

HOME BUYING AND REAL ESTATE PROFESSIONALS

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HOME BUYING AND REAL ESTATE PROFESSIONALS

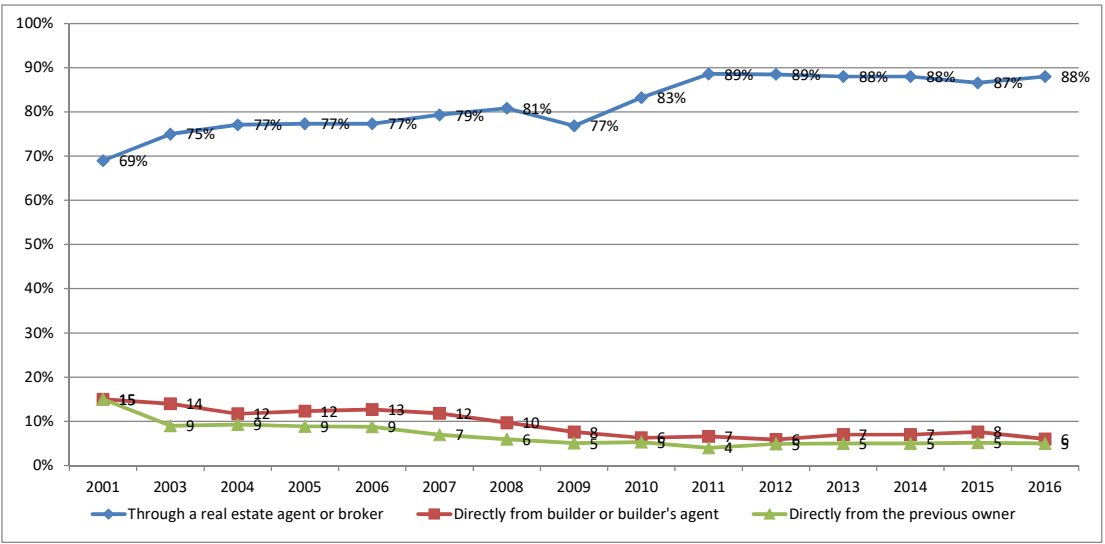
Exhibit 4-1
METHOD OF HOME PURCHASE, 2001-2015
 (Percentage Distribution)

New Hampshire

	2016
Through a real estate agent or broker	95%
Directly from builder or builder's agent	*
Directly from the previous owner	5

U.S.

	2001	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Through a real estate agent or broker	69%	75%	77%	77%	77%	79%	81%	77%	83%	89%	89%	88%	88%	87%	88%
Directly from builder or builder's agent	15	14	12	12	13	12	10	8	6	7	6	7	7	8	6
Directly from the previous owner	15	9	9	9	9	7	6	5	5	4	5	5	5	5	5



HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-2

METHOD OF HOME PURCHASE, BY REGION

(Percentage Distribution)

	New Hampshire	U.S.	BUYERS WHO PURCHASED A HOME IN THE			
			Northeast	Midwest	South	West
Through a real estate agent or broker	95%	88%	92%	90%	86%	89%
Directly from builder or builder's agent	*	6	2	4	7	8
Directly from the previous owner	5	5	5	6	6	3
Knew previous owner	4	2	3	3	2	2
Did not know previous owner	1	3	2	3	4	1

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-3

METHOD OF HOME PURCHASE, NEW AND PREVIOUSLY OWNED HOMES

(Percentage Distribution)

New Hampshire

	All Buyers	BUYERS OF	
		New Homes	Previously Owned Homes
Through a real estate agent or broker	95%	54%	97%
Directly from builder or builder's agent	*	39	*
Directly from the previous owner	5	8	3
Knew previous owner	4	8	3
Did not know previous owner	1	*	1

*Less than 1 percent

U.S.

	All Buyers	BUYERS OF	
		New Homes	Previously Owned Homes
Through a real estate agent or broker	88%	60%	93%
Directly from builder or builder's agent	6	39	*
Directly from the previous owner	5	*	6
Knew previous owner	2	*	3
Did not know previous owner	3	*	3

NA- Not Applicable

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-4

METHOD OF HOME PURCHASE, BY ADULT COMPOSITION OF HOUSEHOLD

(Percentage Distribution)

New Hampshire

	All Buyers	ADULT COMPOSITION OF HOUSEHOLD				
		Married couple	Single female	Single male	Unmarried couple	Other
Through a real estate agent or broker	95%	94%	96%	100%	94%	100%
Directly from builder or builder's agent	*	*	*	*	*	*
Directly from the previous owner	5	6	4	*	6	*
Knew previous owner	4	5	*	*	6	*
Did not know previous owner	1	1	4	*	*	*

*Less than 1 percent

U.S.

	All Buyers	ADULT COMPOSITION OF HOUSEHOLD				
		Married couple	Single female	Single male	Unmarried couple	Other
Through a real estate agent or broker	88%	88%	89%	89%	92%	89%
Directly from builder or builder's agent	6	7	6	4	4	4
Directly from the previous owner	5	5	5	6	2	6
Knew previous owner	2	2	2	4	2	2
Did not know previous owner	3	3	3	2	1	4

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-5

AGENT REPRESENTATION DISCLOSURE, FIRST-TIME AND REPEAT BUYERS

(Percentage Distribution)

New Hampshire

Disclosure Statement Signed?	All Buyers	First-time Buyers	Repeat Buyers
Yes, at first meeting	54%	62%	51%
Yes, when contract was written	19	15	20
Yes, at some other time	14	6	17
No	8	9	8
Don't know	6	9	5

U.S.

Disclosure Statement Signed?	All Buyers	First-time Buyers	Repeat Buyers
Yes, at first meeting	29%	25%	31%
Yes, when contract was written	21	19	22
Yes, at some other time	12	13	11
No	20	23	19
Don't know	19	21	17

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-6

BUYER REPRESENTATIVE ARRANGEMENT WITH AGENT, FIRST-TIME AND REPEAT BUYERS (Percentage Distribution)

New Hampshire

	All Buyers	First-time Buyers	Repeat Buyers
Yes, a written arrangement	55%	49%	58%
Yes, an oral arrangement	12	15	11
No	23	23	23
Don't know	10	13	8

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
Yes, a written arrangement	42%	37%	44%
Yes, an oral arrangement	16	18	15
No	29	26	30
Don't know	14	19	11

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-7

HOW REAL ESTATE AGENT WAS COMPENSATED

(Percentage Distribution)

New Hampshire

	All Types of Representation	TYPE OF AGENT REPRESENTATION	
		Buyer Only	Seller or Seller and Buyer
Paid by seller	57%	54%	62%
Paid by buyer and seller	13	14	9
Paid by buyer only	20	23	13
Other	1	2	*
Don't know	9	6	15

U.S.

	All Types of Representation	TYPE OF AGENT REPRESENTATION	
		Buyer Only	Seller or Seller and Buyer
Paid by seller	57%	56%	58%
Paid by buyer and seller	12	10	13
Paid by buyer only	20	19	22
Percent of sales price	16	18	15
Flat fee	1	1	1
Other	*	*	*
Don't know	*	2	2
Other	*	2	2
Don't know	2	13	7

*Less than 1 percent

HOME BUYING AND REAL ESTATE PROFESSIONALS

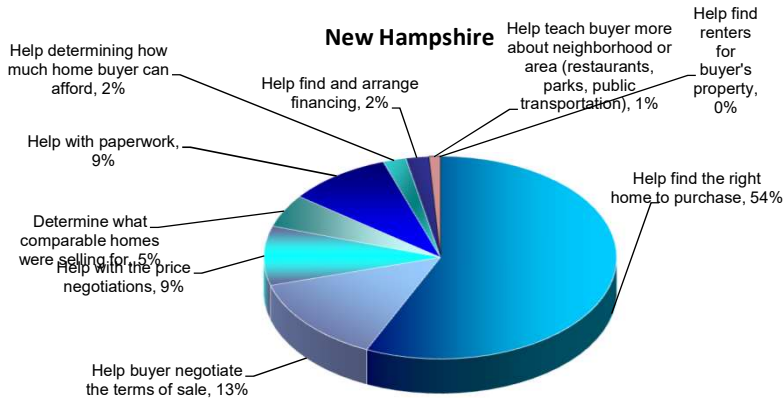
Exhibit 4-8

WHAT BUYERS WANT MOST FROM REAL ESTATE AGENTS

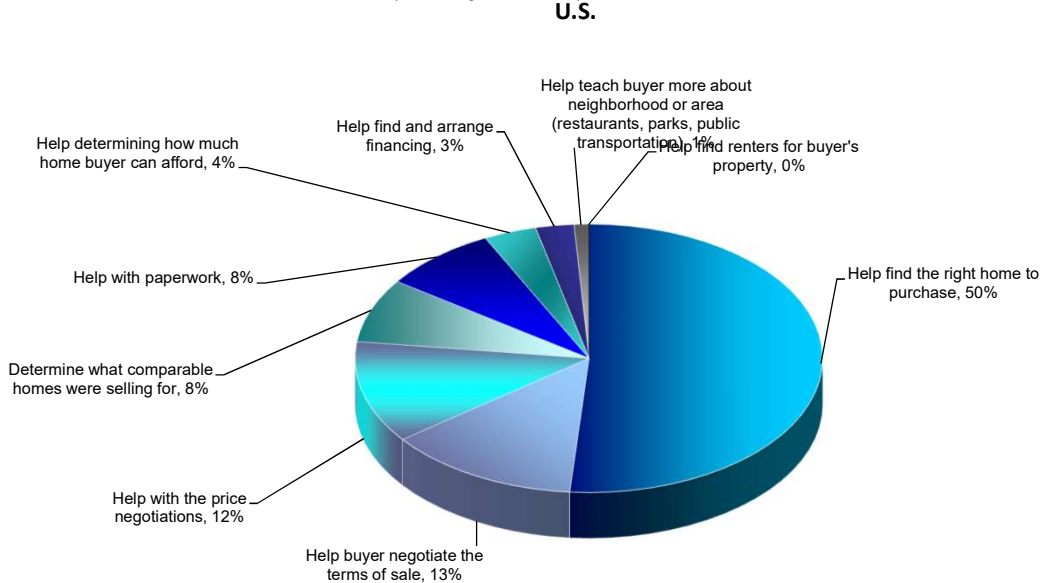
(Percentage Distribution)

	New Hampshire	U.S.
Help find the right home to purchase	54%	50%
Help buyer negotiate the terms of sale	13%	13%
Help with the price negotiations	9%	12%
Determine what comparable homes were selling for	5%	8%
Help with paperwork	9%	8%
Help determining how much home buyer can afford	2%	4%
Help find and arrange financing	2%	3%
Help teach buyer more about neighborhood or area (restaurants, parks, public transportation)	1%	1%
Help find renters for buyer's property	0%	*

WHAT BUYERS WANT MOST FROM REAL ESTATE PROFESSIONALS
(Percentage Distribution)



WHAT BUYERS WANT MOST FROM REAL ESTATE PROFESSIONALS
(Percentage Distribution)



HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-9

WHAT BUYERS WANT MOST FROM REAL ESTATE AGENTS, FIRST-TIME AND REPEAT BUYERS, AND BUYERS OF NEW AND PREVIOUSLY OWNED HOMES

(Percentage Distribution)

New Hampshire

	All Buyers	First-time Buyers	Repeat Buyers	BUYERS OF	
				New Homes	Previously Owned Homes
Help find the right home to purchase	54%	38%	61%	50%	54%
Help with the price negotiations	9	9	9	50	9
Help buyer negotiate the terms of sale	13	19	10	*	13
Determine what comparable homes were selling for	5	6	4	*	5
Help with paperwork	9	15	6	*	9
Help determining how much home buyer can afford	2	6	*	*	2
Help find and arrange financing	2	4	2	*	3
Help teach buyer more about neighborhood or area (restaurants, parks, public transportation)	1	*	2	*	1
Other	5	2	6	*	5

*Less than 1 percent

U.S.

	All Buyers	First-time Buyers	Repeat Buyers	BUYERS OF	
				New Homes	Previously Owned Homes
Help find the right home to purchase	50%	50%	50%	46%	51%
Help buyer negotiate the terms of sale	13	12	14	13	13
Help with the price negotiations	12	12	11	12	12
Determine what comparable homes were selling for	8	6	8	11	7
Help with paperwork	8	7	8	6	8
Help determining how much home buyer can afford	4	6	2	2	4
Help find and arrange financing	3	4	2	3	3
Help teach buyer more about neighborhood or area	1	1	1	3	1
Help find renters for buyer's property	*	*	*	1	*
Other	2	1	2	2	2

*Less than 1 percent

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-10

WHAT BUYERS WANT MOST FROM REAL ESTATE AGENTS, BY ADULT COMPOSITION OF HOUSEHOLD

(Percentage Distribution)

New Hampshire

	ADULT COMPOSITION OF HOUSEHOLD					
	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other
Help find the right home to purchase	54%	47%	41%	47%	26%	60%
Help with the price negotiations	9	18	18	*	11	20
Help buyer negotiate the terms of sale	13	16	18	16	32	*
Determine what comparable homes were selling for	5	5	5	11	*	*
Help with paperwork	9	7	5	16	21	*
Help determining how much home buyer can afford	2	1	9	*	5	*
Help find and arrange financing	2	3	5	5	5	*
Help teach buyer more about neighborhood or area (restaurants, parks, public transportation)	1	2	*	*	*	*
Other	5	3	*	5	*	20

U.S.

	ADULT COMPOSITION OF HOUSEHOLD					
	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other
Help find the right home to purchase	50%	50%	54%	49%	52%	53%
Help buyer negotiate the terms of sale	13	13	14	9	16	11
Help with the price negotiations	12	11	12	17	11	10
Determine what comparable homes were selling for	8	9	4	10	5	6
Help with paperwork	8	8	6	10	9	5
Help determining how much home buyer can afford	4	3	5	2	3	2
Help find and arrange financing	3	3	3 *		2	6
Help teach buyer more about neighborhood or area (restaurants, parks, public transportation)	1	2	0	0	1	1
Help find renters for buyer's property	*	*	*	*	*	*
Other	2	2	2	3	2	6

*Less than 1 percent

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-11

BENEFITS PROVIDED BY REAL ESTATE AGENT DURING HOME PURCHASE PROCESS, FIRST-TIME AND REPEAT BUYERS

(Percent of Respondents)

New Hampshire

	All Buyers	First-time Buyers	Repeat Buyers
Helped buyer understand the process	53%	74%	44%
Pointed out unnoticed features/faults with property	53	47	56
Negotiated better sales contract terms	38	32	41
Improved buyer's knowledge of search areas	35	36	34
Provided a better list of service providers	35	36	35
Negotiated a better price	27	30	26
Shortened buyer's home search	23	26	23
Provided better list of mortgage lenders	20	32	16
Narrowed buyer's search area	11	13	11
Expanded buyer's search area	14	21	11
Other	2	*	3
None of the above	8	9	8

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
Helped buyer understand the process	61%	80%	51%
Pointed out unnoticed features/faults with property	55	59	53
Negotiated better sales contract terms	47	49	46
Provided a better list of service providers (e.g. home in	39	39	38
Improved buyer's knowledge of search areas	43	47	41
Negotiated a better price	36	39	35
Shortened buyer's home search	29	30	28
Provided better list of mortgage lenders	22	26	20
Expanded buyer's search area	21	24	19
Narrowed buyer's search area	15	14	15
None of the above	6	4	7
Other	2	1	2

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-12

HOW BUYER FOUND REAL ESTATE AGENT, FIRST-TIME AND REPEAT BUYERS

(Percentage Distribution)

New Hampshire

	All Buyers	First-time Buyers	Repeat Buyers
Referred by (or is) a friend, neighbor or relative	37%	44%	34%
Used agent previously to buy or sell a home	13	2	17
Internet Web site (without a specific reference)	15	13	16
Visited an open house and met agent	5	4	5
Saw contact information on For Sale/Open House sign	3	2	3
Referred by another real estate agent/broker	4	4	3
Personal contact by agent (telephone, e-mail, etc.)	5	4	5
Referred through employer or relocation company	1	*	2
Walked into or called office and agent was on duty	1	2	1
Mobile or tablet application	1	*	1
Newspaper, Yellow Pages or home book ad	*	*	*
Direct mail (newsletter, flyer, postcard, etc.)	1	*	1
Advertising specialty (calendar, magnet, etc.)	2	2	2
Crowdsourcing through social media/knew the person through social media	*	*	*
Saw the agent's social media page without a connection	*	*	*
Other	14	23	11

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
Referred by (or is) a friend, neighbor or relative	42%	52%	37%
Used agent previously to buy or sell a home	11	2	17
Internet Web site (without a specific reference)	9	11	8
Visited an open house and met agent	6	4	7
Saw contact information on For Sale/Open House sign	4	4	5
Referred by another real estate agent/broker	5	4	6
Personal contact by agent (telephone, e-mail, etc.)	3	4	3
Referred through employer or relocation company	3	2	3
Walked into or called office and agent was on duty	2	2	2
Mobile or tablet application	1	1	1
Newspaper, Yellow Pages or home book ad	*	*	*
Direct mail (newsletter, flyer, postcard, etc.)	*	*	*
Advertising specialty (calendar, magnet, etc.)	*	*	*
Crowdsourcing through social media/knew the person through social media	*	*	1
Saw the agent's social media page without a connection	*	*	1
Other	11	13	10

*Less than 1 percent

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-13

HOW BUYER FOUND REAL ESTATE AGENT, BY ADULT COMPOSITION OF HOUSEHOLD

(Percentage Distribution)

New Hampshire

	ADULT COMPOSITION OF HOUSEHOLD					
	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other
Referred by (or is) a friend, neighbor or relative	37%	38%	50%	33%	33%	25%
Used agent previously to buy or sell a home	13	16	4	17	*	*
Internet Web site (without a specific reference)	15	17	8	11	20	*
Referred by another real estate agent/broker	4	2	8	*	*	25
Visited an open house and met agent	5	7	*	*	7	*
Saw contact information on For Sale/Open House sign	3	4	4	*	*	*
Personal contact by agent (telephone, e-mail, etc.)	5	*	8	17	13	*
Referred through employer or relocation company	1	2	*	*	*	*
Walked into or called office and agent was on duty	1	1	*	*	7	*
Mobile or tablet application	1	*	*	*	*	25
Newspaper, Yellow Pages or home book ad	*	*	*	*	*	*
Advertising specialty (calendar, magnet, etc.)	2	2	*	*	7	*
Direct mail (newsletter, flyer, postcard, etc.)	1	*	*	*	*	*
Crowdsourcing through social media/knew the person through social media	*	*	*	*	*	*
Saw the agent's social media page without a connection	*	*	*	*	*	*
Other	#N/A	11	19	22	13	25

U.S.

	ADULT COMPOSITION OF HOUSEHOLD					
	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other
Referred by (or is) a friend, neighbor or relative	42%	40%	47%	45%	49%	36%
Used agent previously to buy or sell a home	11	12	11	16	5	11
Internet Web site (without a specific reference)	9	10	8	7	7	12
Referred by another real estate agent/broker	6	5	5	3	6	10
Visited an open house and met agent	4	6	6	5	5	11
Saw contact information on For Sale/Open House sign	5	5	4	5	3	2
Personal contact by agent (telephone, e-mail, etc.)	3	4	4	3	2	2
Referred through employer or relocation company	3	3	1	2	3	*
Walked into or called office and agent was on duty	2	2	2	2	3	4
Mobile or tablet application	1	1	1	*	2	2
Newspaper, Yellow Pages or home book ad	**		1	*	*	*
Advertising specialty (calendar, magnet, etc.)	**	*		1	1	*
Direct mail (newsletter, flyer, postcard, etc.)	*	*	1	**	*	*
Crowdsourcing through social media/knew the person through social media	*	*	*	1	*	*
Saw the agent's social media page without a connection	*	*	*	*	1	2
Other	11	10	11	11	13	8

*Less than 1 percent

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-14

HOW MANY TIMES CONTACTED AGENT BEFORE RECEIVED RESPONSE AND ORIGINAL FORM OF CONTACT (Median, Percentage Distribution)

New Hampshire

Phone call	43%
E-mail	21
Contacted friend/family	9
Web form on home listing website	7
Text message	2
Through agent's website	2
Social Media (FaceBook, Twitter, LinkedIn, etc.)	2
Talked to them in person	14
Number of Times Contacted (median)	1

U.S.

Phone call	41%
Talked to them in person	21
E-mail	15
Ask a friend to put me in touch	9
Inquiry for more information through 3rd party website	6
Text message	4
Through agent's website	2
Social Media (FaceBook, Twitter, LinkedIn, etc.)	2
Number of Times Contacted (median)	1

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-15

NUMBER OF REAL ESTATE AGENTS INTERVIEWED BY FIRST-TIME AND REPEAT BUYERS

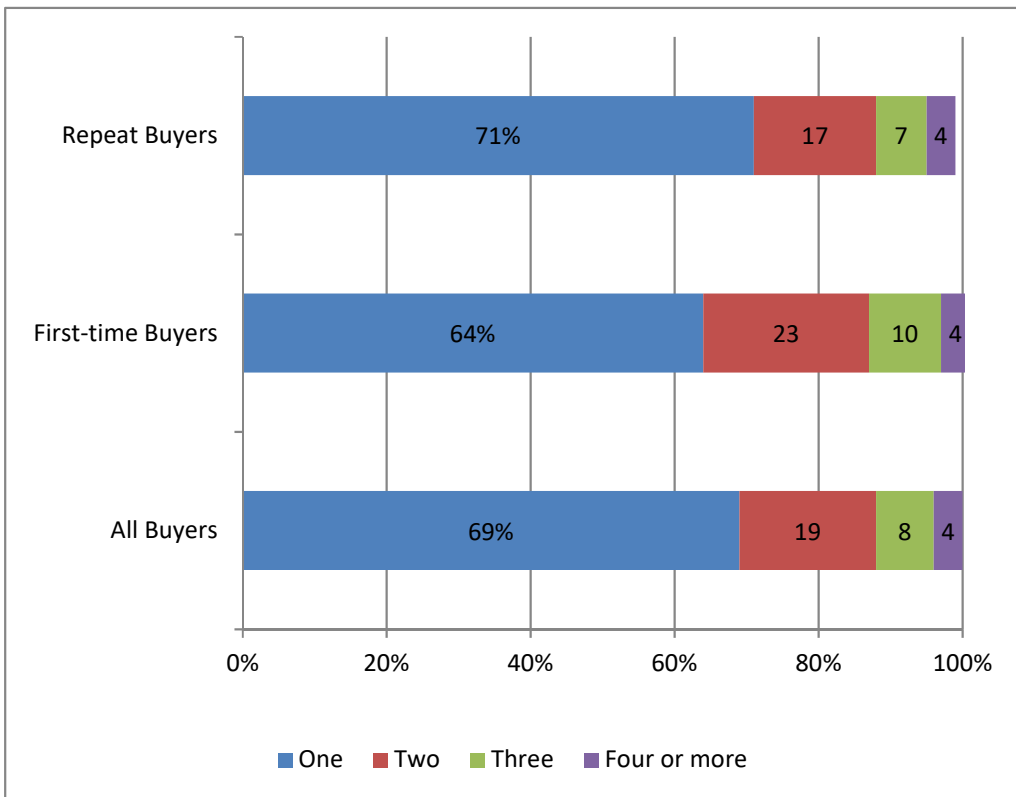
(Percentage Distribution)

New Hampshire

	All Buyers	First-time Buyers	Repeat Buyers
One	67%	59%	70%
Two	22	30	18
Three	8	7	8
Four or more	4	4	4

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
One	69%	64%	71%
Two	19	23	17
Three	8	10	7
Four or more	4	4	4



HOME BUYING AND REAL ESTATE PROFESSIONALS

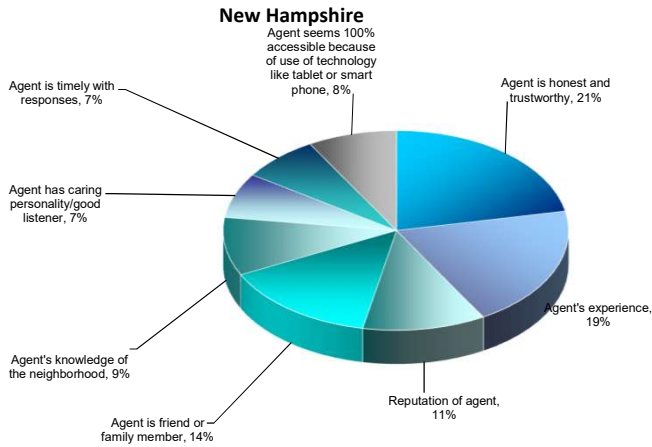
Exhibit 4-16

MOST IMPORTANT FACTORS WHEN CHOOSING AN AGENT

(Percentage Distribution)

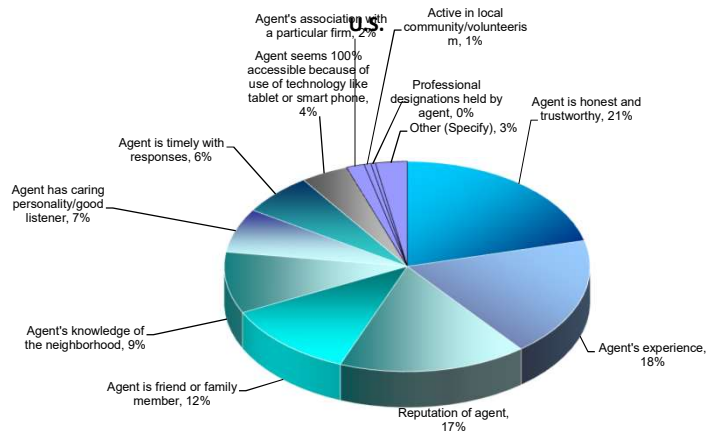
	New Hampshire	U.S.
Agent is honest and trustworthy	21%	21%
Agent's experience	19%	18%
Reputation of agent	11%	17%
Agent is friend or family member	14%	12%
Agent's knowledge of the neighborhood	9%	9%
Agent has caring personality/good listener	7%	7%
Agent is timely with responses	7%	6%
Agent seems 100% accessible because of use of technology like tablet or smart phone	8%	4%
Agent's association with a particular firm	1%	2%
Active in local community/volunteerism	1%	1%
Professional designations held by agent	1%	0%
Other (Specify)	2%	3%

MOST IMPORTANT FACTORS IN CHOOSING AN AGENT
(Percentage Distribution)



MOST IMPORTANT FACTORS IN CHOOSING AN AGENT

(Percentage Distribution)



HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-17

IMPORTANCE OF REAL ESTATE AGENT SKILLS AND QUALITIES

(Percentage Distribution)

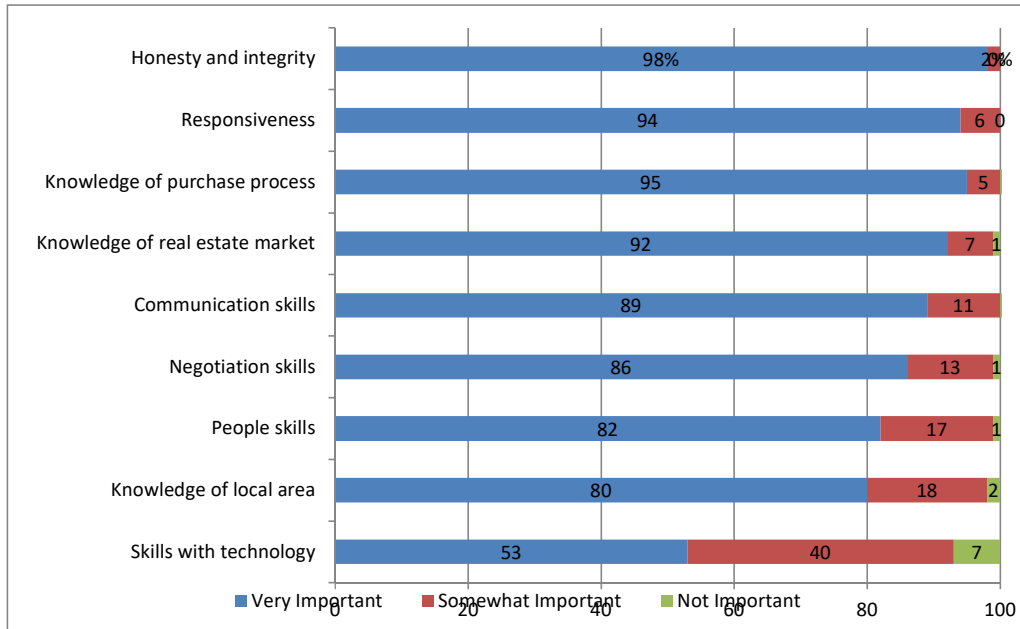
New Hampshire

	Very Important	Somewhat Important	Not Important
Honesty and integrity	99%	1%	*
Knowledge of purchase process	93	5	2
Responsiveness	93	7	*
Knowledge of real estate market	91	8	1
Communication skills	87	12	2
Negotiation skills	88	10	2
People skills	77	22	1
Knowledge of local area	70	23	7
Skills with technology	50	44	6

U.S.

	Very Important	Somewhat Important	Not Important
Skills with technology	53	40	7
Knowledge of local area	80	18	2
People skills	82	17	1
Negotiation skills	86	13	1
Communication skills	89	11	1
Knowledge of real estate market	92	7	1
Knowledge of purchase process	95	5	1
Responsiveness	94	6	*
Honesty and integrity	98%	2%	*

*Less than 1 percent



HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-18

AGENT SKILLS AND QUALITIES CONSIDERED 'VERY IMPORTANT' BY FIRST-TIME AND REPEAT BUYERS, AND BUYERS OF NEW AND PREVIOUSLY OWNED HOMES

(Percent of Respondents)

New Hampshire

	All Buyers	First-time Buyers	Repeat Buyers	BUYERS OF	
				New Homes	Previously Owned Homes
Honesty and integrity	99%	98%	99%	100%	99%
Knowledge of purchase process	93	100	90	100	93
Responsiveness	93	91	94	100	93
Knowledge of real estate market	91	100	87	100	91
Communication skills	87	93	84	100	86
Negotiation skills	88	98	85	100	88
People skills	77	82	75	100	77
Knowledge of local area	70	64	73	100	70
Skills with technology	50	65	44	100	49

U.S.

	All Buyers	First-time Buyers	Repeat Buyers	BUYERS OF	
				New Homes	Previously Owned Homes
Honesty and integrity	98%	97%	98%	98%	98%
Knowledge of purchase process	94	97	94	95	95
Responsiveness	95	93	95	91	94
Knowledge of real estate market	92	91	93	92	93
Communication skills	89	90	88	86	89
Negotiation skills	86	88	85	83	87
People skills	82	83	81	84	82
Knowledge of local area	80	77	82	82	80
Skills with technology	53	54	52	58	53

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-19

AGENT SKILLS AND QUALITIES CONSIDERED 'VERY IMPORTANT' BY ADULT COMPOSITION OF HOUSEHOLD

(Percentage Distribution)

New Hampshire

	All Buyers	ADULT COMPOSITION OF HOUSEHOLD				
		Married couple	Single female	Single male	Unmarried couple	Other
Honesty and integrity	99%	98%	100%	100%	100%	100%
Knowledge of purchase process	93	91	96	94	100	75
Responsiveness	93	97	88	100	87	75
Knowledge of real estate market	91	91	92	88	100	75
Communication skills	87	87	88	88	93	75
Negotiation skills	88	90	85	81	93	100
People skills	77	75	69	88	93	75
Knowledge of local area	70	74	65	75	60	75
Skills with technology	50	54	42	56	53	75

U.S.

	All Buyers	ADULT COMPOSITION OF HOUSEHOLD				
		Married couple	Single female	Single male	Unmarried couple	Other
Honesty and integrity	98%	98%	98%	97%	96%	96%
Knowledge of purchase process	94	94	96	93	95	90
Responsiveness	95	95	95	91	93	90
Knowledge of real estate market	92	93	94	91	89	88
Communication skills	89	88	92	85	87	91
Negotiation skills	86	86	88	86	89	80
People skills	82	82	85	76	81	78
Knowledge of local area	80	91	91	91	72	79
Skills with technology	53	53	55	52	57	54

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-20

IMPORTANCE OF AGENT COMMUNICATIONS

(Percent of Respondents)

New Hampshire

	All Buyers	First-time Buyers	Repeat Buyers
Calls personally to inform of activities	76%	62%	81%
Sends postings as soon as a property is listed/the price changes/under contract	66	62	68
Sends emails about specific needs	55	49	57
Active in local community/volunteerism	12		
Can send market reports on recent listings and sales	55	56	54
Sends property info and communicates via text message	59	64	*
Has a web page	37	42	35
Has a mobile site to show properties	32	33	31
Sends an email newsletter	55	*	8
Advertises in newspapers	12	*	5
Is active on social media	17	18	16
Has a blog	1	*	1

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
Calls personally to inform of activities	75%	75%	76%
Sends postings as soon as a property is listed/the price changes/under contract	73	71	73
Sends property info and communicates via text message	62	65	60
Sends emails about specific needs	47	47	47
Can send market reports on recent listings and sales	55	50	58
Has a website	35	33	36
Has a mobile site to show properties	33	32	33
Is active on social media	10	11	10
Sends an email newsletter	9	10	8
Advertises in newspapers	5	3	5
Has a blog	1	2	1

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-21

SATISFACTION WITH REAL ESTATE AGENT SKILLS AND QUALITIES

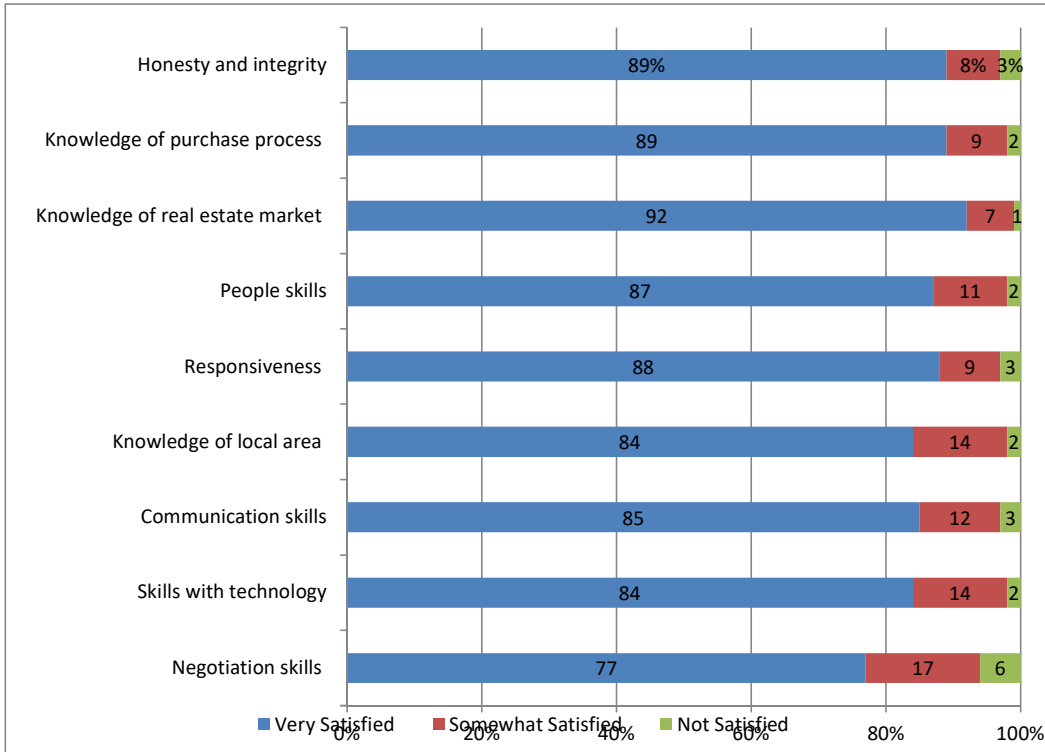
(Percentage Distribution)

New Hampshire

	Very Satisfied	Somewhat Satisfied	Not Satisfied
Knowledge of purchase process	88%	7%	5%
Honesty and integrity	86	9	5
Knowledge of real estate market	84	11	5
People skills	84	11	5
Responsiveness	85	11	4
Knowledge of local area	85	9	6
Communication skills	84	9	7
Skills with technology	82	15	3
Negotiation skills	79	12	9

U.S.

	Very Satisfied	Somewhat Satisfied	Not Satisfied
Negotiation skills	77	17	6
Skills with technology	84	14	2
Communication skills	85	12	3
Knowledge of local area	84	14	2
Responsiveness	88	9	3
People skills	87	11	2
Knowledge of real estate market	92	7	1
Knowledge of purchase process	89	9	2
Honesty and integrity	89%	8%	3%



HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-22

WOULD BUYER USE REAL ESTATE AGENT AGAIN OR RECOMMEND TO OTHERS

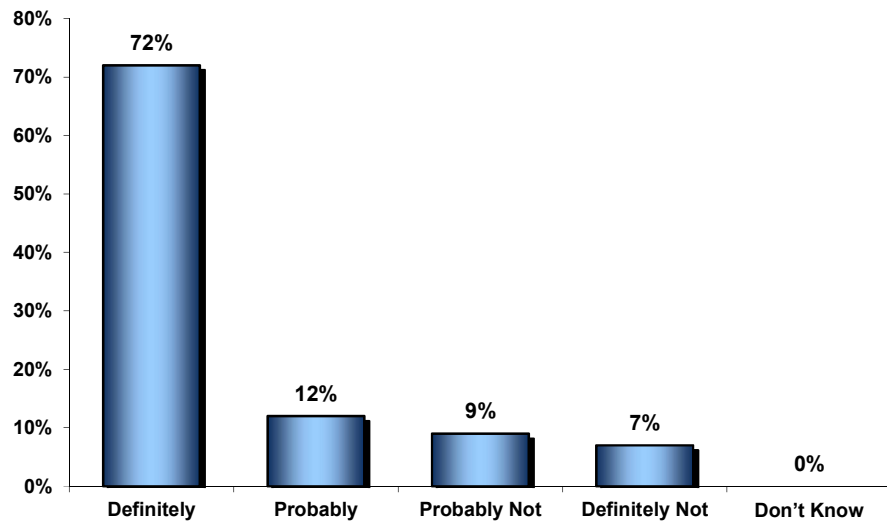
(Percentage distribution)

New Hampshire

Definitely	72%
Probably	12%
Probably Not	9%
Definitely Not	7%
Don't Know	0%

WOULD BUYER USE ESTATE AGENT AGAIN OR RECOMMEND TO OTHERS

(Percentage Distribution)



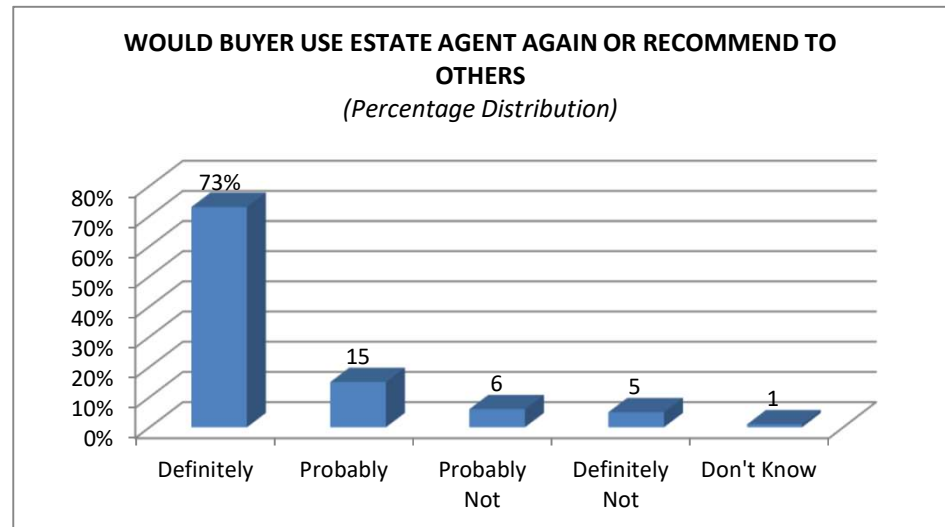
U.S.

All Buyers

Definitely	73%
Probably	15
Probably Not	6
Definitely Not	5
Don't Know	1

WOULD BUYER USE ESTATE AGENT AGAIN OR RECOMMEND TO OTHERS

(Percentage Distribution)



HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-23

HOW MANY TIMES BUYER RECOMMENDED TYPICAL AGENT

(Percentage distribution)

New Hampshire

All Buyers

None	45%
One time	15
Two times	17
Three times	9
Four or more times	15
Times recommended since buying (median)	1

U.S.

All Buyers

None	35%
One time	15
Two times	21
Three times	10
Four or more times	19
Times recommended since buying (median)	1