

# REALTOR.COM TRAFFIC

## August 2013

### Realtor.com® Traffic Notes:<sup>1</sup>

- Average monthly unique users of Move's web and mobile sites grew 27% year-over-year to nearly 30 million for June/July/August.
- Mobile app page views grew significantly, up more than 40% year-over-year for June/July/August, while page views on the web are down by 2% year-over-year. Mobile app user engagement is 5x higher than the still-strong engagement on Move's web-based offerings.

### Realtor.com® International Traffic Note:<sup>2</sup>

- Over 1 million international unique visitors searched for United States properties on realtor.com® last month.
- The top 5 cities most searched by international visitors last month were: Los Angeles, Miami, Detroit, New York, and Las Vegas.

### Realtor.com® Commercial Traffic Notes:<sup>3</sup>

- Commercial listings received over 57 thousand visits and over 463 thousand page views in August 2013.
- Users viewed nearly 8.1 commercial pages per visit.

<sup>1</sup> Realtor.com® internal metrics

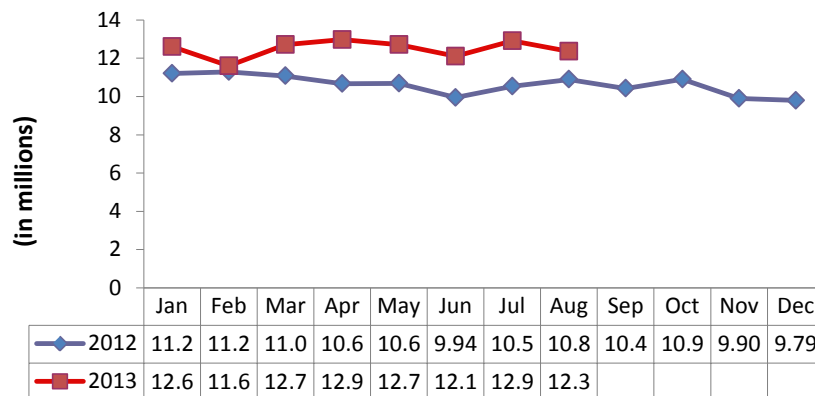
<sup>2</sup> As reported by Omniture Site Catalyst for August 2013 as an aggregate of all countries other than the United States

<sup>3</sup> via Google analytics for August 2013

REALTOR.COM

Unique Visitors		Ave Min per Visit		Ave Pgs per Usage Day		Total Visits		Total Pg Views	
<b>12.37 M</b>		<b>7.4</b>		<b>12.2</b>		<b>33.5 M</b>		<b>349 M</b>	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-4.1% ↓	13.5% ↑	-2.6% ↓	-16.9% ↓	10.9% ↑	2.5% ↑	-17.3% ↓	-17.7% ↓	-6.2% ↓	-12.8% ↓

### REALTOR.com® Unique Visitors (in Millions)



### Additional Site Statistics

RPA's: 3.05 M – Aug '13; 3.06 M – Jul '13; (3.17 M – Aug '12)  
 Views per Listing: 1,409 – Aug '13; 1,608 – Jul '13; (1,223 – Aug '12)  
 MLSs: 839 – Aug '13; 839 – Jul '13; (845 – Aug '12)  
 MLSs in the United States, Canada and Puerto Rico  
 Visitors per Day: 1,081,007 – Aug '13; 1,304,979 – Jul '13; (1,311,221 – Aug '12)

REALTOR.com received a 17.6% market share of the 70 Million Unique Visitors to the Real Estate Vertical, and 8% of the total eyeball time. The Real Estate Vertical includes web sites representing all aspects of real estate, and not just listing sites. REALTOR.com® also reached 5.5% of all U.S. Internet users, according to ComScore MM, August 2013.

### Top Real Estate Vertical Matrix\*

Media	Unique Visitors (000)	Avg Visits per Visitor	Avg Minutes per Visit	Avg Pgs per Usage Day	Total Visits (000)	Total Minutes (Millions)	Total Pg Views (Millions)
Total Internet : Total Audience	225,271	74.0	26.1	113.9	16,663,436	435,478	604,751
Real Estate	64,851	5.0	8.9	12.3	323,396	2,869	3,401
Yahoo! - Zillow Real Estate Network	30,741	4.3	4.5	5.9	13,047	591	646
ZILLOW.COM	21,948	4.6	4.8	5.1	100,249	480	406
TRULIA.COM	13,607	3.2	6.4	7.6	43,514	277	276
Move, Inc. Real Estate Sites	12,267	3.2	7.2	9.6	38,663	277	311
REALTOR.COM	11,053	3.2	7.6	9.7	35,457	269	297
Yahoo! Homes	10,697	2.8	2.7	6.9	29,789	81	199
HOMES.COM	4,204	1.9	6.0	7.9	8,114	49	56
COLDWELLBANKER.COM	3,127	2.7	4.3	6.3	8,465	36	46
REDFIN.COM	2,077	3.7	5.7	6.1	7,764	44	35
CENTURY21 International	1,706	2.2	4.7	4.3	3,753	18	15
REMAX.COM	1,237	1.8	5.8	7.0	2,203	13	14
ZIPREALTY.COM	1,067	2.5	6.4	8.4	2,671	17	20
MOVOTO.COM	954	1.8	4.7	7.1	1,745	8	12
FORSALEBYOWNER.COM	849	1.3	2.2	3.4	1,141	3	4
HOMEFINDER.COM	720	1.5	5.6	9.5	1,079	6	10
WEICHERT.COM	675	1.9	7.8	16.7	1,256	10	19
BLOCKSHOPPER.COM	668	1.5	2.1	2.4	978	2	2
FRONTDOOR.COM	637	9.7	1.6	3.7	6,180	10	21
HAR.COM	522	3.8	8.8	34.0	2,005	18	47
KW.COM	524	1.7	3.5	6.7	910	3	5

# REALTOR.ORG TRAFFIC

## August 2013

### Traffic Notes:

- Registered Users: 618,282
- Average visits per day: 27,387 – Aug '13; 28,468 – Jul '13; (22,915 – Aug '12)

### NAR Newsletters:

NAR Weekly Report Distribution: 942,951 – August '13  
The most popular categories are: Membership Benefits/Special Offers for Realtors, Sales and Marketing Tools, Education Issues, Current Real Estate News/Topics and Issues, Buyer Representation Issues, and Research and Market Statistics, Technology

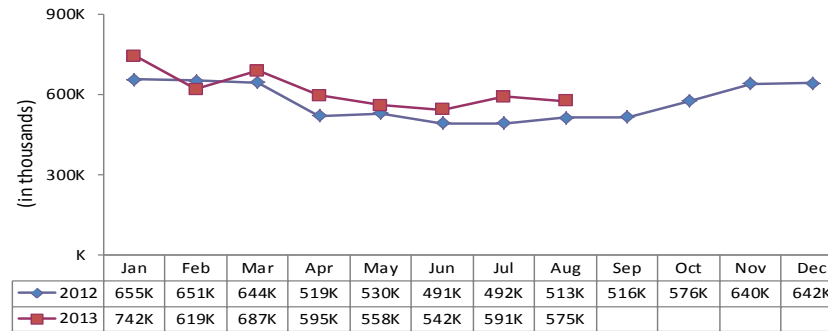
REALTOR® Magazine Online Daily News Subscribers – 73,735 – Aug '13

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

REALTOR.ORG

Unique Visitors		Ave Min per Visit		Ave Pg Views per Visitor		Total Visits		Total Pg Views	
575,218		6.7		4.2		849,005		2.42 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-2.7% ↓	12.2% ↑	-5.9% ↓	-11.4% ↓	-8.3% ↓	-12.3% ↓	-3.8% ↓	12.6% ↑	-10.7% ↓	-1.6% ↓

### REALTOR.org Unique Visitors (in Thousands)



### Top 10 Content Groups

Ranked by Total Visits to All Pages in Content Group

Rank	Content Areas	Total Visits
1	REALTOR Magazine - Daily News	283,377
2	Blogs	79,078
3	news-and-commentary	71,552
4	NRDS	55,369
5	Events	34,828
6	research	26,946
7	education	26,589
8	Law and Policy	22,830
10	Member Benefits	22,493

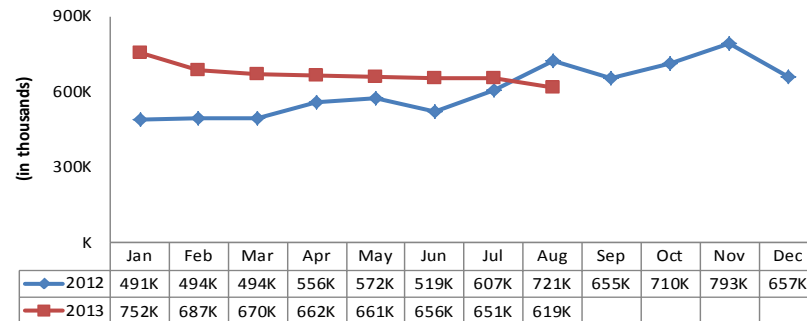
# HOUSELOGIC.COM TRAFFIC

## August 2013

HOUSELOGIC.COM

Unique Visitors		Ave Min per Visit		Ave Pg Views per Visitor		Total Visits		Total Pg Views	
619,015		2.1		0.0		703,877		2.9 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-5.0% ↓	-14.1% ↓	-0.9% ↓	-17.7% ↓	-4.3% ↓	-9.5% ↓	-4.9% ↓	-11.2% ↓	-9.1% ↓	-22.3% ↓

### HouseLogic.com Unique Visitors (in thousands)



### Top Content – August 2013

- 10 Things a Burglar Doesn't Want You to Know**  
<http://www.houselogic.com/home-advice/home-security/how-to-prevent-burglaries/>
- More Trees You Should Never Plant in Your Yard**  
<http://www.houselogic.com/photos/plants-trees/trees-to-avoid/slide/gingko-gingko-biloba/>
- More Trees You Should Never Plant in Your Yard**  
<http://www.houselogic.com/photos/plants-trees/trees-to-avoid/slide/gingko-gingko-biloba/>
- The Plants You Shouldn't Plant in Your Yard**  
<http://www.houselogic.com/photos/plants-trees/invasive-plant-species/slide/bambo>
- 11 Trees You Should Never Plant in Your Yard**  
<http://www.houselogic.com/photos/plants-trees/bad-trees/slide/1-silver-maple-acer-saccharinum>
- 8 Houses That Don't Seem Real, But They Are!**  
<http://www.houselogic.com/photos/home-thoughts/ugly-houses/slide/a-house-that-rocks>