



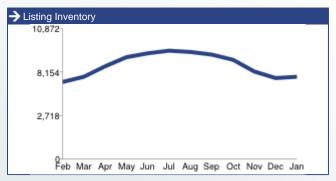
## **EXECUTIVE SUMMARY**

You currently have **4,874** listings, and you are subscribed to **58** 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 🖺	621,251	73%					
	Trulia 🖺	174,570	20%					
	LandWatch	22,864	3%					

Top Locations of Your Online Consumers						
Locale	Detail Views	% Detail Views				
Spokane, WA	57,351	40%				
Seattle, WA	5,588	4%				
Tacoma, WA	1,822	1%				







→ Broker registrations
4
3-
1-
<sup>0</sup> Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan

Top Property Categories								
Description	Listing Count	Detail Views	Visits	Leads	Performance Rank			
\$100K - \$200K - 3BR Residential - For Sale	749	136,950	439	97	1st			
\$100K - \$200K - 4BR Residential - For Sale	400	108,069	229	70	<u>2</u> nd			
\$200K - \$300K - 4BR Residential - For Sale	362	75,772	196	47	3rd			



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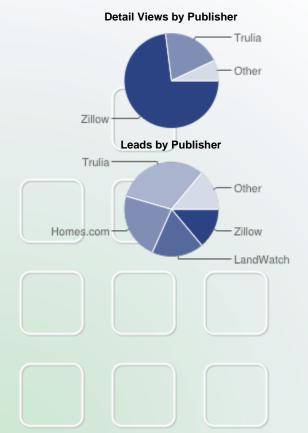
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## **DETAILED ANALYSIS: PUBLISHER COMPARISON CHART**

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

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.

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	Listings	Consum	er Traffic	Leads	
Publisher	Total	Detail Views	Visits	Email	Phone
Zillow 🗐	2,579	621,251	808	107	NA
Trulia 🗐	3,402	174,570	420	217	45
LandWatch	2,623	22,864	2,310	134	NA
Homes.com	2,354	15,202	36	184	NA
Homes&Land	2,605	4,129	0	NP	NP
LandAndFarm	1,179	4,052	143	19	NA
Keller Williams	374	3,571	0	5	NA
Lands of America	1,063	1,356	0	5	NA
Juwai	2,423	1,270	27	0	NA
LakeHomesUSA	2,519	1,219	167	6	NA
RealtyStore	2,480	963	11	NP	NP
The Real Estate Book	3,105	578	37	0	NA
HomeSteps	250	563	0	NP	NP
RealtyTrac	2,441	477	4	0	NA
HomeFinder.com	3,456	471	283	4	NA
Chase My New Home	2,324	434	0	0	0
Foreclosure.com	2,522	397	2	2	NA
SearchALLProperties by L2L	2,386	323	0	61	NA
Total		855,041	4,565	747	46

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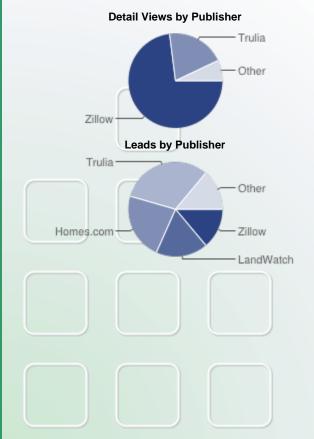


## DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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.

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How Do The Publishers Compare?					
	Listings		er Traffic	Leads	
Publisher	Total	Detail Views	Visits	Email	Phone
DODHousingNetwork	1,590	272	1	NA	NA
SellersLane	2,481	221	0	NP	NP
HouseHunt.com	2,419	212	0	0	NA
USHUD.com	2,478	187	23	NP	NP
HomeBidz	1,570	82	7	1	NA
RealEstateCentral	2,516	79	0	NP	NP
eppraisal	2,361	67	0	0	NA
LotNetwork.com	752	60	3	NP	NA
CommercialSearch	62	40	0	1	NA
New Home Source	159	24	1	NP	NP
BidSelect	374	23	3	NP	NP
eLookyLoo	2,433	21	0	0	NA
RealQuest Express	2,523	16	0	0	NP
FindTheBest Homes	2,365	12	4	NP	NP
FreedomSoft	2,448	9	0	NP	NP
HouseHappy	2,275	6	0	NP	NP
VisualShows	3,078	6	3	NP	NP
Harmon Homes	2,523	4	0	0	0
Total		855,041	4,565	747	46

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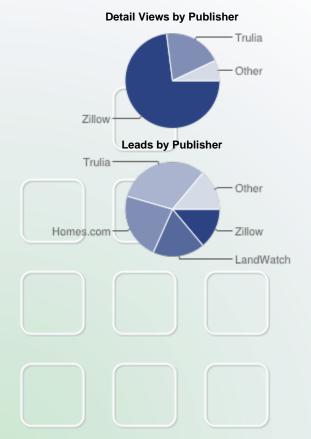
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## DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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.

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→ How Do The Publishers Compare?					
The Bo The Fabiliane Scompare:	Listings	Consum	er Traffic	Leads	
Publisher	Total	Detail Views	Visits	Email	Phone
LivingOnH2O	2,485	4	0	0	NA
Realy.co	2,342	4	0	1	NA
Hubdin	2,460	2	0	0	NA
AdWerx	2,370	0	0	NP	NP
BuzzBuzzHome	1,571	0	0	NP	NP
Close2Homes	0	0	0	0	NA
FindAPlace4Me by VisualTour	2,371	0	0	NP	NP
Guidance Realty	2,364	0	0	0	NA
Home2.me by TourFactory	2,398	0	2	0	NA
Homes By Lender	3,156	0	0	0	NA
HomeWinks	2,476	0	0	NP	NP
HUD Seeker	2,488	0	4	NA	NP
ImagesWork by CirclePix	2,253	0	7	0	NA
Investability	1,599	0	0	0	NA
Kahping	0	0	0	NA	NA
LearnMoreNow.com	2,513	0	0	NP	NP
Obeo	2,460	0	0	0	NA
Showing Suite	2,897	0	0	NP	NP
Total		855,041	4,565	747	46

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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 Publish	er
Zillow	-Trulia -Other
Leads by Publisher	
Trulia —	
	-Other
Homes.com	Zillow
	- LandWatch

→ How Do The Publishers Compare?							
	Listings	Listings Consumer Traffic					
Publisher	Total	Detail Views	Visits	Email	Phone		
Vast	3,658	0	0	NP	NP		
XiLi Mobile 🖺	2,523	0	0	0	0		
Organic	0	0	259	0	1		
HomeTourConnect	2,434	NA	NA	NA	NA		
Total		855,041	4,565	747	46		

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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	749	136,950	439	97	1st
\$100K - \$200K - 4BR Residential - For Sale	400	108,069	229	70	2nd
\$200K - \$300K - 4BR Residential - For Sale	362	75,772	196	47	3rd
\$200K - \$300K - 3BR Residential - For Sale	435	61,824	267	48	4th
\$100K - \$200K - 5BR Residential - For Sale	103	43,919	93	22	5 <sup>th</sup>
\$200K - \$300K - 5BR Residential - For Sale	148	43,400	92	19	6th
\$100K - \$200K - 2BR Residential - For Sale	205	29,367	158	40	7 <sup>th</sup>
\$300K - \$400K - 4BR Residential - For Sale	160	23,655	94	37	8th
\$100K - \$200K Lots & Land - For Sale	478	14,461	324	25	9th
\$300K - \$400K - 5BR Residential - For Sale	116	27,336	61	11	10 <sup>th</sup>

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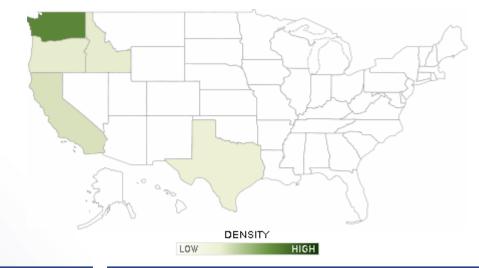


## **DETAILED ANALYSIS: LOCATION OF YOUR ONLINE CONSUMERS**

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	93,532	61%	2,835	65%	269	64%
California	15,691	10%	306	7%	33	8%
Idaho	5,836	4%	197	4%	23	5%
Oregon	5,428	4%	139	3%	14	3%
Texas	2,773	2%	60	1%	4	1%
Arizona	2,192	1%	78	2%	2	0%
Alaska	2,159	1%	99	2%	6	1%
Florida	1,560	1%	26	1%	1	0%
Utah	1,416	1%	27	1%	2	0%
Nevada	1,367	1%	86	2%	17	4%
Colorado	1,248	1%	37	1%	4	1%
Montana	1,209	1%	21	0%	1	0%

→ Top Cities						
Locale	Detail Views	% Detail Views	Visits	% Visits	Leads	% Leads
Spokane, WA	57,351	40%	1,756	42%	168	43%
Seattle, WA	5,588	4%	180	4%	15	4%
Tacoma, WA	1,822	1%	32	1%	3	1%
Liberty Lake, WA	1,444	1%	29	1%	1	0%
Post Falls, ID	1,302	1%	35	1%	2	1%
Cheney, WA	1,190	1%	12	0%	0	0%
Portland, OR	1,130	1%	38	1%	5	1%
Renton, WA	1,118	1%	46	1%	2	1%
Gig Harbor, WA	876	1%	17	0%	2	1%
Seaside, CA	821	1%	0	0%	0	0%
Anchorage, AK	801	1%	16	0%	1	0%
Coeur D Alene, ID	790	1%	55	1%	0	0%

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SOURCE REPORT 1/31/15







#### **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.



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