



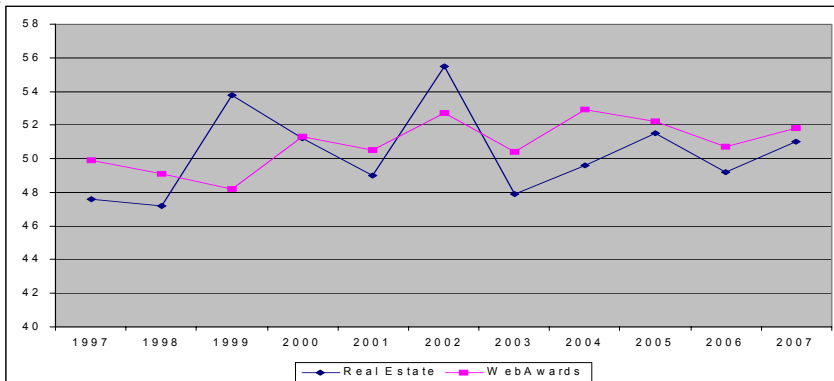
WebAward Internet Standards Assessment Report

2008 Real Estate Industry Benchmark Results

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

Year	RE	WebAwards
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
2006	49.2	50.7
2007	51	51.8

Score out of a possible 70 points

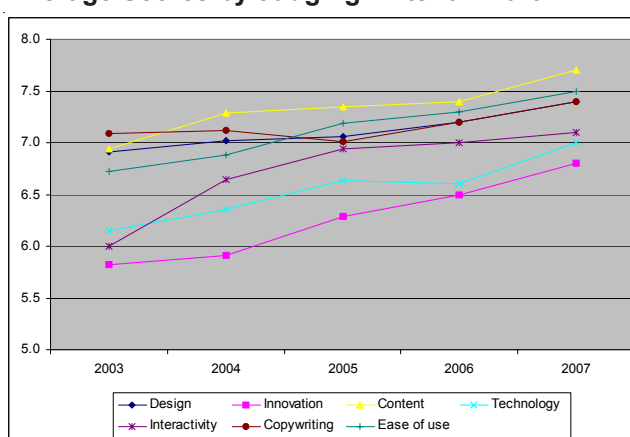


Average Scores by Judging Criteria

	2003	2004	2005	2006	2007
Design	6.9	7.0	7.1	7.2	7.4
Innovation	5.8	5.9	6.3	6.5	6.8
Content	6.9	7.3	7.3	7.4	7.7
Technology	6.2	6.4	6.6	6.6	7.0
Interactivity	6.0	6.6	6.9	7.0	7.1
Copywriting	7.1	7.1	7.0	7.2	7.4
Ease of use	6.7	6.9	7.2	7.3	7.5

Score out of a possible 10 points

Average Scores by Judging Criteria Chart

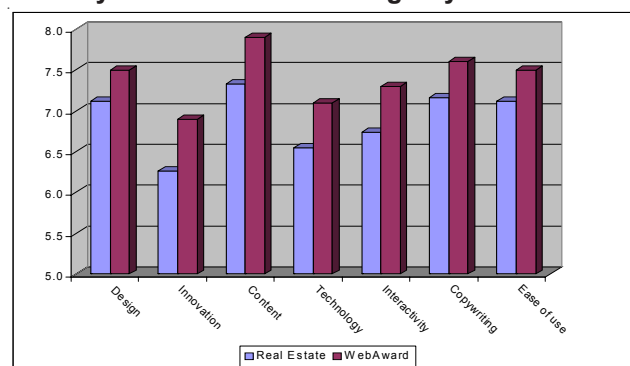


Analysis

Real estate Web sites have underperformed the ISAR index for the past five consecutive years. Prior to 2003, real estate sites were mixed with a see-saw like performance history. Because of the five year trend of sub par performance, real estate sites fell below the 5-year criteria benchmark averages in all areas. As an industry, they score highest in content, copywriting, and ease of use and lowest in innovation and technology.

Too many real estate sites focus exclusively on listings. They don't offer consumers enough information about the other factors that go into buying a home or commercial property. The best real estate Web sites offer information on the community, schools, local sports, and other areas of potential interest to people new to an area.

Industry vs ISAR 5-Year Average By Criteria



Best of Industry Winners

Year	Winner	Web site
2007	Bonita Bay Group	Verandah Website
2006	Kinesis Marketing	coldwellbanker.com
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 its 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