



## ListHub: Launches Preferred Publisher Program

### MLSs Can Now Designate Preferred Publishers; Brokers Rate Publishers

CAMPBELL, Calif., April 25, 2012 /PRNewswire/ -- ListHub, the largest syndicator of real estate listings and website analytics, today announced the launch of the ListHub Preferred Publisher Program. Real estate brokers syndicating listings through ListHub's Preferred Publisher Program can now quickly identify preferred publishers and publisher rules, rate publisher websites and access reports through the control panel. The new features bring greater transparency, control and protection to real estate brokers as they syndicate listings to multiple publishers. ListHub is operated by Move, Inc., (Nasdaq: MOVE), the leader in online real estate.

ListHub's Preferred Publisher Program gives MLSs the opportunity to designate publisher sites as preferred based on criteria important to the MLS and their members. Brokers can then use the MLS preferred list as a guide when making their listing syndication choices based on which publisher site will best fit their marketing needs. ListHub's new 5-star rating system enables brokers to share their opinions about publishers with other brokers nationwide. These peer ratings will be available in the ListHub dashboard next to each publisher's name.

New filters are now available for brokers to use for opting in or opting out of syndicating their listings to a particular publisher. Advanced filters include "timely removal of inactive listings," "no re-syndication" and "shows broker contact information." By clicking the individual filters, brokers will discover only those publishers that meet their selected criteria. Additionally, MLSs can now run customized performance reports at their convenience instead of waiting for a monthly report to be emailed to them. This increased flexibility allows MLSs to better serve their members and provide real time reporting metrics.

"I'm very pleased with the investment that ListHub has made in building these new tools to help our MLS and our members make more informed decisions about online advertising," said Greg Manship, CEO of Intermountain MLS in Boise, ID. "Our MLS is excited to have the opportunity to provide our members with more leadership in this area."

Because ListHub values data integrity and respects the rights of content owners, ListHub provides basic protections to listing brokers through agreements with individual publishers. As examples, ListHub publishers agree to terms that restrict them from using listings for undisclosed non-display uses or derivative products and must confirm operators of the publisher website are not brokerages. ListHub publishers must also agree to display copyright information on each listing as appropriate.

ListHub's General Manager Luke Glass commented, "These new tools provided by the Preferred Publisher program will allow brokers to quickly ascertain which publishers provide the best marketing opportunities for their listings. Our MLS partners have told us that they want to provide guidance to their members, but without controlling their advertising choices. ListHub agrees that the final decision on where to syndicate should remain with the individual Broker."

More details about ListHub's Preferred Publisher can be found at: <http://www.listhub.net/home.html>.

#### **ABOUT LISTHUB**

ListHub is operated by Move, Inc., (NASDAQ: MOVE), the leader in online real estate. ListHub provides a platform to MLSs and real estate brokers to effectively manage every aspect of advertising listings online, including tools for making informed advertising choices, flexible options for routing consumer traffic and leads, and reporting for accurately measuring the results of their online marketing. Listing information is kept up-to-date to provide today's homebuyers with the most accurate information available from the MLS. ListHub is the leading platform nationwide for listing management, serving more than 43,000 brokerage firms, and synchronizing listing information from over 400 MLS data sources with more than 100 publisher websites.

#### **ABOUT MOVE, INC.**

Move, Inc. (NASDAQ:MOVE) is the leader in online real estate and operator of REALTOR.com®, the official website of the National Association of REALTORS®; [Move.com](http://Move.com), a leading destination for new homes and rental listings, moving, home and garden, and home finance; ListHub, the leading syndicator of real estate listings; [Moving.com](http://Moving.com); SeniorHousingNet; SocialBios; and TOP PRODUCER Systems. Move, Inc. is based in Campbell, California.

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