

HOME SELLING AND REAL ESTATE PROFESSIONALS

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HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-1

METHOD USED TO FIND REAL ESTATE AGENT, BY FIRST TIME OR REPEAT SELLER

(Percentage Distribution)

New Hampshire

		First-time Seller	Repeat Seller
Referred by (or is) a friend, neighbor or relative	37%	44%	33%
Used agent previously to buy or sell a home	29	27	31
Visited an open house and met agent	1	3	*
Referred through employer or relocation company	2	6	*
Personal contact by agent (telephone, email, etc.)	5	3	6
Saw contact information on For Sale/Open House sign	1	*	2
Internet Web site	6	9	2
Referred by another real estate or broker	1	3	*
Walked into or called office and agent was on duty	5	3	6
Direct mail (newsletter, flyer, postcard, etc.)	*	*	*
Newspaper, Yellow pages or home book ad	*	*	*
Advertising specialty (calendar, magnet, etc.)	*	*	*
Other	14	3	21

U.S.

	All sellers	First-time Seller	Repeat Seller
Referred by (or is) a friend, neighbor or relative	39%	43%	37%
Used agent previously to buy or sell a home	25	21	27
Internet Web site	4	6	3
Visited an open house and met agent	4	5	4
Referred by another real estate or broker	4	4	4
Personal contact by agent (telephone, email, etc.)	4	3	4
Saw contact information on For Sale/Open House sign	3	3	3
Referred through employer or relocation company	3	2	4
Walked into or called office and agent was on duty	2	2	2
Direct mail (newsletter, flyer, postcard, etc.)	2	2	2
Newspaper, Yellow pages or home book ad	1	1	2
Advertising specialty (calendar, magnet, etc.)	1	*	1
Other	10	9	9

* Less than 1 percent

HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-2

METHOD USED TO FIND REAL ESTATE AGENT, BY MILES MOVED

(Percentage Distribution)

New Hampshire

	All sellers	10 miles or less	11 to 20 miles	21 to 50 miles	51 to 100 miles	101 to 500 miles	501 or more
Referred by (or is) a friend, neighbor or relative	37%	39%	53%	13%	40%	38%	31%
Used agent previously to buy or sell a home	29	27	27	38	20	38	25
Internet Web site	6	6	7	*	*	*	13
Visited an open house and met agent	1	3	*	*	*	*	*
Referred by another real estate or broker	1	*	*	13	*	*	*
Personal contact by agent (telephone, email, etc.)	5	3	13	13	*	*	*
Saw contact information on For Sale/Open House	1	3	*	*	*	*	*
Referred through employer or relocation company	2	*	*	*	*	*	13
Walked into or called office and agent was on duty	5	3	*	25	20	*	*
Direct mail (newsletter, flyer, postcard, etc.)	*	*	*	*	*	*	*
Newspaper, Yellow pages or home book ad	*	*	*	*	*	*	*
Advertising specialty (calendar, magnet, etc.)	*	*	*	*	*	*	*
Other	14	15	*	*	20	25	19

U.S.

	All sellers	10 miles or less	11 to 20 miles	21 to 50 miles	51 to 100 miles	101 to 500 miles	501 or more
Referred by (or is) a friend, neighbor or relative	39%	38%	43%	40%	43%	40%	36%
Used agent previously to buy or sell a home	25	26	26	26	21	18	25
Internet Web site	4	5	4	6	6	3	3
Visited an open house and met agent	4	6	4	1	8	2	2
Referred by another real estate or broker	4	4	5	3	1	5	4
Personal contact by agent (telephone, email, etc.)	4	3	4	4	2	4	4
Saw contact information on For Sale/Open House	3	4	3	3	6	4	2
Referred through employer or relocation company	3	1	*	1	4	6	8
Walked into or called office and agent was on duty	2	2	2	3	2	1	2
Direct mail (newsletter, flyer, postcard, etc.)	2	1	1	2	1	3	4
Newspaper, Yellow pages or home book ad	1	1	*	1	1	3	2
Advertising specialty (calendar, magnet, etc.)	1	1	1	*	*	2	1
Other	10	10	8	9	6	10	7

* Less than 1 percent

HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-3

NUMBER OF AGENTS CONTACTED BEFORE SELECTING ONE TO ASSIST WITH SALE OF HOME

(Percentage Distribution)

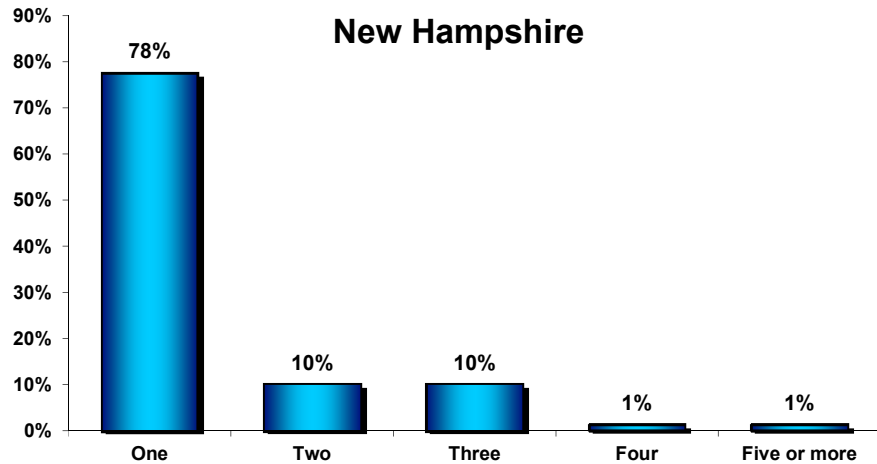
New Hampshire

One	78%
Two	10%
Three	10%
Four	1%
Five or more	1%

* Less than 1 percent

NUMBER OF AGENTS CONTACTED BEFORE SELECTING ONE TO ASSIST WITH SALE OF HOME

(Percentage Distribution)

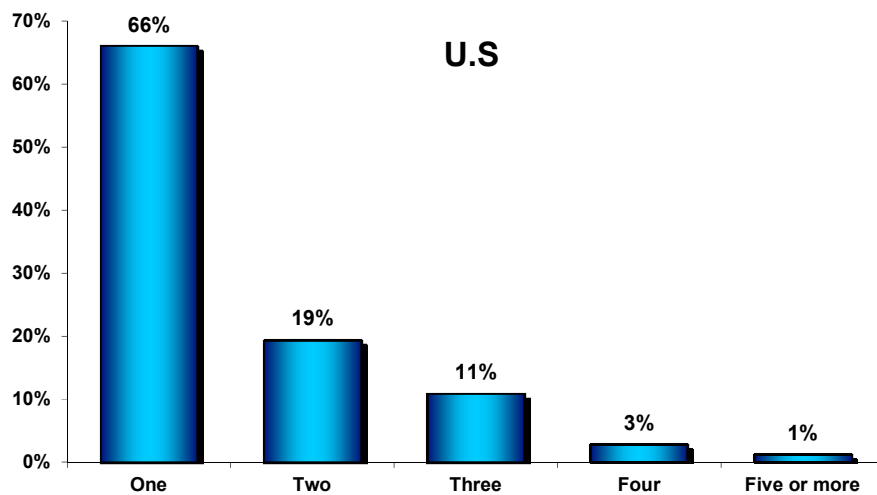


U.S.

One	66%
Two	19
Three	11
Four	3
Five or more	1

NUMBER OF AGENTS CONTACTED BEFORE SELECTING ONE TO ASSIST WITH SALE OF HOME

(Percentage Distribution)



HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-4

SELLER USED THE SAME REAL ESTATE AGENT FOR THEIR HOME PURCHASE, BY MILES MOVED

(Percentage Distribution Among Sellers Who Used an Agent to Purchase a Home)

New Hampshire

		10 miles or less	11 to 20 miles	21 to 50 miles	51 to 100 miles	101 to 500 miles	501 or more
Yes	48%	80%	79%	50%	0%	0%	0%
No	52%	20%	21%	50%	100%	100%	100%

U.S.

	All sellers	10 miles or less	11 to 20 miles	21 to 50 miles	51 to 100 miles	101 to 500 miles	501 or more
Yes	52%	81%	86%	63%	26%	4%	3%
No	48%	19	14	37	75	96	98

HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-5

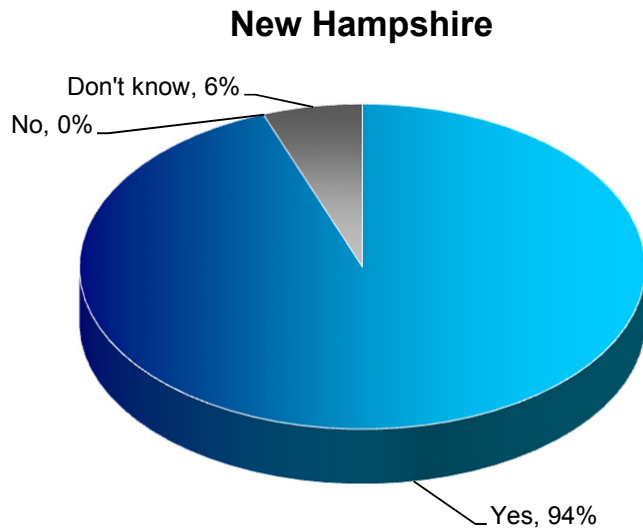
HOME LISTED ON MULTIPLE LISTING SERVICE

(Percentage Distribution)

New Hampshire

Yes	94%
No	*
Don't know	6%

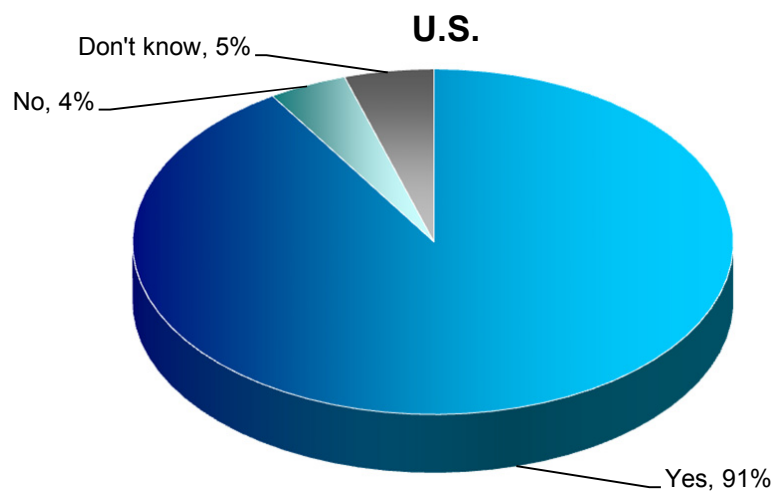
HOME LISTED ON MULTIPLE LISTING SERVICE
(Percentage Distribution)



U.S.

Yes	91%
No	4%
Don't know	5%

HOME LISTED ON MULTIPLE LISTING SERVICE
(Percentage Distribution)



HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-6

LEVEL OF SERVICE PROVIDED BY THE REAL ESTATE AGENT

(Percentage Distribution)

New Hampshire

A broad range of services and management of most aspects of the home sale	91%
A limited set of services as requested by the seller	5%
The agent listed the home on the MLS and performed few if any additional services	5%

U.S.

A broad range of services and management of most aspects of the home sale	81%
A limited set of services as requested by the seller	9%
The agent listed the home on the MLS and performed few if any additional services	10%

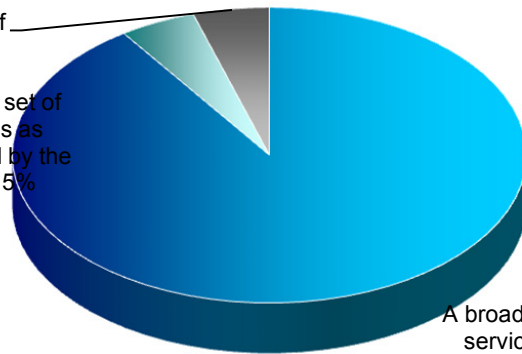
LEVEL OF SERVICE PROVIDED BY THE REAL ESTATE AGENT

(Percentage Distribution)

New Hampshire

The agent listed the home on the MLS and performed few if any additional services, 5%

A limited set of services as requested by the seller, 5%



A broad range of services and management of most aspects of the home sale, 91%

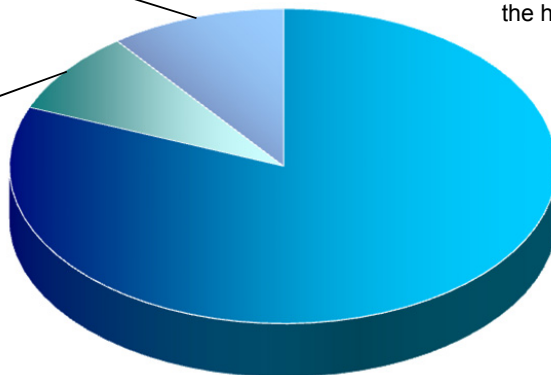
LEVEL OF SERVICE PROVIDED BY THE REAL ESTATE AGENT

(Percentage Distribution)

U.S.

The agent listed the home on the MLS and performed few if any additional services, 10%

A limited set of services as requested by the seller, 9%



A broad range of services and management of most aspects of the home sale, 81%

HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-7

WHAT SELLERS MOST WANT FROM REAL ESTATE AGENTS, BY LEVEL OF SERVICE PROVIDED BY THE AGENT

(Percentage Distribution)

	All sellers	LEVEL OF SERVICE SOUGHT FROM THE AGENT BY THE SELLER		
		A broad range of services and management of most aspects of the home sale	A limited set of services as requested by the seller	The agent listed the home on the MLS and performed few if any additional services
New Hampshire				
Help price home competitively	23%	25%	*	25%
Help sell the home within specific timeframe	20	17	25	50
Help find a buyer for home	12	12	*	*
Help seller market home to potential buyers	24	24	50	25
Help seller find ways to fix up home to sell it for more	15	16	*	*
Help with negotiation and dealing with buyers	3	3	25	*
Help with paperwork/inspections/preparing for settlement	2	3	*	*
Help seller see homes available to purchase	*	*	*	*
Other	1	1	*	*

* Less than 1 percent

	All sellers	LEVEL OF SERVICE SOUGHT FROM THE AGENT BY THE SELLER		
		A broad range of services and management of most aspects of the home sale	A limited set of services as requested by the seller	The agent listed the home on the MLS and performed few if any additional services
U.S.				
Help seller market home to potential buyers	25%	26%	24%	24%
Help sell the home within specific timeframe	20	19	23	24
Help price home competitively	19	20	12	16
Help find a buyer for home	15	14	10	21
Help seller find ways to fix up home to sell it for more	11	12	13	5
Help with negotiation and dealing with buyers	4	4	9	3
Help with paperwork/inspections/preparing for settlement	4	4	4	4
Help seller see homes available to purchase	1	1	3	1
Help create and post videos to provide tour of my home	*	*	*	*
Other	1	1	1	1

* Less than 1 percent

HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-8

MOST IMPORTANT FACTOR IN CHOOSING A REAL ESTATE AGENT TO SELL HOME, BY LEVEL OF SERVICE PROVIDED BY THE AGENT

(Percentage Distribution)

New Hampshire

	All sellers	LEVEL OF SERVICE SOUGHT FROM THE AGENT BY THE SELLER		
		A broad range of services and management of most aspects of the home sale	A limited set of services as requested by the seller	The agent listed the home on the MLS and performed few if any additional services
Reputation of agent	41%	43%	*	50%
Agent is honest and trustworthy	16	17	*	*
Agent is friend or family member	12	9	50	*
Agent's knowledge of the neighborhood	11	9	*	50
Agent's association with a particular firm	5	5	*	*
Agent has caring personality/good listener	6	7	*	*
Agent's commission	5	3	50	*
Agent seems 100% accessible because of use of technol	1	1	*	*
Professional designations held by agent	2	3	*	*
Other	2	3	*	*

U.S.

	All sellers	LEVEL OF SERVICE SOUGHT FROM THE AGENT BY THE SELLER		
		A broad range of services and management of most aspects of the home sale	A limited set of services as requested by the seller	The agent listed the home on the MLS and performed few if any additional services
Reputation of agent	35%	37%	33%	24%
Agent is honest and trustworthy	18	18	18	17
Agent is friend or family member	15	16	12	12
Agent's knowledge of the neighborhood	14	14	17	16
Agent's association with a particular firm	5	4	8	12
Agent has caring personality/good listener	5	5	4	4
Agent's commission	3	3	2	6
Agent seems 100% accessible because of use of technology like tablet or smartphone	1	1	1	1
Professional designations held by agent	1	1	*	1
Other	3	3	4	8

* Less than 1 percent

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Exhibit 7-9

METHODS REAL ESTATE AGENT USED TO MARKET HOME

(Percent of Respondents Among Sellers Who Used an Agent)

New Hampshire

	All Homes
Multiple Listing (MLS) website	90%
Yard sign	61
Open house	52
Real estate agent website	56
Real estate company website	52
Realtor.com	46
Third party aggregators	32
Print newspaper advertisement	*
Direct mail (flyers, postcards, etc.)	7
Real estate magazine	20
Newspaper website	15
Video	8
Other Web sites with real estate listings (e.g. Google, Yahoo)	7
Real estate magazine website	2
Social networking websites (e.g. Facebook, Twitter, etc.)	12
Online Classified Ads	6
Video hosting Web sites (e.g. Youtube, etc.)	2
Television	1
Other	*

* Less than 1 percent

U.S.

	All Homes
Multiple Listing (MLS) website	85%
Yard sign	66
Open house	51
Real estate agent website	50
Real estate company website	45
Realtor.com	42
Third party aggregators	27
Print newspaper advertisement	15
Direct mail (flyers, postcards, etc.)	12
Real estate magazine	10
Newspaper website	9
Video	9
Other Web sites with real estate listings (e.g. Google, Yahoo)	8
Real estate magazine website	7
Social networking websites (e.g. Facebook, Twitter, etc.)	6
Online Classified Ads	3

HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-10

HOW REAL ESTATE AGENT WAS COMPENSATED

(Percentage Distribution)

New Hampshire

Paid by seller	82%
Percent of sales price	3
Flat fee	*
Per task fee	*
Other	*
Don't Know	*
Paid by buyer and seller	8
Paid by buyer only	2
Other	*
Don't Know	8

U.S.

Paid by seller	79%
Percent of sales price	74
Flat fee	3
Per task fee	*
Other	*
Don't Know	2
Paid by buyer and seller	
Paid by buyer only	5
Other	4
Don't Know	3

* Less than 1 percent

HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-11

NEGOTIATING THE COMMISSION RATE OR FEE WITH THE REAL ESTATE AGENT

(Percentage Distribution)

New Hampshire

Real estate agent initiated discussion of compensation	44%
Client brought up the topic and the real estate agent was able and willing to negotiate their commission or fee	23
Client brought up the topic and the real estate agent was unwilling or unable to negotiate their commission or fee	5
Client did know commissions and fees could be negotiated but did not bring up the topic	13
Client did not know commissions and fees could be negotiated	15

U.S.

Real estate agent initiated discussion of compensation	44%
Client brought up the topic and the real estate agent was able and willing to negotiate their commission or fee	25
Client brought up the topic and the real estate agent was unwilling or unable to negotiate their commission or fee	8
Client did know commissions and fees could be negotiated but did not bring up the topic	10
Client did not know commissions and fees could be negotiated	14

HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-12

WOULD SELLER USE REAL ESTATE AGENT AGAIN OR RECOMMEND TO OTHER?

(Percentage Distribution)

New Hampshire

		10 miles or less	11 to 20 miles	21 to 50 miles	51 to 100 miles	101 to 500 miles	501 or more
Definitely	74%	85%	67%	50%	25%	75%	81%
Probably	14%	6%	20%	25%	50%	13%	13%
Probably Not	5%	3%	0%	13%	25%	0%	6%
Definitely Not	5%	6%	7%	0%	0%	13%	0%
Don't Know/ Not Sure	2%	0%	7%	13%	0%	0%	0%

U.S.

	All sellers	10 miles or less	11 to 20 miles	21 to 50 miles	51 to 100 miles	101 to 500 miles	501 or more
Definitely	65%	69%	70%	56%	64%	60%	62%
Probably	19	18	18	22	20	20	21
Probably Not	8	7	5	11	10	11	7
Definitely Not	7	6	5	10	4	8	9
Don't Know/ Not Sure	1	1	3	2	2	1	1