

1-MONTH REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have **4,650** listings, and you are subscribed to **52** publishers. **2** of your brokers currently have a paid subscription to ListHub. You currently have **80** registered brokers using ListHub.

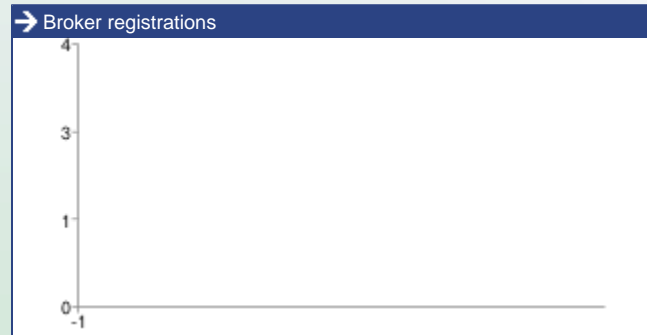
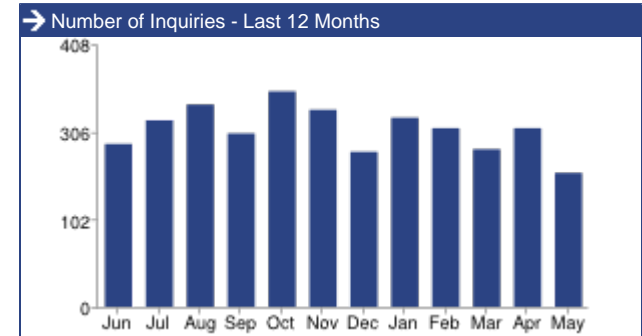
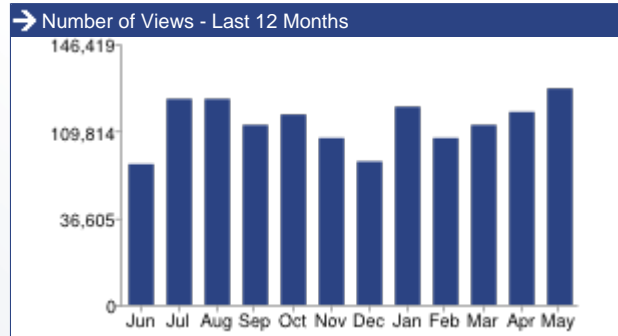
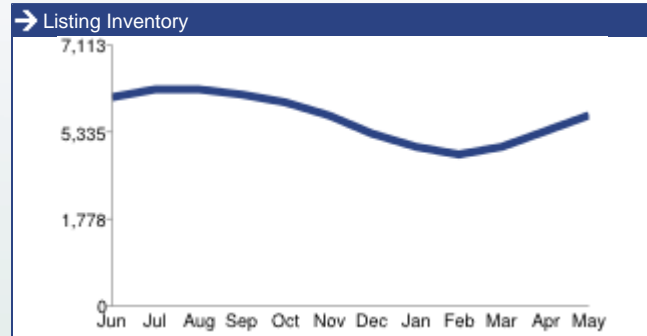
Terms are defined on the last page of this report.

→ Top Publishers by Number of Views

Publisher	Property Views	% of Views
Zillow	79,937	66%
Trulia	19,734	16%
LandWatch	8,335	7%

→ Top Locations of Your Online Consumers

City	Property Views	% of Views
Minneapolis, MN	4,121	13%
Saint Paul, MN	2,133	7%
Brainerd, MN	1,777	6%



→ Top Property Categories

Description	Listing Count	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank
\$100K - \$200K - 3BR Residential Property - For Sale	335	13,499	165	19	1st
\$100K - \$200K - 2BR Residential Property - For Sale	267	8,683	114	5	2nd
\$100K - \$200K Lots & Land - For Sale	454	6,737	96	12	3rd



1-MONTH REPORT FOR YOUR LISTINGS

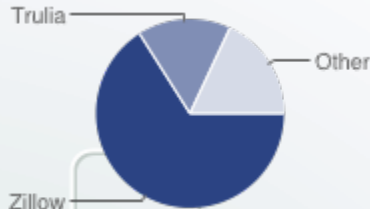
DETAILED ANALYSIS: PUBLISHER COMPARISON CHART

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

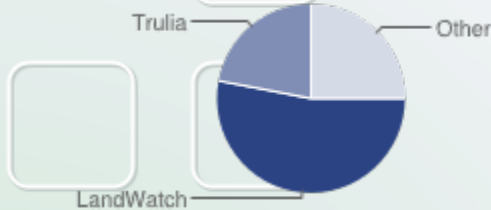
Views, visits, and inquiries are based on the number of listings displayed by the publisher. If the publisher displays a listing provided by a source other than ListHub or if a listing is not displayed due to an uploading error, the activity data for that listing is not included in ListHub reports.

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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	1,476	79,937	69	9	Not Provided
Trulia	3,968	19,734	138	37	9
LandWatch	3,738	8,335	710	38	73
Homes.com	3,949	5,457	63	13	0
LakeHomesUSA	3,790	2,638	400	11	0
HomeFinder.com	4,179	1,724	142	1	1
LandAndFarm	2,641	1,240	31	6	7
HouseHappy	3,688	1,194	0	0	0
Keller Williams	154	509	0	2	0
Homes&Land	3,777	440	2	0	0
RealtyStore	3,592	242	2	0	0
RealEstateCentral	3,741	91	0	0	0
USHUD.com	1,355	77	20	0	0
eppraisal	3,902	76	1	0	0
Juwai	3,577	76	1	0	0
HouseHunt.com	3,577	69	0	0	0
Chase My New Home	3,706	64	0	0	0
RealtyTrac	1,343	46	0	0	0
Total		122,014	1,624	117	90

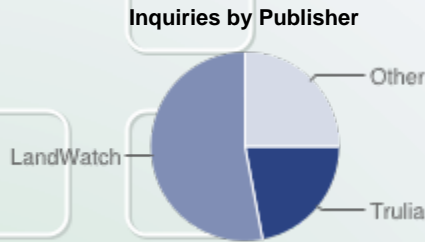
1-MONTH REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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

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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→ How Do The Publishers Compare?					
Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
eLookyLoo	3,628	24	0	0	0
LotNetwork.com	1,850	23	0	0	0
RealQuest Express	3,584	7	1	0	0
Foreclosure.com	1,338	5	0	0	0
Home2.me by TourFactory	3,584	2	0	0	0
HUD Seeker	3,726	2	0	0	0
FindTheBest Homes	3,819	1	1	0	0
Lands of America	2,824	1	0	0	0
AdWerx	3,902	0	0	0	0
BuyerHomeSite.com	4,058	0	0	0	0
CommercialSearch	196	0	0	0	0
FindAPlace4Me by VisualTour	3,902	0	0	0	0
FreedomSoft	1,338	0	0	0	0
Guidance Realty	3,577	0	0	0	0
Harmon Homes	3,733	0	0	0	0
HomeBidz	1,716	0	1	0	0
HomeWinks	3,733	0	0	0	0
ImagesWork by CirclePix	3,902	0	0	0	0
Total		122,014	1,624	117	90

1-MONTH REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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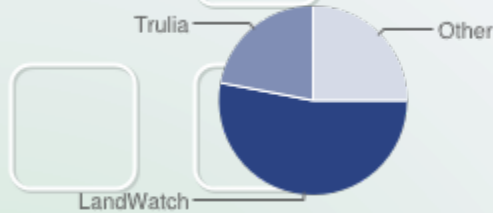
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Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?					
Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
LearnMoreNow.com	3,584	0	0	0	0
New Home Source	12	0	0	0	0
Open Real Estate Community	3,902	0	0	0	0
SearchALLProperties by L2L	3,902	0	0	0	0
SellersLane	3,584	0	0	0	0
Showing Suite	3,902	0	0	0	0
The Real Estate Book	3,733	0	0	0	0
USALifestyleRealEstate	3,584	0	0	0	0
Vast	3,738	0	32	0	0
Homes By Lender	3,399	Not Provided	0	Not Provided	Not Provided
HomeTourConnect	3,577	Not Applicable	0	0	0
Hubdin	3,902	Not Provided	0	Not Provided	Not Provided
LiquidusMedia	3,384	Not Applicable	0	0	0
Property Shark	1,360	Not Provided	0	Not Provided	Not Provided
XiLi Mobile	3,777	Not Applicable	0	0	0
Organic	Not Applicable	Not Applicable	10	0	0
Total		122,014	1,624	117	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	335	13,499	165	19	1st
\$100K - \$200K - 2BR Residential Property - For Sale	267	8,683	114	5	2nd
\$100K - \$200K Lots & Land - For Sale	454	6,737	96	12	3rd
\$200K - \$300K - 3BR Residential Property - For Sale	235	7,893	102	5	4th
\$20K - \$30K Lots & Land - For Sale	362	2,850	64	22	5th
\$40K - \$50K Lots & Land - For Sale	199	2,668	98	19	6th
\$30K - \$40K Lots & Land - For Sale	332	3,160	83	17	7th
\$300K - \$400K - 3BR Residential Property - For Sale	116	5,291	43	0	8th
\$100K - \$200K - 4BR Residential Property - For Sale	115	4,214	35	5	9th
\$10K - \$20K Lots & Land - For Sale	243	2,178	45	11	10th

There are an additional 220 inventory categories that are not shown.

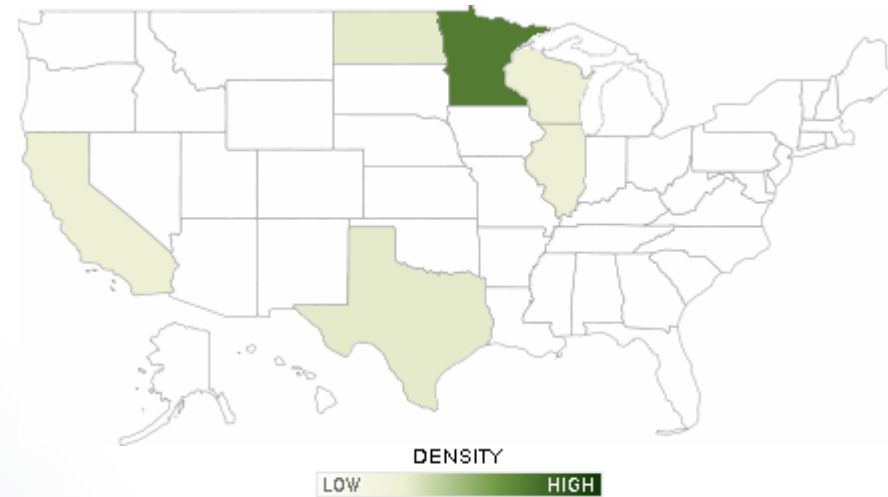
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DETAILED ANALYSIS: LOCATION OF YOUR ONLINE CONSUMERS

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	21,826	66%	1,121	73%	120	69%
North Dakota	1,660	5%	64	4%	8	5%
Texas	1,527	5%	21	1%	3	2%
Wisconsin	773	2%	26	2%	2	1%
Illinois	683	2%	20	1%	3	2%
California	503	2%	52	3%	6	3%
Iowa	427	1%	19	1%	3	2%
Nebraska	424	1%	12	1%	4	2%
Florida	375	1%	19	1%	5	3%
Michigan	363	1%	17	1%	8	5%
Arizona	290	1%	8	1%	2	1%
Colorado	240	1%	4	0%	1	1%

→ Top Cities						
City	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Minneapolis, MN	4,121	13%	225	15%	24	14%
Saint Paul, MN	2,133	7%	101	7%	16	10%
Brainerd, MN	1,777	6%	56	4%	7	4%
San Antonio, TX	1,177	4%	0	0%	0	0%
Fargo, ND	1,035	3%	31	2%	3	2%
Saint Cloud, MN	655	2%	41	3%	4	2%
Park Rapids, MN	446	1%	5	0%	0	0%
Bemidji, MN	423	1%	24	2%	0	0%
Maple Grove, MN	412	1%	47	3%	2	1%
Elk River, MN	343	1%	6	0%	0	0%
Pequot Lakes, MN	343	1%	6	0%	1	1%
Hopkins, MN	324	1%	12	1%	1	1%

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.

