

# REALTOR.COM TRAFFIC May 2016

REVISED\* According to comScore, the May 2016 Realtor.com data was under reported. Realtor.com's actual traffic for May 2016 was 36.8M Unique Visitors and not 30.6M as originally reported. The discrepancy was due to a tagging issue specific to Mobile reporting. The issue has been fixed, and the June data will be published correctly.

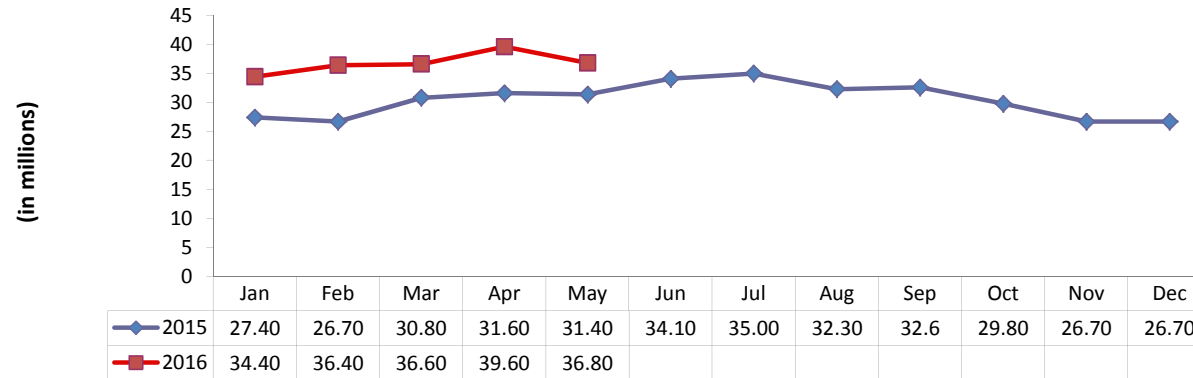
**Multi-Platform Methodology:** comScore's Multi-Platform data is a culmination of its three underlying Audience Measurement products - Media Metrix, Video Metrix and Mobile Metrix. It offers comprehensive reporting on more than 300,000 digital media entities, including their un-duplicated audience size, 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	
<b>36.8 M</b>		<b>7.5</b>		<b>10.0</b>		<b>176.5 M</b>		<b>1642 M</b>	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-7.1%	17.2%	2.7%	8.7%	5.3%	42.9%	-5.7%	59.6%	-7.8%	112.4%

REALTOR.com® Unique Visitors (in Millions)



Top Real Estate Vertical Matrix*							
Media	Unique Visitors (000)	Total Views (Millions)	Total Visits (000)	Avg Views per Visit	Avg Views per Visitor	Total Minutes (Millions)	Avg Minutes per Visit
Total Internet : Total Audience	257,754	880,210	31,994,499	27.5	3,415	1,519,214	19.8
Real Estate	125,824	7,056	813,460	8.7	56	6,319	6.2
ZILLOW.COM	74,629	1,383	350,370	3.9	19	1,917	4.1
REALTOR.COM REVISED*	36,774	1,641	176,506	9.3	45	1,435	8.1
TRULIA.COM	34,210	1,010	139,030	7.3	30	769	3.8
REDFIN.COM	12,268	126	38,993	3.2	10	247	3.5
HOMES.COM	10,192	96	18,682	5.1	9	79	4.2
Coldwell Banker	6,380	44	12,925	3.4	7	45	3.5
HOTPADS.COM	6,132	132	14,168	9.3	22	68	4.2
REMAX.COM	6,026	28	9,512	2.9	5	31	3.2
COLDWELLBANKERHOMES.COM	4,812	32	9,503	3.4	7	33	3.4
Century 21 International	3,426	29	6,947	4.2	8	31	4.5
CENTURY21.COM	3,273	28	6,635	4.3	9	31	4.6
MOVOTO.COM	2,541	11	4,391	2.4	4	10	2.3
LOOPNET.COM	2,358	27	4,887	5.5	11	22	4.5
ESTATELY.COM	1,815	9	4,371	2.1	5	7	1.6
KW.COM	1,120	20	3,004	6.5	17	81	3.3
HAR.COM	968	46	3,636	12.8	48	33	7.0
ZIPREALTY.COM	923	16	2,147	7.5	17	14	6.4
HOMEFINDER.COM	855	15	1,631	9.0	17	9	5.4

# REALTOR.ORG TRAFFIC

## May 2016

### Traffic Notes:

- Registered Users: 699,871
- Average visits per day: 54,619 – May '16; 56,615 – Apr '16; (45,830 – May '15)

### NAR Newsletters:

NAR Weekly Report Distribution: 2,539,192 – May '16. The most popular categories are: Member Benefits/Special REALTOR Offers, Sales and Mktg Tools, Education, Current RE News, Buyers Rep, Research and Market Stats, Technology, Legal Issues, REALTOR.com Updates, Professional Standards/MLS

REALTOR® Magazine Online Daily News Subscribers – 95,5147 – May '16

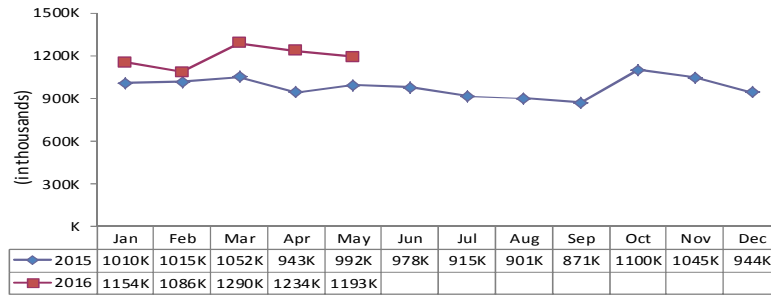
\*REALTOR.org Stats Source: Omniture Site Catalyst Version 15.

\*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>1,193,372</b>		<b>7.3</b>		<b>4.0</b>		<b>1,693,177</b>		<b>4.74 M</b>	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-3.3%	20.3%	10.6%	5.5%	12.4%	53.1%	-0.3%	19.2%	8.5%	30.6%

REALTOR.org Unique Visitors (in Thousands)



Realtor.org Top 10 Content Groups		
Rank	Content Areas	Total Visits
1	Realtormag (sub-domain)	637,805
2	Home Page	289,803
3	News-blogs-and-video	190,417
4	Education	120,658
5	Law-and-ethics	101,337
6	About-NAR	52,120
7	Member-benefits	50,999
8	Research-and-statistics	41,653
9	Business-specialties	25,456
10	Political-Advocacy	17,450

# HOUSELOGIC.COM TRAFFIC

## May 2016

### Top Content – May 2016

- The Link Between Clutter and Depression  
<https://www.houselogic.com/organize-maintain/cleaning-decluttering/clutter-depression/>
- Here's Why You Should Totally Snoop When House Hunting  
<https://www.houselogic.com/buy/house-hunting/house-hunting-checklist/>
- Which Way Should Your Ceiling Fan Turn in Summer?  
<https://www.houselogic.com/organize-maintain/home-maintenance-tips/ceiling-fan-rotation-for-cool/>
- 5 Awesomely Easy Landscaping Projects  
<https://www.houselogic.com/by-room/yard-patio/easy-landscaping-projects/>
- Not Sure How To Price Your Home? Expert Strategies Help You Hit the Sweet Spot  
<https://www.houselogic.com/sell/how-much-is-my-home-worth/>

HOUSELOGIC.COM

Unique Visitors		Ave Min per Visit		Ave Pg Views per Visitor		Total Visits		Total Pg Views	
<b>1,391,247</b>		<b>1.2</b>		<b>2.6</b>		<b>1,495,476</b>		<b>3.6 M</b>	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-22.1%	-2.1%	-1.6%	-10.2%	-21.6%	-55.9%	-23.9%	-6.7%	-38.6%	-56.7%

House Logic Unique Visitors (in Thousands)

