

REALTOR.COM TRAFFIC JANUARY 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.

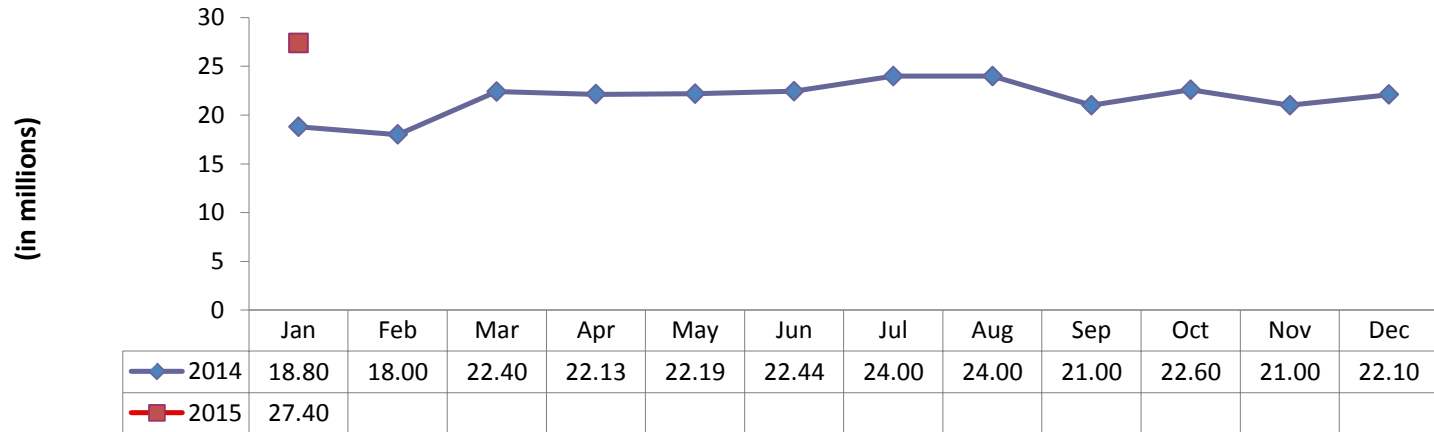
Multi-Platform Methodology: comScore's Multi-Platform data is a culmination of its three underlying Audience Measurement products - Media Metrix, Video Metrix and Mobile Metrix. It offers comprehensive reporting on more than 300,000 digital media entities, including their un-duplicated audience size, 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	
27.4 M		6.5		7.7		86.1 M		664 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
24.0% ↑	45.7% ↑	-4.4% ↓	10.2% ↑	0.0% →	37.5% ↑	45.2% ↑	3.5% ↑	44.7% ↑	41.9% ↑

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	252,469	3,448.0	22.2	29.5	29,900,538	1,410,878	882,181
Real Estate	105,439	46.0	5.6	7.7	622,518	4,145	4,806
ZILLOW.COM	47,977	21.0	4.6	5.1	201,233	1,211	1,025
TRULIA.COM	30,769	12.0	3.5	4.2	90,525	420	376
REALTOR.COM	27,409	24.0	6.5	7.7	86,092	765	664
Yahoo Homes.com	10,223	15.0	3.5	8.1	19,250	67	155
HOMES.COM	8,323	12.0	4.8	7.2	13,392	64	96
REDFIN.COM	5,924	13.0	5.9	5.4	14,546	110	79
MOVOTO.COM	3,745	4.0	2.7	3.0	5,322	14	16
CENTURY21 International	3,266	8.0	4.7	4.1	6,365	30	26
HOTPADS.COM	3,296	15.0	5.1	8.6	5,782	37	49
CURBED.COM	2,481	4.0	1.9	1.8	5,625	11	10
REMAX.COM	2,771	8.0	6.1	4.9	4,718	29	23
COLDWELLBANKER.COM	1,344	12.0	5.2	6.8	2,341	12	16
FORSALEBYOWNER.COM	1,597	5.0	2.1	3.9	2,114	4	8
HAR.COM	1,398	39.0	6.5	11.0	4,976	33	55
NOLA.COM REAL ESTATE	1,366	4.0	1.3	1.9	3,110	4	6
ZIPREALTY.COM	1,323	11.0	4.9	5.5	2,529	12	14
FRONTDOOR.COM	3,785	27.0	0.9	2.3	44,914	42	104
HUBZU.COM	645	7.0	3.8	3.6	1,235	5	4
HOMEFINDER.COM	743	17.0	4.5	11.6	1,103	5	13
WEICHERT.COM	844	11.0	4.5	6.1	1,552	7	9
KW.COM	893	7.0	1.5	3.3	1,969	3	7

REALTOR.ORG TRAFFIC January 2015

Traffic Notes:

- Registered Users: 648,541
- Average visits per day: 48,797 – January '15; 41,333 – December '14; (436,921 – January '14)

NAR Newsletters:

NAR Weekly Report Distribution: 1,615,676 – January '15. 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 – 86,659 – January '15

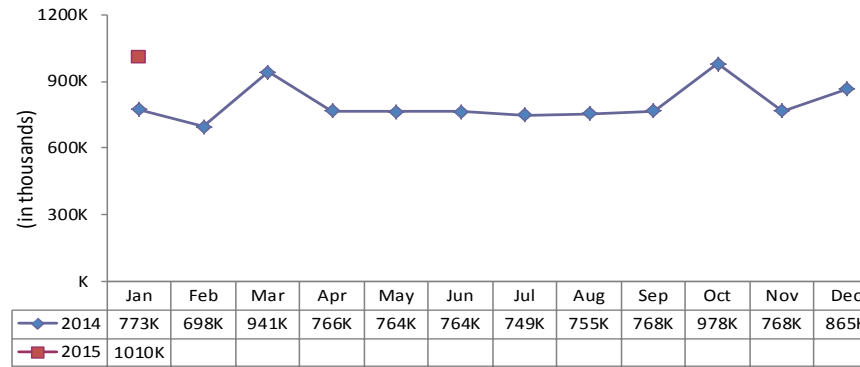
*REALTOR.org Stats Source: Omniture Site Catalyst Version 15.

*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	
1,010,034		7.3		4.3		1,512,706		4.35 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
16.8% ↑	30.7% ↑	2.7% ↑	5.1% ↑	-0.5% ↓	-6.5% ↓	18.1% ↑	32.2% ↑	16.3% ↑	21.8% ↑

REALTOR.org Unique Visitors (in Thousands)



Top 10 Content Groups

Ranked by Total Visits to All Pages in Content Group

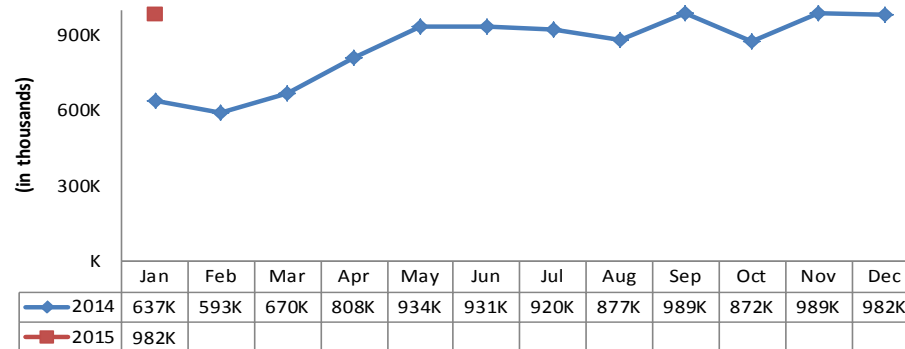
Rank	Content Areas	Total Visits
1	News	323,211
2	sales-and-marketing	97,069
3	blogs	95,080
4	home-and-design	91,429
5	nrds	66,169
6	education	52,739
7	member-benefits	48,210
8	realtormag	42,328
9	search	41,114
10	about-nar	38,568

HOUSELOGIC.COM TRAFFIC January 2015

HOUSELOGIC.COM

Unique Visitors		Ave Min per Visit		Ave Pg Views per Visitor		Total Visits		Total Pg Views	
1,815,898		1.3		4.7		2,045,542		8.57 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
84.8% ↑	185.1% ↑	-2.9% ↓	-9.5% ↓	-10.9% ↓	25.2% ↑	86.0% ↑	195.5% ↑	64.5% ↑	257.1% ↑

HouseLogic.com Unique Visitors (in thousands)



Top Content – January 2015

- The Link Between Clutter and Depression**
<http://www.houselogic.com/blog/home-improvement/clutter-depression/>
- Now-You-See-It, Now-You-Don't Pantry**
<http://www.houselogic.com/blog/kitchens/roll-out-pantry-small-kitchen/>
- Which Homemade Laundry Detergent Recipe is Best?**
<http://www.houselogic.com/home-advice/green-cleaning/which-homemade-laundry-detergent-recipe-best/>
- 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/>
- How to Prevent Freezing Pipes**
<http://www.houselogic.com/home-advice/plumbing/prevent-freezing-pipes/>