

Please see the below for an overview of traffic statistics for sothebysrealty.com. Be sure to review the definitions section below for complete descriptions of each metric provided.

## sothebysrealty.com Web Statistics for Q2 2009

### General Web Site Traffic

Average Monthly Visits <sup>1</sup>	444,673
Average Monthly Unique Visitors <sup>2</sup>	320,741
Average Monthly Page Views <sup>3</sup>	4,242,070
Average Page Views per Property	140
Average Length of Visit	12:38

### Property Search Metrics

Search Results page views w/Lifestyles	<b>2,409,882</b>
Top 5 Lifestyles searched (Ocean/Beach, Waterfront, Historic/Antique, Metropolitan, Ranch/Farm/Plantation)	
Search Results page views w/Unique Amenities	<b>256,062</b>
Top 5 Amenities searched (Ocean Front, Waterfront, In-ground Pool, Historic, Indoor Pool)	

### Affiliate Data Snapshot on Sothebysrealty.com

	<u>(Thru 7/21/09)</u>
Total Properties on sothebysrealty.com	31,138
Percentage of Properties with 10+ Photos	69%
Total Agents on sothebysrealty.com	10,382

## Key Growth Trends

As we continue to grow sothebysrealty.com, and look to make future enhancements, we maintain our focus on driving leads to our local affiliates. The below demonstrates the effectiveness of our campaigns and the user experience on sothebysrealty.com:

### Q2 2008

983,400

702,681

### Q2 2009

1,334,019

962,225

↑26% Increase in Total Visits

↑27% Increase in Unique Visitors

Definitions/Notes: *Please note- Statistics reported do not count internal/corporate traffic.*

**Hits** - Number of hits for the specified time period. Each file requested by a visitor registers as a hit. There can be several hits on each page. Hits are not an accurate reflection of the number of pages viewed. **Please see Page Views below.**

<sup>1</sup>**Visits** - Number of visits to the site during the specified time interval. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit (normally 20-30 minutes).

<sup>2</sup>**(Unique) Visitors** - Number of individuals who visited the site during the report interval. For this monthly report, if someone visits more than once, that person is counted only the first time he or she visits.

<sup>3</sup>**Page View** - A hit to any collection of files making up a single page. This number reports the total number of pages viewed by all users within a given time frame.