

31-DAY REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have **5,382** listings, and you are subscribed to **73** publishers. **3** of your brokers currently have a paid subscription to ListHub. You currently have **97** registered brokers using ListHub.

Terms are defined on the last page of this report.

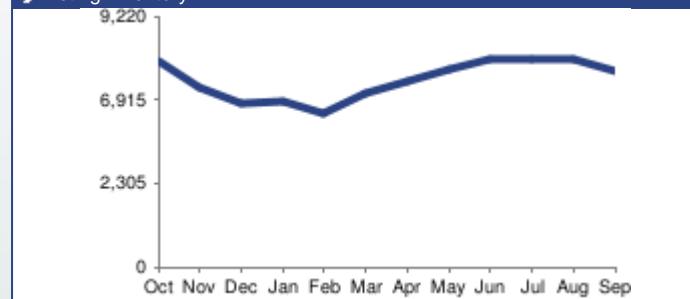
→ Top Publishers by Number of Views

Publisher	Property Views	% of Views
Zillow 	2,066,280	96%
Homes.com	22,550	1%
Trulia 	16,605	1%

→ Top Locations of Your Online Consumers

City	Property Views	% of Views
Spokane, WA	16,126	32%
Seattle, WA	3,965	8%
Portland, OR	917	2%

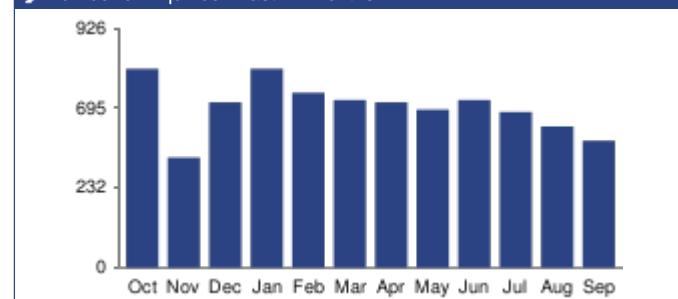
→ Listing Inventory



→ 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	738	348,229	230	66	1st
\$200K - \$300K - 4BR Residential - For Sale	465	213,638	106	43	2nd
\$200K - \$300K - 3BR Residential - For Sale	520	201,785	206	26	3rd



31-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART

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

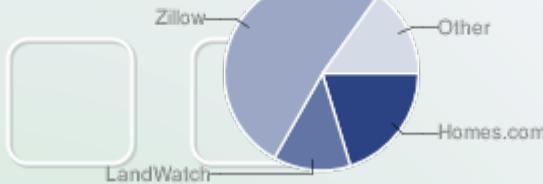
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Views by Publisher



Inquiries by Publisher



→ How Do The Publishers Compare?

Publisher	Listings	Consumer Traffic		Inquiries	
		Total	Property Views	Click-Throughs (Visits)	Email
Zillow	Not Applicable	2,066,280	Not Applicable	260	Not Applicable
Homes.com	2,836	22,550	26	99	Not Applicable
Trulia	Not Applicable	16,605	Not Applicable	3	0
LandWatch	3,110	16,377	1,564	38	Not Applicable
Lands of America	1,413	5,693	1,900	1	Not Applicable
LandAndFarm	1,579	3,467	105	18	Not Applicable
HomeBidz	1,865	2,388	6	15	Not Applicable
Homes&Land	3,224	2,340	0	Not Provided	Not Provided
Point2 Homes	3,067	1,740	19	0	Not Applicable
HomeFinder.com	3,998	1,714	117	0	Not Applicable
Keller Williams	460	1,496	0	3	Not Applicable
HomeSpotter	3,195	1,085	Not Applicable	Not Applicable	Not Applicable
RealtyStore	2,987	948	1	Not Provided	Not Provided
Foreclosure.com	3,092	685	2	0	Not Applicable
The Real Estate Book	3,473	392	12	1	Not Applicable
Juwai	2,949	282	5	1	Not Applicable
RealtyTrac	2,942	227	8	0	Not Applicable
USHUD.com	2,995	217	11	Not Applicable	Not Applicable
Total	2,145,714	3,835		466	0

31-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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

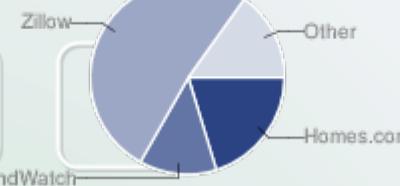
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Views by Publisher



Inquiries by Publisher



→ How Do The Publishers Compare?

Publisher	Listings	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
HomeSteps	271	158	0	Not Applicable	Not Applicable
MHBay	151	158	6	Not Provided	Not Provided
MyRentToOwn.com	3,071	158	5	Not Applicable	Not Applicable
SearchALLProperties by L2L	2,909	97	0	27	Not Applicable
HomeStarSearch	3,191	96	5	Not Applicable	Not Applicable
HomeFacts	2,899	81	0	0	Not Provided
Investability	1,906	63	0	0	Not Applicable
Property Shark	3,073	58	1	Not Provided	Not Provided
CommercialSearch	75	55	0	0	Not Applicable
FindTheBest Homes	2,893	44	1	Not Applicable	Not Applicable
Nestigator	3,205	41	0	0	Not Applicable
HouseHunt.com	2,840	35	0	0	Not Applicable
RealSavvy	3,191	32	0	0	Not Applicable
HouseHappy	2,809	28	0	Not Applicable	Not Applicable
New Home Source	120	26	0	Not Applicable	Not Applicable
LotNetwork.com	983	19	0	Not Applicable	Not Applicable
Close2Homes	3,195	18	0	0	Not Applicable
DODHousingNetwork	1,906	18	0	Not Applicable	Not Applicable
Total	2,145,714	3,835		466	0

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DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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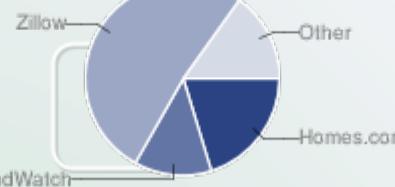
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Views by Publisher



Inquiries by Publisher



LandWatch

Zillow

Other

Homes.com

→ How Do The Publishers Compare?

Publisher	Listings	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
Guyigu	3,071	8	0	Not Applicable	Not Applicable
Joyful Home	3,205	8	0	Not Applicable	Not Applicable
WikiRealty	2,784	7	0	0	Not Applicable
eLookyLoo	2,949	6	1	0	Not Applicable
RealQuest Express	3,083	5	0	0	Not Provided
Harmon Homes	3,100	4	0	0	0
Relola	3,191	2	0	Not Applicable	Not Applicable
FreedomSoft	2,938	1	0	Not Applicable	Not Applicable
GCHomeSearch	3,057	1	0	Not Applicable	Not Applicable
Revestor	3,057	1	0	Not Applicable	Not Applicable
AdWerx	2,903	0	0	Not Applicable	Not Applicable
DreamHomeList	3,061	0	0	Not Applicable	Not Applicable
FindAPlace4Me by VisualTour	2,899	0	0	Not Provided	Not Applicable
FixFlip	3,067	0	0	Not Applicable	Not Applicable
Guidance Realty	2,889	0	0	0	Not Applicable
Home2.me by TourFactory	2,850	0	13	0	Not Applicable
HomeWinks	2,951	0	0	Not Applicable	Not Applicable
Houses.net	3,053	0	1	Not Applicable	Not Applicable
Total	2,145,714		3,835	466	0

31-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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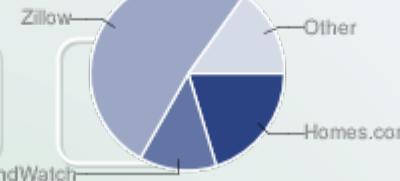
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Views by Publisher



Inquiries by Publisher



→ How Do The Publishers Compare?

Publisher	Listings	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
HouseValueStore	2,988	0	1	Not Applicable	Not Applicable
ImagesWork by CirclePix	2,641	0	0	0	Not Applicable
Kahping	3,065	0	0	Not Applicable	Not Applicable
KeyBoom	3,592	0	0	0	Not Applicable
LakeHomesUSA	2,985	0	0	0	Not Applicable
LearnMoreNow.com/FindHomes	3,083	0	0	Not Applicable	Not Applicable
Lifestyled Listings	3,069	0	0	Not Applicable	Not Applicable
ListReports	3,205	0	0	Not Applicable	Not Applicable
NestBuilder	3,016	0	0	Not Applicable	Not Applicable
Open Real Estate Community	2,903	0	0	0	Not Applicable
Rate My Agent	3,205	0	0	Not Applicable	Not Applicable
RealStir	3,082	0	Not Applicable	Not Applicable	Not Applicable
RealtyBid	3,121	0	0	Not Applicable	Not Applicable
Showing Suite	3,886	0	0	Not Applicable	Not Applicable
TotalExpert	3,071	0	0	Not Applicable	Not Applicable
Vast	4,206	0	0	Not Applicable	Not Applicable
Veracity	Not Provided	0	0	Not Provided	Not Provided
VisualShows	3,533	0	0	Not Applicable	Not Applicable
Total	2,145,714	3,835		466	0

31-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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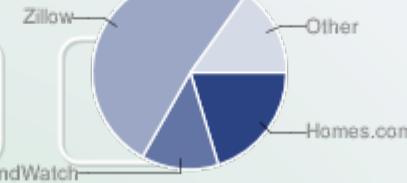
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Views by Publisher



Inquiries by Publisher



→ How Do The Publishers Compare?

Publisher	Listings	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
Vscreen	3,053	0	0	0	Not Applicable
Ylopo	3,053	0	0	Not Applicable	Not Applicable
Ziptohome	3,057	0	0	0	Not Applicable
Organic	0	0	14	0	0
Back At You Media	3,071	Not Applicable	11	Not Applicable	Not Applicable
LiquidusMedia	448	Not Applicable	Not Applicable	Not Applicable	Not Applicable
Total	2,145,714	3,835	466		0

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.



Your Listing Asset Management Company

→ Listing Activity by Inventory Category

Description	Listing Count	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank
\$100K - \$200K - 3BR Residential - For Sale	738	348,229	230	66	1st
\$200K - \$300K - 4BR Residential - For Sale	465	213,638	106	43	2nd
\$200K - \$300K - 3BR Residential - For Sale	520	201,785	206	26	3rd
\$100K - \$200K - 4BR Residential - For Sale	383	195,545	41	36	4th
\$100K - \$200K Lots & Land - For Sale	524	46,664	617	21	5th
\$100K - \$200K - 2BR Residential - For Sale	304	119,503	86	19	6th
\$300K - \$400K - 4BR Residential - For Sale	218	89,686	79	8	7th
\$200K - \$300K - 5BR Residential - For Sale	162	97,076	36	7	8th
\$30K - \$40K Lots & Land - For Sale	237	13,764	128	41	9th
\$300K - \$400K - 3BR Residential - For Sale	201	59,183	110	11	10th

There are an additional 198 inventory categories that are not shown.

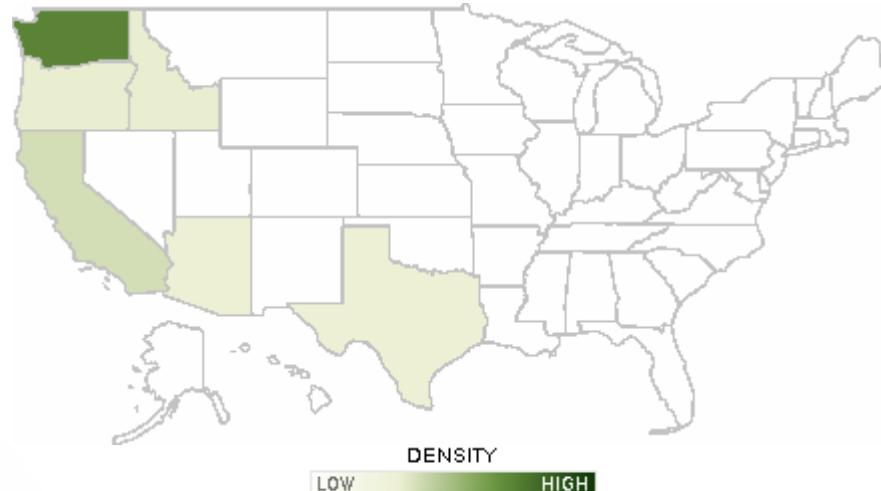
31-DAY REPORT FOR YOUR LISTINGS

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	33,450	62%	870	53%	64	46%
California	6,262	12%	268	16%	15	11%
Oregon	1,741	3%	55	3%	0	0%
Idaho	1,585	3%	44	3%	12	9%
Texas	1,237	2%	47	3%	26	19%
Arizona	1,097	2%	65	4%	2	1%
Florida	618	1%	30	2%	6	4%
Colorado	600	1%	14	1%	2	1%
Nevada	515	1%	19	1%	1	1%
Utah	421	1%	13	1%	0	0%
Alaska	402	1%	9	1%	1	1%
Montana	374	1%	20	1%	0	0%

→ Top Cities

City	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Spokane, WA	16,126	32%	393	25%	22	20%
Seattle, WA	3,965	8%	97	6%	8	7%
Portland, OR	917	2%	29	2%	0	0%
Renton, WA	647	1%	12	1%	0	0%
Tacoma, WA	625	1%	13	1%	0	0%
Federal Way, WA	600	1%	10	1%	0	0%
Kent, WA	455	1%	11	1%	1	1%
Cheney, WA	433	1%	13	1%	0	0%
Kennewick, WA	350	1%	3	0%	2	2%
Bothell, WA	326	1%	11	1%	0	0%
Richland, WA	311	1%	9	1%	6	5%
Liberty Lake, WA	297	1%	2	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.

