

BROKER MANAGER Monthly Stats Reports January 2023



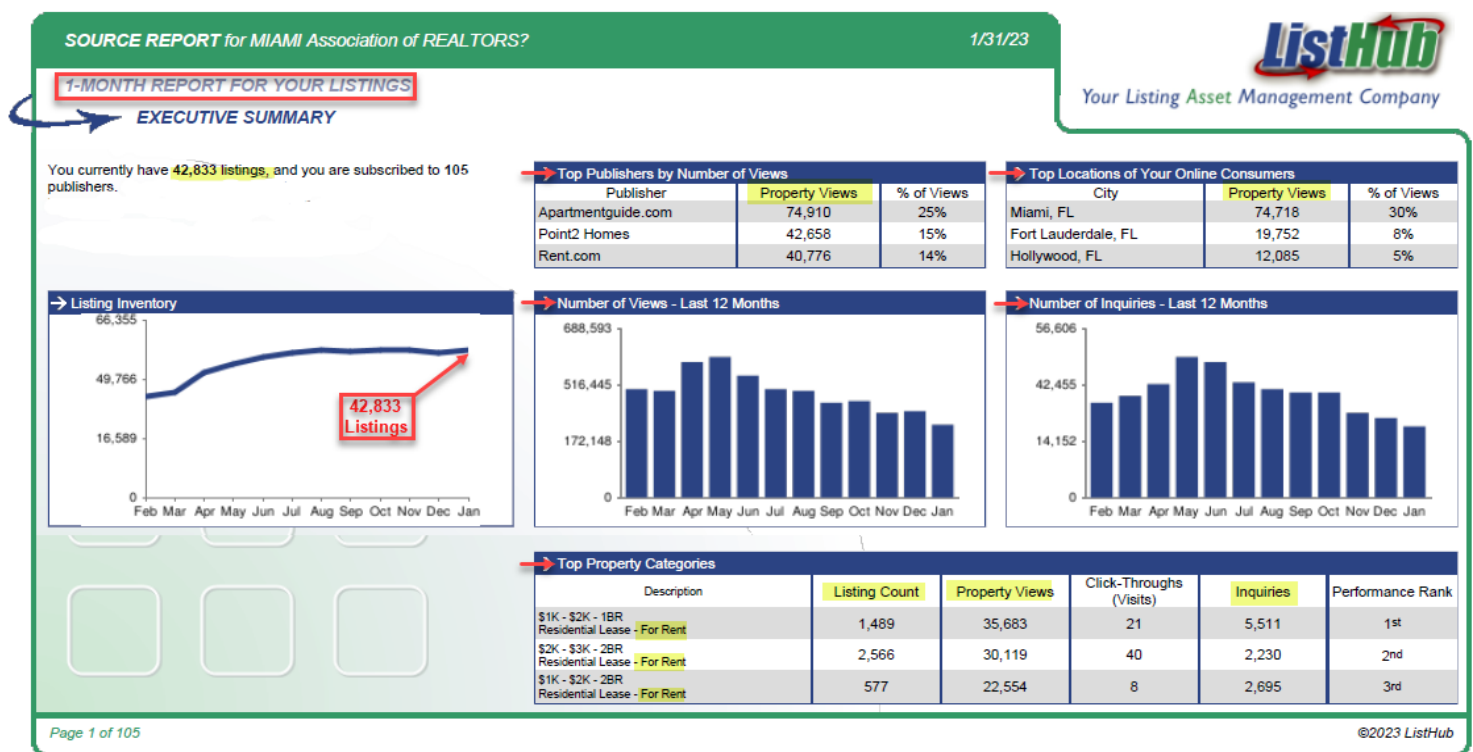
ListHub

What were the TOP LOCATIONS of YOUR ONLINE CONSUMERS?

What Were the Top Property Categories in January - Based on Number of Property Views, Click-Throughs and Inquiries?

For Information on How ListHub Works for BROKERS and How ListHub Works for AGENTS

Look below this four-page report of YOUR MIAMI Listings



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 The Listing Count may include properties that are no longer active but were at some point active during the time period of the report.

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

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.

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.

TOP TEN Property Categories
First 9 are Residential Rentals

Listing Activity by Inventory Category

Description	Listing Count	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank
\$1K - \$2K - 1BR Residential Lease - For Rent	1,489	35,683	21	5,511	1st
\$2K - \$3K - 2BR Residential Lease - For Rent	2,566	30,119	40	2,230	2nd
\$1K - \$2K - 2BR Residential Lease - For Rent	577	22,554	8	2,695	3rd
\$2K - \$3K - 3BR Residential Lease - For Rent	1,541	23,786	15	1,515	4th
\$1K - \$2K - 1BR Residential Rental - For Rent	0	753	0	2,866	5th
\$1K - \$2K - 1BR Residential Lease - For Rent	296	8,982	5	1,214	6th
\$3K - \$4K - 3BR Residential Lease - For Rent	1,371	11,755	18	376	7th
\$2K - \$3K - 1BR Residential Lease - For Rent	1,683	10,380	12	553	8th
\$1K - \$2K - 2BR Residential Rental - For Rent	0	668	0	2,526	9th
\$200K - \$300K - 2BR Residential - For Sale	1,532	6,289	48	15	10th

There are an additional 818 inventory categories that are not shown.

©2023 ListHub

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.

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	173,254	67%	114	7%	19,784	84%
California	11,661	4%	702	42%	254	1%
New York	6,720	3%	21	1%	367	2%
Quebec, Canada	5,599	2%	2	0%	41	0%
New Jersey	4,937	2%	0	0%	190	1%
Georgia	3,627	1%	3	0%	326	1%
Ontario, Canada	3,352	1%	2	0%	47	0%
Texas	2,991	1%	6	0%	178	1%
North Carolina	2,442	1%	0	0%	138	1%
Virginia	2,315	1%	681	41%	71	0%
Pennsylvania	2,237	1%	1	0%	120	1%
Ha Noi, Viet Nam	2,199	1%	0	0%	0	0%

Top Cities

City	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Miami, FL	74,718	30%	42	3%	9,589	42%
Fort Lauderdale, FL	19,752	8%	46	3%	2,878	13%
Hollywood, FL	12,085	5%	0	0%	1,327	6%
Pompano Beach, FL	7,200	3%	3	0%	991	4%
Hialeah, FL	6,853	3%	6	0%	528	2%
Homestead, FL	5,409	2%	2	0%	490	2%
Los Angeles, CA	5,352	2%	0	0%	34	0%
San Jose, CA	4,044	2%	0	0%	16	0%
Orlando, FL	3,777	2%	1	0%	446	2%
Miami Beach, FL	3,750	2%	4	0%	485	2%
Margate, FL	3,161	1%	1	0%	225	1%
Tampa, FL	3,084	1%	0	0%	224	1%

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

Highlighted: Outside South Florida Market Area

©2023 ListHub

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.

©2023 ListHub

How ListHub Works for Agents:

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

