

REALTOR.COM TRAFFIC December 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.**

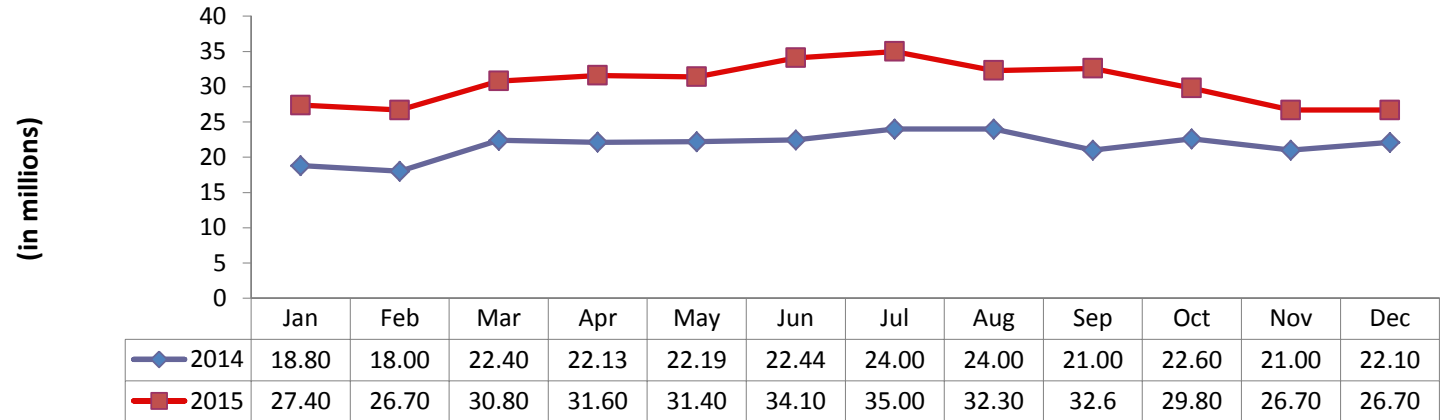
Multi-Platform Methodology: comScore's Multi-Platform data is a culmination of its three underlying Audience Measurement products - Media Metrix, Video Metrix and Mobile Metrix. It offers comprehensive reporting on more than 300,000 digital media entities, including their un-duplicated audience size, 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 Metrix 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	
26.7 M		6.6		7.3		64.4 M		469 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
0.0% →	20.8% ↑	8.2% ↑	-2.9% ↓	19.7% ↑	-5.2% ↓	-26.4% ↓	8.6% ↑	-12.3% ↓	2.2% ↑

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	260,182	898,797	31,315,028	28.7	3,454	1,448,481	20.2
Real Estate	107,912	4,373	550,670	7.9	41	3,992	5.9
ZILLOW.COM	52,128	910	220,092	4.1	17	1,303	4.5
TRULIA.COM	26,837	549	104,227	5.3	20	617	4.0
REALTOR.COM	26,693	469	64,388	7.3	18	602	6.6
REDFIN.COM	8,312	207	18,663	11.1	25	115	5.0
HOMES.COM	8,147	70	12,010	5.8	9	47	3.9
Yahoo Real Estate	4,581	127	55,182	2.3	28	120	2.2
Coldwell Banker	3,542	25	6,384	3.9	7	25	3.9
HOTPADS.COM	3,492	53	7,609	7.0	15	44	4.7
REMAX.COM	3,035	18	4,364	4.1	6	21	4.8
Century 21 International	2,497	23	4,649	4.9	9	18	3.8
COLDWELLBANKERHOMES.COM	2,412	16	4,660	3.5	7	16	3.5
MOVOTO.COM	2,405	11	3,392	3.1	4	8	2.3
LOOPNET.COM	2,320	22	3,732	5.8	9	16	4.4
CENTURY21.COM	2,281	20	4,335	4.5	9	16	3.5
FORSALEBYOWNER.COM	1,645	7	2,028	3.6	4	4	1.9
ZIPREALTY.COM	1,000	11	1,823	6.1	11	11	6.2
REALTYTRAC.COM	974	3	1,383	2.2	3	2	1.7
HAR.COM	874	26	3,742	7.0	30	16	4.2
KW.COM	595	14	2,239	6.3	24	8	3.4
HOMEFINDER.COM	572	7	902	8.0	13	5	5.2

REALTOR.ORG TRAFFIC

December 2015

Traffic Notes:

- Registered Users: 682,449
- Average visits per day: 42,985 – Dec '15; 49,172 – Nov '15; (41,333 – Dec '14)

NAR Newsletters:

NAR Weekly Report Distribution: 1,597,248 – December '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

REALTOR® Magazine Online Daily News Subscribers – 117,755 – December '15

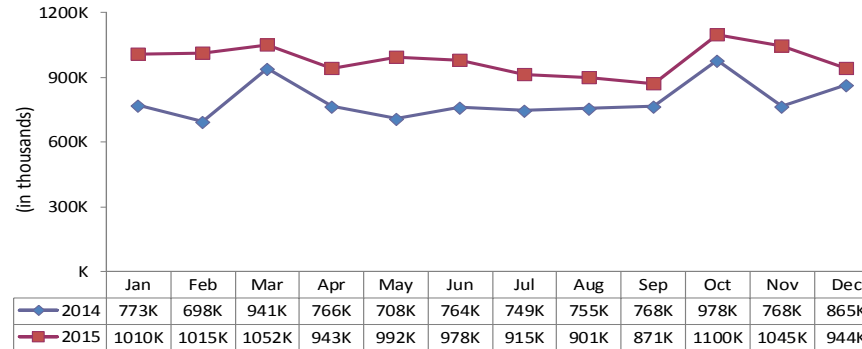
*REALTOR.org Stats Source: Omniture Site Catalyst Version 15.

*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	
944,015		7.0		5.0		1,322,522		4.72 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-9.6% ↓	9.1% ↑	-1.1% ↓	-0.4% ↓	2.2% ↑	15.7% ↑	-10.3% ↓	3.2% ↑	-7.5% ↓	26.2% ↑

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	269880
2	Sales-and-marketing	92277
3	Member-benefits	58330
4	Education	44991
5	Home-and-design	42952
6	Law-ethics-and-policy	38555
7	Realtomag	36012
8	About-nar	33429
9	For-brokers	23643
10	Law-and-ethics	22782

HOUSELOGIC.COM TRAFFIC

December 2015

Top Content – December 2015

- Accountants Say You'll Probably Make These 6 Homeowner Tax Mistakes**
<http://www.houselogic.com/home-advice/tax-deductions/6-homeowner-tax-mistakes-accountants-say-watch/>
- Tips Every New Homeowner Should Know**
<http://www.houselogic.com/home-advice/maintenance-repair/new-homeowner-tips/>
- 12 Simple Home Repair Jobs to Lift You Out of Winter's Funk**
<http://www.houselogic.com/home-advice/repair-tips/home-repair-jobs-winter/>
- 3 Brilliant Hacks to Make Snow Shoveling Less Miserable**
<http://www.houselogic.com/home-advice/seasonal-maintenance/3-hacks-make-shoveling-snow-snap/>
- Which Homemade Laundry Soap Recipe is Best?**
<http://www.houselogic.com/home-advice/green-cleaning/which-homemade-laundry-detergent-recipe-best/>

HOUSELOGIC.COM

Unique Visitors		Ave Min per Visit		Ave Pg Views per Visitor		Total Visits		Total Pg Views	
1,219,271		1.4		3.4		1,387,343		4.11 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-10.4% ↓	24.1% ↑	-6.0% ↓	2.2% ↑	-23.1% ↓	-36.4% ↓	-10.7% ↓	26.2% ↑	-31.0% ↓	-21.1% ↓

House Logic Unique Visitors (in Thousands)

