

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.

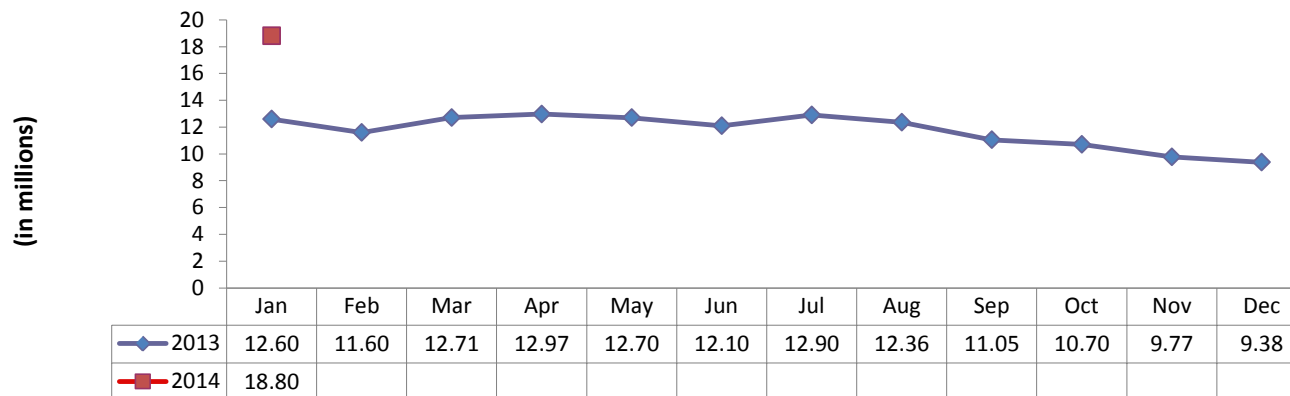
Multi-Platform Methodology:
comScore's Multi-Platform data is a culmination of its three underlying Audience Measurement products - Media Metrix, Video Metrix and Mobile Metrix. It offers comprehensive reporting on more than 300,000 digital media entities, including their un-duplicated audience size, 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	
18.8 M		5.9		5.6		83.2 M		468 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
100.0% ↑	49.2% ↑	-20.3% ↓	-20.3% ↓	-34.1% ↓	-41.1% ↓	139.1% ↑	51.8% ↑	83.5% ↑	10.6% ↑

REALTOR.com® Unique Visitors (in Millions)



Top Real Estate Vertical Matrix*							
Media	Unique Visitors (000)	Average Views per Visitor	Avg Minutes per Visit	Avg Views per Visit	Total Visits (000)	Total Minutes (Millions)	Total Views
Total Internet : Total Audience	242,789	3,408.0	21.4	29.9	27,657,460	1,107,989	827,470
Real Estate	85,203	47.0	5.9	7.8	513,513	3,507	4,019
ZILLOW.COM	36,177	24.0	4.7	4.9	174,509	1,087	854
TRULIA.COM	20,706	18.0	6.1	6.5	55,780	338	363
REALTOR.COM	18,831	25.0	5.9	5.6	83,210	611	468
Yahoo! Homes	13,992	10.0	2.2	4.8	30,259	66	145
HOMES.COM	5,802	14.0	6.3	7.6	10,761	67	82
REDFIN.COM	4,495	19.0	4.2	6.2	13,897	87	86
FRONTDOOR.COM	3,351	28.0	1.7	3.3	28,191	48	93
CENTURY21 International	2,865	12.0	5.1	6.1	5,503	28	34
MOVOTO.COM	2,047	8.0	2.9	4.8	3,271	10	16
COLDWELLBANKER.COM	1,736	11.0	7.0	6.0	2,752	17	20
ZIPREALTY.COM	1,611	24.0	6.7	7.5	5,055	38	38
REMAX.COM	1,323	8.0	5.1	4.5	2,495	13	11
CURBED.COM	1,234	10.0	4.0	2.5	5,170	21	13
HAR.COM	1,182	49.0	6.2	11.8	4,894	30	58
FORSALEBYOWNER.COM	1,003	5.0	2.7	4.2	1,299	4	5
WEICHERT.COM	948	13.0	4.8	6.2	2,024	10	13
BLOCKSHOPPER.COM	885	3.0	1.8	2.7	1,489	4	2
HOMEFINDER.COM	784	11.0	5.8	8.3	1,039	6	9
HUBZU.COM	529	104.0	30.7	57.6	29	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

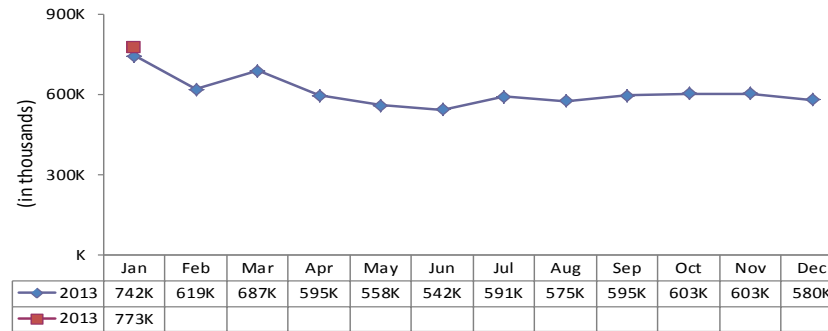
REALTOR® Magazine Online Daily News Subscribers – 79,609 –Jan '14

*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

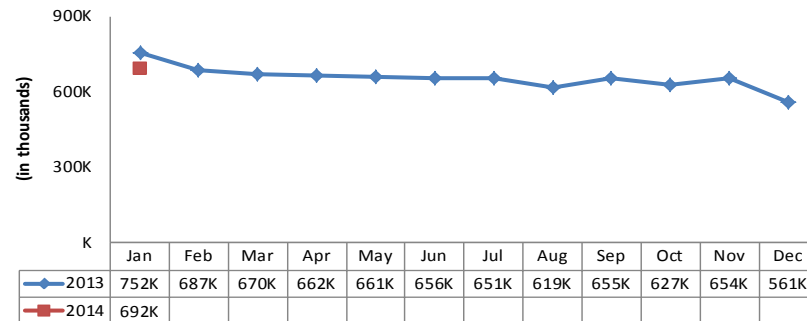
Rank	Content Areas	Total Visits
1	REALTOR Magazine - Daily News	443,414
2	Blogs	133,982
3	news-and-commentary	94,713
4	NRDS	74,307
5	member benefits	37,596
6	about NAR	36,726
7	education	36,074
8	research	31,262
9	Store	23,631
10	law and policy	17,307

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/>