

1-MONTH REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have **4,908** listings, and you are subscribed to **50** publishers. **2** of your brokers currently have a paid subscription to ListHub. You currently have **81** registered brokers using ListHub.

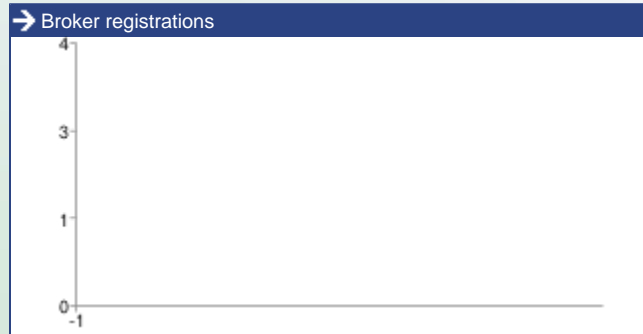
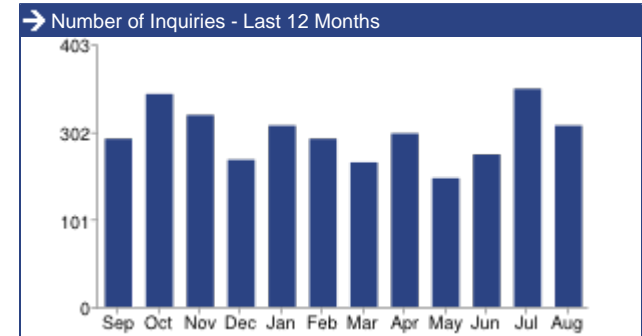
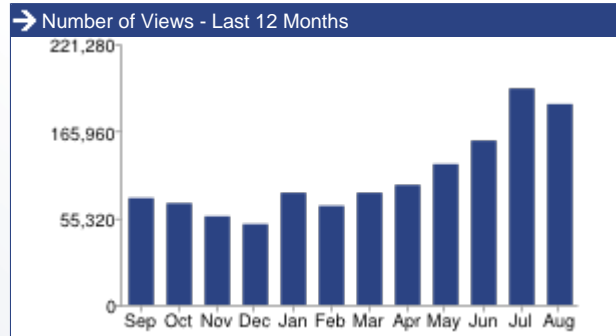
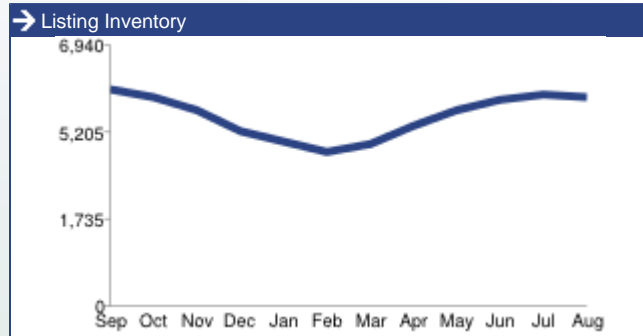
Terms are defined on the last page of this report.

→ Top Publishers by Number of Views

Publisher	Property Views	% of Views
Zillow	117,270	69%
Trulia	34,871	20%
LandWatch	10,917	6%

→ Top Locations of Your Online Consumers

City	Property Views	% of Views
Minneapolis, MN	5,119	15%
Saint Paul, MN	2,448	7%
Brainerd, MN	1,665	5%



→ Top Property Categories

Description	Listing Count	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank
\$100K - \$200K - 3BR Residential Property - For Sale	401	19,326	137	27	1st
\$100K - \$200K - 2BR Residential Property - For Sale	315	13,747	113	19	2nd
\$100K - \$200K Lots & Land - For Sale	465	8,125	108	19	3rd



1-MONTH REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART

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

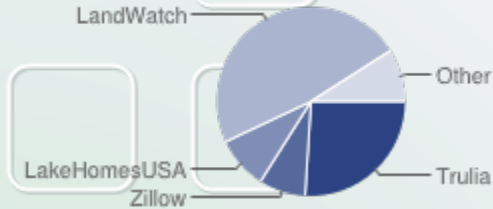
Views, visits, and inquiries are based on the number of listings displayed by the publisher. If the publisher displays a listing provided by a source other than ListHub or if a listing is not displayed due to an uploading error, the activity data for that listing is not included in ListHub reports.

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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	1,689	117,270	83	19	Not Provided
Trulia	4,256	34,871	105	57	15
LandWatch	3,978	10,917	778	69	65
LakeHomesUSA	4,041	2,179	328	26	0
HomeFinder.com	4,465	1,549	160	6	0
LandAndFarm	2,776	1,322	34	3	8
HouseHappy	3,952	911	0	0	0
Homes&Land	4,027	463	2	1	0
Keller Williams	138	388	0	0	0
HomeBidz	1,905	225	1	5	0
RealEstateCentral	3,978	204	0	0	0
Juwai	3,805	158	21	0	0
Chase My New Home	3,975	155	0	0	0
RealtyStore	3,816	141	3	0	1
HouseHunt.com	3,805	126	2	0	0
Lands of America	2,988	99	0	0	0
RealtyTrac	1,532	82	0	0	0
eppraisal	4,169	64	0	0	0
Total		171,196	1,580	187	90

1-MONTH REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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

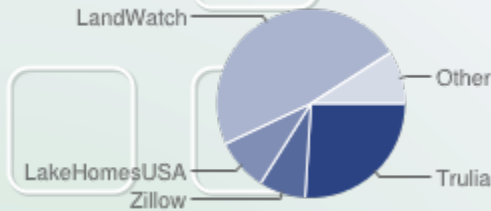
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Views by Publisher



Inquiries by Publisher



→ How Do The Publishers Compare?					
Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
USHUD.com	1,540	32	19	0	0
LotNetwork.com	1,917	17	1	0	0
eLookyLoo	3,865	7	0	0	0
SellersLane	3,809	6	0	0	0
CommercialSearch	194	4	0	0	0
FindTheBest Homes	4,083	2	0	0	0
Home2.me by TourFactory	3,809	2	1	0	0
Foreclosure.com	1,521	1	0	0	0
RealQuest Express	3,809	1	0	0	0
AdWerx	4,169	0	0	0	0
BuyerHomeSite.com	4,335	0	0	0	0
FindAPlace4Me by VisualTour	4,169	0	0	0	0
FreedomSoft	1,521	0	0	0	0
Guidance Realty	3,805	0	0	0	0
Harmon Homes	3,971	0	0	0	0
HomeWinks	3,971	0	0	0	0
HUD Seeker	3,967	0	0	0	0
ImagesWork by CirclePix	4,169	0	0	0	0
Total		171,196	1,580	187	90

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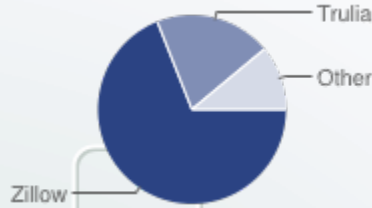
DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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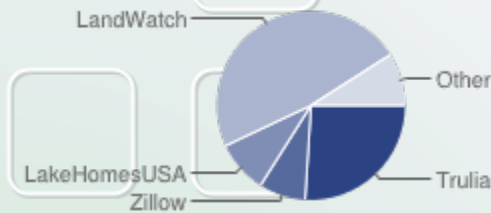
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Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
LearnMoreNow.com	3,809	0	0	0	0
New Home Source	15	0	0	0	0
Open Real Estate Community	4,169	0	0	0	0
SearchALLProperties by L2L	4,169	0	0	0	0
Showing Suite	4,169	0	0	0	0
USALifestyleRealEstate	3,809	0	0	0	0
Vast	3,978	0	3	0	0
Organic	4,245	0	0	0	0
Homes By Lender	3,629	Not Provided	0	Not Provided	Not Provided
HomeTourConnect	3,805	Not Applicable	0	0	0
Hubdin	4,169	Not Provided	0	Not Provided	Not Provided
LiquidusMedia	3,617	Not Applicable	0	0	0
Property Shark	1,547	Not Provided	0	Not Provided	Not Provided
XiLi Mobile	4,027	Not Applicable	0	0	0
Organic	Not Applicable	Not Applicable	39	1	1
Total		171,196	1,580	187	90

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 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	401	19,326	137	27	1st
\$100K - \$200K - 2BR Residential Property - For Sale	315	13,747	113	19	2nd
\$100K - \$200K Lots & Land - For Sale	465	8,125	108	19	3rd
\$200K - \$300K - 3BR Residential Property - For Sale	251	11,288	75	5	4th
\$200K - \$300K - 4BR Residential Property - For Sale	118	9,055	54	7	5th
\$40K - \$50K Lots & Land - For Sale	193	2,942	58	22	6th
\$20K - \$30K Lots & Land - For Sale	349	2,972	71	20	7th
\$100K - \$200K - 4BR Residential Property - For Sale	136	7,526	19	6	8th
\$300K - \$400K - 3BR Residential Property - For Sale	138	5,827	38	6	9th
\$30K - \$40K Lots & Land - For Sale	305	2,859	63	13	10th

There are an additional 219 inventory categories that are not shown.



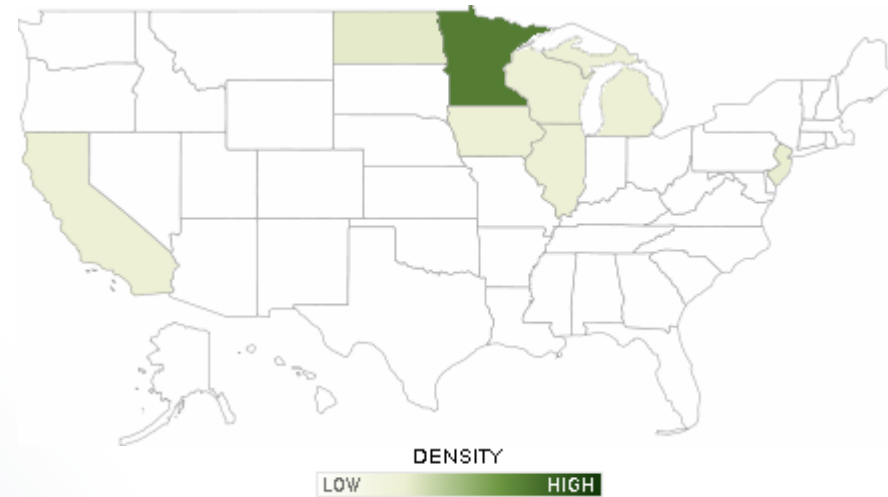
1-MONTH REPORT FOR YOUR LISTINGS

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	22,911	65%	1,031	68%	145	64%
North Dakota	1,852	5%	74	5%	7	3%
New Jersey	955	3%	0	0%	0	0%
Iowa	871	2%	40	3%	11	5%
California	689	2%	30	2%	3	1%
Michigan	669	2%	29	2%	3	1%
Illinois	659	2%	24	2%	8	4%
Wisconsin	548	2%	22	1%	5	2%
Nebraska	504	1%	21	1%	2	1%
Texas	477	1%	10	1%	4	2%
Florida	456	1%	33	2%	8	4%
South Dakota	296	1%	12	1%	1	0%

→ Top Cities						
City	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Minneapolis, MN	5,119	15%	260	18%	35	16%
Saint Paul, MN	2,448	7%	122	8%	22	10%
Brainerd, MN	1,665	5%	63	4%	13	6%
Absecon, NJ	910	3%	0	0%	0	0%
Fargo, ND	750	2%	28	2%	3	1%
Saint Cloud, MN	517	2%	33	2%	2	1%
Pequot Lakes, MN	498	1%	23	2%	3	1%
Maple Grove, MN	470	1%	22	2%	3	1%
Rochester, MN	438	1%	44	3%	1	0%
Pine River, MN	399	1%	12	1%	1	0%
Baxter, MN	335	1%	5	0%	1	0%
Bemidji, MN	314	1%	6	0%	1	0%

1-MONTH 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.

