

## TRULIA TRENDS REPORT HIGHLIGHTS HOW CONSUMERS SEARCH FOR RESIDENTIAL REAL ESTATE ONLINE

*“Spotlight on” feature highlights home buyer search behavior in Phoenix, Arizona—hottest neighborhoods include Central Phoenix and North Phoenix*

SAN FRANCISCO, March 19, 2007-- Trulia.com, America's intuitive residential real estate search engine, today released the findings of the March 2007 Trulia Trends report. 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-March\\_2007.pdf](http://www.trulia.com/resources/Trulia_Trends_Report-March_2007.pdf)

According to Trulia's search data, consumers continue to search online for homes that are both “dreams and deals”. Of the top 10 most viewed homes on Trulia, the most popular was a three-bedroom home in Rockingham, North Carolina at \$18,590. Also on the list was a Beverly Hills, CA mansion listed at more than 1,300x that price, at \$24,950,000.

Additional report findings:

- The typical search: The representative U.S. home shopper on Trulia is looking for a 1,935-square-foot single-family home with 3.2 bedrooms and 2.2 baths at a cost of \$473,493.
- The East dominated February's hottest cities chart with Manhattan, Philadelphia, Brooklyn, Washington, DC, and Queens all making the top 10.
- Southern cities Virginia Beach, VA, Memphis, TN and Charleston, SC were three of the five biggest winners in month-over-month median list prices increases.
- Los Angeles experienced a 3.6% increase in median list price (month-over-month), while other cities in the Western U.S., including Mesa, AZ and Colorado Springs, CO saw large increases in search queries.
- The Midwest saw some volatility in their search queries, with Minneapolis experiencing a 50% month-over-month increase, while both Naperville, IL and Cincinnati, OH were part of the top five “biggest losers” in terms of search queries.

### About Trulia

Trulia, Inc. ([www.trulia.com](http://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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