

# REALTOR.ORG TRAFFIC

## October 2015

### Traffic Notes:

- Registered Users: 679,273
- Average visits per day: 42,550 – Oct '15; 44,023 – Sept '15; (49,528 – Oct '14)

### NAR Newsletters:

NAR Weekly Report Distribution: 1,588,896 – October '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 – 116,106 – October '15

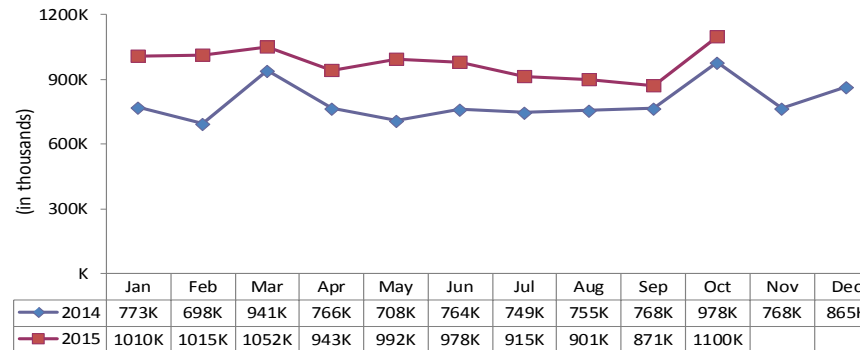
\*REALTOR.org Stats Source: Omniture Site Catalyst Version 15.

\*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	
<b>1,100,200</b>		<b>7.1</b>		<b>4.4</b>		<b>1,574,421</b>		<b>4.88 M</b>	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
19.9% ↑	12.5% ↑	-0.7% ↓	-4.5% ↓	40.6% ↑	-9.8% ↓	19.2% ↑	2.5% ↑	19.0% ↑	2.1% ↑

### 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	278,993
2	sales-and-marketing	105,999
3	education	53,560
4	events	51,923
5	law-ethics-and-policy	46,859
6	member-benefits	44,640
7	home-and-design	38,957
8	about-nar	38,009
9	realtormag	36,670
10	for-brokers	29,219

# HOUSELOGIC.COM TRAFFIC

## October 2015

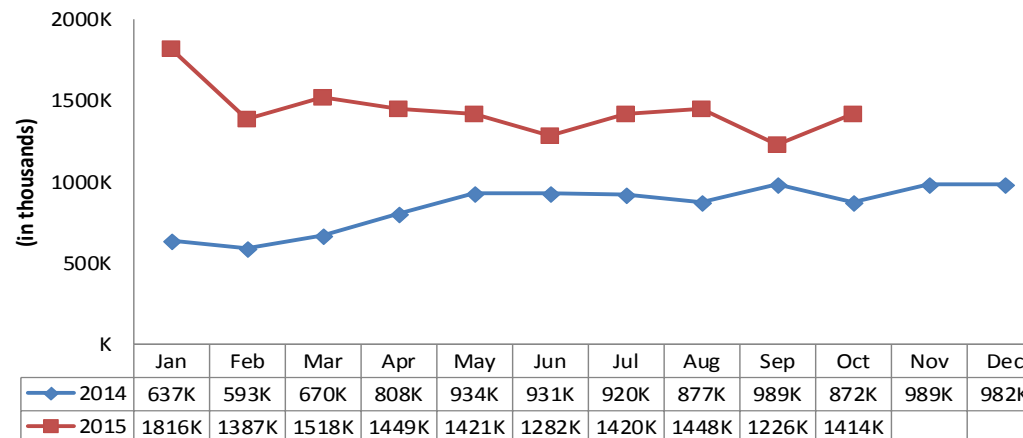
### Top Content – October 2015

- What Was I Thinking? DIYers Talk About Their Worst Decisions**  
<http://www.houselogic.com/home-advice/home-improvement/what-was-i-thinking-diyers-talk-about-their-worst-decisions/>
- 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/>
- The Biggest Air Leak in Your House You Didn't Know About**  
<http://www.houselogic.com/home-advice/insulation/biggest-air-leak-home/>
- Don't Fall Victim to this Most Common Remodeling Mistake**  
<http://www.houselogic.com/photos/home-improvement/most-common-remodeling-mistake/slide/a-knee-slapper/>
- 4 Pantry Ideas to Bring Sanity to Your Kitchen**  
<http://www.houselogic.com/home-advice/kitchens/4-pantry-ideas-bring-sanity-your-kitchen/>

HOUSELOGIC.COM

Unique Visitors		Ave Min per Visit		Ave Pg Views per Visitor		Total Visits		Total Pg Views	
<b>1,414,053</b>		<b>1.6</b>		<b>5.3</b>		<b>1,622,744</b>		<b>7.44 M</b>	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
15.4% ↑	62.2% ↑	-24.2% ↓	1.9% ↑	-9.5% ↓	-22.5% ↓	16.0% ↑	64.2% ↑	4.8% ↑	25.7% ↑

### House Logic Unique Visitors (in Thousands)



# REALTOR.COM TRAFFIC October 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.

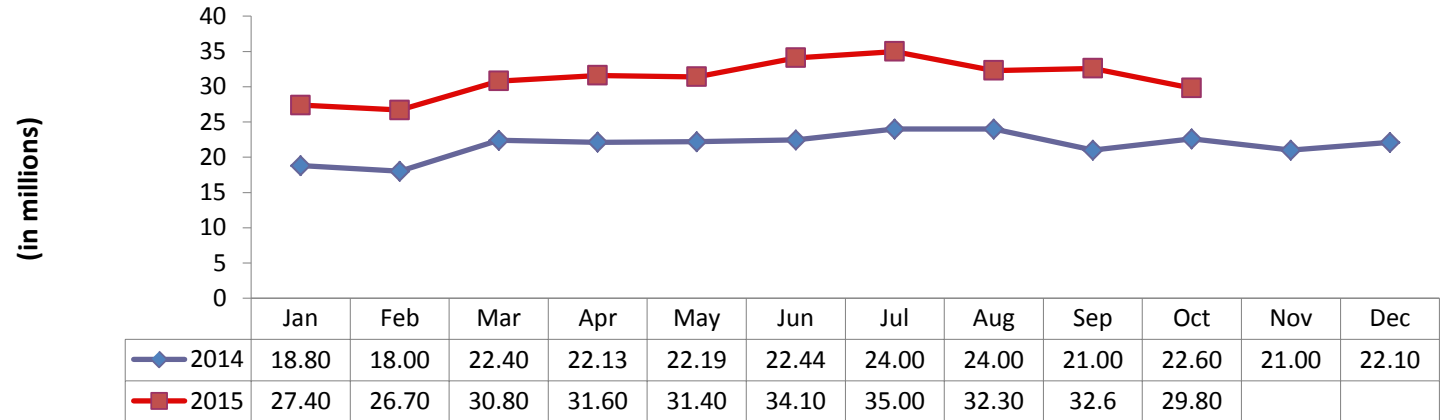
**Multi-Platform Methodology:**  
comScore's Multi-Platform data is a culmination of its three underlying Audience Measurement products - Media Metrix, Video Metrix and Mobile Metrix. It offers comprehensive reporting on more than 300,000 digital media entities, including their un-duplicated audience 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	
<b>29.8 M</b>		<b>6.3</b>		<b>6.1</b>		<b>96.1 M</b>		<b>591 M</b>	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-8.6% ↓	31.9% ↑	0.0% →	-10.0% ↓	-4.7% ↓	-18.7% ↓	-0.8% ↓	39.7% ↑	-4.7% ↓	14.5% ↑

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	259,557	3,432.0	20.9	28.3	31,434,982	1,495,923	890,898
Real Estate	112,653	44.0	6.0	8.2	603,893	4,377	4,964
ZILLOW.COM	56,175	19.0	4.1	4.2	253,714	1,358	1,075
REALTOR.COM	29,782	20.0	6.3	6.1	96,131	806	591
TRULIA.COM	26,901	12.0	3.8	5.2	62,050	424	321
HOMES.COM	9,930	9.0	3.7	5.5	15,679	58	86
REDFIN.COM	8,371	20.0	4.7	7.6	21,799	116	167
Yahoo Real Estate	5,206	15.0	0.9	1.6	49,356	44	78
HOTPADS.COM	4,052	17.0	4.5	8.0	8,661	44	69
COLDWELL BANKER	3,967	7.0	3.7	3.9	7,476	28	29
REMAX.COM	3,422	6.0	4.0	3.4	5,673	23	19
MOVOTO.COM	3,600	4	2	3	5,290	19	15
CENTURY21 International	2,862	7	5	4	5,005	24	21
CURBED.COM	2,597	4	2	2	5,897	11	10
FORSALEBYOWNER.COM	1,888	3	2	2	2,621	4	7
ZIPREALTY.COM	1,415	15	5	5	4,225	20	21
HAR.COM	754	50	7	10	3,657	24	37
KW.COM	943	15	2	5	2,854	7	14
NOLA.COM REAL ESTATE	701	5	2	2	2,051	3	3
HOMEFINDER.COM	1,150	9	4	6	1,725	7	11
WEICHERT.COM	582	16	6	8	1,204	7	9
HUBZU.COM	579	15	4	5	1,698	7	9