

# 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.

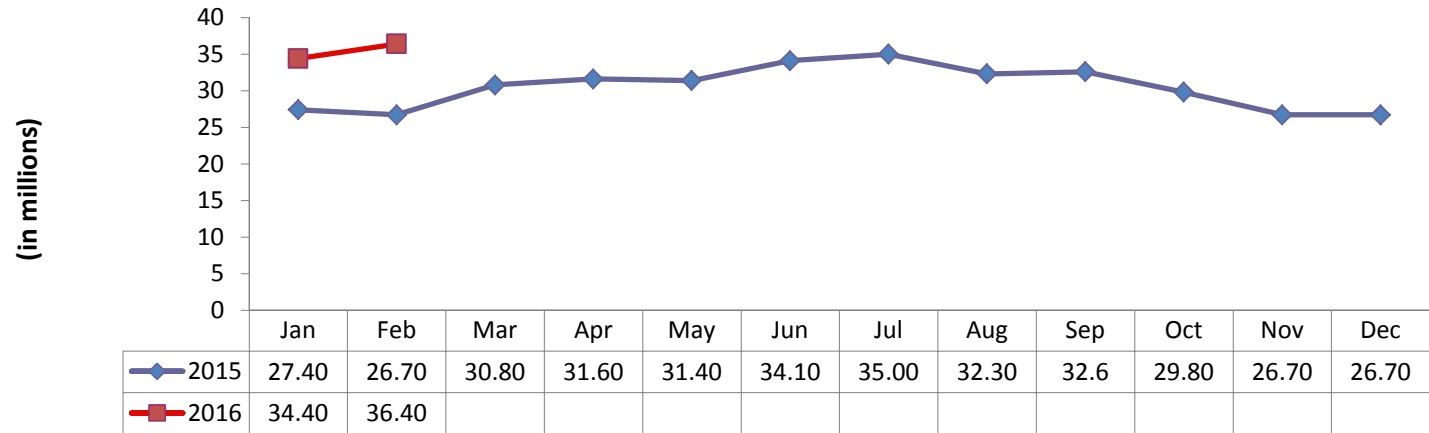
**Multi-Platform Methodology:**  
comScore's Multi-Platform data is a culmination of its three underlying Audience Measurement products - Media Metrix, Video Metrix and Mobile Metrix. It offers comprehensive reporting on more than 300,000 digital media entities, including their un-duplicated audience 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 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	
<b>36.4 M</b>		<b>6.6</b>		<b>8.7</b>		<b>109.3 M</b>		<b>956 M</b>	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
5.8% ↑	36.8% ↑	0.0% →	-8.3% ↓	4.8% ↑	16.0% ↑	16.3% ↑	24.3% ↑	23.2% ↑	45.7% ↑

## 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	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

