

# REALTOR.COM TRAFFIC May 2009

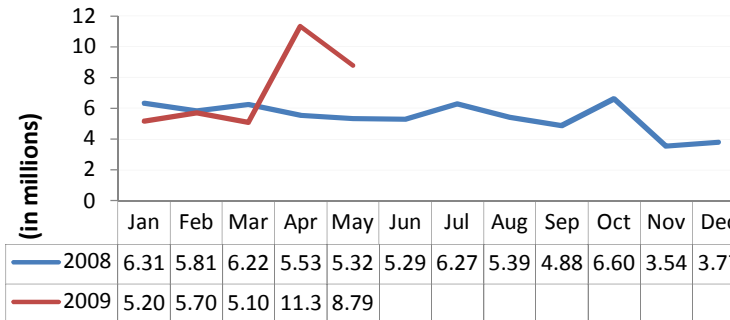
- TRAFFIC NOTES:** Due to increased search engine marketing efforts, the unique visitor's number was significantly high in the previous month leveling off by 22.1% this month. Although the site traffic was lower this month, qualified traffic (Average Page Views per Visit and Average Minutes per Visit) increased from the previous month.

\*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	
<b>8.8 M</b>		<b>10</b>		<b>14.8</b>		<b>21.3 M</b>		<b>213 M</b>	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-22.1% ↓	66.0% ↑	38.9% ↑	-21.9% ↓	24.4% ↑	-28.8% ↓	-35.6% ↓	53.2% ↑	-29.7% ↓	-12.0% ↓

Realtor.com Unique Visitors (in Millions)



Additional Site Statistics

- RPAs: 4.11 M – May '09 : 4.08 M – Apr. '09 (4.25 M – May '08)
- Views per Listing: 1,297 – May '09 1,330 – Apr. '09 (948 – May '08)
- MLSs: 854 – May '09 855 – Apr. '09 (859 – May '08)  
MLSs in the United States, Canada and Puerto Rico
- Visitors per Day: 688,645 – May '09 1,101,879 – Apr. '09 (449,387 – May '08)
- REALTOR.com received a 18.4% market share of the 47.85 Million Unique Visitors to the Real Estate Vertical, and 12.6% 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 4.5% of all U.S. Internet users, according to comScore MM, May, 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 (000)	Total Minutes (Millions)
Total Internet : Total Audience	193,825	64.0	28.8	122.9	12,400,429	356,757
Real Estate	47,846	3.9	9.1	1.3	185,187	1,694
Move Network	10,842	2.3	9.0	13.4	24,493	222
REALTOR.COM	8,789	2.4	10.0	14.8	21,349	213
Yahoo! Real Estate	6,671	1.6	3.6	4.9	10,411	38
Trulia Network	3,005	1.8	4.8	9.4	5,466	26
AOL Real Estate	2,928	1.5	3.2	5.5	4,500	14
TRULIA.COM	2,852	1.8	4.8	9.2	5,259	25
ZILLOW.COM	2,740	2.0	8.0	8.7	5,537	44
MOVE.COM	1,984	1.3	2.4	3.2	2,668	6
HOMEGAIN.COM	1,800	1.3	2.0	4.5	2,400	5
MYNEWPLACE.COM	1,745	1.5	5.4	9.9	2,635	14
COLDWELLBANKER.COM	1,687	2.2	5.4	8.6	3,630	19
ZIPREALTY.COM	1,609	3.1	6.2	20.4	5,012	31
REALTYTRAC.COM	1,524	1.5	7.3	7.8	2,223	16
REALESTATE.COM	1,101	1.3	5.1	7.2	1,477	7
ACTIVERAIN.COM	628	1.4	1.9	4.2	859	2
WEICHERT.COM	598	1.9	10.4	20.8	1,153	12
HOMESANDLAND.COM	539	1.9	6.8	19.4	1,048	7
FORSALEBYOWNER.COM	528	1.6	5.1	8.2	841	4

# REALTOR.ORG TRAFFIC May 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: 439,260 – May '09; 435,247 – Apr. '09; (363,071 – May. '08)

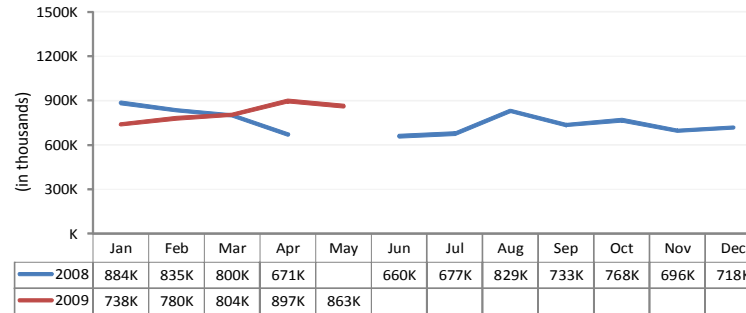
The most popular categories are: About NAR, Appraisal Issues, Buyer Representation Issues, Commercial Issues, and Current Real Estate News.

REALTOR Magazine Online Daily & Wkly News Subscribers: 202,664 – May '09; 200,878 – Apr. '09; (170,774 – May. '08)

REALTOR.ORG

Unique Visitors		Ave Min per Visit*		Ave Pg Views per Visit*		Total Visits*		Total Pg Views	
<b>862,583</b>		<b>7.3</b>		<b>3.4</b>		<b>1,218,493</b>		<b>4.1 M</b>	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-3.8%	N/A	5.1%	N/A	3.0%	N/A	-9.5%	N/A	-6.8%	N/A

## Realtor.org Unique Visitors (in Thousands)



## Additional Site Statistics

- Registered Users: 1,031,098
- Average visits per day: 39,306 - May. '09 44,866 - Apr. '09 (N/A - May. '08)
- Average number of visits on the weekdays is 48,208, decreasing to 41,223 on the weekends
- The most active day was Friday, 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	348,651	785,093
2	3	Press Room	111,791	182,315
3	3	Home Buyers and Sellers	100,543	152,133
4	6	Store	86,611	792,563
5	5	Research	83,993	242,549
6	8	Government Affairs	72,610	148,837
7	2	Library	60,620	274,730
8	7	Law and Policy	56,505	127,508
9	10	REALTOR Benefits	43,359	99,169
10	9	Meetings and Expo	42,619	280,266

## 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	233,733
2	7	The Basics: 2009 First-Time Home Buyer Tax Credit	81,063
3	N/A	RMO Improvement Coming to Buyer Tax Credit?	43,391
4	N/A	HUD Secretary Announces Monetization of Tax Credit	39,632
5	2	Right Tools, Right Now Landing Page	33,650
6	10	Retrieve NRDS ID	31,059
7	N/A	Registration Start Page	28,470
8	N/A	My Account	26,320
9	N/A	Retrieve NRDS ID Confirmation	25,236
10	5	REALTOR Magazine Landing Page	25,030

## Top 5 Entry Pages

Ranked by Visits

Rank	LM Rank	Page Name	Total Visits
1	1	REALTOR.org Home Page	207,678
2	N/A	The Basics: 2009 First-Time Home Buyer Tax Credit	64,507
3	N/A	RMO Improvement Coming to Buyer Tax Credit?	41,635
4	N/A	HUD Secretary Announces Monetization of Tax Credit	28,995
5	N/A	Retrieve NRDS Login	23,035

## Top 5 Exit Pages

Ranked by Visits

Rank	LM Rank	Page Name	Total Visits
1	1	REALTOR.org Home Page	95,862
2	N/A	The Basics: 2009 First-Time Home Buyer Tax Credit	57,394
3	4	RMO Improvement Coming to Buyer Tax Credit?	37,507
4	N/A	HUD Secretary Announces Monetization of Tax Credit	33,030
5	N/A	NRDS Directory Landing Page/Login	27,672