

# RE Traffic Report

## Monthly Internet Statistics

→ Obeo placed  
 → IDX

### REAL ESTATE VERTICAL METRIX\*

	Unique Visitors	Visits per Month	Avg. Minutes per Visit	Avg. Page Views per Visit	Total Visits	Total Minutes
Real Estate Vertical	45.00 M	3.8	10.9	21.0	171.00 M	1,879 M
Move Network**	10.42 M	2.2	10.1	19.7	22.93 M	231 M
REALTOR.com	6.63 M	2.4	11.6	23.1	15.9 M	188 M
HomeGain.com	4.14 M	1.4	1.9	4.8	5.80 M	11 M
Move.com	3.67 M	1.4	4.9	8.4	5.13 M	25 M
Yahoo! Real Estate	2.62 M	1.4	3.1	5.1	3.67 M	11 M
ReMax.com	2.25 M	1.7	7.1	12.9	3.82 M	28 M
Homes.com	1.70 M	1.4	7.2	16.3	2.38 M	17 M
Century21.com	1.61 M	2.2	16.2	28.0	3.54 M	56 M
ColdwellBanker.com	1.42 M	1.6	6.9	11.3	2.27 M	16 M
ZipRealty.com	1.26 M	2.5	14.8	30.5	3.16 M	46 M
ForSaleByOwner.com	.85 M	1.5	5.9	18.0	1.28 M	8 M
RealEstate.com	.85 M	1.6	5.6	6.5	1.36 M	7 M
10 Obeo.com	.84 M	1.6	4.8	21.4	1.34 M	6 M
weichert.com	.78 M	1.5	6.1	16.2	1.17 M	9 M
LivingChoices.com	.62 M	1.3	4.8	7.8	.80 M	4 M
PrudentialProperties.com	.53 M	1.5	1.8	3.8	.80 M	1 M
KW.com	.52 M	5.7	18.9	41.0	2.99 M	56 M
ERA.com	.50 M	1.9	9.8	20.6	.96 M	9 M
HarmonHomes.com	.45 M	1.4	6.8	12.2	.63 M	4 M
Trulia.com	.43 M	1.3	3.3	7.1	.55 M	2 M
HAR.com	.42 M	3.7	12.1	39.8	1.55 M	19 M
Owners.com	.37 M	1.5	8.0	16.8	.56 M	4 M
HelpUSell.com	.34 M	1.4	4.9	14.3	.48 M	2 M
HomesandLand.com	.34 M	1.9	11.6	19.5	.65 M	8 M
UnitedCountry.com	.33 M	2.0	11.4	25.1	.66 M	7 M
LongandFoster.com	.28 M	4.3	10.6	23.5	1.20 M	13 M
Windermere.com	.26 M	2.4	14.0	25.4	.64 M	9 M

\* SOURCE: COMSCORE MEDIA METRIX (MM) – REAL ESTATE LISTING SITES WITH TRAFFIC GREATER THAN 250,000 UNIQUE VISITORS

\*\* MOVE NETWORK INCLUDES: REALTOR.COM, MOVE.COM, ETC.

NOTE: MSN's House & Home channel and AOL's Home & Real Estate channel are excluded from the list of sites highlighted in our Real Estate Vertical Metrix because their home search traffic is exclusively redirected to REALTOR.com.

Obeo gets far-and-away **more online traffic** than any other virtual tour company (according to NAR stats). With Obeo as your marketing partner you not only get fantastic photography but you also get **amazing, relevant content with the best tour distribution**. Obeo is the only content provider consistently showing up at the top of the list\* measuring real estate related Internet traffic. No other tour provider is on this list, therefore using **Obeo gives you a HUGE advantage**.

