

REALTOR.COM TRAFFIC September 2009

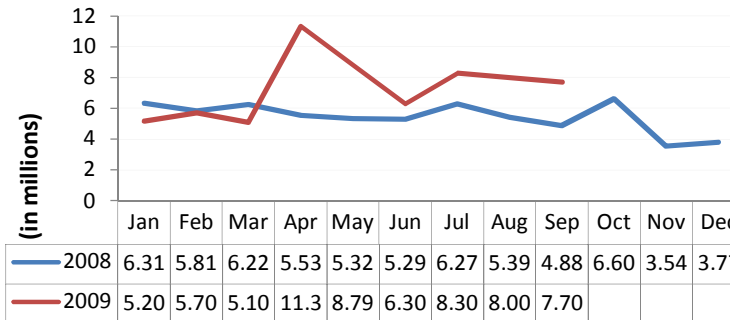
TRAFFIC NOTES:

*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	
7.7 M		9.3		15.9		18.5 M		212 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-3.8% ↓	57.8% ↑	-21.8% ↓	-27.3% ↓	-17.2% ↓	-24.6% ↓	-10.2% ↓	30.3% ↑	-46.1% ↓	-14.5% ↓

REALTOR.com® Unique Visitors (in Millions)



Additional Site Statistics

- RPAs: 4.02 M – Sept. '09 : 4.05 M – Aug. '09 (4.46 M – Sept. '09)
- Views per Listing: 1,286 – Sept. '09 , 1,430 – Aug. '09 (519 – Sept. '08)
- MLSs: 852 – Sept. '09 852 – Aug. '09 (864 – Sept. '08)
MLSs in the United States, Canada and Puerto Rico
- Visitors per Day: 618,135 – Sept. '09, 686,252 – Aug. '09, (474,849 – Sept. '08)
- REALTOR.com received a 16.5% market share of the 46.66 Million Unique Visitors to the Real Estate Vertical, and 10.5% 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 3.9% of all U.S. Internet users, according to comScore MM, September, 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	198,378	63.8	28.4	125.9	12,664,871	360,091
Real Estate	46,662	3.9	9.2	17.1	180,089	1,652
Move Network	9,339	2.3	8.6	14.6	21,169	181
REALTOR.COM	7,714	2.4	9.3	15.9	18,546	173
Yahoo! Real Estate	7,279	1.6	4.0	4.9	11,301	45
AOL Real Estate	4,293	1.7	3.3	6.7	7,447	25
MSN Real Estate	3,411	1.6	2.7	4.4	5,616	15
ZILLOW.COM	2,476	2.1	8.7	9.6	5,228	45
TRULIA.COM	2,367	1.8	6.3	10.1	4,193	27
HOMES.COM	2,085	1.6	7.2	12.7	3,273	24
ZIPREALTY.COM	1,591	3.5	10.3	21.5	5,634	58
REMAX.COM	1,354	2.2	2.9	7.8	3,027	9
HOMEGAIN.COM	1,322	1.4	1.9	3.8	1,831	3
CENTURY21.COM	1,278	1.9	6.5	13.6	2,435	16
REALTYTRAC.COM	1,178	1.6	5.8	5.2	1,865	11
MOVE.COM	1,075	1.5	2.8	4.4	1,571	4
COLDWELLBANKER.COM	891	2.2	7.4	11.8	1,925	14
HOMEFINDER.COM	877	1.4	5.1	15.4	1,251	6
REALESTATE.COM	695	1.4	7.4	11.6	953	7
REMAXBETA.COM	626	2.8	8.7	15.0	1,740	15

REALTOR.ORG TRAFFIC September 2009

Traffic Notes:

NAR Newsletters/ListServes:

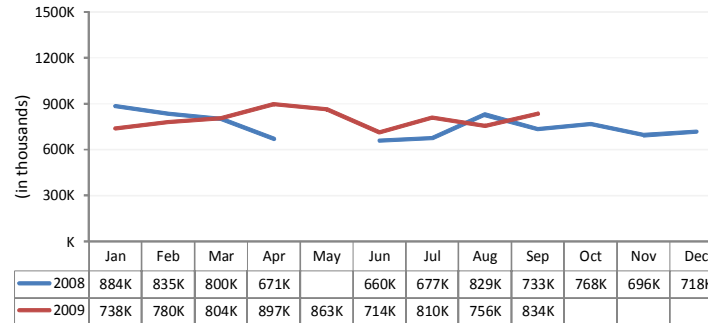
- Weekly ListServe Subscribers: 453,130 – Sept. '09; 450,002 – Aug. '09 (391,431 – Sept. '08)
The most popular categories are: About NAR, Appraisal Issues, Buyer Representation Issues, and Commercial Issues
- REALTOR Magazine Online Daily & Wkly News Subscribers: 209,323 – Sept. '09; 209,323 – Aug. '09; (184,745 – Sept. '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	
834,322		6.2		3.1		1,206,600		3.8 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
10.4%	↑ 13.8%	↓ -11.4%	↓ -21.5%	↓ -4.3%	↓ -15.1%	↑ 14.3%	↑ 12.0%	↑ 8.6%	↓ -5.0%

REALTOR.org Unique Visitors (in Thousands)



Additional Site Statistics

- Registered Users: 1,059,539
- Average visits per day: 40,220 – Sept. '09 34,066 – Aug '09 (35,912 - Sept. '08)
- Average number of visits on the weekdays is 46,334, increasing to 46,809 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	Rank	LM Rank	Page Name	Total Visits
1	1	REALTOR Magazine Online	307,969	731,764	1	1	REALTOR.org Home Page	270,681
2	8	Law and Policy	101,249	324,207	2	4	REALTOR Benefits Landing Page	50,334
3	2	Home Buyers and Sellers	81,597	128,598	3	2	2009 First-Time Home Buyer Tax Credit	50,012
4	10	REALTOR Benefits	79,724	153,668	4	10	2009 Code of Ethics and Standards of Practice	49,138
5	4	Research	79,374	174,888	5	6	NRDS Landing Page	47,707
6	3	Store	72,541	456,170	6	3	Right Tools Right Now, Landing Page	33,659
7	5	Government Affairs	70,340	154,931	7	8	REALTOR® Magazine Landing Page	27,920
8	7	Library	62,015	123,727	8	N/A	Retrieve NRDS ID	21,861
9	6	Press Room	56,110	88,088	9	N/A	Education Landing Page	21,366
10	N/A	About NAR	54,222	99,033	10	N/A	Research Landing Page	19,236

Top 10 Pages/Documents

Ranked by Visits (Does not include RO Login Page)

Top 5 Entry Pages

Ranked by Visits

Rank	LM Rank	Page Name	Total Visits
1	1	REALTOR.org Home Page	245,270
2	2	2009 Code of Ethics and Standards of Practice	43,298
3	5	2009 First-Time Home Buyer Tax Credit	38,900
4	N/A	REALTOR® Magazine Landing Page	24,006
5	N/A	REALTOR Benefits Landing Page	21,778

Top 5 Exit Pages

Ranked by Visits

Rank	LM Rank	Page Name	Total Visits
1	1	REALTOR.org Home Page	119,485
2	3	NRDS Landing Page	37,245
3	N/A	2009 Code of Ethics and Standards of Practice	35,494
4	2	2009 First-Time Home Buyer Tax Credit	33,040
5	N/A	REALTOR Benefits Landing Page	18,140