



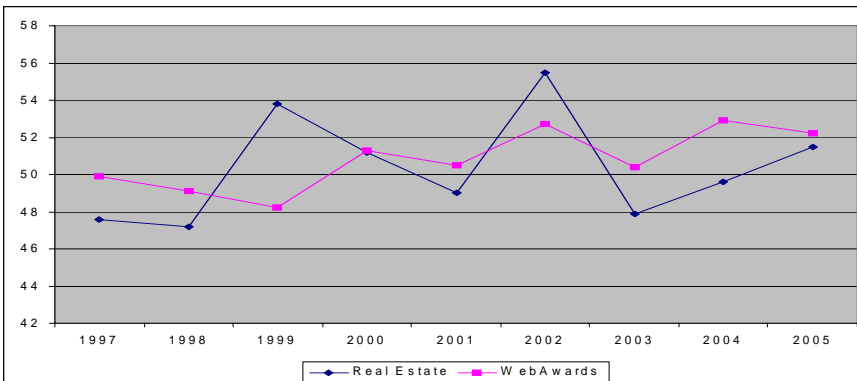
WebAward Internet Standards Assessment Report

Real Estate Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

<u>Year</u>	<u>Real Estate</u>	<u>WebAwards</u>
1997	47.6	49.9
1998	47.2	49.1
1999	53.8	48.2
2000	51.2	51.3
2001	49	50.5
2002	55.5	52.7
2003	47.9	50.4
2004	49.6	52.9
2005	51.5	52.2

Score out of a possible 70 points

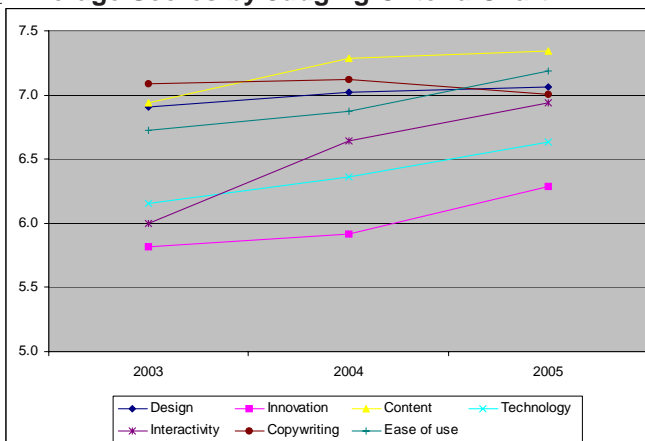


Average Scores by Judging Criteria

	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>Total</u>
Design	6.9	7.0	7.1	7.0
Innovation	5.8	5.9	6.3	6.0
Content	6.9	7.3	7.3	7.2
Technology	6.2	6.4	6.6	6.4
Interactivity	6.0	6.6	6.9	6.5
Copywriting	7.1	7.1	7.0	7.1
Ease of use	6.7	6.9	7.2	6.9

Score out of a possible 10 points

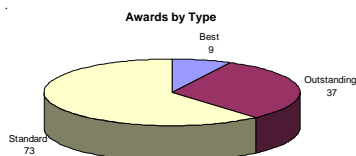
Average Scores by Judging Criteria Chart



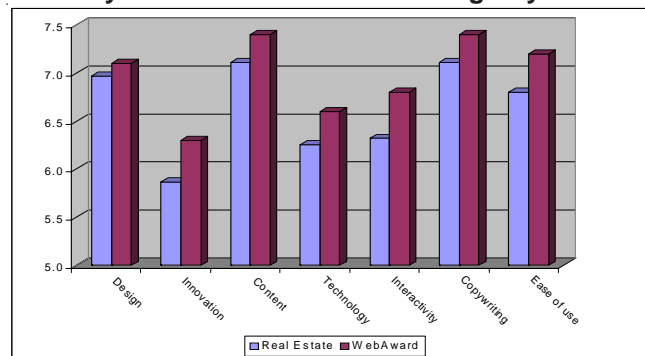
Commentary

Real estate Web site performance has been mixed with a see-saw like over-under performance history. However, under performance over the past three years has resulted in the industry missing its 3-year criteria benchmarks across the board.

Real estate is another industry that has been transformed by the Internet. Now buyers show up at an agents office with a list of properties already in mind and less time is wasted viewing properties that do not meet the buyers needs.



Industry vs WebAward 3-Year Average By Criteria



Best of Industry Winners

<u>Year</u>	<u>Winner</u>	<u>Web site</u>
2005	Coldwell Banker Real Estate	www.coldwellbankerpreviews.com
2004	The Wall Street Journal	RealEstateJournal.com
2003	The Corcoran Group	corcoran.com
2002	Wall Street Journal	RealEstateJournal
2001	The Corcoran Group	Corcoran.com
2000	Shandwick International	HomeAdvisor.com
1999	Blue Hypermedia	Insignia Sites
1998	Antenna Group	HomeShark, Inc.
1997	Market Street Mortgage	Market Street Mortgage Online

About this Report

The Web Marketing Association has collected industry Web site development benchmark data since 1997 through it's WebAward program. Multiple independent judges review and score each site from 0-10 points on each of seven criteria for a possible 70 points. Best of Industry WebAward is given to the site that scores highest in the industry. The views of this report are based on observations of aggregated industry data and do not reflect the results for any particular Web site unless noted. For complete information, go to www.webaward.org