

# Monthly Internet Traffic Report DECEMBER, 2007

	Unique Visitors	Avg. Minutes per Visit	Avg. Page Views per Visit	Total Visits	Total Page Views
<b>REALTOR.com</b>	4.46 M - Dec. '07 (3.91 M - Dec. '06) 4.29 M - Nov. '07	13.0 min - Dec. '07 (14.1 min - Dec. '06) 14.3 min - Nov. '07	24.3 - Dec. '07 (25.1 - Dec. '06) 21.3 - Nov. '07	8.5 M - Dec '07 (8.6 M - Dec. '06) 8.6 M - Nov. '07	204 M - Dec. '07 (213 M - Dec. '06) 184 M - Nov. '07
<b>REALTOR.org</b>	657,211 - Dec. '07 (593,551 - Dec. '06) 728,567 - Nov. '07	7.5 min - Dec. '07 (7.9 min - Dec. '06) 7.4 min - Nov. '07	3.9 - Dec. '07 (3.8 - Dec. '06) 4.1 - Nov. '07	941,211 - Dec. '07 (875,942 - Dec. '06) 1,052,654 - Nov. '07	3.7 M - Dec. '07 (3.3 M - Dec. '06) 4.3 M - Nov. '07

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

REALTOR.ORG STATS SOURCE: WEBTRENDS LOGS. WEBTRENDS ENTERPRISE EDITION. REPORTS 2/07 ONWARD EXCLUDE NAR STAFF TRAFFIC.

## REAL ESTATE VERTICAL METRIX\*

	Unique Visitors	Visits per Month	Avg. Minutes per Visit	Avg. Page Views per Visit	Total Visits	Total Minutes
<b>Real Estate Vertical</b>	32.75 M	3.4	10.3	19.7	111.34 M	1,130 M
<b>Move Network**</b>	6.77 M	1.7	10.9	20.1	11.51 M	129 M
<b>REALTOR.com</b>	4.46 M	1.9	13.0	24.3	8.47 M	110 M
<b>Yahoo! Real Estate</b>	3.08 M	1.4	3.1	4.4	4.32 M	13 M
<b>Move.com</b>	2.20 M	1.3	3.9	7.3	2.86 M	11 M
<b>HomeGain.com</b>	1.82 M	1.2	1.3	3.3	2.19 M	3 M
<b>Trulia.com</b>	1.64 M	1.4	3.7	5.0	2.30 M	9 M
<b>Zillow.com</b>	1.41 M	3.0	9.0	11.3	4.23 M	38 M
<b>Homes.com</b>	1.17 M	1.4	8.0	15.5	1.63 M	14 M
<b>ReMax.com</b>	1.12 M	2.0	9.6	18.6	2.24 M	21 M
<b>Century21.com</b>	1.10 M	1.9	13.2	17.8	2.10 M	28 M
<b>AOL Real Estate</b>	1.02 M	1.4	4.3	6.8	1.43 M	6 M
<b>ZipRealty.com</b>	.95 M	2.0	9.5	15.0	1.91 M	18 M
<b>Realestate.com</b>	.59 M	1.2	5.2	7.6	.71 M	4 M
<b>ForSaleByOwner.com</b>	.57 M	1.3	10.3	35.8	.75 M	8 M
<b>ColdwellBanker.com</b>	.53 M	1.5	8.6	11.7	.80 M	7 M

\* SOURCE: COMSCORE MEDIA METRIX (MM) – REAL ESTATE LISTING SITES WITH TRAFFIC GREATER THAN 500,000 UNIQUE VISITORS

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

NOTE: MSN's House & Home channel is 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: 4.2 M - Dec. '07 4.4 M - Nov. '07 (3.6 M - Dec. '06)
- Views per Listing: 561 - Dec. '07 417 - Nov. '07 (380 - Dec. '06)
- MLSs: 848 - Dec. '07 852 - Nov. '07 (876 - Dec. '06) MLSs in the United States, Canada and Puerto Rico.
- Visitors per Day: 314,097 - Dec. '07 365,840 - Nov. '07 (277,172 - Dec. '06)
- REALTOR.com received a 13.6% market share of the 32.75 Million Unique Visitors to the Real Estate Vertical, and 9.7% 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 2.4% of all U.S. Internet users, according to comScore MM, December 2007.

### REALTOR.ORG ADDITIONAL SITE STATISTICS

- Registered Users: 812,711 (+11,907) Dec. '07 800,804 (+9,480) Nov. '07 (670,661 (+12,887) Dec. '06)
- Number of Visits: 83% made only 1 visit, 10.0% 2 visits, .7% 10 or more
- Visits Per Day: 30,361 - Dec. '07 35,088 - Nov. '07 (28,256 - Dec. '06)
- Average number of visits on weekdays is 36,474, decreasing to 17,024 on weekends.
- The most active day was Monday, and the least active day was Sunday.

## TOP 10 INFORMATION CENTERS

### Ranked By Total Visits (2<sup>nd</sup> level InfoCenter page only)

Rank	LM Rank	InfoCenter Name	Total Visits
1	1	REALTOR Magazine Online home page	31,281
2	2	REALTOR Benefits home page	20,979
3	3	Research home page	16,228
4	4	Education home page	14,410
5	6	Home Buyers and Sellers Audience home page	10,972
6	7	REALTOR and Business Specialties home page	10,272
7	9	REALTOR Directories home page	9,663
8	8	News Media home page	8,836
9	10	REALTOR Store home page	8,294
10	11	NAR Real Estate Library	7,877

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 2<sup>nd</sup> 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	333,152	1,578,114
2	3	News Media	63,561	143,346
3	2	Library	60,518	282,295
4	4	Research	52,043	257,500
5	6	Law & Policy	44,852	275,496
6	9	REALTOR Store	34,877	178,335
7	8	Business Specialties	33,868	101,920
8	7	REALTOR Benefits	33,427	98,796
9	10	Government Affairs	31,348	110,097
10	11	Education	26,913	132,686

## TOP 10 PAGES/DOCUMENTS

### Ranked By Visits

Rank	LM Rank	Page Name	Total Visits
1	1	REALTOR.org home page	216,710
2	2	NRDS Directory Login	39,528
3	3	REALTOR.org Login	33,371
4	--	REALTOR Magazine Online Exclusive – Get Networking! Tips for Holiday Parties	32,279
5	4	REALTOR Magazine Online home page	31,277
6	12	REALTOR.org eCommerce Menu home page	29,666
7	6	REALTOR.org Registration	29,142
8	7	REALTOR.org My Account	26,942
9	8	REALTOR Benefits home page	20,980
10	10	REALTOR.org NRDS ID Look-up	19,824

## **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**

<b>Rank</b>	<b>LM Rank</b>	<b>Page Name</b>	<b>Total Visits</b>
1	1	REALTOR.org home page	198,814
2	2	REALTOR Magazine Online home page	29,023
3	4	NRDS Directory Login	16,866
4	7	REALTOR.org eCommerce Menu home page	11,531
5	5	REALTOR.org NRDS ID Look-up	10,184

## **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**

<b>Rank</b>	<b>LM Rank</b>	<b>Page Name</b>	<b>Total Visits</b>
1	1	REALTOR.org home page	94,064
2	2	NRDS Directory Login	28,738
3	5	REALTOR.org eCommerce Menu home page	17,722
4	3	REALTOR Magazine Online home page	15,952
5	--	REALTOR Library: Field Guide to Social Networking for REALTORS®	8,854

## **NAR LISTSERVES**

Weekly ListServe

Subscribers: 341,602 - Dec. '07 337,332 - Nov. '07 (281,930 -Dec. '06)

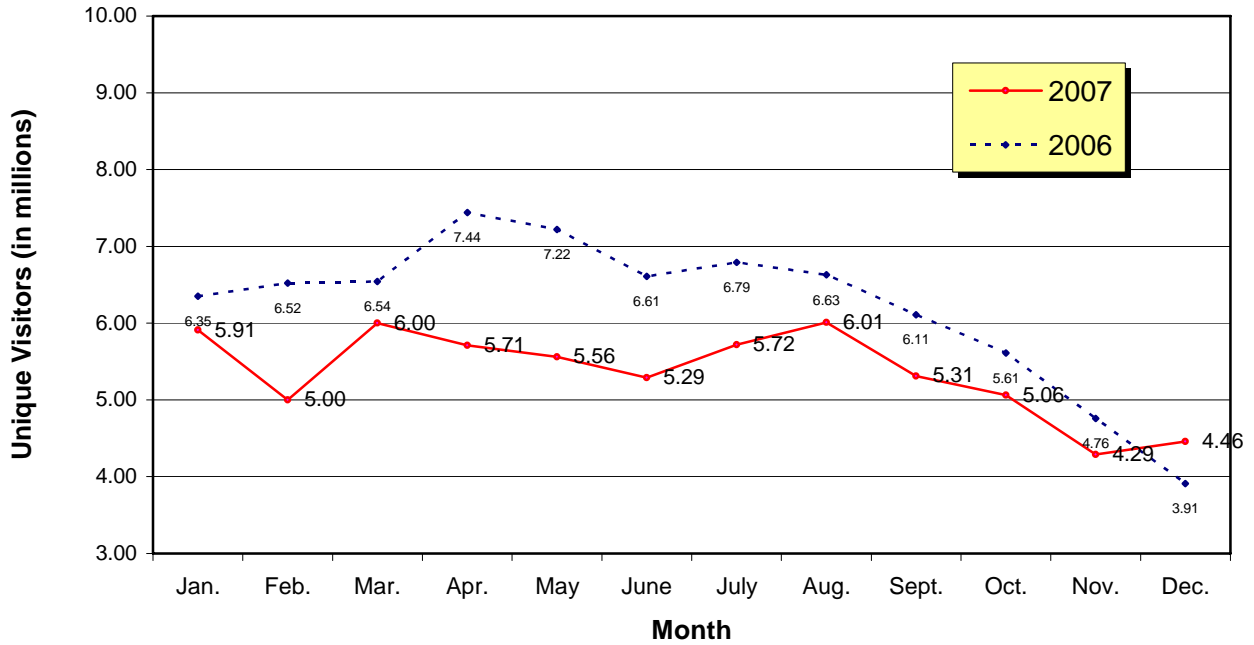
The most popular categories are: Sales & Marketing Tools, Current Real Estate News/Topics, Buyer Representation Issues, Membership Benefits/Special Offers for REALTORS, and Land Sales.

REALTOR Magazine Online Daily & Weekly News

Subscribers: 163,342 - Dec. '07 159,727 - Nov. '07 (123,143 -Dec. '06)

# Graphs

## REALTOR.com - Year in Review



## REALTOR.org - Year in Review

