

Hitwise Monthly Category Report - Real Estate

Hitwise Custom Report for Business and Finance - Real Estate

Based on US Internet usage
for the month of July 2011

Traffic Distribution Analysis

38.08% of all visits to the online 'Business and Finance - Real Estate' industry went to the top 10 websites for the month of July 2011. 48.26% went to the top 20 websites and 72.59% 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 8 minutes, 56 seconds for the month of July 2011. This is a minimal increase from last months average visit duration of 8 minutes, 52 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 July 2011 based on visits was 2.0%, which means that 2 websites in this industry's Top 100 rankings have changed since June 2011.

Websites that entered the Top 100 were:

June 2011 Rank	July 2011 Rank	Website	Domain
103	90	LandAndFarm.com	www.landandfarm.com
102	94	Condo.com	www.condo.com

Websites that have left the Top 100 were:

June 2011 Rank	July 2011 Rank	Website	Domain
83	130	Meyer Real Estate	www.meyerre.com
97	102	Utah Real Estate	www.utahrealestate.com

* Note: DNR = Did Not Rank

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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 July 2011 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: 3,992

Category Contribution Percentage: 0.54%

Rank	Website	Domain	Market Share	Jun 11	May 11	Apr 11
△	1. Yahoo! Real Estate	realestate.yahoo.com	7.43%	2	1	2
▽	2. Realtor.com	www.realtor.com	7.15%	1	2	1
	3. Zillow	www.zillow.com	5.84%	3	3	3
	4. Trulia.com	www.trulia.com	5.33%	4	4	4
△	5. MSN Real Estate	realestate.msn.com	2.84%	8	5	8
	6. Homes.com	www.homes.com	2.55%	6	9	7
	7. Rent.com	www.rent.com	2.14%	7	8	6
▽	8. AOL Real Estate	www.realestate.aol.com	1.91%	5	7	5
	9. Apartment Guide	www.apartmentguide.com	1.62%	9	10	11
△	10. Apartments.com	www.apartments.com	1.26%	12	14	16
△	11. MyNewPlace	www.mynewplace.com	1.21%	15	16	12
▽	12. ZipRealty	www.ziprealty.com	1.21%	10	11	9
	13. HomeAway	www.homeaway.com	1.07%	13	17	20
	14. RE/MAX Real Estate	www.remax.com	1.04%	14	15	14
▽	15. Rentals.com	www.rentals.com	1.03%	11	12	13
	16. Weichert.com	www.weichert.com	0.97%	16	13	15
△	17. HomeFinder	www.homefinder.com	0.95%	19	23	24
	18. ForRent.com	www.forrent.com	0.93%	18	19	17
▽	19. LoopNet	www.loopnet.com	0.92%	17	18	18
△	20. Redfin	www.redfin.com	0.86%	22	22	22

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 **07/30/2011**, 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 '**zillow**' representing **1.17%** 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 153,401 search terms.

Rank	Search Term	Search Clicks
1.	zillow	1.17%
2.	realtor.com	1.16%
3.	trulia	0.50%
4.	zillow.com	0.48%
5.	remax	0.41%
6.	realtor	0.38%
7.	century 21	0.27%
8.	coldwell banker	0.24%
9.	apartments for rent	0.23%
10.	homes for sale	0.22%
11.	houses for rent	0.22%
12.	real estate	0.22%
13.	rent.com	0.20%
14.	foreclosed homes for rent	0.19%
15.	har.com	0.18%
16.	homes.com	0.18%
17.	homes for rent	0.17%
18.	apartments	0.17%
19.	redfin	0.16%
20.	apartment finder	0.14%
21.	har	0.13%
22.	www.realtor.com	0.12%
23.	houses for sale	0.11%
24.	trulia.com	0.11%
25.	google	0.10%
26.	zillow real estate zillow	0.10%
27.	for sale by owner	0.10%
28.	keller williams	0.10%
29.	apartment guide	0.09%
30.	homepath.com	0.09%

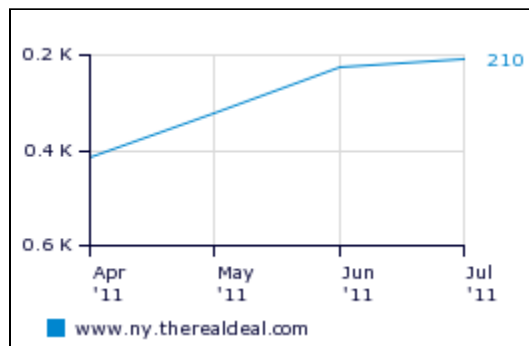
Note: the data is based on a sample of 10 million US Internet users.

Source: Hitwise

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 July 2011.

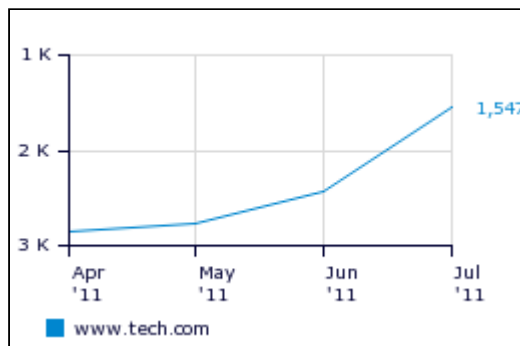
The Real Deal New York
<http://www.ny.therealdeal.com/>



▲ 16 places

The Real Deal New York is a website and magazine dedicated to New York real estate news. Features of the website include the latest headlines, webcasts, jobs, commercial sales, office and retail leases, events and contact details.

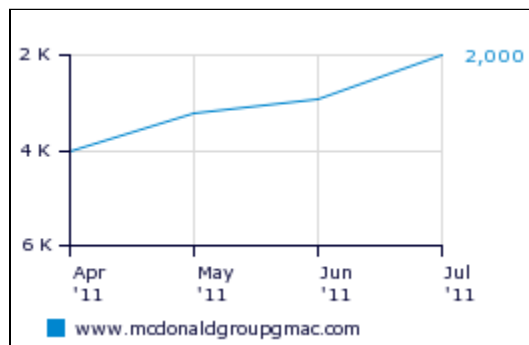
Enterprise Works
<http://www.tech.com/>



▲ 892 places

Enterprise Works aids the development of start-up companies, providing laboratory space. Features of this site includes floor plan, incubator facilities, application, news and calendar.

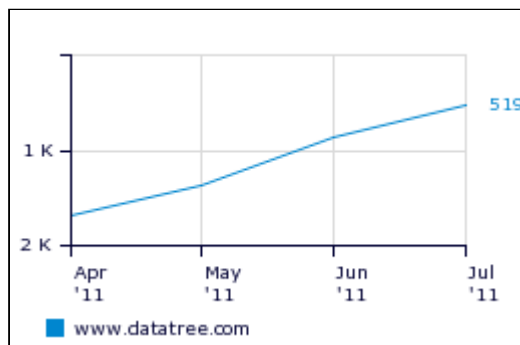
McDonald Group GMAC Real Estate
<http://www.mcdonaldgroupgmac.com/>



▲ 935 places

McDonald Group GMAC Real Estate are Salt Lake City Utah real estate agents.

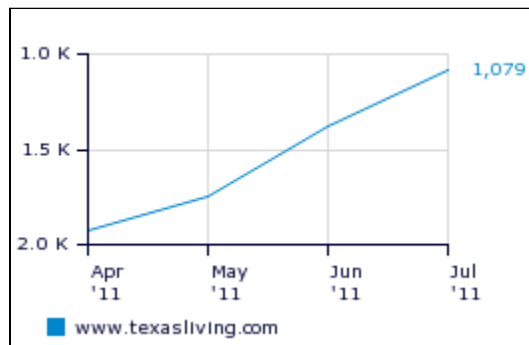
Data Tree
<http://www.datatree.com/>



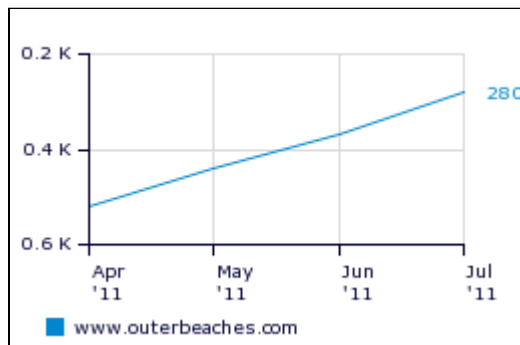
▲ 352 places

Data Tree is an online repository of land data and records, with extensive geographic coverage.

Real Estate Category Fast Moving Websites (continued)

TexasLiving.com<http://www.texasliving.com/>

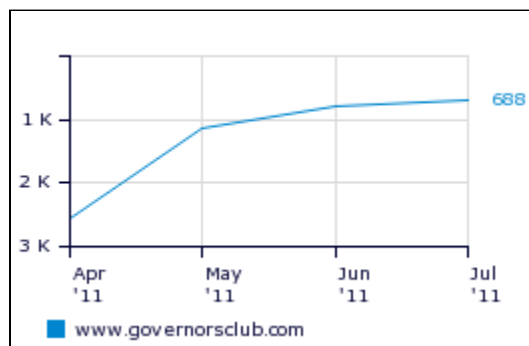
301 places

Outer Beaches Realty<http://www.outerbeaches.com/>

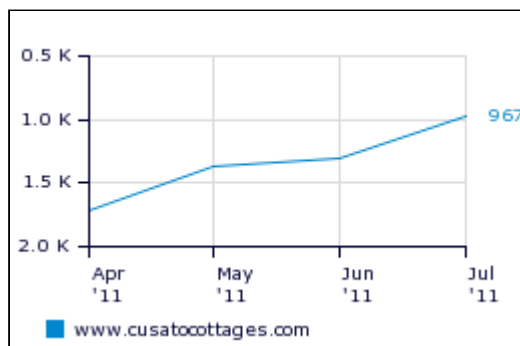
88 places

No description

Outer Beaches Realty is a holiday rental business, providing a selection of vacation rental cottages on Cape Hatteras.

Governors Club<http://www.governorsclub.com/>

105 places

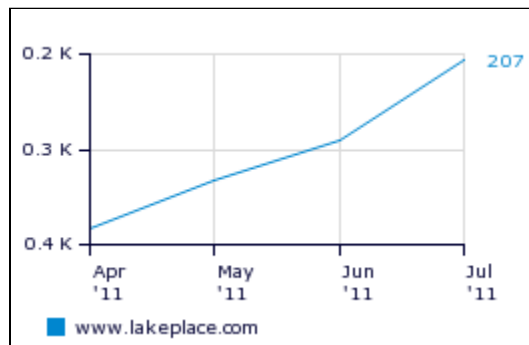
Cusato Cottages<http://www.cusatocottages.com/>

340 places

Governors Club is a community just south of Chapel Hill, North Carolina.

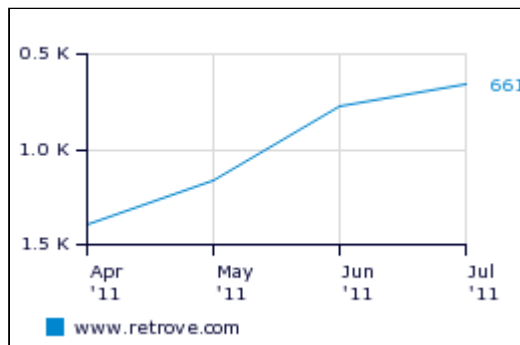
Cusato Cottages were specifically designed for displaced residents of the hurricane Katrina. Details include plan options, ordering, press, about and contacts.

Real Estate Category Fast Moving Websites (continued)

Lake Place<http://www.lakeplace.com/>

83 places

Lake Place provides real estate services for Wisconsin & Minnesota Lake properties.

Retrove<http://www.retrove.com/>

115 places

Retrove is a real estate search engine. Users are able to select their state and enter in the city name for a result of real estate agencies in the area.

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/us.