

Why Trulia Works for the Real Estate Industry

Trulia Snapshot:	• Unique users per month:	2.0M	• Average time on site per visit:	12.0 min
	• Visits per month:	2.5M	• Homes for sale on site:	2.0M
	• Page views per month:	13.0M	• Property records on site:	58.0M

Trulia helps you get more customers – regionally & nationally

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

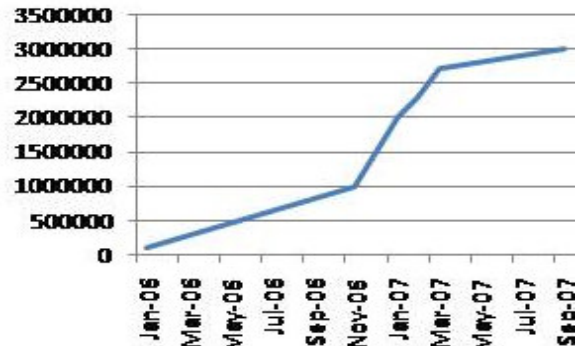
Sellers:

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%

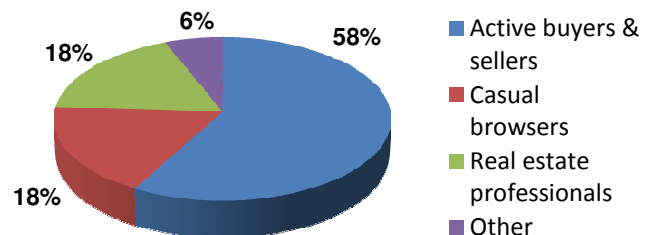
3M buyer & seller visits sent monthly to Trulia partners



Trulia consumers are valuable and affluent

- 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%

The Trulia User



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

Trulia consumers lead lifestyles with the most discretionary income

19% Midlife Success:

- 30s & 40s, no children
- college educated
- white, middle class
- execs & professionals
- six-figure incomes
- like: latest tech, travel, financial products & aerobic exercise

12% Young Accumulators:

- diverse, many Hispanic & Asian Americans
- college educated
- mgrs & professionals
- upscale, larger families
- mid-sized homes
- like: sports, kid-friendly tech & adult toys: campers, powerboats & motorcycles

11% Affluent Empty Nesters:

- upscale couples, over 45
- college educated
- exec & professional jobs
- large, older homes
- disposable cash
- community activists, vote heavily in elections
- like: cultural events, travel, exercise equipment

7% Accumulated Wealth:

- wealthy families
- mostly college-educated
- white-collar Baby Boomers
- sprawling homes
- six-figure incomes
- like: nice cars, vacations (theme parks, Europe), electronic toys, computer games, sports equipment

Source: hitwise.com – Real-Time Competitive Intelligence (PRIZM NE Social Groups)

Trulia works with the top real estate brands

