

1-MONTH REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have **3,921** listings, and you are subscribed to **50** publishers. **3** of your brokers currently have a paid subscription to ListHub. You currently have **79** registered brokers using ListHub.

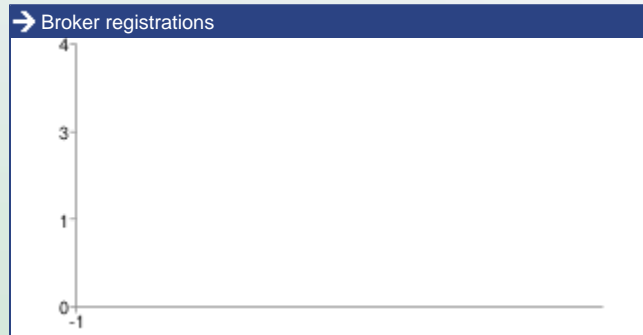
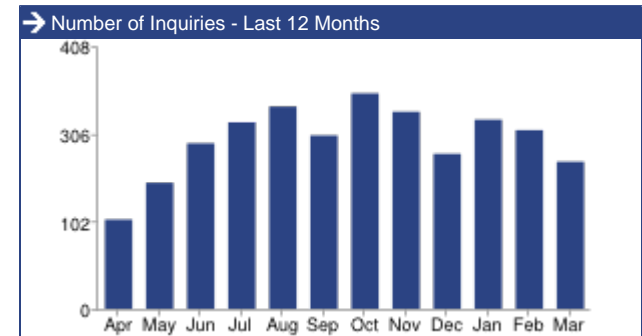
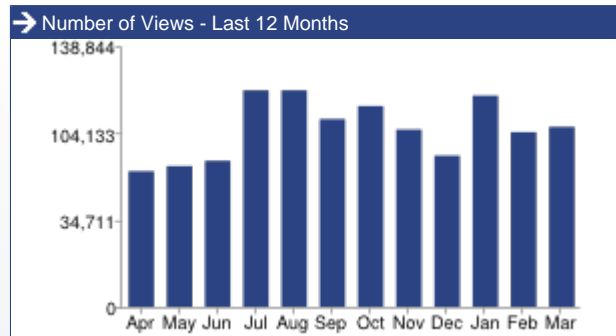
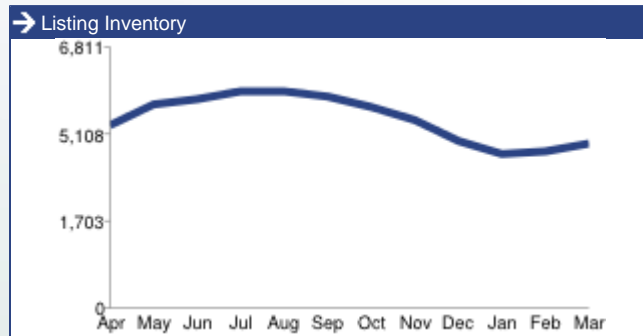
Terms are defined on the last page of this report.

→ Top Publishers by Number of Views

Publisher	Property Views	% of Views
Zillow	55,065	57%
Trulia	18,940	20%
LandWatch	10,353	11%

→ Top Locations of Your Online Consumers

City	Property Views	% of Views
Minneapolis, MN	3,773	12%
Saint Paul, MN	2,411	8%
Brainerd, MN	1,578	5%



→ Top Property Categories

Description	Listing Count	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank
\$100K - \$200K - 3BR Residential Property - For Sale	249	9,307	126	16	1st
\$100K - \$200K - 2BR Residential Property - For Sale	194	5,911	107	21	2nd
\$100K - \$200K Lots & Land - For Sale	381	5,838	132	15	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.

1-MONTH REPORT FOR YOUR LISTINGS

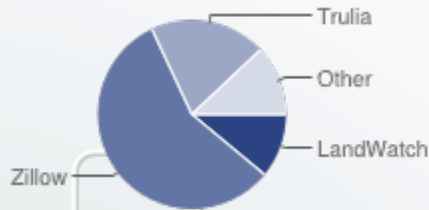
DETAILED ANALYSIS: PUBLISHER COMPARISON CHART

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

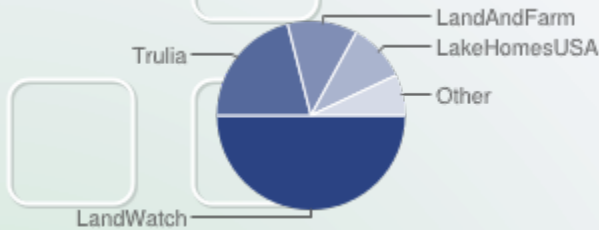
Views, visits, and inquiries are based on the number of listings displayed by the publisher. If the publisher displays a listing provided by a source other than ListHub or if a listing is not displayed due to an uploading error, the activity data for that listing is not included in ListHub reports.

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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	1,237	55,065	48	6	Not Provided
Trulia	3,339	18,940	150	39	10
LandWatch	3,189	10,353	924	51	63
Homes.com	3,515	4,890	11	9	0
LakeHomesUSA	3,217	2,220	328	22	0
LandAndFarm	2,369	1,704	148	20	7
HomeFinder.com	3,545	1,065	116	0	0
Homes&Land	3,207	781	0	0	0
Keller Williams	123	313	0	1	0
RealtyStore	3,089	244	4	0	0
RealEstateCentral	3,195	139	0	0	0
USHUD.com	1,169	90	11	0	0
Chase My New Home	3,170	76	3	0	0
eppraisal	3,352	52	12	0	0
RealtyTrac	1,160	50	0	0	0
HouseHunt.com	3,071	40	0	0	0
LotNetwork.com	1,743	24	2	0	0
eLookyLoo	3,101	11	1	1	0
<b>Total</b>		<b>96,104</b>	<b>1,788</b>	<b>149</b>	<b>80</b>

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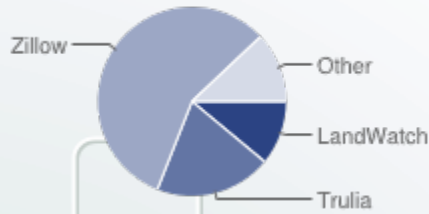
DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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

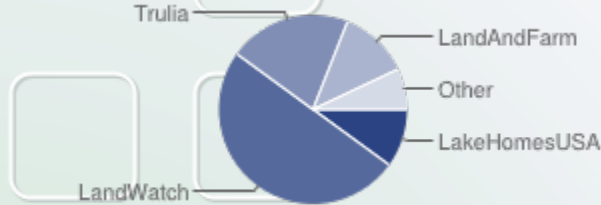
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Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
RealQuest Express	3,081	11	0	0	0
SellersLane	3,081	10	0	0	0
Foreclosure.com	1,158	9	0	0	0
Property Pursuit	3,187	8	0	0	0
Juwai	3,071	6	10	0	0
CommercialSearch	182	2	0	0	0
Harmon Homes	3,187	1	1	0	0
AdWerx	3,352	0	0	0	0
BuyerHomeSite.com	3,468	0	0	0	0
FindAPlace4Me by VisualTour	3,352	0	0	0	0
FreedomSoft	1,158	0	0	0	0
Guidance Realty	3,071	0	0	0	0
Home2.me by TourFactory	3,081	0	0	0	0
HomeBidz	1,288	0	1	0	0
HomeWinks	3,187	0	0	0	0
HUD Seeker	3,177	0	0	0	0
ImagesWork by CirclePix	3,352	0	0	0	0
Lands of America	2,544	0	0	0	0
<b>Total</b>		<b>96,104</b>	<b>1,788</b>	<b>149</b>	<b>80</b>

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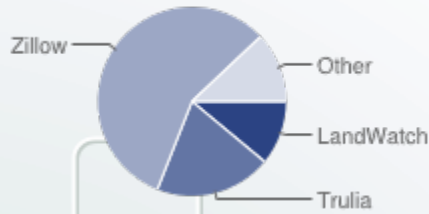
DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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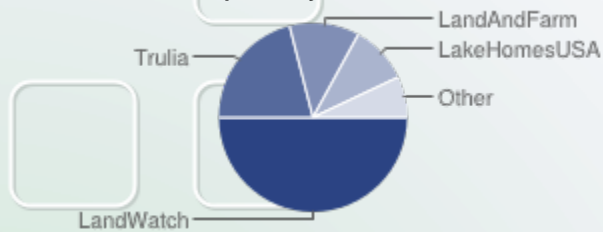
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Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
LearnMoreNow.com	3,081	0	0	0	0
MobileRealEstateListings by Dee Sign	3,352	0	0	0	0
New Home Source	9	0	0	0	0
The Real Estate Book	3,187	0	0	0	0
USAGolfHome	241	0	0	0	0
USALifestyleRealEstate	3,081	0	0	0	0
Vast	3,189	0	1	0	0
Homes By Lender	2,903	Not Provided	0	Not Provided	Not Provided
HomeTourConnect	3,071	Not Applicable	0	0	0
LiquidusMedia	2,887	Not Applicable	0	0	0
Property Shark	1,171	Not Provided	3	Not Provided	Not Provided
Showing Suite	Not Provided	Not Provided	0	Not Provided	Not Provided
XiLi Mobile	3,207	Not Applicable	0	0	0
Organic	Not Applicable	Not Applicable	14	0	0
<b>Total</b>		<b>96,104</b>	<b>1,788</b>	<b>149</b>	<b>80</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	249	9,307	126	16	1st
\$100K - \$200K - 2BR Residential Property - For Sale	194	5,911	107	21	2nd
\$100K - \$200K Lots & Land - For Sale	381	5,838	132	15	3rd
\$20K - \$30K Lots & Land - For Sale	299	2,536	93	27	4th
\$100K - \$200K - 4BR Residential Property - For Sale	95	5,627	34	13	5th
\$200K - \$300K - 3BR Residential Property - For Sale	145	5,070	72	5	6th
\$30K - \$40K Lots & Land - For Sale	311	3,095	95	10	7th
\$50K - \$60K Lots & Land - For Sale	149	1,800	98	16	8th
\$40K - \$50K Lots & Land - For Sale	186	2,254	73	14	9th
\$10K - \$20K Lots & Land - For Sale	224	2,054	81	12	10th

There are an additional 236 inventory categories that are not shown.

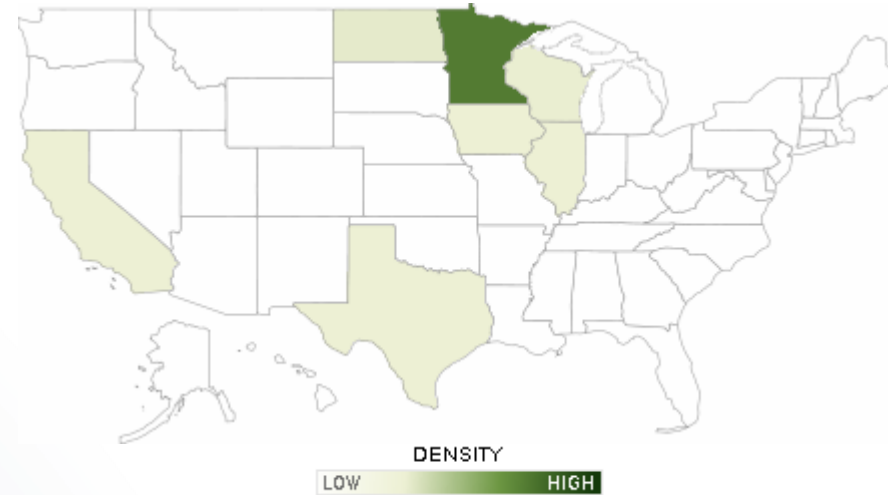
1-MONTH REPORT FOR YOUR LISTINGS

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	21,402	66%	1,119	64%	147	72%
North Dakota	1,694	5%	86	5%	9	4%
Wisconsin	863	3%	33	2%	4	2%
California	767	2%	83	5%	2	1%
Illinois	709	2%	21	1%	1	0%
Iowa	684	2%	34	2%	8	4%
Texas	639	2%	28	2%	1	0%
Florida	390	1%	24	1%	3	1%
Arizona	351	1%	25	1%	4	2%
Colorado	349	1%	17	1%	0	0%
Nebraska	331	1%	22	1%	5	2%
South Dakota	240	1%	17	1%	5	2%

→ Top Cities						
City	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Minneapolis, MN	3,773	12%	240	14%	28	14%
Saint Paul, MN	2,411	8%	140	8%	25	12%
Brainerd, MN	1,578	5%	72	4%	7	3%
Fargo, ND	945	3%	34	2%	5	2%
Saint Cloud, MN	830	3%	41	2%	6	3%
Pequot Lakes, MN	470	1%	16	1%	0	0%
Maple Grove, MN	442	1%	25	1%	0	0%
Park Rapids, MN	423	1%	6	0%	0	0%
Bemidji, MN	392	1%	15	1%	1	0%
Wadena, MN	351	1%	4	0%	1	0%
Rochester, MN	342	1%	21	1%	3	1%
Elk River, MN	261	1%	12	1%	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.

 - 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.