

1-MONTH REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have **4,967** listings, and you are subscribed to **52** publishers. **2** of your brokers currently have a paid subscription to ListHub. You currently have **81** registered brokers using ListHub.

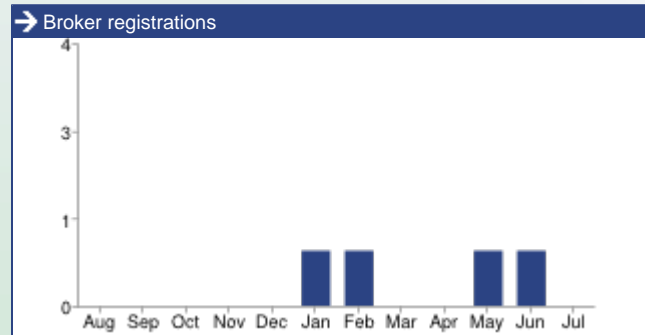
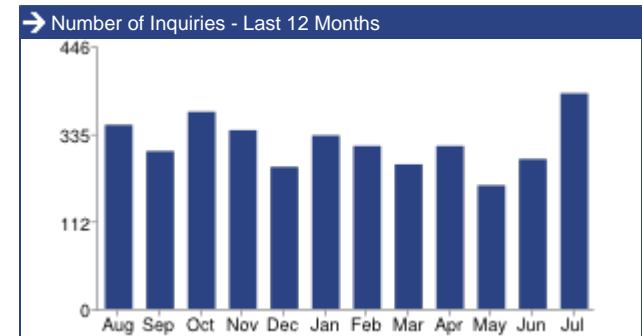
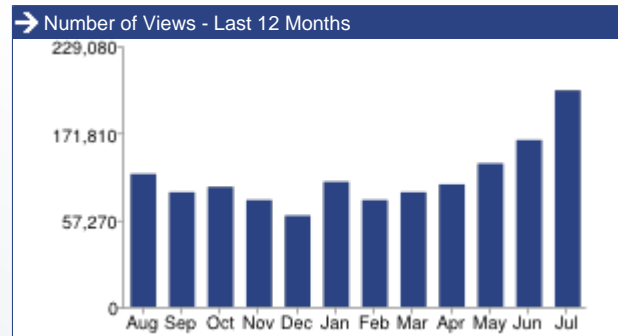
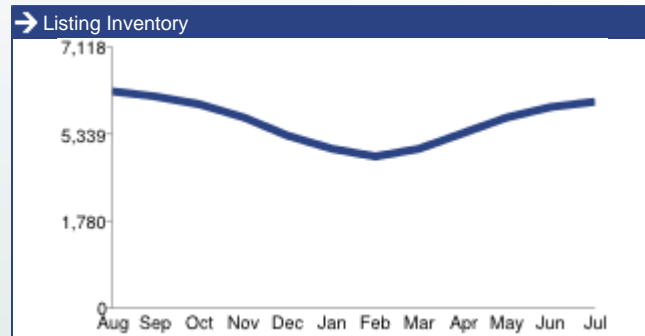
Terms are defined on the last page of this report.

→ Top Publishers by Number of Views

Publisher	Property Views	% of Views
Zillow	127,959	67%
Trulia	35,466	19%
LandWatch	11,599	6%

→ Top Locations of Your Online Consumers

City	Property Views	% of Views
Minneapolis, MN	4,695	14%
Saint Paul, MN	2,719	8%
Brainerd, MN	1,801	5%



→ Top Property Categories

Description	Listing Count	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank
\$100K - \$200K - 3BR Residential Property - For Sale	384	19,917	180	27	1st
\$100K - \$200K - 2BR Residential Property - For Sale	316	14,819	137	19	2nd
\$200K - \$300K - 3BR Residential Property - For Sale	265	12,847	88	6	3rd

→ Metrics Alert: Reported Issue(s)

A reporting issue was identified with Juwai. This issue resulted in the loss of metrics on 07-30-2014.

A reporting issue was identified with Trulia. This issue resulted in the loss of metrics on 07-31-2014.

1-MONTH REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART

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

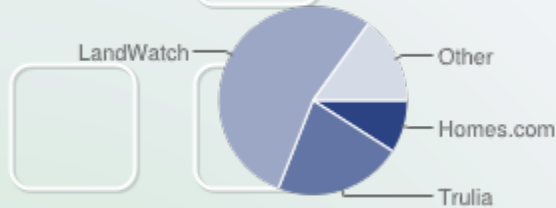
Views, visits, and inquiries are based on the number of listings displayed by the publisher. If the publisher displays a listing provided by a source other than ListHub or if a listing is not displayed due to an uploading error, the activity data for that listing is not included in ListHub reports.

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	1,688	127,959	102	13	Not Provided
Trulia	4,328	35,466	100	76	6
LandWatch	4,078	11,599	853	90	107
Homes.com	4,312	7,748	32	34	0
LakeHomesUSA	4,124	2,317	476	14	0
HomeFinder.com	4,531	1,614	140	1	0
LandAndFarm	2,819	1,077	17	5	11
HouseHappy	4,020	691	0	0	0
Homes&Land	4,108	571	1	0	0
Keller Williams	151	430	0	0	0
RealtyStore	3,897	367	12	0	0
Lands of America	3,009	221	0	0	0
RealEstateCentral	4,076	138	0	0	0
Juwai	3,885	123	3	0	0
RealtyTrac	1,533	113	0	0	0
Chase My New Home	4,039	102	0	0	0
HomeBidz	1,942	94	0	4	0
eppraisal	4,230	92	0	0	0
Total		190,899	1,745	239	125

1-MONTH REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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

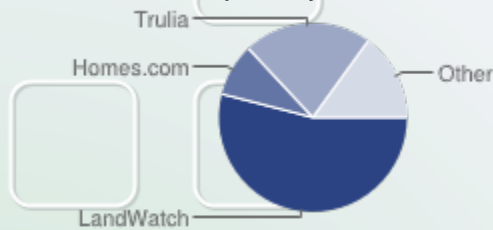
Views, visits, and inquiries are based on the number of listings displayed by the publisher. If the publisher displays a listing provided by a source other than ListHub or if a listing is not displayed due to an uploading error, the activity data for that listing is not included in ListHub reports.

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
HouseHunt.com	3,885	65	0	0	0
USHUD.com	1,543	45	5	0	0
LotNetwork.com	1,958	31	0	0	0
eLookyLoo	3,929	16	0	0	0
Foreclosure.com	1,520	7	0	0	0
FindTheBest Homes	4,142	5	1	0	0
SellersLane	3,890	3	0	0	0
CommercialSearch	191	1	0	0	0
FreedomSoft	1,520	1	0	0	0
Harmon Homes	4,069	1	0	2	1
Home2.me by TourFactory	0	1	0	0	0
RealQuest Express	3,890	1	0	0	0
AdVerx	4,230	0	0	0	0
BuyerHomeSite.com	4,414	0	0	0	0
FindAPlace4Me by VisualTour	4,230	0	0	0	0
Guidance Realty	3,885	0	0	0	0
HomeWinks	4,069	0	0	0	0
HUD Seeker	4,064	0	0	0	0
Total		190,899	1,745	239	125

1-MONTH REPORT FOR YOUR LISTINGS

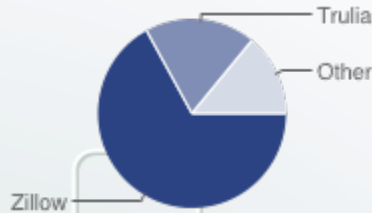
DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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

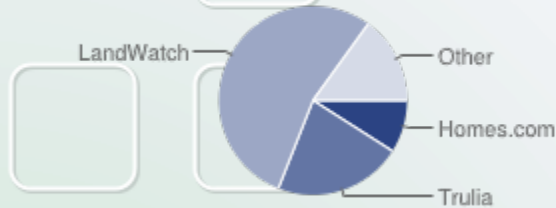
Views, visits, and inquiries are based on the number of listings displayed by the publisher. If the publisher displays a listing provided by a source other than ListHub or if a listing is not displayed due to an uploading error, the activity data for that listing is not included in ListHub reports.

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
ImagesWork by CirclePix	4,230	0	0	0	0
LearnMoreNow.com	3,890	0	0	0	0
New Home Source	15	0	0	0	0
Open Real Estate Community	4,230	0	0	0	0
SearchALLProperties by L2L	4,230	0	0	0	0
Showing Suite	4,230	0	0	0	0
The Real Estate Book	4,069	0	0	0	0
USALifestyleRealEstate	3,890	0	0	0	0
Vast	4,078	0	1	0	0
Homes By Lender	3,710	Not Provided	0	Not Provided	Not Provided
HomeTourConnect	3,885	Not Applicable	0	0	0
Hubdin	4,230	Not Provided	0	Not Provided	Not Provided
LiquidusMedia	3,699	Not Applicable	0	0	0
Property Shark	1,552	Not Provided	0	Not Provided	Not Provided
XiLi Mobile	4,108	Not Applicable	0	0	0
Organic	Not Applicable	Not Applicable	2	0	0
Total		190,899	1,745	239	125

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	384	19,917	180	27	1st
\$100K - \$200K - 2BR Residential Property - For Sale	316	14,819	137	19	2nd
\$200K - \$300K - 3BR Residential Property - For Sale	265	12,847	88	6	3rd
\$100K - \$200K Lots & Land - For Sale	465	9,524	130	15	4th
\$10K - \$20K Lots & Land - For Sale	317	3,381	85	34	5th
\$60K - \$70K Lots & Land - For Sale	150	2,624	63	32	6th
\$20K - \$30K Lots & Land - For Sale	360	3,684	79	24	7th
\$40K - \$50K Lots & Land - For Sale	186	3,471	60	23	8th
\$100K - \$200K - 4BR Residential Property - For Sale	138	8,115	36	3	9th
\$200K - \$300K - 2BR Residential Property - For Sale	151	6,858	61	5	10th

There are an additional 227 inventory categories that are not shown.

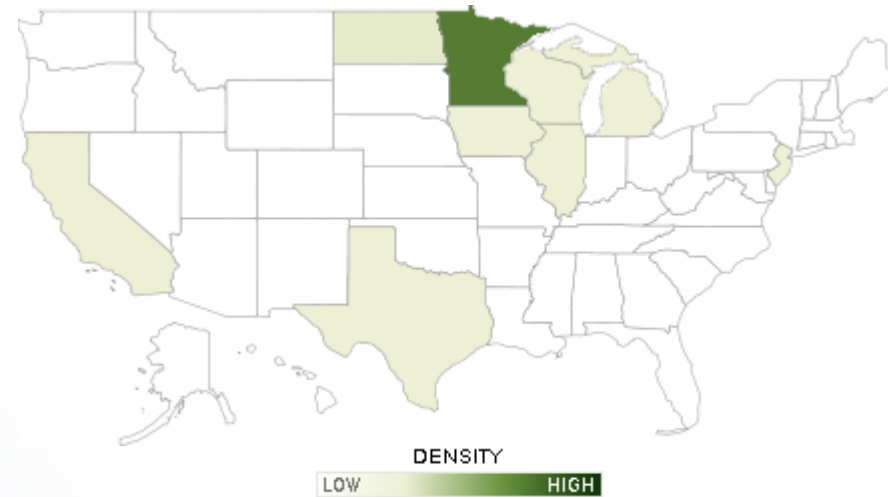
1-MONTH REPORT FOR YOUR LISTINGS

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	23,152	65%	1,074	65%	187	68%
North Dakota	1,743	5%	126	8%	28	10%
Iowa	813	2%	51	3%	6	2%
Illinois	757	2%	42	3%	3	1%
Wisconsin	728	2%	20	1%	0	0%
New Jersey	727	2%	3	0%	0	0%
Michigan	690	2%	19	1%	0	0%
California	667	2%	29	2%	4	1%
Texas	619	2%	15	1%	5	2%
Florida	367	1%	40	2%	6	2%
Nebraska	341	1%	18	1%	2	1%
Arizona	319	1%	16	1%	1	0%

→ Top Cities						
City	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Minneapolis, MN	4,695	14%	239	15%	40	16%
Saint Paul, MN	2,719	8%	132	8%	26	10%
Brainerd, MN	1,801	5%	65	4%	12	5%
Fargo, ND	881	3%	40	3%	23	9%
Saint Cloud, MN	779	2%	20	1%	6	2%
Absecon, NJ	672	2%	0	0%	0	0%
Rochester, MN	493	1%	30	2%	4	2%
Maple Grove, MN	416	1%	11	1%	3	1%
Park Rapids, MN	379	1%	7	0%	1	0%
Elk River, MN	327	1%	8	1%	3	1%
Bemidji, MN	311	1%	7	0%	3	1%
Pine River, MN	266	1%	5	0%	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.

 - Metrics Alert. Our systems monitor the quality and accuracy of metrics we receive from publishers. If we receive metrics data that is incorrect or requires validation, the Metrics Alert Icon will display beside that publisher on your report, along with details about the issue.