



Your Listing Asset Management Company

31-DAY REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have **5,154** listings, and you are subscribed to **70** publishers. **2** of your brokers currently have a paid subscription to ListHub. You currently have **102** registered brokers using ListHub.

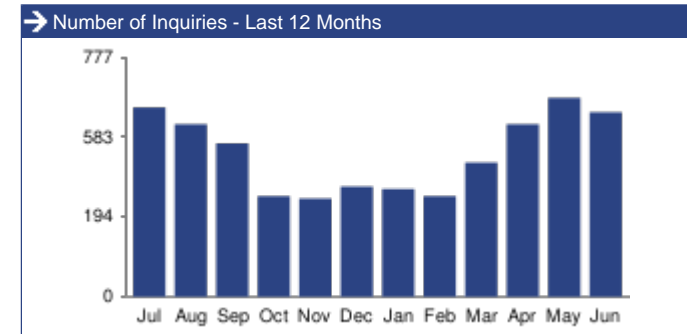
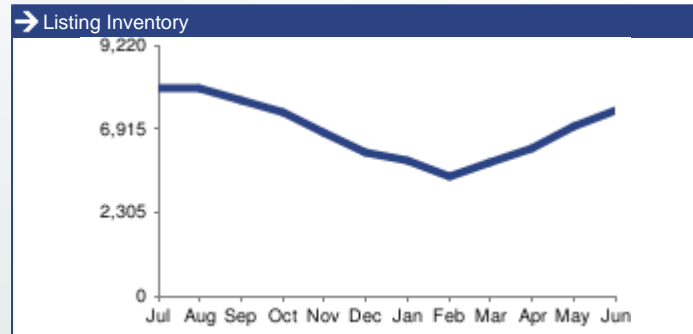
Terms are defined on the last page of this report.

→ Top Publishers by Number of Views

Publisher	Property Views	% of Views
Zillow	2,136,627	96%
Trulia	34,218	2%
LandWatch	15,953	1%

→ Top Locations of Your Online Consumers

City	Property Views	% of Views
Spokane, WA	17,233	31%
Seattle, WA	4,587	8%
Tacoma, WA	1,197	2%



→ Top Property Categories

Description	Listing Count	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank
\$100K - \$200K - 3BR Residential - For Sale	632	308,342	209	108	1st
\$200K - \$300K - 4BR Residential - For Sale	485	267,819	83	35	2nd
\$200K - \$300K - 3BR Residential - For Sale	495	182,875	209	39	3rd

31-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART

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

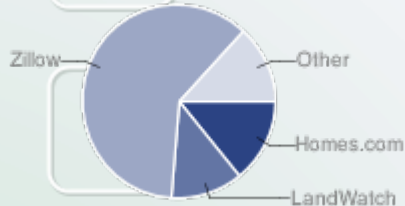
Views, visits, and inquiries are based on the number of listings displayed by the publisher. If the publisher displays a listing provided by a source other than ListHub or if a listing is not displayed due to an uploading error, the activity data for that listing is not included in ListHub reports.

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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	2,136,627	Not Applicable	309	Not Applicable
Trulia	Not Applicable	34,218	Not Applicable	0	0
LandWatch	3,296	15,953	1,489	50	Not Applicable
Homes.com	3,226	14,408	22	71	Not Applicable
Homes&Land	3,427	3,920	0	0	Not Applicable
Lands of America	1,400	3,560	0	12	Not Applicable
Keller Williams	502	2,358	0	5	Not Applicable
Point2 Homes	3,201	1,992	9	7	Not Applicable
LandAndFarm	1,536	1,781	1,812	13	Not Applicable
HomeFinder.com	4,094	1,288	85	5	Not Applicable
HomeBidz	2,085	898	3	2	Not Applicable
DigiPropz	3,341	701	2	5	Not Applicable
RealtyStore	3,177	624	1	Not Provided	Not Provided
LakeHomesUSA	3,172	444	107	3	Not Applicable
Foreclosure.com	3,230	442	0	0	Not Applicable
The Real Estate Book	3,236	388	4	0	Not Applicable
Joyful Home	3,344	225	0	Not Applicable	Not Applicable
Property Shark	3,239	208	3	Not Applicable	Not Applicable
<b>Total</b>		<b>2,221,368</b>	<b>3,645</b>	<b>492</b>	<b>0</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.

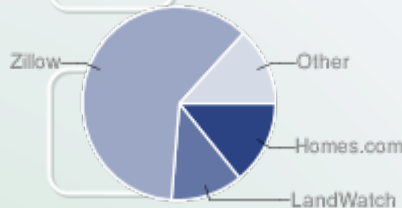
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Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
RealtyTrac	3,320	174	2	0	Not Applicable
HomeSteps	203	161	0	Not Applicable	Not Applicable
HomeFacts	3,070	148	0	2	Not Provided
New Home Source	174	126	2	Not Applicable	Not Applicable
MHBay	154	118	6	Not Provided	Not Provided
CommercialSearch	84	86	0	0	Not Applicable
MyRentToOwn.com	3,222	79	13	Not Applicable	Not Applicable
Juwai	3,120	76	42	0	Not Applicable
HouseHunt.com	3,063	69	0	0	Not Applicable
USHUD.com	3,188	63	5	Not Applicable	Not Applicable
HomeSpotter	3,392	47	Not Applicable	0	Not Applicable
HouseValueStore	3,184	45	0	0	Not Applicable
SearchALLProperties by L2L	3,112	32	0	7	Not Applicable
Properties Online	3,344	27	4	0	Not Applicable
LotNetwork.com	936	26	0	1	Not Applicable
Houses.net	3,201	16	0	Not Applicable	Not Applicable
Agorafy	3,199	8	3	0	Not Applicable
Mashvisor	3,201	8	0	Not Applicable	Not Applicable
<b>Total</b>		<b>2,221,368</b>	<b>3,645</b>	<b>492</b>	<b>0</b>

31-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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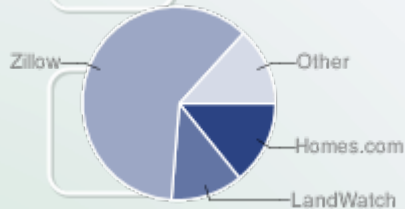
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Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
Nestigator	3,344	8	1	0	Not Applicable
RealQuest Express	3,242	7	0	0	Not Provided
eLookyLoo	3,283	3	0	0	Not Applicable
FreedomSoft	3,154	2	0	Not Applicable	Not Applicable
HousesForSale	3,219	2	0	Not Applicable	Not Applicable
AgentDesks	3,335	1	0	0	Not Applicable
Home2.me by TourFactory	3,223	1	1	0	Not Applicable
AdWerx	3,105	0	0	Not Applicable	Not Applicable
BDRMS	3,344	0	0	Not Applicable	Not Applicable
Close2Homes	3,337	0	0	0	Not Applicable
DreamHomeList	3,215	0	0	Not Applicable	Not Applicable
FindAPlace4Me by VisualTour	3,103	0	0	Not Applicable	Not Applicable
GCHomeSearch	3,219	0	0	Not Applicable	Not Applicable
Guidance Realty	3,100	0	0	0	Not Applicable
Harmon Homes	3,253	0	0	0	0
HomePriceTrends	3,201	0	0	Not Applicable	Not Applicable
HomeWinks	3,154	0	1	Not Applicable	Not Applicable
ImagesWork by CirclePix	2,922	0	0	Not Applicable	Not Applicable
<b>Total</b>		<b>2,221,368</b>	<b>3,645</b>	<b>492</b>	<b>0</b>

31-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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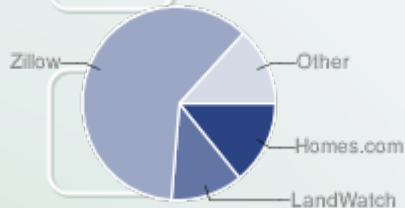
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Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
Investability	2,109	0	0	Not Applicable	Not Applicable
Kahping	3,210	0	0	Not Applicable	Not Applicable
LearnMoreNow.com/FindHomes	3,251	0	0	Not Applicable	Not Applicable
ListReports	3,344	0	0	Not Applicable	Not Applicable
Nextdoor	3,034	0	0	Not Applicable	Not Applicable
Open Real Estate Community	3,096	0	0	0	Not Applicable
Rate My Agent	3,335	0	0	Not Applicable	Not Applicable
Relola	3,341	0	0	Not Applicable	Not Applicable
Showing Suite	3,569	0	0	Not Applicable	Not Applicable
Sodichan	3,219	0	0	0	Not Applicable
TotalExpert	3,213	0	0	Not Applicable	Not Applicable
VisualShows	3,216	0	0	Not Applicable	Not Applicable
Vscreen	3,210	0	0	0	Not Applicable
WikiRealty	2,994	0	0	0	Not Applicable
Ylopo	3,210	0	0	0	Not Applicable
Zumper	2,974	0	0	0	Not Applicable
Organic	0	0	25	0	0
Back At You Media	3,222	Not Applicable	3	Not Applicable	Not Applicable
<b>Total</b>		<b>2,221,368</b>	<b>3,645</b>	<b>492</b>	<b>0</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.

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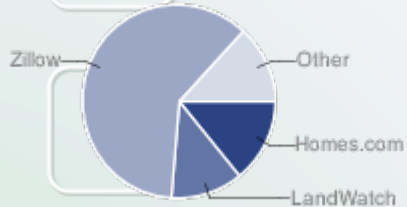
Terms are defined on the last page of this report.

How Do The Publishers Compare?					
Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
LiquidusMedia	482	Not Applicable	Not Applicable	Not Applicable	Not Applicable
<b>Total</b>		<b>2,221,368</b>	<b>3,645</b>	<b>492</b>	<b>0</b>

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
\$100K - \$200K - 3BR Residential - For Sale	632	308,342	209	108	1st
\$200K - \$300K - 4BR Residential - For Sale	485	267,819	83	35	2nd
\$200K - \$300K - 3BR Residential - For Sale	495	182,875	209	39	3rd
\$100K - \$200K - 4BR Residential - For Sale	283	156,177	45	42	4th
\$100K - \$200K - 2BR Residential - For Sale	329	111,911	110	39	5th
\$300K - \$400K - 4BR Residential - For Sale	262	117,179	100	16	6th
\$300K - \$400K - 3BR Residential - For Sale	222	87,873	143	12	7th
\$100K - \$200K Lots & Land - For Sale	500	45,331	388	14	8th
\$200K - \$300K - 5BR Residential - For Sale	134	77,061	30	9	9th
\$40K - \$50K Lots & Land - For Sale	193	15,792	214	24	10th

There are an additional 190 inventory categories that are not shown.

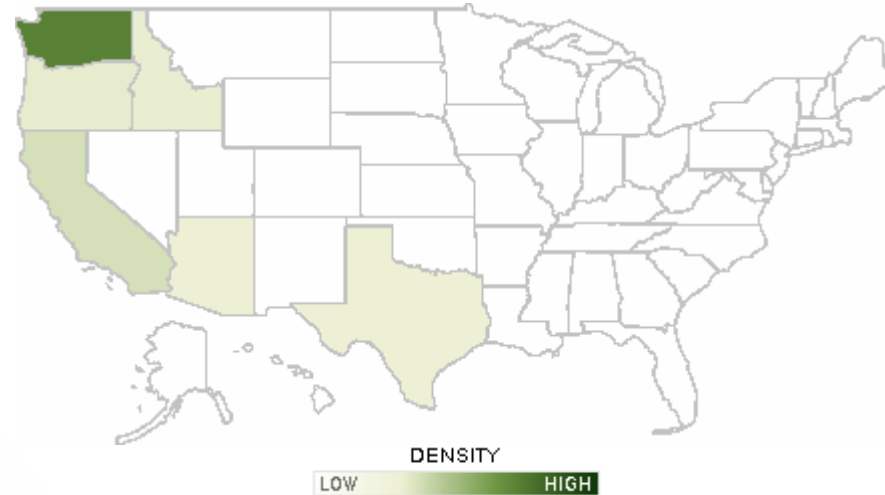
31-DAY REPORT FOR YOUR LISTINGS

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
Washington	38,024	63%	985	60%	159	65%
California	6,317	11%	156	10%	23	9%
Oregon	2,450	4%	63	4%	5	2%
Idaho	1,732	3%	51	3%	10	4%
Texas	1,488	2%	43	3%	15	6%
Arizona	941	2%	34	2%	3	1%
Alaska	606	1%	22	1%	3	1%
Utah	604	1%	24	1%	0	0%
Colorado	530	1%	13	1%	3	1%
Florida	528	1%	8	0%	1	0%
Nevada	514	1%	5	0%	3	1%
Illinois	409	1%	21	1%	0	0%

→ Top Cities						
City	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Spokane, WA	17,233	31%	461	30%	41	18%
Seattle, WA	4,587	8%	103	7%	18	8%
Tacoma, WA	1,197	2%	18	1%	6	3%
Portland, OR	1,069	2%	32	2%	4	2%
Federal Way, WA	782	1%	24	2%	11	5%
Kent, WA	723	1%	9	1%	0	0%
Mountain View, CA	446	1%	4	0%	9	4%
Bothell, WA	435	1%	14	1%	4	2%
Kennewick, WA	425	1%	15	1%	7	3%
Puyallup, WA	418	1%	3	0%	2	1%
Renton, WA	393	1%	10	1%	3	1%
Liberty Lake, WA	366	1%	0	0%	0	0%



→ 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.

