

REALTOR.COM TRAFFIC May 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.

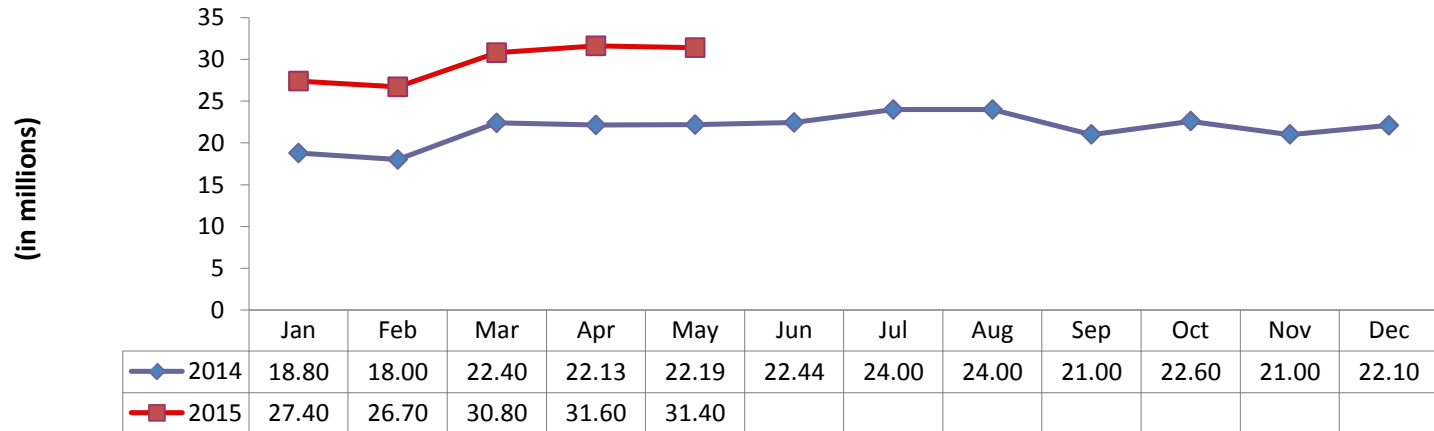
Multi-Platform Methodology: comScore's Multi-Platform data is a culmination of its three underlying Audience Measurement products - Media Metrix, Video Metrix and Mobile Metrix. It offers comprehensive reporting on more than 300,000 digital media entities, including their un-duplicated audience size, 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	
31.4 M		6.9		7.0		110.6 M		773 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-0.6% ↓	41.4% ↑	-5.5% ↓	13.1% ↑	-5.4% ↓	2.9% ↑	3.7% ↑	35.5% ↑	-1.7% ↓	39.5% ↑

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	256,088	3,348.0	21.3	27.9	30,777,348	1,451,258	857,263
Real Estate	117,348	47.0	5.9	8.1	678,242	4,774	5,524
ZILLOW.COM	57,050	19.0	4.0	4.0	270,331	1,408	1,075
REALTOR.COM	31,402	25.0	6.9	7.0	110,644	1,002	773
TRULIA.COM	29,300	12.0	3.6	4.2	86,130	396	361
Yahoo Homes.com	9,668	19.0	4.2	10.5	17,533	74	183
HOMES.COM	9,404	9.0	4.2	6.1	14,358	61	88
REDFIN.COM	9,186	25.0	5.7	10.0	22,767	227	229
HOTPADS.COM	4,208	14.0	4.5	7.1	8,502	41	60
HAR.COM	3,645	11.0	3.6	4.9	8,166	30	40
REMAX.COM	3,497	7.0	6.0	5.0	4,894	29	24
CENTURY21 International	3,339	7.0	4.6	4.1	5,922	32	25
CURBED.COM	3,126	4.0	1.5	1.8	6,322	9	12
MOVOTO.COM	3,116	6.0	3.3	3.8	5,081	17	19
FORSALEBYOWNER.COM	1,806	5.0	1.9	4.0	2,493	5	10
ZIPREALTY.COM	1,288	14.0	4.9	6.0	3,000	17	18
HOMEFINDER.COM	1,229	6.0	3.0	5.2	1,489	5	8
KW.COM	1,048	8.0	1.7	3.6	2,393	4	9
NOLA.COM REAL ESTATE	992	4.0	1.3	1.6	2,495	3	4
WEICHERT.COM	817	8.0	3.4	4.6	1,377	5	6
FRONTDOOR.COM	745	7.0	2.3	5.8	866	2	5
HUBZU.COM	670	9.0	4.1	4.7	1,316	5	6

REALTOR.ORG TRAFFIC May 2015

Traffic Notes:

- Registered Users: 658,996
- Average visits per day: 45,830 – May '15; 47,446 – April '15; (36,851 – May '14)

NAR Newsletters:

NAR Weekly Report Distribution: 1,562,218 – May '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 – 112,530 – May '15

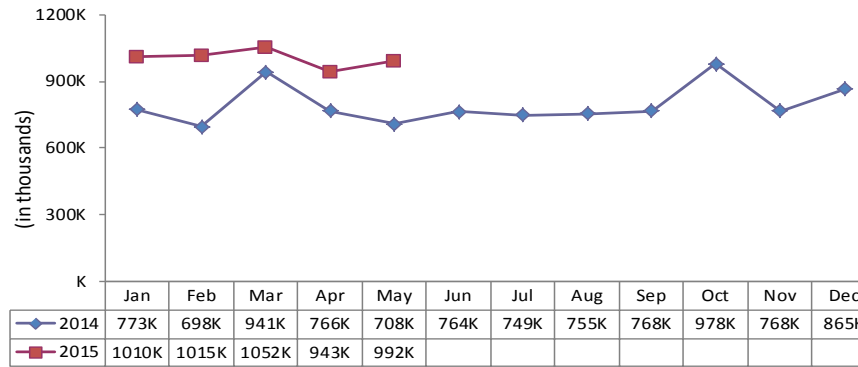
*REALTOR.org Stats Source: Omniture Site Catalyst Version 15.

*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	
992,087		6.9		2.6		1,420,723		3.63 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
5.2% ↑	40.0% ↑	-7.0% ↓	-0.1% ↓	-7.1% ↓	-39.7% ↓	-0.2% ↓	35.9% ↑	-7.9% ↓	19.0% ↑

REALTOR.org Unique Visitors (in Thousands)



Top 10 Content Groups

Ranked by Total Visits to All Pages in Content Group

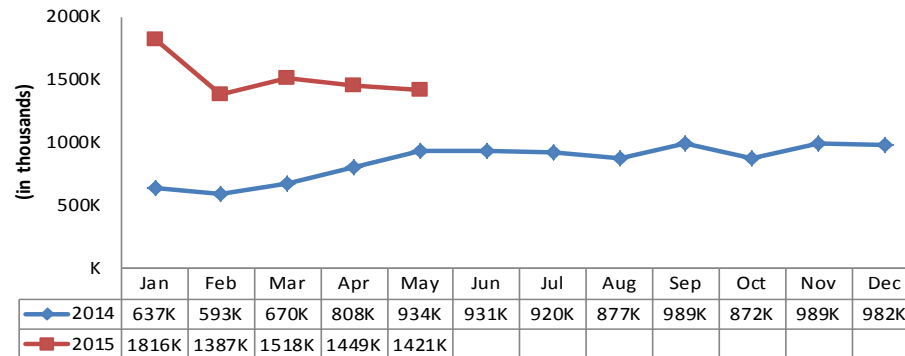
Rank	Content Areas	Total Visits
1	News	279,497
2	events	106,073
3	sales-and-marketing	91,419
4	member-benefits	84,686
5	education	80,422
6	home-and-design	60,103
7	about-nar	56,948
8	realtomag	54,230
9	store	44,384
10	research-and-statistics	39,923

HOUSELOGIC.COM TRAFFIC May 2015

HOUSELOGIC.COM

Unique Visitors		Ave Min per Visit		Ave Pg Views per Visitor		Total Visits		Total Pg Views	
1,420,849		1.4		5.9		1,603,490		8.31 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-2.0% ↓	52.2% ↑	-12.7% ↓	-32.2% ↓	-10.6% ↓	-30.1% ↓	-3.3% ↓	54.9% ↑	-12.3% ↓	6.5% ↑

HouseLogic.com Unique Visitors (in thousands)



Top Content – May 2015

- 6 Things Everyone Should Do When Moving Into a New House**
<http://www.houselogic.com/blog/maintenance-repair/things-to-do-when-moving-into-a-new-house/>
- 5 Awesomely Easy Landscaping Projects**
<http://www.houselogic.com/home-advice/landscaping-gardening/easy-landscaping-projects/>
- 8 Retaining Wall Ideas**
<http://www.houselogic.com/photos/landscaping-gardening/easy-landscaping-projects/>
- 7 Ideas to Help You Use Your Outdoor Space More**
<http://www.houselogic.com/home-advice/decks/outdoor-living-ideas/>
- Guide to Paint Sheens**
<http://www.houselogic.com/home-advice/painting/paint-sheen-guide/>