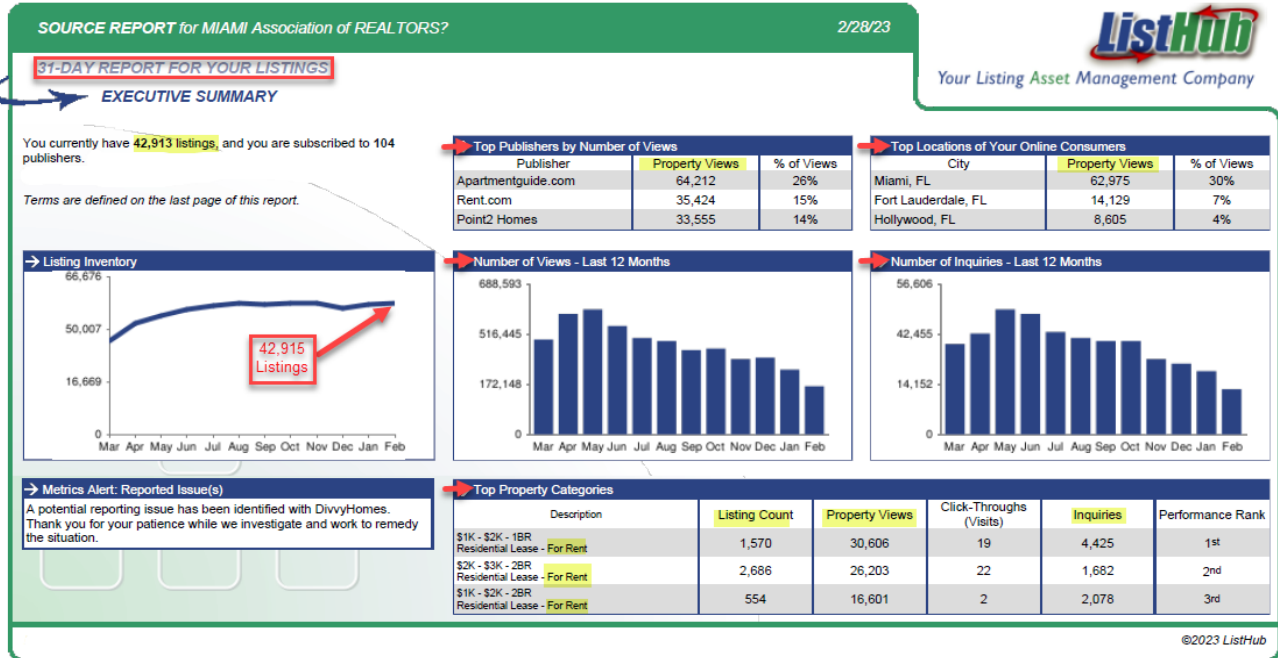


# BROKER Monthly Stats MANAGER Reports February 2023



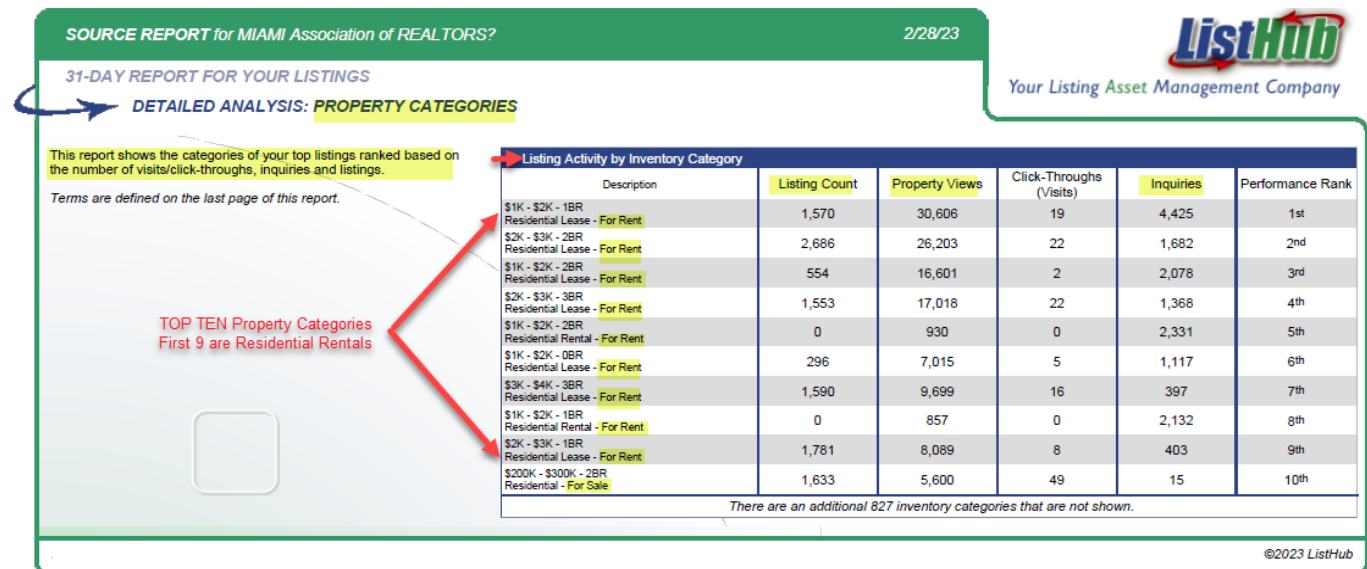
## ListHub



**Listing Count** - the number of active listingwows 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 The Listing Count may include properties that are no longer active but were at some point active during the time period of the report.

**Property Views** - occurs when a consumer clicks on the thumbnail view of a property to view more details, while still on the publisher web-site.

**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 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.



## 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.

Do YOU know the location of  
YOUR  
Online Consumers?



## Top States

State	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Florida	140,424	65%	77	5%	16,203	85%
California	10,875	5%	753	48%	158	1%
Virginia	6,263	3%	596	38%	51	0%
New York	6,124	3%	9	1%	288	2%
Quebec, Canada	4,176	2%	3	0%	23	0%
New Jersey	3,844	2%	0	0%	136	1%
Ha Noi, Viet Nam	3,036	1%	0	0%	0	0%
Texas	2,747	1%	3	0%	184	1%
Georgia	2,413	1%	0	0%	158	1%
Ontario, Canada	2,317	1%	5	0%	22	0%
North Carolina	1,804	1%	1	0%	202	1%
Illinois	1,560	1%	2	0%	88	0%

Highlighted: Outside U.S. \*Viet Nam: Bot Traffic

## Top Cities

City	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Miami, FL	62,975	30%	34	2%	7,866	42%
Fort Lauderdale, FL	14,129	7%	6	0%	1,898	10%
Hollywood, FL	8,605	4%	3	0%	941	5%
Los Angeles, CA	5,941	3%	0	0%	18	0%
Pompano Beach, FL	5,196	3%	5	0%	802	4%
Hialeah, FL	5,116	2%	10	1%	561	3%
Homestead, FL	3,760	2%	5	0%	316	2%
Orlando, FL	3,597	2%	0	0%	256	1%
Tampa, FL	3,066	1%	0	0%	267	1%
Hanoi, Ha Noi, VN	3,036	1%	0	0%	0	0%
Miami Beach, FL	2,963	1%	0	0%	280	2%
Margate, FL	2,889	1%	1	0%	201	1%

Highlighted: Outside South Florida

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## 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.

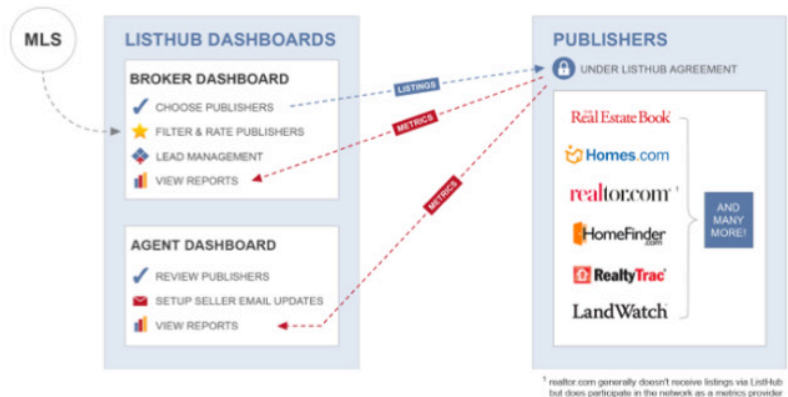
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ListHub is much more than a data feed! ListHub gives you a platform to manage the complexities of online marketing across a wide variety of reputable real estate marketing websites.

ListHub meets the needs of brokerages of all sizes, brands, and business models with minimal effort and expense.

## How Does It Work?

- **MLS Connection:** ListHub connects to the MLS
- **Broker Registration:** The head broker in charge can register online **at no cost** to use the service
- **Broker Choice:** The broker chooses sites, lead management settings, and where to drive consumer traffic according to the company's business rules
- **Accuracy:** ListHub pulls the most up-to-date listing information and distributes according to the registered broker's settings
- **Automation:** As new listings are added to the MLS, or as existing listings are updated, ListHub distributes the new and updated information automatically, ensuring that the broker's online marketing is MLS-ACCURATE!
- **Reporting:** ListHub collects the traffic metrics from all of the publisher websites and compiles them into reports that provide brokers with critical marketing intelligence to guide their marketing



## How ListHub Works for Agents

ListHub gives you a platform to gain exposure for your listings to the widest possible audience of consumers, along with the tools to use your online marketing program to your advantage.

## How Does It Work?

- **MLS Connection:** ListHub connects to the MLS
- **Broker or MLS Choice:** Broker in charge or MLS sets up the distribution of your company's listings
- **Accuracy:** ListHub pulls the most up-to-date listing information and synchronizes to each website
- **Automation:** As new listings are added to the MLS, or as existing listings are updated, ListHub distributes the new and updated information automatically, ensuring that your online marketing is MLS-ACCURATE!
- **Reporting:** ListHub collects the traffic metrics from all of the publisher websites and compiles them into reports that provide you with critical marketing intelligence and a competitive advantage

