

# REALTOR.COM TRAFFIC December 2013

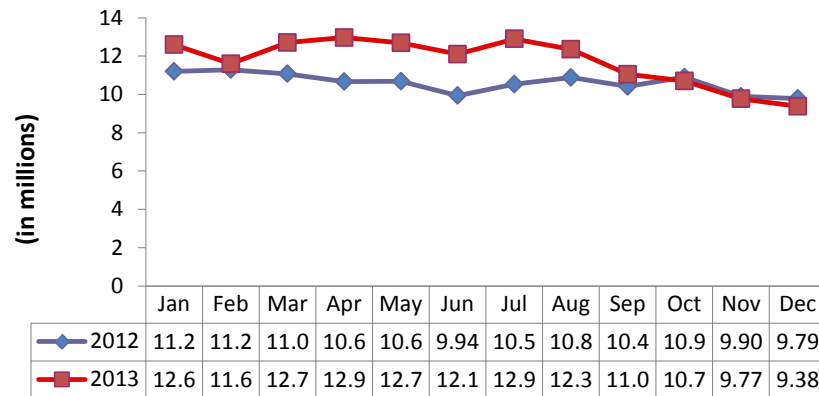
## December 2013 "Fast Facts"

- Average monthly unique users of realtor.com's desktop and mobile platforms grew 22% year-over-year to more than 28 million in the third quarter of 2013 (Move Internal Metrics)
- Over 50% of all homes viewed in the realtor.com network occurred on a mobile device in Q3 (Move Internal Metrics)
- Over 90% of all listing detail page views occur on For Sale listings (Move Internal Metrics)
- The top 5 cities most searched by international visitors in December were: Los Angeles, Miami, Detroit, Las Vegas, and Orlando
- The total U.S. for-sale inventory of homes in Dec 2013 was 1,731,017 units (up 1% year-over-year), median age of the inventory was 112 days (down 5% year-over-year), and the median list price was \$194,500 (up 8% year-over-year)
- 1.6 million international properties listed on realtor.com as of Dec 2013 (Move Internal Metrics)
- 1.0 million international users visited realtor.com in Dec 2013 (Move Internal Metrics)

REALTOR.COM

Unique Visitors		Ave Min per Visit		Ave Pgs per Usage Day		Total Visits		Total Pg Views	
9.4 M		7.4		8.5		34.8 M		255 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-4.1%	↓	-4.1%	↓	-14.1%	↓	-8.6%	↓	8.1%	↑
								-7.4%	↓
								-4.5%	↓
								-13.6%	↓

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



## Additional Site Statistics

RPA's: 2.78 M – Dec '13; 2.89 M – Nov '13; (2.67 M – Dec '12)  
Views per Listing: 968 – Dec '13; 1,293 – Nov '13; (1,390 – Dec '12)  
MLSs: 838 – Nov '13; 838 – Oct '13; (844 – Nov '12) MLSs in the United States, Canada and Puerto Rico  
Visitors per Day: 1,669,247 – Dec '13; 1,071,844 – Nov '13; (1,213,549 – Dec '12)

REALTOR.com received a 15.9% market share of the 59 Million Unique Visitors to the Real Estate Vertical, and 15% 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 4% of all U.S. Internet users, according to ComScore MM, December 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	224,057	72.7	26.4	126.7	16,281,175	429,104	649,966
Real Estate	58,922	4.6	6.3	10.2	270,531	1,700	2,363
Yahoo! - Zillow Real Estate Network	28,810	3.4	4.2	5.6	99,000	411	473
ZILLOW.COM	20,217	4.2	4.3	5.0	84,363	359	347
TRULIA.COM	11,619	3.2	5.4	6.6	37,014	199	210
Move, Inc. Real Estate Sites	10,357	3.7	7.1	8.5	38,258	270	272
Yahoo! Homes	10,188	1.6	2.5	6.1	16,460	41	96
REALTOR.COM	9,373	3.7	7.4	8.5	34,793	259	255
HOMES.COM	3,004	1.9	5.5	8.6	5,806	32	43
COLDWELLBANKER.COM	2,304	2.4	5.0	6.0	5,455	28	31
REDFIN.COM	2,293	3.7	4.4	4.3	8,422	37	29
CENTURY21 International	1,326	1.6	6.4	5.3	2,160	14	11
MOVOTO.COM	763	1.6	3.1	4.9	1,189	4	6
REMAX.COM	754	1.5	4.9	4.7	1,136	6	5
ZIPREALTY.COM	669	2.3	5.1	6.5	1,547	8	9
WEICHERT.COM	627	2.2	6.0	10.0	1,372	8	12
HAR.COM	592	4.2	7.3	23.6	2,483	18	38
BLOCKSHOPPER.COM	528	1.6	1.9	2.5	821	2	2
FORSALEBYOWNER.COM	527	1.3	3.1	3.3	686	2	2

## REALTOR.ORG TRAFFIC December 2013

### Traffic Notes:

- Registered Users: 627,733
- Average visits per day: 26,981 – Dec '13; 29,047 – Nov '13; (32,283 – Dec '12)

### NAR Newsletters:

NAR Weekly Report Distribution: 1,149,718 – December '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 – 78,028 – Dec '13

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

REALTOR.ORG

### Unique Visitors

**580,066**

Prev Mo	Prev Yr
-3.8% ↓	-9.7% ↓

### Ave Min per Visit

**7.1**

Prev Mo	Prev Yr
-0.6% ↓	-19.3% ↓

### Ave Pg Views per Visitor

**4.5**

Prev Mo	Prev Yr
0.4% ↑	-28.7% ↓

### Total Visits

**836,429**

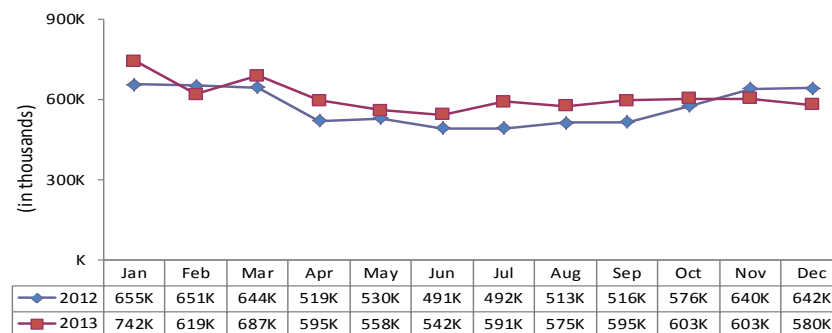
Prev Mo	Prev Yr
-4.0% ↓	-16.4% ↓

### Total Pg Views

**2.61 M**

Prev Mo	Prev Yr
-3.0% ↓	-35.6% ↓

### 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	321,219
2	Blogs	92,222
3	news-and-commentary	55,951
4	NRDS	51,265
5	education	24,598
6	about NAR	23,815
7	research	22,367
8	member benefits	21,920
9	law and policy	17,307
10	Store	15,646

## HOUSELOGIC.COM TRAFFIC December 2013

HOUSELOGIC.COM

### Unique Visitors

**560,843**

Prev Mo	Prev Yr
-14.2% ↓	-29.3% ↓

### Ave Min per Visit

**1.6**

Prev Mo	Prev Yr
-0.6% ↓	7.5% ↑

### Ave Pg Views per Visitor

**4.7**

Prev Mo	Prev Yr
9.2% ↑	16.3% ↑

### Total Visits

**605,889**

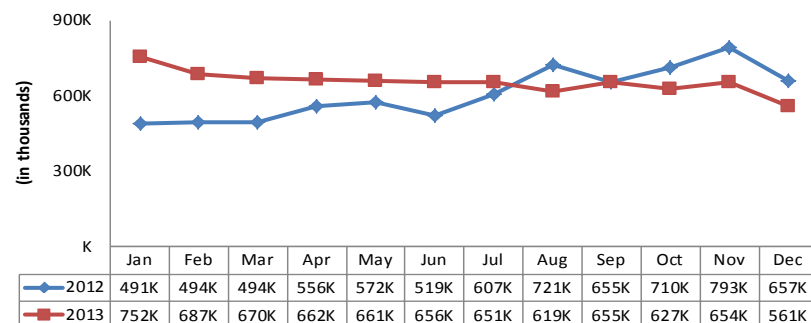
Prev Mo	Prev Yr
-16.3% ↓	-31.4% ↓

### Total Pg Views

**2.61 M**

Prev Mo	Prev Yr
-6.1% ↓	-17.7% ↓

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



### Top Content – December 2013

1. **More Trees You Should Never Plant in Your Yard**  
<http://www.houselogic.com/photos/plants-trees/trees-to-avoid/slide/gingko-gingko-biloba/>
2. **The Biggest Air Leak in Your House You Don't Know About**  
<http://www.houselogic.com/home-advice/insulation/biggest-air-leak-home/>
3. **8 Houses That Don't Seem Real, But They Are!**  
<http://www.houselogic.com/photos/home-thoughts/ugly-houses/slide/a-house-that-rocks/>
4. **The Plants You shouldn't Plant in Your Yard**
5. <http://www.houselogic.com/photos/plants-trees/invasive-plant-species/slide/bamboo/>
6. **11 Trees You Should Never Plant in Your Yard**  
<http://www.houselogic.com/photos/plants-trees/bad-trees/slide/1-silver-maple-acer-saccharinum/>