

REALTOR.COM TRAFFIC October 2013

Realtor.com® Traffic Notes:¹

- Average monthly unique users of Move's web and mobile sites grew nearly 23% year-over-year to nearly 28 million for August/September/October.
- Mobile app page views grew significantly, up more than 24% year-over-year for August/September/October, while page views on the web are down by 5% 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, New York, Miami, Las Vegas, and Detroit.

Realtor.com® Commercial Traffic Notes:³

- Commercial listings received nearly 62 thousand visits and over 312 thousand page views in October 2013.
- Users viewed over 5.0 commercial pages per visit.

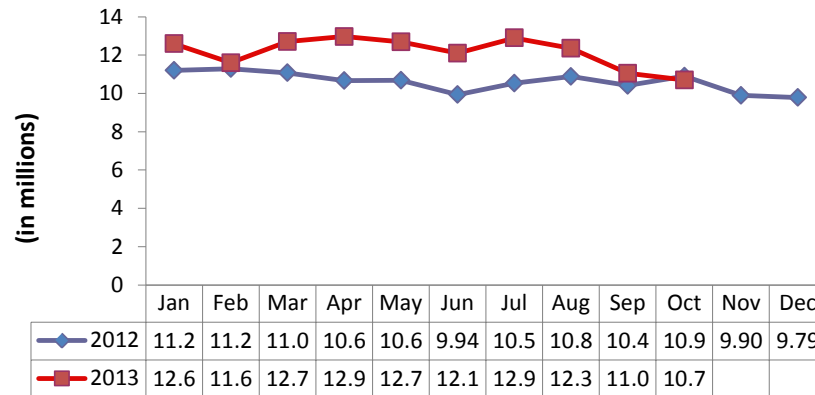
¹ Realtor.com® internal metrics

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

³ As reported by Omniture Site Catalyst for October 2013

Unique Visitors		Ave Min per Visit		Ave Pgs per Usage Day		Total Visits		Total Pg Views	
10.7 M		7.3		9.9		33.9 M		290 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-3.6% ↓	-1.8% ↓	-3.9% ↓	-12.0% ↓	2.1% ↑	1.0% ↑	-4.5% ↓	-21.0% ↓	-2.4% ↓	-18.1% ↓

REALTOR.com® Unique Visitors (in Millions)



Additional Site Statistics

RPA's: 3.02 M – Oct '13; 3.07 M – Sep '13; (3.09 M – Oct '12)

Views per Listing: 1,313 – Oct '13; 1,263 – Sep '13; (1,409 – Oct '12)

MLSs: 838 – Oct '13; 838 – Sep '13; 844 – Oct '12
MLSs in the United States, Canada and Puerto Rico

Visitors per Day: 1,092,467 – Oct '13; 1,818,933 – Sep '13; (1,384,809 – Oct '12)

REALTOR.com received a 16.0% market share of the 67 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% of all U.S. Internet users, according to ComScore MM, October 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	225,241	75.5	26.2	115.5	17,004,358	445,548	625,337
Real Estate	66,832	5.2	8.6	11.4	346,357	2,964	3,404
Yahoo! - Zillow Real Estate Network	31,967	4.9	4.2	4.9	157,090	652	641
ZILLOW.COM	21,567	4.8	4.7	4.9	103,549	486	403
TRULIA.COM	13,173	3.3	6.0	7.0	43,363	258	263
Yahoo! Homes	12,806	5.1	1.9	3.3	65,396	127	205
Move, Inc. Real Estate Sites	11,743	3.2	6.9	9.9	37,348	259	311
REALTOR.COM	10,707	3.2	7.3	9.9	33,866	247	290
HOMES.COM	4,043	2.0	6.0	7.5	8,162	49	55
CENTURY21 International	1,951	2.3	3.7	3.2	4,431	17	14
REDFIN.COM	1,887	4.5	4.4	5.4	8,528	37	33
COLDWELLBANKER.COM	1,096	1.3	8.5	10.0	1,395	13	13
ZIPREALTY.COM	1,073	2.3	5.7	7.9	2,460	14	17
REMAX.COM	1,044	2.0	5.7	7.0	2,080	12	13
MOVOTO.COM	996	1.7	4.2	6.8	1,735	7	11
BLOCKSHOPPER.COM	707	1.2	2.4	2.9	869	2	2
WEICHERT.COM	703	2.3	5.5	9.8	1,610	9	14
FORSALEBYOWNER.COM	616	1.3	4.1	5.3	824	3	4
HOMEFINDER.COM	554	1.7	6.9	12.1	914	6	10
FRONTDOOR.COM	546	8.2	2.0	4.4	4,493	9	18
HAR.COM	512	5.5	9.2	45.7	2,801	26	75

REALTOR.ORG TRAFFIC October 2013

Traffic Notes:

- Registered Users: 623,624
- Average visits per day: 34,553 – Oct '13; 28,644 – Sep '13; (27,714 – Oct '12)

NAR Newsletters:

NAR Weekly Report Distribution: 1,127,783 – October '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

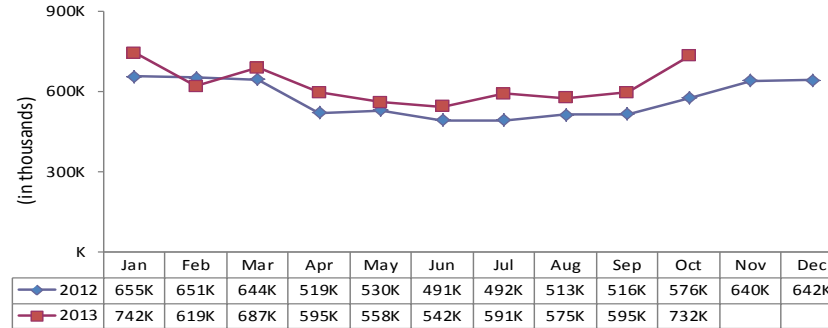
REALTOR® Magazine Online Daily News Subscribers – 74,228 – Oct '13

*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	
731,821		7.0		4.3		1,071,154		3.11 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
23.0% ↑	27.0% ↑	2.9% ↑	-8.5% ↓	-1.2% ↓	-13.6% ↓	24.7% ↑	24.7% ↑	21.5% ↑	9.9% ↑

REALTOR.org Unique Visitors (in Thousands)



Top 10 Content Groups

Ranked by Total Visits to All Pages in Content Group

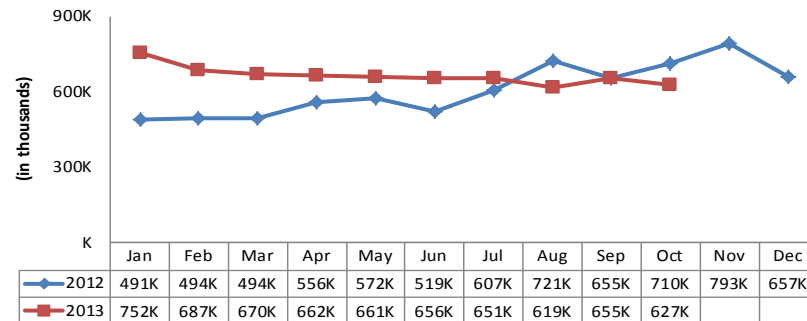
Rank	Content Areas	Total Visits
1	REALTOR Magazine - Daily News	363,905
2	news-and-commentary	135,314
3	Blogs	96,237
4	Events	71,013
5	NRDS	61,467
6	education	29,954
7	about NAR	28,593
8	research	27,038
9	law and policy	24,623
10	member benefits	23,730

HOUSELOGIC.COM TRAFFIC October 2013

HOUSELOGIC.COM

Unique Visitors		Ave Min per Visit		Ave Pg Views per Visitor		Total Visits		Total Pg Views	
627,453		2.0		4.4		687,050		2.77 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-0.5% ↓	-11.7% ↓	-1.9% ↓	-33.4% ↓	-3.9% ↓	-11.4% ↓	-1.2% ↓	-11.9% ↓	-4.2% ↓	-21.5% ↓

HouseLogic.com Unique Visitors (in thousands)



Top Content – October 2013

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