

## 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

	All sellers	First-time Seller	Repeat Seller
Referred by (or is) a friend, neighbor or relative	43%	38%	45%
Used agent previously to buy or sell a home	21	12	29
Visited an open house and met agent	6	15	*
Internet website (without a specific reference)	9	15	5
Personal contact by agent (telephone, email, etc.)	3	*	5
Referred by another real estate or broker	4	*	5
Saw contact information on For Sale/Open House sign	*	*	*
Referred through employer or relocation company	3	4	3
Direct mail (newsletter, flyer, postcard, etc.)	*	*	*
Walked into or called office and agent was on duty	*	*	*
Newspaper, Yellow pages or home book ad	1	4	*
Advertising specialty (calendar, magnet, etc.)	3	4	3
Crowdsourcing through social media/knew the person through social media	*	*	*
Saw the person's social media page without a connection	*	*	*
Other	7	8	5

#### U.S.

	All sellers	First-time Seller	Repeat Seller
Referred by (or is) a friend, neighbor or relative	39%	46%	35%
Used agent previously to buy or sell a home	25	22	28
Personal contact by agent (telephone, email, etc.)	4	5	4
Referred by another real estate or broker	4	4	5
Internet website (without a specific reference)	4	4	4
Visited an open house and met agent	4	3	4
Saw contact information on For Sale/Open House sign	2	2	2
Referred through employer or relocation company	2	2	2
Direct mail (newsletter, flyer, postcard, etc.)	2	1	3
Walked into or called office and agent was on duty	1	2	1
Newspaper, Yellow pages or home book ad	1	1	1
Advertising specialty (calendar, magnet, etc.)	*	*	*
Crowdsourcing through social media/knew the person through social media	*	1	*
Saw the person's social media page without a connection	*	*	*
Other	10	7	11

\* 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	43%	71%	21%	11%	*	75%	38%
Used agent previously to buy or sell a home	21	24	7	44	*	*	15
Visited an open house and met agent	6	6	14	*	*	*	8
Internet website (without a specific reference)	9	*	21	11	*	25	*
Personal contact by agent (telephone, email, etc.)	3	*	7	11	*	*	*
Referred by another real estate or broker	4	*	7	11	*	*	*
Saw contact information on For Sale/Open House sign	*	*	*	*	*	*	*
Referred through employer or relocation company	3	*	*	*	*	*	15
Direct mail (newsletter, flyer, postcard, etc.)	*	*	*	*	*	*	*
Walked into or called office and agent was on duty	*	*	*	*	*	*	*
Newspaper, Yellow pages or home book ad	1	*	*	11	*	*	*
Advertising specialty (calendar, magnet, etc.)	3	*	14	*	*	*	*
Crowdsourcing through social media/knew the person through social media	*	*	*	*	*	*	*
Saw the person's social media page without a connection	*	*	*	*	*	*	*
Other	7	*	7	*	67	*	23

**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%	41%	40%	45%	40%	30%	38%
Used agent previously to buy or sell a home	25	27	31	23	20	27	21
Personal contact by agent (telephone, email, etc.)	4	4	6	3	6	5	4
Referred by another real estate or broker	4	3	4	5	3	8	5
Internet website (without a specific reference)	4	4	3	2	6	5	4
Visited an open house and met agent	4	6	1	3	5	4	1
Saw contact information on For Sale/Open House sign	2	3	*	2	*	1	2
Referred through employer or relocation company	2	*	1	1	3	8	6
Direct mail (newsletter, flyer, postcard, etc.)	2	1	3	2	2	3	4
Walked into or called office and agent was on duty	1	2	1	2	2	1	2
Newspaper, Yellow pages or home book ad	1	1	*	*	2	2	2
Advertising specialty (calendar, magnet, etc.)	*	*	*	*	*	*	*
Crowdsourcing through social media/knew the person through social media	*	*	*	1	*	2	*
Saw the person's social media page without a connection	*	*	*	1	*	*	1
Other	10	9	10	11	12	7	10

# 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

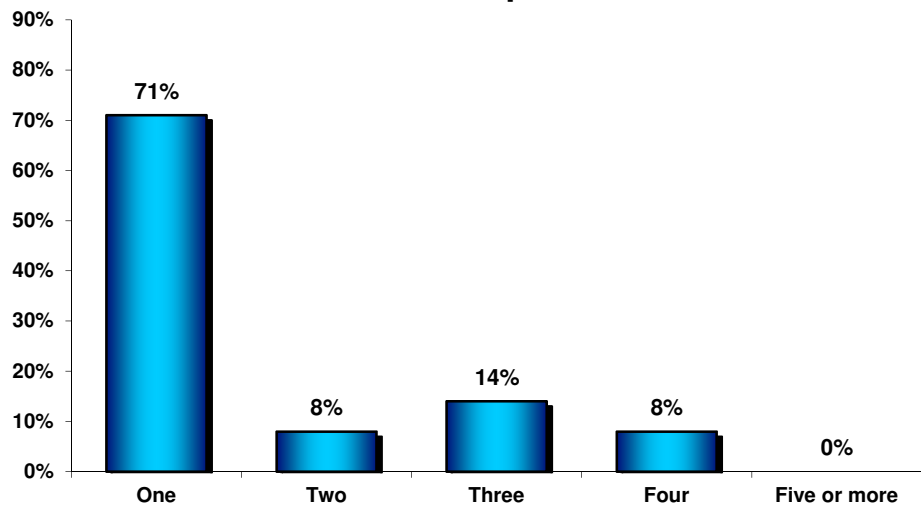
One	71%
Two	8%
Three	14%
Four	8%
Five or more	*

\* Less than 1 percent

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

(Percentage Distribution)

#### New Hampshire



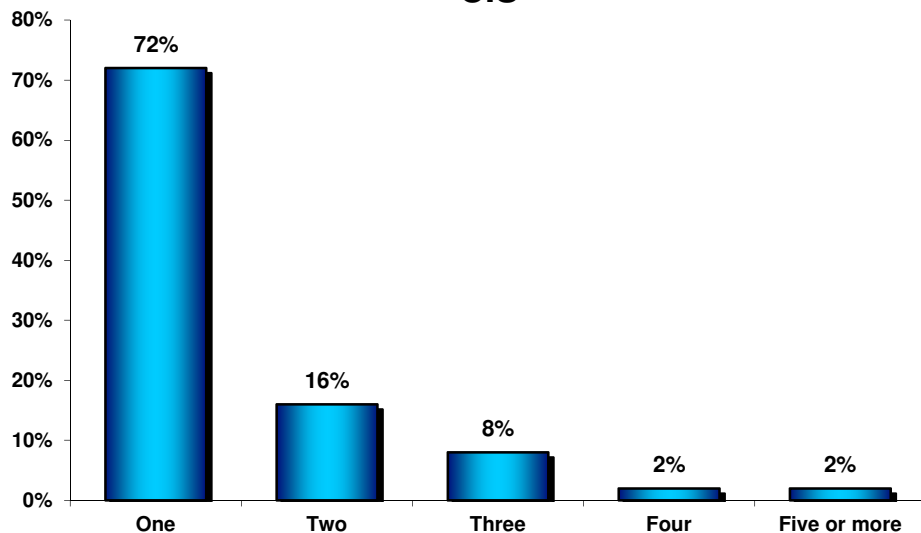
### U.S.

One	72%
Two	16
Three	8
Four	2
Five or more	2

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

(Percentage Distribution)

#### U.S.



HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-4

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

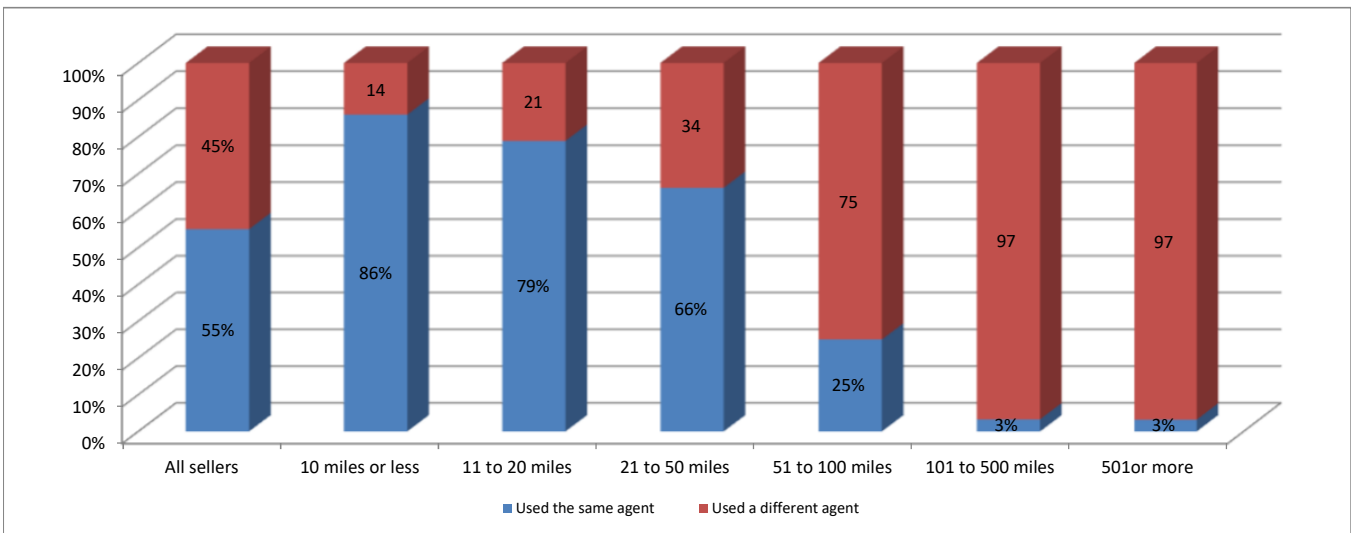
*(Percentage Distribution Among Sellers Who Used an Agent to Purchase a Home)*

**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
<b>Yes</b>	55%	94%	86%	56%	14% *	*	
<b>No</b>	45%	6%	14%	44%	86%	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
<b>Used the same agent</b>	55%	86%	79%	66%	25%	3%	3%
<b>Used a different agent</b>	45%	14	21	34	75	97	97



# HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-5

## HOME LISTED ON MULTIPLE LISTING SERVICE

(Percentage Distribution)

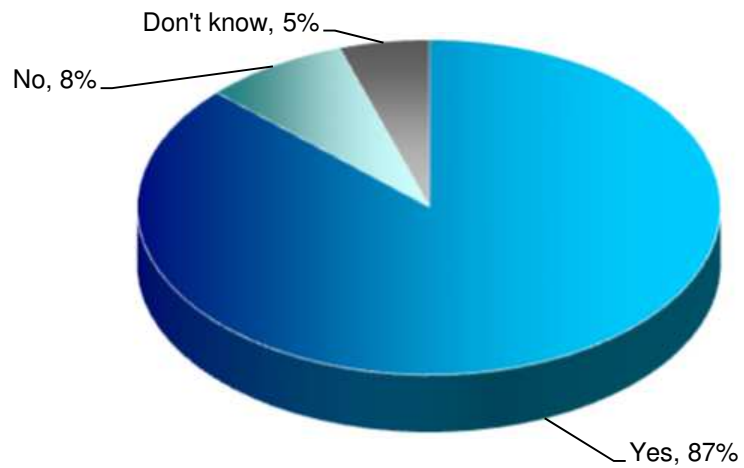
### New Hampshire

Yes	87%
No	8%
Don't know	5%

### HOME LISTED ON MULTIPLE LISTING SERVICE

(Percentage Distribution)

#### New Hampshire



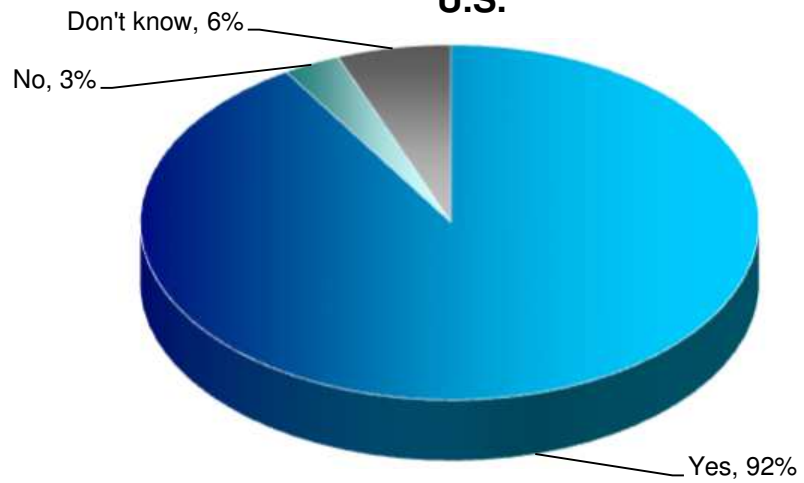
### U.S.

Yes	92%
No	3%
Don't know	6%

### 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)

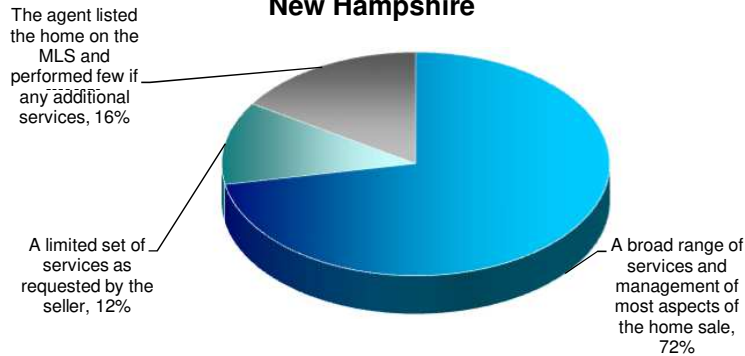
**New Hampshire**

A broad range of services and management of most aspects of the home sale	72%
A limited set of services as requested by the seller	12%
The agent listed the home on the MLS and performed few if any additional services	16%

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

(Percentage Distribution)

**New Hampshire**



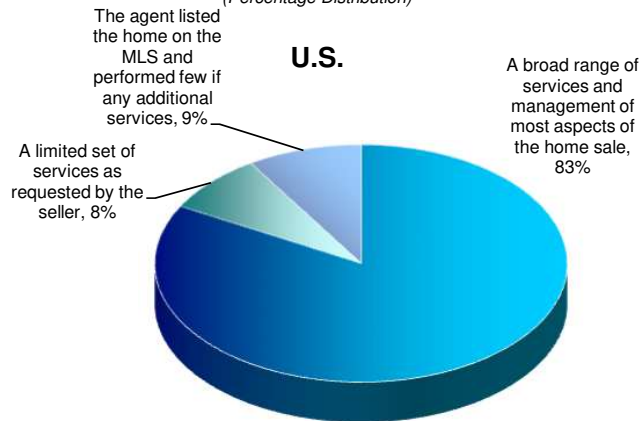
**U.S.**

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	8%
The agent listed the home on the MLS and performed few if any additional services	9%

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

(Percentage Distribution)

**U.S.**



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

(Percentage Distribution)

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
A broad range of services and management of most aspects of the home sale	83%	81%	81%	80%	80%	80%	80%	81%	79%	79%	83%
A limited set of services as requested by the seller	9%	9%	9%	9%	8%	10%	8%	9%	9%	9%	8%
The agent listed the home on the MLS and performed few if any additional services	8%	9%	9%	11%	11%	10%	12%	10%	12%	12%	9%

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)

**New Hampshire**

	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
Help price home competitively	17%	26%	*	9%
Help sell the home within specific timeframe	21	16	29	36
Help find a buyer for home	17	16	29	18
Help seller market home to potential buyers	18	20	29	9
Help seller find ways to fix up home to sell it for more	14	16	*	*
Help with negotiation and dealing with buyers	5	2	*	18
Help with paperwork/inspections/preparing for settlement	6	*	*	9
Help seller see homes available to purchase	2	2	14	*
Other	2	2	*	*

\* Less than 1 percent

**U.S.**

	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
Help seller market home to potential buyers	23%	23%	17%	25%
Help sell the home within specific timeframe	20	21	21	14
Help price home competitively	19	19	16	21
Help find a buyer for home	14	12	21	24
Help seller find ways to fix up home to sell it for more	14	15	11	11
Help with negotiation and dealing with buyers	4	4	7	1
Help with paperwork/inspections/preparing for settlement	4	4	5	1
Help seller see homes available to purchase	1	1	1	1
Help create and post videos to provide tour of my home	1	1	*	1
Other	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**

**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
Reputation of agent	25%	24%	14%	36%
Agent is honest and trustworthy	25	28	*	27
Agent is friend or family member	9	9	29	*
Agent's knowledge of the neighborhood	19	15	43	18
Agent's association with a particular firm	*	*	*	*
Agent has caring personality/good listener	2	2	*	*
Agent's commission	3	4	*	*
Agent seems 100% accessible because of use of technology	9	11	14	*
Professional designations held by agent	2	2	*	*
Other	6	4	*	18

**U.S.**

**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
Reputation of agent	31%	32%	25%	24%
Agent is honest and trustworthy	21	22	12	19
Agent is friend or family member	14	14	16	16
Agent's knowledge of the neighborhood	14	12	24	15
Agent has caring personality/good listener	5	5	1	6
Agent's association with a particular firm	4	4	5	3
Agent's commission	4	4	7	5
Agent seems 100% accessible because of use of technology like tablet or smartphone	3	3	2	5
Professional designations held by agent	1	1	1	1
Other	5	4	7	6

## HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-9

### METHODS REAL ESTATE AGENT USED TO MARKET HOMES

(Percent of Respondents Among Sellers Who Used an Agent)

#### New Hampshire

	All Homes
Multiple Listing (MLS) website	89%
Yard sign	59
Open house	47
Real estate agent website	58
Real estate company website	53
Realtor.com	67
Third party aggregators	45
Print newspaper advertisement	12
Direct mail (flyers, postcards, etc.)	8
Real estate magazine	12
Newspaper website	*
Video	*
Other Web sites with real estate listings (e.g. Google, Yahoo)	8
Real estate magazine website	8
Social networking websites (e.g. Facebook, Twitter, etc.)	15
Online Classified Ads	14
Video hosting Web sites (e.g. Youtube, etc.)	12
Television	*
Other	*

\* Less than 1 percent

#### U.S.

	All Homes
Multiple Listing (MLS) website	89%
Yard sign	70
Realtor.com	52
Real estate agent website	50
Open house	47
Real estate company website	45
Third party aggregators	42
Print newspaper advertisement	11
Online Classified Ads	11
Direct mail (flyers, postcards, etc.)	10
Video	8
Other Web sites with real estate listings	7
Real estate magazine website	7
Real estate magazine	6

## HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-10

### HOW REAL ESTATE AGENT WAS COMPENSATED

(Percentage Distribution)

#### New Hampshire

<b>Paid by seller</b>	74%
<b>Percent of sales price</b>	95
<b>Flat fee</b>	3
<b>Per task fee</b>	*
<b>Other</b>	*
<b>Don't Know</b>	2
<b>Paid by buyer and seller</b>	14
<b>Paid by buyer only</b>	8
<b>Other</b>	2
<b>Don't Know</b>	3

#### U.S.

<b>Paid by seller</b>	77%
<b>Percent of sales price</b>	72
<b>Flat fee</b>	2
<b>Per task fee</b>	*
<b>Other</b>	*
<b>Don't Know</b>	2
<b>Paid by buyer and seller</b>	12
<b>Paid by buyer only</b>	6
<b>Other</b>	3
<b>Don't Know</b>	3

\* Less than 1 percent

HOME SELLING AND REAL ESTATE PROFESSIONALS

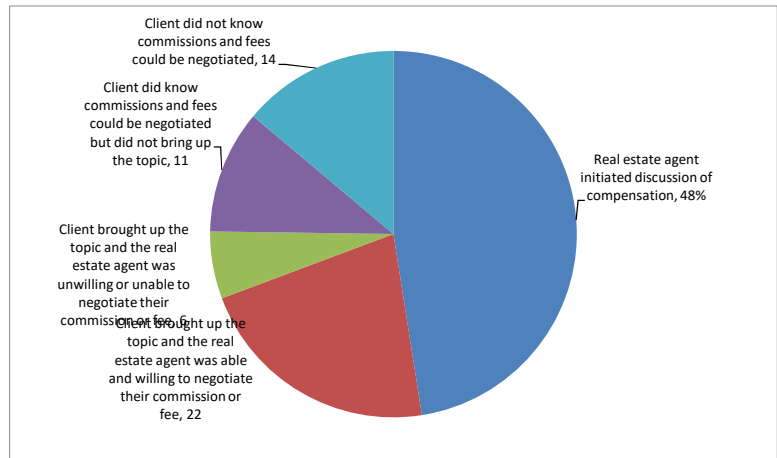
Exhibit 7-11  
**NEGOTIATING THE COMMISSION RATE OR FEE WITH THE REAL ESTATE AGENT**  
 (Percentage Distribution)

**New Hampshire**

Real estate agent initiated discussion of compensation	59%
Client brought up the topic and the real estate agent was able and willing to negotiate their commission or fee	12
Client brought up the topic and the real estate agent was unwilling or unable to negotiate their commission or fee	9
Client did know commissions and fees could be negotiated but did not bring up the topic	9
Client did not know commissions and fees could be negotiated	11

**U.S.**

Real estate agent initiated discussion of compensation	48%
Client brought up the topic and the real estate agent was able and willing to negotiate their commission or fee	22
Client brought up the topic and the real estate agent was unwilling or unable to negotiate their commission or fee	6
Client did know commissions and fees could be negotiated but did not bring up the topic	11
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 OTHERS

(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
<b>Definitely</b>	58%	76	57	30	71	100	31%
<b>Probably</b>	21%	18	7	30	29	*	38%
<b>Probably Not</b>	9%	*	14	20	*	*	15%
<b>Definitely Not</b>	12%	6	21	20	*	*	15%
<b>Don't Know/ Not Sure</b>	*	*	*	*	*	*	*

#### 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>	70%	75%	71%	64%	63%	68%	65%
<b>Probably</b>	15	13	12	20	18	17	17
<b>Probably Not</b>	7	5	7	6	15	9	10
<b>Definitely Not</b>	6	5	8	8	5	7	6
<b>Don't Know/ Not Sure</b>	1	1	2	2	*	1	2

## HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-13

### HOW MANY TIMES SELLER RECOMMENDED TYPICAL AGENT

*(Percentage distribution)*

#### New Hampshire

All Sellers	
None	42%
One time	18
Two times	15
Three times	8
Four or more times	19
Times recommended since buying (median)	1

#### U.S.

All Sellers	
None	36%
One time	13
Two times	18
Three times	11
Four or more times	22
Times recommended since buying (median)	2