

REALTOR.COM TRAFFIC November 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.

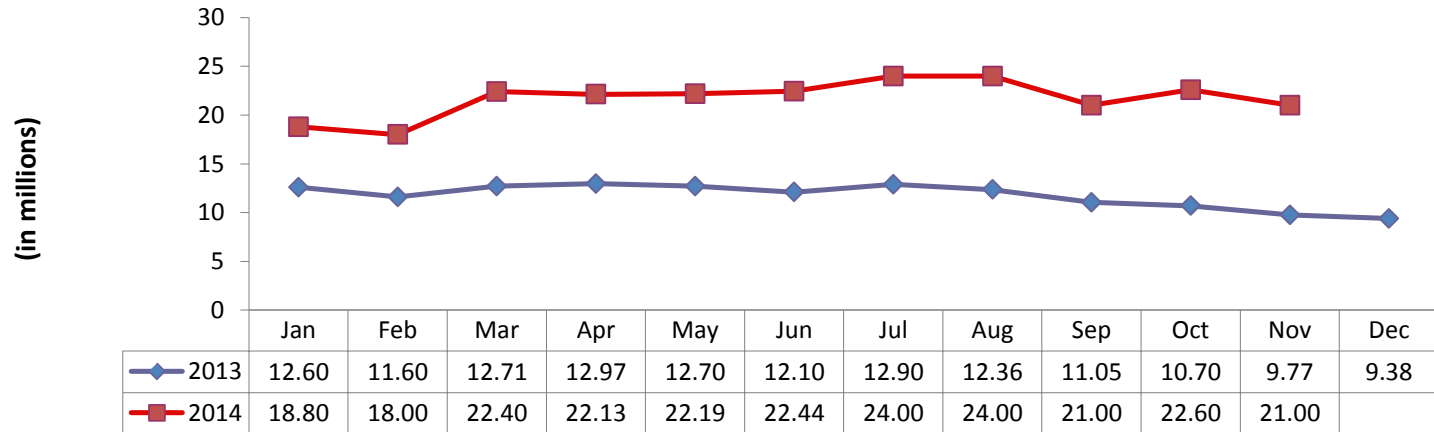
**Due to a processing error, a number of invalid browser calls on the iOS panel were credited as PVs for some entities which impacted the Mobile Platform from Mar-14 to Jun-14. With Jul-14 data, comScore has improved the mobile PV eligibility rules to exclude these invalid PVs from reporting. This issue 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 Matrix Source: comScore Media Metrix Multi-Platform (MM)
- Top 25 real estate listing sites with traffic greater than 500,000 visitors.

Unique Visitors		Ave Min per Visit		Ave Views per visit		Total Visits		Total Views	
21 M		6.9		7.9		58.8 M		557 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-7.1% ↓	114.3% ↑	-1.4% ↓	-20.7% ↓	5.3% ↑	-20.2% ↓	-14.5% ↓	82.6% ↑	7.9% ↑	108.6% ↑

REALTOR.com® Unique Visitors (in Millions)



REALTOR.COM

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	251,060	3,332.0	23.5	32.0	26,110,772	1,256,054	836,467
Real Estate	93,991	41.0	5.6	7.5	515,841	3,406	3,846
ZILLOW.COM	42,806	22.0	4.5	4.6	203,024	1,175	939
TRULIA.COM	23,056	12.0	3.6	3.9	68,724	308	268
REALTOR.COM	21,023	22.0	6.9	7.9	58,812	557	464
Yahoo Homes.com	9,936	19.0	3.8	10.1	18,809	72	191
HOMES.COM	6,461	10.0	4.6	6.8	9,679	44	66
REDFIN.COM	5,057	10.0	4.9	3.5	13,600	104	48
MOVOTO.COM	3,569	3.0	2.2	2.3	5,418	12	12
CENTURY21 International	2,633	7.0	4.6	3.9	4,741	22	18
HOTPADS.COM	2,262	15.0	4.4	7.6	4,516	22	34
CURBED.COM	1,933	4.0	2.0	1.7	4,954	10	8
REMAX.COM	1,647	9.0	6.2	5.7	2,564	16	15
COLDWELLBANKER.COM	1,604	7.0	3.9	4.1	2,655	10	11
FORSALEBYOWNER.COM	1,146	5.0	2.1	3.4	1,570	3	5
HAR.COM	1,098	34.0	5.3	8.5	4,398	23	38
NOLA.COM REAL ESTATE	1,092	3.0	1.1	1.8	2,127	2	4
ZIPREALTY.COM	1,059	9.0	5.5	5.4	1,692	15	9
FRONTDOOR.COM	979	13.0	2.9	10.8	1,182	3	13
HUBZU.COM	707	8.0	4.1	4.3	1,356	6	6
HOMEFINDER.COM	691	11.0	4.2	7.6	960	4	7
WEICHERT.COM	640	8.0	4.3	5.0	1,055	5	5
KW.COM	577	12.0	2.4	3.9	1,852	5	7
ESTATELY.COM	564	5.0	3.1	2.9	916	3	3

REALTOR.ORG TRAFFIC November 2014

Traffic Notes:

- Registered Users: 649,193
- Average visits per day: 39,090 – November '14; 49,528 – October '14; (29,047 – November '13)

NAR Newsletters:

NAR Weekly Report Distribution: 1,266,815 – November '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, Professional Standards/MLS, Land Sales

REALTOR® Magazine Online Daily News Subscribers – 72,263 – November '14

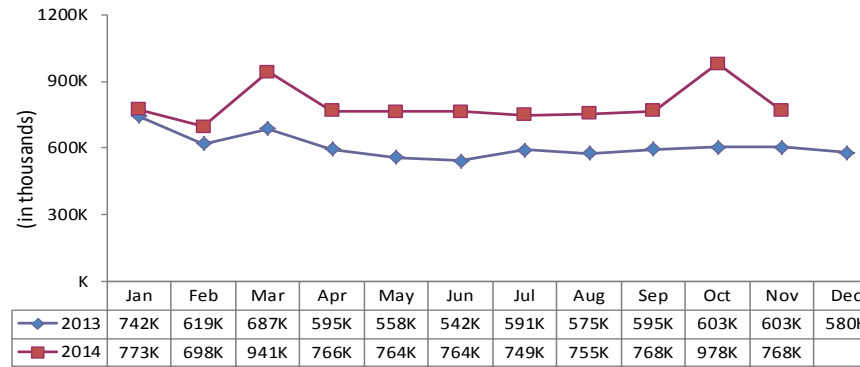
*REALTOR.org Stats Source: Omniture Site Catalyst Version 15.

*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	
767,957		7.3		4.9		1,172,686		3.74 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-21.5% ↓	27.4% ↑	-1.1% ↓	2.5% ↑	-0.2% ↓	8.9% ↑	-23.6% ↓	34.6% ↑	-21.8% ↓	39.0% ↑

REALTOR.org Unique Visitors (in Thousands)



Top 10 Content Groups

Ranked by Total Visits to All Pages in Content Group

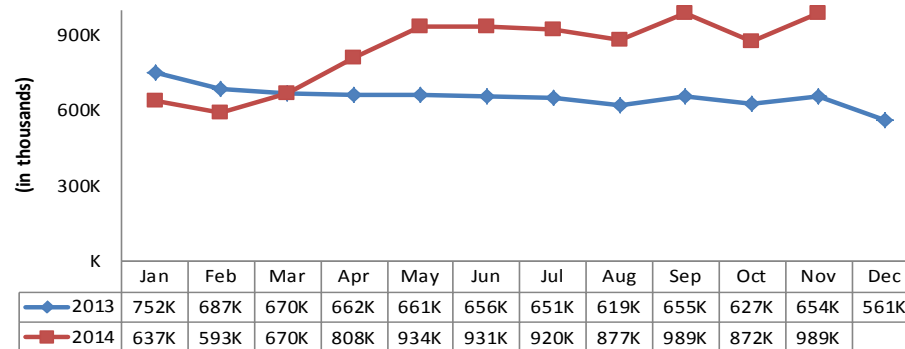
Rank	Content Areas	Total Visits
1	News	243,389
2	sales-and-marketing	73,514
3	blogs	69,609
4	events	46,505
5	nrds	45,487
6	member-benefits	41,914
7	education	40,852
8	realtormag	36,557
9	search	33,681
10	about-nar	31,455

HOUSELOGIC.COM TRAFFIC November 2014

HOUSELOGIC.COM

Unique Visitors		Ave Min per Visit		Ave Pg Views per Visitor		Total Visits		Total Pg Views	
988,868		1.4		5.7		1,116,779		5.64 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
13.4% ↑	51.3% ↑	-7.8% ↓	-10.7% ↓	-16.1% ↓	33.8% ↑	13.0% ↑	54.3% ↑	-4.7% ↓	102.9% ↑

HouseLogic.com Unique Visitors (in thousands)



Top Content – November 2014

- Which Homemade Laundry Detergent Recipe is Best?**
<http://www.houselogic.com/home-advice/green-cleaning/which-homemade-laundry-detergent-recipe-best/>
- 8 Houses That Don't Seem Real, But They Are!**
<http://www.houselogic.com/photos/home-thoughts/ugly-houses/slide/a-house-that-rocks/>
- How to Fix Drafty Windows**
<http://www.houselogic.com/home-advice/insulation/how-to-fix-drafty-windows/>
- Don't Miss These Home Tax Deductions**
<http://www.houselogic.com/home-advice/tax-deductions/home-tax-deductions/>
- Ventless Fireplaces: What You Need to Know**
[http://www.houselogic.com/home-advice/fireplaces-chimneys/ventless-fireplaces-what-you-need-know.](http://www.houselogic.com/home-advice/fireplaces-chimneys/ventless-fireplaces-what-you-need-know/)