



Your Listing Asset Management Company

1-MONTH REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have **4,899** listings, and you are subscribed to **70** publishers. **3** of your brokers currently have a paid subscription to ListHub. You currently have **98** registered brokers using ListHub.

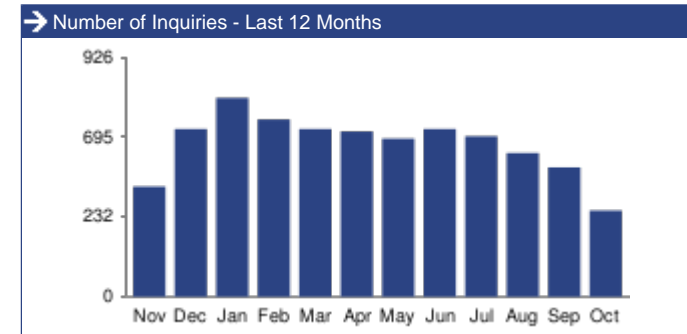
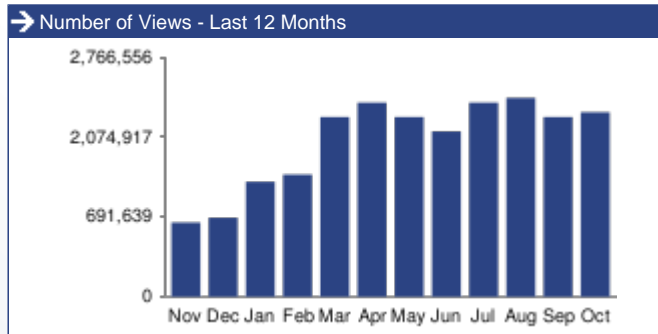
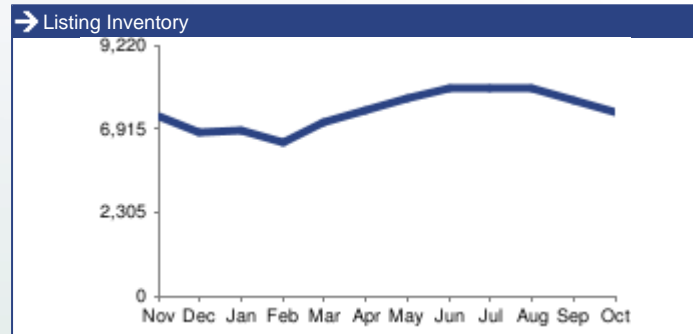
Terms are defined on the last page of this report.

→ Top Publishers by Number of Views

Publisher	Property Views	% of Views
Zillow	2,062,421	97%
Trulia	23,453	1%
Homes.com	19,414	1%

→ Top Locations of Your Online Consumers

City	Property Views	% of Views
Spokane, WA	14,686	33%
Seattle, WA	3,747	8%
Dallas, TX	980	2%



→ Metrics Alert: Reported Issue(s)
 A potential reporting issue has been identified with Relola. Thank you for your patience while we investigate and work to remedy the situation.

→ Top Property Categories

Description	Listing Count	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank
\$100K - \$200K - 3BR Residential - For Sale	660	357,953	115	51	1st
\$200K - \$300K - 4BR Residential - For Sale	411	220,715	74	29	2nd
\$100K - \$200K - 4BR Residential - For Sale	365	223,192	34	22	3rd



1-MONTH REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART

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

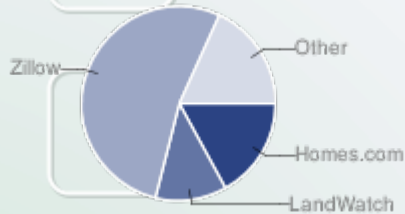
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Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
Zillow	Not Applicable	2,062,421	Not Applicable	170	Not Applicable
Trulia	Not Applicable	23,453	Not Applicable	0	0
Homes.com	2,560	19,414	14	54	Not Applicable
LandWatch	2,862	11,877	1,094	28	Not Applicable
Lands of America	1,294	4,704	1	14	Not Applicable
Homes&Land	2,938	2,059	0	Not Provided	Not Provided
HomeBidz	1,687	1,805	5	12	Not Applicable
HomeFinder.com	3,727	1,683	101	0	Not Applicable
Keller Williams	432	1,235	0	2	Not Applicable
Point2 Homes	2,804	1,198	5	0	Not Applicable
LandAndFarm	1,456	1,017	243	6	Not Applicable
HouseHappy	2,573	968	0	Not Applicable	Not Applicable
RealtyStore	2,722	885	2	Not Provided	Not Provided
HomeSpotter	2,918	802	Not Applicable	Not Applicable	Not Applicable
Foreclosure.com	2,825	766	0	0	Not Applicable
LakeHomesUSA	2,732	434	75	0	Not Applicable
The Real Estate Book	3,171	296	6	0	Not Applicable
Juwai	2,718	179	8	1	Not Applicable
Total		2,136,805	1,675	303	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.

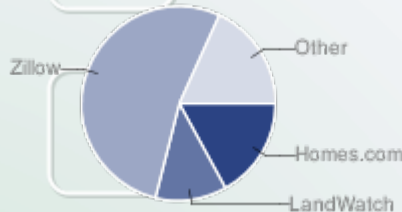
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Views by Publisher



Inquiries by Publisher



→ How Do The Publishers Compare?					
Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
MHBay	127	178	2	Not Provided	Not Provided
RealtyTrac	2,701	174	5	0	Not Applicable
SearchALLProperties by L2L	2,676	155	0	16	Not Applicable
HomeSteps	244	126	0	Not Applicable	Not Applicable
MyRentToOwn.com	2,807	123	4	Not Applicable	Not Applicable
HomeStarSearch	2,917	115	0	Not Applicable	Not Applicable
CommercialSearch	74	106	0	0	Not Applicable
HomeFacts	2,645	96	6	0	Not Provided
Property Shark	2,820	76	1	Not Provided	Not Provided
HouseHunt.com	2,614	65	2	0	Not Applicable
Investability	1,724	65	0	0	Not Applicable
USHUD.com	2,732	56	22	Not Applicable	Not Applicable
New Home Source	124	50	0	Not Applicable	Not Applicable
Nestigator	2,917	40	0	0	Not Applicable
Houses.net	2,804	32	0	Not Applicable	Not Applicable
FindTheBest Homes	2,641	31	0	Not Applicable	Not Applicable
Joyful Home	2,917	31	0	Not Applicable	Not Applicable
Close2Homes	2,918	20	0	0	Not Applicable
Total		2,136,805	1,675	303	1

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DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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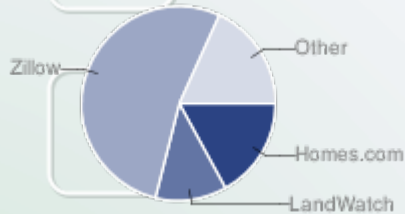
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Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
Guyigu	2,807	15	0	Not Applicable	Not Applicable
LotNetwork.com	918	12	0	Not Applicable	Not Applicable
WikiRealty	2,562	12	0	0	Not Applicable
FreedomSoft	2,700	10	0	Not Applicable	Not Applicable
RealQuest Express	2,828	7	0	0	Not Provided
Home2.me by TourFactory	2,622	3	13	0	Not Applicable
Lifestyled Listings	2,807	3	0	Not Applicable	Not Applicable
GCHomeSearch	2,807	2	0	Not Applicable	Not Applicable
Harmon Homes	2,829	2	0	0	0
eLookyLoo	2,718	1	0	0	Not Applicable
RealSavvy	2,917	1	0	0	Not Applicable
Relola ⚠	2,917	1	0	Not Applicable	Not Applicable
Ylopo	2,804	1	0	Not Applicable	Not Applicable
AdWerx	2,665	0	0	Not Applicable	Not Applicable
DODHousingNetwork	1,724	0	0	Not Applicable	Not Applicable
DreamHomeList	2,808	0	0	Not Applicable	Not Applicable
FindAPlace4Me by VisualTour	2,664	0	0	Not Provided	Not Applicable
FixFlip	2,804	0	3	Not Applicable	Not Applicable
Total		2,136,805	1,675	303	1

1-MONTH REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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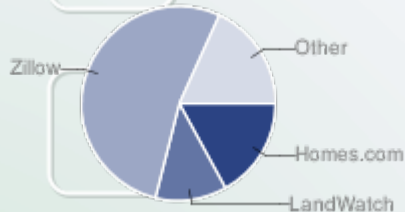
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Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

Publisher	Listings Total	Consumer Traffic		Inquiries		
		Property Views	Click-Throughs (Visits)	Email	Phone	
Guidance Realty	2,656	0	0	0	Not Applicable	
HomeWinks	2,700	0	0	Not Applicable	Not Applicable	
HouseValueStore	2,733	0	1	Not Applicable	Not Applicable	
ImagesWork by CirclePix	2,429	0	0	0	Not Applicable	
Kahping	2,804	0	0	Not Applicable	Not Applicable	
KeyBoom	3,245	0	0	0	Not Applicable	
LearnMoreNow.com/FindHomes	2,828	0	0	Not Applicable	Not Applicable	
ListReports	2,917	0	0	Not Applicable	Not Applicable	
Open Real Estate Community	2,665	0	0	0	Not Applicable	
Rate My Agent	2,917	0	0	Not Applicable	Not Applicable	
RealtyBid	2,831	0	0	Not Applicable	Not Applicable	
Revestor	2,807	0	0	Not Applicable	Not Applicable	
Showing Suite	3,549	0	0	Not Applicable	Not Applicable	
TotalExpert	2,807	0	0	Not Applicable	Not Applicable	
Vast	3,901	0	4	Not Applicable	Not Applicable	
Veracity	Not Provided	0	0	Not Provided	Not Provided	
VisualShows	3,212	0	0	Not Applicable	Not Applicable	
Vscreen	2,804	0	0	0	Not Applicable	
Total			2,136,805	1,675	303	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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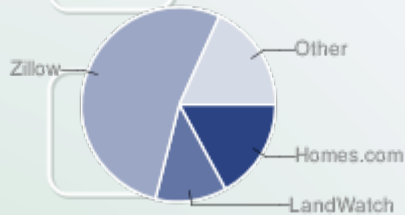
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How Do The Publishers Compare?					
Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
Organic	0	0	49	0	1
Back At You Media	2,807	Not Applicable	9	Not Applicable	Not Applicable
LiquidusMedia	420	Not Applicable	Not Applicable	Not Applicable	Not Applicable
Total		2,136,805	1,675	303	1

Views by Publisher



Inquiries by Publisher





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	660	357,953	115	51	1st
\$200K - \$300K - 4BR Residential - For Sale	411	220,715	74	29	2nd
\$100K - \$200K - 4BR Residential - For Sale	365	223,192	34	22	3rd
\$200K - \$300K - 3BR Residential - For Sale	437	180,059	91	22	4th
\$100K - \$200K - 2BR Residential - For Sale	280	113,156	53	8	5th
\$200K - \$300K - 5BR Residential - For Sale	141	100,861	22	10	6th
\$100K - \$200K Lots & Land - For Sale	495	44,390	129	10	7th
\$300K - \$400K - 4BR Residential - For Sale	178	85,449	25	2	8th
\$100K - \$200K - 5BR Residential - For Sale	71	47,444	13	8	9th
\$300K - \$400K - 5BR Residential - For Sale	104	57,080	9	3	10th

There are an additional 195 inventory categories that are not shown.

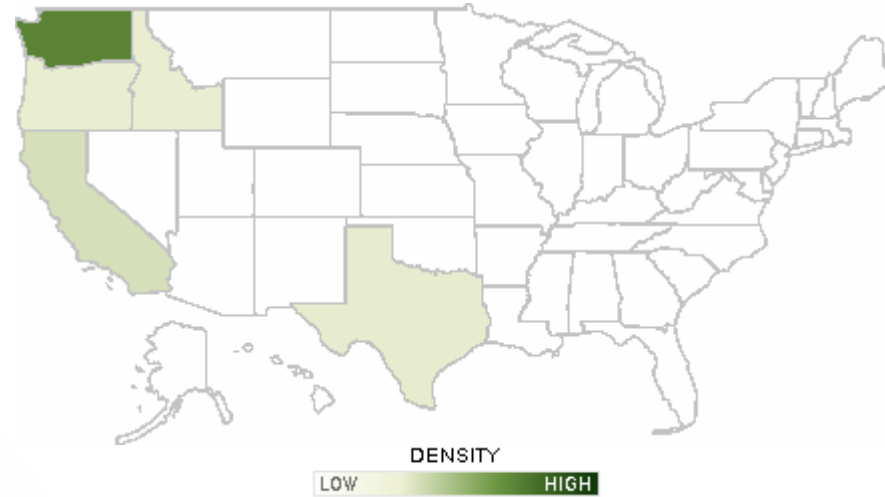
1-MONTH REPORT FOR YOUR LISTINGS

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.



→ Top States						
State	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Washington	29,216	62%	706	56%	52	59%
California	5,104	11%	176	14%	21	24%
Texas	2,089	4%	64	5%	0	0%
Oregon	1,380	3%	55	4%	0	0%
Idaho	1,369	3%	38	3%	2	2%
Arizona	666	1%	15	1%	0	0%
Colorado	630	1%	21	2%	1	1%
Nevada	487	1%	13	1%	0	0%
Florida	426	1%	22	2%	6	7%
Alaska	398	1%	8	1%	0	0%
Utah	350	1%	11	1%	0	0%
Virginia	277	1%	10	1%	0	0%

→ Top Cities						
City	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Spokane, WA	14,686	33%	287	24%	16	19%
Seattle, WA	3,747	8%	100	8%	10	12%
Dallas, TX	980	2%	1	0%	0	0%
Tacoma, WA	647	1%	12	1%	1	1%
Kent, WA	505	1%	6	0%	0	0%
Portland, OR	473	1%	33	3%	0	0%
Liberty Lake, WA	447	1%	4	0%	1	1%
Federal Way, WA	385	1%	9	1%	0	0%
Bellevue, WA	384	1%	17	1%	0	0%
Renton, WA	379	1%	11	1%	4	5%
Colbert, WA	317	1%	3	0%	0	0%
Los Angeles, CA	302	1%	10	1%	5	6%

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.

 - Metrics Alert. Our systems monitor the quality and accuracy of metrics we receive from publishers. If we receive metrics data that is incorrect or requires validation, the Metrics Alert Icon will display beside that publisher on your report, along with details about the issue.