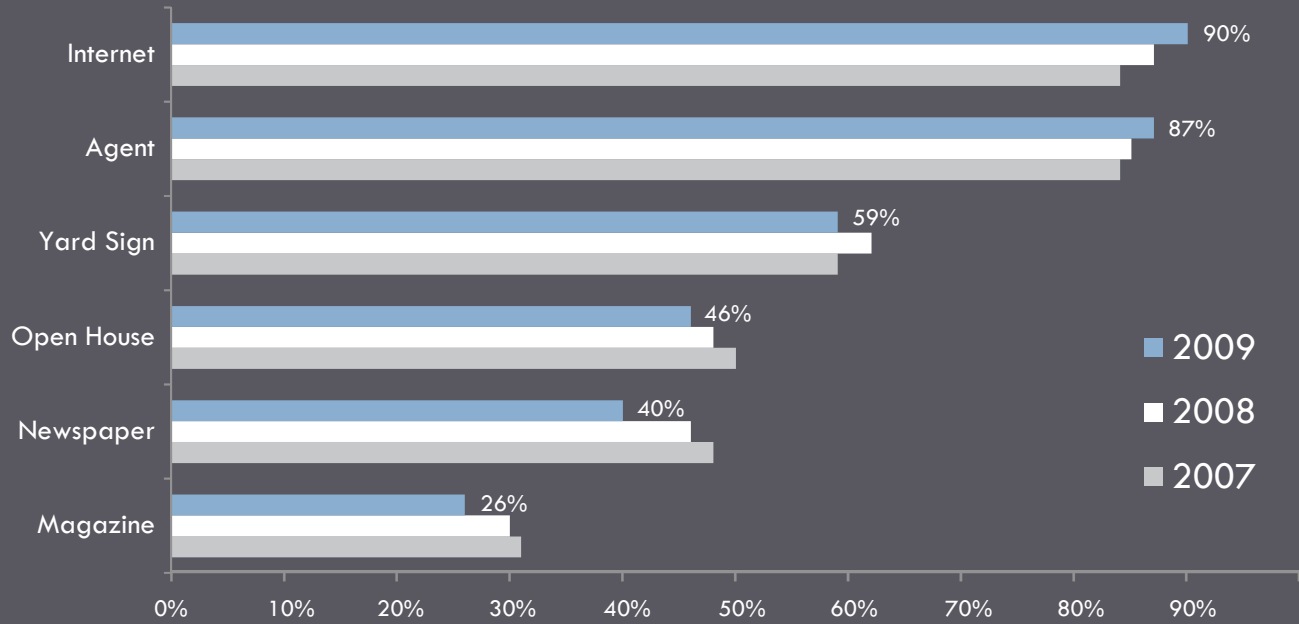


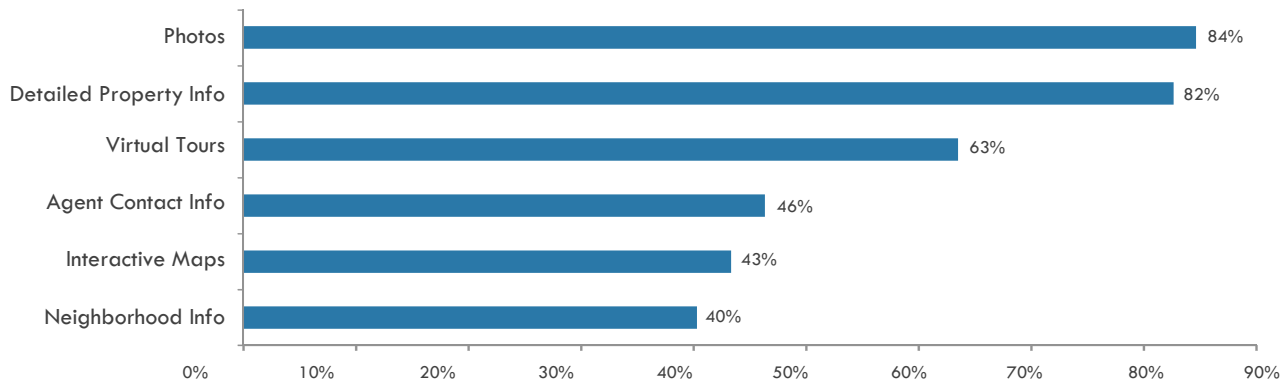
How Buyers Search for Property

Information Sources used in Home Search



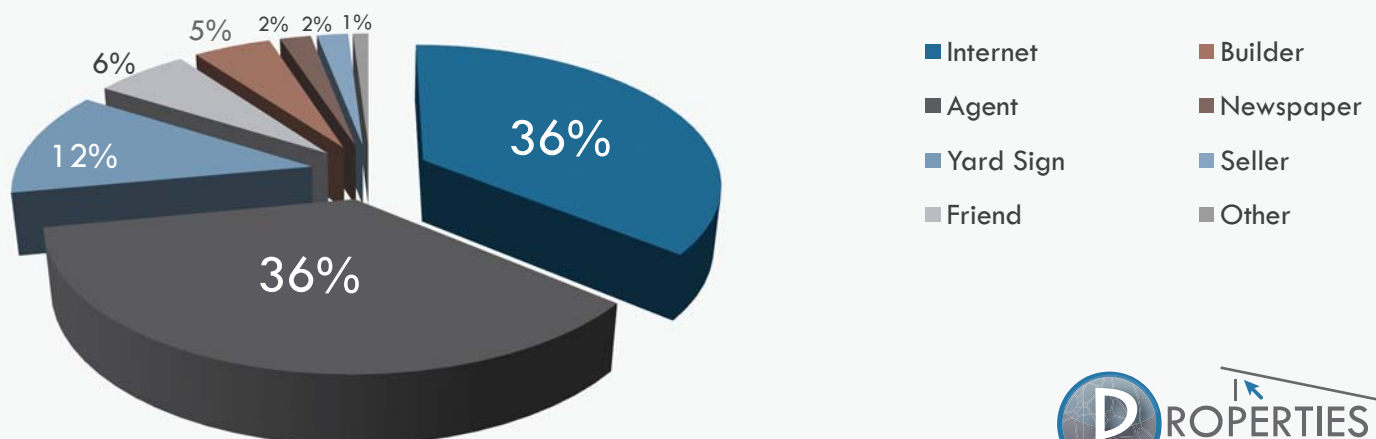
What Buyers Like

What buyers deem "Very Useful"



Where Buyers Come From

Where Buyer Found the Home they Purchased

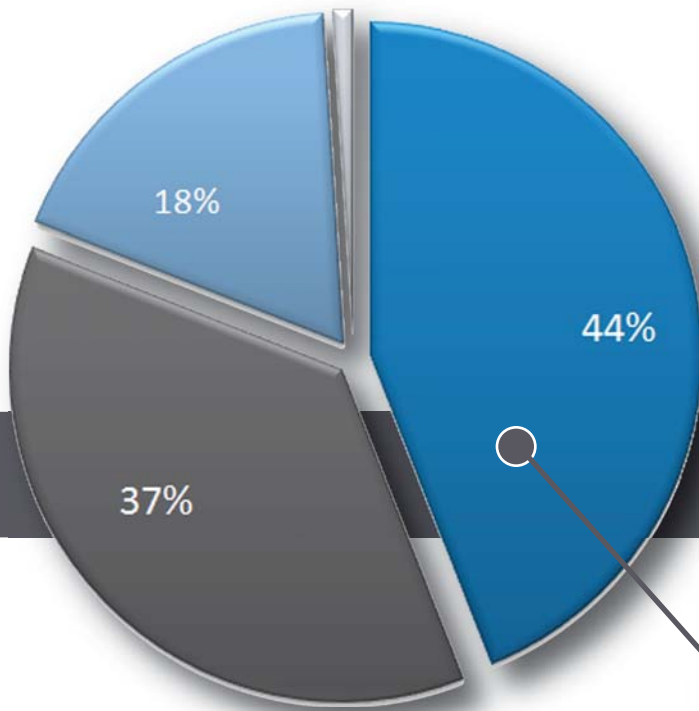


Source: The 2009 National Association of REALTORS® profile of home buyers and sellers



Website Traffic Report

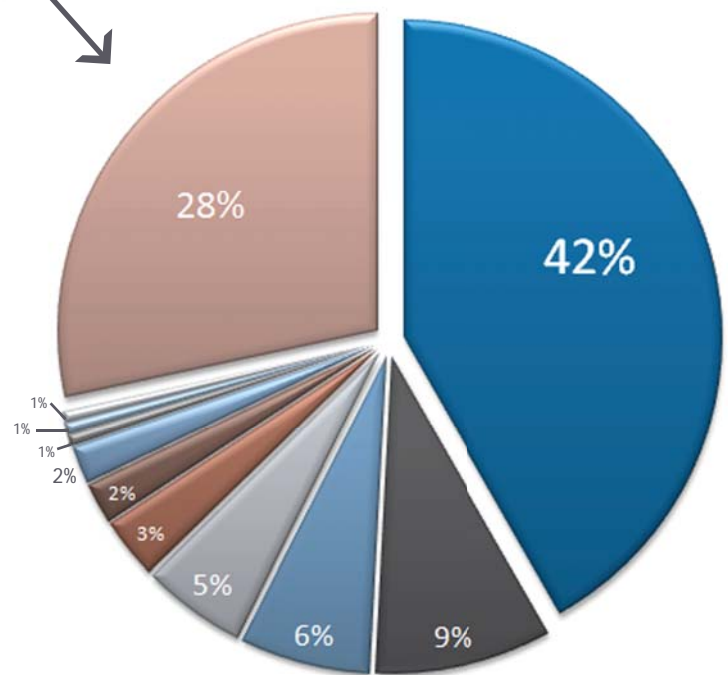
Traffic break down from a total of 3,477,867 Property Website Visitors



- 44% Referred by another Website
- 37% Direct Traffic
- 18% Search Engines
- 1% Other

Listing Syndication

Break down of Top Referring Websites



- Craigslist (42%)
- Other Property Sites (9%)
- Zillow (6%)
- Trulia (5%)
- Facebook (3%)
- Realtor.com
- Frontdoor
- Yahoo Real Estate
- Vast
- Hotpads
- Other (28%)

Why Listing Domains Websites *Drive More Traffic* than Virtual Tours or Online Classified Flyers.

Online classified flyers and virtual tours rely solely on other websites to drive traffic. They are unable to capitalize on search engine traffic, word of mouth traffic or sign rider traffic. The property address Domain Name coupled with the custom Domain Rider sign make all the difference!