

Monthly Internet Traffic Report January 2009

	Unique Visitors	Avg. Minutes per Visit *	Avg. Page Views per Visit	Total Visits *	Total Page Views
REALTOR.com	5.2 M - Jan '09 (6.13 M - Jan '08) 3.78 M - Dec. '08	13.3 min - Jan. '09 (11.7 min - Jan. '08) 12.6 min - Dec. '08	28.6 - Jan. '09 (20.2 - Jan. '08) 24.1 - Dec. '08	13.7 M - Jan '09 (15.4 M - Jan. '08) 9.4 M - Dec. '08	335 M - Jan. '09 (309 M - Jan. '08) 191 M - Dec. '08
REALTOR.org	738,066 - Jan. '09 (884,478 - Jan. '08) 717,582 - Dec. '08	8.33 min - Jan. '09 (7.7 min - Jan. '08) 11.1 min - Dec. '08	4.08 - Jan. '09 (3.9 - Jan. '08) 5.5 - Dec. '08	1,124,943 - Jan. '09 (1,299,216 - Jan. '08) 1,213,010 - Dec. '08	4.6 M - Jan. '09 (5.0 M - Jan. '08) 6.7 M - Dec. '08

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.

* COMSCORE REVISED THEIR METHODOLOGY FOR CALCULATING MINUTES PER VISIT, AND TOTAL VISITS IN LATE 2007. THE NEW CALCULATIONS ARE REFLECTED IN REPORTS AFTER JANUARY 2008, INCLUDING HISTORICAL DATA.

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	40.98 M	3.9	10.4	17.3	159.52M	1,666 M
Move Network**	7.43 M	2.3	11.4	24.0	17.22M	196 M
Yahoo! Real Estate	6.00M	1.7	3.7	4.7	10.01M	37 M
REALTOR.com	5.17 M	2.7	13.3	28.6	13.72M	182 M
AOL Real Estate	3.68 M	1.6	4.4	7.6	5.78M	25 M
Zillow.com	2.48 M	2.4	8.4	10.3	5.99M	50 M
Trulia.com	2.42 M	1.8	6.0	8.7	4,327	26 M
HomeGain.com	2.13 M	1.4	1.8	4.5	3.04M	5 M
Move.com	1.91 M	1.4	3.7	5.0	2.77M	10 M
ZipRealty.com	1.86 M	2.6	8.2	15.2	4.89M	40 M
Homes.com	1.72 M	1.7	7.8	15.4	2.89M	22 M
ReMax.com	1.48 M	2.0	11.2	25.8	2.93M	33 M
Century21.com	1.41 M	1.8	7.5	14.5	2.48M	19 M
ColdwellBanker.com	0.98 M	3.6	4.6	12.0	3.53M	16 M
Weichert.com	0.77M	1.8	8.3	19.1	1.36M	11M
HomesandLand.com	0.55M	1.8	5.8	12.7	0.87M	5M
ForSaleByOwner.com	0.50M	1.4	5.5	7.7	0.72M	4M

* 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: 3.97M - Jan. '09 4.09 M - Dec. '08 (4.2 M - Jan. '08)
- Views per Listing: 740 - Jan '09 741 - Dec. '08 (1,072 - Jan. '08)
- MLSs: 856 - Jan '09 857 - Dec. '08 (846 - Jan. '08) MLSs in the United States, Canada and Puerto Rico.
- Visitors per Day: 442,507 - Jan '09 302,382 - Dec. '08 (496,839 - Jan. '08)
- REALTOR.com received a 12.6% market share of the 40.98 Million Unique Visitors to the Real Estate Vertical, and 10.9% 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 2.7% of all U.S. Internet users, according to comScore MM, January, 2009.

REALTOR.ORG ADDITIONAL SITE STATISTICS

- Registered Users: 990,976 (+12,198) Jan. '09 978,778 (+36,466) Dec. '08 (826,677 (+11,907) Jan '08)
- Number of Visits: 79.97% made only 1 visit, 11.27% 2 visits, 8.76% 3 or more
- Visits Per Day: 36,288 - Jan. '09 39,129 - Dec '08 (41,910 - Jan. '08)
- Average number of visits on weekdays is 43,118, decreasing to 35,268 on weekends.
- The most active day was Friday, and the least active day was Sunday.

TOP 10 CONTENT AREAS

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

Rank	LM Rank	Content Areas	Total Visits	Total Page Views
1	2	REALTOR Magazine Online	351,067	854,861
2	1	Law and Policy	110,724	851,485
3	5	Research	68,686	208,368
4	4	Library	67,995	172,078
5	7	About NAR	61,554	127,946
6	3	Education	50,939	166,470
7	8	News Media	47,010	89,200
8	9	Government Affairs	41,422	99,702
9	10	REALTOR Benefits	40,467	98,797
10	6	Store	36,551	198,136

TOP 10 PAGES/DOCUMENTS

Ranked By Visits

Rank	LM Rank	Page Name	Total Visits
1	1	REALTOR.org home page	289,663
2	4	REALTOR.org Login Confirmation	72,134
3	2	Quadrennial Ethics Training Course	51,761
4	10	REALTOR.org Registration	41,758
5	3	Code of Ethics Training Information	40,632
6	9	Education home page	36,515
7	7	Code of Ethics	34,255
8	5	Online Ethics Course	32,314
9	18	NRDS Directory Login	30,460
10	8	Code of Ethics Training Video	26,172

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	264,521
2	7	NRDS Login Page	25,184
3	--	REALTOR Magazine: Low Cost, No Cost Design	23,386
4	12	REALTOR Magazine: Real Estate Agent Tips, Trends, Data, and more.	15,358
5	13	Retrieve NRDS ID	12,928

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	113,639
2	3	NRDS Directory Login	45,461
3	2	Code of Ethics	17,896
4	4	REALTOR Magazine: Low Cost, No Cost Design	16,896
5	--	REALTOR Magazine: Real Estate Agent Tips, Trends, Data, and more.	13,002

NAR LISTSERVES

Weekly ListServe

Subscribers: 424,920 – Jan, '09 408,439 - Dec. '08 (348,216 - Jan. '08)

The most popular categories are: CURRENT REAL ESTATE NEWS, SALES AND MARKETING TOOLS, BUYER REPRESENTATION ISSUES, MEMBERSHIP BENEFITS/OFFERS, and LEGAL ISSUES.

REALTOR Magazine Online Daily & Weekly News

Subscribers: 198,556 - Jan. '09 196,729 - Dec. '08 (167,262 - Jan. '08)

Graphs

