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## **Homes.com posts record website visitors in January amid shifting housing market conditions**

*January traffic exceeds 4 million visitors  
for the first time in company's 11-year history*

**NORFOLK, Va., Feb. 8, 2008** – Homes.com, ([www.homes.com](http://www.homes.com)), a division of Dominion Enterprises, announced today its highest website traffic in the company's history. Total website visits to Homes.com exceeded the 4 million mark—an increase of more than 1 million visitors in a year-over-year comparison from January 2007 to January 2008, according to the company's statistics.

As the housing market works through challenges from slow sales, tighter mortgage money and continuing sub-prime woes, Homes.com continues to attract home buyers and sellers, company executives said.

“Buyers are discovering how fast and easy it is to search for properties on Homes.com. We had more than 75 million property searches in 2007, and expect that number to grow this year,” said Jason Doyle, Homes.com vice president. “Agents and brokers benefit from the traffic growth and the ability to generate real estate leads – nearly 350,000 real estate leads were generated from Homes.com in 2007.”

Among major real estate websites, the company offers a unique combination of “Hyper Local” print and online marketing tools, said Ernie Blood, executive vice president for Homes.com print. Blood said a key factor in the website traffic increase was due the company's November re-branding of the popular Harmon Homes magazines, which now carry the Homes.com name.

“Homes.com is the only national real estate portal supported by hundreds of local print publications,” Blood said. “Our national print publications have a combined circulation of more than 1.7 million copies each month. Home buyers who pick up copies in their local market are directed to the Homes.com website. We have seen significant increases in visitors from markets where we have strong distribution of print publications.”

### **ABOUT HOMES.COM**

Homes.com, a division of Dominion Enterprises, is one of the nation’s leading providers of real estate marketing solutions, including property listing exposure, brand advertising, website development and print advertising. More than 4 million homebuyers visit Homes.com each month to search thousands of listings of homes for sale across the country. For more information, visit <http://www.homes.com>.

### **ABOUT DOMINION ENTERPRISES**

Dominion Enterprises, a division of Landmark Communications, is a leading marketing services company serving the automotive, real estate, apartment, recruitment and marine markets. The company operates a variety of businesses that offer Internet marketing, Web site design and hosting, lead generation, CRM, and data capture and distribution services. The company has more than 40 market-leading Web sites reaching more than 12.5 million unique monthly visitors, and more than 500 magazines with a weekly circulation of over 5 million. Headquartered in Norfolk, Va., the company has nearly 6,000 employees nationwide and annualized revenue of more than \$946 million. For more information, visit <http://www.DominionEnterprises.com>.

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