



EXECUTIVE SUMMARY

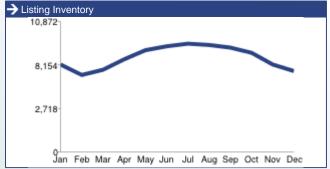
You currently have **4,825** listings, and you are subscribed to **58** publishers. **3** of your brokers currently have a paid subscription to ListHub. You currently have **92** registered brokers using ListHub.

Terms are defined on the last page of this report.

	ZIIIOW I
	Trulia 🖺
	LandWat
	3.
	Numb
	953,2
	714.0

→ Top Publishers by Number of Detail Views							
Publisher	Detail Views	% Detail Views					
Zillow 🖺	447,170	68%					
Trulia 🖺	165,015	25%					
LandWatch	17,400	3%					





→ Number 953,265	of Detail	Views - I	Last 12 N	onths			
555,265			_				
714,949							
238,316	-						
C	Jan Feb	Mar Apr	May Jun	Jul Aug	Sep Oct	Nov Dec	

_	Leads - L	ast 12 Mon	hs	
1,094				
821		ы		
274-				Ш
0 Jan	Feb Mar	Apr May Ju	n Jul Aug Sep	Oct Nov Dec

→ Broker registrations
47
3-
1-
0-1

Top Property Categories					
Description	Listing Count	Detail Views	Visits	Leads	Performance Rank
\$100K - \$200K - 3BR Residential - For Sale	758	101,210	243	47	1 st
\$100K - \$200K - 4BR Residential - For Sale	415	80,936	187	63	<u>2</u> nd
\$200K - \$300K - 4BR Residential - For Sale	355	62,020	143	34	3rd



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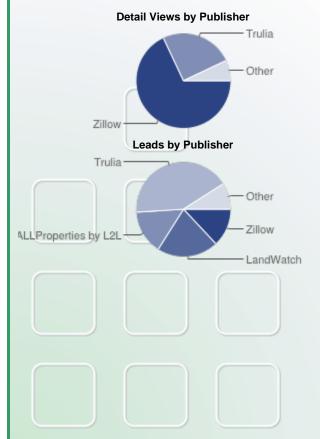
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DETAILED ANALYSIS: PUBLISHER COMPARISON CHART

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

Detail Views, visits, and leads 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?					
	Listings	Consum	er Traffic	Leads	
Publisher	Total	Detail Views	Visits	Email	Phone
Zillow 🗐	2,797	447,170	657	71	NA
Trulia 🗐	3,745	165,015	311	183	50
LandWatch	2,866	17,400	1,673	103	NA
Homes.com	2,525	12,169	39	28	NA
LandAndFarm	1,278	3,619	91	11	NA
Homes&Land	2,852	3,090	2	NP	NP
Keller Williams	448	2,858	0	6	NA
RealtyStore	2,661	1,003	8	NP	NP
Chase My New Home	2,523	884	10	0	0
LakeHomesUSA	2,710	837	88	1	NA
Juwai	2,646	718	58	0	NA
HomeFinder.com	3,792	587	216	0	NA
Lands of America	1,173	510	0	0	NA
HomeSteps	265	471	0	NP	NP
SearchALLProperties by L2L	2,598	446	0	84	NA
RealtyTrac	2,618	257	1	1	NA
Foreclosure.com	2,746	254	2	0	NA
The Real Estate Book	3,366	253	12	0	NA
Total		658,619	3,440	490	50

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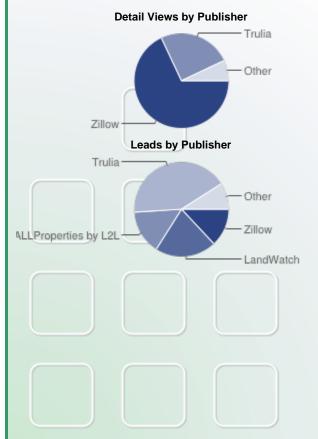
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DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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

Detail Views, visits, and leads 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?	Listings	Consum	er Traffic	Leads	
Publisher	Total	Detail Views	Visits	Email	Phone
HouseHunt.com	2,596	252	0	0	NA
USHUD.com	2,672	209	31	NP	NP
SellersLane	2,662	166	0	NP	NP
HomeBidz	1,699	112	3	1	NA
RealEstateCentral	2,707	80	0	NP	NP
HouseHappy	2,481	74	0	NP	NP
eppraisal	2,581	64	0	0	NA
LotNetwork.com	827	40	0	NP	NA
CommercialSearch	69	31	1	0	NA
BidSelect	448	15	0	NP	NP
RealQuest Express	2,747	10	0	0	NP
eLookyLoo	2,646	9	0	0	NA
New Home Source	166	7	0	NP	NP
Harmon Homes	2,747	3	0	0	0
FindTheBest Homes	2,565	2	0	NP	NP
FreedomSoft	2,658	2	0	NP	NP
FindAPlace4Me by VisualTour	2,581	1	0	NP	NP
Guidance Realty	2,571	1	0	0	NA
Total		658,619	3,440	490	50

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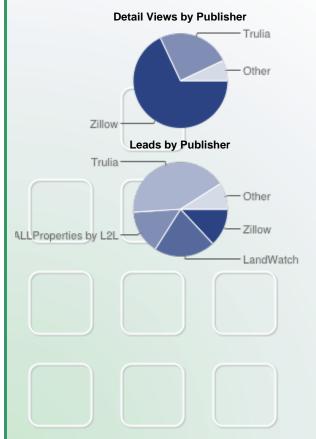
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DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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→ How Do The Publishers Compare?		0	T (f)			
5.1	Listings			Leads		
Publisher	Total	Detail Views	Visits	Email	Phone	
AdWerx	2,580	0	0	NP	NP	
BuzzBuzzHome	1,700	0	0	NP	NP	
Home2.me by TourFactory	2,571	0	6	0	NA	
Homes By Lender	3,436	0	0	0	NA	
HomeWinks	2,693	0	0	NP	NP	
Hubdin	2,681	0	0	0	NA	
HUD Seeker	2,672	0	0	NA	NP	
ImagesWork by CirclePix	2,406	0	16	1	NA	
Investability	1,740	0	0	0	NA	
LearnMoreNow.com	2,747	0	0	NP	NP	
LivingOnH2O	2,735	0	0	0	NA	
Obeo	2,681	0	0	0	NA	
Realy.co	2,566	0	0	0	NA	
Showing Suite	3,146	0	0	NP	NP	
Vast	4,001	0	2	NP	NP	
VisualShows	3,376	0	0	NP	NP	
XiLi Mobile 🗎	2,747	0	0	0	0	
Organic	0	0	194	0	0	
Total		658,619	3,440	490	50	

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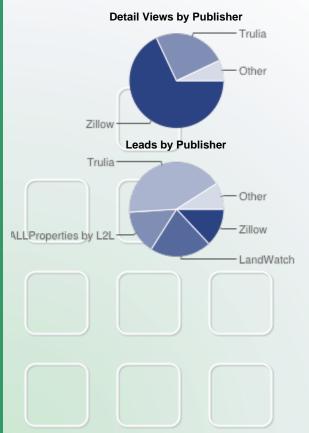
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DETAILED ANALYSIS: PUBLISHER COMPARISON CHART (CONTINUED)

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Detail Views, visits, and leads 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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	Listings	Consumer	r Traffic	Le	ads
Publisher	Total	Detail Views	Visits	Email	Phone
AllAcres	811	NP	0	NP	NP
CondoCompare.com	2,502	NP	0	NP	NP
HomeFacts	2,566	NP	0	NP	NP
HomeSwing	2,578	NP	0	NP	NP
HomeTourConnect	2,608	NA	NA	NA	NA
Property Shark	2,772	NP	19	NP	NP
Total		658,619	3,440	490	50

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DETAILED ANALYSIS: PROPERTY CATEGORIES

This report shows the categories of your top listings ranked based on the number of detail views, visits, leads and listings.

Terms are defined on the last page of this report.

Description	Listing Count	Detail Views	Visits	Leads	Performance Rank
\$100K - \$200K - 3BR Residential - For Sale	758	101,210	243	47	1st
\$100K - \$200K - 4BR Residential - For Sale	415	80,936	187	63	2nd
\$200K - \$300K - 4BR Residential - For Sale	355	62,020	143	34	3rd
\$200K - \$300K - 3BR Residential - For Sale	425	42,973	239	21	4th
\$200K - \$300K - 5BR Residential - For Sale	152	30,671	111	21	5 th
\$300K - \$400K - 4BR Residential - For Sale	156	21,824	79	34	6th
\$100K - \$200K - 5BR Residential - For Sale	121	34,511	69	8	7th
\$100K - \$200K - 2BR Residential - For Sale	212	21,376	111	18	8th
\$100K - \$200K Lots & Land - For Sale	458	10,084	194	13	9th
\$30K - \$40K Lots & Land - For Sale	188	5,982	104	22	10 th

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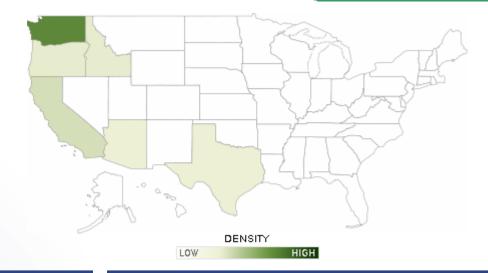
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DETAILED ANALYSIS: LOCATION OF YOUR ONLINE CONSUMERS

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	Detail Views	% Detail Views	Visits	% Visits	Leads	% Leads
Washington	87,664	60%	1,983	59%	222	65%
California	16,722	11%	383	11%	23	7%
Idaho	5,617	4%	122	4%	37	11%
Oregon	5,329	4%	123	4%	13	4%
Arizona	3,296	2%	47	1%	3	1%
Texas	2,763	2%	77	2%	4	1%
Alaska	2,132	1%	16	0%	1	0%
Florida	1,414	1%	26	1%	0	0%
Montana	1,193	1%	10	0%	3	1%
Colorado	1,173	1%	20	1%	0	0%
Utah	1,143	1%	26	1%	2	1%
Nevada	1,133	1%	49	1%	4	1%

→ Top Cities								
Locale	Detail Views	% Detail Views	Visits	% Visits	Leads	% Leads		
Spokane, WA	51,934	37%	1,059	34%	125	39%		
Seattle, WA	5,667	4%	154	5%	25	8%		
Portland, OR	1,492	1%	22	1%	1	0%		
Post Falls, ID	1,440	1%	37	1%	3	1%		
Liberty Lake, WA	1,358	1%	20	1%	2	1%		
Cheney, WA	1,287	1%	10	0%	1	0%		
Tacoma, WA	1,271	1%	30	1%	11	3%		
Renton, WA	1,082	1%	39	1%	0	0%		
Kent, WA	909	1%	3	0%	0	0%		
Lebanon, OR	819	1%	17	1%	5	2%		
Bellevue, WA	748	1%	6	0%	1	0%		
Moscow, ID	728	1%	23	1%	23	7%		

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SOURCE REPORT 12/31/14







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.

Visits - occurs when a consumer is redirected from a publisher website to a property page chosen by the company.

Leads - 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 "detail 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 detail views, visits, and the number of leads.

Detail 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.



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