

REALTOR.COM TRAFFIC February 2015

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.

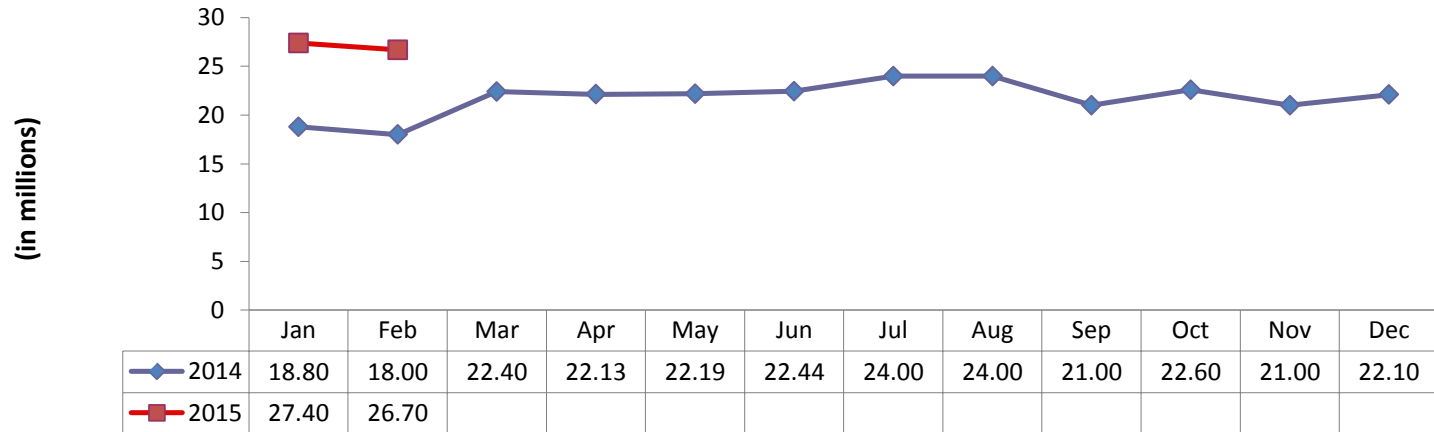
Multi-Platform Methodology: comScore's Multi-Platform data is a culmination of its three underlying Audience Measurement products - Media Metrix, Video Metrix and Mobile Metrix. It offers comprehensive reporting on more than 300,000 digital media entities, including their un-duplicated audience size, 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		Ave Min per Visit		Ave Views per visit		Total Visits		Total Views	
26.6 M		7.2		7.5		87.9 M		656 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-2.9% ↓	47.8% ↑	10.8% ↑	35.8% ↑	-2.6% ↓	44.2% ↑	2.1% ↑	21.1% ↑	-1.2% ↓	58.8% ↑

REALTOR.com® Unique Visitors (in Millions)



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	254,692	3,177.0	21.9	29.1	27,846,244	1,319,956	809,090
Real Estate	101,283	44.0	5.7	7.8	563,884	3,890	4,414
ZILLOW.COM	48,172	20.0	4.3	4.9	193,745	1,124	949
TRULIA.COM	28,088	12.0	3.5	4.1	81,621	391	337
REALTOR.COM	26,555	25.0	7.2	7.5	87,860	842	656
Yahoo Homes.com	8,263	21.0	3.9	11.4	15,053	59	171
HOMES.COM	8,174	11.0	4.4	6.9	13,270	59	91
REDFIN.COM	7,020	14.0	3.9	6.0	16,619	125	100
MOVOTO.COM	3,393	4.0	2.3	2.5	4,927	11	12
CENTURY21 International	3,259	8.0	4.0	3.9	6,364	26	25
HOTPADS.COM	3,173	16.0	4.8	7.7	6,512	38	50
FRONTDOOR.COM	2,946	22.0	1.0	2.7	23,932	24	65
REMAX.COM	2,725	8.0	6.8	5.8	3,752	26	22
CURBED.COM	2,056	5.0	2.0	2.0	4,802	9	9
FORSALEBYOWNER.COM	1,417	5.0	1.8	4.1	1,886	3	8
HAR.COM	1,328	40.0	6.1	9.8	5,499	34	54
ZIPREALTY.COM	1,029	10.0	5.2	5.1	1,916	10	10
HOMEFINDER.COM	898	11.0	3.7	6.8	1,400	5	10
NOLA.COM REAL ESTATE	880	6.0	1.4	2.1	2,526	4	5
KW.COM	686	12.0	2.0	4.2	1,998	4	8
HUBZU.COM	589	8.0	5.0	4.7	1,040	5	5
WEICHERT.COM	511	14.0	6.0	7.3	954	6	7

REALTOR.ORG TRAFFIC February 2015

Traffic Notes:

- Registered Users: 648,541
- Average visits per day: 54,102 – February '15; 48,797 – January '15; (37,021 – February '14)

NAR Newsletters:

NAR Weekly Report Distribution: 1,594,299 – February '15. The most popular categories are: Membership Benefits/Special REALTOR® Offers, Sales and Marketing Tools, Education, Current RE News, Buyers Rep, Research and Market Stats, Technology, Legal Issues, REALTOR.com Updates, Professional Standards/MLS, Land Sales

REALTOR® Magazine Online Daily News Subscribers – 102,400 – February '15

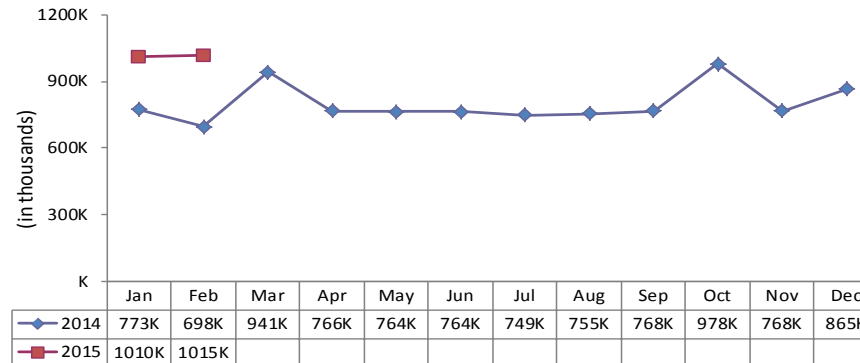
*REALTOR.org Stats Source: Omniture Site Catalyst Version 15.

*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	
1,014,852		7.5		4.4		1,514,857		4.45 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
0.5% ↑	45.4% ↑	3.7% ↑	9.4% ↑	1.9% ↑	-5.6% ↓	0.1% ↑	46.1% ↑	2.3% ↑	37.8% ↑

REALTOR.org Unique Visitors (in Thousands)



Top 10 Content Groups

Ranked by Total Visits to All Pages in Content Group

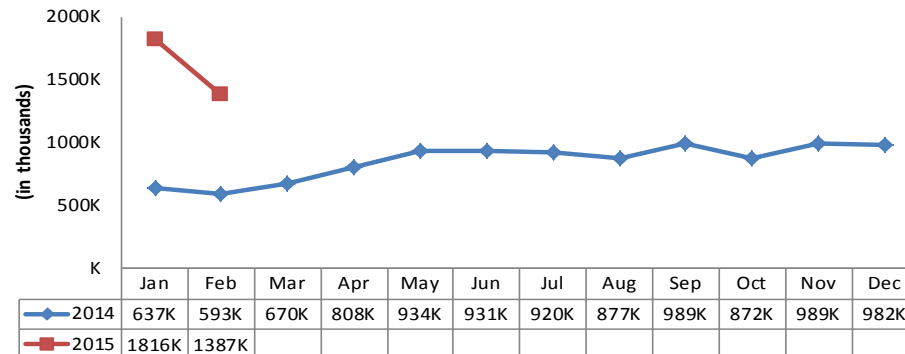
Rank	Content Areas	Total Visits
1	News	287,008
2	blogs	132,987
3	sales-and-marketing	102,885
4	home-and-design	87,353
5	realtormag	69,175
6	nrds	61,460
7	education	48,524
8	www.narpr.com	45,467
9	member-benefits	43,858
10	about-nar	35,869

HOUSELOGIC.COM TRAFFIC February 2015

HOUSELOGIC.COM

Unique Visitors		Ave Min per Visit		Ave Pg Views per Visitor		Total Visits		Total Pg Views	
1,386,510		1.4		4.9		1,579,306		6.79 M	
Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr	Prev Mo	Prev Yr
-23.6% ↓	133.6% ↑	3.0% ↑	-32.5% ↓	3.8% ↑	16.4% ↑	-22.8% ↓	145.3% ↑	-20.8% ↓	150.6% ↑

HouseLogic.com Unique Visitors (in thousands)



Top Content – February 2015

- How to Fix Freezing Water Pipes**
<http://www.houselogic.com/home-advice/plumbing/freezing-water-pipes/>
- The 6 Best Time-Tested Remodeling Projects--and the Worst**
<http://www.houselogic.com/home-advice/home-improvement/home-remodeling-projects-with-long-term-ROI/>
The Link Between Clutter and Depression
<http://www.houselogic.com/blog/home-improvement/clutter-depression/>
- How to Prevent Freezing Pipes**
<http://www.houselogic.com/home-advice/plumbing/prevent-freezing-pipes/>
- Low-Hassle Solutions for a Low-Maintenance Home**
<http://www.houselogic.com/home-advice/maintenance-repair/low-maintenance-house-tips/>