

REALTOR.ORG TRAFFIC July 2016

Traffic Notes:

- Registered Users: 708,070
- Average visits per day: 49,966 – July '16; 53,880 – June '16; (44,673 – July '15)

NAR Newsletters:

NAR Weekly Report Distribution: 2,562,636 – July '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 – 96,259 – July '16

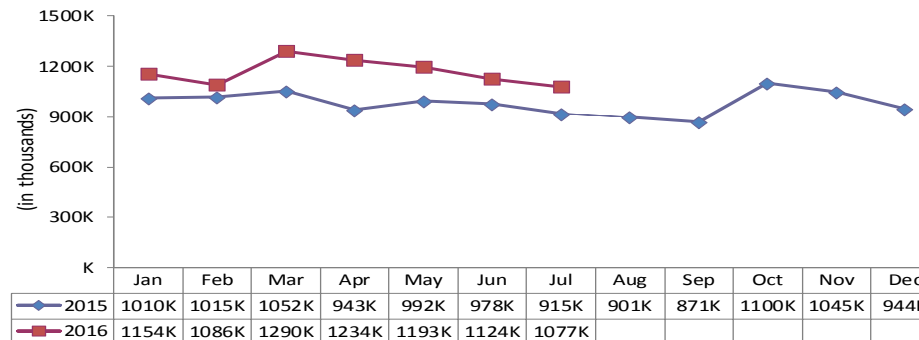
*REALTOR.org Stats Source: Omniture Site Catalyst Version 15.

*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	
1,076,878		7.1		3.7		1,548,923		3.94 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-4.2% ↓	17.7% ↑	2.7% ↑	-3.4% ↓	-1.3% ↓	20.0% ↑	-4.2% ↓	11.8% ↑	-5.5% ↓	-6.9% ↓

REALTOR.org Unique Visitors (in Thousands)



Realtor.org Top 10 Content Groups

Rank	Content Areas	Total Visits
1	Realtormag (sub-domain)	682,278
2	News-blogs-and-video	172,886
3	Education	103,307
4	Law-and-ethics	96,351
5	Member-benefits	49,517
6	About-NAR	47,919
7	Research-and-statistics	41,831
8	Political-Advocacy	25,020
9	Business-specialties	24,222
10	Events	19,931

HOUSELOGIC.COM TRAFFIC July 2016

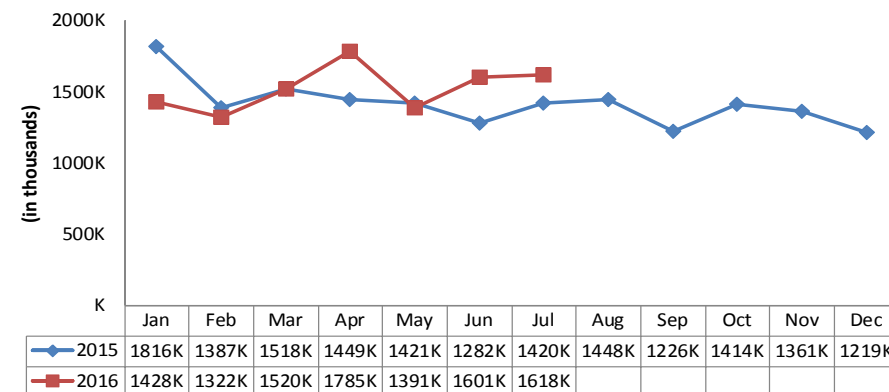
Top Content – July 2016

- **9 Gorgeous Drought Resistant Plants**
https://www.houselogic.com/by-room/yard-patio/drought-resistant-plants-list/?pred_search_link_clicked=9+Gorgeous+Drought-Resistant+Plants
- **8 ways to Use Old Stuff to Create Smart Storage**
https://www.houselogic.com/organize-maintain/storage-ideas-hacks/diy-storage-ideas/?site_ref=mosaic
- **The Link Between Clutter and Depression**
<https://www.houselogic.com/organize-maintain/cleaning-decluttering/clutter-depression/>
- **Which Way Should Your Ceiling Fan Turn in Summer?**
<https://www.houselogic.com/organize-maintain/home-maintenance-tips/ceiling-fan-rotation-for-cool/>
- **Not Sure How to Price Your Home? Avoid Mistakes With These Tips**
<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	
1,618,431		*N/A		*N/A		1,802,200		*N/A	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
1.1% ↑	14.0% ↑	*N/A ↑	*N/A ↑	*N/A ↑	*N/A ↑	2.0% ↑	12.2% ↑	*N/A ↑	*N/A ↑

House Logic Unique Visitors (in Thousands)



***N/A:** Data is not available for July due to a tagging issue during the redesign of the HouseLogic site. The tagging issue has been corrected for September data.

REALTOR.COM TRAFFIC July 2016

NOTE: 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 by comScore. The discrepancy was due to a tagging issue specific to Mobile reporting. The issue has been fixed, and the report reflects the corrected May data as well as June's data.

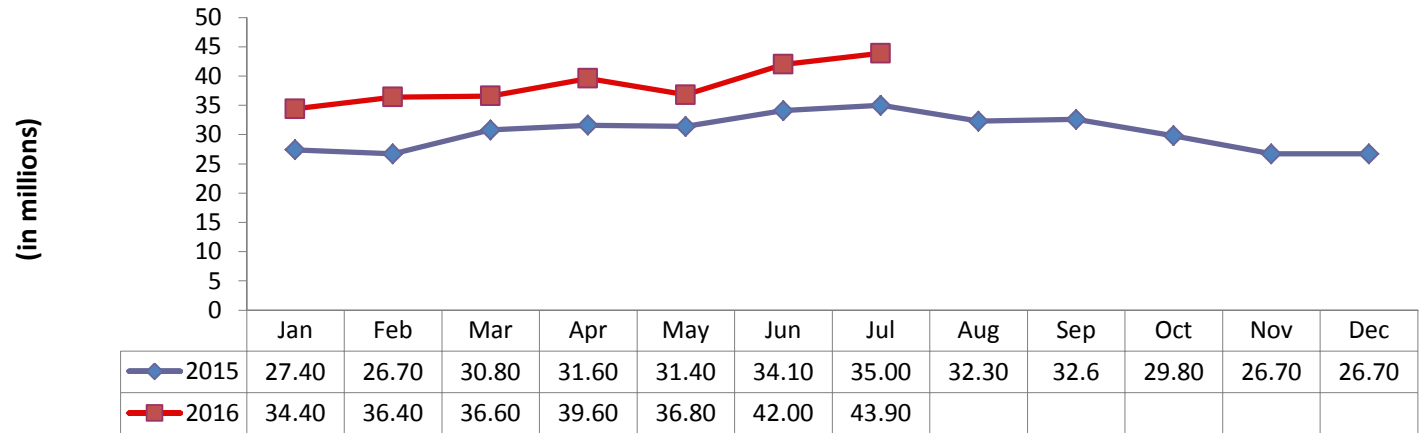
Multi-Platform Methodology: comScore's Multi-Platform data is a culmination of its three underlying Audience Measurement products - Media Metrix, Video Metrix and Mobile Metrix. It offers comprehensive reporting on more than 300,000 digital media entities, including their un-duplicated audience size, 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	
43.9 M		5.9		8.8		209.5 M		1852 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
4.5% ↑	25.4% ↑	-9.2% ↓	-14.5% ↓	-2.2% ↓	33.3% ↑	17.8% ↑	81.7% ↑	15.1% ↑	144.3% ↑

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	256,930	857,544	32,872,300	26.1	3,338	1,515,854	18.9
Real Estate	134,119	7,272	846,648	8.6	54	6,485	6.3
ZILLOW.COM	77,254	1,401	334,468	4.2	18	1,944	4.4
REALTOR.COM	43,927	1,852	209,552	8.8	42	1,468	5.9
TRULIA.COM	34,104	984	127,611	7.7	29	816	4.2
REDFIN.COM	13,682	110	36,764	3.0	8	239	3.6
HOMES.COM	9,385	90	16,972	5.3	10	74	4.4
Coldwell Banker	6,434	41	13,321	3.1	6	40	3.0
HOTPADS.COM	6,155	118	24,846	4.8	19	90	3.3
REMAX.COM	5,449	26	8,855	2.9	5	28	3.2
COLDWELLBANKERHOMES.COM	4,927	27	10,233	2.6	6	27	2.7
Century 21 International	3,002	27	5,964	4.5	9	25	4.2
LOOPNET.COM	2,468	30	4,967	6.0	12	23	4.6
MOVOTO.COM	2,240	9	3,858	2.3	4	9	2.4
ESTATELY.COM	1,768	9	3,357	2.8	5	5	1.4
KW.COM	1,358	25	4,330	5.7	18	29	2.7
HAR.COM	1,046	45	4,061	11.1	43	27	6.5
ZIPREALTY.COM	1,007	18	2,284	7.7	17	13	5.5
HOMEFINDER.COM	962	11	1,699	6.6	12	6	3.8
WEICHERT.COM	889	23	2,595	8.7	25	18	6.8