



EXECUTIVE SUMMARY

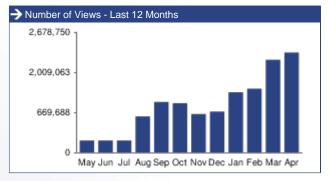
You currently have **5,408** listings, and you are subscribed to **69** publishers. **2** of your brokers currently have a paid subscription to ListHub. You currently have **94** registered brokers using ListHub.

Terms are defined on the last page of this report.

→ Listing Inventory
9,964
7,473 -
2,491 -
May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr

→ Top Publishers by Number of Views						
Publisher	Property Views	% of Views				
Zillow 🗎	2,197,271	96%				
Homes.com	34,343	1%				
Trulia 🗎	23,500	1%				







→ Top Property Categories							
Description	Listing Count	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank		
\$100K - \$200K - 3BR Residential - For Sale	712	394,622	181	77	1st		
\$100K - \$200K - 4BR Residential - For Sale	371	265,115	94	48	2nd		
\$200K - \$300K - 4BR Residential - For Sale	431	234,089	124	33	3rd		

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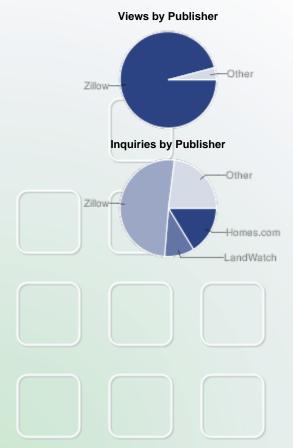


DETAILED ANALYSIS: PUBLISHER COMPARISON CHART

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.

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How Do The Publishers Compare?					
	Listings	Consum	er Traffic	Inqu	uiries
Publisher	Total	Property Views	Click-Throughs (Visits)	Email	Phone
Zillow 🖟	Not Applicable	2,197,271	Not Applicable	339	Not Applicable
Homes.com	2,698	34,343	48	103	Not Applicable
Trulia 🗐	Not Applicable	23,500	Not Applicable	10	0
LandWatch	2,971	17,734	1,929	51	Not Applicable
Lands of America	1,264	6,169	1,473	10	Not Applicable
LandAndFarm	1,438	4,835	839	39	Not Applicable
Homes&Land	3,031	3,598	0	Not Provided	Not Provided
HomeFinder.com	3,850	2,266	219	2	Not Applicable
Keller Williams	409	2,037	0	8	Not Applicable
HomeBidz	1,738	2,013	4	39	Not Applicable
Point2 Homes	2,881	1,414	22	2	Not Applicable
RealtyStore	2,800	1,293	15	Not Provided	Not Provided
LakeHomesUSA	2,808	1,244	74	0	Not Applicable
Foreclosure.com	2,900	643	1	0	Not Applicable
The Real Estate Book	3,307	414	8	0	Not Applicable
RealtyTrac	2,797	302	13	0	Not Applicable
MHBay	132	278	23	Not Provided	Not Provided
HomeSteps	235	275	0	Not Applicable	Not Applicable
Total		2,300,659	4,816	633	2

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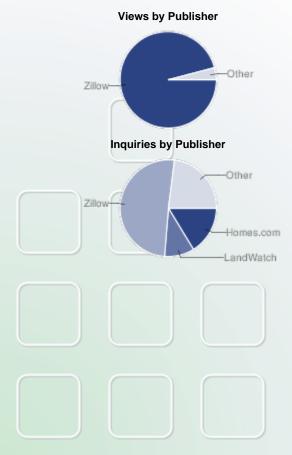


DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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	Listings	Consum	er Traffic	Inqu	iiries
Publisher	Total	Property Views	Click-Throughs (Visits)	Email	Phone
HomeSpotter	3,022	139	Not Applicable	Not Applicable	Not Applicable
SearchALLProperties by L2L	2,731	98	0	28	Not Applicable
HouseHappy	2,614	97	0	Not Applicable	Not Applicable
HomeFacts	2,713	93	1	0	Not Provided
USHUD.com	2,807	72	6	Not Applicable	Not Applicable
HomeStarSearch	3,022	65	10	Not Applicable	Not Applicable
DODHousingNetwork	1,787	59	0	Not Applicable	Not Applicable
FindTheBest Homes	2,715	51	2	Not Applicable	Not Applicable
MyRentToOwn.com	2,886	49	3	Not Applicable	Not Applicable
Investability	1,787	34	0	0	Not Applicable
Joyful Home	3,023	32	0	Not Applicable	Not Applicable
RealSavvy	3,022	31	0	0	Not Applicable
Relola	3,022	30	0	Not Applicable	Not Applicable
Nestigator	3,023	29	0	0	Not Applicable
CondoCompare.com	2,605	24	0	Not Applicable	Not Applicable
HouseHunt.com	2,671	24	0	0	Not Applicable
Close2Homes	3,022	22	0	0	Not Applicable
New Home Source	125	17	0	Not Applicable	Not Applicable
Total		2,300,659	4,816	633	2

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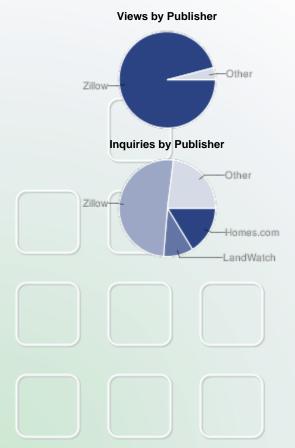


DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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	Listings	Consum	er Traffic	Inqu	iries
Publisher	Total	Property Views	Click-Throughs (Visits)	Email	Phone
eLookyLoo	2,775	13	0	0	Not Applicable
LotNetwork.com	923	13	0	Not Applicable	Not Applicable
Lifestyled Listings	2,883	11	0	Not Applicable	Not Applicable
Ylopo	2,884	7	0	Not Applicable	Not Applicable
WikiRealty	2,627	6	0	0	Not Applicable
RealQuest Express	2,908	5	0	0	Not Provided
AllAcres	904	4	0	0	Not Applicable
FreedomSoft	2,798	2	1	Not Applicable	Not Applicable
Harmon Homes	2,905	1	0	0	0
Houses.net	2,880	1	0	Not Applicable	Not Applicable
Showing Suite	3,774	1	0	Not Applicable	Not Applicable
AdWerx	2,723	0	0	Not Applicable	Not Applicable
CommercialSearch	76	0	1	0	Not Applicable
DreamHomeList	2,889	0	0	Not Applicable	Not Applicable
FindAPlace4Me by VisualTour	2,723	0	0	Not Provided	Not Applicable
FixFlip	2,881	0	0	Not Applicable	Not Applicable
Guidance Realty	2,715	0	0	0	Not Applicable
Home2.me by TourFactory	2,679	0	6	0	Not Applicable
Total		2,300,659	4,816	633	2

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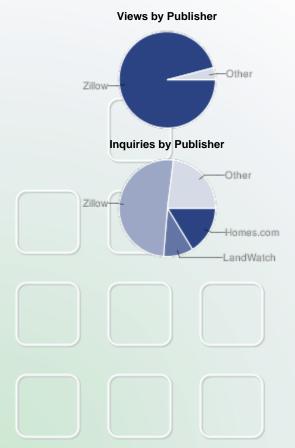


DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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	Listings	Consum	er Traffic	Inqu	iries
Publisher	Total	Property Views	Click-Throughs (Visits)	Email	Phone
HomeWinks	2,799	0	0	Not Applicable	Not Applicable
HouseValueStore	2,811	0	5	Not Applicable	Not Applicable
ImagesWork by CirclePix	2,512	0	0	0	Not Applicable
Juwai	2,771	0	27	0	Not Applicable
Kahping	2,878	0	0	Not Applicable	Not Applicable
KeyBoom	3,404	0	0	0	Not Applicable
LearnMoreNow.com/FindHomes	2,900	0	0	Not Applicable	Not Applicable
NestBuilder	2,849	0	0	Not Applicable	Not Applicable
Open Real Estate Community	2,723	0	0	0	Not Applicable
PocketListings	2,885	0	0	Not Applicable	Not Applicable
Property Shark	2,895	0	0	Not Provided	Not Provided
RealStir	2,918	0	Not Applicable	Not Applicable	Not Applicable
Revestor	2,889	0	0	Not Applicable	Not Applicable
Vast	4,047	0	0	Not Applicable	Not Applicable
Veracity	Not Provided	0	0	Not Provided	Not Provided
VisualShows	3,354	0	0	Not Applicable	Not Applicable
Vscreen	2,879	0	0	0	Not Applicable
Ziptohome	2,885	0	0	0	Not Applicable
Total		2,300,659	4.816	633	2

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DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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	Listings	Consumer Traffic		Inqu	uiries
Publisher	Total	Property Views	Click-Throughs (Visits)	Email	Phone
Organic	0	0	44	2	2
Back At You Media	2,886	Not Applicable	42	Not Applicable	Not Applicable
Total		2,300,659	4,816	633	2

	Views by Pub	lisher
Zillo	w-C	Other
	Inquiries by Pu	blisher
Zillo		Other Homes.com LandWatch

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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	712	394,622	181	77	1st		
\$100K - \$200K - 4BR Residential - For Sale	371	265,115	94	48	2nd		
\$200K - \$300K - 4BR Residential - For Sale	431	234,089	124	33	3rd		
\$200K - \$300K - 3BR Residential - For Sale	464	183,441	184	54	4th		
\$100K - \$200K - 2BR Residential - For Sale	271	109,107	153	26	5th		
\$100K - \$200K Lots & Land - For Sale	469	44,009	595	16	6 th		
\$200K - \$300K - 5BR Residential - For Sale	150	117,396	44	6	7 th		
\$300K - \$400K - 4BR Residential - For Sale	218	97,899	72	16	8th		
\$300K - \$400K - 5BR Residential - For Sale	111	75,352	46	7	9th		
\$10K - \$20K Lots & Land - For Sale	73	12,366	332	26	10th		

There are an additional 191 inventory categories that are not shown.

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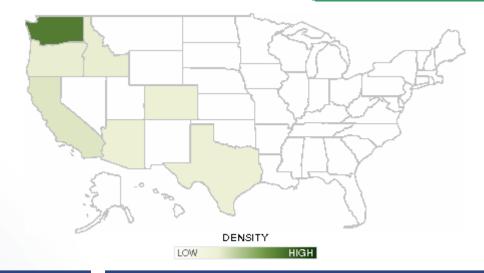


DETAILED ANALYSIS: LOCATION OF YOUR ONLINE CONSUMERS

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	40,016	66%	1,595	34%	114	64%
California	4,795	8%	1,567	33%	26	15%
Idaho	2,063	3%	143	3%	7	4%
Oregon	1,732	3%	118	2%	3	2%
Texas	1,292	2%	85	2%	5	3%
Colorado	990	2%	32	1%	0	0%
Arizona	974	2%	74	2%	6	3%
Utah	889	1%	19	0%	0	0%
Florida	664	1%	42	1%	5	3%
Alaska	503	1%	16	0%	3	2%
Nevada	472	1%	31	1%	4	2%
Illinois	393	1%	11	0%	0	0%

→ Top Cities									
City	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries			
Spokane, WA	19,917	34%	880	19%	49	28%			
Seattle, WA	5,142	9%	130	3%	25	14%			
Tacoma, WA	736	1%	21	0%	3	2%			
Portland, OR	673	1%	51	1%	1	1%			
Kent, WA	510	1%	10	0%	0	0%			
Bellevue, WA	443	1%	9	0%	1	1%			
Everett, WA	414	1%	18	0%	0	0%			
Vancouver, WA	408	1%	22	0%	3	2%			
Kennewick, WA	391	1%	2	0%	1	1%			
Coeur D Alene, ID	387	1%	48	1%	1	1%			
Cheney, WA	359	1%	9	0%	0	0%			
Renton, WA	352	1%	12	0%	1	1%			

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SOURCE REPORT 4/30/16







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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