ListHub

31-DAY REPORT FOR YOUR LISTINGS
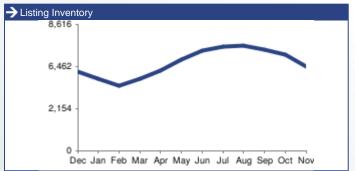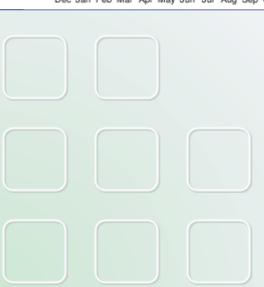
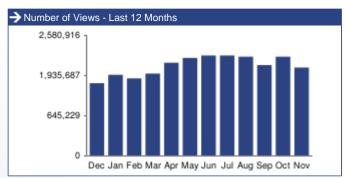Your Listing Asset Management Company

EXECUTIVE SUMMARY

You currently have **3,962** listings, and you are subscribed to **99** publishers. **4** of your brokers currently have a paid subscription to ListHub. You currently have **104** 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	1,862,666	96%
Trulia	33,519	2%
LandWatch	11,963	1%

→ Top Locations of Your Online Consumers

City	Property Views	% of Views
Spokane, WA	13,562	29%
Seattle, WA	3,257	7%
Tacoma, WA	785	2%

→ Listing Inventory

→ Number of Views - Last 12 Months

→ Number of Inquiries - Last 12 Months

→ Top Property Categories

Description	Listing Count	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank
$100K - $200K - 3BR Residential - For Sale	500	285,878	145	95	1st
$20K - $30K Lots & Land - For Sale	130	19,989	130	264	2nd
$200K - $300K - 3BR Residential - For Sale	412	186,685	182	20	3rd

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	Consumer Traffic		Inquiries	
	Total	Property Views	Click-Throughs (Visits)	Email	Phone
Zillow 📱	*Not Applicable*	1,862,666	*Not Applicable*	500	*Not Applicable*
Trulia 📱	*Not Applicable*	33,519	*Not Applicable*	0	0
LandWatch	2,703	11,963	1,113	33	*Not Applicable*
Homes.com	2,609	5,895	10	10	*Not Applicable*
LandAndFarm	1,407	5,734	2,686	35	*Not Applicable*
Lands of America	1,285	4,659	0	0	*Not Applicable*
Homes&Land	2,805	1,453	0	0	*Not Applicable*
Point2 Homes	2,669	1,394	19	4	*Not Applicable*
Keller Williams	410	1,378	0	0	*Not Applicable*
DigiPropz	2,777	1,070	0	0	*Not Applicable*
HomeBidz	1,564	533	0	1	*Not Applicable*
RealtyStore	2,648	532	0	6	*Not Provided*
HomeFinder.com 📱	3,399	412	37	2	*Not Applicable*
Foreclosure.com	2,697	377	1	0	*Not Applicable*
LakeHomesUSA	2,651	197	31	1	*Not Applicable*
The Real Estate Book 📱	2,654	188	5	0	*Not Applicable*
HomeSteps	214	178	0	*Not Applicable*	*Not Applicable*
HomeSpotter	2,778	175	*Not Applicable*	0	*Not Applicable*
Total		**1,933,341**	**3,993**	**605**	**0**

ListHub
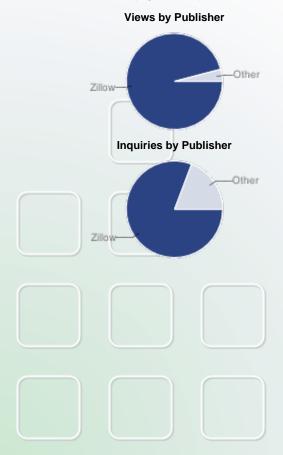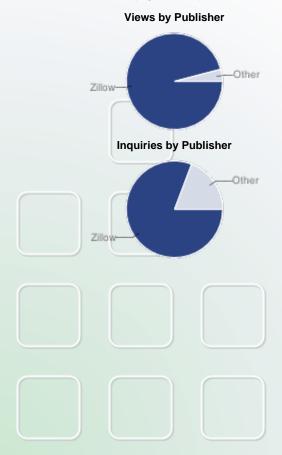*Your Listing Asset Management Company*

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?

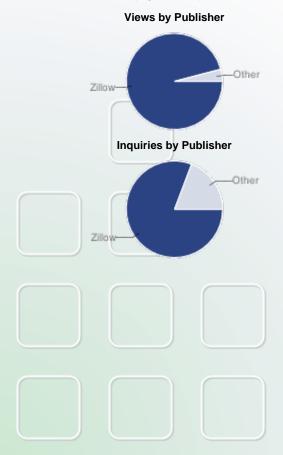| Publisher	Listings Total	Consumer Traffic Property Views	Consumer Traffic Click-Throughs (Visits)	Inquiries Email	Inquiries Phone
AgentDesks	2,777	153	0	0	*Not Applicable*
Houses.net	2,669	133	0	*Not Applicable*	*Not Applicable*
Property Shark	2,698	107	0	*Not Applicable*	*Not Applicable*
RealtyTrac	2,688	98	2	0	*Not Applicable*
HouseHunt.com	2,546	71	3	1	*Not Applicable*
Juwai	2,597	58	1	0	*Not Applicable*
CommercialSearch	81	51	0	0	*Not Applicable*
MHBay	104	50	3	*Not Provided*	*Not Provided*
SearchALLProperties by L2L	2,575	44	0	12	*Not Applicable*
USHUD.com	2,653	44	43	*Not Applicable*	*Not Applicable*
Kahping	2,670	35	0	*Not Applicable*	*Not Applicable*
Mashvisor	2,669	28	1	*Not Applicable*	*Not Applicable*
Nestigator	2,778	26	1	0	*Not Applicable*
New Home Source	194	25	0	*Not Applicable*	*Not Applicable*
RealQuest Express	2,701	25	0	0	*Not Provided*
HomeFacts	2,544	22	1	0	*Not Provided*
LotNetwork.com	926	20	7	0	*Not Applicable*
HousesForSale	2,673	7	0	*Not Applicable*	*Not Applicable*
Total		**1,933,341**	**3,993**	**605**	**0**

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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Views by Publisher

Inquiries by Publisher

→ How Do The Publishers Compare?

Publisher	Listings	Consumer Traffic		Inquiries	
	Total	Property Views	Click-Throughs (Visits)	Email	Phone
HouseValueStore	2,654	6	0	0	*Not Applicable*
Properties Online	2,778	6	0	0	*Not Applicable*
GetInHouse	2,736	4	0	*Not Applicable*	*Not Applicable*
eLookyLoo	2,709	2	0	0	*Not Applicable*
Agorafy	2,668	1	0	0	*Not Applicable*
FreedomSoft	2,575	1	0	*Not Applicable*	*Not Applicable*
WikiRealty	2,490	1	0	0	*Not Applicable*
AdWerx	2,570	0	0	*Not Applicable*	*Not Applicable*
BDRMS	2,778	0	0	*Not Applicable*	*Not Applicable*
Close2Homes	2,778	0	0	0	*Not Applicable*
DitchTheSpace	2,726	0	0	0	*Not Applicable*
DreamHomeList	2,674	0	0	*Not Applicable*	*Not Applicable*
EnclosureSites.com	2,670	0	0	0	*Not Applicable*
FindAPlace4Me by VisualTour	2,568	0	0	*Not Applicable*	*Not Applicable*
Guidance Realty	2,566	0	0	0	*Not Applicable*
Harmon Homes	2,703	0	0	0	0
Home2.me by TourFactory	2,661	0	4	0	*Not Applicable*
HomePriceTrends	2,669	0	0	*Not Applicable*	*Not Applicable*
Total		**1,933,341**	**3,993**	**605**	**0**

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Views by Publisher

Inquiries by Publisher

➜ How Do The Publishers Compare?

| Publisher | Listings | Consumer Traffic | | Inquiries | |
	Total	Property Views	Click-Throughs (Visits)	Email	Phone
HomeWinks	2,576	0	0	*Not Applicable*	*Not Applicable*
ImagesWork by CirclePix	2,387	0	0	*Not Applicable*	*Not Applicable*
Investability	1,589	0	0	*Not Applicable*	*Not Applicable*
LearnMoreNow.com/FindHomes	2,701	0	0	*Not Applicable*	*Not Applicable*
ListReports	2,778	0	0	*Not Applicable*	*Not Applicable*
MyRentToOwn.com	2,674	0	0	*Not Applicable*	*Not Applicable*
Open Real Estate Community	2,569	0	0	0	*Not Applicable*
PNC	1,593	0	0	0	*Not Applicable*
PropertySimple	2,631	0	0	0	0
Rate My Agent	2,777	0	0	*Not Applicable*	*Not Applicable*
Relola	2,777	0	0	*Not Applicable*	*Not Applicable*
RentHop	2,631	0	0	*Not Provided*	*Not Provided*
rePrnt	2,674	0	0	0	*Not Applicable*
Showing Suite	2,883	0	0	*Not Applicable*	*Not Applicable*
Sodichan	2,673	0	0	0	*Not Applicable*
TotalExpert	2,673	0	0	*Not Applicable*	*Not Applicable*
Vscreen	2,669	0	0	0	*Not Applicable*
Ylopo	2,670	0	0	0	*Not Applicable*
Total		**1,933,341**	**3,993**	**605**	**0**

SOURCE REPORT

11/30/17

ListHub

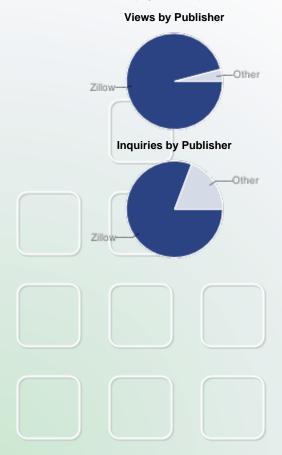*31-DAY REPORT FOR YOUR LISTINGS*
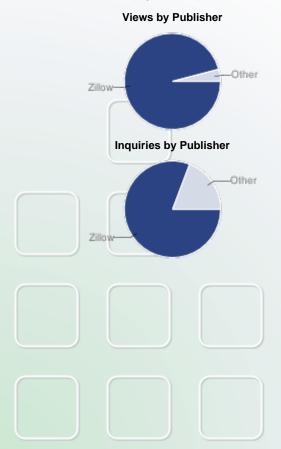
Your Listing Asset Management Company

➡ *DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)*

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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
Zonda	2,777	0	0	0	*Not Applicable*
Zumper	2,459	0	0	0	*Not Applicable*
Organic	0	0	18	0	0
Back At You Media	2,673	*Not Applicable*	7	*Not Applicable*	*Not Applicable*
LiquidusMedia	395	*Not Applicable*	*Not Applicable*	*Not Applicable*	*Not Applicable*
Total		**1,933,341**	**3,993**	**605**	**0**

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	500	285,878	145	95	1st
$20K - $30K Lots & Land - For Sale	130	19,989	130	264	2nd
$200K - $300K - 3BR Residential - For Sale	412	186,685	182	20	3rd
$200K - $300K - 4BR Residential - For Sale	337	168,827	52	16	4th
$100K - $200K - 4BR Residential - For Sale	259	137,785	49	24	5th
$100K - $200K - 2BR Residential - For Sale	275	90,312	76	21	6th
$100K - $200K Lots & Land - For Sale	474	47,504	531	8	7th
$300K - $400K - 3BR Residential - For Sale	195	92,894	142	5	8th
$300K - $400K - 4BR Residential - For Sale	230	79,361	94	7	9th
$400K - $500K - 4BR Residential - For Sale	117	55,059	91	6	10th

There are an additional 184 inventory categories that are not shown.
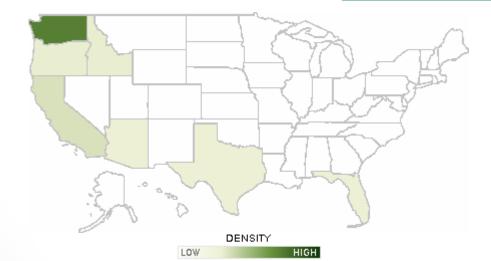
31-DAY REPORT FOR YOUR LISTINGS

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.

DENSITY
LOW   HIGH

➜ Top States

State	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Washington	32,293	64%	798	58%	83	59%
California	5,104	10%	154	11%	10	7%
Oregon	1,750	3%	53	4%	11	8%
Idaho	1,474	3%	30	2%	4	3%
Texas	1,232	2%	48	4%	0	0%
Arizona	1,205	2%	9	1%	1	1%
Florida	839	2%	16	1%	0	0%
Utah	579	1%	38	3%	8	6%
Colorado	555	1%	25	2%	2	1%
Nevada	532	1%	4	0%	1	1%
Illinois	385	1%	23	2%	1	1%
Georgia	304	1%	1	0%	0	0%

➜ Top Cities

City	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Spokane, WA	13,562	29%	271	22%	26	21%
Seattle, WA	3,257	7%	73	6%	14	11%
Tacoma, WA	785	2%	9	1%	5	4%
Renton, WA	648	1%	32	3%	2	2%
Portland, OR	643	1%	16	1%	2	2%
Federal Way, WA	609	1%	14	1%	1	1%
Kent, WA	497	1%	19	2%	0	0%
Bothell, WA	484	1%	3	0%	1	1%
Liberty Lake, WA	480	1%	19	2%	1	1%
Puyallup, WA	398	1%	19	2%	0	0%
Kennewick, WA	377	1%	4	0%	0	0%
Prescott Valley, AZ	341	1%	1	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.