

## 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	40%	44%	41%
Used agent previously to buy or sell a home	20	16	19
Visited an open house and met agent	3	4	2
Internet website (without a specific reference)	6	4	7
Personal contact by agent (telephone, email, etc.)	1	*	2
Referred by another real estate or broker	3	8	*
Saw contact information on For Sale/Open House sign	9	8	10
Referred through employer or relocation company	11	12	10
Direct mail (newsletter, flyer, postcard, etc.)	1	*	2
Walked into or called office and agent was on duty	1	4	*
Newspaper, Yellow pages or home book ad	*	*	*
Advertising specialty (calendar, magnet, etc.)	*	*	*
Crowdsourcing through social media/knew the person	*	*	*
Saw the person's social media page without a connecti	*	*	*
Other	4	*	7

#### U.S.

	All sellers	First-time Seller	Repeat Seller
Referred by (or is) a friend, neighbor or relative	42%	47%	39%
Used agent previously to buy or sell a home	24	20	26
Internet website (without a specific reference)	4	6	4
Personal contact by agent (telephone, email, etc.)	4	3	5
Referred by another real estate or broker	4	4	4
Visited an open house and met agent	3	3	3
Saw contact information on For Sale/Open House sign	3	4	2
Referred through employer or relocation company	3	3	3
Direct mail (newsletter, flyer, postcard, etc.)	1	2	1
Walked into or called office and agent was on duty	1	1	1
Newspaper, Yellow pages or home book ad	1	*	1
Advertising specialty (calendar, magnet, etc.)	1	1	1
Crowdsourcing through social media/knew the person through social media	*	*	*
Saw the person's social media page without a connection	*	*	*
Other	9	7	10

\* 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	40%	54%	31%	50%	33%	50%	13%
Used agent previously to buy or sell a home	20	27	19	20	*	*	38
Visited an open house and met agent	3	8	*	*	*	*	*
Internet website (without a specific reference)	6	*	25	*	*	*	*
Personal contact by agent (telephone, email, etc.)	1	*	*	10	*	*	25
Referred by another real estate or broker	3	*	*	10	*	*	*
Saw contact information on For Sale/Open House sign	9	*	19	10	33	25	*
Referred through employer or relocation company	11	*	6	*	33	25	13
Direct mail (newsletter, flyer, postcard, etc.)	1	*	*	*	*	*	*
Walked into or called office and agent was on duty	1	4	*	*	*	*	*
Newspaper, Yellow pages or home book ad	*	*	*	*	*	*	*
Advertising specialty (calendar, magnet, etc.)	*	*	*	*	*	*	*
Crowdsourcing through social media/knew the person through social media	*	*	*	*	*	*	*
Saw the person's social media page without a connection	*	*	*	*	*	*	*
Other	4	8	*	*	*	*	13

**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	42%	45%	43%	36%	43%	49%	37%
Used agent previously to buy or sell a home	24	27	21	26	17	18	21
Internet website (without a specific reference)	4	4	8	6	6	2	3
Personal contact by agent (telephone, email, etc.)	4	3	3	7	6	2	7
Referred by another real estate or broker	4	2	3	6	3	6	4
Visited an open house and met agent	3	4	3	2	*	1	1
Saw contact information on For Sale/Open House sign	3	2	5	4	*	4	2
Referred through employer or relocation company	3	*	1	1	3	7	9
Direct mail (newsletter, flyer, postcard, etc.)	1	1	*	2	3	1	2
Walked into or called office and agent was on duty	1	1	1	*	4	1	1
Newspaper, Yellow pages or home book ad	1	*	1	*	*	2	2
Advertising specialty (calendar, magnet, etc.)	1	*	2	*	5	*	1
Crowdsourcing through social media/knew the person through social media	*	*	*	*	1	*	*
Saw the person's social media page without a connection	*	*	*	*	*	*	*
Other	9	10	8	10	10	7	9

# HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-3

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

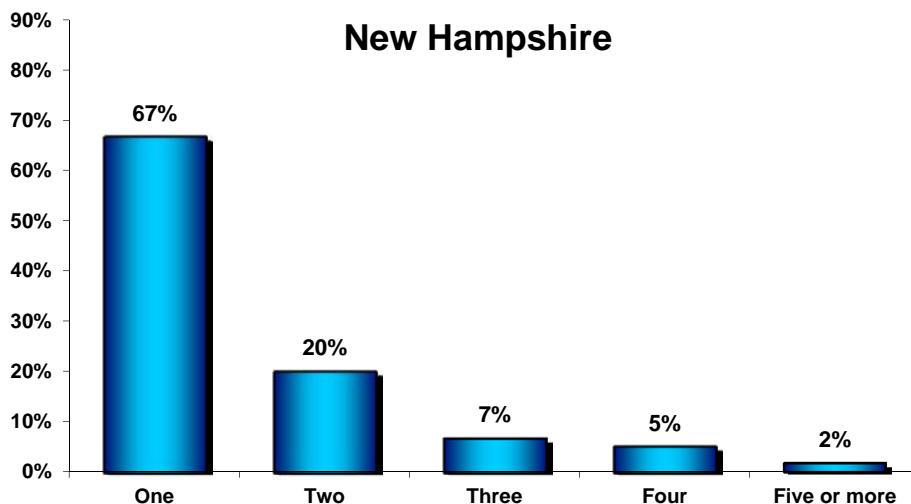
(Percentage Distribution)

### New Hampshire

One	67%
Two	20%
Three	7%
Four	5%
Five or more	2%

\* Less than 1 percent

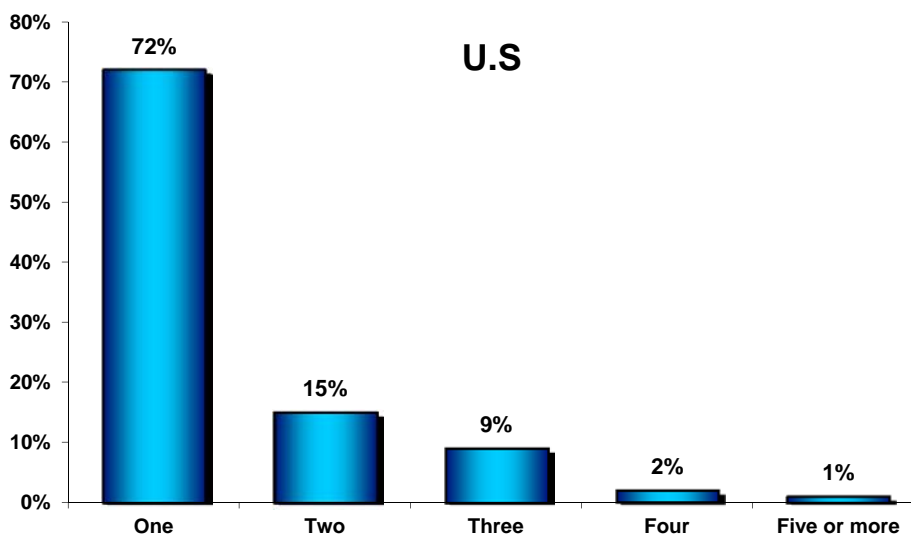
**NUMBER OF AGENTS CONTACTED BEFORE SELECTING ONE TO ASSIST WITH SALE OF HOME**  
(Percentage Distribution)



### U.S.

One	72%
Two	15
Three	9
Four	2
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**

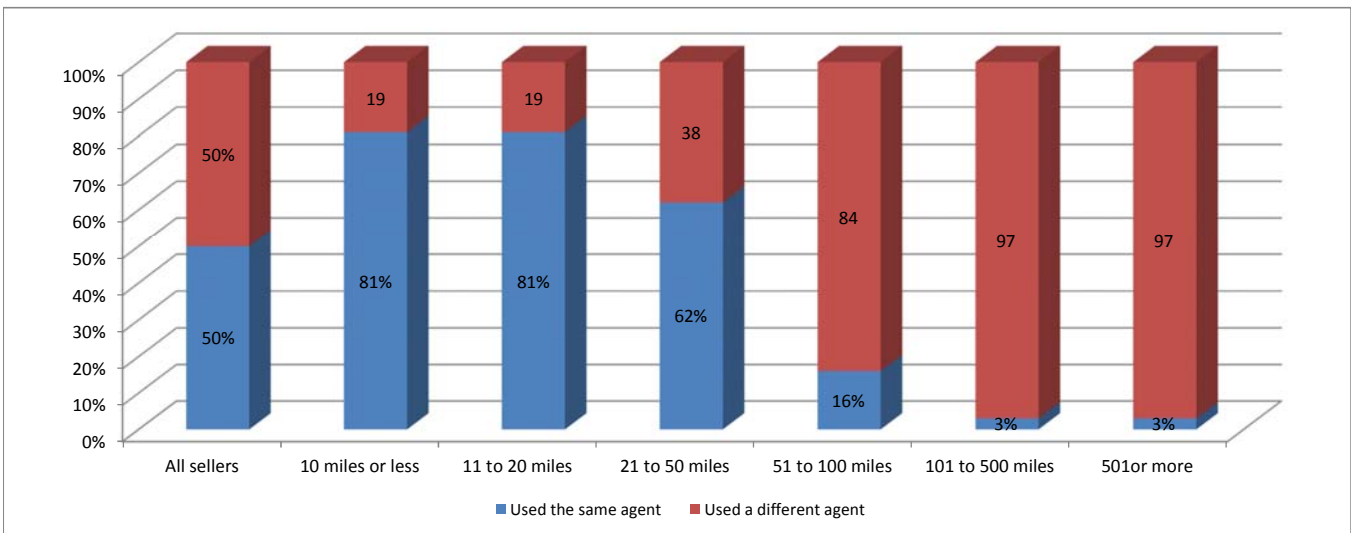
*(Percentage Distribution Among Sellers Who Used an Agent to Purchase a Home)*

**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	56%	80%	93%	50%	0%	0%	0%
No	44%	20%	7%	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
Used the same agent	50%	81%	81%	62%	16%	3%	3%
Used a different agent	50%	19	19	38	84	97	97



# HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-5

## HOME LISTED ON MULTIPLE LISTING SERVICE

(Percentage Distribution)

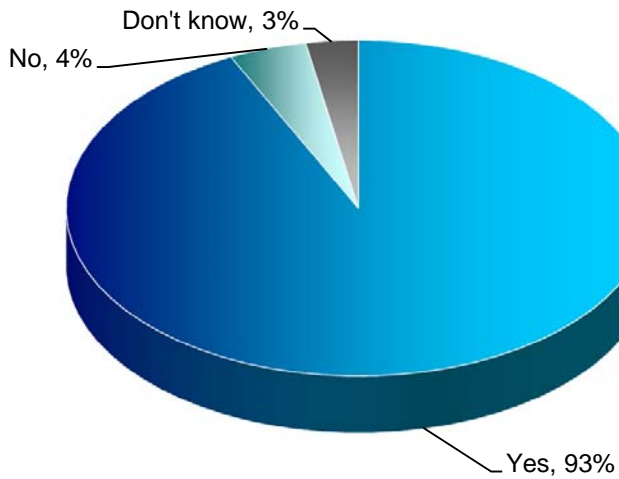
### New Hampshire

Yes	93%
No	4%
Don't know	3%

### HOME LISTED ON MULTIPLE LISTING SERVICE

(Percentage Distribution)

#### New Hampshire



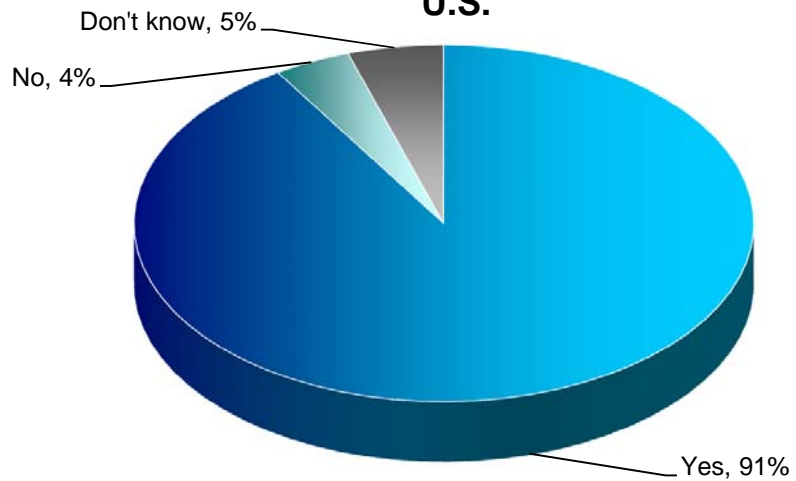
### U.S.

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

### HOME LISTED ON MULTIPLE LISTING SERVICE

(Percentage Distribution)

#### U.S.



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	83%
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	8%

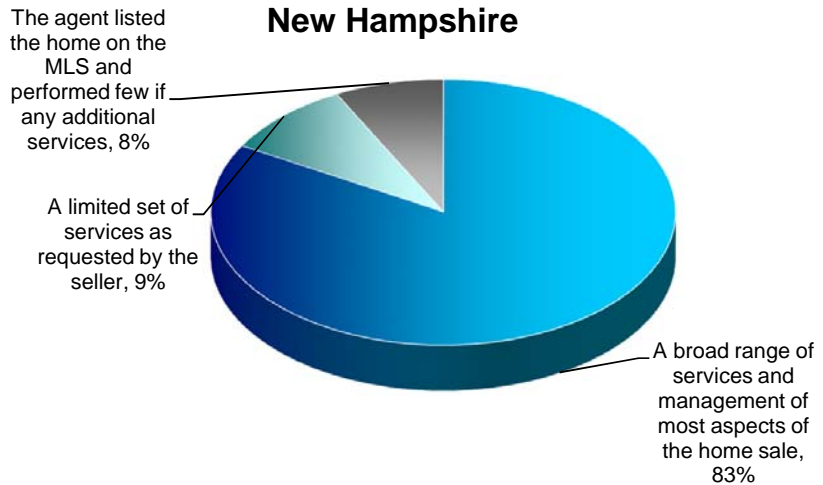
**U.S.**

A broad range of services and management of most aspects of the home sale	79%
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	12%

**LEVEL OF SERVICE PROVIDED BY THE REAL ESTATE AGENT**

*(Percentage Distribution)*

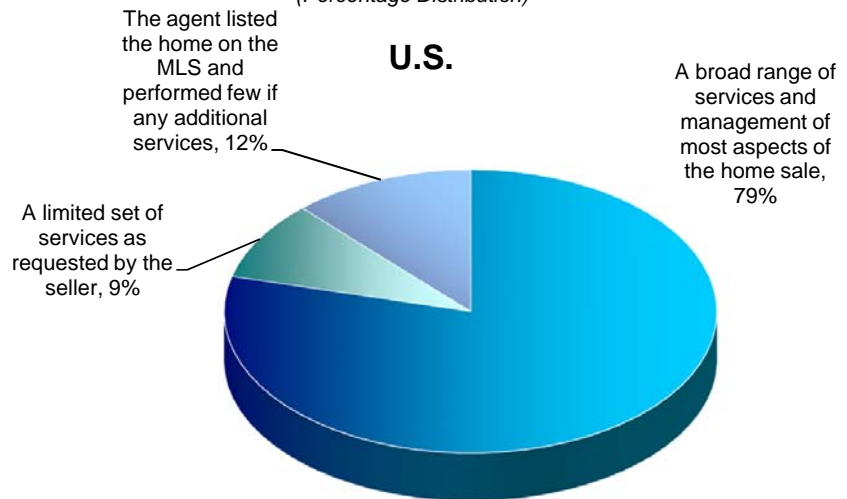
**New Hampshire**



**LEVEL OF SERVICE PROVIDED BY THE REAL ESTATE AGENT**

*(Percentage Distribution)*

**U.S.**



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)

	LEVEL OF SERVICE SOUGHT FROM THE AGENT BY THE SELLER			
	All sellers	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
<b>New Hampshire</b>				
Help price home competitively	27%	26%	33%	40%
Help sell the home within specific timeframe	15	16	17	*
Help find a buyer for home	15	16	*	20
Help seller market home to potential buyers	19	20	17	20
Help seller find ways to fix up home to sell it for more	15	16	17	*
Help with negotiation and dealing with buyers	3	2	17	*
Help with paperwork/inspections/preparing for settlement	2	*	*	*
Help seller see homes available to purchase	3	2	*	20
Other	2	2	*	*

\* Less than 1 percent

	LEVEL OF SERVICE SOUGHT FROM THE AGENT BY THE SELLER			
	All sellers	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
<b>U.S.</b>				
Help seller market home to potential buyers	21%	20%	19%	27%
Help sell the home within specific timeframe	21	21	23	17
Help find a buyer for home	17	18	17	16
Help price home competitively	16	16	24	14
Help seller find ways to fix up home to sell it for more	14	16	9	10
Help with negotiation and dealing with buyers	5	5	5	7
Help with paperwork/inspections/preparing for settlement	3	3	1	3
Help seller see homes available to purchase	2	2	2	3
Help create and post videos to provide tour of my home	*	*	*	1
Other	1	1	1	2

\* 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**

LEVEL OF SERVICE SOUGHT FROM THE AGENT BY THE SELLER

	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	31%	35%	17%	20%
Agent is honest and trustworthy	18	20	*	20
Agent is friend or family member	13	13	17	*
Agent's knowledge of the neighborhood	12	11	17	20
Agent's association with a particular firm	9	6	33	20
Agent has caring personality/good listener	5	6	*	*
Agent's commission	2	2	*	*
Agent seems 100% accessible because of use of technology	6	6	17	*
Professional designations held by agent	3	2	*	20
Other	2	2	*	*

**U.S.**

LEVEL OF SERVICE SOUGHT FROM THE AGENT BY THE SELLER

	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	34%	35%	29%	29%
Agent is honest and trustworthy	18	19	17	13
Agent is friend or family member	16	16	16	10
Agent's knowledge of the neighborhood	15	15	18	13
Agent has caring personality/good listener	4	4	3	3
Agent's association with a particular firm	4	3	6	8
Agent's commission	4	3	3	7
Agent seems 100% accessible because of use of technology like tablet or smartphone	2	2	1	6
Professional designations held by agent	2	2	3	2
Other	3	2	5	9

## HOME SELLING AND REAL ESTATE PROFESSIONAL

Exhibit 7-9

### **METHODS REAL ESTATE AGENT USED TO MARKET HOM**

*(Percent of Respondents Among Sellers Who Used an Agent)*

## **New Hampshire**

	All Homes
Multiple Listing (MLS) website	90%
Yard sign	55
Open house	55
Real estate agent website	52
Real estate company website	52
Realtor.com	42
Third party aggregators	39
Print newspaper advertisement	15
Direct mail (flyers, postcards, etc.)	16
Real estate magazine	6
Newspaper website	8
Video	8
Other Web sites with real estate listings (e.g. Google, Yahoo)	13
Real estate magazine website	8
Social networking websites (e.g. Facebook, Twitter, etc.)	13
Online Classified Ads	10
Video hosting Web sites (e.g. Youtube, etc.)	3
Television	2
Other	2

\* Less than 1 percent

## **U.S.**

	All Homes
Multiple Listing (MLS) website	89%
Yard sign	69
Real estate agent website	51
Open house	51
Realtor.com	50
Real estate company website	43
Third party aggregators	40
Social networking websites (e.g. Facebook, Twitter, etc.)	12
Print newspaper advertisement	11
Direct mail (flyers, postcards, etc.)	10
Video	9
Newspaper website	9
Real estate magazine	9
Other Web sites with real estate listings (e.g. Google, Yahoo)	6
Online Classified Ads	6

## HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-10

### HOW REAL ESTATE AGENT WAS COMPENSATED

(Percentage Distribution)

#### New Hampshire

Paid by seller	79%
Percent of sales price	93
Flat fee	4
Per task fee	*
Other	*
Don't Know	3
Paid by buyer and seller	11
Paid by buyer only	6
Other	3
Don't Know	2

#### U.S.

Paid by seller	76%
Percent of sales price	72
Flat fee	3
Per task fee	*
Other	*
Don't Know	1
Paid by buyer and seller	10
Paid by buyer only	7
Other	4
Don't Know	3

\* Less than 1 percent

HOME SELLING AND REAL ESTATE PROFESSIONALS

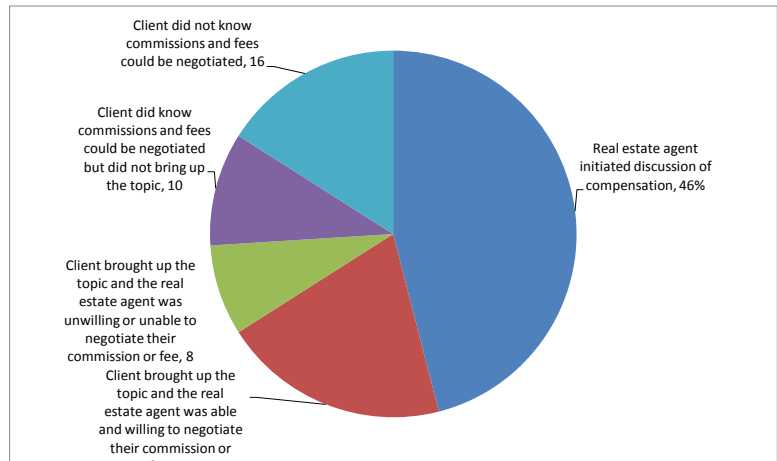
Exhibit 7-11  
**NEGOTIATING THE COMMISSION RATE OR FEE WITH THE REAL ESTATE AGENT**  
 (Percentage Distribution)

**New Hampshire**

Real estate agent initiated discussion of compensation	56%
Client brought up the topic and the real estate agent was able and willing to negotiate their commission or fee	18
Client brought up the topic and the real estate agent was unwilling or unable to negotiate their commission or fee	2
Client did know commissions and fees could be negotiated but did not bring up the topic	12
Client did not know commissions and fees could be negotiated	12

**U.S.**

Real estate agent initiated discussion of compensation	46%
Client brought up the topic and the real estate agent was able and willing to negotiate their commission or fee	20
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	16



## HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-12

### WOULD SELLER USE REAL ESTATE AGENT AGAIN OR RECOMMEND TO OTHERS

(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
<b>Definitely</b>	72%	76%	67%	90%	0%	75%	72%
<b>Probably</b>	10%	12%	13%	0%	50%	0%	10%
<b>Probably Not</b>	6%	0%	13%	10%	25%	25%	6%
<b>Definitely Not</b>	5%	0%	0%	0%	25%	0%	5%
<b>Don't Know/ Not Sure</b>	8%	12%	7%	0%	0%	0%	8%

#### 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
<b>Definitely</b>	67%	69%	67%	67%	68%	71%	60%
<b>Probably</b>	17	18	19	13	12	14	20
<b>Probably Not</b>	7	6	6	9	8	11	9
<b>Definitely Not</b>	7	6	8	9	11	4	9
<b>Don't Know/ Not Sure</b>	1	1	1	2	2	*	2

## HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-13

### HOW MANY TIMES SELLER RECOMMENDED TYPICAL AGENT

*(Percentage distribution)*

#### New Hampshire

All Sellers	
None	*
One time	67
Two times	20
Three times	7
Four or more times	5
Times recommended since buying (median)	1

#### U.S.

All Sellers	
None	38%
One time	13
Two times	17
Three times	12
Four or more times	20
Times recommended since buying (median)	1