

REALTOR.COM TRAFFIC

April 2009

TRAFFIC NOTES:

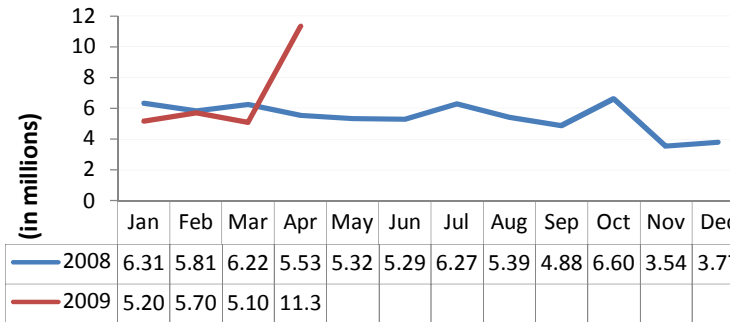
- Due to increased search engine marketing efforts, the unique visitors numbers surged 121.6%, overtaking Yahoo!Real Estate.

*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)

Unique Visitors		Ave Min per Visit*		Ave Pg Views per Visit*		Total Visits*		Total Pg Views	
11.3 M		7.2		11.9		33.1 M		303 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
121.6% ↑	104.3% ↑	-50.7% ↓	-45.5% ↓	-52.2% ↓	-45.9% ↓	162.7% ↑	136.4% ↑	13.9% ↑	15.2% ↑

Realtor.com Unique Visitors (in Millions)



Additional Site Statistics

- RPA's: 4.08 M – Apr. '09 4.04 M – Mar. '09 (4.40 M - Apr. '08)
- Views per Listing: 1,330 – Apr. '09 1,085 – Mar. '09 (1,003 – Apr. '08)
- MLSs: 855 – Apr. '09 855 – Mar. '09 (849 – Apr. '08)
MLSs in the United States, Canada and Puerto Rico
- Visitors per Day: 1,101,879 – Apr. '09 405,134 – Mar. '09 (540,872 – Apr. 465,966 '08)
- REALTOR.com received a 23.3% market share of the 48.36 Million Unique Visitors to the Real Estate Vertical, and 13.0% 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 5.8% of all U.S. Internet users, according to comScore MM, April, 2009.

REALTOR.COM

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)
Total Internet : Total Audience	192,875	63.2	28.7	124.3	12,193,447	349,924
Real Estate	48,357	4.0	9.5	22.3	193,621	1,841
Move Network	13,191	2.7	6.9	11.3	35,795	248
REALTOR.COM	11,274	2.9	7.2	11.9	33,052	239
Yahoo! Real Estate	6,846	1.7	3.5	4.7	11,354	40
AOL Real Estate	3,642	1.6	3.3	6.4	5,834	19
ZILLOW.COM	2,760	2.1	8.4	9.2	5,823	49
TRULIA.COM	2,520	1.7	5.3	8.6	4,373	23
MSN Real Estate	2,398	1.5	2.7	5.3	3,677	10
HOMES.COM	2,120	1.6	6.5	11.7	3,299	21
ZIPREALTY.COM	1,946	2.7	6.8	19.1	5,329	36
HOMEGAIN.COM	1,884	1.4	2.0	4.8	2,643	5
REMAX.COM	1,852	2.3	10.8	23.5	4,199	45
REALTYTRAC.COM	1,798	1.6	10.9	10.0	2,786	30
CENTURY21.COM	1,779	2.2	7.0	14.3	3,928	28
MYNEWPLACE.COM	1,595	1.5	5.0	8.1	2,313	12
COLDWELLBANKER.COM	1,562	1.8	6.6	9.3	2,847	19
MOVE.COM	1,489	1.4	3.1	4.0	2,109	6
REALESTATE.COM	870	1.7	5.9	7.1	1,453	9
ACTIVERAIN.COM	743	1.3	1.6	2.9	952	2
CYBERHOMES.COM	607	1.8	4.7	22.2	1,105	5
HOMESANDLAND.COM	575	1.6	5.5	13.5	941	5
WEICHERT.COM	533	1.9	8.3	15.2	991	8
FORSALEBYOWNER.COM	516	1.6	12.9	24.1	831	11

REALTOR.ORG TRAFFIC

April 2009

Traffic Notes:

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

NAR Newsletters/ListServes:

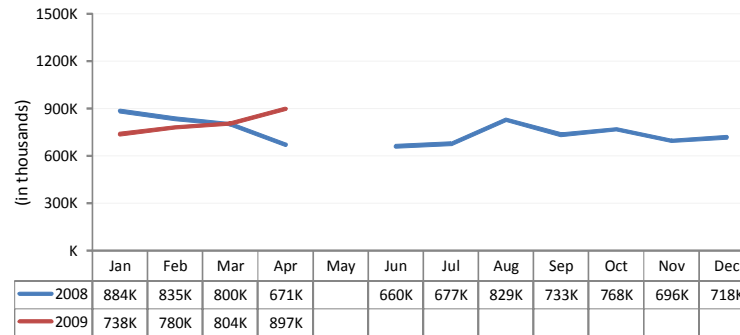
- Weekly ListServe Subscribers: 435,247 – Apr. '09; 431,461 – Mar. '09 (NA – Apr. '08)
The most popular categories are: About NAR, Appraisal Issues, Buyer Representation Issues, Commercial Issues, and Current Real Estate News.
- REALTOR Magazine Online Daily & Wkly News Subscribers: 200,878 – Apr. '09
199,783 – Mar. '09 (172,282 – Apr. '08)

*REALTOR.org Stats Source: WebTrends 8.

REALTOR.ORG

Unique Visitors		Ave Min per Visit*		Ave Pg Views per Visit*		Total Visits*		Total Pg Views	
896,660		6.9		3.3		1,345,998		4.4 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
11.5% ↑	33.6% ↑	-11.5% ↓	-8.0% ↓	-10.1% ↓	-15.6% ↓	13.3% ↑	37.1% ↑	2.3% ↑	15.8% ↑

Realtor.org Unique Visitors (in Thousands)



Additional Site Statistics

- Registered Users: 1,022,847
- Average visits per day: 44,866 - Mar. '09 38,334 - Mar. '09 (32,728 - Apr. '08)
- Average number of visits on the weekdays is UNAVAILABLE
- The most active day was Wednesday, 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	370,979	901,117
2	3	Store	138,899	1,063,915
3	2	Government Affairs	116,201	210,983
4	6	Law and Policy	75,196	333,283
5	5	Research	72,158	191,382
6	8	Press Room	72,049	155,613
7	4	Library	66,112	141,297
8	7	About NAR	60,837	101,619
9	10	REALTOR Benefits	57,516	111,944
10	N/A	Home Buyers and Sellers	41,893	59,802

Top 10 Pages/Documents

Ranked by Visits (Does not include RO Login Page)

Rank	LM Rank	Page Name	Total Visits
1	1	REALTOR.org Home Page	267,591
2	2	Right Tools Right Now Landing Page	50,860
3	N/A	REALTOR Benefits Landing Page	45,027
4	N/A	2009 Code of Ethics Standars of Practice	40,477
5	10	REALTOR Magazine Landing Page	34,128
6	6	Realtor.org Registration Start Page	32,501
7	N/A	2009 First-Time Home Buyer Tax Credit	32,404
8	N/A	NAR Warns of Property Scam	29,779
9	7	NRDS Directory Landing Page (Secured)	29,638
10	9	Retrieve NRDS Login	26,007

Top 5 Entry Pages

Ranked by Visits

Rank	LM Rank	Page Name	Total Visits
1	1	REALTOR.org Home Page	235,866
2	2	Right Tools Right Now Home Page	35,263
3	N/A	2009 Code of Ethics Standars of Practice	33,648
4	N/A	REALTOR Magazine Landing Page	29,429
5	N/A	NAR Warns of Property Scam	27,725

Top 5 Exit Pages

Ranked by Visits

Rank	LM Rank	Page Name	Total Visits
1	1	REALTOR.org Home Page	121,186
2	N/A	2009 Code of Ethics Standards of Practice	30,343
3	4	Right Tools Right Now Home Page	26,629
4	N/A	2009 First-Time Home Buyer Tax Credit	23,462
5	N/A	REALTOR Magazine Landing Page	21,183