

Monthly Internet Traffic Report JANUARY, 2007

	Unique Visitors	Avg. Minutes per Visit	Avg. Page Views per Visit	Total Visits	Total Page Views
REALTOR.com	5.69 M - Jan. '07 (6.35 - Jan. '06) 3.91 M - Dec. '06	14.7 min - Jan. '07 (14.8 min - Jan. '06) 14.1 min - Dec. '06	23.0 - Jan. '07 (25.2 - Jan. '06) 25.1 - Dec. '06	13.6 M - Jan. '07 (15.2 M - Jan. '06) 8.6 M - Dec. '06	309 M - Jan. '07 (386 M - Jan. '06) 213 M - Dec. '06
REALTOR.org	856,439 - Jan. '07 (640,207 - Jan. '06) 593,551 - Dec. '06	7.9 min - Jan. '07 (8.1 min - Jan. '06) 7.9 min - Dec. '06	3.8 - Jan. '07 (4.4 - Jan. '06) 3.8 - Dec. '06	1,286,274 - Jan. '07 (995,553 - Jan. '06) 875,942 - Dec. '06	4.9 M - Jan. '07 (4.4 M - Jan. '06) 3.3 M - Dec. '06

REALTOR.COM STATS SOURCE: COMSCORE MEDIA METRIX (MM).

REALTOR.ORG STATS SOURCE: WEBTRENDS LOGS. WEBTRENDS ENTERPRISE EDITION.

REAL ESTATE VERTICAL METRIX*

	Unique Visitors	Visits per Month	Avg. Minutes per Visit	Avg. Page Views per Visit	Total Visits	Total Minutes
Real Estate Vertical	39.84 M	4.1	11.8	21.7	163.36 M	1,948 M
Move Network**	8.53 M	2.3	13.1	19.7	19.61 M	259 M
REALTOR.com	5.69 M	2.4	14.7	22.9	13.65 M	198 M
Yahoo! Real Estate	4.02 M	1.4	3.7	4.8	5.63 M	21 M
HomeGain.com	3.88 M	1.4	2.3	5.3	5.44 M	12 M
Move.com	2.41 M	1.4	5.6	7.8	3.37 M	19 M
ReMax.com	1.94 M	1.8	10.9	20.5	3.50 M	38 M
Zillow.com	1.75 M	1.8	8.0	8.6	3.14 M	25 M
Homes.com	1.72 M	1.5	7.4	13.8	2.58 M	18 M
Century21.com	1.41 M	1.8	14.3	26.0	2.53 M	36 M
ZipRealty.com	1.12 M	2.7	12.1	20.5	3.03 M	36 M
ForSaleByOwner.com	1.11 M	1.6	7.1	17.7	1.77 M	12 M
ColdwellBanker.com	1.01 M	1.9	8.1	12.7	1.91 M	15 M
Obeo.com	.84 M	1.5	3.8	8.8	1.25 M	5 M
Weichert.com	.81 M	1.6	10.8	19.2	1.30 M	14 M
RealEstate.com	.81 M	1.3	3.4	4.8	1.05 M	4 M
LivingChoices.com	.70 M	1.3	4.8	8.1	.91 M	4 M
Trulia.com	.64 M	1.2	4.0	10.0	.77 M	3 M
PrudentialProperties.com	.57 M	1.6	1.9	3.7	.91 M	2 M
KW.com	.56 M	1.8	6.0	14.8	1.01 M	6 M
ERA.com	.48 M	1.5	8.9	14.5	.72 M	7 M
HomesAndLand.com	.39 M	1.3	8.5	13.8	.50 M	4 M
HAR.com	.33 M	4.8	11.3	37.2	1.59 M	18 M
UnitedCountry.com	.33 M	1.6	20.4	36.8	.52 M	11 M
HarmonHomes.com	.32 M	1.6	11.3	17.1	.51 M	6 M
LongandFoster.com	.29 M	2.4	9.3	13.9	.69 M	6 M
Windermer.com	.26 M	3.5	8.4	13.5	.91 M	8 M
GSMLS.com	.25 M	5.1	20.9	46.1	1.28 M	27 M

* SOURCE: COMSCORE MEDIA METRIX (MM) – REAL ESTATE LISTING SITES WITH TRAFFIC GREATER THAN 250,000 UNIQUE VISITORS

** MOVE NETWORK INCLUDES: REALTOR.COM, MOVE.COM, MOVING.COM, WELCOMEWAGON.COM, ETC.

NOTE: MSN's House & Home channel and AOL's Home & Real Estate channel are excluded from the list of sites highlighted in our Real Estate Vertical Metrix because their home search traffic is exclusively redirected to REALTOR.com.

REALTOR.COM ADDITIONAL SITE STATISTICS

- RPAs: 3.7 M - Jan '07 3.6 M - Dec. '06 (2.8 M - Jan. '06)
- Views per Listing: 501 - Jan '07 380 - Dec. '06 (698 - Jan. '06)
- MLSs: 876 - Jan '07 876 - Dec. '06 (872 - Jan. '06) MLSs in the United States, Canada and Puerto Rico.
- Visitors per Day: 526,523 - Jan '07 277,172 - Dec. '06 (491,535 - Dec. '05)
- REALTOR.com received a 14.8% market share of the 39.84 Million Unique Visitors to the Real Estate Vertical, and 10.2% of the total eyeball time. The Real Estate Vertical includes web sites representing all aspects of real estate, and not just listing sites. REALTOR.com also reached 3.2% of all U.S. Internet users, according to comScore MM, January 2007.
- REALTOR.com is the undisputed leader of the real estate vertical in terms of: Unique Visitors, Total Visits, and Total Eyeball Minutes on a site.

REALTOR.ORG ADDITIONAL SITE STATISTICS

- Registered Users: 686,999 (+16,338) Jan '07 670,661 (+12,887) Dec. '06 530,102 (+16,660) Jan. '06
- Number of Visits: 81% made only 1 visit, 11.0% 2 visits, .8% 10 or more.
- Visits Per Day: 41,492 - Jan '07 28,256 - Dec. '06 (32,114 - Jan '06)
- Average number of visits on weekdays is 48,398, decreasing to 21,638 on weekends.
- The most active day was Wednesday, and the least active day was Sunday.

TOP 10 INFORMATION CENTERS

Ranked By Total Visits (2nd level InfoCenter page only)

Rank	LM Rank	InfoCenter Name	Total Visits
1	1	REALTOR Magazine Online home page	45,043
2	2	REALTOR Benefits home page	29,333
3	3	Education home page	23,997
4	5	Home Buyers & Sellers Audience home page	23,684
5	4	Research home page	21,567
6	6	Directories home page	21,122
7	7	REALTOR and Business Specialties home page	20,421
8	8	REALTOR Store home page	13,508
9	9	News Media home page	12,677
10	10	Library home page	11,892

The following table ranks traffic drilling into particular content areas of REALTOR.org. Traffic to all pages within a content area is included in the roll ups, and not just the 2nd level Info Center pages. The roll ups measure the relative value of particular categories of content to our audiences without regard to how they arrive at the content. For example, because REALTOR Magazine Online is integrated throughout REALTOR.org from links on many pages, the rankings don't tell us how much traffic visits the magazine directly, but instead shows the relative value of the category of content to our audience over the measured time period, both in visits and depth and breath of content accessed. The fact that the total visits number for a content area is usually significantly higher than the total visits to an information center page further evidences that our customers use many different routes to access the content including searches and cross referenced links from other pages.

Content Areas Ranked By Total Visits (ALL pages for Content Area)

Rank	LM Rank	Content Areas	Total Visits	Total Page Views
1	1	REALTOR Magazine Online	428,651	2,410,636
2	2	Library	107,327	520,955
3	4	News Media	99,400	416,400
4	3	Law & Policy	72,554	452,921
5	5	Research	63,931	353,855
6	7	Business Specialties	63,912	221,672
7	6	REALTOR Store	60,835	245,841
8	8	Realtor Benefits	52,768	156,449
9	9	Education	46,498	247,733
10	10	Government Affairs	38,668	173,961

TOP 10 PAGES/DOCUMENTS

Ranked By Visits

Rank	LM Rank	Page Name	Total Visits
1	1	REALTOR.org home page	328,818
2	2	NRDS Directory Login	58,464
3	3	REALTOR.org Login	45,492
4	4	REALTOR Magazine Online home page	45,043
5	--	NAR Public Awareness Campaign home page	34,436
6	6	REALTOR Benefits home page	29,360
7	--	RMO: Online Exclusive: 4 Commission Scripts	26,974
8	7	Education Home Page	24,010
9	9	Home Buyers & Sellers Audience home page	23,701
10	5	REALTOR eCommerce home page	22,196

TOP 5 ENTRY PAGES

Entry pages are the first page visited on a web site, they are most commonly accessed from a referral on another website, email marketing or bookmarks. This information can help in optimizing the architecture of a site, or indicate which external links are most effective.

Ranked By Visits

Rank	LM Rank	Page Name	Total Visits
1	1	REALTOR.org home page	303,019
2	2	REALTOR Magazine Online home page	38,498
3	--	NAR Public Awareness Campaign home page	29,329
4	--	RMO: Online Exclusive: 4 Commission Scripts	23,708
5	3	NRDS Directory Login	23,366

TOP 5 EXIT PAGES

The last page visited on a web site before the visitor exited the site. This information can be used to help determine visitors' satisfaction with their visits. They may have left after viewing a specific page because they found what they were looking for, lost interest, determined the content didn't apply to them, or for many other reasons. If your top exit page is your home page, this may indicate that you are alienating your first-time visitors, or at least not delivering what they are expecting.

Ranked By Visits

Rank	LM Rank	Page Name	Total Visits
1	1	REALTOR.org home page	147,579
2	2	NRDS Directory Login	46,145
3	3	REALTOR Magazine Online home page	24,319
4	--	RMO: Online Exclusive: 4 Commission Scripts	17,271
5	--	NAR Public Awareness Campaign home page	16,691

NAR LISTSERVES

Weekly ListServe

Subscribers: 284,793 - Jan '07 281,930 - Dec. '06 (215,348 - Jan. '06)

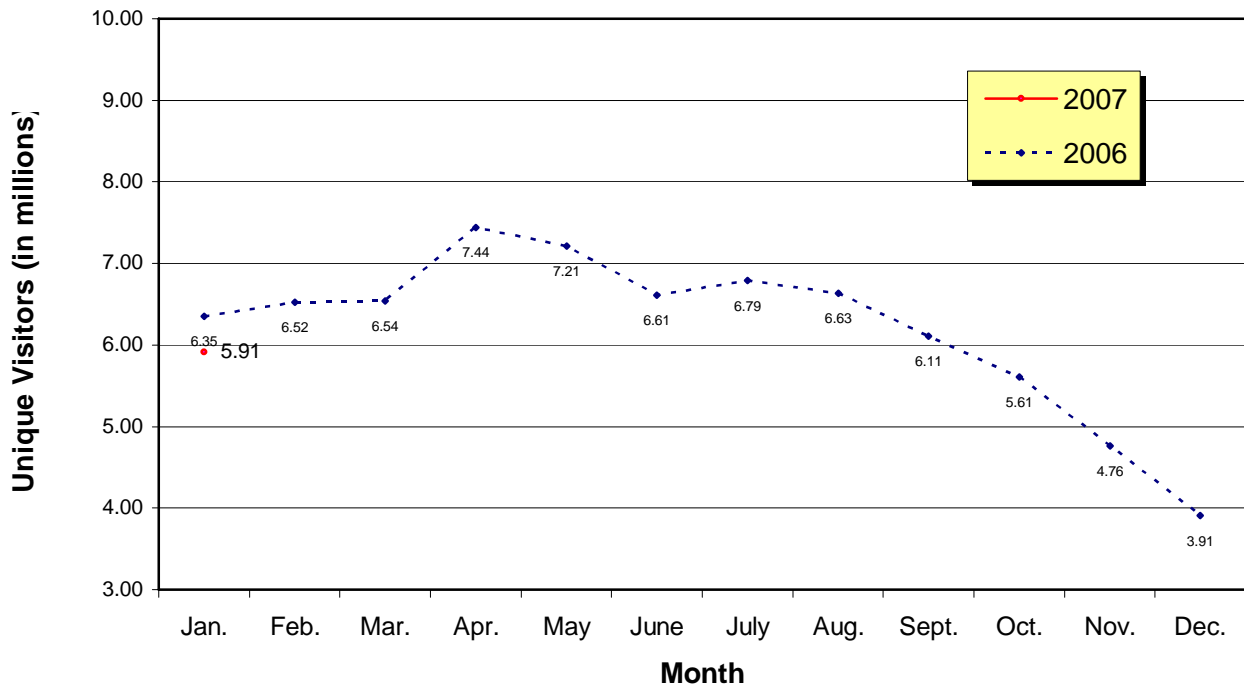
The most popular categories are: Sales & Marketing Tools, Current Real Estate News/Topics, Buyer Representation Issues, Land Sales, and Membership Benefits/Special Offers for REALTORS.

REALTOR Magazine Online Daily & Weekly News

Subscribers: 127,567 - Jan. '07 123,143 - Dec. '06 (96,702 - Jan. '06)

Graphs

REALTOR.com - Year in Review



REALTOR.org - Year in Review

