ListHub
Your Listing Asset Management Company

1-MONTH REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have **2,178** 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

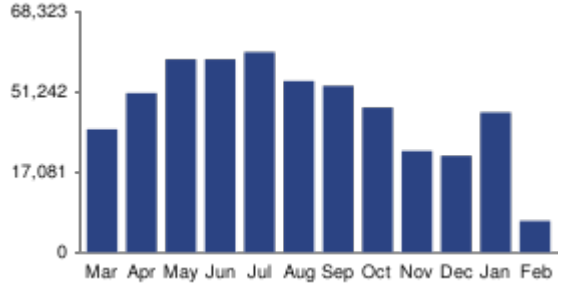
Publisher	Property Views	% of Views
Homes.com	12,740	32%
Point2 Homes	7,415	18%
The Land Network	5,786	14%

Top Locations of Your Online Consumers

City	Property Views	% of Views
Ormond Beach, FL	3,104	8%
Port Orange, FL	2,433	6%
Orlando, FL	2,369	6%

Listing Inventory

Number of Views - Last 12 Months



Number of Inquiries - Last 12 Months

Metrics Alert: Reported Issue(s)

A potential reporting issue has been identified with Juwai. Thank you for your patience while we investigate and work to remedy the situation.

Top Property Categories

Description	Listing Count	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank
$1K - $2K - 2BR Residential Lease - For Rent	58	2,107	4	223	1st
$1K - $2K - 3BR Residential Lease - For Rent	32	2,176	3	187	2nd
$100K - $200K Vacant Land - For Sale	118	2,150	43	6	3rd

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1-MONTH 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.

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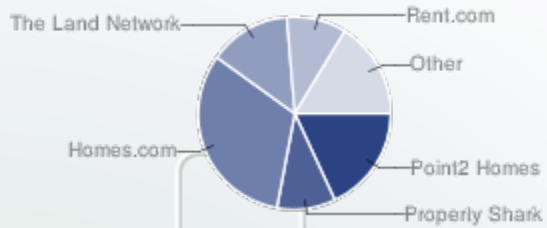
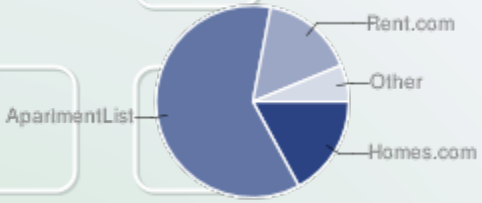
Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

	Listings	Consumer Traffic		Inquiries	
Publisher	Total	Property Views	Click-Throughs (Visits)	Email	Phone
Homes.com	1,559	12,740	0	118	63
Point2 Homes	2,171	7,415	19	23	*Not Applicable*
The Land Network	2,162	5,786	126	22	0
Rent.com	111	3,974	3	169	*Not Applicable*
Property Shark	2,152	3,830	10	*Not Applicable*	*Not Applicable*
LakeHouse	2,089	1,159	0	*Not Applicable*	*Not Applicable*
Zumper	1,579	1,121	10	1	*Not Applicable*
LandSearch	2,089	651	0	2	0
RealtyStore	2,146	542	0	6	*Not Applicable*
LakeHomesUSA	2,150	502	4	0	*Not Applicable*
RealtyTrac	2,168	408	6	1	*Not Applicable*
Homes&Land	2,168	381	2	0	*Not Applicable*
MHBay	22	342	6	3	*Not Applicable*
ApartmentList	113	335	1	631	*Not Applicable*
Foreclosure.com	2,162	218	0	0	*Not Applicable*
A Greater Town	2,089	109	1	0	*Not Applicable*
HomeSpotter	2,164	104	*Not Applicable*	0	*Not Applicable*
HomeSteps	2,127	101	0	0	*Not Applicable*
Total		**40,137**	**233**	**976**	**64**

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1-MONTH REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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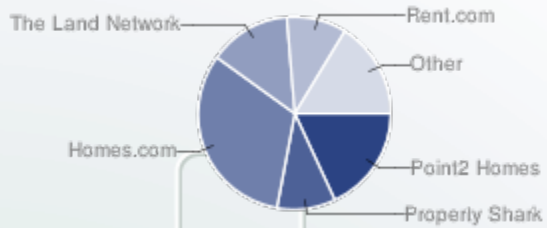
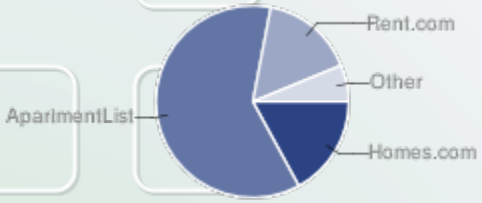
Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

	Listings	Consumer Traffic		Inquiries	
Publisher	Total	Property Views	Click-Throughs (Visits)	Email	Phone
REA Group	2,146	85	0	0	1
RentHop	2,168	62	0	*Not Provided*	*Not Applicable*
USHUD.com	2,159	48	3	*Not Applicable*	*Not Applicable*
Ylopo	2,168	42	0	0	*Not Applicable*
LeadingRE.com	186	39	0	*Not Applicable*	*Not Applicable*
Clayton Homes	328	32	0	*Not Applicable*	*Not Applicable*
SearchALLProperties by L2L	2,153	27	0	0	*Not Applicable*
IdealEstate	2,169	13	0	0	*Not Applicable*
Nestigator	2,169	12	0	0	*Not Applicable*
Properties Online	2,168	11	0	0	*Not Applicable*
New Home Source	127	7	0	*Not Applicable*	*Not Applicable*
HomeBidz	1,227	6	0	0	*Not Applicable*
Juwai ⚠	2,143	6	0	0	*Not Applicable*
WikiRealty	2,134	5	0	0	*Not Applicable*
BankingBridge	1,217	4	0	*Not Provided*	*Not Applicable*
LotNetwork.com	337	4	0	0	0
PropStream by Equimine	2,127	4	0	0	*Not Applicable*
Houses.net	2,164	3	0	*Not Applicable*	*Not Applicable*
Total		**40,137**	**233**	**976**	**64**

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DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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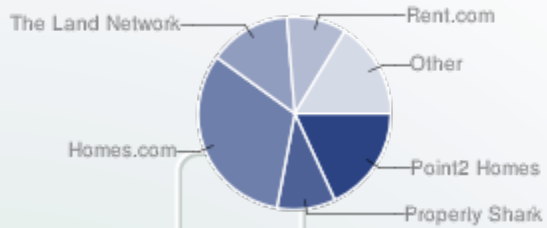
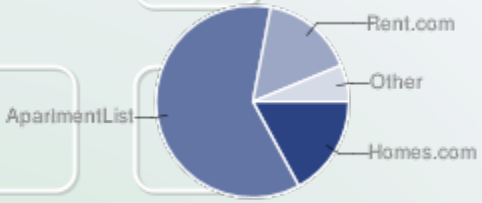
Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

	Listings	Consumer Traffic		Inquiries	
Publisher	Total	Property Views	Click-Throughs (Visits)	Email	Phone
LuxuryRealEstate.com	2,168	2	0	0	*Not Applicable*
PNC	1,063	2	0	0	*Not Applicable*
PropertySimple	2,131	2	0	0	0
AgentDesks	2,171	1	0	0	*Not Applicable*
HousingNow	2,089	1	0	*Not Applicable*	*Not Applicable*
ParkBench	2,127	1	0	0	*Not Applicable*
AdWerx	2,151	0	0	0	*Not Applicable*
DigiPropz	2,164	0	0	0	*Not Applicable*
Domohunt	2,127	0	0	*Not Applicable*	*Not Applicable*
DreamHomeList	2,153	0	0	*Not Applicable*	*Not Applicable*
Find-a-CRS	2,168	0	0	*Not Applicable*	*Not Applicable*
FindAPlace4Me by VisualTour	2,163	0	0	*Not Applicable*	*Not Applicable*
Flipcomp	2,131	0	0	*Not Applicable*	*Not Applicable*
Foyer	2,168	0	0	*Not Applicable*	0
Harmon Homes	2,143	0	0	0	0
Home2.me by TourFactory	2,150	0	0	0	*Not Applicable*
HomePriceTrends	2,127	0	0	*Not Applicable*	*Not Applicable*
HousesForSale	2,131	0	0	*Not Applicable*	*Not Applicable*
Total		**40,137**	**233**	**976**	**64**

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DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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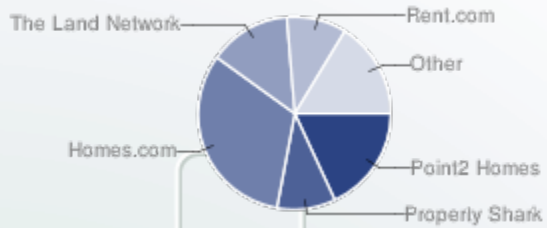
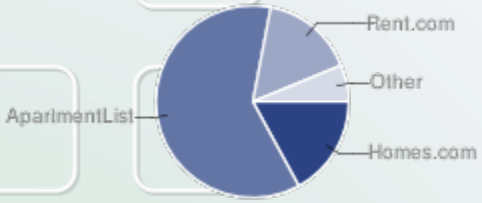
Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

	Listings	Consumer Traffic		Inquiries	
Publisher	Total	Property Views	Click-Throughs (Visits)	Email	Phone
HouseValueStore	2,162	0	0	0	*Not Applicable*
Keller Williams	36	0	0	0	*Not Applicable*
KeyBoom	1,570	0	0	0	*Not Applicable*
LearnMoreNow.com/FindHomes	2,148	0	0	*Not Applicable*	*Not Applicable*
MyRentToOwn.com	2,149	0	1	*Not Applicable*	*Not Applicable*
NestReady	1,435	0	0	0	*Not Applicable*
Nextdoor	1,128	0	38	*Not Applicable*	*Not Applicable*
PropertyPath	2,135	0	0	0	*Not Applicable*
RealFirstImpressions	2,131	0	0	*Not Provided*	*Not Applicable*
Rentberry	2,149	0	0	0	*Not Applicable*
TotalExpert	2,150	0	0	0	*Not Applicable*
VisualShows	2,168	0	0	*Not Applicable*	*Not Applicable*
Vscreen	2,142	0	0	0	*Not Applicable*
Zonda	2,164	0	0	0	*Not Applicable*
Organic	0	0	2	0	0
Back At You Media	2,150	*Not Applicable*	1	*Not Applicable*	*Not Applicable*
HomeWinks	2,147	*Not Applicable*	0	*Not Applicable*	*Not Applicable*
Total		**40,137**	**233**	**976**	**64**

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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	58	2,107	4	223	1st
$1K - $2K - 3BR Residential Lease - For Rent	32	2,176	3	187	2nd
$100K - $200K Vacant Land - For Sale	118	2,150	43	6	3rd
$100K - $200K - 2BR Residential - For Sale	167	3,337	6	11	4th
$100K - $200K - 3BR Residential - For Sale	115	2,691	9	10	5th
$200K - $300K - 3BR Residential - For Sale	274	2,338	6	15	6th
$900 - $1000 - 2BR Residential Lease - For Rent	3	775	1	98	7th
$200K - $300K - 2BR Residential - For Sale	189	1,404	9	5	8th
$300K - $400K - 3BR Residential - For Sale	201	1,400	4	7	9th
$1K - $2K - 1BR Residential Lease - For Rent	12	246	0	78	10th

There are an additional 310 inventory categories that are not shown.

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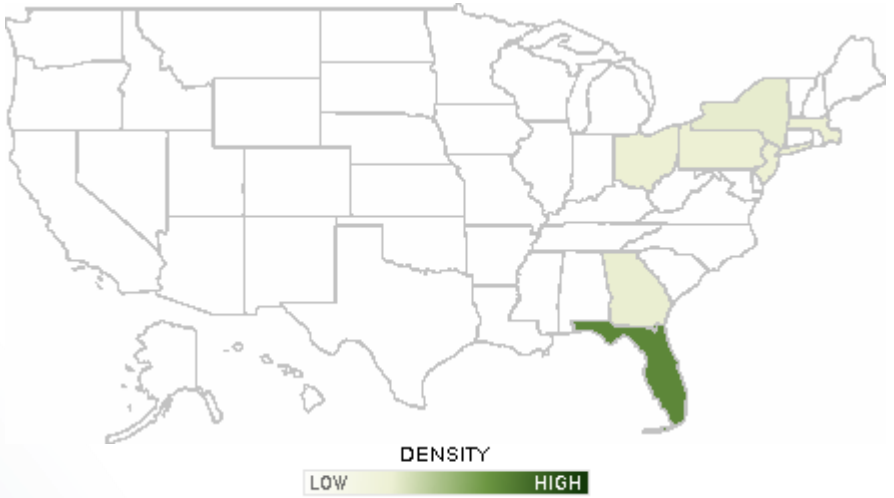
1-MONTH REPORT FOR YOUR LISTINGS

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.



Top States

State	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Florida	23,643	60%	92	87%	748	78%
New York	1,681	4%	1	1%	19	2%
Georgia	1,228	3%	1	1%	18	2%
Pennsylvania	878	2%	1	1%	13	1%
Ontario, Canada	834	2%	1	1%	15	2%
Ohio	790	2%	0	0%	12	1%
New Jersey	651	2%	1	1%	8	1%
Massachusetts	637	2%	0	0%	3	0%
North Carolina	588	1%	1	1%	18	2%
Illinois	570	1%	0	0%	3	0%
Michigan	519	1%	2	2%	9	1%
Tennessee	491	1%	0	0%	4	0%

Top Cities

City	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Ormond Beach, FL	3,104	8%	11	10%	117	12%
Port Orange, FL	2,433	6%	17	16%	87	9%
Orlando, FL	2,369	6%	5	5%	95	10%
Daytona Beach, FL	2,021	5%	15	14%	102	11%
Palm Coast, FL	1,176	3%	1	1%	38	4%
New Smyrna Beach, FL	839	2%	2	2%	35	4%
Jacksonville, FL	792	2%	7	7%	20	2%
Miami, FL	769	2%	1	1%	30	3%
Fort Lauderdale, FL	527	1%	3	3%	6	1%
Altamonte Springs, FL	517	1%	3	3%	27	3%
Deland, FL	453	1%	0	0%	13	1%
Saint Augustine, FL	436	1%	1	1%	8	1%

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EXPLANATION OF TERMS

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.

- Metrics Alert. Our systems monitor the quality and accuracy of metrics we receive from publishers. If we receive metrics data that is incorrect or requires validation, the Metrics Alert Icon will display beside that publisher on your report, along with details about the issue.

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