

REALTOR.COM TRAFFIC

June 2009

TRAFFIC NOTES:

- TRAFFIC NOTES:** The traffic has leveled off since the search engine marketing launch in April, but the traffic is still higher than prior to the campaign launch. However, the level of qualified/engaged traffic keeps climbing indicated by increases in both visit duration and page views per visit. Yahoo! Real Estate has taken the lead in terms of the most unique visitors, but REALTOR.com® exceeds it in every category that indicates level of visitor engagement such as total minutes, total visits, average visits per visitor, average page views per visit.

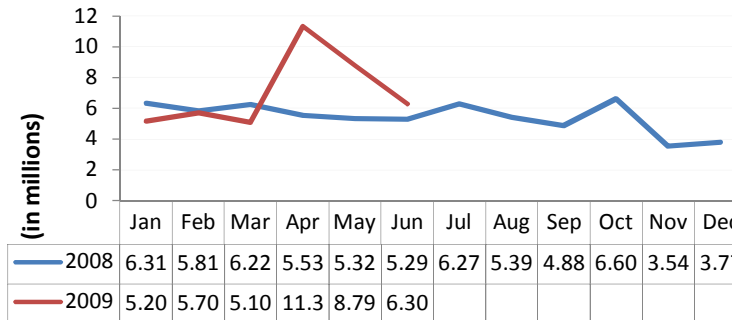
*Views per listing data currently unavailable due to reporting system hardware upgrade. Data to be provided in future reports.

**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	
6.3 M		14.2		20.4		18.3 M		303 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-28.4%	28.6%	42.0%	26.8%	37.8%	-5.6%	-14.1%	46.4%	42.3%	32.3%

REALTOR.com® Unique Visitors (in Millions)



Additional Site Statistics

- RPA's: 4.11 M – Jun. '09 : 4.11 M – May '09 (4.58 M – Jun. '08)
- Views per Listing: 1,247 – Jun. '09 1,297 – May '09 (904 – Jun '08)
- MLSs: 854 – Jun. '09 854 – May '09 (862 – Jun. '08)
MLSs in the United States, Canada and Puerto Rico
- Visitors per Day: 612,277 – Jun. '09 688,645 – May '09 (418,477 – Jun. '08)
- REALTOR.com received a 13.6% market share of the 46.28 Million Unique Visitors to the Real Estate Vertical, and 15.0% 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 3.2% of all U.S. Internet users, according to comScore MM, June, 2009.

Top Real Estate Vertical Matrix

	Unique Visitors (000)	Avg Visits per Visitor	Avg Minutes per Visit	Avg Pg Views per Visit	Total Visits (000)	Total Minutes (Millions)
Total Internet : Total Audience	193,896	61.9	29.2	127.2	11,996,863	350,459.80
Real Estate	46,288	4.0	9.4	22.2	184,705	1,744.54
Move Network	8,313	2.6	12.6	18.1	21,562	272.20
Yahoo! Real Estate	7,126	1.7	4.0	5.0	12,006	48.47
REALTOR.COM	6,303	2.9	14.2	20.4	18,366	261.11
AOL Real Estate	3,198	1.6	3.7	6.6	4,986	18.44
TRULIA.COM	2,973	1.7	4.7	10.4	5,146	24.28
ZILLOW.COM	2,610	2.0	8.2	8.5	5,113	41.99
HOMES.COM	1,894	1.6	6.7	10.7	2,972	20.00
HOMEGAIN.COM	1,803	1.3	2.1	4.2	2,315	4.83
MOVE.COM	1,654	1.3	2.9	4.1	2,185	6.44
MYNEWPLACE.COM	1,637	1.4	1.9	7.4	2,234	4.14
ZIPREALTY.COM	1,545	3.5	7.8	23.1	5,418	42.18
COLDWELLBANKER.COM	1,430	2.1	4.9	8.7	2,989	14.79
REALESTATE.COM	875	1.4	4.5	6.6	1,268	5.74
WEICHERT.COM	563	1.7	7.0	12.0	935	6.50

REALTOR.ORG TRAFFIC June 2009

Traffic Notes:

Due to an organization wide server upgrade, REALTOR.org and the analytics servers were brought off line and not fully operational for 4 days in June. This has impacted the REALTOR.org statistics to be approximately 14% below the actual numbers for Unique Visitors, Total Visits, and Total Page Views.

NAR Newsletters/ListServes:

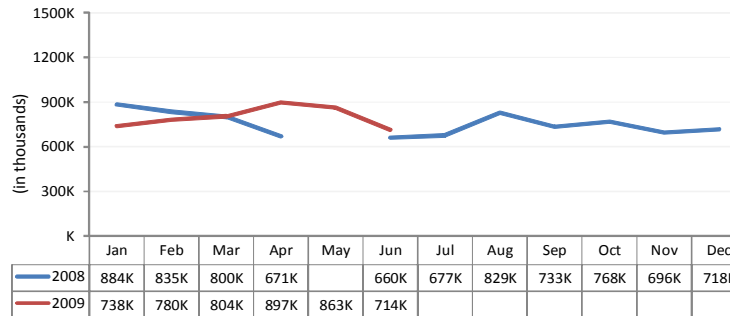
- Weekly ListServe Subscribers: 439,260 – Jun. '09; 435,247 – Apr. '09 (360,716 – Jun. '08)
The most popular categories are: About NAR, Appraisal Issues, Buyer Representation Issues, Commercial Issues, and Current Real Estate News.
- REALTOR Magazine Online Daily & Wkly News Subscribers: 206,054 – Jun. '09; 202,664 – May '09: (172,641 – Jun. '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	
714,407		7.3		3.4		1,013,668		3.5 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-17.2%	8.3%	1.1%	-4.8%	1.5%	-11.8%	-16.8%	5.6%	-14.6%	-5.4%

REALTOR.org Unique Visitors (in Thousands)



Additional Site Statistics

- Registered Users: 1,039,046
- Average visits per day: 339,788 – Jun. '09 39,306 - May. '09 (32,002 - Jun. '08)
- Average number of visits on the weekdays is 41,386, decreasing to 34,386 on the weekends
- The most active day was Tuesday, 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	294,897	650,590
2	4	Store	77,270	914,829
3	6	Government Affairs	70,495	153,408
4	3	Home Buyers and Sellers	68,007	119,260
5	5	Research	66,644	166,791
6	2	Press Room	60,638	108,248
7	N/A	About NAR	57,266	95,651
8	7	Library	46,376	103,013
9	8	Law and Policy	43,848	214,165
10	9	REALTOR Benefits	30,697	73,906

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	221,896
2	2	2009 First-Time Home Buyer Tax Credit	50,877
3	N/A	Tax Credit Can be Used on Closing Costs	49,397
4	N/A	NRDS Landing Page	44,635
5	8	My Account	25,642
6	5	Right Tools, Right Now Landing Page	24,723
7	7	Registration Start Page	22,779
8	N/A	Save Now With the Homebuyers Tax Credit Download	22,661
9	N/A	Homebuyers' \$8000 Tax Credit Promotional Letter DL	20,384
10	6	Retrieve NRDS ID	20,378

Top 5 Entry Pages

Ranked by Visits

Rank	LM Rank	Page Name	Total Visits
1	1	REALTOR.org Home Page	199,119
2	N/A	Tax Credit Can be Used on Closing Costs	47,887
3	2	2009 First-Time Home Buyer Tax Credit	26,694
4	5	Retrieve NRDS ID	19,216
5	N/A	Save Now With the Homebuyers Tax Credit Download	15,442

Top 5 Exit Pages

Ranked by Visits

Rank	LM Rank	Page Name	Total Visits
1	1	REALTOR.org Home Page	105,485
2	N/A	Tax Credit Can be Used on Closing Costs	45,331
3	2	2009 First-Time Home Buyer Tax Credit	35,483
4	5	Retrieve NRDS ID	34,441
5	N/A	Exitting Home Sales	11,451