

REALTOR.COM TRAFFIC July 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.

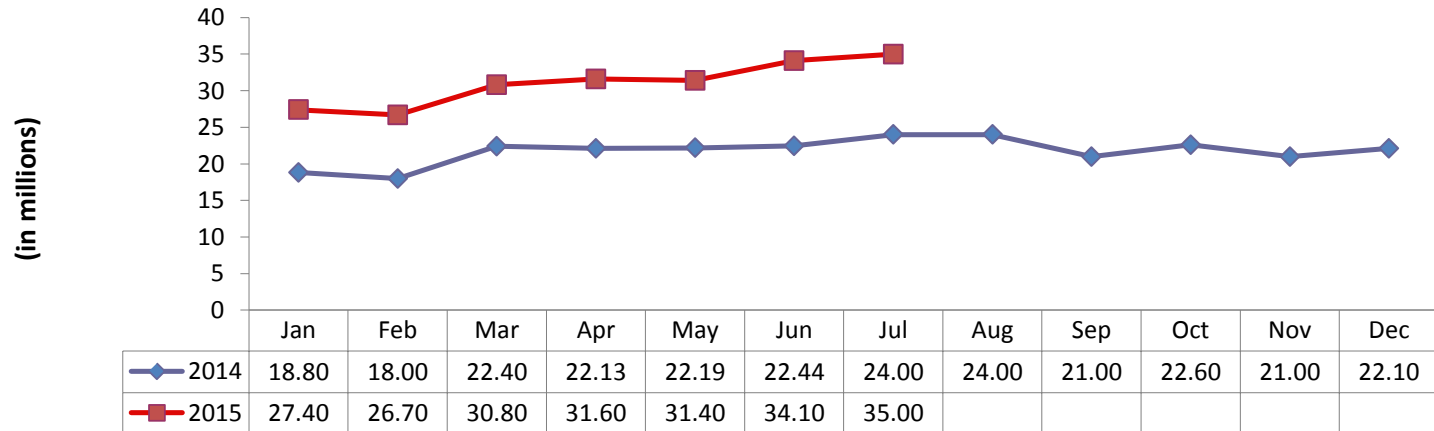
**Due to a processing error, a number of invalid browser calls on the iOS panel were credited as PVs for some entities which impacted the Mobile Platform from Mar-14 to Jun-14. With Jul-14 data, comScore has improved the mobile PV eligibility rules to exclude these invalid PVs from reporting. This issue 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 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	
35 M		6.9		6.6		115.3 M		758 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
2.6% ↑	45.8% ↑	4.5% ↑	1.5% ↑	-1.5% ↓	-14.3% ↓	3.8% ↑	56.9% ↑	2.0% ↑	33.5% ↑

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	256,974	3,488.0	21.5	28.5	31,492,092	1,506,028	896,215
Real Estate	125,269	47.0	6.2	8.2	716,026	5,377	5,893
ZILLOW.COM	62,151	21.0	4.1	4.1	313,113	1,662	1,294
REALTOR.COM	35,028	22.0	6.9	6.6	115,332	1,035	758
TRULIA.COM	28,790	12.0	3.8	4.2	85,063	458	355
HOMES.COM	10,922	9.0	3.9	5.9	16,671	68	98
REDFIN.COM	9,312	25.0	5.8	10.5	22,371	259	235
Yahoo Homes.com	7,056	19.0	4.6	11.0	12,021	55	132
COLDWELL BANKER	4,500	10.0	3.7	4.8	9,296	34	45
HOTPADS.COM	4,383	14.0	4.4	7.1	8,935	49	63
REMAX.COM	3,872	6.0	5.4	4.2	5,667	30	24
MOVOTO.COM	3,791	5.0	2.4	3.1	6,310	15	19
CENTURY21 International	3,555	7.0	4.6	3.9	6,832	32	27
CURBED.COM	2,903	4.0	1.7	1.6	7,021	12	11
FORSALEBYOWNER.COM	2,067	5.0	2.3	3.4	3,127	7	10
HAR.COM	1,949	19.0	5.3	5.8	6,485	34	38
ZIPREALTY.COM	1,364	17.0	6.4	7.2	3,333	21	24
NOLA.COM REAL ESTATE	1,230	3.0	1.2	1.5	2,567	3	4
HOMEFINDER.COM	1,143	14.0	6.8	9.7	1,705	13	17
KW.COM	910	10.0	2.3	4.2	2,202	5	9
HUBZU.COM	814	11.0	3.9	5.2	1,791	7	9
WEICHERT.COM	730	8.0	3.7	3.7	1,475	5	5

REALTOR.ORG TRAFFIC July 2015

Traffic Notes:

- Registered Users: 666,899
- Average visits per day: 44,673 – July '15; 37,078 – June '15; (36,655 – July '14)

NAR Newsletters:

NAR Weekly Report Distribution: 1,574,958 – July '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 – 108,622 – July '15

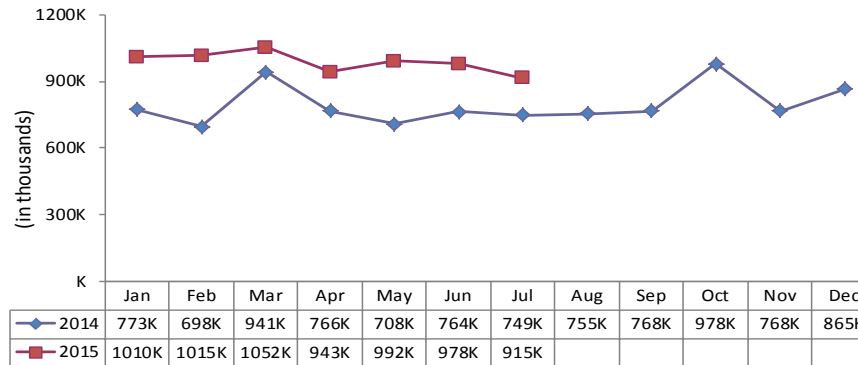
*REALTOR.org Stats Source: Omniture Site Catalyst Version 15.

*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	
915,025		7.4		3.1		1,384,859		4.23 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-6.4%	22.1%	1.4%	3.5%	-7.6%	-30.2%	-1.4%	21.9%	1.7%	29.4%

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	News	232,112
2	sales-and-marketing	104,353
3	member-benefits	55,289
4	education	50,312
5	law-ethics-and-policy	41,300
6	political-advocacy	41,217
7	home-and-design	37,361
8	realtomag	36,715
9	about-nar	33,102
10	events	31,198

HOUSELOGIC.COM TRAFFIC July 2015

Top Content – July 2015

- The 8 Most Financially Savvy Home Improvements You Can Make**
<http://www.houselogic.com/home-advice/home-improvement/budget-home-improvement-ideas/>
- 10 Clever Uses for Hydrogen Peroxide**
<http://www.houselogic.com/home-advice/green-cleaning/uses-for-hydrogen-peroxide/>
- 4 Money-Saving Ways to Add Style and Function to Your Yard**
<http://www.houselogic.com/home-advice/landscaping-gardening/diy-outdoor-projects-on-a-budget/>
- Cheap Remodeling Ideas That Add Elegance**
<http://www.houselogic.com/photos/home-improvement/cheap-remodeling-ideas-that-add-elegance/slide/ceiling-is-believing/>
- 10 Things a Burglar Doesn't Want You to Know**
<http://www.houselogic.com/home-advice/home-security/how-to-prevent-burglaries/>

HOUSELOGIC.COM

Unique Visitors		Ave Min per Visit		Ave Pg Views per Visitor		Total Visits		Total Pg Views	
1,419,597		1.5		5.9		1,605,575		8.32 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
10.7%	54.3%	-2.0%	-6.4%	-15.6%	-15.6%	10.2%	56.0%	-6.5%	30.0%

House Logic Unique Visitors (in Thousands)

