

# REALTOR.COM TRAFFIC February 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.

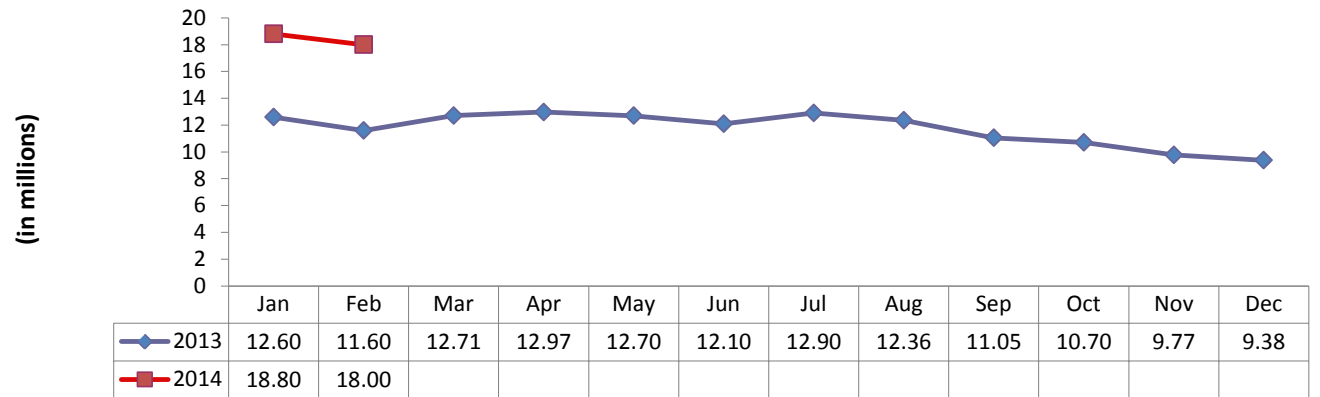
**Multi-Platform Methodology:**  
comScore's Multi-Platform data is a culmination of its three underlying Audience Measurement products - Media Metrix, Video Metrix and Mobile Metrix. It offers comprehensive reporting on more than 300,000 digital media entities, including their un-duplicated audience 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	
<b>18 M</b>		<b>5.3</b>		<b>5.2</b>		<b>72.6 M</b>		<b>413 M</b>	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-4.3% ↓	55.2% ↑	-10.2% ↓	-29.3% ↓	-7.1% ↓	-41.6% ↓	-12.7% ↓	36.7% ↑	-11.8% ↓	7.6% ↑

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	243,332	3,007.0	21.7	28.5	25,697,895	1,037,874	731,592
Real Estate	77,035	51.0	6.4	8.8	450,165	3,545	3,953
ZILLOW.COM	34,336	23.0	4.5	5.0	156,262	1,034	780
TRULIA.COM	18,948	17.0	5.8	5.9	54,803	320	322
REALTOR.COM	17,989	23.0	6.9	5.3	79,509	651	413
Yahoo Homes.com	8,169	13.0	2.6	7.0	70,174	38	104
HOMES.COM	5,134	13.0	5.9	7.0	9,423	55	66
REDFIN.COM	4,170	15.0	4.4	5.0	12,166	72	61
MOVOTO.COM	2,820	6.0	2.9	3.9	4,349	12	17
HOTPADS.COM	2,768	17.0	4.2	6.9	6,712	28	46
FRONTDOOR.COM	2,530	21.0	1.7	3.7	14,571	25	53
CENTURY21 International	2,518	9.0	3.5	4.5	6,274	22	23
COLDWELLBANKER.COM	1,527	10.0	5.4	5.3	2,929	16	15
FORSALEBYOWNER.COM	1,267	6.0	2.7	4.2	1,883	5	8
CURBED.COM	1,208	11.0	11.1	4.0	3,295	36	13
HAR.COM	1,158	39.0	6.4	10.9	4,112	26	45
ZIPREALTY.COM	1,127	21.0	8.4	8.6	2,745	23	24
WEICHERT.COM	944	13.0	6.5	6.9	1,771	12	12
KW.COM	766	6.0	2.3	3.5	1,358	3	5
HUBZU.COM	631	71.0	24.0	42.7	1,044	25	45
REMAX.COM	133	8.0	4.8	4.5	2,211	11	10

# REALTOR.ORG TRAFFIC February 2014

## Traffic Notes:

- Registered Users: 617,105
- Average visits per day: 37,021 – Feb '14; 36,921 – Jan '14; (28,691 – Feb '13)

## NAR Newsletters:

NAR Weekly Report Distribution: 1,176,540 – February '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

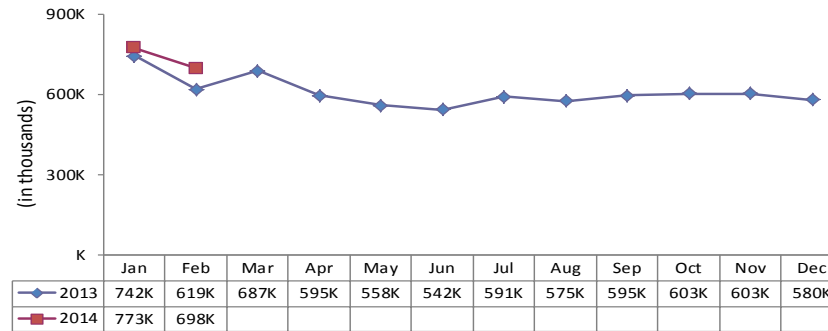
REALTOR® Magazine Online Daily News Subscribers – 81,159 – Feb '14

\*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	
697,744		6.9		4.7		1,036,605		3.23 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-9.7% ↓	12.6% ↑	-0.4% ↓	-9.5% ↓	0.9% ↑	-12.3% ↓	-9.4% ↓	11.3% ↑	-9.5% ↓	-1.2% ↓

## REALTOR.org Unique Visitors (in Thousands)



## Top 10 Content Groups

Ranked by Total Visits to All Pages in Content Group

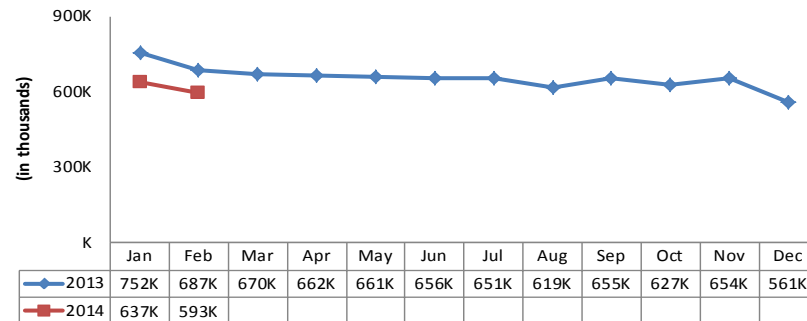
Rank	Content Areas	Total Visits
1	REALTOR Magazine	674,196
2	Blogs	135,483
3	NRDS	124,088
4	directories	119,358
5	news-and-commentary	101,661
6	member benefits	66,767
7	law and policy	65,096
8	education	62,819
9	events	53,848
10	Store	53,838

# HOUSELOGIC.COM TRAFFIC February 2014

HOUSELOGIC.COM

Unique Visitors		Ave Min per Visit		Ave Pg Views per Visitor		Total Visits		Total Pg Views	
593,415		2.0		4.2		643,827		2.71 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-6.8% ↓	-13.7% ↓	38.1% ↑	-11.7% ↓	11.7% ↑	-26.4% ↓	-7.0% ↓	-13.6% ↓	12.9% ↑	-31.0% ↓

## HouseLogic.com Unique Visitors (in thousands)



## Top Content – February 2014

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