

FOR SALE BY OWNERS SELLERS

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FOR SALE BY OWNERS SELLERS

Exhibit 8-1

FSBO AND AGENT-ASSISTED SALES, BY LOCATION

(Percentage Distribution)

New Hampshire

SELLERS WHO SOLD A HOME IN A

	All Sellers	Suburb/ Subdivision	Small town	Urban/ Central city	Rural area	Resort/ Recreation area
For-sale-by-owner (FSBO)	3%	4%	5%	*	*	*
Seller knew buyer	1	*	3	*	*	*
Seller did not know buyer	2	4	3	*	*	*
Agent-assisted	96	93	95	100	100	100
Other	1	4	*	*	*	*

U.S.

SELLERS WHO SOLD A HOME IN A

	All Sellers	Suburb/ Subdivision	Small town	Urban/ Central city	Rural area	Resort/ Recreation area
For-sale-by-owner (FSBO)	9%	12%	8%	8%	12%	13%
Seller knew buyer	4	6	3	3	4	*
Seller did not know buyer	6	6	5	4	8	8
Agent-assisted	88	83	90	89	86	83
Other	3	5	2	3	3	4

* Less than 1 percent

FOR SALE BY OWNERS SELLERS

Exhibit 8-2

FSBO AND AGENT-ASSISTED SALES, 2003-2013

(Percentage Distribution)

New Hampshire

	2013
All FSBO (For-sale-by-owner)	3%
Seller knew buyer	1
Seller did not know buyer	2
Agent-assisted	96
Other	1

U.S.

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
All FSBO (For-sale-by-owner)	14%	14%	13%	12%	12%	13%	11%	9%	10%	9%	9%
Seller knew buyer	5	5	5	5	5	6	5	5	4	3	4
Seller did not know buyer	9	10	8	7	7	7	6	5	6	6	6
Agent-assisted	83	82	85	84	85	84	85	88	87	88	88
Other	4	4	2	3	3	3	4	3	3	2	3

FOR SALE BY OWNERS SELLERS

Exhibit 8-3

CHARACTERISTICS OF FSBO AND AGENT-ASSISTED SELLERS

New Hampshire

	All Sellers	FSBO		AGENT-ASSISTED			
		All FSBO	Seller Knew Buyer	Seller did not Know Buyer	All Agent-assisted	Agent-assisted only	First FSBO, then Agent-assisted
Median age	45	47	47	45	45	45	*
Median income (2012)	\$113,000	\$92,500	\$92,500	\$75,000	\$113,300	\$113,300	#N/A
Household composition							
Married couple	80%	100%	100%	100%	81%	81%	*
Single female	5	*	*	*	5	5	*
Single male	2	*	*	*	2	2	*
Unmarried couple	11	*	*	*	12	12	*
Other	1	*	*	*	1	1	*

U.S.

	All Sellers	FSBO		AGENT-ASSISTED			
		All FSBO	Seller Knew Buyer	Seller did not Know Buyer	All Agent-assisted	Agent-assisted only	First FSBO, then Agent-assisted
Median age	53	57	57	57	52	52	46
Median income (2012)	\$97,500	\$86,200	\$87,000	\$85,900	\$99,900	\$100,200	\$101,100
Household composition							
Married couple	77%	76%	66%	82%	78%	78%	77%
Single female	14	14	18	12	13	13	12
Single male	5	6	10	2	5	5	6
Unmarried couple	4	4	5	2	4	4	3
Other	1	1	2	1	1	1	3

* Less than 1 percent

FOR SALE BY OWNERS SELLERS

Exhibit 8-4

TYPE OF HOME SOLD, FSBO AND AGENT-ASSISTED SELLERS

(Percentage Distribution)

New Hampshire

	All Sellers	FSBO		Agent-Assisted	
		All FSBO	Seller Knew Buyer		Seller did not Know Buyer
Detached single-family home	84%	100%	100%	100%	83%
Townhouse/row house	9	*	*	*	9
Duplex/apartment/condo in 2 to 4 unit building	2	*	*	*	2
Apartment/condo in a building with 5 or more units	2	*	*	*	2
Mobile/manufactured home	3	*	*	*	4
Other	*	*	*	*	*

* Less than 1 percent

U.S.

	All Sellers	FSBO		Agent-Assisted	
		All FSBO	Seller Knew Buyer		Seller did not Know Buyer
Detached single-family home	81%	75%	75%	75%	82%
Townhouse/row house	7	4	5	3	7
Duplex/apartment/condo in 2 to 4 unit building	2	3	4	3	2
Apartment/condo in a building with 5 or more units	5	5	4	5	5
Mobile/manufactured home	3	10	10	11	2
Other	2	3	2	4	2

FOR SALE BY OWNERS SELLERS

Exhibit 8-5

LOCATION OF HOME SOLD, FSBO AND AGENT-ASSISTED SELLERS

(Percentage Distribution)

New Hampshire

	All Sellers	FSBO		Agent-Assisted
		All FSBO	Seller Knew Buyer Seller did not Know Buyer	
Suburb/Subdivision	31%	33%	* 50%	30%
Small town	42	67	100 50	41
Urban area/Central city	12	*	* *	13
Rural area	13	*	* *	14
Resort/Recreation area	2	*	* *	2

* Less than 1 percent

U.S.

	All Sellers	FSBO		Agent-Assisted
		All FSBO	Seller Knew Buyer Seller did not Know Buyer	
Suburb/Subdivision	14%	17%	22% 14%	13%
Small town	15	13	13 12	15
Urban area/Central city	52	46	43 48	54
Rural area	17	20	18 22	16
Resort/Recreation area	3	4	4 4	3

* Less than 1 percent

FOR SALE BY OWNERS SELLERS

Exhibit 8-6

SELLING PRICE, FSBO AND AGENT-ASSISTED SELLERS

(Percentage Distribution)

New Hampshire

	All Sellers	FSBO		AGENT-ASSISTED			First FSBO, then Agent- assisted
		All FSBO	Seller Knew Buyer	Seller did not Know Buyer	All Agent- assisted	Agent- assisted only	
Median selling price	\$225,000	\$220,000	\$200,000	\$315,300	\$225,000	\$225,000	*
Lowest selling price	\$25,000	\$200,000	\$200,000	\$220,000	\$25,000	\$25,000	*
Highest selling price	\$789,000	\$410,500	\$200,000	\$410,500	\$789,000	\$789,000	*
Sample size	87	3	1	2	83	83	*
Sales price compared with asking price:							
Less than 90%	16%	*	*	*	17%	17%	*
90% to 94%	20	*	*	*	21	21	*
95% to 99%	40	33	*	50	40	40	*
100%	16	33	100	*	16	16	*
101% to 110%	8	33	*	50	7	7	*
More than 110%	*	*	*	*	*	*	*
Median (sales price as a percent of asking price)	96%	100%	100%	102%	96%	96%	0%
Number of times asking price was reduced:							
None	41%	100%	100%	100%	40%	40%	*
One	29	*	*	*	30	30	*
Two	14	*	*	*	15	15	*
Three	9	*	*	*	8	8	*
Four or more	7	*	*	*	7	7	*

CAUTIONARY NOTE: Small sample sizes in some cases do not allow statistically robust results to be obtained. Please use caution when interpreting the results in cases where sample sizes are small.

U.S.

	All Sellers	FSBO		AGENT-ASSISTED			First FSBO, then Agent- assisted
		All FSBO	Seller Knew Buyer	Seller did not Know Buyer	All Agent- assisted	Agent- assisted only	
Median selling price	\$225,000	\$184,000	\$174,000	\$189,000	\$230,000	\$235,000	\$175,900
Sales price compared with asking price:							
Less than 90%	13%	12%	11%	13%	13%	12%	46%
90% to 94%	18	12	7	14	19	19	15
95% to 99%	37	34	24	40	38	39	21
100%	21	40	58	29	18	18	10
101% to 110%	8	2	*	4	9	9	7
More than 110%	2	*	1	*	2	2	2
Median (sales price as a percent of asking price)	97%	98%	100%	97%	97%	97%	92%
Number of times asking price was reduced:							
None	53%	69%	77%	64%	51%	51%	33%
One	25	20	15	23	25	25	25
Two	12	4	3	5	13	13	9
Three	6	3	1	5	6	6	16
Four or more	5	4	4	3	5	4	17

* Less than 1 percent

N/A- Not Available

FOR SALE BY OWNERS SELLERS

Exhibit 8-7

TIME ON THE MARKET, FSBO AND AGENT-ASSISTED SELLERS

(Percentage Distribution)

New Hampshire

	All Sellers	FSBO		AGENT-ASSISTED			
		All FSBO	Seller Knew Buyer	Seller did not Know Buyer	All Agent-assisted	Agent-assisted only	First FSBO, then Agent-assisted
Less than 1 week	4%	33%	100%	*	4%	4%	*
1 to 2 weeks	24	33	*	50	24	24	*
3 to 4 weeks	10	*	*	*	11	11	*
5 to 6 weeks	9	*	*	*	9	9	*
7 to 8 weeks	4	33	*	50	4	4	*
9 to 10 weeks	3	*	*	*	4	4	*
11 to 12 weeks	9	*	*	*	9	9	*
13 to 16 weeks	4	*	*	*	5	5	*
17 to 24 weeks	7	*	*	*	7	7	*
25 to 36 weeks	7	*	*	*	7	7	*
37 to 52 weeks	8	*	*	*	7	7	*
53 or more weeks	10	*	*	*	11	11	*
Median weeks	8	1	*	5	8	8	*

* Less than 1 percent

N/A- Not Available

U.S.

	All Sellers	FSBO		AGENT-ASSISTED			
		All FSBO	Seller Knew Buyer	Seller did not Know Buyer	All Agent-assisted	Agent-assisted only	First FSBO, then Agent-assisted
Less than 1 week	8%	27%	45%	16%	5%	5%	*
1 to 2 weeks	30	29	27	30	31	31	19
3 to 4 weeks	11	10	11	10	11	11	11
5 to 6 weeks	6	3	1	4	7	7	*
7 to 8 weeks	5	4	2	5	5	5	11
9 to 10 weeks	4	2	4	1	4	4	*
11 to 12 weeks	6	4	*	7	7	7	7
13 to 16 weeks	5	3	*	4	5	5	7
17 to 24 weeks	7	4	5	4	8	8	6
25 to 36 weeks	7	4	2	5	7	7	17
37 to 52 weeks	5	8	3	11	5	5	1
53 or more weeks	6	3	1	4	6	6	21
Median weeks	5	6	1	3	6	6	14

* Less than 1 percent

FOR SALE BY OWNERS SELLERS

Exhibit 8-8

SELLER URGENCY, FSBO AND AGENT-ASSISTED SELLERS

(Percentage Distribution)

New Hampshire

Sellers needed to sell:	All Sellers	FSBO			AGENT-ASSISTED		
		All FSBO	Seller Knew Buyer	Seller did not Know Buyer	All Agent-assisted	Agent-assisted only	First FSBO, then Agent-assisted
Very urgently	14%	33%	*	50%	12%	12%	*
Somewhat urgently	46	67	100	50	46	46	*
Not urgently	40	*	*	*	42	42	*

* Less than 1 percent

N/A- Not Available

U.S.

Sellers needed to sell:	All Sellers	FSBO			AGENT-ASSISTED		
		All FSBO	Seller Knew Buyer	Seller did not Know Buyer	All Agent-assisted	Agent-assisted only	First FSBO, then Agent-assisted
Very urgently	16%	10%	14%	6%	16%	16%	26%
Somewhat urgently	38	29	28	31	40	39	45
Not urgently	46	61	58	63	44	45	29

FOR SALE BY OWNERS SELLERS

Exhibit 8-9

INCENTIVES OFFERED TO ATTRACT BUYERS, FSBO AND AGENT-ASSISTED SELLERS

(Percent of Respondents)

New Hampshire

	All Sellers	FSBO		AGENT-ASSISTED			
		All FSBO	Seller Knew Buyer	Seller did not Know Buyer	All Agent-assisted	Agent-assisted only	First FSBO, then Agent-assisted
None	72%	100%	100%	100%	71%	71%	*
Home warranty policies	8	*	*	*	8	8	*
Assistance with closing costs	14	*	*	*	15	15	*
Credit toward remodeling or repairs	2	*	*	*	2	2	*
Other incentives, such as a car, flat screen TV, etc.	2	*	*	*	2	2	*
Other	2	*	*	*	2	2	*

* Less than 1 percent

U.S.

	All Sellers	FSBO		AGENT-ASSISTED			
		All FSBO	Seller Knew Buyer	Seller did not Know Buyer	All Agent-assisted	Agent-assisted only	First FSBO, then Agent-assisted
No	64%	85%	86%	84%	61%	62%	53%
Home warranty policies	19	4	1	5	21	21	18
Assistance with closing costs	16	8	8	8	17	17	17
Credit toward remodeling or repairs	7	1	2	1	8	7	8
Other incentives, such as a car, flat screen TV, etc.	4	4	4	4	4	4	3
Assistance with condo association fees	*	*	*	*	*	*	*
Other	4	2	2	2	5	4	21

* Less than 1 percent

FOR SALE BY OWNERS SELLERS

Exhibit 8-10

MOST IMPORTANT REASON FOR SELLING HOME AS FSBO

(Percentage Distribution)

New Hampshire

	All FSBO	Seller Knew Buyer	Seller did not Know Buyer
Did not want to pay a commission or fee	67%	*	100%
Sold it to a relative, friend or neighbor	33	100	*
Buyers contacted seller directly	*	*	*
Did not want to deal with an agent	*	*	*
Agent was unable to sell home	*	*	*
Seller has real estate license	*	*	*
Could not find an agent to handle transaction	*	*	*
Other	*	*	*

* Less than 1 percent

U.S.

	All FSBO	Seller Knew Buyer	Seller did not Know Buyer
Did not want to pay a commission or fee	46%	28%	58%
Sold it to a relative, friend or neighbor	24	51	6
Buyers contacted seller directly	12	5	18
Did not want to deal with an agent	11	12	11
Agent was unable to sell home	4	3	4
Could not find an agent to handle transaction	2	2	1
Seller has real estate license	1	*	2
Other	*	*	1

* Less than 1 percent

FOR SALE BY OWNERS SELLERS

Exhibit 8-11

**SELLER WANTED TO SELL EARLIER BUT WAITED OR STALLED
BECAUSE HOME WAS WORTH LESS THAN MORTGAGE**

(Percentage Distribution)

New Hampshire

	All Sellers	FSBO		AGENT-ASSISTED			
		All FSBO	Seller Knew Buyer	Seller did not Know Buyer	All Agent-assisted	Agent-assisted only	First FSBO, then Agent-assisted
Yes, and lived in home	11%	11%	*	*	11%	12%	*
Yes, but rented home to others and lived elsewhere	1	1	*	*	1	1	*
No, sold home when I wanted to sell	88	88	100	100	88	87	*

	All Sellers	FSBO		AGENT-ASSISTED			
		All FSBO	Seller Knew Buyer	Seller did not Know Buyer	All Agent-assisted	Agent-assisted only	First FSBO, then Agent-assisted
Yes, and lived in home	12%	6%	1%	9%	13%	13%	22%
Yes, but rented home to others and lived elsewhere	1	2	1	2	1	1	3
No, sold home when I wanted to sell	87	93	98	89	86	87	75

FOR SALE BY OWNERS SELLERS

Exhibit 8-12

METHOD USED BY FSBO SELLERS TO MARKET HOME

(Percent of Respondents)

New Hampshire

	All FSBO	Seller Knew Buyer	Seller did not Know Buyer
Yard sign	33%	*	50%
Friends, relatives, or neighbors	*	*	*
Craigslist	33	*	50
Open house	*	*	*
For-sale-by-owner Web site	67	*	100
Third party aggregators	33	*	50
Print newspaper advertisement	*	*	*
Multiple Listing Service (MLS) website	*	*	*
Social network Web site (e.g. Facebook, MySpace, etc.)	*	*	*
Realtor.com	*	*	*
Newspaper website	*	*	*
Direct mail (flyers, postcards, etc.)	*	*	*
Video	*	*	*
For-sale-by-owner magazine	67	*	100
Other Web sites with real estate listings (e.g. Google, Yahoo)	*	*	*
Video hosting Web sites (e.g. Youtube, etc.)	*	*	*
Other	*	*	*
None - Did not actively market home	33	100	*

U.S.

	All FSBO	Seller Knew Buyer	Seller did not Know Buyer
Yard sign	36%	8%	53%
Friends, relatives, or neighbors	28	46	17
Craigslist	16	4	24
Open house	14	8	17
For-sale-by-owner Web site	13	5	18
Third party aggregators	11	3	17
Print newspaper advertisement	7	2	11
Multiple Listing Service (MLS) website	7	1	11
Social network Web site (e.g. Facebook, MySpace, etc.)	7	6	7
Realtor.com	4	4	6
Newspaper website	3	2	4
Direct mail (flyers, postcards, etc.)	1	2	*
Video	1	*	1
For-sale-by-owner magazine	*	*	1
Other Web sites with real estate listings (e.g. Google, Yahoo)	*	*	1
Video hosting Web sites (e.g. Youtube, etc.)	*	*	*
Other	2	1	3
None - Did not actively market home	32	51	18

FOR SALE BY OWNERS SELLERS

Exhibit 8-13

MOST DIFFICULT TASK FOR FSBO SELLERS

(Percentage of Distribution)

New Hampshire

	All FSBO	Seller Knew Buyer	Seller did not Know Buyer
Understanding and performing paperwork	*	*	*
Preparing or fixing up the home for sale	33	*	50
Getting the price right	*	*	*
Selling within the length of time planned	*	*	*
Attracting potential buyers	33	*	50
Having enough time to devote to all aspects of the sale	*	*	*
Helping buyer obtain financing	*	*	*
None/Nothing	33	100	*

* Less than 1 percent

U.S.

	All FSBO	Seller Knew Buyer	Seller did not Know Buyer
Getting the price right	13%	16%	10%
Preparing or fixing up the home for sale	12	9	14
Understanding and performing paperwork	8	10	6
Selling within the length of time planned	7	12	4
Having enough time to devote to all aspects of the sale	6	6	6
Helping buyer obtain financing	3	8	1
Attracting potential buyers	3	1	4
Other	1	*	1
None/Nothing	48	39	55

* Less than 1 percent

FOR SALE BY OWNERS SELLERS

Exhibit 8-14

HOW FSBO SELLERS WILL SELL THEIR CURRENT HOME

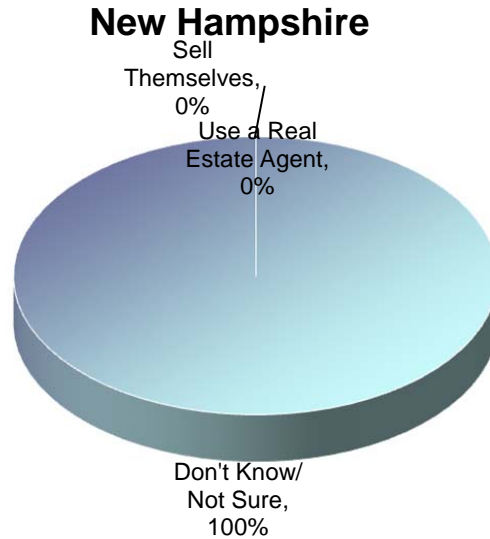
(Percentage of Distribution)

New Hampshire

FSBO- Seller Knew Buyer

Sell Themselves	0%
Use a Real Estate Agent	0%
Don't Know/ Not Sure	100%

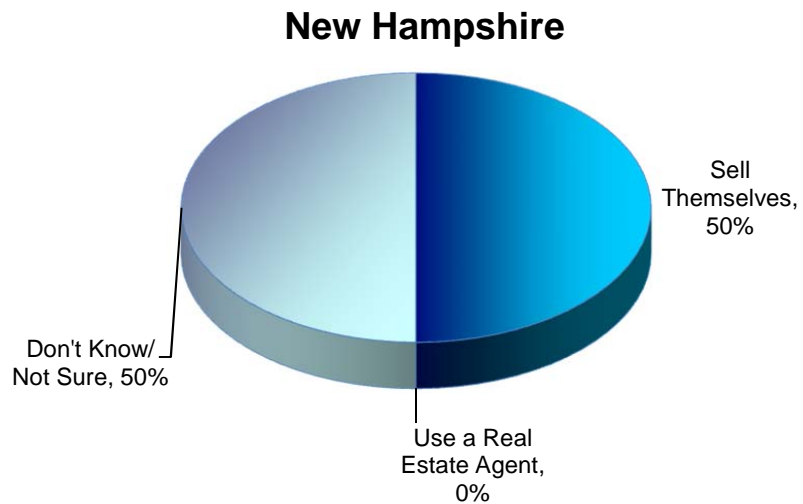
HOW FSBO SELLERS WILL SELL THEIR CURRENT HOME - FSBO, Seller Knew Buyer
(Percentage Distribution)



FSBO- Seller Did Not Know Buyer

Sell Themselves	50%
Use a Real Estate Agent	0%
Don't Know/ Not Sure	50%

HOW FSBO SELLERS WILL SELL THEIR CURRENT HOME - FSBO, Seller Did Not Know Buyer
(Percentage Distribution)



FOR SALE BY OWNERS SELLERS

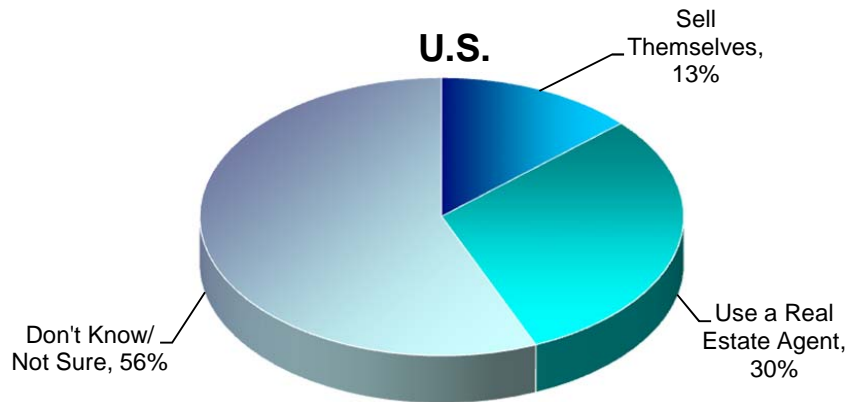
HOW FSBO SELLERS WILL SELL THEIR CURRENT HOME
(Percentage of Distribution)

U.S.

HOW FSBO SELLERS WILL SELL THEIR CURRENT HOME - FSBO, Seller Knew Buyer
(Percentage Distribution)

FSBO- Seller Knew Buyer

Sell Themselves	13%
Use a Real Estate Agent	30%
Don't Know/ Not Sure	56%



HOW FSBO SELLERS WILL SELL THEIR CURRENT HOME - FSBO, Seller Did Not Know Buyer
(Percentage Distribution)

FSBO- Seller Did Not Know Buyer

Sell Themselves	40%
Use a Real Estate Agent	15%
Don't Know/ Not Sure	44%

