

BROKER Monthly Stats MANAGER Reports May 2023




ListHub

What were the TOP LOCATIONS of YOUR ONLINE CONSUMERS?

What Were the Top Property Categories in May 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

SOURCE REPORT for MIAMI Association of REALTORS? 5/31/23  Your Listing Asset Management Company

1-MONTH REPORT FOR YOUR LISTINGS
EXECUTIVE SUMMARY

You currently have **44,327** listings, and you are subscribed to **97** publishers.

Terms are defined on the last page of this report.

Top Publishers by Number of Views			Top Locations of Your Online Consumers		
Publisher	Property Views	% of Views	City	Property Views	% of Views
Apartmentguide.com	106,076	33%	Miami, FL	88,065	31%
Point2 Homes	57,400	18%	Fort Lauderdale, FL	12,760	5%
Rent.com	48,572	15%	Hialeah, FL	9,145	3%

Listing Inventory

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
\$1K - \$2K - 1BR Residential Lease - For Rent	1,676	42,771	40	6,126	1st
\$2K - \$3K - 2BR Residential Lease - For Rent	3,163	40,905	53	2,724	2nd
\$1K - \$2K - 2BR Residential Lease - For Rent	502	18,568	20	2,801	3rd

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 The Listing Count may include properties that are no longer active but were at some point active during the time period of the report.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

SOURCE REPORT for MIAMI Association of REALTORS? 5/31/23  Your Listing Asset Management Company

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 the 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	1,676	42,771	40	6,126	1st
\$2K - \$3K - 2BR Residential Lease - For Rent	3,163	40,905	53	2,724	2nd
\$1K - \$2K - 2BR Residential Lease - For Rent	502	18,568	20	2,801	3rd
\$2K - \$3K - 3BR Residential Lease - For Rent	1,283	18,464	36	1,968	4th
\$1K - \$2K - 1BR Residential Lease - For Rent	377	13,637	8	1,889	5th
\$2K - \$3K - 1BR Residential Lease - For Rent	2,277	14,907	54	809	6th
\$3K - \$4K - 3BR Residential Lease - For Rent	1,684	14,037	44	640	7th
\$1K - \$2K - 2BR Residential Rental - For Rent	0	1,014	0	2,718	8th
\$1K - \$2K - 1BR Residential Rental - For Rent	0	780	0	2,746	9th
\$200K - \$300K - 2BR Residential - For Sale	1,646	7,144	107	60	10th

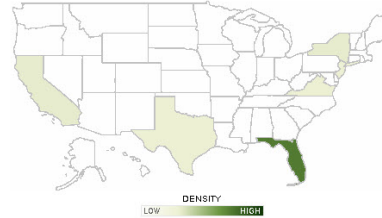
There are an additional 780 inventory categories that are not shown.

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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							Top Cities						
State	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries	City	Property Views	% of Views	Click-Throughs (Visits)	% of Visits	Inquiries	% of Inquiries
Florida	195,741	66%	109	4%	23,105	83%	Miami, FL	88,065	31%	70	3%	10,441	38%
California	11,335	4%	1,839	67%	222	1%	Fort Lauderdale, FL	12,760	5%	3	0%	2,083	8%
New York	10,979	4%	9	0%	654	2%	Hialeah, FL	9,145	3%	1	0%	858	3%
Quebec, Canada	7,669	3%	2	0%	18	0%	Hollywood, FL	7,775	3%	2	0%	1,049	4%
Virginia	5,657	2%	697	26%	157	1%	Los Angeles, CA	5,577	2%	0	0%	83	0%
New Jersey	4,832	2%	1	0%	210	1%	New York, NY	5,350	2%	5	0%	267	1%
Texas	4,481	2%	1	0%	330	1%	Margate, FL	5,175	2%	2	0%	545	2%
Georgia	3,808	1%	2	0%	317	1%	Homestead, FL	4,900	2%	2	0%	482	2%
Ontario, Canada	2,902	1%	4	0%	66	0%	Miami Beach, FL	4,780	2%	0	0%	551	2%
Pennsylvania	2,238	1%	1	0%	137	0%	Miramar, FL	3,895	1%	0	0%	474	2%
Illinois	2,147	1%	0	0%	316	1%	San Jose, CA	3,682	1%	0	0%	6	0%
North Carolina	1,990	1%	2	0%	173	1%	Tampa, FL	3,681	1%	6	0%	366	1%

Highlighted: Outside USA

Highlighted: Outside of Florida

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

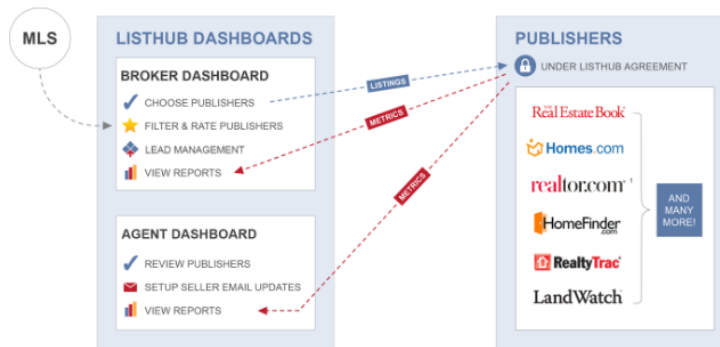
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ListHub is much more than a data feed! ListHub gives you a platform to manage the complexities of online marketing across a wide variety of reputable real estate marketing websites.

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



¹ 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

