

1-MONTH REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have **1,102** listings, and you are subscribed to **71** publishers. **0** of your brokers currently have a paid subscription to ListHub. You currently have **3** registered brokers using ListHub.

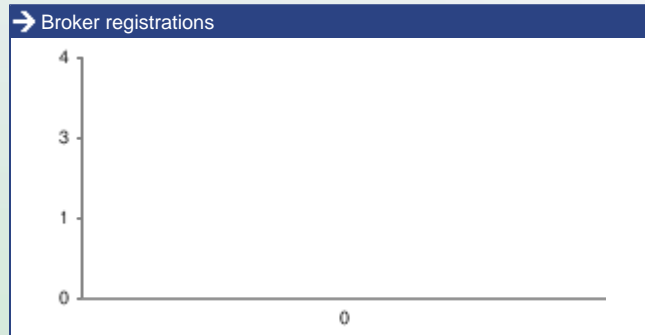
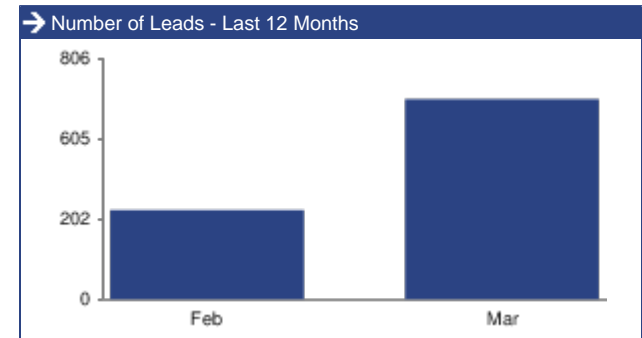
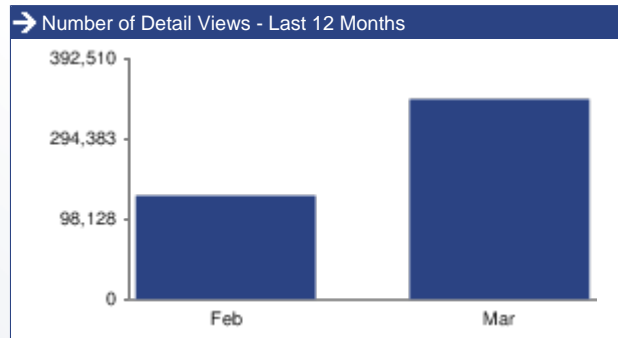
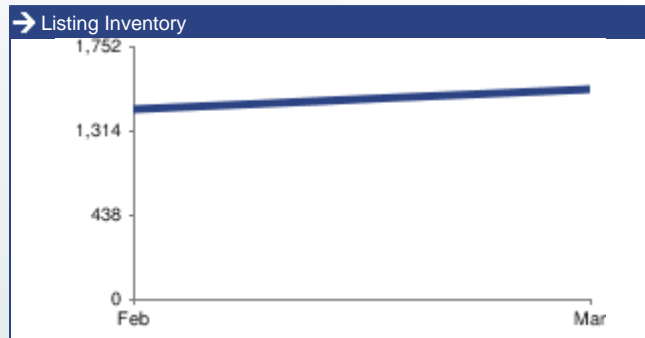
Terms are defined on the last page of this report.

→ Top Publishers by Number of Detail Views

Publisher	Detail Views	% Detail Views
Zillow	268,077	82%
Trulia	47,073	14%
Homes.com	7,109	2%

→ Top Locations of Your Online Consumers

Locale	Detail Views	% Detail Views
Fort Myers, FL	3,414	11%
Naples, FL	2,572	8%
Bonita Springs, FL	1,305	4%



→ Top Property Categories

Description	Listing Count	Detail Views	Visits	Leads	Performance Rank
\$200K - \$300K - 3BR Residential - For Sale	104	35,452	86	25	1st
\$100K - \$200K - 2BR Residential - For Sale	98	31,613	54	30	2nd
\$100K - \$200K - 3BR Residential - For Sale	74	30,096	43	20	3rd



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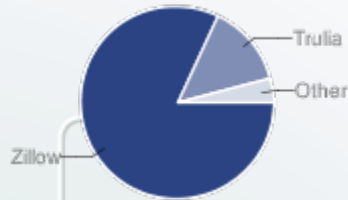
DETAILED ANALYSIS: PUBLISHER COMPARISON CHART

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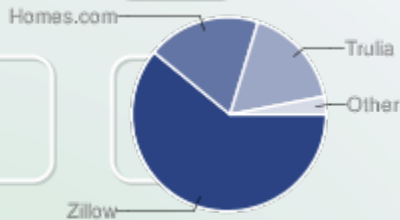
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Detail Views by Publisher



Leads by Publisher



How Do The Publishers Compare?

Publisher	Listings Total	Consumer Traffic		Leads	
		Detail Views	Visits	Email	Phone
Zillow	1,121	268,077	247	383	NA
Trulia	1,051	47,073	123	84	26
Homes.com	1,113	7,109	34	121	NA
Apartments.com	125	1,630	4	NA	NA
LandWatch	1,139	646	71	10	NA
ApartmentList	125	326	3	1	NA
Homes&Land	1,139	326	1	NP	NP
RealtyTrac	1,139	282	0	0	NA
RealtyStore	1,139	234	2	NP	NP
LandAndFarm	236	228	3	1	NA
Chase My New Home	996	201	0	0	0
Juwai	1,139	193	1	0	NA
RentRange	125	190	0	5	NP
The Real Estate Book	1,139	130	6	0	NA
FindTheBest Homes	1,139	71	2	NP	NP
HouseHunt.com	1,139	70	0	0	NA
eppraisal	1,139	66	0	0	NA
Foreclosure.com	1,139	47	1	0	NA
Total		327,090	634	606	26

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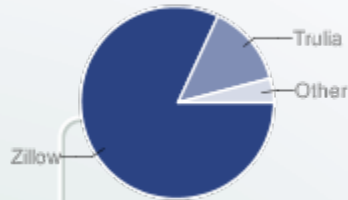
DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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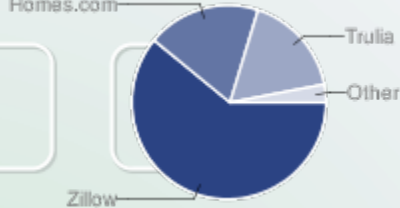
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Detail Views by Publisher



Leads by Publisher



→ How Do The Publishers Compare?					
Publisher	Listings	Consumer Traffic		Leads	
		Detail Views	Visits	Email	Phone
USHUD.com	1,139	36	88	NP	NP
HomeBidz	930	28	2	0	NA
LotNetwork.com	191	28	0	NP	NA
LakeHomesUSA	1,139	27	8	0	NA
Lands of America	236	21	0	0	NA
RealEstateCentral	1,139	19	0	NP	NP
eLookyLoo	1,139	13	0	0	NA
FreedomSoft	1,139	4	0	NP	NP
New Home Source	41	4	0	NP	NP
RealQuest Express	1,139	4	0	0	NP
Lifestyled Listings	264	2	0	NA	NA
RadPad	125	2	0	NA	NA
Zumper	125	2	0	0	NA
Guidance Realty	1,139	1	0	0	NA
AdWerx	1,139	0	0	NP	NP
AllAcres	191	0	0	0	NA
BuzzBuzzHome	800	0	0	NP	NP
Close2Homes	1,139	0	0	0	NA
Total		327,090	634	606	26

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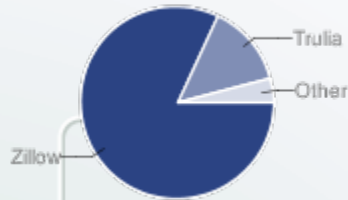
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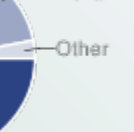
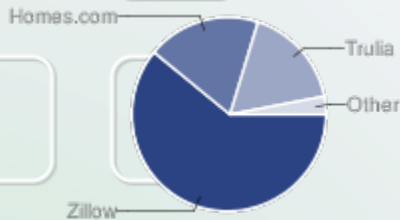
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Detail Views by Publisher



Leads by Publisher



→ How Do The Publishers Compare?					
Publisher	Listings Total	Consumer Traffic		Leads	
		Detail Views	Visits	Email	Phone
CommercialSearch	31	0	0	0	NA
CondoCompare.com	996	0	0	NA	NA
DODHousingNetwork	930	0	0	NA	NA
FindAPlace4Me by VisualTour	1,139	0	0	NP	NP
Harmon Homes	1,139	0	0	0	0
Home2.me by TourFactory	1,139	0	0	0	NA
HomeFinder.com	1,139	0	32	1	NA
Homes By Lender	1,121	0	0	0	NA
HomeWinks	1,139	0	0	NP	NP
HouseHappy	988	0	0	NP	NP
Housely	1,121	0	0	0	NA
Hubdin	1,139	0	0	0	NA
HUD Seeker	1,139	0	0	NA	NP
ImagesWork by CirclePix	1,139	0	0	0	NA
Investability	805	0	0	0	NA
Kahping	1,139	0	0	NA	NA
LearnMoreNow.com	1,139	0	0	NP	NP
LivingOnH2O	1,139	0	0	0	NA
Total		327,090	634	606	26

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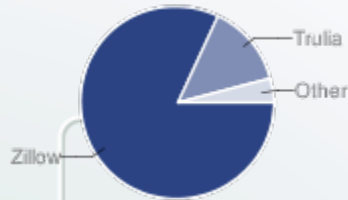
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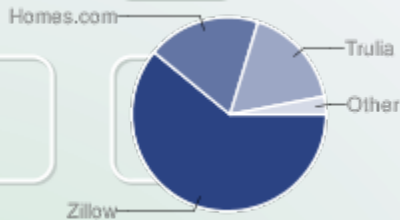
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Leads by Publisher



→ How Do The Publishers Compare?					
Publisher	Listings Total	Consumer Traffic		Leads	
		Detail Views	Visits	Email	Phone
Obeo	1,139	0	0	0	NA
Open Real Estate Community	0	0	0	0	NA
PreApprovalLetter.com	930	0	0	NA	NA
RealSavvy	1,139	0	0	0	NA
Realy.co	1,139	0	0	0	NA
RentalRoost	1,134	0	0	0	NA
SearchALLProperties by L2L	1,139	0	0	0	NA
Showing Suite	1,139	0	0	NP	NP
Vast	1,139	0	0	NP	NP
XiLi Mobile	1,139	0	0	0	0
Organic	0	0	6	0	0
HomeFacts	1,139	NP	0	NP	NP
HomeTourConnect	1,139	NA	NA	NA	NA
Point2 Homes	1,139	NP	0	NP	NP
Property Shark	1,139	NP	NP	NP	NP
RentHop	125	NP	NP	NP	NP
Ylopo	1,139	NP	0	NP	NP
Total		327,090	634	606	26

1-MONTH REPORT FOR YOUR LISTINGS

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.

→ Listing Activity by Inventory Category

Description	Listing Count	Detail Views	Visits	Leads	Performance Rank
\$200K - \$300K - 3BR Residential - For Sale	104	35,452	86	25	1st
\$100K - \$200K - 2BR Residential - For Sale	98	31,613	54	30	2nd
\$100K - \$200K - 3BR Residential - For Sale	74	30,096	43	20	3rd
\$1K - \$2K - 3BR Rental - For Rent	16	9,254	20	126	4th
\$300K - \$400K - 3BR Residential - For Sale	96	30,667	24	10	5th
\$1K - \$2K - 2BR Rental - For Rent	21	8,631	34	96	6th
\$200K - \$300K - 2BR Residential - For Sale	75	19,298	41	20	7th
\$2K - \$3K - 3BR Rental - For Rent	19	5,905	17	72	8th
\$400K - \$500K - 3BR Residential - For Sale	74	14,198	21	8	9th
\$500K - \$600K - 3BR Residential - For Sale	55	10,803	16	5	10th

There are an additional 139 inventory categories that are not shown.

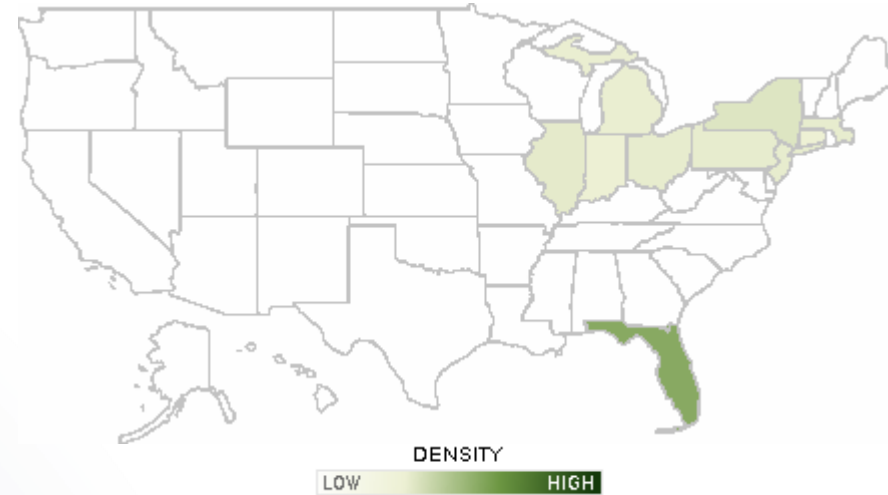
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DETAILED ANALYSIS: LOCATION OF YOUR ONLINE CONSUMERS

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	Detail Views	% Detail Views	Visits	% Visits	Leads	% Leads
Florida	13,877	41%	324	50%	81	54%
New York	2,723	8%	77	12%	17	11%
Illinois	1,657	5%	5	1%	6	4%
Ohio	1,348	4%	19	3%	7	5%
New Jersey	1,339	4%	22	3%	5	3%
Pennsylvania	1,286	4%	11	2%	1	1%
Massachusetts	1,260	4%	22	3%	4	3%
Michigan	1,090	3%	18	3%	5	3%
Ontario, Canada	793	2%	2	0%	3	2%
Indiana	676	2%	8	1%	0	0%
Connecticut	541	2%	8	1%	2	1%
Minnesota	499	1%	25	4%	2	1%

→ Top Cities						
Locale	Detail Views	% Detail Views	Visits	% Visits	Leads	% Leads
Fort Myers, FL	3,414	11%	78	13%	28	19%
Naples, FL	2,572	8%	43	7%	13	9%
Bonita Springs, FL	1,305	4%	58	9%	17	12%
Cape Coral, FL	1,176	4%	15	2%	2	1%
Estero, FL	564	2%	10	2%	2	1%
Lehigh Acres, FL	424	1%	7	1%	0	0%
Miami, FL	340	1%	5	1%	1	1%
Fort Lauderdale, FL	329	1%	6	1%	1	1%
Chicago, IL	295	1%	2	0%	1	1%
Lake View, NY	224	1%	0	0%	0	0%
New York, NY	222	1%	5	1%	5	3%
North Fort Myers, FL	173	1%	7	1%	1	1%

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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.

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.

