



Your Listing Asset Management Company

31-DAY REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have **4,122** listings, and you are subscribed to **67** publishers. **2** of your brokers currently have a paid subscription to ListHub. You currently have **102** registered brokers using ListHub.

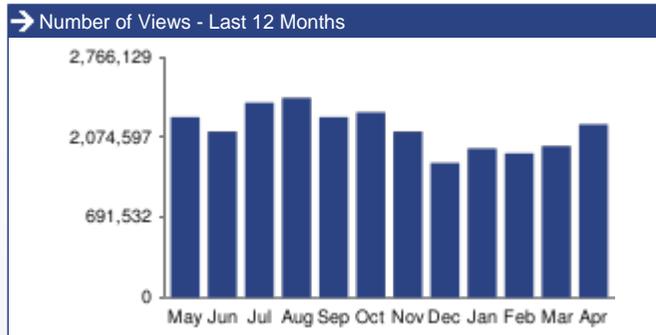
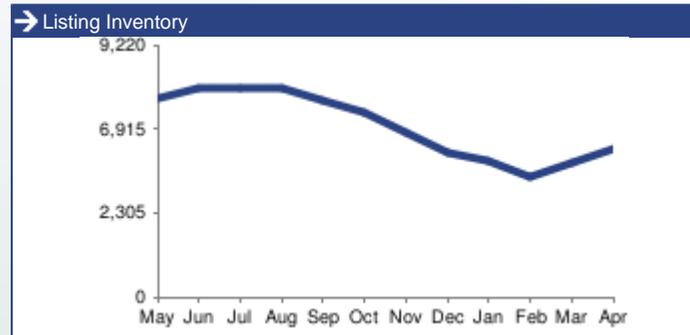
Terms are defined on the last page of this report.

→ Top Publishers by Number of Views

Publisher	Property Views	% of Views
Zillow	1,978,178	96%
Trulia	27,095	1%
LandWatch	16,567	1%

→ Top Locations of Your Online Consumers

City	Property Views	% of Views
Spokane, WA	18,839	34%
Seattle, WA	5,175	9%
Tacoma, WA	1,096	2%



→ Metrics Alert: Reported Issue(s)  
 A potential reporting issue has been identified with Close2Homes. 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	483	312,865	221	85	1st
\$200K - \$300K - 4BR Residential - For Sale	339	240,537	39	20	2nd
\$200K - \$300K - 3BR Residential - For Sale	393	199,728	254	29	3rd



31-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART

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

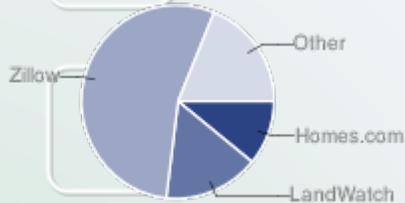
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Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
Zillow	Not Applicable	1,978,178	Not Applicable	232	Not Applicable
Trulia	Not Applicable	27,095	Not Applicable	0	0
LandWatch	2,672	16,567	1,706	50	Not Applicable
Homes.com	2,537	15,327	25	44	Not Applicable
LandAndFarm	1,241	6,687	610	11	Not Applicable
Lands of America	1,128	4,324	1,895	23	Not Applicable
Homes&Land	2,754	2,827	0	0	Not Applicable
Point2 Homes	2,577	2,364	20	11	Not Applicable
Keller Williams	369	2,127	0	3	Not Applicable
HomeFinder.com	3,287	1,762	104	0	Not Applicable
HomeBidz	1,612	1,174	3	21	Not Applicable
RealtyStore	2,549	819	4	Not Provided	Not Provided
DigiPropz	2,703	682	0	3	Not Applicable
Foreclosure.com	2,607	474	0	0	Not Applicable
LakeHomesUSA	2,553	309	27	0	Not Applicable
HomeSteps	137	306	0	Not Applicable	Not Applicable
The Real Estate Book	2,595	222	6	0	Not Applicable
RealtyTrac	2,672	173	10	1	Not Applicable
<b>Total</b>		<b>2,062,425</b>	<b>4,534</b>	<b>401</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.

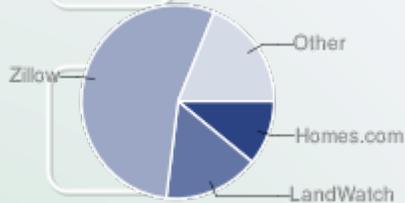
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Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
MHBay	124	153	3	Not Provided	Not Provided
Juwai	2,499	123	2	0	Not Applicable
USHUD.com	2,560	119	16	Not Applicable	Not Applicable
HomeFacts	2,460	113	0	0	Not Provided
New Home Source	155	82	0	Not Applicable	Not Applicable
HouseHunt.com	2,440	79	1	0	Not Applicable
Property Shark	2,613	70	6	Not Provided	Not Provided
SearchALLProperties by L2L	2,483	51	0	2	Not Applicable
MyRentToOwn.com	2,586	44	1	Not Applicable	Not Applicable
HousesForSale	2,586	40	0	Not Applicable	Not Applicable
Houses.net	2,577	33	0	Not Applicable	Not Applicable
HomeSpotter	2,738	28	Not Applicable	0	Not Applicable
HouseValueStore	2,561	15	1	0	Not Applicable
eLookyLoo	2,617	13	0	0	Not Applicable
LotNetwork.com	776	12	0	0	Not Applicable
Joyful Home	2,705	6	0	Not Applicable	Not Applicable
Mashvisor	2,577	5	1	Not Applicable	Not Applicable
RealQuest Express	2,616	5	0	0	Not Provided
<b>Total</b>		<b>2,062,425</b>	<b>4,534</b>	<b>401</b>	<b>0</b>

31-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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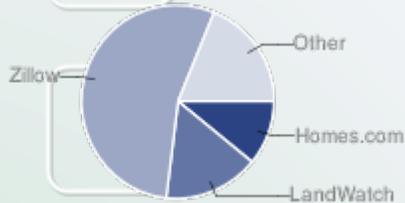
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Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

Publisher	Listings Total	Consumer Traffic		Inquiries		
		Property Views	Click-Throughs (Visits)	Email	Phone	
VisualShows	2,592	4	0	Not Applicable	Not Applicable	
WikiRealty	2,400	4	1	0	Not Applicable	
FreedomSoft	2,553	3	0	Not Applicable	Not Applicable	
Nestigator	2,703	3	0	0	Not Applicable	
AdWerx	2,478	2	0	Not Applicable	Not Applicable	
Relola	2,703	1	0	Not Applicable	Not Applicable	
AgentDesks	2,703	0	0	0	Not Applicable	
BDRMS	2,705	0	0	Not Applicable	Not Applicable	
Close2Homes ⚠	2,704	0	0	0	Not Applicable	
CommercialSearch	90	0	0	0	Not Applicable	
DreamHomeList	2,587	0	0	Not Applicable	Not Applicable	
FindAPlace4Me by VisualTour	2,475	0	0	Not Provided	Not Applicable	
GCHomeSearch	2,586	0	0	Not Applicable	Not Applicable	
Guidance Realty	2,474	0	0	0	Not Applicable	
Harmon Homes	2,619	0	0	0	0	
Home2.me by TourFactory	2,561	0	10	0	Not Applicable	
HomePocket	2,705	0	0	0	Not Applicable	
HomePriceTrends	2,577	0	0	Not Applicable	Not Applicable	
<b>Total</b>			<b>2,062,425</b>	<b>4,534</b>	<b>401</b>	<b>0</b>

31-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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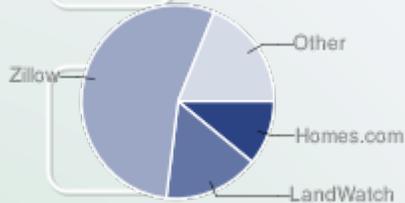
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Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

Publisher	Listings Total	Consumer Traffic		Inquiries		
		Property Views	Click-Throughs (Visits)	Email	Phone	
HomeWinks	2,553	0	0	Not Applicable	Not Applicable	
ImagesWork by CirclePix	2,344	0	0	0	Not Applicable	
Investability	1,639	0	0	0	Not Applicable	
Kahping	2,579	0	0	Not Applicable	Not Applicable	
KeyBoom	2,624	0	0	0	Not Applicable	
LearnMoreNow.com/FindHomes	2,616	0	0	Not Applicable	Not Applicable	
ListReports	2,703	0	0	Not Applicable	Not Applicable	
Open Real Estate Community	2,476	0	0	0	Not Applicable	
Properties Online	2,705	0	0	0	Not Applicable	
Rate My Agent	2,703	0	0	Not Applicable	Not Applicable	
Showing Suite	2,859	0	0	Not Applicable	Not Applicable	
Sodichan	2,586	0	0	0	Not Applicable	
TotalExpert	2,586	0	0	Not Applicable	Not Applicable	
Veracity	Not Provided	0	0	Not Provided	Not Provided	
Vscreen	2,577	0	0	0	Not Applicable	
Ylopo	2,579	0	0	0	Not Applicable	
Zumper	2,361	0	0	0	Not Applicable	
Organic	0	0	44	0	0	
<b>Total</b>			<b>2,062,425</b>	<b>4,534</b>	<b>401</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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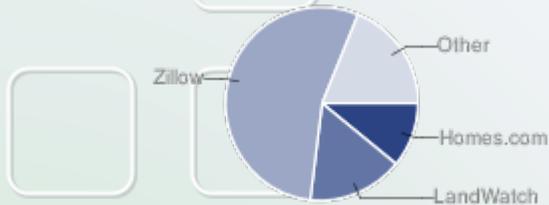
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How Do The Publishers Compare?					
Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
Back At You Media	2,586	Not Applicable	38	Not Applicable	Not Applicable
LiquidusMedia	354	Not Applicable	Not Applicable	Not Applicable	Not Applicable
<b>Total</b>		<b>2,062,425</b>	<b>4,534</b>	<b>401</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	483	312,865	221	85	1st
\$200K - \$300K - 4BR Residential - For Sale	339	240,537	39	20	2nd
\$200K - \$300K - 3BR Residential - For Sale	393	199,728	254	29	3rd
\$100K - \$200K - 4BR Residential - For Sale	238	146,238	70	17	4th
\$100K - \$200K - 2BR Residential - For Sale	231	101,097	85	36	5th
\$100K - \$200K Lots & Land - For Sale	413	43,313	632	29	6th
\$300K - \$400K - 4BR Residential - For Sale	196	112,854	111	11	7th
\$300K - \$400K - 3BR Residential - For Sale	160	65,323	189	19	8th
\$200K - \$300K - 5BR Residential - For Sale	141	88,095	34	13	9th
\$300K - \$400K - 5BR Residential - For Sale	97	60,782	14	5	10th

There are an additional 177 inventory categories that are not shown.

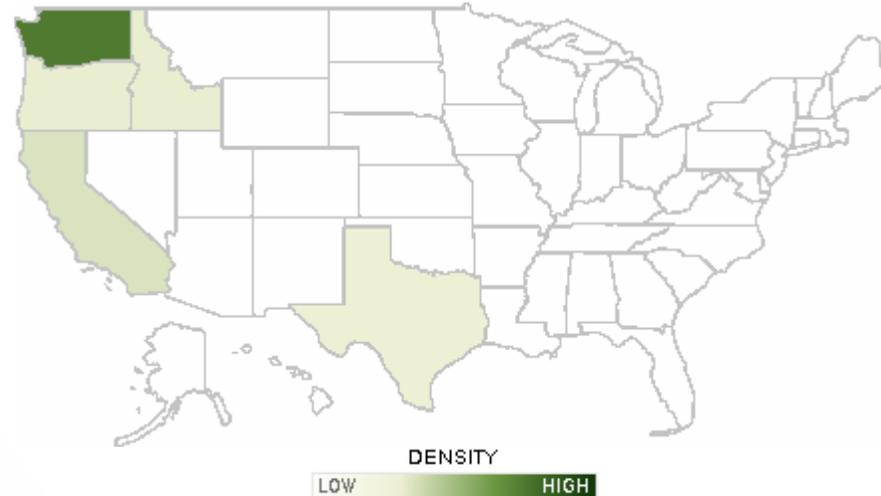
31-DAY REPORT FOR YOUR LISTINGS

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	40,303	67%	1,411	69%	185	65%
California	5,377	9%	185	9%	43	15%
Oregon	1,918	3%	65	3%	6	2%
Idaho	1,900	3%	38	2%	6	2%
Texas	1,164	2%	51	2%	4	1%
Arizona	723	1%	16	1%	2	1%
Colorado	662	1%	17	1%	2	1%
Florida	598	1%	34	2%	4	1%
Utah	478	1%	25	1%	0	0%
Alaska	458	1%	15	1%	2	1%
Montana	434	1%	22	1%	2	1%
Nevada	409	1%	18	1%	0	0%

→ Top Cities						
City	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Spokane, WA	18,839	34%	631	33%	68	27%
Seattle, WA	5,175	9%	153	8%	26	10%
Tacoma, WA	1,096	2%	23	1%	4	2%
Portland, OR	761	1%	27	1%	1	0%
Kent, WA	700	1%	4	0%	2	1%
Federal Way, WA	605	1%	41	2%	7	3%
Everett, WA	524	1%	19	1%	3	1%
Renton, WA	515	1%	8	0%	7	3%
Bellevue, WA	417	1%	15	1%	3	1%
Mountain View, CA	375	1%	2	0%	20	8%
Kirkland, WA	345	1%	8	0%	2	1%
Liberty Lake, WA	307	1%	30	2%	2	1%

## 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.

 - 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.