

Hitwise Monthly Category Report - Real Estate

Hitwise Custom Report for Business and Finance - Real Estate

Based on US Internet usage
for the month of August, 2009

Annual Categorization Audit - 2009

Each year, we audit the Hitwise service to ensure that our categorization structure and data represent the online environment as accurately as possible. As a result, from July 05, 2009, there may be changes in some report trends. If you have any further questions, please contact your Account Manager or Hitwise Customer Support.



Traffic Distribution Analysis

27.70% of all visits to the online 'Business and Finance - Real Estate' industry went to the top 10 websites for the month of August, 2009. 39.07% went to the top 20 websites and 68.16% went to the top 100 websites.

Visit Duration Analysis

The average visit duration for visits to the online 'Business and Finance - Real Estate' industry was 10 minutes, 52 seconds for the month of August, 2009. This is a minimal decrease from last months average visit duration of 10 minutes, 56 seconds.

Sites That Entered and Left the Top 100

The monthly churn in the Top 100 in the 'Business and Finance - Real Estate' industry for the month of August, 2009 based on visits was 5.0%, which means that 5 websites in this industry's Top 100 rankings have changed since July, 2009.

Websites that entered the Top 100 were:

July, 2009 Rank	August, 2009 Rank	Website	Domain
102	83	First Multiple Listing Service	www.fmls.com
125	88	i-RealEstateagents.com	www.i-realestateagents.com
126	90	Euroresidentes	www.euroresidentes.com
113	97	HouseValues.com	www.housevalues.com
119	99	Williams & Williams Auctioneers	www.williamsauction.com

Websites that have left the Top 100 were:

July, 2009 Rank	August, 2009 Rank	Website	Domain
92	113	Fidelity MLS Solutions	www.fidelitymlsolutions.com
93	101	LandAndFarm.com	www.landandfarm.com
94	106	Pulte Homes	www.pulte.com
97	132	Curbed	www.curbed.com
98	110	RealtyUSA	www.realtyusa.com

* Note: DNR = Did Not Rank

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3

Real Estate Category Top 20 Websites

The table below shows the Top 20 websites in the 'Business and Finance - Real Estate' online industry for the month of August, 2009 based on visits.

The Property category focuses on residential and commercial real estate and property services including agency websites, real estate databases, classifieds of properties to buy, sell, rent or lease as well as services specifically catering to home buyers, sellers or renters.

Total websites that ranked with currently selected options: 3,250

Category Contribution Percentage: 0.44%

Rank	Website	Domain	Market Share	Jul '09	Jun '09	May '09
1.	Realtor.com	www.realtor.com	7.12%	1	1	1
2.	Yahoo! Real Estate	realestate.yahoo.com	3.51%	2	2	2
3.	Zillow	www.zillow.com	3.24%	3	3	3
4.	ZipRealty	www.ziprealty.com	2.57%	4	4	4
5.	Rent.com	www.rent.com	2.29%	5	6	7
6.	Trulia.com	www.trulia.com	2.09%	6	5	6
7.	ServiceMagic	www.servicemagic.com	2.05%	7	11	10
8.	Homes.com	www.homes.com	1.68%	8	10	11
△	9. MSN Real Estate	realestate.msn.com	1.62%	13	14	14
▽	10. RE/MAX Real Estate	www.remax.com	1.54%	9	7	5
▽	11. Apartments.com	www.apartments.com	1.49%	10	13	15
▽	12. US Department of Housing and Urban Development	www.hud.gov	1.44%	11	8	9
▽	13. Homegain	www.homegain.com	1.37%	12	9	8
△	14. Century 21 Real Estate	www.century21.com	1.16%	15	15	13
▽	15. MyNewPlace	www.mynewplace.com	1.12%	14	18	17
△	16. AOL Real Estate	www.realestate.aol.com	1.11%	22	42	47
▽	17. Apartment Guide	www.apartmentguide.com	1.11%	16	22	25
▽	18. RealtyTrac	www.realtytrac.com	0.90%	17	16	16
▽	19. ForRent.com	www.forrent.com	0.88%	18	25	26
△	20. mlsfinder.com	www.mlsfinder.com	0.80%	24	19	19

Note: DNR = Did Not Rank

Note - the Hitwise data featured is based on US market share of visits, which is the percentage of online traffic to the domain or category, from the Hitwise sample of 10 million US Internet users. Hitwise ranks over 1 million unique websites on a daily basis, including sub-domains of larger websites. Hitwise categorizes websites into industries on the basis of subject matter and content, as well as market orientation and competitive context.

Source: Hitwise

Top Real Estate Search Terms

The following report lists the most popular search terms for the **4 weeks** ending **08/29/2009**, that resulted in traffic to websites classified by Hitwise within the '**Business and Finance - Real Estate**' industry. For example, the most popular search term was '**realtor.com**' representing **2.75%** of all search terms that delivered users to websites classified by Hitwise within the '**Business and Finance - Real Estate**' industry.

Displaying 1 to 30 of 49,924 search terms.

Rank	Search Term	Clicks	
1.	realtor.com	2.75%	
2.	real estate	0.65%	
3.	zillow	0.61%	
4.	remax	0.50%	
5.	century 21	0.47%	
6.	apartments for rent	0.46%	
7.	zillow.com	0.45%	
8.	homes for sale	0.40%	
9.	remax.com homes for sale	0.34%	
10.	houses for rent	0.31%	
11.	www.realtor.com	0.28%	
12.	coldwell banker	0.26%	
13.	remax.com	0.26%	
14.	realtor	0.25%	
15.	houses for sale	0.25%	
16.	homes for rent	0.23%	
17.	har.com	0.23%	
18.	rent.com	0.21%	
19.	apartment finder	0.20%	
20.	naca.com	0.19%	
21.	trulia	0.19%	
22.	mls listings	0.18%	
23.	hud	0.17%	
24.	hud.gov	0.16%	
25.	homes.com	0.15%	
26.	real estate listings	0.14%	
27.	for sale by owner	0.14%	
28.	apartment guide	0.14%	
29.	keller williams	0.14%	
30.	redfin	0.13%	

Note: the data is based on a sample of 10 million US Internet users.

Source: Hitwise

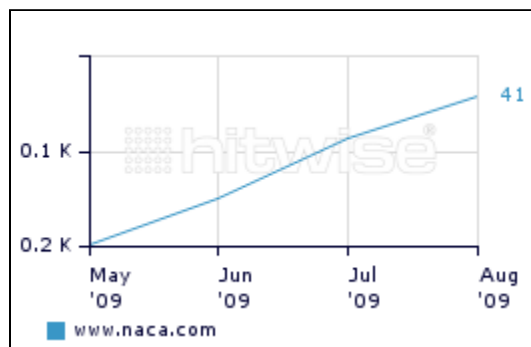


Now you know

Real Estate Category Fast Moving Websites

Fast Movers indicates local websites which have witnessed substantial increases in rank in the 'Business and Finance - Real Estate' online industry. Charts show rank in the 'Business and Finance - Real Estate' online industry for the four months ending August, 2009.

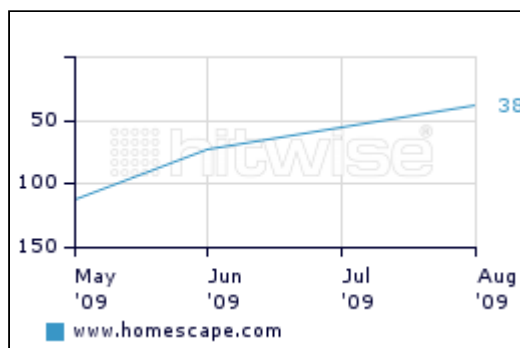
Neighborhood Assistance Corporation of America (NACA) http://www.naca.com/



▲ 45 places

Neighborhood Assistance Corporation of America (NACA) is a home loan service provider. The site provides details about its products and services.

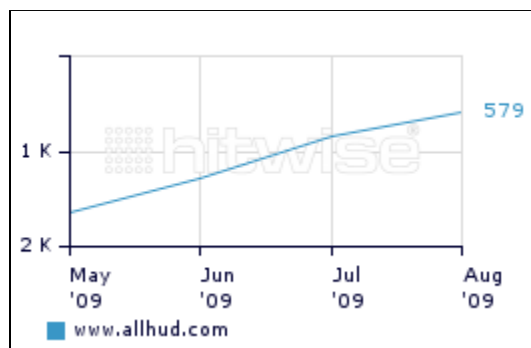
HomeScape.com http://www.homescape.com/



▲ 17 places

HomeScape.com is a comprehensive resource for those looking to buy, rent, sell or move house. The site also features information on financing and relocating.

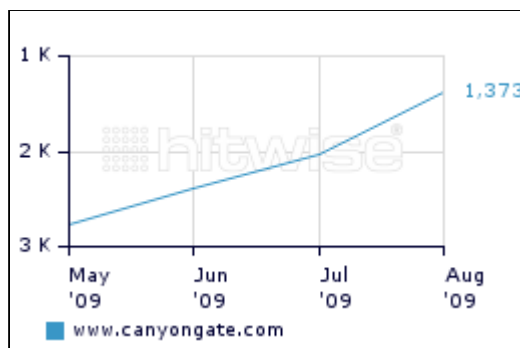
Allhud http://www.allhud.com/



▲ 260 places

Allhud is a real estate foreclosure company. The site provides daily foreclosure listings, search tools, and contact details.

Canyon Gate Communities http://www.canyongate.com/



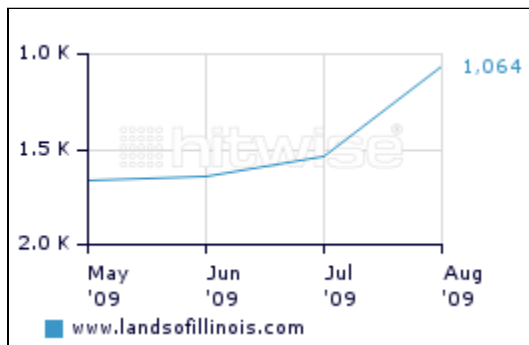
▲ 666 places

No description

Real Estate Category Fast Moving Websites (continued)

Lands of Illinois

<http://www.landsofillinois.com/>

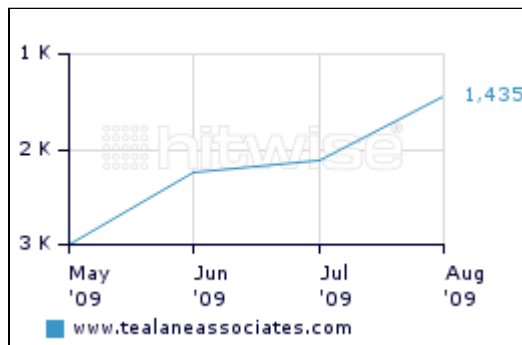


△ 471 places

No description

Tea Lane Associates

<http://www.tealaneassociates.com/>

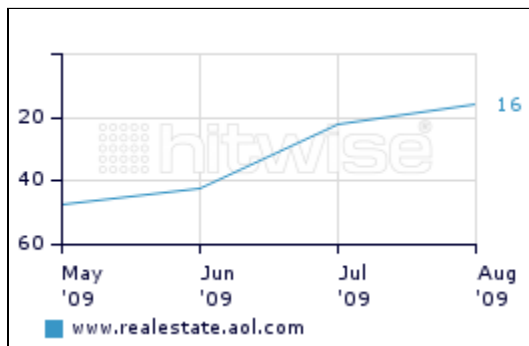


△ 679 places

Tea Lane Associates provides Martha's Vineyard real estate services.

AOL Real Estate

<http://www.realestate.aol.com/>

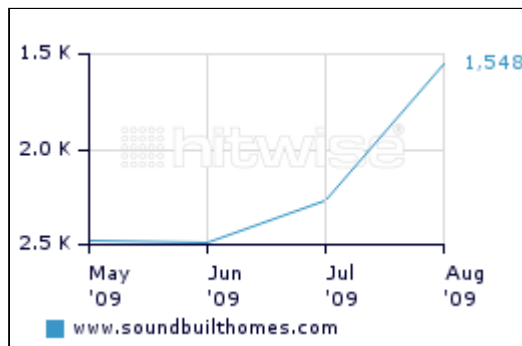


△ 6 places

AOL Real Estate offers home and apartment listings, tools and advice on buying or selling property.

Soundbuilt Homes

<http://www.soundbuilthomes.com/>

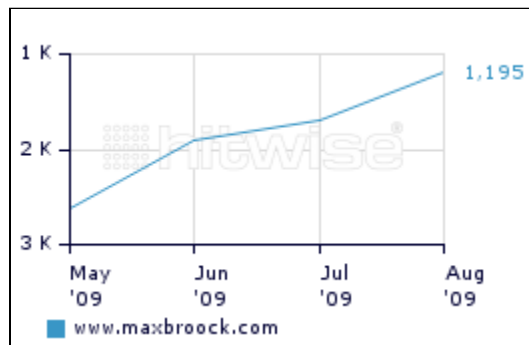


△ 717 places

This website provides information about new home communities in the Puyallup area with maps, floor plans and pricing information.

Real Estate Category Fast Moving Websites (continued)

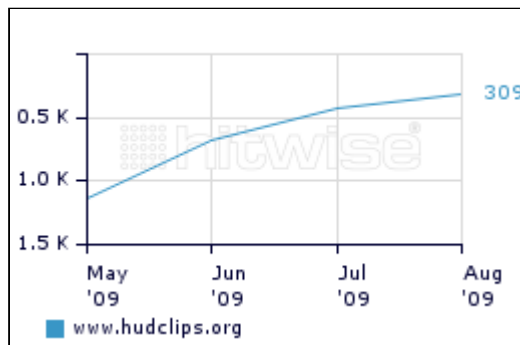
Max Broock Realtors
http://www.maxbroock.com/



🏠 491 places

Max Broock Realtors is a Michigan real estate agency.

HUDCLIPS
http://www.hudclips.org/



🏠 114 places

HUDCLIPS aims to provide clients with fast, easy access to information and resources relating to property and the US Department of Housing and Urban Development.

Hitwise Methodology

Hitwise monitors a range of Internet Service Provider (ISP) networks to capture the usage patterns of Internet users. The ISPs represent a diverse range of metropolitan and regional areas including Internet access from home, work and educational institutions.

Each day, Hitwise extracts from its partner ISP networks a list of websites visited and ranks them according to a range of industry standard metrics - including 'Visits', 'Pages' and 'Average Visit Time'. Hitwise also extracts Clickstream data which analyzes the movements of visitors between websites.

Hitwise abides by local and international privacy legislation and analyzes all data in aggregate form. The Hitwise methodology is audited by PricewaterhouseCoopers on a quarterly basis. To view the Hitwise privacy policy and methodology in full please visit www.hitwise.com.