

REALTOR.COM TRAFFIC October 2009

TRAFFIC NOTES:

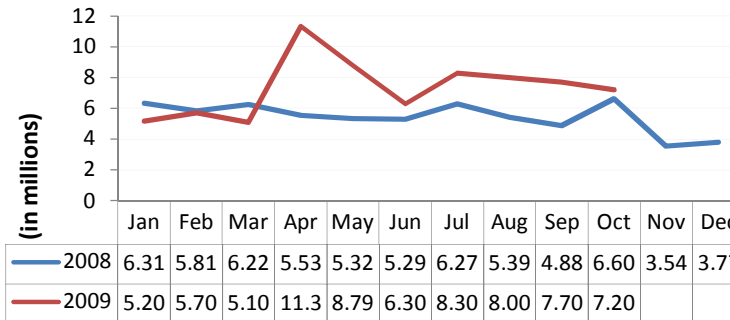
September Page Views total has also been revised (upwards) – based on recompiled data from REALTOR.com® internal logs.

*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	
7.2 M		9.4		15.2		17.2 M		317 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-6.5% ↓	9.1% ↑	1.1% ↑	-24.8% ↓	-4.4% ↓	-20.0% ↓	-7.0% ↓	14.7% ↑	-1.6% ↓	29.4% ↑

REALTOR.com® Unique Visitors (in Millions)



Additional Site Statistics

- RPAs: 3.95 M – Oct. '09 : 4.02 M – Sept. '09 (4.43 M – Oct. '08)
- Views per Listing: 1,410 – Oct. '09 , 1,286 – Sept. '09 (519 – Oct. '08)
- MLSs: 851 – Oct. '09 852 – Sept. '09 (860 – Oct. '08) MLSs in the United States, Canada and Puerto Rico
- Visitors per Day: 556,249 – Sept. '09, 618,135 – Sept. '09, (485,202 – Oct. '08)
- REALTOR.com received a 16.3% market share of the 46.66 Million Unique Visitors to the Real Estate Vertical, and 10.8% 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 3.6% of all U.S. Internet users, according to comScore MM, October, 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	198,218	63.8	28.7	128.6	12,641,362	362,474
Real Estate	44,132	3.7	9.3	16.7	162,601	1,514
Move Network	8,714	2.3	8.7	14.1	19,674	172
REALTOR.COM	7,202	2.4	9.4	15.2	17,244	163
Yahoo! Real Estate	5,691	1.6	3.1	4.7	9,147	28
AOL Real Estate	3,854	1.8	3.0	5.7	6,764	20
MSN Real Estate	3,009	1.6	2.1	4.6	4,783	10
ZILLOW.COM	2,423	2.3	8.9	10.5	5,609	50
TRULIA.COM	2,307	1.9	7.6	11.6	4,451	34
HOMES.COM	1,756	1.6	7.3	13.0	2,871	21
ZIPREALTY.COM	1,594	3.0	8.6	15.3	4,728	41
REMAX.COM	1,241	2.1	7.4	14.1	2,585	19
HOMEGAIN.COM	1,230	1.4	1.8	3.4	1,783	3
MOVE.COM	1,081	1.4	2.7	4.0	1,551	4
CENTURY21.COM	1,076	1.8	6.2	14.0	1,911	12
COLDWELLBANKER.COM	963	1.9	5.4	8.4	1,803	10
HOMEFINDER.COM	834	1.5	5.9	18.6	1,216	7
REALTYTRAC.COM	813	1.5	5.9	6.2	1,249	7
COLORADONEWHOMES.COM	588	5.2	1.3	2.1	3,034	4
REALESTATE.COM	552	1.5	7.6	11.4	803	6
REDFIN.COM	538	4.0	7.9	21.5	2,130	17

REALTOR.ORG TRAFFIC October 2009

Traffic Notes:

NAR Newsletters/ListServes:

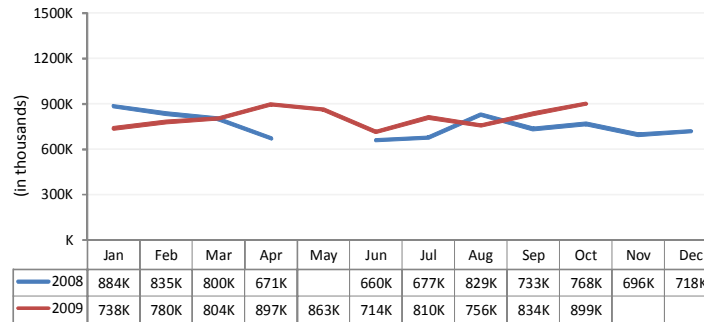
- Weekly ListServe Subscribers: 453,130 – Sept. '09; 450,002 – Aug. '09 (391,431 – Sept. '08)
The most popular categories are: About NAR, Appraisal Issues, Buyer Representation Issues, and Commercial Issues
- REALTOR Magazine Online Daily & Wkly News Subscribers: 209,323 – Sept. '09; 209,323 – Aug. '09; (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	
899,277		6.9		3.2		1,234,186		3.9 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
7.8% ↑	16.2% ↑	11.3% ↑	-13.8% ↓	2.9% ↑	-19.3% ↓	2.3% ↑	6.8% ↑	2.6% ↑	-15.2% ↓

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	318,091	725,074	1	1	REALTOR.org Home Page	259,127
2	2	Law and Policy	100,938	314,134	2	3	2009 First-Time Home Buyer Tax Credit	47,276
3	6	Store	84,122	437,036	3	4	2009 Code of Ethics and Standards of Practice	42,778
4	3	Home Buyers And Sellers	75,081	116,442	4	6	Right Tools Right Now, Landing Page	37,905
5	7	Government Affairs	73,149	149,989	5	N/A	REALTOR Benefits® Landing Page	37,054
6	5	Research	66,815	160,849	6	N/A	My Account	30,110
7	8	Library	60,442	121,503	7	N/A	10 Affordable Home Redos: Buyers Guide: RMO	26,302
8	10	About NAR	59,485	94,454	8	7	REALTOR® Magazine Landing Page	23,523
9	4	REALTOR Benefits®	56,325	121,962	9	8	Retrieve NRDS ID	23,055
10	N/A	Meetings and Expo	50,331	481,914	10	N/A	Annual Convention Landing Page	22,706

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	233,746
2	2	2009 Code of Ethics and Standards of Practice	37,812
3	3	2009 First-Time Home Buyer Tax Credit	36,555
4	N/A	Right Tools Right Now, Landing Page	27,218
5	N/A	10 Affordable home Redos: Buyers Guide: RMO	23,380

Top 5 Exit Pages

Ranked by Visits

Rank	LM Rank	Page Name	Total Visits
1	1	REALTOR.org Home Page	111,561
2	2	NRDS Landing Page	37,455
3	3	2009 Code of Ethics and Standards of Practice	33,497
4	4	2009 First-Time Home Buyer Tax Credit	33,285
5	N/A	Right Tools Right Now, Landing Page	22,541