

Web Site Statistics for Coldwell Banker Residential Brokerage

CaliforniaMoves.com¹

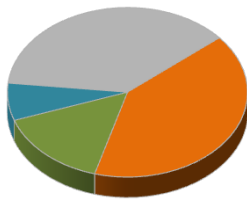
February 2011

	February 2011	Last 12 Months
Site Visits:	449,985	5,427,010
Page Views:	5,334,734	65,034,332
Listing Views:	1,669,099	20,290,332
Average Visit:	14 minutes	14.06 minutes



Consumers spent a total of over 6,300,000 minutes on CaliforniaMoves.com in February. That's more than 4,300 days of listing exposure - all in one month!

Types of Traffic



- Direct Entry
- Organic Search
- Paid Advertising
- Strategic Partners

Online ads for CaliforniaMoves.com displayed on leading Web sites more than 7.3 million times in February.

Referring Web Sites

Top Web sites sending traffic to CaliforniaMoves.com

1. Google.com
2. YahooBing
3. Zillow.com
4. REALTOR.com
5. Trulia.com
6. Microsoft
7. HomeFinder.com
8. SFGate.com
9. Facebook.com
10. AOL.com

Consumers found CaliforniaMoves.com using 119 different Internet Search Engines in February.

Countries

Top countries from which users visited CaliforniaMoves.com

1. United States
2. Canada
3. United Kingdom
4. Australia
5. Germany
6. China
7. France
8. Netherlands
9. Russia
10. Taiwan

Consumers from 153 countries on 7 continents visited CaliforniaMoves.com in February.

ColdwellBanker.com²

	February 2011	Last 12 Months
Site Visits:	1.4 million	22 million
Page Views:	12 million	184 million
Average Visit:	8.76 minutes	8.31 minutes

REALTOR.com³

	January 2011	Last 12 Months
Site Visits:	55 million	387 million
Page Views:	486 million	4 billion
Average Visit:	5.19 minutes	7.11 minutes