



Your Listing Asset Management Company

## LISTHUB POWERS LISTING DISTRIBUTION FOR THE COLDWELL BANKER® NETWORK!

**THE LISTHUB PLATFORM** is integrated seamlessly with **CREST** and with the **COLDWELLBANKER.COM** websites, giving your brokerage the right foundation for building a successful online marketing strategy and maximizing results.

### HOW IT WORKS

- 1. LISTING IS ENTERED OR FED INTO CREST**
- 2. LISTHUB SYNDICATES THE LISTINGS**  
ListHub picks up new and changed listings – including all photos – from CREST each day to distribute for advertising online.
- 3. LISTINGS APPEAR ONLINE!**  
Listings are distributed to top websites where consumers search for properties: Zillow, Yahoo, FrontDoor, SmarterAgent, Homes.com, AOL, Homefinder, USAA and Trulia!
- 4. BUYERS FIND YOUR LISTING!**  
Buyers click for detailed listing information and are directed to the detailed property page on ColdwellBanker.com where leads generated are sent directly to you!

## UPGRADE YOUR LISTHUB ACCOUNT

A major benefit of the ListHub program is to make online marketing reports available for purchase by Coldwell Banker brokers and sales associates.

**ONLINE MARKETING REPORTS** – Critical data metrics rolled up for the brokerage, for each office, and for each sales associate. Valuable marketing intelligence revealed!

- **Publisher Comparison:** Side-by-side analysis of the number of visits and leads generated from each Internet marketing website – Protect your company from wasted ad dollars!
- **Coldwell Banker Website Report:** Traffic reported from your listings on ColdwellBanker.com!
- **Property Analysis:** Find out what types of properties are attracting the most traffic!
- **Online Consumer Maps:** Local or relo? Find out where your online buyers are coming from!
- **MUCH MORE!**

**MARKETING MATERIAL FOR SELLERS** – Impress your sellers with the breadth of your listing exposure and reporting on the results!

- **Listing Presentation Flyers:** Get more listings by introducing your online marketing strategy in your listing presentations!
- **Seller Reports:** Email or print individual listing reports to demonstrate the results from major property search sites. Sellers love it!

## GET THE COMPETITIVE EDGE!

Harness the power of  
**ListHub Online Real Estate  
Marketing & Analytics.**



Visit our website: **LISTHUB.COM**

Give us a call: **1.877.847.3394**

Send us an email: **INFO@LISTHUB.COM**

To Purchase Online Marketing Reports,

Visit [ColdwellBankerWorks.com](http://ColdwellBankerWorks.com) and Click ListHub Under Quick Links

Sample Brokerage Report & Listing Report

BROKER REPORT
03/04/2011

**30-DAY REPORT FOR YOUR BROKERAGE**

**EXECUTIVE SUMMARY**

You currently have **2,577** listings and you are subscribed to **40** channels. **2,383** of your properties have been visited at least 1 time over the last 30 days.  
*Terms are defined on the last page of this report.*

**Listing Inventory**

**Top channels (by number of visits)**

	Visits	% of Visits
1. Publisher "A"	5,020	29.9%
2. Publisher "B"	3,627	21.6%
3. Publisher "C"	2,952	17.6%

**Top location of your online consumers**

	Visits	% of Visits
1. Tampa, FL	2,321	14.8%
2. Saint Petersburg, FL	1,143	7.3%
3. Clearwater, FL	725	4.6%

**Property visits over the last 12 months**

**Inquiries generated over the last 12 months**

**Top listing agents (their online performance ranking)**

Agent	Agent ID	Listing Count	Click-Throughs (Visits)	Inquiries	Performance Rank
Agent Name	Agent ID	2	366	36	1st
Agent Name	Agent ID	23	456	13	2nd
Agent Name	Agent ID	24	281	12	3rd

**Top property categories**

Description	Listing Count	Click-Throughs (Visits)	Inquiries	Performance Rank
\$100K - \$200K - 3BR Residential - For Sale	469	3,116	87	1st
\$100K - \$200K - 2BR Residential - For Sale	387	1,340	21	2nd
\$100K - \$200K - 4BR Residential - For Sale	144	1,408	26	3rd

Page 1 of 6

**Online Marketing Summary**

Report Date: February 24, 2011  
555 HIGHWAY LANE ANYTOWN, USA 12345  
MLS # 000000000 | \$400,000

John Smith  
123 Driven Road  
Anytown, USA 12345  
800-123-4567  
JohnSmith@ColdwellBanker.com

YOUR COMPANY NAME

**Property Views Over The Last 4 Weeks**

**Inquiries**

Your property has received 3 inquiries.

**Top Cities**

City	Visits	Inquiries
Middleburg, VA	2	0
Norfolk, VA	2	0
Alexandria, VA	1	1

**Terms Used**

**Views:** Occurs when a consumer views the property detail page for your listing on a website.

**Visits (Click-Throughs):** Occurs when a consumer clicks a link for more information while viewing the property detail page for your listing.

**Inquiries:** Occurs when a consumer makes contact with a broker or sales associate regarding your listing. For example, filling out an inquiry form and sending an email are counted as inquiries.

**Top Cities:** The geographic location of the consumers who are visiting your property online

POWERED BY

**Brokerage Website**

Website	Views	Inquiries
ColdwellBanker.com	37	6

**Websites That Provide "Views" & "Visits" Data**

Websites	Property Views	Click-Throughs (Visits)
Publisher "A"	21	5
Publisher "B"	19	3
Publisher "C"	17	3
Publisher "D"	12	2
Publisher "E"	11	2
Publisher "F"	9	1
Publisher "G"	7	1
Publisher "H"	5	0
Publisher "I"	2	0
<b>TOTAL</b>	<b>103</b>	<b>17</b>

**Websites That Only Provide "Visits" Data**

Websites	Click-Throughs (Visits)
Publisher "J"	4
Publisher "K"	2
Publisher "L"	2
Publisher "M"	1
Publisher "N"	1
Publisher "O"	1
<b>TOTAL</b>	<b>11</b>

**Your Listing Is Displayed On**

REALTOR.com

Aol Real Estate

Homes.com

Zillow

Trulia

YAHOO! REAL ESTATE

...AND MANY MORE!

**INCLUDES TRAFFIC AND LEAD DATA FROM SITES LIKE...**

Coldwell Banker  
**BUSINESS ADVANTAGE**

Coldwell Banker® and the Coldwell Banker Logo are registered trademarks owned by Coldwell Banker Real Estate LLC and used with permission. Coldwell Banker Real Estate LLC supports the principle of the Fair Housing Act and the Equal Opportunity Act. Each office is Independently Owned and Operated. Neither Coldwell Banker Real Estate LLC nor any of its franchisees or other affiliated companies, including Realogy Corporation, provides any products or services described herein. Not all products or services are available in all states. All products and services are provided by the applicable service provider described herein. Realogy Corporation, and its subsidiaries, including Coldwell Banker Real Estate LLC, may receive compensation or other benefits, including goods and services, provided in connection with this promotion.

Visit our website: **LISTHUB.COM**

Give us a call: **1.877.847.3394**

Send us an email: **INFO@LISTHUB.COM**