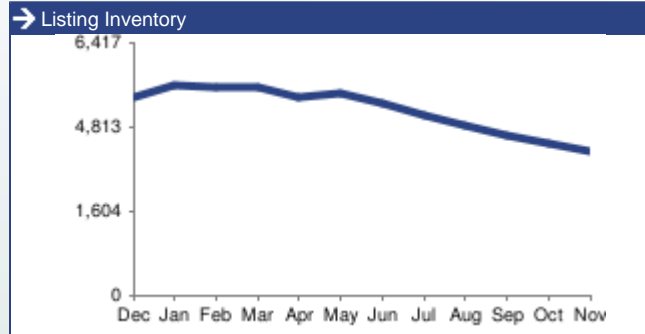


31-DAY REPORT FOR YOUR LISTINGS

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.

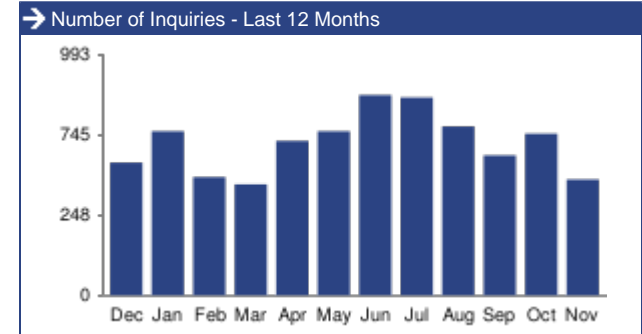
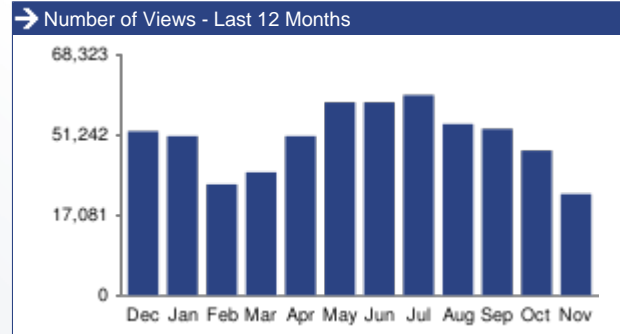


→ Top Publishers by Number of Views

Publisher	Property Views	% of Views
Homes.com	6,727	23%
Nextdoor	6,256	21%
Point2 Homes	5,058	17%

→ Top Locations of Your Online Consumers

City	Property Views	% of Views
Ormond Beach, FL	1,780	11%
Orlando, FL	1,251	8%
Port Orange, FL	1,050	7%



→ Top Property Categories

Description	Listing Count	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank
\$1K - \$2K - 2BR Residential Lease - For Rent	72	1,427	2	110	1st
\$1K - \$2K - 3BR Residential Lease - For Rent	32	1,160	0	79	2nd
\$200K - \$300K - 3BR Residential - For Sale	330	2,213	14	1	3rd

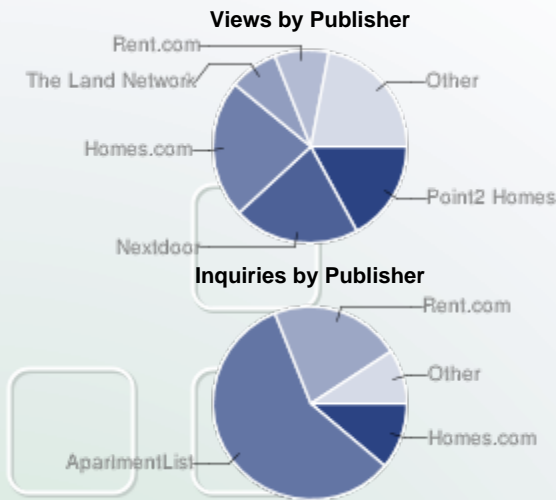
31-DAY REPORT FOR YOUR LISTINGS

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.

Terms are defined on the last page of this report.



→ How Do The Publishers Compare?					
Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
Homes.com	1,909	6,727	0	35	19
Nextdoor	1,441	6,256	28	Not Applicable	Not Applicable
Point2 Homes	2,552	5,058	18	11	Not Applicable
Rent.com	112	2,728	1	110	Not Applicable
The Land Network	2,547	2,382	177	12	0
Property Shark	2,535	1,800	6	Not Applicable	Not Applicable
Zumper	1,936	992	2	0	Not Applicable
LandSearch	2,450	659	0	1	1
LakeHouse	2,450	571	0	Not Applicable	Not Applicable
RealtyStore	2,522	415	0	0	Not Applicable
LakeHomesUSA	2,528	287	2	0	Not Applicable
Foreclosure.com	2,545	282	1	0	Not Applicable
PropertySimple	2,496	281	0	0	0
Homes&Land	2,552	279	5	4	Not Applicable
MHBay	28	226	0	7	Not Applicable
RealtyTrac	2,552	223	2	1	Not Applicable
ApartmentList	117	180	1	290	Not Applicable
Ylopo	2,551	111	0	1	Not Applicable
<b>Total</b>		<b>29,870</b>	<b>267</b>	<b>475</b>	<b>22</b>

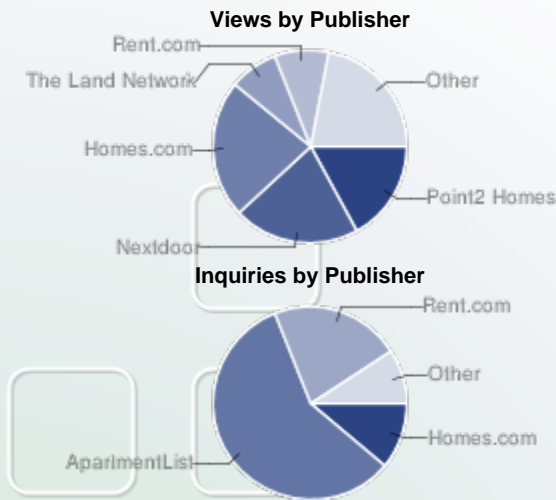
31-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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.

Terms are defined on the last page of this report.



→ How Do The Publishers Compare?					
Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
REA Group	2,521	87	3	0	2
SearchALLProperties by L2L	2,527	73	0	3	Not Applicable
USHUD.com	2,545	51	10	Not Applicable	Not Applicable
HomeSpotter	2,547	38	Not Applicable	0	Not Applicable
Clayton Homes	361	31	0	Not Applicable	Not Applicable
IdealEstate	2,551	27	0	0	Not Applicable
HomeBidz	1,538	21	0	0	Not Applicable
Nestigator	2,551	19	0	0	Not Applicable
LeadingRE.com	242	13	0	Not Applicable	Not Applicable
New Home Source	151	11	0	Not Applicable	Not Applicable
BankingBridge	1,516	8	0	Not Provided	Not Applicable
RentHop	2,551	7	0	Not Provided	Not Applicable
HomeSteps	2,486	6	0	0	Not Applicable
PNC	1,363	6	0	0	Not Applicable
A Greater Town	2,451	3	0	0	Not Applicable
LuxuryRealEstate.com	2,550	3	0	0	Not Applicable
AgentDesks	2,550	2	0	0	Not Applicable
Juwai	2,521	2	3	0	Not Applicable
<b>Total</b>		<b>29,870</b>	<b>267</b>	<b>475</b>	<b>22</b>

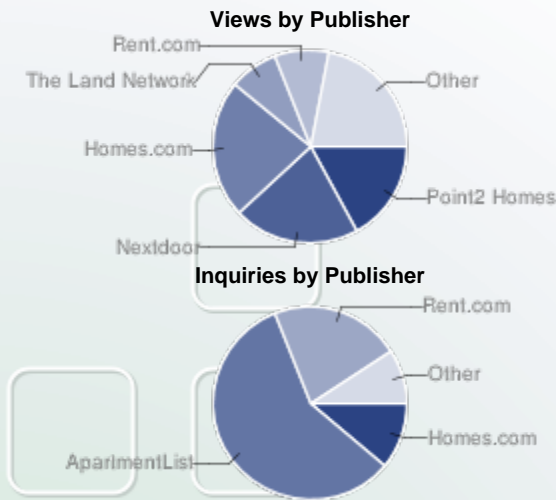
31-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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.

Terms are defined on the last page of this report.



→ How Do The Publishers Compare?					
Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
DreamHomeList	2,527	1	0	Not Applicable	Not Applicable
Harmon Homes	2,521	1	6	0	0
Houses.net	2,547	1	0	Not Applicable	Not Applicable
LotNetwork.com	373	1	0	0	0
Properties Online	2,551	1	0	0	Not Applicable
AdWerx	2,526	0	0	0	Not Applicable
DigiPropz	2,546	0	0	0	Not Applicable
Domohunt	2,505	0	0	Not Applicable	Not Applicable
Find-a-CRS	2,551	0	0	Not Applicable	Not Applicable
FindAPlace4Me by VisualTour	2,545	0	0	Not Applicable	Not Applicable
Flipcomp	2,496	0	0	Not Applicable	Not Applicable
Foyer	2,551	0	0	Not Applicable	0
Highrises	2,497	0	0	0	Not Applicable
Home2.me by TourFactory	2,526	0	0	0	Not Applicable
HomePriceTrends	2,492	0	0	Not Applicable	Not Applicable
HousesForSale	2,497	0	0	Not Applicable	Not Applicable
HouseValueStore	2,545	0	0	0	Not Applicable
HousingNow	2,450	0	1	Not Applicable	Not Applicable
<b>Total</b>		<b>29,870</b>	<b>267</b>	<b>475</b>	<b>22</b>

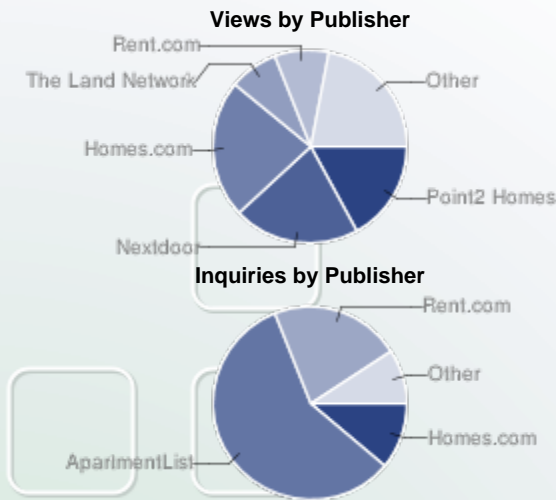
31-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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.

Terms are defined on the last page of this report.



→ How Do The Publishers Compare?					
Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
Keller Williams	50	0	0	0	Not Applicable
KeyBoom	1,929	0	0	0	Not Applicable
LearnMoreNow.com/FindHomes	2,526	0	0	Not Applicable	Not Applicable
MyRentToOwn.com	2,523	0	0	Not Applicable	Not Applicable
NestHawk	2,492	0	0	0	Not Provided
NestReady	1,772	0	0	0	Not Applicable
ParkBench	2,492	0	0	0	Not Applicable
PropertyPath	2,503	0	0	0	Not Applicable
PropStream by Equimine	2,493	0	0	0	Not Applicable
RealFirstImpressions	2,497	0	0	Not Provided	Not Applicable
Rentberry	2,522	0	0	0	Not Applicable
The Real Estate Book	2,566	0	0	0	Not Applicable
TotalExpert	2,526	0	0	0	Not Applicable
VisualShows	2,550	0	0	Not Applicable	Not Applicable
Vscreen	2,515	0	0	0	Not Applicable
WikiRealty	2,501	0	0	0	Not Applicable
Zonda	2,546	0	0	0	Not Applicable
Back At You Media	2,525	Not Applicable	1	Not Applicable	Not Applicable
<b>Total</b>		<b>29,870</b>	<b>267</b>	<b>475</b>	<b>22</b>

31-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

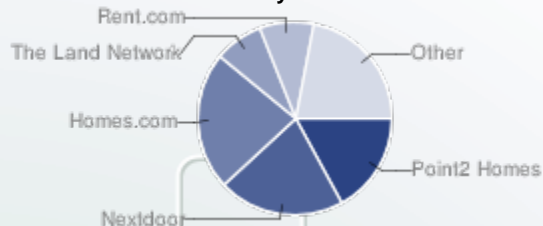
This report shows a comparison of activity generated from your listings online.

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.

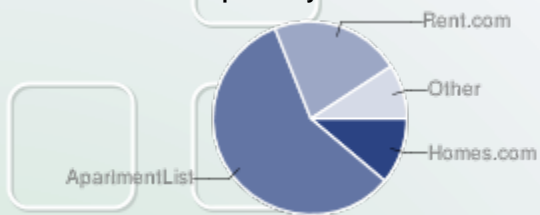
Terms are defined on the last page of this report.

→ How Do The Publishers Compare?					
Publisher	Listings	Consumer Traffic		Inquiries	
	Total	Property Views	Click-Throughs (Visits)	Email	Phone
HomeWinks	2,525	Not Applicable	0	Not Applicable	Not Applicable
<b>Total</b>		<b>29,870</b>	<b>267</b>	<b>475</b>	<b>22</b>

Views by Publisher



Inquiries by Publisher



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	72	1,427	2	110	1st
\$1K - \$2K - 3BR Residential Lease - For Rent	32	1,160	0	79	2nd
\$200K - \$300K - 3BR Residential - For Sale	330	2,213	14	1	3rd
\$100K - \$200K - 2BR Residential - For Sale	176	2,140	6	6	4th
\$100K - \$200K Vacant Land - For Sale	114	980	41	2	5th
\$300K - \$400K - 3BR Residential - For Sale	225	1,824	1	6	6th
\$100K - \$200K - 3BR Residential - For Sale	148	1,692	7	4	7th
\$800 - \$900 - 1BR Residential Lease - For Rent	5	342	1	61	8th
\$900 - \$1000 - 2BR Residential Lease - For Rent	5	548	0	48	9th
\$200K - \$300K - 2BR Residential - For Sale	198	1,335	2	0	10th

There are an additional 259 inventory categories that are not shown.

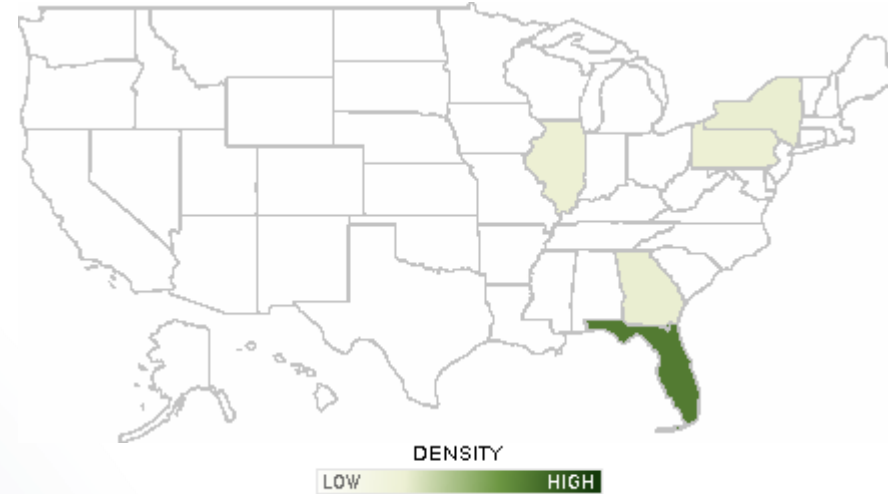
31-DAY REPORT FOR YOUR LISTINGS

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.



→ Top States

State	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Florida	10,888	66%	62	75%	338	79%
New York	487	3%	3	4%	15	4%
Georgia	475	3%	0	0%	8	2%
Ontario, Canada	336	2%	0	0%	4	1%
Pennsylvania	307	2%	0	0%	0	0%
Illinois	252	2%	0	0%	4	1%
North Carolina	246	1%	0	0%	7	2%
Ohio	220	1%	0	0%	3	1%
California	217	1%	5	6%	14	3%
New Jersey	202	1%	0	0%	2	0%
Virginia	188	1%	1	1%	3	1%
Texas	184	1%	1	1%	2	0%

→ Top Cities

City	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Ormond Beach, FL	1,780	11%	9	11%	81	19%
Orlando, FL	1,251	8%	2	2%	36	9%
Port Orange, FL	1,050	7%	11	13%	24	6%
Daytona Beach, FL	986	6%	5	6%	82	20%
Palm Coast, FL	595	4%	1	1%	16	4%
Miami, FL	473	3%	2	2%	15	4%
New Smyrna Beach, FL	386	2%	4	5%	10	2%
Deland, FL	263	2%	0	0%	6	1%
Deltona, FL	216	1%	1	1%	4	1%
Jacksonville, FL	197	1%	4	5%	3	1%
Atlanta, GA	181	1%	0	0%	3	1%
Apopka, FL	177	1%	0	0%	3	1%



## 31-DAY 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.

