

REALTOR.COM TRAFFIC February 2009

TRAFFIC NOTES:

-REALTOR.com ranked behind Yahoo! Real Estate in Unique Users (UU's), although the entire Move Network which includes REALTOR.com topped the real estate category. Portal/search engine sites like Yahoo!, AOL, and MSN have an advantage over content sites like REALTOR.com in that they can easily drive up their UUs in any given month by simply devoting more of their home page inventory to real estate related topics. This is often done with topics of a "sensational" nature, such as good and bad news stories about the real estate market. They pique casual customer interest and increase their UU's, but these visitors may never access anything more than the single news story that attracted their interest, unlike visitors to REALTOR.com whom spend time interacting with the listings and tools provided on the site. This points out that while Unique Visitors is a popular measure to use in ranking web sites, it is not the most critical metric. More important is visitor engagement with the content, measured in Total Minutes, Total Page Views, Visits per Month, and Minutes and Pages per Visit. These visitors are more likely to be the most qualified home buyers and sellers viewing properties; and thus the most valuable visitors to a site.

-MSN's House & Home channel is excluded from the list of sites highlighted in our Real Estate Vertical Matrix because their home search traffic is exclusively redirected to Realtor.com.

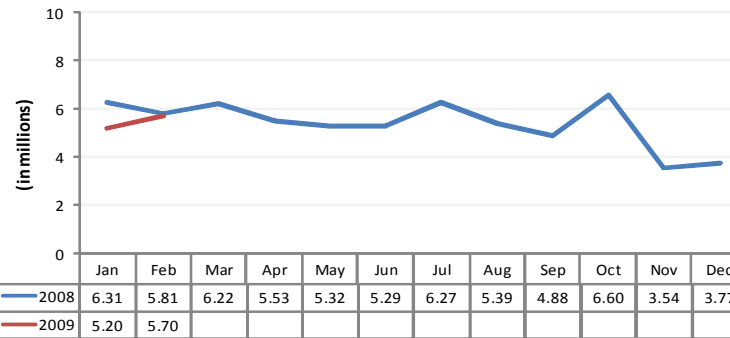
*Views per listing data currently unavailable due to reporting system hardware upgrade. Data to be provided in future reports.

**Move Network includes: Realtor.com, Move.com, Moving.com, WelcomeWagon.com, etc.
Realtor.com Stats Source: comScore Media Matrix (MM)

REALTOR.COM

Unique Visitors		Ave Min per Visit*		Ave Pg Views per Visit*		Total Visits*		Total Pg Views	
5.7 M		12.6		25.9		13.7 M		299 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
9.6% ↑	-1.9% ↓	-5.3% ↓	0.8% ↑	-9.4% ↓	22.7% ↑	0.0% →	-7.4% ↓	-10.7% ↓	14.6% ↑

Realtor.com Unique Visitors (in Millions)



Additional Site Statistics

- RPAs: 3.95 M - Feb. '09 3.97 M - Jan. '09 (4.2 M - Feb. '08)
- Views per Listing: *UNAVAILABLE - Feb. '09 740 - Jan. '09 (1,008 - Feb. '08)
- MLSs: 854 - Feb. '09 856 - Jan. '09 (845 - Feb. '08) MLSs in the United States, Canada and Puerto Rico
- Visitors per Day: 488,843 - Feb. '09 442,507 - Jan. '09 (511,828 - Feb. '08)
- REALTOR.com received a 13.4% market share of the 42.41 Million Unique Visitors to the Real Estate Vertical, and 10.6% 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 3.0% of all U.S. Internet users, according to comScore MM, February, 2009.

Top Real Estate Vertical Matrix

	Unique Visitors (Millions)	Avg Visits per Visitor	Avg Minutes per Visit	Avg Pg Views per Visit	Total Visits (000)	Total Minutes (Millions)
Real Estate	42.41	3.8	10.2	18.0	159,483	1629
Move Network**	7.78	2.2	11	22.2	16,782	184
Yahoo! Real Estate	7.18	1.5	2.8	3.4	10,735	30
REALTOR.COM	5.73	2.4	12.6	25.9	13,690	172
AOL Real Estate	3.43	1.6	4.3	7.6	5,435	23
ZILLOW.COM	2.84	2.6	7.2	10.2	7,491	54
TRULIA.COM	2.11	1.6	4.8	8.0	3,304	16
ZIPREALTY.COM	1.87	2.9	8.7	15.7	5,415	47
HOMES.COM	1.84	1.5	8.2	15.8	2,763	23
HOMEGAIN.COM	1.74	1.4	2.2	5.3	2,413	5
MOVE.COM	1.65	1.4	3.3	4.9	2,285	7
REMAX.COM	1.61	1.9	9.9	23.1	3,098	31
REALESTATE.COM	1.35	1.3	5.7	8.3	1,801	10
CENTURY21.COM	1.34	1.8	7.7	16.4	2,407	19
COLDWELLBANKER.COM	1.10	2.9	4.4	10.5	3,179	14
CYBERHOMES.COM	0.58	6.5	3.4	15.1	3,771	13
WEICHERT.COM	0.57	1.6	6.9	16.4	898	6

REALTOR.ORG TRAFFIC February 2009

Traffic Notes:

-Realtor.org results for 5/08 aren't available due to technical issue related to the new CMS.

-Realtor.org Stats Source: WebTrends 6.

NAR ListServes:

Weekly ListServe Subscribers: 427,527 - Feb. '09

424,920 - Jan. '09 (351,563 - Feb. '08)

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

REALTOR Magazine Online Dly & Wkly News

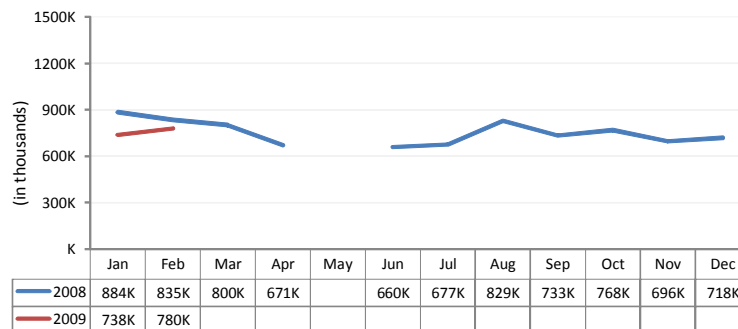
Subscribers: 198,315 - Feb. '09 198,556 - Jan. '09

(169,006 - Feb. '08)

REALTOR.ORG

Unique Visitors		Ave Min per Visit*		Ave Pg Views per Visit*		Total Visits*		Total Pg Views	
779,773		7.7		3.6		1,157,554		4.1 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
5.7%	↑ -6.6%	↓ -7.9%	↑ 2.3%	↓ -12.7%	↓ -6.3%	↑ 2.9%	↓ -3.5%	↓ -10.9%	↓ -8.9%

Realtor.org Unique Visitors (in Thousands)



Additional Site Statistics

- Registered Users: 995,278
- Average visits per day: 41,341 - Feb. '09 36,288 - Jan. '09 (41,381 - Feb. '08)
- Average number of visits on the weekdays is 49,187 decreasing to 43,449 on weekends.
- The most active day was Thursday, and the least active day was Sunday.

Top 10 Content Groups

Ranked by Total Visits to All Pages in Content Group

Rank	LM Rank	Content Areas	Total Visits	Total Pg Views
1	1	REALTOR Magazine Online	342,937	840,979
2	8	Government Affairs	148,017	297,329
3	3	Research	76,555	223,485
4	2	Law and Policy	71,127	520,576
5	4	Library	65,794	152,545
6	7	News Media	62,060	116,495
7	5	About NAR	50,074	107,331
8	6	Education	40,109	134,367
9	n/a	REALTOR Benefits	39,978	92,688
10	10	Store	35,026	193,855

Top 10 Pages/Documents

Ranked by Visits

Rank	LM Rank	Page Name	Total Visits
1	1	REALTOR.org home page	285,290
2	NA	American Recovery and Reinvestment Act of 2009	53,768
3	7	REALTOR.org Registration	31,244
4	6	Education Home Page	27,489
5	NA	Unlock Americas Economy	26,117
6	3	Quadrennial Ethics Training Course	25,570
7	5	Code of Ethics Training Information	25,464
8	10	2009 Code of Ethics and Standards of Practice	24,291
9	n/a	Summary of Key Provisions of H.R. 3221 - Stimulus Bill	24,178
10	NA	REALTOR Benefits Home Page	23,002

Top 5 Entry Pages

Ranked by Visits

Rank	LM Rank	Page Name	Total Visits
1	1	REALTOR.org home page	263,917
2	NA	American Recovery and Reinvestment Act of 2009	32,673
3	2	NRDS Directory Login	23,215
4	n/a	Summary of Key Provisions of H.R. 3221 - Stimulus Bill	22,549
5	n/a	Tips on Navigatting the Wild West of Short Sales	19,988

Top 5 Exit Pages

Ranked by Visits

Rank	LM Rank	Page Name	Total Visits
1	1	REALTOR.org home page	115,421
2	N/a	American Recovery and Reinvestment Act of 2009	45,123
3	2	NRDS Directory Login	42,023
4	N/a	Summary of Key Provisions of H.R. 3221 - Stimulus Bill	20,819
5	N/a	Tips on Navigating the Wild West of Short Sales	17,575