

1-MONTH REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have **3,401** listings, and you are subscribed to **50** publishers. **3** of your brokers currently have a paid subscription to ListHub. You currently have **78** registered brokers using ListHub.

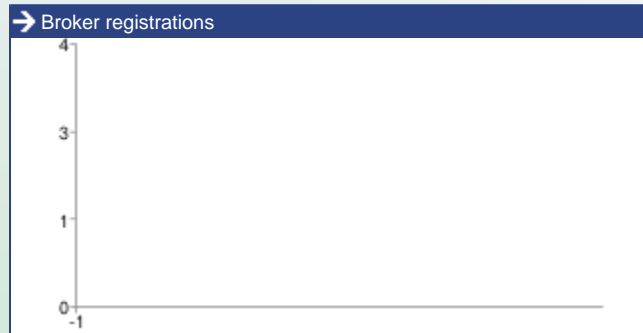
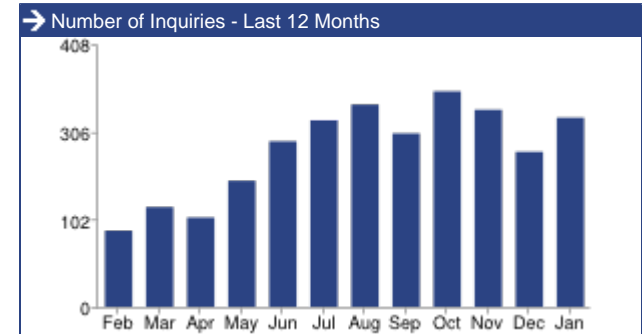
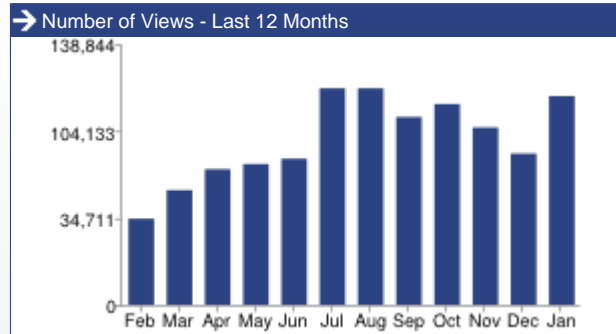
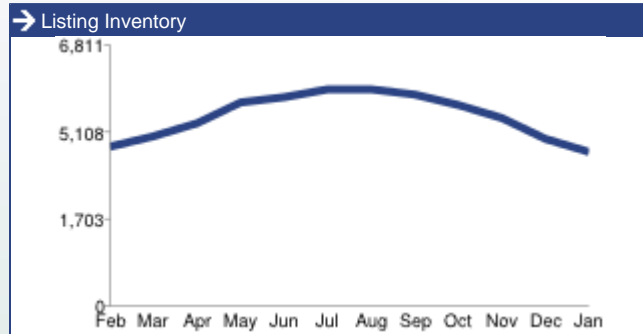
Terms are defined on the last page of this report.

→ Top Publishers by Number of Views

Publisher	Property Views	% of Views
Zillow	57,155	51%
Trulia	20,660	19%
Homes.com	15,589	14%

→ Top Locations of Your Online Consumers

City	Property Views	% of Views
Minneapolis, MN	3,333	11%
Saint Paul, MN	2,129	7%
Brainerd, MN	1,561	5%



→ Top Property Categories

Description	Listing Count	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank
\$100K - \$200K - 3BR Residential Property - For Sale	202	10,053	127	25	1st
\$100K - \$200K - 2BR Residential Property - For Sale	169	6,389	147	28	2nd
\$200K - \$300K - 2BR Residential Property - For Sale	87	3,168	67	40	3rd



1-MONTH REPORT FOR YOUR LISTINGS

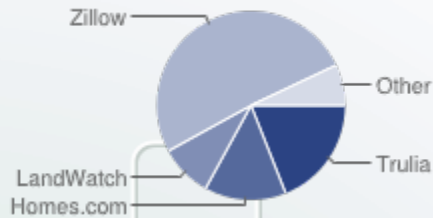
DETAILED ANALYSIS: PUBLISHER COMPARISON CHART

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

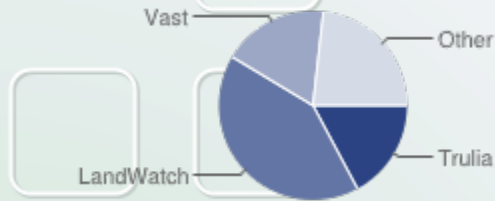
Views, visits, and inquiries are based on the number of listings displayed by the publisher. If the publisher displays a listing provided by a source other than ListHub or if a listing is not displayed due to an uploading error, the activity data for that listing is not included in ListHub reports.

Terms are defined on the last page of this report.

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	1,140	57,155	121	9	Not Provided
Trulia	3,224	20,660	175	44	6
Homes.com	3,396	15,589	0	15	0
LandWatch	3,104	10,315	917	53	69
LakeHomesUSA	3,133	2,709	375	15	0
LandAndFarm	2,348	1,358	29	12	1
Juwai	2,974	1,225	1	0	0
HomeFinder.com	3,415	1,134	86	2	1
Homes&Land	3,121	306	2	0	0
Keller Williams	122	261	0	1	0
RealtyStore	3,020	211	6	0	0
RealtyTrac	1,083	155	0	0	0
RealEstateCentral	3,108	91	0	0	0
USHUD.com	1,090	81	16	0	0
HouseHunt.com	2,974	74	0	4	0
Chase My New Home	3,040	62	0	0	0
LotNetwork.com	1,750	50	0	0	0
eppraisal	3,223	22	0	0	0
<b>Total</b>		<b>111,506</b>	<b>1,802</b>	<b>159</b>	<b>132</b>

1-MONTH REPORT FOR YOUR LISTINGS

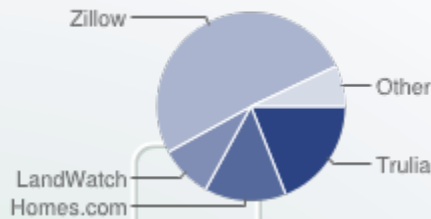
DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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

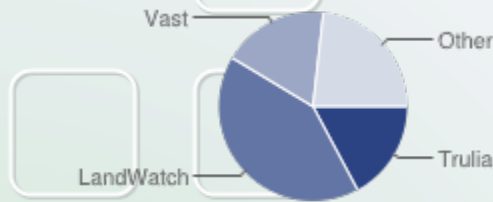
Views, visits, and inquiries are based on the number of listings displayed by the publisher. If the publisher displays a listing provided by a source other than ListHub or if a listing is not displayed due to an uploading error, the activity data for that listing is not included in ListHub reports.

Terms are defined on the last page of this report.

Views by Publisher



Inquiries by Publisher



→ How Do The Publishers Compare?					
Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
SellersLane	3,007	18	0	0	0
Foreclosure.com	1,079	13	0	0	0
eLookyLoo	3,033	8	0	0	0
Property Pursuit	3,100	6	0	0	0
RealQuest Express	3,012	2	0	0	0
Harmon Homes	3,100	1	0	0	0
AdWerx	3,223	0	0	0	0
BuyerHomeSite.com	3,349	0	0	0	0
CommercialSearch	183	0	0	0	0
FindAPlace4Me by VisualTour	3,223	0	0	0	0
FreedomSoft	1,079	0	0	0	0
Guidance Realty	2,979	0	0	0	0
Home2.me	3,007	0	0	0	0
HomeBidz	1,185	0	0	0	0
HomeWinks	3,100	0	0	0	0
HUD Seeker	3,062	0	0	0	0
ImagesWork by CirclePix	3,228	0	0	0	0
Lands of America	2,485	0	0	0	0
<b>Total</b>		<b>111,506</b>	<b>1,802</b>	<b>159</b>	<b>132</b>

1-MONTH REPORT FOR YOUR LISTINGS

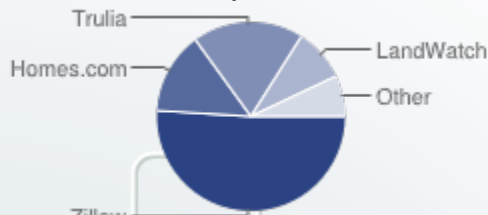
DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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

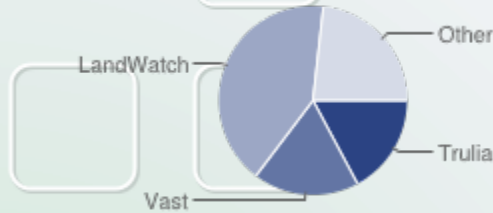
Views, visits, and inquiries are based on the number of listings displayed by the publisher. If the publisher displays a listing provided by a source other than ListHub or if a listing is not displayed due to an uploading error, the activity data for that listing is not included in ListHub reports.

Terms are defined on the last page of this report.

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	3,012	0	0	0	0
MobileRealEstateListings by Dee Sign	3,223	0	0	0	0
New Home Source	8	0	0	0	0
The Real Estate Book	3,095	0	0	0	0
USAGolfHome	221	0	0	0	0
USALifestyleRealEstate	3,007	0	0	0	0
Vast	3,104	0	58	0	54
Homes By Lender	2,835	Not Provided	0	Not Provided	Not Provided
HomeTourConnect	2,979	Not Applicable	0	0	0
LiquidusMedia	2,797	Not Applicable	0	0	0
Property Shark	1,094	Not Provided	0	Not Provided	Not Provided
Showing Suite	Not Provided	Not Provided	0	Not Provided	Not Provided
XiLi Mobile	3,116	Not Applicable	0	0	0
Organic	Not Applicable	Not Applicable	16	4	1
<b>Total</b>		<b>111,506</b>	<b>1,802</b>	<b>159</b>	<b>132</b>

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	202	10,053	127	25	1st
\$100K - \$200K - 2BR Residential Property - For Sale	169	6,389	147	28	2nd
\$200K - \$300K - 2BR Residential Property - For Sale	87	3,168	67	40	3rd
\$100K - \$200K Lots & Land - For Sale	369	6,655	115	9	4th
\$200K - \$300K - 3BR Residential Property - For Sale	126	5,474	85	15	5th
\$30K - \$40K Lots & Land - For Sale	311	4,454	111	13	6th
\$100K - \$200K - 4BR Residential Property - For Sale	79	3,864	34	15	7th
\$20K - \$30K Lots & Land - For Sale	281	3,419	84	12	8th
\$40K - \$50K Lots & Land - For Sale	174	3,062	81	8	9th
\$200K - \$300K - 4BR Residential Property - For Sale	64	4,053	20	3	10th

*There are an additional 229 inventory categories that are not shown.*

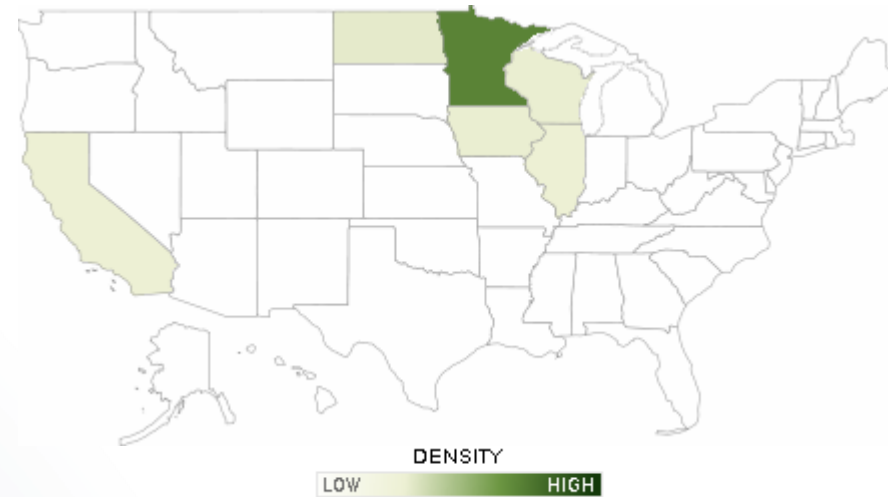
1-MONTH REPORT FOR YOUR LISTINGS

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	19,181	62%	980	61%	124	63%
North Dakota	1,566	5%	77	5%	10	5%
Wisconsin	911	3%	39	2%	3	2%
Iowa	845	3%	53	3%	8	4%
Illinois	751	2%	41	3%	0	0%
California	748	2%	84	5%	7	4%
Arizona	457	1%	32	2%	0	0%
Florida	448	1%	24	1%	2	1%
Texas	427	1%	92	6%	21	11%
South Dakota	391	1%	28	2%	4	2%
Colorado	350	1%	12	1%	1	1%
Nebraska	312	1%	11	1%	4	2%

→ Top Cities

City	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Minneapolis, MN	3,333	11%	187	12%	12	6%
Saint Paul, MN	2,129	7%	113	7%	14	8%
Brainerd, MN	1,561	5%	59	4%	22	12%
Fargo, ND	800	3%	43	3%	4	2%
Saint Cloud, MN	521	2%	38	2%	5	3%
Maple Grove, MN	407	1%	8	1%	2	1%
Bemidji, MN	370	1%	20	1%	3	2%
Park Rapids, MN	347	1%	12	1%	1	1%
Duluth, MN	331	1%	15	1%	1	1%
Pine River, MN	331	1%	4	0%	0	0%
Pequot Lakes, MN	279	1%	1	0%	0	0%
Rochester, MN	276	1%	17	1%	0	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.

