ListHub

1-MONTH REPORT FOR YOUR LISTINGS

Your Listing Asset Management Company

EXECUTIVE SUMMARY

You currently have **4,727** listings, and you are subscribed to **66** publishers. **2** of your brokers currently have a paid subscription to ListHub. You currently have **102** registered brokers using ListHub.

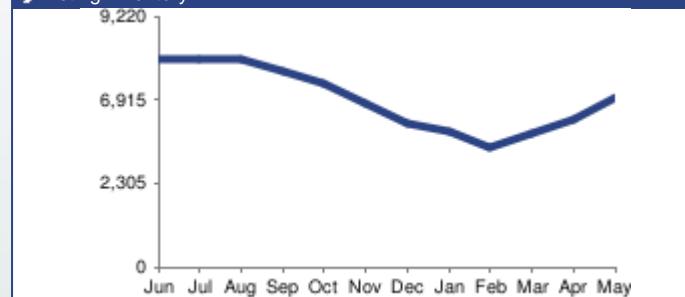*Terms are defined on the last page of this report.*

➜ Top Publishers by Number of Views

Publisher	Property Views	% of Views
Zillow	2,010,271	96%
Trulia	32,763	2%
LandWatch	15,519	1%

➜ Top Locations of Your Online Consumers

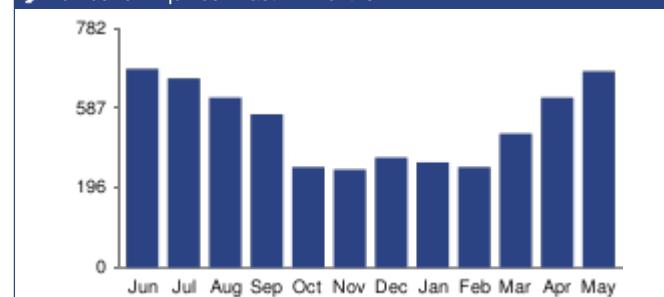| City	Property Views	% of Views
Spokane, WA	19,404	34%
Seattle, WA	5,493	10%
Tacoma, WA	885	2%

➜ Listing Inventory

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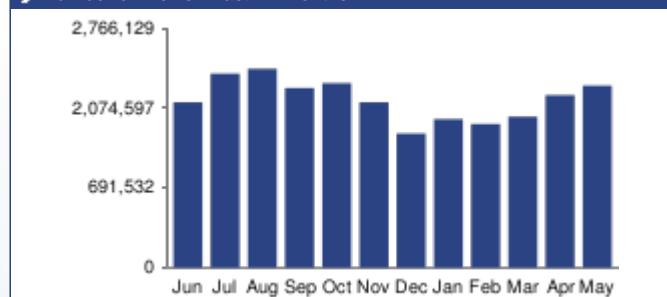
➜ Number of Inquiries - Last 12 Months

➜ Metrics Alert: Reported Issue(s)

A potential reporting issue has been identified with Homes.com. 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	555	301,373	147	102	1st
$200K - $300K - 4BR Residential - For Sale	419	244,224	54	29	2nd
$200K - $300K - 3BR Residential - For Sale	443	172,988	156	29	3rd

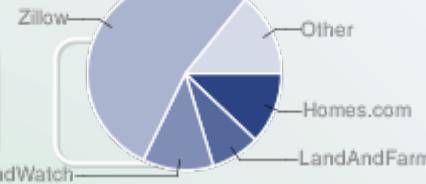This report shows a comparison of activity generated from your listings online.

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*	2,010,271	*Not Applicable*	262	*Not Applicable*
Trulia 📱	*Not Applicable*	32,763	*Not Applicable*	0	0
LandWatch	3,042	15,519	1,362	42	*Not Applicable*
Homes.com ⚠️	2,959	14,429	11	58	*Not Applicable*
LandAndFarm	1,413	3,909	1,097	35	*Not Applicable*
Homes&Land	3,161	3,901	0	0	*Not Applicable*
Lands of America	1,284	3,560	55	17	*Not Applicable*
Keller Williams	459	2,054	0	7	*Not Applicable*
Point2 Homes	2,921	1,897	6	9	*Not Applicable*
HomeFinder.com 📱	3,774	1,742	105	2	*Not Applicable*
DigiPropz	3,083	964	5	14	*Not Applicable*
RealtyStore	2,925	935	7	*Not Provided*	*Not Provided*
HomeBidz	1,908	911	0	10	*Not Applicable*
Foreclosure.com	2,982	375	0	0	*Not Applicable*
LakeHomesUSA	2,898	354	53	0	*Not Applicable*
Joyful Home	3,083	341	0	*Not Applicable*	*Not Applicable*
The Real Estate Book 📱	2,980	281	7	2	*Not Applicable*
HomeSteps	169	221	0	*Not Applicable*	*Not Applicable*
Total		**2,095,758**	**2,840**	**461**	**0**

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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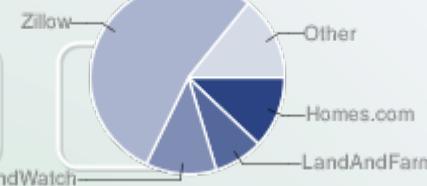
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Views by Publisher

Inquiries by Publisher

➜ How Do The Publishers Compare?

Publisher	Listings Total	Consumer Traffic Property Views	Click-Throughs (Visits)	Inquiries Email	Phone
RealtyTrac	3,059	174	6	0	*Not Applicable*
Property Shark	2,997	150	3	*Not Applicable*	*Not Applicable*
MyRentToOwn.com	2,967	145	38	*Not Applicable*	*Not Applicable*
MHBay	147	138	3	*Not Provided*	*Not Provided*
New Home Source	169	130	0	*Not Applicable*	*Not Applicable*
Juwai	2,852	110	4	0	*Not Applicable*
HouseHunt.com	2,822	98	0	0	*Not Applicable*
HomeFacts	2,824	96	3	0	*Not Provided*
USHUD.com	2,941	91	9	*Not Applicable*	*Not Applicable*
HomeSpotter	3,118	72	*Not Applicable*	0	*Not Applicable*
SearchALLProperties by L2L	2,870	31	0	3	*Not Applicable*
LotNetwork.com	857	25	13	0	*Not Applicable*
HouseValueStore	2,942	21	0	0	*Not Applicable*
Properties Online	3,083	18	1	0	*Not Applicable*
FreedomSoft	2,912	7	0	*Not Applicable*	*Not Applicable*
Nestigator	3,083	5	0	0	*Not Applicable*
Home2.me by TourFactory	2,971	4	4	0	*Not Applicable*
Houses.net	2,949	3	0	*Not Applicable*	*Not Applicable*
Total		**2,095,758**	**2,840**	**461**	**0**

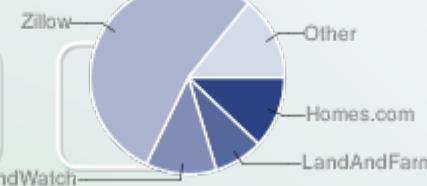This report shows a comparison of activity generated from your listings online.

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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
Mashvisor	2,953	3	0	*Not Applicable*	*Not Applicable*
eLookyLoo	3,026	2	0	0	*Not Applicable*
HousesForSale	2,967	2	0	*Not Applicable*	*Not Applicable*
WikiRealty	2,748	2	0	0	*Not Applicable*
AdWerx	2,863	1	0	*Not Applicable*	*Not Applicable*
AgentDesks	3,051	1	1	0	*Not Applicable*
DreamHomeList	2,936	1	0	*Not Applicable*	*Not Applicable*
RealQuest Express	2,996	1	0	0	*Not Provided*
BDRMS	3,083	0	0	*Not Applicable*	*Not Applicable*
Close2Homes	3,052	0	0	0	*Not Applicable*
CommercialSearch	91	0	2	0	*Not Applicable*
FindAPlace4Me by VisualTour	2,858	0	0	*Not Applicable*	*Not Applicable*
GCHomeSearch	2,967	0	0	*Not Applicable*	*Not Applicable*
Guidance Realty	2,859	0	0	0	*Not Applicable*
Harmon Homes	3,001	0	0	0	0
HomePocket	3,083	0	0	0	*Not Applicable*
HomePriceTrends	2,953	0	0	*Not Applicable*	*Not Applicable*
HomeWinks	2,916	0	0	*Not Applicable*	*Not Applicable*
Total		**2,095,758**	**2,840**	**461**	**0**

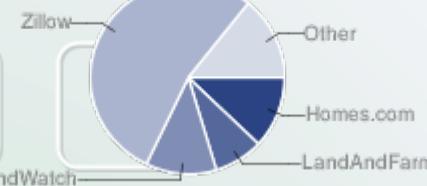This report shows a comparison of activity generated from your listings online.

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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
ImagesWork by CirclePix	2,698	0	0	*Not Applicable*	*Not Applicable*
Investability	1,925	0	0	*Not Applicable*	*Not Applicable*
Kahping	2,953	0	0	*Not Applicable*	*Not Applicable*
LearnMoreNow.com/FindHomes	2,996	0	0	*Not Applicable*	*Not Applicable*
ListReports	3,083	0	0	*Not Applicable*	*Not Applicable*
Open Real Estate Community	2,859	0	0	0	*Not Applicable*
Rate My Agent	3,083	0	0	*Not Applicable*	*Not Applicable*
Relola	3,083	0	0	*Not Applicable*	*Not Applicable*
Showing Suite	3,286	0	0	*Not Applicable*	*Not Applicable*
Sodichan	2,967	0	0	0	*Not Applicable*
TotalExpert	2,963	0	0	*Not Applicable*	*Not Applicable*
VisualShows	2,946	0	0	*Not Applicable*	*Not Applicable*
Vscreen	2,949	0	0	0	*Not Applicable*
Ylopo	2,953	0	0	0	*Not Applicable*
Zumper	2,719	0	0	0	*Not Applicable*
Organic	0	0	43	0	0
Back At You Media	2,963	*Not Applicable*	2	*Not Applicable*	*Not Applicable*
LiquidusMedia	442	*Not Applicable*	*Not Applicable*	*Not Applicable*	*Not Applicable*
Total		**2,095,758**	**2,840**	**461**	**0**

ListHub

Your Listing Asset Management Company

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	555	301,373	147	102	1st
$200K - $300K - 4BR Residential - For Sale	419	244,224	54	29	2nd
$200K - $300K - 3BR Residential - For Sale	443	172,988	156	29	3rd
$100K - $200K - 4BR Residential - For Sale	261	149,379	65	26	4th
$100K - $200K - 2BR Residential - For Sale	291	116,794	72	34	5th
$100K - $200K Lots & Land - For Sale	444	44,773	347	33	6th
$300K - $400K - 4BR Residential - For Sale	239	102,638	88	15	7th
$300K - $400K - 3BR Residential - For Sale	195	82,761	102	14	8th
$200K - $300K - 5BR Residential - For Sale	131	74,138	40	16	9th
$300K - $400K - 5BR Residential - For Sale	103	68,035	24	3	10th

There are an additional 184 inventory categories that are not shown.

ListHub

*Your Listing Asset Management Company*

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.

DENSITY
LOW — HIGH
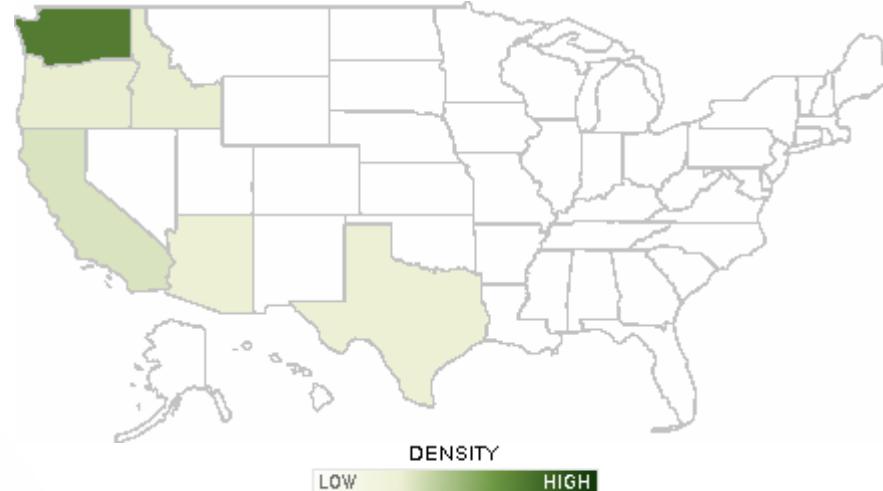
➜ **Top States**

State	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Washington	40,022	66%	1,092	64%	181	58%
California	5,673	9%	93	5%	38	12%
Idaho	2,076	3%	77	5%	34	11%
Oregon	2,011	3%	49	3%	15	5%
Texas	1,142	2%	51	3%	10	3%
Arizona	944	2%	11	1%	1	0%
Colorado	772	1%	50	3%	4	1%
Florida	650	1%	14	1%	3	1%
Utah	638	1%	32	2%	0	0%
Montana	565	1%	2	0%	1	0%
Illinois	499	1%	8	0%	2	1%
Nevada	378	1%	20	1%	0	0%

➜ **Top Cities**

City	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Spokane, WA	19,404	34%	566	35%	76	26%
Seattle, WA	5,493	10%	132	8%	29	10%
Tacoma, WA	885	2%	16	1%	8	3%
Kent, WA	859	2%	8	0%	4	1%
Portland, OR	710	1%	21	1%	7	2%
Federal Way, WA	562	1%	16	1%	4	1%
Everett, WA	470	1%	5	0%	0	0%
Bothell, WA	465	1%	6	0%	1	0%
Post Falls, ID	436	1%	23	1%	15	5%
Bellevue, WA	418	1%	14	1%	0	0%
Coeur D Alene, ID	404	1%	3	0%	2	1%
Kennewick, WA	389	1%	4	0%	2	1%

→ 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.