

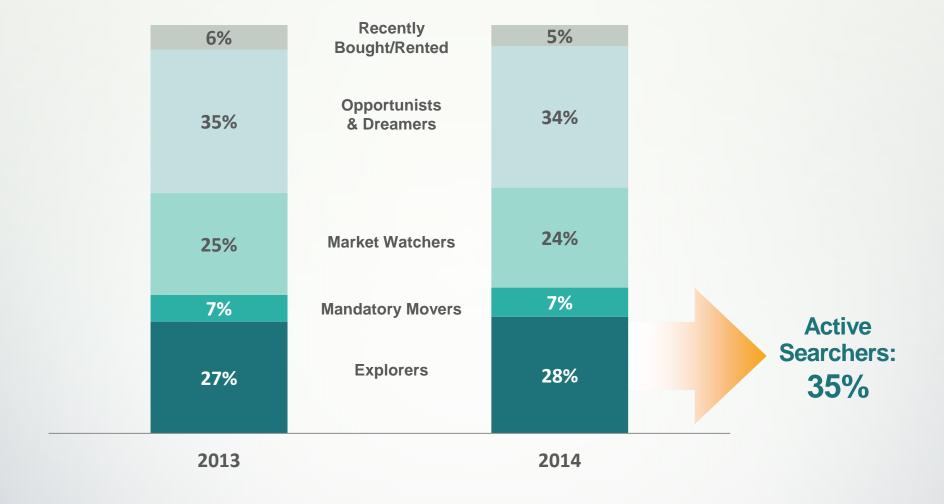
The road ahead for realtor.com®

May 12, 2014



## REALTOR.COM® TELLS THE REAL ESTATE STORY IN THE DIGITAL WORLD.

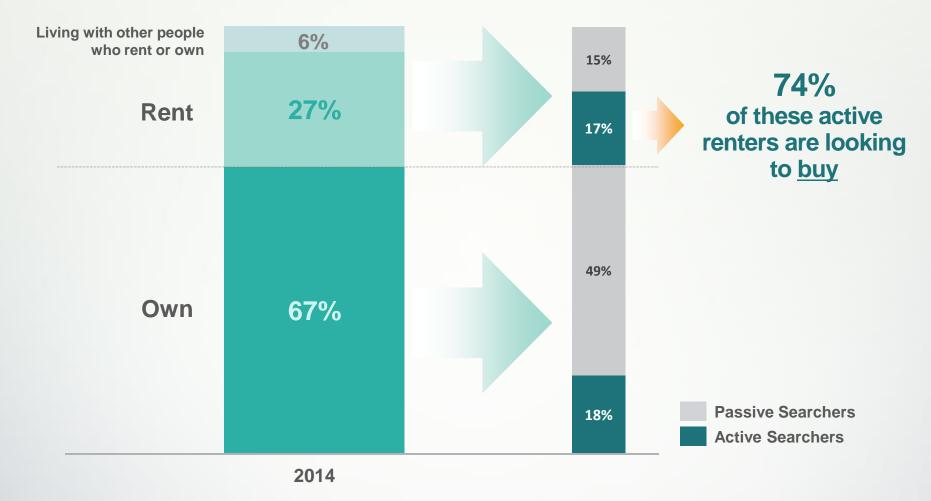
## ONE IN THREE USERS IS ACTIVELY SEARCHING FOR A PROPERTY



Q: Which ONE of the following statements best describe your current state of mind when it comes to the real estate market?

Source: Consumer Brand Tracking Study, Westerberg Consulting, February 2014

## RENTERS ARE A HIGH POTENTIAL SEGMENT



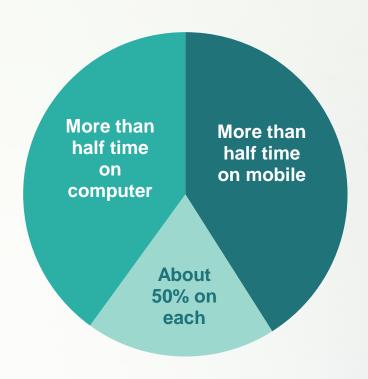
Q: Do you own or rent the home where you currently live?

Q: Which ONE of the following statements best describes your current state of mind when it comes to the real estate market?

Source: Consumer Brand Tracking Study, Westerberg Consulting, February 2014

## NEARLY HALF OF CATEGORY USERS ARE USING MOBILE





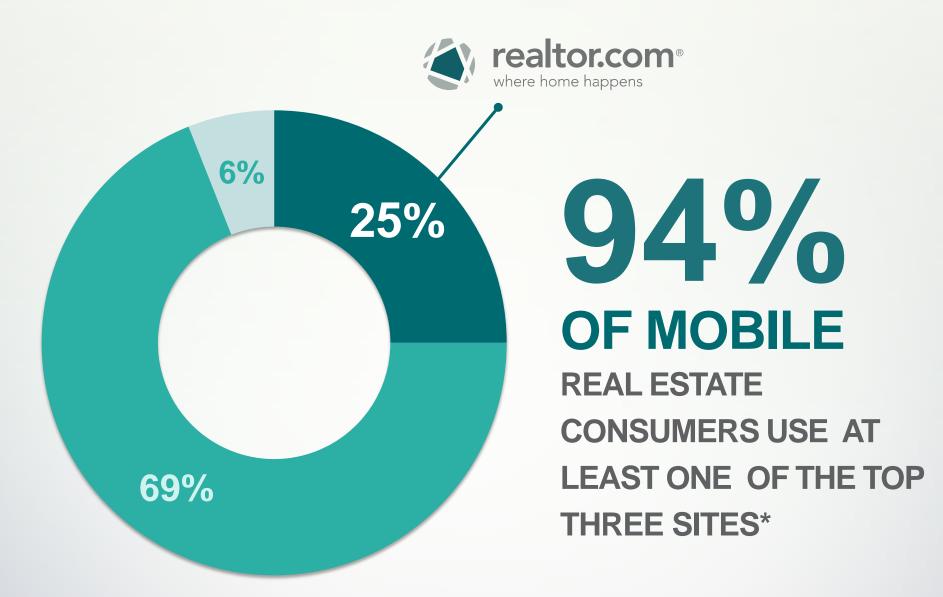
Among mobile users, 60% use their mobile device as their primary way to access real estate sites.

Source: Consumer Brand Tracking Study, Westerberg Consulting, February 2014

Q: Do you use Internet Real Estate sites or apps on your mobile phone or tablet (e.g. iPhone or iPad)?

Q: Thinking generally, what percentage of the time do you access Internet Real Estate Services through your computer versus your mobile phone or tablet?

#### **MOBILE REAL ESTATE CONSUMERS**





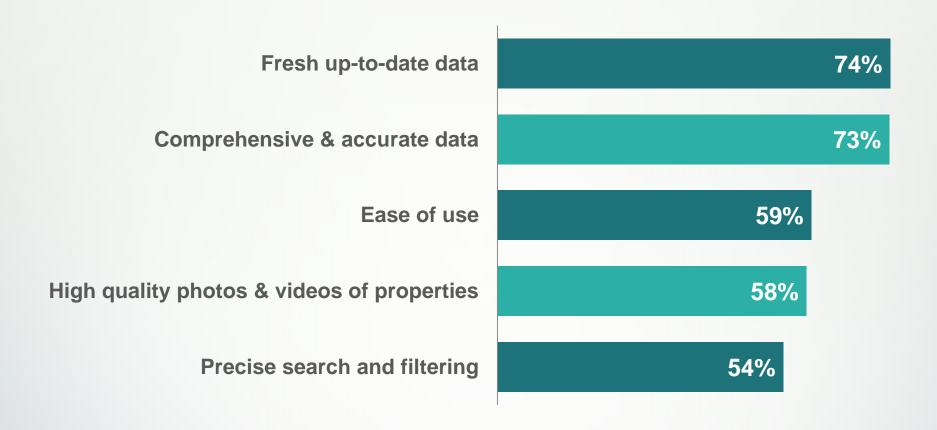
190/ INAPP DOWNLOADS

## **INCREASE** DOWNLOADS

**Since 2012** 

#### WHAT CONSUMERS REALLY WANT...

#### FROM A REAL ESTATE EXPERIENCE

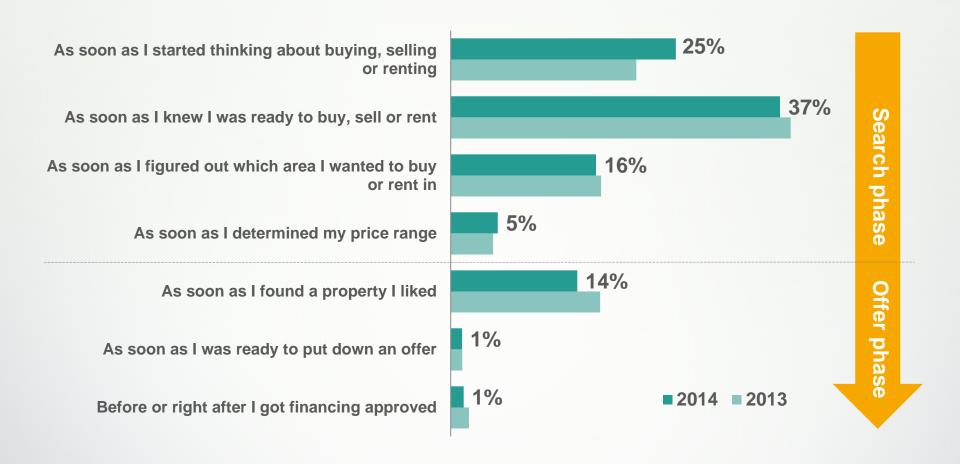


Respondents answered Extremely Important to

Q: How important are the following attributes for choosing the Internet Real Estate Service you use most often?

Source: Consumer Brand Tracking Study, Westerberg Consulting, February 2014

## WHAT CONSUMERS REALLY WANT... TO ENGAGE A REALTOR® EARLY

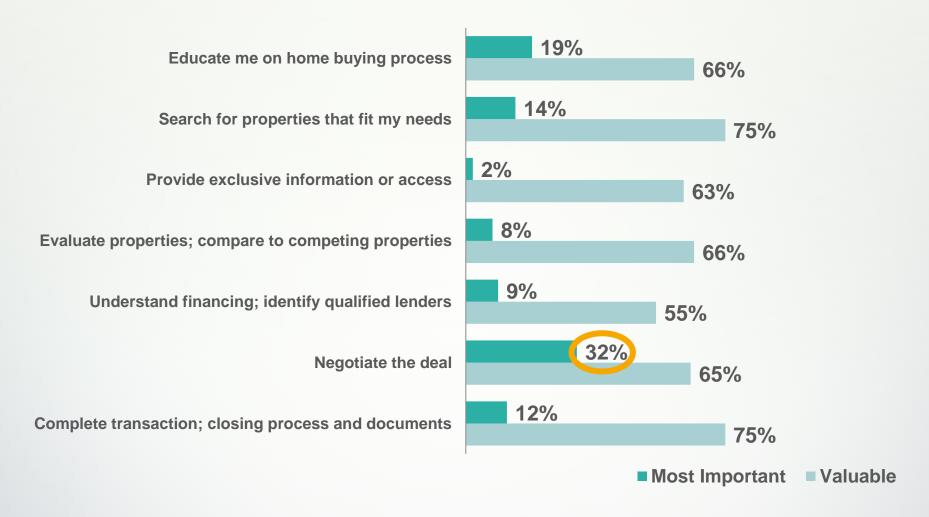


Q: At what point in the process did you/have you typically engaged a real estate professional?

Sources: Consumer Brand Tracking Study, Grossnickle Consulting, February 2013 and Consumer Brand Tracking Study, Westerberg Consulting, February 2014

#### WHAT CONSUMERS REALLY WANT...

#### FROM A REALTOR®



Q: How valuable was your real estate professional in helping you during your most recent purchase or rental?

Q: What is the most important way your real estate professional assisted you in the rental or purchase process?

Source: Consumer Brand Tracking Study, Westerberg Consulting, February 2014



realtor.com<sup>®</sup> exists to help ensure a REALTOR<sup>®</sup> participates in every transaction

#### THE ROAD AHEAD

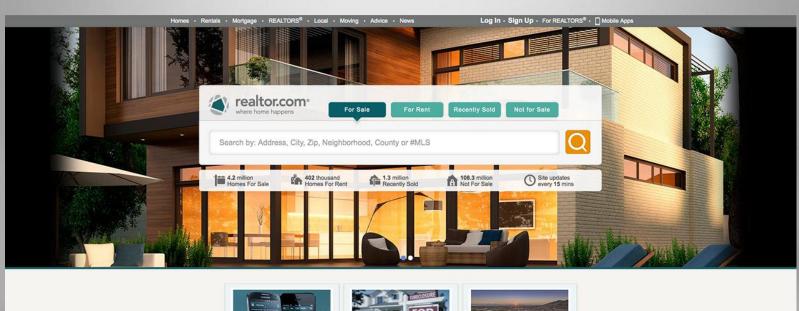
Connect the REALTOR® brand to a younger, mobile audience

Introduce the REALTOR® brand to renters

Introduce a more personalized experience

Offer the best "find the right REALTOR® for me" experience

Deliver an engaging experience that both attracts users and stands as our platform for REALTOR® differentiation, consumer editorial, and advocacy







realtor.com® mobile

Find homes for sale or rent on iPhone, iPad, or Android.



See Great Deals

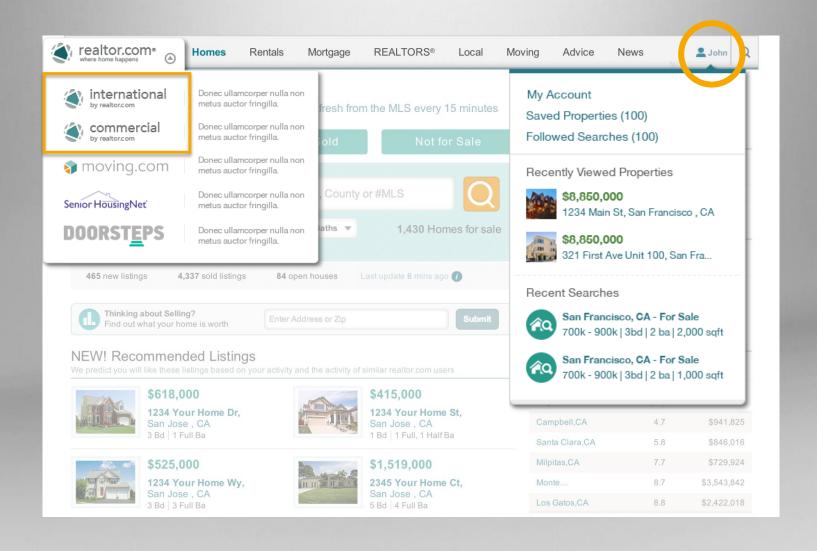
See foreclosure listings in:

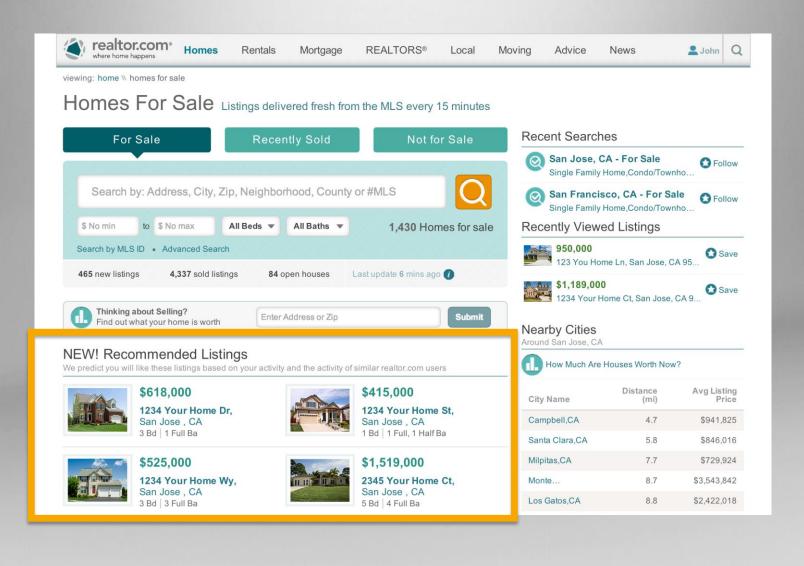
- Sacramento, CA
- Las Vegas, NV
- · Albuquerque, NM



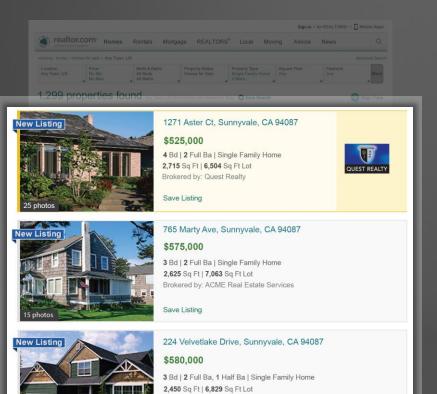
Most Expensive Home in Arizona Asks \$32 Million







#### **TODAY**



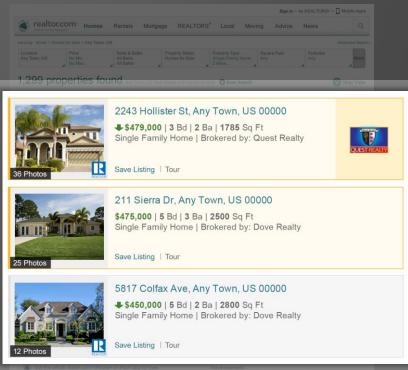


Brokered by: Sunnyvale West Realty

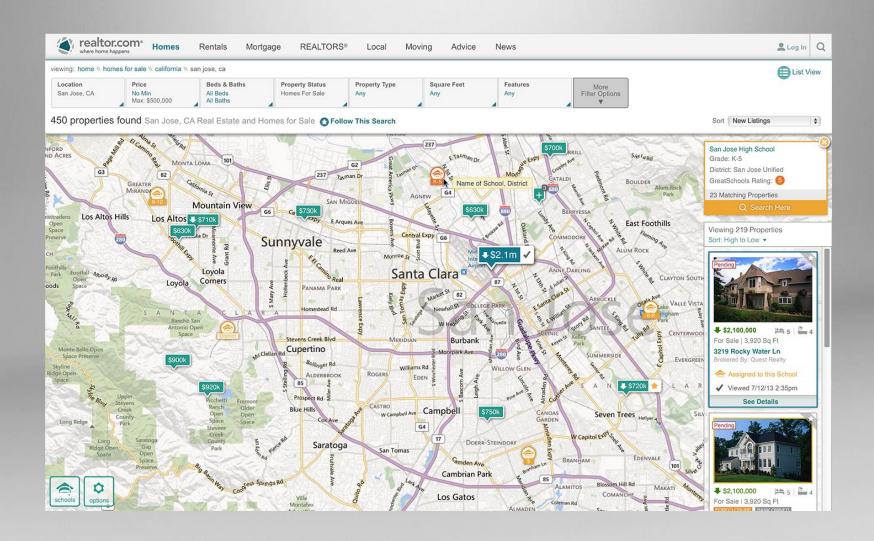
Save Listing

8 photos

#### **BEFORE**









#### 1

#### Choose a Location to Discover...

Does it have pet-friendly rentals? What are the crime rates? How are the schools? Is it a buyer's or seller's market? Who lives there? What are the best places to buy? Choose a city and discover neighborhood information.

#### United States Market Summary

The average home listing price in the United States is \$186,303 which is 34.7% lower than the average sold price (\$285,129). The average sold price in the United States is \$105 per square foot about 19,6 of all homes in the United States have heep sold in the last if months





In the United States, there are 108,248,857 property records available to view. Of these, there are 1,258,755 recently sold and 2,739,065 homes for sale on realtor.com

Virginia Beach Colorado Springs San Diego Nashville Omaha Dallas San Jose New Orleans Jacksonville Oakland Indianapolis San Francisco Oklahoma City Cleveland Austin Minneapolis Las Vegas Fort Worth Arlington Albuquerque Charlotte Raleigh Columbus Kansas City

#### School Ratings

#### \*\*\*\*

Choose an area to learn about schools, test scores, ratings



Information provided by GreatSchools®

#### Top 10 Seller's Markets

based on low % of reduced listings				
	Name	Listings		
1.	San Francisco, CA	618		
2.	San Jose, CA	1259		
3.	Oakland, CA	528		
4.	Boston, MA	1098		
5.	Houston, TX	7644		
6.	Nashville, TN	2427		
7.	Washington, DC	1863		
8.	New York, NY	10175		
9.	Los Angeles, CA	3485		
10.	Austin, TX	3554		

#### Top 10 Buyer's Markets based on high % of reduced listing

Dased Off flight % Of reduced listings				
Name	Listings			
1. Phoenix, AZ	6134			
2. Mesa, AZ	2304			
3. Jacksonville, FL	5262			
4. Tucson, AZ	5761			
5. Baltimore, MD	6148			
<ol><li>Indianapolis, IN</li></ol>	4761			
7. Albuquerque, NM	3006			
8. Fresno, CA	1066			
9. Cleveland, OH	6326			
10. Colorado Springs, CO	3791			



Browse Realtor.com®

Washington Homes For Sale

Washington New Homes

Washington Foreclosures

Washington Homes for Rent

Washington Apartments for Rent

Fort Washington

Hillcrest Heights

Marlow Heights

North Bethesda

Seat Pleasant

Silver Spring

Temple Hills

Woodlawn

Hyattsville

Mrl ean

Washington Property Records

► Neighborhoods in Washington

► Schools in Washington

► ZIP Codes in Washington

Washington Recently Sold

▼ Popular and Nearby Cities

Alexandria

Camp Springs

Capitol Heights

District Heights

Fairmount Heights

Arlington

Clinton

viewing: home \(\) local \(\) united states \(\) district of columbia \(\) washington metro \(\) district of columbia county \(\) washington

#### Washington, DC

#### Guide & Information



#### Washington Information

Not sure if you want to live in Washington? Use malicocom® Washington guide to help you make the right choice. Switch between tabs to get the latest real estate market information and trends in home prices, home values and rental prices, plus local school and city data all through our dynamic charts and maps. Washington information on realtor.com® puts the local scoop on Washington right in front of you so you can learn more about the lifestyle, population, household income, median home prices, and other you value leif comation or the common prices are to their washington from the common prices and other your prices, and other you value leif comation or the common prices are to their washington from the common prices are to their washington the prices are to their washington their washington to the prices are to their washington their washington to the prices are to the prices are to their washington to the prices are to the prices are to their washington to the prices are to the prices are to their washington to the prices are to the prices are to their washington to the prices are to their washington to the prices are to t

#### Washington Market Summary

See more data

		For Sale: 1,890	New: 522
\$751,752	\$580,710	Recently Sold: 2,657	Reduced: 452
Average Home Price	Average Sold Price	Property Records: 181,140	Foreclosed: N/A

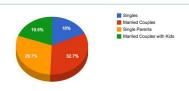
The average home price in Weshington is \$751,722, which is 20.5% lower than the average sold price in Washington (\$850,710). The average home price per square fool in Washington is \$478 and about 1% of all homes in Washington sold in the last 6 months. For Washington home values, real estate prices, and oby market trends, research the 181,140 properly records or search our 2697 moently sold or 1,800 homes for sale listings. Listing counts, Washington home prices and home values in Washington as sourced from listings and property date on realtor come, which is the most up-to-date and accurate aggregation of real estate listings in the industry and includes approximately 800 regional MLSs and is the difficial which should be sufficient to the National Association of Realtonian for the State Stat

#### Washington Lifestyle

See more data

622,813	37	\$78,688	
Population	Median Age	Median Household Income	

#### Marital Status for Washington Residents



Marital status represents the percent of residents in Washington that are single, married, widowed and divorced. In Washington, 52% of people are married and 48% of people are single. The percent of people married is 0% higher than the ratio of District of Columbia County, which is 52%, Martial data is sourced from census, 2013.

#### realtor.com<sup>®</sup> Home Improvements & Renovations Get an insider's look at this home with a local real estate pro. Home project history, complete with photos · Neighborhood projects and their costs · Property comparison to nearby homes Name Email Phone Optional Send updates of projects for this home & neighborhood **Get Report** Cancel + Show Sample Report

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#### Home Improvements & Renovations

provided by Porch.com



#### Insider's look at this home with a local real estate pro

- ✓ Home project history, complete with photos
- ✓ Neighborhood projects and their costs
- ✓ Property comparison to nearby homes

First, your email address:

Next

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#### **ITUNES APP STORE**

#### Most accurate app!!

"This is the only app I have come across that is extremely accurate with the homes listed for sale/rent. A lot of apps like zillow, for example, tend to have houses listed that have already been sold/rented out.

#### **Customer Ratings**

Current Version:



All Versions:

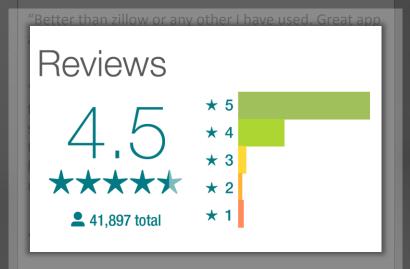
**★★★★★** 40,838 Ratings

"This app was very helpful in finding our new home. Loved the way it let's you search by school district, and by elementary schools. Also our Agent would send her suggestions right through the app so that we could view homes she knew we were interested in. Overall, extremely helpful."

#### **GOOGLE PLAY**

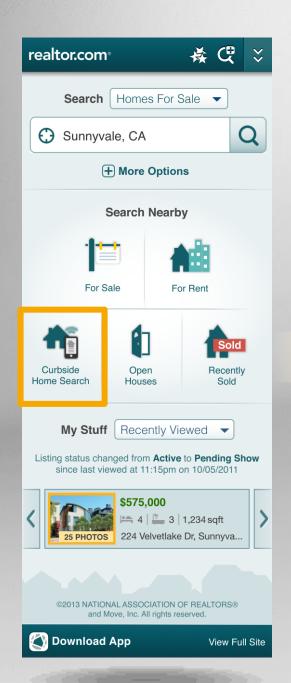
"I like it better than Trulia"

"My go-to app for real estate"

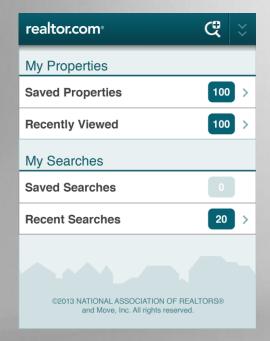


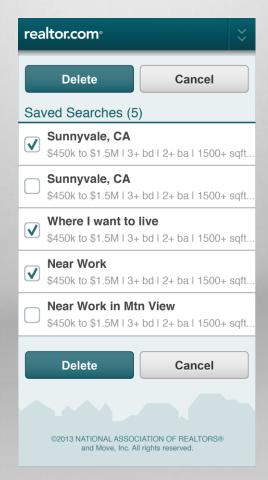
"Best app on android for soon to be homeowners."

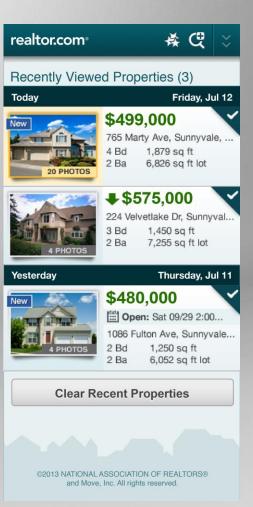
"I love this app! Listing are easy to find. I get alerts when something comes up which fits my interests. Found 4 homes in 6 months."



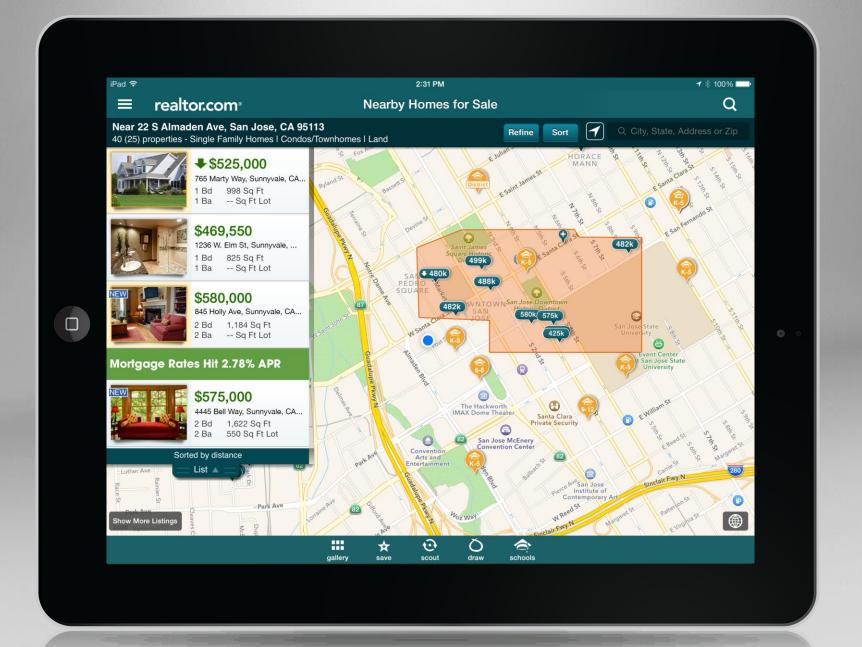


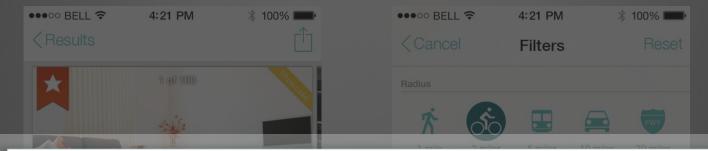












#### **Customer Reviews**

#### User friendly ★★★★

by AppUser1

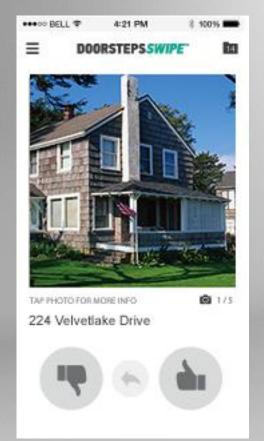
This is a easy app which I find more useful than the actual website because you can have a visual understanding of the area you are looking at. It so far has helped me have a better idea of the "new to me" city I'm moving to.

#### Beautiful photos! ★★★★

by AppUser2

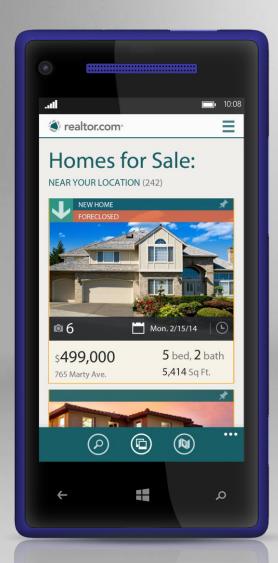
Love the big, beautiful photos and easy scrolling. The search is intuitive and easy to use on the go. Can't imagine an easier way to find my next place.

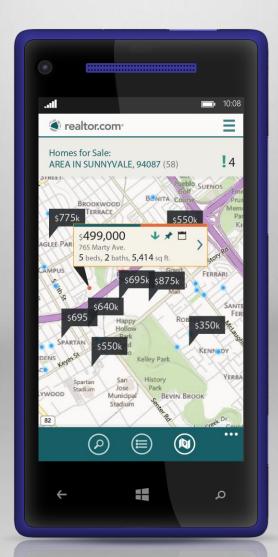




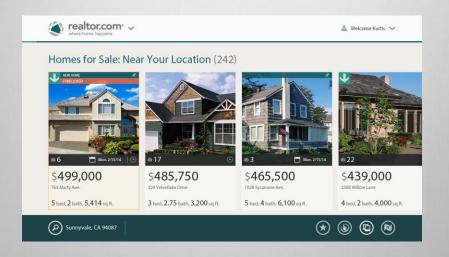


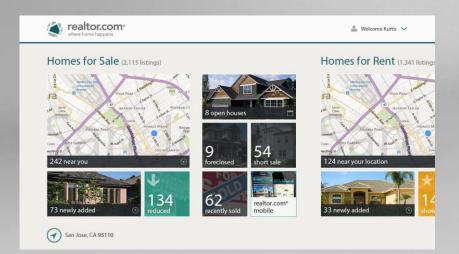
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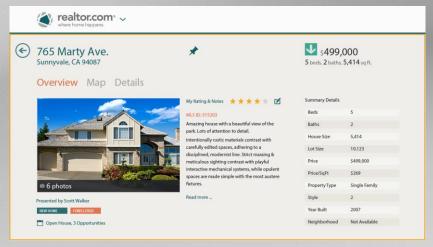
















## A STRONG PARTNERSHIP

realtor.com® represents the *best* brand



# REAL ESTATE E REALTOR®



# REALTOR.COM® IS NOT JUST YOUR TECHNOLOGY PARTNER, IT IS ALSO A BRAND PARTNER.



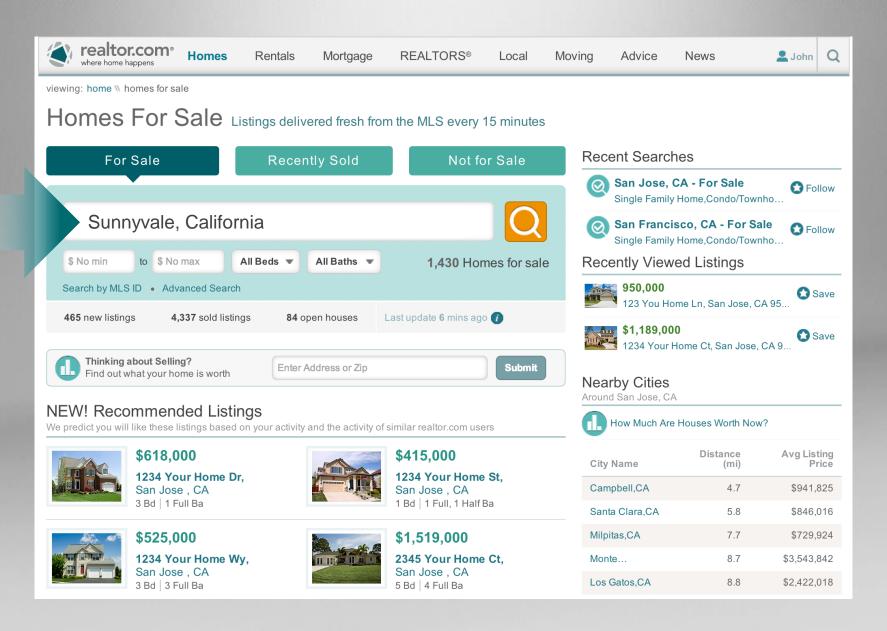
# 8.8 BILLION REALTOR® BRAND IMPRESSIONS

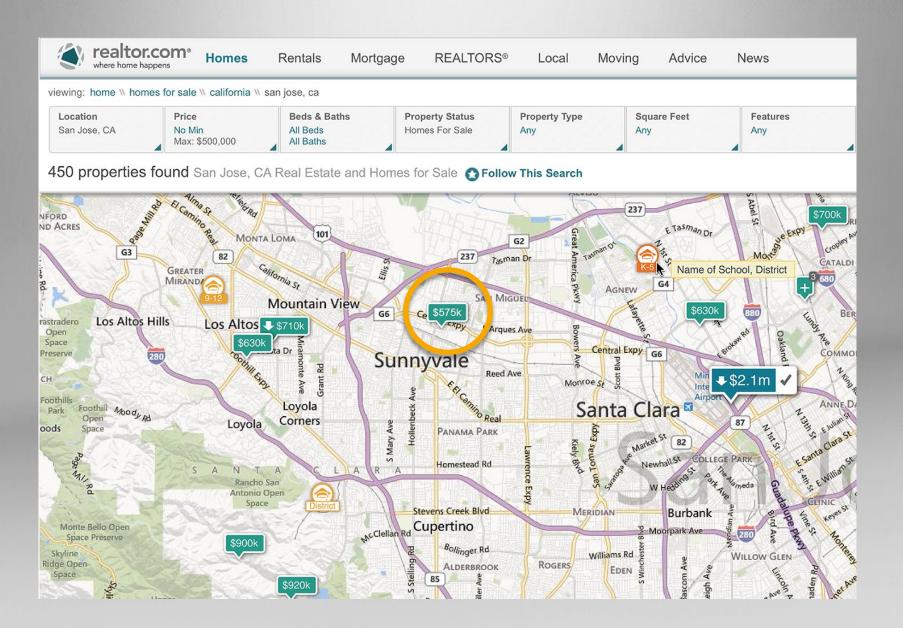


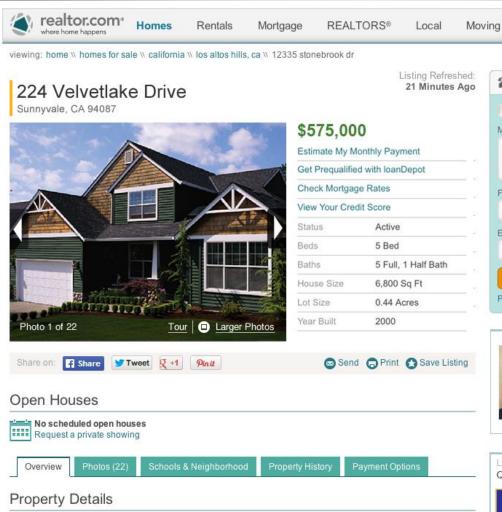


### MEMBER SUPPORT

realtor.com® supports REALTORS® at the local level







The Morgan Estate is an architectural masterpiece said to have played host to presidents, kings, queens and

Britain, The Morgan Estate was built ... Read More

6 800 So Et

5 Bed

General Information

Beds House Size

finest examples of Tudor and Jacobean revival architecture in the United States. The Morgan Estate is one of the grandest homes in California; locally, only Filoli and the Chateau Carolands compare. Inspired by Speke Hall in Great

celebrities. Originally built in 1914 and meticulously restored by its current owners, this magnificent home is one of the

Baths

Lot Size

5 Full, 1 Half Bath

O 44 Acres

#### **(888)** 555-7733 Call for more info. Tell me more about this property Message (optional) I would like more information regarding this property at 224 Velvetlake Dr in Sunnyvale. First Name Last Name Email Phone Number (optional) **Request More Details**

News

◄ Previous Property Next Property ▶

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Advice

#### Listing Agent Scott Walker

Mobile: (888) 123-4567 Office: (888) 987-6543 Email Agent View Agent's Website ☑ Agent's Other Listings



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	Agent's	Other	Listings

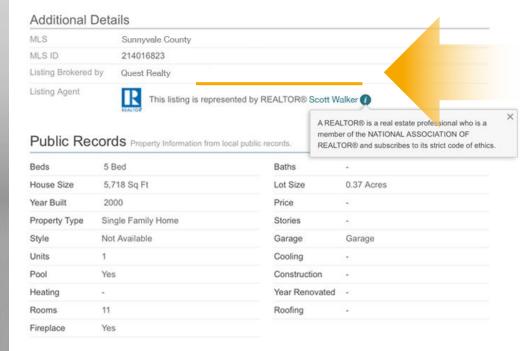
Waterfall

#### Homeowners Association

- . HOA 1 Fee Frequency: Monthly . HOA: Yes

#### Other Property Info

- · City: Westlake Village
- · Area: Thousand Oaks East
- · State: CA · Subdivision: Signature Collection · Zone: Res
- · Cross Street Address: Westlake Blvd
- Lot Location: Cul-De-Sac
- · Property Condition: Updated/Remodeled
- · County: Ventura
- APN Number: 5690242405
- · State: CA
- · Other Prop Features: Balcony, High Ceilings 9+ Ft, Barbecue



#### Home Improvements & Renovations

provided by Porch.com



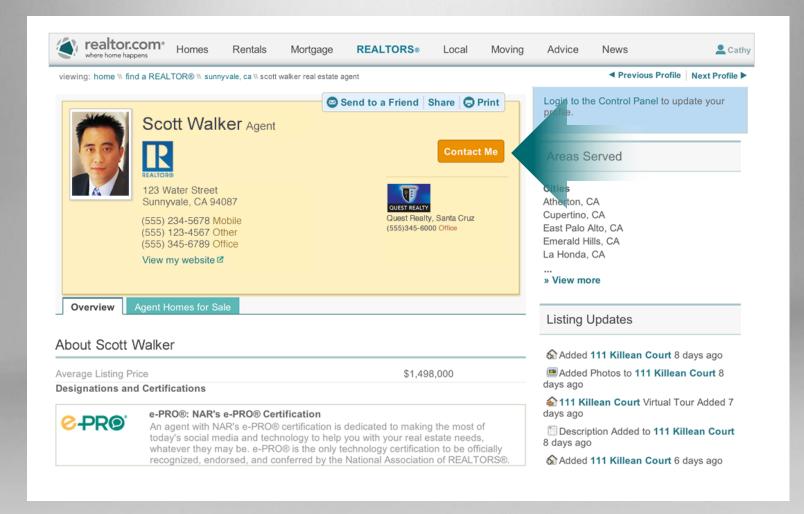
#### Insider's look at this home with a local real estate pro

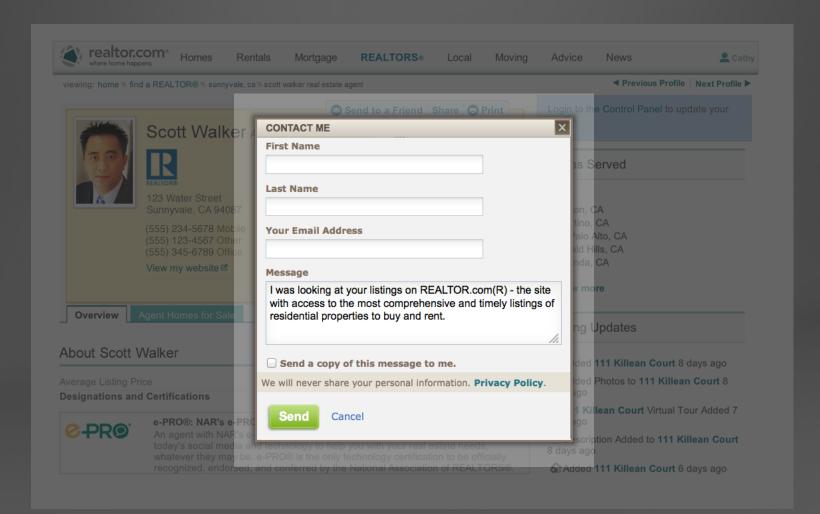
- Home project history, complete with photos
- Neighborhood projects and their costs
- Property comparison to nearby homes

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PREMIUM FOR **NON-MEMBER** AGENTS



### INDUSTRY FOCUSED TRAINING & EVENTS OVER THE LAST FIVE YEARS



+1,000

+145,000

**ATTENDEES** 

Homes

Rentals

Mortgage

**REALTORS®** 

Local

Moving

Advice

News

#### **Action Center**





Do You Know About the Mortgage Interest Deduction?

Federal | Mar 4, 2014



Finding a Home in a Low-Inventory Market

Federal | Mar 3, 2014



Get to Know FHA-Backed Loans

Federal | Feb 27, 2014



Less

#### **REALTORS®** Work to Preserve the Mortgage Interest Deduction

The mortgage interest deduction saves the average homeowner thousands of dollars every year. REALTORS® work hard on Capitol Hill to preserve this important benefit for millions of homeowners and prospective homeowners.

More Details>>

#### REALTORS® Help You Understand FHA Loans

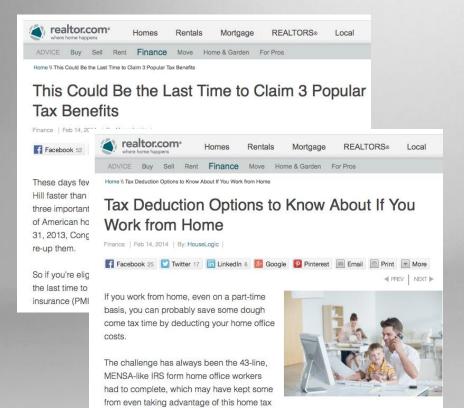
REALTORS®
The mortgage in



#### Get to Know Federal Housing Administration (FHA)-Backed Loans

If you don't have a lot of money for a down payment, you may want to consider an FHA-insured loan. Learn how you can buy a home with as little as 3.5% down with this government program.





benefit.



Homes

Rentals

Mobile

#### Inside Real Estate

March 2014

#### Strong and Steady Market Ahead

We're seeing positive signs for the housing market. New rules are making mortgages safer, and our latest study shows more homes listed for sale than last year. We just hope income tax season won't dampen your spirits. We have tha latest on the housing market, whether you're buying, selling or figuring out your taxes.



Steve Berkowitz, CEO, Move Inc.



#### **New Rules Limit Home Loans**

"Qualified Mortgages" aim to protect consumers. Tips for borrowers >



#### Housing Market Is Warming Up

More homes are on the market Don't pay more than you owe, this year, despite frigid weather. and keep the IRS away. Get the latest >



#### 9 Sins Homeowners **Commit on Taxes**

Follow these tips >





realtor.com<sup>®</sup>







### 2014 BI-PARTISAN HOUSING SUMMIT

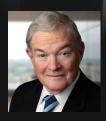
September 15-16, 2014



Steve Brown
ABR, CIPS, CRS
President, National Association of REALTORS®



**Senator George Mitchell**Maine
Co-Chair, BPC Housing Commission



Senator Christopher S. Bond Missouri Co-Chair, BPC Housing Commission; Partner. Thompson Coburn, LLP



Senator Mel Martinez
Florida
Co-Chair, BPC Housing Commission;
Chairman of the Southeast & Latin
America, JPMorgan Chase & Co.



**Silver Sponsor** 



**Bronze Sponsor** 



#### THE BEST CONTENT

Provide the best content on the site carrying the REALTOR® brand





**NEARLY** 100% OF THE U.S. PROPERTIES **FOR SALE ARE SOURCED FROM** 





## THE LARGEST AND MOST ACCURATE SITE IN THE U.S.

## A STRONG REALTOR® PRESENCE GLOBALLY

#### **GLOBAL REACH FOR YOU**

#### realtor.com/international



Argentina Aruba Bahamas Belize Bulgaria Brazil
Canada
Chile
Colombia
Costa Rica

Croatia
Cyprus
Dominican Republic
El Salvador
France

Greece Honduras India Ireland Israel Italy
Jamaica
Latvia
Malta
Mexico

Morocco Netherlands Antilles New Zealand Philippines Poland Portugal Romania Saint Lucia Serbia Slovakia Spain Thailand



90%

OF PROPERTIES LISTED FOR SALE



UPDATED EVERY

15

MINUTES



### CONNECTING CONSUMERS & REALTORS®

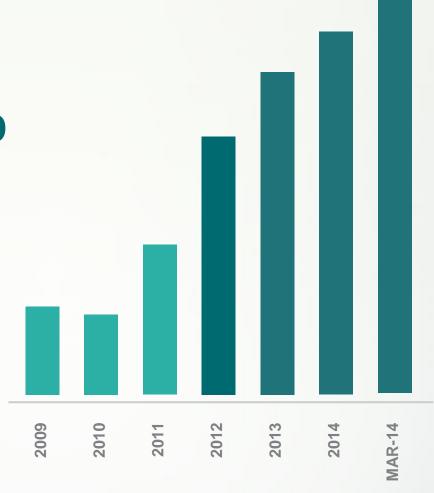
Quality traffic growth equates to quality consumer connections



# THE BEST CONSUMER CONNECTIONS

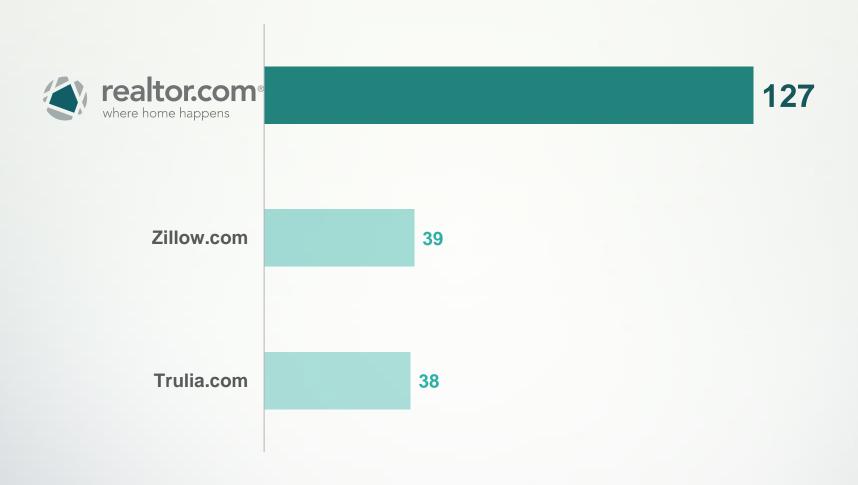
#### **LEAD GROWTH**





**Average Monthly Listing Leads** 

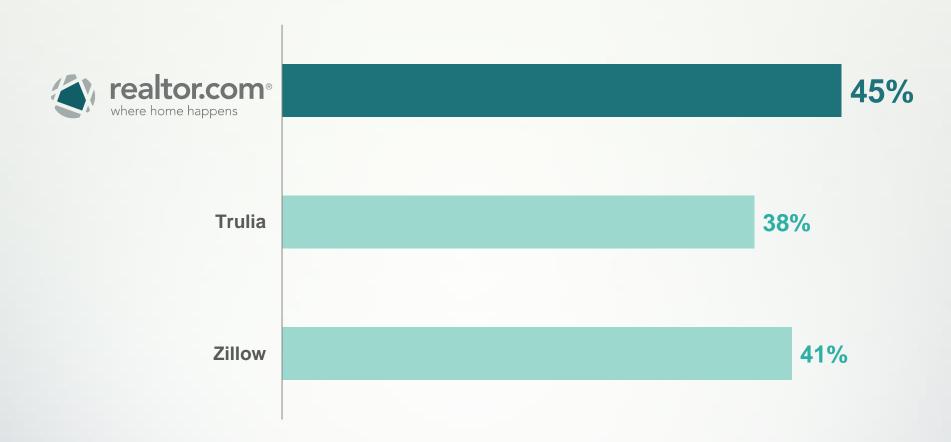
## HIGHEST LEAD CONVERSION RATE AMONG THE TOP 3 PORTALS



Number of respondents naming each site when asked, "Which website has the best conversion rate?"

Source: PAA Research Independent Study, June 2013

#### **HIGHEST QUALITY LEADS**



Percent of respondents answering Slightly High, Moderately High or Extremely High to: "How would you rate the quality of leads you get from ....?"

Source: RBC Capital Markets Survey, March 2014

# 6

## WHAT CONSUMERS WANT: ACCURACY MOBILITY



#### **CONSUMER INSIGHT**

# HOME BUYERS HAVE BEEN MISLED BY OUR COMPETITORS FOR A LONG TIME, AND FEW REALIZE THERE'S A BETTER OPTION.



#### **BRAND INSIGHT**

# BECAUSE OF OUR ACCURATE, UP-TO-DATE LISTINGS, REALTOR.COM® IS THE BETTER, SMARTER OPTION



## BRAND STRATEGY SEARCH FOR YOUR HOME THE ACCURATE WAY



#### **BRAND CAMPAIGN**

#### **ACCURACY MATTERS**

At realtor.com<sup>®</sup>, we update our site constantly, because accuracy is a passion of ours. It's integral to everything we do because it's integral to finding the right home at the right time.

And we're damn proud of it.



#### VIEW THE CURRNET BRAND CAMPAIGN AT

http://marketing.realtor.com/consumerads/

### #AccuracyMatters

