

Realestate.co.nz attracts over

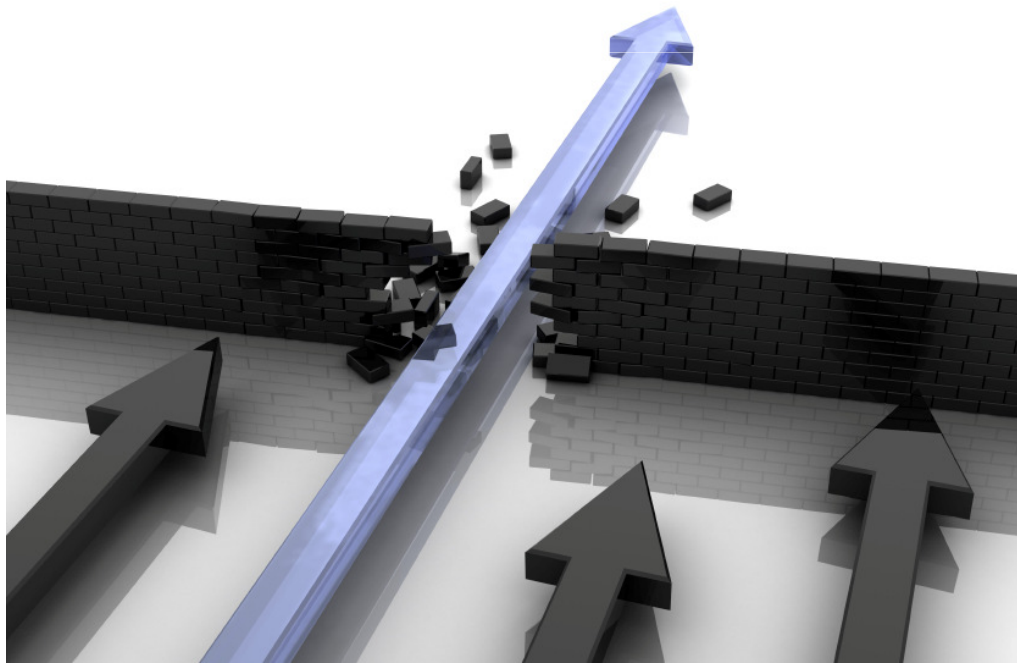
300,000

Unique Visitors in December 2008



realestate.co.nz

the only place for your place



A record month

Total number of Unique Browsers 300,164

Visitors from within NZ	187,220
Visitors from outside NZ	112,994

Growth from November + 22%

Growth from December 2007 + 55%

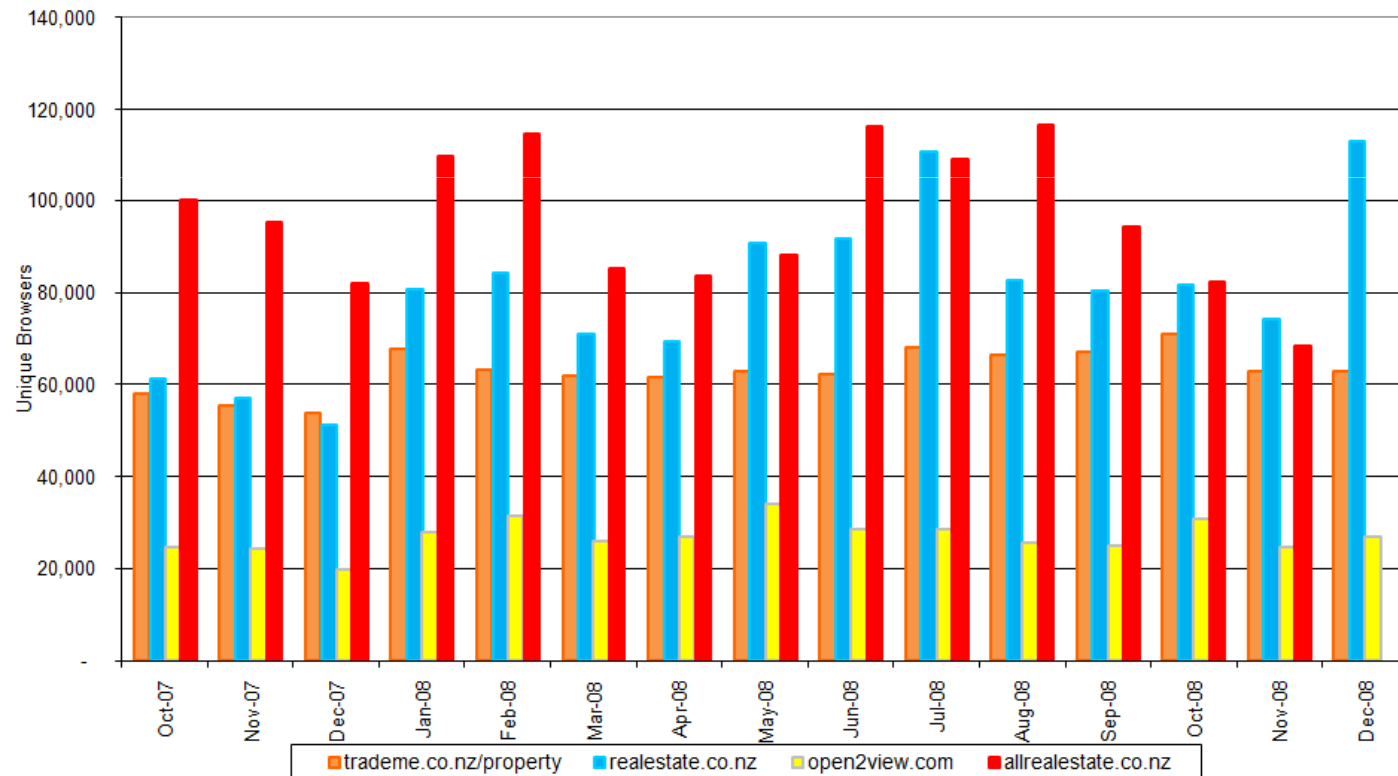
Total duration of site usage in the month 5,820,000 minutes

International traffic surges

With the closure of allrealestate.co.nz – now realestate.co.nz clearly dominates international traffic to NZ property listings

Realestate.co.nz attracted **80%** more international traffic to view listings on its site than visited Trade me property in December

NZ Real Estate - International Traffic



Nielsen Online – Rankings for NZ real estate websites

Total Traffic: Dec 2008

Market Intelligence Ranking Report

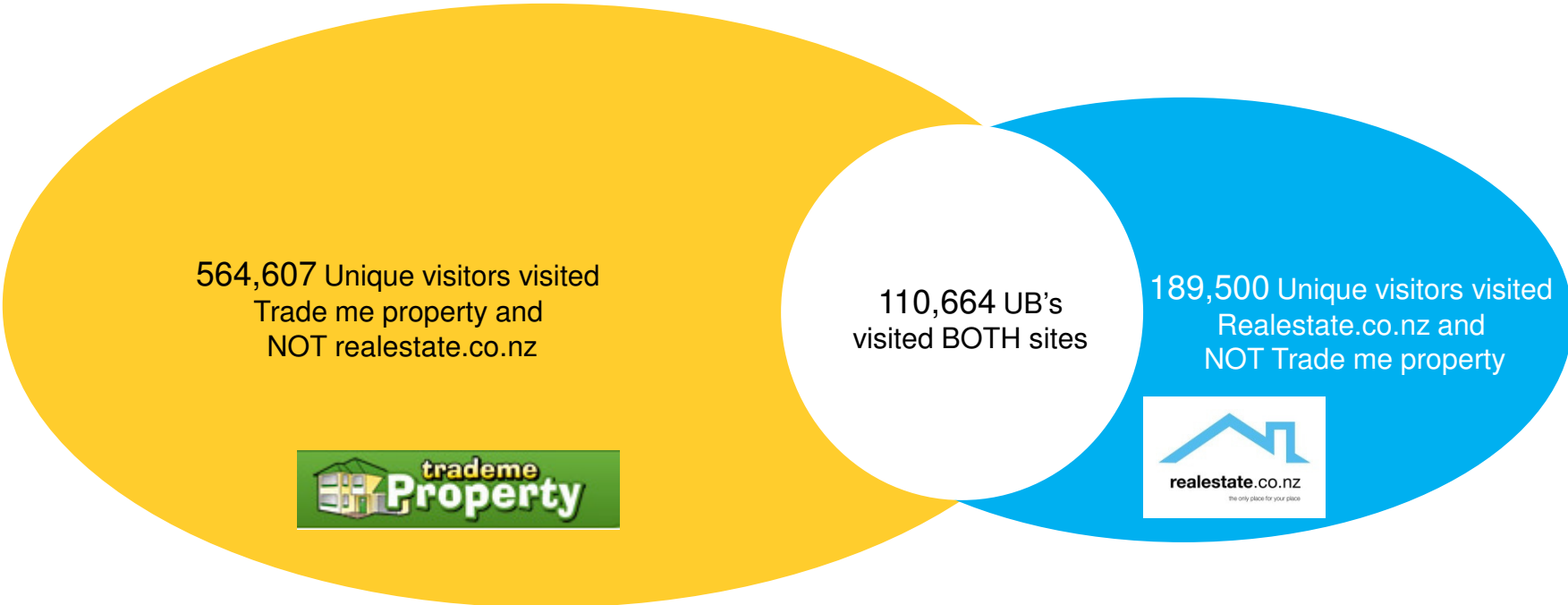
Market: New Zealand - Total Traffic > By Category Sites

Period: Monthly, 01/12/08 - 31/12/08

<input checked="" type="checkbox"/>	Rank	<input checked="" type="checkbox"/> Name	<input checked="" type="checkbox"/> UB	<input checked="" type="checkbox"/> UB Change %	<input checked="" type="checkbox"/> PI	<input checked="" type="checkbox"/> Total Sessions	<input checked="" type="checkbox"/> TT ('000 secs)
<input checked="" type="checkbox"/>	-	Real Estate	1,144,580	-8.87	109,315,000	3,430,751	2,839,616
<input checked="" type="checkbox"/>	1	trademe.co.nz/property	675,271	-3.08	73,980,194	1,994,900	2,463,283
<input checked="" type="checkbox"/>	2	realestate.co.nz	300,164	22.27	8,819,359	589,494	349,460
<input checked="" type="checkbox"/>	3	harcourts.co.nz	120,743	-14.13	6,578,276	246,634	72,214
<input checked="" type="checkbox"/>	4	trademe.co.nz/flatmates	108,618	-9.56	3,854,469	209,541	106,236
<input checked="" type="checkbox"/>	5	open2view.com	103,717	-15.15	11,714,042	238,989	95,553
<input checked="" type="checkbox"/>	6	nzherald.co.nz/propertynews	78,729	-11.86	301,405	166,814	22,227
<input checked="" type="checkbox"/>	7	bayleys.co.nz	65,501	-15.02	728,263	116,840	31,904
<input checked="" type="checkbox"/>	8	raywhite.co.nz	63,981	-13.79	791,591	111,833	28,097
<input checked="" type="checkbox"/>	9	barfoot.co.nz	62,392	-15.77	568,567	160,833	41,530
<input checked="" type="checkbox"/>	10	professionals.co.nz	57,338	-3.67	782,907	92,349	24,705
<input checked="" type="checkbox"/>	11	qv.co.nz	46,372	-29.42	729,683	74,171	27,455
<input checked="" type="checkbox"/>	12	firstnational.co.nz	26,136	-10.67	331,415	40,741	9,830
<input checked="" type="checkbox"/>	13	century21.co.nz	11,955	-10.39	147,388	18,680	3,452
<input checked="" type="checkbox"/>	14	propertytalk.com	11,665	-12.92	212,217	30,478	13,642
<input checked="" type="checkbox"/>	15	Landlords.co.nz	10,339	-9.47	50,895	16,216	2,916
<input checked="" type="checkbox"/>	16	homesell.co.nz	8,075	-7.99	68,989	10,492	2,399
<input checked="" type="checkbox"/>	17	realcommercial.co.nz	3,698	-55.47	42,050	4,923	1,694
<input checked="" type="checkbox"/>	18	stonewood.co.nz	2,537	-13.11	30,452	6,125	935
<input checked="" type="checkbox"/>	19	terranet.co.nz	1,344	-8.68	34,125	3,247	817
<input checked="" type="checkbox"/>	20	helpsellmyproperty.net	647	70.05	6,741	1,106	406
<input checked="" type="checkbox"/>	21	waterfrontnz.com	301	-79.46	1,407	347	48
<input checked="" type="checkbox"/>	22	qvinsider.co.nz	295	3.50	3,883	470	140
<input checked="" type="checkbox"/>	23	suburbwatch.co.nz	197	-14.70	1,739	240	63
<input checked="" type="checkbox"/>	24	darrochvaluations.co.nz	180	-25.47	732	230	28
<input checked="" type="checkbox"/>	25	allrealestate.co.nz	177	-99.90	3,794	310	63
<input checked="" type="checkbox"/>	26	iptproperty.co.nz	6	-25.89	33	7	-

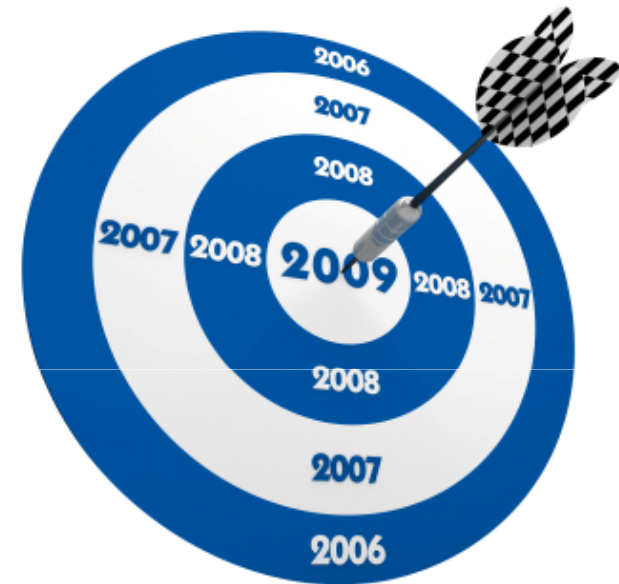
Don't miss out on vital traffic

Over 58% of all realestate.co.nz visitors (189,500) in the month of December
DID NOT VISIT
Trade me property



2009 is going to be a huge year for realestate.co.nz

Make sure you maximise your listings exposure on the most comprehensive real estate website in NZ – 114,000 listings



Contact us today to find out how we can help you promote your listings to an ever greater audience – here and overseas

info@realestate.co.nz

<http://voices.realestate.co.nz/on-target>