



## **EXECUTIVE SUMMARY**

You currently have **5,267** listings, and you are subscribed to **61** 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.

→ Listing Inventory
10,872
8,154 -
2,718 -
Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb

→ Top Publishers by Number of Detail Views								
Publisher	Detail Views	% Detail Views						
Zillow 🖺	745,099	77%						
Trulia 🖺	159,897	17%						
LandWatch	22,420	2%						







→ Brok	er registrations	
4 -	l	
3 -		
1.		
0 -	0	

→ Top Property Categories									
Description	Listing Count	Detail Views	Visits	Leads	Performance Rank				
\$100K - \$200K - 3BR Residential - For Sale	769	167,650	494	130	<b>1</b> st				
\$100K - \$200K - 4BR Residential - For Sale	389	116,305	196	52	<u>2</u> nd				
\$200K - \$300K - 3BR Residential - For Sale	426	72,184	298	42	3rd				



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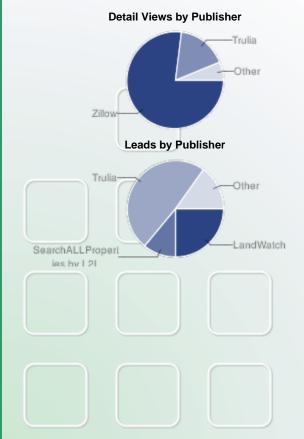


# **DETAILED ANALYSIS: PUBLISHER COMPARISON CHART**

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		er Traffic		ads
Publisher	Total	Detail Views	Visits	Email	Phone
Zillow 🖥	2,736	745,099	548	125	NA
Trulia 🗓	3,618	159,897	637	270	59
LandWatch	2,764	22,420	2,486	147	NA
Homes.com	2,514	16,219	28	46	NA
LandAndFarm	1,218	4,601	332	12	NA
Homes&Land	2,757	4,361	5	NP	NP
Keller Williams	373	3,148	0	5	NA
Lands of America	1,083	1,544	0	4	NA
LakeHomesUSA	2,638	1,182	204	6	NA
Juwai	2,543	1,076	4	0	NA
RealtyStore	2,599	855	10	NP	NP
The Real Estate Book 🗐	3,231	652	26	0	NA
HomeSteps	250	563	0	NP	NP
Chase My New Home	2,439	529	7	0	0
Foreclosure.com	2,646	419	7	0	NA
RealtyTrac	2,550	408	8	0	NA
SearchALLProperties by L2L	2,511	384	0	72	NA
HomeFinder.com	3,649	336	298	7	NA
Total		965,006	4,946	699	65

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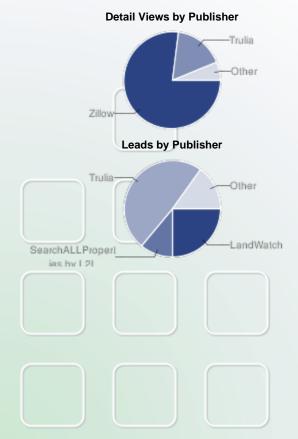


# DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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					<u>.                                      </u>	
	Listings		er Traffic	Leads		
Publisher	Total	Detail Views	Visits	Email	Phone	
HouseHunt.com	2,556	303	1	0	NA	
USHUD.com	2,618	300	26	NP	NP	
HomeBidz	1,669	160	24	1	NA	
LotNetwork.com	783	112	2	NP	NA	
RealEstateCentral	2,636	91	0	NP	NP	
eppraisal	2,500	79	0	0	NA	
DODHousingNetwork	1,717	57	0	NA	NA	
eLookyLoo	2,576	40	3	0	NA	
BidSelect	373	37	0	NP	NP	
New Home Source	164	33	0	NP	NP	
CommercialSearch	59	29	0	0	NA	
FreedomSoft	2,562	22	0	NP	NP	
FindTheBest Homes	2,496	18	1	NP	NP	
Harmon Homes	2,648	13	1	0	0	
LivingOnH2O	2,636	9	0	0	NA	
HouseHappy	2,400	4	0	NP	NP	
Hubdin	2,583	3	0	0	NA	
AllAcres	760	1	0	0	NA	
Total		965,006	4,946	699	65	

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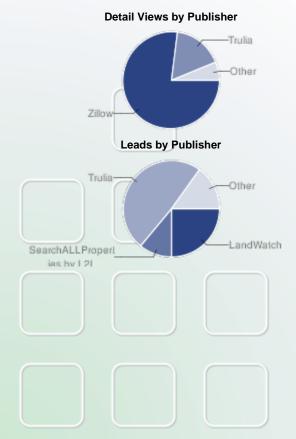


# DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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		ads
Publisher	Total	Detail Views	Visits	Email	Phone
CondoCompare.com	2,445	1	0	NA	NA
Home2.me by TourFactory	2,516	1	9	0	NA
AdWerx	2,511	0	0	NP	NP
BuzzBuzzHome	1,671	0	0	NP	NP
Close2Homes	2,761	0	0	0	NA
FindAPlace4Me by VisualTour	2,491	0	0	NP	NP
Guidance Realty	2,483	0	0	0	NA
Homes By Lender	3,344	0	2	0	NA
HomeWinks	2,589	0	0	NP	NP
HUD Seeker	2,609	0	1	NA	NP
ImagesWork by CirclePix	2,356	0	50	1	NA
Investability	1,728	0	0	0	NA
Kahping	2,633	0	0	NA	NA
LearnMoreNow.com	2,636	0	0	NP	NP
Obeo	2,583	0	0	0	NA
PreApprovalLetter.com	1,660	0	0	NA	NA
RealQuest Express	2,648	0	0	0	NP
Realy.co	2,465	0	0	0	NA
Total		965,006	4,946	699	65

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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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# **Detail Views by Publisher** -Trulia -Other Zillow Leads by Publisher Trulia--Other SearchALLPropert ias by I 2I

	Listings	tings Consumer Traffic		Leads	
Publisher	Total	Detail Views	Visits	Email	Phone
RentalRoost	0	0	0	0	NA
Showing Suite	3,077	0	0	NP	NP
Vast	3,908	0	0	NP	NP
VisualShows	3,206	0	0	NP	NP
XiLi Mobile 🗐	2,648	0	0	0	0
Organic	0	0	226	3	6
HomeTourConnect	2,542	NA	NA	NA	NA
Total		965,006	4,946	699	65

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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	769	167,650	494	130	1st
\$100K - \$200K - 4BR Residential - For Sale	389	116,305	196	52	2nd
\$200K - \$300K - 3BR Residential - For Sale	426	72,184	298	42	3rd
\$200K - \$300K - 4BR Residential - For Sale	373	80,351	186	20	4th
\$100K - \$200K - 5BR Residential - For Sale	102	49,821	99	27	5 <sup>th</sup>
\$200K - \$300K - 5BR Residential - For Sale	149	50,426	119	21	6th
\$100K - \$200K - 2BR Residential - For Sale	222	31,669	162	19	7 <sup>th</sup>
\$100K - \$200K Lots & Land - For Sale	417	18,685	360	24	8th
\$300K - \$400K - 4BR Residential - For Sale	155	22,978	117	29	9th
\$300K - \$400K - 5BR Residential - For Sale	111	31,141	60	8	10 <sup>th</sup>

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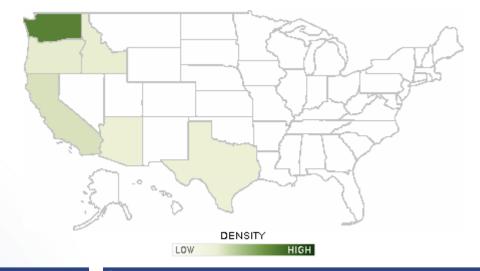


# **DETAILED ANALYSIS: LOCATION OF YOUR ONLINE CONSUMERS**

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	80,928	63%	3,027	65%	335	68%
California	12,801	10%	319	7%	50	10%
Oregon	4,693	4%	131	3%	12	2%
Idaho	4,354	3%	222	5%	29	6%
Texas	2,521	2%	106	2%	12	2%
Arizona	2,073	2%	69	1%	7	1%
Alaska	1,534	1%	69	1%	2	0%
Florida	1,307	1%	46	1%	7	1%
Nevada	1,090	1%	76	2%	4	1%
Utah	1,072	1%	24	1%	1	0%
Montana	1,017	1%	15	0%	3	1%
Virginia	904	1%	184	4%	1	0%

Top Cities						
Locale	Detail Views	% Detail Views	Visits	% Visits	Leads	% Leads
Spokane, WA	49,106	40%	1,872	42%	195	42%
Seattle, WA	5,231	4%	178	4%	21	5%
Tacoma, WA	1,447	1%	90	2%	5	1%
Portland, OR	1,338	1%	22	0%	6	1%
Cheney, WA	1,138	1%	12	0%	2	0%
Everett, WA	977	1%	49	1%	1	0%
Liberty Lake, WA	911	1%	19	0%	4	1%
Post Falls, ID	889	1%	46	1%	6	1%
Coeur D Alene, ID	750	1%	32	1%	5	1%
Renton, WA	706	1%	37	1%	3	1%
Moses Lake, WA	677	1%	13	0%	1	0%
Lebanon, OR	650	1%	14	0%	2	0%

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SOURCE REPORT 2/28/15



#### 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.

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