LISTING PEPEOPMANCE

#### realtor.com\*

# MONTHLY TRAFFIC REPORT FOR WINC, Wilmington

#### Median Active Listings 6,658 Average Views per Listing 314 Search Result Page Views 41,090,149 6.23% Month over Month 40M 30M 20M 10M 0M Aug-16 Sep-16 Dec-16 Jan-17 Feb-17 May-17 Jun-17 Jul-17 Oct-16 Nov-16 Mar-17 Apr-17 Month App Prior Year Web Current Year

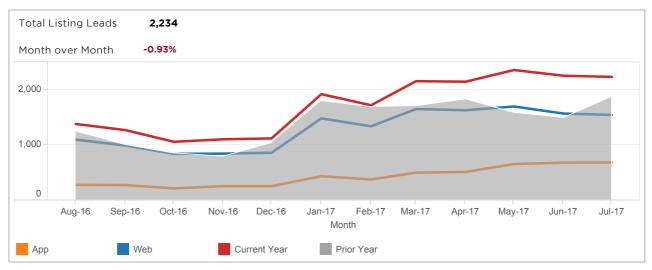
App: YTD traffic from Native Apps that are downloaded (iOS and Android) Web: YTD traffic from all browsers (desktop, tablet and phone)



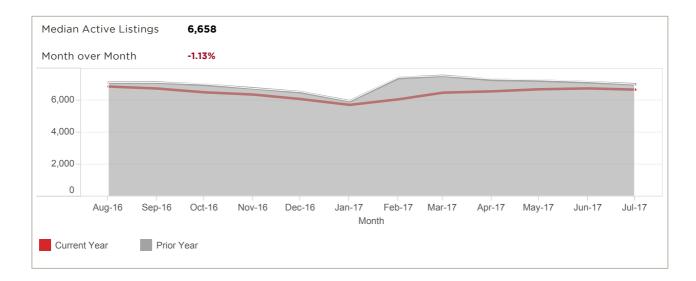
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#### If you have any questions, please contact your Industry Relations representative or email: industryrelations@move.com

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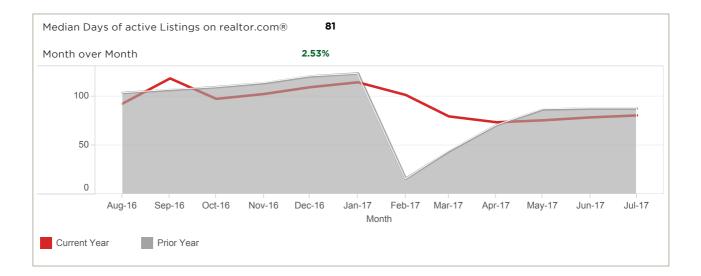


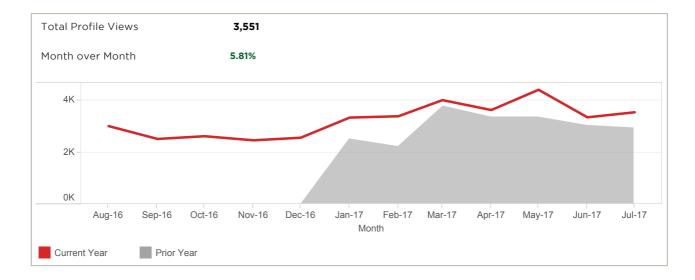
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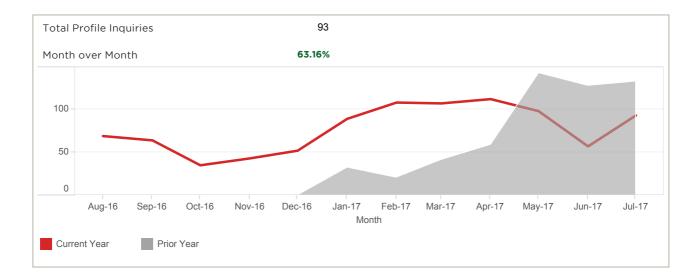
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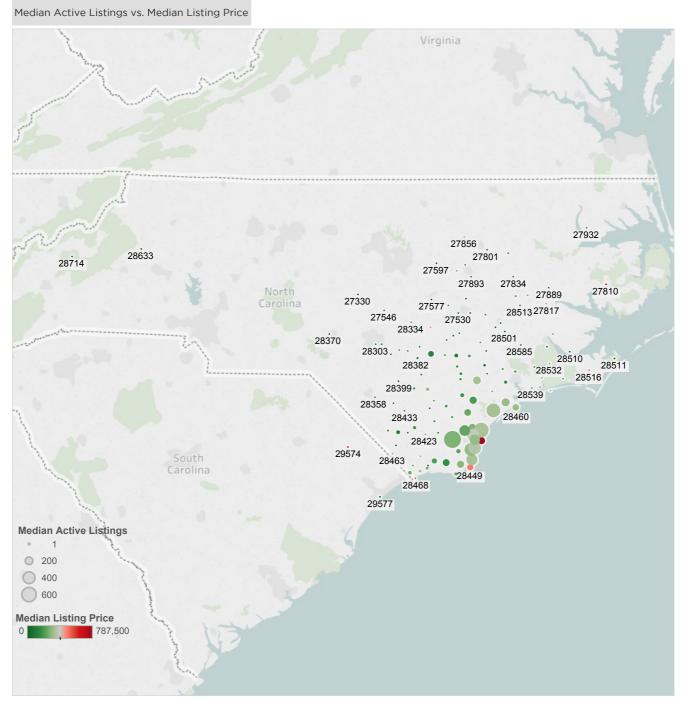
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60%	29%			
		9%	1%	1%
Spectator	Starter	Participant	Competitor	Winner
Email dustryrelations@move.com or engagement strategies.	- Photo	- Photo - Background photo - Bio - Email - Phone Number - Area Served	<ul> <li>Photo</li> <li>Background photo</li> <li>Bio</li> <li>Email</li> <li>Phone Number</li> <li>Area Served</li> <li>Brokerage firm name</li> <li>Years of Experience</li> <li>Specialization</li> <li>Rating/Review* (&gt;1) or Recommendation*(&gt;1)</li> </ul>	<ul> <li>Photo</li> <li>Background photo</li> <li>Bio</li> <li>Email</li> <li>Phone Number</li> <li>Area Served</li> <li>Brokerage firm name</li> <li>Years of Experience</li> <li>Specialization</li> <li>Rating/Review* (&gt;1) o Recommendation*(&gt;1) o Linked Blog OR</li> <li>Linked Facebook</li> </ul>

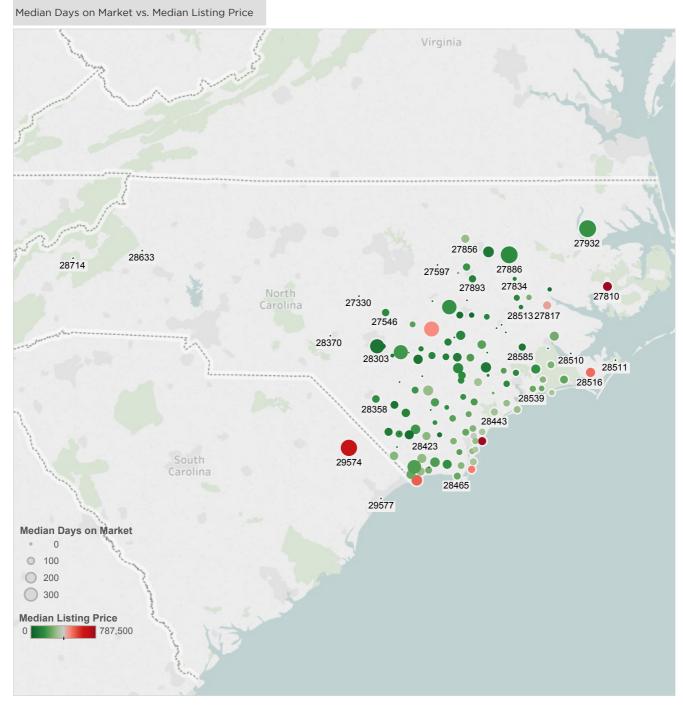
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#### LEGEND

Historical data excludes data from MLS sources prior to merger

METRIC NAME/LISTING PERFORMANCE	BUSINESS DEFINITION			
Average Listing Detail Page Views per Listing	The average detail page views per listing			
Search Result Impressions	The total number of search result impressions			
Listings Detail Page Views	The total number of listing detail result impressions			
Total Listing Leads	Lead total			
Market Overview (based on listings displayed on realtor.com®)				
Average active listings count	Monthly average active listings (for Sale, for Rent)			
Median Days on Market	The median days on Market for all US Residential (Single Family Home, Town homes, Condos) excluding (Land and For Rent)			
Total Profile Views	The total number of profile page views (both list view and map view) from claimed profiles for the given MLS			
Total Profile Inquiries	The total number of inquires from claimed profiles for the given MLS			

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