

HOME BUYING AND REAL ESTATE PROFESSIONALS

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HOME BUYING AND REAL ESTATE PROFESSIONALS

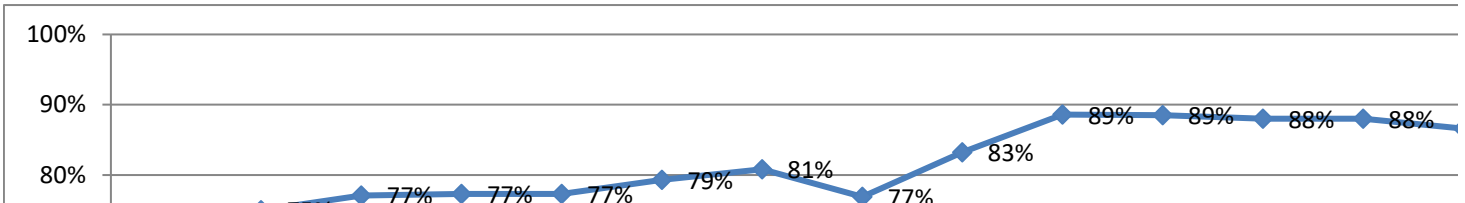
Exhibit 4-1
METHOD OF HOME PURCHASE, 2001-2017
(Percentage Distribution)

New Hampshire

	2017
Through a real estate agent or broker	90%
Directly from builder or builder's agent	2
Directly from the previous owner	6

U.S.

	2001	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Through a real estate agent or broker	69%	75%	77%	77%	77%	79%	81%	77%	83%	89%	89%	88%	88%	87%	88%	86%
Directly from builder or builder's agent	15	14	12	12	13	12	10	8	6	7	6	7	7	8	6	7
Directly from the previous owner	15	9	9	9	9	7	6	5	5	4	5	5	5	5	5	6



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	90%	86%	90%	87%	85%	89%
Directly from builder or builder's agent	2	7	2	4	9	7
Directly from the previous owner	7	5	8	8	4	4
Knew previous owner	5	3	5	5	2	2
Did not know previous owner	2	2	3	3	2	2

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	90%	64%	92%
Directly from builder or builder's agent	2	36	*
Directly from the previous owner	7	*	6
Knew previous owner	5	*	5
Did not know previous owner	2	*	1

*Less than 1 percent

U.S.

	All Buyers	BUYERS OF	
		New Homes	Previously Owned Homes
Through a real estate agent or broker	86%	56%	92%
Directly from builder or builder's agent	7	42	1
Directly from the previous owner	5	1	7
Knew previous owner	3	1	4
Did not know previous owner	2	*	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	90%	91%	93%	90%	92%	67%
Directly from builder or builder's agent	2	4	*	*	*	*
Directly from the previous owner	7	4	8	10	6	33
Knew previous owner	5	2	8	10	3	33
Did not know previous owner	2	2	*	*	3	*

*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	86%	86%	88%	86%	93%	87%
Directly from builder or builder's agent	7	8	4	4	3	6
Directly from the previous owner	5	5	6	9	4	3
Knew previous owner	3	3	3	6	2	1
Did not know previous owner	2	2	3	3	2	2

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	43%	48%	39%
Yes, when contract was written	18	17	18
Yes, at some other time	22	17	26
No	8	9	7
Don't know	9	10	9

U.S.

Disclosure Statement Signed?	All Buyers	First-time Buyers	Repeat Buyers
Yes, at first meeting	26%	24%	27%
Yes, when contract was written	22	19	24
Yes, at some other time	13	12	13
No	21	24	19
Don't know	19	22	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	60%	60%	60%
Yes, an oral arrangement	9	11	8
No	23	19	25
Don't know	8	10	7

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
Yes, a written arrangement	40%	36%	43%
Yes, an oral arrangement	17	19	16
No	28	26	29
Don't know	15	20	12

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	54%	56%	48%
Paid by buyer and seller	13	14	10
Paid by buyer only	25	24	29
Other	1	1	1
Don't know	8	6	11

U.S.

	All Types of Representation	TYPE OF AGENT REPRESENTATION	
		Buyer Only	Seller or Seller and Buyer
Paid by seller	54%	58%	50%
Paid by buyer and seller	12	11	13
Paid by buyer only	21	21	21
Percent of sales price	17	18	16
Flat fee	2	2	2
Other	*	*	*
Don't know	2	*	2
Other	2	1	2
Don't know	11	8	15

*Less than 1 percent

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-8

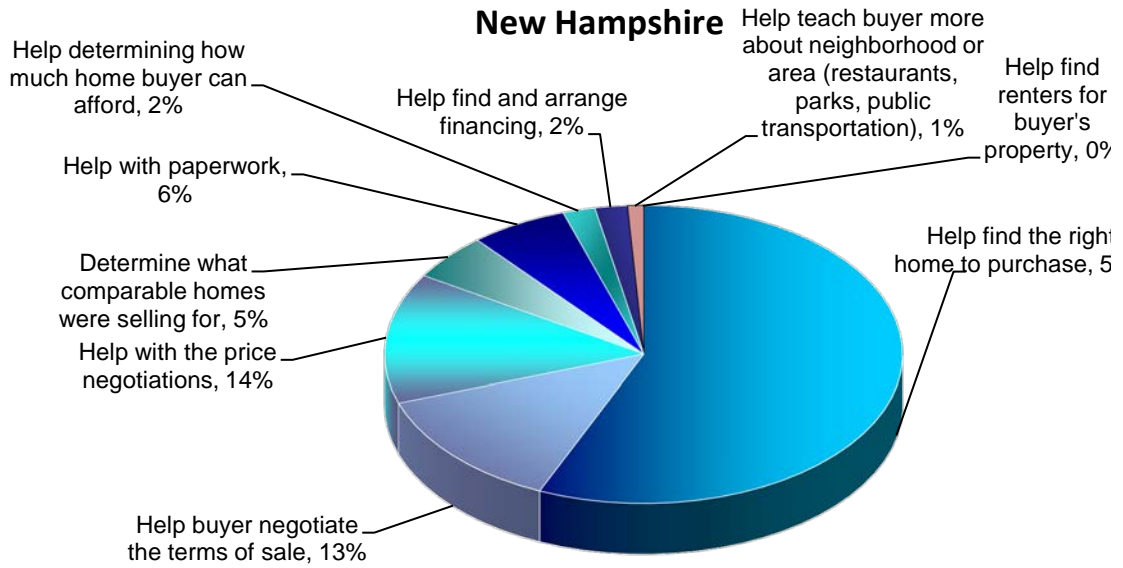
WHAT BUYERS WANT MOST FROM REAL ESTATE AGENTS

(Percentage Distribution)

	New Hampshire	U.S.
Help find the right home to purchase	56%	52%
Help buyer negotiate the terms of sale	13%	13%
Help with the price negotiations	14%	11%
Determine what comparable homes were selling for	5%	6%
Help with paperwork	6%	7%
Help determining how much home buyer can afford	2%	5%
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)

U.S.

Help teach buyer more about neighborhood or area (restaurants, parks, public transportation), 1%

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	56%	60%	53%	50%	56%
Help with the price negotiations	14	12	15	13	14
Help buyer negotiate the terms of sale	13	14	13	13	12
Determine what comparable homes were selling for	5	1	7	*	5
Help with paperwork	6	7	6	*	7
Help determining how much home buyer can afford	2	3	2	13	2
Help find and arrange financing	2	2	2	13	2
Help teach buyer more about neighborhood or area (restaurants, parks, public transportation)	1	*	1	*	1
Other	1	2	1	*	2

*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	52%	50%	53%	51%	52%
Help buyer negotiate the terms of sale	13	13	13	13	13
Help with the price negotiations	11	10	11	8	11
Determine what comparable homes were selling for	6	5	7	8	6
Help with paperwork	7	8	7	8	7
Help determining how much home buyer can afford	5	7	3	4	5
Help find and arrange financing	3	4	3	3	3
Help teach buyer more about neighborhood or area	1	1	1	2	1
Help find renters for buyer's property	*	*	*	1	*
Other	2	2	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	56%	57%	70%	29%	54%	75%
Help with the price negotiations	14	11	11	35	9	25
Help buyer negotiate the terms of sale	13	14	5	12	23	*
Determine what comparable homes were selling for	5	7	*	12	*	*
Help with paperwork	6	6	8	*	6	*
Help determining how much home buyer can afford	2	1	*	6	6	*
Help find and arrange financing	2	1	3	6	3	*
Help teach buyer more about neighborhood or area (restaurants, parks, public transportation)	1	1	*	*	*	*
Other	1	1	3	*	*	*

U.S.

	ADULT COMPOSITION OF HOUSEHOLD					
	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other
Help find the right home to purchase	52%	52%	55%	56%	52%	49%
Help buyer negotiate the terms of sale	13	13	13	8	16	9
Help with the price negotiations	11	11	10	9	10	9
Determine what comparable homes were selling for	6	7	4	5	4	2
Help with paperwork	7	7	6	7	7	6
Help determining how much home buyer can afford	5	4	5	5	4	16
Help find and arrange financing	3	2	3	5	4	4
Help teach buyer more about neighborhood or area (restaurants, parks, public transportation)	1	2	2	4	2	4
Help find renters for buyer's property	*	*	*	*	*	*
Other	2	2	2	4	2	4

*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	68%	86%	57%
Pointed out unnoticed features/faults with property	58	65	54
Negotiated better sales contract terms	44	57	36
Improved buyer's knowledge of search areas	40	39	40
Provided a better list of service providers	49	52	47
Negotiated a better price	32	36	30
Shortened buyer's home search	25	26	24
Provided better list of mortgage lenders	21	36	18
Narrowed buyer's search area	11	100	10
Expanded buyer's search area	17	21	15
Other	3	2	3
None of the above	6	3	8

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
Helped buyer understand the process	60%	83%	48%
Pointed out unnoticed features/faults with property	56	60	54
Negotiated better sales contract terms	47	51	45
Provided a better list of service providers (e.g. home inspector)	46	50	43
Improved buyer's knowledge of search areas	44	46	42
Negotiated a better price	38	40	36
Shortened buyer's home search	29	30	28
Provided better list of mortgage lenders	22	27	20
Expanded buyer's search area	20	22	19
Narrowed buyer's search area	15	15	14
None of the above	7	4	8
Other	2	2	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	39%	45%	35%
Used agent previously to buy or sell a home	15	3	23
Internet Web site (without a specific reference)	10	13	7
Visited an open house and met agent	4	6	3
Saw contact information on For Sale/Open House sign	3	2	4
Referred by another real estate agent/broker	6	4	7
Personal contact by agent (telephone, e-mail, etc.)	4	3	4
Referred through employer or relocation company	3	3	2
Walked into or called office and agent was on duty	2	2	2
Mobile or tablet application	3	4	2
Newspaper, Yellow Pages or home book ad	*	1	*
Direct mail (newsletter, flyer, postcard, etc.)	*	*	*
Advertising specialty (calendar, magnet, etc.)	1	1	1
Crowdsourcing through social media/knew the person through social media	1	2	1
Saw the agent's social media page without a connection	*	*	*
Other	9	12	10

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
Referred by (or is) a friend, neighbor or relative	42%	51%	37%
Used agent previously to buy or sell a home	12	2	17
Internet Web site (without a specific reference)	9	10	8
Visited an open house and met agent	6	5	6
Saw contact information on For Sale/Open House sign	4	3	4
Referred by another real estate agent/broker	5	5	5
Personal contact by agent (telephone, e-mail, etc.)	4	3	4
Referred through employer or relocation company	2	2	3
Walked into or called office and agent was on duty	2	1	2
Mobile or tablet application	1	2	1
Newspaper, Yellow Pages or home book ad	*	*	1
Direct mail (newsletter, flyer, postcard, etc.)	*	*	1
Advertising specialty (calendar, magnet, etc.)	*	*	*
Crowdsourcing through social media/knew the person through social media	1	1	*
Saw the agent's social media page without a connection	*	*	*
Other	11	13	11

*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	39%	38%	34%	41%	51%	25%
Used agent previously to buy or sell a home	15	15	21	35	11	*
Internet Web site (without a specific reference)	10	9	8	6	11	*
Referred by another real estate agent/broker	6	6	*	12	*	50
Visited an open house and met agent	4	6	*	*	5	*
Saw contact information on For Sale/Open House sign	3	4	*	6	*	*
Personal contact by agent (telephone, e-mail, etc.)	4	4	8	*	*	*
Referred through employer or relocation company	3	3	8	*	*	*
Walked into or called office and agent was on duty	2	1	*	*	5	25
Mobile or tablet application	3	1	3	*	5	*
Newspaper, Yellow Pages or home book ad	*	1	*	*	*	*
Advertising specialty (calendar, magnet, etc.)	1	*	3	*	3	*
Direct mail (newsletter, flyer, postcard, etc.)	*	*	*	*	*	*
Crowdsourcing through social media/knew the person through social media	1	1	*	*	3	*
Saw the agent's social media page without a connection	*	*	*	*	*	*
Other	11	13	16	*	5	*

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%	41%	45%	42%	45%	42%
Used agent previously to buy or sell a home	12	13	11	12	6	10
Internet Web site (without a specific reference)	9	9	9	7	10	10
Referred by another real estate agent/broker	6	5	7	5	3	8
Visited an open house and met agent	4	6	4	5	7	5
Saw contact information on For Sale/Open House sign	5	4	4	6	2	1
Personal contact by agent (telephone, e-mail, etc.)	4	4	4	4	4	4
Referred through employer or relocation company	2	3	1	1	2	*
Walked into or called office and agent was on duty	2	1	2	1	1	1
Mobile or tablet application	1					
Newspaper, Yellow Pages or home book ad	*	1	*	1	*	1
Advertising specialty (calendar, magnet, etc.)	*	*	*	*	*	*
Direct mail (newsletter, flyer, postcard, etc.)	*	*	*	*	1	*
Crowdsourcing through social media/knew the person through social media	1	*	1	*	1	*
Saw the agent's social media page without a connection	*	*	*	*	*	1
Other	11	11	10	13	15	16

*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	39%
E-mail	23
Contacted friend/family	8
Web form on home listing website	7
Text message	4
Through agent's website	1
Social Media (FaceBook, Twitter, LinkedIn, etc.)	3
Talked to them in person	15
Number of Times Contacted (median)	1

U.S.

Phone call	41%
Talked to them in person	20
E-mail	15
Ask a friend to put me in touch	9
Inquiry for more information through 3rd party website	7
Text message	5
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

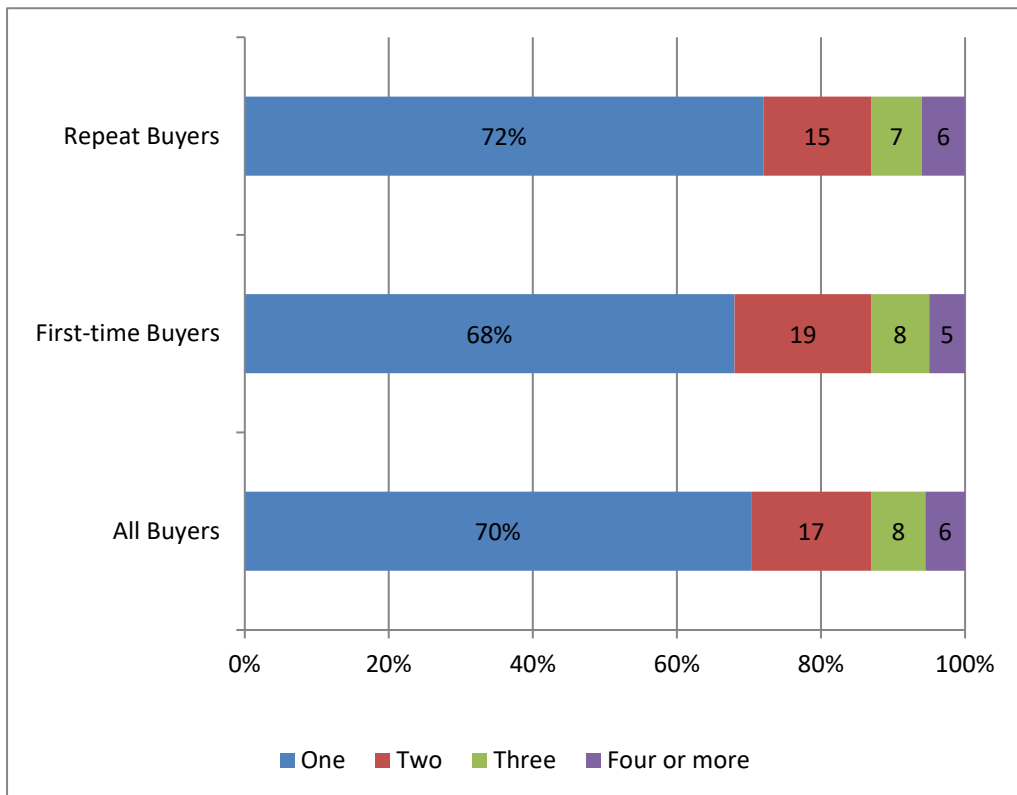
(Percentage Distribution)

New Hampshire

	All Buyers	First-time Buyers	Repeat Buyers
One	70%	63%	74%
Two	20	28	15
Three	7	6	8
Four or more	3	3	3

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
One	70%	68%	72%
Two	17	19	15
Three	8	8	7
Four or more	6	5	6



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%	19%
Agent's experience	17%	17%
Reputation of agent	17%	17%
Agent is friend or family member	14%	15%
Agent's knowledge of the neighborhood	5%	8%
Agent has caring personality/good listener	7%	7%
Agent is timely with responses	7%	7%
Agent seems 100% accessible because of use of technology like tablet or smart	4%	4%
Agent's association with a particular firm	3%	2%
Active in local community/volunteerism	1%	1%
Professional designations held by agent	0%	1%
Other	3%	4%

MOST IMF

MOST IMPORTANT FACTORS IN CHOOSING AN AGENT

(Percentage Distribution)

Agent is tim

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-17

IMPORTANCE OF REAL ESTATE AGENT SKILLS AND QUALITIES

(Percentage Distribution)

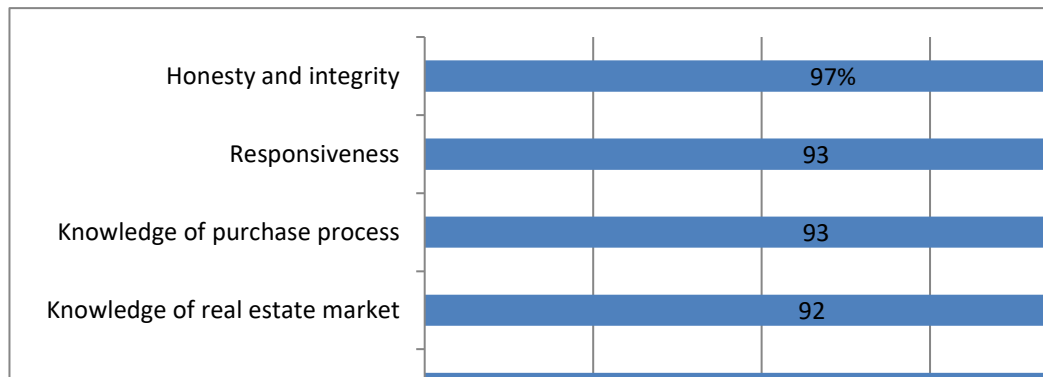
New Hampshire

	Very Important	Somewhat Important	Not Important
Honesty and integrity	97%	3%	*
Knowledge of purchase process	95	5	1
Responsiveness	97	3	*
Knowledge of real estate market	92	8	*
Communication skills	89	10	1
Negotiation skills	82	18	1
People skills	83	17	*
Knowledge of local area	71	26	4
Skills with technology	41	50	9

U.S.

	Very Important	Somewhat Important	Not Important
Skills with technology	45	46	9
Knowledge of local area	77	20	3
People skills	78	21	1
Negotiation skills	83	16	1
Communication skills	86	13	1
Knowledge of real estate market	92	8	1
Knowledge of purchase process	93	6	1
Responsiveness	93	7	*
Honesty and integrity	97%	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	97%	97%	98%	100%	97%
Knowledge of purchase process	95	95	94	100	94
Responsiveness	97	98	96	100	97
Knowledge of real estate market	92	90	93	75	92
Communication skills	89	89	88	88	89
Negotiation skills	82	88	78	88	82
People skills	83	81	85	88	83
Knowledge of local area	71	63	76	88	70
Skills with technology	41	43	40	38	41

U.S.

	All Buyers	First-time Buyers	Repeat Buyers	BUYERS OF	
				New Homes	Previously Owned Homes
Honesty and integrity	97%	97%	97%	99%	97%
Knowledge of purchase process	93	95	92	92	93
Responsiveness	93	93	93	93	93
Knowledge of real estate market	92	90	93	95	91
Communication skills	86	87	85	86	86
Negotiation skills	83	85	82	82	83
People skills	78	79	78	79	78
Knowledge of local area	77	71	80	79	77
Skills with technology	45	44	46	49	45

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	97%	97%	97%	94%	97%	100%
Knowledge of purchase process	95	93	97	100	94	100
Responsiveness	97	96	97	94	100	100
Knowledge of real estate market	92	93	89	94	86	100
Communication skills	89	88	89	82	94	100
Negotiation skills	82	80	84	82	83	75
People skills	83	84	84	82	83	100
Knowledge of local area	71	74	84	35	57	50
Skills with technology	41	38	49	47	31	50

U.S.

	All Buyers	ADULT COMPOSITION OF HOUSEHOLD				
		Married couple	Single female	Single male	Unmarried couple	Other
Honesty and integrity	97%	98%	98%	94%	97%	98%
Knowledge of purchase process	93	93	94	90	95	96
Responsiveness	93	93	93	88	94	87
Knowledge of real estate market	92	92	95	85	90	89
Communication skills	86	86	88	82	90	86
Negotiation skills	83	83	86	78	84	78
People skills	78	78	81	72	82	83
Knowledge of local area	77	78	78	73	71	77
Skills with technology	45	44	49	43	47	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	68%	61%	72%
Sends postings as soon as a property is listed/the price changes/under contract	70	70	70
Sends emails about specific needs	60	68	55
Active in local community/volunteerism	13	8	16
Can send market reports on recent listings and sales	52	55	51
Sends property info and communicates via text message	56	61	*
Has a web page	35	38	33
Has a mobile site to show properties	29	28	30
Sends an email newsletter	9	9	9
Advertises in newspapers	2	1	3
Is active on social media	14	11	16
Has a blog	1	1	1

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
Calls personally to inform of activities	76%	74%	77%
Sends postings as soon as a property is listed/the price changes/under contract	71	71	71
Sends property info and communicates via text message	63	66	61
Sends emails about specific needs	55	59	52
Can send market reports on recent listings and sales	52	47	55
Has a website	31	27	33
Has a mobile site to show properties	30	29	31
Is active on social media	13	13	13
Active in local community/volunteerism	13	12	14
Sends an email newsletter	8	8	8
Advertises in newspapers	4	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

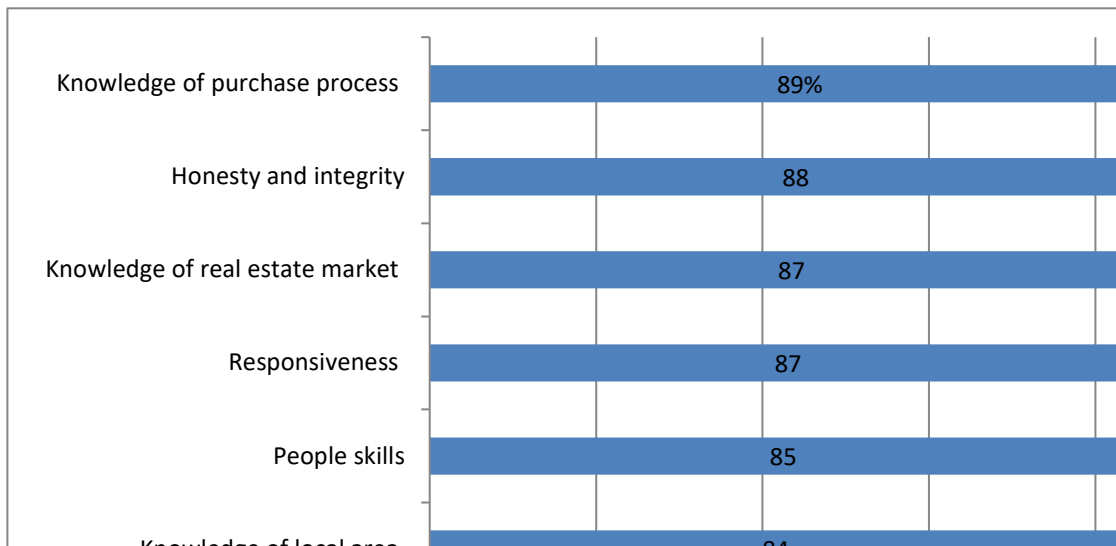
(Percentage Distribution)

New Hampshire

	Very Satisfied	Somewhat Satisfied	Not Satisfied
Knowledge of purchase process	91%	7%	1%
Honesty and integrity	89	10	1
Knowledge of real estate market	90	10	*
People skills	87	12	1
Responsiveness	87	10	3
Knowledge of local area	82	17	1
Communication skills	87	10	3
Skills with technology	83	16	1
Negotiation skills	76	20	5

U.S.

	Very Satisfied	Somewhat Satisfied	Not Satisfied
Negotiation skills	75	19	6
Skills with technology	81	17	3
Communication skills	84	13	4
Knowledge of local area	84	14	3
People skills	85	12	3
Responsiveness	87	11	3
Knowledge of real estate market	87	11	2
Honesty and integrity	88	9	3
Knowledge of purchase process	89%	9%	2%



HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-22

WOULD BUYER USE REAL ESTATE AGENT AGAIN OR RECOMMEND TO OTHERS

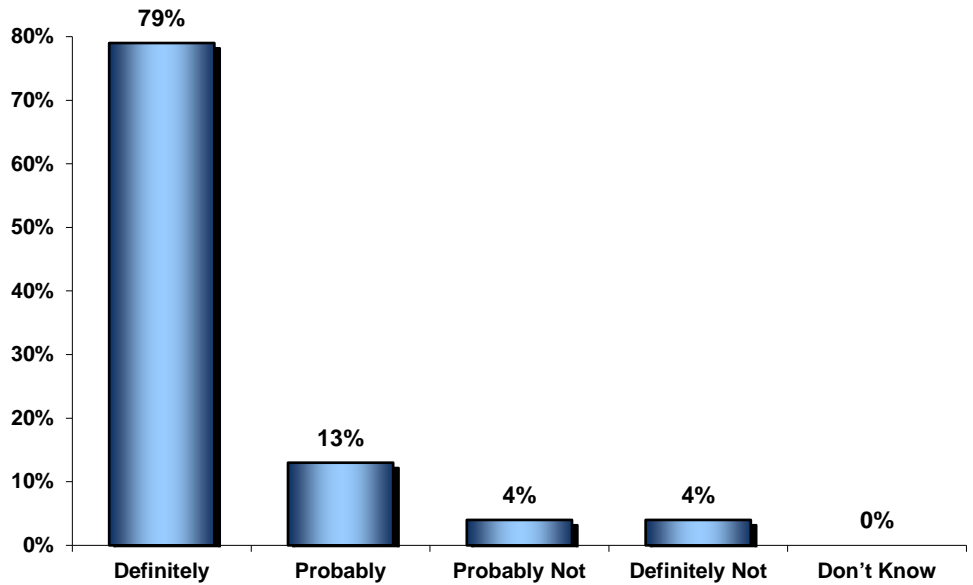
(Percentage distribution)

New Hampshire

Definitely	79%
Probably	13%
Probably Not	4%
Definitely Not	4%
Don't Know	0%

WOULD BUYER USE ESTATE AGENT AGAIN OR RECOMMEND TO OTHERS

(Percentage Distribution)



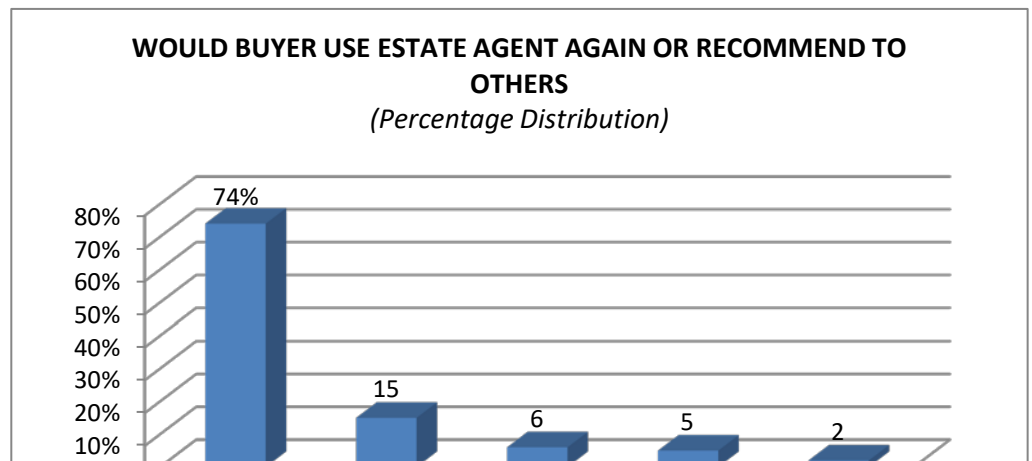
U.S.

All Buyers

Definitely	74%
Probably	15
Probably Not	6
Definitely Not	5
Don't Know	2

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	34%
One time	18
Two times	18
Three times	11
Four or more times	19
Times recommended since buying (median)	1

U.S.

All Buyers	
None	3%
One time	91
Two times	3
Three times	1
Four or more times	2
Times recommended since buying (median)	1