

BROKER MANAGER Monthly Stats Reports March 2023



ListHub

SOURCE REPORT for MIAMI Association of REALTORS®

3/31/23

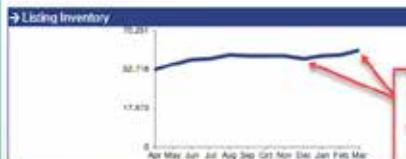


1-MONTH REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have 43,089 listings, and you are subscribed to 102 publishers.

Terms are defined on the last page of this report.



Top Publishers by Number of Views

Publisher	Property Views	% of Views
Apartmentguide.com	118,743	29%
Point2 Homes	65,377	16%
Rent.com	60,097	15%

Top Locations of Your Online Consumers

City	Property Views	% of Views
Miami, FL	103,760	29%
Fort Lauderdale, FL	15,430	4%
Hollywood, FL	11,794	3%

Number of Views - Last 12 Months



Number of Inquiries - Last 12 Months



Top Property Categories

Description	Listing Count	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank
30K+ - 50K+ - 100K+ Residential Lease - For Rent	1,663	53,322	46	7,881	1st
50K+ - 100K+ - 200K+ Residential Lease - For Rent	2,823	46,281	63	2,752	2nd
200K+ - 300K+ - 500K+ Residential Lease - For Rent	511	24,476	26	2,883	3rd
30K+ - 50K+ - 100K+ Residential Lease - For Rent	1,463	27,026	28	2,297	4th

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 The Listing Count may include properties that are no longer active but were at some point active during the time period of the report.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

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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 10 Property Categories
9 of 10 are Rentals**

Listing Activity by Inventory Category

Description	Listing Count	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank
30K+ - 50K+ - 100K+ Residential Lease - For Rent	1,663	53,322	46	7,881	1st
50K+ - 100K+ - 200K+ Residential Lease - For Rent	2,823	46,281	63	2,752	2nd
200K+ - 300K+ - 500K+ Residential Lease - For Rent	511	24,476	26	2,883	3rd
30K+ - 50K+ - 100K+ Residential Lease - For Rent	1,463	27,026	28	2,297	4th
30K+ - 50K+ - 100K+ Residential Lease - For Rent	295	13,984	16	1,921	5th
30K+ - 50K+ - 100K+ Residential Lease - For Rent	1,616	18,023	35	621	6th
50K+ - 100K+ - 200K+ Residential Lease - For Rent	1,812	15,284	26	945	7th
30K+ - 50K+ - 100K+ Residential Rent - For Rent	0	1,384	0	3,101	8th
30K+ - 50K+ - 100K+ Residential Rent - For Rent	0	1,360	0	3,037	9th
340K+ - 550K+ - 1M+ Residential - For Sale	1,747	7,466	104	382	10th

There are an additional 873 inventory categories that are not shown.

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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	241,492	65%	154	5%	25,852	83%
California	16,072	4%	1,738	57%	231	1%
New York	11,669	3%	14	0%	632	2%
Georgia	8,541	2%	3	0%	454	1%
Quebec, Canada	8,263	2%	2	0%	29	0%
New Jersey	6,558	2%	5	0%	510	2%
Virginia	6,060	2%	1,075	35%	116	0%
Texas	6,100	1%	4	0%	264	1%
Ontario, Canada	4,517	1%	1	0%	44	0%
Ha Noi, Viet Nam *	3,381	1%	0	0%	0	0%
Pennsylvania	2,837	1%	3	0%	160	1%
Illinois	2,481	1%	1	0%	201	1%

Top Cities						
City	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Miami, FL	103,760	29%	77	1%	11,297	38%
Fort Lauderdale, FL	15,480	4%	6	0%	2,107	7%
Hollywood, FL	11,794	3%	8	0%	1,154	4%
Hialeah, FL	9,639	3%	9	0%	700	2%
Los Angeles, CA	8,581	2%	2	0%	49	0%
Homestead, FL	6,555	2%	3	0%	768	3%
Orlando, FL	5,474	2%	2	0%	500	2%
Margate, FL	6,472	2%	2	0%	467	2%
Miami Beach, FL	5,409	2%	1	0%	388	1%
San Jose, CA	5,053	1%	0	0%	3	0%
Miramar, FL	4,660	1%	4	0%	489	2%
Tampa, FL	4,515	1%	9	0%	305	1%

Highlighted: Outside United States - Visit Num - Bot Traffic No visits/No inquiries

Highlighted: Outside of South Florida Market Area

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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's 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 algorithm 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

R - indicates that the traffic reported by the site includes traffic from mobile applications.

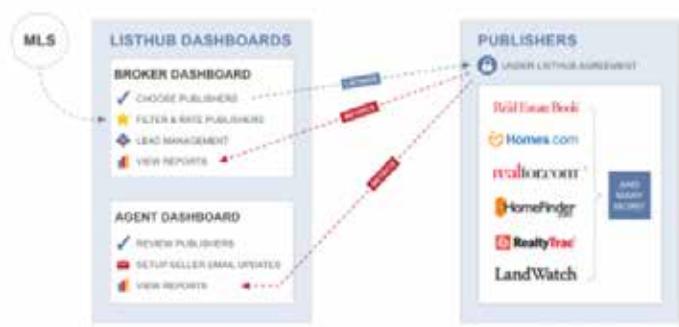
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How ListHub Works for Agents

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



* Under our partnership, Realtor.com listsings are listed under ListHub but does not participate in the network as a member provider.

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

