

REALTOR.COM TRAFFIC JULY 2009

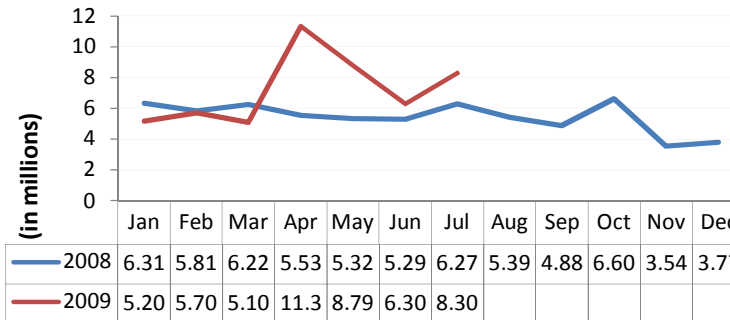
TRAFFIC NOTES:

*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	
8.3 M		14.5		23.0		18.4 M		399 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
31.7% ↑	32.4% ↑	2.1% ↑	26.1% ↑	12.7% ↑	13.3% ↑	0.5% ↑	19.5% ↑	31.7% ↑	50.0% ↑

REALTOR.com® Unique Visitors (in Millions)



Additional Site Statistics

- RPAs: 4.11 M – Jul. '09 : 4.11 M – Jun. '09 (4.53 M – Jul. '08)
- Views per Listing: 1,406–Jun. '09 1,247 –Jun. '09 (9850–Jul '08)
- MLSs: 852 – Jul. '09 854 – Jun '09 (863 – Jul. '08)
MLSs in the United States, Canada and Puerto Rico
- Visitors per Day: 793,662 – Jul. '09 612,277 –Jun. '09 (495,366 – Jul. '08)
- REALTOR.com received a 18.2% market share of the 45.94 Million Unique Visitors to the Real Estate Vertical, and 15.2% 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 4.3% of all U.S. Internet users, according to comScore MM, July, 2009.

REALTOR.COM

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	195,538	64.2	28.4	128.1	12,557,757	356,620
Real Estate	45,941	3.9	9.8	16.8	180,325	1,761
*Move Network	8,407	2.6	12.6	19.9	22,135	279
REALTOR.COM	8,343	2.9	14.5	23.0	18,444	268
Yahoo! Real Estate	7,525	1.5	4.3	5.6	11,596	50
AOL Real Estate	3,214	1.7	3.6	6.7	5,492	20
ZILLOW.COM	2,840	2.4	8.9	9.4	6,684	59
TRULIA.COM	2,617	1.8	6.3	12.0	4,175	26
HOMES.COM	1,927	1.6	7.1	11.2	3,022	21
MOVE.COM	1,897	1.4	2.6	3.5	2,673	7
ZIPREALTY.COM	1,802	3.9	4.6	21.1	6,946	32
MYNEWPLACE.COM	1,755	1.4	4.7	7.3	2,515	12
HOMEGAIN.COM	1,661	1.4	1.9	4.7	2,324	4
REMAX.COM	1,611	1.8	3.2	7.5	2,948	9
CENTURY21.COM	1,276	2.0	6.6	14.1	2,529	17
COLDWELLBANKER.COM	1,013	2.1	5.8	10.1	2,101	12
REALESTATE.COM	941	1.3	4.6	6.2	1,221	6
REDFIN.COM	532	2.6	7.0	19.2	1,386	10
HOMEFINDER.COM	519	1.5	8.5	27.8	761	6

REALTOR.ORG TRAFFIC JULY 2009

Traffic Notes:

July's stats have recovered (up by 13%) from June's server down time of 4 days.

NAR Newsletters/ListServes:

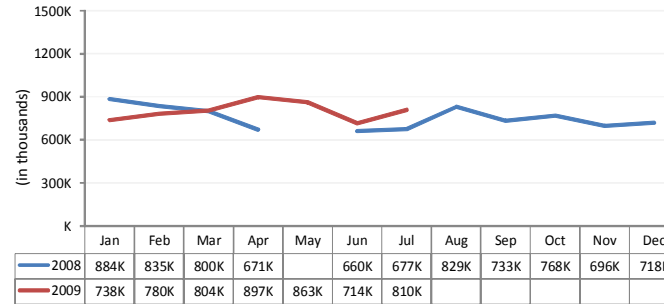
- Weekly ListServe Subscribers: 447,062 – Jul. '09; 439,260 – Jun. '09 (374,251 – Jul. '08)
The most popular categories are: Current Real Estate News, Sales and Marketing Tools, Membership Benefits/Offer, Buyer Representation Issues, and Research and Marketing Stats
- REALTOR Magazine Online Daily & Wkly News Subscribers: 207,202 – Jun. '09; 206,054 – Jun. '09: (175,327 – Jul. '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	
809,734		6.8		3.2		1,141,316		3.7 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
13.3% ↑	19.6% ↑	-7.2% ↓	-8.1% ↓	-6.1% ↓	-15.0% ↓	12.6% ↑	16.5% ↑	5.7% ↑	0.0% →

REALTOR.org Unique Visitors (in Thousands)



Additional Site Statistics

- Registered Users: 1,045,896
- Average visits per day: 36,816 – Jul. '09
33,788 – Jun. '09 (31,596 - Jul. '08)
- Average number of visits on the weekdays is 43,537, decreasing to 34,989 on the weekends
- The most active day was Wednesday, 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	334,417	772,746
2	4	Home Buyers and Sellers	90,711	138,606
3	6	Store	83,526	693,280
4	3	Government Affairs	73,868	153,416
5	5	Research	71,119	171,125
6	2	Press Room	70,502	174,242
7	N/A	Law and Policy	60,256	254,344
8	7	About NAR	60,132	107,017
9	8	Library	54,058	117,267
10	9	REALTOR Benefits	47,827	106,619

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	229,498
2	2	2009 First-Time Home Buyer Tax Credit	68,143
3	4	NRDS Landing Page	49,388
4	N/A	REALTOR Benefits Landing Page	29,414
5	6	Right Tools, Right Now Landing Page	29,401
6	N/A	Short Sales: The Basics for REALTORS from NAR	24,723
7	N/A	2009 Code of Ethics and Standards of Practice	25,504
8	5	My Account	25,394
9	N/A	REALTOR® Magazine Landing Page	23,486
10	N/A	Sales Scripts: Sales & Marketing: REALTOR® Magazine	20,717

Top 5 Entry Pages

Ranked by Visits

Rank	LM Rank	Page Name	Total Visits
1	1	REALTOR.org Home Page	206,096
2	3	2009 First-Time Home Buyer Tax Credit	54,545
3	N/A	Short Sales: The Basics for REALTORS from NAR	24,693
4	N/A	2009 Code of Ethics and Standards of Practice	20,790
5	4	NRDS Landing Page	20,728

Top 5 Exit Pages

Ranked by Visits

Rank	LM Rank	Page Name	Total Visits
1	1	REALTOR.org Home Page	97,872
2	3	2009 First-Time Home Buyer Tax Credit	53,601
3	4	NRDS Landing Page	38,740
4	N/A	Short Sales: The Basics for REALTORS from NAR	23,804
5	N/A	2009 Code of Ethics and Standards of Practice	17,349