

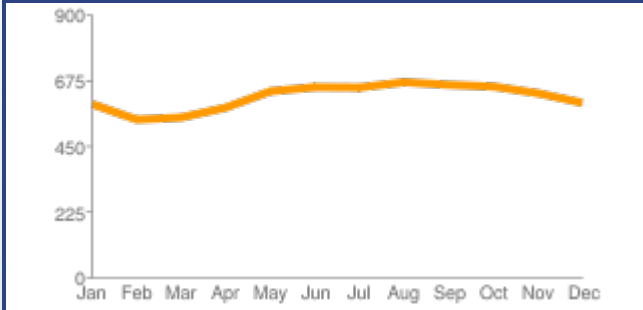
30-DAY REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have **521** listings, and you are subscribed to **46** channels. **425** of your properties have been viewed at least 1 time over the last 30 days. **0** of your brokers currently have a paid subscription to ListHub. You currently have **8** registered brokers using ListHub.

Terms are defined on the last page of this report.

→ Listing Inventory



→ Broker registrations



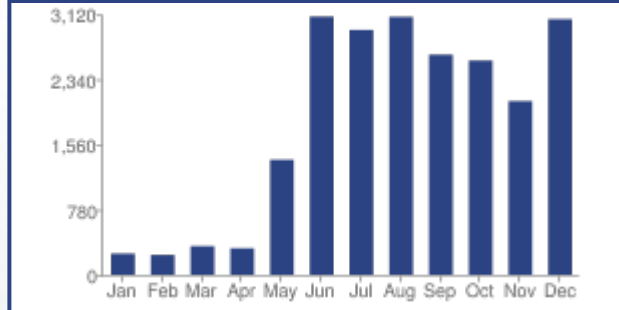
→ Top Channels by Number of Views

	Views	% of Views
1. Zillow Network	1,971	66.8%
2. Homes.com	450	15.2%
3. HotPads	209	7.1%

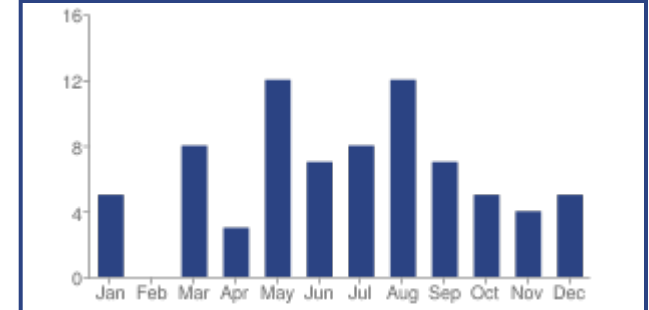
→ Top Locations of Your Online Consumers

	Visits	% of Total Visits
1. Saint Paul, MN	21	19.4%
2. Minneapolis, MN	12	11.1%
3. Thunder Bay, Canada	8	7.4%

→ Number of Views - Last 12 Months



→ Number of Inquiries - Last 12 Months



→ Top Listing Agents (their online performance ranking)

Agent	Agent ID	Listing Count	Views	Click-Throughs (Visits)	Inquiries	Performance Rank
Mike Larson	134	104	380	9	0	1st
John Oberholtzer	181	59	333	12	0	2nd
Wendy Johnson	312	18	200	13	1	3rd

→ Top Property Categories

Description	Listing Count	Views	Click-Throughs (Visits)	Inquiries	Performance Rank
\$100K - \$200K - 2BR Residential - For Sale	19	186	25	1	1st
\$100K - \$200K Land - For Sale	79	231	5	0	2nd
\$100K - \$200K - 1BR Residential - For Sale	14	151	5	1	3rd

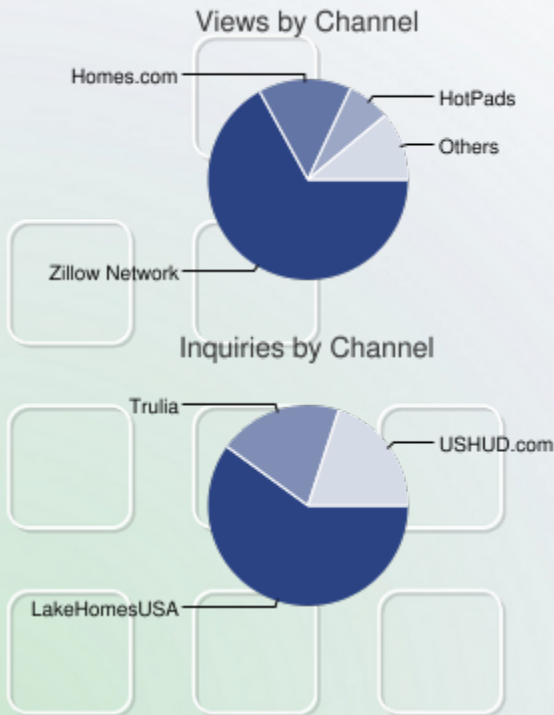
30-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: CHANNEL COMPARISON CHART

This report shows a comparison of activity generated from your listings online.

Property views, visits, and inquiries are based on the number of listings displayed by the channel. If the channel displays a listing provided by a source other than ListHub or if a listing is not displayed due to an uploading error, the activity data for that listing is not included in ListHub reports.

Terms are defined on the last page of this report.



How Do The Internet Marketing Channels Compare?

Channel	Listings		Consumer Traffic		Inquiries	
	Setup	Total	Property Views	Click-Throughs (Visits)	Email	Phone
Zillow Network	Opt-In	470	1,971	1	0	0
Homes.com	Opt-In	481	450	1	0	0
HotPads	Opt-In	470	209	2	0	0
HomeFinder.com	Opt-In	481	123	37	0	0
LakeHomesUSA	Opt-In	481	120	29	3	0
AOL Real Estate	Opt-In	470	33	0	0	0
USHUD.com	Opt-In	363	25	1	1	0
CLRSearch	Opt-In	470	8	0	0	0
MyREALTY.com	Opt-In	481	5	0	0	0
Harmon Homes	Opt-In	475	4	0	0	0
Property Pursuit	Opt-In	481	3	0	0	0
eLookyLoo	Opt-In	357	0	0	0	0
Foreclosure.com	Opt-In	357	0	0	0	0
FreedomSoft	Opt-In	481	0	0	0	0
Gooplex	Opt-In	475	0	0	0	0
GovListed.com	Opt-In	357	0	0	0	0
Home2.me	Opt-In	357	0	0	0	0
HomeWinks	Opt-In	475	0	0	0	0

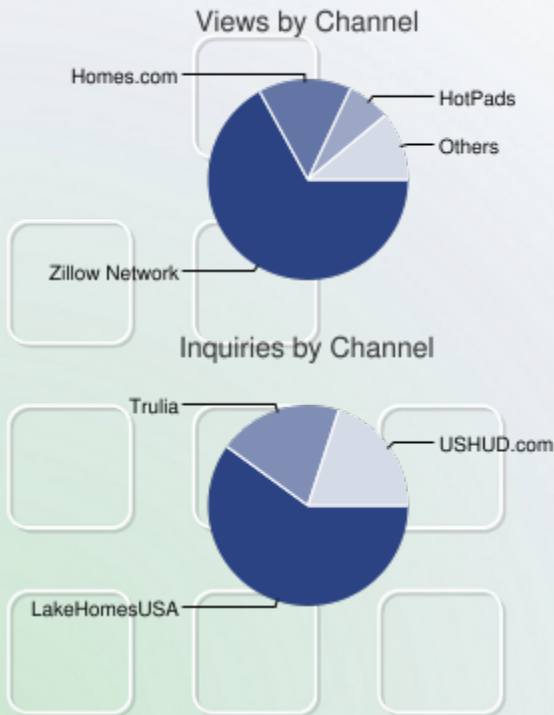
30-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: CHANNEL COMPARISON CHART (CONTINUED)

This report shows a comparison of activity generated from your listings online.

Property views, visits, and inquiries are based on the number of listings displayed by the channel. If the channel displays a listing provided by a source other than ListHub or if a listing is not displayed due to an uploading error, the activity data for that listing is not included in ListHub reports.

Terms are defined on the last page of this report.



How Do The Internet Marketing Channels Compare?

Channel	Listings		Consumer Traffic		Inquiries	
	Setup	Total	Property Views	Click-Throughs (Visits)	Email	Phone
LearnMoreNow.com	Opt-In	475	0	0	0	0
RealQuest Express	Opt-In	475	0	0	0	0
RealtyStore	Opt-In	475	0	0	0	0
RealtyTrac	Opt-In	481	0	0	0	0
BuyerHomeSite.com	Opt-In	357	Not Provided	0	0	0
CondoCompare.com	Opt-In	346	Not Provided	0	0	0
DataSphere	Opt-In	481	Not Provided	14	0	0
Diggsy	Opt-In	357	Not Provided	0	0	0
Enormo	Opt-In	481	Not Provided	0	0	0
FrontDoor	Opt-In	470	Not Provided	0	0	0
Homes By Lender	Opt-In	346	Not Provided	0	0	0
Homes&Land	Opt-In	481	Not Provided	0	0	0
HomeTourConnect	Opt-In	481	Not Applicable	0	0	0
HouseHunt.com	Opt-In	357	Not Provided	0	0	0
HUD Seeker	Opt-In	357	Not Provided	0	0	0
IAS Properties	Opt-In	475	Not Applicable	0	0	0
Juwai	Opt-In	357	Not Provided	0	0	0
LiquidusMedia	Opt-In	458	Not Applicable	0	0	0

30-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: CHANNEL COMPARISON CHART (CONTINUED)

This report shows a comparison of activity generated from your listings online.

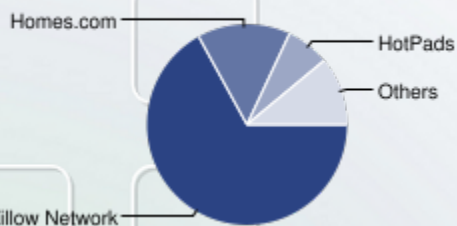
Property views, visits, and inquiries are based on the number of listings displayed by the channel. If the channel displays a listing provided by a source other than ListHub or if a listing is not displayed due to an uploading error, the activity data for that listing is not included in ListHub reports.

Terms are defined on the last page of this report.

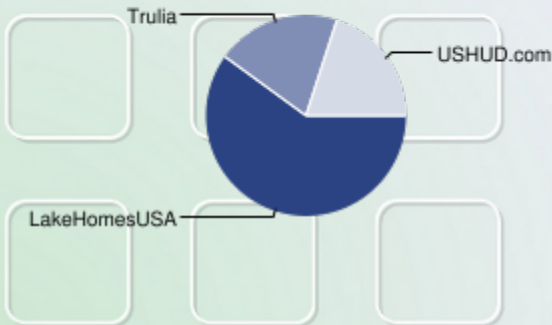
How Do The Internet Marketing Channels Compare?

Channel	Listings		Consumer Traffic		Inquiries	
	Setup	Total	Property Views	Click-Throughs (Visits)	Email	Phone
Oodle	Opt-In	472	Not Provided	0	0	0
Property Shark	Opt-In	481	Not Provided	0	0	0
RealEstateCentral	Opt-In	475	Not Provided	0	0	0
Realty Pilot	Opt-In	357	Not Provided	0	0	0
Relocation.com	Opt-In	475	Not Provided	0	0	0
Trulia	Opt-In	470	Not Provided	23	0	1
USALifestyleRealEstate	Opt-In	357	Not Provided	0	0	0
Vast	Opt-In	481	Not Applicable	0	0	0
Total	Not Applicable	Not Applicable	2,951	108	4	1

Views by Channel



Inquiries by Channel





Your Listing Asset Management Company

30-DAY 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.

Listing Activity by Inventory Category

Description	Listing Count	Views	Click-Throughs (Visits)	Inquiries	Performance Rank
\$100K - \$200K - 2BR Residential - For Sale	19	186	25	1	1st
\$100K - \$200K Land - For Sale	79	231	5	0	2nd
\$100K - \$200K - 1BR Residential - For Sale	14	151	5	1	3rd
\$40K - \$50K Land - For Sale	37	129	1	1	4th
\$200K - \$300K - 3BR Residential - For Sale	17	173	9	0	5th
\$80K - \$90K Land - For Sale	22	38	1	1	6th
\$200K - \$300K - 2BR Residential - For Sale	20	207	3	0	7th
\$50K - \$60K Land - For Sale	43	107	3	0	8th
\$60K - \$70K Land - For Sale	51	77	3	0	9th
\$400K - \$500K - 3BR Residential - For Sale	12	223	1	0	10th

There are an additional 57 inventory categories that are not shown.

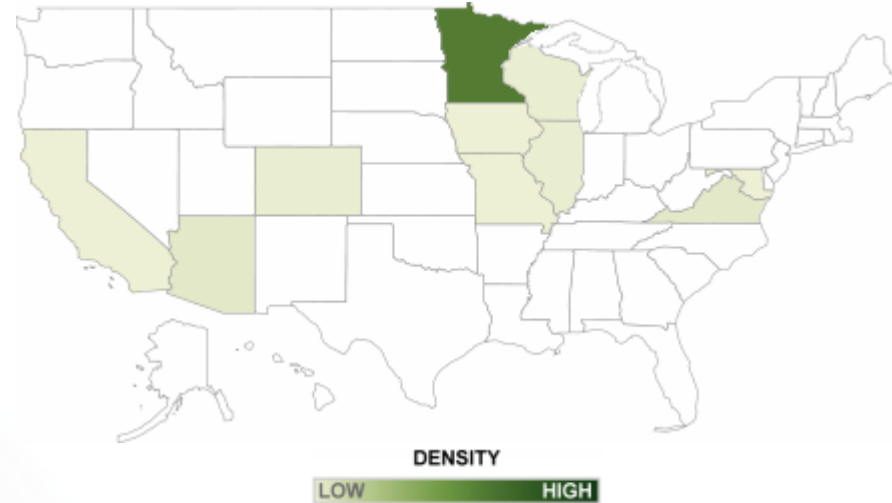
30-DAY REPORT FOR YOUR LISTINGS

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.



→ Top States

State	Visits		Inquiries	
	Total	Percent	Total	Percent
Minnesota	66	66.0%	4	80.0%
Arizona	6	6.0%	0	0.0%
Virginia	6	6.0%	1	20.0%
Colorado	3	3.0%	0	0.0%
Illinois	3	3.0%	0	0.0%
Wisconsin	3	3.0%	0	0.0%
California	2	2.0%	0	0.0%
Iowa	2	2.0%	0	0.0%
Maryland	2	2.0%	0	0.0%
Missouri	2	2.0%	0	0.0%
Georgia	1	1.0%	0	0.0%
Maine	1	1.0%	0	0.0%

→ Top Cities

City	Visits		Inquiries	
	Total	Percent	Total	Percent
Saint Paul, MN	21	19.4%	1	20.0%
Minneapolis, MN	12	11.1%	0	0.0%
Thunder Bay, Canada, Canada	8	7.4%	0	0.0%
Brainerd, MN	7	6.5%	1	20.0%
Alexandria, MN	4	3.7%	0	0.0%
Charlottesville, VA	4	3.7%	1	20.0%
Tucson, AZ	4	3.7%	0	0.0%
Cottage Grove, MN	3	2.8%	0	0.0%
Duluth, MN	3	2.8%	0	0.0%
Rochester, MN	3	2.8%	0	0.0%
Ely, MN	2	1.9%	0	0.0%
Menomonee Falls, WI	2	1.9%	0	0.0%



Your Listing Asset Management Company

30-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: LISTING ACTIVITY BY AGENT

This report shows your top performing agents' ranking based on the number of visits/click-throughs, inquiries and listings.

Terms are defined on the last page of this report.

→ Listing Activity by Agent						
Agent	Agent ID	Listing Count	Views	Click-Throughs (Visits)	Inquiries	Performance Rank
Mike Larson Lutsen REal Estate Group	134	104	380	9	0	1st
John Oberholtzer Timber Wolff Realty	181	59	333	12	0	2nd
Wendy Johnson Border Lakes Realty, LLC.	312	18	200	13	1	3rd
Virginia Detrick Palmer Detrick-Hansen Ltd, dba Coldwell Banker North Shore	22	66	354	5	0	4th
Mark Larson Border Lakes Realty, LLC.	37	36	141	3	1	5th
Kim Wolff Timber Wolff Realty	199	30	298	9	0	6th
Joe Bowen Border Lakes Realty, LLC.	220	13	183	3	1	7th
Bob Carter Detrick-Hansen Ltd, dba Coldwell Banker North Shore	64	22	45	4	1	8th
Judy McClure Border Lakes Realty, LLC.	500	6	100	1	1	9th
Steve Surbaugh Lutsen REal Estate Group	129	36	123	3	0	10th



Your Listing Asset Management Company

30-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: LISTING ACTIVITY BY AGENT (CONTINUED)

This report shows your top performing agents' ranking based on the number of visits/click-throughs, inquiries and listings.

Terms are defined on the last page of this report.

Listing Activity by Agent						
Agent	Agent ID	Listing Count	Views	Click-Throughs (Visits)	Inquiries	Performance Rank
Betsy Hanson Gunflint Realy, LLC	166	4	25	17	0	11th
Tim Kennedy Gunflint Realy, LLC	92	18	117	5	0	12th
Linda Garrity Timber Wolff Realty	524	16	93	7	0	13th
Harry Drabik Detrick-Hansen Ltd, dba Coldwell Banker North Shore	210	27	103	3	0	14th
Don Stocks Border Lakes Realty, LLC.	326	12	86	3	0	15th
Mike Raymond Red Pine Realty	17	41	0	0	0	16th
Bruce Kerfoot Lutsen REal Estate Group	498	7	61	3	0	17th
Gail Englund Red Pine Realty	53	37	0	0	0	18th
Victoria Wenz Gunflint Realy, LLC	56	6	57	2	0	19th
Judy Brisky Timber Wolff Realty	151	7	60	1	0	20th



Your Listing Asset Management Company

30-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: LISTING ACTIVITY BY AGENT (CONTINUED)

This report shows your top performing agents' ranking based on the number of visits/click-throughs, inquiries and listings.

Terms are defined on the last page of this report.

Listing Activity by Agent						
Agent	Agent ID	Listing Count	Views	Click-Throughs (Visits)	Inquiries	Performance Rank
Silviya Duclos Timber Wolff Realty	560	3	34	2	0	21st
Brooke Williams-Youngdahl Gunflint Realy, LLC	230	3	47	1	0	22nd
Nancy Iverson Timber Wolff Realty	367	6	36	1	0	23rd
Rick Austin Detrick-Hansen Ltd, dba Coldwell Banker North Shore	172	8	34	0	0	24th
Bob Maidl Border Lakes Realty, LLC.	542	1	41	1	0	25th
Doug Anderson Red Pine Realty	426	4	0	0	0	26th
David Parsons Red Pine Realty	40	1	0	0	0	27th



Your Listing Asset Management Company

30-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: BROKER REGISTRATION LIST

This report shows a list of brokerages who are registered for ListHub. They are sorted alphabetically by company name. Brokerages that have paid for an upgraded account are indicated by a 'yes' in the "Paid ListHub Broker" column.

Terms are defined on the last page of this report.

→ Broker registration list			
Brokerage Name	Office Codes	Paid ListHub Broker	# of Listings
Border Lakes Realty, LLC.	13		77
Detrick-Hansen Ltd, dba Coldwell Banker North Shore	8		98
Gunflint Realy, LLC	46		26
Lutsen REal Estate Group	37		141
Moose Country Realty	93		0
Red Pine Realty	6		64
Sue Hakes Realty	38		0
Timber Wolff Realty	83		115



30-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.

Channel labeled "Organic" - an instance when the consumer was taken to the property page hosted by ListHub by a means other than one of the channels, 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 to the property page for that listing (for example the ListHub hosted property page or property page on the brokerage Web site).

Inquiries - an event where the consumer starts an interaction with the broker or agent using one of the links on the ListHub hosted property page or by using a link on the channel Web site. This would result in the broker/agent receiving an email with a return email address for the consumer. The number of times a consumer clicked on "Click to view phone number" is also measured and reported under "Inquiries".

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.


Listing Inventory - the total active listings that are being pulled from the MLS each month.

Not Applicable - This indicates that the Web site does not include the feature that would generate metrics in this category. For example, some channel Web sites do not have a property detail page for each listing, and therefore the ListHub reports would not display "views" for that site.

Not Provided - This indicates that the Web site does not provide this category of data to ListHub for inclusion in the reports.

Performance Rank - ListHub uses unique algorithms to 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 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 Internet marketing channel Web site. It is from the property view that the consumer has access to the link for even more property information which would result in a "visit or click-through" when clicked.

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