

## THE HOME SEARCH PROCESS

- Exhibit 3-1 FIRST STEP TAKEN DURING THE HOME BUYING PROCESS, FIRST-TIME AND REPEAT BUYERS
- Exhibit 3-2 FIRST STEP TAKEN DURING THE HOME BUYING PROCESS, BY AGE
- Exhibit 3-3 INFORMATION SOURCES USED IN HOME SEARCH, BY FIRST-TIME AND REPEAT BUYERS, AND BUYERS OF NEW AND PREVIOUSLY OWNED HOMES
- Exhibit 3-4 INFORMATION SOURCES USED IN HOME SEARCH, BY AGE
- Exhibit 3-5 FREQUENCY OF USE OF DIFFERENT INFORMATION SOURCES
- Exhibit 3-6 USEFULNESS OF INFORMATION SOURCES
- Exhibit 3-7 LENGTH OF SEARCH, BY REGION
- Exhibit 3-8 LENGTH OF SEARCH FOR BUYERS WHO USED AN AGENT, BY FIRST-TIME AND REPEAT BUYERS
- Exhibit 3-9 WHERE BUYER FOUND THE HOME THEY PURCHASED, 2001-2017
- Exhibit 3-10 BUYER INTEREST IN PURCHASING A HOME IN FORECLOSURE, BY FIRST-TIME AND REPEAT BUYERS, AND BUYERS OF NEW AND PREVIOUSLY OWNED HOMES
- Exhibit 3-11 MOST DIFFICULT STEPS OF HOME BUYING PROCESS BY FIRST-TIME AND REPEAT BUYERS AND BUYERS OF NEW AND PREVIOUSLY OWNED HOMES
- Exhibit 3-12 BUYER USE OF INTERNET IN HOME SEARCH PROCESS, 1995-2017
- Exhibit 3-13 ACTIONS TAKEN AS A RESULT OF INTERNET HOME SEARCH, FIRST-TIME AND REPEAT BUYERS
- Exhibit 3-14 CHARACTERISTICS OF HOME SEARCHERS AND SEARCH ACTIVITY, BY USE OF INTERNET
- Exhibit 3-15 INFORMATION SOURCES USED IN HOME SEARCH, BY USE OF INTERNET
- Exhibit 3-16 WHERE BUYERS FOUND THE HOME THEY PURCHASED, BY USE OF INTERNET
- Exhibit 3-17 METHOD OF HOME PURCHASE, BY USE OF INTERNET
- Exhibit 3-18 VALUE OF WEB SITE FEATURES
- Exhibit 3-20 MOBILE SEARCH BY FIRST-TIME AND REPEAT BUYERS
- Exhibit 3-21 SATISFACTION IN BUYING PROCESS

## THE HOME SEARCH PROCESS

Exhibit 3-1

### FIRST STEP TAKEN DURING THE HOME BUYING PROCESS, FIRST-TIME AND REPEAT BUYERS

(Percentage Distribution)

#### New Hampshire

	All Buyers	First-time Buyers	Repeat Buyers
Looked online for properties for sale	43%	30%	48%
Contacted a real estate agent	17	13	18
Looked online for information about the home buying process	12	20	9
Drove-by homes/neighborhoods	3	2	4
Talked with a friend or relative about home buying process	6	9	5
Contacted a bank or mortgage lender	11	17	6
Visited open houses	3	3	4
Looked in newspapers, magazines, or home buying guides	1	1	1
Contacted builder/visited builder models	*	*	1
Contacted a home seller directly	*	1	1
Attended a home buying seminar	3	6	*
Looked up information about different neighborhoods or areas (schools, local lifestyle/nightlife, parks, public transpo	1	*	2
Read books or guides about the home buying process	*	*	*
Other	*	*	2

#### U.S.

	All Buyers	First-time Buyers	Repeat Buyers
Looked online for properties for sale	42%	32%	48%
Contacted a real estate agent	17	14	19
Looked online for information about the home buying process	12	18	8
Contacted a bank or mortgage lender	8	10	6
Drove-by homes/neighborhoods	6	5	6
Talked with a friend or relative about home buying process	6	12	3
Visited open houses	3	3	3
Looked up information about different neighborhoods or areas (schools, local lifestyle/nightlife, parks, public transportation	1	1	1
Contacted builder/visited builder models	1	1	2
Attended a home buying seminar	1		
Contacted a home seller directly	1	1	1
Looked in newspapers, magazines, or home buying guides	1	*	1
Read books or guides about the home buying process	*	1	*
Other	1	1	1

\* Less than 1 percent

## THE HOME SEARCH PROCESS

Exhibit 3-2

### FIRST STEP TAKEN DURING THE HOME BUYING PROCESS, BY AGE

(Percentage Distribution)

#### New Hampshire

	All Buyers	AGE OF HOME BUYER			
		18-24	25-44	45-64	65 or older
Looked online for properties for sale	43%	25%	42%	48%	28%
Contacted a real estate agent	17	25	14	16	33
Looked online for information about the home buying process	12	25	18	10	5
Drove-by homes/neighborhoods	3	*	2	1	10
Talked with a friend or relative about home buying process	6	*	5	5	13
Contacted a bank or mortgage lender	11	33	8	10	5
Visited open houses	3	*	3	4	3
Looked in newspapers, magazines, or home buying guides	1	*	*	2	*
Contacted builder/visited builder models	*	*	*	1	3
Contacted a home seller directly	*	*	2	*	*
Attended a home buying seminar	3	*	4	1	*
Looked up information about different neighborhoods or areas (schools, local lifestyle/nightlife, parks, public transpo	1	*	2	*	*
Read books or guides about the home buying process	*	*	*	*	*
Other	*	*	1	2	*

#### U.S.

	All Buyers	AGE OF HOME BUYER			
		18 to 24	25 to 44	45 to 64	65 or older
Looked online for properties for sale	42%	41%	41%	48%	39%
Contacted a real estate agent	17	11	15	17	25
Looked online for information about the home buying process	12	19	14	8	7
Contacted a bank or mortgage lender	8	8	9	7	4
Drove-by homes/neighborhoods	6	2	5	6	8
Talked with a friend or relative about home buying process	6	13	8	2	5
Visited open houses	3	1	3	4	4
Looked up information about different neighborhoods or areas (schools, local lifestyle/nightlife, parks, public transportation	1	1	2	1	1
Contacted builder/visited builder models	1	2	1	1	3
Attended a home buying seminar	1	3	1	*	*
Contacted a home seller directly	1	*	1	1	2
Looked in newspapers, magazines, or home buying guides	1	*	*	1	2
Read books or guides about the home buying process	*	*	*	*	*
Other	1	*	1	2	1

\* Less than 1 percent

## THE HOME SEARCH PROCESS

Exhibit 3-3

### INFORMATION SOURCES USED IN HOME SEARCH, 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
Online website	95%	96%	94%	93%	95%
Real estate agent	93	90	88	83	88
Mobile or tablet search device	74	76	71	75	74
Open house	56	45	62	77	55
Yard sign	41	33	46	41	40
Online video site	44	32	49	67	41
Print newspaper advertisement	14	11	17	16	13
Home builder	8	7	2	30	8
Home book or magazine	13	14	14	8	14
Billboard	1	5	1	*	2
Television	2	5	17	*	3
Relocation company	4	5	5	8	4

#### U.S.

	All Buyers	First-time Buyers	Repeat Buyers	BUYERS OF	
				New Homes	Previously Owned Homes
Online website	95%	96%	93%	90%	94%
Real estate agent	89	89	88	79	90
Mobile or tablet search device	74	78	68	66	73
Open house	52	50	52	59	51
Yard sign	48	46	48	46	48
Online video site	39	32	42	41	38
Home builder	19	14	22	69	10
Print newspaper advertisement	15	14	17	17	15
Home book or magazine	12	10	12	16	11
Billboard	5	5	5	17	3
Relocation company	3	2	3	5	3
Television	2	3	2	3	2

## THE HOME SEARCH PROCESS

Exhibit 3-4

### INFORMATION SOURCES USED IN HOME SEARCH, BY AGE

(Percent of Respondents)

#### New Hampshire

	AGE OF HOME BUYER				
	All Buyers	18 to 24	25 to 44	45 to 64	65 or older
Online website	95%	100%	99%	94%	77%
Real estate agent	93	100	87	90	97
Mobile or tablet search device	74	100	81	65	63
Open house	8	75	54	60	56
Yard sign	13	*	38	43	47
Online video site	1	25	36	50	58
Print newspaper advertisement	2	*	9	19	31
Home builder	4	*	8	8	24
Home book or magazine	13	*	14	13	12
Billboard	1	*	2	2	*
Television	2	*	4	1	4
Relocation company	4	*	5	7	4

\* Less than 1 percent

#### U.S.

	AGE OF HOME BUYER				
	All Buyers	18 to 24	25 to 44	45 to 64	65 or older
Online website	95%	97%	98%	94%	81%
Real estate agent	89	87	89	87	88
Mobile or tablet search device	74	88	81	67	47
Open house	52	35	54	53	45
Yard sign	48	44	46	50	49
Online video site	39	32	32	44	47
Home builder	19	11	18	21	22
Print newspaper advertisement	15	12	12	16	26
Home book or magazine	12	8	9	15	15
Billboard	5	4	5	5	5
Relocation company	3	4	3	4	1
Television	2	2	3	2	3

THE HOME SEARCH PROCESS

Exhibit 3-5  
**FREQUENCY OF USE OF DIFFERENT INFORMATION SOURCES**  
*(Percentage Distribution)*

**New Hampshire**

	Frequently	Occasionally	Rarely or not at all
Online website	88%	7%	5%
Real estate agent	76	17	7
Mobile or tablet search device	59	15	26
Online video site	27	17	56
Yard sign	12	29	59
Open house	18	38	43
Home builder	2	6	92
Print newspaper advertisement	2	12	86
Home book or magazine	3	10	87
Billboard	1	*	98
Television	*	2	98
Relocation company	2	2	96

\* Less than 1 percent

**U.S.**

	Frequently	Occasionally	Rarely or not at all
Online website	86%	9%	5%
Real estate agent	68	21	11
Mobile or tablet search device	55	19	26
Online video site	21	18	62
Yard sign	14	34	52
Open house	14	3	48
Home builder	7	12	81
Print newspaper advertisement	2	13	85
Home book or magazine	2	10	89
Billboard	1	4	95
Relocation company	1	2	97
Television	*	2	97

**FREQU**

**Online w**  
**Real estate**  
**Mobile or tablet search (**  
**Online vide**  
**Yarc**  
**Open**  
**Home b**  
**Print newspaper advertisi**  
**Home book or maq**  
**Bill**  
**Tele**  
**Relocation cor**

THE HOME SEARCH PROCESS

Exhibit 3-6

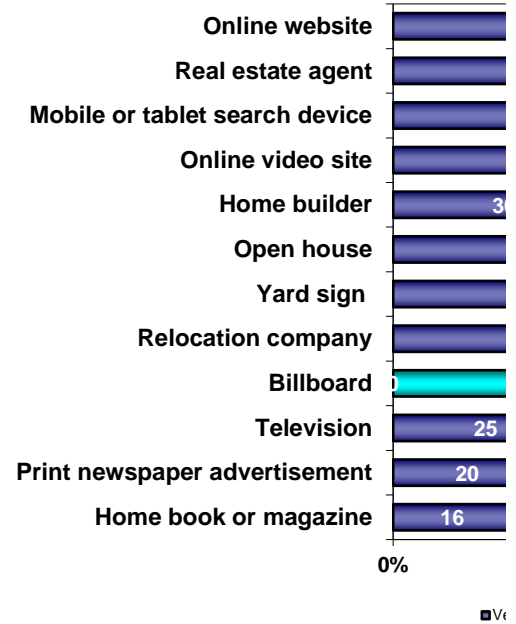
**USEFULNESS OF INFORMATION SOURCES**

(Percentage Distribution Among Buyers that Used Each Source)

**New Hampshire**

	Very Useful	Somewhat Useful	Not Useful
Online website	88%	11%	1%
Real estate agent	79	18	3
Mobile or tablet search device	80	18	2
Online video site	61	34	5
Home builder	30	45	25
Open house	50	46	5
Yard sign	36	52	13
Relocation company	43	29	29
Billboard	*	80	20
Television	25	25	50
Print newspaper advertisement	20	53	27
Home book or magazine	16	48	36

**USEFUL**  
(Percentage)



**U.S.**

	Very Useful	Somewhat Useful	Not Useful
Online website	88%	12%	1%
Real estate agent	79	18	3
Mobile or tablet search device	76	23	2
Online video site	56	39	5
Home builder	47	44	9
Open house	40	53	7
Yard sign	34	59	7
Relocation company	27	51	22
Billboard	22	58	20
Television	20	65	16
Home book or magazine	16	67	18
Print newspaper advertisement	15	70	15

**USEFUL**  
(Percentage)



## THE HOME SEARCH PROCESS

Exhibit 3-7

### LENGTH OF SEARCH, BY REGION

(Median)

Number of Weeks Searched	New Hampshire	U.S.	BUYERS WHO PURCHASED A HOME IN THE			
			Northeast	Midwest	South	West
2001		7	7	7	7	7
2003		8	10	8	8	6
2004		8	12	8	8	8
2005		8	10	8	8	6
2006		8	12	8	8	8
2007		8	12	8	8	8
2008		10	12	10	8	10
2009		12	12	10	10	12
2010		12	14	10	10	12
2011		12	12	10	10	12
2012		12	12	12	10	12
2013		12	12	10	10	12
2014		10	12	10	10	10
2015		10	12	10	10	10
2016		10	12	10	10	9
2017	10	10	12	9	8	8
Number of homes viewed	8	10	10	10	10	10



## THE HOME SEARCH PROCESS

Exhibit 3-8

### LENGTH OF SEARCH FOR BUYERS WHO USED AN AGENT, BY FIRST-TIME AND REPEAT BUYERS

(Median Weeks)

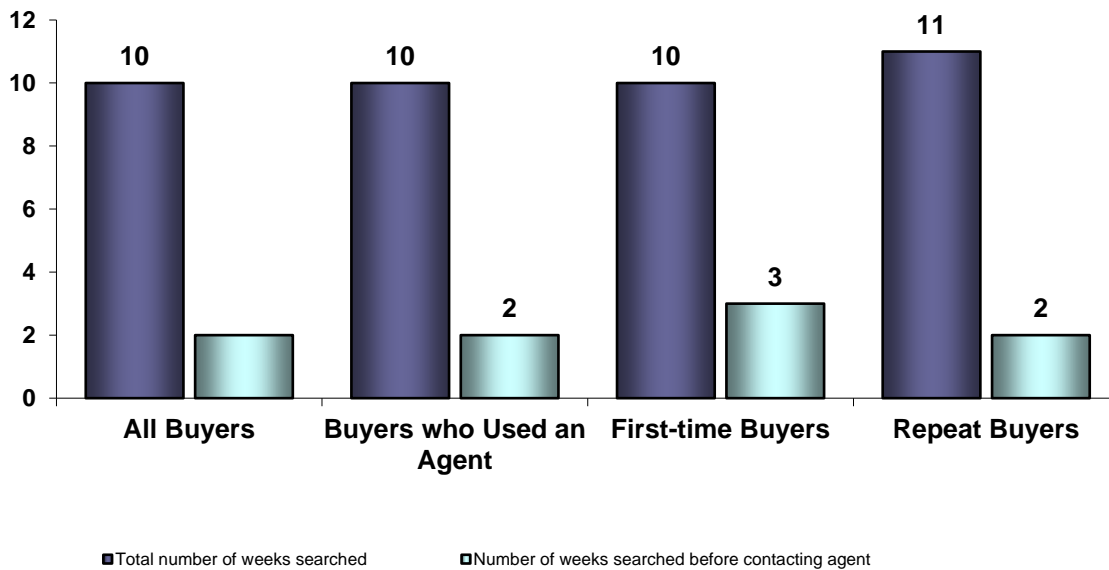
#### New Hampshire

	All Buyers	Buyers who Used an Agent	First-time Buyers	Repeat Buyers
Total number of weeks searched	10	10	10	11
Number of weeks searched before contacting agent	2	2	3	2

### LENGTH OF SEARCH FOR BUYERS WHO USED AN AGENT, BY AGE AND BY FIRST-TIME AND REPEAT BUYERS

(Median)

#### New Hampshire



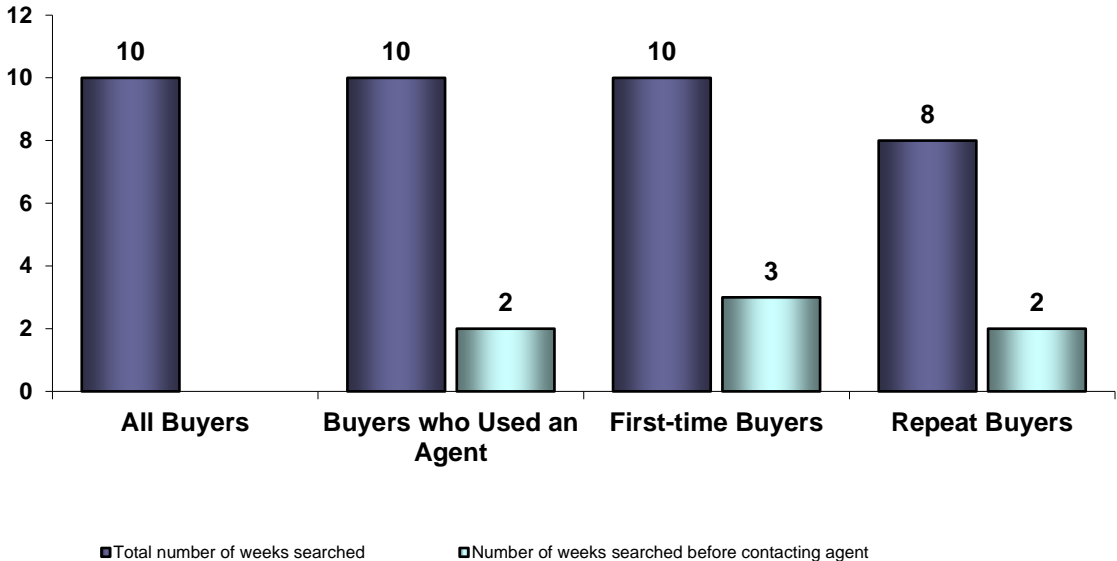
#### U.S.

	All Buyers	Buyers who Used an Agent	First-time Buyers	Repeat Buyers
Total number of weeks searched	10	10	10	8
Number of weeks searched before contacting agent	N/A	2	3	2

**LENGTH OF SEARCH FOR BUYERS WHO USED AN AGENT, BY  
AGE AND BY FIRST-TIME AND REPEAT BUYERS**

*(Median)*

**U.S.**



NA=Not applicable

THE HOME SEARCH PROCESS

Exhibit 3-9  
**WHERE BUYER FOUND THE HOME THEY PURCHASED, 2001-2017**  
 (Percentage Distribution)

**New Hampshire**

	2017
Real estate agent	32%
Internet	58
Yard sign/open house sign	5
Friend, relative or neighbor	4
Home builder or their agent	*
Print newspaper advertisement	*
Directly from sellers/Knew the sellers	1
Home book or magazine	*
Other	*

**U.S.**

	2001	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Internet	8%	11%	15%	24%	24%	29%	32%	36%	37%	40%	42%	43%	43%	44%	51%	49%
Real estate agent	48	41	38	36	36	34	34	36	38	35	34	33	33	33	34	31
Yard sign/open house sign	15	16	16	15	15	14	15	12	11	11	10	9	9	9	8	7
Friend, relative or neighbor	8	7	7	7	8	8	7	6	6	6	6	6	6	6	4	6
Home builder or their agent	3	7	7	7	8	8	7	5	4	5	5	5	5	6	2	6
Directly from sellers/Knew the sellers	4	4	5	3	3	3	2	2	2	2	2	2	3	2	1	2
Print newspaper advertisement	7	7	5	5	5	3	3	2	2	2	1	1	1	1	1	1
Home book or magazine	2	1	2	1	1	1	1	*	*	*	*	*	*	*	*	*
Other	5	6	4	--	--	--	--	--	--	--	--	1	--	--	--	--

\* Less than 1 percent



## THE HOME SEARCH PROCESS

Exhibit 3-10

### BUYER INTEREST IN PURCHASING A HOME IN FORECLOSURE, 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
Did not consider purchasing a home in foreclosure	56%	55%	66%	79%	57%
Considered purchasing a home in foreclosure, but did not:					
Could not find the right home	26	74	22	14	25
The process was too difficult or complex	9	15	5	7	9
The home was in poor condition	13	18	8	*	13
The home price was too high	4	4	3	*	4
The neighborhood was undesirable	3	5	2	*	3
Financing options were not attractive	4	4	3	*	4

#### U.S.

	All Buyers	First-time Buyers	Repeat Buyers	BUYERS OF	
				New Homes	Previously Owned Homes
Did not consider purchasing a home in foreclosure	65%	57%	71%	82%	63%
Considered purchasing a home in foreclosure, but did not:					
Could not find the right home	20	23	17	12	20
The process was too difficult or complex	9	11	7	4	9
The home was in poor condition	8	12	6	3	9
The home price was too high	3	4	2	2	3
The neighborhood was undesirable	3	4	2	1	3
Financing options were not attractive	3	5	2	2	3

THE HOME SEARCH PROCESS

Exhibit 3-11

**MOST DIFFICULT STEPS OF HOME BUYING PROCESS BY 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
Finding the right property	54%	48%	57%	69%	53%
Paperwork	19	25	15	*	20
Understanding the process and steps	15	28	7	*	16
No difficult steps	14	9	17	23	14
Getting a mortgage	9	12	7	*	9
Saving for the down payment	18	30	10	8	19
Appraisal of the property	5	6	4 *		5
Other	5	3	5 *		4

**U.S.**

	All Buyers	First-time Buyers	Repeat Buyers	BUYERS OF	
				New Homes	Previously Owned Homes
Finding the right property	54%	55%	53%	46%	55%
Paperwork	22	27	19	22	22
Understanding the process and steps	16	34	7	13	17
Saving for the down payment	13	25	7	10	14
Getting a mortgage	9	12	8	9	9
Appraisal of the property	5	6	5	4	5
No difficult steps	16	8	20	21	15
Other	6	4	7	6	6

THE HOME SEARCH PROCESS

Exhibit 3-12

**BUYER USE OF INTERNET IN HOME SEARCH PROCESS, 1995-2017**

1995	2%
1997	18%
1999	37%
2001	41%
2003	65%
2004	74%
2005	77%
2006	80%
2007	84%
2008	87%
2009	90%
2010	89%
2011	88%
2012	90%
2013	92%
2014	92%
2015	92%
2016	95%
2017	95%



## THE HOME SEARCH PROCESS

Exhibit 3-13

### **ACTIONS TAKEN AS A RESULT OF INTERNET HOME SEARCH, FIRST-TIME AND REPEAT BUYERS**

*(Percent of Respondents Among Buyers Who Used the Internet)*

#### **New Hampshire**

	All Buyers	First-time Buyers	Repeat Buyers
Walked through home viewed online	64%	63%	64%
Saw exterior of homes/neighborhood, but did not walk through home	43	37	46
Found the agent used to search for or buy home	36	39	32
Requested more information	35	34	36
Pre-qualified for a mortgage online	18	25	13
Looked for more information on how to get a mortgage and general home buyers tips	15	29	8
Applied for a mortgage online	13	16	11
Found a mortgage lender online	13	15	10
Contacted builder/developer	3	2	6

#### **U.S.**

	All Buyers	First-time Buyers	Repeat Buyers
Walked through home viewed online	63%	59%	65%
Saw exterior of homes/neighborhood, but did not walk through home	43	44	41
Found the agent used to search for or buy home	32	35	32
Requested more information	29	33	26
Pre-qualified for a mortgage online	19	20	16
Looked for more information on how to get a mortgage and general home buyers tips	16	27	8
Applied for a mortgage online	14	15	12
Found a mortgage lender online	11	14	8
Contacted builder/developer	8	5	10

## THE HOME SEARCH PROCESS

Exhibit 3-14

### CHARACTERISTICS OF HOME SEARCHERS AND SEARCH ACTIVITY, BY USE OF INTERNET

(Percentage Distribution)

#### New Hampshire

Household Composition	Used Internet to Search	Did Not Use Internet to Search
Married couple	64%	47%
Single female	14	24
Single male	6	18
Unmarried couple	14	*
Other	2	12
Median age (years)	44	65
Median income (2016)	\$105,900	\$75,000
Length of Search (Median weeks)	12	3
Number of Homes Visited (median)	8	3

\* Less than 1 percent

#### U.S.

Household Composition	Used Internet to Search	Did Not Use Internet to Search
Married couple	66%	56%
Single female	17	26
Single male	7	13
Unmarried couple	8	3
Other	2	4
Median age (years)	44	65
Median income (2016)	\$90,800	\$69,900
Length of Search (Median weeks)		
All buyers	10	4
First-time buyers	10	4
Repeat buyers	10	5
Buyers using an agent	10	6
Before contacting agent	3	*
Number of Homes Visited (median)	10	4

\* Less than 1 percent



## THE HOME SEARCH PROCESS

Exhibit 3-15

### INFORMATION SOURCES USED IN HOME SEARCH, BY USE OF INTERNET

(Percent of Respondents)

#### New Hampshire

	Used Internet to Search	Did Not Use Internet to Search
Online website	100%	*
Real estate agent	90	80
Yard sign	41	23
Open house	58	8
Mobile or tablet search engine	76	15
Online video site	45	7
Print newspaper advertisement	14	16
Home builder	8	14
Home book or magazine	13	8
Billboard	2	*
Television	3	*
Relocation company	4	*

\* Less than 1 percent

#### U.S.

	Used Internet to Search	Did Not Use Internet to Search
Online website	95%	N/A
Real estate agent	90	64
Mobile or tablet search device	75	N/A
Yard sign	48	34
Open house	53	26
Online video site	40	N/A
Print newspaper advertisement	15	18
Home builder	19	26
Home book or magazine	12	8
Billboard	5	2
Television	2	3
Relocation company	3	3

N/A Not Applicable

THE HOME SEARCH PROCESS

Exhibit 3-16

**WHERE BUYERS FOUND THE HOME THEY PURCHASED, BY USE OF INTERNET**  
*(Percentage Distribution)*

**New Hampshire**

	Used Internet to Search	Did Not Use Internet to Search
Internet	58%	*
Real estate agent	28	50
Yard sign/open house sign	4	6
Home builder or their agent	1	6
Friend, relative or neighbor	6	22
Print newspaper advertisement	*	6
Directly from sellers/Knew the sellers	3	11
Home book or magazine	*	*

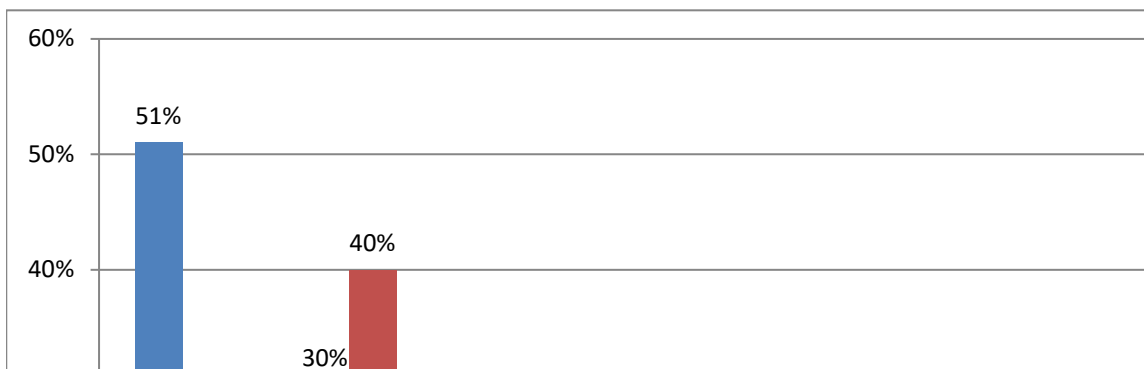
\* Less than 1 percent

**U.S.**

	Used Internet to Search	Did Not Use Internet to Search
Internet	51%	N/A
Real estate agent	30%	40%
Yard sign/open house sign	7%	15%
Friend, relative or neighbor	6%	16%
Home builder or their agent	5%	11%
Directly from sellers/Knew the sellers	2%	8%
Print newspaper advertisement	*	2%
Home book or magazine	*	1%

\* Less than 1 percent

N/A Not Applicable



## THE HOME SEARCH PROCESS

Exhibit 3-17

### METHOD OF HOME PURCHASE, BY USE OF INTERNET

(Percentage Distribution)

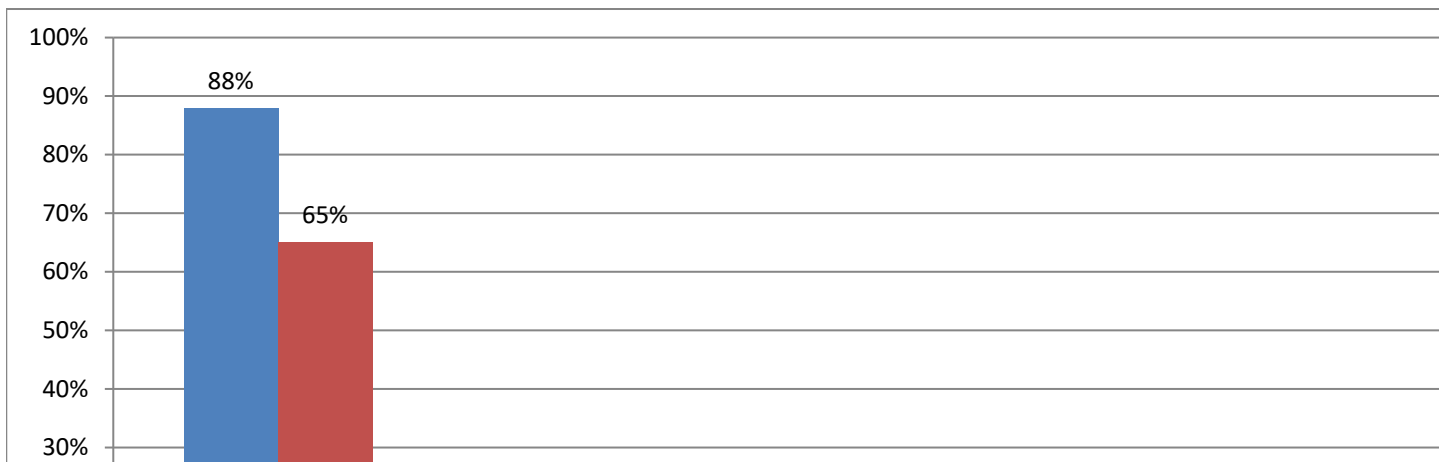
#### New Hampshire

	Used Internet to Search	Did Not Use Internet to Search
Through a real estate agent/broker	92%	72%
Directly from builder or builder's agent	2	11
Directly from previous owner whom buyer didn't know	2	*
Directly from previous owner whom buyer knew	4	17
Other	*	*

\* Less than 1 percent

#### U.S.

	Used Internet to Search	Did Not Use Internet to Search
Through a real estate agent/broker	88%	65%
Directly from builder or builder's agent	6%	15%
Directly from previous owner whom buyer didn't know	2%	5%
Directly from previous owner whom buyer knew	3%	13%
Other	1%	2%



THE HOME SEARCH PROCESS

Exhibit 3-18

**VALUE OF WEB SITE FEATURES**

(Percentage Distribution Among Buyers Who Used the Internet)

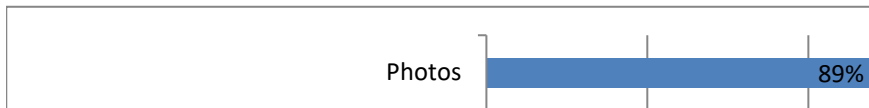
**New Hampshire**

	Very Useful	Somewhat Useful	Not Useful	Did not use/Not Available
Photos	88%	10%	1%	1%
Detailed information about properties for sale	85	13	*	1
Floor Plans	49	33	7	11
Virtual tours	42	35	8	16
Interactive maps	35	35	12	18
Real estate agent contact information	44	28	15	12
Neighborhood information	40	37	11	12
Detailed information about recently sold properties	41	42	8	9
Pending sales/contract status	52	26	9	13
Information about upcoming open houses	34	35	14	16
Videos	25	31	17	27
Real estate news or articles	9	24	23	44

\* Less than 1 percent

**U.S.**

	Very Useful	Somewhat Useful	Not Useful	Did not use/Not Available
Real estate news or articles	8	24	29	39
Information about upcoming open houses	26	36	19	19
Videos	27	34	16	23
Pending sales/contract status	38	35	14	13
Interactive maps	38	35	13	14
Neighborhood information	41	43	8	8
Detailed information about recently sold properties	41	43	9	7
Real estate agent contact information	42	33	14	11
Virtual tours	48	34	8	11
Floor plans	51	32	8	10
Detailed information about properties for sale	84	15	1	1
Photos	89%	10%	1%	1%



## THE HOME SEARCH PROCESS

Exhibit 3-20

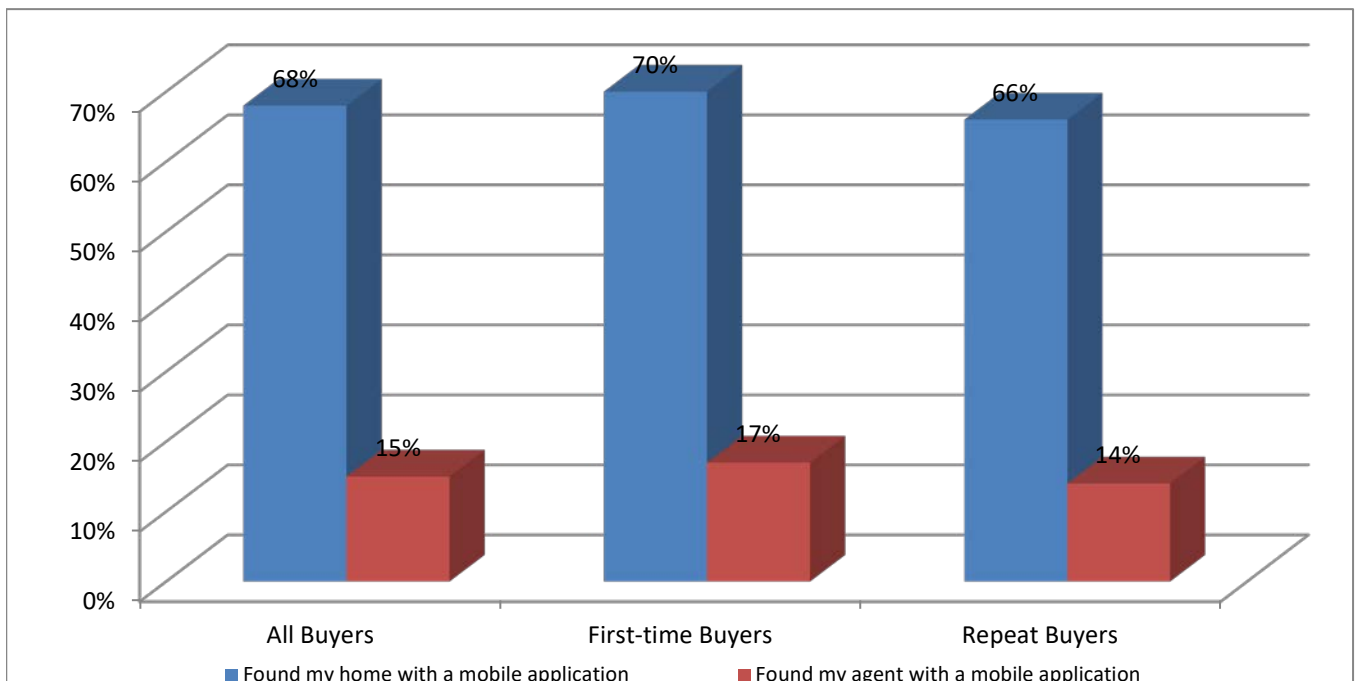
### MOBILE SEARCH BY FIRST-TIME AND REPEAT BUYERS

(Percent of Respondents Among those Who Used Mobile Search)

	All Buyers	First-time Buyers	Repeat Buyers
Found my home with a mobile application	72	76	48
Found my agent with a mobile application	16	17	5
Did not search for homes on mobile device	22	20	50

### U.S.

	All Buyers	First-time Buyers	Repeat Buyers
Found my home with a mobile application	68%	70%	66%
Found my agent with a mobile application	15%	17%	14%



THE HOME SEARCH PROCESS

Exhibit 3-21

**SATISFACTION IN BUYING PROCESS**

(Percentage Distribution)

**New Hampshire**

Very Satisfied	63%
Somewhat Satisfied	32
Somewhat Dissatisfied	4
Very Dissatisfied	2



Very Satisfied	61%
Somewhat Satisfied	31
Somewhat Dissatisfied	6
Very Dissatisfied	2

