

REALTOR.COM TRAFFIC

March 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 consumer 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 who 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.

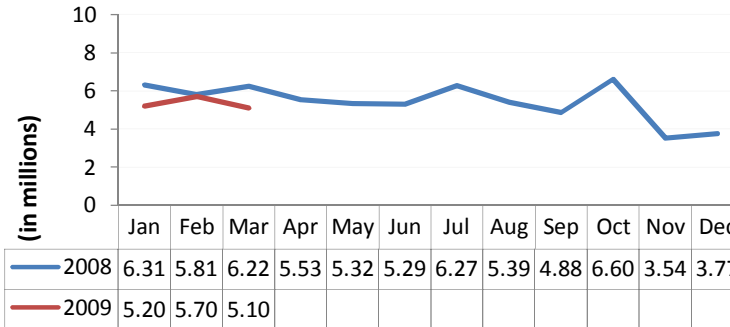
*Views per listing data currently unavailable due to reporting system hardware upgrade. Data to be provided in future reports.

**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	
5.1 M		14.6		24.9		12.6 M		266 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-10.5%	-18.0%	15.9%	22.7%	-3.9%	21.5%	-8.0%	-24.6%	-11.0%	-5.3%

Realtor.com Unique Visitors (in Millions)



Additional Site Statistics

- RPAs: 4.04 M – Mar. '09 3.95 M – Feb. '09 (4.32 M – Mar. '08)
- Views per Listing: 1,085 – Mar. '09 UNAVAILABLE – Feb. '09 (1,058 – Mar. '08)
- MLSS: 855 – Mar. '09 854 – Feb. '09 (847 – Mar. '08)
- MLSSs in the United States, Canada and Puerto Rico
- Visitors per Day: 405,134 – Mar. '09 488,843 – Feb. '09 (540,872 – Mar. '08)
- REALTOR.com received a 11.5% market share of the 43.92 Million Unique Visitors to the Real Estate Vertical, and 10.0% 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 2.6% of all U.S. Internet users, according to comScore MM, March, 2009.

Top Real Estate Vertical Matrix

	Unique Visitors (Millions)	Avg Visits per Visitor	Avg Minutes per Visit	Avg Pg Views per Visit	Total Visits (Millions)	Total Minutes (Millions)
Real Estate	43.92	3.8	11.1	25.2	165.37	1831
Move Network	7.02	2.2	12.6	21.4	15.51	196
Yahoo! Real Estate	6.19	1.6	3.9	4.8	9.71	38
REALTOR.COM	5.06	2.5	14.6	24.9	12.56	184
AOL Real Estate	3.17	1.6	4.1	7.7	5.19	21
ZILLOW.COM	2.92	2.4	7.4	9.1	6.98	51
TRULIA.COM	2.27	1.7	5.3	9.5	3.85	20
HOMES.COM	2.04	1.5	7.8	14.4	3.06	24
ZIPREALTY.COM	1.97	2.9	10.7	25.2	5.67	61
HOMEGAIN.COM	1.89	1.3	1.8	4.6	2.48	5
MYNEWPLACE.COM	1.82	1.4	6.5	10.9	2.46	16
REMAX.COM	1.70	2.0	10.5	23.0	3.45	36
REALTYTRAC.COM	1.65	1.5	11.3	9.6	2.45	28
CENTURY21.COM	1.53	1.9	7.6	17.4	2.98	23
COLDWELLBANKER.COM	1.43	1.7	5.6	7.9	2.42	13
MOVE.COM	1.42	1.4	3.3	5.1	2.04	7
REALESTATE.COM	1.17	1.4	7.2	9.4	1.69	12

REALTOR.ORG TRAFFIC

March 2009

Traffic Notes:

- REALTOR.org results for 5/08 aren't available due to technical issues related to the new CMS.
- REALTOR.org Stats Source: WebTrends 6.

NAR ListServes:

Weekly ListServe Subscribers: 431,461 – Mar. '09
427,527 – Feb. '09 (355,733 – Mar. '08)

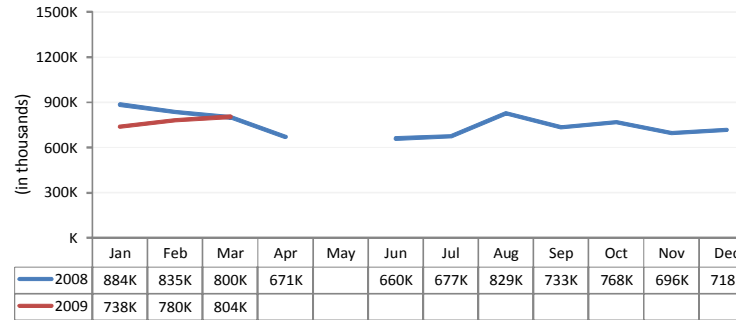
The most popular categories are: About NAR, Appraisal Issues, Buyer Representation Issues, Commercial Issues, and Current Real Estate News.

REALTOR Magazine Online Daily & Wkly News Subscribers: 199,783 – Mar. '09 198,315 – Feb. '09 (N/A– Mar. '08)

REALTOR.ORG

Unique Visitors		Ave Min per Visit*		Ave Pg Views per Visit*		Total Visits*		Total Pg Views	
804,203		7.8		3.7		1,188,367		4.3 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
3.1%	0.5%	1.7%	4.0%	2.8%	-3.7%	2.7%	2.9%	4.9%	-2.3%
	↑		↑		↓		↑		↓

REALTOR.org Unique Visitors (in Thousands)



Additional Site Statistics

- Registered Users: 1,014,862
- Average visits per day: 38,334 - Mar. '09 41,341 - Feb. '09 (37,253 - Mar. '08)
- Average number of visits on the weekdays is 45,524 decreasing to 37,364 on weekends.
- The most active day was Monday, and the least active day was Saturday.

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	372,632	919,054
2	2	Government Affairs	144,914	310,137
3	10	Store	91,160	801,872
4	5	Library	76,808	168,369
5	3	Research	71,748	202,393
6	4	Law and Policy	59,663	455,177
7	7	About NAR	52,338	93,079
8	6	Press Room	46,862	87,078
9	8	Education	38,594	136,779
10	9	REALTOR Benefits	30,969	77,311

Top 10 Pages/Documents

Ranked by Visits (RO Login page not included)

Rank	LM Rank	Page Name	Total Visits
1	1	REALTOR.org home page	256,564
2	N/a	Right Tools Right Now Home Page	57,467
3	2	American Recovery and Reinvestment Act of 2009	52,121
4	N/a	NRDS Directory Main Page (Secured)	30,465
5	N/a	My Account	29,993
6	3	RO Registration Start Page	28,332
7	N/a	NRDS Directory Login Page	28,134
8	N/a	How to Use the First-Time Buyer Tax Credit	25,537
9	N/a	Retrieve NRDS ID	24,868
10	N/a	REALTOR Magazine Onling Homepage	24,661

Top 5 Entry Pages

Ranked by Visits

Rank	LM Rank	Page Name	Total Visits
1	1	REALTOR.org home page	229,406
2	N/a	Right Tools Right Now Home Page	44,371
3	2	American Recovery and Reinvestment Act of 2009	36,385
4	3	NRDS Directory Login Page	24,369
5	N/a	How to Use the First-Time Buyer Tax Credit	21,920

Top 5 Exit Pages

Ranked by Visits

Rank	LM Rank	Page Name	Total Visits
1	1	REALTOR.org home page	103,499
2	2	American Recovery and Reinvestment Act of 2009	42,528
3	3	NRDS Directory Login Page	24,479
4	N/a	Right Tools Right Now Home Page	23,917
5	N/a	NRDS Directory Main Page (Secured)	19,845