



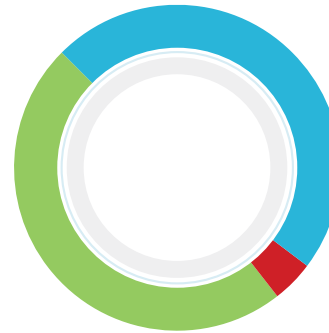
REALTOR.ca

2014 Consumer Insights Report for REALTORS®



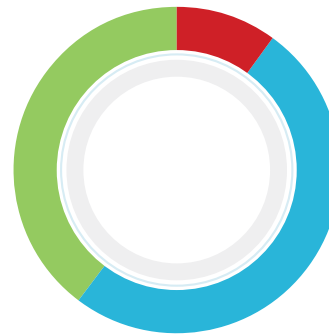
Canada's Leading Real Estate Website

REALTOR.ca and associated apps are Canada's leading source for real estate listings from REALTORS® with more than 256 million visits or sessions in 2014. A testament to the strength of the REALTOR.ca brand is the volume of visits (49%) that come from those who have either bookmarked REALTOR.ca in their browser, or entered REALTOR.ca in their browser address bar.



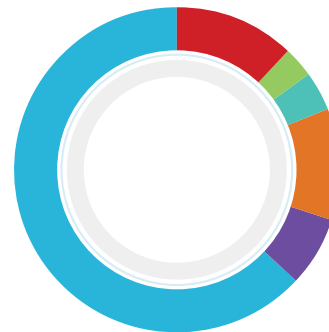
256 Million Sessions

- REALTOR.ca: 154,200,000
- Mobile Apps: 85,600,000
- m.REALTOR.ca: 16,300,000



Mobile App Sessions by Platform

- iPhone: 55.4%
- iPad: 31.3%
- Android: 13.1%
- Blackberry: 0.2%



REALTOR.ca Visitors by Type

- Repeat Buyer/Seller: 63%
- Commercial: 12%
- First Time Home Buyer: 11%
- First Time Seller: 7%
- Renter: 4%
- Real Estate Professional: 3%

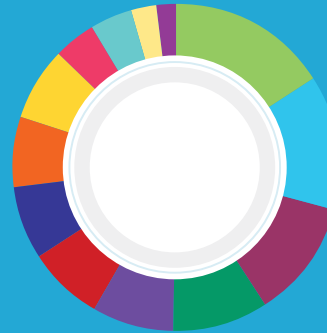
How does REALTOR.ca help REALTORS®?

- o1. By guiding home buyers to properties listed by members
- o2. By being the largest, most visited real estate website and mobile app across Canada
- o3. By providing more than 1 million home buyer leads to REALTORS®
- o4. By connecting home buyers directly with members through "Find a REALTOR®" searches
- o5. By responding to the consumer's shift to mobile
- o6. By appealing to the growing proportion of international visitors to REALTOR.ca
- o7. By being at the top of online search results
- o8. By having the freshest property listings from REALTORS® across Canada
- o9. By prominently displaying photos on each listing
- 10. By increasing exposure to properties on REALTOR.ca through social sharing

By guiding home buyers to properties listed by members

REALTOR.ca offers home buyers, at every stage of their journey, the tools and information they are looking for. These tools help connect home buyers with REALTORS® that understand every stage of their journey and help them through the process. This is particularly true for first time home buyers and sellers, who make up 18% of all visitors to REALTOR.ca.

Tip: Ensure your property descriptions speak to the target audience. Make sure the buyer can see themselves in the description (i.e. first time home buyers, etc.).



Just Browsing*

- Financial Tools & Calculators: 28%
- Directions: 25%
- Demographics: 20%
- Favourites: 17%
- Recently Viewed Listings: 16%
- Comparisons: 15%
- Open House Listings: 15%
- Email a Friend: 15%
- Saved Search: 9%
- Email a REALTOR®: 9%
- Home Buying/Selling Checklists: 5%
- Draw & Area/Polygon: 4%
- Other: 34%

58% of those just browsing are using REALTOR.ca as their primary source for searching properties. 37% are currently working with a REALTOR® and 81% plan on working with a REALTOR®. 53% will reach out during property viewing stage and 28% will reach out during property search stage.

*Those that indicated the reason for visiting the site was just to browse

01.

By guiding home buyers to properties listed by members— cont'd



Getting Started*

- Directions: 30%
- Financial Tools & Calculators: 29%
- Favourites: 24%
- Demographics: 23%
- Recently Viewed Listings: 21%
- Open House Listings: 20%
- Comparisons: 19%
- Email a Friend: 18%
- Email a REALTOR®: 14%
- Saved Search: 14%
- Draw & Area/Polygon: 7%
- Home Buying/Selling Checklists: 5%
- Other: 25%

58% of those just getting started in their property search are using REALTOR.ca as their primary source for searching properties. 46% are currently working with a REALTOR® and 76% plan on working with a REALTOR®. 52% will reach out during the property viewing stage and 29% will reach out during the property search stage.

* Those that plan on making a purchase decision within 4–6 months



Serious Hunters*

- Directions: 33%
- Financial Tools & Calculators: 30%
- Demographics: 28%
- Favourites: 27%
- Recently Viewed Listings: 26%
- Open House Listings: 25%
- Comparisons: 20%
- Email a Friend: 17%
- Saved Search: 17%
- Email a REALTOR®: 16%
- Draw & Area/Polygon: 6%
- Home Buying/Selling Checklists: 6%
- Other: 23%

60% of serious hunters are using REALTOR.ca as their primary source for searching properties. 70% are currently working with a REALTOR® and 72% plan on working with a REALTOR®. 52% of people will reach out during property viewing, and 24% of people will reach out during property search.

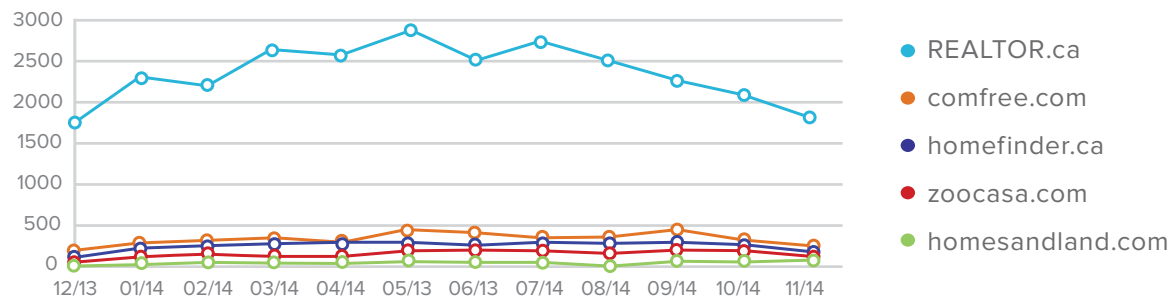
*Those that plan on making a purchase decision within three months

Canada's most popular real estate website and mobile apps

REALTOR.ca (and its predecessor, MLS.ca) are owned by members of the Canadian Real Estate Association, and because it has the most comprehensive list of properties, it attracts Canadians in large numbers every month. REALTOR.ca averages 2.4 million unique visitors (U.V.) monthly. In fact, REALTOR.ca has close to the same number of UV's for the past 12 months than the next five largest real estate sites combined (Source: ComScore® Media Trend: Total Unique Visitors for remax.ca, royallepage.ca, comfree.com, homefinder.ca and zoocasa.com).

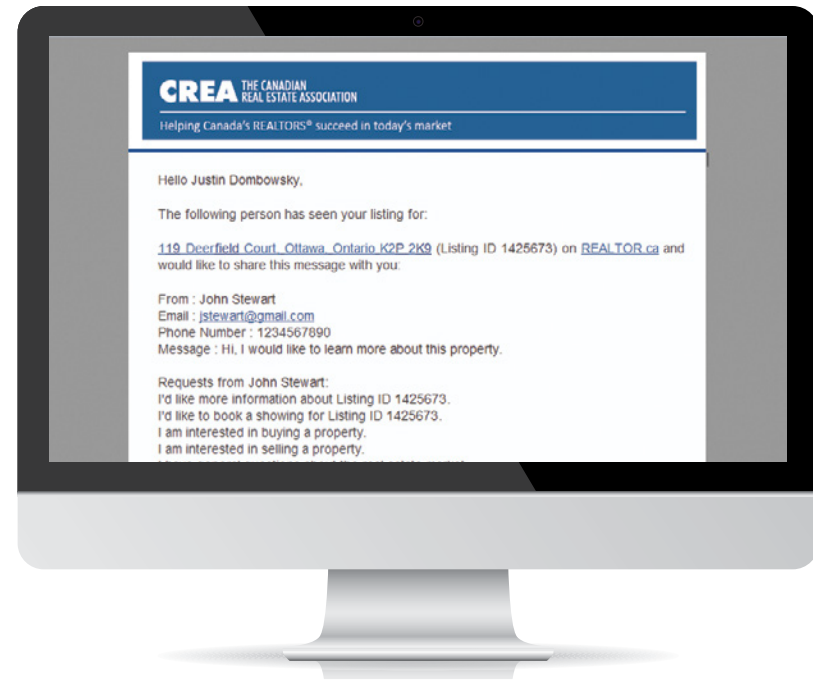
Tip: Link your listings on REALTOR.ca to everything you do: Tweets, Facebook posts, and client emails to make sure potential buyers see it on the most popular real estate website in Canada.

Total Unique Visitors (Web Only)



o3.

By providing
more than
1 million
home buyer
leads to
REALTORS®



CREA and the REALTOR® Community have grown REALTOR.ca into Canada's number one property listing site. REALTOR.ca helps members by prompting home buyers to reach out to REALTORS® for more information and advice.

In 2014, REALTOR.ca delivered over one million property specific leads to REALTORS® and their offices.

Tip: Check that your email is up-to-date with your Board/Association to ensure you receive email leads from REALTOR.ca.

o4.

By connecting
home buyers
directly with
members
through
“Find a
REALTOR®”
searches

Percentage of Visitors Already Working with REALTORS® by Stage in Buying Process

All Platforms—Web and Mobile



In 2014, visitors to REALTOR.ca searched for REALTORS® over 1.7 million times. REALTOR® searches have grown by more than 28% over 2013, in part due to design changes on REALTOR.ca and the popularity of the mobile apps.

The percentage of visitors that already have a REALTOR® varies depending on the stage of the home buying process. First time home buyers are least likely to have a REALTOR® as compared to those who already have a home. Home buyers that are considered “serious hunters” are the most likely to already be working with a REALTOR®, at around 70%.

Tip: Ensure your profile on your Board/Association’s MLS® System is complete including all contact information, social media profiles, and specialties.

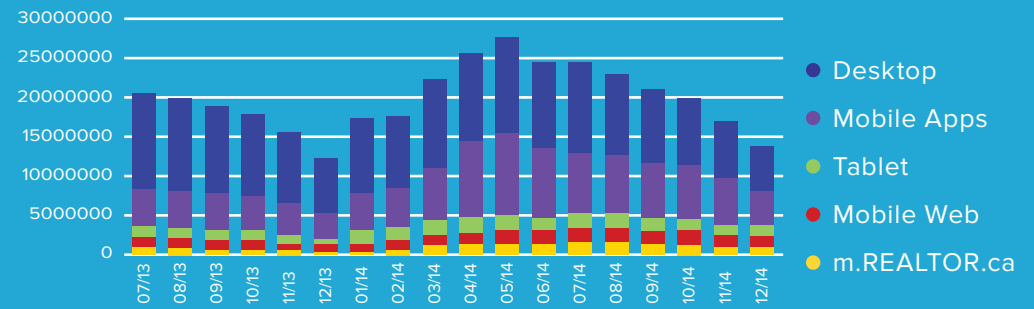
By responding to the consumer's shift to mobile

Canadians have significantly changed the way they are consuming web content with an overall shift towards mobile. We have seen a 17% growth in mobile sessions, which includes both mobile app sessions and mobile browser visits to REALTOR.ca. Data shows 35% of sessions to REALTOR.ca in 2013 were on a mobile device. That number increased to 46% in 2014. However, it should also be noted that 91% are still using a desktop or laptop computer.

Google Barometer stats show that 56% of Canadians are using smartphones and 30% are using tablets. According to ComScore, there are roughly 23 million mobile subscribers in Canada as of July 2014.

Tip: Make sure listings include as much neighborhood information as possible so home buyers can learn about the neighborhood from REALTORS® while travelling with their mobile device.

Growth in REALTOR.ca App Sessions



2013

- Desktop: 65%
- Mobile Apps: 21%
- Tablet: 5%
- m.realtor.ca: 5%
- Mobile Web: 4%



2014

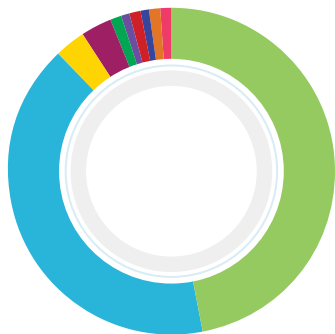
- Desktop: 54%
- Mobile Apps: 28%
- Tablet: 9%
- Mobile Web: 6%
- m.realtor.ca: 3%

By appealing to the growing proportion of international visitors to REALTOR.ca

In 2014, 5% of visits to REALTOR.ca were from outside Canada, up from 4% in 2013. Of this 5%, 41% come from the US, with the remainder spread throughout the world with the UK, China, Australia, and Germany consistently rounding out the top five. Visits from countries outside the top 9 have actually increased from 30% of international visits in 2013 to now more than 47% in 2014, showing the increasingly global

nature of home buyers and investors looking for property in Canada. The fastest growing countries of origin for visitors are from China, Australia, and France.

Tip: If you are using social media to attract international buyers, make sure that you are aware of cultural differences.

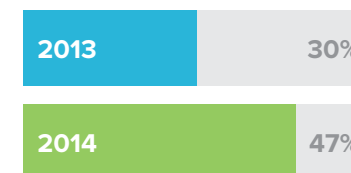


1.5 M International Visits to REALTOR.ca

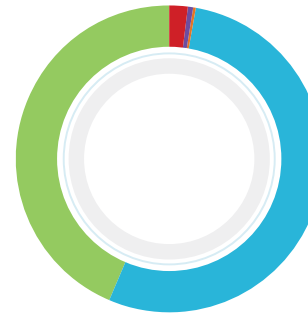
Distribution of Countries Across All Platforms—Web and Mobile—Monthly Average for 2014

- Other: 47%
- US: 41%
- UK: 3%
- China: 3%
- Australia: 1%
- Germany: 1%
- Hong Kong: 1%
- UAE: 1%
- France: 1%
- Mexico: 1%

Percent of International Visits Outside of Top 9 Countries



By being at the top of online search results



REALTOR.ca Traffic Sources

- Direct: 45%
- Organic Search: 43%
- Referral: 10%
- Social: 1%
- Other: 1%

The second largest and growing source of traffic to REALTOR.ca comes from Google searches, which makes up 38% of all visits over the past year. Search as a whole (including Bing, Yahoo, etc.) brings in 43% of REALTOR.ca visits which means over six million unique visitors start their home buying journey each month using a search engine of some type.

According to Google's Consumer Barometer, 50% of Canadians used a search engine as part of their home buying journey. Over 90% are using the internet to find a new home.

Tip: The more information you provide on a listing, the more relevant it is from a search perspective, improving its ranking when searched in Google and other search engines.

By having the freshest property listings from REALTORS® across Canada

New or updated listings are uploaded to REALTOR.ca up to four times per day. This is an important advantage that REALTOR.ca has over other national real estate sites in Canada.

During the peak May/June time period, REALTOR.ca has the highest number of listings compared to the rest of the year. In 2014, the average for these two months was 355,200 active properties for sale across Canada. This is 6% above the average for 2013.

This is why Canadians who are both seriously looking for a new home, and those who are just browsing, visit many times throughout the

day—on their smartphones, tablets or computers. On an annual basis, over 70% of visitors to REALTOR.ca are returning visitors, with almost a quarter of those visiting multiple times per day.

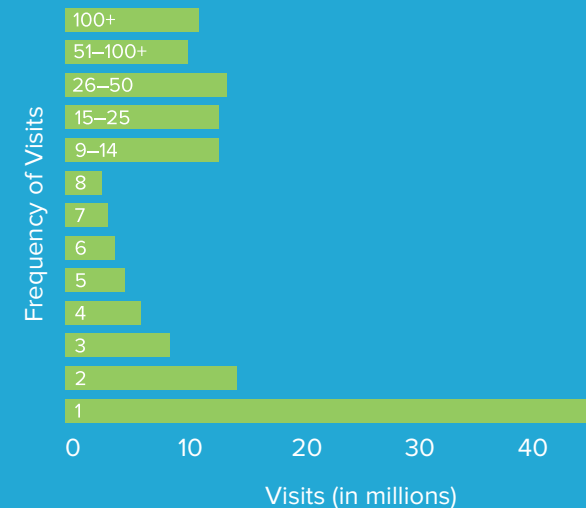
Tip: Check your listings regularly on REALTOR.ca and update the description as you get feedback from early visitors, taking advantage of the regular uploads from your Board/Association.



New vs. Returning Visitors

- Returning Visitor: 70.7%
- New Visitor: 29.3%

Repeat Visits to REALTOR.ca*

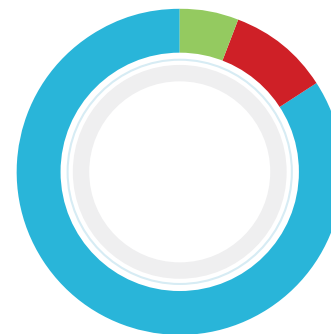
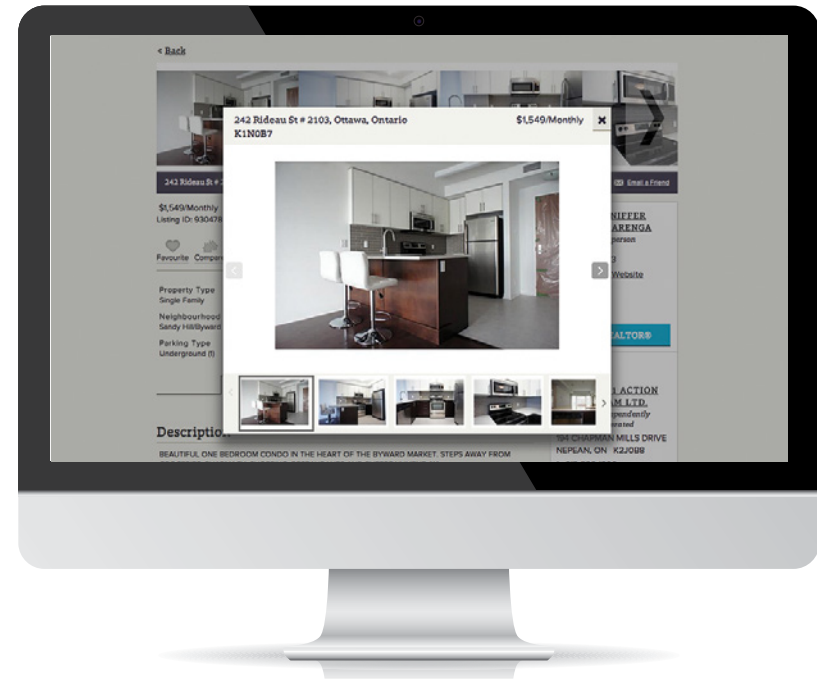


Source: Google Analytics | * Web Only

By prominently displaying photos on each listing

When consumers visit REALTOR.ca to find a listing, they are first searching for a property that meets criteria that is important to them. Once a visitor lands on a property, viewing the images is where much of their time is spent. In fact, 35% of all visitors to REALTOR.ca interact with the images on the property's detail page in some way.

Tip: Use high-resolution photos of both the interior and exterior of the property. Also include the property address in the file name of your photos to improve search results.



Average Number of Photos Per Listing

- 1–24 photos: 84%
- Over 25 photos: 10%
- No photos: 6%

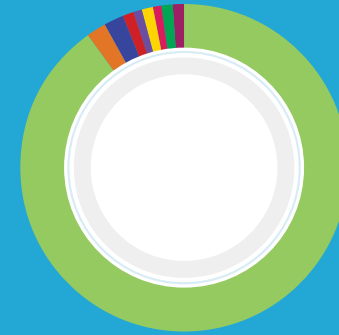
By increasing exposure to properties on REALTOR.ca through social sharing

Before social media was popular, REALTOR.ca had the original social sharing functionality—‘Email a Friend’—which offered home buyers or sellers the ability to share listings with friends and family to get their input into the home buying process. In 2014, ‘Email a Friend’ grew to deliver over 1.5 million sessions through these shared links, which is 34% higher than 2013.

In addition to home buyers, REALTORS® are using social networks to share property listings and other content through a variety of tools including Facebook, Blogger, Twitter, Pinterest, Reddit, Friendfeed, Instagram, Google+, LinkedIn, and Vine.

Social media sharing makes up a growing source of traffic for REALTOR.ca. During 2014, over 800,000 new visitors to REALTOR.ca came from a referral on Facebook generating 88% of social referral visits.

Tip: Build a following on social media with your target audience by providing new and useful information about neighborhoods, properties, open houses, etc. which in turn builds trust, and expands your network.



Social Media Sharing by Visitor Sources

- Facebook
- Twitter
- Blogger
- Reddit
- LiveJournal
- Wordpress
- Pinterest
- Naver
- Weebly

Source: Google Analytics

Methodology

The 2014 Consumer Insights Report was developed based on data from a number of sources. Outlined below are the sources and methodology used for the report.

Page 1: The first two charts were developed by pulling data from Google Analytics Session statistics as follows: REALTOR.ca includes both 5.x and 6.x minus those that redirected from 6.x to 5.x. m.REALTOR.ca sessions came from Google Analytics and Mobile Apps Sessions are from Flurry combining statistics from iOS, iPad, Android, and BlackBerry devices.

The third chart comes from an analysis of randomized Foresee Survey respondents drawn from visitors to REALTOR.ca in 2014.

Insight No. 1 (page 3-4) comes from an analysis of Foresee Survey respondents on REALTOR.ca that segmented the respondents into stages of the home buying journey based on questions asked, and their responses to questions relating to website tool and feature usage and engagement with a REALTOR®.

Insight No. 2 (page 5) is drawn from a Media Trend report from ComScore® that includes top media in the real estate sector in Canada in 2014.

Insight No. 3 (page 6) comes from the analysis of completed events in Google Analytics and Flurry that signify a completed Email to a REALTOR® action or event.

Insight No. 4 (page 7) comes from the same analysis of Foresee data on REALTOR.ca as noted in Insight No. 1 above.

Insight No. 5 (page 8) uses data in Google Analytics and Flurry in 2014 across all platforms to determine the breakdown of visits on a web vs. mobile device.

Insight No. 6 (page 9) uses data in Google Analytics and Flurry in 2014 that identifies the geographic location of all visitors, if known.

Insight No. 7 (page 10) uses data in Google Analytics in 2014 where the visit origin of all visitors is calculated. Additional research data comes from the Google Consumer Barometer.

Insight No. 8 (page 11) uses visitor data in Google Analytics, which tracks all visitors to REALTOR.ca.

Insight No. 9 (page 12) is an analysis of the listing details over the past year from all boards/associations across Canada as summarized from all MLS® systems feeding into the regular data uploads.

Insight No. 10 (page 13) uses the social sharing data from traffic sources on REALTOR.ca in Google Analytics. Email a Friend data comes from Google Analytics and is designated as a completed event.

Tips: A Summary

01. Ensure your property descriptions speak to the target audience. Make sure the buyer can see themselves in the description (i.e. first time home buyers, etc.).
02. Link your listings on REALTOR.ca to everything you do: Tweets, Facebook posts, and client emails to make sure potential buyers see it on the most trusted real estate website in Canada.
03. Check that your email is up-to-date with your Board/Association to ensure you receive email leads from REALTOR.ca.
04. Ensure your profile on your Board/Association's MLS® System is complete including all contact information, social media profiles, and specialties.
05. Make sure listings include as much neighborhood information as possible so home buyers can learn about the neighborhood from REALTORS® while travelling with their mobile device.
06. If you are using social media to attract international buyers, make sure that you are aware of cultural differences.
07. The more information you provide on a listing, the more relevant it is from a search perspective, improving its ranking when searched in Google and other search engines.
08. Check your listings regularly on REALTOR.ca and update the description as you get feedback from early visitors, taking advantage of the regular uploads from your Board/Association.
09. Use high-resolution photos of both the interior and exterior of the property. Also include the property address in the file name of your photos to improve search results.
10. Build a following on social media with your target audience by providing new and useful information about neighborhoods, properties, open houses, etc. which in turn builds trust, and expands your network.

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