

Hitwise Monthly Category Report - Real Estate

Hitwise Custom Report for Business and Finance - Real Estate

Based on US Internet usage
for the month of September 2011

Traffic Distribution Analysis

37.90% of all visits to the online 'Business and Finance - Real Estate' industry went to the top 10 websites for the month of September 2011. 48.12% went to the top 20 websites and 72.65% 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, 54 seconds for the month of September 2011. This is a minimal decrease from last months average visit duration of 8 minutes, 55 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 September 2011 based on visits was 5.0%, which means that 5 websites in this industry's Top 100 rankings have changed since August 2011.

Websites that entered the Top 100 were:

August 2011 Rank	September 2011 Rank	Website	Domain
127	63	www.rentalproperties411.com	www.rentalproperties411.com
376	86	Searchrenttoownhomes.com	www.searchrenttoownhomes.com
109	90	Monmouth County Association of Realtors	mls.momls.com
104	97	OwnerWiz.com	www.ownerwiz.com
111	99	USAMLS.net	www.usamls.net

Websites that have left the Top 100 were:

August 2011 Rank	September 2011 Rank	Website	Domain
61	137	www.rentsavers.com	www.rentsavers.com
89	111	Prudential Real Estate	www.prudentialproperties.com
95	113	Condo.com	www.condo.com
97	110	Move.com	www.move.com
98	105	RealtyNow.com	www.realtynow.com

* Note: DNR = Did Not Rank





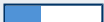
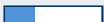
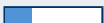
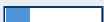
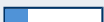
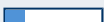
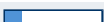
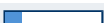
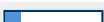


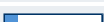


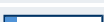

Real Estate Category Top 20 Websites

The table below shows the Top 20 websites in the 'Business and Finance - Real Estate' online industry for the month of September 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: 3,820

Category Contribution Percentage: 0.49%

Rank	Website	Domain	Market Share	Aug 11	Jul 11	Jun 11
1.	Yahoo! Real Estate	realestate.yahoo.com	7.35% 	1	1	2
2.	Realtor.com	www.realtor.com	6.57% 	2	2	1
3.	Zillow	www.zillow.com	6.38% 	3	3	3
4.	Trulia.com	www.trulia.com	5.55% 	4	4	4
5.	Homes.com	www.homes.com	2.70% 	5	6	6
△	AOL Real Estate	www.realestate.aol.com	2.29% 	8	8	5
▽	MSN Real Estate	realestate.msn.com	2.08% 	6	5	8
▽	Rent.com	www.rent.com	1.80% 	7	7	7
△	FrontDoor Real Estate	www.frontdoor.com	1.75% 	24	31	29
▽	Apartment Guide	www.apartmentguide.com	1.44% 	9	9	9
△	ZipRealty	www.ziprealty.com	1.25% 	12	12	10
▽	MyNewPlace	www.mynewplace.com	1.24% 	10	11	15
▽	Apartments.com	www.apartments.com	1.20% 	11	10	12
△	LoopNet	www.loopnet.com	1.02% 	15	19	17
△	RE/MAX Real Estate	www.remax.com	1.00% 	16	14	14
▽	Weichert.com	www.weichert.com	0.95% 	14	16	16
▽	Rentals.com	www.rentals.com	0.94% 	13	15	11
△	Redfin	www.redfin.com	0.89% 	19	20	22
▽	HomeFinder	www.homefinder.com	0.88% 	17	17	19
▽	ForRent.com	www.forrent.com	0.84% 	18	18	18

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 **09/24/2011**, 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 '**realtor.com**' representing **1.35%** 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 134,307 search terms.

Rank	Search Term	Search Clicks
1.	realtor.com	1.35%
2.	zillow	1.29%
3.	trulia	0.56%
4.	remax	0.44%
5.	zillow.com	0.41%
6.	realtor	0.39%
7.	homes for sale	0.34%
8.	century 21	0.28%
9.	coldwell banker	0.24%
10.	har.com	0.23%
11.	apartments for rent	0.23%
12.	real estate	0.20%
13.	houses for rent	0.19%
14.	rent.com	0.18%
15.	homes.com	0.18%
16.	www.realtor.com	0.14%
17.	har	0.14%
18.	google	0.13%
19.	zillow real estate zillow	0.13%
20.	foreclosed homes for rent	0.13%
21.	apartment finder	0.12%
22.	www.zillow.com	0.12%
23.	homes for rent	0.12%
24.	trulia.com	0.11%
25.	apartments	0.11%
26.	redfin	0.11%
27.	houses for sale	0.11%
28.	zip realty	0.11%
29.	howard hanna	0.10%
30.	for sale by owner	0.09%

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

Source: Hitwise

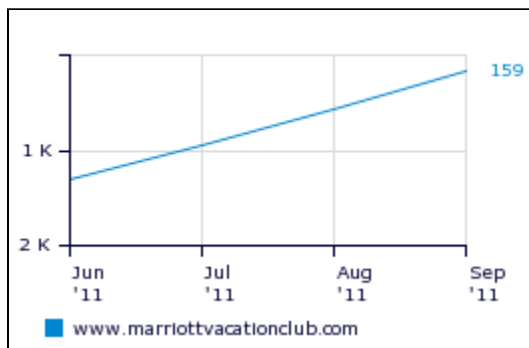


Real Estate Category Fast Moving Websites

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 September 2011.

Marriott Vacation Club

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

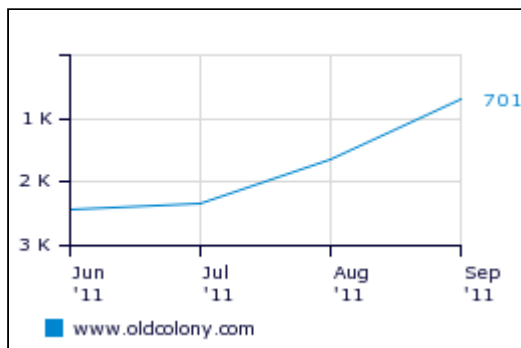


🏠 408 places

Marriott Vacation Club International boasts the largest and most impressive list of ownership and rental villas in the world with 38 resorts in 18 premiere destinations.

www.oldcolony.com

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



🏠 941 places

No description

www.rentalproperties411.com

<http://www.rentalproperties411.com/>

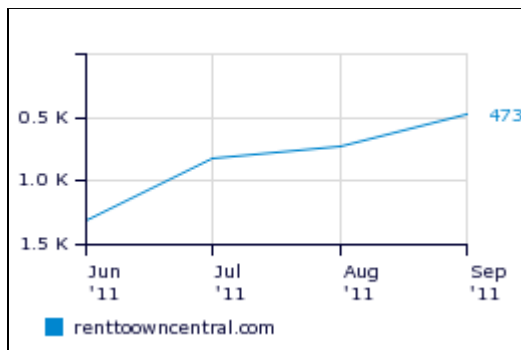


🏠 64 places

No description

renttoowncentral.com

<http://renttoowncentral.com/>

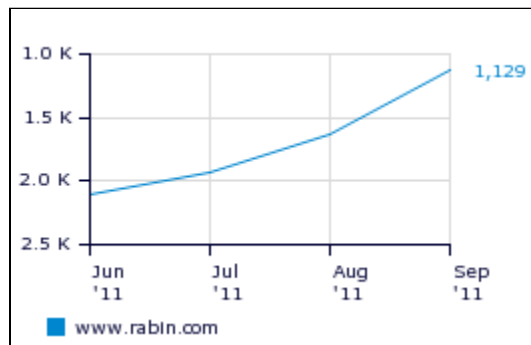


🏠 254 places

No description

Real Estate Category Fast Moving Websites (continued)

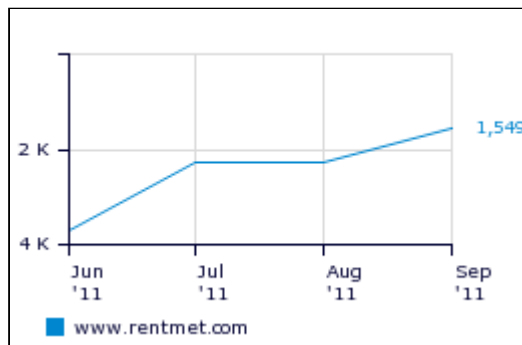
Rabin Brothers Auctioneers & Appraisers
<http://www.rabin.com/>



🏠 504 places

The Rabin Brothers Auctioneers website features a searchable database, current auctions and allows users to appraise their property.

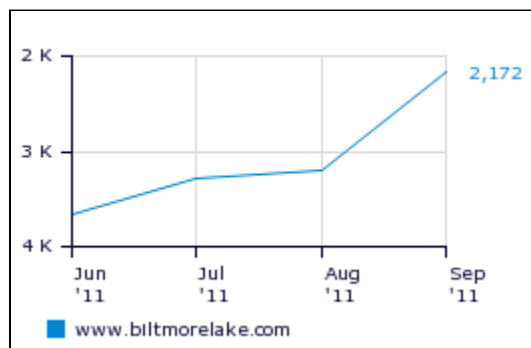
The Metropolitan
<http://www.rentmet.com/>



🏠 715 places

The Metropolitan website offers information about the apartments and community. Featuring properties, services, and contact details.

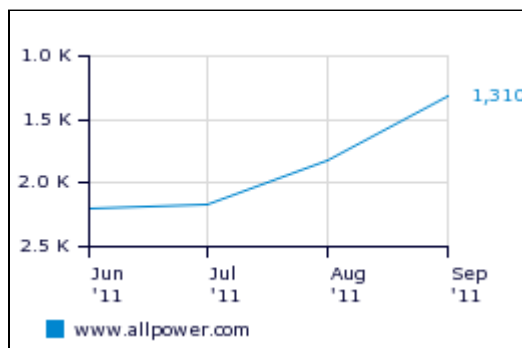
Biltmore Lake
<http://www.biltmorelake.com/>



🏠 1,030 places

No description

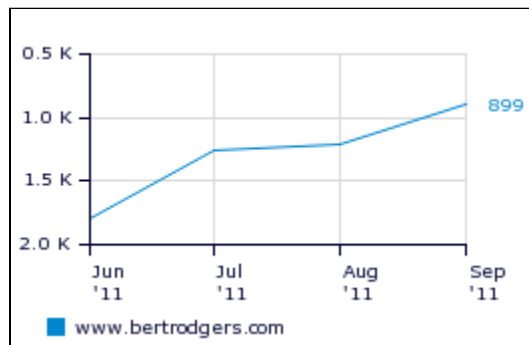
All Power Brokers
<http://www.allpower.com/>



🏠 508 places

No description

Real Estate Category Fast Moving Websites (continued)

Bert Rodgers Schools<http://www.bertrodgers.com/>

314 places

PrivateCommunities.com<http://www.privatecommunities.com/>

154 places

Bert Rodgers Schools provide Real Estate & Mortgage Broker School, as well as Real Estate License Courses. Their website has information about everything they offer.

PrivateCommunities.com allows users to browse details on private golf communities offering luxury homes and vacation property, with amenities such as tennis, marinas, dining, and fitness facilities. The website features state by state listings.

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.