

REALTOR.COM TRAFFIC April 2015

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.

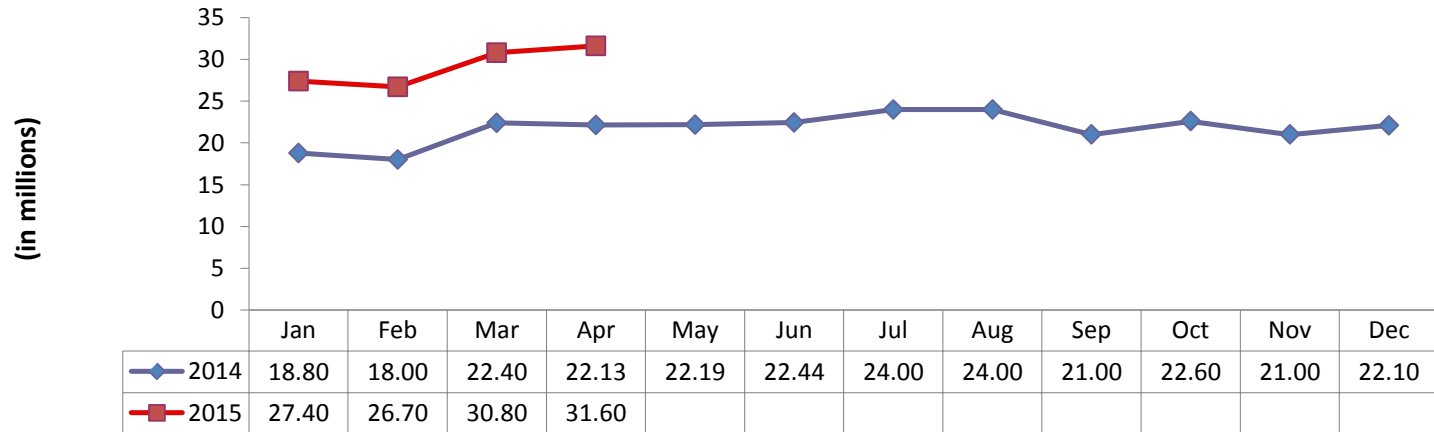
Multi-Platform Methodology: comScore's Multi-Platform data is a culmination of its three underlying Audience Measurement products - Media Metrix, Video Metrix and Mobile Metrix. It offers comprehensive reporting on more than 300,000 digital media entities, including their un-duplicated audience size, 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	
31.6 M		7.3		7.4		106.7 M		786 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
2.6% ↑	43.0% ↑	2.8% ↑	2.8% ↑	-1.3% ↓	-2.6% ↓	0.2% ↑	52.6% ↑	-1.3% ↓	47.7% ↑

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	257,879	3,292.0	21.3	27.9	30,392,810	1,403,360	849,009
Real Estate	112,972	49.0	6.1	8.4	656,185	4,947	5,529
ZILLOW.COM	55,157	20.0	3.7	3.9	276,917	1,383	1,089
REALTOR.COM	31,603	25.0	7.3	7.4	106,723	1,049	786
TRULIA.COM	29,554	13.0	3.8	4.1	90,308	534	374
Yahoo Homes.com	8,571	21.0	4.3	11.2	15,692	67	176
HOMES.COM	9,675	9.0	3.9	6.4	14,108	56	90
MOVOTO.COM	3,447	4.0	2.1	2.7	5,341	24	14
REDFIN.COM	10,016	26.0	4.6	8.8	29,244	269	257
HOTPADS.COM	3,743	15.0	4.3	6.8	8,418	38	57
CENTURY21 International	3,466	8.0	4.4	3.9	6,797	30	27
REMAX.COM	3,683	7.0	6.9	5.4	4,718	32	26
CURBED.COM	2,518	5.0	1.6	1.9	6,329	10	12
FORSALEBYOWNER.COM	1,989	5.0	1.7	3.3	3,312	5	11
ZIPREALTY.COM	1,415	10.0	4.1	5.2	2,730	12	14
HAR.COM	1,424	35.0	6.4	9.7	5,044	39	49
HOMEFINDER.COM	1,974	9.0	2.7	5.6	3,194	9	18
NOLA.COM REAL ESTATE	1,074	5.0	1.3	2.0	2,743	4	5
KW.COM	823	8.0	1.5	3.3	1,928	3	6
WEICHERT.COM	963	8.0	4.3	5.2	1,548	7	8
FRONTDOOR.COM	776	8.0	2.0	4.8	1,332	3	6
HUBZU.COM	733	9.0	5.0	4.9	1,395	7	7

REALTOR.ORG TRAFFIC

April 2015

Traffic Notes:

- Registered Users: 652,408
- Average visits per day: 47,446 – April '15; 541,594 – March '15; (37,523 – April '14)

NAR Newsletters:

NAR Weekly Report Distribution: 1,553,377 – April '15. The most popular categories are: Membership Benefits/Special REALTOR® Offers, 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 – 103,974 – April '15

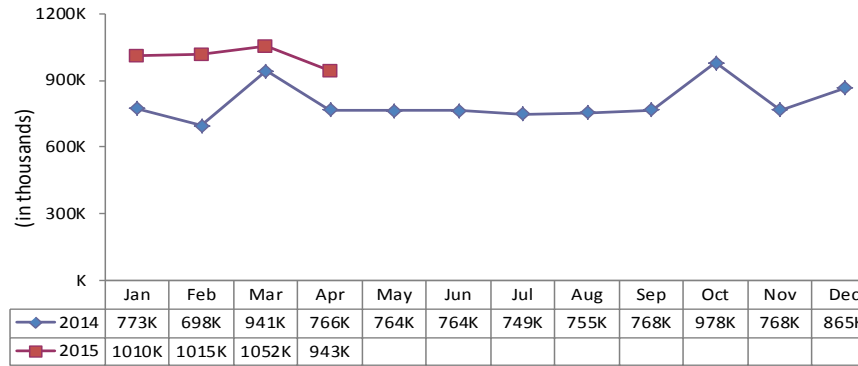
*REALTOR.org Stats Source: Omniture Site Catalyst Version 15.

*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	
942,865		7.4		4.2		1,423,391		3.94 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-10.4%	23.1%	5.7%	5.4%	-7.1%	-7.5%	-11.2%	26.4%	-13.6%	13.9%

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	271,460
2	sales-and-marketing	140,091
3	blogs	85,498
4	blogs	92,511
5	nrds	58,144
6	realtormag	58,144
7	education	50,506
8	home-and-design	48,103
9	member-benefits	36,934
10	about-nar	36,934

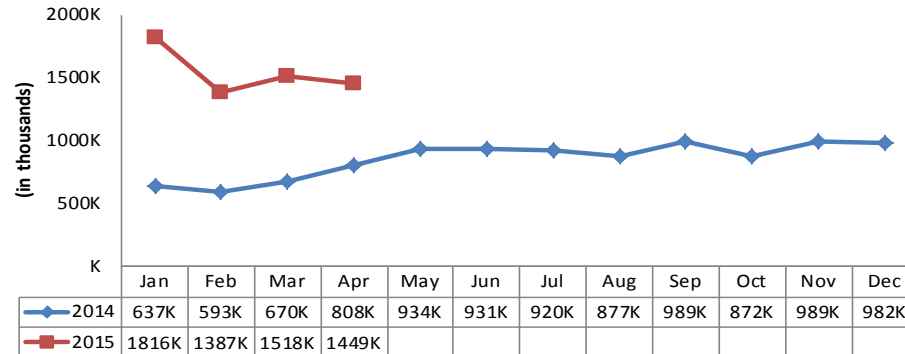
HOUSELOGIC.COM TRAFFIC

April 2015

HOUSELOGIC.COM

Unique Visitors		Ave Min per Visit		Ave Pg Views per Visitor		Total Visits		Total Pg Views	
1,449,326		1.6		6.5		1,657,901		9.48 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-4.5%	79.4%	15.4%	0.0%	36.8%	-14.2%	-5.2%	86.8%	30.6%	53.9%

HouseLogic.com Unique Visitors (in thousands)



Top Content – April 2015

- 11 Trees You Should Never Plant in Your Yard**
<http://www.houselogic.com/photos/plants-trees/bad-trees/slide/1-silver-maple-acer-saccharinum/>
- 9 Kitchen Trends That Can't Go Wrong**
<http://www.houselogic.com/home-advice/kitchens/9-kitchen-trends-that-cant-go-wrong/>
- 12 Kitchen Backsplash Ideas to Fit Any Budget**
<http://www.houselogic.com/photos/kitchens/backsplash-ideas/slide/fabulous-faux/>
- Guide to Paint Sheen**
<http://www.houselogic.com/home-advice/painting/paint-sheen-guide/>
- 7 Storage Solutions You Didn't Know You Had**
<http://www.houselogic.com/photos/home-improvement/7-storage-solutions-you-didn-t-know-you-had/slide/stairway-to-storage-heaven/>