

31-DAY REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have **4,905** 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.

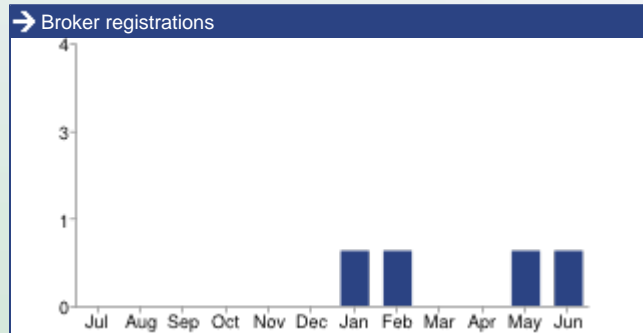
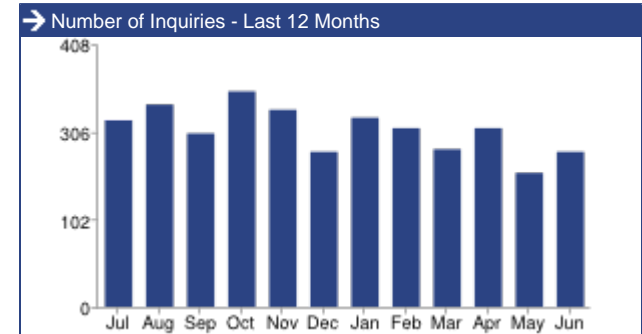
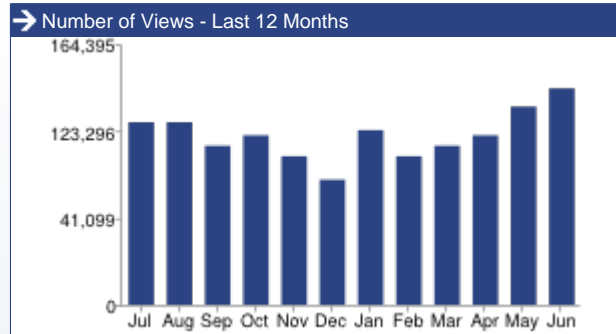
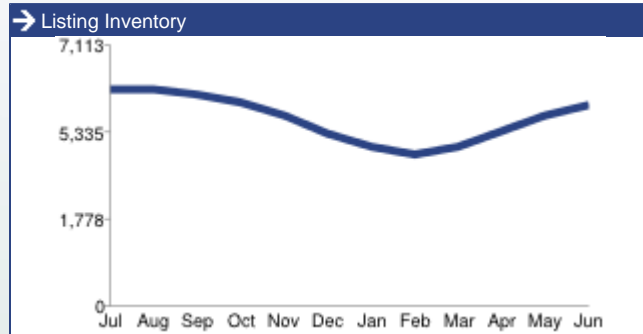
Terms are defined on the last page of this report.

→ Top Publishers by Number of Views

Publisher	Property Views	% of Views
Zillow	89,724	64%
Trulia	29,750	21%
LandWatch	8,890	6%

→ Top Locations of Your Online Consumers

City	Property Views	% of Views
Minneapolis, MN	3,823	12%
Saint Paul, MN	2,088	6%
Brainerd, MN	1,913	6%



→ Top Property Categories

Description	Listing Count	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank
\$100K - \$200K - 3BR Residential Property - For Sale	372	15,674	161	20	1st
\$100K - \$200K Lots & Land - For Sale	463	6,799	98	27	2nd
\$200K - \$300K - 3BR Residential Property - For Sale	257	9,621	85	8	3rd

→ Metrics Alert: Reported Issue(s)  
 A potential reporting issue has been identified with Homes.com. Thank you for your patience while we investigate and work to remedy the situation.

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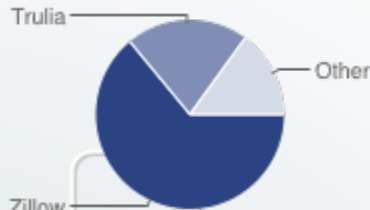
DETAILED ANALYSIS: PUBLISHER COMPARISON CHART

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

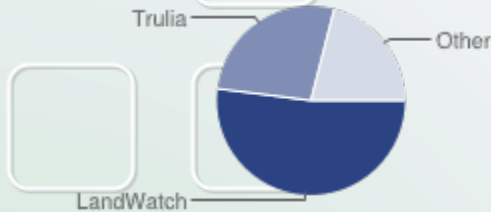
Views, visits, and inquiries are based on the number of listings displayed by the publisher. If the publisher displays a listing provided by a source other than ListHub or if a listing is not displayed due to an uploading error, the activity data for that listing is not included in ListHub reports.

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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	1,599	89,724	76	3	Not Provided
Trulia	4,220	29,750	133	49	17
LandWatch	3,976	8,890	606	51	77
Homes.com	4,200	4,579	44	12	0
LakeHomesUSA	4,027	2,404	352	16	1
HomeFinder.com	4,423	1,963	139	0	1
LandAndFarm	2,755	1,163	10	4	5
HouseHappy	3,915	661	0	0	0
Keller Williams	152	461	0	1	0
RealtyStore	3,806	413	1	0	0
Homes&Land	4,012	387	0	0	0
RealEstateCentral	3,975	139	0	0	0
RealtyTrac	1,459	106	0	0	0
Lands of America	2,942	93	0	1	0
eLookyLoo	3,843	85	1	3	0
HouseHunt.com	3,794	82	0	0	0
USHUD.com	1,469	70	12	1	0
Chase My New Home	3,934	55	0	0	0
<b>Total</b>		<b>141,145</b>	<b>1,409</b>	<b>142</b>	<b>102</b>

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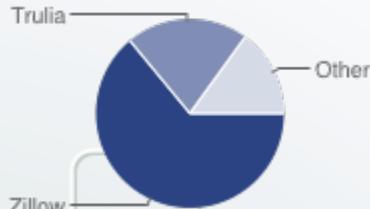
DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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

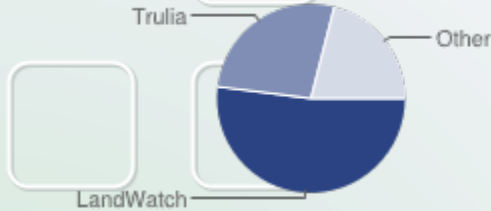
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Views by Publisher



Inquiries by Publisher



→ How Do The Publishers Compare?					
Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
eppraisal	4,127	44	0	0	0
Juwai	3,794	28	1	0	0
LotNetwork.com	1,902	15	0	0	0
HomeBidz	1,888	9	0	1	0
SellersLane	3,799	7	0	0	0
CommercialSearch	193	6	0	0	0
Home2.me by TourFactory	3,799	5	1	0	0
Foreclosure.com	1,448	3	0	0	0
RealQuest Express	3,799	2	0	0	0
Harmon Homes	3,968	1	0	0	0
AdVerx	4,127	0	0	0	0
BuyerHomeSite.com	4,301	0	0	0	0
FindAPlace4Me by VisualTour	4,127	0	0	0	0
FindTheBest Homes	4,044	0	0	0	0
FreedomSoft	1,448	0	0	0	0
Guidance Realty	3,794	0	0	0	0
HomeWinks	3,968	0	0	0	0
HUD Seeker	3,963	0	0	0	0
<b>Total</b>		<b>141,145</b>	<b>1,409</b>	<b>142</b>	<b>102</b>

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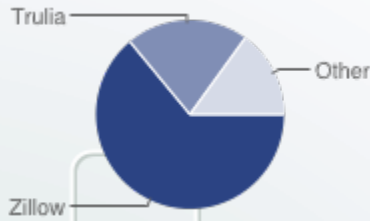
DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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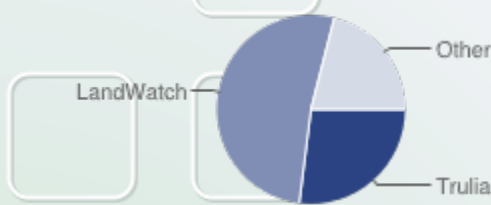
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Views by Publisher



Inquiries by Publisher



→ How Do The Publishers Compare?					
Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
ImagesWork by CirclePix	4,127	0	0	0	0
LearnMoreNow.com	3,799	0	0	0	0
New Home Source	13	0	0	0	0
Open Real Estate Community	4,127	0	0	0	0
SearchALLProperties by L2L	4,127	0	0	0	0
Showing Suite	4,127	0	0	0	0
The Real Estate Book	3,968	0	4	0	0
USALifestyleRealEstate	3,799	0	0	0	0
Vast	3,976	0	0	0	0
Homes By Lender	3,616	Not Provided	0	Not Provided	Not Provided
HomeTourConnect	3,794	Not Applicable	0	0	0
Hubdin	4,127	Not Provided	0	Not Provided	Not Provided
LiquidusMedia	3,604	Not Applicable	0	0	0
Property Shark	1,477	Not Provided	0	Not Provided	Not Provided
XiLi Mobile	4,012	Not Applicable	0	0	0
Organic	Not Applicable	Not Applicable	29	0	1
<b>Total</b>		<b>141,145</b>	<b>1,409</b>	<b>142</b>	<b>102</b>

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	372	15,674	161	20	1st
\$100K - \$200K Lots & Land - For Sale	463	6,799	98	27	2nd
\$200K - \$300K - 3BR Residential Property - For Sale	257	9,621	85	8	3rd
\$100K - \$200K - 2BR Residential Property - For Sale	300	9,218	106	7	4th
\$20K - \$30K Lots & Land - For Sale	373	2,855	63	19	5th
\$200K - \$300K - 4BR Residential Property - For Sale	112	6,393	35	5	6th
\$10K - \$20K Lots & Land - For Sale	251	2,570	66	12	7th
\$200K - \$300K - 2BR Residential Property - For Sale	146	4,850	50	4	8th
\$40K - \$50K Lots & Land - For Sale	201	2,793	43	13	9th
\$100K - \$200K - 4BR Residential Property - For Sale	123	5,022	19	4	10th

*There are an additional 240 inventory categories that are not shown.*

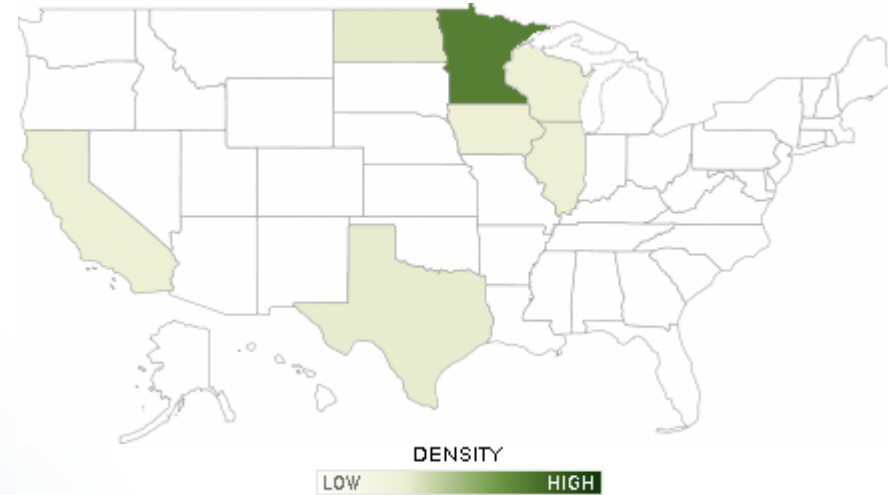
31-DAY REPORT FOR YOUR LISTINGS

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	21,516	64%	874	67%	153	75%
North Dakota	1,689	5%	79	6%	17	8%
Texas	1,350	4%	17	1%	3	1%
Illinois	820	2%	70	5%	2	1%
California	790	2%	23	2%	2	1%
Iowa	697	2%	25	2%	0	0%
Wisconsin	596	2%	36	3%	5	2%
Florida	474	1%	13	1%	0	0%
Nebraska	441	1%	11	1%	5	2%
Arizona	325	1%	9	1%	0	0%
Colorado	244	1%	20	2%	1	0%
Michigan	235	1%	21	2%	2	1%

→ Top Cities

City	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Minneapolis, MN	3,823	12%	135	11%	19	10%
Saint Paul, MN	2,088	6%	107	9%	28	15%
Brainerd, MN	1,913	6%	99	8%	2	1%
Fargo, ND	908	3%	36	3%	14	7%
San Antonio, TX	684	2%	1	0%	1	1%
Saint Cloud, MN	659	2%	20	2%	1	1%
Maple Grove, MN	419	1%	20	2%	3	2%
Pine River, MN	402	1%	25	2%	0	0%
Park Rapids, MN	399	1%	8	1%	3	2%
Bemidji, MN	319	1%	18	1%	3	2%
Omaha, NE	294	1%	10	1%	3	2%
Rochester, MN	276	1%	8	1%	0	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.

 - 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.