

REALTOR.COM TRAFFIC

August 2009

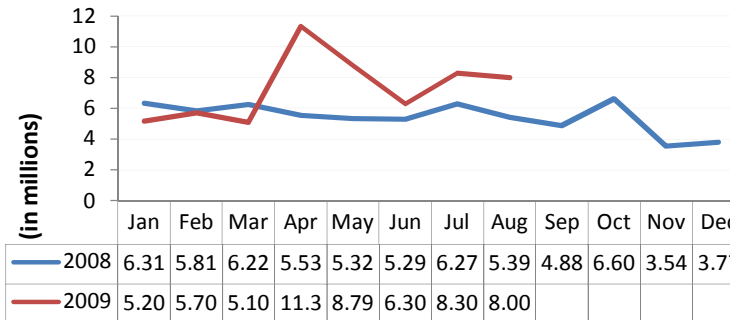
TRAFFIC NOTES:

*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 M		11.9		19.2		20.6 M		393 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-3.6% ↓	48.4% ↑	-17.9% ↓	-4.0% ↓	-16.5% ↓	-5.0% ↓	12.0% ↑	45.1% ↑	-1.5% ↓	65.8% ↑

REALTOR.com® Unique Visitors (in Millions)



Additional Site Statistics

- RPAs: 4.05 M – Aug. '09 : 4.11 M – Jul. '09 (4.55 M – Aug. '08)
- Views per Listing: 1,430–Aug. '09 ,406–Jun. '09 (769 – Aug. '08)
- MLSs: 852 – Aug. '09 852 – Jul '09 (864– Aug. '08)
MLSs in the United States, Canada and Puerto Rico
- Visitors per Day: 686,252 – Aug. '09 793,662 –Jul. '09 (459,582 – Aug. '08)
- REALTOR.com received a 16.4% market share of the 48.63 Million Unique Visitors to the Real Estate Vertical, and 13.6% 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 4.0% of all U.S. Internet users, according to comScore MM, August, 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	197,311	124,154	63.0	28.6	129.5	12,439,532
Real Estate	48,628	6,022	3.8	9.8	18.3	183,711
Move Network	9,893	637	2.4	10.8	17.4	23,557
REALTOR.COM	7,983	555	2.6	11.9	19.2	20,587
Yahoo! Real Estate	6,664	301	1.5	4.0	5.3	9,962
AOL Real Estate	4,246	220	1.7	3.4	6.5	7,089
ZILLOW.COM	3,021	183	2.1	9.0	9.8	6,483
TRULIA.COM	2,594	140	2.0	6.6	11.6	5,097
HOMES.COM	2,163	97	1.5	7.0	12.3	3,310
ZIPREALTY.COM	1,844	156	3.3	6.8	19.2	6,076
REMAX.COM	1,622	86	1.8	2.7	7.2	2,980
MYNEWPLACE.COM	1,606	68	1.1	5.2	19	9.0
HOMEGAIN.COM	1,594	65	1.4	1.8	3.8	2,208
REALTYTRAC.COM	1,387	60	1.4	7.7	6.6	1,938
CENTURY21.COM	1,303	74	2.2	7.1	15.8	2,811
MOVE.COM	1,302	56	1.5	2.8	4.2	1,900
COLDWELLBANKER.COM	1,026	52	1.8	6.7	11.7	1,873
REALESTATE.COM	1,022	44	1.5	6.5	9.0	1,494
REMAXBETA.COM	865	47	1.9	11.7	16.1	1,644
HOMEFINDER.COM	765	35	1.6	6.7	19.3	1,217
FORSALEBYOWNER.COM	576	24	1.6	4.2	7.0	937
WEICHERT.COM	522	27	1.8	8.8	17.1	962
KW.COM	511	28	2.1	3.6	8.0	1,079

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Traffic Notes:

NAR Newsletters/ListServes:

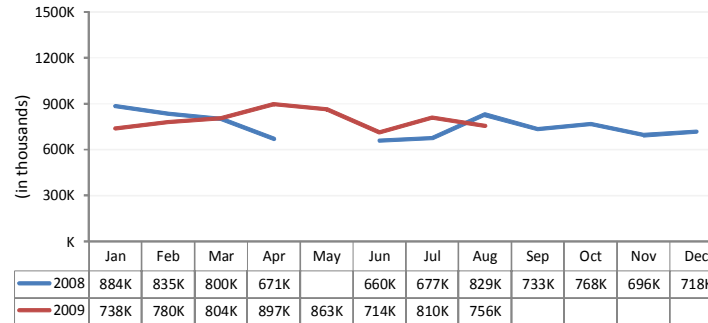
- Weekly ListServe Subscribers: 450,002 – Aug. '09; 447,062 – Jul. '09 (386,703 – Aug. '08)
The most popular categories are: CURRENT REAL ESTATE NEWS, SALES AND MARKETING TOOLS, MEMBERSHIP BENEFITS/OFFERS, and BUYER REPRESENTATION ISSUES
- REALTOR Magazine Online Daily & Wkly News Subscribers: 209,323 – Aug. '09; 207,202 – Jun. '09: (181,671 – Aug. '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	
755,943		7.0		3.3		1,056,052		3.5 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-6.6%	↓ -8.8%	2.9%	↑ -5.4%	1.5%	↑ -15.9%	-7.5%	↓ -9.2%	-5.4%	↓ -10.3%

REALTOR.org Unique Visitors (in Thousands)



Additional Site Statistics

- Registered Users: 1,052,132
- Average visits per day: 34,066 – Aug '09
36,816 – Jul. '09 (37,523 - Aug. '08)
- Average number of visits on the weekdays is 40,782, decreasing to 39,922 on the weekends
- The most active day was Monday, 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	315,804	772,746
2	2	Home Buyers and Sellers	101,300	138,606
3	3	Store	75,333	693,280
4	5	Research	69,332	153,416
5	4	Government Affairs	65,907	171,125
6	6	Press Room	57,581	174,242
7	9	Library	55,230	254,344
8	7	Law and Policy	49,741	107,017
9	N/A	Education	39,866	117,267
10	10	REALTOR Benefits	39,135	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	213,202
2	2	2009 First-Time Home Buyer Tax Credit	64,819
3	5	Right Tools, Right Now Landing Page	25,720
4	4	REALTOR Benefits Landing Page	25,427
5	8	My Account	23,386
6	3	NRDS Landing Page	20,990
7	N/A	How to Get the 2009 First-Time Home Buyers Tax Credit	25,504
8	9	REALTOR® Magazine Landing Page	25,394
9	N/A	Exisitng-Home Sales	20,152
10	7	2009 Code of Ethics and Standards of Practice	19,596

Top 5 Entry Pages

Ranked by Visits

Rank	LM Rank	Page Name	Total Visits
1	1	REALTOR.org Home Page	192,141
2	2	2009 First-Time Home Buyer Tax Credit: The Basics	51,892
3	5	NRDS Landing Page	18,345
4	N/A	REALTOR® Magazine Landing Page	16,862
5	N/A	How to Get the 2009 First-Time Home Buyers Tax Credit	16,579

Top 5 Exit Pages

Ranked by Visits

Rank	LM Rank	Page Name	Total Visits
1	1	REALTOR.org Home Page	90,620
2	2	2009 First-Time Home Buyer Tax Credit: The Basics	51,467
3	3	NRDS Landing Page	34,458
4	5	2009 Code of Ethics and Standards of Practice	13,124
5	N/A	How to Get the 2009 First-Time Home Buyers Tax Credit	12,270