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.
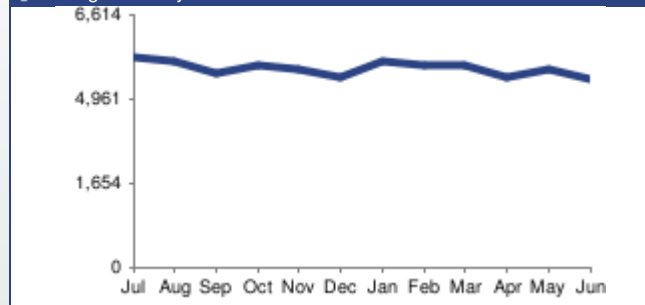
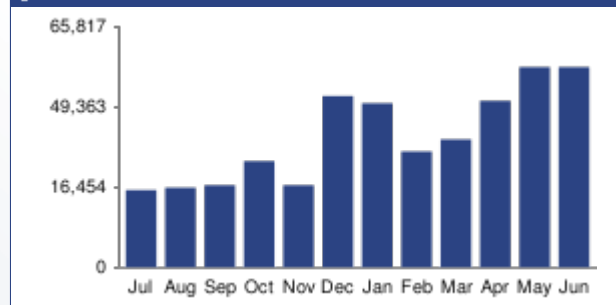### → Top Publishers by Number of Views

Publisher	Property Views	% of Views
Nextdoor	15,912	28%
Homes.com	14,828	26%
Point2 Homes	10,445	19%

→ Top Locations of Your Online Consumers

City	Property Views	% of Views
Orlando, FL	3,513	9%
Ormond Beach, FL	2,796	7%
Port Orange, FL	2,427	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	122	2,857	11	265	1st
$200K - $300K - 3BR Residential - For Sale	534	6,889	17	24	2nd
$1K - $2K - 3BR Residential Lease - For Rent	74	2,863	11	171	3rd

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?

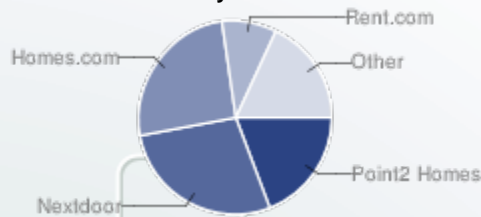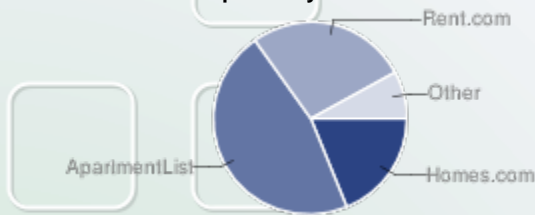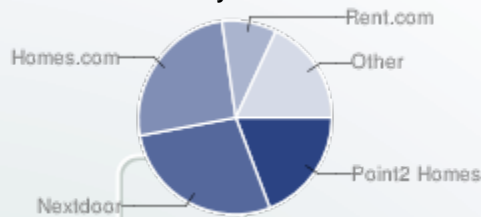| Publisher	Listings Total	Consumer Traffic Property Views	Consumer Traffic Click-Throughs (Visits)	Inquiries Email	Inquiries Phone
Nextdoor	2,077	15,912	53	*Not Applicable*	*Not Applicable*
Homes.com	2,698	14,828	1	97	53
Point2 Homes	3,433	10,445	38	36	*Not Applicable*
Rent.com	173	5,062	7	214	*Not Applicable*
The Land Network	3,406	3,172	113	13	0
Property Shark	3,395	1,455	8	*Not Applicable*	*Not Applicable*
LakeHomesUSA	3,370	834	4	0	*Not Applicable*
Zumper	2,768	790	17	0	*Not Applicable*
Homes&Land	3,436	660	0	0	*Not Applicable*
RealtyStore	3,366	525	0	8	*Not Applicable*
Foreclosure.com	3,403	478	0	0	*Not Applicable*
RealtyTrac	3,435	478	8	3	*Not Applicable*
ApartmentList	174	373	0	376	*Not Applicable*
MHBay	33	370	0	2	*Not Applicable*
PropertySimple	3,338	310	0	0	0
HomeSteps	3,331	102	0	0	*Not Applicable*
LakeHouse	3,285	88	0	*Not Applicable*	*Not Applicable*
USHUD.com	3,404	64	10	*Not Applicable*	*Not Applicable*
Total		**56,241**	**270**	**750**	**55**

31-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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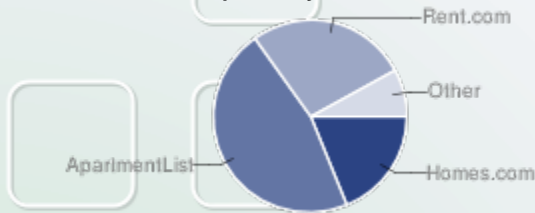
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Views by Publisher

Inquiries by Publisher

→ How Do The Publishers Compare?

Publisher	Listings Total	Consumer Traffic Property Views	Consumer Traffic Click-Throughs (Visits)	Inquiries Email	Inquiries Phone
REA Group	3,365	61	1	0	0
BankingBridge	2,207	41	0	*Not Provided*	*Not Applicable*
HomeBidz	2,213	31	0	0	*Not Applicable*
IdealEstate	3,431	27	0	0	*Not Applicable*
Nestigator	3,434	24	0	0	*Not Applicable*
Clayton Homes	488	21	0	*Not Applicable*	*Not Applicable*
LeadingRE.com	309	21	0	*Not Applicable*	*Not Applicable*
RentHop	3,433	20	0	*Not Provided*	*Not Applicable*
HomeSpotter	3,430	15	*Not Applicable*	0	*Not Applicable*
LotNetwork.com	499	12	0	1	2
Properties Online	3,432	10	0	0	*Not Applicable*
Juwai	3,367	5	6	0	*Not Applicable*
Ylopo	3,433	5	0	0	*Not Applicable*
AdWerx	3,371	1	0	0	*Not Applicable*
HousingNow	3,286	1	0	*Not Applicable*	*Not Applicable*
A Greater Town	0	0	0	0	*Not Applicable*
AgentDesks	0	0	0	0	*Not Applicable*
DigiPropz	3,431	0	0	0	*Not Applicable*
Total		**56,241**	**270**	**750**	**55**

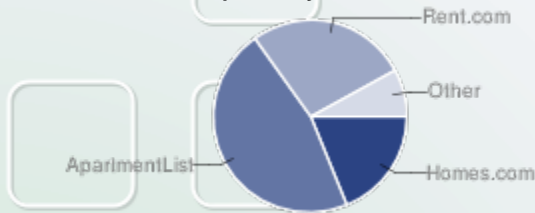This report shows a comparison of activity generated from your listings online.

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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
Domohunt	3,373	0	0	*Not Applicable*	*Not Applicable*
DreamHomeList	3,368	0	0	*Not Applicable*	*Not Applicable*
Equator	1,958	0	0	0	*Not Applicable*
Find-a-CRS	3,431	0	0	*Not Applicable*	*Not Applicable*
FindAPlace4Me by VisualTour	3,400	0	0	*Not Applicable*	*Not Applicable*
Flipcomp	3,340	0	0	*Not Applicable*	*Not Applicable*
Foyer	3,431	0	0	*Not Applicable*	0
Harmon Homes	3,367	0	0	0	0
Highrises	3,340	0	0	0	*Not Applicable*
Home2.me by TourFactory	3,367	0	0	0	*Not Applicable*
HomeFinder.com 📱	3,408	0	0	0	*Not Applicable*
HomePriceTrends	3,338	0	0	*Not Applicable*	*Not Applicable*
Hommati	3,377	0	0	0	*Not Applicable*
Houses.net	3,427	0	0	*Not Applicable*	*Not Applicable*
HousesForSale	3,343	0	0	*Not Applicable*	*Not Applicable*
HouseValueStore	3,404	0	0	0	*Not Applicable*
Keller Williams	73	0	0	0	*Not Applicable*
KeyBoom	2,743	0	0	0	*Not Applicable*
Total		**56,241**	**270**	**750**	**55**

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Views by Publisher

Inquiries by Publisher

➜ How Do The Publishers Compare?

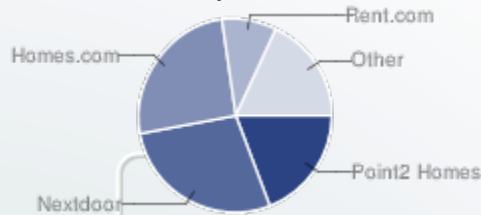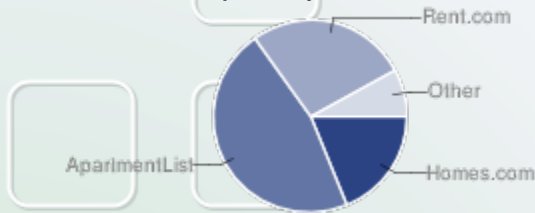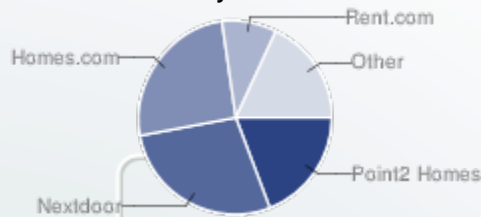| Publisher	Listings Total	Consumer Traffic Property Views	Consumer Traffic Click-Throughs (Visits)	Inquiries Email	Inquiries Phone
Land on Earth	2,741	0	0	0	*Not Provided*
LandSearch	3,285	0	1	0	0
LearnMoreNow.com/FindHomes	3,368	0	0	*Not Applicable*	*Not Applicable*
LuxuryRealEstate.com	3,432	0	0	0	*Not Applicable*
MyRentToOwn.com	3,364	0	1	*Not Applicable*	*Not Applicable*
NestHawk	3,333	0	0	0	*Not Provided*
NestReady	2,509	0	0	0	*Not Applicable*
New Home Source	165	0	0	*Not Applicable*	*Not Applicable*
ParkBench	3,340	0	0	0	*Not Applicable*
PNC	1,961	0	0	0	*Not Applicable*
PropertyPath	3,360	0	0	0	*Not Applicable*
PropStream by Equimine	3,337	0	0	0	*Not Applicable*
RealFirstImpressions	3,343	0	0	*Not Provided*	*Not Applicable*
RealQuest Express	3,368	0	0	0	*Not Applicable*
Rentberry	3,406	0	0	0	*Not Applicable*
SearchALLProperties by L2L	3,369	0	0	0	*Not Applicable*
The Real Estate Book	3,438	0	0	0	*Not Applicable*
TotalExpert	3,367	0	0	0	*Not Applicable*
Total		**56,241**	**270**	**750**	**55**

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

This report shows a comparison of activity generated from your listings online.
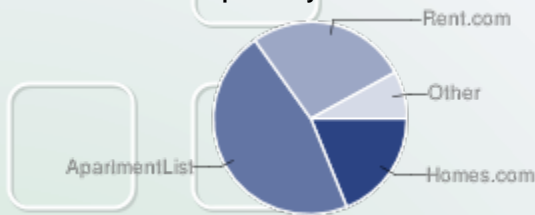
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Terms are defined on the last page of this report.

Views by Publisher

Inquiries by Publisher

➜ How Do The Publishers Compare?

Publisher	Listings	Consumer Traffic		Inquiries	
	Total	Property Views	Click-Throughs (Visits)	Email	Phone
VisualShows	3,431	0	0	*Not Applicable*	*Not Applicable*
Vscreen	3,356	0	0	0	*Not Applicable*
WikiRealty	3,339	0	0	0	*Not Applicable*
Zonda	3,430	0	0	0	*Not Applicable*
Organic	0	0	1	0	0
Back At You Media	3,368	*Not Applicable*	1	*Not Applicable*	*Not Applicable*
HomeWinks	3,367	*Not Applicable*	0	*Not Applicable*	*Not Applicable*
Total		**56,241**	**270**	**750**	**55**

31-DAY 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	122	2,857	11	265	1st
$200K - $300K - 3BR Residential - For Sale	534	6,889	17	24	2nd
$1K - $2K - 3BR Residential Lease - For Rent	74	2,863	11	171	3rd
$100K - $200K - 2BR Residential - For Sale	273	5,134	17	18	4th
$100K - $200K - 3BR Residential - For Sale	208	3,783	13	24	5th
$300K - $400K - 3BR Residential - For Sale	286	3,432	13	20	6th
$200K - $300K - 2BR Residential - For Sale	278	2,478	8	15	7th
$100K - $200K Vacant Land - For Sale	158	1,232	16	5	8th
$900 - $1000 - 2BR Residential Lease - For Rent	5	357	0	61	9th
$200K - $300K - 4BR Residential - For Sale	108	1,396	3	8	10th

*There are an additional 361 inventory categories that are not shown.*

31-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: LOCATION OF YOUR ONLINE CONSUMERS

ListHub
Your Listing Asset Management Company

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
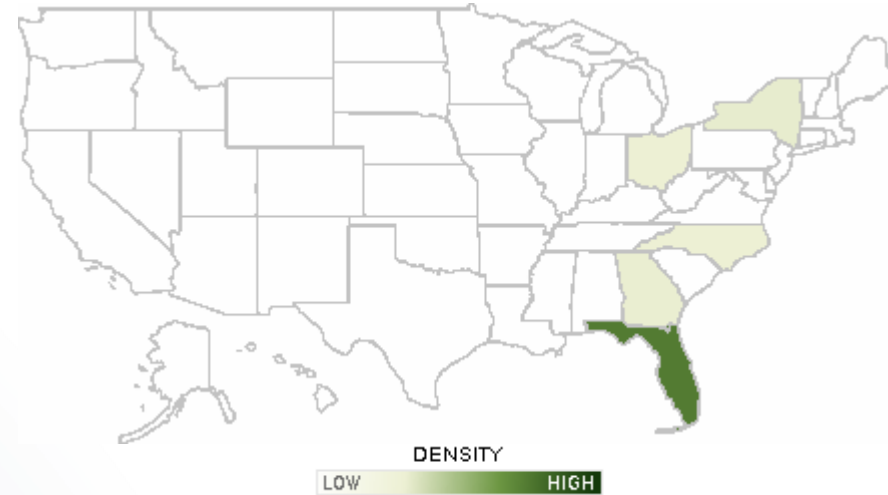
➜ Top States

State	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Florida	26,268	66%	173	77%	546	73%
New York	1,509	4%	0	0%	20	3%
Georgia	1,292	3%	2	1%	18	2%
Ohio	622	2%	1	0%	4	1%
North Carolina	599	2%	2	1%	18	2%
Illinois	568	1%	2	1%	3	0%
Pennsylvania	538	1%	2	1%	6	1%
New Jersey	536	1%	0	0%	6	1%
California	497	1%	3	1%	4	1%
Virginia	494	1%	4	2%	5	1%
Tennessee	433	1%	3	1%	13	2%
Maryland	415	1%	0	0%	20	3%

➜ Top Cities

City	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Orlando, FL	3,513	9%	15	7%	91	12%
Ormond Beach, FL	2,796	7%	33	15%	79	11%
Port Orange, FL	2,427	6%	34	16%	44	6%
Daytona Beach, FL	1,712	4%	7	3%	71	10%
Palm Coast, FL	1,632	4%	10	5%	45	6%
Jacksonville, FL	1,002	3%	2	1%	26	4%
Miami, FL	931	2%	2	1%	18	2%
Saint Augustine, FL	838	2%	0	0%	5	1%
New Smyrna Beach, FL	782	2%	8	4%	17	2%
Deltona, FL	628	2%	2	1%	10	1%
Tampa, FL	561	1%	3	1%	6	1%
Deland, FL	526	1%	6	3%	9	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.