

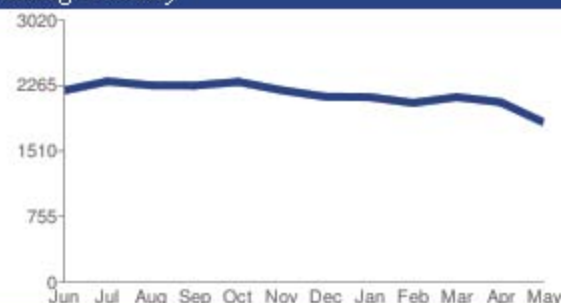
30 DAY REPORT FOR OFFICE 500387 LISTINGS

EXECUTIVE SUMMARY

You currently have **1,737** listings and you are subscribed to **28** channels. **1,617** 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.

Listing inventory



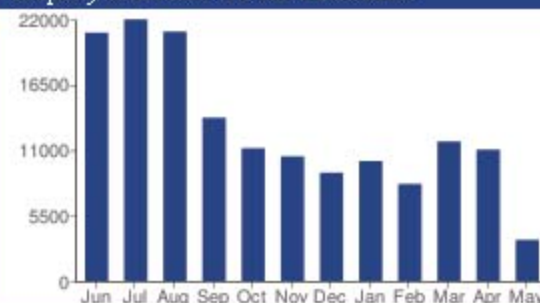
Top channels (by number of visits)

	Visits	% of Visits
1. Trulia	3,587	31.1%
2. Yahoo! Real Estate	2,254	19.6%
3. Zillow.com	1,909	16.6%

Top location of your online consumers

	Visits	% of Visits
1. Tampa, FL	1,274	11.8%
2. Saint Petersburg, FL	1,032	9.6%
3. Clearwater, FL	658	6.1%

Property visits over the last 12 months



Inquiries generated over the last 12 months



Top listing agents (their online performance ranking)

Agent	Agent ID	Listing Count	Click-Throughs (Visits)	Inquiries	Performance Rank
Linda Russell	414159	2	366	36	1st
Lisa Povlow	429731	23	456	13	2nd
Jennifer Richards	463697	24	281	12	3rd

Top property categories

Description	Listing Count	Click-Throughs (Visits)	Inquiries	Performance Rank
\$100K - \$200K - 3 BR Residential - For Sale	293	2,162	65	1st
\$100K - \$200K - 2 BR Residential - For Sale	312	1,073	18	2nd
\$200K - \$300K - 3 BR Residential - For Sale	134	731	12	3rd

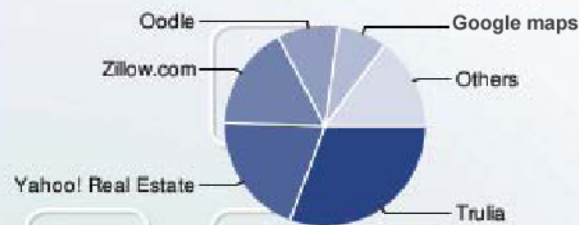
30 DAY REPORT FOR OFFICE 500387 LISTINGS

DETAILED ANALYSIS: CHANNEL COMPARISON CHART

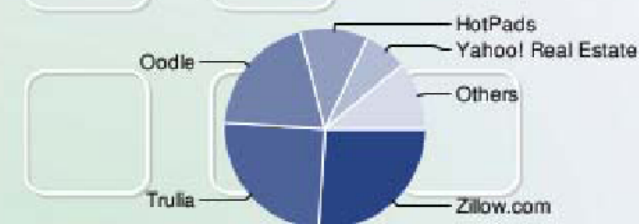
This report shows a comparison of activity generated from your listings online. Data is collected from the following two sources to report the Inquiries: 1) Inquiries from ListHub hosted property pages are included. 2) Inquiries generated directly from the channel Web sites are included for channels 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	72	2		2
CLRSearch.com	N/A	53		1	1
Cyberhomes	N/A	442		1	1
Enomno	N/A				
eReal Investor	N/A	1			
Fizber.com	N/A	14		1	1
FrontDoor	N/A	470	9	3	12
Google maps	N/A	964	3	4	7
HomeFinder	N/A	5			
HotPads	912	222	9	28	37
Investor Loft	N/A				
LakeHomesUSA.com	N/A	91			
MyREALTY.com	N/A	1			
Oodle	N/A	1,116	35	32	67
OpenHouse.com	N/A				
Overstock.com	N/A	67	1	2	3
PropBot	N/A	2			
Second Space	N/A	32			
Trulia	N/A	3,587	45	36	81
Vast	N/A	46	1		1
Yahoo! Real Estate	N/A	2,254	15	8	23
Zillow.com	N/A	1,909	41	43	84
Organic	N/A	180	3	5	8
Total	912	11,528	164	164	328

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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 - 3 BR Residential - For Sale	293	2,162	65	1 st
\$100K - \$200K - 2 BR Residential - For Sale	312	1,073	18	2 nd
\$200K - \$300K - 3 BR Residential - For Sale	134	731	12	3 rd
\$300K - \$400K - 4 BR Residential - For Sale	34	590	40	4 th
\$100K - \$200K - 4 BR Residential - For Sale	66	692	15	5 th
\$200K - \$300K - 4 BR Residential - For Sale	57	479	13	6 th
\$1K - \$2K - 3 BR Rental - For Rent	28	287	27	7 th
\$1K - \$2K - 2 BR Rental - For Rent	66	226	13	8 th
\$300K - \$400K - 3 BR Residential - For Sale	53	278	8	9 th
\$70K - \$80K - 2 BR Residential - For Sale	42	242	9	10 th

30 DAY REPORT FOR OFFICE 500387 LISTINGS


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	6,002	55.7%	228	79.2%
New York	497	4.6%	6	2.1%
New Jersey	282	2.6%	3	1.0%
Illinois	278	2.6%	4	1.4%
Pennsylvania	248	2.3%	5	1.7%
Ohio	245	2.3%	0	0.0%
Georgia	200	1.9%	1	0.3%
California	197	1.8%	0	0.0%
Massachusetts	173	1.6%	1	0.3%
Connecticut	166	1.5%	0	0.0%
ON, Canada	165	1.5%	1	0.3%
Michigan	155	1.4%	1	0.3%

→ Top cities				
City	Visits		Inquiries	
	Total	Percent	Total	Percent
Tampa, FL	1,274	11.8%	62	21.5%
Saint Petersburg, FL	1,032	9.6%	29	10.1%
Clearwater, FL	658	6.1%	25	8.7%
Palm Harbor, FL	327	3.0%	12	4.2%
Largo, FL	264	2.5%	4	1.4%
Seminole, FL	234	2.2%	2	0.7%
New Port Richey, FL	229	2.1%	11	3.8%
Dunedin, FL	162	1.5%	9	3.1%
Pinellas Park, FL	121	1.1%	6	2.1%
Safety Harbor, FL	96	0.9%	4	1.4%
Tarpon Springs, FL	91	0.8%	4	1.4%
Brandon, FL	89	0.8%	2	0.7%

30 DAY REPORT FOR OFFICE 500387 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
Linda Russell	414159	2	366	36	1st
Lisa Povlow	429731	23	456	13	2nd
Jennifer Richards	463697	24	281	12	3rd
Denise Baschuk	417797	36	164	8	4th
Leiza Halsey	420398	8	143	14	5th
James Hoffman	427311	10	163	11	6th
James M Hoffman LLC	427311	8	116	11	7th
Daniel Nehorai	428540	18	113	8	8th
James Tuten	424635	15	146	4	9th
James E. Lathrop	423161	10	133	6	10th
Fred Hintenberger	420798	32	113	2	11th
Bryan Belcher	424071	11	124	6	12th
Erin Riffe	463161	22	123	1	13th
Jennifer Richards	463697	9	133	3	14th

30 DAY REPORT FOR OFFICE 500387 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.

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.