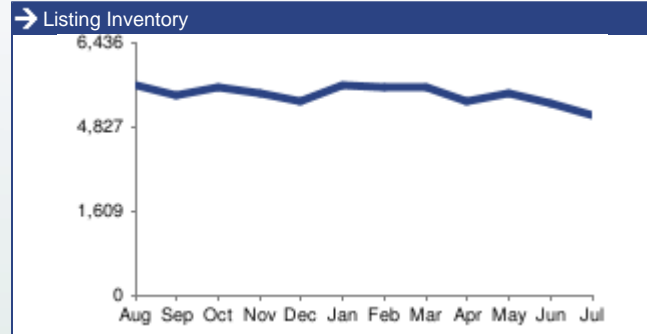


1-MONTH REPORT FOR YOUR LISTINGS

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.

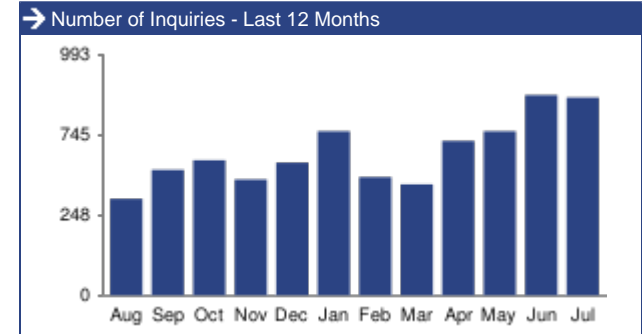
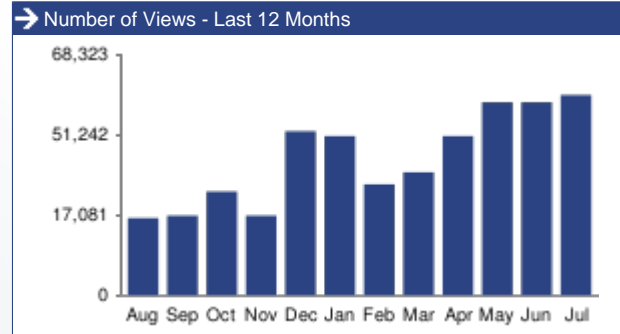


→ Top Publishers by Number of Views

Publisher	Property Views	% of Views
Nextdoor	17,317	30%
Homes.com	13,904	24%
Point2 Homes	9,351	16%

→ Top Locations of Your Online Consumers

City	Property Views	% of Views
Orlando, FL	3,589	9%
Ormond Beach, FL	2,721	7%
Port Orange, FL	2,467	6%



→ Top Property Categories

Description	Listing Count	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank
\$1K - \$2K - 2BR Residential Lease - For Rent	107	2,433	1	199	1st
\$200K - \$300K - 3BR Residential - For Sale	453	6,515	7	44	2nd
\$1K - \$2K - 3BR Residential Lease - For Rent	64	2,415	2	187	3rd

1-MONTH REPORT FOR YOUR LISTINGS

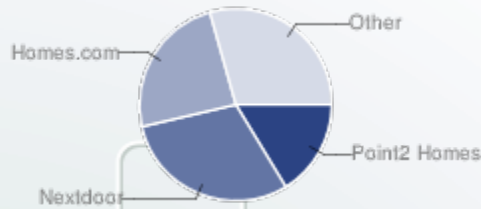
DETAILED ANALYSIS: PUBLISHER COMPARISON CHART

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

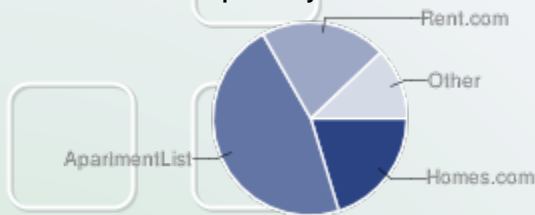
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Terms are defined on the last page of this report.

Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
Nextdoor	1,832	17,317	142	Not Applicable	Not Applicable
Homes.com	2,419	13,904	0	90	64
Point2 Homes	3,148	9,351	41	42	Not Applicable
Rent.com	164	4,238	0	166	Not Applicable
The Land Network	3,110	3,334	138	8	0
Property Shark	3,102	2,525	8	Not Applicable	Not Applicable
Zumper	2,474	993	6	0	Not Applicable
LakeHomesUSA	3,079	739	4	2	Not Applicable
LakeHouse	3,008	600	0	Not Applicable	Not Applicable
Homes&Land	3,150	579	1	0	Not Applicable
RealtyStore	3,086	559	0	24	Not Applicable
LandSearch	2,998	473	0	5	0
RealtyTrac	3,140	422	3	3	Not Applicable
MHBay	31	382	1	5	Not Applicable
Foreclosure.com	3,120	361	0	0	Not Applicable
ApartmentList	164	281	0	367	Not Applicable
PropertySimple	3,055	203	0	0	0
HomeSteps	3,050	113	0	6	Not Applicable
<b>Total</b>		<b>56,932</b>	<b>381</b>	<b>718</b>	<b>64</b>

1-MONTH REPORT FOR YOUR LISTINGS

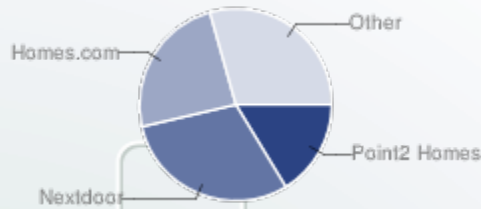
DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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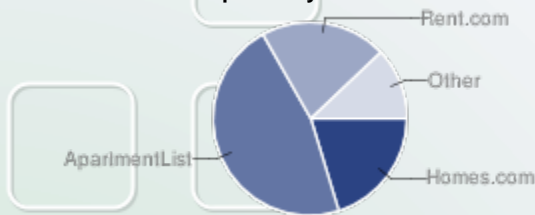
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Terms are defined on the last page of this report.

Views by Publisher



Inquiries by Publisher



→ How Do The Publishers Compare?					
Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
LeadingRE.com	292	94	0	Not Applicable	Not Applicable
USHUD.com	3,109	79	14	Not Applicable	Not Applicable
REA Group	3,075	58	9	0	0
HomeBidz	1,959	44	0	0	Not Applicable
HomeSpotter	3,143	44	Not Applicable	0	Not Applicable
Clayton Homes	445	38	0	Not Applicable	Not Applicable
Nestigator	3,138	36	0	0	Not Applicable
Ylopo	3,137	35	0	0	Not Applicable
IdealEstate	3,146	30	1	0	Not Applicable
RentHop	3,137	19	0	Not Provided	Not Applicable
BankingBridge	1,963	15	0	Not Provided	Not Applicable
New Home Source	169	14	0	Not Applicable	Not Applicable
Juwai	3,077	13	1	0	Not Applicable
PNC	1,725	10	0	0	Not Applicable
LotNetwork.com	459	7	0	0	0
Properties Online	3,136	6	0	0	Not Applicable
AgentDesks	0	3	0	0	Not Applicable
DreamHomeList	3,079	3	0	Not Applicable	Not Applicable
<b>Total</b>		<b>56,932</b>	<b>381</b>	<b>718</b>	<b>64</b>

1-MONTH REPORT FOR YOUR LISTINGS

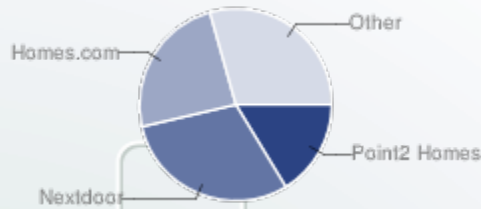
DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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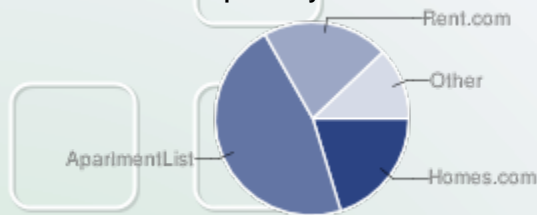
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Terms are defined on the last page of this report.

Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
Harmon Homes	3,077	3	0	0	0
Houses.net	3,134	3	0	Not Applicable	Not Applicable
HousingNow	2,998	1	0	Not Applicable	Not Applicable
LuxuryRealEstate.com	3,136	1	0	0	Not Applicable
ParkBench	3,061	1	0	0	Not Applicable
WikiRealty	3,052	1	0	0	Not Applicable
A Greater Town	0	0	0	0	Not Applicable
AdWerx	3,081	0	0	0	Not Applicable
DigiPropz	3,133	0	0	0	Not Applicable
Domohunt	3,082	0	0	Not Applicable	Not Applicable
Equator	1,730	0	0	0	Not Applicable
Find-a-CRS	3,146	0	0	Not Applicable	Not Applicable
FindAPlace4Me by VisualTour	3,115	0	0	Not Applicable	Not Applicable
Flipcomp	3,052	0	0	Not Applicable	Not Applicable
Foyer	3,136	0	0	Not Applicable	0
Highrises	3,052	0	0	0	Not Applicable
Home2.me by TourFactory	3,080	0	0	0	Not Applicable
HomeFinder.com	3,113	0	0	0	Not Applicable
<b>Total</b>		<b>56,932</b>	<b>381</b>	<b>718</b>	<b>64</b>

1-MONTH REPORT FOR YOUR LISTINGS

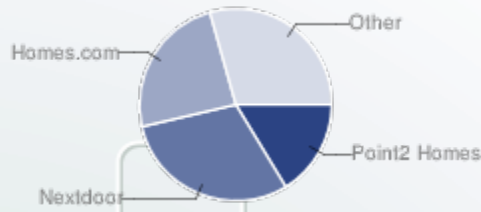
DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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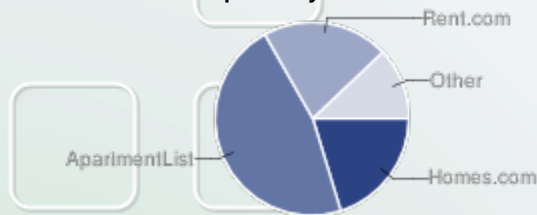
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Terms are defined on the last page of this report.

Views by Publisher



Inquiries by Publisher



→ How Do The Publishers Compare?					
Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
HomePriceTrends	3,049	0	0	Not Applicable	Not Applicable
Hommati	3,092	0	0	0	Not Applicable
HousesForSale	3,055	0	0	Not Applicable	Not Applicable
HouseValueStore	3,110	0	2	0	Not Applicable
Keller Williams	69	0	0	0	Not Applicable
KeyBoom	2,446	0	0	0	Not Applicable
Land on Earth	2,447	0	0	0	Not Provided
LearnMoreNow.com/FindHomes	3,090	0	0	Not Applicable	Not Applicable
MyRentToOwn.com	3,083	0	1	Not Applicable	Not Applicable
NestHawk	3,048	0	0	0	Not Provided
NestReady	2,226	0	0	0	Not Applicable
PropertyPath	3,071	0	0	0	Not Applicable
PropStream by Equimine	3,058	0	0	0	Not Applicable
RealFirstImpressions	3,066	0	0	Not Provided	Not Applicable
RealQuest Express	3,080	0	0	0	Not Applicable
Rentberry	3,112	0	0	0	Not Applicable
SearchALLProperties by L2L	3,090	0	0	0	Not Applicable
The Real Estate Book	3,136	0	0	0	Not Applicable
<b>Total</b>		<b>56,932</b>	<b>381</b>	<b>718</b>	<b>64</b>

1-MONTH REPORT FOR YOUR LISTINGS

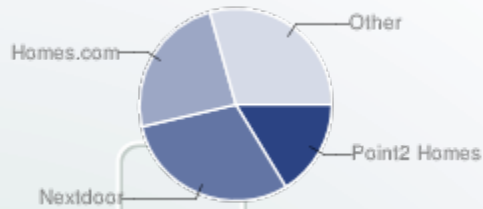
DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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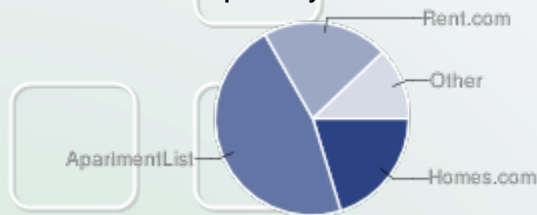
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Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

Publisher	Listings	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
TotalExpert	3,079	0	0	0	Not Applicable
VisualShows	3,136	0	0	Not Applicable	Not Applicable
Vscreen	3,082	0	0	0	Not Applicable
Zonda	3,132	0	0	0	Not Applicable
Organic	0	0	2	0	0
Back At You Media	3,079	Not Applicable	7	Not Applicable	Not Applicable
HomeWinks	3,080	Not Applicable	0	Not Applicable	Not Applicable
<b>Total</b>		<b>56,932</b>	<b>381</b>	<b>718</b>	<b>64</b>

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	107	2,433	1	199	1st
\$200K - \$300K - 3BR Residential - For Sale	453	6,515	7	44	2nd
\$1K - \$2K - 3BR Residential Lease - For Rent	64	2,415	2	187	3rd
\$100K - \$200K - 2BR Residential - For Sale	228	4,426	20	35	4th
\$100K - \$200K - 3BR Residential - For Sale	176	3,755	18	8	5th
\$300K - \$400K - 3BR Residential - For Sale	240	3,741	11	16	6th
\$200K - \$300K - 2BR Residential - For Sale	259	2,719	19	8	7th
\$900 - \$1000 - 2BR Residential Lease - For Rent	6	789	0	76	8th
\$400K - \$500K - 5BR Residential - For Sale	19	254	68	0	9th
\$100K - \$200K Vacant Land - For Sale	151	1,306	29	7	10th

There are an additional 385 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.



→ Top States

State	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Florida	25,548	66%	251	74%	588	78%
New York	1,426	4%	9	3%	15	2%
Georgia	1,386	4%	3	1%	10	1%
North Carolina	753	2%	3	1%	14	2%
Pennsylvania	646	2%	2	1%	6	1%
New Jersey	601	2%	2	1%	8	1%
Virginia	558	1%	1	0%	12	2%
Ohio	529	1%	1	0%	3	0%
Illinois	498	1%	1	0%	2	0%
Tennessee	468	1%	0	0%	9	1%
California	442	1%	29	9%	31	4%
Texas	418	1%	1	0%	5	1%

→ Top Cities

City	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Orlando, FL	3,589	9%	26	8%	99	13%
Ormond Beach, FL	2,721	7%	56	17%	117	16%
Port Orange, FL	2,467	6%	32	10%	63	8%
Daytona Beach, FL	1,928	5%	16	5%	59	8%
Palm Coast, FL	1,317	3%	14	4%	53	7%
Miami, FL	1,284	3%	11	3%	16	2%
Jacksonville, FL	928	2%	3	1%	23	3%
New Smyrna Beach, FL	878	2%	21	6%	5	1%
Deland, FL	647	2%	10	3%	6	1%
Saint Augustine, FL	554	1%	1	0%	3	0%
Deltona, FL	505	1%	2	1%	6	1%
Atlanta, GA	484	1%	1	0%	5	1%



## 1-MONTH 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.

