REALTOR.ORG TRAFFIC
January 2016

Traffic Notes:

- Registered Users: 679,802
- Average visits per day: 53,672 – Jan '16; 42,985 – Dec '15; (48,797 – Jan '15)

NAR Newsletters:
NAR Weekly Report Distribution: 1,613,045 – January '16. The most popular categories are: Member Benefits/Special REALTOR Offers, Sales and Mktg Tools, Education, Current RE News, Buyers Rep, Research and Market Stats, Technology, Legal Issues, REALTOR.com Updates, Professional Standards/MLS

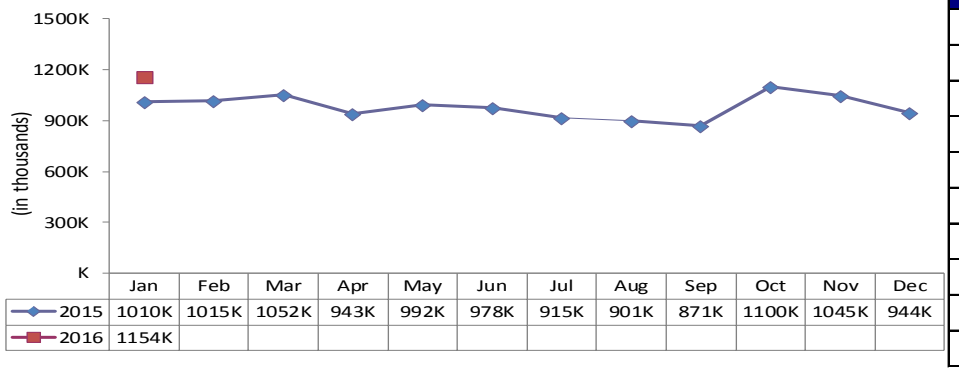
REALTOR® Magazine Online Daily News Subscribers – 118,734 – January '16

*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
1,153,827	7.2	5.1	1,633,833	5.85 M
Prev Mo: 22.2% ↑ / Prev Yr: 14.2% ↑	Prev Mo: 2.1% ↑ / Prev Yr: -1.0% ↓	Prev Mo: 1.2% ↑ / Prev Yr: 17.6% ↑	Prev Mo: 23.5% ↑ / Prev Yr: 8.0% ↑	Prev Mo: 23.9% ↑ / Prev Yr: 34.5% ↑

REALTOR.org Unique Visitors (in Thousands)



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2015	1010K	1015K	1052K	943K	992K	978K	915K	901K	871K	1100K	1045K	944K
2016	1154K											

Top 10 Content Groups

Rank	Content Areas	Total Visits
1	News	332,510
2	Sales-and-Marketing	133,497
3	Home-and-Design	99,329
4	Education	62,495
5	Member-Benefits	58,505
6	Law-ethics-and-Policy	50,378
7	Realtormag	46,569
8	About-nar	44,547
9	Research-and-Statistics	34,495
10	For-Brokers	30,607

HOUSELOGIC.COM TRAFFIC
January 2016

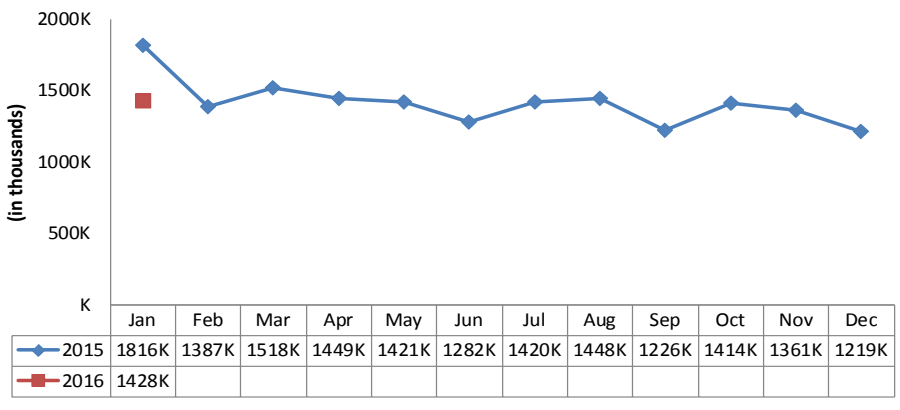
Top Content – January 2016

- **The Link Between Clutter and Depression** http://www.houselogic.com/blog/home-improvement/clutter-depression/
- **7 Storage Solutions You Didn't Know You Had** http://www.houselogic.com/photos/home-improvement/7-storage-solutions-you-didnt-know-you-had/slide/stairway-to-storage-heaven/
- **The 9 Most Awesome Things Baking Soda Can Do Around Your House** http://www.houselogic.com/home-advice/green-cleaning/natural-odor-eliminator/
- **Which Homemade Laundry Soap Recipe is Best?** http://www.houselogic.com/home-advice/green-cleaning/which-homemade-laundry-detergent-recipe-best/
- **Your Kitchen Countertop Doesn't Have to Look So Sad** http://www.houselogic.com/home-advice/kitchens/kitchen-countertop-options/

HOUSELOGIC.COM

Unique Visitors	Ave Min per Visit	Ave Pg Views per Visitor	Total Visits	Total Pg Views
1,428,448	1.5	4.0	1,634,904	5.77 M
Prev Mo: 17.2% ↑ / Prev Yr: -21.3% ↓	Prev Mo: 10.0% ↑ / Prev Yr: 15.8% ↑	Prev Mo: 19.9% ↑ / Prev Yr: -14.4% ↓	Prev Mo: 17.8% ↑ / Prev Yr: -20.1% ↓	Prev Mo: 40.4% ↑ / Prev Yr: -32.7% ↓

House Logic Unique Visitors (in Thousands)



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2015	1816K	1387K	1518K	1449K	1421K	1282K	1420K	1448K	1226K	1414K	1361K	1219K
2016	1428K											

REALTOR.COM TRAFFIC
January 2016

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.

REALTOR.COM

Unique Visitors	Prev Mo	Prev Yr
34.4 M	28.8% ↑	25.5% ↑

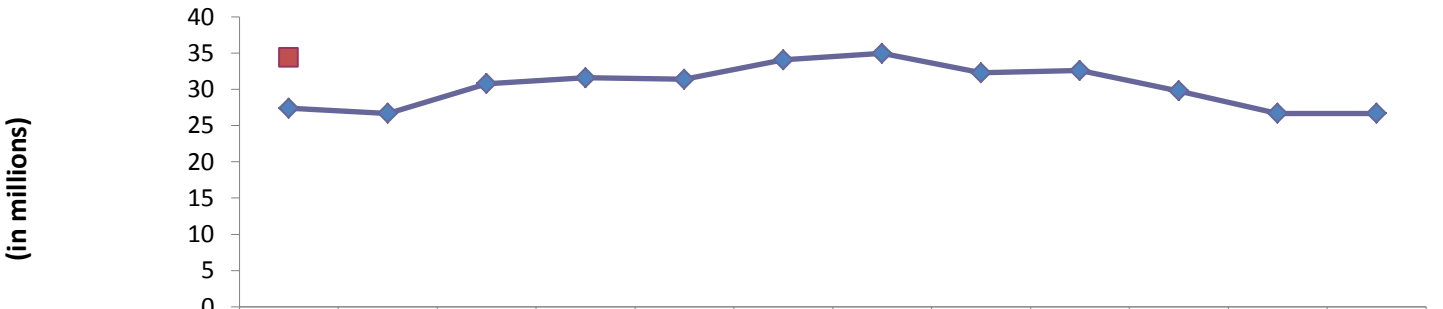
Ave Min per Visit	Prev Mo	Prev Yr
6.6	0.0% →	1.5% ↑

Ave Views per visit	Prev Mo	Prev Yr
8.3	13.7% ↑	7.8% ↑

Total Visits	Prev Mo	Prev Yr
94 M	46.0% ↑	9.2% ↑

Total Views	Prev Mo	Prev Yr
776 M	65.5% ↑	16.9% ↑

REALTOR.com® Unique Visitors (in Millions)



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2015	27.40	26.70	30.80	31.60	31.40	34.10	35.00	32.30	32.6	29.80	26.70	26.70
2016	34.40											

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	258,997	901,113	33,587,560	26.8	3,479	1,500,982	19.3
Real Estate	125,751	5,898	712,881	8.3	47	5,558	6.3
ZILLOW.COM	63,888	1,279	298,829	4.3	20	1,802	4.6
REALTOR.COM	34,421	776	94,023	8.3	23	867	6.6
TRULIA.COM	30,100	785	161,756	4.9	26	910	4.5
HOMES.COM	10,716	99	16,925	5.8	9	64	3.7
REDFIN.COM	9,739	198	17,960	11.0	20	171	4.9
Yahoo Real Estate	5,714	159	62,970	2.5	28	131	2.1
Coldwell Banker	5,036	34	9,725	3.5	7	35	3.6
HOTPADS.COM	4,114	69	8,963	7.6	17	53	4.9
RE/MAX, LLC.	3,868	30	6,573	4.5	8	31	4.7
REMAX.COM	3,601	25	5,978	4.2	7	28	4.6
COLDWELLBANKERHOMES.COM	3,380	23	6,595	3.5	7	23	3.5
Century 21 International	3,180	33	6,555	5.0	10	35	5.4
MOVOTO.COM	3,092	13	4,872	2.6	4	12	2.4
CENTURY21.COM	3,050	31	6,309	5.0	10	34	5.4
LOOPNET.COM	2,766	27	5,008	5.5	10	19	3.8
FORSALEBYOWNER.COM	1,685	7	2,513	2.9	4	5	2.1
REALTYTRAC.COM	1,289	5	1,870	2.5	4	3	1.8
HOMEFINDER.COM	1,105	10	1,718	5.9	9	7	4.2
KW.COM	1,026	16	3,182	5.1	16	9	2.8
ZIPREALTY.COM	1,025	14	2,243	6.3	14	15	6.9