

31-DAY REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have **4,909** listings, and you are subscribed to **49** publishers. **3** of your brokers currently have a paid subscription to ListHub. You currently have **77** registered brokers using ListHub.

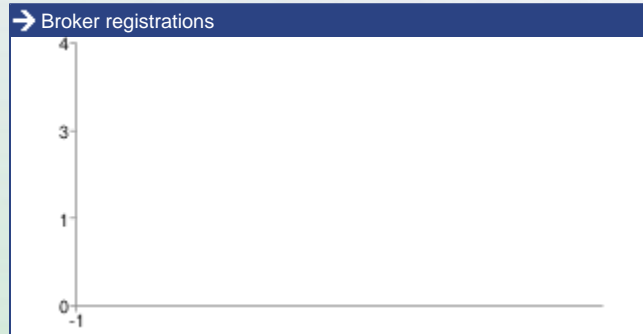
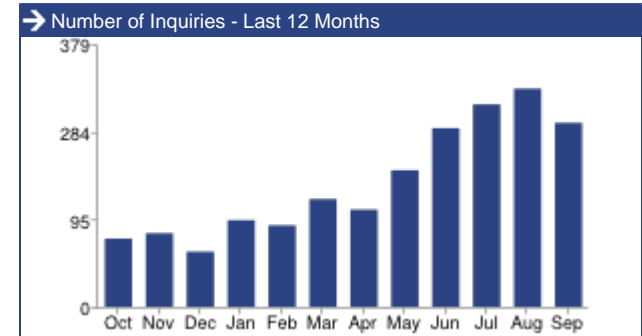
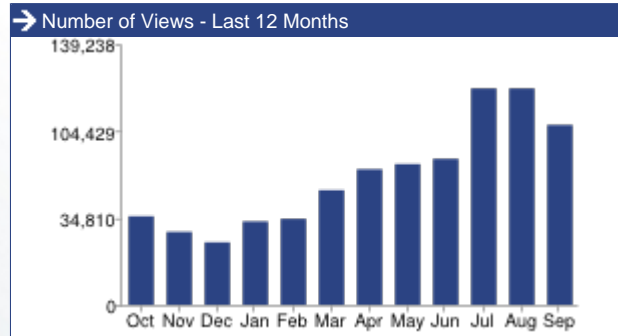
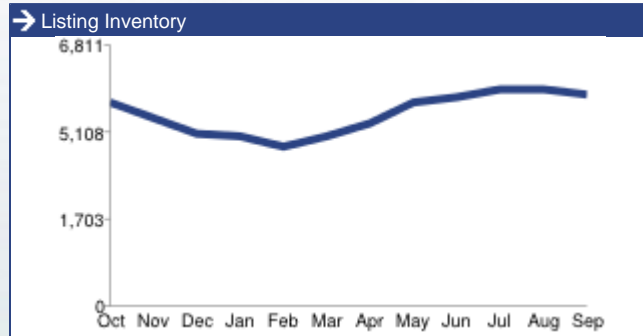
Terms are defined on the last page of this report.

→ Top Publishers by Number of Views

Publisher	Property Views	% of Views
Zillow Real Estate Network	50,946	51%
Trulia	20,773	21%
Homes.com	8,854	9%

→ Top Locations of Your Online Consumers

City	Property Views	% of Views
Minneapolis, MN	3,791	11%
Saint Paul, MN	2,340	7%
Fargo, ND	1,693	5%



→ Top Listing Agents (their online performance ranking)

Agent	Agent ID	Listing Count	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank
Jody Osterloh	500501302	207	3,094	123	37	1st
Jim Christensen	500500227	135	7,399	59	6	2nd
Robert Birkeland	500500454	70	5,419	42	4	3rd

→ Top Property Categories

Description	Listing Count	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank
\$100K - \$200K Lots & Land - For Sale	456	6,410	179	40	1st
\$100K - \$200K - 3BR Residential Property - For Sale	333	8,159	97	18	2nd
\$200K - \$300K - 3BR Residential Property - For Sale	227	7,334	117	3	3rd



31-DAY REPORT FOR YOUR LISTINGS

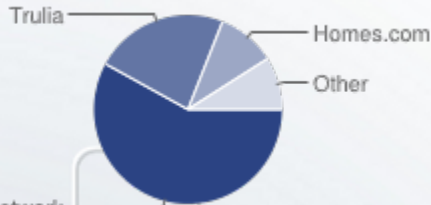
DETAILED ANALYSIS: PUBLISHER COMPARISON CHART

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

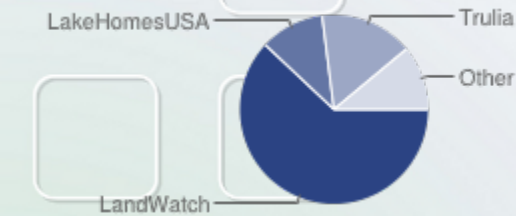
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Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

Publisher	Listings	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
Zillow Real Estate Network	1,452	50,946	73	3	0
Trulia	4,650	20,773	116	31	Not Provided
Homes.com	4,855	8,854	0	11	0
LakeHomesUSA	4,425	3,941	620	29	2
HomeFinder.com	4,894	1,697	151	1	2
Homes&Land	4,408	600	1	0	0
Keller Williams	161	571	0	1	0
RealtyStore	4,219	262	93	3	1
USHUD.com	1,356	178	8	0	0
AOL Real Estate	4,633	175	Not Applicable	0	0
GovListed.com	4,208	145	0	0	0
RealEstateCentral	4,395	128	0	0	0
Chase My New Home	4,359	120	1	0	0
RealQuest Express	4,208	23	0	0	0
LotNetwork	2,268	19	0	0	0
eppraisal	4,573	10	0	0	0
Property Pursuit	4,372	7	0	0	0
HUD Seeker	4,337	5	0	0	0
Total		88,463	1,854	138	122

31-DAY REPORT FOR YOUR LISTINGS

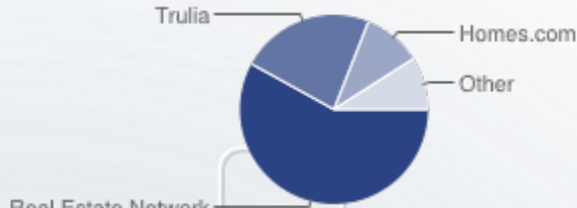
DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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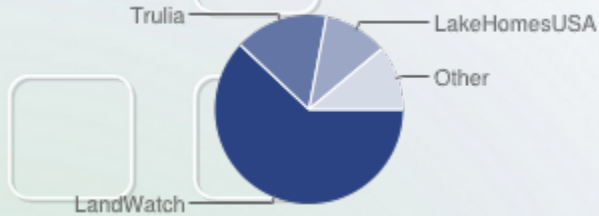
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Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
eLookyLoo	4,232	3	0	0	0
Home2.me	4,208	3	0	0	0
Harmon Homes	4,372	2	0	0	0
Foreclosure.com	1,331	1	0	0	0
BuyerHomeSite.com	4,772	0	0	0	0
FindAPlace4Me by VisualTour	4,573	0	0	0	0
FreedomSoft	1,331	0	0	0	0
ImagesWork by CirclePix	4,573	0	0	0	0
Lands of America	3,346	0	0	0	0
MobileRealEstateListings by Dee Sign	4,573	0	0	0	0
New Home Source	14	0	0	0	0
RealtyTrac	1,335	0	0	0	0
StreetEasy	4,359	0	0	0	0
USALifestyleRealEstate	4,208	0	0	0	0
Guidance Realty	4,173	Not Provided	0	0	0
Homes By Lender	4,004	Not Provided	0	0	0
HomeSteps	300	Not Provided	0	0	0
HomeTourConnect	4,173	Not Applicable	0	0	0
Total		88,463	1,854	138	122

31-DAY REPORT FOR YOUR LISTINGS

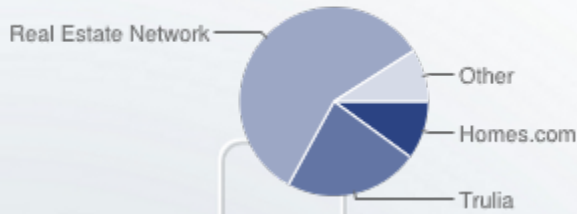
DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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

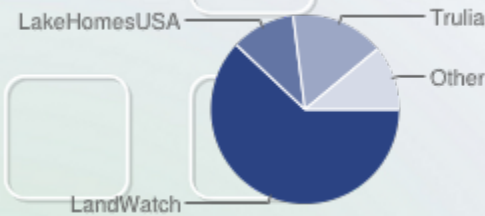
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Views by Publisher



Inquiries by Publisher



How Do The Publishers Compare?

Publisher	Listings Total	Consumer Traffic		Inquiries	
		Property Views	Click-Throughs (Visits)	Email	Phone
HomeWinks	4,372	Not Provided	0	0	0
HouseHunt.com	4,173	Not Provided	1	0	0
Juwai	4,173	Not Provided	0	0	0
LandAndFarm	3,141	Not Provided	15	5	2
LandWatch	4,378	Not Provided	767	54	115
LearnMoreNow.com	4,208	Not Provided	0	0	0
LiquidusMedia	3,964	Not Applicable	0	0	0
Property Shark	1,360	Not Provided	0	0	0
Showing Suite	4,573	Not Provided	0	0	0
The Real Estate Book	4,372	Not Provided	0	0	0
Vast	4,378	Not Provided	2	0	0
XiLi Mobile	4,396	Not Applicable	0	0	0
Organic	Not Applicable	Not Applicable	6	0	0
Total		88,463	1,854	138	122

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 Lots & Land - For Sale	456	6,410	179	40	1st
\$100K - \$200K - 3BR Residential Property - For Sale	333	8,159	97	18	2nd
\$200K - \$300K - 3BR Residential Property - For Sale	227	7,334	117	3	3rd
\$100K - \$200K - 2BR Residential Property - For Sale	272	5,412	112	14	4th
\$30K - \$40K Lots & Land - For Sale	393	3,138	90	19	5th
\$20K - \$30K Lots & Land - For Sale	363	2,429	66	19	6th
\$40K - \$50K Lots & Land - For Sale	215	2,092	72	20	7th
\$100K - \$200K - 4BR Residential Property - For Sale	118	4,652	29	2	8th
\$300K - \$400K - 3BR Residential Property - For Sale	147	3,912	94	1	9th
\$200K - \$300K - 2BR Residential Property - For Sale	152	3,541	82	2	10th

There are an additional 248 inventory categories that are not shown.

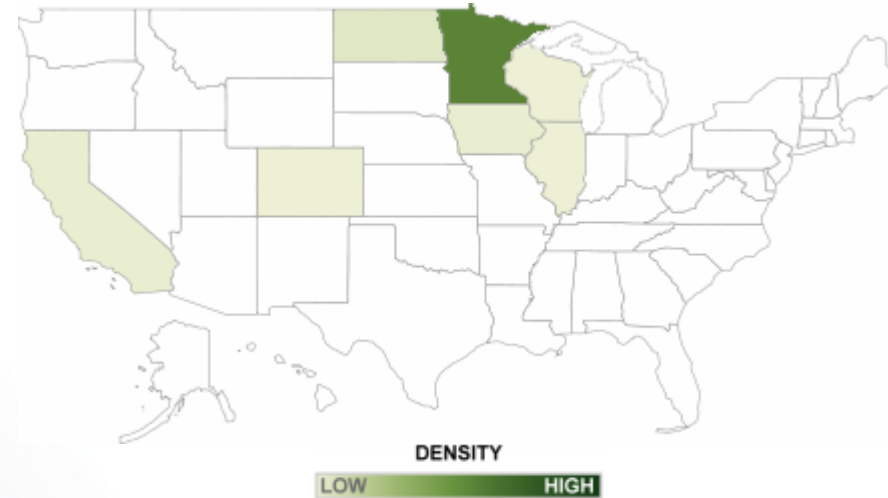
31-DAY REPORT FOR YOUR LISTINGS

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	20,743	62%	1,032	63%	170	76%
North Dakota	2,411	7%	75	5%	13	6%
Iowa	1,045	3%	71	4%	1	0%
California	910	3%	62	4%	2	1%
Wisconsin	777	2%	29	2%	4	2%
Illinois	753	2%	29	2%	3	1%
Colorado	585	2%	13	1%	2	1%
Texas	432	1%	28	2%	0	0%
Arizona	402	1%	24	1%	1	0%
South Dakota	327	1%	15	1%	1	0%
Florida	324	1%	35	2%	0	0%
Nebraska	286	1%	23	1%	0	0%

→ Top Cities

City	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Minneapolis, MN	3,791	11%	159	10%	46	21%
Saint Paul, MN	2,340	7%	96	6%	17	8%
Fargo, ND	1,693	5%	42	3%	13	6%
Brainerd, MN	1,460	4%	44	3%	2	1%
Saint Cloud, MN	770	2%	66	4%	9	4%
Bemidji, MN	408	1%	25	2%	1	0%
Maple Grove, MN	407	1%	25	2%	2	1%
Park Rapids, MN	364	1%	7	0%	4	2%
Pequot Lakes, MN	346	1%	14	1%	2	1%
Walker, MN	275	1%	5	0%	1	0%
Moorhead, MN	247	1%	3	0%	0	0%
Pine River, MN	243	1%	65	4%	3	1%

31-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: LISTING ACTIVITY BY AGENT

This report shows your top performing agents' ranking based on the number of visits/click-throughs, inquiries and listings.

Terms are defined on the last page of this report.

→ Listing Activity By Agent						
Agent	Agent ID	Listing Count	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank
Jody Osterloh Close-Converse, Inc.	500501302	207	3,094	123	37	1st
Jim Christensen KURILLA REAL ESTATE LTD	500500227	135	7,399	59	6	2nd
Robert Birkeland Larson Group Real Estate LLC	500500454	70	5,419	42	4	3rd
Bruce Larson Larson Group Real Estate LLC	500500085	105	3,901	16	2	4th
Ronda B. Bjornson Main Mille Lacs Realty	500501304	35	1,049	39	12	5th
Tom Sandelands Sandelands Realty	500501940	14	1,681	25	7	6th
Meri A Lysne Vacationland Realty Inc	500500238	74	1,896	36	4	7th
Chad Schwendeman Weichert Realtors Tower Properties	500500659	254	799	85	6	8th
Dennise J. Sonnee Sandelands Realty	500501602	43	1,011	37	8	9th
Elizabeth Timothy Keller Williams Realty - Professionals	500500458	20	2,065	24	2	10th
Mark Tietjen Rusty's Up North Realty	500501045	18	1,190	24	7	11th
Eric Wolff Wolff & Simon Real Estate	498000132	145	1,431	48	2	12th
Janice Pomerleau Bill Hansen Realty	500500542	36	2,064	10	0	13th
Rebecca M. Sandelands Sandelands Realty	500501219	22	1,880	10	1	14th
Diane Pogatchnik LakePlace.com Brainerd/Crosslake Team	500500562	89	762	27	6	15th
Jack J Brann Affinity Real Estate, Inc.	497500280	25	1,434	26	1	16th
Heather Hauser Bill Hansen Realty	497500296	45	1,259	5	4	17th
Rusty Lilyquist Rusty's Up North Realty	500500631	30	1,419	22	1	18th
Israel Moe Coldwell Banker - Cedar Point Realty	497500258	35	333	22	8	19th
Candy Gulsvig Affinity Real Estate, Inc.	497500295	33	1,337	11	2	20th
Marjorie Nolan KURILLA REAL ESTATE LTD	500500039	31	1,261	15	2	21st
Bill B Hansen Bill Hansen Realty	500500437	30	370	22	7	22nd
J. Sandy Smith KURILLA REAL ESTATE LTD	500500803	58	1,573	9	0	23rd
Douglas Zaske Heartland Real Estate	500500097	55	431	26	6	24th
Rodney K. Sparks Woods & Shores Real Estate, Inc.	500501041	37	499	24	5	25th

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DETAILED ANALYSIS: LISTING ACTIVITY BY AGENT (CONTINUED)

This report shows your top performing agents' ranking based on the number of visits/click-throughs, inquiries and listings.

Terms are defined on the last page of this report.

→ Listing Activity By Agent						
Agent	Agent ID	Listing Count	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank
Fred Kyllonen Wolff & Simon Real Estate	498000112	46	558	16	5	26th
Jamie L Magness Keller Williams Realty - Professionals	500500597	18	1,310	15	0	27th
Brett Anderson KURILLA REAL ESTATE LTD	500500525	18	923	18	2	28th
Patrick Buckley Positive Realty	500500194	36	1,160	0	2	29th
Lou Eischens Affinity Real Estate, Inc.	497500186	20	837	11	3	30th
Galen Johnson RE/MAX First Choice	498000256	36	405	9	6	31st
Michael Mead RE/MAX First Choice	500501333	28	790	20	2	32nd
Jody Fischer Keller Williams Realty - Professionals	500500420	24	968	5	2	33rd
Tina Anderson Positive Realty	500500317	20	701	2	4	34th
Matt Pecarich KURILLA REAL ESTATE LTD	500500642	18	1,234	4	0	35th
Jeff Torfin Positive Realty	500500502	32	1,080	10	0	36th
George Carlberg Sandelands Realty	230010782	21	633	18	2	37th
James R Mitchell LakePlace.com Brainerd/Crosslake Team	502000731	5	256	10	5	38th
Justin Clack Coldwell Banker Clack and Dennis Real Estate	498000139	14	212	13	5	39th
Laurie Simonson Sandelands Realty	500501328	46	509	24	2	40th
Ben Schmidt Nattera Land	500501706	40	297	16	4	41st
Greg Lemair Bill Hansen Realty	500501546	24	749	11	1	42nd
Robert M. Ellies RE/MAX Thousand Lakes	501000155	21	286	9	4	43rd
Stanley Turbes RE/MAX First Choice	498000168	41	404	19	2	44th
Josh Grover Gregory Grover	500501415	23	313	13	3	45th
Kathleen Lordbock Keller Williams Realty - Professionals	500501668	27	792	11	0	46th
April Clarine Bill Hansen Realty	500500639	21	611	9	1	47th
Rodger Gibbons Preferred Properties & Associates	500500321	9	676	4	1	48th
Joseph Laudenbach Keller Williams Realty - Professionals	505005376	13	553	12	1	49th
Kelli Johnson Coldwell Banker Clack and Dennis Real Estate	500500993	31	204	15	3	50th

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DETAILED ANALYSIS: LISTING ACTIVITY BY AGENT (CONTINUED)

This report shows your top performing agents' ranking based on the number of visits/click-throughs, inquiries and listings.

Terms are defined on the last page of this report.

→ Listing Activity By Agent						
Agent	Agent ID	Listing Count	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank
Mary Nolan Larson Group Real Estate LLC	500500537	19	721	10	0	51st
Brett Streiff Weichert Realtors Tower Properties	500501666	43	692	11	0	52nd
Robert A. Kochenderfer Mille Lacs Realty	500501646	33	572	18	0	53rd
Kelly Labrosse Mille Lacs Realty	500501757	9	271	4	3	54th
Gregory Grover Gregory Grover	497500190	25	450	13	1	55th
Philip Yetzer Lake Country Properties	500501719	32	550	5	1	56th
Michael Orth Gilchrist Realty	500500092	23	768	0	0	57th
Lori Longworth RE/MAX First Choice	500501608	29	386	17	1	58th
Michael Vierling Mille Lacs Realty	506002264	14	420	3	2	59th
Dave Olson Bill Hansen Realty	500501348	22	300	10	2	60th
Richard Rostad Lakes & Leisure Realty, Inc.	500500150	31	515	5	1	61st
Robert Coffin Keller Williams Realty - Professionals	505501571	4	288	9	2	62nd
John Hunter KURILLA REAL ESTATE LTD	500500046	14	652	3	0	63rd
Robert R Peterson Mille Lacs Realty	500501224	23	223	12	2	64th
Katie Lee Weichert Realtors Tower Properties	500501689	16	138	7	3	65th
Kevin Merten Bill Hansen Realty	500500956	29	324	15	1	66th
Douglas Aitken RE/MAX Thousand Lakes	501000332	25	217	0	3	67th
Richard R. Schaefer Leech Lake Area Realty, DBA Walker Area Realty	500507129	24	391	9	1	68th
Marvel Haynes Coldwell Banker Clack and Dennis Real Estate	498000091	50	201	23	1	69th
Curtis Christensen Keller Williams Realty - Professionals	500500162	8	551	8	0	70th
Ron May May Custom Realty	500500200	19	566	6	0	71st
Dick Tabaka Bill Hansen Realty	500501016	28	423	15	0	72nd
Carol Norman RE/MAX First Choice	498000195	40	378	18	0	73rd
Don Cook Coldwell Banker - Cedar Point Realty	497500419	26	136	2	3	74th
Doug Mitchell LakePlace.com Brainerd/Crosslake Team	502014548	25	189	9	2	75th

31-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: LISTING ACTIVITY BY AGENT (CONTINUED)

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Terms are defined on the last page of this report.

→ Listing Activity By Agent						
Agent	Agent ID	Listing Count	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank
Patricia Selbitschka Wolff & Simon Real Estate	497500282	45	451	12	0	76th
Gary Wolff Wolff & Simon Real Estate	500505005	31	369	18	0	77th
Joan Grover Gregory Grover	497500214	10	351	6	1	78th
Jane O'Leary RE/MAX Thousand Lakes	501000178	23	212	4	2	79th
Marlys A Meyer Positive Realty	500500035	18	541	2	0	80th
Mike O'Connell Larson Group Real Estate LLC	500501385	9	514	3	0	81st
Sean M McDonald RE/MAX Lakes Area Realty	496500635	40	379	1	1	82nd
Adam Kalenberg Positive Realty	500501763	8	503	3	0	83rd
Jana M. Johnson LakePlace.com Brainerd/Crosslake Team	506001703	9	110	9	2	84th
Daniel T Piprude Source One Real Estate	497500216	17	465	4	0	85th
Charles A. Davis LakePlace.com Brainerd/Crosslake Team	500501550	13	198	1	2	86th
Katelyn Warmbold Coldwell Banker Clack and Dennis Real Estate	500501975	9	115	7	2	87th
Becki M. Rentz Mille Lacs Realty	500501222	25	302	4	1	88th
Howard Hanson RE/MAX Lakes Area Realty	500501129	22	336	1	1	89th
Sarah Sellnow RE/MAX Lakes Area Realty	500501575	19	161	1	2	90th
Kay L. Dent Preferred Properties of Park Rapids, Inc.	502029560	6	91	6	2	91st
Cheryl Hoff Bill Hansen Realty	500500014	5	352	9	0	92nd
Vern Lewis Century 21 Jacobs Realty	500500419	72	265	15	0	93rd
Bradley Van Vickie Positive Realty	500501590	6	158	0	2	94th
Mark Schmutzer Positive Realty	500501140	7	455	0	0	95th
Dani Ondracek Coldwell Banker Clack and Dennis Real Estate	498000282	33	138	12	1	96th
William Carrington Keller Williams Realty - Professionals	500501728	27	436	0	0	97th
Donald A Norman Gilchrist Realty	500500120	11	435	0	0	98th
Gary Kurilla KURILLA REAL ESTATE LTD	500500030	9	283	11	0	99th
Debbie Hibbard KURILLA REAL ESTATE LTD	500500922	7	394	2	0	100th

31-DAY REPORT FOR YOUR LISTINGS

BROKER REGISTRATIONS

This report shows a list of brokerages who are registered for ListHub. They are sorted alphabetically by company name. Brokerages that have paid for an upgraded account are indicated by a 'yes' in the 'Paid ListHub Broker' column.

→ Broker registrations			
Brokerage Name	Office Codes	Paid ListHub Broker	# of Listings
Affinity Real Estate, Inc.	25413 568		63
Ahern Real Estate & Investments	25390		0
Assist 2 Sell Sellers And Buyers First Choice Realty	134		0
Bay Lake Real Estate Services, LLC	25441		12
Bill Hansen Realty	443		0
Bill Hansen Realty	25049 25184 25506		227
Bill Hansen Realty	333		0
Brainerd Lakes Realty Inc	25012		0
Breezy Point Real Estate	25234		54
CENTURY 21 Gold Shores Realty, Inc.	24		0
Central Minnesota REO Properties	25208		6
Century 21 Brainerd Realty Inc.	25022		167
Century 21 Jacobs Realty	25015		87
Century 21 New Horizons Realty	33		0
Close-Converse, Inc.	25008		339
Coldwell Banker - Cedar Point Realty	25117 25458		145
Coldwell Banker Clack and Dennis Real Estate	25289		255
D. W. Jones, Inc	25138		38

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BROKER REGISTRATIONS

This report shows a list of brokerages who are registered for ListHub. They are sorted alphabetically by company name. Brokerages that have paid for an upgraded account are indicated by a 'yes' in the 'Paid ListHub Broker' column.

→ Broker registrations			
Brokerage Name	Office Codes	Paid ListHub Broker	# of Listings
Dynamics Lakes Realty	279		0
Edge Realty	319		0
Evergreen Spruce Grove Real Estate Company	314		0
Exclusive Edge Realty	230		0
Francis McAllister DBA United Country-McAllister Realty	25156		3
Gagne Realty & Land Company	25247		1
Gilchrist Realty	25004		30
Goedker Realty, Inc.	25056		12
Gregory Grover	25241		53
Heartland Real Estate	25032		47
HomeSense Realty Corporation	449		0
Johnson Lindenberg & Associates	31		0
KURILLA REAL ESTATE LTD	25011		296
Kavanaugh Resort Properties	25347		0
Keller Williams Realty - Professionals	25399 25538	Yes	162
LAKESIDE REALTY, LLC	531		0
Lake Country Properties	25009		61
LakePlace.com Brainerd/Crosslake Team	25496 25540 352		221

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BROKER REGISTRATIONS

This report shows a list of brokerages who are registered for ListHub. They are sorted alphabetically by company name. Brokerages that have paid for an upgraded account are indicated by a 'yes' in the 'Paid ListHub Broker' column.

→ Broker registrations			
Brokerage Name	Office Codes	Paid ListHub Broker	# of Listings
Lakes & Leisure Realty, Inc.	25014		72
Lakes and Shores Real Estate, LLC	25479		0
Larson Group Real Estate LLC	25414		191
Leech Lake Area Realty, DBA Walker Area Realty	25530		24
Lincoln Lakes Realty, LLC	87		0
Marty G. Ringham	243		0
May Custom Realty	25047		17
Mid State Realty	25144		15
Mille Lacs Realty	25250 25532 25536		164
Minnesota Lakes Realty of Brainerd	158		0
Myers Ventures dba Woods Bay Realty	25369		17
Naterra Land	25325		35
Positive Realty	25025 533	Yes	300
Preferred Properties & Associates	25041		6
Preferred Properties of Park Rapids, Inc.	25253		24
Premium Properties Realty	354		0
Prime NORTH GMAC Real Estate	16		0
RE/MAX First Choice	25266		173

31-DAY REPORT FOR YOUR LISTINGS

BROKER REGISTRATIONS

This report shows a list of brokerages who are registered for ListHub. They are sorted alphabetically by company name. Brokerages that have paid for an upgraded account are indicated by a 'yes' in the 'Paid ListHub Broker' column.

→ Broker registrations			
Brokerage Name	Office Codes	Paid ListHub Broker	# of Listings
RE/MAX Lakes Area Realty	25172 25192 25543		401
RE/MAX North Country	25460		0
RE/MAX North Country	25375		0
RE/MAX Thousand Lakes	25281		60
Real Living First Realty	25384		0
Riverside Realty of Little Falls	166		0
Rusty's Up North Realty	25106		57
Sandelands Realty	11323	Yes	162
Scandia Valley Realty LLC	357		0
Sell Brainerd Realty LLC	25066		2
Source One Real Estate	25317		15
TRUE NORTH REALTY	53		0
Target Realty	25034		3
Ted Pederson	416		0
The Gallery of Homes	25392		0
Tim Collelo Realty	DAAR232		3
Vacation Properties Network - Bertrand Realty	25026		12
Vacationland Realty Inc	25084		71

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→ Broker registrations			
Brokerage Name	Office Codes	Paid ListHub Broker	# of Listings
Weichert Realtors Tower Properties	450		0
Weichert Realtors Tower Properties	25451		547
Wolff & Simon Real Estate	25498		244
Woods & Shores Real Estate, Inc.	6147		48
goedker realty of little falls	85		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.

