



Your Listing Asset Management Company

30-DAY REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have **1,129** listings, and you are subscribed to **46** channels. **1,133** of your properties have been viewed at least 1 time over the last 30 days. **1** of your brokers currently have a paid subscription to ListHub. You currently have **17** registered brokers using ListHub.

Terms are defined on the last page of this report.

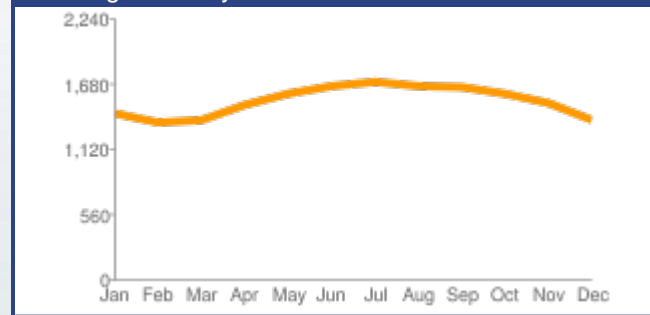
→ Top Channels by Number of Views

	Views	% of Views
1. Zillow Network	5,947	65.4%
2. Homes.com	2,016	22.2%
3. HotPads	350	3.8%

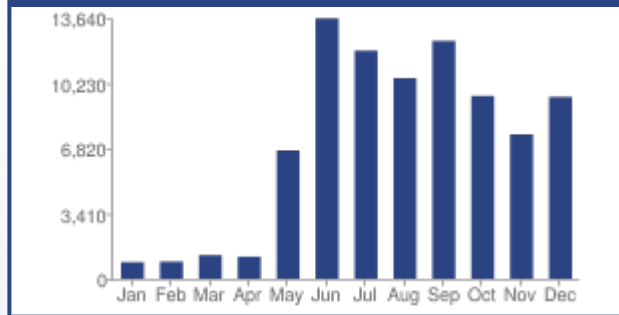
→ Top Locations of Your Online Consumers

	Visits	% of Total Visits
1. Boston, MA	35	10.2%
2. Duluth, MN	27	7.8%
3. Ashland, WI	25	7.3%

→ Listing Inventory



→ Number of Views - Last 12 Months



→ Number of Inquiries - Last 12 Months



→ Broker registrations



→ Top Listing Agents (their online performance ranking)

Agent	Agent ID	Listing Count	Views	Click-Throughs (Visits)	Inquiries	Performance Rank
Jay Emmert	161	156	193	41	1	1st
Erik Olson	81	52	849	16	1	2nd
Brenda Uotinen	59	37	930	34	0	3rd

→ Top Property Categories

Description	Listing Count	Views	Click-Throughs (Visits)	Inquiries	Performance Rank
\$100K - \$200K - 3BR Residential - For Sale	129	1,250	38	0	1st
\$100K - \$200K - 2BR Residential - For Sale	63	667	14	1	2nd
\$30K - \$40K Land - For Sale	105	214	11	1	3rd

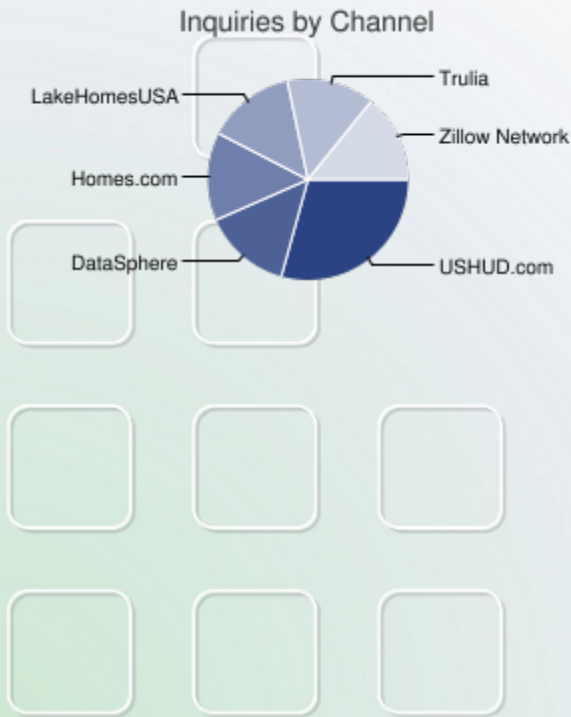
30-DAY REPORT FOR YOUR LISTINGS

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.

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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	918	5,947	39	1	0
Homes.com	Opt-In	932	2,016	11	1	0
HotPads	Opt-In	918	350	3	0	0
HomeFinder.com	Opt-In	978	307	31	0	0
AOL Real Estate	Opt-In	1,074	206	0	0	0
RealtyStore	Opt-In	932	71	1	0	0
USHUD.com	Opt-In	932	56	21	1	1
LakeHomesUSA	Opt-In	978	43	33	1	0
CLRSearch	Opt-In	918	20	3	0	0
Harmon Homes	Opt-In	932	18	0	0	0
MyREALTY.com	Opt-In	978	18	0	0	0
Foreclosure.com	Opt-In	932	16	0	0	0
GovListed.com	Opt-In	932	12	0	0	0
Property Pursuit	Opt-In	932	8	0	0	0
Home2.me	Opt-In	932	3	0	0	0
eLookyLoo	Opt-In	932	2	0	0	0
FreedomSoft	Opt-In	932	0	0	0	0
Gooplex	Opt-In	932	0	0	0	0

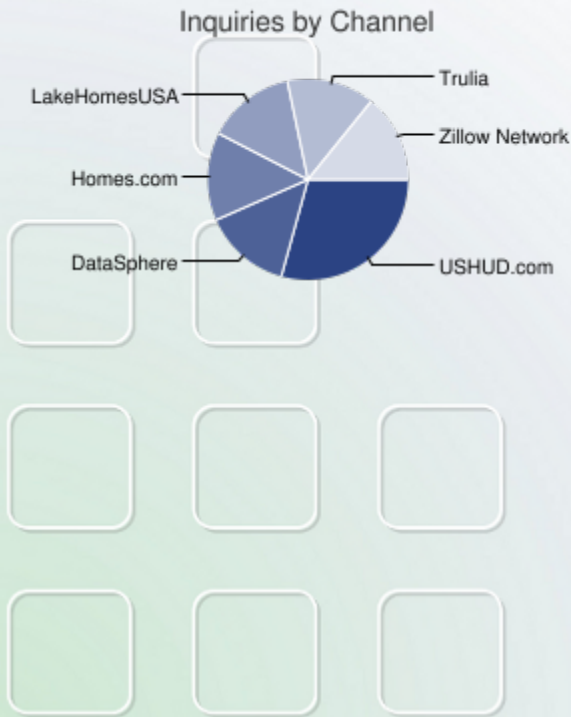
30-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: CHANNEL COMPARISON CHART (CONTINUED)

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

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How Do The Internet Marketing Channels Compare?

Channel	Listings		Consumer Traffic		Inquiries	
	Setup	Total	Property Views	Click-Throughs (Visits)	Email	Phone
HomeWinks	Opt-In	932	0	0	0	0
LearnMoreNow.com	Opt-In	932	0	0	0	0
RealQuest Express	Opt-In	932	0	0	0	0
RealtyTrac	Opt-In	932	0	0	0	0
BuyerHomeSite.com	Opt-In	932	Not Provided	0	0	0
CondoCompare.com	Opt-In	873	Not Provided	0	0	0
DataSphere	Opt-In	978	Not Provided	146	1	0
Diggy	Opt-In	932	Not Provided	0	0	0
Enormo	Opt-In	978	Not Provided	0	0	0
FrontDoor	Opt-In	918	Not Provided	4	0	0
Homes By Lender	Opt-In	873	Not Provided	0	0	0
Homes&Land	Opt-In	978	Not Provided	0	0	0
HomeTourConnect	Opt-In	932	Not Applicable	0	0	0
HouseHunt.com	Opt-In	932	Not Provided	0	0	0
HUD Seeker	Opt-In	932	Not Provided	0	0	0
IAS Properties	Opt-In	932	Not Applicable	0	0	0
Juwai	Opt-In	932	Not Provided	0	0	0
LiquidusMedia	Opt-In	854	Not Applicable	0	0	0

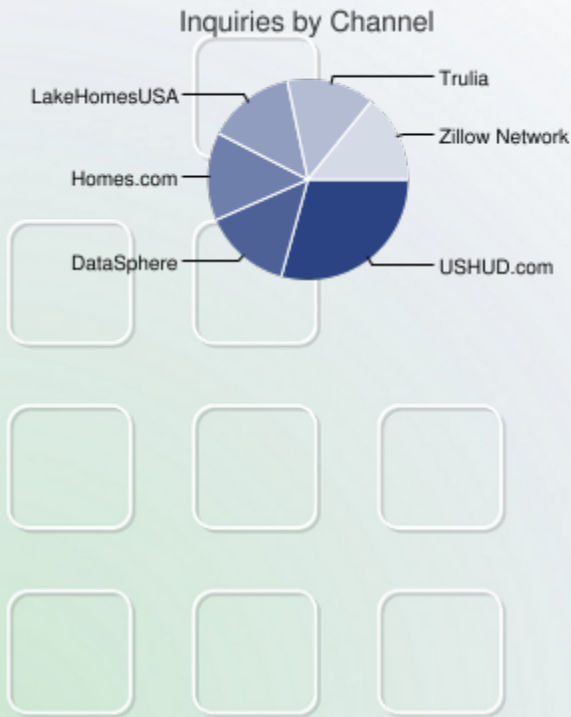
30-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: CHANNEL COMPARISON CHART (CONTINUED)

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

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How Do The Internet Marketing Channels Compare?						
Channel	Listings		Consumer Traffic		Inquiries	
	Setup	Total	Property Views	Click-Throughs (Visits)	Email	Phone
Oodle	Opt-In	978	Not Provided	2	0	0
Property Shark	Opt-In	932	Not Provided	0	0	0
RealEstateCentral	Opt-In	932	Not Provided	1	0	0
Realty Pilot	Opt-In	932	Not Provided	0	0	0
Relocation.com	Opt-In	932	Not Provided	0	0	0
Trulia	Opt-In	918	Not Provided	48	1	0
USALifestyleRealEstate	Opt-In	932	Not Provided	0	0	0
Vast	Opt-In	978	Not Applicable	0	0	0
Organic	0	0	Not Applicable	3	0	0
<b>Total</b>	<b>Not Applicable</b>	<b>Not Applicable</b>	<b>9,093</b>	<b>346</b>	<b>6</b>	<b>1</b>



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 - 3BR Residential - For Sale	129	1,250	38	0	1st
\$100K - \$200K - 2BR Residential - For Sale	63	667	14	1	2nd
\$30K - \$40K Land - For Sale	105	214	11	1	3rd
\$300K - \$400K - 3BR Residential - For Sale	27	193	22	1	4th
\$70K - \$80K Land - For Sale	36	124	12	1	5th
\$200K - \$300K - 3BR Residential - For Sale	46	470	19	0	6th
\$100K - \$200K Land - For Sale	65	271	25	0	7th
\$20K - \$30K - 2BR Residential - Foreclosure	2	161	10	1	8th
\$100K - \$200K - 4BR Residential - For Sale	39	449	7	0	9th
\$20K - \$30K Land - For Sale	77	204	9	0	10th

There are an additional 145 inventory categories that are not shown.

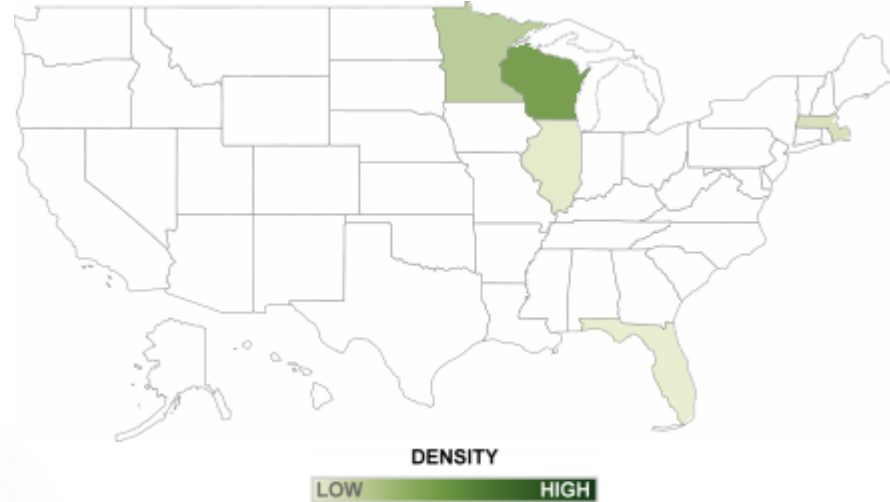
30-DAY REPORT FOR YOUR LISTINGS

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
Wisconsin	160	46.9%	2	40.0%
Minnesota	74	21.7%	1	20.0%
Massachusetts	35	10.3%	1	20.0%
Illinois	16	4.7%	1	20.0%
Florida	9	2.6%	0	0.0%
Arizona	5	1.5%	0	0.0%
Indiana	5	1.5%	0	0.0%
New Mexico	4	1.2%	0	0.0%
Pennsylvania	4	1.2%	0	0.0%
Washington	4	1.2%	0	0.0%
Michigan	3	0.9%	0	0.0%
New Jersey	3	0.9%	0	0.0%

→ Top Cities				
City	Visits		Inquiries	
	Total	Percent	Total	Percent
Boston, MA	35	10.2%	1	20.0%
Duluth, MN	27	7.8%	0	0.0%
Ashland, WI	25	7.3%	0	0.0%
Superior, WI	24	7.0%	1	20.0%
Brule, WI	14	4.1%	0	0.0%
Saint Paul, MN	13	3.8%	1	20.0%
Minneapolis, MN	11	3.2%	0	0.0%
Beloit, WI	10	2.9%	0	0.0%
Saint Cloud, MN	8	2.3%	0	0.0%
Spooner, WI	7	2.0%	0	0.0%
Chicago, IL	5	1.5%	1	20.0%
Crown Point, IN	5	1.5%	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
Jay Emmert Coldwell Banker East West Realty , Superior office	161	156	193	41	1	1st
Erik Olson Bachand Realty, Inc.	81	52	849	16	1	2nd
Brenda Uotinen Bachand Realty, Inc.	59	37	930	34	0	3rd
Pamela Bennett Apostle Islands Realty	380	62	876	28	0	4th
Gennifer Reed Reed Realty	210	53	588	14	1	5th
Terri Misener BLUE WATER REALTY	175	40	555	19	0	6th
Jon Wheeler RE/MAX By the Bay	857	32	157	14	1	7th
Michele Vesel CENTURY 21 Gilderman & Assoc. II, Inc	106	24	200	10	1	8th
Baji Gill Western Realty	22	11	195	14	1	9th
Kathleen Russell Apostle Islands Realty	378	51	335	12	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
Kimberly Jones Apostle Islands Realty	922	13	114	3	1	11th
Todd Carlson Island Shores Realty	678	17	252	10	0	12th
Rick Nettleton RE/MAX By the Bay	326	31	91	14	0	13th
Bruce Bennett Apostle Islands Realty	524	33	223	3	0	14th
Susan Santori Bachand Realty, Inc.	819	10	289	4	0	15th
Belinda Sternberg CENTURY 21 Gilderman & Assoc. II, Inc	614	22	234	4	0	16th
Mike McLish Bachand Realty, Inc.	733	36	116	7	0	17th
Tina Nelson Island Shores Realty	679	23	192	5	0	18th
Walt Tafelski Edwards Realty	373	17	227	2	0	19th
Denise Ducart Coldwell Banker East West Realty	50	8	286	0	0	20th



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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
Jennifer Eng Coldwell Banker East West Realty , Superior office	324	34	63	6	0	21st
Phylliss Melin Coldwell Banker East West Realty , Superior office	411	11	21	14	0	22nd
Doug Sutherland Coldwell Banker East West Realty	40	12	147	3	0	23rd
Dawn Berglund Coldwell Banker East West Realty , Superior office	123	30	74	2	0	24th
Ginger Eckman Coldwell Banker East West Realty	37	10	154	2	0	25th
Scott Brown Coldwell Banker East West Realty , Superior office	215	20	33	7	0	26th
Richard Theien Coldwell Banker East West Realty	14	10	115	4	0	27th
Jim Ronding Ronding, Inc dba RE/MAX 1	45	43	20	0	0	28th
Steve McConnell CENTURY 21 Gilderman & Assoc. II, Inc	56	15	38	7	0	29th
Jennifer Mika Coldwell Banker East West Realty , Superior office	565	10	95	4	0	30th



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30-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: LISTING ACTIVITY BY AGENT (CONTINUED)

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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
Thomas Acton Ronding, Inc dba RE/MAX 1	629	38	23	0	0	31st
Linda Rise Coldwell Banker East West Realty , Superior office	499	18	68	3	0	32nd
Jim Kraemer Coldwell Banker East West Realty	317	6	145	1	0	33rd
Jessica Stricker RE/MAX By the Bay	539	13	56	5	0	34th
Janine Smith-Hahn RE/MAX By the Bay	607	11	64	4	0	35th
Bruce Lurye Edwards Realty	13	6	109	2	0	36th
Jill Homann RE/MAX By the Bay	854	15	39	4	0	37th
Tom Buzzi Coldwell Banker East West Realty , Superior office	221	18	22	4	0	38th
Ann Erickson Coldwell Banker East West Realty , Superior office	488	16	30	4	0	39th
Bill Eckman Coldwell Banker East West Realty	586	6	106	0	0	40th



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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.

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→ Listing Activity by Agent						
Agent	Agent ID	Listing Count	Views	Click-Throughs (Visits)	Inquiries	Performance Rank
Kathy Bergner Apostle Islands Realty	956	6	101	0	0	41st
Mirka Nelson M Realty LLC	480	14	50	0	0	42nd
Sandra Steffan CENTURY 21 Gilderman & Assoc. II, Inc	139	10	40	2	0	43rd
Shaina Nickila Coldwell Banker East West Realty	787	5	85	0	0	44th
Rita Sharp Coldwell Banker East West Realty , Superior office	192	9	15	4	0	45th
Bill King King Realty	403	24	0	0	0	46th
Cathy Midwood King Realty	867	23	0	0	0	47th
Claude Wenaas Coldwell Banker East West Realty	38	3	71	1	0	48th
Jim Staelens Ronding, Inc dba RE/MAX 1	749	21	0	0	0	49th
Maria Letsos Ronding, Inc dba RE/MAX 1	60	18	6	0	0	50th



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30-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: LISTING ACTIVITY BY AGENT (CONTINUED)

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Listing Activity by Agent						
Agent	Agent ID	Listing Count	Views	Click-Throughs (Visits)	Inquiries	Performance Rank
Larry Rivord Coldwell Banker East West Realty	61	3	69	0	0	51st
Milton Olson Bachand Realty, Inc.	58	3	40	1	0	52nd
Carol Olson Coldwell Banker East West Realty , Superior office	224	5	16	2	0	53rd
Kim Izzard Coldwell Banker East West Realty	55	2	52	0	0	54th
Michael Childers Island Shores Realty	710	5	38	0	0	55th
Bobbi Germond Ronding, Inc dba RE/MAX 1	21	12	3	0	0	56th
Steve Germond Ronding, Inc dba RE/MAX 1	102	11	5	0	0	57th
Mike Raivala Ronding, Inc dba RE/MAX 1	323	10	7	0	0	58th
Susan Bentz Coldwell Banker East West Realty	126	2	40	0	0	59th
Hans Dahl BLUE WATER REALTY	886	5	27	0	0	60th



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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
Melanie Sikveland Coldwell Banker East West Realty	655	1	4	3	0	61st
Cynthia Pliss Coldwell Banker East West Realty , Superior office	750	2	18	1	0	62nd
April Johnson Ronding, Inc dba RE/MAX 1	529	8	1	0	0	63rd
Thomas Bridge Port Cities Realty, LLC	158	8	0	0	0	64th
Don Frey Apostle Islands Realty	382	1	14	1	0	65th
Steve Braman Ronding, Inc dba RE/MAX 1	556	7	0	0	0	66th
Steven Bade Coldwell Banker East West Realty , Superior office	953	2	8	1	0	67th
Carol Hesch Coldwell Banker East West Realty	12	2	21	0	0	68th
Jeanne Tondryk Coldwell Banker East West Realty	42	2	18	0	0	69th
Cortni Blomquist Bachand Realty, Inc.	964	5	5	0	0	70th



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30-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: LISTING ACTIVITY BY AGENT (CONTINUED)

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→ Listing Activity by Agent						
Agent	Agent ID	Listing Count	Views	Click-Throughs (Visits)	Inquiries	Performance Rank
Dan O'Hara Western Realty	209	5	0	0	0	71st
Jeff Digne Ronding, Inc dba RE/MAX 1	526	3	3	0	0	72nd
Martin Hogle RE/MAX By the Bay	962	2	6	0	0	73rd
Sharon McCauley Coldwell Banker East West Realty	501	2	3	0	0	74th
Nancy Murray Ronding, Inc dba RE/MAX 1	778	2	1	0	0	75th
Julia Russom Ronding, Inc dba RE/MAX 1	759	2	0	0	0	76th
Colette Ogren Ronding, Inc dba RE/MAX 1	712	2	0	0	0	76th
Jan Pikus Coldwell Banker East West Realty , Superior office	190	2	0	0	0	76th
Jack Harnstrom Ronding, Inc dba RE/MAX 1	16	2	0	0	0	76th
Barb Vanbuskirk Coldwell Banker East West Realty	52	1	2	0	0	77th



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DETAILED ANALYSIS: LISTING ACTIVITY BY AGENT (CONTINUED)

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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
Adam Swor Port Cities Realty, LLC	417	1	0	0	0	78th
Nick Christensen Ronding, Inc dba RE/MAX 1	727	1	0	0	0	78th
Charity Kaspari Ronding, Inc dba RE/MAX 1	681	1	0	0	0	78th





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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
Apostle Islands Realty	88		151
Bachand Realty, Inc.	7	Yes	112
BLUE WATER REALTY	168		40
CENTURY 21 Gilderman & Assoc. II, Inc	31		63
Coldwell Banker East West Realty	6		49
Coldwell Banker East West Realty , Superior office	154 155 156 157		314
Edwards Realty	9		17
Island Shores Realty	139		39
King Realty	91		38
M Realty LLC	125		14
Port Cities Realty, LLC	128		8
RE/MAX 1			0
RE/MAX By the Bay	166		91
Real Estate Masters, Ltd.	21		0
Reed Realty	61		43
Ronding, Inc dba RE/MAX 1	153		141
Van Hollen Realty Inc.	115 46		0
Western Realty	24		12

## 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.