

# Hitwise Monthly Category Report - Real Estate

Hitwise Custom Report for Business and Finance - Real Estate

Based on US Internet usage  
for the month of March, 2010



## Traffic Distribution Analysis

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28.43% of all visits to the online 'Business and Finance - Real Estate' industry went to the top 10 websites for the month of March, 2010. 39.39% went to the top 20 websites and 69.30% went to the top 100 websites.

## Visit Duration Analysis

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The average visit duration for visits to the online 'Business and Finance - Real Estate' industry was 9 minutes, 57 seconds for the month of March, 2010. This is a minimal decrease from last months average visit duration of 10 minutes, 5 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 March, 2010 based on visits was 5.0%, which means that 5 websites in this industry's Top 100 rankings have changed since February, 2010.

Websites that entered the Top 100 were:

February, 2010 Rank	March, 2010 Rank	Website	Domain
114	92	GOsection8.com	www.gosection8.com
110	95	Real Estate Market Minute	www.realestatemarketminute.com
115	97	Stop Snap	www.stopsnap.com
107	98	Candy Hallstead	www.candyhallstead.com
105	99	Fidelity MLS Solutions	www.fidelitymlsolutions.com

Websites that have left the Top 100 were:

February, 2010 Rank	March, 2010 Rank	Website	Domain
88	102	JustListed.com	www.justlisted.com
94	111	LandAndFarm.com	www.landandfarm.com
97	125	Obeo	www.obeo.com
99	114	My Realtor	my.realtor.com
100	108	FloridaMoves.com	www.floridamoves.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 March, 2010 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: 3,537

Category Contribution Percentage: 0.39%

Rank	Website	Domain	Market Share	Feb '10	Jan '10	Dec '09
1.	Realtor.com	www.realtor.com	6.51%	1	1	1
2.	Zillow	www.zillow.com	3.49%	2	3	3
3.	Yahoo! Real Estate	realestate.yahoo.com	3.38%	3	2	2
4.	Rent.com	www.rent.com	2.75%	4	4	5
5.	ZipRealty	www.ziprealty.com	2.52%	5	5	4
6.	Trulia.com	www.trulia.com	2.32%	6	6	7
△	7. ServiceMagic	www.servicemagic.com	2.15%	9	8	6
▽	8. Homes.com	www.homes.com	2.04%	7	7	8
▽	9. MSN Real Estate	realestate.msn.com	1.86%	8	9	9
△	10. RE/MAX Real Estate	www.remax.com	1.39%	11	12	13
△	11. Apartments.com	www.apartments.com	1.34%	12	11	10
▽	12. MyNewPlace	www.mynewplace.com	1.33%	10	10	11
△	13. Apartment Guide	www.apartmentguide.com	1.20%	14	13	15
▽	14. Rentals.com	www.rentals.com	1.16%	13	14	20
△	15. Listingbook Services	www.listingbook.com	1.07%	17	18	16
	16. ForRent.com	www.forrent.com	1.05%	16	17	14
▽	17. Century 21 Real Estate	www.century21.com	1.05%	15	16	17
	18. US Department of Housing and Urban Development	www.hud.gov	0.97%	18	15	12
△	19. Redfin	www.redfin.com	0.90%	20	21	18
▽	20. HomeAway	www.homeaway.com	0.89%	19	24	41

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 **03/27/2010**, 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 **1.93%** 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 49,968 search terms.

Rank	Search Term	Clicks	
1.	realtor.com	1.93%	
2.	apartments for rent	0.64%	
3.	zillow	0.62%	
4.	real estate	0.53%	
5.	century 21	0.44%	
6.	zillow.com	0.41%	
7.	remax	0.40%	
8.	houses for rent	0.37%	
9.	homes for sale	0.35%	
10.	houses for sale	0.32%	
11.	coldwell banker	0.31%	
12.	apartment finder	0.29%	
13.	remax.com homes for sale	0.27%	
14.	rent.com	0.25%	
15.	realtor	0.23%	
16.	homes for rent	0.23%	
17.	mls listings	0.21%	
18.	trulia	0.21%	
19.	www.realtor.com	0.19%	
20.	keller williams	0.17%	
21.	redfin	0.17%	
22.	apartment guide	0.16%	
23.	apartments	0.16%	
24.	for sale by owner	0.14%	
25.	foreclosed homes for sale	0.14%	
26.	remax.com	0.14%	
27.	homes.com	0.14%	
28.	har.com	0.14%	
29.	weichert	0.13%	
30.	rental homes	0.13%	

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

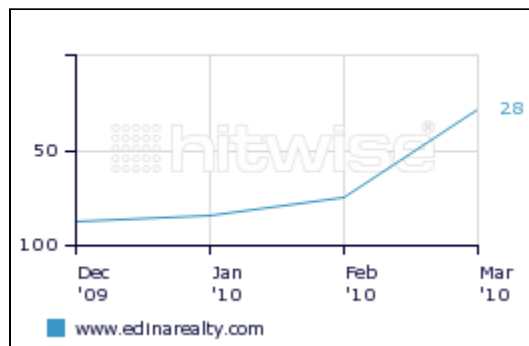
Source: Hitwise



## 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 March, 2010.

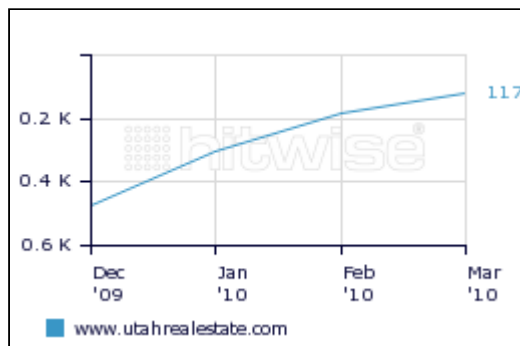
**Edina Realty**  
http://www.edinarealty.com/



▲ 47 places

This website contains the homepage for Edina Realty, a Real Estate firm based in Minnesota. The website contains a brief history of the firm and a property search facility.

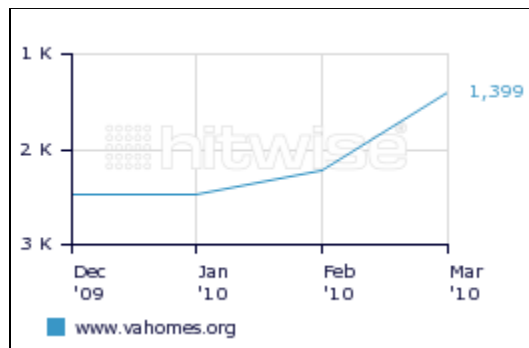
**Utah Real Estate**  
http://www.utahrealestate.com/



▲ 69 places

This website provides a search on all property listings in Utah, includes pictures and detailed descriptions.

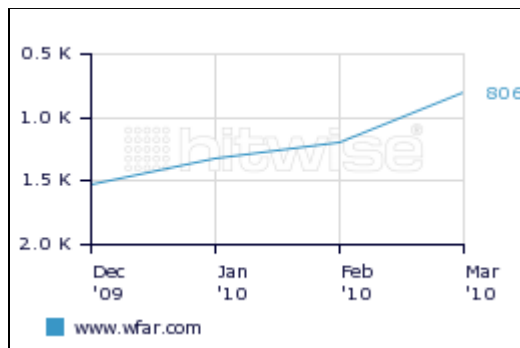
**www.vahomes.org**  
http://www.vahomes.org/



▲ 813 places

No description

**Wichita Falls Association of Realtors**  
http://www.wfar.com/



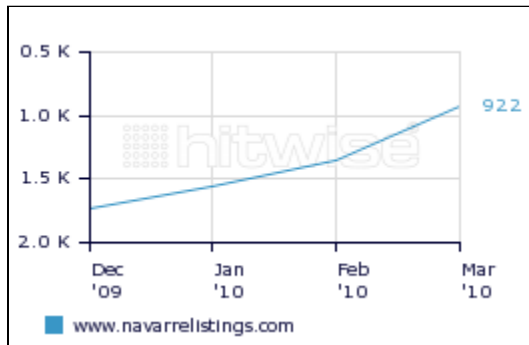
▲ 389 places

This is the website of the Wichita Falls Association of Realtors providing realtor information, tips and resources and more.

Real Estate Category Fast Moving Websites (continued)

**Navarre Properties**

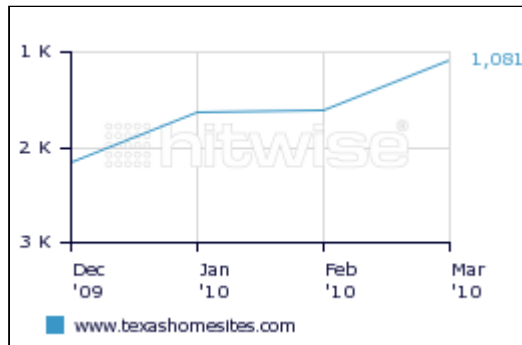
<http://www.navarrelistings.com/>



🏠 434 places

**Texas Homesites.com**

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



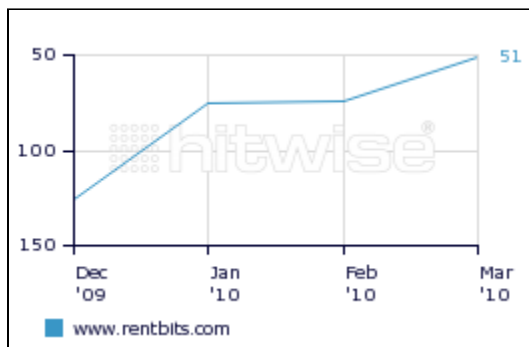
🏠 530 places

This website features property listings and information in the Navarre beach area. Users can also find information about the area and its attractions.

Texas Homesites.com specialize in retail investments in the Texas area.

**rentBits**

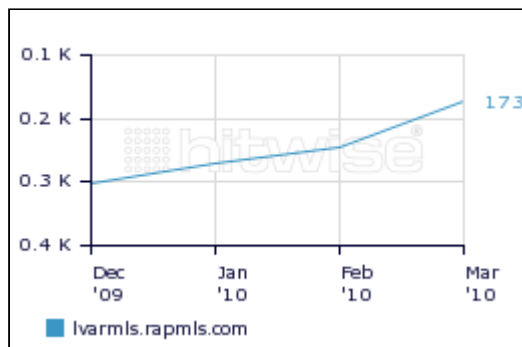
<http://www.rentbits.com/>



🏠 23 places

**lvarmls.rapmls.com**

<http://lvarmls.rapmls.com/>

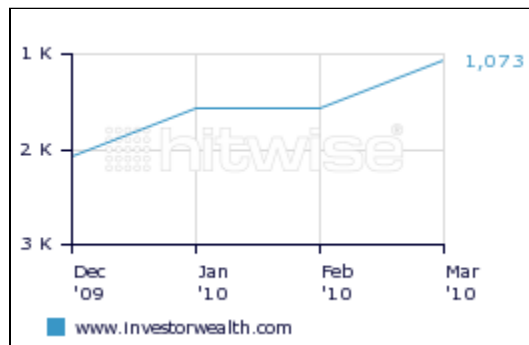


🏠 72 places

rentBits is a property search engine that allows users to search for houses and apartments for sale and rent. Features include location search and price range criteria.

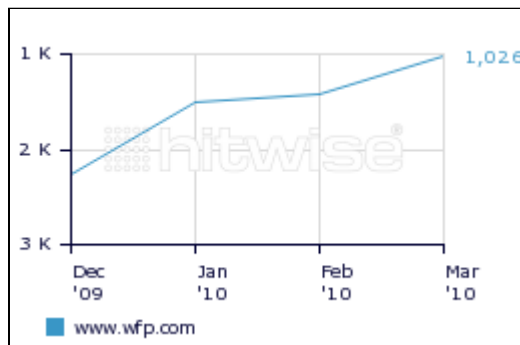
This site provides local real estate listings for Leigh Valley.

## Real Estate Category Fast Moving Websites (continued)

**Investor Wealth**<http://www.investorwealth.com/>

485 places

This website provides real estate investment tips.

**Washington Fine Properties**<http://www.wfp.com/>

404 places

Washington Fine Properties is a real estate services in Washington with a focus on the upper end of the market.



## Hitwise Methodology

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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](http://www.hitwise.com/us).