



The fastest-growing U.S. real estate Web site! comSCORE
4.9 million monthly visits – and growing**

Trulia, Inc. (www.trulia.com), a U.S. residential real estate search engine, has revolutionized online home search by offering home buyers the best real estate user experience. Consumers can quickly and easily access information on homes and review local real estate guides and agent-buyer discussions to help them make better decisions in the home-buying process.



Trulia attracts a tech-savvy, affluent audience

More than half of Trulia users are over 35 and earn in excess of \$100K per household per year.



Trulia is widely recognized across the U.S.

Ranked in the Top 10 most popular Web sites for home buyers by USA Today



Named "Best of the Web, Real Estate" by BusinessWeek



Recognized as a "NextNet 25" tech innovator by Business 2.0

Trulia is associated with top brands to attract more quality visitors



Trulia's SEO campaigns ensure a page rank of 6 within Google search results



Trulia real estate search & data is featured in highly popular sections of top online news sites, including CNNMoney.com's 'Best Places to Live' and 'Best Places to Retire', as well as U.S. News and World Report's 'Best Places to Retire'



Trulia has received multiple real estate features in top U.S. media

*comScore Media Metrix

**Trulia internal data

Trulia Snapshot:	• Unique users per month:	3.6 million	• Page views per month; results page 1:	10.0 million
	• Visits per month:	4.9 million	• Page views per month; results page 2:	10.0 million
	• Homes for sale on site:	2.8 million	• Page views per month; detail page:	7.0 million
	• Property records on site:	58.0 million	• Average time on site per visit:	12.0 minutes

Why Trulia Works

Trulia helps you get more customers – regionally & nationally

- 20 million+ visitors sent to partner sites in under 2 years
- 50% of searches within major U.S. metros originate out of state

Sellers:

Just listed property:	23%
Plan to list property in next 6 mos.:	40%

Buyers:

Plan to buy in next 12 mos.:	81%
Plan to buy in next 6 mos.:	57%
Pre-qualified for a mortgage:	52%

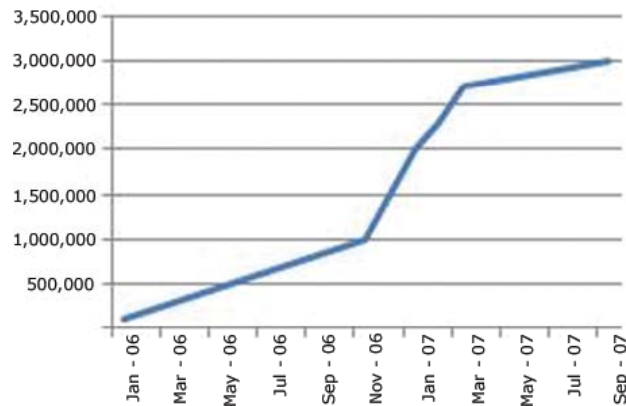
Trulia consumers are a valuable, affluent real estate audience

- Over 35 years old: 62%
- Male/Female users: 55%/45%
- Married/committed relationship: 75%
- Have children: 38%
- Annual Household income over \$100K: 52%
- Annual Household income over \$200K: 14%
- Current home owner: 63%
- Not yet working with an agent: 69%

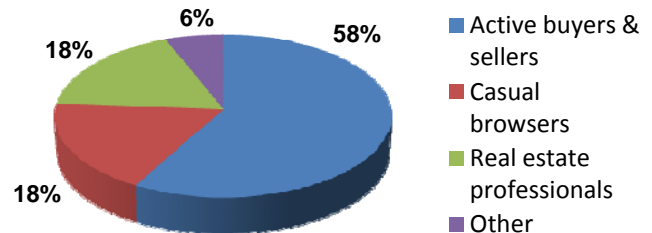
Trulia attracts a targeted group of real estate professionals

- Real estate brokers, agents, investors & mortgage brokers on Trulia: 18%
- Male/Female users: 53%/47%
- Likely to return to Trulia in under 1 mo: 95%

3 million buyer & seller visits sent monthly to Trulia partners



The Trulia User



Source: Trulia User Survey (July 27 – August 15, 2007); 1,102 respondents

For more information, contact sales@trulia.com

Trulia works with the top real estate brands

