



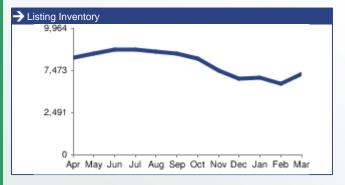
EXECUTIVE SUMMARY

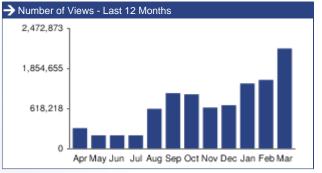
You currently have **4,921** listings, and you are subscribed to **68** publishers. **2** of your brokers currently have a paid subscription to ListHub. You currently have **94** registered brokers using ListHub.

Terms are defined on the last page of this report.

Top Publishers by Number of Views						
Publisher	Property Views	% of Views				
Zillow 🖺	1,968,757	96%				
Homes.com	29,159	1%				
Trulia 🗐	21,641	1%				

Top Locations of Your Online Consumers						
City	Property Views	% of Views				
Spokane, WA	18,717	36%				
Seattle, WA	3,808	7%				
Liberty Lake, WA	612	1%				







Metrics Alert: Reported Issue(s)

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



→ Top Property Categories					
Description	Listing Count	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank
\$100K - \$200K - 3BR Residential - For Sale	638	326,877	173	102	1st
\$100K - \$200K - 4BR Residential - For Sale	345	242,656	96	58	2nd
\$200K - \$300K - 4BR Residential - For Sale	359	190,394	102	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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Views by Publisher
Zillow—Other
Inquiries by Publisher
LandWatch SearchALLProper les by £2L HomeBidz

	Listings	Consumer Traffic		Inquiries	
Publisher	Total	Property Views	Click-Throughs (Visits)	Email	Phone
Zillow 🗒	Not Applicable	1,968,757	Not Applicable	299	Not Applicable
Homes.com	2,426	29,159	31	69	Not Applicable
Trulia 🖺	Not Applicable	21,641	Not Applicable	2	0
LandWatch	2,712	18,340	1,994	46	Not Applicable
LandAndFarm	1,338	4,019	120	27	Not Applicable
Homes&Land	2,749	3,604	1	Not Provided	Not Provided
Keller Williams	374	2,204	0	3	Not Applicable
Lands of America	1,171	2,097	1,537	4	Not Applicable
HomeBidz	1,538	1,808	6	104	Not Applicable
RealtyStore	2,556	1,696	19	Not Provided	Not Provided
HomeFinder.com 🖺	3,522	1,536	170	4	Not Applicable
Point2 Homes	2,610	1,508	43	1	Not Applicable
LakeHomesUSA	2,564	1,160	41	0	Not Applicable
Foreclosure.com	2,643	602	0	0	Not Applicable
The Real Estate Book	3,040	515	12	1	Not Applicable
RealtyTrac	2,554	306	10	5	Not Applicable
SearchALLProperties by L2L	2,479	285	0	54	Not Applicable
HomeSteps	223	250	0	Not Applicable	Not Applicable
Total		2,060,724	4,101	622	0

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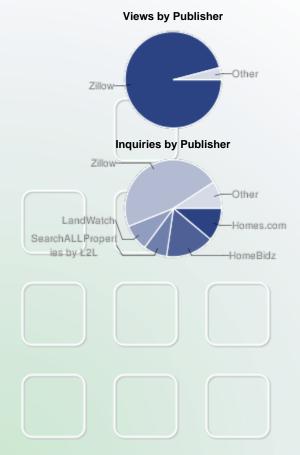


DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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

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	Listings	Consumer Traffic		Inquiries	
Publisher	Total	Property Views	Click-Throughs (Visits)	Email	Phone
MHBay	102	240	7	Not Provided	Not Provided
HouseHunt.com	2,436	186	0	1	Not Applicable
USHUD.com	2,559	158	20	Not Applicable	Not Applicable
HomeFacts	2,459	95	5	0	Not Provided
MyRentToOwn.com	2,612	87	2	Not Applicable	Not Applicable
DODHousingNetwork	1,562	82	0	Not Applicable	Not Applicable
HomeStarSearch	2,738	66	4	Not Applicable	Not Applicable
CommercialSearch 🗥	72	52	1	0	Not Applicable
FindTheBest Homes	2,440	51	4	Not Applicable	Not Applicable
HouseHappy	2,373	34	0	Not Applicable	Not Applicable
LotNetwork.com	879	22	0	Not Applicable	Not Applicable
Investability	1,566	21	0	0	Not Applicable
New Home Source	116	21	0	Not Applicable	Not Applicable
Joyful Home	2,739	20	1	Not Applicable	Not Applicable
CondoCompare.com	2,366	19	0	Not Applicable	Not Applicable
Nestigator	2,739	19	0	0	Not Applicable
NestBuilder	2,580	16	0	Not Applicable	Not Applicable
Relola	2,737	11	0	Not Applicable	Not Applicable
Total		2,060,724	4,101	622	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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	Views by Pub	olisher
Zilk	w C	Other
	Inquiries by Pu	ıblisher
LandWat SearchALLProp ies by £2L	ch	Other Homes.com

	Listings	Consumer Traffic		Inquiries	
Publisher	Total	Property Views	Click-Throughs (Visits)	Email	Phone
HomeSpotter	2,738	8	Not Applicable	Not Applicable	Not Applicable
Juwai	2,517	7	15	0	Not Applicable
AllAcres	857	6	0	0	Not Applicable
Houses.net	2,609	4	0	Not Applicable	Not Applicable
RealSavvy	2,737	3	0	0	Not Applicable
Close2Homes	2,737	2	0	0	Not Applicable
eLookyLoo	2,522	2	0	0	Not Applicable
FreedomSoft	2,555	1	0	Not Applicable	Not Applicable
Harmon Homes	2,645	1	0	0	0
RealQuest Express	2,644	1	0	0	Not Provided
WikiRealty	2,360	1	0	0	Not Applicable
Ylopo	2,609	1	0	Not Applicable	Not Applicable
AdWerx	2,470	0	0	Not Applicable	Not Applicable
DreamHomeList	2,611	0	0	Not Applicable	Not Applicable
FindAPlace4Me by VisualTour	2,470	0	0	Not Provided	Not Applicable
FixFlip	2,610	0	0	Not Applicable	Not Applicable
Guidance Realty	2,464	0	0	0	Not Applicable
Home2.me by TourFactory	2,442	0	19	0	Not Applicable
Total		2,060,724	4,101	622	0

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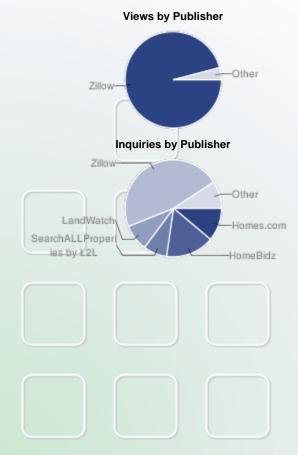
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DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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

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→ How Do The Publishers Compare?	Listings	Consum	Consumer Traffic		iiries
Publisher	Total	Property Views	Click-Throughs (Visits)	Email	Phone
HomeWinks	2,556	0	0	Not Applicable	Not Applicable
HouseValueStore	2,564	0	8	Not Applicable	Not Applicable
ImagesWork by CirclePix	2,293	0	0	0	Not Applicable
Kahping	2,607	0	0	Not Applicable	Not Applicable
KeyBoom	3,112	0	0	0	Not Applicable
LearnMoreNow.com/FindHomes	2,639	0	0	Not Applicable	Not Applicable
Lifestyled Listings	2,609	0	0	Not Applicable	Not Applicable
Open Real Estate Community	2,466	0	0	0	Not Applicable
PocketListings	2,610	0	0	Not Applicable	Not Applicable
Property Shark	2,636	0	0	Not Provided	Not Provided
RealStir	2,646	0	Not Applicable	Not Applicable	Not Applicable
Revestor	2,611	0	0	Not Applicable	Not Applicable
Showing Suite	3,023	0	0	Not Applicable	Not Applicable
Vast	3,719	0	0	Not Applicable	Not Applicable
VisualShows	3,070	0	0	Not Applicable	Not Applicable
Vscreen	2,606	0	0	0	Not Applicable
Ziptohome	2,611	0	0	0	Not Applicable
Organic	0	0	31	2	0
Total		2,060,724	4,101	622	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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Views by Publisher
Zillow—Other
Inquiries by Publisher
LandWatch SearchALLPropert les by £2L HomeBidz

→ How Do The Publishers Compare?					
	Listings Consumer Traffic Inquirie			iiries	
Publisher	Total	Property Views	Click-Throughs (Visits)	Email	Phone
Back At You Media	2,612	Not Applicable	0	Not Applicable	Not Applicable
Total		2,060,724	4,101	622	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.

Description	Listing Count	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank
\$100K - \$200K - 3BR Residential - For Sale	638	326,877	173	102	1st
\$100K - \$200K - 4BR Residential - For Sale	345	242,656	96	58	2nd
\$200K - \$300K - 4BR Residential - For Sale	359	190,394	102	33	3rd
\$200K - \$300K - 3BR Residential - For Sale	432	178,873	110	24	4th
\$100K - \$200K - 2BR Residential - For Sale	236	100,699	86	29	5th
\$200K - \$300K - 5BR Residential - For Sale	149	85,699	67	17	6th
\$300K - \$400K - 4BR Residential - For Sale	192	89,177	47	15	7th
\$100K - \$200K Lots & Land - For Sale	408	39,369	412	17	8th
\$10K - \$20K Lots & Land - For Sale	68	12,068	421	29	9th
\$300K - \$400K - 5BR Residential - For Sale	99	56,966	25	9	10th

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

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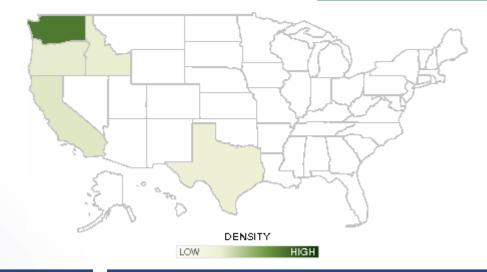


DETAILED ANALYSIS: LOCATION OF YOUR ONLINE CONSUMERS

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	37,014	68%	1,565	39%	165	79%
California	3,769	7%	1,653	41%	9	4%
Oregon	2,374	4%	144	4%	6	3%
Idaho	1,785	3%	89	2%	13	6%
Texas	1,140	2%	67	2%	3	1%
Arizona	747	1%	60	2%	4	2%
Colorado	663	1%	29	1%	0	0%
Florida	543	1%	58	1%	0	0%
Nevada	438	1%	4	0%	1	0%
New York	422	1%	31	1%	1	0%
Alaska	382	1%	7	0%	0	0%
Utah	356	1%	9	0%	0	0%

Top Cities						
City	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Spokane, WA	18,717	36%	705	18%	101	50%
Seattle, WA	3,808	7%	131	3%	18	9%
Liberty Lake, WA	612	1%	11	0%	3	2%
Portland, OR	569	1%	33	1%	2	1%
Kent, WA	557	1%	5	0%	2	1%
Auburn, WA	551	1%	16	0%	4	2%
Vancouver, WA	514	1%	31	1%	6	3%
Tacoma, WA	489	1%	13	0%	0	0%
Renton, WA	414	1%	14	0%	1	0%
Everett, WA	343	1%	37	1%	0	0%
Coeur D Alene, ID	333	1%	4	0%	0	0%
Federal Way, WA	324	1%	14	0%	0	0%

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SOURCE REPORT 3/31/16



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.

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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