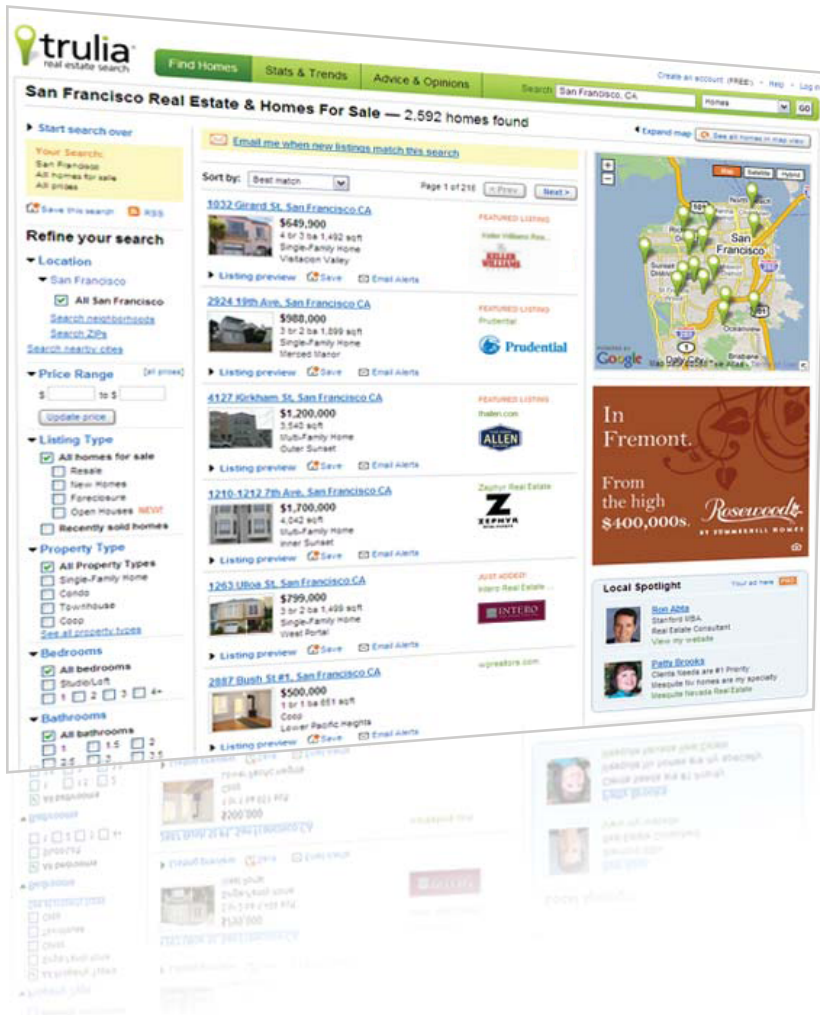


# What is Trulia?

The best place to connect with consumers starting their real estate search.



## Trulia Stats

**5 million**  
unique users per month

**80 million**  
visitors sent to partner websites in 2008

**74 million**  
property records

**35 thousand**  
monthly questions and answers on Trulia Voices

**140 percent**  
growth from 2008-2009

## Why Trulia Works

Trulia gives your listings and personal brand exposure to serious home buyers and sellers.

### Buyers & Sellers on Trulia

Planning to list or buy property in next 12 months  **72%**

Pre-qualified for a mortgage  **42%**

Not yet working with an agent  **70%**

### All Trulia Users

Over 35 years old  **66%**

Household income over \$100K  **42%**

Current homeowner  **60%**