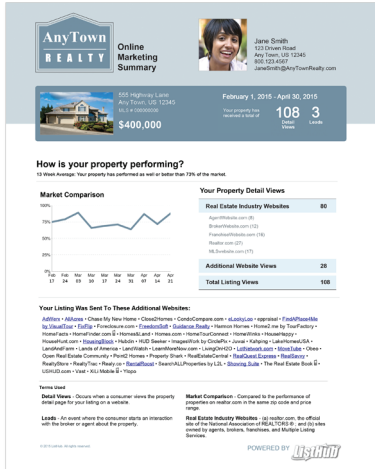# ListHub

NEW REPORTING WITH BENCHMARKING DATA

The reports of yesterday quantified the number of views a property received on publisher websites. The reports of today help your members to answer the important question: ***How is my listing performing compared to similar properties in the market?***

ListHub recently rolled out a major update to our reporting product that gives brokers and agents access to benchmarking data for each of their listings. With this new release, ListHub reporting customers can share a more complete story about how their client's listing is performing online compared to listings within a similar price range and zip code.

Highlight Your MLS Public Website Traffic

The report will prominently feature real estate industry websites including realtor.com, the MLS public website, franchise websites, and the broker or agent website to demonstrate the value only a real estate professional can offer. Add your MLS public website traffic can to these ListHub Reports **at no cost**! By utilizing the ListHub JavaScipt API to track events on your consumer-facing MLS website, you'll be able to easily quantify the value you provide to your members. If you're interested, please send your request to mls.info@listhub.com for further instructions.

LIVE! INTERACTIVE REPORTING DASHBOARD

In January, we released our brand new reporting dashboard for brokers and agents. The dashboard, available for reporting customers, offers a fresh dynamic interface with additional data points for many publishers and endless options for your members to slice and dice reporting data. The interactive dashboard provides brokers and agents with greater flexibility to gain meaningful insights about their online marketing and allows them to sort, search, and filter data in a variety of ways.

New Reporting features include:

- Reporting metrics include summary views, allowing you to see the total number of times listings appeared in a publisher's search results
- Lead ratio data to see how well publishers are converting views to leads
- Ability to sort data ranges with the click of a button to find information fast
- Custom reports available with valuable data points to help you take your online marketing to the next level!

Come visit ListHub at booth #404 to learn more about our new reporting features.

THE LISTHUB PLATFORM
POWER IN NUMBERS

- Over 580 data sources
- Over 50 new MLS partners added in 2015!
- 20 additional MLSs coming soon
- Average of 1,690 new brokers each month in 2015

Over the past year, 5.6 million ListHub Reports were viewed (up 54% from the previous year) and ListHub reported:

- 7.8 billion page views
- 18 million leads
- 50k leads per day

ON-SITE EDUCATION FOR YOUR MLS MEMBERS

Throughout the year, ListHub provides informative in-person seminars to educate brokers and agents across the country about best practices in online marketing and tools for effectively communicating with clients. Your members will learn how to demonstrate the value that only a real estate professional can provide and about the powerful benefit your MLS is providing them through ListHub.

We have already presented in 22 states in 2015! To learn more about our educational opportunities or to create a custom education program that works for your members, please contact our MLS Education Team at mls.training@listhub.com.

THE CONNECTOR
CONNECTING MLS DATA TO THE FRANCHISE DATABASE

The Connector is a new service for Realogy's brand affiliates to efficiently sync data from the MLS to Realogy's internal database, CREST. With The Connector, brokers will be able to automatically populate their listing data from their MLS directly into the CREST database, alleviating hours of redundant data entry and ensuring accuracy across systems.

To be eligible for The Connector, brokers must be an affiliate with one of the following brands: Better Homes and Gardens® Real Estate, CENTURY 21®, Coldwell Banker®, ERA®, or Sotheby's International Realty®. The broker must also be a member of a ListHub-enabled MLS.

For more information about The Connector for Realogy affiliates, visit **listhub.com/connector**.

ListHub also offers a Connector product for Keller Williams affiliates. The KW Connector connects with the broker's MLS and populates the KWLS, allowing brokers and agents to efficiently sync data across listing databases. The KW Connector also allows brokers and agents to syndicate additional photos and remarks from their franchise database.

LISTHUB REPORT METRICS: ADDING ZILLOW GROUP

We've added Zillow Group metrics to ListHub Reports for our largest franchise and MLS customers and are continuing to add metrics nationwide. If you have established a direct feed to the Zillow Group and your metrics aren't live, now is the time to get set up (at no cost!). The MLS/broker process is as follows:

1. Set up an FTP* site and direct Zillow Group to place your metrics on that site
3. Contact Customer Care (customercare@listhub.com) and provide them with the FTP login
4. The ListHub team will access the metrics on the FTP site and add them to your MLS and members' reports

*FTP is a method for accessing files on another computer. If you have an "FTP site" you can give others a login that will allow them to gain access to the site and any files that are located there. Some website providers may be able to provide MLSs and brokers with FTP sites. If this is not part of your provider's service, there are many 3rd party companies who offer FTP sites for a low monthly fee. One example is Hosted FTP (https://hostedftp.com/).

If you have any questions about this process, please contact us at mls.info@listhub.com.

ListHub MLS NAR Update

LISTHUB: A POWERFUL PLATFORM

ListHub provides the features and controls real estate companies of all sizes and brands need to drive an effective marketing program.

Consolidated Online Marketing Metrics
Using Seller Reports and the ListHub reporting dashboard, brokers and agents can easily answer many of the questions seller clients have about their online marketing strategy and how the listing is performing in the marketplace. With the new Seller Report, benchmarking data is available for *every* listing and can be automatically emailed to the client on a regular basis for effortless client service.

Exclusive from ListHub
ListHub is the exclusive provider of listings to Fannie Mae, Freddie Mac, and ListHub's Real Estate Network (REN). REN allows brokers to send listings to national franchise and MLS public websites including remax.com, coldwellbanker.com, realtyexecutives.com, century21.com, HAR.com, and soon LeadingRE.com.

Connector Products
Keller Williams and Realogy brand affiliates can use ListHub's Connector tools to send their MLS listing data directly to their franchise database - alleviating hours of redundant data entry and ensuring that listings are always accurate and up-to-date in the company database.

Global Advertising
International homes sales in the U.S. are at an all-time high! With ListHub Global, brokers have the opportunity to market their listings to over 60 international websites in 40+ countries, with the same data protections available through ListHub in the U.S.

New Homes Listings
Through our partnership with BDX, ListHub is able to bring the nation's most robust collection of new homes listings to brokerage and franchise websites, allowing consumers to access all of their home buying options in one place.

Broker/Agent IDX Traffic
Brokers and agents have the ability to add their own website's traffic metrics to their ListHub Reports, to be displayed in their dashboard alongside national and regional publisher websites.

With these ListHub exclusives, brokers and agents have the ability to demonstrate the value of working with a REALTOR®.

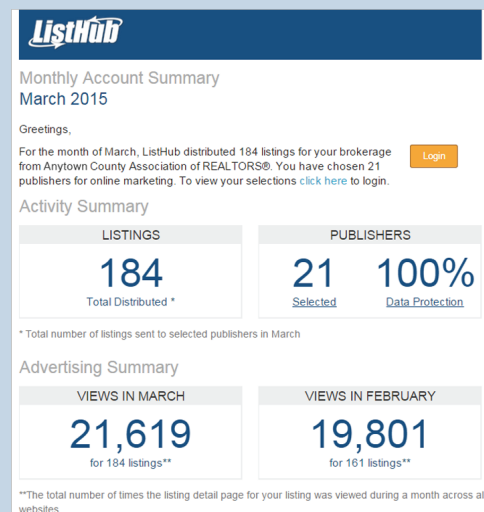## BROKER AWARENESS EMAIL *LAUNCHED IN MARCH*

Starting in March, broker customers who use ListHub to distribute their listings online began receiving a monthly *Broker Awareness* email. This update, provided at no cost, provides ListHub Basic account holders with a quick summary of some key metrics about their online marketing and will serve as an on-going reminder about their online marketing choices with ListHub. The email also contains easy access links for brokers to update or change their online distribution selections at any time.

Some of the key items that are highlighted on this *Broker Awareness* notification include:

• Total number of listings being distributed to publisher websites that have been selected for syndication

• Total number of detail views for each broker's listing inventory for the current month and month prior

• Number of publishers chosen for online marketing

• Direct access to log in and update or change publisher selections

• Information about our free weekly training webinars, available for all brokers and agents

ListHub Pro customers who have upgraded to receive reporting will not receive this email, nor will brokers who did not have an active listing(s) the month prior. Brokers must also provide a valid email when creating their account in order to receive this email.

ListHub

Monthly Account Summary
March 2015

Greetings,

For the month of March, ListHub distributed 184 listings for your brokerage from Anytown County Association of REALTORS®. You have chosen 21 publishers for online marketing. To view your selections click here to login.

Login

Activity Summary

LISTINGS	PUBLISHERS	
184	21	100%
Total Distributed *	Selected	Data Protection

* Total number of listings sent to selected publishers in March

Advertising Summary

VIEWS IN MARCH	VIEWS IN FEBRUARY
21,619	19,801
for 184 listings**	for 161 listings**

**The total number of times the listing detail page for your listing was viewed during a month across all websites.

WELCOME TO WASHINGTON DC!

As some of the ListHub team is based in Alexandria, Virginia, just a few miles outside of the nation's capital, we've secured some great discounts for you at some of our favorite local restaurants!

El Centro - 1218 Wisconsin Ave NW or 1819 14th St NW
Mention "ListHub" for a free margarita!

Cafe Bonaparte - 1522 Wisconsin Ave NW
Mention "ListHub" to receive 10% off lunch M-F, excluding alcohol

Malmaison - 3401 Water St NW
Mention "ListHub" to receive 10% off lunch M-F, excluding alcohol

Ping Pong Dim Sum - 1 DuPont Circle NW
Show your NAR badge for 15% off lunch, 10% off dinner

Mellow Mushroom - 2436 18th St NW
Show this flyer to receive 15% off during the conference

Policy - 1904 14th St NW
Mention "ListHub" for 20% off, excludes bar area and happy hour

Some of our other favorite spots in DC include...

Amsterdam Falafelshop - 2425 18th St NW (Adams Morgan)
Fast and cheap, great toppings, and the best french fries!

Lauriol Plaza – 1835 18th St NW (Dupont Circle)
Delicious sangria, outdoor seating, and a fun rooftop

Open City - 2331 Calvert St NW (Woodley Park)
Perfect for lunch, brunch, or dining al fresco

The Brixton - 901 U St NW (U Street Corridor)
Huge rooftop, terrific brunch, and a fun place to grab a drink

Georgetown Waterfront – K Street NW (Georgetown)
Great restaurants, shops, and views of the Kennedy Center, Washington Monument, and Roosevelt Island

LISTHUB INTERNET MARKETING PARTY
CIRQUE DU MYSTIQUE

Join us for the famous ListHub party, a night to mix and mingle with other industry VIPs while you're treated to incredible food, specialty drinks, great music and lots of fun.

Email **events@listhub.com** with your name and email address to get on the VIP list!

When: Thursday, May 14 from 8:00pm - 1:00am

Where: Malmaison
3401 Water Street NW
Washington, DC 20007
(Located in Georgetown, less than 3 miles from the conference)