

# 2013

# REALTOR.ca

## Working for You

REALTOR.ca is Canada's leading real estate website for reach and exposure

### 2,425,085,270

total page views

**30%**  
over 2012

#### Where is the traffic coming from?

**54%**  
direct to  
REALTOR.ca

**38%**  
organic  
search

**7%**  
referral

**1%**  
other

Traffic to  
REALTOR.ca  
increased  
**21%**  
over 2012

### 226,420,100

visits or sessions

#### Where is that traffic heading?

Up  
**49%**  
over 2012

**74,000**  
NEW  
mobile App users  
every month

**5%**  
m.REALTOR.ca

**24%**  
REALTOR.ca  
mobile Apps

**71%**  
REALTOR.ca

**That's a lot  
of people...**

**... who may  
be looking for a  
REALTOR®**

**Leads  
generated  
to email**



**2,079,841**  
emailed to  
a friend



**1,026,505**  
emailed to a  
REALTOR®



**64,634**  
emailed to a  
Brokerage office