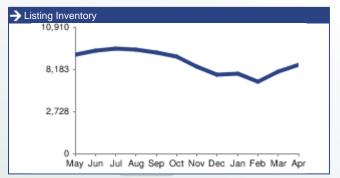




### **EXECUTIVE SUMMARY**

You currently have **6,035** listings, and you are subscribed to **69** 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						
Trulia 🗎	46,177	44%						
LandWatch	19,591	19%						
Homes.com	16,660	16%						

→ Top Locations of Your Online Consumers							
Locale	Detail Views	% Detail Views					
Spokane, WA	22,301	36%					
Seattle, WA	3,819	6%					
Kent, WA	833	1%					





E	<b>→</b> Bro	k۴	er re	gistra	tions	;									
	4	]													
	3														
	1														
	0														
			May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	

→ Top Property Categories					
Description	Listing Count	Detail Views	Visits	Leads	Performance Rank
\$100K - \$200K - 3BR Residential - For Sale	891	13,732	346	37	1st
\$100K - \$200K - 4BR Residential - For Sale	454	9,108	182	39	2nd
\$200K - \$300K - 3BR Residential - For Sale	515	7,091	272	17	3rd

### 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.

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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.

# Trulia Other Leads by Publisher Trulia Other Homes.com Leads by Publisher Trulia Other SearchALLPropert ies by L2L LandWatch

→ How Do The Publishers Compare?	L to do	0	T (f: -		- 1-
		Listings Consumer Traffic		Leads	
Publisher	Total	Detail Views	Visits	Email	Phone
Trulia 🖁	NA	46,177	NA	79	7
LandWatch	3,356	19,591	2,396	161	NA
Homes.com	3,029	16,660	54	85	NA
Homes&Land	3,351	4,954	0	NP	NP
LandAndFarm	1,454	4,595	220	22	NA
Keller Williams	439	3,133	0	10	NA
Lands of America	1,324	1,589	0	5	NA
LakeHomesUSA	3,120	1,347	205	3	NA
The Real Estate Book	3,766	1,119	0	0	NA
SearchALLProperties by L2L	2,998	710	0	48	NA
Juwai	3,046	473	25	0	NA
RealtyStore	3,078	454	6	NP	NP
RealtyTrac	3,133	377	0	0	NA
HomeBidz	2,014	335	12	1	NA
HousingBlock	3,333	316	0	1	NA
Foreclosure.com	3,187	314	1	0	NA
Chase My New Home	2,970	277	1	0	0
HouseHunt.com	2,975	266	0	2	NA
Total		103,949	3,607	447	11

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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** -Other Trulia-LandWatch. Homes.com Leads by Publisher Trulia--Other Homes.com SearchALLPropert ies by L2L LandWatch

	Listings	Consum	er Traffic	Leads		
Publisher	Total	Detail Views	Visits	Email	Phone	
HomeSteps	257	194	0	NP	NP	
HomeFinder.com	4,304	166	282	6	NA	
eppraisal	2,976	121	3	2	NA	
USHUD.com	3,085	119	61	NP	NP	
HouseHappy	2,878	118	0	NP	NP	
LotNetwork.com	914	92	4	NP	NA	
RealEstateCentral	3,123	75	0	NP	NP	
RealQuest Express	3,195	60	0	0	NP	
HomeFacts	2,971	54	1	0	NP	
CondoCompare.com	2,882	48	0	NA	NA	
CommercialSearch	67	42	0	0	NA	
eLookyLoo	3,057	38	1	0	NA	
FindTheBest Homes	2,963	32	3	NP	NP	
New Home Source	159	20	0	NP	NP	
RentalRoost	3,328	18	0	0	NA	
BidSelect	439	13	2	NP	NP	
Guidance Realty	2,977	11	0	0	NA	
RealSavvy	3,333	10	0	0	NA	
Total		103,949	3,607	447	11	

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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** -Other Trulia-LandWatch. Homes.com Leads by Publisher Trulia--Other Homes.com SearchALLPropert ies by L2L LandWatch

→ How Do The Publishers Compare?						
The Bo The Fabiliane Scompare:	Listings	Consum	er Traffic	Leads		
Publisher	Total	Detail Views	Visits	Email	Phone	
Realy.co	2,960	10	0	0	NA	
DODHousingNetwork	2,078	8	0	NA	NA	
Harmon Homes	3,195	6	0	0	0	
FreedomSoft	3,106	2	0	NP	NP	
Housely	3,255	2	0	0	NA	
AllAcres	896	1	0	0	NA	
Home2.me by TourFactory	2,958	1	10	0	NA	
Hubdin	3,124	1	0	0	NA	
AdWerx	2,986	0	0	NP	NP	
Close2Homes	3,333	0	0	0	NA	
FindAPlace4Me by VisualTour	2,987	0	0	NP	NP	
FixFlip	3,175	0	0	NA	NA	
HomeWinks	3,133	0	0	NP	NP	
HUD Seeker	3,096	0	0	NA	NP	
ImagesWork by CirclePix	2,781	0	24	0	NA	
Investability	2,088	0	0	0	NA	
Kahping	3,176	0	0	NA	NA	
LearnMoreNow.com	3,184	0	0	NP	NP	
Total		103,949	3,607	447	11	

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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** -Other Trulia-LandWatch. Homes.com Leads by Publisher Trulia--Other Homes.com SearchALLPropert ies by L2L LandWatch.

→ How Do The Publishers Compare?						
	Listings	Consum	er Traffic	Leads		
Publisher	Total	Detail Views	Visits	Email	Phone	
Lifestyled Listings	208	0	0	NA	NA	
LivingOnH2O	3,178	0	0	0	NA	
MoveTube	3,904	0	1	0	NA	
Obeo	3,124	0	0	0	NA	
Open Real Estate Community	2,975	0	0	0	NA	
PreApprovalLetter.com	2,012	0	0	NA	NA	
Showing Suite	3,674	0	0	NP	NP	
Vast	4,504	0	2	NP	NP	
VisualShows	3,795	0	0	NP	NP	
XiLi Mobile 🗐	3,195	0	0	0	0	
Ylopo	3,176	0	0	NA	NA	
Zillow 🖺	NA	0	NA	20	NA	
Organic	0	0	293	2	4	
HomeTourConnect	3,024	NA	NA	NA	NA	
Point2 Homes	3,176	NP	0	NP	NP	
Property Shark	3,212	NP	NP	NP	NP	
Total		103,949	3,607	447	11	

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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	891	13,732	346	37	1st
\$100K - \$200K - 4BR Residential - For Sale	454	9,108	182	39	2nd
\$200K - \$300K - 3BR Residential - For Sale	515	7,091	272	17	3rd
\$200K - \$300K - 4BR Residential - For Sale	462	7,756	137	18	4th
\$100K - \$200K - 2BR Residential - For Sale	297	4,160	130	17	5 <sup>th</sup>
\$20K - \$30K Lots & Land - For Sale	143	2,321	199	29	6th
\$100K - \$200K Lots & Land - For Sale	491	3,394	255	11	7th
\$40K - \$50K Lots & Land - For Sale	255	2,537	201	22	8th
\$30K - \$40K Lots & Land - For Sale	225	2,447	212	18	9th
\$50K - \$60K Lots & Land - For Sale	202	2,254	189	20	10 <sup>th</sup>

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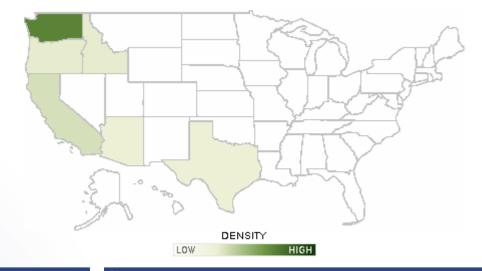


# **DETAILED ANALYSIS: LOCATION OF YOUR ONLINE CONSUMERS**

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	40,879	62%	2,620	67%	248	69%
California	7,012	11%	352	9%	35	10%
Oregon	2,360	4%	109	3%	10	3%
Idaho	2,353	4%	149	4%	12	3%
Arizona	1,263	2%	73	2%	4	1%
Texas	1,221	2%	88	2%	0	0%
Alaska	772	1%	18	0%	0	0%
Colorado	768	1%	53	1%	2	1%
Florida	592	1%	11	0%	1	0%
Montana	551	1%	30	1%	4	1%
Nevada	508	1%	46	1%	0	0%
Hawaii	411	1%	9	0%	3	1%

→ Top Cities						
Locale	Detail Views	% Detail Views	Visits	% Visits	Leads	% Leads
Spokane, WA	22,301	36%	1,411	38%	117	34%
Seattle, WA	3,819	6%	229	6%	25	7%
Kent, WA	833	1%	35	1%	1	0%
Tacoma, WA	793	1%	39	1%	11	3%
Portland, OR	747	1%	25	1%	4	1%
Bellingham, WA	654	1%	3	0%	0	0%
Bellevue, WA	608	1%	95	3%	4	1%
Yakima, WA	526	1%	4	0%	0	0%
Coeur D Alene, ID	419	1%	20	1%	0	0%
Post Falls, ID	396	1%	13	0%	3	1%
Kirkland, WA	380	1%	22	1%	2	1%
Kennewick, WA	372	1%	26	1%	7	2%

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Broker registrations

Brokerage Name

Office Codes



Paid ListHub Broker

# of Listings

> 14 5 0

> > 6

### 31-DAY REPORT FOR YOUR LISTINGS



# **BROKER REGISTRATIONS**

This report shows a list of brokerages who are registered for ListHub. They are sorted alphabetically by company name. Brokerages that have paid for an upgraded account are indicated by a 'yes' in the 'Paid ListHub Broker' column.

brokerage name	Office Codes	Paid Listinub broker	
All American Real Estate Services			
Am-Pac Realty, Inc.	372		
Berkshire Hathaway HomeServices First Look Real Estate	75		
Bertis & Wieber, LLC	30		
Century 21 Kelly Davis	90		
Cheney Realty, Inc.	67		
Choice Realty, LLC	694		
Citibrokers, LLC	681		
Coldwell Banker North Country Realty LLC	397	Yes	
Coldwell Banker Northwest Group	176 500 86		
Coldwell Banker Schneidmiller Realty	293		
Coldwell Banker Tomlinson	315 328 329		
Connect Realty.com, Inc.	630		
Cooper Realty Services.com	355		
Country Home Property Sales and Management	298		
Country Homes Realty, Inc.	155		
Daybreak Realty Inc.	363		
DeCaro & Associates Real Estate, LLC	643		
	Am-Pac Realty, Inc.  Berkshire Hathaway HomeServices First Look Real Estate Bertis & Wieber, LLC Century 21 Kelly Davis Cheney Realty, Inc. Choice Realty, LLC Citibrokers, LLC Coldwell Banker North Country Realty LLC Coldwell Banker Northwest Group Coldwell Banker Schneidmiller Realty Coldwell Banker Tomlinson Connect Realty.com, Inc. Cooper Realty Services.com Country Home Property Sales and Management Country Homes Realty, Inc. Daybreak Realty Inc.	All American Real Estate Services Am-Pac Realty, Inc.  Berkshire Hathaway HomeServices First Look Real Estate  Bertis & Wieber, LLC  Century 21 Kelly Davis  Cheney Realty, Inc.  Choice Realty, LLC  Citibrokers, LLC  Coldwell Banker North Country Realty LLC  Coldwell Banker Northwest Group  Coldwell Banker Schneidmiller Realty  Coldwell Banker Tomlinson  Connect Realty.com, Inc.  Cooper Realty Services.com  Country Home Property Sales and Management  Country Homes Realty, Inc.  Daybreak Realty Inc.  372  372  372  372  372  372  45  67  67  67  67  681  681  694  681  297  297  297  298  298  298  Connect Realty.com, Inc.  155  Daybreak Realty Inc.  363	All American Real Estate Services Am-Pac Realty, Inc. Berkshire Hathaway HomeServices First Look Real Estate Bertis & Wieber, LLC Century 21 Kelly Davis Cheney Realty, Inc. Choice Realty, LLC Citibrokers, LLC Coldwell Banker North Country Realty LLC Coldwell Banker Northwest Group Coldwell Banker Schneidmiller Realty Coldwell Banker Tomlinson Connect Realty.com, Inc. Cooper Realty.com, Inc. Cooper Realty Services.com Country Home Property Sales and Management Country Homes Realty, Inc. Daybreak Realty Inc.  372 372 372 372 372 373 372 373 374 396 498 498 498 498 498 498 498 498 498 498

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# **BROKER REGISTRATIONS**

This report shows a list of brokerages who are registered for ListHub. They are sorted alphabetically by company name. Brokerages that have paid for an upgraded account are indicated by a 'yes' in the 'Paid ListHub Broker' column.

Brokerage Name	Office Codes	Paid ListHub Broker	# of Listings
Ericks Realtly	250		22
EvoReal	534		40
Exit Real Estate North	547		45
Exit Real Estate Professionals	165		70
Exit Real Estate Valley	597		26
FlatListingFee.com, Inc. DBA Flat List RE	451		10
Freedom Realty and Appraisal Service	606		0
GK Hansen Real Estate, LLC	265		24
Gold Star Realty Co.	121		0
Goodale & Barbieri Company	583		0
HOUSEPAD LLP, SPOKANE	576		4
Hagood Real Estate	470		1
Hilton Real Estate Inc.	144		21
Home Sales USA, Inc. DBA Home Sales Spokane	719		7
Homes 4 You, LLC	585		4
nland Real Estate, LLC	465		1
John L. Scott POB	49		113
John L. Scott, Inc.	96		231

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# **BROKER REGISTRATIONS**

This report shows a list of brokerages who are registered for ListHub. They are sorted alphabetically by company name. Brokerages that have paid for an upgraded account are indicated by a 'yes' in the 'Paid ListHub Broker' column.

Broker registrations			
Brokerage Name	Office Codes	Paid ListHub Broker	# of Listings
Julia Sells Homes	736		3
KRN Real Estate and Company	653		0
Keller Williams Realty Spokane	17 513		453
Keller Williams Realty Spokane Valley	468		0
Kestell Co.	285		104
Lilac City Real Estate, LLC	699		2
Loma Linda Properties LLC	543		0
Luxcel Realty, LLC.	577		0
MLS4owners.com	491		6
Madison Real Estate and Property Management, Inc.	262		9
Mark Spear Homeselling Team	445		7
Moore Exclusive Realty	674		2
Nicholson-Wood & Associates	219		1
Northern Pines Real Estate Services	663		10
Northwest Outdoor Properties, Inc.	627		0
Northwest Real Estate	238		0
Nvest Real Estate Co., Inc.	362		0
OurHouse	720		1

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# **BROKER REGISTRATIONS**

This report shows a list of brokerages who are registered for ListHub. They are sorted alphabetically by company name. Brokerages that have paid for an upgraded account are indicated by a 'yes' in the 'Paid ListHub Broker' column.

→ Broker registrations			
Brokerage Name	Office Codes	Paid ListHub Broker	# of Listings
Owner Assist Realty	466		0
PLESE REALTY	231		41
Pat Kenney Realty, LLC Branch	707		5
Prime Real Estate Group	708		76
Professional Realty Services of Washington, Inc.	449		91
R.C. Schwartz & Associates Inc.	240		13
R.H. Cooke and Associates INC.	81		37
RE/MAX Inland Empire	572		60
RE/MAX Select Associates	556		138
RE/MAX of Spokane	335		183
Rainey Real Estate	660		0
Real Estate Marketplace NW	26		231
Realteam Real Estate Center	555	Yes	23
Realty Direct Spokane Valley	594		18
Realty Mart	71		1
SAVANT REALTY	741		7
Scott Allen Realty	711		0
Scott Maclay & Associates	644		0

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# **BROKER REGISTRATIONS**

This report shows a list of brokerages who are registered for ListHub. They are sorted alphabetically by company name. Brokerages that have paid for an upgraded account are indicated by a 'yes' in the 'Paid ListHub Broker' column.

→ Broker registrations			
Brokerage Name	Office Codes	Paid ListHub Broker	# of Listings
Soleil Real Estate	552		263
Spokane RE & Prop Mgmt	647		0
Stimulus Realty	698		2
Synergy Properties LLC	725	Yes	73
Tamarack Realty	447		37
The Green Ridge Fund, Inc.	518		0
Tomlinson West Plains	330 549 164		0
Top Gold Realty	676		8
United Country Four Seasons Realty, Inc.	350		0
Veracity Real Estate Group	734		0
Wild West Realty	690		12
Windermere Chewelah LLC	310		98
Windermere North Spokane LLC	227		337
Windermere Real Estate / Manito LLC	456 217		254
Windermere Real Estate/City Group LLC	443		138
Windermere Real Estate/Cornerstone	542		49
Windermere Real Estate/Valley, Inc.	540 178		191
Wise Investment Real Estate	584		2

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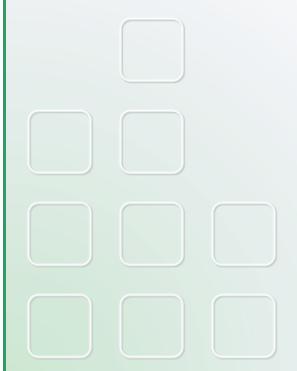




# **BROKER REGISTRATIONS**

This report shows a list of brokerages who are registered for ListHub. They are sorted alphabetically by company name. Brokerages that have paid for an upgraded account are indicated by a 'yes' in the 'Paid ListHub Broker' column.

→ Broker registrations			
Brokerage Name	Office Codes	Paid ListHub Broker	# of Listings
Woodard Properties and Invest. Inc.	497		4
eXp Realty	205		1
the Real Estate Matchmaker	691		3



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SOURCE REPORT 4/30/15



### 31-DAY 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.

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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