

# ListHub FAQs

## GETTING STARTED

### **What is ListHub?**

ListHub is a listings syndication service, and is provided for ACTRIS members as a benefit. Working together with the MLS, ListHub provides a single system platform for listing syndication, or distribution, to a broad array of national real estate search sites (or marketing “channels”), such as Zillow, Trulia, Yahoo Classifieds, and many more.

### **How many marketing channels are included in the ListHub syndication?**

About 30 channels are currently available, but others are continually being added.

### **How can I place my listings on the ListHub channels?**

If your broker is registered with ListHub, then your MLS listings will automatically be syndicated to the channels that your broker has selected. You do not have to re-enter the data.

### **My broker is not registered with ListHub, but I want my listings to be syndicated.**

Brokers determine whether or not their office listings will be syndicated. If your broker would like to create a ListHub account, they may do so at [www.listhub.net](http://www.listhub.net).

### **My office is registered with ListHub, but my seller does not want their property information on the national real estate search sites.**

Individual listings may be omitted from the office syndication by selecting “N” in the “IDX – Y/N” field in the MLS listing. Of course, this also removes the listing from all IDX property search sites.

### **How can I, as the broker, determine where leads will be directed?**

Log in to your ListHub account, click on “Settings” and then click on “Property Page.” If you enter an email address in the Override Email field, all of the leads from the property page will go to the address you enter (or phone number, if you enter a phone number in the Override Phone field). If you leave these fields blank, leads will go directly to the listing agent.

### **How are leads captured?**

Consumer contact information is only provided for the following lead types: Ask a Question, Schedule a Showing, and Request Photos. If the user clicks on the Phone or Email lead types, then consumer information is not captured. All lead types are counted as leads on the web traffic reports. *Note: leads are not captured for traffic that is redirected to the office Web site.*

### **How do I request support if I have a question or concern?**

Send your questions to [listhub.support@threewide.com](mailto:listhub.support@threewide.com) or call 877-847-3394. If you are registered with ListHub, you may also click the "Request Support" link at the top of the screen when logged in and submit a support request.

## **EMAILED REPORTS**

### **How often are ListHub reports sent?**

Reports are emailed on the 1<sup>st</sup> and 15<sup>th</sup> of each month.

### **Is there a charge for ListHub's Web traffic reports?**

Reports are provided for ACTRIS members as a benefit – there is no charge.

### **My reports only show Web traffic for my listings on Austinhomesearch.com.**

Your broker has not registered with ListHub.

### **My reports show “zero” for leads and inquiries.**

The most likely explanation is that your broker has chosen to redirect consumers to the office Web site. Consumer leads and inquiries that originate from office Web sites do not appear on the ListHub traffic reports.

### **I would rather log in for the reports.**

If you have a ListHub account, you can adjust your status for how to receive ListHub reports by logging into your ListHub account and going to the settings section. At the bottom of the "Profile" section you may subscribe and unsubscribe from the e-mails.

### **Do I have to log in to view the reports?**

Some reports are not included with the bi-monthly emails. All brokers, as well as agents with 10 or more listings, must log in to view individual listing reports.

### **The ListHub website will not allow me to create an account.**

Agents may only create a ListHub account if their broker has registered, and has invited the agent to register. To invite agents, the broker should log in to ListHub, click on Settings, then Users. Click on "Invite Users" and select agents from the provided list. Please allow 72 hours for ListHub to process the request.

### **What time period is covered in the reports?**

Reports show Web traffic activity for the previous 30 days.

### **I have not received any reports from ListHub.**

To ensure that your ListHub reports are not sent to your spam folder, be sure to add threewide.com and listhub.net to your email account's "safe" list.

### **I do not want to receive the emailed web traffic reports.**

Click on the "unsubscribe" link at the bottom of the email.

### **I have been receiving reports from ListHub, but don't understand them.**

ListHub reports give you information about web traffic to your listings in the past 30 days. There are different types of reports, depending on whether you are an agent or a broker.

## Reports for Agents:

Listing Reports demonstrate the results from major property search sites pertaining to a specific listing. These one-page reports are great to share with the seller.

Agent Summary reports summarize web traffic information for the individual agent, including a side-by-side analysis of the number of visits and leads generated from each property search channel, a comparison of the types of properties that are attracting the most traffic, and a map showing where most visitors are located.

## Reports for Brokers:

Office Summary reports and Brokerage Summary reports provide brokers with a side-by-side analysis of the number of visits and leads generated from each property search channel, a comparison of the types of properties that are attracting the most traffic, and a map showing where most visitors are located. Brokers can also see comparisons for individual agents. Registered brokers may login to see individual listing reports.

For questions about how to properly interpret the reports, contact ListHub support at [listhub.support@threewide.com](mailto:listhub.support@threewide.com) or 877-847-3394.

### EXPLANATION OF TERMS FOUND ON REPORTS

**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.

**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.

**N/A on Property Views** - Reporting on Property View data requires that the Internet marketing channel shares detailed information on the number of times consumers accessed the property view for each property. The n/a indicates that property view data is not yet available for the site.

**Performance Rank** As it pertains to the Top Listing Agents table: ranks the agents based in the order of most visits per listing as compared to the other agents.

As it pertains to the Top Property Categories table: ranks the listings in a given property category by visits per listing as compared to listings in the other categories.

**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".

**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.

## **INFO FOR BROKERS: MARKETING CHANNELS**

### **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 cannot find my listing on a marketing channel that is selected.**

First, make sure the listing is on the inventory page in ListHub. If the listing does not show in your inventory then it will not be part of the listings sent to each channel. If the listing is not on your inventory page, and has been in the MLS more than 72 hours, contact Threewide support to find out why the listing is missing.

*Note – the “IDX Y/N” field in an MLS listing determines whether or not the listing can be syndicated through ListHub, as well as appear on IDX sites.*

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:

- **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 of a support request would look like the following:

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

### **What is an Affiliate Code?**

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 is a Local Channel Partner?**

Certain marketing channels have limited availability. These marketing channels are called Local Channel Partners. An example would be Homes & Land.

### **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. If you have already selected "subscribe to all" in your ListHub account, there is no action required. Your listings will automatically begin to display on the new channels.

If you have individually selected the channels you wish to advertise with, you can add the new channels easily. Just login to your ListHub account at [www.ListHub.com](http://www.ListHub.com), click "Channels," and select each new channel.

### **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.

## **INFO FOR BROKERS: YOUR LISTHUB ACCOUNT**

### **How can I change my contact information on property pages on the search channels?**

Brokers can update the office contact information by logging in to their ListHub account and clicking on "Settings."

### **How do I, as the broker, redirect the end user to my company website?**

Brokers may choose to direct all traffic to the company website. To do so, log in to your ListHub account, click on Support, click on Request Support, and in the text box, type "Please redirect traffic to my personal website, (www.nameofwebsite.com)." Then click Request Support.

### **I am a broker and a listing agent. How can I view the individual listing reports for my personal listings?**

You will need to create a second ListHub account at [www.listhub.com](http://www.listhub.com). First, log in to your existing brokerage account and invite yourself to create an account. (Click on Settings, Users, Invite Users, and enter your own name and email address.) You will receive an email with instructions for registration. Allow 72 hours for activation. When entering the information for the second account, do not show yourself as the broker. This will allow you to view your personal listing reports only.

### **I am a broker with 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 am a broker, and I want to change my website provider. Will this affect my ListHub account?**

Yes. Please contact Threewide when you are done transferring to your new website provider. We will make the appropriate changes to drive traffic to your Web site.

### **How can I cancel my ListHub service?**

[Click here](#) to request that Threewide deactivate your ListHub account.

## **INFO FOR AGENTS**

### **What do I do if I can't find my listing on 1 or more marketing channels?**

Check the "IDX Y/N" field in your listing. Listings marked No will not be included in the ListHub syndication. If the listing is marked Yes, it may be that your broker did not select all available sites for syndication. If neither of these conditions exist, contact ListHub support.

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