



Your Listing Asset Management Company

1-MONTH REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have **5,746** listings, and you are subscribed to **73** publishers. **2** of your brokers currently have a paid subscription to ListHub. You currently have **96** registered brokers using ListHub.

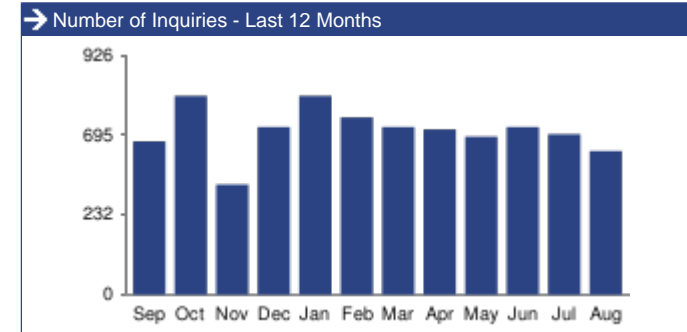
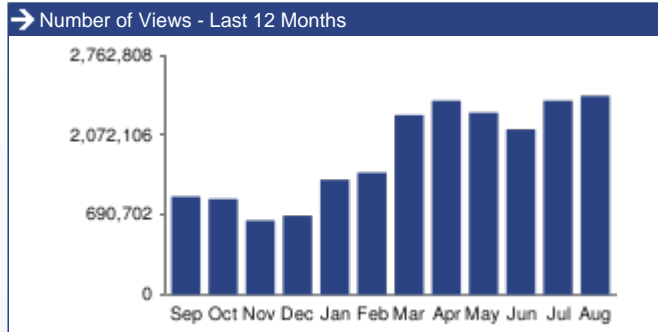
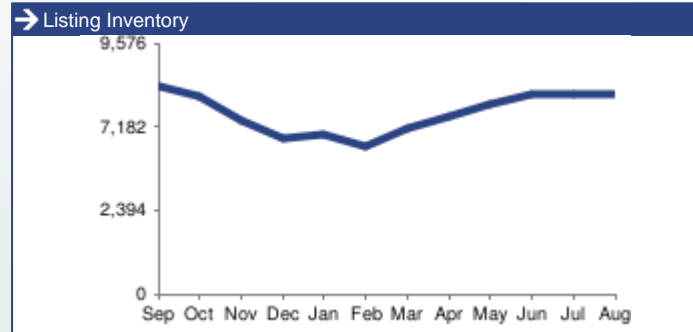
Terms are defined on the last page of this report.

→ Top Publishers by Number of Views

Publisher	Property Views	% of Views
Zillow	2,203,734	96%
Homes.com	28,036	1%
Trulia	19,457	1%

→ Top Locations of Your Online Consumers

City	Property Views	% of Views
Spokane, WA	19,084	32%
Seattle, WA	4,912	8%
Tacoma, WA	840	1%



→ Top Property Categories

Description	Listing Count	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank
\$100K - \$200K - 3BR Residential - For Sale	737	338,684	213	74	1st
\$200K - \$300K - 4BR Residential - For Sale	487	241,450	110	32	2nd
\$200K - \$300K - 3BR Residential - For Sale	567	213,791	254	18	3rd

1-MONTH REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART

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

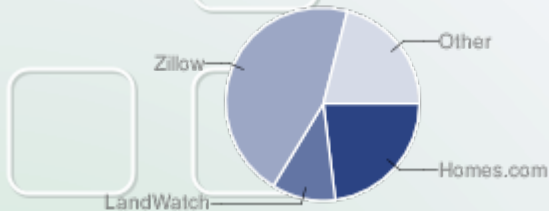
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Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
Zillow	Not Applicable	2,203,734	Not Applicable	253	Not Applicable
Homes.com	2,945	28,036	42	127	Not Applicable
Trulia	Not Applicable	19,457	Not Applicable	5	0
LandWatch	3,222	18,285	1,924	42	Not Applicable
Lands of America	1,450	6,557	1,427	7	Not Applicable
LakeHomesUSA	3,092	6,456	140	7	Not Applicable
LandAndFarm	1,620	3,464	136	27	Not Applicable
HomeBidz	1,944	2,883	5	39	Not Applicable
Homes&Land	3,315	2,543	0	Not Provided	Not Provided
HomeFinder.com	4,186	2,129	112	0	Not Applicable
Point2 Homes	3,162	2,060	29	0	Not Applicable
Keller Williams	468	1,528	0	5	Not Applicable
HomeSpotter	3,301	1,105	Not Applicable	Not Applicable	Not Applicable
RealtyStore	3,086	951	2	Not Provided	Not Provided
Foreclosure.com	3,191	484	0	0	Not Applicable
The Real Estate Book	3,634	366	8	0	Not Applicable
RealtyTrac	3,047	325	15	0	Not Applicable
MHBay	163	317	35	Not Provided	Not Provided
Total		2,302,337	3,988	531	1

1-MONTH REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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

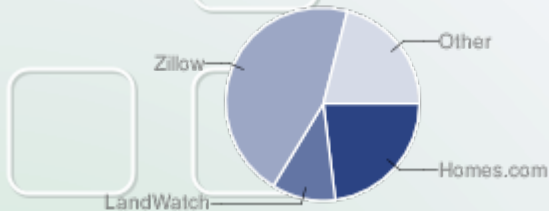
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Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?					
Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
HomeSteps	278	303	0	Not Applicable	Not Applicable
SearchALLProperties by L2L	3,024	246	0	17	Not Applicable
Property Shark	3,177	238	1	Not Provided	Not Provided
DODHousingNetwork	2,003	110	0	Not Applicable	Not Applicable
USHUD.com	3,083	100	11	Not Applicable	Not Applicable
RealSavvy	3,296	96	0	0	Not Applicable
HomeFacts	2,999	91	0	0	Not Provided
HomeStarSearch	3,296	66	6	Not Applicable	Not Applicable
MyRentToOwn.com	3,168	56	5	Not Applicable	Not Applicable
HouseHappy	2,920	52	0	Not Applicable	Not Applicable
Nestigator	3,298	43	0	0	Not Applicable
CommercialSearch	75	40	0	0	Not Applicable
Close2Homes	3,301	38	0	0	Not Applicable
FindTheBest Homes	3,000	35	1	Not Applicable	Not Applicable
LotNetwork.com	1,008	26	0	Not Applicable	Not Applicable
Investability	1,992	16	0	0	Not Applicable
Juwai	3,076	15	3	0	Not Applicable
New Home Source	121	15	0	Not Applicable	Not Applicable
Total		2,302,337	3,988	531	1

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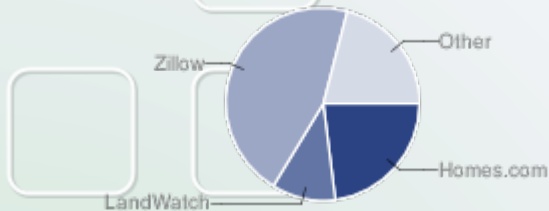
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Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
RealQuest Express	3,208	13	0	0	Not Provided
WikiRealty	2,879	12	0	0	Not Applicable
HouseHunt.com	2,954	10	6	1	Not Applicable
Joyful Home	3,298	10	0	Not Applicable	Not Applicable
eLookyLoo	3,076	6	0	0	Not Applicable
Harmon Homes	3,202	5	0	0	0
RealtyBid	3,214	4	0	Not Applicable	Not Applicable
Relola	3,296	4	0	Not Applicable	Not Applicable
FreedomSoft	3,051	2	0	Not Applicable	Not Applicable
Revestor	3,179	2	0	Not Applicable	Not Applicable
Showing Suite	4,107	2	0	Not Applicable	Not Applicable
Lifestyled Listings	3,157	1	0	Not Applicable	Not Applicable
AdWerx	3,018	0	0	Not Applicable	Not Applicable
DreamHomeList	3,184	0	0	Not Applicable	Not Applicable
FindAPlace4Me by VisualTour	3,013	0	0	Not Provided	Not Applicable
FixFlip	3,162	0	0	Not Applicable	Not Applicable
GCHomeSearch	3,166	0	0	Not Applicable	Not Applicable
Guidance Realty	3,005	0	0	0	Not Applicable
Total		2,302,337	3,988	531	1

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DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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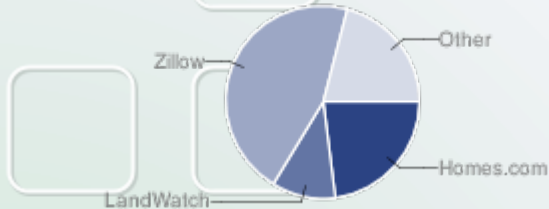
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Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?					
Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
Guyigu	3,168	0	0	Not Applicable	Not Applicable
Home2.me by TourFactory	2,962	0	19	0	Not Applicable
HomeWinks	3,054	0	0	Not Applicable	Not Applicable
Houses.net	3,160	0	0	Not Applicable	Not Applicable
HouseValueStore	3,088	0	1	Not Applicable	Not Applicable
ImagesWork by CirclePix	2,754	0	0	0	Not Applicable
Kahping	3,151	0	0	Not Applicable	Not Applicable
KeyBoom	3,746	0	0	0	Not Applicable
LearnMoreNow.com/FindHomes	3,194	0	0	Not Applicable	Not Applicable
ListReports	3,298	0	0	Not Applicable	Not Applicable
NestBuilder	3,135	0	0	Not Applicable	Not Applicable
Open Real Estate Community	3,030	0	0	0	Not Applicable
PocketListings	3,166	0	0	Not Applicable	Not Applicable
Rate My Agent	3,298	0	0	Not Applicable	Not Applicable
RealStir	3,186	0	Not Applicable	Not Applicable	Not Applicable
TotalExpert	3,168	0	0	Not Applicable	Not Applicable
Vast	4,425	0	4	Not Applicable	Not Applicable
Veracity	Not Provided	0	0	Not Provided	Not Provided
Total		2,302,337	3,988	531	1

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DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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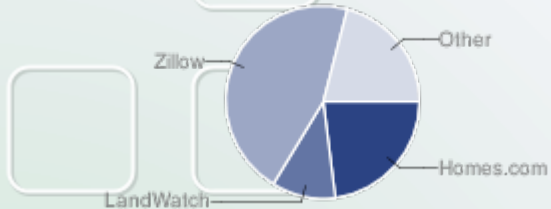
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Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?					
Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
VisualShows	3,694	0	0	Not Applicable	Not Applicable
Vscreen	3,151	0	0	0	Not Applicable
Ylopo	3,173	0	0	Not Applicable	Not Applicable
Ziptohome	3,166	0	0	0	Not Applicable
Organic	0	0	38	1	1
Back At You Media	3,168	Not Applicable	18	Not Applicable	Not Applicable
Total		2,302,337	3,988	531	1



Your Listing Asset Management Company

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
\$100K - \$200K - 3BR Residential - For Sale	737	338,684	213	74	1st
\$200K - \$300K - 4BR Residential - For Sale	487	241,450	110	32	2nd
\$200K - \$300K - 3BR Residential - For Sale	567	213,791	254	18	3rd
\$100K - \$200K - 4BR Residential - For Sale	413	206,615	43	32	4th
\$100K - \$200K - 2BR Residential - For Sale	326	117,085	99	31	5th
\$100K - \$200K Lots & Land - For Sale	504	45,590	491	36	6th
\$200K - \$300K - 5BR Residential - For Sale	176	105,129	55	14	7th
\$300K - \$400K - 4BR Residential - For Sale	208	96,012	74	10	8th
\$300K - \$400K - 3BR Residential - For Sale	216	67,118	137	10	9th
\$30K - \$40K Lots & Land - For Sale	227	17,169	166	37	10th

There are an additional 203 inventory categories that are not shown.

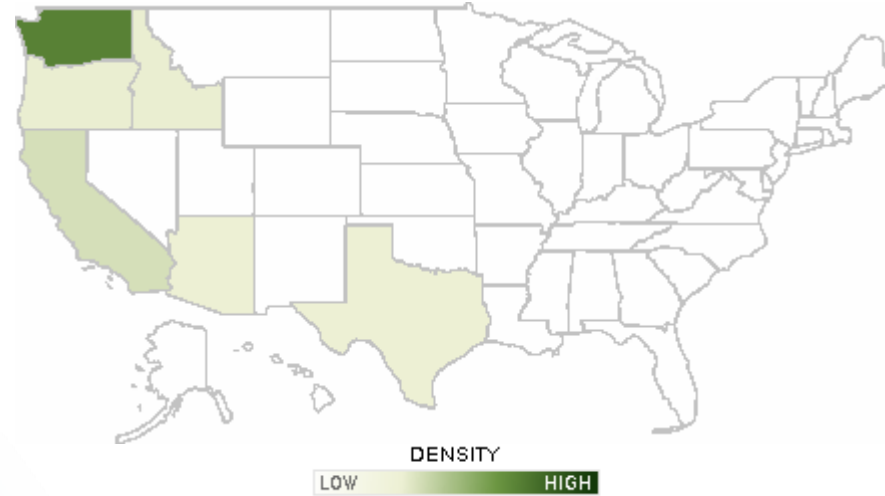
1-MONTH REPORT FOR YOUR LISTINGS

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
Washington	39,702	63%	1,248	48%	90	33%
California	6,625	11%	721	28%	118	44%
Oregon	1,926	3%	65	2%	2	1%
Idaho	1,905	3%	86	3%	5	2%
Texas	1,532	2%	89	3%	4	1%
Arizona	1,055	2%	52	2%	2	1%
Nevada	688	1%	35	1%	4	1%
Florida	616	1%	30	1%	30	11%
Utah	606	1%	15	1%	0	0%
Colorado	579	1%	25	1%	2	1%
Alaska	509	1%	9	0%	1	0%
Virginia	415	1%	14	1%	0	0%

→ Top Cities						
City	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Spokane, WA	19,084	32%	528	21%	39	16%
Seattle, WA	4,912	8%	91	4%	9	4%
Tacoma, WA	840	1%	15	1%	1	0%
Portland, OR	822	1%	40	2%	0	0%
Renton, WA	767	1%	23	1%	1	0%
Vancouver, WA	671	1%	30	1%	4	2%
Kent, WA	609	1%	8	0%	4	2%
Kennewick, WA	582	1%	25	1%	2	1%
Bothell, WA	435	1%	13	1%	3	1%
Liberty Lake, WA	407	1%	4	0%	0	0%
Everett, WA	383	1%	5	0%	0	0%
Post Falls, ID	365	1%	8	0%	2	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.

