

# BROKER MANAGER Monthly Stats Reports April 2023



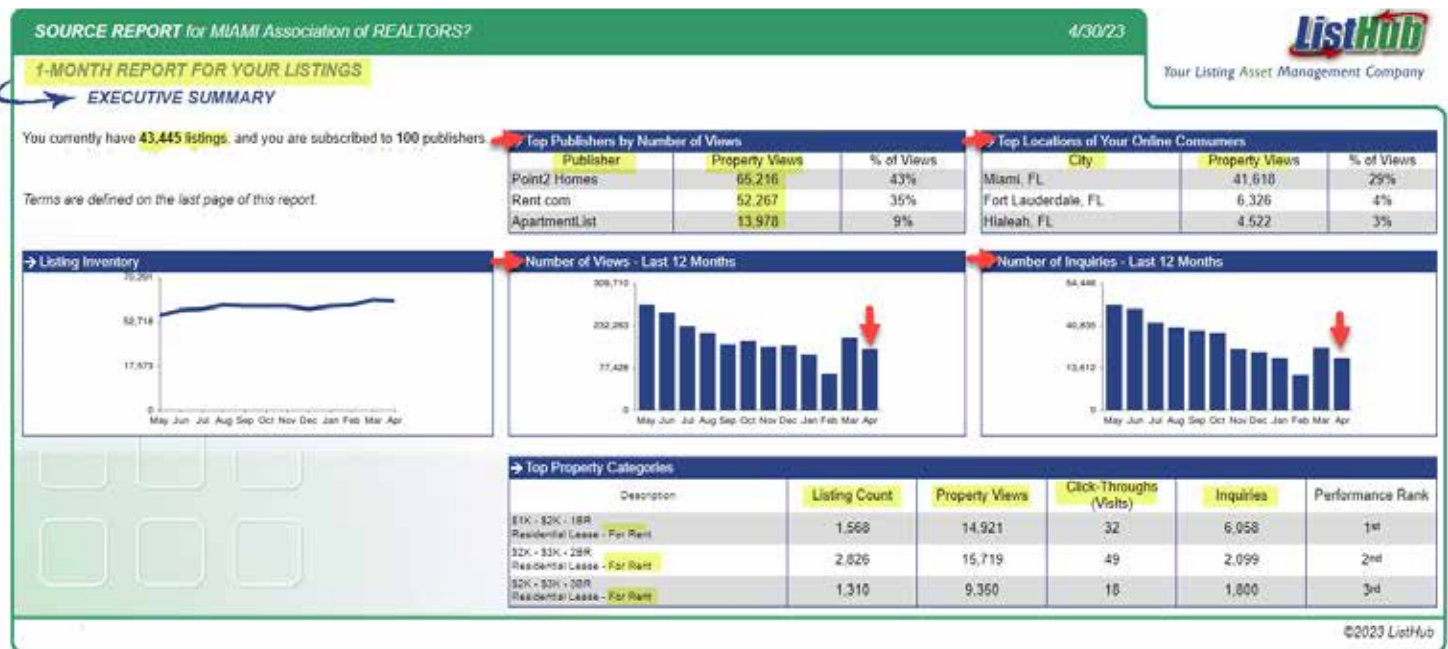
## ListHub

### What were the TOP LOCATIONS of YOUR ONLINE CONSUMERS?

What Were the Top Property Categories in April 2023 - 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 The Listing Count may include properties that are no longer active but were at some point active during the time period of the report.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  
 9 of 10 are Rentals

Listing Activity by Inventory Category

Description	Listing Count	Property Views	Click-Throughs (Visits)	Inquiries	Performance Rank
\$1K - \$2K - 1BR Residential Lease - For Rent	1,568	14,921	32	6,058	1st
\$2K - \$3K - 2BR Residential Lease - For Rent	2,826	15,719	49	2,099	2nd
\$2K - \$2K - 2BR Residential Lease - For Rent	1,310	9,350	18	1,800	3rd
\$1K - \$2K - 2BR Residential Lease - For Rent	487	6,013	15	1,807	4th
\$2K - \$4K - 2BR Residential Lease - For Rent	1,592	7,028	46	475	5th
\$1K - \$2K - 0BR Residential Lease - For Rent	277	4,402	14	1,364	6th
\$1K - \$2K - 2BR Residential Rental - For Rent	0	1,175	0	2,298	7th
\$2K - \$3K - 1BR Residential Lease - For Rent	1,947	5,000	40	584	8th
\$1K - \$2K - 1BR Residential Rental - For Rent	0	1,063	0	2,108	9th
\$200K - \$300K - 2BR Residential - For Sale	1,630	4,411	82	1	10th

There are an additional 808 inventory categories that are not shown.

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	91,252	63%	110	4%	18,416	84%
California	5,665	4%	1,577	60%	153	1%
New York	4,803	3%	3	0%	408	2%
Ontario, Canada	3,512	2%	1	0%	57	0%
Georgia	2,579	2%	1	0%	268	1%
Quebec, Canada	2,559	2%	0	0%	15	0%
New Jersey	2,106	1%	1	0%	164	1%
Matanzas, Cuba	1,741	1%	0	0%	0	0%
Texas	1,466	1%	3	0%	266	1%
Bogota D.C., Colombia	1,406	1%	0	0%	22	0%
Region Metropolitana (RM), Chile	1,273	1%	0	0%	1	0%
Illinois	1,118	1%	1	0%	110	1%

Top Cities

City	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Miami, FL	41,618	29%	64	2%	8,264	39%
Fort Lauderdale, FL	6,326	4%	5	0%	1,957	9%
Hialeah, FL	4,522	3%	3	0%	504	2%
Hollywood, FL	4,021	3%	6	0%	779	4%
Los Angeles, CA	3,090	2%	0	0%	50	0%
New York, NY	2,222	2%	2	0%	86	0%
Miami Beach, FL	1,877	1%	1	0%	394	2%
Homestead, FL	1,854	1%	2	0%	308	1%
Margate, FL	1,732	1%	1	0%	479	2%
Havana, Matanzas, CU	1,717	1%	0	0%	0	0%
Orlando, FL	1,654	1%	2	0%	396	2%
Tampa, FL	1,620	1%	1	0%	249	1%

Highlighted: Outside U.S.A. - Bot Traffic

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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 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.

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



<sup>1</sup> realtor.com generally doesn't receive listings via ListHub but does participate in the network as a metrics provider

# 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

