

Appendix 1

REAL ESTATE KEYWORDS

| # | Keyword | Frequency |
|----|------------------------------|-----------|
| 1 | home | 4090000 |
| 2 | realtor | 3350000 |
| 3 | houses for sale | 1500000 |
| 4 | mls | 1500000 |
| 5 | houses for rent | 1000000 |
| 6 | homes for sale | 450000 |
| 7 | property | 368000 |
| 8 | property for sale | 301000 |
| 9 | homes for rent | 246000 |
| 10 | land for sale | 165000 |
| 11 | for sale by owner | 165000 |
| 12 | condo | 165000 |
| 13 | apartments for rent near me | 165000 |
| 14 | mls listings | 135000 |
| 15 | condos for sale | 135000 |
| 16 | mls listing | 135000 |
| 17 | commercial real estate | 135000 |
| 18 | real estate agent | 135000 |
| 19 | estate agents | 135000 |
| 20 | homes for sale near me | 110000 |
| 21 | for sale | 110000 |
| 22 | newhome | 110000 |
| 23 | home for sale | 90500 |
| 24 | foreclosure | 90500 |
| 25 | rent house | 90500 |
| 26 | rental properties | 90500 |
| 27 | open house | 74000 |
| 28 | property finder | 74000 |
| 29 | foreclosed homes | 60500 |
| 30 | hud homes | 60500 |
| 31 | listing | 60500 |
| 32 | reo | 60500 |
| 33 | buying a house | 49500 |
| 34 | realty | 49500 |
| 35 | property value | 49500 |
| 36 | real estate license | 49500 |
| 37 | farms for sale | 49500 |
| 38 | utah real estate | 49500 |
| 39 | homes for sale by owner | 40500 |
| 40 | property search | 40500 |
| 41 | find a property | 40500 |
| 42 | apartments for sale | 40500 |
| 43 | real estate rent | 40500 |
| 44 | real estate school | 40500 |
| 45 | commercial property for sale | 40500 |
| 46 | toronto real estate | 40500 |
| 47 | commercial property | 40500 |
| 48 | forsalebyowner | 40500 |
| 49 | townhomes | 40500 |
| 50 | houses for sale by owner | 33100 |
| 51 | townhouse for sale | 33100 |
| 52 | real estate investing | 33100 |
| 53 | new house | 33100 |
| 54 | fsbo | 33100 |
| 55 | townhomes for sale | 27100 |
| 56 | buy house | 27100 |
| 57 | real estate companies | 27100 |
| 58 | real estate websites | 27100 |
| 59 | flats for sale | 27100 |
| 60 | mansions for sale | 27100 |
| 61 | duplex for sale | 27100 |
| 62 | real estate broker | 27100 |
| 63 | mls realtor | 27100 |
| 64 | house valuation | 27100 |
| 65 | luxury homes | 27100 |
| 66 | real estate for sale | 22200 |
| 67 | new homes for sale | 22200 |
| 68 | homesearch | 22200 |
| 69 | mls search | 22200 |
| 70 | mls real estate | 22200 |
| 71 | cheap houses for sale | 22200 |
| 72 | realtors near me | 22200 |

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|-----|---------------------------------|-------|
| 73 | hud homes for sale | 22200 |
| 74 | real estate listings | 18100 |
| 75 | new houses for sale | 18100 |
| 76 | buyhome | 18100 |
| 77 | lots for sale | 18100 |
| 78 | real estate classes | 18100 |
| 79 | costa rica real estate | 18100 |
| 80 | home buyers | 18100 |
| 81 | reality house | 18100 |
| 82 | luxury real estate | 18100 |
| 83 | foreclosed homes for sale | 14800 |
| 84 | home sale | 14800 |
| 85 | house sale | 14800 |
| 86 | real estate courses | 14800 |
| 87 | florida real estate | 14800 |
| 88 | houses to buy | 12100 |
| 89 | buildings for sale | 12100 |
| 90 | foreclosed | 12100 |
| 91 | commercial real estate for sale | 12100 |
| 92 | real estate appraiser | 12100 |
| 93 | real estate jobs | 12100 |
| 94 | hawaii real estate | 12100 |
| 95 | real estate developer | 12100 |
| 96 | property prices | 12100 |
| 97 | cheap houses | 9900 |
| 98 | houses for sale in | 9900 |
| 99 | sellhome | 9900 |
| 100 | buy land | 9900 |