26	*Not Applicable*	*Not Applicable*
Rent.com	212	1,885	0	62	*Not Applicable*
Property Shark	3,913	735	3	*Not Applicable*	*Not Applicable*
Zumper	3,276	720	0	0	*Not Applicable*
Homes&Land	3,949	414	2	0	*Not Applicable*
LakeHomesUSA	3,895	407	2	0	*Not Applicable*
ApartmentList	218	363	3	216	*Not Applicable*
HousesForSale	3,865	344	0	*Not Applicable*	*Not Applicable*
RealtyTrac	3,949	305	5	0	*Not Applicable*
Foreclosure.com	3,922	287	2	0	*Not Applicable*
RealtyStore	3,888	248	2	4	*Not Applicable*
MHBay	44	117	0	0	*Not Applicable*
IdealEstate	3,945	100	0	3	*Not Applicable*
BankingBridge	2,629	73	0	*Not Provided*	*Not Applicable*
HomeBidz	2,641	72	0	0	*Not Applicable*
Total		**34,719**	**1,620**	**446**	**65**

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Views by Publisher

Inquiries by Publisher

→ How Do The Publishers Compare?

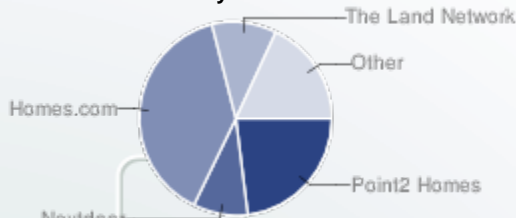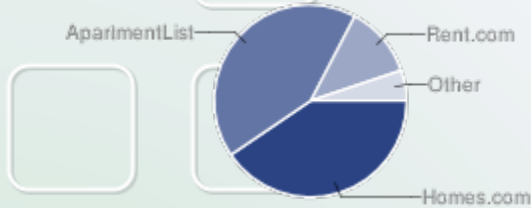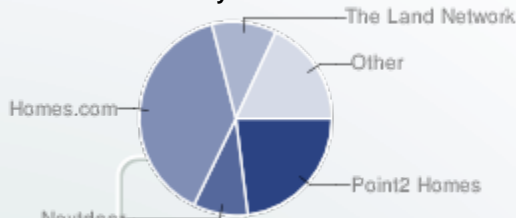| Publisher	Listings Total	Consumer Traffic Property Views	Consumer Traffic Click-Throughs (Visits)	Inquiries Email	Inquiries Phone
PropertySimple	3,860	53	0	0	0
Nestigator	3,947	38	2	0	*Not Applicable*
PNC	2,348	28	0	0	*Not Applicable*
Properties Online	3,950	27	8	0	*Not Applicable*
USHUD.com	3,919	27	2	*Not Applicable*	*Not Applicable*
Ylopo	3,944	24	0	1	*Not Applicable*
HomeSteps	3,846	21	0	0	*Not Applicable*
HomeSpotter	3,954	19	*Not Applicable*	0	*Not Applicable*
REA Group	3,886	19	2	0	2
LeadingRE.com	365	16	0	*Not Applicable*	*Not Applicable*
Houses.net	3,952	10	0	*Not Applicable*	*Not Applicable*
RentHop	3,947	9	1	*Not Provided*	*Not Applicable*
Harmon Homes	3,895	5	0	0	0
LotNetwork.com	585	5	0	1	0
FindAPlace4Me by VisualTour	3,926	4	0	*Not Applicable*	*Not Applicable*
Juwai	3,888	4	3	0	*Not Applicable*
HomePriceTrends	3,861	3	0	*Not Applicable*	*Not Applicable*
New Home Source	189	2	0	*Not Applicable*	*Not Applicable*
Total		**34,719**	**1,620**	**446**	**65**

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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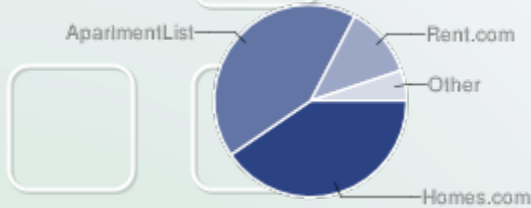
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Views by Publisher

Inquiries by Publisher

→ How Do The Publishers Compare?

Publisher	Listings Total	Consumer Traffic Property Views	Consumer Traffic Click-Throughs (Visits)	Inquiries Email	Inquiries Phone
AdWerx	3,891	1	0	0	*Not Applicable*
WikiRealty	3,856	1	0	0	*Not Applicable*
A Greater Town	0	0	0	0	*Not Applicable*
AgentDesks	3,952	0	0	0	*Not Applicable*
DigiPropz	3,945	0	2	2	*Not Applicable*
DreamHomeList	3,890	0	0	*Not Applicable*	*Not Applicable*
Equator	2,349	0	0	0	*Not Applicable*
Find-a-CRS	3,945	0	0	*Not Applicable*	*Not Applicable*
Flipcomp	3,856	0	0	*Not Applicable*	*Not Applicable*
Foyer	3,945	0	0	*Not Applicable*	0
Highrises	3,861	0	0	0	*Not Applicable*
Home2.me by TourFactory	3,885	0	0	0	*Not Applicable*
HomeFinder.com	3,926	0	0	0	*Not Applicable*
HomeJab	3,861	0	0	*Not Provided*	*Not Applicable*
HouseHunt.com	3,858	0	0	0	*Not Applicable*
HouseValueStore	3,922	0	0	0	*Not Applicable*
HousingNow	3,805	0	0	*Not Applicable*	*Not Applicable*
Kahping	3,947	0	0	0	*Not Applicable*
Total		**34,719**	**1,620**	**446**	**65**

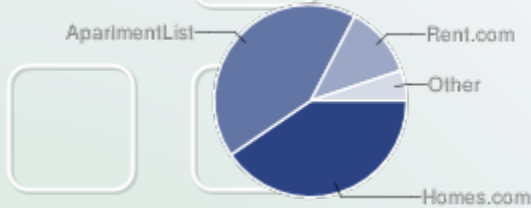This report shows a comparison of activity generated from your listings online.

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Views by Publisher

Inquiries by Publisher

→ How Do The Publishers Compare?

Publisher	Listings Total	Property Views	Click-Throughs (Visits)	Email	Phone
Keller Williams	102	0	0	0	*Not Applicable*
KeyBoom	3,261	0	0	0	*Not Applicable*
Land on Earth	3,251	0	0	0	*Not Provided*
LearnMoreNow.com/FindHomes	3,888	0	0	*Not Applicable*	*Not Applicable*
LuxuryRealEstate.com	3,950	0	0	0	*Not Applicable*
MyRentToOwn.com	3,884	0	0	*Not Applicable*	*Not Applicable*
NestHawk	3,856	0	0	0	*Not Provided*
NestReady	2,986	0	0	0	*Not Applicable*
ParkBench	3,867	0	0	0	*Not Applicable*
PropertyPath	3,854	0	0	0	*Not Applicable*
PropStream by Equimine	3,856	0	0	0	*Not Applicable*
RealFirstImpressions	3,860	0	0	*Not Provided*	*Not Applicable*
RealQuest Express	3,893	0	0	0	*Not Applicable*
Rentberry	3,921	0	0	0	*Not Applicable*
SearchALLProperties by L2L	3,891	0	0	0	*Not Applicable*
The Real Estate Book	3,960	0	0	0	*Not Applicable*
TotalExpert	3,886	0	0	0	*Not Applicable*
VisualShows	3,950	0	0	*Not Applicable*	*Not Applicable*
Total		**34,719**	**1,620**	**446**	**65**

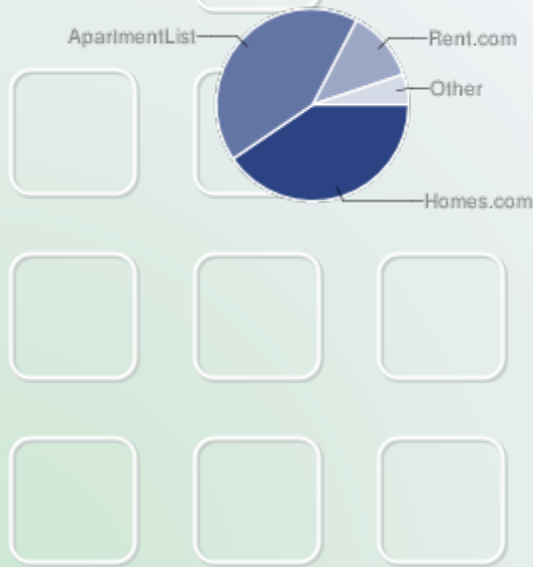This report shows a comparison of activity generated from your listings online.

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Views by Publisher

Inquiries by Publisher

➜ How Do The Publishers Compare?

	Listings	Consumer Traffic		Inquiries	
Publisher	Total	Property Views	Click-Throughs (Visits)	Email	Phone
Vscreen	3,880	0	1	0	*Not Applicable*
Zonda	3,945	0	0	0	*Not Applicable*
Organic	0	0	3	0	0
Back At You Media	3,886	*Not Applicable*	0	*Not Applicable*	*Not Applicable*
HomeWinks	3,888	*Not Applicable*	12	*Not Applicable*	*Not Applicable*
Total		**34,719**	**1,620**	**446**	**65**

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
$100K - $200K - 3BR Residential - For Sale	176	1,364	8	17	1st
$100K - $200K - 3BR Single Family Home - For Sale	162	1,251	9	14	2nd
$100K - $200K - 2BR Residential - For Sale	226	1,378	16	7	3rd
$200K - $300K - 3BR Single Family Home - For Sale	345	1,337	3	3	4th
$300K - $400K Land - For Sale	57	67	258	0	5th
$1K - $2K - 3BR Single Family Home - For Rent	33	680	0	25	6th
$1M - $2M Land - For Sale	41	16	258	0	7th
$200K - $300K - 3BR Residential - For Sale	413	1,126	5	7	8th
$100K - $200K Vacant Land - For Sale	164	456	158	0	9th
$1K - $2K - 3BR Residential Lease - For Rent	45	529	0	27	10th

*There are an additional 683 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.

DENSITY
LOW — HIGH
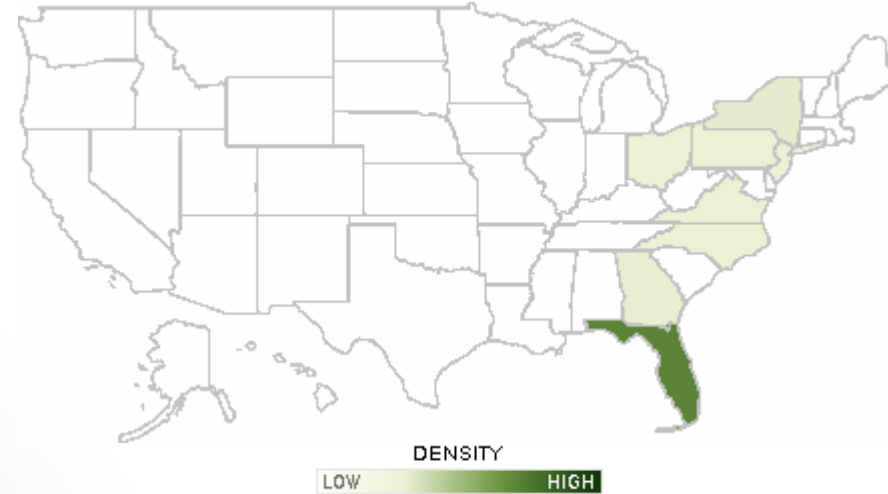
➜ Top States

State	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Florida	19,246	62%	71	81%	341	78%
New York	1,293	4%	0	0%	6	1%
Georgia	807	3%	0	0%	5	1%
Virginia	680	2%	0	0%	6	1%
Pennsylvania	573	2%	0	0%	2	0%
Ontario, Canada	532	2%	1	1%	0	0%
Ohio	531	2%	2	2%	2	0%
North Carolina	509	2%	3	3%	4	1%
New Jersey	483	2%	1	1%	16	4%
California	436	1%	0	0%	4	1%
New Mexico	357	1%	0	0%	0	0%
Tennessee	354	1%	0	0%	3	1%

➜ Top Cities

City	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Orlando, FL	2,509	8%	5	6%	51	12%
Ormond Beach, FL	1,982	7%	5	6%	33	8%
Port Orange, FL	1,683	6%	9	11%	45	11%
Daytona Beach, FL	1,611	5%	15	18%	52	12%
Palm Coast, FL	1,033	3%	3	4%	11	3%
Miami, FL	834	3%	3	4%	15	4%
New Smyrna Beach, FL	758	3%	6	7%	14	3%
Tampa, FL	579	2%	3	4%	20	5%
Jacksonville, FL	549	2%	1	1%	24	6%
Deland, FL	544	2%	1	1%	3	1%
Ocala, FL	541	2%	0	0%	4	1%
Saint Augustine, FL	527	2%	0	0%	10	2%

➡ 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.