

RESIDENTIAL REAL ESTATE SEARCHES SURGE IN SKI RESORT LOCATIONS ACCORDING TO TRULIA TRENDS REPORT

Cities in Virginia, New Jersey and Florida See Increased Interest from Home Shoppers during January 2007

SAN FRANCISCO, February 14, 2007/-- Trulia.com, America's intuitive residential real estate search engine, today released the findings of the February 2007 Trulia Trends report. According to Trulia's search data, Breckenridge, CO, Park City, UT and Aspen, CO are the ski resort locations that proved most popular with home shoppers nationwide.

The eastern half of the U.S. saw the largest percentage gains in overall search queries. The sole New York entry on the top ten list was Queens, NY, indicating that the increase in development in the borough has been met with an increase in consumer interest. The monthly Trulia Trends report tracks national consumer search behavior and pricing trends data to deliver insights on how consumers use the Internet to buy and sell homes.

Read the complete report online at: http://www.trulia.com/resources/Trulia_Trends_Report-February_2007.pdf

"For February's report, we took a look at ski resort locations—which are particularly important to many home buyers during the winter season. Our data shows that during the past six months, search traffic for ski resort locations has grown at twice the rate for all searches over the same period. Given this seasonal uptrend in real estate activity, our search data indicates that July might be the best time to purchase a home in the snow," said Pete Flint, CEO of Trulia. "This gradual increase in activity for ski regions was balanced by a surge in January 2007 of searches focused on the southeastern U.S., suggesting that shoppers are shifting their attentions to warmer geographies or perhaps contemplating the purchase of a second home."

Additional report findings:

- The typical search: The representative U.S. home shopper on Trulia is looking for a 2,075 square-foot single-family home with 3.2 bedrooms and 2.2 baths at a cost of \$479,254.
- Second-home shopping season: Seaside communities in locations as diverse as New Jersey and Florida were popular with home shoppers in January.
- Old is new again? Resale properties in Phoenix and neighboring Gilbert, AZ experienced list price appreciation above 5%, despite competition from extensive new development in these regions.
- Keep an eye on Ohio: Akron, OH was tenth on the list of "biggest risers" in search queries, and saw the second-largest price increase during January.

This month, Trulia Trends also debuted its "Spotlight on..." feature, a special section that examines the local real estate trends in a designated city or market. The subject of the January 2007 "Spotlight on" is San Francisco, California.

About Trulia

Trulia, Inc. (www.trulia.com), a national residential real estate search engine, has revolutionized online home search by offering a rich, intuitive user experience that points consumers directly to listings on agent and broker web sites. Trulia helps consumers find information on homes for sale, and provides real estate information at the hyper-local level to help consumers make better decisions in the home-buying process. Founded in San Francisco in 2005 by Pete Flint and Sami Inkinen.

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