

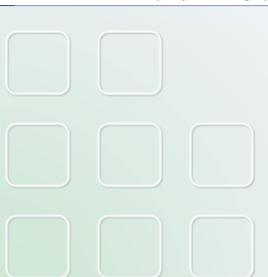


EXECUTIVE SUMMARY

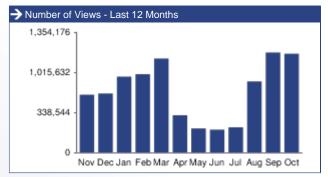
You currently have **5,617** listings, and you are subscribed to **73** publishers. **2** of your brokers currently have a paid subscription to ListHub. You currently have **94** registered brokers using ListHub.

Terms are defined on the last page of this report.

→ Listing Invent	ory		
9,964		_	
7,473 -	~		
2,491 -			
0 Nov I	Dec Jan Feb Mar	Apr May Jun	Jul Aug Sep Oct



→ Top Publishers by N	→ Top Publishers by Number of Views					
Publisher	Property Views	% of Views				
Zillow 🖺	1,013,571	91%				
Homes.com	36,842	3%				
Trulia 🖺	21,503	2%				



→ Top Locations of Your Online Consumers					
City	Property Views	% of Views			
Spokane, WA	14,410	31%			
Seattle, WA	3,001	6%			
Portland, OR	595	1%			



Top Property Categories					
Description	Listing Count	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank
\$100K - \$200K - 3BR Residential - For Sale	780	180,646	171	108	1st
\$100K - \$200K - 4BR Residential - For Sale	473	135,224	61	64	2nd
\$200K - \$300K - 4BR Residential - For Sale	430	105,383	84	39	3rd

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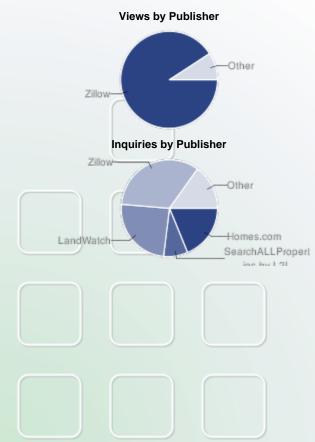
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DETAILED ANALYSIS: PUBLISHER COMPARISON CHART

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	Consumer Traffic		Inquiries	
Publisher	Total	Property Views	Click-Throughs (Visits)	Email	Phone
Zillow 🗐	Not Applicable	1,013,571	Not Applicable	258	Not Applicable
Homes.com	2,965	36,842	36	142	Not Applicable
Trulia 🖺	Not Applicable	21,503	Not Applicable	31	0
LandWatch	3,303	17,895	1,855	178	Not Applicable
LandAndFarm	1,588	4,042	149	11	Not Applicable
Homes&Land	3,336	4,034	0	Not Provided	Not Provided
Keller Williams	443	1,997	0	4	Not Applicable
Lands of America	1,380	1,912	982	5	Not Applicable
Point2 Homes	3,161	1,409	22	2	Not Applicable
HomeBidz	1,930	1,300	1	46	Not Applicable
RealtyStore	3,092	1,096	17	Not Provided	Not Provided
LakeHomesUSA	3,097	1,092	68	3	Not Applicable
HouseHappy	2,864	568	0	Not Applicable	Not Applicable
The Real Estate Book ☐	3,678	346	11	0	Not Applicable
Foreclosure.com	3,194	325	0	0	Not Applicable
SearchALLProperties by L2L	2,984	233	0	63	Not Applicable
RealtyTrac	3,092	218	12	0	Not Applicable
HouseHunt.com	2,954	130	0	0	Not Applicable
Total		1,109,438	3,382	747	0

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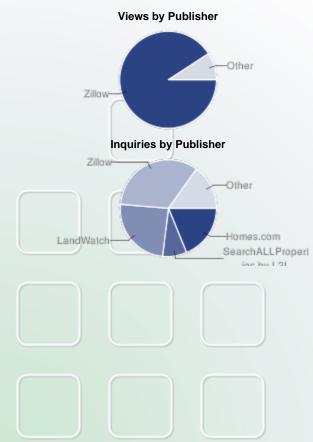


DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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

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Terms are defined on the last page of this report.



	Listings	Listings Consumer Traff		raffic Inquiries		
Publisher	Total	Property Views	Click-Throughs (Visits)	Email	Phone	
HomeFacts	2,958	98	0	1	Not Provided	
USHUD.com	3,095	98	9	Not Applicable	Not Applicable	
DODHousingNetwork	1,993	97	2	Not Applicable	Not Applicable	
FindTheBest Homes	2,951	89	9	Not Applicable	Not Applicable	
HomeSteps	258	83	0	Not Applicable	Not Applicable	
eppraisal	2,966	61	0	0	Not Applicable	
LotNetwork.com	984	56	0	Not Applicable	Not Applicable	
HomeStarSearch	3,321	54	8	Not Applicable	Not Applicable	
CommercialSearch	76	50	1	1	Not Applicable	
HomeFinder.com	4,228	31	138	0	Not Applicable	
RentalRoost	3,320	29	0	0	Not Applicable	
Investability	2,000	23	0	0	Not Applicable	
BidSelect	443	18	1	Not Provided	Not Provided	
Revestor	3,166	18	0	Not Applicable	Not Applicable	
Nestigator	3,321	17	0	0	Not Applicable	
FreedomSoft	3,092	16	0	Not Applicable	Not Applicable	
CondoCompare.com	2,874	15	0	Not Applicable	Not Applicable	
Houses.net	3,161	12	0	Not Applicable	Not Applicable	
Total		1,109,438	3,382	747	0	

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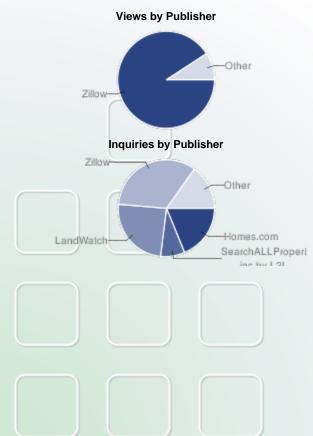


DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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Terms are defined on the last page of this report.



	Listings	Listings Consumer		Inquiries	
Publisher	Total	Property Views	Click-Throughs (Visits)	Email	Phone
Joyful Home	3,321	10	0	Not Applicable	Not Applicable
eLookyLoo	3,056	9	0	0	Not Applicable
Housely	3,232	8	0	0	Not Applicable
New Home Source	142	8	0	Not Applicable	Not Applicable
MyRentToOwn.com	3,166	5	0	Not Applicable	Not Applicable
RealQuest Express	3,201	5	0	0	Not Provided
Property Shark	3,197	4	0	Not Provided	Not Provided
Realy.co	2,950	4	0	0	Not Applicable
Home2.me by TourFactory	2,958	3	13	0	Not Applicable
Lifestyled Listings	3,166	1	0	Not Applicable	Not Applicable
RealSavvy	3,321	1	0	0	Not Applicable
WikiRealty	2,877	1	0	0	Not Applicable
XiLi Mobile 🗐	3,201	1	0	0	0
AdWerx	2,974	0	0	Not Applicable	Not Applicable
AllAcres	955	0	0	0	Not Applicable
BuyerHomeSite.com	3,048	0	0	0	Not Applicable
Close2Homes	3,321	0	0	0	Not Applicable
FindAPlace4Me by VisualTour	2,974	0	0	Not Provided	Not Applicable
Total		1,109,438	3,382	747	0

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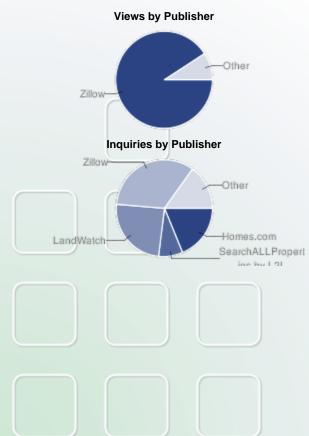
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DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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	Consum	Consumer Traffic		Inquiries	
Publisher	Total	Property Views	Click-Throughs (Visits)	Email	Phone	
FixFlip	3,159	0	0	Not Applicable	Not Applicable	
Harmon Homes	3,201	0	0	0	0	
HomeWinks	3,092	0	0	Not Applicable	Not Applicable	
Hubdin	3,119	0	0	0	Not Applicable	
HUD Seeker	3,103	0	0	Not Applicable	Not Applicable	
ImagesWork by CirclePix	2,756	0	0	0	Not Applicable	
Juwai	3,048	0	21	0	Not Applicable	
Kahping	3,161	0	0	Not Applicable	Not Applicable	
KeyBoom	3,791	0	0	0	Not Applicable	
LearnMoreNow.com	3,193	0	0	Not Applicable	Not Applicable	
NestBuilder	3,105	0	0	Not Applicable	Not Applicable	
Obeo	3,119	0	0	0	Not Applicable	
Open Real Estate Community	2,966	0	0	0	Not Applicable	
PocketListings	3,166	0	0	Not Applicable	Not Applicable	
Showing Suite	3,637	0	0	Not Applicable	Not Applicable	
Vast	4,440	0	0	Not Applicable	Not Applicable	
VisualShows	3,694	0	0	Not Applicable	Not Applicable	
Vscreen	3,159	0	0	0	Not Applicable	
Total		1,109,438	3,382	747	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.

Views by Publisher
Inquiries by Publisher
Zillow
LandWatch Homes.com SearchALLPropert

→ How Do The Publishers Compare?					
	Listings	Consum	er Traffic	Inqu	iries
Publisher	Total	Property Views	Click-Throughs (Visits)	Email	Phone
Ylopo	3,161	0	0	Not Applicable	Not Applicable
Organic	0	0	27	2	0
RealStir	3,211	Not Provided	0	Not Provided	Not Provided
Total		1,109,438	3,382	747	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	780	180,646	171	108	1st	
\$100K - \$200K - 4BR Residential - For Sale	473	135,224	61	64	2nd	
\$200K - \$300K - 4BR Residential - For Sale	430	105,383	84	39	3rd	
\$200K - \$300K - 3BR Residential - For Sale	480	87,600	100	28	4th	
\$100K - \$200K - 2BR Residential - For Sale	287	47,174	118	34	5th	
\$200K - \$300K - 5BR Residential - For Sale	196	60,188	29	8	6th	
\$100K - \$200K Lots & Land - For Sale	498	21,228	266	23	7 th	
\$100K - \$200K - 5BR Residential - For Sale	115	32,871	23	26	8th	
\$300K - \$400K - 5BR Residential - For Sale	131	40,321	53	3	9th	
\$300K - \$400K - 4BR Residential - For Sale	186	36,678	33	9	10th	

There are an additional 189 inventory categories that are not shown.

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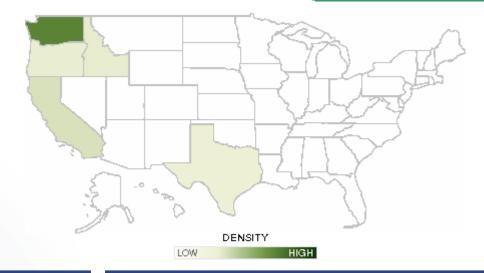
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DETAILED ANALYSIS: LOCATION OF YOUR ONLINE CONSUMERS

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	30,140	62%	1,407	43%	189	72%
California	4,950	10%	1,158	35%	28	11%
Idaho	2,052	4%	169	5%	10	4%
Oregon	1,633	3%	78	2%	7	3%
Texas	1,006	2%	54	2%	4	2%
New Jersey	653	1%	5	0%	1	0%
Arizona	634	1%	18	1%	2	1%
Florida	595	1%	42	1%	1	0%
Colorado	590	1%	27	1%	0	0%
Alaska	541	1%	30	1%	3	1%
Utah	500	1%	10	0%	1	0%
Nevada	415	1%	19	1%	2	1%

Top Cities						
City	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Spokane, WA	14,410	31%	660	21%	98	39%
Seattle, WA	3,001	6%	115	4%	26	10%
Portland, OR	595	1%	15	0%	2	1%
Liberty Lake, WA	581	1%	23	1%	0	0%
Absecon, NJ	560	1%	3	0%	0	0%
Tacoma, WA	505	1%	37	1%	5	2%
Post Falls, ID	413	1%	52	2%	3	1%
Anchorage, AK	380	1%	19	1%	1	0%
Kent, WA	378	1%	9	0%	0	0%
Cheney, WA	376	1%	10	0%	7	3%
Renton, WA	360	1%	14	0%	0	0%
Gig Harbor, WA	350	1%	6	0%	4	2%

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SOURCE REPORT 10/31/15



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.

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