Multiple Listing Service Forum

Luke Glass
Executive Vice President
Move, Inc.

May 14, 2015
INVESTING IN OUR SHARED BRAND

Modern, bold, sophisticated brand expression

New tagline, emphasizing our distinct, ownable equities

Expresses what we stand for:

- Reliable expertise
- Accuracy via real data, real listings
- Finding your dream home

* Source: Most for-sale listings are updated at least every 15 minutes on average
WINNING WHERE IT COUNTS
With consumers

ACCURATE
24% MORE

&

CREDIBLE
27% MORE

* Consumer Brand Tracking Study, March 2015
WINNING WHERE IT COUNTS

Visibility y/y

25% INCREASE UNAIDED AWARENESS

24% INCREASE BRAND FAMILIARITY

32% INCREASE OVERALL IMPRESSION

* Source: Consumer Brand Tracking Study, March 2015
“We intend to use our media platforms and compelling content to turbocharge traffic growth and create the most successful real estate website in the U.S.”

Robert J. Thomson,
News Corp’s Chief Executive
New York Times, 09.30.14
REALTOR.COM® SURPASSES TRULIA

Unique visitors in millions (multi-platform)

DELIVERING A CONSISTENT WEB AND MOBILE EXPERIENCE
INDUSTRY-LEADING GROWTH
Page views (multi-platform)

+46.3% Y/Y

+2.3% Y/Y

+7.9% Y/Y


© 2015 Move, Inc. All rights reserved. Do not copy or distribute.
WINNING WHERE IT COUNTS

On which site did you find your agent?

Source: Addendum question in the 2014 National Association of REALTORS® Profile of Home Buyers and Sellers.
CREATING THE WIN/WIN WITH SOLD DATA

For Listing Agents - which tells a better story?

A Profile Showing Only Active Listings

Active Listings PLUS Sold data*

*actual sold price will display in most states

© 2015 Move, Inc. All rights reserved. Do not copy or distribute.
CREATING THE WIN/WIN WITH SOLD DATA

For Selling Agents (with no listings) - which tells a better story?
WINNING WHERE IT COUNTS

Lead volume

+325% GROWTH SINCE 2009

Source: realtor.com® internal metrics
64% of survey respondents currently use realtor.com®, versus 44% for Z and TRLA.

Agent perceived effectiveness by channel

1 = Not Effective; 5 = Highly Effective

- realtor.com®: 3.3
- Zillow®: 2.9
- trulia®: 2.9

How many technology providers do you currently have?

- 1-5: 61%
- 6-10: 31%
- 11+: 8%

Source: WAV Group Broker Adoption and Satisfaction Survey April 2014; n=360
OUR COMMITMENT TO YOU

- Passionate
- Principled
- Purposeful
THANK YOU