

# Facts That Matter | October 2011

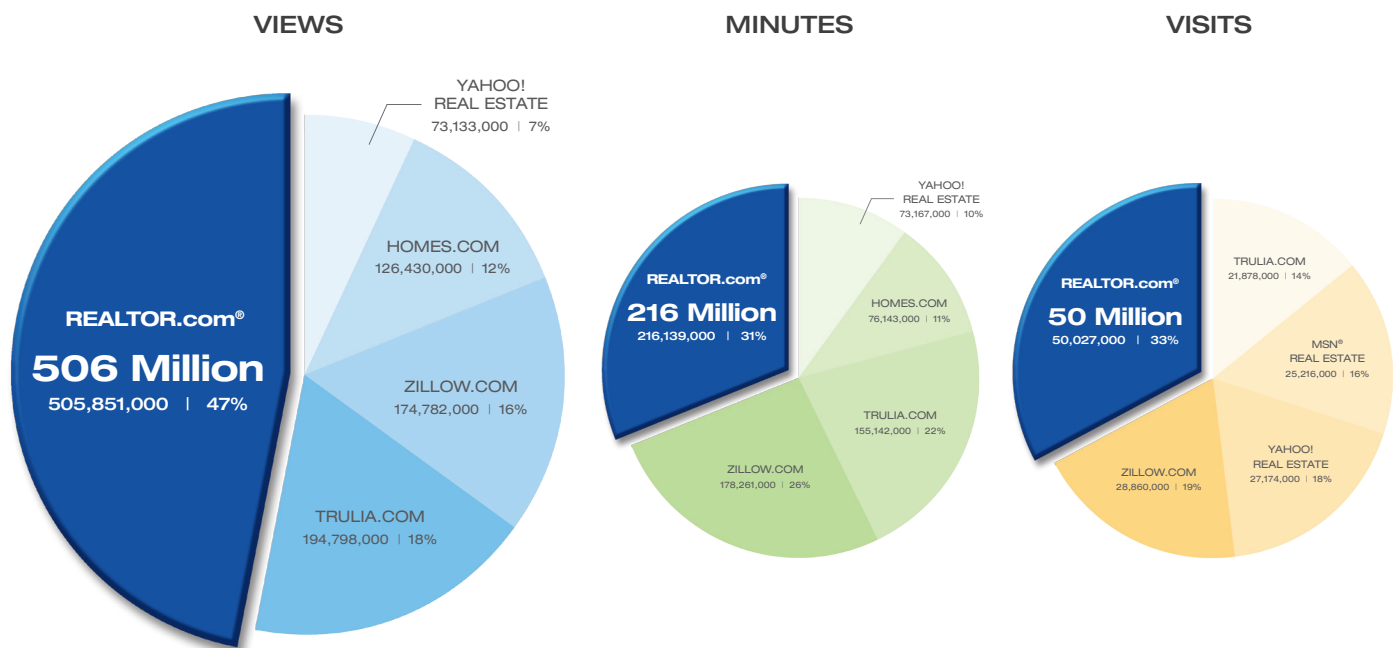
## Website Fast Facts:<sup>1</sup>

- There were over **216,000,000 minutes spent searching** properties on REALTOR.com® – **21% more** than the next closest competitor (Zillow.com)
- There were almost **506,000,000 pages viewed** on REALTOR.com® – More pages viewed on REALTOR.com® than the **next 3 competitors combined** (Trulia.com, Zillow.com and Homes.com) – and **160% more pages viewed** than the next closest competitor (Trulia.com)
- The average visitor spends **19 minutes** and **views 45 pages** while searching for properties on REALTOR.com®
- There were over **50,000,000 visits** to REALTOR.com® last month – **73% more visits** than the next closest competitor (Zillow.com)
- Over **800,000 international unique visitors** searched for United States properties on REALTOR.com® last month<sup>2</sup>

## Mobile Fast Facts:<sup>3</sup>

- **REALTOR.com®** Mobile Apps have been **downloaded over 7 million times** and downloads continue to grow rapidly.
- There were over **1 million active users** of the REALTOR.com® Mobile Apps last month – This includes the REALTOR.com® Real Estate Search Apps for iPhone®, iPad®, Android™ and Windows® Mobile 7
- Active users of the REALTOR.com® Mobile Apps **have increased by over 320%** year over year
- There were almost **39 million Listing Detail Pages viewed** on the REALTOR.com® Mobile Apps last month. That means an average of **15 properties are viewed every second**
- There were almost **260 million photos viewed** on the REALTOR.com® Mobile Apps last month. That means an average of **100 photos are viewed every second**
- Customer inquiries to REALTORS® via the REALTOR.com® Mobile Apps are **up 553% year over year**

## REALTOR.com® at a glance:<sup>1</sup>



<sup>1</sup> comScore Media Metrix, Key Measures Report, September 2010, September 2011 - based on reporting for REALTOR.com® and other comparable real estate aggregation sites and excluding sites of franchisors/brokerages. REALTOR.com® metrics include referring figures from MSN® Real Estate. Figures represent percentages of the top 5 websites in each category. Due to rounding, charts may not always add up to 100%.

<sup>2</sup> As reported by Omniture Site Catalyst for September 2011 as an aggregate of all countries other than the United States.

<sup>3</sup> Mobile downloads stats from iTunes® Connect, Android Market, Flurry.com and Zune® Marketplace, September 2011. Mobile traffic via internal weblog reporting, September 2011.

## REALTOR.com® has the most engaged real estate consumers!<sup>1</sup>

- **Most time spent.** Users spend more time on REALTOR.com® than any competing website.
- **Most visits.** More people visit REALTOR.com® than any competing website.
- **Most pages viewed.** Home buyers and home sellers viewed more pages on REALTOR.com® than on any competing website.

### 1. What does this mean?

*We attract serious, focused home buyers and home sellers.*

These are real people who come back to our website time after time. They gather the facts. They take the time to take another look at a property, and they really comb through the details.

### 2. Why do they keep coming back?

*There are more legitimate homes for sale listed on REALTOR.com® than on any other website. Period.*

We offer serious home buyers and sellers the MOST property listings online but more importantly, the MOST accurate listings and information available anywhere.

We have direct relationships with nearly 900 MLSs so our listings are updated every 15 minutes in most markets.

**No other real estate website updates its data as frequently.**

### 3. Accurate data is our sole focus.

At REALTOR.com® we place a premium on accurate data. Great data leads to consumer trust – which results in better leads for our customers.

### 4. What's new with REALTOR.com®?

In 2010, we launched a completely new platform for our website, which enables us to test new ideas and adjust rapidly in response to the latest consumer demands. 2011 continues to bring continued REALTOR.com® innovations designed to enhance consumer experience and increase communication between consumers and REALTORS®.

Our innovative iPhone®/iPad®, Android™ & Windows® Mobile 7 Apps engage consumers where they are searching for homes. The REALTOR.com® Mobile Apps connect mobile users to the largest and most accurate collection of real estate listings in the United States, and to real estate agents in real time. That matters!

**REALTOR.com®. A serious site for serious home buyers.  
Call 800.878.4166 for more information.**



<sup>1</sup>comScore Media Metrix, based on reporting for September 2011 for REALTOR.com® and other comparable real estate aggregation sites and excluding sites of franchisors/brokerages. REALTOR.com® metrics include referring figures from MSN® Real Estate.