

REALTOR.COM TRAFFIC January 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.**

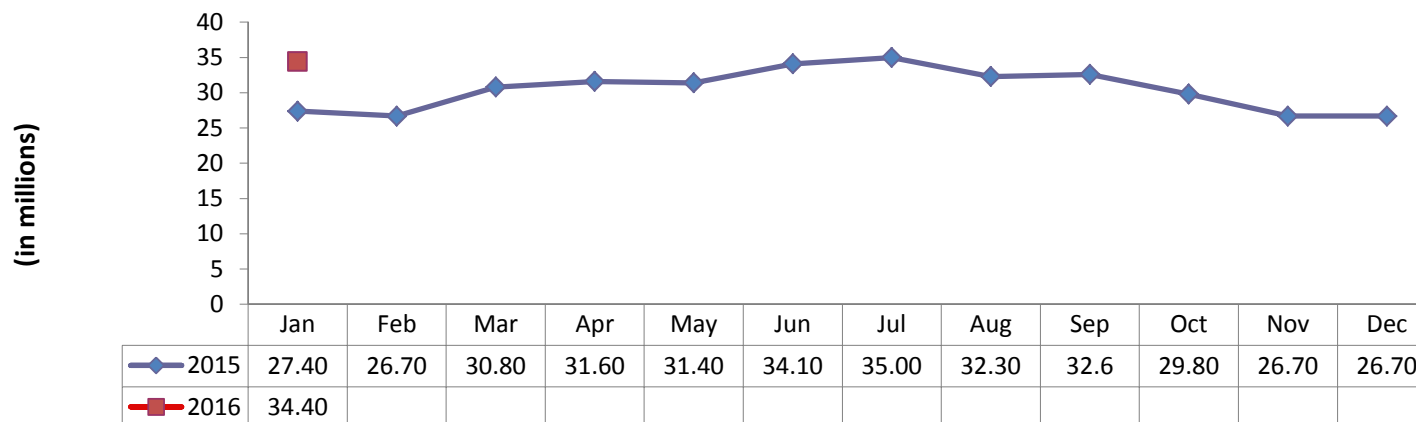
Multi-Platform Methodology: comScore's Multi-Platform data is a culmination of its three underlying Audience Measurement products - Media Metrix, Video Metrix and Mobile Metrix. It offers comprehensive reporting on more than 300,000 digital media entities, including their un-duplicated audience size, 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	
34.4 M		6.6		8.3		94 M		776 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
28.8% ↑	25.5% ↑	0.0% →	1.5% ↑	13.7% ↑	7.8% ↑	46.0% ↑	9.2% ↑	65.5% ↑	16.9% ↑

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	258,997	901,113	33,587,560	26.8	3,479	1,500,982	19.3
Real Estate	125,751	5,898	712,881	8.3	47	5,558	6.3
ZILLOW.COM	63,888	1,279	298,829	4.3	20	1,802	4.6
REALTOR.COM	34,421	776	94,023	8.3	23	867	6.6
TRULIA.COM	30,100	785	161,756	4.9	26	910	4.5
HOMES.COM	10,716	99	16,925	5.8	9	64	3.7
REDFIN.COM	9,739	198	17,960	11.0	20	171	4.9
Yahoo Real Estate	5,714	159	62,970	2.5	28	131	2.1
Coldwell Banker	5,036	34	9,725	3.5	7	35	3.6
HOTPADS.COM	4,114	69	8,963	7.6	17	53	4.9
RE/MAX, LLC.	3,868	30	6,573	4.5	8	31	4.7
REMAX.COM	3,601	25	5,978	4.2	7	28	4.6
COLDWELLBANKERHOMES.COM	3,380	23	6,595	3.5	7	23	3.5
Century 21 International	3,180	33	6,555	5.0	10	35	5.4
MOVOTO.COM	3,092	13	4,872	2.6	4	12	2.4
CENTURY21.COM	3,050	31	6,309	5.0	10	34	5.4
LOOPNET.COM	2,766	27	5,008	5.5	10	19	3.8
FORSALEBYOWNER.COM	1,685	7	2,513	2.9	4	5	2.1
REALTYTRAC.COM	1,289	5	1,870	2.5	4	3	1.8
HOMEFINDER.COM	1,105	10	1,718	5.9	9	7	4.2
KW.COM	1,026	16	3,182	5.1	16	9	2.8
ZIPREALTY.COM	1,025	14	2,243	6.3	14	15	6.9

REALTOR.ORG TRAFFIC

January 2016

Traffic Notes:

- Registered Users: 679,802
- Average visits per day: 53,672 – Jan '16; 42,985 – Dec '15; (48,797 – Jan '15)

NAR Newsletters:

NAR Weekly Report Distribution: 1,613,045 – January '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 – 118,734 – January '16

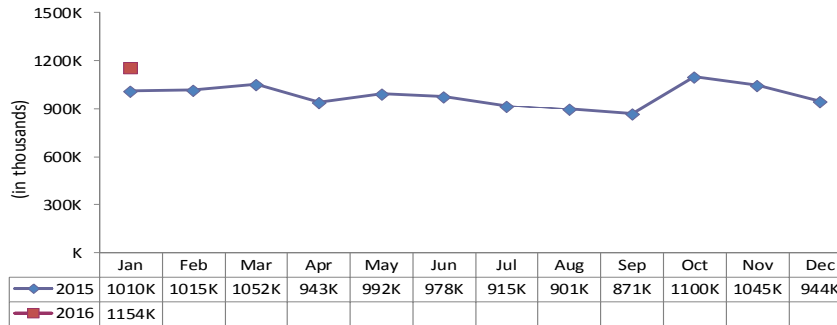
*REALTOR.org Stats Source: Omniture Site Catalyst Version 15.

*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	
1,153,827		7.2		5.1		1,633,833		5.85 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
22.2% ↑	14.2% ↑	2.1% ↑	-1.0% ↓	1.2% ↑	17.6% ↑	23.5% ↑	8.0% ↑	23.9% ↑	34.5% ↑

REALTOR.org Unique Visitors (in Thousands)



NAR Social Stats			
Audience Size	Publishing Activity	Engagements	Impressions
679,187	934	182,765	Not Avail
Total stats from the main NAR Facebook page, Twitter handle, Pinterest page, Google+ page, and LinkedIn page			
Top 5 Content Groups			
Rank	Content Areas	Total Visits	
1	News	332,510	
2	Sales-and-Marketing	133,497	
3	Home-and-Design	99,329	
4	Education	62,495	
5	Member-Benefits	58,505	

HOUSELOGIC.COM TRAFFIC

January 2016

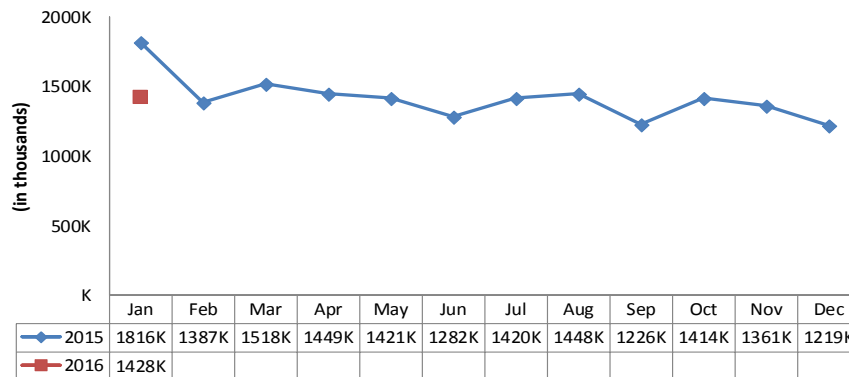
Top Content – January 2016

- The Link Between Clutter and Depression**
<http://www.houselogic.com/blog/home-improvement/clutter-depression/>
- 7 Storage Solutions You Didn't Know You Had**
<http://www.houselogic.com/photos/home-improvement/7-storage-solutions-you-didnt-know-you-had/slide/stairway-to-storage-heaven/>
- The 9 Most Awesome Things Baking Soda Can Do Around Your House**
<http://www.houselogic.com/home-advice/green-cleaning/natural-odor-eliminator/>
- Which Homemade Laundry Soap Recipe is Best?**
<http://www.houselogic.com/home-advice/green-cleaning/which-homemade-laundry-detergent-recipe-best/>
- Your Kitchen Countertop Doesn't Have to Look So Sad**
<http://www.houselogic.com/home-advice/kitchens/kitchen-countertop-options/>

HOUSELOGIC.COM

Unique Visitors		Ave Min per Visit		Ave Pg Views per Visitor		Total Visits		Total Pg Views	
1,428,448		1.5		4.0		1,634,904		5.77 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
17.2% ↑	-21.3% ↓	10.0% ↑	15.8% ↑	19.9% ↑	-14.4% ↓	17.8% ↑	-20.1% ↓	40.4% ↑	-32.7% ↓

House Logic Unique Visitors (in Thousands)



HouseLogic Social Stats			
Audience Size	Publishing Activity	Engagements	Impressions
Not Avail	Not Avail	Not Avail	18,511,324
Total stats from HouseLogic Facebook page, Twitter handle, Pinterest page, YouTube			