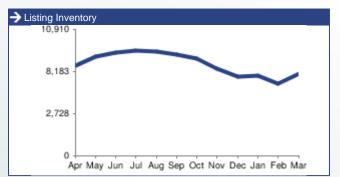




EXECUTIVE SUMMARY

You currently have **5,748** listings, and you are subscribed to **66** publishers. **3** of your brokers currently have a paid subscription to ListHub. You currently have **93** registered brokers using ListHub.

Terms are defined on the last page of this report.



Top Publishers by Number of Detail Views								
Publisher	Detail Views	% Detail Views						
Zillow 🖺	819,654	78%						
Trulia 🖺	178,854	17%						
LandWatch	21,738	2%						







→ Broke	er re	gistra	tions										
4													
3 -										_			
0													
0 -	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	'

Top Property Categories					
Description	Listing Count	Detail Views	Visits	Leads	Performance Rank
\$100K - \$200K - 3BR Residential - For Sale	833	180,250	427	133	1st
\$100K - \$200K - 4BR Residential - For Sale	438	132,413	210	76	2nd
\$200K - \$300K - 4BR Residential - For Sale	405	98,138	262	44	3rd

Metrics Alert: Reported Issue(s)

A potential reporting issue has been identified with ImagesWork by CirclePix. Thank you for your patience while we investigate and work to remedy the situation.

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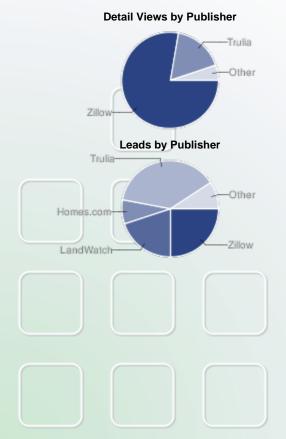


DETAILED ANALYSIS: PUBLISHER COMPARISON CHART

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

Detail Views, visits, and leads 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.



→ How Do The Publishers Compare?						
	Listings	Consum	er Traffic	Leads		
Publisher	Total	Detail Views	Visits	Email	Phone	
Zillow 🗐	NA	819,654	NA	208	NA	
Trulia 🗐	NA	178,854	NA	290	43	
LandWatch	3,037	21,738	2,613	153	NA	
Homes.com	2,745	15,623	42	65	NA	
Homes&Land	3,037	4,860	1	NP	NP	
LandAndFarm	1,343	4,487	141	23	NA	
Keller Williams	411	2,306	0	2	NA	
Lands of America	1,220	1,699	0	3	NA	
LakeHomesUSA	2,856	1,197	219	2	NA	
The Real Estate Book ☐	3,484	900	13	1	NA	
Juwai	2,784	848	9	0	NA	
RealtyStore	2,814	510	6	NP	NP	
Chase My New Home	2,682	448	0	0	0	
RealtyTrac	2,758	376	0	0	NA	
Foreclosure.com	2,904	319	6	0	NA	
HouseHunt.com	2,737	287	3	1	NA	
HomeFinder.com	3,970	281	261	4	NA	
HomeBidz	1,830	280	8	5	NA	
Total		1,055,931	3,808	791	43	

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DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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

Detail Views, visits, and leads 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.

Detail Views by Publisher -Trulia -Other Zillow Leads by Publisher Trulia--Other Homes.com LandWatch

→ How Do The Publishers Compare?						
Thew be the rubhshers compare:	Listings	Consum	er Traffic	Leads		
Publisher	Total	Detail Views	Visits	Email	Phone	
SearchALLProperties by L2L	2,751	267	0	32	NA	
HomeSteps	263	245	0	NP	NP	
USHUD.com	2,812	123	19	NP	NP	
LotNetwork.com	853	103	1	NP	NA	
RealEstateCentral	2,855	103	0	NP	NP	
eppraisal	2,719	82	1	0	NA	
RealSavvy	3,020	61	0	0	NA	
CondoCompare.com	2,642	40	0	NA	NA	
New Home Source	158	37	0	NP	NP	
eLookyLoo	2,796	32	0	0	NA	
BidSelect	411	25	1	NP	NP	
RealQuest Express	2,906	25	1	0	NP	
CommercialSearch	62	24	2	0	NA	
FindTheBest Homes	2,716	23	1	NP	NP	
RentalRoost	3,015	23	0	0	NA	
Harmon Homes	2,906	17	3	0	0	
DODHousingNetwork	1,878	15	0	NA	NA	
FreedomSoft	2,809	5	0	NP	NP	
Total		1,055,931	3,808	791	43	

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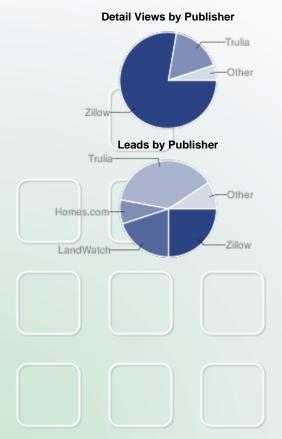
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DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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

Detail Views, visits, and leads 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.



→ How Do The Publishers Compare?						
	Listings		er Traffic	Leads		
Publisher	Total	Detail Views	Visits	Email	Phone	
Realy.co	2,705	5	0	0	NA	
Home2.me by TourFactory	2,714	3	7	0	NA	
Housely	2,950	2	0	0	NA	
Hubdin	2,840	2	0	0	NA	
AllAcres	838	1	0	0	NA	
HouseHappy	2,634	1	0	NP	NP	
AdWerx	2,730	0	0	NP	NP	
BuzzBuzzHome	1,832	0	0	NP	NP	
Close2Homes	3,020	0	0	0	NA	
FindAPlace4Me by VisualTour	2,731	0	0	NP	NP	
Guidance Realty	2,723	0	0	0	NA	
HomeFacts	2,717	0	0	0	NP	
Homes By Lender	3,596	0	4	2	NA	
HomeWinks	2,840	0	0	NP	NP	
HUD Seeker	2,824	0	3	NA	NP	
ImagesWork by CirclePix 🗥	2,542	0	43	0	NA	
Investability	1,889	0	0	0	NA	
Kahping	2,896	0	0	NA	NA	
Total		1,055,931	3,808	791	43	

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DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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

Detail Views, visits, and leads 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.

Detail Views by Publisher -Trulia -Other Zillow Leads by Publisher Trulia--Other Homes.com LandWatch

→ How Do The Publishers Compare?						
	Listings	Consum	er Traffic	Leads		
Publisher	Total	Detail Views	Visits	Email	Phone	
LearnMoreNow.com	2,894	0	0	NP	NP	
Lifestyled Listings	188	0	0	NA	NA	
LivingOnH2O	2,899	0	0	0	NA	
Obeo	2,840	0	0	0	NA	
Open Real Estate Community	0	0	0	0	NA	
PreApprovalLetter.com	1,821	0	0	NA	NA	
Showing Suite	3,369	0	0	NP	NP	
Vast	4,210	0	0	NP	NP	
VisualShows	3,501	0	0	NP	NP	
XiLi Mobile	2,906	0	0	0	0	
Ylopo	2,896	0	0	NA	NA	
Organic	0	0	400	0	0	
HomeTourConnect	2,750	NA	NA	NA	NA	
Point2 Homes	2,896	NP	0	NP	NP	
Property Shark	2,929	NP	NP	NP	NP	
Total		1,055,931	3,808	791	43	

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DETAILED ANALYSIS: PROPERTY CATEGORIES

This report shows the categories of your top listings ranked based on the number of detail views, visits, leads and listings.

Terms are defined on the last page of this report.

Description	Listing Count	Detail Views	Visits	Leads	Performance Rank
\$100K - \$200K - 3BR Residential - For Sale	833	180,250	427	133	1st
\$100K - \$200K - 4BR Residential - For Sale	438	132,413	210	76	2nd
\$200K - \$300K - 4BR Residential - For Sale	405	98,138	262	44	3rd
\$200K - \$300K - 3BR Residential - For Sale	451	74,797	228	35	4th
\$100K - \$200K - 5BR Residential - For Sale	110	49,792	131	37	5th
\$200K - \$300K - 5BR Residential - For Sale	160	55,840	87	17	6th
\$100K - \$200K - 2BR Residential - For Sale	246	38,929	197	23	7th
\$300K - \$400K - 5BR Residential - For Sale	135	38,440	69	24	8th
\$100K - \$200K Lots & Land - For Sale	425	18,628	299	26	9th
\$300K - \$400K - 4BR Residential - For Sale	173	29,614	76	12	10th

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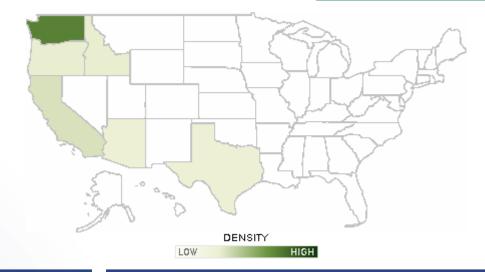
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DETAILED ANALYSIS: LOCATION OF YOUR ONLINE CONSUMERS

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	Detail Views	% Detail Views	Visits	% Visits	Leads	% Leads
Washington	89,646	63%	3,232	69%	362	64%
California	14,163	10%	394	8%	43	8%
Oregon	4,674	3%	167	4%	13	2%
Idaho	4,440	3%	122	3%	28	5%
Texas	2,987	2%	107	2%	6	1%
Arizona	2,324	2%	48	1%	17	3%
Florida	1,410	1%	23	0%	5	1%
Alaska	1,403	1%	21	0%	3	1%
Colorado	1,334	1%	44	1%	1	0%
Utah	1,166	1%	28	1%	5	1%
Nevada	918	1%	67	1%	4	1%
Montana	829	1%	13	0%	3	1%

Top Cities						
Locale	Detail Views	% Detail Views	Visits	% Visits	Leads	% Leads
Spokane, WA	54,266	40%	1,795	41%	206	39%
Seattle, WA	7,500	6%	230	5%	37	7%
Tacoma, WA	1,586	1%	75	2%	2	0%
Portland, OR	1,151	1%	25	1%	2	0%
Liberty Lake, WA	1,069	1%	12	0%	2	0%
Bothell, WA	1,039	1%	58	1%	7	1%
Cheney, WA	867	1%	43	1%	6	1%
Renton, WA	867	1%	29	1%	3	1%
Coeur D Alene, ID	820	1%	18	0%	10	2%
Newport, WA	787	1%	17	0%	0	0%
Hayden, ID	742	1%	12	0%	1	0%
Lynnwood, WA	704	1%	25	1%	2	0%

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SOURCE REPORT 3/31/15



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.

Visits - occurs when a consumer is redirected from a publisher website to a property page chosen by the company.

Leads - 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 "detail 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 detail views, visits, and the number of leads.

Detail 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.

A - 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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