

REALTOR.COM TRAFFIC AUGUST 2017

NOTE: According to comScore, the May 2016 Realtor.com data was under reported. Realtor.com's actual traffic for May 2016 was 36.8M Unique Visitors and not 30.6M as originally reported by comScore. The discrepancy was due to a tagging issue specific to Mobile reporting. The issue has been fixed, and the report reflects the corrected May data as well as June's data.

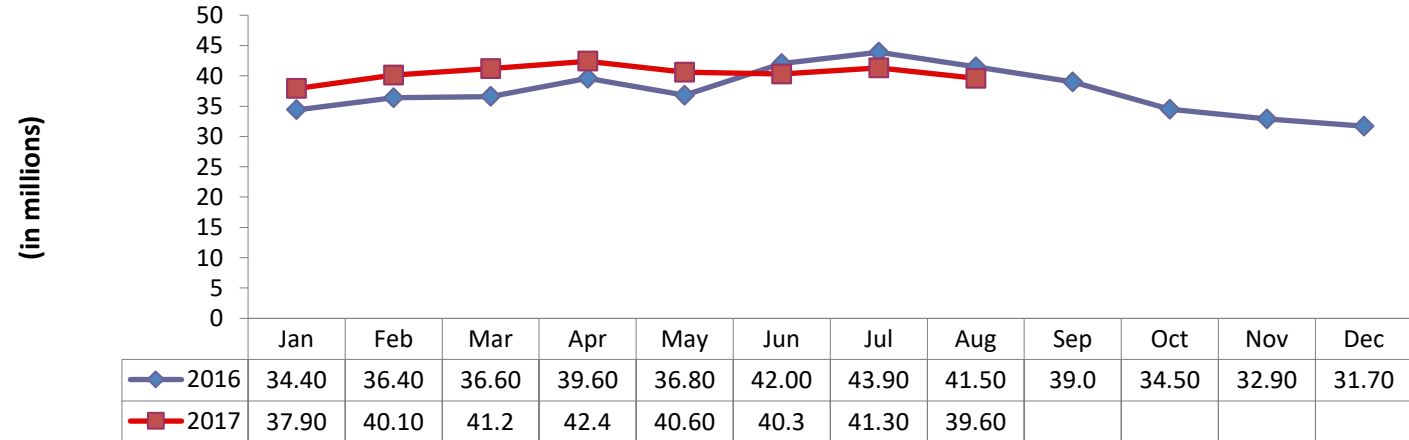
Multi-Platform Methodology: comScore's Multi-Platform data is a culmination of its three underlying Audience Measurement products - Media Metrix, Video Metrix and Mobile Metrix. It offers comprehensive reporting on more than 300,000 digital media entities, including their un-duplicated audience size, demographic composition, engagement, performance within key user segments and behavioral trends. All of these metrics can be compared across digital media platforms and can be used to understand incremental audiences and engagement gained from each platform. Realtor.com Stats Source: comScore Media Metrix Multi-Platform (MM)

* Real Estate Vertical Matrix Source: comScore Media Metrix Multi-Platform (MM)
- Top 25 real estate listing sites with traffic greater than 500,000 visitors.

REALTOR.COM

Unique Visitors		Ave Min per Visit		Ave Views per visit		Total Visits		Total Views	
39.6 M		6.9		9.0		196.1 M		1834 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-4.1% ↓	-0.5% ↓	-1.4% ↓	2.9% ↑	-1.1% ↓	-14.2% ↓	-2.3% ↓	19.2% ↑	-3.3% ↓	2.9% ↑

REALTOR.com® Unique Visitors (in Millions)



Top Real Estate Vertical Matrix*							
Media	Unique Visitors (000)	Total Views (Millions)	Total Visits (000)	Avg Views per Visit	Avg Views per Visitor	Total Minutes (Millions)	Avg Minutes per Visit
Total Internet : Total Audience	254,101	709,998	30,569,459	23.2	2,794	1,345,529	17.7
Real Estate	135,745	6,680	871,654	7.7	49	6,408	6.2
ZILLOW.COM	81,787	1,879	418,880	4.5	23	2,418	4.5
REALTOR.COM	39,676	1,774	196,121	9.0	45	1,600	6.9
TRULIA.COM	30,318	694	75,772	9.2	23	507	4.4
REDFIN.COM	18,288	135	52,131	2.6	7	191	3.2
HOMES.COM*	6,810	52	16,175	3.2	8	54	3.3
HOTPADS.COM	6,668	114	24,485	4.6	17	92	3.2
Coldwell Banker	5,052	33	9,504	3.5	7	27	2.9
REMAX.COM	4,771	23	7,728	3.0	5	25	3.3
COLDWELLBANKERHOMES.COM	4,285	23	8,091	2.9	5	21	2.6
Century 21 International	3,377	14	5,953	2.4	4	16	2.7
CENTURY21.COM	3,326	13	5,752	2.2	4	15	2.7
LOOPNET.COM	3,053	33	6,477	5.1	11	25	3.9
MOVOTO.COM	2,305	7	3,366	2.1	3	6	1.7
HAR.COM	907	11	2,399	4.7	12	14	4.6
ESTATELY.COM	899	4	1,497	2.6	4	2	1.3
ZIPREALTY.COM	878	8	1,938	4.2	9	7	3.5
KW.COM	764	12	3,099	3.9	16	7	1.8
WEICHERT.COM	526	5	847	6.3	10	4	5.0

NAR.REALTOR TRAFFIC AUGUST 2017

Traffic Notes:

- Registered Users: 736,222
- Average visits per day: 49,078 – August '17
46,360 – July '17; (51,105– August '16)

NAR Newsletters:

NAR Weekly Report Distribution: 3,371,478– August '17. The most popular categories are: Member Benefits/Special REALTOR Offers, Sales and Mktg Tools, Education, Current Re News, Buyers Rep, Research and Market Stats, Technology, Legal Issues, REALTOR.org Updates, and Professional Standards/MLS.

REALTOR® Magazine Online Daily News Subscribers – 76,988 – August '17

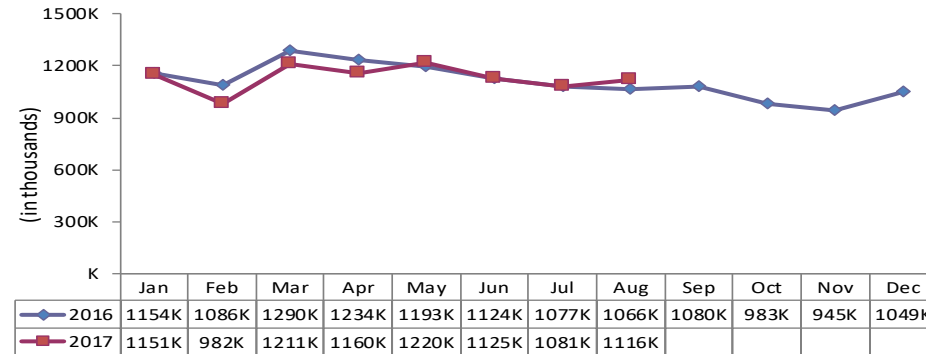
*REALTOR.org Stats Source: Omniture Site Catalyst Version 15.

*Includes traffic data from external member/Vendor sites

NAR.REALTOR

Unique Visitors		Ave Min per Visit		Ave Pg Views per Visitor		Total Visits		Total Pg Views	
1,116,396		6.7		3.0		1,521,431		3.38 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
3.3% ↑	4.8% ↑	0.7% ↑	-6.5% ↓	5.6% ↑	-35.5% ↓	5.9% ↑	-4.0% ↓	9.0% ↑	-19.5% ↓

NAR.realtor (formerly REALTOR.org) Unique Visitors (in Thousands)



NAR.realtor Top 10 Content Groups

Rank	Content Areas	Total Visits
1	realtormag	557,934
2	news-blogs-and-video	214,905
3	education	113,625
4	law-and-ethics	93,560
5	member-benefits	53,966
6	about-nar	52,533
7	research-and-statistics	43,718
8	events	25,182
9	business-specialties	21,248
10	store	14,363

HOUSELOGIC.COM TRAFFIC AUGUST 2017

Top Content – August 2017

- You Could Be Wrecking Your Home — And Not Know It (Yet)
<https://www.houselogic.com/buy/first-time-home-buyer/first-time-home-buyer-mistakes/>
- Fixes for Tight Spaces From Desperate New Yorkers
<https://www.houselogic.com/organize-maintain/storage-ideas-hacks/storage-solutions-for-small-spaces-from-new-yorkers/>
- Mold. UGH. Soooo Gross. Here's How to Kill It Forever
<https://www.houselogic.com/by-room/bathroom-laundry/how-get-rid-mold-bathroom/>
- 7 Hidden Spots in Your Home That'll Solve Your Storage Problem
<https://www.houselogic.com/photos/storage-ideas-hacks/7-storage-solutions-you-didnt-know-you-had/slide/stairway-to-storage-heaven/>
- Shady Yard? These Colorful Plants Pack Curb Appeal
<https://www.houselogic.com/photos/yard-patio/flowering-shade-plants/slide/astilbe/>

HOUSELOGIC.COM

Unique Visitors		Ave Min per Visit		Ave Pg Views per Visitor		Total Visits		Total Pg Views	
1,912,900		1.3		2.1		2,152,711		4.54 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-5.9% ↓	26.3% ↑	2.3% ↑	26.9% ↑	-1.9% ↓	55.1% ↑	-6.5% ↓	28.9% ↑	-8.1% ↓	98.3% ↑

House Logic Unique Visitors (in Thousands)

