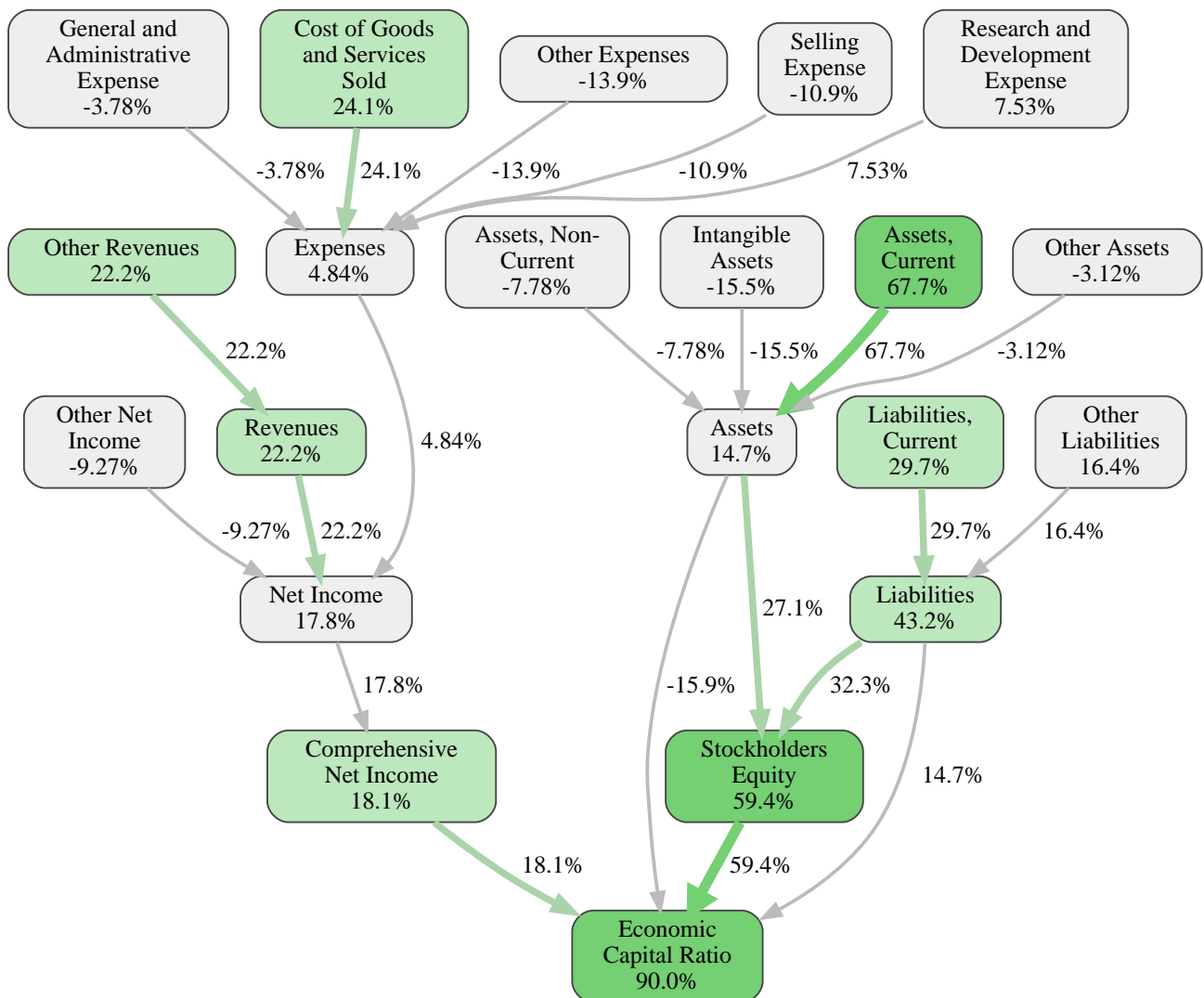




RealRate

DATA PROCESSING 2013

Trulia INC
Rank 14 of 48



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The relative strengths and weaknesses of Trulia INC are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Trulia INC compared to the market average is the variable Assets, Current, increasing the Economic Capital Ratio by 68% points. The greatest weakness of Trulia INC is the variable Intangible Assets, reducing the Economic Capital Ratio by 16% points.

The company's Economic Capital Ratio, given in the ranking table, is 123%, being 90% points above the market average of 33%.

Input Variable	Value in 1000 USD
Assets, Current	107,525
Assets, Non-Current	8,899
Cost of Goods and Services Sold	0
Depreciation, Depletion, Amortization	0
General and Administrative Expense	13,659
Intangible Assets	2,155
Liabilities, Current	24,893
Liabilities, Non-Current	7,094
Other Assets	385
Other Compr. Net Income	0
Other Expenses	30,198
Other Liabilities	443
Other Net Income	0
Other Revenues	68,085
Research and Development Expense	0
Selling Expense	33,747

Output Variable	Value in 1000 USD
Assets	118,964
Liabilities	32,430
Expenses	77,604
Revenues	68,085
Stockholders Equity	86,534
Net Income	-9,519
Comprehensive Net Income	-9,519
Economic Capital Ratio	123%