



Your Listing Asset Management Company

31-DAY REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have **3,953** listings, and you are subscribed to **51** publishers. **3** of your brokers currently have a paid subscription to ListHub. You currently have **77** registered brokers using ListHub.

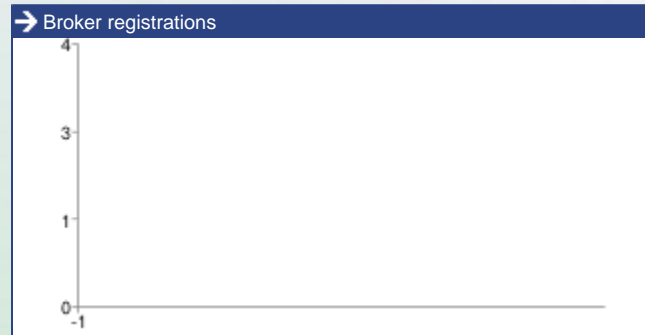
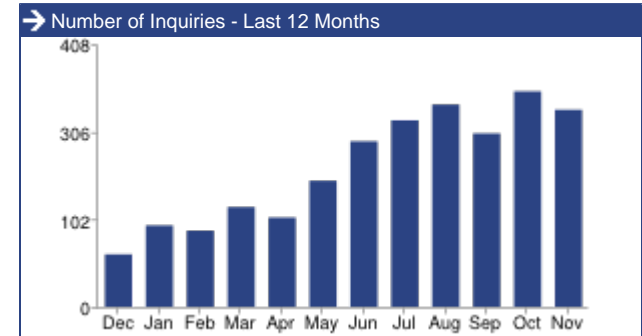
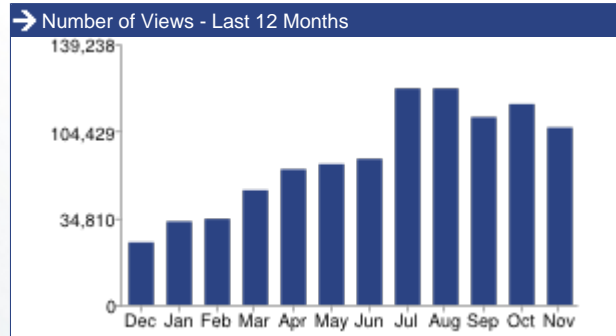
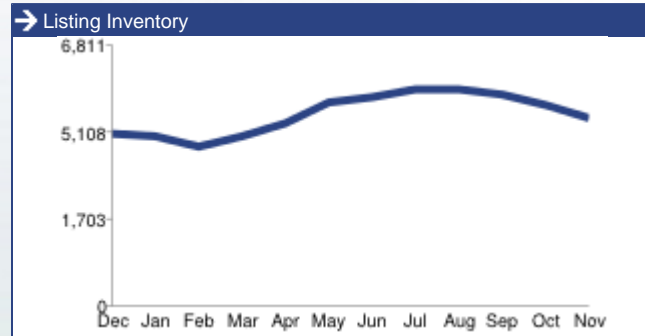
Terms are defined on the last page of this report.

→ Top Publishers by Number of Views

Publisher	Property Views	% of Views
Zillow	40,800	42%
Homes.com	18,317	19%
Trulia	16,549	17%

→ Top Locations of Your Online Consumers

City	Property Views	% of Views
Minneapolis, MN	3,639	12%
Saint Paul, MN	2,072	7%
Brainerd, MN	1,217	4%



→ Top Property Categories

Description	Listing Count	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank
\$100K - \$200K - 2BR Residential Property - For Sale	231	5,760	157	44	1st
\$100K - \$200K Lots & Land - For Sale	412	6,821	199	22	2nd
\$100K - \$200K - 3BR Residential Property - For Sale	267	7,790	118	10	3rd



31-DAY REPORT FOR YOUR LISTINGS

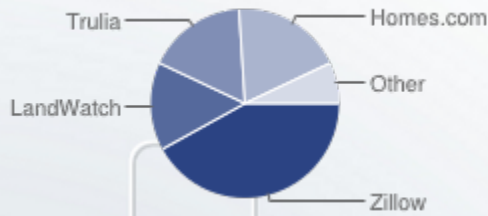
DETAILED ANALYSIS: PUBLISHER COMPARISON CHART

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

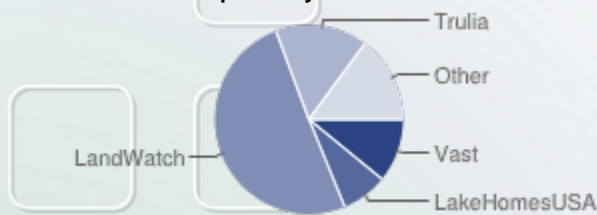
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Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
Zillow	1,326	40,800	60	7	Not Provided
Homes.com	4,134	18,317	2	10	0
Trulia	3,952	16,549	116	39	12
LandWatch	3,737	14,323	1,092	71	89
LakeHomesUSA	3,766	2,119	438	24	0
LandAndFarm	2,809	1,720	65	14	5
HomeFinder.com	4,182	1,089	118	0	0
Homes&Land	3,751	527	11	0	2
Juwai	3,567	360	0	0	0
Keller Williams	138	322	0	0	0
RealtyStore	3,613	225	2	0	0
USHUD.com	1,245	182	6	0	0
RealtyTrac	1,232	136	0	0	0
AOL Real Estate	3,937	110	Not Applicable	0	0
RealEstateCentral	3,738	98	0	0	0
HouseHunt.com	3,567	56	0	0	0
eppraisal	3,917	35	1	0	0
GovListed.com	3,605	30	0	0	0
Total		97,057	1,980	171	142

31-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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

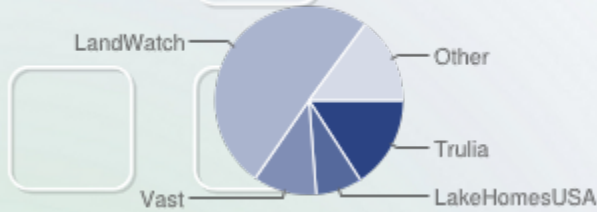
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Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
LotNetwork.com	2,076	22	1	5	0
Chase My New Home	3,715	17	0	0	0
Home2.me	3,605	8	1	0	0
Foreclosure.com	1,226	6	0	0	0
eLookyLoo	3,626	5	0	1	0
HomeBidz	1,514	1	0	0	0
AdWerx	3,917	0	0	0	0
BuyerHomeSite.com	4,080	0	0	0	0
CommercialSearch	202	0	0	0	0
FindAPlace4Me by VisualTour	3,917	0	0	0	0
FreedomSoft	1,226	0	0	0	0
Guidance Realty	3,567	0	0	0	0
Harmon Homes	3,730	0	0	0	0
HomeWinks	3,730	0	0	0	0
HUD Seeker	3,692	0	0	0	0
ImagesWork by CirclePix	3,917	0	0	0	0
Lands of America	2,992	0	0	0	0
LearnMoreNow.com	3,605	0	0	0	0
Total		97,057	1,980	171	142

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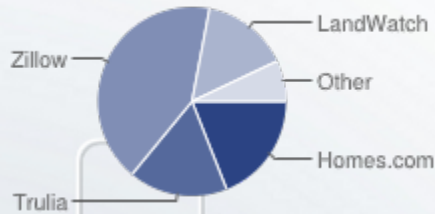
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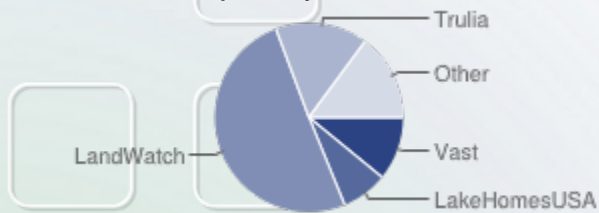
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Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
MobileRealEstateListings by Dee Sign	3,917	0	0	0	0
New Home Source	14	0	0	0	0
Property Pursuit	3,730	0	0	0	0
RealQuest Express	3,605	0	0	0	0
The Real Estate Book	3,730	0	0	0	0
USAGolfHome	261	0	0	0	0
USALifestyleRealEstate	3,605	0	0	0	0
Vast	3,737	0	59	0	34
Homes By Lender	3,410	Not Provided	0	Not Provided	Not Provided
HomeTourConnect	3,567	Not Applicable	0	0	0
LiquidusMedia	3,366	Not Applicable	0	0	0
Property Shark	1,251	Not Provided	0	Not Provided	Not Provided
Showing Suite	Not Provided	Not Provided	0	Not Provided	Not Provided
XiLi Mobile	3,751	Not Applicable	0	0	0
Organic	Not Applicable	Not Applicable	8	0	0
Total		97,057	1,980	171	142

31-DAY REPORT FOR YOUR LISTINGS

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.

Listing Activity by Inventory Category

Description	Listing Count	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank
\$100K - \$200K - 2BR Residential Property - For Sale	231	5,760	157	44	1st
\$100K - \$200K Lots & Land - For Sale	412	6,821	199	22	2nd
\$100K - \$200K - 3BR Residential Property - For Sale	267	7,790	118	10	3rd
\$30K - \$40K Lots & Land - For Sale	369	3,886	93	31	4th
\$40K - \$50K Lots & Land - For Sale	204	3,331	105	19	5th
\$10K - \$20K Lots & Land - For Sale	282	3,000	58	24	6th
\$200K - \$300K - 3BR Residential Property - For Sale	181	4,805	88	5	7th
\$60K - \$70K Lots & Land - For Sale	153	2,434	110	17	8th
\$80K - \$90K Lots & Land - For Sale	118	1,919	71	23	9th
\$20K - \$30K Lots & Land - For Sale	339	3,407	68	11	10th

There are an additional 246 inventory categories that are not shown.

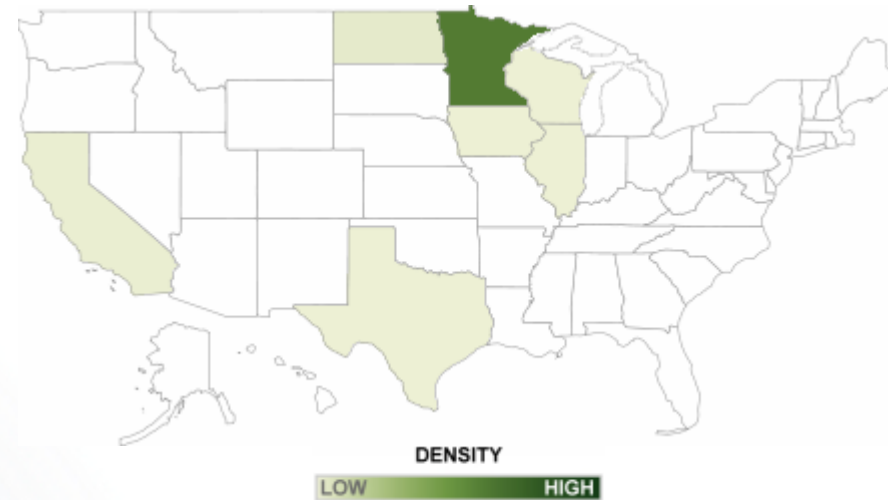
31-DAY REPORT FOR YOUR LISTINGS

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	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Minnesota	20,549	66%	1,137	64%	159	62%
North Dakota	1,562	5%	99	6%	8	3%
California	793	3%	38	2%	1	0%
Illinois	643	2%	15	1%	11	4%
Wisconsin	615	2%	35	2%	21	8%
Iowa	579	2%	36	2%	0	0%
Texas	504	2%	79	4%	26	10%
Florida	413	1%	26	1%	4	2%
Nebraska	324	1%	29	2%	0	0%
Colorado	300	1%	12	1%	1	0%
Arizona	292	1%	72	4%	3	1%
Washington	237	1%	14	1%	1	0%

→ Top Cities						
City	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Minneapolis, MN	3,639	12%	229	13%	33	13%
Saint Paul, MN	2,072	7%	135	8%	16	6%
Brainerd, MN	1,217	4%	33	2%	3	1%
Saint Cloud, MN	1,156	4%	72	4%	17	7%
Fargo, ND	895	3%	50	3%	5	2%
Maple Grove, MN	647	2%	51	3%	3	1%
Bemidji, MN	325	1%	13	1%	0	0%
Rochester, MN	313	1%	4	0%	3	1%
Pequot Lakes, MN	296	1%	2	0%	3	1%
Elk River, MN	268	1%	16	1%	1	0%
Eden Prairie, MN	253	1%	18	1%	3	1%
Plymouth, MN	251	1%	12	1%	1	0%

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.

Click-Throughs (Visits) - occurs when a consumer is redirected from a publisher website to a property page chosen by the company.

Inquiries - 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 "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 views, 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 publisher website.

 - indicates that the traffic reported by the site includes traffic from mobile applications.

