

1-MONTH REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have **3,479** listings, and you are subscribed to **68** publishers. **2** of your brokers currently have a paid subscription to ListHub. You currently have **101** registered brokers using ListHub.

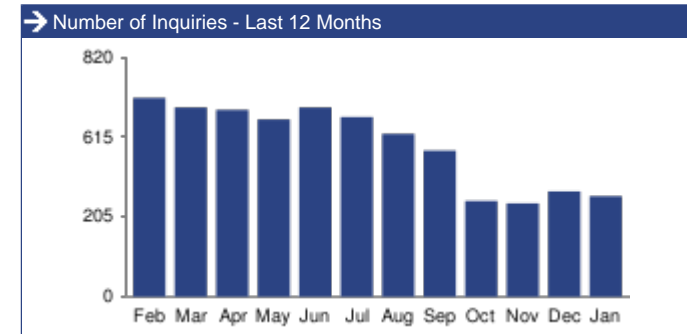
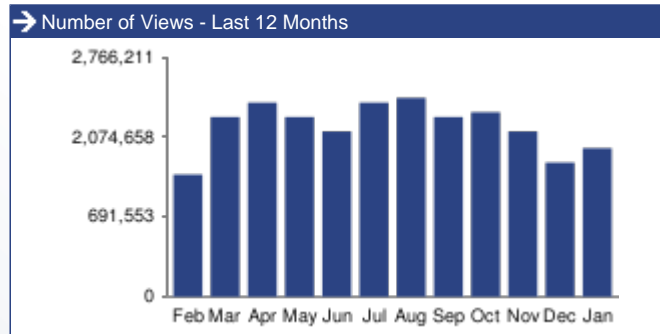
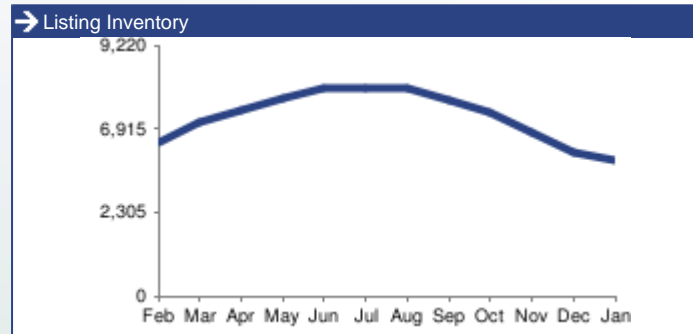
Terms are defined on the last page of this report.

→ Top Publishers by Number of Views

Publisher	Property Views	% of Views
Zillow	1,652,523	96%
Trulia	24,528	1%
Homes.com	16,918	1%

→ Top Locations of Your Online Consumers

City	Property Views	% of Views
Spokane, WA	14,653	32%
Seattle, WA	3,661	8%
Portland, OR	920	2%



→ Top Property Categories

Description	Listing Count	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank
\$100K - \$200K - 3BR Residential - For Sale	427	261,913	129	46	1st
\$200K - \$300K - 4BR Residential - For Sale	224	150,538	67	25	2nd
\$100K - \$200K - 4BR Residential - For Sale	212	158,078	73	19	3rd

1-MONTH REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART

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

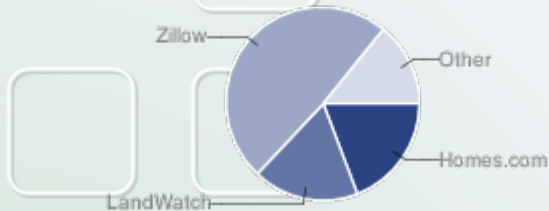
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Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
Zillow	Not Applicable	1,652,523	Not Applicable	172	Not Applicable
Trulia	Not Applicable	24,528	Not Applicable	4	0
Homes.com	2,050	16,918	36	65	Not Applicable
LandWatch	2,298	14,759	1,235	37	Not Applicable
Lands of America	1,025	4,102	1,084	3	Not Applicable
Homes&Land	2,341	2,979	0	Not Provided	Not Provided
Keller Williams	358	2,465	0	1	Not Applicable
HomeFinder.com	2,939	1,900	122	2	Not Applicable
Point2 Homes	2,216	1,306	12	5	Not Applicable
HomeBidz	1,321	1,139	0	7	Not Applicable
DigiPropz	2,322	1,063	0	9	Not Applicable
RealtyStore	2,192	733	1	Not Provided	Not Provided
Foreclosure.com	2,243	481	1	0	Not Applicable
LakeHomesUSA	2,206	351	47	0	Not Applicable
RealtyTrac	2,180	209	16	1	Not Applicable
The Real Estate Book	2,206	201	7	0	Not Applicable
MHBay	98	163	17	Not Provided	Not Provided
HomeSpotter	2,320	149	Not Applicable	0	Not Applicable
Total		1,726,815	3,010	320	0

1-MONTH REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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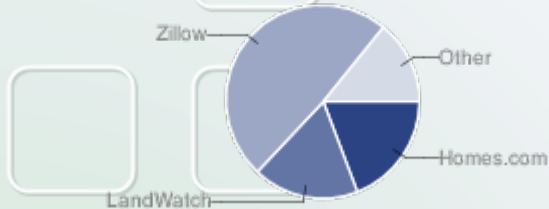
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Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
Investability	1,349	122	0	0	Not Applicable
Property Shark	2,244	101	1	Not Provided	Not Provided
SearchALLProperties by L2L	2,135	83	0	5	Not Applicable
HouseHunt.com	2,108	65	0	0	Not Applicable
HomeFacts	2,112	62	0	0	Not Provided
USHUD.com	2,207	56	18	Not Applicable	Not Applicable
HomeSteps	136	54	0	Not Applicable	Not Applicable
MyRentToOwn.com	2,219	54	7	Not Applicable	Not Applicable
New Home Source	186	48	0	Not Applicable	Not Applicable
CommercialSearch	76	34	0	0	Not Applicable
Juwai	2,155	34	4	0	Not Applicable
HomeStarSearch	2,322	32	0	Not Applicable	Not Applicable
HouseValueStore	2,206	20	0	Not Applicable	Not Applicable
LotNetwork.com	741	17	0	Not Applicable	Not Applicable
Zumper	2,024	14	0	0	Not Applicable
Close2Homes	2,320	12	0	0	Not Applicable
Nestigator	2,322	7	0	0	Not Applicable
RealQuest Express	2,249	7	0	0	Not Provided
Total		1,726,815	3,010	320	0

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DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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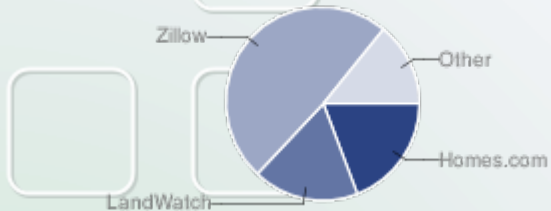
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Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
eLookyLoo	2,155	6	0	0	Not Applicable
Relola	2,312	4	0	Not Applicable	Not Applicable
WikiRealty	2,053	4	0	0	Not Applicable
BDRMS	2,312	3	2	Not Applicable	Not Applicable
FreedomSoft	2,182	3	0	Not Applicable	Not Applicable
Harmon Homes	2,241	3	0	0	0
Revestor	2,228	1	0	Not Applicable	Not Applicable
AdWerx	2,128	0	0	Not Applicable	Not Applicable
DreamHomeList	2,221	0	0	Not Applicable	Not Applicable
FindAPlace4Me by VisualTour	2,126	0	0	Not Provided	Not Applicable
GCHomeSearch	2,228	0	0	Not Applicable	Not Applicable
Guidance Realty	2,121	0	0	0	Not Applicable
Guyigu	2,228	0	0	Not Applicable	Not Applicable
Home2.me by TourFactory	2,113	0	6	0	Not Applicable
HomePriceTrends	2,221	0	0	Not Applicable	Not Applicable
HomeWinks	2,178	0	0	Not Applicable	Not Applicable
Houses.net	2,225	0	0	Not Applicable	Not Applicable
ImagesWork by CirclePix	2,001	0	0	0	Not Applicable
Total		1,726,815	3,010	320	0

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DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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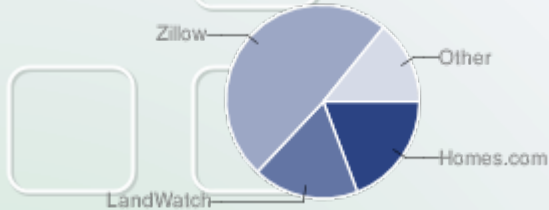
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Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
Joyful Home	2,322	0	0	Not Applicable	Not Applicable
Kahping	2,225	0	0	Not Applicable	Not Applicable
KeyBoom	2,239	0	0	0	Not Applicable
LandAndFarm	1,140	0	383	8	Not Applicable
LearnMoreNow.com/FindHomes	2,239	0	0	Not Applicable	Not Applicable
Lifestyled Listings	2,228	0	0	0	Not Applicable
ListReports	2,322	0	0	Not Applicable	Not Applicable
Open Real Estate Community	2,125	0	0	0	Not Applicable
Rate My Agent	2,318	0	0	Not Applicable	Not Applicable
RentHop	2,220	0	0	Not Provided	Not Provided
Showing Suite	2,439	0	0	Not Applicable	Not Applicable
TotalExpert	2,224	0	0	Not Applicable	Not Applicable
Veracity	Not Provided	0	0	Not Provided	Not Provided
VisualShows	2,220	0	0	Not Applicable	Not Applicable
Vscreen	2,225	0	0	0	Not Applicable
Ylopo	2,225	0	0	Not Applicable	Not Applicable
Organic	0	0	10	1	0
Back At You Media	2,224	Not Applicable	1	Not Applicable	Not Applicable
Total		1,726,815	3,010	320	0

1-MONTH REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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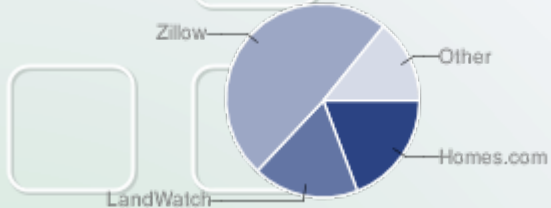
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How Do The Publishers Compare?					
Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
LiquidusMedia	346	Not Applicable	Not Applicable	Not Applicable	Not Applicable
Total		1,726,815	3,010	320	0

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	427	261,913	129	46	1st
\$200K - \$300K - 4BR Residential - For Sale	224	150,538	67	25	2nd
\$100K - \$200K - 4BR Residential - For Sale	212	158,078	73	19	3rd
\$200K - \$300K - 3BR Residential - For Sale	299	147,915	142	15	4th
\$100K - \$200K - 2BR Residential - For Sale	213	93,706	68	19	5th
\$100K - \$200K Lots & Land - For Sale	415	31,602	407	23	6th
\$200K - \$300K - 5BR Residential - For Sale	97	94,035	26	3	7th
\$300K - \$400K - 4BR Residential - For Sale	125	62,065	91	9	8th
\$300K - \$400K - 3BR Residential - For Sale	108	54,351	95	9	9th
\$90K - \$100K - 3BR Residential - For Sale	30	25,418	19	15	10th

There are an additional 175 inventory categories that are not shown.

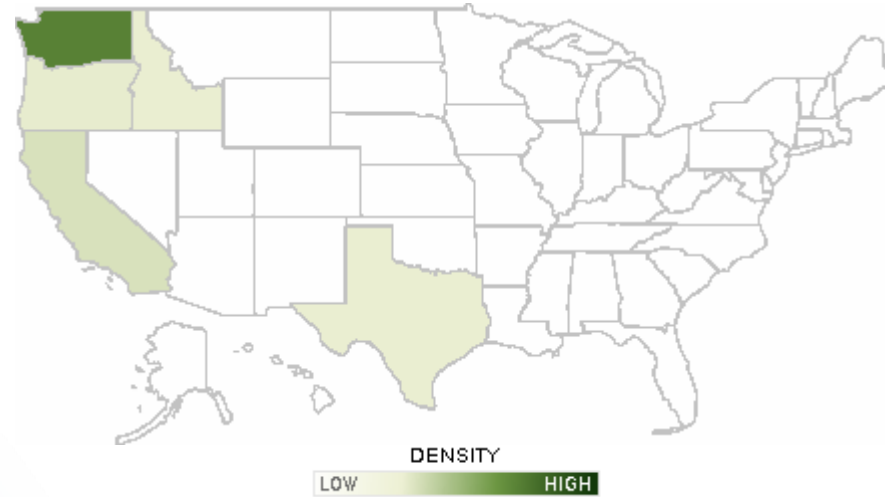
1-MONTH REPORT FOR YOUR LISTINGS

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	30,763	63%	875	58%	59	55%
California	4,983	10%	140	9%	8	7%
Oregon	1,850	4%	53	3%	2	2%
Idaho	1,682	3%	22	1%	5	5%
Texas	1,453	3%	153	10%	25	23%
Arizona	546	1%	11	1%	1	1%
Colorado	536	1%	22	1%	1	1%
Florida	408	1%	14	1%	1	1%
Utah	344	1%	13	1%	0	0%
Nevada	338	1%	17	1%	1	1%
Alaska	312	1%	6	0%	0	0%
Virginia	311	1%	13	1%	0	0%

→ Top Cities						
City	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Spokane, WA	14,653	32%	368	25%	22	21%
Seattle, WA	3,661	8%	97	7%	6	6%
Portland, OR	920	2%	21	1%	0	0%
Tacoma, WA	618	1%	15	1%	2	2%
Kent, WA	481	1%	13	1%	1	1%
Post Falls, ID	401	1%	5	0%	1	1%
Federal Way, WA	396	1%	12	1%	1	1%
Liberty Lake, WA	386	1%	9	1%	0	0%
Bellevue, WA	385	1%	2	0%	0	0%
Gig Harbor, WA	323	1%	3	0%	0	0%
Coeur D Alene, ID	308	1%	5	0%	1	1%
Bothell, WA	302	1%	7	0%	1	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.

