

REALTOR.COM TRAFFIC January 2014

Starting with the January 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.

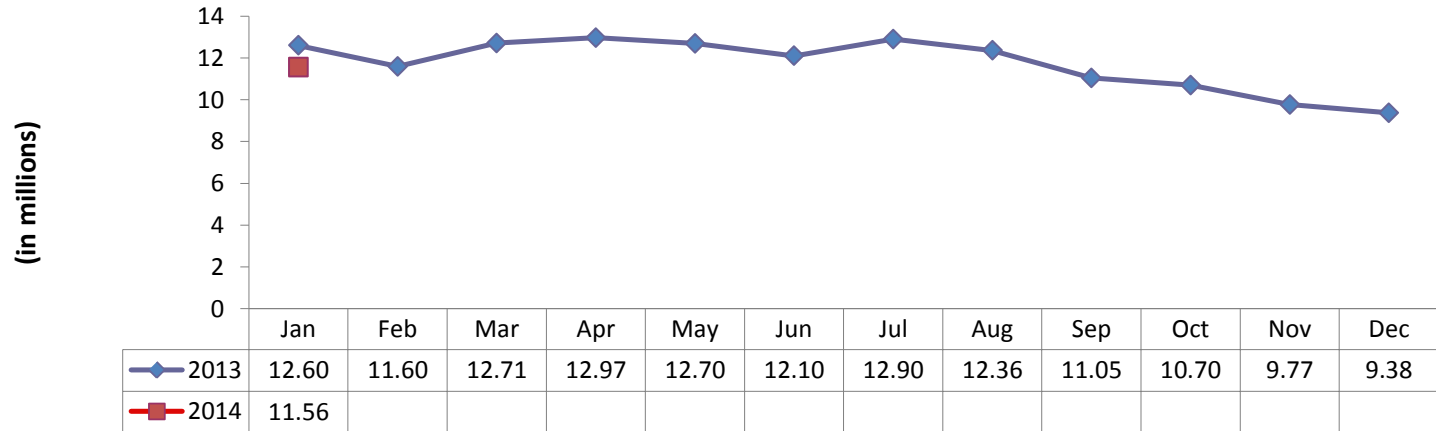
Multi-Platform Methodology:
comScore's Multi-Platform data is a culmination of its three underlying Audience Measurement products - Media Metrix, Video Metrix and Mobile Metrix. It offers comprehensive reporting on more than 300,000 digital media entities, including their un-duplicated audience size, 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 Pgs per Usage Day		Total Visits		Total Pg Views	
11.6 M		6.8		7.8		51.2 M		344 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
23.4% ↑	-7.9% ↓	-8.1% ↓	-8.1% ↓	-8.2% ↓	-17.9% ↓	47.1% ↑	-6.6% ↓	34.9% ↑	-18.7% ↓

REALTOR.com® Unique Visitors (in Millions)



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	223,602	73.1	26.0	123.9	16,352,412	424,670	636,931
Real Estate	64,825	5.4	6.4	10.4	348,074	2,226	3,053
ZILLOW.COM	22,890	5.2	4.4	5.1	119,160	529	498
TRULIA.COM	13,558	2.7	6.9	9.0	36,837	254	277
Yahoo! Homes	11,651	1.9	2.6	6.3	21,761	57	129
REALTOR.COM	11,566	4.4	6.8	7.8	51,202	348	344
HOMES.COM	3,763	1.7	6.9	9.7	6,438	45	55
REDFIN.COM	2,747	3.1	6.1	5.9	8,496	52	40
FRONTDOOR.COM	2,091	8.6	0.7	2.8	18,079	13	46
CENTURY21 International	1,821	2.2	4.7	5.0	4,003	19	18
MOVOTO.COM	1,411	1.6	2.8	4.2	2,264	6	9
COLDWELLBANKER.COM	1,257	1.5	7.0	10.8	1,860	13	16
ZIPREALTY.COM	959	2.8	9.5	12.3	2,720	26	26
CURBED.COM	870	2.1	5.6	6.0	1,857	10	9
FORSALEBYOWNER.COM	811	1.3	3.1	5.3	1,017	3	5
REMAX.COM	754	1.5	4.9	4.7	1,136	6	5
HAR.COM	739	4.0	8.4	29.0	2,980	25	48
WEICHERT.COM	717	2.1	4.8	6.2	1,488	7	9
HOMEFINDER.COM	557	1.3	5.2	9.1	749	4	6
BLOCKSHOPPER.COM	552	1.5	1.8	2.3	803	1	2
HUBZU.COM	529	1.8	30.7	65.4	955	29	55

REALTOR.ORG TRAFFIC January 2014

Traffic Notes:

- Registered Users: 622,774
- Average visits per day: 36,921 – Jan '14; 26,981 – Dec '13; (33,280 – Jan '13)

NAR Newsletters:

NAR Weekly Report Distribution: 1,116,540 – January '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

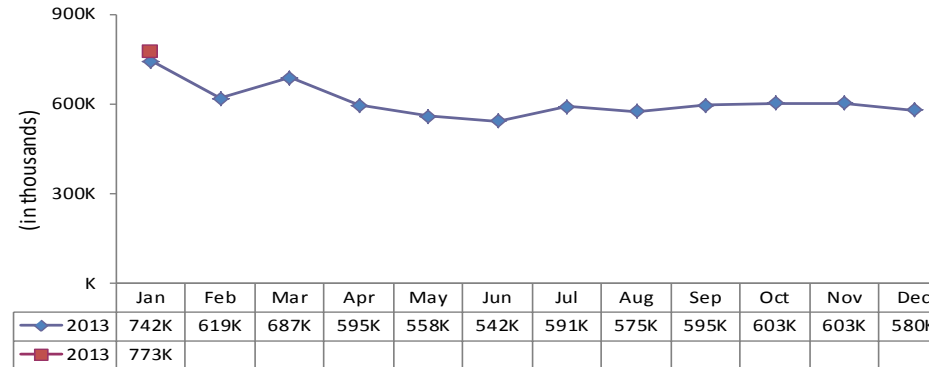
REALTOR® Magazine Online Daily News Subscribers – 79,609 – Jan '14

*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	
772,948		6.9		4.6		1,144,566		3.57 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
33.3% ↑	4.1% ↑	-2.7% ↓	-10.3% ↓	2.7% ↑	-16.2% ↓	36.8% ↑	1.4% ↑	36.8% ↑	-12.5% ↓

REALTOR.org Unique Visitors (in Thousands)



Top 10 Content Groups

Ranked by Total Visits to All Pages in Content Group

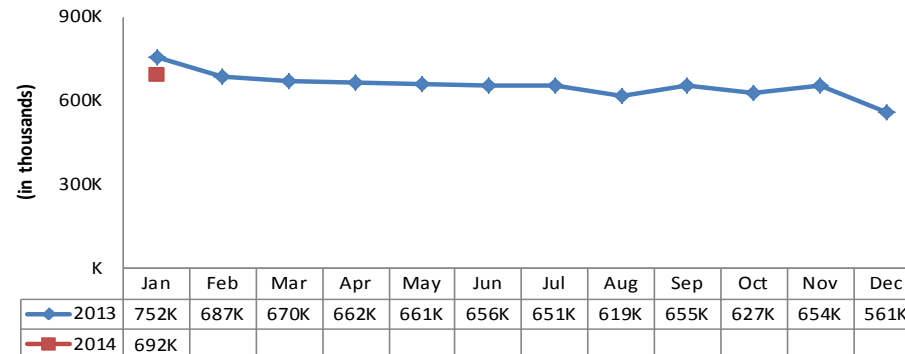
Rank	Content Areas	Total Visits
1	REALTOR Magazine - Daily News	443,414
2	Blogs	133,982
3	news-and-commentary	94,713
4	NRDS	74,307
5	member benefits	37,596
6	about NAR	36,726
7	education	36,074
8	research	31,262
9	Store	23,631
10	law and policy	17,307

HOUSELOGIC.COM TRAFFIC January 2014

HOUSELOGIC.COM

Unique Visitors		Ave Min per Visit		Ave Pg Views per Visitor		Total Visits		Total Pg Views	
636,921		1.5		3.8		692,131		2.4 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
13.6% ↑	-15.3% ↓	-7.0% ↓	-35.5% ↓	-18.9% ↓	-26.7% ↓	14.2% ↑	-15.0% ↓	-8.0% ↓	-38.0% ↓

HouseLogic.com Unique Visitors (in thousands)



Top Content – January 2014

- More Trees You Should Never Plant in Your Yard**
<http://www.houselogic.com/photos/plants-trees/trees-to-avoid/slide/gingko-gingko-biloba>
- The Biggest Air Leak in Your House You Don't Know About**
<http://www.houselogic.com/home-advice/insulation/biggest-air-leak-home/>
- 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 Plants You shouldn't Plant in Your Yard**
<http://www.houselogic.com/photos/plants-trees/invasive-plant-species/slide/bamboo/>