REALTOR.COM TRAFFIC May 2014

REALTOR.COM

Starting in 2014 report, the data includes both desk top as well as mobile traffic. Before 2014, the report only included traffic data from desk top users.

****Due to a processing error, a number of invalid browser calls on the iOS panel were credited as PVs for some entities which impacted the Mobile Platform from Mar-14 to Jun-14. With Jul-14 data, comScore has improved the mobile PV eligibility rules to exclude these invalid PVs from reporting. This issue affected the Total Views measure for Mobile and therefore, Total Digital Population. No other measures were impacted.**

Multi-Platform Methodology:
comScore's Multi-Platform data is a culmination of its three underlying Audience Measurement products - Media Metrix, Video Metrix and Mobile Metrix. It offers comprehensive reporting on more than 300,000 digital media entities, including their un-duplicated audience size, demographic composition, engagement, performance within key user segments and behavioral trends. All of these metrics can be compared across digital media platforms and can be used to understand incremental audiences and engagement gained from each platform. Realtor.com Stats Source: comScore Media Metrix Multi-Platform (MM)

* Real Estate Vertical Metrix Source: comScore Media Metrix Multi-Platform (MM)
- Top 25 real estate listing sites with traffic greater than 500,000 visitors.

Unique Visitors	Prev Mo	Prev Yr
22.2 M	0.5% ↑	74.8% ↑

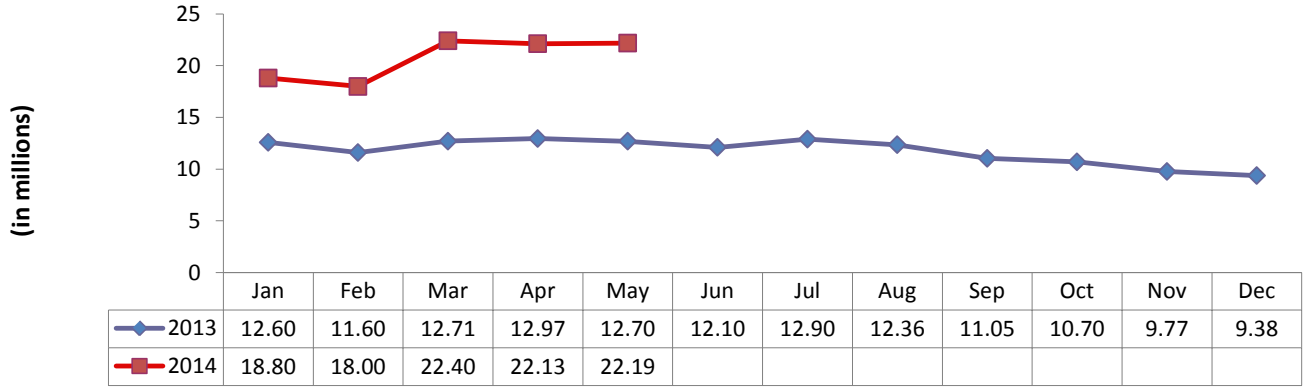
Ave Min per Visit	Prev Mo	Prev Yr
6.1	-14.1% ↓	-27.4% ↓

Ave Views per visit	Prev Mo	Prev Yr
6.8	-10.5% ↓	-39.8% ↓

Total Visits	Prev Mo	Prev Yr
81.6 M	16.7% ↑	105.5% ↑

Total Views	Prev Mo	Prev Yr
554 M	4.1% ↑	49.3% ↑

REALTOR.com® Unique Visitors (in Millions)



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2013	12.60	11.60	12.71	12.97	12.70	12.10	12.90	12.36	11.05	10.70	9.77	9.38
2014	18.80	18.00	22.40	22.13	22.19							

Top Real Estate Vertical Matrix*

Media	Unique Visitors (000)	Avg Views per Visitor	Avg Minutes per Visit	Avg Views per Visit	Total Visits (000)	Total Minutes (Millions)	Total Views (Millions)
Total Internet : Total Audience	249,814	3,185.0	21.1	29.8	26,670,513	1,152,959	795,753
Real Estate	94,031	50.0	5.8	8.2	556,652	3,967	4,673
ZILLOW.COM	44,193	24.0	4.2	4.4	239,089	1,363	1,046
TRULIA.COM	26,386	10.0	4.1	4.6	60,624	336	276
REALTOR.COM	22,188	25.0	6.1	6.8	81,612	704	554
Yahoo Homes.com	11,275	21.0	3.9	12.1	19,184	74	231
HOMES.COM	7,689	13.0	4.6	8.7	11,704	56	101
REDFIN.COM	5,856	11.0	3.7	3.4	19,282	76	65
MOVOTO.COM	4,217	6.0	2.7	4.0	6,130	17	25
HOTPADS.COM	3,888	13.0	3.7	6.4	8,200	43	52
CENTURY21 International	3,510	7.0	4.9	3.9	6,172	31	24
FORSALEBYOWNER.COM	1,760	5.0	1.9	3.1	2,626	5	8
COLDWELLBANKER.COM	1,614	10.0	5.2	5.8	2,771	14	16
CURBED.COM	1,532	10.0	9.9	3.8	4,230	42	16
REMAX.COM	1,515	7.0	3.5	3.8	2,598	9	10
HUBZU.COM	1,495	21.0	7.8	13.5	2,293	18	31
HUBZU.COM	1,495	21.0	7.8	13.5	2,293	18	31
ESTATELY.COM	1,386	4.0	2.2	2.7	2,345	5	6
HAR.COM	1,299	58.0	5.8	10.5	7,167	41	75
FRONTDOOR.COM	1,125	51.0	5.1	21.2	2,705	14	57
ZIPREALTY.COM	937	20.0	4.3	4.4	4,227	19	19
HOMEFINDER.COM	880	19.0	7.3	9.5	1,717	13	16
WEICHERT.COM	601	20.0	5.6	8.0	1,532	9	12
KW.COM	599	11.0	2.0	4.6	1,436	3	7

REALTOR.ORG TRAFFIC May 2014

Traffic Notes:

- Registered Users: 624,992
- Average visits per day: 36,851 – May '14; 37,523 – April '14; (26,728 – May '13)

NAR Newsletters:

NAR Weekly Report Distribution: 1,217,120 – May '14 The most popular categories are: Membership Benefits/Special Offers for Realtors, Sales and Marketing Tools, Education Issues, Current Real Estate News/Topics and Issues, Buyer Representation Issues, and Research and Market Statistics, Technology

REALTOR® Magazine Online Daily News Subscribers – 82,533 – May '14

*REALTOR.org Stats Source: Omniture Site Catalyst Version 15.
*Includes traffic data from external member/Vendor sites

REALTOR.ORG

Unique Visitors	Ave Min per Visit	Ave Pg Views per Visitor	Total Visits	Total Pg Views
763,903	7.2	4.8	1,142,388	3.63 M
Prev Mo: -0.3% ↓ / Prev Yr: 36.8% ↑	Prev Mo: 1.7% ↑ / Prev Yr: 2.4% ↑	Prev Mo: 5.1% ↑ / Prev Yr: 3.7% ↑	Prev Mo: 1.5% ↑ / Prev Yr: 37.9% ↑	Prev Mo: 4.9% ↑ / Prev Yr: 41.8% ↑

REALTOR.org Unique Visitors (in Thousands)

Top 10 Content Groups

Ranked by Total Visits to All Pages in Content Group

Rank	Content Areas	Total Visits
1	News	203,008
2	Blogs	76,442
3	sales-and-marketing	67,491
4	NRDS	53,442
5	Events	42,569
6	Member Benefits	40133
7	Education	39,417
8	about-nar	38,988
9	home-and-design	38,203
10	technology	24,223

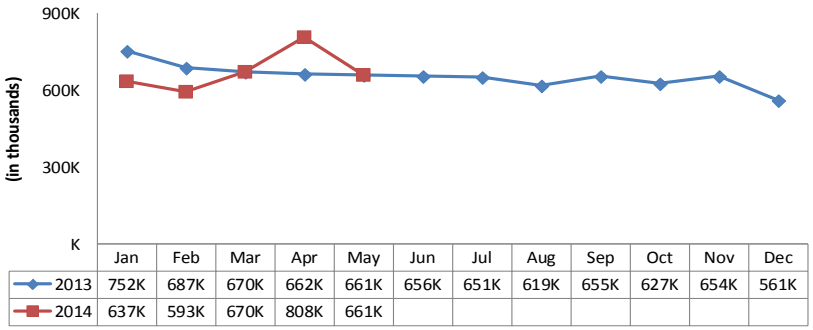
HOUSELOGIC.COM TRAFFIC May 2014

HOUSELOGIC.COM

Unique Visitors	Ave Min per Visit	Ave Pg Views per Visitor	Total Visits	Total Pg Views
933,671	2.0	8.4	1,035,350	7.8 M
Prev Mo: 15.6% ↑ / Prev Yr: 41.2% ↑	Prev Mo: 28.7% ↑ / Prev Yr: -9.0% ↓	Prev Mo: 9.8% ↑ / Prev Yr: 52.2% ↑	Prev Mo: 16.6% ↑ / Prev Yr: 43.1% ↑	Prev Mo: 26.6% ↑ / Prev Yr: 116.7% ↑

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2013	752K	687K	670K	662K	661K	656K	651K	619K	655K	627K	654K	561K
2014	637K	593K	670K	808K	661K							

HouseLogic.com Unique Visitors (in thousands)



Top Content – May 2014

- **11 Trees You Should Never Plant in Your Yard**
  http://www.houselogic.com/photos/plants-trees/bad-trees/slide/1-silver-maple-acer-saccharinum/#1-silver-maple-acer-saccharinum
- **The Plant You Shouldn't Plant in Your Yard**
  http://www.houselogic.com/photos/plants-trees/invasive-plant-species/slide/bamboo/
- **10 Clever Uses for Hydrogen Peroxide**
  http://www.houselogic.com/home-advice/green-cleaning/uses-for-hydrogen-peroxide/
- **7 Landscaping Mistakes That Wreck Curb Appeal**
  http://www.houselogic.com/home-advice/landscaping-gardening/landscaping-mistakes-wreck-curb-appeal/
- **8 Houses That Don't Seem Real, But They Are!**
  http://www.houselogic.com/photos/home-thoughts/ugly-houses/slide/a-house-that-rocks/