ListHub

1-MONTH REPORT FOR YOUR LISTINGS

Your Listing Asset Management Company

EXECUTIVE SUMMARY

You currently have **3,246** listings, and you are subscribed to **97** publishers. **4** of your brokers currently have a paid subscription to ListHub. You currently have **105** registered brokers using ListHub.

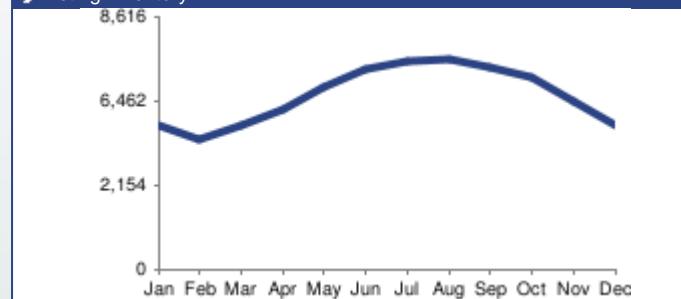*Terms are defined on the last page of this report.*

→ Top Publishers by Number of Views

Publisher	Property Views	% of Views
Zillow	916,665	93%
Trulia	34,657	4%
LandWatch	11,355	1%

→ Top Locations of Your Online Consumers

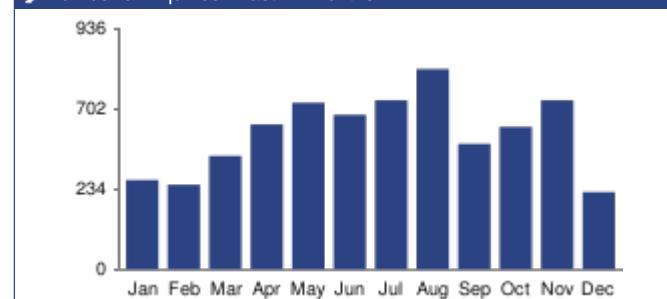| City	Property Views	% of Views
Spokane, WA	12,992	29%
Seattle, WA	3,576	8%
Kent, WA	854	2%

→ Listing Inventory

→ Number of Views - Last 12 Months
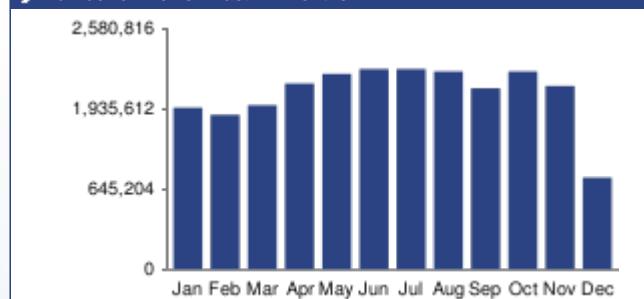
→ Number of Inquiries - Last 12 Months

→ Metrics Alert: Reported Issue(s)

A potential reporting issue has been identified with PropertySimple. 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	389	140,007	87	53	1st
$200K - $300K - 3BR Residential - For Sale	307	93,996	158	23	2nd
$200K - $300K - 4BR Residential - For Sale	227	100,812	14	5	3rd

1-MONTH REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART

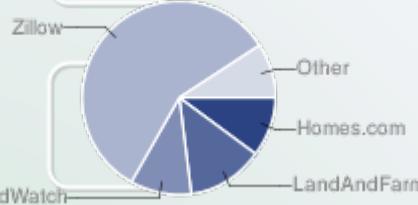This report shows a comparison of activity generated from your listings online.

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.

Views by Publisher

Inquiries by Publisher

→ How Do The Publishers Compare?

Publisher	Listings	Consumer Traffic		Inquiries	
	Total	Property Views	Click-Throughs (Visits)	Email	Phone
Zillow	*Not Applicable*	916,665	*Not Applicable*	147	*Not Applicable*
Trulia	*Not Applicable*	34,657	*Not Applicable*	0	0
LandWatch	2,415	11,355	843	22	*Not Applicable*
Homes.com	2,243	5,445	5	26	*Not Applicable*
LandAndFarm	1,353	4,487	1,952	30	*Not Applicable*
Lands of America	1,240	3,890	0	1	*Not Applicable*
Homes&Land	2,497	1,438	0	0	*Not Applicable*
Point2 Homes	2,394	1,312	12	2	*Not Applicable*
DigiPropz	2,486	1,250	1	3	*Not Applicable*
Keller Williams	351	1,214	0	2	*Not Applicable*
HomeFinder.com	2,963	481	18	0	*Not Applicable*
Foreclosure.com	2,402	474	2	0	*Not Applicable*
HomeBidz	1,289	385	0	0	*Not Applicable*
LakeHomesUSA	2,351	282	18	1	*Not Applicable*
RealtyStore	2,350	216	1	2	*Not Provided*
HomeSteps	179	192	0	*Not Applicable*	*Not Applicable*
HomeSpotter	2,486	169	*Not Applicable*	0	*Not Applicable*
Property Shark	2,404	141	3	*Not Applicable*	*Not Applicable*
Total		**984,924**	**2,948**	**246**	**1**

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.

Views by Publisher

Inquiries by Publisher

➜ How Do The Publishers Compare?

	Listings	Consumer Traffic		Inquiries	
Publisher	Total	Property Views	Click-Throughs (Visits)	Email	Phone
Juwai	2,316	137	2	0	*Not Applicable*
The Real Estate Book 📱	2,354	122	3	0	*Not Applicable*
RealtyTrac	2,392	99	5	1	*Not Applicable*
Properties Online	2,486	64	7	0	*Not Applicable*
HouseHunt.com	2,264	54	0	0	*Not Applicable*
MHBay	88	49	5	*Not Provided*	*Not Provided*
AgentDesks	2,486	42	0	0	*Not Applicable*
Houses.net	2,394	42	0	*Not Applicable*	*Not Applicable*
LotNetwork.com	880	37	1	0	*Not Applicable*
Kahping	2,394	31	1	*Not Applicable*	*Not Applicable*
HouseValueStore	2,354	29	0	0	*Not Applicable*
USHUD.com	2,354	29	28	*Not Applicable*	*Not Applicable*
New Home Source	186	25	0	*Not Applicable*	*Not Applicable*
Nestigator	2,486	24	0	0	*Not Applicable*
HomeFacts	2,279	22	0	0	*Not Provided*
Mashvisor	2,394	17	4	*Not Applicable*	*Not Applicable*
SearchALLProperties by L2L	2,293	13	0	8	*Not Applicable*
PropertySimple ⚠️	2,366	12	0	0	0
Total		**984,924**	**2,948**	**246**	**1**

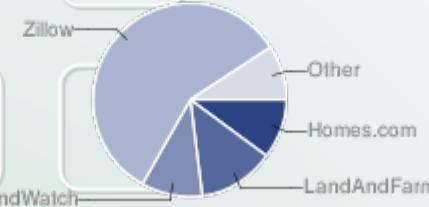This report shows a comparison of activity generated from your listings online.

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.

Views by Publisher

Inquiries by Publisher

➤ How Do The Publishers Compare?

Publisher	Listings Total	Consumer Traffic Property Views	Click-Throughs (Visits)	Inquiries Email	Phone
RealQuest Express	2,405	8	0	0	*Not Provided*
GetInHouse	2,455	5	0	*Not Applicable*	*Not Applicable*
HousesForSale	2,397	4	0	*Not Applicable*	*Not Applicable*
eLookyLoo	2,408	1	0	0	*Not Applicable*
FreedomSoft	2,300	1	0	*Not Applicable*	*Not Applicable*
Harmon Homes	2,405	1	0	0	0
LearnMoreNow.com/FindHomes	2,405	1	1	*Not Applicable*	*Not Applicable*
WikiRealty	2,225	1	0	0	*Not Applicable*
Ylopo	2,394	1	0	0	*Not Applicable*
AdWerx	2,290	0	0	*Not Applicable*	*Not Applicable*
Agorafy	2,393	0	0	0	*Not Applicable*
Apartments.com	17	0	0	0	*Not Applicable*
BDRMS	2,486	0	0	*Not Applicable*	*Not Applicable*
Close2Homes	2,486	0	0	0	*Not Applicable*
DitchTheSpace	2,434	0	0	0	*Not Applicable*
DreamHomeList	2,397	0	0	*Not Applicable*	*Not Applicable*
EnclosureSites.com	2,394	0	0	0	*Not Applicable*
FindAPlace4Me by VisualTour	2,290	0	0	*Not Applicable*	*Not Applicable*
Total		**984,924**	**2,948**	**246**	**1**

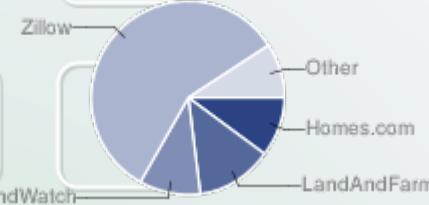This report shows a comparison of activity generated from your listings online.

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.

Views by Publisher

Inquiries by Publisher

➔ How Do The Publishers Compare?

	Listings	Consumer Traffic		Inquiries	
Publisher	Total	Property Views	Click-Throughs (Visits)	Email	Phone
Guidance Realty	2,289	0	0	0	*Not Applicable*
Home2.me by TourFactory	2,357	0	1	0	*Not Applicable*
HomePriceTrends	2,394	0	0	*Not Applicable*	*Not Applicable*
HomeWinks	2,300	0	0	*Not Applicable*	*Not Applicable*
ImagesWork by CirclePix	2,130	0	0	*Not Applicable*	*Not Applicable*
ListReports	2,486	0	0	*Not Applicable*	*Not Applicable*
MyRentToOwn.com	2,397	0	0	*Not Applicable*	*Not Applicable*
Open Real Estate Community	2,290	0	0	0	*Not Applicable*
PNC	1,320	0	0	0	*Not Applicable*
Rate My Agent	2,486	0	0	*Not Applicable*	*Not Applicable*
Relola	2,486	0	0	*Not Applicable*	*Not Applicable*
Rentberry	17	0	0	*Not Applicable*	*Not Applicable*
RentHop	2,348	0	0	*Not Provided*	*Not Provided*
RentRange	16	0	0	0	*Not Provided*
rePrnt	2,397	0	0	0	*Not Applicable*
Showing Suite	2,558	0	0	*Not Applicable*	*Not Applicable*
Sodichan	2,397	0	0	0	*Not Applicable*
TotalExpert	2,397	0	0	*Not Applicable*	*Not Applicable*
Total		**984,924**	**2,948**	**246**	**1**

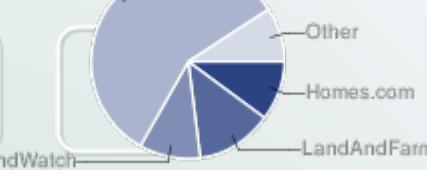This report shows a comparison of activity generated from your listings online.

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.

Views by Publisher

Inquiries by Publisher

→ How Do The Publishers Compare?

Publisher	Listings	Consumer Traffic		Inquiries	
	Total	Property Views	Click-Throughs (Visits)	Email	Phone
Vscreen	2,394	0	0	0	*Not Applicable*
Zonda	2,486	0	0	0	*Not Applicable*
Zumper	2,149	0	0	0	*Not Applicable*
Organic	0	0	31	1	1
Back At You Media	2,397	*Not Applicable*	4	*Not Applicable*	*Not Applicable*
LiquidusMedia	339	*Not Applicable*	*Not Applicable*	*Not Applicable*	*Not Applicable*
Total		**984,924**	**2,948**	**246**	**1**

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	389	140,007	87	53	1st
$200K - $300K - 3BR Residential - For Sale	307	93,996	158	23	2nd
$200K - $300K - 4BR Residential - For Sale	227	100,812	14	5	3rd
$100K - $200K - 4BR Residential - For Sale	166	74,932	16	9	4th
$100K - $200K - 2BR Residential - For Sale	192	42,778	68	14	5th
$300K - $400K - 4BR Residential - For Sale	174	48,871	57	10	6th
$100K - $200K Lots & Land - For Sale	448	23,860	392	6	7th
$300K - $400K - 3BR Residential - For Sale	151	34,399	97	2	8th
$30K - $40K Lots & Land - For Sale	145	7,626	284	10	9th
$300K - $400K - 5BR Residential - For Sale	62	28,380	11	5	10th

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

ListHub — Your Listing Asset Management Company

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
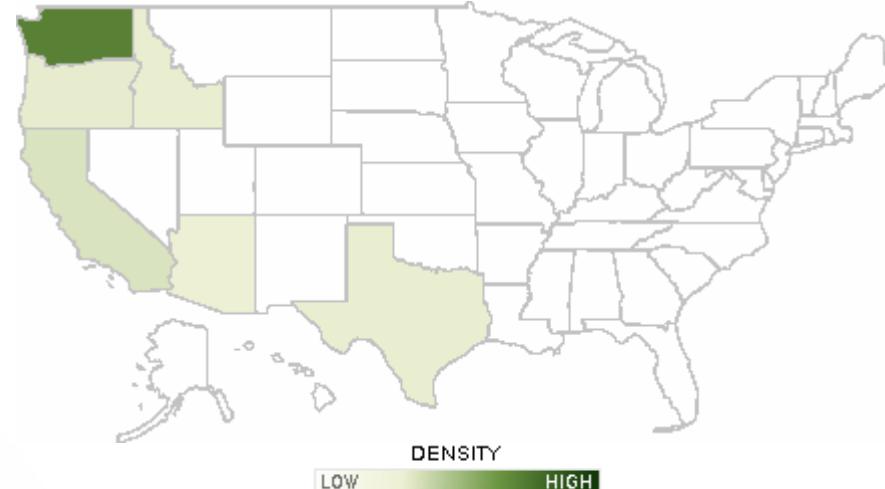
→ Top States

State	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Washington	31,196	63%	572	54%	77	64%
California	4,692	9%	104	10%	9	8%
Oregon	1,811	4%	90	8%	5	4%
Idaho	1,646	3%	25	2%	3	2%
Texas	1,256	3%	34	3%	2	2%
Arizona	1,051	2%	8	1%	0	0%
Florida	570	1%	13	1%	5	4%
Nevada	473	1%	10	1%	1	1%
Colorado	440	1%	37	3%	0	0%
Utah	391	1%	1	0%	0	0%
Illinois	376	1%	9	1%	0	0%
Alaska	348	1%	3	0%	0	0%

→ Top Cities

City	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Spokane, WA	12,992	29%	187	19%	34	31%
Seattle, WA	3,576	8%	60	6%	9	8%
Kent, WA	854	2%	45	5%	6	6%
Portland, OR	788	2%	21	2%	3	3%
Tacoma, WA	694	2%	7	1%	2	2%
Federal Way, WA	469	1%	13	1%	0	0%
Prescott, AZ	427	1%	0	0%	0	0%
Liberty Lake, WA	419	1%	0	0%	0	0%
Post Falls, ID	400	1%	4	0%	0	0%
Renton, WA	391	1%	7	1%	0	0%
Vancouver, WA	389	1%	8	1%	0	0%
Kirkland, WA	352	1%	7	1%	0	0%

ListHub

Your Listing Asset Management Company

➜ 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.