

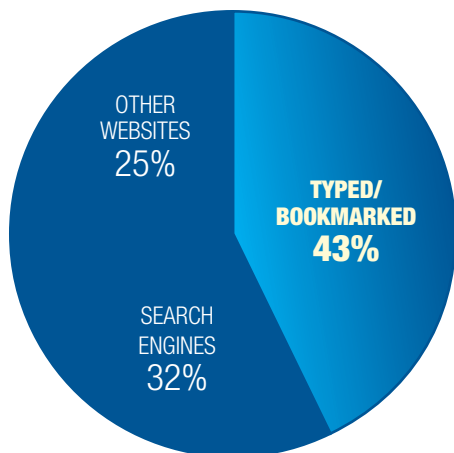


## HOW USERS FIND REALTOR.COM®

**REALTOR.com®** draws traffic from these Search Portals: Google™, Facebook®, Yahoo!®, MSN®, AOL®, bing™, Comcast®, Craigslist™, and Ask®.

**There are three major avenues within which users find REALTOR.com®:**

1. URL Typed Traffic (e.g., typing “realtor.com” in the browser)
2. Natural Search
3. Other Sites (partnerships, press releases, referring traffic from other Move.com® sites, etc.)

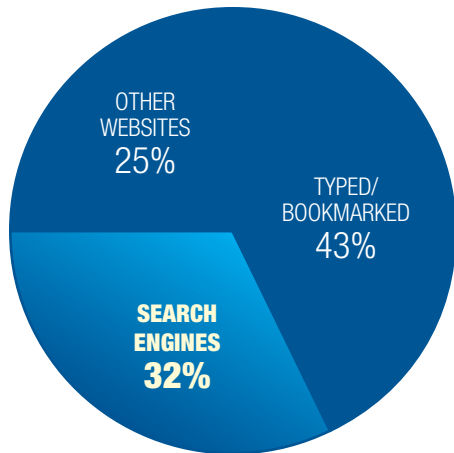


### 1. URL TYPED TRAFFIC

(e.g., typing “realtor.com” in the browser)

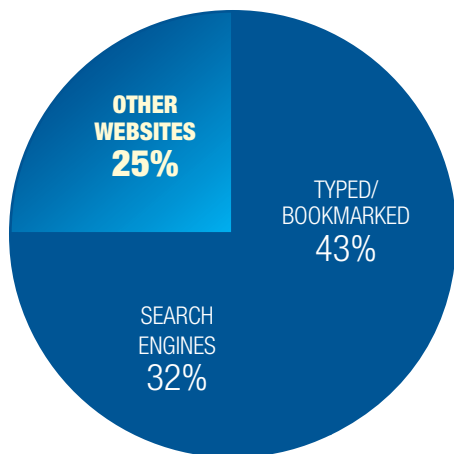
**URL Typed or Bookmarked Traffic:** REALTOR.com® has higher brand awareness than any other competitive site and has been online longer than any other major real estate site. Therefore, it is not surprising that it is so popular and well known.

Unlike many other sites, more visitors come either by directly typing in “realtor.com” or by accessing REALTOR.com® via a bookmark in their browser.



## 2. NATURAL SEARCH

Move, Inc. has a team dedicated to improving the natural search results for REALTOR.com® on search engines like Google™, Yahoo!® and Bing™. Google™ currently has more than 65% market share for search, and, for the top searched real estate terms tracked by Google™, REALTOR.com® is #1. Top searched real estate terms include: "real estate," "real estate listings," "MLS," "homes for sale," "MLS real estate," and "realty."



## 3. OTHER SITES

(partnerships, press releases, referring traffic from other Move.com® sites, etc.)

**Move®-related Referrals** ~ Users can search for existing homes for sale on Move.com. The user is then re-directed to view these search results on REALTOR.com®.

**Partnerships** ~ REALTOR.com® has partnerships with MSN.com, TheNest.com, Worldproperties.com and Comcast®. These sites display REALTOR.com® results in a co-branded experience on their respective sites.

**E-mail** ~ Users can get e-mail alerts for their saved searches and saved listings. They can also send listings to friends. Consumers who have signed up for alerts often use the alerts as a means to return to REALTOR.com® in subsequent months (on average there are a total of 3-4 million listings emails sent to consumers monthly).

**Paid Internet Media** ~ REALTOR.com® leverages various Internet media to generate traffic to its site.

**PR/Social Media** ~ various visits are generated through initiatives via press releases, proactive outreach to the media and bloggers, Twitter™, Facebook®, and REALTOR.com® blogs.