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.*
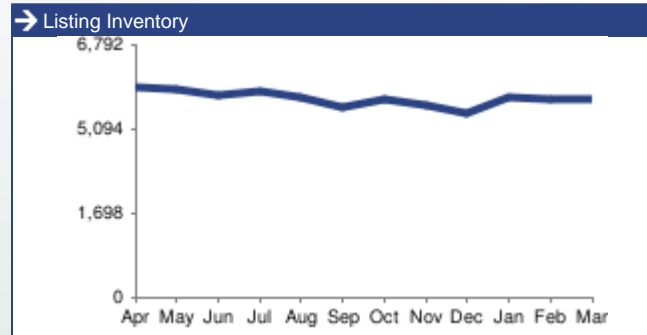
→ Top Publishers by Number of Views

Publisher	Property Views	% of Views
Nextdoor	10,677	31%
Homes.com	9,504	27%
Point2 Homes	5,530	16%

→ Top Locations of Your Online Consumers

City	Property Views	% of Views
Orlando, FL	1,851	8%
Ormond Beach, FL	1,500	7%
Daytona Beach, FL	1,410	6%

→ Listing Inventory

→ Number of Views - Last 12 Months

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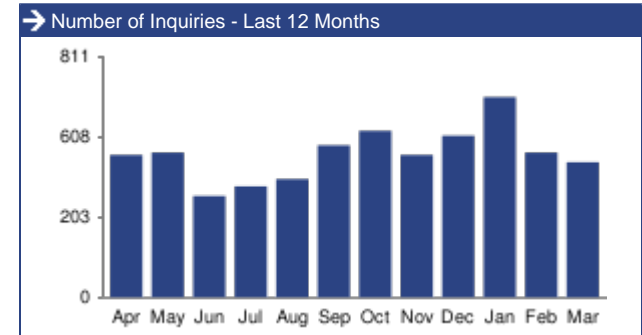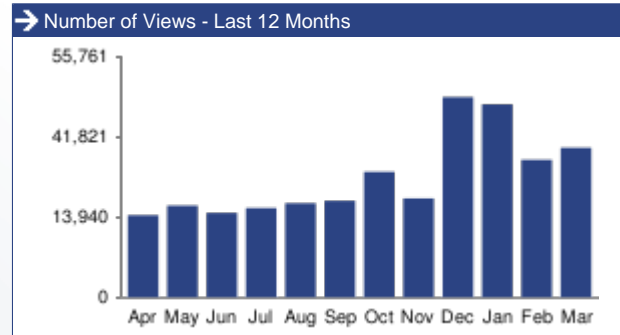
→ Top Property Categories

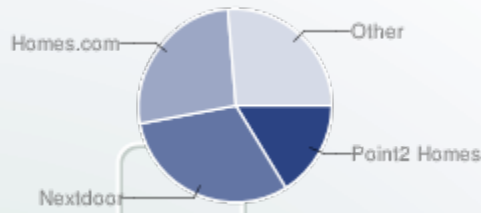| Description	Listing Count	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank
$1K - $2K - 2BR Residential Lease - For Rent	100	1,294	0	106	1st
$100K - $200K - 2BR Residential - For Sale	324	3,488	22	20	2nd
$200K - $300K - 3BR Residential - For Sale	576	3,996	5	8	3rd

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART

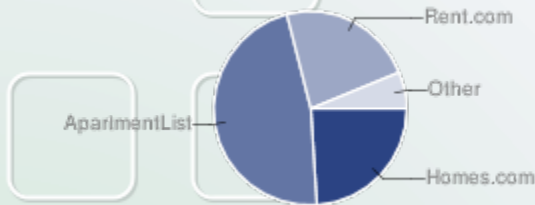This report shows a comparison of activity generated from your listings online.

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Views by Publisher

Inquiries by Publisher

→ **How Do The Publishers Compare?**

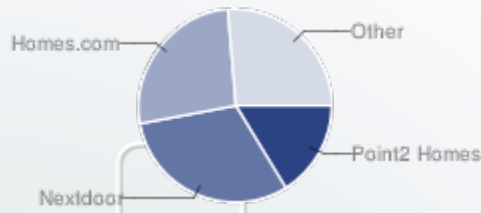|	Listings	Consumer Traffic		Inquiries	
Publisher	Total	Property Views	Click-Throughs (Visits)	Email	Phone
Nextdoor	2,634	10,677	39	*Not Applicable*	*Not Applicable*
Homes.com	3,326	9,504	1	49	52
Point2 Homes	4,083	5,530	28	5	*Not Applicable*
Rent.com	198	2,605	0	96	*Not Applicable*
The Land Network	4,054	2,571	286	12	0
Property Shark	4,045	695	3	*Not Applicable*	*Not Applicable*
Zumper	3,407	635	0	0	*Not Applicable*
RealtyTrac	4,082	532	7	5	*Not Applicable*
Homes&Land	4,082	369	0	0	*Not Applicable*
ApartmentList	199	328	1	201	*Not Applicable*
Foreclosure.com	4,049	265	0	0	*Not Applicable*
RealtyStore	4,018	209	0	2	*Not Applicable*
LakeHomesUSA	4,020	203	2	0	*Not Applicable*
MHBay	48	113	0	0	*Not Applicable*
HomeSteps	3,979	92	0	0	*Not Applicable*
HomeBidz	2,786	85	0	0	*Not Applicable*
REA Group	4,017	66	1	0	0
IdealEstate	4,076	59	0	0	*Not Applicable*
Total		**34,771**	**376**	**370**	**52**

1-MONTH REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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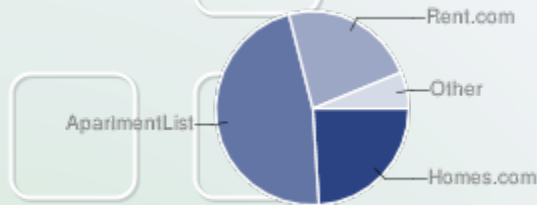
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Views by Publisher

Inquiries by Publisher

→ How Do The Publishers Compare?

Publisher	Listings Total	Consumer Traffic Property Views	Consumer Traffic Click-Throughs (Visits)	Inquiries Email	Inquiries Phone
USHUD.com	4,053	41	1	*Not Applicable*	*Not Applicable*
HousesForSale	3,988	30	0	*Not Applicable*	*Not Applicable*
LeadingRE.com	375	27	0	*Not Applicable*	*Not Applicable*
BankingBridge	2,776	24	0	*Not Provided*	*Not Applicable*
Nestigator	4,082	20	0	0	*Not Applicable*
PropertySimple	3,983	19	0	0	0
Properties Online	4,076	17	2	0	*Not Applicable*
Juwai	4,018	11	0	0	*Not Applicable*
HomeSpotter	4,081	10	*Not Applicable*	0	*Not Applicable*
Houses.net	4,076	8	0	*Not Applicable*	*Not Applicable*
LotNetwork.com	564	7	0	0	0
RentHop	4,082	6	0	*Not Provided*	*Not Applicable*
Ylopo	4,083	5	0	0	*Not Applicable*
SearchALLProperties by L2L	4,021	3	0	0	*Not Applicable*
DreamHomeList	4,015	1	0	*Not Applicable*	*Not Applicable*
Harmon Homes	4,018	1	0	0	0
HomePriceTrends	3,983	1	0	*Not Applicable*	*Not Applicable*
HousingNow	3,916	1	0	*Not Applicable*	*Not Applicable*
Total		**34,771**	**376**	**370**	**52**

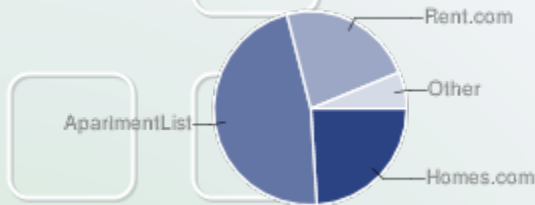This report shows a comparison of activity generated from your listings online.

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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
WikiRealty	3,988	1	0	0	*Not Applicable*
A Greater Town	0	0	0	0	*Not Applicable*
AdWerx	4,016	0	0	0	*Not Applicable*
AgentDesks	4,081	0	0	0	*Not Applicable*
DigiPropz	4,074	0	0	0	*Not Applicable*
Domohunt	4,013	0	0	*Not Applicable*	*Not Applicable*
Equator	2,496	0	0	0	*Not Applicable*
Find-a-CRS	4,076	0	0	*Not Applicable*	*Not Applicable*
FindAPlace4Me by VisualTour	4,057	0	0	*Not Applicable*	*Not Applicable*
Flipcomp	3,979	0	0	*Not Applicable*	*Not Applicable*
Foyer	4,076	0	0	*Not Applicable*	0
Highrises	3,979	0	0	0	*Not Applicable*
Home2.me by TourFactory	4,019	0	0	0	*Not Applicable*
HomeFinder.com	4,058	0	0	0	*Not Applicable*
HomeJab	3,977	0	0	*Not Provided*	*Not Applicable*
HouseHunt.com	3,997	0	0	0	*Not Applicable*
HouseValueStore	4,049	0	1	0	*Not Applicable*
Kahping	4,082	0	0	0	*Not Applicable*
Total		**34,771**	**376**	**370**	**52**

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Views by Publisher

Inquiries by Publisher

➔ How Do The Publishers Compare?

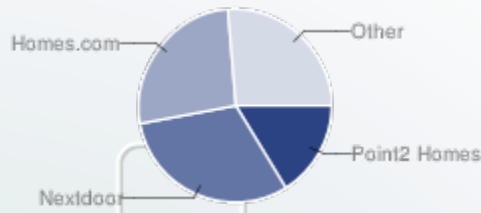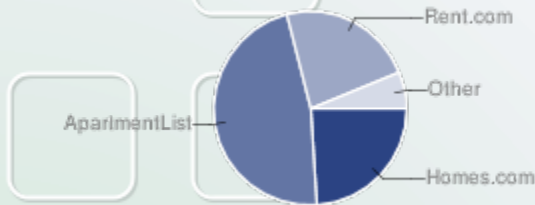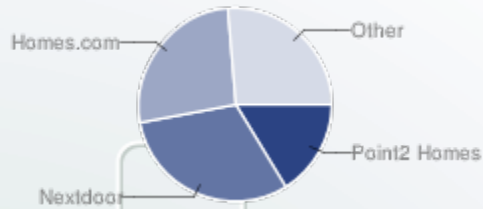| Publisher	Listings Total	Consumer Traffic Property Views	Consumer Traffic Click-Throughs (Visits)	Inquiries Email	Inquiries Phone
Keller Williams	95	0	0	0	*Not Applicable*
KeyBoom	3,382	0	0	0	*Not Applicable*
LakeHouse	0	0	0	*Not Applicable*	*Not Applicable*
Land on Earth	3,374	0	0	0	*Not Provided*
LearnMoreNow.com/FindHomes	4,020	0	0	*Not Applicable*	*Not Applicable*
LuxuryRealEstate.com	4,076	0	0	0	*Not Applicable*
MyRentToOwn.com	4,015	0	0	*Not Applicable*	*Not Applicable*
NestHawk	3,982	0	0	0	*Not Provided*
NestReady	3,112	0	0	0	*Not Applicable*
New Home Source	205	0	0	*Not Applicable*	*Not Applicable*
ParkBench	3,986	0	0	0	*Not Applicable*
PNC	2,501	0	0	0	*Not Applicable*
PropertyPath	4,009	0	0	0	*Not Applicable*
PropStream by Equimine	3,981	0	0	0	*Not Applicable*
RealFirstImpressions	3,983	0	0	*Not Provided*	*Not Applicable*
RealQuest Express	4,015	0	0	0	*Not Applicable*
Rentberry	4,051	0	0	0	*Not Applicable*
The Real Estate Book	4,096	0	0	0	*Not Applicable*
Total		**34,771**	**376**	**370**	**52**

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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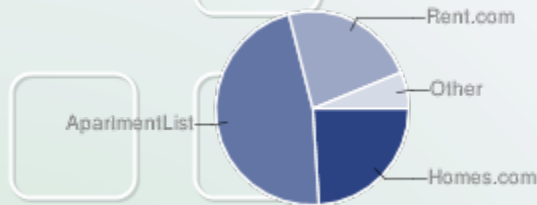
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Views by Publisher

Inquiries by Publisher

→ How Do The Publishers Compare?

	Listings	Consumer Traffic		Inquiries	
Publisher	Total	Property Views	Click-Throughs (Visits)	Email	Phone
TotalExpert	4,019	0	0	0	*Not Applicable*
VisualShows	4,076	0	0	*Not Applicable*	*Not Applicable*
Vscreen	4,008	0	0	0	*Not Applicable*
Zonda	4,078	0	0	0	*Not Applicable*
Back At You Media	4,019	*Not Applicable*	4	*Not Applicable*	*Not Applicable*
HomeWinks	4,015	*Not Applicable*	0	*Not Applicable*	*Not Applicable*
Total		**34,771**	**376**	**370**	**52**

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	100	1,294	0	106	1st
$100K - $200K - 2BR Residential - For Sale	324	3,488	22	20	2nd
$200K - $300K - 3BR Residential - For Sale	576	3,996	5	8	3rd
$1K - $2K - 3BR Residential Lease - For Rent	72	1,655	0	70	4th
$100K - $200K - 3BR Residential - For Sale	244	2,526	10	19	5th
$100K - $200K Vacant Land - For Sale	176	812	69	1	6th
$300K - $400K - 3BR Residential - For Sale	307	1,998	6	7	7th
$900 - $1000 - 2BR Residential Lease - For Rent	9	429	0	56	8th
$200K - $300K - 2BR Residential - For Sale	291	1,701	13	4	9th
$300K - $400K - 4BR Residential - For Sale	153	1,282	3	14	10th

There are an additional 353 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	15,030	64%	43	58%	315	78%
New York	738	3%	2	3%	7	2%
Georgia	614	3%	1	1%	7	2%
Pennsylvania	396	2%	4	5%	3	1%
Ohio	383	2%	0	0%	7	2%
North Carolina	382	2%	0	0%	10	2%
Ontario, Canada	378	2%	0	0%	1	0%
New Jersey	344	1%	6	8%	0	0%
Massachusetts	319	1%	0	0%	4	1%
Virginia	286	1%	2	3%	0	0%
New Mexico	285	1%	0	0%	0	0%
Illinois	278	1%	0	0%	2	0%

→ Top Cities

City	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Orlando, FL	1,851	8%	5	7%	56	15%
Ormond Beach, FL	1,500	7%	12	17%	55	14%
Daytona Beach, FL	1,410	6%	7	10%	44	11%
Port Orange, FL	1,365	6%	1	1%	41	11%
Palm Coast, FL	1,075	5%	4	6%	11	3%
Miami, FL	703	3%	0	0%	17	4%
Jacksonville, FL	679	3%	1	1%	1	0%
New Smyrna Beach, FL	478	2%	2	3%	20	5%
Saint Augustine, FL	466	2%	0	0%	1	0%
Deland, FL	356	2%	2	3%	2	1%
Tampa, FL	356	2%	1	1%	6	2%
Fort Lauderdale, FL	342	1%	0	0%	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.