



The Largest Audience of Real Estate Consumers

www.trulia.com



What is Trulia?



Trulia is the 3rd fastest growing dot-com in the U.S., with 23 million monthly unique visitors.¹ Our audience faces key life events that trigger consumer spending. In fact, 71% of Trulia's users are planning to move in the next six months.²

The screenshot shows the Trulia website interface for San Francisco, CA. The page includes a search bar, navigation links (Buy, Rent, Advice, Mortgage, Local Info, Find a Pro), and a 'SIGN UP' button. A map displays the search area with several listings. The listings are as follows:

- 976 X 32** (Callout box at top)
- \$809,000** 300 3rd St #920, San Francisco CA. 2 br / 2 ba / 1,161 sqft / \$697/sqft. SoMa (94107). Zephyr Real Estate eTeam.
- \$2,200,000** 188 Marina St #26B, San Francisco CA. 2 br / 2 full, 1 partial ba / 1,772 sqft / \$1,242/sqft. Condo. South Beach (94105). Sotheby's International Realty.
- \$510,000** 190 7th St #12, San Francisco CA. 1 br / 1 ba / 1,057 sqft / \$482/sqft. Apt/Condo/Townhm. SoMa (94103). Realty World - Californians.
- \$1,599,000** 2021-2023 Jefferson St, San Francisco CA. Multi-Family Home. Marina (94123). Paragon Real Estate Group.
- \$879,000** 614 21st Ave, San Francisco CA. OPEN Sat Aug 27, 2pm to 4pm. 3 br / 3 ba / 2,050 sqft / \$429/sqft. Single-Family Home. Central Richmond (94121). Coldwell Banker Residential.
- \$995,000** 3208 Pierce St #102, San Francisco CA. REDUCED by \$90,000 (8.3%) on Aug 25, 2011. OPEN Sun Aug 28, 2pm to 4pm. 2 br / 2 full, 1 partial ba / 1,277 sqft / \$779/sqft. Condo. Marina (94123). Coldwell Banker Residential.
- \$799,000** 200 Genebren Way, San Francisco CA. 2 br / 1 ba / 1,540 sqft / \$519/sqft. Bernal Heights (94112). Zephyr Real Estate eTeam.
- \$899,000** 201 King St #104, San Francisco CA. NEW CONSTRUCTION. 2 br / 2 full, 1 partial ba / 1,635 sqft / \$550/sqft. Townhome. Mission Bay (94107). Blarstone.
- \$980,000** 419-421 Holloway Ave, San Francisco CA. Multi-Family Home. Ingleside (94112). Client Care. McGuire Real Estate.
- \$599,000** 333 Grant Ave #603, San Francisco CA. REDUCED by \$21,000 (3.4%) on Aug 20, 2011. 1 br / 1 ba.

Additional callouts on the right side of the page include:

- 300 X 250** (Callout box on the right side)
- 300 X 250** (Callout box at the bottom right)
- 160 X 600** (Callout box at the bottom left)



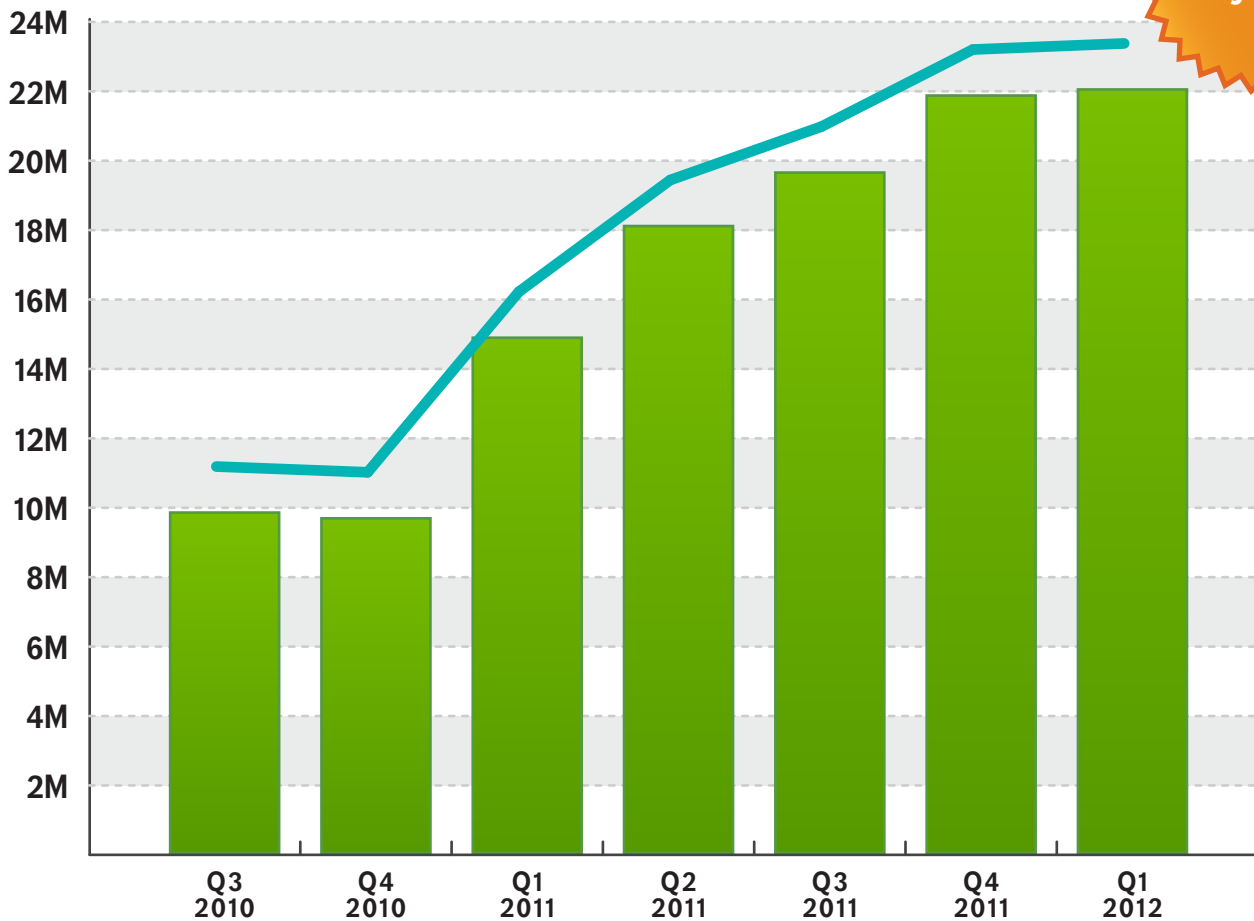
1. comScore Media Metrix, January 2011
 2. Trulia Internal Data, December 2011

Why Trulia?



23 million consumers visit Trulia every month during one of the most investment-intensive point in their lives, discovering transparent, reliable, and empowering content that helps them make decisions with confidence.

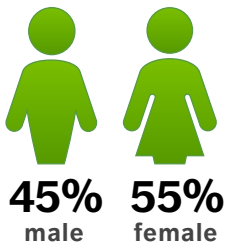
Peak Unique Visitor Traffic by Quarter



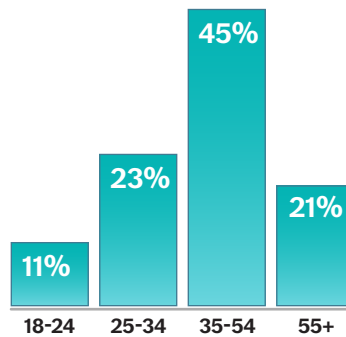
Audience Profile



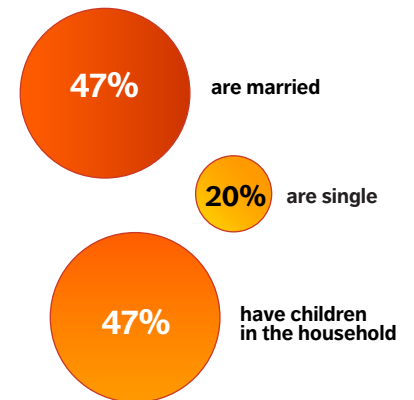
Gender Breakdown¹



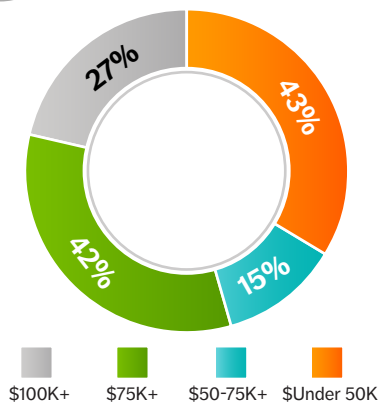
Age Demographics¹



Marital Status¹



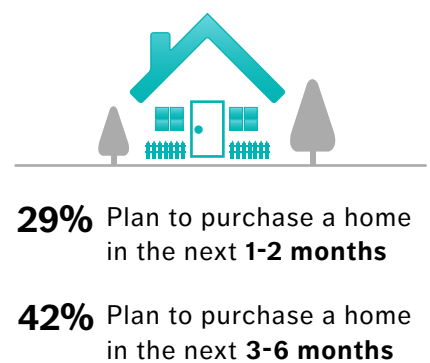
Household Income¹



Owners & Renters²



Purchase Intent³



User Interests⁴



Consider themselves **foodies**



Consider **arts & entertainment** one of their personal interests

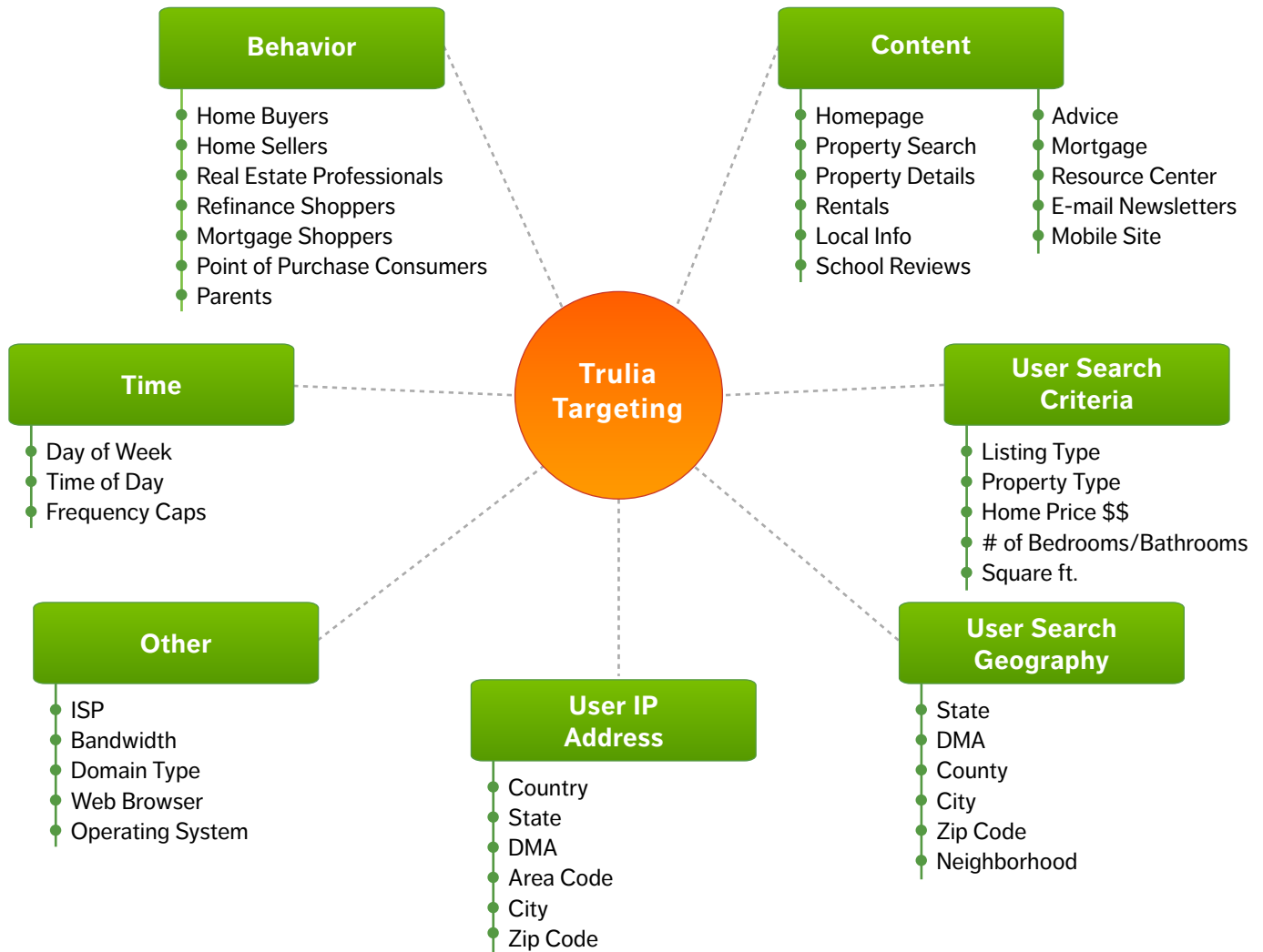


Consider **DIY** one of their personal interests

1. comScore Plan Metrix Site Audience Profile, April 2012
2. comScore Plan Metrix Key Measures, April 2012

3. Trulia Internal Data, December 2011
4. Trulia Consumer Survey, July 2011

Targeting Capabilities



Trulia's Proud Partners



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From browsing to buying —
Trulia engages consumers every step of the way.

Contact Trulia Today!

Email us: ConsumerSales@trulia.com