

30 DAY REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have **2,577** listings and you are subscribed to **28** channels. **2,383** of your properties have been visited at least 1 time over the last 30 days.

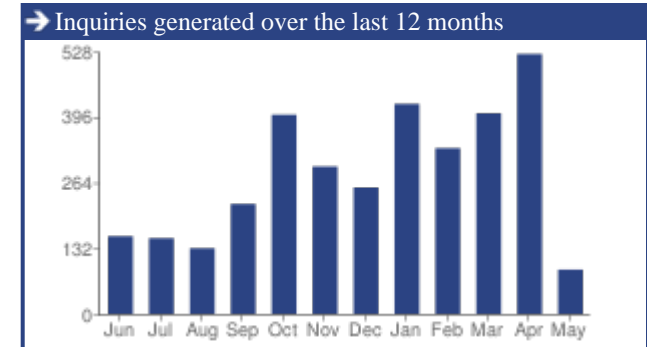
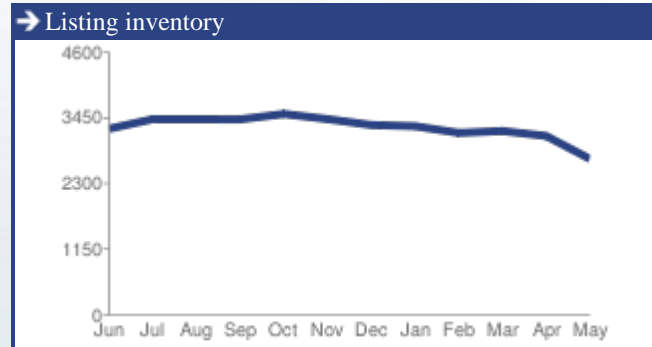
Terms are defined on the last page of this report.

→ Top channels (by number of visits)

	Visits	% of Visits
1. Trulia	5,020	29.9%
2. Yahoo! Real Estate	3,627	21.6%
3. Zillow.com	2,952	17.6%

→ Top location of your online consumers

	Visits	% of Visits
1. Tampa, FL	2,321	14.8%
2. Saint Petersburg, FL	1,143	7.3%
3. Clearwater, FL	725	4.6%



→ Top listing agents (their online performance ranking)

Agent	Agent ID	Listing Count	Click-Throughs (Visits)	Inquiries	Performance Rank
Agent Name	Agent ID	2	366	36	1st
Agent Name	Agent ID	23	456	13	2nd
Agent Name	Agent ID	24	281	12	3rd

→ Top property categories

Description	Listing Count	Click-Throughs (Visits)	Inquiries	Performance Rank
\$100K - \$200K - 3BR Residential - For Sale	469	3,116	87	1st
\$100K - \$200K - 2BR Residential - For Sale	387	1,340	21	2nd
\$100K - \$200K - 4BR Residential - For Sale	144	1,408	26	3rd



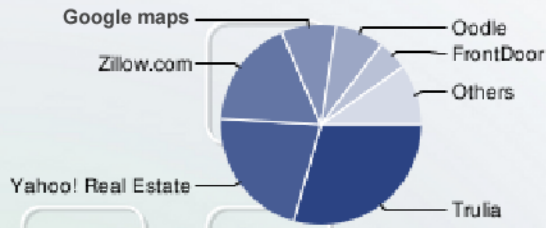
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DETAILED ANALYSIS: CHANNEL COMPARISON CHART

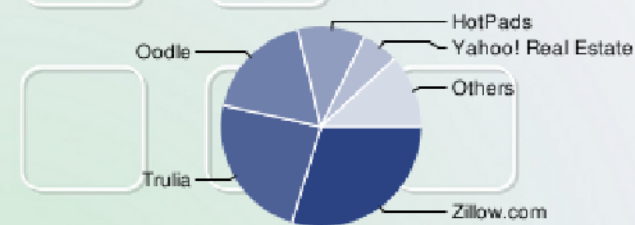
This report shows a comparison of activity generated from your listings online. Data is collected from the following two sources to report the Inquiries: 1) Inquiries from ListHub hosted property pages are included. 2) Inquiries generated directly from the channel Web sites are included for channels which have chosen to provide ListHub with this data. Inquiry data generated on the brokerage Web site is not included in the report.

Terms are defined on the last page of this report.

Visitors by Channel



Inquiries by Channel



How do the Internet marketing channels compare?

Channel	Consumer Traffic		Inquiries		
	Property Views	Click-Throughs (Visits)	Emails	Phone Views	Total
AOL Real Estate	N/A	95	2		2
CLRSearch.com	N/A	70		1	1
Cyberhomes	N/A	541		2	2
Enormo	N/A				
eRealInvestor	N/A	1			
Fizber.com	N/A	22	1	2	3
FrontDoor	N/A	791	14	5	19
Google maps	N/A	1,438	3	6	9
HomeFinder	N/A	10			
HotPads	1,315	302	11	37	48
InvestorLoft	N/A				
LakeHomesUSA.com	N/A	126			
MyREALTY.com	N/A	5			
Oodle	N/A	1,350	37	42	79
OpenHouse.com	N/A				
Overstock.com	N/A	86	3	2	5
PropBot	N/A	3			
Second Space	N/A	49			
Trulia	N/A	5,020	58	48	106
Vast	N/A	61	3		3
Yahoo! Real Estate	N/A	3,627	18	10	28
Zillow.com	N/A	2,952	71	64	135
Organic	N/A	246	3	7	10
Total	1,315	16,795	224	226	450

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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.

→ Detailed Analysis: Property Categories				
Description	Listing Count	Click-Throughs (Visits)	Inquiries	Performance Rank
\$100K - \$200K - 3BR Residential - For Sale	469	3,116	87	1st
\$100K - \$200K - 2BR Residential - For Sale	387	1,340	21	2nd
\$100K - \$200K - 4BR Residential - For Sale	144	1,408	26	3rd
\$200K - \$300K - 3BR Residential - For Sale	201	910	14	4th
\$300K - \$400K - 4BR Residential - For Sale	48	693	44	5th
\$200K - \$300K - 4BR Residential - For Sale	110	769	16	6th
\$1K - \$2K - 3BR Rental - For Rent	56	572	40	7th
\$300K - \$400K - 3BR Residential - For Sale	65	315	9	8th
\$1K - \$2K - 2BR Rental - For Rent	74	248	13	9th
\$90K - \$100K - 3BR Residential - For Sale	43	378	5	10th

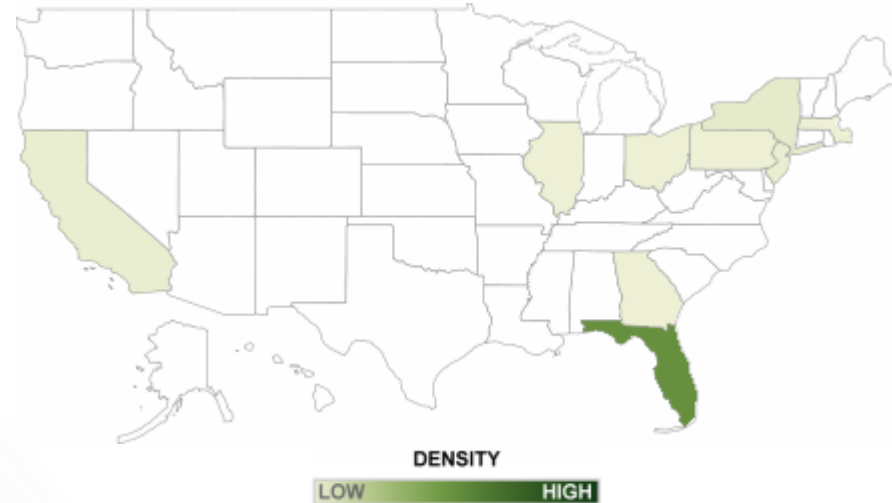
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DETAILED ANALYSIS: LOCATION OF YOUR ONLINE CONSUMERS

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	Visits		Inquiries	
	Total	Percent	Total	Percent
Florida	8,706	55.4%	311	78.7%
New York	746	4.7%	7	1.8%
California	463	2.9%	0	0.0%
New Jersey	409	2.6%	3	0.8%
Pennsylvania	364	2.3%	7	1.8%
Illinois	357	2.3%	5	1.3%
Ohio	343	2.2%	0	0.0%
Georgia	294	1.9%	3	0.8%
Massachusetts	246	1.6%	2	0.5%
Connecticut	233	1.5%	1	0.3%
Texas	224	1.4%	4	1.0%
Maryland	212	1.3%	1	0.3%

→ Top cities

City	Visits		Inquiries	
	Total	Percent	Total	Percent
Tampa, FL	2,321	14.8%	94	23.8%
Saint Petersburg, FL	1,143	7.3%	32	8.1%
Clearwater, FL	725	4.6%	25	6.3%
Palm Harbor, FL	359	2.3%	14	3.5%
Largo, FL	289	1.8%	5	1.3%
New Port Richey, FL	277	1.8%	12	3.0%
Seminole, FL	268	1.7%	4	1.0%
Brandon, FL	240	1.5%	9	2.3%
Wesley Chapel, FL	205	1.3%	2	0.5%
Los Angeles, CA	202	1.3%	0	0.0%
Dunedin, FL	176	1.1%	9	2.3%
Orlando, FL	166	1.1%	0	0.0%



30 DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: LISTING ACTIVITY BY AGENT

This report shows your top performing agents' ranking based on the number of visits/click-throughs, inquiries and listings.

Terms are defined on the last page of this report.

→ Listing activity by agent					
Agent	Agent ID	Listing Count	Click-Throughs (Visits)	Inquiries	Performance Rank
Agent Name	Agent ID	2	366	36	1st
Agent Name	Agent ID	23	456	13	2nd
Agent Name	Agent ID	24	281	12	3rd
Agent Name	Agent ID	18	298	1	4th
Agent Name	Agent ID	36	164	8	5th
Agent Name	Agent ID	8	143	14	6th
Agent Name	Agent ID	10	163	11	7th
Agent Name	Agent ID	19	188	4	8th
Agent Name	Agent ID	32	147	2	9th
Agent Name	Agent ID	8	116	11	10th
Agent Name	Agent ID	18	113	8	11th
Agent Name	Agent ID	16	143	5	12th
Agent Name	Agent ID	8	141	7	13th
Agent Name	Agent ID	11	169	3	14th

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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.

Channel labeled "Organic" - an instance when the consumer was taken to the property page hosted by ListHub by a means other than one of the channels, 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 to the property page for that listing (for example the ListHub hosted property page or property page on the brokerage Web site).

Inquiries - an event where the consumer starts an interaction with the broker or agent using one of the links on the ListHub hosted property page or by using a link on the channel Web site. This would result in the broker/agent receiving an email with a return email address for the consumer. The number of times a consumer clicked on "Click to view phone number" is also measured and reported under "Inquiries".

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.

Listing Inventory - the total active listings that are being pulled from the MLS each month.

N/A on Property Views - Reporting on Property View data requires that the Internet marketing channel shares detailed information on the number of times consumers accessed the property view for each property. The n/a indicates that property view data is not yet available for the site.

Performance Rank - ListHub uses unique algorithms to 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 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 Internet marketing channel Web site. It is from the property view that the consumer has access to the link for even more property information which would result in a "visit or click-through" when clicked.