# REALTOR.COM TRAFFIC February 2016

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.

Unique	Visitors	
36.4	4 M	
Prev Mo	Prev Yr	_
5.8%	36.8%	1

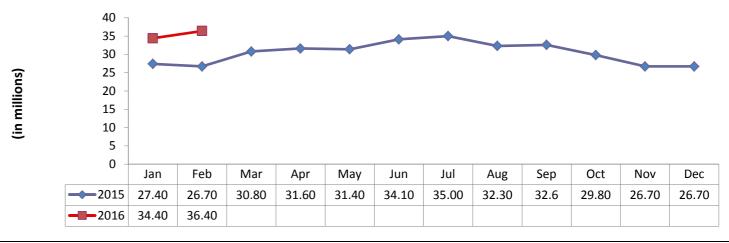
Ave Min	per Visit
6.	.6
Prev Mo	Prev Yr
0.0%	-8.3% ♥

Ave Vi	ew	s per visit	
	8	.7	
Prev Mo		Prev Yr	
4.8%	<b>1</b>	16.0%	1

Total Visits		
109.	.3 M	
Prev Mo	Prev Yr	
16.3% 🛧	24.3%	

Total	Views	
956 M		
Prev Mo	Prev Yr	
23.2% 🛧	45.7%	<b>1</b>

#### **REALTOR.com® Unique Visitors (in Millions)**



Top Real Estate Vertical Matrix*							
	Unique	Total	Total	Avg	Avg Views		Avg
Media	Visitors	Views	Visits	Views	per	Minutes	Minutes
	(000)	(Millions)	(000)	per Visit	Visitor	(Millions)	per Visit
Total Internet : Total Audience	258,974	866,317	32,025,894	27.1	3,345	1,452,347	19.3
Real Estate	124,357	5,791	732,341	7.9	47	5,521	6.1
ZILLOW.COM	65,351	1,259	301,843	4.2	19	1,783	4.5
REALTOR.COM	36,450	956	109,323	8.7	26	957	6.6
TRULIA.COM	29,492	766	138,457	5.5	26	850	4.5
HOMES.COM	9,919	93	16,565	5.6	9	60	3.6
REDFIN.COM	9,836	87	27,293	3.2	9	154	3.6
HOTPADS.COM	4,963	30	10,249	2.9	6	33	2.4
Coldwell Banker	4,908	35	9,672	3.6	7	35	3.6
RE/MAX, LLC.	4,512	33	9,066	3.6	7	36	3.9
REMAX.COM	4,066	27	8,087	3.4	7	32	3.9
COLDWELLBANKERHOMES.COM	3,496	25	7,082	3.5	7	26	3.6
Century 21 International	3,088	31	7,319	4.3	10	31	4.2
LOOPNET.COM	2,721	34	5,842	5.8	12	31	5.3
MOVOTO.COM	2,476	9	3,984	2.4	4	8	2.0
Yahoo Real Estate	2,355	8	3,544	2.3	3	6	1.7
FORSALEBYOWNER.COM	1,912	10	3,180	3.3	5	6	2.0
REALTYTRAC.COM	1,431	8	2,711	3.1	6	5	1.9
KW.COM	1,391	15	3,576	4.3	11	8	2.1
ZIPREALTY.COM	1,234	15	2,980	5.0	12	15	4.9
WEICHERT.COM	1,038	27	2,391	11.3	26	20	8.4

# **REALTOR.ORG TRAFFIC** February 2016

#### **Traffic Notes:**

- Registered Users: 683,025
- Average visits per day: 53,070 Feb '16; 53,672 - Jan '16; (54,102 - Feb '15)

S3,672 – Jan '16; (54,102 – Feb '15)

NAR Newsletters:

NAR Weekly Report Distribution: 2,722,535 –
February '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 – 119,465 – February '16

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

\*Includes traffic data from external member/Vendor sites

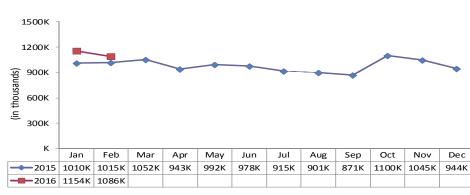
### **Unique Visitors** 1,085,789 Prev Mo Prev Yr -5.9% 7.0%

Ave Min	per Visit			g Views /isitor
7.	.2		5	.1
Prev Mo	Prev Yr	7	Prev Mo	Prev Yr
0.7%	-3.9%	r	0.2%	15.7%

Total	Visits	
1,53	9,034	
Prev Mo	Prev Yr	
-5.8% <b>•</b>	1.6%	<b>1</b>

Total	Pį	g Views	
5.5	52	2 M	
Prev Mo		Prev Yr	
-5.6%	þ	24.0%	<b>1</b>
	5.5 Prev Mo	<b>5.5</b> 2	_

#### **REALTOR.org Unique Visitors (in Thousands)**



	Top 10 Content Groups				
Rank	Content Areas	Total Visits			
1	News	335,422			
2	Sales-and-Marketing	116,888			
3	Education	59,740			
4	Law-ethics-and-Policy	55,823			
5	Home-and-Design	53,465			
6	Member-Benefits	51,566			
7	About-nar	45,283			
8	Realtormag	41,904			
9	For-Brokers	36,048			
10	Polital-advocacy	31,788			

## **HOUSELOGIC.COM TRAFFIC** February 2016

#### Top Content - February 2016

- **Don't Miss These Home Tax Deductions** http://www.houselogic.com/homeadvice/tax-deductions/home-tax-deductions/
- Sick of Winter? These House Plants Will Perk **Up Your Mood** advice/plants-trees/plants-for-depression/
- **Tax Deductions for Rental Homes** http://www.houselogic.com/homeadvice/tax-deductions/tax-deductions-rental-

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- Which Homemade Laundry Soap Recipe is Best? http://www.houselogic.com/homeadvice/green-cleaning/which-homemadelaundry-detergent-recipe-best/
- How to Insulate a Garage Door http://www.houselogic.com/homece/kitchens/kitchen-countertop-options/

Unique	Visitors
1,322	2,102
Prev Mo	Prev Yr
-7.4% <b>•</b>	-4.6% <b>↓</b>

Ave Min per Visit		
1.5		
Prev Mo	Prev Yr	
-3.9% 🔸	8.0%	

per Visitor				
3.1				
Prev Mo		Prev Yr		
-23.3%	<b>4</b>	-36.7%	Ψ	

Total Visits				
1,507,016				
Prev Mo	Prev Yr			
-7.8% <b>↓</b>	-4.6% <b>↓</b>			

Total Pg Views				
4.66 M				
Prev Mo	Prev Yr			
-19.2% 🖖	-31.4% 🖖			

### **House Logic Unique Visitors (in Thousands)**

