



## TRULIA.COM DEBUTS FIRST MONTHLY REPORT ON REAL ESTATE SHOPPING HABITS OF U.S. CONSUMERS

*Trulia Trends highlights most popular property listings, neighborhoods and price points for major local real estate markets nationwide*

SAN FRANCISCO, and NEW YORK, Jan 8, 2007 -- Trulia.com, America's intuitive residential real estate search engine, today announced the findings of the January 2007 Trulia Trends report. Consumers have traditionally relied on historical sales and pricing information to understand local real estate trends. With the launch of Trulia Trends, Trulia is introducing a new indicator for measuring the direction of the real estate market: consumer search behavior.

Developed from the company's proprietary data, the report focuses on real estate pricing trends and consumer search behavior from December 1 – December 31, 2006 for 15 of the largest cities in the United States.

Complete report: [http://www.trulia.com/resources/Trulia\\_Trends\\_Report-January\\_2007.pdf](http://www.trulia.com/resources/Trulia_Trends_Report-January_2007.pdf)

Among the findings:

- The representative U.S. home shopper on Trulia across the 15 markets examined in this report is looking for a 1775 square-foot single-family home with 2.4 bedrooms and 1.7 baths at a cost of \$883,986.
- Consumers will often search for bargains as well as high-end luxury homes, scanning a mix of established neighborhoods and up-and-coming areas.
- Real estate searchers in some cities—like Boston, Seattle and San Francisco—may be interested in moving out of state, while consumers in cities like Phoenix, Charlotte and Milwaukee prefer to keep it local.

Trulia also measured popularity across all of its listings to determine the ten most viewed properties nationwide. According to the December 2006 data, two categories of real estate attracted the most traffic: the bargain home in a hot market or high-end property listings that ranged from \$1.25M to \$25.9M.

"The Trulia Trends report highlights our company mission, to provide consumers across the country with the search tools and hyper-local information to assist in making one of the most important financial decisions of their lives," said Pete Flint, CEO of Trulia. "Over time, we anticipate consumer search behavior trends will become invaluable to help home buyers and real estate professionals stay ahead of their local market, and stay abreast of what's happening across the country."

In other news, today at the Inman Real Estate Connect conference in New York City, Trulia introduced National Heat Maps ([http://www.trulia.com/home\\_prices/](http://www.trulia.com/home_prices/)), an interactive map designed to help consumers in their real estate search, especially those who are relocating or are looking to expand their search beyond their city of residence. National Heat Maps provide visual representation of real estate trends such as average listing price, median sales price and popularity on the national, county and ZIP code level. Trulia currently provides heat maps for major cities across the U.S.

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. Trulia was founded in San Francisco in 2005 by Pete Flint and Sami Inkinen.

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### Media Contacts:

Christopher Downing – [cdowning@flashpointpr.com](mailto:cdowning@flashpointpr.com); 415-551-9622  
Heather Fernandez – [heather@trulia.com](mailto:heather@trulia.com); 415-648-4358 x.120