

REALTOR.ORG TRAFFIC

September 2015

Traffic Notes:

- Registered Users: 679,273
- Average visits per day: 44,023 – Sept '15; 44,949 – August '15; (42,865 – Sept '14)

NAR Newsletters:

NAR Weekly Report Distribution: 1,585,781 – August '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 – 115,482 – August '15

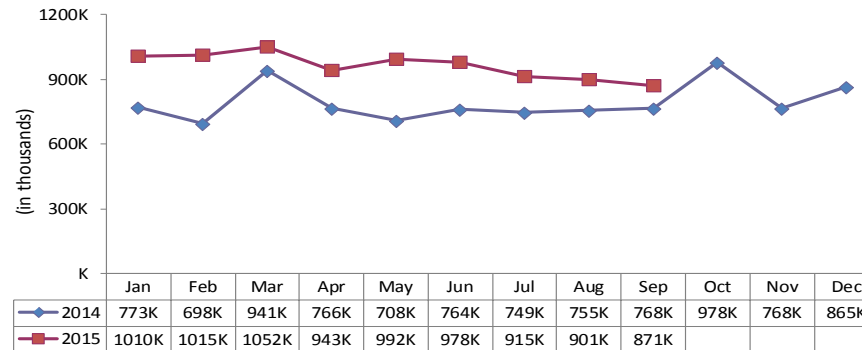
*REALTOR.org Stats Source: Omniture Site Catalyst Version 15.

*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	
871,111		7.1		3.1		1,320,677		4.1 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-10.5% ↓	2.2% ↑	0.0% →	0.3% ↑	-0.6% ↓	-29.2% ↓	-3.1% ↓	2.7% ↑	-4.7% ↓	8.8% ↑

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	261,368
2	sales-and-marketing	93,160
3	member-benefits	52,141
4	education	51,197
5	home-and-design	40,031
6	law-ethics-and-policy	38,310
7	events	36,796
8	about-nar	36,702
9	realtormag	35,953
10	www.learninglibrary.com	28,022

HOUSELOGIC.COM TRAFFIC

September 2015

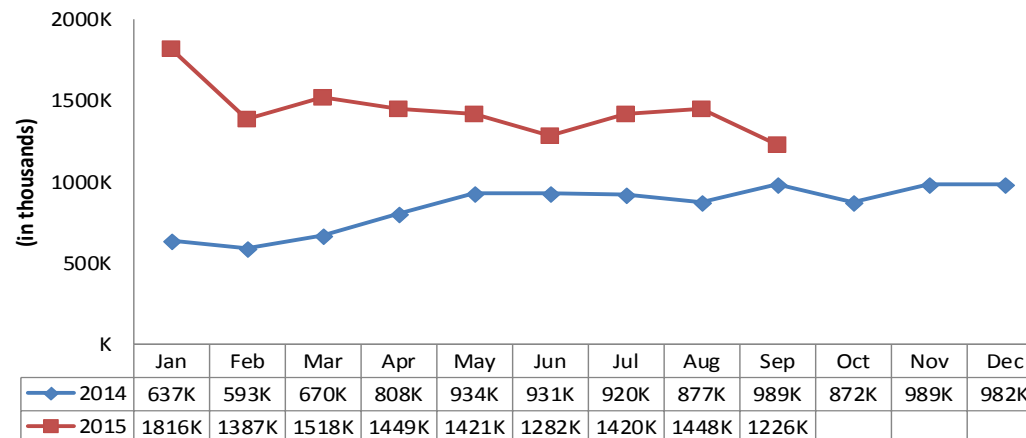
Top Content – September 2015

- 9 Winter Garden Plants That Dazzle Even in Snow**
<http://www.houselogic.com/photos/gardens/winter-plants/slide/flowering-quince-chaenomeles/>
- 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/>
- Kitchen Remodeling Decisions You'll Never Regret**
<http://www.houselogic.com/home-advice/kitchens/classic-kitchen-remodeling/>
- How to Regret Your Kitchen Remodeling Project**
<http://www.houselogic.com/home-advice/kitchens/how-to-regret-your-kitchen-remodeling-project/>
- Why You Shouldn't Paint Your Kitchen Your Favorite Color**
<http://www.houselogic.com/home-advice/kitchens/why-you-shouldnt-paint-your-kitchen-your-favorite-color/>

HOUSELOGIC.COM

Unique Visitors		Ave Min per Visit		Ave Pg Views per Visitor		Total Visits		Total Pg Views	
1,225,537		2.1		5.8		1,399,493		7.1 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-15.4% ↓	52.0% ↑	38.9% ↑	3.0% ↑	-15.1% ↓	-17.5% ↓	-15.0% ↓	53.5% ↑	-28.4% ↓	25.0% ↑

House Logic Unique Visitors (in Thousands)



REALTOR.COM TRAFFIC September 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.

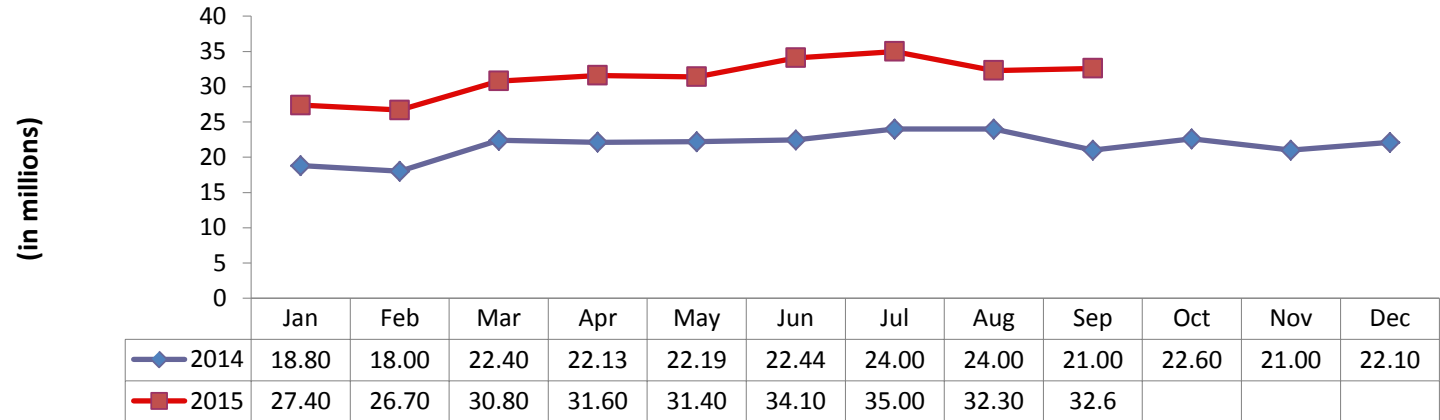
Multi-Platform Methodology:
comScore's Multi-Platform data is a culmination of its three underlying Audience Measurement products - Media Metrix, Video Metrix and Mobile Metrix. It offers comprehensive reporting on more than 300,000 digital media entities, including their un-duplicated audience size, 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	
32.6 M		6.3		6.4		96.9 M		620 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
0.9% ↑	41.1% ↑	-7.4% ↓	3.3% ↑	-16.9% ↓	-5.9% ↓	0.2% ↑	30.8% ↑	-16.3% ↓	21.3% ↑

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	258,127	3,433.0	21.0	28.8	30,749,367	1,468,702	886,120
Real Estate	118,679	43.0	6.1	8.3	611,888	4,582	5,075
ZILLOW.COM	58,474	20.0	4.0	4.2	271,359	1,423	1,143
REALTOR.COM	32,631	19.0	6.3	6.4	96,852	834	620
TRULIA.COM	26,968	12.0	3.9	5.1	64,283	409	328
HOMES.COM	9,797	9.0	4.0	5.7	14,970	59	86
REDFIN.COM	8,143	28.0	6.8	10.9	20,907	216	227
Yahoo Homes.com	5,465	16.0	4.4	10.0	8,981	40	89
HOTPADS.COM	4,014	14.0	4.3	6.7	8,408	42	57
COLDWELL BANKER	3,807	7.0	4.1	4.0	6,992	29	28
REMAX.COM	3,788	6.0	3.6	3.4	6,414	23	22
MOVOTO.COM	3,442	7.0	3.0	4.1	5,952	18	24
CENTURY21 International	3,107	8.0	4.8	4.3	5,652	28	24
CURBED.COM	2,237	4.0	2.2	2.0	5,065	11	10
FORSALEBYOWNER.COM	2,132	4.0	2.0	3.1	2,971	6	9
ZIPREALTY.COM	1,070	14.0	7.5	6.4	2,411	18	15
HAR.COM	994	29.0	6.5	9.8	2,979	20	29
KW.COM	904	16.0	3.2	5.3	2,792	9	15
NOLA.COM REAL ESTATE	741	5.0	1.8	1.9	2,097	4	4
HOMEFINDER.COM	714	16.0	8.9	10.5	1,118	10	12
WEICHERT.COM	618	14.0	6.1	6.9	1,240	8	9
HUBZU.COM	520	19.0	3.8	5.7	1,729	6	10