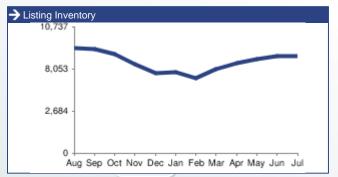




### **EXECUTIVE SUMMARY**

You currently have **6,527** listings, and you are subscribed to **69** publishers. **3** of your brokers currently have a paid subscription to ListHub. You currently have **94** registered brokers using ListHub.

Terms are defined on the last page of this report.



→ Top Publishers by Nu	→ Top Publishers by Number of Views						
Publisher	Property Views	% of Views					
Homes.com	35,536	46%					
LandWatch	20,741	27%					
Homes&Land	3,985	5%					

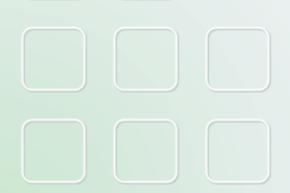
→ Top Locations of Your Online Consumers						
City	Property Views	% of Views				
Spokane, WA	11,170	31%				
Seattle, WA	2,569	7%				
Tacoma, WA	590	2%				





### Metrics Alert: Reported Issue(s)

Zillow Group historical metrics are automatically included through April 7, 2015. Post April 7, Trulia metrics are included for MLSs and brokers who have made arrangements with Zillow to provide metrics to ListHub.



→ Top Property Categories					
Description	Listing Count	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank
\$100K - \$200K - 3BR Residential - For Sale	901	9,450	248	29	1st
\$100K - \$200K - 4BR Residential - For Sale	515	5,882	99	28	2nd
\$200K - \$300K - 4BR Residential - For Sale	507	5,522	119	13	3rd

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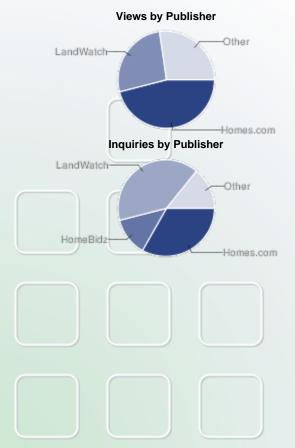
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### DETAILED ANALYSIS: PUBLISHER COMPARISON CHART

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.

Terms are defined on the last page of this report.



	Listings	Listings Consumer Traffic		Inquiries		
Publisher	Total	Property Views	Click-Throughs (Visits)	Email	Phone	
Homes.com	3,331	35,536	71	125	Not Applicable	
LandWatch	3,657	20,741	2,233	126	Not Applicable	
Homes&Land	3,691	3,985	0	Not Provided	Not Provided	
LandAndFarm	1,577	3,245	166	11	Not Applicable	
Lands of America	1,417	2,169	648	7	Not Applicable	
HomeBidz	2,270	2,102	11	48	Not Applicable	
Keller Williams	465	1,994	0	4	Not Applicable	
LakeHomesUSA	3,432	1,317	224	2	Not Applicable	
Point2 Homes	3,501	1,186	0	0	Not Applicable	
RealtyStore	3,412	1,089	14	Not Provided	Not Provided	
The Real Estate Book	4,118	497	16	0	Not Applicable	
HouseHappy	3,194	426	0	Not Provided	Not Provided	
Foreclosure.com	3,523	416	5	0	Not Applicable	
HouseHunt.com	3,286	315	0	1	Not Applicable	
RealtyTrac	3,417	231	15	0	Not Applicable	
HousingBlock	3,665	212	0	1	Not Applicable	
USHUD.com	3,418	188	4	Not Applicable	Not Applicable	
SearchALLProperties by L2L	3,314	175	0	16	Not Applicable	
Total		76,606	3,665	342	0	

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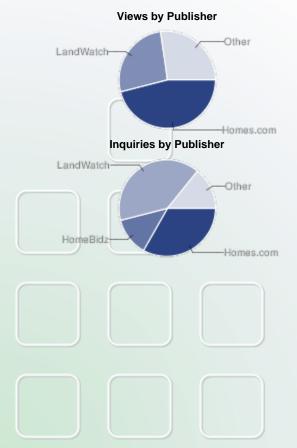


## DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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.

Terms are defined on the last page of this report.



	Listings	Listings Consumer Traffic			Inquiries		
Publisher	Total	Property Views	Click-Throughs (Visits)	Email	Phone		
HomeSteps	293	144	0	Not Applicable	Not Applicable		
FindTheBest Homes	3,265	83	0	Not Applicable	Not Applicable		
HomeFacts	3,275	79	0	0	Not Provided		
CommercialSearch	76	68	3	0	Not Applicable		
eppraisal	3,292	66	2	0	Not Applicable		
HomeFinder.com	4,743	48	212	1	Not Applicable		
eLookyLoo	3,389	43	1	0	Not Applicable		
LotNetwork.com	970	32	0	Not Applicable	Not Applicable		
DODHousingNetwork	2,337	30	2	Not Applicable	Not Applicable		
HomeStarSearch	3,665	30	0	Not Applicable	Not Applicable		
BidSelect	465	28	1	Not Provided	Not Provided		
CondoCompare.com	3,202	25	0	Not Applicable	Not Applicable		
New Home Source	138	20	0	Not Applicable	Not Applicable		
RentalRoost	3,662	17	0	0	Not Applicable		
Juwai	3,378	14	5	0	Not Applicable		
Investability	2,346	10	0	0	Not Applicable		
Home2.me by TourFactory	3,286	9	11	0	Not Applicable		
RealQuest Express	3,532	9	0	0	Not Provided		
Total		76,606	3,665	342	0		

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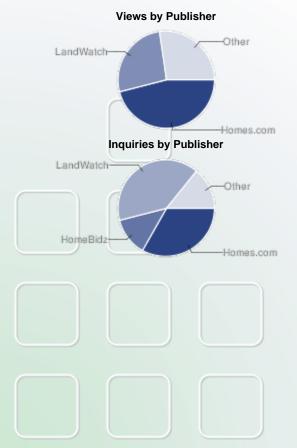
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## DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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.

Terms are defined on the last page of this report.



	Listings	Listings Consumer Traffic		Inquiries		
Publisher	Total	Property Views	Click-Throughs (Visits)	Email	Phone	
AllAcres	941	7	0	0	Not Applicable	
RealSavvy	3,665	7	0	0	Not Applicable	
Harmon Homes	3,532	5	0	0	0	
Houses.net	3,501	3	0	Not Applicable	Not Applicable	
Realy.co	3,264	2	0	0	Not Applicable	
Ylopo	3,501	2	0	Not Applicable	Not Applicable	
Housely	3,575	1	0	0	Not Applicable	
AdWerx	3,302	0	0	Not Applicable	Not Applicable	
BuyerHomeSite.com	3,379	0	0	0	Not Applicable	
Close2Homes	3,665	0	0	0	Not Applicable	
FindAPlace4Me by VisualTour	3,303	0	0	Not Provided	Not Applicable	
FixFlip	3,499	0	0	Not Applicable	Not Applicable	
FreedomSoft	3,409	0	0	Not Applicable	Not Applicable	
Guidance Realty	3,294	0	0	0	Not Applicable	
HomeWinks	3,418	0	0	Not Applicable	Not Applicable	
Hubdin	3,446	0	0	0	Not Applicable	
HUD Seeker	3,429	0	0	Not Applicable	Not Applicable	
ImagesWork by CirclePix	3,059	0	0	0	Not Applicable	
Total		76,606	3,665	342	0	

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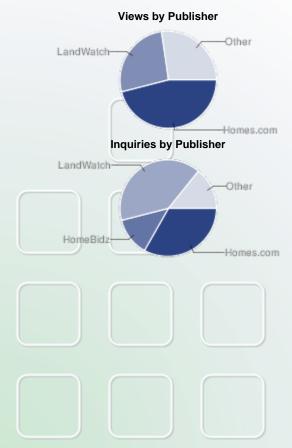


## DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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.

Terms are defined on the last page of this report.



	Listings	Consum	er Traffic	Inqu	uiries
Publisher	Total	Property Views	Click-Throughs (Visits)	Email	Phone
Kahping	3,501	0	0	Not Applicable	Not Applicable
LearnMoreNow.com	3,521	0	0	Not Applicable	Not Applicable
Lifestyled Listings	250	0	0	Not Applicable	Not Applicable
MoveTube	4,261	0	0	0	Not Applicable
Obeo	3,446	0	0	0	Not Applicable
Open Real Estate Community	3,292	0	0	0	Not Applicable
PocketListings	3,665	0	3	Not Applicable	Not Applicable
PreApprovalLetter.com	2,270	0	0	Not Applicable	Not Applicable
Property Shark	3,531	0	0	Not Provided	Not Provided
RealEstateCentral	3,437	0	0	Not Applicable	Not Applicable
Showing Suite	3,952	0	0	Not Applicable	Not Applicable
Trulia 🖟 🕰	Not Applicable	0	Not Applicable	0	0
Vast	4,959	0	0	Not Applicable	Not Applicable
VisualShows	4,134	0	0	Not Applicable	Not Applicable
XiLi Mobile	3,532	0	0	0	0
Zillow 🗒	Not Applicable	0	Not Applicable	0	Not Applicable
Organic	0	0	18	0	0
RealStir	3,541	Not Provided	0	Not Provided	Not Provided
Total		76.606	3,665	342	0

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## **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	901	9,450	248	29	1st
\$100K - \$200K - 4BR Residential - For Sale	515	5,882	99	28	2nd
\$200K - \$300K - 4BR Residential - For Sale	507	5,522	119	13	3rd
\$100K - \$200K Lots & Land - For Sale	535	3,270	354	18	4th
\$200K - \$300K - 3BR Residential - For Sale	566	4,775	130	14	5th
\$30K - \$40K Lots & Land - For Sale	248	2,621	229	24	6th
\$20K - \$30K Lots & Land - For Sale	145	2,228	219	20	<b>7</b> th
\$100K - \$200K - 2BR Residential - For Sale	364	3,127	142	12	8th
\$70K - \$80K Lots & Land - For Sale	183	1,842	221	19	9th
\$60K - \$70K Lots & Land - For Sale	197	1,728	187	18	10 <sup>th</sup>

There are an additional 205 inventory categories that are not shown.

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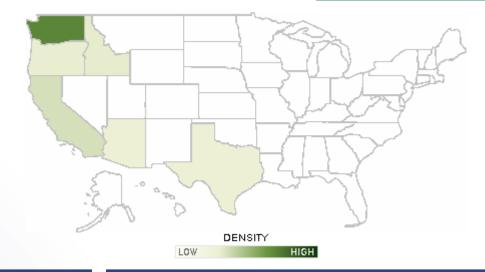
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## **DETAILED ANALYSIS: LOCATION OF YOUR ONLINE CONSUMERS**

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	23,400	61%	1,898	65%	164	78%
California	4,294	11%	235	8%	16	8%
Idaho	1,383	4%	164	6%	3	1%
Oregon	1,198	3%	67	2%	2	1%
Texas	892	2%	129	4%	3	1%
Arizona	788	2%	56	2%	5	2%
Nevada	565	1%	36	1%	3	1%
New Jersey	465	1%	3	0%	1	0%
Alaska	388	1%	30	1%	1	0%
Florida	388	1%	35	1%	2	1%
Colorado	329	1%	26	1%	0	0%
Utah	259	1%	20	1%	1	0%

Top Cities						
City	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Spokane, WA	11,170	31%	1,080	38%	71	36%
Seattle, WA	2,569	7%	146	5%	4	2%
Tacoma, WA	590	2%	64	2%	3	2%
Kennewick, WA	588	2%	33	1%	3	2%
Portland, OR	460	1%	17	1%	2	1%
Absecon, NJ	394	1%	0	0%	0	0%
Gig Harbor, WA	387	1%	6	0%	1	0%
Everett, WA	355	1%	81	3%	8	4%
Kent, WA	332	1%	23	1%	7	4%
Coeur D Alene, ID	302	1%	22	1%	0	0%
Phoenix, AZ	299	1%	23	1%	3	2%
Bellevue, WA	296	1%	20	1%	5	2%

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SOURCE REPORT 7/31/15



#### 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.

4 - 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.

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