

REALTOR.COM TRAFFIC

November 2009

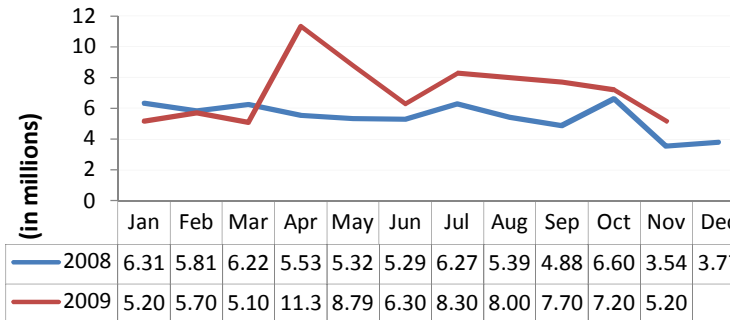
TRAFFIC NOTES:

*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	
5.2 M		10.2		20.1		13.6 M		268 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-27.8% ↓	46.9% ↑	8.5% ↑	-19.0% ↓	32.2% ↑	-15.9% ↓	-20.9% ↓	52.8% ↑	-15.5% ↓	50.6% ↑

REALTOR.com® Unique Visitors (in Millions)



Additional Site Statistics

- RPAs: 3.81 M – Nov. '09 : 3.95 M – Oct. '09 (4.31 M – Nov. '08)
- Views per Listing: 1,289 – Nov. '09 , 1,410 – Oct. '09 (665 – Nov. '08)
- MLSs: 849 – Nov. '09 - 851 – Oct. '09 (860 – Nov. '08)
- MLSs in the United States, Canada and Puerto Rico
- Visitors per Day: 452,474 – Nov. '09, 556,249 – Oct. '09 (295,367 – Nov. '08)
- REALTOR.com received a 12.8% market share of the 40.83 Million Unique Visitors to the Real Estate Vertical, and 10.1% 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 2.6% of all U.S. Internet users, according to comScore MM, November, 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	201,139	64.7	28.2	132.1	13,009,201	366,559
Real Estate	40,834	3.6	9.4	16.5	145,495	1,362
Move Network	6,657	2.4	9.2	17.9	16,012	147
REALTOR.COM	5,223	2.6	10.2	20.1	13,574	138
Yahoo! Real Estate	4,429	1.6	3.7	5.1	7,074	26
AOL Real Estate	3,555	1.7	3.3	5.9	6,055	20
ZILLOW.COM	3,013	2.4	7.7	9.6	7,182	55
MSN Real Estate	2,803	1.7	2.3	5.4	4,669	11
TRULIA.COM	2,214	1.9	6.6	11.6	4,264	28
HOMES.COM	1,931	1.5	7.4	13.6	2,963	22
ZIPREALTY.COM	1,792	2.9	9.6	17.8	5,240	50
HOMEGAIN.COM	1,133	1.3	1.7	3.2	1,527	3
REMAX.COM	1,058	1.8	8.8	15.4	1,879	16
MOVE.COM	1,029	1.4	2.9	4.0	1,468	4
CENTURY21.COM	1,001	1.8	6.5	13.0	1,806	12
REALTYTRAC.COM	882	1.8	5.8	7.0	1,554	9
COLDWELLBANKER.COM	864	1.8	7.2	10.4	1,573	11
HOMEFINDER.COM	687	1.3	6.4	19.2	917	6
REDFIN.COM	506	3.1	6.2	15.7	1,591	10

REALTOR.COM

REALTOR.ORG TRAFFIC November 2009

Traffic Notes:

NAR Newsletters/ListServes:

- Weekly ListServe Subscribers: 459,532 – Nov. '09; 453,130 – Oct. '09 (400,861 – Nov. '08)
The most popular categories are: About NAR, Appraisal Issues, Buyer Representation Issues, and Commercial Issues

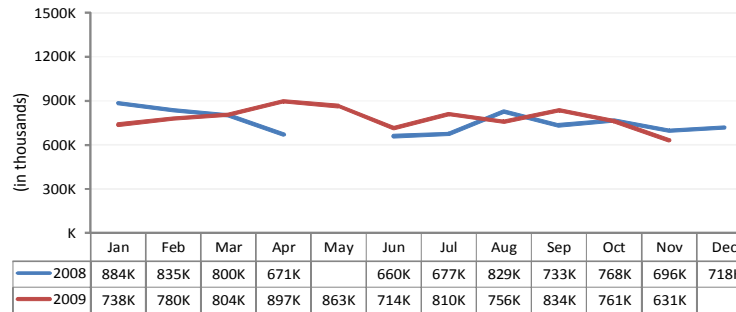
- REALTOR Magazine Online Daily & Wkly News Subscribers: 211,296 – Nov. '09; 209,323 – Sept. '09; (189,647– Nov. '08)

*REALTOR.org Stats Source: WebTrends 8.

REALTOR.ORG

Unique Visitors		Ave Min per Visit*		Ave Pg Views per Visit*		Total Visits*		Total Pg Views	
630,636		7.5		3.4		1,077,641		3.7 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-17.1%	↓ -9.4%	8.7%	↑ -9.6%	5.0%	↑ -21.2%	-12.7%	↓ 2.9%	-5.1%	↓ -17.8%

REALTOR.org Unique Visitors (in Thousands)



Additional Site Statistics

- Registered Users: 1,066,793
- Average visits per day: 35,921 – Nov. '09 40,220 – Oct. '09 (34,924 - Nov. '08)
- Average number of visits on the weekends is 43,094, decreasing to 34,531 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	Rank	LM Rank	Page Name	Total Visits
1	1	REALTOR Magazine Online	265,844	582,209	1	1	REALTOR.org Home Page	230,417
2	4	Home Buyers And Sellers	134,390	273,335	2	N/A	The Extended Home Buyer Tax Credit: Basics For REALTORS	110,016
3	8	About NAR	99,006	144,824	3	N/A	Special Edition Presidents Podcast: Tax Credit Expanded	45,915
4	5	Government Affairs	84,173	163,446	4	N/A	In Depth:2009 First Time Home Buyer Tax Credit	27,980
5	N/A	Press Room	66,689	123,186	5	10	Annual Convention Landing Page	26,573
6	6	Research	60,673	150,269	6	6	My Account	26,052
7	7	Library	52,877	105,800	7	9	Retrieve NRDS ID	23,946
8	10	Meetings and Expo	49,559	528,832	8	5	REALTOR Benefits® Landing Page	20,606
9	3	Store	48,690	317,633	9	4	Right Tools, Right Now Landing Page	19,901
10	9	REALTOR Benefits®	39,132	95,022	10	N/A	7 Ways to Plan for the Long Haul	19,310

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	207,131
2	NA	The Extended Home Buyer Tax Credit: Basics For REALTORS	73,119
3	N/A	Special Edition Presidents Podcast: Tax Credit Expanded	36,398
4	N/A	In Depth:2009 First Time Home Buyer Tax Credit	24,224
5	N/A	Retrieve NRDS ID	17,927

Top 5 Exit Pages

Ranked by Visits

Rank	LM Rank	Page Name	Total Visits
1	1	REALTOR.org Home Page	87,812
2	N/A	The Extended Home Buyer Tax Credit: Basics For REALTORS	77,736
3	N/A	Special Edition Presidents Podcast: Tax Credit Expanded	34,374
4	N/A	Retrieve NRDS ID	30,206
5	N/A	In Depth:2009 First Time Home Buyer Tax Credit	19,103