



Your Listing Asset Management Company

ListHub Broker User Manual

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Section 1:

Free and Paying Users

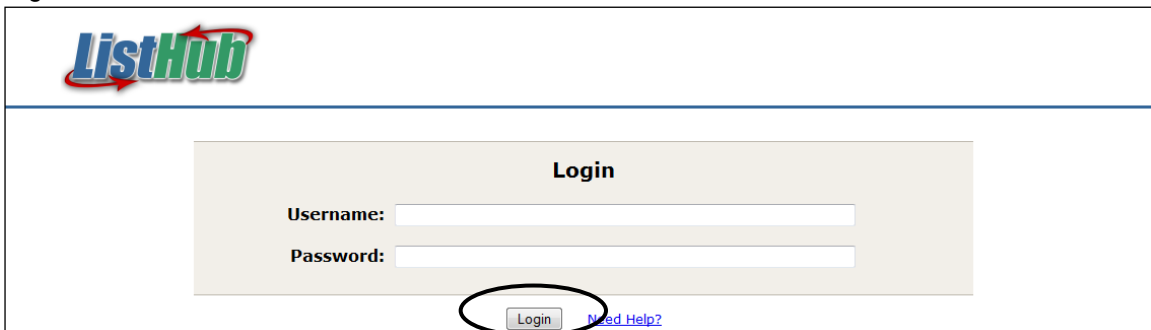
Login to ListHub Account

- Go to www.ListHub.com and select Login (Figure 1)
- Enter Username and Password (Figure 2)
- Select the Login button

Figure 1



Figure 2



Select and Manage Channels

- Select the Channels tab at the top of the page
- Select the Subscribe To All button to send listings to ALL of the available ListHub channels. When new channels are added, listings will automatically be sent to those new channels
- If you subscribe to channels individually and not through the Subscribe to All feature, then you can click Unsubscribe next to each channel at any time to stop syndication to that channel
- Scroll down page to view all of the ListHub channels and company descriptions

Figure 3

The screenshot displays the ListHub interface for managing syndication channels. At the top right, there are navigation links for 'Settings - Support - Logout' and a menu with 'e-Marketing', 'Channels', 'Inventory', and 'Reports'. Below the menu, there are links for 'Scorecard Flip-book' and 'Scorecard Comparison'. A 'Subscribe To All' button is highlighted with a red circle. Below this, a text box explains that clicking here will subscribe to all current and future channels. The main content area lists three channels:

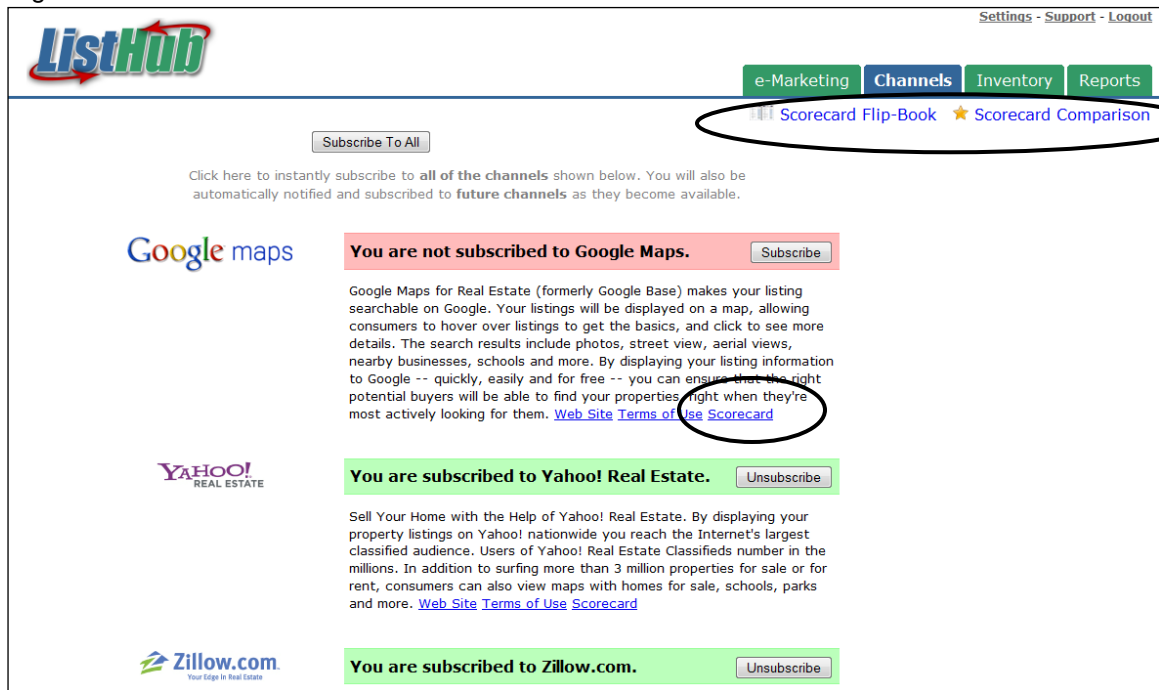
- Google maps:** Status is 'You are not subscribed to Google Maps.' with a 'Subscribe' button.
- YAHOO! REAL ESTATE:** Status is 'You are subscribed to Yahoo! Real Estate.' with an 'Unsubscribe' button.
- Zillow.com:** Status is 'You are subscribed to Zillow.com.' with an 'Unsubscribe' button.

Each channel card includes a brief description of the platform's benefits and links to 'Web Site', 'Terms of Use', and 'Scorecard'.

View Channel Scorecard

- Select the Channels tab at the top of the page
- To view a scorecard for an individual channel select the link found under each channel description
- To view a comparison of all the ListHub channels select Scorecard Comparison at the top of the page

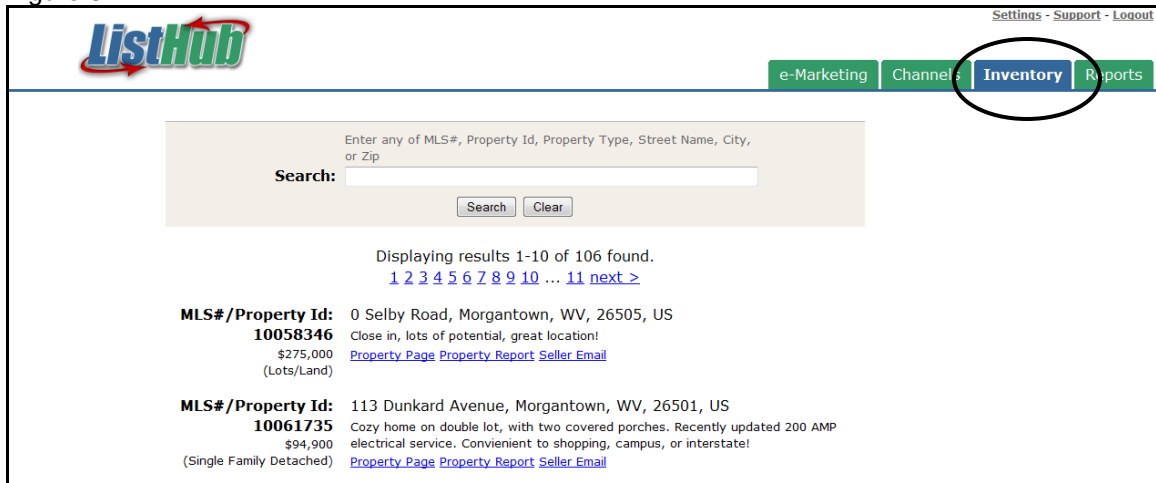
Figure 4



View Listing Inventory

- Select the Inventory tab at the top of the page to view your brokerage's current listing inventory
- Use the Listing Search Criteria box to search for a specific listing

Figure 5



The screenshot shows the ListHub website interface. At the top right, there are links for 'Settings - Support - Logout'. Below that is a navigation menu with tabs for 'e-Marketing', 'Channels', 'Inventory', and 'Reports'. The 'Inventory' tab is highlighted and circled in black. Below the navigation menu is a search box with the placeholder text 'Enter any of MLS#, Property Id, Property Type, Street Name, City, or Zip'. The search box contains the text 'Search:' and has 'Search' and 'Clear' buttons. Below the search box, it says 'Displaying results 1-10 of 106 found.' and provides a pagination link '1 2 3 4 5 6 7 8 9 10 ... 11 next >'. There are two listings displayed:

MLS#/Property Id: 10058346 \$275,000 (Lots/Land)	0 Selby Road, Morgantown, WV, 26505, US Close in, lots of potential, great location! Property Page Property Report Seller Email
MLS#/Property Id: 10061735 \$94,900 (Single Family Detached)	113 Dunkard Avenue, Morgantown, WV, 26501, US Cozy home on double lot, with two covered porches. Recently updated 200 AMP electrical service. Convenient to shopping, campus, or interstate! Property Page Property Report Seller Email

View Property Page

- Select the Inventory tab at the top of the page
- Select the Property Page link under each listing to view the redirect option that you chose when you created your account (Figure 6)
- Sample ListHub hosted property page (Figure 7)

Figure 6

Settings - Support - Logout

e-Marketing Channels **Inventory** Reports

Enter any of MLS#, Property Id, Property Type, Street Name, City, or Zip

Search:

Displaying results 1-10 of 106 found.
[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) ... [11 next >](#)

MLS#/Property Id: 0 Selby Road, Morgantown, WV, 26505, US
10058346 Close in, lots of potential, great location!
 \$275,000
 (Lots/Land) [Property Page](#) [Property Report](#) [Seller Email](#)

MLS#/Property Id: 113 Dunkard Avenue, Morgantown, WV, 26501, US
10061735 Cozy home on double lot, with two covered porches. Recently updated 200 AMP electrical service. Convenient to shopping, campus, or interstate!
 \$94,900
 (Single Family Detached) [Property Page](#) [Property Report](#) [Seller Email](#)

Figure 7

146 PATIENCE WAY, MARTINSBURG, WV 25403 (Active) **\$265,000**

[Map Property](#) |
 [Share Listing](#) |
 [Ask Question](#) |
 [Schedule Showing](#) |
 [Request More Photos](#)

Summary

Bedrooms: 3
Full Baths: 2
Half Baths: 1
Style: Colonial
Sq Ft: 2083
Year Built: 2005

Agent Contact



Paula Miller, ABR, CRS, GRI
[Ask Question](#)



03/21/2009
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[Take Virtual Tour](#)

Resources

- [View Area Foreclosures](#)
- [Search More Area Listings!](#)

Broker Contact

Remarks
 CRITTERS WELCOME HERE....One owner, custom built, level 1.8 ac lot.

Account Settings: Invite Users/Agents

- Select the Settings link at the very top of the page
 - Select Manage Users (Figure 8)
 - Select Invite Users (Figure 9)
 - All active agents will appear in this list (names have been removed in Figure 9 for privacy reasons)
 - Select the Invite link next to each agent's name that you want to invite or select the link: Invite All Agents From Your Inventory if you wish to do so
 - If an agent's name is not shown on the list you can manually add them by selecting the link: Invite a User Not Found in your Inventory.
- *Please note: if you leave the agent id blank, the agent will be able to view the entire brokerages listing inventory

Figure 8

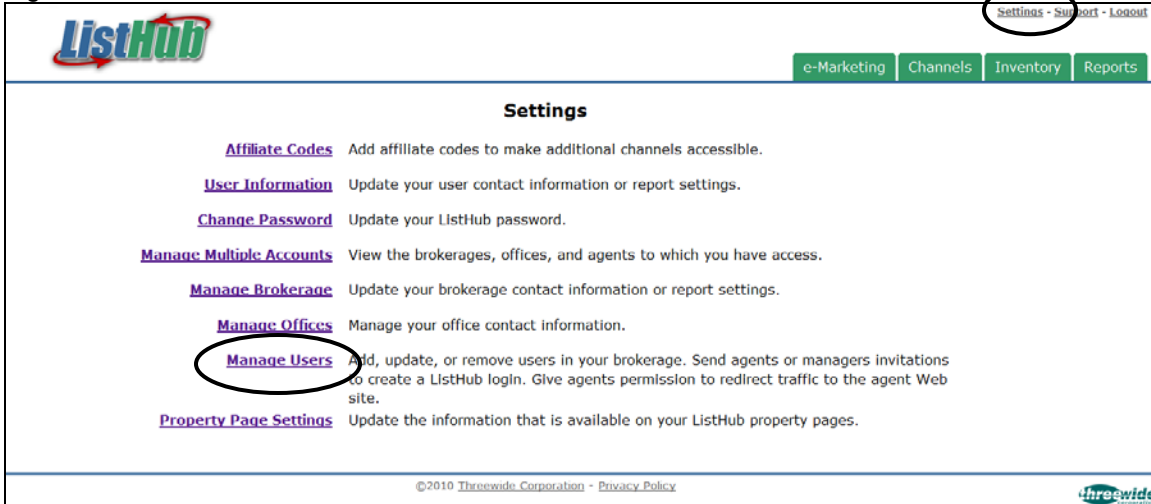
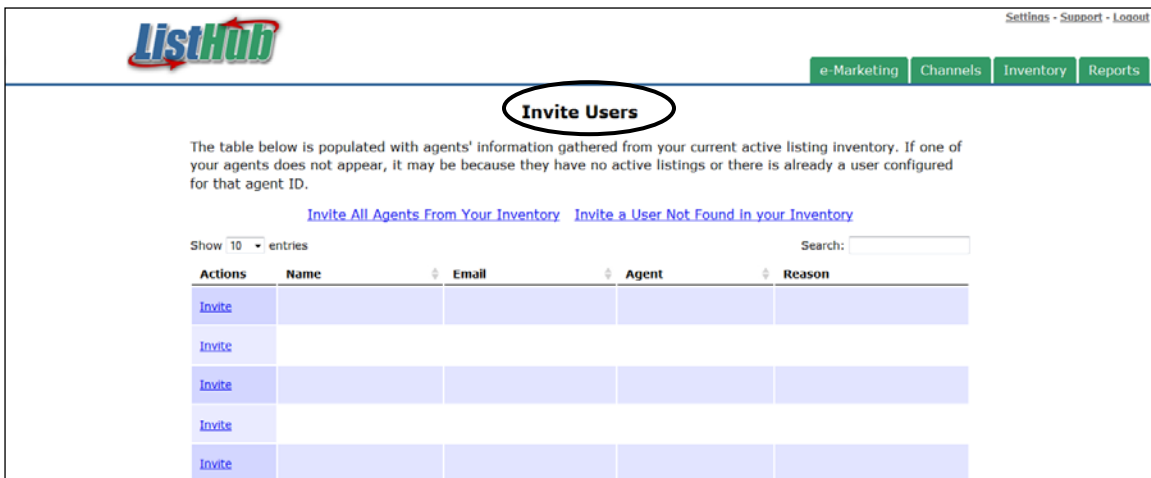


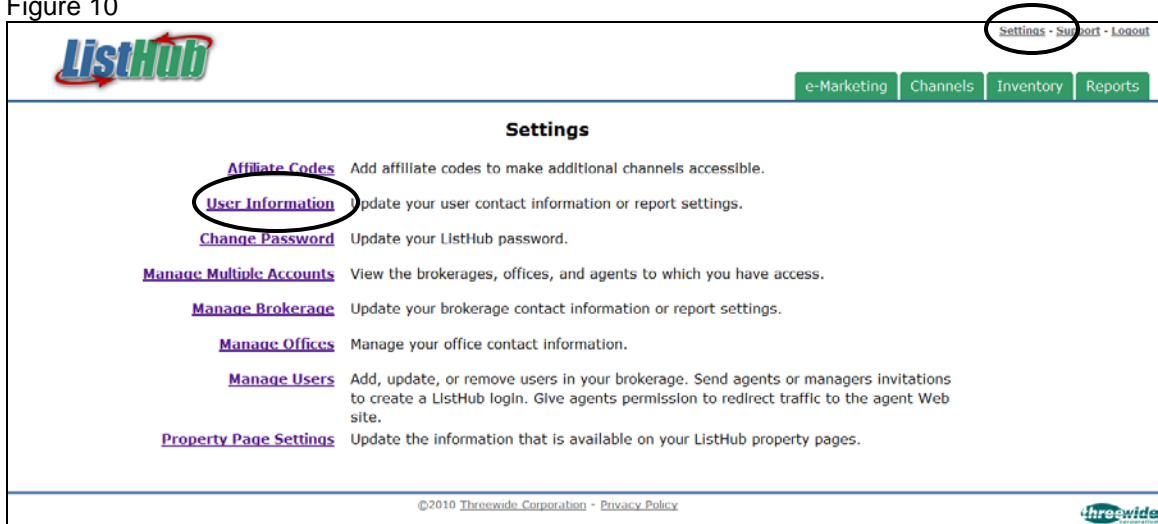
Figure 9



Account Settings: Change User Information

- Select the Settings link at the top of the page
- Select User Information (Figure 10)
- Fill in the new user information (Figure 11)
- Select the Save button at the bottom of the page

Figure 10

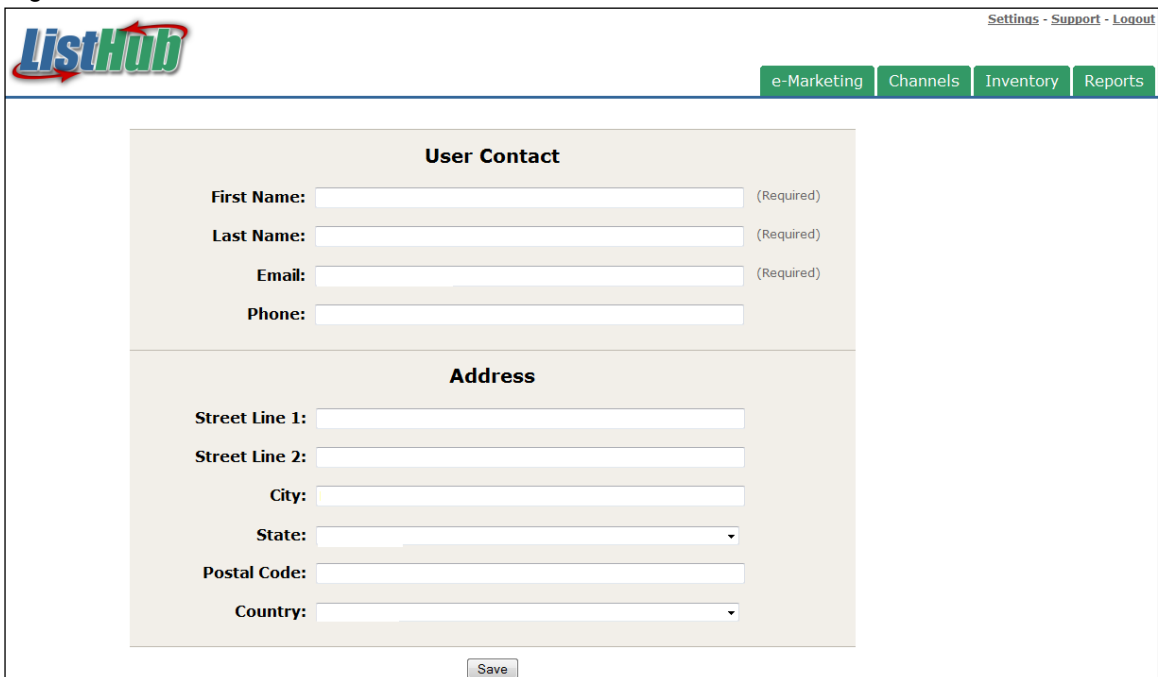


The screenshot shows the ListHub Settings page. At the top right, there are links for "Settings", "Support", and "Logout", with "Settings" circled in red. Below the navigation bar, there are tabs for "e-Marketing", "Channels", "Inventory", and "Reports". The main content area is titled "Settings" and lists several options:

- [Affiliate Codes](#): Add affiliate codes to make additional channels accessible.
- [User Information](#): Update your user contact information or report settings. (This link is circled in red)
- [Change Password](#): Update your ListHub password.
- [Manage Multiple Accounts](#): View the brokerages, offices, and agents to which you have access.
- [Manage Brokerage](#): Update your brokerage contact information or report settings.
- [Manage Offices](#): Manage your office contact information.
- [Manage Users](#): Add, update, or remove users in your brokerage. Send agents or managers invitations to create a ListHub login. Give agents permission to redirect traffic to the agent Web site.
- [Property Page Settings](#): Update the information that is available on your ListHub property pages.

At the bottom, there is a copyright notice: "©2010 Threewise Corporation - Privacy Policy" and the Threewise logo.

Figure 11



The screenshot shows the ListHub User Contact and Address form. At the top right, there are links for "Settings", "Support", and "Logout". Below the navigation bar, there are tabs for "e-Marketing", "Channels", "Inventory", and "Reports". The main content area is titled "User Contact" and "Address".

User Contact

First Name: (Required)
Last Name: (Required)
Email: (Required)
Phone:

Address

Street Line 1:
Street Line 2:
City:
State:
Postal Code:
Country:

At the bottom, there is a "Save" button.

Account Settings: Change Brokerage Information

- Select the Settings link at the very top of the page
- Select Manage Brokerage (Figure 12)
- Fill in the new brokerage information or upload logo (Figure 13)
- Select the Save button at the bottom of the page

Figure 12

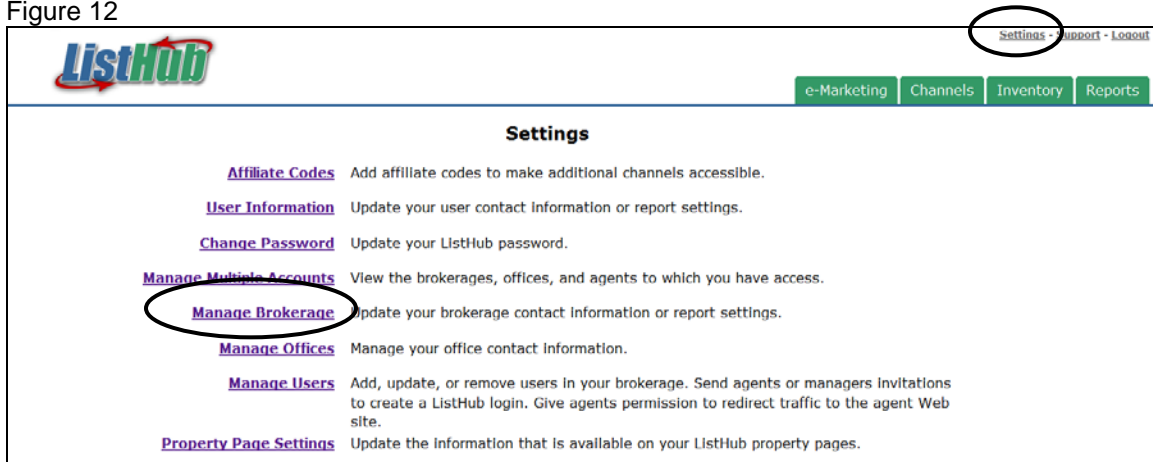


Figure 13

The screenshot displays the 'Brokerage Contact' and 'Primary Address' forms. The 'Brokerage Contact' section includes fields for 'Legal Name', 'Company Identifier', 'Website', 'First Name', 'Last Name', 'Email', and 'Phone'. The 'Primary Address' section includes fields for 'Street Line 1', 'Street Line 2', 'City', 'State', 'Postal Code', and 'Country'. Below these is the 'Logos' section, which features a 'Brokerage' field with a 'Browse...' button and a checkbox labeled 'Check this box to delete the current brokerage logo'. A note below the checkbox states: 'Upload a jpg, png, or gif image. Images which are larger than 200x200 will be resized and file size must be less than 5MB.'

Account Settings: Change Password

- Select the Settings link at the very top of the page
- Select Change Password (Figure 14)
- Enter current password and then desired new password (Figure 15)
- Select the Change Password button

Figure 14

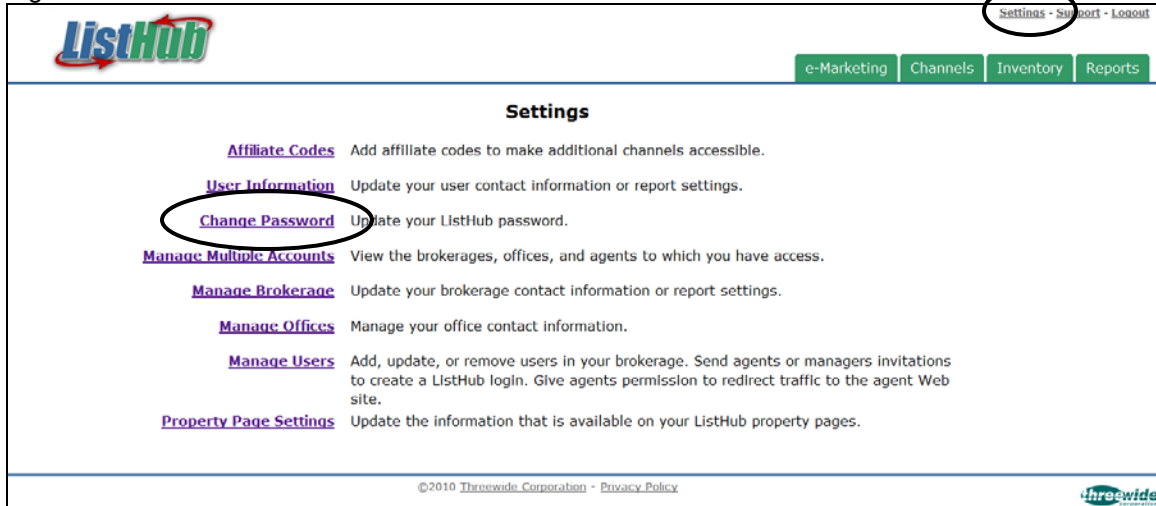
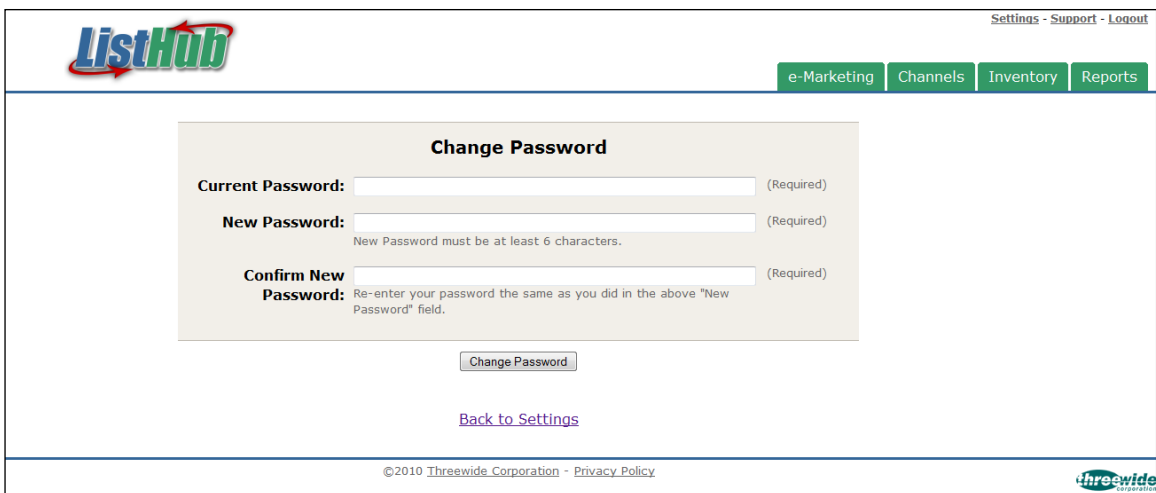


Figure 15



Account Settings: Merge and Manage Multiple Accounts

- Select the Settings link at the very top of the page
- Select Manage Multiple Accounts
- To administrate multiple accounts within one login, select the link: Merge with another ListHub Login (Figure 16)
- Fill in the user's Username and Password and select Claim Permissions (Figure 17)
- Please note that merging accounts does not combine the listing inventory into one tab and it does not combine data into one report

Figure 16

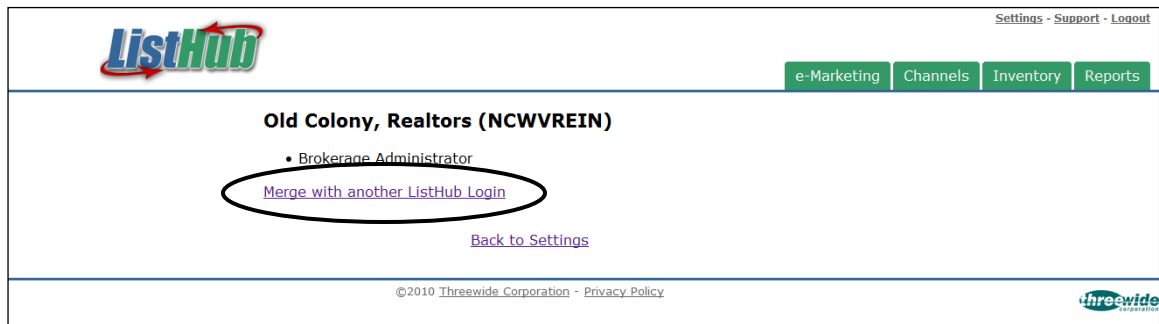
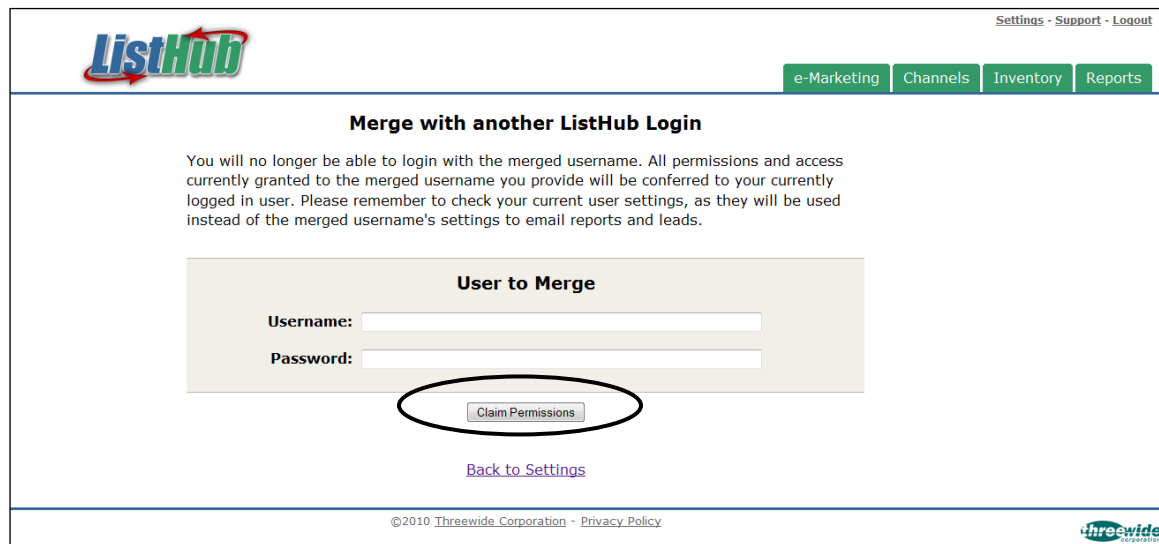


Figure 17



Account Settings: Change Office Codes

- Select the Settings link at the very top of the page
- Select Manage Offices (Figure 18)
- Select your office code or fill in new office codes and select the Request Changes button at the bottom of the page (Figure 19)

Figure 18

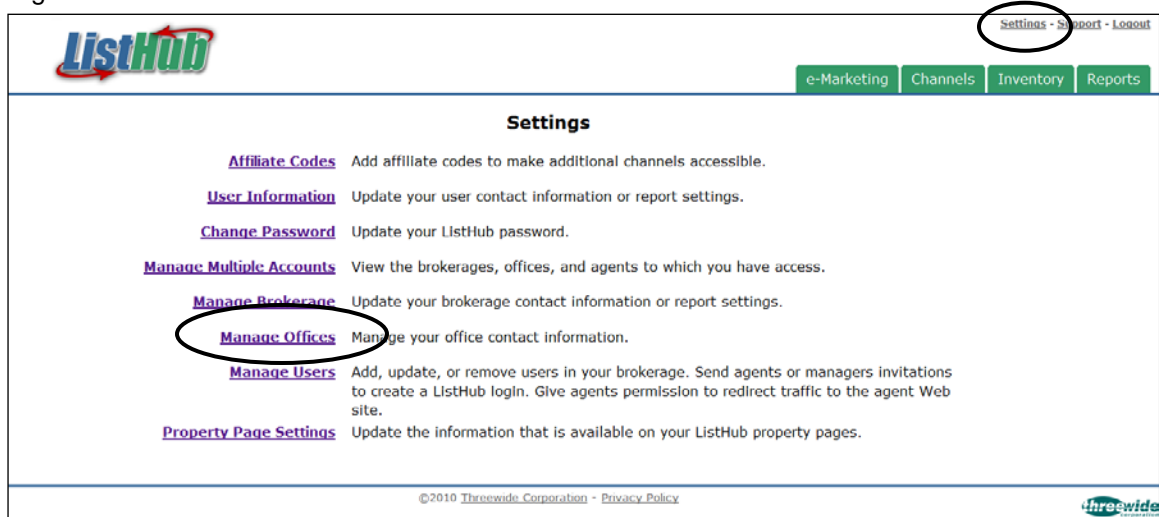
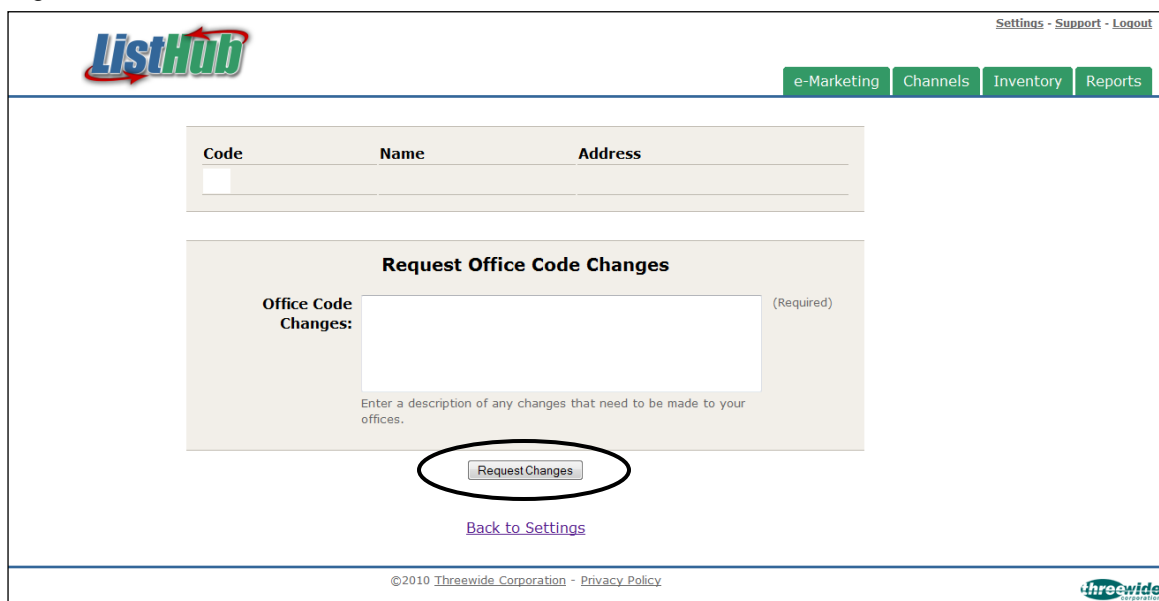


Figure 19



Account Settings: Redirect Traffic to Brokerage Web Site

- Select the Support link at the very top of the page
- Select Request Support (Figure 20)
- Fill in the support request box as show below. Include a URL to a single listing on this website
- Select the Request Support button

Figure 20

Settings - Support - Logout

ListHub

e-Marketing Channels Inventory Reports

FAQ - Request Support - Request Channel

Request Support

Name:

User:

Support Request: (Required)

Enter any questions, concerns, or issues you are having with ListHub

Request Support

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Account Settings:

Give Agent(s) Permission to Redirect Traffic to their Agent Web Site

- Select the Settings link at the very top of the page
- Select Manage Users
- Select Edit next to the agent's name (Figure 21)
- Select the box next to Agent Web Site Redirection and then hit Save at the bottom of the page (Figure 22)

Figure 21

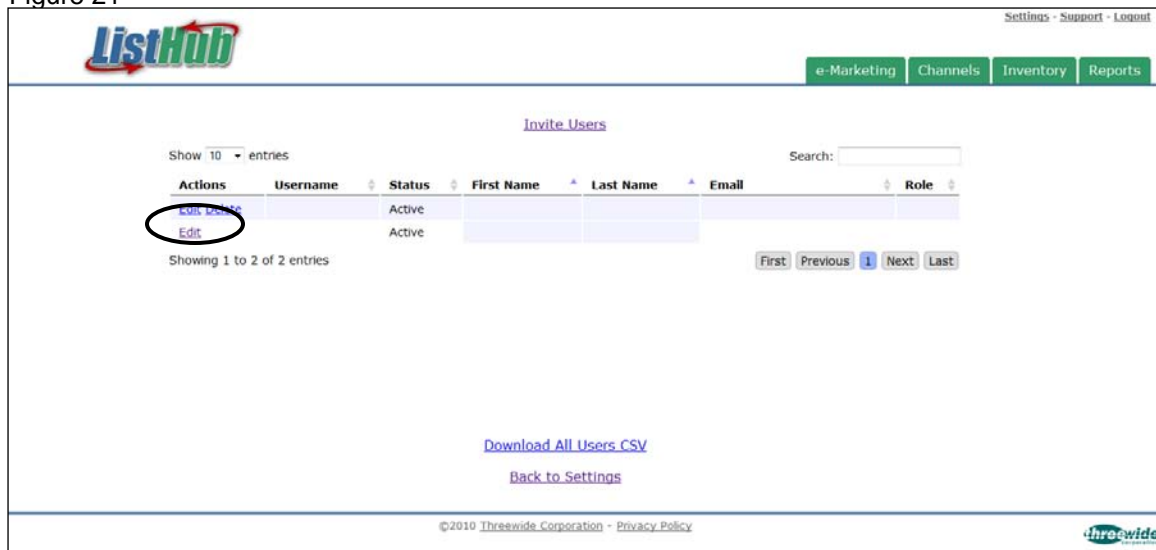
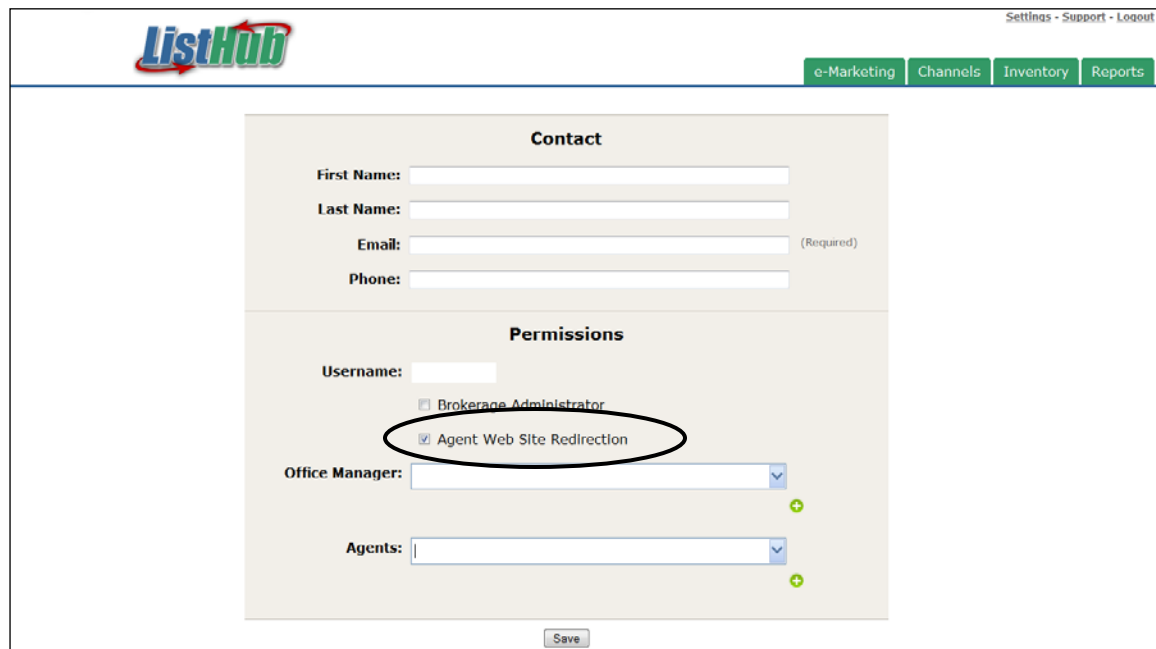


Figure 22



Account Settings:

Direct Leads to a Central Email Address

- Select the Settings link at the very top of the page
- Select Property Page Settings
- By default, leads will be directed to the listing agent's email as long as that data is available from the MLS feed. To direct leads to a central email (for example: the broker's email), fill in the Override Email box with that address (Figure 23)
- Select the Save button at the bottom of the page

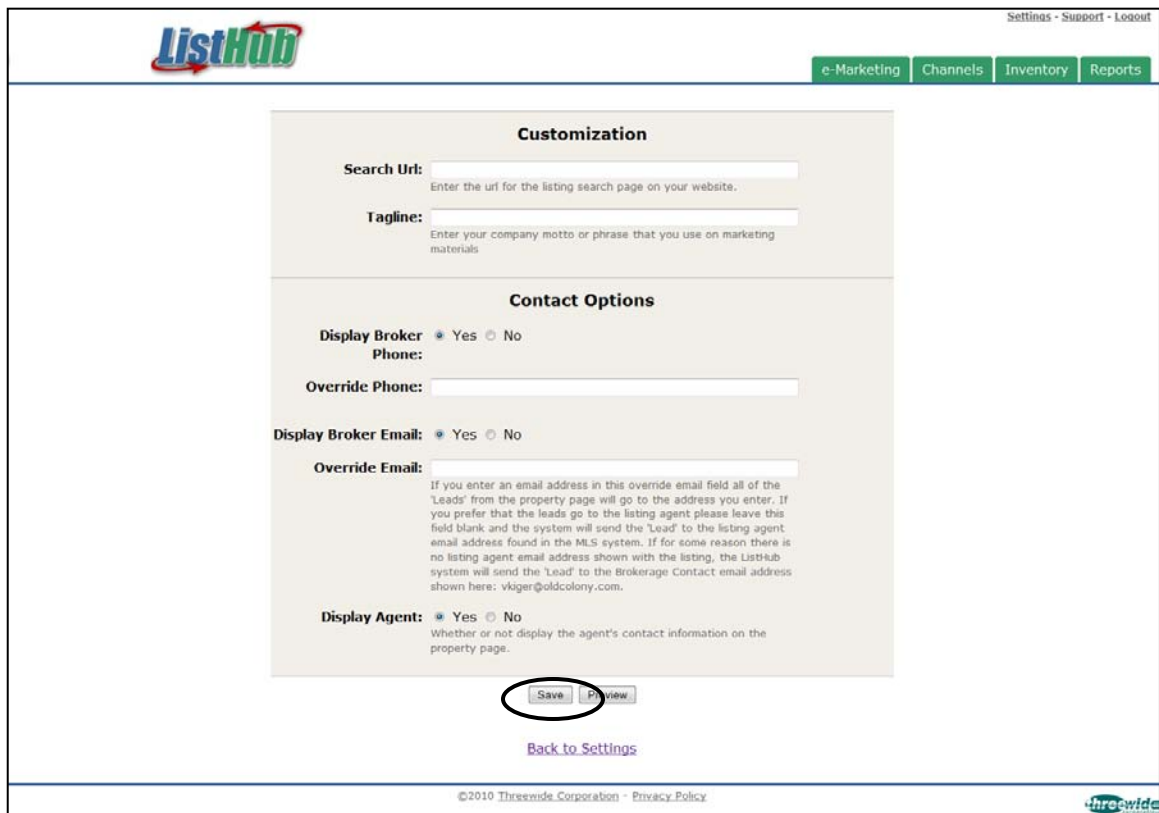
Figure 23

The screenshot shows the ListHub account settings page. At the top left is the ListHub logo. At the top right are links for 'Settings - Support - Logout'. Below these are navigation tabs for 'e-Marketing', 'Channels', 'Inventory', and 'Reports'. The main content area is divided into two sections: 'Customization' and 'Contact Options'. In the 'Customization' section, there are input fields for 'Search Url' and 'Tagline'. In the 'Contact Options' section, there are radio buttons for 'Display Broker' (Yes/No), 'Display Broker Email' (Yes/No), and 'Display Agent' (Yes/No). The 'Override Email' field is circled in red. Below the 'Override Email' field is a detailed explanation: 'If you enter an email address in this override email field all of the 'Leads' from the property page will go to the address you enter. If you prefer that the leads go to the listing agent please leave this field blank and the system will send the 'Lead' to the listing agent email address found in the MLS system. If for some reason there is no listing agent email address shown with the listing, the ListHub system will send the 'Lead' to the Brokerage Contact email address shown here: vkiger@oldcolony.com.' At the bottom of the 'Contact Options' section, the 'Save' and 'Preview' buttons are circled in red. Below the buttons is a link for 'Back to Settings'. At the bottom of the page, there is a copyright notice for '©2010 Threewise Corporation - Privacy Policy' and the Threewise logo.

Account Settings: Edit Property Page Content (when applicable)

- Select the Settings link at the very top of the page
- Select Property Page Settings
- Fill in all necessary fields and select the Save button at the bottom of the page (Figure 24)

Figure 24



The screenshot shows the ListHub account settings interface. At the top left is the ListHub logo. At the top right, there are links for "Settings - Support - Logout" and a navigation menu with "e-Marketing", "Channels", "Inventory", and "Reports". The main content area is a form titled "Customization" and "Contact Options".

Customization

Search Url:
Enter the url for the listing search page on your website.

Tagline:
Enter your company motto or phrase that you use on marketing materials

Contact Options

Display Broker: Yes No
Phone:

Override Phone:

Display Broker Email: Yes No
Override Email:
If you enter an email address in this override email field all of the 'Leads' from the property page will go to the address you enter. If you prefer that the leads go to the listing agent please leave this field blank and the system will send the 'Lead' to the listing agent email address found in the MLS system. If for some reason there is no listing agent email address shown with the listing, the ListHub system will send the 'Lead' to the Brokerage Contact email address shown here: vkiger@oldcolony.com.

Display Agent: Yes No
Whether or not display the agent's contact information on the property page.

At the bottom of the form, there are two buttons: "Save" and "Preview". The "Save" button is circled in red. Below the buttons is a link: [Back to Settings](#).

At the bottom of the page, there is a copyright notice: ©2010 Threeside Corporation - Privacy Policy and the Threeside logo.

Account Settings: Affiliate Codes (when applicable)

- Select the Settings link at the very top of the page
- Select Affiliate Codes (Figure 25)
- Enter Affiliate Code and select the Submit button at the bottom of the page (Figure 26)

Figure 25

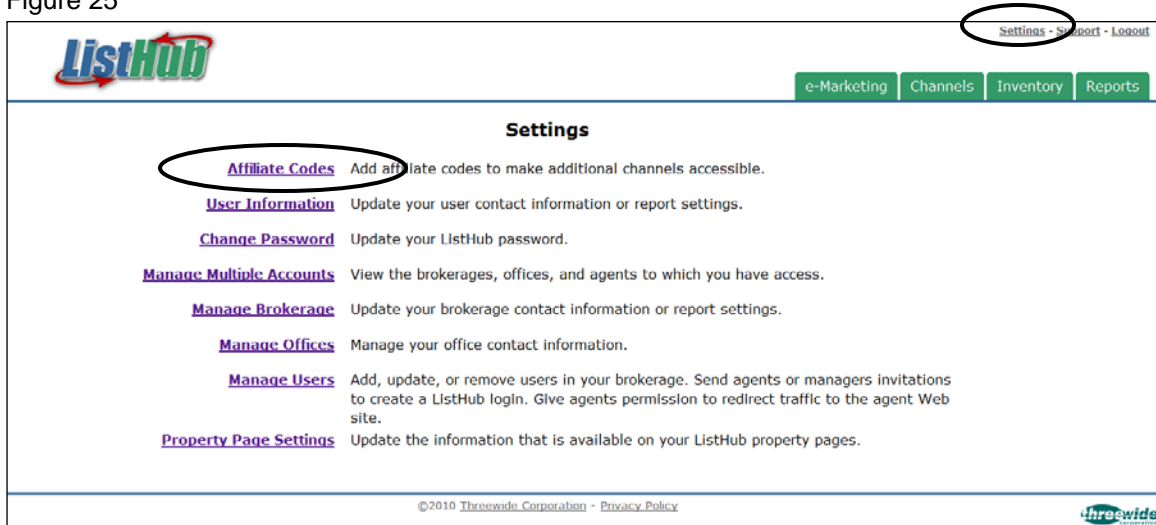
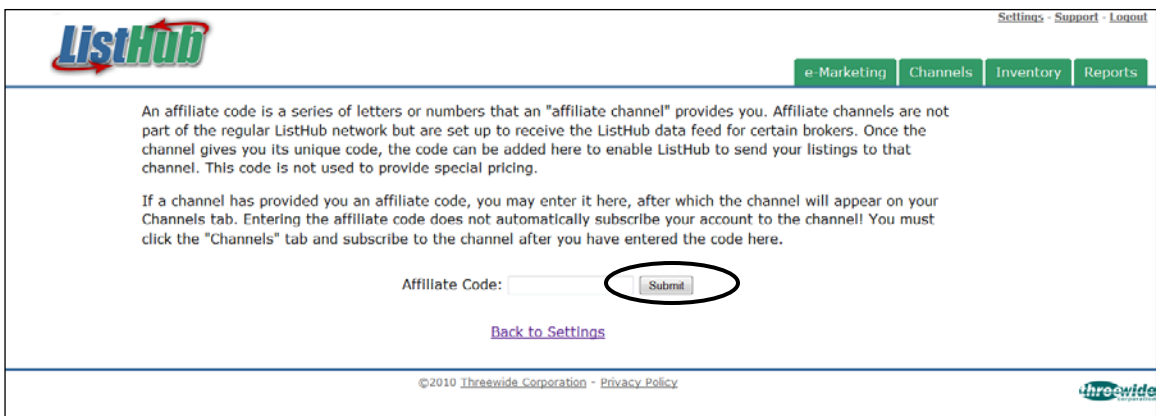


Figure 26



Account Settings: View Customer Support F.A.Q.

- Select the Support link at the very top of the page
- If you are not directly taken to the F.A.Q. page, select FAQ as shown (Figure 27)

Figure 27

Settings - Support - Logout

e-Marketing Channels Inventory Reports

FAQ - Request Support - Request Channel

F.A.Q.

Does ListHub offer phone support?
Currently ListHub only offers phone support to it's upgraded users. To learn more about upgrading your ListHub account click [here](#).

Does ListHub have a user manual available?
Yes you can download it [here](#).

When will my listings be on a marketing channel I just selected?
This depends on the marketing channel, but the listings will most likely be available on that marketing channel within 72 hours after its selection.

I have an office in another MLS. How can I access the listings from that MLS?
You will need to create another ListHub account for that office. Each login registered to a user is for a specific MLS. In this case, you will have two separate logins - one for each MLS you belong to.

I want to change my Web site provider. Will this affect my ListHub account?
Yes. Please contact Threewide when you are done transferring to your new Web site provider. We will make the appropriate changes to drive traffic to your Web site.

What is an Affiliate Code and how do I know if an Affiliate Code is available to me?
An Affiliate Code is given to you by a Local Channel Partner in your area and can be added to your subscription at any time. When you enter an Affiliate Code, you will be able to subscribe to the marketing channel for the Local Channel Partner that otherwise is not available to your account. This code is not used to provide special pricing.

What if I do not see a marketing channel for a Local Channel Partner?
Certain marketing channels have limited availability. These marketing channels are called "Local Channel Partners." If you cannot see a marketing channel for a Local Channel Partner, ask the Local Channel Partner for the Affiliate Code for the marketing channel. You can then [enter the Affiliate Code](#) in your account settings, after which the marketing channel will appear on the Channels page for your account.

How will I know when new marketing channels are available?
As a subscriber, you will receive an email alerting you to the addition of new channels. You can then login and subscribe to any new channels.

What do I do if I can't find my listing on 1 or more marketing channels?
First, check your ListHub inventory to ensure that this listing is available. If the listing does not show in your inventory then it will not be part of the listings sent to each channel.

Second, if the listings appear in your ListHub inventory but not in one or more channels, [click here](#) to fill out a support request, and provide the following information in the request so that we may assist you:

- Channel: the name of the channel on which you cannot find your listing.
- MLS Number: the MLS number for the listing in the MLS with which your account is registered.
- Criteria: the search criteria you used on the particular channel in order to find your listing (for example, Zip=98765, Price = 100,000-150,000, Beds = 3).

An example support request would look like the following:

- Channel: Google Base
- MLS Number: 1295837
- Criteria: Zip=98765, Price = 100,000-150,000, Beds = 3

How do I request support if I have a question or concern?
Simply click the "Request Support" link at the top of the screen and submit a support request, and a Threewide support representative will contact you shortly to resolve your concern.

How do I request a new channel?
Simply click the "Request Channel" link at the top of the screen to request that Threewide add a new channel to ListHub.

How can I cancel my ListHub service?
[Click here](#) to request that Threewide ListHub cancel your upgraded ListHub service or to deactivate your ListHub account.

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Request Customer Support

- Select the Support link at the very top of the page
- Select Request Support (Figure 28)
- Fill in Support Request box provided and select the Request Support button

Figure 28

The screenshot shows the ListHub website interface. At the top right, there are links for 'Settings - Support - Logout'. Below this is a navigation bar with buttons for 'e-Marketing', 'Channels', 'Inventory', and 'Reports'. A secondary navigation bar contains 'FAQ', 'Request Support', and 'Request Channel', with 'Request Support' circled in black. The main content area is titled 'Request Support' and contains the following form fields:

- Name:
- User:
- Support Request: (Required)

Below the text input field, there is a prompt: 'Enter any questions, concerns, or issues you are having with ListHub'. At the bottom of the form is a 'Request Support' button, also circled in black. The footer includes the copyright notice '©2009 Threewide Corporation - Privacy Policy' and the Threewide Corporation logo.

Request New Channels

- Select the Support link at the very top of the page
- Select Request Channel
- Fill in the Channel Description box provided and select the Request Channel button

Figure 29

The screenshot shows the ListHub interface for requesting a new channel. At the top right, there are links for [Settings](#), [Support](#), and [Logout](#). Below these are navigation tabs for [e-Marketing](#), [Channels](#), [Inventory](#), and [Reports](#). A breadcrumb trail at the top of the main content area shows [FAQ](#) - [Request Support](#) - [Request Channel](#). The main form is titled "Request a New Channel" and includes the following fields:

- Name:
- User:
- Channel Description: (Required)

Below the Channel Description field, there is a note: "Please describe the new channel that you would like to request for addition to ListHub. If the channel has a website, include the URL." At the bottom of the form is a button labeled "Request Channel".

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Purchase Reports

- Select the Purchase Reports link at the very top of the page
- Select the total # of listing agents your brokerage currently has in your MLS and fill in all required payment fields
- Select the purchase button at the bottom of the page

Figure 30

Settings - Support - Logout

ListHub e-Marketing Channels Inventory **Purchase Reports**

Upgrade Your ListHub Account

Access is immediate and there are no long term contracts!
[Click here to learn more about the benefits of upgrading your ListHub account.](#)

To upgrade your ListHub account fill out the form below or just click "No Thank You" at the bottom of the form to proceed:

Product

Product: ListHub: 1-5 Agents: \$29 per month (Required)
 ListHub: 1-5 Agents: \$290 per year
 ListHub: 6-20 Agents: \$59 per month
 ListHub: 6-20 Agents: \$590 per year
 ListHub: 21-60 Agents: \$99 per month
 ListHub: 21-60 Agents: \$990 per year
 ListHub: 61-100 Agents: \$199 per month
 ListHub: 61-100 Agents: \$1,990 per year
 ListHub: 101-300: \$299 per month
 ListHub: 101-300: \$2,990 per year

For companies with more than 300 agents, please contact the ListHub team for pricing at 877.847.3394, option 1

Payment

Method: (Required)

Card Number: (Required)
Enter the credit card number exactly as it appears on your credit card.

Expires: (Required)
Must be in the format MM/YY.

Card Holder: (Required)

Billing Street Address: (Required)

Billing Zip Code: (Required)

Section 2:

Paying Users Only

Upload Logo on eMarketing Flyers

- Select the Settings link at the very top of the page
- Select Manage Brokerage
- Under the Logos section, select Browse and then upload the logo
- Select the Save button at the bottom of the page

Figure 31

The screenshot shows the ListHub interface with the 'Brokerage Contact' form. The form is divided into three sections: 'Brokerage Contact', 'Primary Address', and 'Logos'. The 'Logos' section includes a 'Brokerage:' label, a file upload area with a 'Browse...' button circled in black, a checkbox labeled 'Check this box to delete the current brokerage logo', and a 'Save' button also circled in black. Below the 'Save' button is a 'Back to Settings' link. The footer contains the copyright notice '©2010 Threewise Corporation - Privacy Policy' and the Threewise logo.

Download eMarketing Flyers

- Select the eMarketing tab at the top of the page to view your customized flyer
- Select one of the themes on the right side of the page to change the background theme
- Select the HTML or PDF link to download, email, or print a copy of your flyer

Figure 32

The screenshot displays the ListHub eMarketing interface. At the top right, there are navigation tabs: "e-Marketing" (circled in red), "Channels", "Inventory", and "Reports". The main content area features a flyer design with the following elements:

- Company Logo** placeholder.
- WE JOINED THE NATION'S #1 NETWORK FOR LISTING DISTRIBUTION**
- Text:** "Our real estate company has an aggressive strategy for attracting home buyers to our listings. By distributing your listing information, along with photographs, to a wide array of premier consumer Web sites, we make sure that we maximize every opportunity to attract qualified buyers to the table."
- Logos:** Google maps, YAHOO! REAL ESTATE, Zillow.com, trulia real estate search, HomeFinder.com, HGTV's FRONTDOOR, HOMES.COM, hotpads.com, RealtyTrac, AOL real estate.
- Statistics:**
 - DID YOU KNOW...**
 - 90% OF HOME BUYERS USE THE INTERNET TO SEARCH FOR A NEW HOME. (NAR 2009 PROFILE OF HOME BUYERS & SELLERS)
 - 38 MILLION HOME BUYERS SEARCH THE INTERNET EACH MONTH FOR REAL ESTATE INFORMATION.
 - ONE IN THREE BUYERS FINDS THE HOME THEY ULTIMATELY PURCHASE ON THE INTERNET. (NAR 2009 PROFILE OF HOME BUYERS & SELLERS)
- Powered by:** ListHub and a house icon.

On the right side, there is a "Reports" sidebar with several report thumbnails and download links:

- Architectural** - Download as HTML or PDF
- Elegant** - Download as HTML or PDF (circled in red)
- Floral** - Download as HTML or PDF
- Patriotic** - Download as HTML or PDF
- Sunshine** - Download as HTML or PDF

At the bottom of the page, there is a copyright notice: ©2010 Threewise Corporation - Privacy Policy.

View and Download Property Report

- Select the Inventory tab at the top of the page
- Select the Property Report link under the listing (Figure 33)
- Select one of the themes on the right side of the page to change the background theme (Figure 34)
- Select the HTML or PDF link to download, email, or print a copy of the report

Figure 33

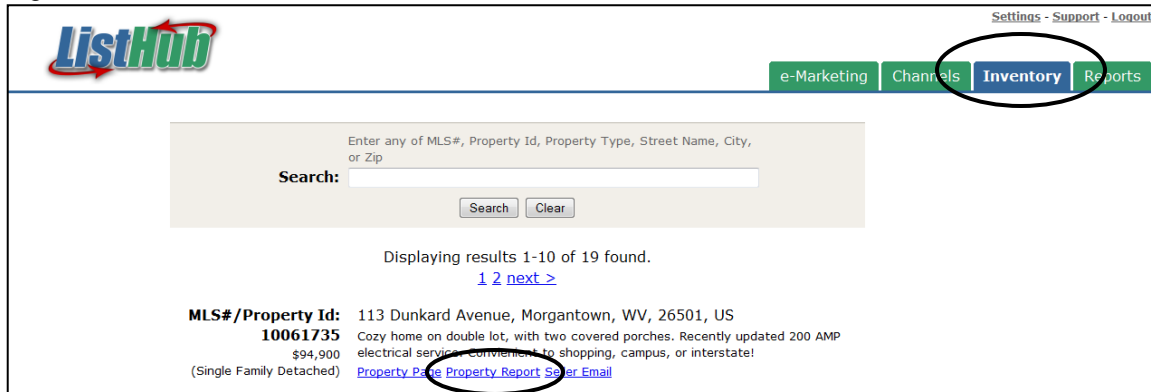
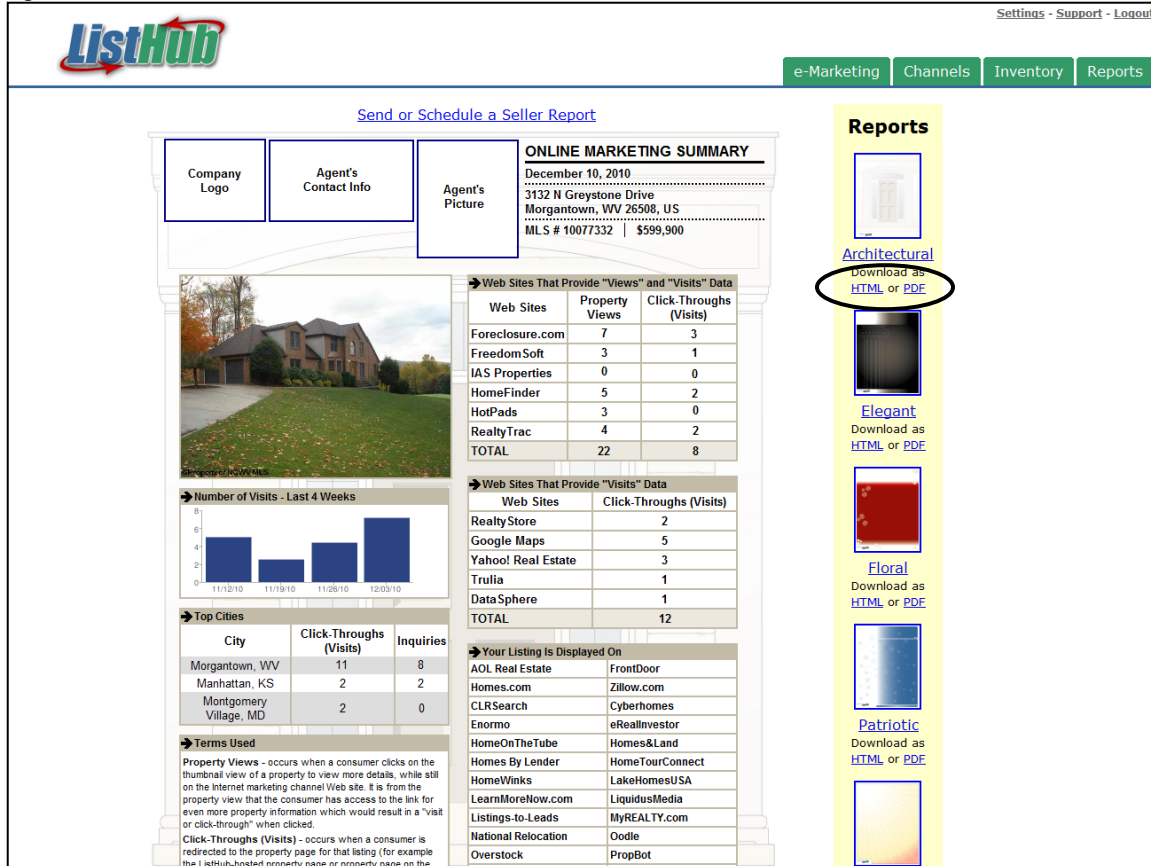


Figure 34



Email Property Report to your Seller

- Select the Inventory tab at the top of the page
- Select the Seller Email link under the listing
- Continued on page 26

Figure 35

The screenshot shows the ListHub website interface. At the top right, there are links for 'Settings - Support - Logout'. Below this is a navigation bar with four tabs: 'e-Marketing', 'Channels', 'Inventory', and 'Reports'. The 'Inventory' tab is highlighted with a blue background and circled in red. Below the navigation bar is a search box with the placeholder text 'Enter any of MLS#, Property Id, Property Type, Street Name, City, or Zip'. The search box contains the text 'Search:' and has 'Search' and 'Clear' buttons. Below the search box, it says 'Displaying results 1-10 of 19 found.' with a link '1 2 next >'. The first search result is for MLS#/Property Id: 10061735, located at 113 Dunkard Avenue, Morgantown, WV, 26501, US. The price is \$94,900 and the property type is (Single Family Detached). The description is 'Cozy home on double lot, with two covered porches. Recently updated 200 AMP electrical service. Convenient to shopping, campus, or interstate!'. Below the description are three links: 'Property Page', 'Property Report', and 'Seller Email'. The 'Seller Email' link is circled in red.

Settings - Support - Logout

ListHub

e-Marketing Channels **Inventory** Reports

Enter any of MLS#, Property Id, Property Type, Street Name, City, or Zip

Search:

Search Clear

Displaying results 1-10 of 19 found.

[1](#) [2](#) [next >](#)

MLS#/Property Id: 10061735
\$94,900
(Single Family Detached)

113 Dunkard Avenue, Morgantown, WV, 26501, US
Cozy home on double lot, with two covered porches. Recently updated 200 AMP electrical service. Convenient to shopping, campus, or interstate!

[Property Page](#) [Property Report](#) [Seller Email](#)

Email Property Report to your Seller (continued)

- Continued from previous page
- Fill out all required information, customize the subject line, body of email, and theme
- If you would like to send the report of a regularly scheduled basis select one of the options from the drop down menu as shown (Figure 36)

Figure 36

Send Seller Report: 113 Dunkard Avenue

Email Template

Seller First Name: (Required)

Seller Last Name: (Required)

To: (Required)
Separate multiple email addresses with a comma.

CC:
Separate multiple email addresses with a comma.

Reply To:
Override the default reply email address

CC Agent: Yes No

Subject: (Required)
Report for <Address>
The subject of the email. You can specify the following variables that will be automatically replaced: <Address>, <SellerFirstName>, <SellerLastName>, <AgentFirstName>, <AgentLastName>, <AgentEmail>, <AgentPhone>.

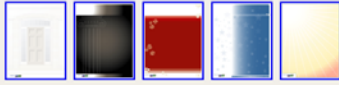
Body: (Required)
Dear <SellerFirstName>,
Your online marketing report is ready!
We have distributed your listing to the widest possible network of reputable Web sites where
The body of the email. You can specify the same replacement variables as the subject.

Schedule

Send Now: Yes No
Select Yes to send an email immediately after saving the report.

Schedule: (Required)
The above subject and body will be used to automatically send
You will be sent with a link to the report that is set on the selected schedule.

Report

Theme: 

Email Preview

Subject: Report for 113 Dunkard Avenue, Morgantown, WV 26501

Body: Dear <SellerFirstName>,
Your online marketing report is ready!
We have distributed your listing to the widest possible network of reputable Web sites where potential buyers search for properties for sale. Now we are able to provide you with a report on the traffic your listing received online!
Click the link below to view your report, which summarizes traffic to your online listing. Please contact me with questions about the results.
Sincerely,
<AgentFirstName>

Download Office Reports (when applicable)

- Select the Reports tab at the top of the page (Figure 37)
- Under Office Reports, select either HTML or PDF to download the report; see sample report (Figure 38)

Figure 37

The screenshot shows the ListHub website interface. At the top right, there are links for 'Settings - Support - Logout'. Below these are navigation tabs: 'e-Marketing', 'Channels', 'Inventory', and 'Reports'. The 'Reports' tab is circled in red. Below the navigation, the page content includes:

- Brokerage Listing Summary Reports**
 - [HTML](#) [PDF](#)
- Office Listing Summary Reports**
 - [HTML](#) [PDF](#)
- Data Downloads**
 - All Property Page Questions [CSV](#)
 - All Property Page Showings [CSV](#)
 - All Property Page Visits [CSV](#)

Figure 38

The screenshot displays a '30-DAY REPORT EXECUTIVE SUMMARY' for an office report dated 12/10/2010. The report provides a comprehensive overview of the office's performance over the last 30 days.

Summary: You currently have 106 listings, and you are subscribed to 40 channels. 96 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: A line graph showing the number of listings over the last 30 days, starting at approximately 100 and ending at approximately 106.

Top Channels by Number of Visits:

Channel	Visits	% of Visits
1. Yahoo! Real Estate	109	33.7%
2. Google Maps	77	23.8%
3. Oodle	26	8.0%

Top Locations of Your Online Consumers:

Location	Visits	% of Total Visits
1. Morgantown, WV	133	41.6%
2. Fairmont, WV	8	2.5%
3. Pittsburgh, PA	7	2.2%

Number of Visits - Last 12 Months: A bar chart showing monthly visit counts from January to December, with a peak in January and a low in December.

Number of Inquiries - Last 12 Months: A bar chart showing monthly inquiry counts from January to December, with a peak in May and a low in December.

Top Listing Agents (their online performance ranking):

Agent	Agent ID	Listing Count	Click-Throughs (Visits)	Inquiries	Performance Rank
		34	62	1	1st
		20	66	2	2nd
		11	31	5	3rd

Top Property Categories:

Description	Listing Count	Click-Throughs (Visits)	Inquiries	Performance Rank
\$100K - \$200K - 3BR Single Family Detached - For Sale	19	64	3	1st
\$200K - \$300K - 3BR Single Family Detached - For Sale	14	48	0	2nd
\$900 - \$1000 - 2BR Residential Rental - For Rent	1	9	5	3rd

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Download Brokerage Reports

- Select the Reports tab at the top of the page (Figure 39)
- Under Brokerage Reports, select PDF to download the report; see sample report (Figure 40)
- By default the report date range is the last 30 days. See page 26 on how to change the date range and other criteria

Figure 39

Settings - Support - Logout

e-Marketing Channels Inventory **Reports**

Brokerage Listing Summary Reports

[HTML PDF](#)

Office Listing Summary Reports

[HTML PDF](#)

Data Downloads

- All Property Page Questions [CSV](#)
- All Property Page Showings [CSV](#)
- All Property Page Visits [CSV](#)

Figure 40

BROKER REPORT 12/10/2010

30-DAY REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have 106 listings, and you are subscribed to 40 channels. 96 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. Yahoo! Real Estate	109	33.7%
2. Google Maps	77	23.8%
3. Oodle	26	8.0%

Top Locations of Your Online Consumers

	Visits	% of Total Visits
1. Morgantown, WV	133	41.6%
2. Fairmont, WV	8	2.5%
3. Pittsburgh, PA	7	2.2%

Number of Visits - Last 12 Months

Number of Inquiries - Last 12 Months

Top Listing Agents (their online performance ranking)

Agent	Agent ID	Listing Count	Click-Throughs (Visits)	Inquiries	Performance Rank
		34	62	1	1st
		20	66	2	2nd
		11	31	5	3rd

Top Property Categories

Description	Listing Count	Click-Throughs (Visits)	Inquiries	Performance Rank
\$100K - \$200K - 3BR Single Family Detached - For Sale	19	64	3	1st
\$200K - \$300K - 3BR Single Family Detached - For Sale	14	48	0	2nd
\$900 - \$1000 - 2BR Residential Rental - For Rent	1	9	5	3rd

Page 1 of 8 ©2010 Threewide Corporation

Change Criteria on Office and Brokerage Reports

- By default the report date range is the last 30 days.
- To change this criteria, select the Reports tab at the top of the page
- Select the HTML link next to the report you are trying to change (Figure 41)
- Change the criteria in the Control Panel box as needed (Figure 42)
- Select the Generate Report button

Figure 41

Settings - Support - Logout

e-Marketing Channels Inventory **Reports**

Brokerage Listing Summary Reports
[HTML PDF](#)

Office Listing Summary Reports
[HTML PDF](#)

Data Downloads

- All Property Page Questions [CSV](#)
- All Property Page Showings [CSV](#)
- All Property Page Visits [CSV](#)

Figure 42

Report Control Panel

Start Date: 11/10/2010 End Date: 12/09/2010

Inventory Categories: 10 # Agents: 100

Graph Intervals: Monthly Format: HTML (Best for viewing)

[Generate Report](#)

BROKER REPORT for Old Colony, Realtors 12/10/2010

30-DAY REPORT FOR YOUR LISTINGS
 EXECUTIVE SUMMARY

You currently have 106 listings, and you are subscribed to 40 channels. 96 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

Rank	Channel	Visits	% of Visits
1	Yahoo! Real Estate	109	33.7%
2	Google Maps	77	23.8%
3	Oodle	26	8.0%

Top Locations of Your Online Consumers

Rank	Location	Visits	% of Total Visits
1	Morgantown, WV	133	41.6%
2	Fairmont, WV	8	2.5%
3	Pittsburgh, PA	7	2.2%

Number of Visits - Last 12 Months

Number of Inquiries - Last 12 Months

Top Listing Agents (their online performance ranking)

Agent	Agent ID	Listing Count	Click-Throughs (Visits)	Inquiries	Performance Rank
JEFFREY GOFF	379	34	62	1	1 st
MARK SNIDER	1018	20	66	2	2 nd
VICTORIA CATHER	158	11	31	5	3 rd

Top Property Categories

Description	Listing Count	Click-Throughs (Visits)	Inquiries	Performance Rank
\$100K - \$200K - 3BR Single Family Detached - For Sale	19	64	3	1 st
\$200K - \$300K - 3BR Single Family Detached - For Sale	14	48	0	2 nd
\$900 - \$1000 - 2BR Residential Rental - For Rent	1	9	5	3 rd

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Upload Photo and Select Designations

- *Please note: this is only applicable if the head broker account holder is also a listing agent. Agents can control each of their settings individually through their own accounts.
- Select the Settings link at the very top of the page
- Select User Information
- Select the browse button to upload your photo (Figure 43)
- Put a check next to your designations
- If you would like to have your reports emailed automatically at the beginning of each month, select yes

Figure 43

The screenshot shows the ListHub user settings page. At the top right, there are links for 'Settings - Support - Logout'. Below that are navigation tabs for 'e-Marketing', 'Channels', 'Inventory', and 'Reports'. The main content area is divided into three sections: 'User Contact', 'Address', and 'Reports'.
The 'User Contact' section has fields for 'First Name', 'Last Name', 'Email', and 'Phone', each with a '(Required)' label.
The 'Address' section has fields for 'Street Line 1', 'Street Line 2', 'City', 'State' (a dropdown menu), 'Postal Code', and 'Country' (set to 'United States').
The 'Reports' section has an 'MLS Agent Id' field with a note: 'Reports will only be emailed out for this agent id's listings.' Below this is a 'Photo' field showing 'No Photo Specified' and a 'Browse...' button. A note below the photo field says: 'Upload a jpg, png, or gif image. Images which are larger than 150x200 will be resized and file size must be less than 5MB.'
The 'Designations' section has a grid of checkboxes for various designations: ABR, ABRM, AHWD, ALC, ARM, CCIM, CIPS, CPM, CRB, CRE, CRS, GRI, PMN, RCE, REPA, RSPS, SIOR, SRES, TRC, and ePRO. Each designation has a '(more)' link next to it.
The 'Email Reports' section has radio buttons for 'Yes' and 'No', with a note: 'Select Yes to receive reports at the beginning of the month for each of your active listings.'