

# REALTOR.COM TRAFFIC October 2014

Starting in 2014 report, the data includes both desk top as well as mobile traffic. Before 2014, the report only included traffic data from desk top users.

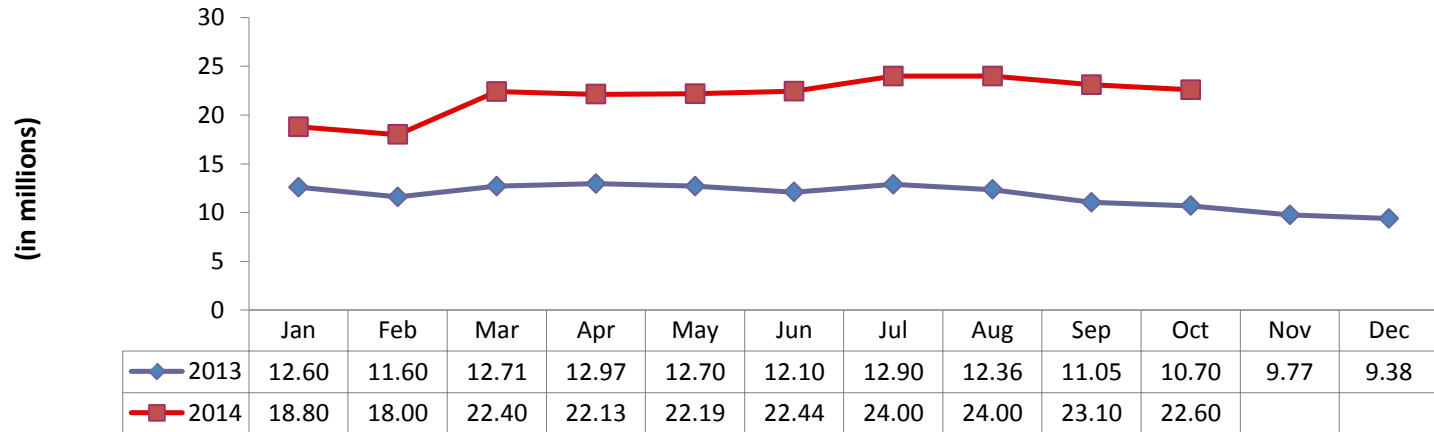
\*\*Due to a processing error, a number of invalid browser calls on the iOS panel were credited as PVs for some entities which impacted the Mobile Platform from Mar-14 to Jun-14. With Jul-14 data, comScore has improved the mobile PV eligibility rules to exclude these invalid PVs from reporting. This issue affected the Total Views measure for Mobile and therefore, Total Digital Population. No other measures were impacted.

**Multi-Platform Methodology:** comScore's Multi-Platform data is a culmination of its three underlying Audience Measurement products - Media Metrix, Video Metrix and Mobile Metrix. It offers comprehensive reporting on more than 300,000 digital media entities, including their un-duplicated audience size, demographic composition, engagement, performance within key user segments and behavioral trends. All of these metrics can be compared across digital media platforms and can be used to understand incremental audiences and engagement gained from each platform. **Realtor.com Stats Source: comScore Media Metrix Multi-Platform (MM)**

\* Real Estate Vertical Matrix Source: comScore Media Metrix Multi-Platform (MM)  
- Top 25 real estate listing sites with traffic greater than 500,000 visitors.

Unique Visitors		Ave Min per Visit		Ave Views per visit		Total Visits		Total Views	
<b>22.6 M</b>		<b>7</b>		<b>7.5</b>		<b>68.8 M</b>		<b>516 M</b>	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-2.2% ↓	111.2% ↑	14.8% ↑	-4.1% ↓	10.3% ↑	-24.2% ↓	-7.9% ↓	102.9% ↑	1.0% ↑	77.9% ↑

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



REALTOR.COM

## Top Real Estate Vertical Matrix\*

Media	Unique Visitors (000)	Avg Views per Visitor	Avg Minutes per Visit	Avg Views per Visit	Total Visits (000)	Total Minutes (Millions)	Total Views (Millions)
Total Internet : Total Audience	250,615	3,312.0	22.6	30.1	27,557,079	1,302,483	830,019
Real Estate	97,719	47.0	5.9	8.2	569,138	3,901	4,687
ZILLOW.COM	47,424	22.0	4.5	4.9	215,980	1,233	1,054
TRULIA.COM	25,438	12.0	4.1	4.2	75,014	366	318
REALTOR.COM	22,555	23.0	7.0	7.5	68,845	645	516
Yahoo Homes.com	9,825	17.0	3.3	8.1	20,742	69	168
HOMES.COM	8,174	10.0	4.3	6.1	13,009	58	80
REDFIN.COM	6,931	13.0	5.1	5.2	17,211	124	90
MOVOTO.COM	4,805	3.0	2.0	2.1	7,596	15	16
HOTPADS.COM	2,677	15.0	4.3	8.4	4,770	23	40
CURBED.COM	2,644	4.0	1.8	1.7	6,472	12	11
CENTURY21 International	2,539	8.0	3.8	4.0	5,336	24	21
FORSALEBYOWNER.COM	2,060	5.0	2.5	3.8	2,574	6	10
REMAX.COM	1,466	9.0	5.3	5.3	2,422	13	13
FRONTDOOR.COM	1,417	17.0	1.1	3.4	6,891	7	24
HAR.COM	1,298	34.0	4.5	8.1	5,416	25	44
ZIPREALTY.COM	1,193	10.0	4.4	5.1	2,369	16	12
NOLA.COM REAL ESTATE	911	5.0	1.8	1.9	2,447	4	5
HOMEFINDER.COM	891	11.0	4.9	6.0	1,609	8	10
HUBZU.COM	817	7.0	4.3	4.1	1,314	6	5
ESTATELY.COM	679	4.0	2.9	2.7	1,051	3	3
KW.COM	666	17.0	2.1	4.6	2,487	5	11
WEICHERT.COM	622	11.0	5.8	7.5	937	5	7

# REALTOR.ORG TRAFFIC October 2014

## Traffic Notes:

- Registered Users: 643,950
- Average visits per day: 49,528 – October '14; 42,865– September '14; (34,553 – October '13)

## NAR Newsletters:

NAR Weekly Report Distribution: 1,260,585 – October '14 The most popular categories are: Membership Benefits/Special Offers for Realtors, Sales and Marketing Tools, Education, Current RE News, Buyers Rep, Research and Market Stats, Technology, Legal Issues, REALTOR.com Updates, Professional Standards/MLS, Land Sales

REALTOR® Magazine Online Daily News Subscribers – 83,544 – October '14

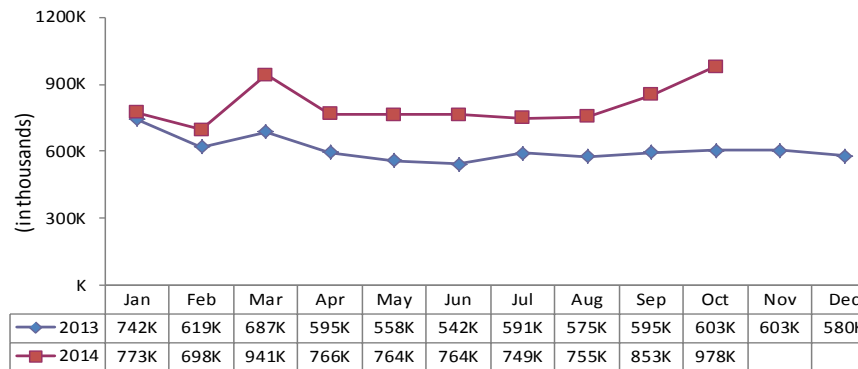
\*REALTOR.org Stats Source: Omniture Site Catalyst Version 15.

\*Includes traffic data from external member/Vendor sites

REALTOR.ORG

Unique Visitors		Ave Min per Visit		Ave Pg Views per Visitor		Total Visits		Total Pg Views	
<b>978,041</b>		<b>7.4</b>		<b>4.9</b>		<b>1,535,365</b>		<b>4.78 M</b>	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
14.7% ↑	33.6% ↑	4.2% ↑	5.6% ↑	10.4% ↑	14.8% ↑	19.4% ↑	43.3% ↑	26.8% ↑	53.7% ↑

## REALTOR.org Unique Visitors (in Thousands)



Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
8.1% ↑	38.9% ↑	-23.4% ↓	-24.1% ↓	-3.6% ↓	54.0% ↑

## Top 10 Content Groups

Ranked by Total Visits to All Pages in Content Group

Rank	Content Areas	Total Visits
1	News	332,440
2	sales-and-marketing	96,328
3	blogs	94,150
4	events	66,619
5	nrds	58,205
6	home-and-design	52,602
7	education	47,419
8	member-benefits	44,572
9	realtormag	42,261
10	about-nar	38,725

# HOUSELOGIC.COM TRAFFIC October 2014

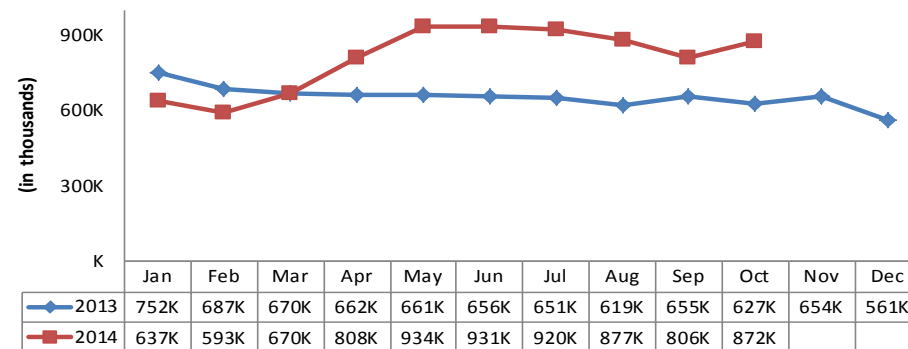
HOUSELOGIC.COM

Total Visits		Total Pg Views	
<b>988,488</b>		<b>5.92 M</b>	
Prev Mo	Prev Yr	Prev Mo	Prev Yr
8.4% ↑	43.9% ↑	4.2% ↑	113.7% ↑

## Top Content – October 2014

- Which Homemade Laundry Detergent Recipe is Best?**  
<http://www.houselogic.com/home-advice/green-cleaning/which-homemade-laundry-detergent-recipe-best/>
- 8 Houses That Don't Seem Real, But They Are!**  
<http://www.houselogic.com/photos/home-thoughts/ugly-houses/slide/a-house-that-rocks/>
- Can You Spot the Common Code Violation**  
<http://www.houselogic.com/photos/home-improvement/building-code-violations/slide/on-solid-footing/>
- 9 Winter Plants That Dazzle Even In Snow**  
<http://www.houselogic.com/photos/gardens/winter-plants/slide/flowering-quince-chaenomeles/>
- The Biggest Air Leak in Your House You Don't Know About**  
<http://www.houselogic.com/home-advice/insulation/biggest-air-leak-home/>

## HouseLogic.com Unique Visitors (in thousands)



Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
8.1% ↑	38.9% ↑	-23.4% ↓	-24.1% ↓	-3.6% ↓	54.0% ↑