

REALTOR.COM TRAFFIC November 2013

Realtor.com® Traffic Notes:¹

- Average monthly unique users of Move's web and mobile sites grew nearly 18% year-over-year to over 25 million for September/October/November.
- Mobile app page views grew significantly, up more than 26% year-over-year for September/October/November, while page views on the web are down by 1% 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:²

- 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, New York, Las Vegas, and Detroit.

Realtor.com® Commercial Traffic Notes:³

- Commercial listings received nearly 65 thousand visits and over 357 thousand page views in November 2013.
- Users viewed over 5.5 commercial pages per visit.

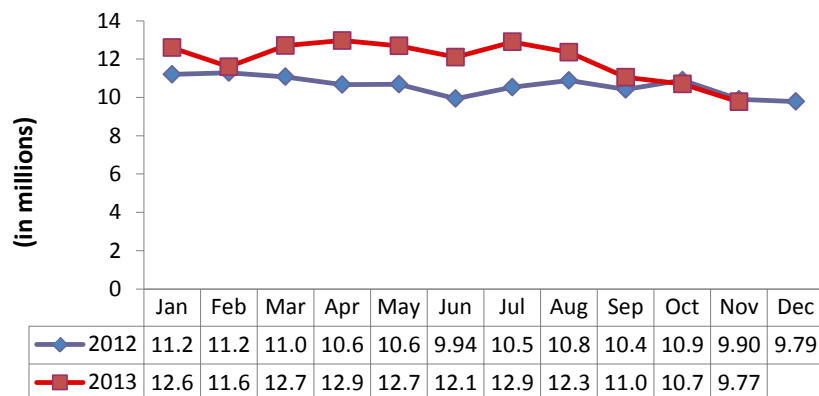
1 Realtor.com® internal metrics

2 As reported by Omniture Site Catalyst for November 2013 as an aggregate of all countries other than the United States

3 As reported by Omniture Site Catalyst for November 2013

Unique Visitors		Ave Min per Visit		Ave Pgs per Usage Day		Total Visits		Total Pg Views	
9.8 M		8.7		9.9		32.2 M		267 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-8.4%	-1.0%	19.2%	17.6%	0.0%	13.8%	-5.0%	-19.9%	-7.9%	-10.7%

REALTOR.com® Unique Visitors (in Millions)



Additional Site Statistics

RPA's: 2.89 M – Nov '13; 3.01 M – Oct '13; (2.91 M – Nov '12)

Views per Listing: 1,293 – Nov '13; 1,313 – Oct '13; (1,374 – Nov '12)

MLSs: 838 – Nov '13; 838 – Oct '13; (847 – Nov '12) MLSs in the United States, Canada and Puerto Rico

Visitors per Day: 1,071,844 – Nov '13; 1,092,467 – Oct '13; (1,339,191 – Nov '12)

REALTOR.com received a 16.0% market share of the 60 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, November 2013.

REALTOR.COM

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	224,481	71.6	26.5	122.7	16,072,008	425,968	616,653
Real Estate	60,354	4.4	7.0	11.2	265,633	1,856	2,534
Yahoo! - Zillow Real Estate Network	28,463	3.6	4.5	5.4	103,367	468	470
ZILLOW.COM	20,497	4.2	4.8	5.2	85,375	413	358
TRULIA.COM	11,662	3.0	6.2	7.6	34,824	215	228
Move, Inc. Real Estate Sites	10,882	3.2	8.2	9.8	35,084	289	286
REALTOR.COM	9,768	3.3	8.7	9.9	32,155	280	267
Yahoo! Homes	9,241	1.9	2.3	4.8	17,885	42	83
HOMES.COM	3,324	1.7	6.3	9.1	5,714	36	45
COLDWELLBANKER.COM	2,659	2.1	5.1	6.9	5,641	29	36
REDFIN.COM	2,475	3.1	6.3	6.6	7,645	48	38
CENTURY21 International	1,506	2.0	4.9	4.1	2,998	15	11
ZIPREALTY.COM	1,028	1.9	5.2	7.4	1,959	10	13
MOVOTO.COM	1,001	1.6	3.2	5.6	1,643	5	8
REMAX.COM	889	1.8	4.8	6.0	1,595	8	8
REMAX.COM	821	1.6	5.0	5.1	1,317	7	6
FORSALEBYOWNER.COM	647	1.4	3.7	5.9	902	3	5
HAR.COM	591	4.7	9.5	34.7	2,769	26	62
WEICHERT.COM	565	1.9	5.0	8.5	1,050	5	8
WEICHERT.COM	565	1.9	5.0	8.5	1,050	5	8
BLOCKSHOPPER.COM	558	1.4	2.1	2.5	792	2	2

REALTOR.ORG TRAFFIC November 2013

Traffic Notes:

- Registered Users: 625,935
- Average visits per day: 29,047 – Nov '13; 34,553 – Oct '13; (26,169 – Nov '12)

NAR Newsletters:

NAR Weekly Report Distribution: 1,137,540 – November '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

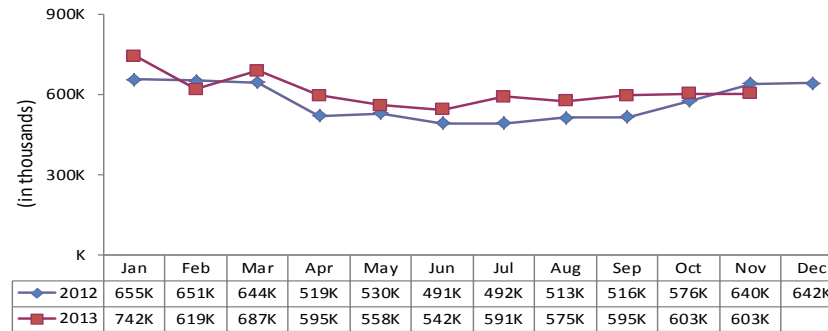
REALTOR® Magazine Online Daily News Subscribers – 77,597 – Nov '13

*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	
602,931		7.1		4.5		871,418		2.69 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-17.6%	-5.8%	1.9%	-10.2%	5.2%	-24.2%	-18.6%	-9.4%	-13.5%	-28.5%

REALTOR.org Unique Visitors (in Thousands)



Top 10 Content Groups

Ranked by Total Visits to All Pages in Content Group

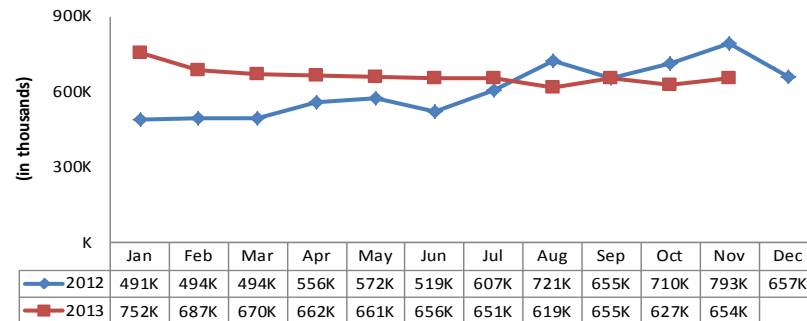
Rank	Content Areas	Total Visits
1	REALTOR Magazine - Daily News	292,147
2	Blogs	86,405
3	news-and-commentary	75,180
4	Events	57,235
5	NRDS	50,870
6	education	27,084
7	about NAR	25,201
8	research	23,449
9	member benefits	23,045
10	law and policy	21,056

HOUSELOGIC.COM TRAFFIC November 2013

HOUSELOGIC.COM

Unique Visitors		Ave Min per Visit		Ave Pg Views per Visitor		Total Visits		Total Pg Views	
653,758		1.6		4.3		723,961		2.78 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
4.2%	-17.6%	-21.7%	8.2%	-3.4%	6.5%	5.4%	-18.0%	0.4%	-12.3%

HouseLogic.com Unique Visitors (in thousands)



Top Content – November 2013

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