

REALTOR.COM TRAFFIC June 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.

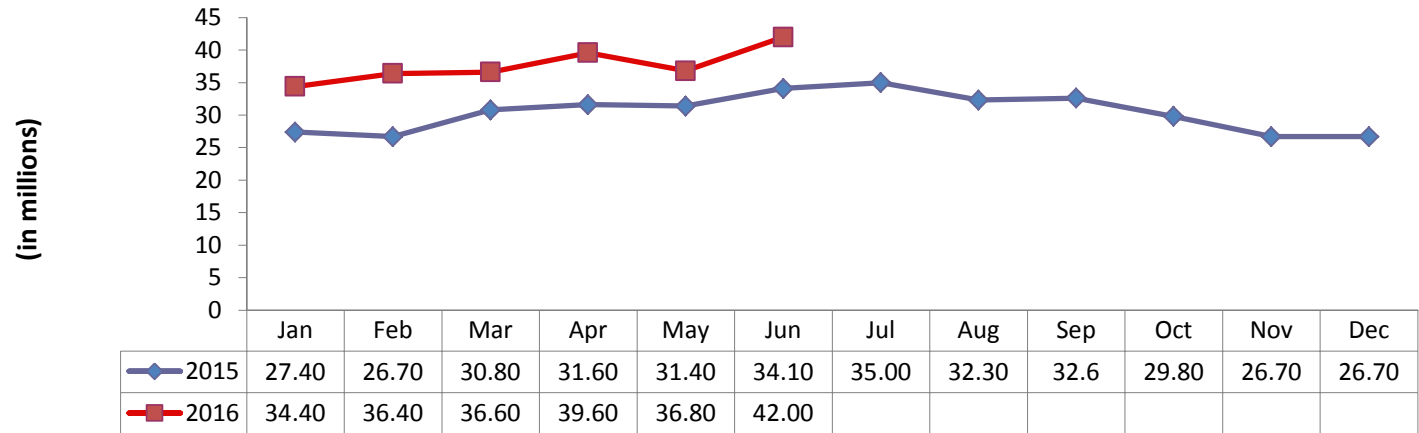
Multi-Platform Methodology: comScore's Multi-Platform data is a culmination of its three underlying Audience Measurement products - Media Metrix, Video Metrix and Mobile Metrix. It offers comprehensive reporting on more than 300,000 digital media entities, including their un-duplicated audience size, 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	
42 M		6.5		9.0		177.8 M		1609 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
14.1% ↑	23.2% ↑	-13.3% ↓	-1.5% ↓	-10.0% ↓	34.3% ↑	0.7% ↑	60.0% ↑	-2.0% ↓	116.6% ↑

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	841,100	31,797,802	26.5	3,263	1,480,858	19.4
Real Estate	126,818	7,092	787,944	9.0	56	6,309	6.5
ZILLOW.COM	74,445	1,320	326,017	4.0	18	1,851	4.3
REALTOR.COM	42,025	1,609	177,832	9.1	38	1,379	6.5
TRULIA.COM	33,151	932	128,811	7.2	28	763	4.0
REDFIN.COM	12,883	110	38,353	2.9	9	291	3.3
HOMES.COM	9,132	88	16,769	5.3	10	71	4.2
Coldwell Banker	6,107	41	12,749	3.2	7	40	3.2
HOTPADS.COM	5,578	130	12,208	10.7	23	65	4.7
REMAX.COM	5,140	25	8,457	2.9	5	27	3.2
COLDWELLBANKERHOMES.COM	4,669	29	10,265	2.8	6	29	2.9
Century 21 International	3,227	23	5,810	4.0	7	23	3.9
CENTURY21.COM	3,145	23	5,649	4.0	7	23	4.0
LOOPNET.COM	2,820	30	5,803	5.2	11	26	4.5
ESTATELY.COM	2,043	7	3,607	2.0	4	4	1.2
MOVOTO.COM	2,041	11	3,527	3.1	5	11	3.1
ZIPREALTY.COM	1,188	19	2,933	6.3	16	14	4.9
KW.COM	1,167	21	3,578	5.8	18	42	3.1
HOMEFINDER.COM	1,070	13	2,152	6.1	12	8	3.6
WEICHERT.COM	762	16	1,989	7.8	20	14	6.9

REALTOR.ORG TRAFFIC June 2016

Traffic Notes:

- Registered Users: 702,985
- Average visits per day: 53,880 – June '16; 54,619 – May '16; (46,804 – June '15)

NAR Newsletters:

NAR Weekly Report Distribution: 2,551,185 – June '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 – 95,890 – June '16

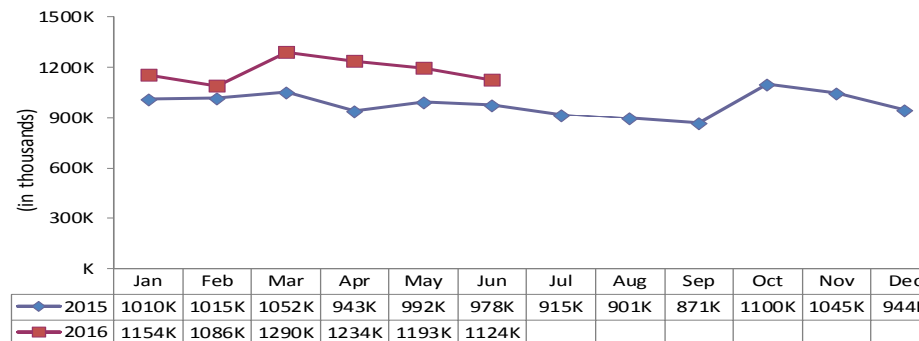
*REALTOR.org Stats Source: Omniture Site Catalyst Version 15.

*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	
1,123,921		6.9		3.7		1,616,394		4.17 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-5.8% ↓	14.9% ↑	-4.7% ↓	-4.7% ↓	-6.8% ↓	12.4% ↑	-4.5% ↓	15.1% ↑	-12.0% ↓	0.2% ↑

REALTOR.org Unique Visitors (in Thousands)



Realtor.org Top 10 Content Groups

Rank	Content Areas	Total Visits
1	Realtormag (sub-domain)	638,186
2	Home Page	254,536
3	News-blogs-and-video	169,593
4	Education	108,012
5	Law-and-ethics	95,983
6	Member-benefits	52,185
7	About-NAR	51,240
8	Political-Advocacy	39,050
9	Research-and-statistics	38,045
10	Business-specialties	26,398

HOUSELOGIC.COM TRAFFIC June 2016

Top Content – June 2016

- **Here's Why You Should Totally Snoop When House Hunting**
<https://www.houselogic.com/buy/house-hunting/house-hunting-checklist/>
- **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/>
- **5 Plant You (Almost) Never Have to Water**
<https://www.houselogic.com/by-room/yard-patio/plants-that-dont-need-water/>
- **5 Awesomely Easy Landscaping Projects**
<https://www.houselogic.com/by-room/yard-patio/easy-landscaping-projects/>

HOUSELOGIC.COM

Unique Visitors		Ave Min per Visit		Ave Pg Views per Visitor		Total Visits		Total Pg Views	
1,600,729		1.4		2.9		1,767,393		5.14 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
15.1% ↑	24.8% ↑	12.2% ↑	-7.4% ↓	12.8% ↑	-58.1% ↓	18.2% ↑	21.3% ↑	42.8% ↑	-42.2% ↓

House Logic Unique Visitors (in Thousands)

