

REALTOR.COM TRAFFIC June 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.

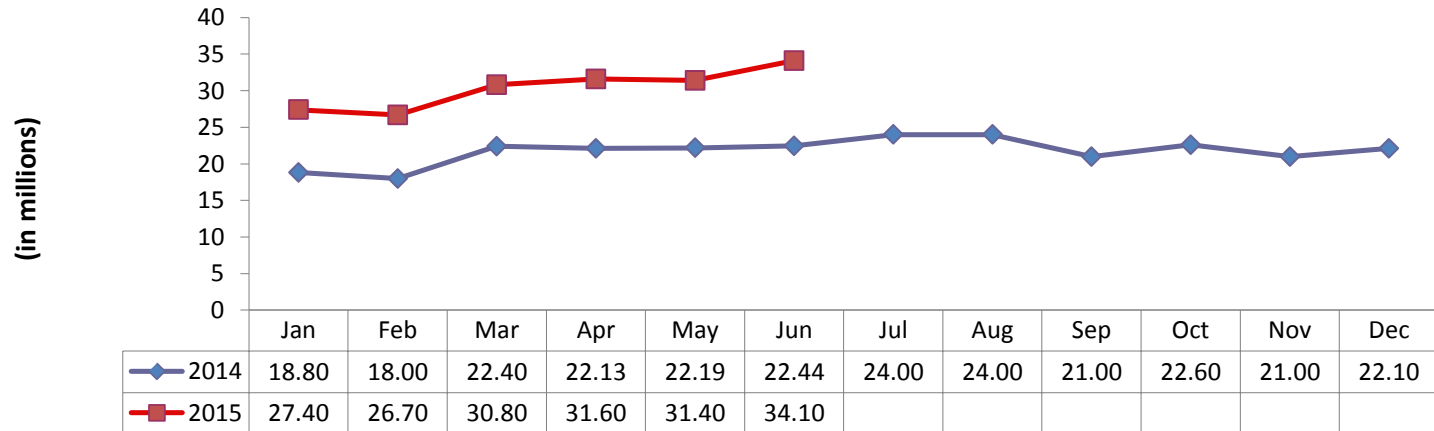
Multi-Platform Methodology: comScore's Multi-Platform data is a culmination of its three underlying Audience Measurement products - Media Metrix, Video Metrix and Mobile Metrix. It offers comprehensive reporting on more than 300,000 digital media entities, including their un-duplicated audience size, 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.

REALTOR.COM

Unique Visitors		Ave Min per Visit		Ave Views per visit		Total Visits		Total Views	
34.1 M		6.6		6.7		111.1 M		743 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
8.6% ↑	52.2% ↑	-4.3% ↓	-5.7% ↓	-4.3% ↓	-16.3% ↓	0.5% ↑	78.0% ↑	-3.9% ↓	49.2% ↑

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	255,681	3,443.0	21.6	28.4	31,008,744	1,447,775	880,271
Real Estate	119,997	47.0	6.1	8.4	673,930	5,013	5,629
ZILLOW.COM	58,036	19.0	3.9	4.0	278,082	1,400	1,104
REALTOR.COM	34,062	22.0	6.6	6.7	111,092	963	743
TRULIA.COM	27,986	12.0	3.4	4.0	85,756	417	343
HOMES.COM	10,074	8.0	3.9	5.6	14,994	59	84
REDFIN.COM	9,133	27.0	5.9	10.6	23,340	316	247
Yahoo Homes.com	8,366	16.0	4.3	9.6	14,105	60	135
HOTPADS.COM	4,131	15.0	4.6	7.7	7,958	40	61
REMAX.COM	3,437	7.0	6.1	4.9	4,827	30	23
CENTURY21 International	3,371	8.0	4.6	4.3	5,978	28	26
CURBED.COM	2,760	4.0	1.5	1.7	7,028	11	12
MOVOTO.COM	3,482	4.0	2.6	2.6	5,314	14	14
FORSALEBYOWNER.COM	1,903	6.0	2.3	3.8	2,918	7	11
HAR.COM	1,656	22.0	6.5	6.9	5,329	35	37
ZIPREALTY.COM	1,339	12.0	4.5	5.2	3,013	13	16
HOMEFINDER.COM	1,563	15.0	6.1	10.6	2,176	14	23
KW.COM	1,193	9.0	2.2	4.3	2,600	6	11
NOLA.COM REAL ESTATE	1,133	4.0	1.4	1.7	2,940	4	5
WEICHERT.COM	976	8.0	3.9	4.0	1,913	7	8
HUBZU.COM	792	9.0	4.2	5.1	1,397	6	7
FRONTDOOR.COM	630	7.0	2.4	5.7	774	2	4

REALTOR.ORG TRAFFIC June 2015

Traffic Notes:

- Registered Users: 663,560
- Average visits per day: 46,804 – June '15; 45,830 – May '15; (37,078 – June '14)

NAR Newsletters:

NAR Weekly Report Distribution: 1,568,946 – June '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 – 113,003 – June '15

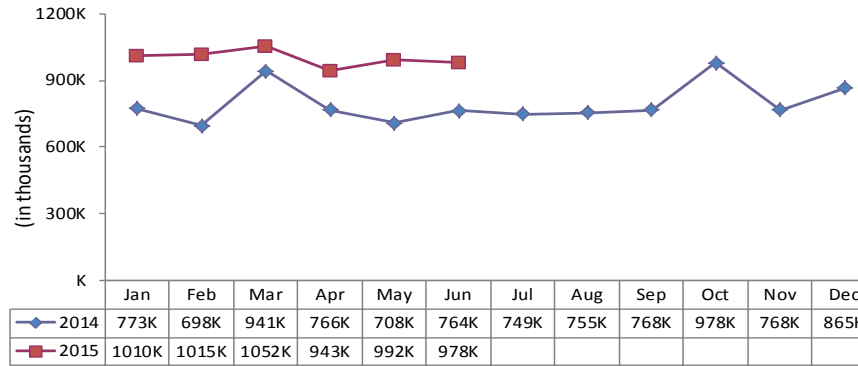
*REALTOR.org Stats Source: Omniture Site Catalyst Version 15.

*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	
977,935		7.3		3.3		1,404,130		4.16 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-1.4%	31.3%	5.5%	4.4%	26.9%	-24.0%	-1.2%	26.2%	14.6%	28.8%

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	277,223
2	sales-and-marketing	101,084
3	member-benefits	52,632
4	education	50,497
5	realtomag	38,822
6	home-and-design	38,226
7	about-nar	34,388
8	law-ethics-and-policy	32,213
9	events	31,269
10	laws-and-ethics	30,574

HOUSELOGIC.COM TRAFFIC June 2015

Top Content – June 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/>
- The Plants You Shouldn't Plant in Your Yard, Like Bamboo Species**
<http://www.houselogic.com/photos/plants-trees/invasive-plant-species/slide/bamboo/>
- Natural Swimming Pools: 9 Myths Busted**
<http://www.houselogic.com/photos/pools-spas/natural-swimming-pools-9-myths-busted/slide/myth-1-theyre-expensive/>
- Landscaping and Gardening**
<http://www.houselogic.com/outdoors/landscaping-gardening/>
- 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/>

HOUSELOGIC.COM

Unique Visitors		Ave Min per Visit		Ave Pg Views per Visitor		Total Visits		Total Pg Views	
1,282,460		1.5		6.9		1,457,384		8.9 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-9.7%	37.7%	8.8%	-5.7%	18.6%	-11.5%	-9.1%	41.1%	7.1%	21.9%

House Logic Unique Visitors (in Thousands)

