

31-DAY REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have **5,699** listings, and you are subscribed to **110** publishers. **37** of your brokers currently have a paid subscription to ListHub. You currently have **1,486** registered brokers using ListHub.

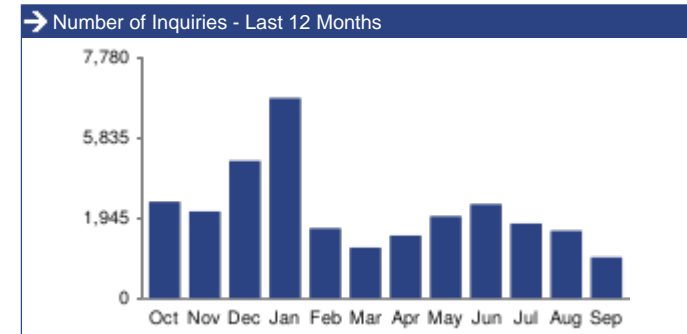
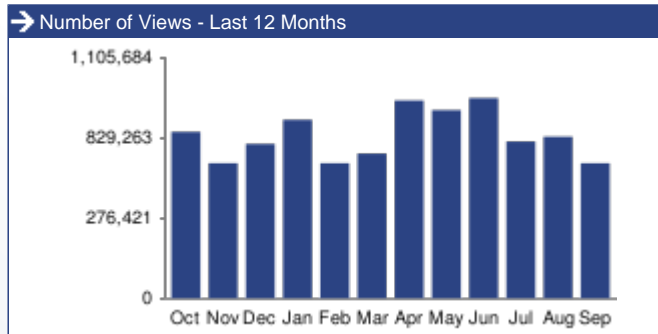
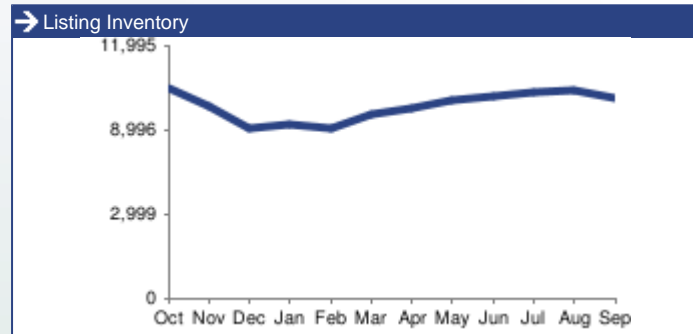
Terms are defined on the last page of this report.

→ Top Publishers by Number of Views

Publisher	Property Views	% of Views
Zillow	447,218	69%
Trulia	88,731	14%
Nextdoor	38,859	6%

→ Top Locations of Your Online Consumers

City	Property Views	% of Views
San Diego, CA	39,719	28%
Chula Vista, CA	6,460	5%
Los Angeles, CA	6,080	4%



→ Top Property Categories

Description	Listing Count	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank
\$400K - \$500K - 3BR Residential - For Sale	565	46,897	147	32	1st
\$2K - \$3K - 3BR Residential Rental - For Rent	88	6,624	24	181	2nd
\$500K - \$600K - 3BR Residential - For Sale	426	36,249	190	10	3rd

31-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART

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

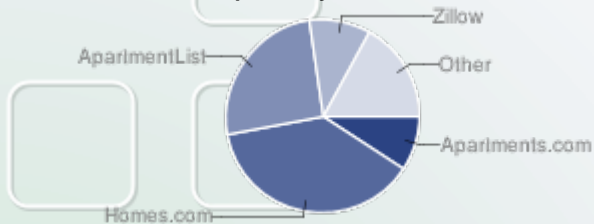
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Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
Zillow	Not Applicable	447,218	Not Applicable	131	Not Applicable
Trulia	Not Applicable	88,731	Not Applicable	0	0
Nextdoor	3,160	38,859	2,628	Not Applicable	Not Applicable
Homes.com	4,218	15,395	0	484	Not Applicable
Apartments.com	476	12,431	138	97	Not Applicable
LandWatch	4,521	8,817	966	42	Not Applicable
Point2 Homes	3,936	5,037	28	24	Not Applicable
DigiPropz	3,680	4,169	2	50	Not Applicable
ApartmentList	469	3,696	0	330	Not Applicable
For Rent	440	3,258	0	22	Not Applicable
Keller Williams	559	2,949	0	11	Not Applicable
LandAndFarm	1,073	2,842	4,723	30	Not Applicable
HouseValueStore	3,818	1,681	8	0	Not Applicable
GetInHouse	3,676	1,199	0	Not Applicable	Not Applicable
Juwai	4,007	984	31	2	Not Applicable
HomeBidz	3,233	833	1	5	Not Applicable
Homes&Land	4,634	761	0	0	Not Applicable
Zumper	3,808	723	37	1	Not Applicable
Total		646,407	8,880	1,241	0

31-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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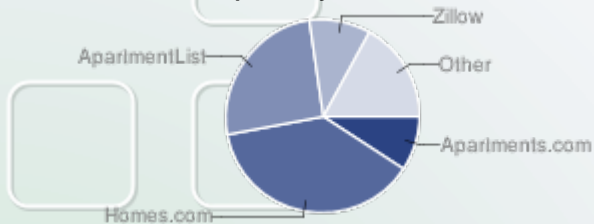
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Views by Publisher



Inquiries by Publisher



→ How Do The Publishers Compare?					
Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
Lands of America	1,074	663	0	0	Not Applicable
Foreclosure.com	3,984	659	6	0	Not Applicable
HomeFinder.com	5,014	629	43	0	Not Applicable
CommercialSearch	130	581	2	0	Not Applicable
RealtyStore	4,386	517	3	0	Not Provided
RealtyTrac	4,632	462	19	3	Not Applicable
Property Shark	3,717	365	21	Not Applicable	Not Applicable
ListHub Global Network	228	341	0	0	Not Applicable
LuxuryRealEstate.com	256	326	0	0	Not Applicable
HouseHunt.com	4,552	317	1	2	Not Applicable
Mashvisor	3,423	288	4	Not Applicable	Not Applicable
USHUD.com	4,186	215	50	Not Applicable	Not Applicable
Real-Buzz	4,109	209	47	Not Applicable	Not Applicable
Relola	4,344	196	0	Not Applicable	Not Applicable
MyRentToOwn.com	3,517	170	20	Not Applicable	Not Applicable
Revestor	3,768	160	0	Not Applicable	Not Applicable
RentRange	513	113	0	7	Not Provided
Properties Online	3,679	96	15	0	Not Applicable
Total		646,407	8,880	1,241	0

31-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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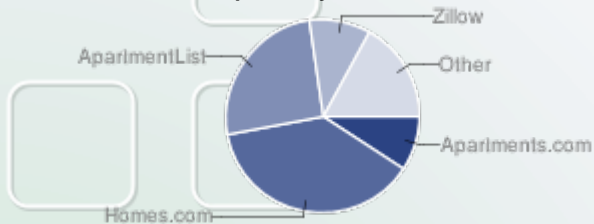
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Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
HomeFacts	3,726	85	1	0	Not Provided
MHBay	116	84	3	Not Provided	Not Provided
eLookyLoo	4,762	49	1	0	Not Applicable
LeadingRE.com	285	49	2	Not Applicable	Not Applicable
SearchALLProperties by L2L	3,992	30	0	0	Not Applicable
LotNetwork.com	621	27	3	0	Not Applicable
LakeHomesUSA	4,601	26	1	0	Not Applicable
Kahping	4,288	24	0	Not Applicable	Not Applicable
Joyful Home	3,743	20	0	Not Applicable	Not Applicable
Rentberry	463	17	1	Not Applicable	Not Applicable
WikiRealty	3,407	16	0	0	Not Applicable
RealQuest Express	4,604	13	2	0	Not Provided
New Home Source	89	12	0	Not Applicable	Not Applicable
Nestigator	3,743	9	0	0	Not Applicable
Houses.net	3,560	8	0	Not Applicable	Not Applicable
Zonda	3,676	7	1	0	Not Applicable
Cutie Tech	3,451	6	0	Not Applicable	Not Applicable
Open Real Estate Community	3,741	6	0	0	Not Applicable
Total		646,407	8,880	1,241	0

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DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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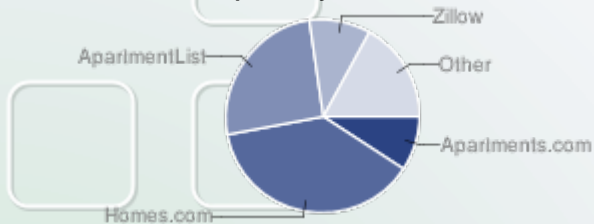
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Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
Ylopo	3,677	5	0	0	Not Applicable
AgentDesks	3,679	4	0	0	Not Applicable
FreedomSoft	4,383	4	2	Not Applicable	Not Applicable
HomeSteps	30	4	0	Not Applicable	Not Applicable
HousesForSale	3,457	4	0	Not Applicable	Not Applicable
Guidance Realty	3,477	3	0	0	Not Applicable
AdWerx	3,970	2	0	Not Applicable	Not Applicable
Agorafy	3,410	2	0	0	Not Applicable
Vscreen	3,496	1	0	0	Not Applicable
Close2Homes	3,795	0	0	0	Not Applicable
DitchTheSpace	3,242	0	0	0	Not Applicable
DreamHomeList	3,520	0	0	Not Applicable	Not Applicable
EnclosureSites.com	3,467	0	0	0	Not Applicable
FindAPlace4Me by VisualTour	4,604	0	0	Not Applicable	Not Applicable
GCHomeSearch	3,529	0	0	Not Applicable	Not Applicable
Harmon Homes	4,615	0	0	0	0
Home2.me by TourFactory	4,409	0	0	0	Not Applicable
HomePriceTrends	3,421	0	25	Not Applicable	Not Applicable
Total		646,407	8,880	1,241	0

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DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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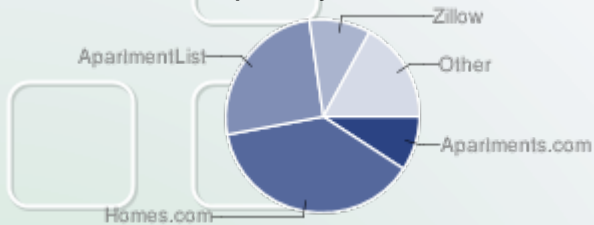
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Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
HomeSpotter	3,747	0	Not Applicable	0	Not Applicable
HomeWinks	4,623	0	0	Not Applicable	Not Applicable
ImagesWork by CirclePix	3,962	0	0	Not Applicable	Not Applicable
Investability	2,705	0	0	Not Applicable	Not Applicable
LearnMoreNow.com/FindHomes	4,602	0	0	Not Applicable	Not Applicable
ListReports	3,691	0	0	Not Applicable	Not Applicable
LuxeListHome	4,242	0	0	Not Applicable	Not Applicable
Military Housing Market	3,521	0	1	Not Applicable	Not Applicable
PNC	2,273	0	0	0	Not Applicable
PropGOLuxury Network	114	0	0	0	Not Applicable
Rate My Agent	3,691	0	0	Not Applicable	Not Applicable
rePrnt	3,448	0	0	0	Not Applicable
Showing Suite	5,400	0	0	Not Applicable	Not Applicable
Sodichan	3,457	0	0	0	Not Applicable
The Real Estate Book	4,401	0	6	0	Not Applicable
TotalExpert	3,537	0	0	Not Applicable	Not Applicable
Organic	0	0	34	0	0
Back At You Media	4,108	Not Applicable	4	Not Applicable	Not Applicable
Total		646,407	8,880	1,241	0

31-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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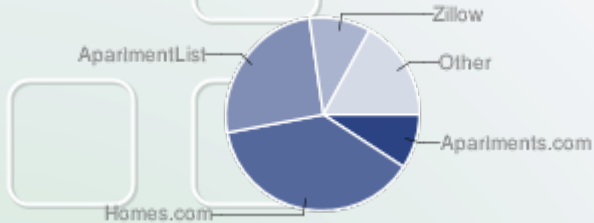
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How Do The Publishers Compare?					
Publisher	Listings	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
Impact Marketing	283	Not Applicable	Not Applicable	Not Applicable	Not Applicable
Total		646,407	8,880	1,241	0

Views by Publisher



Inquiries by Publisher





Your Listing Asset Management Company

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
\$400K - \$500K - 3BR Residential - For Sale	565	46,897	147	32	1st
\$2K - \$3K - 3BR Residential Rental - For Rent	88	6,624	24	181	2nd
\$500K - \$600K - 3BR Residential - For Sale	426	36,249	190	10	3rd
\$500K - \$600K - 4BR Residential - For Sale	341	33,389	166	14	4th
\$2K - \$3K - 2BR Residential Rental - For Rent	130	5,905	38	158	5th
\$1M - \$2M - 5BR Residential - For Sale	308	28,719	249	14	6th
\$300K - \$400K - 2BR Residential - For Sale	348	29,623	215	12	7th
\$1M - \$2M - 4BR Residential - For Sale	329	27,025	235	15	8th
\$300K - \$400K - 3BR Residential - For Sale	243	27,161	120	12	9th
\$1K - \$2K - 2BR Residential Rental - For Rent	23	2,464	20	145	10th

There are an additional 469 inventory categories that are not shown.

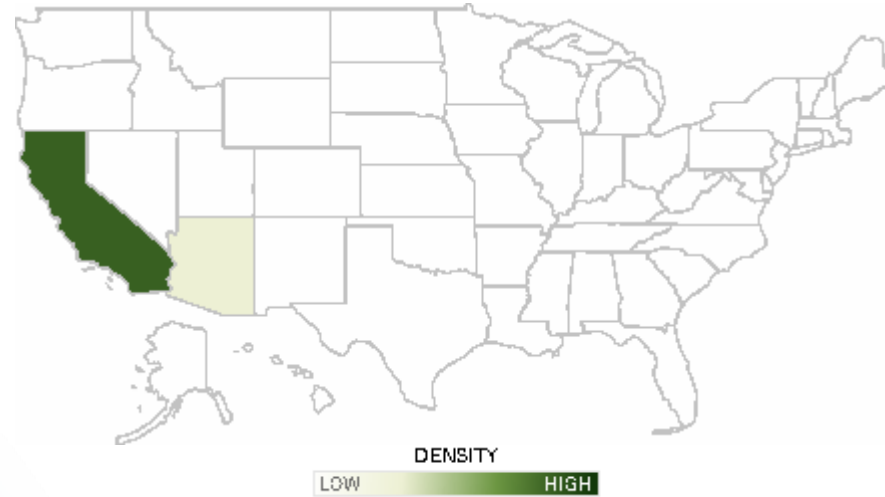
31-DAY REPORT FOR YOUR LISTINGS

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
California	120,116	81%	3,044	91%	578	76%
Arizona	2,305	2%	38	1%	24	3%
Oregon	2,125	1%	9	0%	2	0%
Virginia	1,963	1%	6	0%	4	1%
Texas	1,681	1%	23	1%	23	3%
New York	1,221	1%	10	0%	11	1%
Illinois	1,059	1%	27	1%	4	1%
Nevada	994	1%	8	0%	9	1%
Washington	894	1%	14	0%	10	1%
Massachusetts	867	1%	4	0%	2	0%
Florida	797	1%	7	0%	8	1%
Colorado	768	1%	12	0%	0	0%

→ Top Cities						
City	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
San Diego, CA	39,719	28%	935	29%	176	24%
Chula Vista, CA	6,460	5%	100	3%	41	6%
Los Angeles, CA	6,080	4%	117	4%	30	4%
El Cajon, CA	5,261	4%	100	3%	8	1%
Oceanside, CA	4,701	3%	178	6%	22	3%
Carlsbad, CA	4,358	3%	208	6%	18	2%
Escondido, CA	3,938	3%	150	5%	20	3%
San Marcos, CA	2,870	2%	147	5%	10	1%
Vista, CA	2,225	2%	84	3%	14	2%
Poway, CA	2,096	1%	56	2%	4	1%
Santee, CA	2,092	1%	43	1%	15	2%
Encinitas, CA	1,870	1%	80	2%	6	1%

31-DAY REPORT FOR YOUR LISTINGS

USAGE STATISTICS

ListHub Reports Generated

Total - the number of reports generated via ListHub.

Unique - the number of unique reports generated via ListHub.

Usage By Members With Access To Reports

Total - number of brokers, offices and agent members who have access to the Listhub Reports.

Total Using - number of bokers, offices, and agents who are generating the reports available to them in Listhub.

Publisher Usage

Registered, Subscribe To All: The total number of brokers or listings syndicating via the ListHub "Subscribe to All" button.

Registered, Opt-In: The total number of brokers or listings syndicating via the broker individually choosing and subscribing to Publishers.

→ ListHub Reports Generated

Type	Total	Unique
MLS Reports	0	0
Brokerage Reports	21	2
Office Reports	0	0
Agent Reports	17	3
Seller Reports	361	81
Agents Viewing Seller's Reports	265	29
Seller Reports Emails Sent	64	32
Seller Reports Viewed	136	27

→ Usage By Members With Access To Reports

Type	Total	Total Using Reports	Total Using Reports
Brokers	1,486	20	1%
Offices	2,034	25	1%
Agents	1,121	30	3%

→ Publisher Usage

Type	Total (Brokers)	Total (Listings)
Registered, Subscribed to All	1,150	3,580
Registered, Opt In	336	2,125



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.

