

REALTOR.COM TRAFFIC July 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.

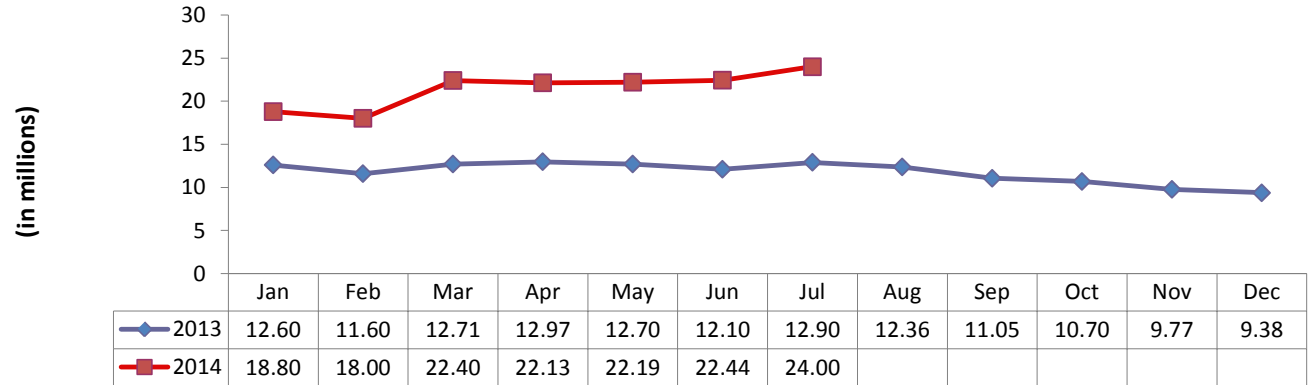
Multi-Platform Methodology:
comScore's Multi-Platform data is a culmination of its three underlying Audience Measurement products - Media Metrix, Video Metrix and Mobile Metrix. It offers comprehensive reporting on more than 300,000 digital media entities, including their un-duplicated audience size, 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 Metrix 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	
24 M		6.8		7.7		73.5 M		568 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
7.1%	86.0%	-2.9%	-10.5%	-3.8%	-30.0%	17.8%	81.5%	14.1%	52.7%

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	249,178	3,214.0	21.4	28.4	28,187,651	1,266,388	800,973
Real Estate	103,658	47.0	5.9	8.2	592,295	4,247	4,867
ZILLOW.COM	48,560	24.0	4.5	4.7	245,749	1,467	1,166
TRULIA.COM	31,224	13.0	4.1	4.4	90,654	512	400
REALTOR.COM	23,961	24.0	6.8	7.7	79,485	734	568
Yahoo Homes.com	10,828	17.0	3.8	8.8	21,286	82	188
HOMES.COM	8,647	10.0	4.3	7.3	12,420	54	91
REDFIN.COM	6,449	9.0	3.7	3.0	20,347	88	61
MOVOTO.COM	4,977	13.0	2.8	6.5	9,776	28	64
HOTPADS.COM	3,236	13.0	4.4	6.4	6,662	53	43
CENTURY21 International	3,099	8.0	4.4	3.9	6,448	29	25
FORSALEBYOWNER.COM	1,692	8.0	3.0	5.4	2,450	7	13
COLDWELLBANKER.COM	1,749	10.0	6.1	7.2	2,322	14	17
CURBED.COM	1,764	9.0	4.4	2.1	7,073	31	15
REMAX.COM	1,441	10.0	5.7	5.1	2,854	16	15
HUBZU.COM	1,111	16.0	4.8	8.6	2,014	10	17
ESTATELY.COM	707	3.0	1.9	2.1	1,185	2	2
HAR.COM	1,288	48.0	7.7	11.7	5,325	41	62
FRONTDOOR.COM	895	17.0	2.7	10.1	1,469	4	15
ZIPREALTY.COM	947	13.0	4.0	4.8	2,537	10	12
HOMEFINDER.COM	789	10.0	2.8	6.7	1,164	3	8
WEICHERT.COM	707	7.0	3.4	4.6	1,037	4	5
KW.COM	566	13.0	1.5	3.8	1,954	3	7

REALTOR.ORG TRAFFIC

July 2014

Traffic Notes:

- Registered Users: 631,772
- Average visits per day: 36,655 – July '14; 37,078 – June '14; (28,468 – July '13)

NAR Newsletters:

NAR Weekly Report Distribution: 1,240,707 – July '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, Land Sales, Professional Standards/MLS

REALTOR® Magazine Online Daily News Subscribers – 83,004 – July '14

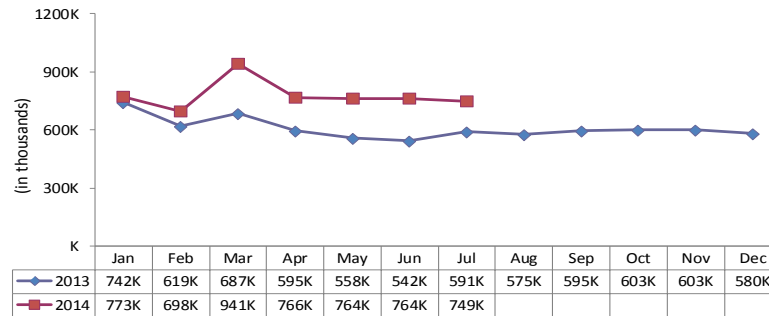
*REALTOR.org Stats Source: Omniture Site Catalyst Version 15.

*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	
749,473		7.1		4.4		1,136,304		3.27 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
0.6% ↑	26.7% ↑	2.3% ↑	-0.3% ↓	0.7% ↑	-4.6% ↓	2.2% ↑	28.8% ↑	1.2% ↑	20.7% ↑

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	News	243,542
2	sales-and-marketing	85,986
3	NRDS	53,013
4	home-and-design	46,106
5	blogs	45,832
6	member-benefits	41,688
7	education	38,921
8	events	32,996
9	search	32,093
10	realtormag	31,318

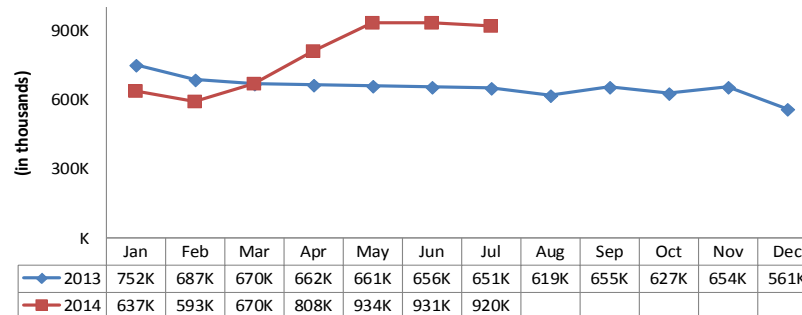
HOUSELOGIC.COM TRAFFIC

July 2014

HOUSELOGIC.COM

Unique Visitors		Ave Min per Visit		Ave Pg Views per Visitor		Total Visits		Total Pg Views	
920,023		1.6		6.9		1,028,964		6.4 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-1.2% ↓	41.2% ↑	-1.3% ↓	-26.1% ↓	-11.5% ↓	41.9% ↑	-0.4% ↓	39.0% ↑	-12.3% ↓	100.6% ↑

HouseLogic.com Unique Visitors (in thousands)



Top Content – July 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>
- The 8 Most Financially-Savvy Home Improvements**
<http://www.houselogic.com/home-advice/home-improvement/budget-home-improvement-ideas/>
- 8 Houses That Don't Seem Real**
<http://www.houselogic.com/photos/home-thoughts/ugly-houses/slide/a-house-that-rocks>
- 7 Storage Solutions You Didn'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/>