

'REMAX' IS TOP SEARCH TERM ON INTERNET FOR REAL ESTATE

A recent study by Hitwise, an online competitive intelligence service, ranks 'remax' as the second most popular used real estate search terms on the Internet. The study looked at Internet searches completed in November 2007.

With 80 percent of buyers now using the Internet when seeking a home, it has become increasingly important in the real estate industry to have the kind of widely recognized brand that consumers will utilize as a search term when seeking real estate information and listings through search engines such as Google, MSN and Yahoo.

The terms listed below are ranked by volume of searches that brought traffic to websites in the Hitwise Business and Finance - Real Estate category for the four weeks ending November 30, based on Internet usage

Rank	Web site	Web address	Nov. '07 market share	Oct. '07 rank
1	Realtor.com	www.realtor.com	4.71%	1
2	RE/MAX Real Estate	www.remax.com	2.55%	3
3	Homegain	www.homegain.com	2.46%	4
4	Move.com	www.move.com	2.43%	9
5	Zillow	www.zillow.com	2.24%	6
6	Yahoo! Real Estate	http://realestate.yahoo.com	2.20%	7
7	Rent.com	www.rent.com	2.16%	5
8	ZipRealty	www.ziprealty.com	1.90%	10
9	Apartments.com	www.apartments.com	1.90%	8
10	ServiceMagic	www.servicemagic.com	1.57%	11
11	U.S. Department of Housing and Urban Development	www.hud.gov	1.43%	12
12	MSN Real Estate	http://realestate.msn.com	1.38%	13
13	RealtyTrac	www.realtytrac.com	1.31%	2
14	Trulia.com	www.trulia.com	1.30%	17
15	VisualTour.com	www.visualtour.com	1.27%	14
16	Homes.com	www.homes.com	1.27%	15
17	Century 21 Real Estate	www.century21.com	1.17%	16
18	WhiteFence	www.whitefence.com	0.98%	21
19	ForRent.com	www.forrent.com	0.96%	20
20	HAR.com	www.har.com	0.88%	26