

REALTOR.ORG TRAFFIC

November 2016

Traffic Notes:

- Registered Users: 721,826
- Average visits per day: 47,509 – Nov. '16; 47,854 – Oct. '16; (49,172 – Nov '15)

NAR Newsletters:

NAR Weekly Report Distribution: 2,602,200– Nov. '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 – 97,565 – Nov. '16

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

*Includes traffic data from external member/Vendor sites

REALTOR.ORG

Unique Visitors	
945,063	
Prev Mo	Prev Yr
-3.8% ↓	-9.5% ↓

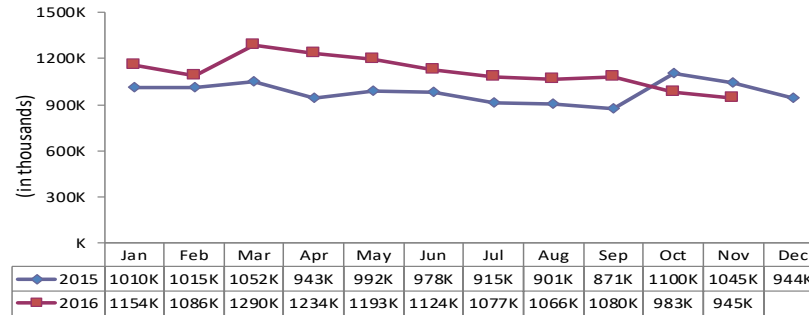
Ave Min per Visit	
7.5	
Prev Mo	Prev Yr
-2.5% ↓	4.6% ↑

Ave Pg Views per Visitor	
4.8	
Prev Mo	Prev Yr
4.8% ↑	-2.7% ↓

Total Visits	
1,425,257	
Prev Mo	Prev Yr
-3.9% ↓	-3.4% ↓

Total Pg Views	
4.51 M	
Prev Mo	Prev Yr
1.1% ↑	-11.6% ↓

REALTOR.org Unique Visitors (in Thousands)



Realtor.org Top 10 Content Groups

Rank	Content Areas	Total Visits
1	Realtormag (sub-domain)	444,837
2	Education	160,426
3	News-blogs-and-video	150,590
4	Law-and-ethics	94,018
5	About-nar	70,111
6	Member-benefits	57,411
7	Research-and-statistics	43,950
8	Store	23,220
9	Business-specialties	22,462
10	Political-Advocacy	11,564

HOUSELOGIC.COM TRAFFIC

November 2016

Top Content – November 2016

- 3 Great Laundry Room Upgrades: Which One Do You Wish You Had?**
<https://www.houselogic.com/by-room/bathroom-laundry/laundry-room-organization-ideas/>
- 7 Home Hacks That Make Maintenance Easier**
<https://www.houselogic.com/organize-maintain/home-maintenance-tips/7-home-hacks-make-maintenance-easier/>
- 7 Sneaky Storage Ideas to Hide Your Clutter in Plain Sight**
<https://www.houselogic.com/organize-maintain/cleaning-decluttering/declutter-your-home/>
- Achieve Your Goal for a Clutter-Free Home**
<https://www.houselogic.com/organize-maintain/cleaning-decluttering/clutter-free-home/>
- Should My Partner and I Buy a Home Before We Marry?**
<https://www.houselogic.com/buy/first-time-home-buyer/buying-a-house-before-marriage/>

HOUSELOGIC.COM

Unique Visitors	
1,456,091	
Prev Mo	Prev Yr
0.8% ↑	7.0% ↑

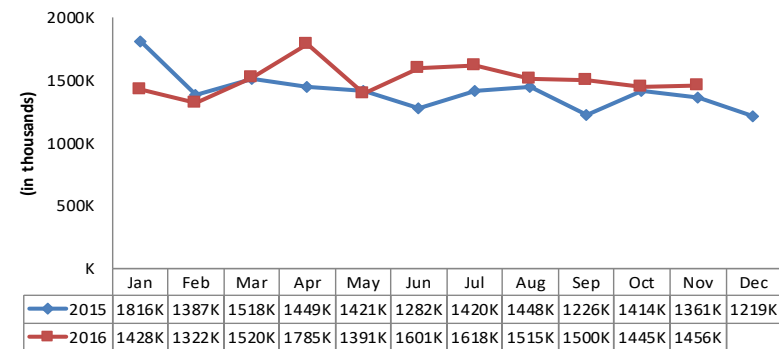
Ave Min per Visit	
1.4	
Prev Mo	Prev Yr
-2.8% ↓	-5.4% ↓

Ave Pg Views per Visitor	
2.0	
Prev Mo	Prev Yr
7.0% ↑	-47.9% ↓

Total Visits	
1,609,443	
Prev Mo	Prev Yr
0.3% ↑	3.5% ↑

Total Pg Views	
3.05 M	
Prev Mo	Prev Yr
1.7% ↑	-48.8% ↓

House Logic Unique Visitors (in Thousands)



REALTOR.COM TRAFFIC November 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.

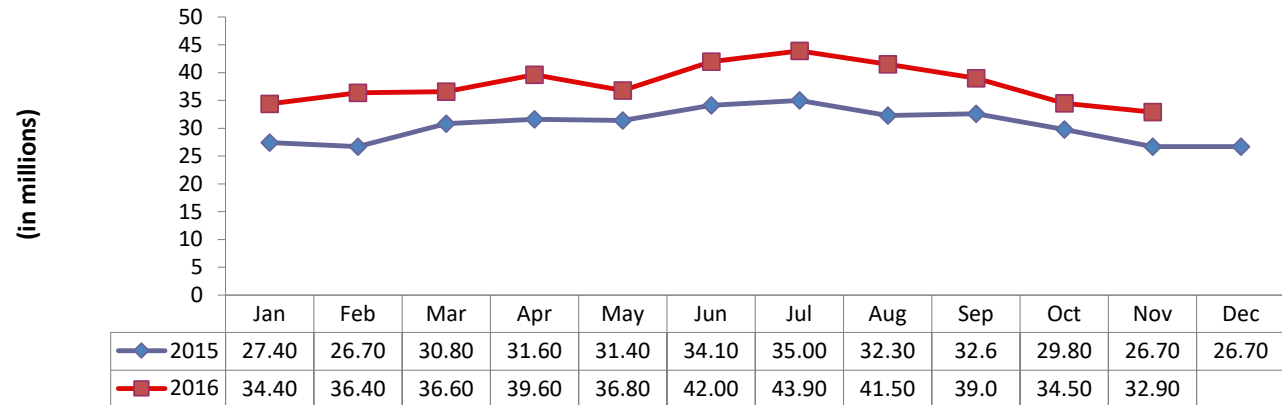
Multi-Platform Methodology: comScore's Multi-Platform data is a culmination of its three underlying Audience Measurement products - Media Metrix, Video Metrix and Mobile Metrix. It offers comprehensive reporting on more than 300,000 digital media entities, including their un-duplicated audience size, 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	
32.9 M		7.7		10.0		128.2 M		1287 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-4.6%	23.2%	2.7%	26.2%	-3.8%	63.9%	-12.1%	46.5%	-15.4%	140.6%

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	257,067	901,163	31,888,813	28.3	3,506	1,496,482	1.7
Real Estate	113,816	5,519	610,066	9.0	48	4,968	0.9
ZILLOW.COM	60,680	1,114	252,591	4.4	18	1,504	1.4
REALTOR.COM	32,952	1,287	128,202	10.0	39	1,170	0.9
TRULIA.COM	23,260	749	82,304	9.1	32	584	0.8
REDFIN.COM	11,413	78	25,550	3.1	7	155	2.0
HOMES.COM	5,926	58	10,331	5.6	10	49	0.8
Coldwell Banker	4,621	30	9,619	3.1	6	30	1.0
HOTPADS.COM	4,485	89	26,271	3.4	20	73	0.8
REMAX.COM	3,592	17	5,450	3.1	5	19	1.1
COLDWELLBANKERHOMES.COM	3,586	21	7,807	2.7	6	21	1.0
Century 21 International	2,295	10	3,817	2.7	5	11	1.1
LOOPNET.COM	2,110	38	4,245	8.8	18	27	0.7
CENTURY21.COM	2,095	8	3,565	2.3	4	10	1.2
MOVOTO.COM	1,694	6	2,975	2.0	4	7	1.2
HOMESNAP.COM	1,491	4	2,400	1.8	3	9	2.2
ESTATELY.COM	959	3	1,485	2.3	4	2	0.5
HAR.COM	858	19	2,393	8.0	22	16	0.8
KW.COM	853	16	3,365	4.8	19	11	0.7
ZIPREALTY.COM	720	9	1,498	5.7	12	8	0.9