

REALTOR.COM TRAFFIC

April 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.

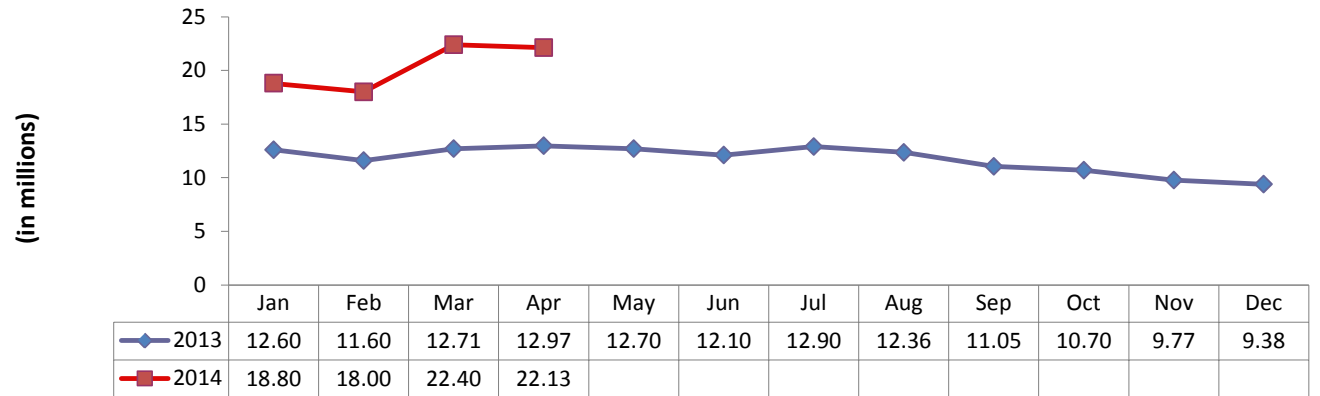
Multi-Platform Methodology: comScore's Multi-Platform data is a culmination of its three underlying Audience Measurement products - Media Metrix, Video Metrix and Mobile Metrix. It offers comprehensive reporting on more than 300,000 digital media entities, including their un-duplicated audience size, 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.

REALTOR.COM

Unique Visitors		Ave Min per Visit		Ave Views per visit		Total Visits		Total Views	
22.1 M		7.1		7.6		69.9 M		532 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-1.3% ↓	71.3% ↑	9.2% ↑	-7.8% ↓	7.0% ↑	-30.3% ↓	-7.5% ↓	57.4% ↑	-0.9% ↓	36.1% ↑

REALTOR.com® Unique Visitors (in Millions)



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	250,178	3,393.0	22.2	32.4	26,182,589	1,127,341	848,980
Real Estate	97,949	46.0	6.0	8.4	539,916	3,928	4,517
ZILLOW.COM	45,077	23.0	4.6	4.3	231,766	1,338	1,037
REALTOR.COM	22,127	24.0	7.1	7.6	69,923	666	532
TRULIA.COM	19,910	14.0	4.7	5.2	53,971	253	282
Yahoo Homes.com	12,240	16.0	3.1	9.7	20,326	63	198
HOMES.COM	6,953	12.0	4.6	8.3	10,517	50	87
REDFIN.COM	5,828	10.0	4.1	3.2	17,912	86	58
MOVOTO.COM	4,074	6.0	2.4	3.8	6,585	16	25
HOTPADS.COM	3,353	15.0	4.3	5.9	8,767	30	51
CENTURY21 International	2,992	8.0	4.3	3.6	6,564	28	24
COLDWELLBANKER.COM	1,649	11.0	4.3	5.6	3,083	13	17
CURBED.COM	1,396	11.0	7.0	3.6	4,393	31	16
REMAX.COM	1,316	8.0	4.5	4.8	2,192	10	10
HAR.COM	1,269	44.0	5.8	10.0	5,504	31	55
WEICHERT.COM	1,157	19.0	4.5	8.9	2,514	11	22
KW.COM	1,024	7.0	1.9	3.6	2,042	4	7
FORSALEBYOWNER.COM	946	11.0	3.9	5.9	1,730	7	10
ZIPREALTY.COM	944	14.0	6.1	6.1	2,189	13	13
FRONTDOOR.COM	920	15.0	3.4	9.5	1,423	5	13
HOMEFINDER.COM	806	16.0	4.2	9.6	1,348	6	13
HUBZU.COM	786	57.0	13.0	28.0	1,590	21	45

REALTOR.ORG TRAFFIC

April 2014

Traffic Notes:

- Registered Users: 620,078
- Average visits per day: 37,523 – April '14; 44,080 – Mar '14; (28,713 – Mar '13)

NAR Newsletters:

NAR Weekly Report Distribution: 1,191,603 – March '14 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

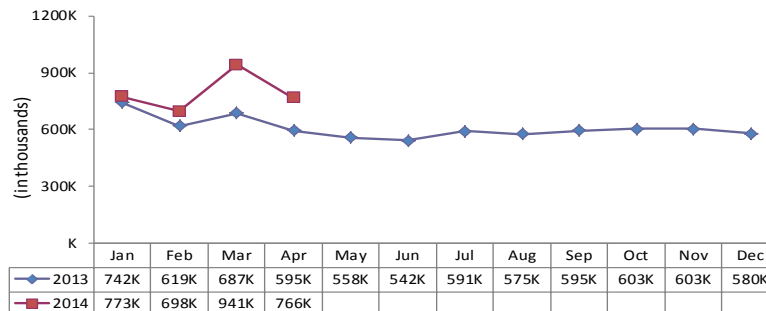
REALTOR® Magazine Online Daily News Subscribers – 81,293 – Mar '14

*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	
765,888		7.0		4.5		1,125,699		3.46 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-18.6%	28.8%	3.1%	4.9%	15.3%	5.9%	-17.6%	29.3%	-6.5%	36.2%

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	167,728
2	news-and-commentary	83,411
3	Blogs	72,836
4	sales-and-marketing	60,647
5	NRDS	57,997
6	member benefits	42,569
7	education	39,055
8	about-NAR	37,605
9	events	33,563
10	research-and-statistics	23,401

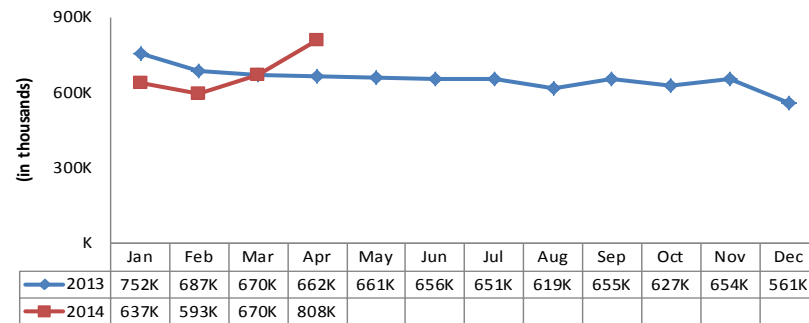
HOUSELOGIC.COM TRAFFIC

April 2014

HOUSELOGIC.COM

Unique Visitors		Ave Min per Visit		Ave Pg Views per Visitor		Total Visits		Total Pg Views	
808,003		1.6		7.6		887,604		6.16 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
7.6%	20.6%	0.0%	-30.5%	24.1%	39.8%	7.5%	21.4%	21.5%	66.5%

HouseLogic.com Unique Visitors (in thousands)



Top Content – April 2014

- 11 Trees You Should Never Plant in Your Yard**
<http://www.houselogic.com/photos/plants-trees/bad-trees/slide/1-silver-maple-acer-saccharinum/#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/>
- Ikea Studied Americans at Home. Here's What It Found.**
<http://www.houselogic.com/blog/home-improvement/ikea-studied-americans-home-heres-what-they-found/>
- 7 Storage Solutions You Ddin't Know You Had**
<http://www.houselogic.com/photos/home-improvement/7-storage-solutions-you-didnt-know-you-had/slide/stairway-to-storage-heaven/>
- 10 Clever Uses for Hydrogen Peroxide**
<http://www.houselogic.com/home-advice/green-cleaning/uses-for-hydrogen-peroxide/>