

REALTOR.COM TRAFFIC March 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)

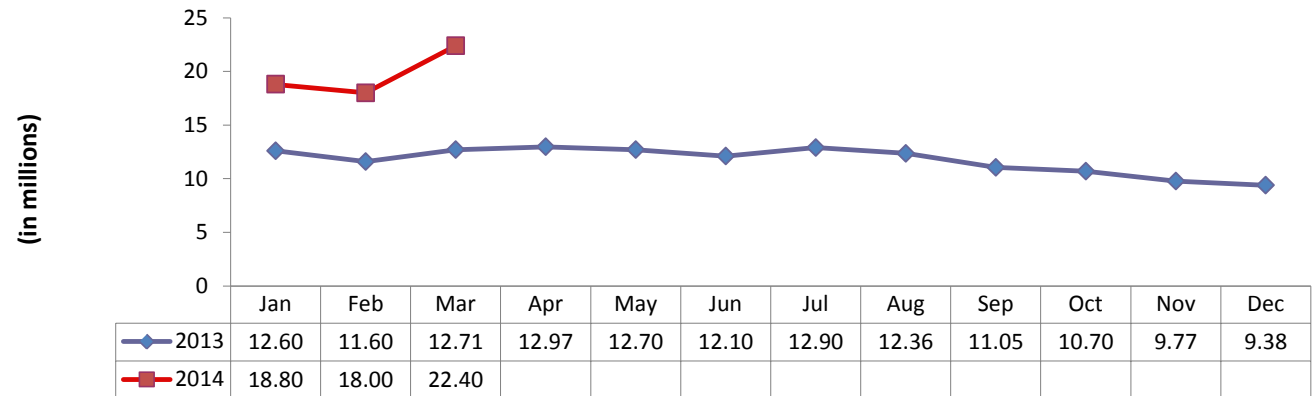
* Real Estate Vertical Matrix Source: comScore Media Metrix Multi-Platform (MM)

- 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 | |
|--------------------|--------------------|--------------------|--------------------|---------------------|---------------------|-------------------|--------------------|--------------------|--------------------|
| 22.4 M | | 6.5 | | 7.1 | | 75.6 M | | 537 M | |
| Prev Mo 24.4% ↑ | Prev Yr 76.4% ↑ | Prev Mo 22.6% ↑ | Prev Yr -4.4% ↓ | Prev Mo 36.5% ↑ | Prev Yr -21.1% ↓ | Prev Mo 4.1% ↑ | Prev Yr 28.1% ↑ | Prev Mo 30.0% ↑ | Prev Yr 26.7% ↑ |

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 | 249,513 | 3,776.0 | 21.8 | 34.0 | 27,675,138 | 1,135,499 | 942,230 |
| Real Estate | 91,620 | 54.0 | 6.3 | 8.6 | 569,432 | 4,207 | 4,906 |
| ZILLOW.COM | 42,817 | 25.0 | 4.6 | 4.8 | 227,940 | 1,361 | 1,083 |
| REALTOR.COM | 22,356 | 24.0 | 6.5 | 7.1 | 75,567 | 661 | 537 |
| TRULIA.COM | 21,397 | 17.0 | 5.0 | 5.0 | 72,711 | 362 | 364 |
| Yahoo Homes.com | 13,141 | 15.0 | 2.6 | 7.3 | 26,049 | 67 | 191 |
| HOMES.COM | 6,415 | 13.0 | 4.4 | 7.0 | 11,778 | 52 | 87 |
| REDFIN.COM | 5,421 | 11.0 | 5.1 | 3.9 | 15,520 | 87 | 61 |
| HOTPADS.COM | 3,682 | 15.0 | 3.7 | 6.5 | 8,282 | 31 | 54 |
| CENTURY21 International | 3,268 | 9.0 | 3.5 | 4.5 | 6,674 | 30 | 29 |
| MOVOTO.COM | 3,260 | 7.0 | 3.1 | 4.0 | 5,791 | 18 | 23 |
| COLDWELLBANKER.COM | 1,755 | 11.0 | 5.3 | 6.8 | 2,919 | 16 | 20 |
| REMAX.COM | 1,606 | 6.0 | 4.5 | 4.0 | 2,500 | 11 | 10 |
| CURBED.COM | 1,513 | 10.0 | 4.5 | 2.8 | 5,682 | 25 | 16 |
| FORSALEBYOWNER.COM | 1,176 | 6.0 | 2.6 | 3.8 | 1,705 | 4 | 7 |
| HAR.COM | 1,105 | 50.0 | 5.7 | 8.7 | 6,430 | 40 | 56 |
| ZIPREALTY.COM | 1,079 | 16.0 | 5.9 | 7.3 | 2,344 | 22 | 17 |
| WEICHERT.COM | 1,035 | 14.0 | 3.9 | 7.5 | 1,904 | 7 | 14 |
| HOMEFINDER.COM | 970 | 21.0 | 4.6 | 10.9 | 1,830 | 8 | 20 |
| FRONTDOOR.COM | 951 | 19.0 | 5.0 | 3.7 | 1,325 | 7 | 18 |
| KW.COM | 941 | 19.0 | 5.0 | 13.7 | 1,325 | 7 | 18 |
| HUBZU.COM | 722 | 66.0 | 15.2 | 30.2 | 1,573 | 24 | 48 |

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Traffic Notes:

- Registered Users: 618,193
- Average visits per day: 44,080 – Mar '14; 37,021 – Feb '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

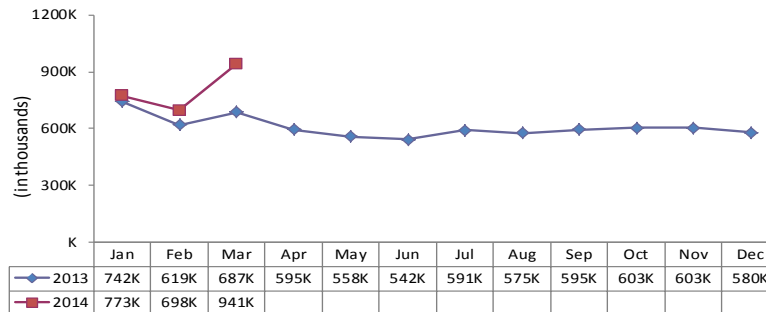
REALTOR® Magazine Online Daily News Subscribers – 81,293 – Mar '14

*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 | |
|-----------------|---------|-------------------|---------|--------------------------|----------|--------------|---------|----------------|---------|
| 941,412 | | 6.8 | | 3.9 | | 1,366,465 | | 3.7 M | |
| Prev Mo | Prev Yr | Prev Mo | Prev Yr | Prev Mo | Prev Yr | Prev Mo | Prev Yr | Prev Mo | Prev Yr |
| 34.9% ↑ | 36.9% ↑ | -0.7% ↓ | -8.9% ↓ | -15.7% ↓ | -18.7% ↓ | 31.8% ↑ | 33.9% ↑ | 14.6% ↑ | 11.4% ↑ |

REALTOR.org Unique Visitors (in Thousands)



Top 10 Content Groups

Ranked by Total Visits to All Pages in Content Group

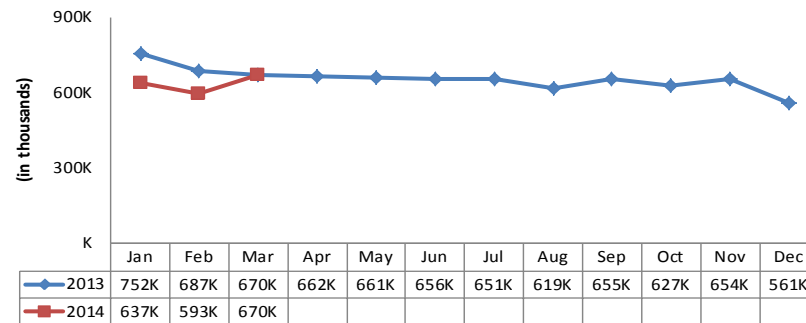
| Rank | Content Areas | Total Visits |
|------|---------------------|--------------|
| 1 | REALTOR Magazine | 531,742 |
| 5 | news-and-commentary | 180,433 |
| 2 | Blogs | 155,931 |
| 3 | NRDS | 65,023 |
| 6 | member benefits | 39,648 |
| 8 | education | 34,843 |
| 10 | about NAR | 34,326 |
| 4 | research | 31,042 |
| 7 | law and policy | 24,230 |
| 9 | events | 21,954 |

HOUSELOGIC.COM TRAFFIC March 2014

HOUSELOGIC.COM

| Unique Visitors | | Ave Min per Visit | | Ave Pg Views per Visitor | | Total Visits | | Total Pg Views | |
|-----------------|---------|-------------------|----------|--------------------------|---------|--------------|---------|----------------|---------|
| 751,128 | | 1.6 | | 6.1 | | 825,985 | | 5.07 M | |
| Prev Mo | Prev Yr | Prev Mo | Prev Yr | Prev Mo | Prev Yr | Prev Mo | Prev Yr | Prev Mo | Prev Yr |
| 26.6% ↑ | 12.1% ↑ | -22.7% ↓ | -30.5% ↓ | 45.8% ↑ | 12.7% ↑ | 28.3% ↑ | 13.0% ↑ | 87.1% ↑ | 37.0% ↑ |

HouseLogic.com Unique Visitors (in thousands)



Top Content – March 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/>
- 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 Plant You Shouldn't Plant in Your Yard**
<http://www.houselogic.com/photos/plants-trees/invasive-plant-species/slide/bamboo>
- 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/>
- Refacing Your Kitchen Cabinets: The Options and Costs**
<http://www.houselogic.com/home-advice/kitchens/refacing-kitchen-cabinets/>