

31-DAY REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have **4,298** listings, and you are subscribed to **48** publishers. **2** of your brokers currently have a paid subscription to ListHub. You currently have **79** registered brokers using ListHub.

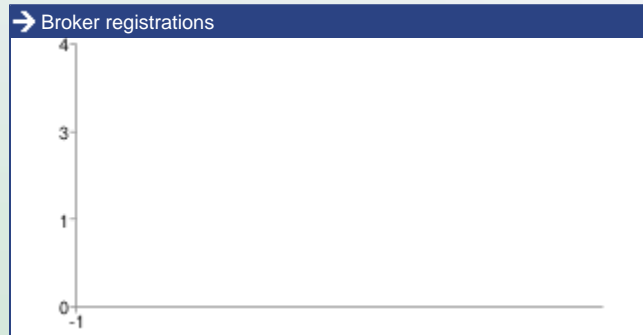
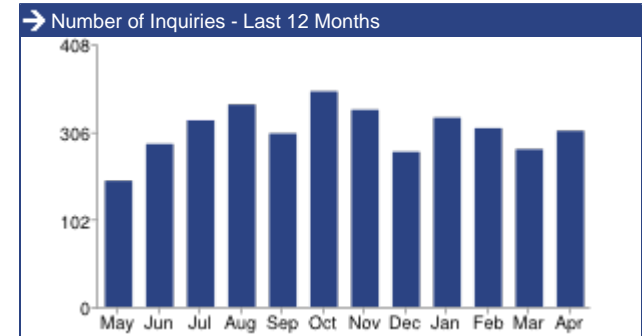
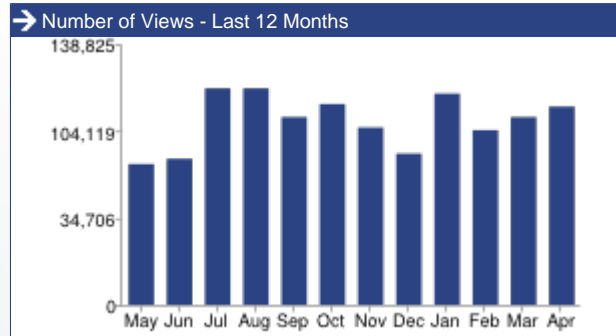
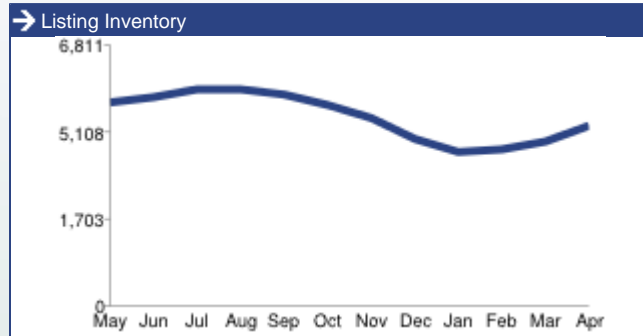
Terms are defined on the last page of this report.

→ Top Publishers by Number of Views

Publisher	Property Views	% of Views
Zillow	67,130	62%
Trulia	18,030	17%
LandWatch	10,039	9%

→ Top Locations of Your Online Consumers

City	Property Views	% of Views
Minneapolis, MN	3,631	12%
Saint Paul, MN	2,445	8%
Brainerd, MN	2,066	7%



→ Top Property Categories

Description	Listing Count	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank
\$100K - \$200K - 3BR Residential Property - For Sale	292	12,080	128	18	1st
\$100K - \$200K - 2BR Residential Property - For Sale	235	6,898	93	30	2nd
\$100K - \$200K Lots & Land - For Sale	416	5,755	138	20	3rd



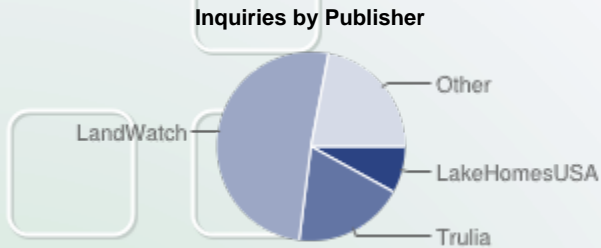
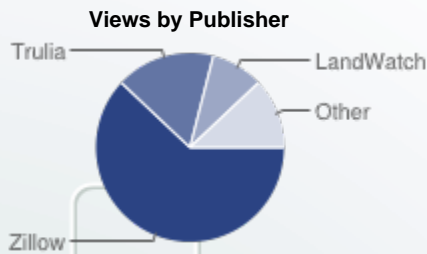
31-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART

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

Views, visits, and inquiries 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?					
Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
Zillow	1,348	67,130	78	14	<i>Not Provided</i>
Trulia	3,677	18,030	147	50	5
LandWatch	3,439	10,039	919	52	92
Homes.com	3,827	5,571	34	10	0
LakeHomesUSA	3,475	2,932	379	23	0
LandAndFarm	2,496	1,196	20	5	12
HomeFinder.com	3,848	1,172	93	3	0
Homes&Land	3,461	581	1	0	0
Keller Williams	135	451	0	2	0
Chase My New Home	3,442	156	1	8	0
RealEstateCentral	3,443	139	0	0	0
RealtyStore	3,325	126	9	1	2
Juwai	3,299	73	5	0	0
RealtyTrac	1,211	64	0	0	0
USHUD.com	1,218	63	19	0	0
HouseHunt.com	3,299	58	0	0	0
eppraisal	3,619	27	0	0	0
eLookyLoo	3,343	17	1	1	0
Total		107,876	1,724	170	112

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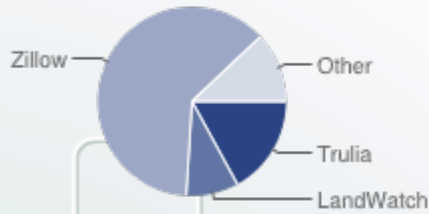
DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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

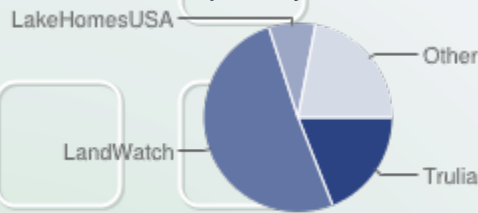
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Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
LotNetwork.com	1,802	15	1	0	0
Foreclosure.com	1,206	13	0	0	0
Home2.me by TourFactory	3,305	11	4	0	0
FindAPlace4Me by VisualTour	3,619	3	1	0	0
SellersLane	3,305	3	0	0	0
CommercialSearch	177	2	0	0	0
FreedomSoft	1,206	1	0	0	0
Harmon Homes	3,434	1	0	0	0
RealQuest Express	3,316	1	0	0	0
The Real Estate Book	3,422	1	0	0	0
AdWerx	3,619	0	0	0	0
BuyerHomeSite.com	3,758	0	0	0	0
Guidance Realty	3,310	0	0	0	0
HomeBidz	1,492	0	0	0	0
HomeWinks	3,434	0	0	0	0
HUD Seeker	3,416	0	0	0	0
ImagesWork by CirclePix	3,634	0	0	0	0
Lands of America	2,687	0	0	0	0
Total		107,876	1,724	170	112

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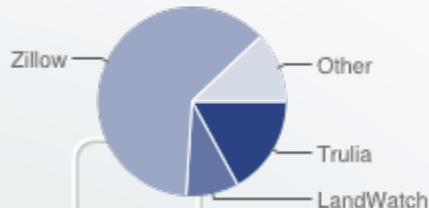
DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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

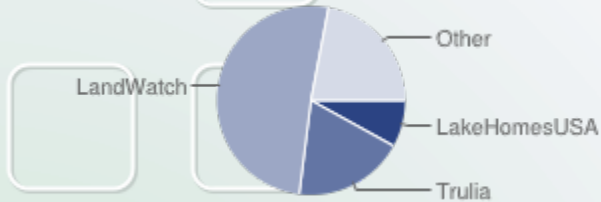
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Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
LearnMoreNow.com	3,316	0	0	0	0
New Home Source	10	0	0	0	0
SearchALLProperties by L2L	3,634	0	0	0	0
Showing Suite	3,634	0	0	0	0
USALifestyleRealEstate	3,305	0	0	0	0
Vast	3,439	0	0	0	0
Homes By Lender	3,147	Not Provided	0	Not Provided	Not Provided
HomeTourConnect	3,310	Not Applicable	0	0	0
Hubdin	3,619	Not Provided	0	Not Provided	Not Provided
Property Shark	1,223	Not Provided	0	Not Provided	Not Provided
XiLi Mobile	3,448	Not Applicable	0	0	0
Organic	Not Applicable	Not Applicable	12	1	1
Total		107,876	1,724	170	112

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 - 3BR Residential Property - For Sale	292	12,080	128	18	1st
\$100K - \$200K - 2BR Residential Property - For Sale	235	6,898	93	30	2nd
\$100K - \$200K Lots & Land - For Sale	416	5,755	138	20	3rd
\$40K - \$50K Lots & Land - For Sale	196	2,578	91	35	4th
\$30K - \$40K Lots & Land - For Sale	324	3,125	143	20	5th
\$200K - \$300K - 3BR Residential Property - For Sale	188	6,007	84	3	6th
\$100K - \$200K - 4BR Residential Property - For Sale	106	5,398	34	5	7th
\$20K - \$30K Lots & Land - For Sale	347	2,451	84	16	8th
\$200K - \$300K - 2BR Residential Property - For Sale	108	3,345	36	12	9th
\$300K - \$400K - 3BR Residential Property - For Sale	109	3,713	44	6	10th

There are an additional 273 inventory categories that are not shown.

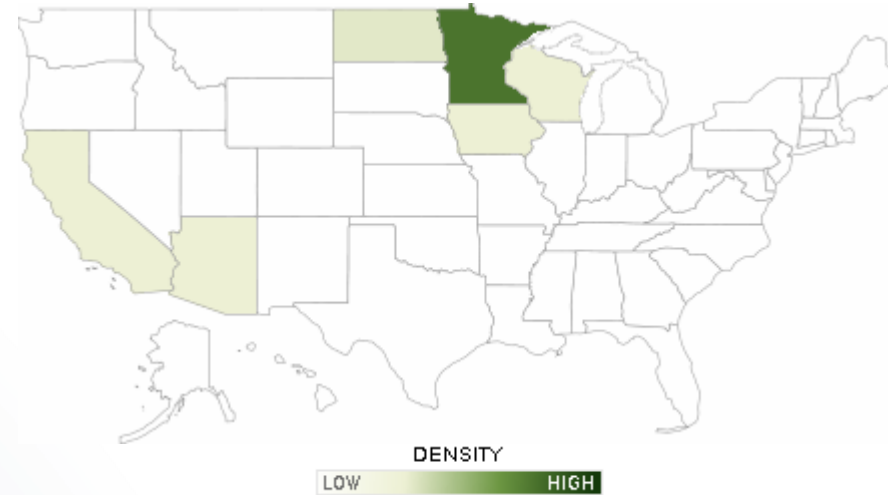
31-DAY REPORT FOR YOUR LISTINGS

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	22,715	70%	1,157	69%	171	75%
North Dakota	1,810	6%	119	7%	15	7%
Wisconsin	663	2%	17	1%	3	1%
California	625	2%	41	2%	1	0%
Iowa	592	2%	74	4%	3	1%
Arizona	524	2%	14	1%	1	0%
Illinois	445	1%	13	1%	1	0%
Nebraska	375	1%	28	2%	3	1%
Florida	342	1%	26	2%	4	2%
South Dakota	295	1%	9	1%	0	0%
Colorado	258	1%	3	0%	0	0%
Michigan	256	1%	38	2%	3	1%

→ Top Cities

City	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Minneapolis, MN	3,631	12%	153	10%	16	8%
Saint Paul, MN	2,445	8%	111	7%	25	12%
Brainerd, MN	2,066	7%	86	5%	14	7%
Fargo, ND	1,217	4%	76	5%	12	6%
Saint Cloud, MN	682	2%	67	4%	7	3%
Maple Grove, MN	594	2%	55	3%	1	0%
Park Rapids, MN	476	2%	9	1%	0	0%
Pequot Lakes, MN	388	1%	7	0%	0	0%
Pine River, MN	383	1%	12	1%	1	0%
Wadena, MN	375	1%	8	1%	1	0%
Rochester, MN	313	1%	13	1%	6	3%
Bemidji, MN	299	1%	16	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.

