

HOME BUYING AND REAL ESTATE PROFESSIONALS

- Exhibit 4-1 METHOD OF HOME PURCHASE, 2001-2014
- Exhibit 4-2 METHOD OF HOME PURCHASE, BY REGION
- Exhibit 4-3 METHOD OF HOME PURCHASE, NEW AND PREVIOUSLY OWNED HOMES
- Exhibit 4-4 METHOD OF HOME PURCHASE, BY ADULT COMPOSITION OF HOUSEHOLD
- Exhibit 4-5 AGENT REPRESENTATION DISCLOSURE, FIRST-TIME AND REPEAT BUYERS
- Exhibit 4-6 BUYER REPRESENTATIVE ARRANGEMENT WITH AGENT, FIRST-TIME AND REPEAT BUYERS
- Exhibit 4-7 HOW REAL ESTATE AGENT WAS COMPENSATED
- Exhibit 4-8 WHAT BUYERS WANT MOST FROM REAL ESTATE AGENTS
- Exhibit 4-9 WHAT BUYERS WANT MOST FROM REAL ESTATE AGENTS, FIRST-TIME AND REPEAT BUYERS, AND BUYERS OF NEW AND PREVIOUSLY OWNED HOMES
- Exhibit 4-10 WHAT BUYERS WANT MOST FROM REAL ESTATE AGENTS, BY ADULT COMPOSITION OF
- Exhibit 4-11 BENEFITS PROVIDED BY REAL ESTATE AGENT DURING HOME PURCHASE PROCESS, FIRST-TIME AND REPEAT BUYERS
- Exhibit 4-12 HOW BUYER FOUND REAL ESTATE AGENT, FIRST-TIME AND REPEAT BUYERS
- Exhibit 4-13 HOW BUYER FOUND REAL ESTATE AGENT, BY ADULT COMPOSITION OF HOUSEHOLD
- Exhibit 4-14 HOW TIMES CONTACTED AGENT BEFORE RECEIVED RESPONSE AND ORIGINAL FORM OF CONTACT
- Exhibit 4-15 NUMBER OF REAL ESTATE AGENTS INTERVIEWED BY FIRST-TIME AND REPEAT BUYERS
- Exhibit 4-16 BUYER USE OF ONLINE AGENT RECOMMENDATIONS
- Exhibit 4-17 MOST IMPORTANT FACTORS WHEN CHOOSING AN AGENT
- Exhibit 4-18 IMPORTANCE OF REAL ESTATE AGENT SKILLS AND QUALITIES
- Exhibit 4-19 AGENT SKILLS AND QUALITIES CONSIDERED 'VERY IMPORTANT' BY FIRST-TIME AND REPEAT BUYERS, AND BUYERS OF NEW AND PREVIOUSLY OWNED HOMES
- Exhibit 4-20 AGENT SKILLS AND QUALITIES CONSIDERED 'VERY IMPORTANT' BY ADULT COMPOSITION OF HOUSEHOLD
- Exhibit 4-21 IMPORTANCE OF AGENT COMMUNICATIONS
- Exhibit 4-22 SATISFACTION WITH REAL ESTATE AGENT SKILLS AND QUALITIES
- Exhibit 4-23 WOULD BUYER USE REAL ESTATE AGENT AGAIN OR RECOMMEND TO OTHERS
- Exhibit 4-24 HOW MANY TIMES BUYER RECOMMENDED TYPICAL AGENT

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-1

METHOD OF HOME PURCHASE, 2001-2014

(Percentage Distribution)

New Hampshire

	2014
Through a real estate agent or broker	96%
Directly from builder or builder's agent	1
Directly from the previous owner	2

U.S.

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

**Less than 1 percent*

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	96%	88%	90%	89%	86%	89%
Directly from builder or builder's agent	1	7	3	4	9	7
Directly from the previous owner	2	5	6	7	5	3
Knew previous owner	1	3	4	4	3	2
Did not know previous owner	1	2	2	3	2	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	96%	80%	98%
Directly from builder or builder's agent	1	12	NA
Directly from the previous owner	2	N/A	2
Knew previous owner	1	N/A	1
Did not know previous owner	1	N/A	1

*Less than 1 percent

U.S.

	All Buyers	BUYERS OF	
		New Homes	Previously Owned Homes
Through a real estate agent or broker	88%	58%	93%
Directly from builder or builder's agent	7	40	NA
Directly from the previous owner	5	NA	6
Knew previous owner	3	NA	4
Did not know previous owner	2	NA	2

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	96%	96%	88%	100%	97%	100%
Directly from builder or builder's agent	1	1	6	*	*	*
Directly from the previous owner	2	3	*	*	3	*
Knew previous owner	1	1	*	*	*	*
Did not know previous owner	1	1	*	*	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	88%	87%	89%	89%	92%	85%
Directly from builder or builder's agent	7	7	5	5	4	8
Directly from the previous owner	5	5	5	6	3	7
Knew previous owner	3	3	3	5	2	4
Did not know previous owner	2	2	2	1	1	3

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	45%	41%	47%
Yes, when contract was written	21	15	24
Yes, at some other time	14	17	12
No	11	15	8
Don't know	10	13	8

U.S.

Disclosure Statement Signed?	All Buyers	First-time Buyers	Repeat Buyers
Yes, at first meeting	27%	21%	30%
Yes, when contract was written	20	19	21
Yes, at some other time	12	12	12
No	24	31	21
Don't know	17	17	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	66%	63%	68%
Yes, an oral arrangement	7	9	6
No	18	13	21
Don't know	8	15	5

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
Yes, a written arrangement	40%	35%	42%
Yes, an oral arrangement	19	20	18
No	29	28	30
Don't know	13	18	10

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-7

HOW REAL ESTATE AGENT WAS COMPENSATED

(Percentage Distribution)

New Hampshire

	All Types of Representation
Paid by seller	63%
Paid by buyer and seller	9
Paid by buyer only	12
Percent of sales price	10
Flat fee	1
Other	*
Don't know	#N/A
Other	5
Don't know	12

U.S.

	All Types of Representation
Paid by seller	60%
Paid by buyer and seller	11
Paid by buyer only	18
Percent of sales price	15
Flat fee	1
Other	*
Don't know	2
Other	2
Don't know	9

*Less than 1 percent

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-8

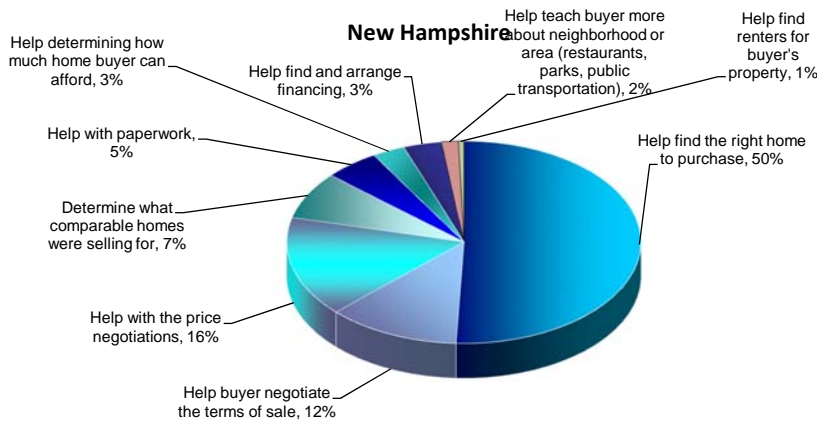
WHAT BUYERS WANT MOST FROM REAL ESTATE AGENTS

(Percentage Distribution)

	New Hampshire	U.S.
Help find the right home to purchase	50%	53%
Help buyer negotiate the terms of sale	12%	12%
Help with the price negotiations	16%	11%
Determine what comparable homes were selling for	7%	8%
Help with paperwork	5%	6%
Help determining how much home buyer can afford	3%	4%
Help find and arrange financing	3%	3%
Help teach buyer more about neighborhood or area (restaurants, parks, public transportation)	2%	2%
Help find renters for buyer's property	1%	0%

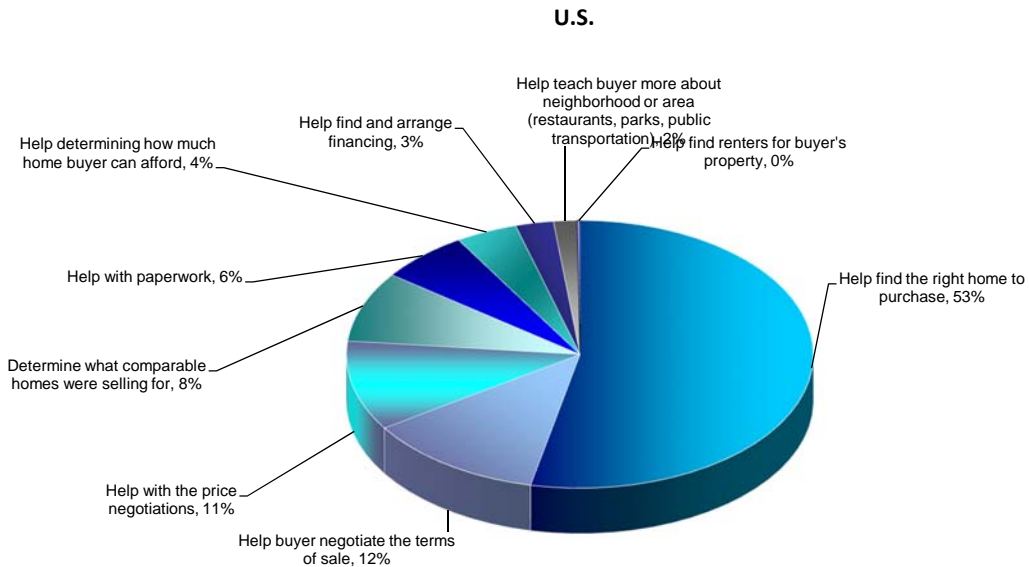
WHAT BUYERS WANT MOST FROM REAL ESTATE PROFESSIONALS

(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	50%	49%	50%	55%	49%
Help with the price negotiations	16	21	12	10	16
Help buyer negotiate the terms of sale	12	13	11	5	13
Determine what comparable homes were selling for	7	3	10	15	7
Help with paperwork	5	5	5	*	5
Help determining how much home buyer can afford	3	3	3	5	3
Help find and arrange financing	3	3	4	*	4
Help teach buyer more about neighborhood or area (restaurants, parks, public transportation)	2	*	2	*	2
Other	3	1	3	10	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	53%	51%	54%	52%	53%
Help buyer negotiate the terms of sale	12	11	13	12	12
Help with the price negotiations	11	11	11	11	11
Determine what comparable homes were selling for	8	7	9	8	9
Help with paperwork	6	7	6	7	6
Help determining how much home buyer can afford	4	8	2	4	4
Help find and arrange financing	3	3	2	4	3
Help teach buyer more about neighborhood or area	2	1	2	2	2
Help find renters for buyer's property	*	*	*	*	*
Other	1	1	1	1	1

*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	50%	53%	29%	44%	43%	100%
Help with the price negotiations	16	15	*	22	25	*
Help buyer negotiate the terms of sale	12	10	21	11	18	*
Determine what comparable homes were selling for	7	9	14	*	4	*
Help with paperwork	5	4	14	6	7	*
Help determining how much home buyer can afford	3	4	*	6	*	*
Help find and arrange financing	3	2	21	6	*	*
Help teach buyer more about neighborhood or area (restaurants, parks, public transportation)	2	2	*	*	*	*
Other	3	2	*	6	4	*

U.S.

	ADULT COMPOSITION OF HOUSEHOLD					
	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other
Help find the right home to purchase	53%	52%	58%	53%	50%	56%
Help buyer negotiate the terms of sale	12	12	13	12	14	14
Help with the price negotiations	11	11	9	10	14	18
Determine what comparable homes were selling for	8	10	5	9	5	5
Help with paperwork	6	6	6	7	8	2
Help determining how much home buyer can afford	4	4	5	6	4	2
Help find and arrange financing	3	3	3	2	3	
Help teach buyer more about neighborhood or area (restaurants, parks, public transportation)	2	2	2	1	1	2
Help find renters for buyer's property	*	*	*	*	*	*
Other	1	2	1	1	1	1

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	62%	90%	44%
Pointed out unnoticed features/faults with property	62	69	58
Negotiated better sales contract terms	46	55	41
Improved buyer's knowledge of search areas	39	43	38
Provided a better list of service providers	42	47	38
Negotiated a better price	35	40	33
Shortened buyer's home search	31	34	28
Provided better list of mortgage lenders	24	32	20
Narrowed buyer's search area	18	16	19
Expanded buyer's search area	20	22	18
Other	1	*	2
None of the above	1	*	1

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
Improved buyer's knowledge of search areas	48%	46%	48%
Pointed out unnoticed features/faults with property	31	34	30
Helped buyer understand the process	21	29	17
Negotiated better sales contract terms	10	9	10
Negotiated a better price	6	5	7
Shortened buyer's home search	6	6	6
Provided better list of mortgage lenders	5	4	5
Expanded buyer's search area	4	4	4
Narrowed buyer's search area	3	3	3
Provided a better list of service providers (e.g. home in	2	1	3
None of the above	1	*	1
Other	1	1	1

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	35%	52%	26%
Used agent previously to buy or sell a home	12	1	19
Internet Web site (without a specific reference)	13	13	13
Visited an open house and met agent	3	1	5
Saw contact information on For Sale/Open House sign	3	*	5
Referred by another real estate agent/broker	9	8	10
Personal contact by agent (telephone, e-mail, etc.)	3	1	5
Referred through employer or relocation company	2	*	4
Walked into or called office and agent was on duty	2	3	2
Search engine	1	*	2
Newspaper, Yellow Pages or home book ad	*	*	*
Direct mail (newsletter, flyer, postcard, etc.)	*	*	*
Mobile or tablet application	1	1	1
Advertising specialty (calendar, magnet, etc.)	*	*	*
Crowdsourcing through social media/knew the person through social media	*	*	*
Saw the agent's social media page without a connection	*	*	*

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
Referred by (or is) a friend, neighbor or relative	40%	52%	33%
Used agent previously to buy or sell a home	12	2	17
Internet Web site (without a specific reference)	10	11	10
Visited an open house and met agent	5	5	5
Saw contact information on For Sale/Open House sign	5	4	6
Referred by another real estate agent/broker	5	4	5
Personal contact by agent (telephone, e-mail, etc.)	4	3	4
Referred through employer or relocation company	3	2	4
Walked into or called office and agent was on duty	2	2	2
Search engine	1	1	1
Newspaper, Yellow Pages or home book ad	1	*	1
Direct mail (newsletter, flyer, postcard, etc.)	*	*	1
Mobile or tablet application	*	1	*
Advertising specialty (calendar, magnet, etc.)	*	*	*
Crowdsourcing through social media/knew the person through social media	*	*	*
Saw the agent's social media page without a connection	*	*	*

*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

	All Buyers	ADULT COMPOSITION OF HOUSEHOLD				
		Married couple	Single female	Single male	Unmarried couple	Other
Referred by (or is) a friend, neighbor or relative	35%	31%	21%	50%	57%	*
Used agent previously to buy or sell a home	12	16	7	6	*	*
Internet Web site (without a specific reference)	13	15	*	6	14	*
Visited an open house and met agent	3	3	7	*	4	*
Saw contact information on For Sale/Open House sign	3	2	14	11	*	*
Referred by another real estate agent/broker	9	11	7	6	4	*
Personal contact by agent (telephone, e-mail, etc.)	3	3	14	*	*	*
Referred through employer or relocation company	2	3	*	*	4	*
Walked into or called office and agent was on duty	2	1	7	6	*	*
Search engine	1	1	*	*	*	*
Newspaper, Yellow Pages or home book ad	*	*	*	*	*	*
Direct mail (newsletter, flyer, postcard, etc.)	*	*	*	*	*	*
Mobile or tablet application	1	1	*	6	*	*
Advertising specialty (calendar, magnet, etc.)	*	*	*	*	*	*
Crowdsourcing through social media/knew the person through social media	*	*	*	*	*	*
Saw the agent's social media page without a connection	*	*	*	*	*	*

U.S.

	All Buyers	ADULT COMPOSITION OF HOUSEHOLD				
		Married couple	Single female	Single male	Unmarried couple	Other
Referred by (or is) a friend, neighbor or relative	40%	38%	43%	41%	46%	29%
Used agent previously to buy or sell a home	12	13	12	11	8	14
Internet Web site (without a specific reference)	10	10	9	12	11	9
Visited an open house and met agent	5	6	4	3	6	9
Saw contact information on For Sale/Open House sign	5	5	4	5	6	5
Referred by another real estate agent/broker	5	5	4	2	3	7
Personal contact by agent (telephone, e-mail, etc.)	4	4	5	3	3	5
Referred through employer or relocation company	3	4	1	3	1	1
Walked into or called office and agent was on duty	2	2	2	2	3	1
Search engine	1	1	1	1	1	2
Newspaper, Yellow Pages or home book ad	1	1	1	1	*	*
Direct mail (newsletter, flyer, postcard, etc.)	*	*	1	1	*	*
Mobile or tablet application	*	*	*	*	*	3
Advertising specialty (calendar, magnet, etc.)	*	*	*	1	*	*
Crowdsourcing through social media/knew the person through social media	*	*	*	*	*	*
Saw the agent's social media page without a connection	*	*	*	*	*	2

*Less than 1 percent

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-14

HOW TIMES CONTACTED AGENT BEFORE RECEIVED RESPONSE AND ORIGINAL FORM OF CONTACT

(Median, Percentage Distribution)

New Hampshire

Phone call	50%
E-mail	28
Contacted friend/family	*
Web form on home listing website	5
Text message	3
Through agent's website	2
Social Media (FaceBook, Twitter, Linke	3
Other	10
Number of Times Contacted (median)	1

U.S.

Phone call	56%
E-mail	21
Contacted friend/family	7
Web form on home listing website	5
Text message	3
Through agent's website	3
Social Media (FaceBook, Twitter, Linke	2
Other	4
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	64%	63%	65%
Two	22	24	22
Three	9	10	9
Four or more	4	3	5

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
One	67%	64%	69%
Two	20	22	19
Three	8	9	8
Four or more	4	5	4

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-16

BUYER USE OF ONLINE AGENT RECOMMENDATIONS

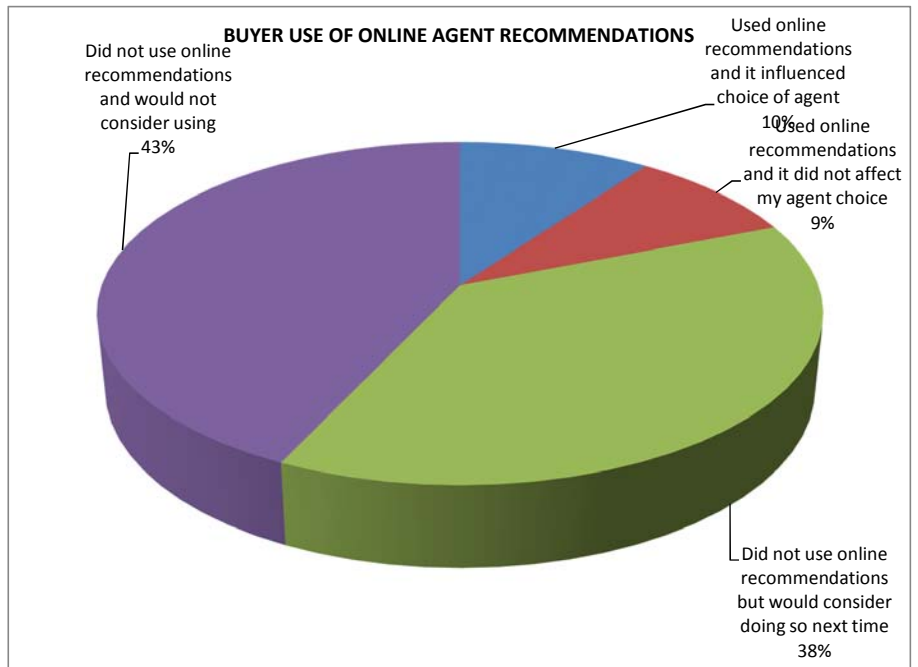
(Percent Of Respondents)

New Hampshire

All Buyers	
Used online recommendations and it influenced choice of agent	8%
Used online recommendations and it did not affect my agent choice	12
Did not use online recommendations but would consider doing so next time	41
Did not use online recommendations and would not consider using	39

U.S.

All Buyers	
Used online recommendations and it influenced choice of agent	10%
Used online recommendations and it did not affect my agent choice	9
Did not use online recommendations but would consider doing so next time	38
Did not use online recommendations and would not consider using	43



HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-17

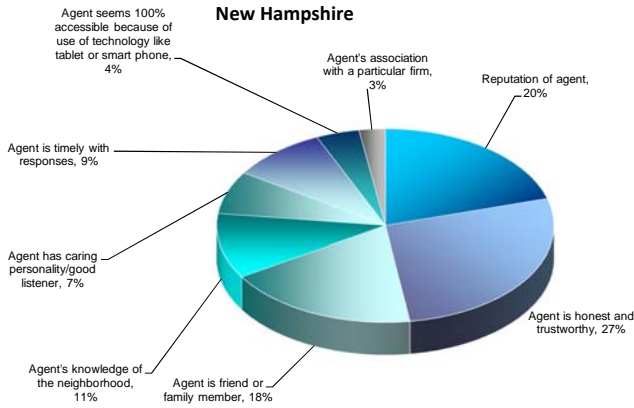
MOST IMPORTANT FACTORS WHEN CHOOSING AN AGENT

(Percentage Distribution)

	New Hampshire	U.S.
Reputation of agent	20%	23%
Agent is honest and trustworthy	27%	23%
Agent is friend or family member	18%	15%
Agent's knowledge of the neighborhood	11%	13%
Agent has caring personality/good listener	7%	8%
Agent is timely with responses	9%	7%
Agent seems 100% accessible because of use of technology like tablet or smart phone	4%	4%
Agent's association with a particular firm	3%	4%
Professional designations held by agent	1%	1%
Other	1%	1%

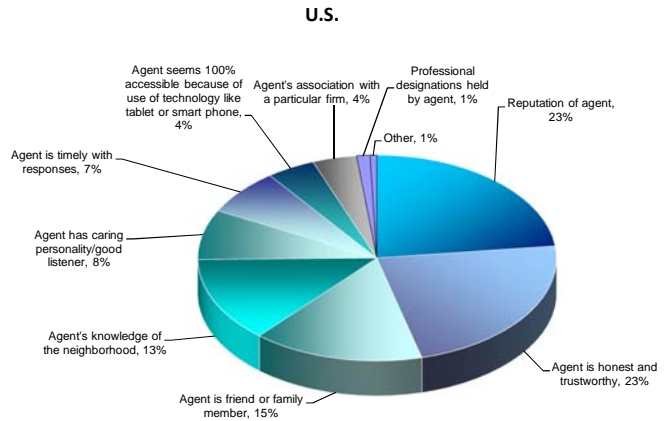
MOST IMPORTANT FACTORS IN CHOOSING AN AGENT
(Percentage Distribution)

New Hampshire



MOST IMPORTANT FACTORS IN CHOOSING AN AGENT
(Percentage Distribution)

U.S.



HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-18

IMPORTANCE OF REAL ESTATE AGENT SKILLS AND QUALITIES

(Percentage Distribution)

New Hampshire

	Very Important	Somewhat Important	Not Important
Honesty and integrity	97%	2%	1%
Knowledge of purchase process	91	7	2
Responsiveness	95	4	1
Knowledge of real estate market	90	9	1
Communication skills	86	13	1
Negotiation skills	81	17	2
People skills	81	18	2
Knowledge of local area	69	27	4
Skills with technology	41	48	11

U.S.

	Very Important	Somewhat Important	Not Important
Honesty and integrity	97%	2%	*
Knowledge of purchase process	93	6	1
Responsiveness	94	5	*
Knowledge of real estate market	91	8	1
Communication skills	86	13	1
Negotiation skills	83	16	1
People skills	80	19	1
Knowledge of local area	78	19	2
Skills with technology	45	47	9

*Less than 1 percent

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-19

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%	100%	95%	94%	96%
Knowledge of purchase process	91	96	88	96	94
Responsiveness	95	97	93	94	93
Knowledge of real estate market	90	87	92	94	93
Communication skills	86	90	85	82	87
Negotiation skills	81	82	81	87	87
People skills	81	82	80	85	79
Knowledge of local area	69	60	74	88	80
Skills with technology	41	41	42	59	49

U.S.

	All Buyers	First-time Buyers	Repeat Buyers	BUYERS OF	
				New Homes	Previously Owned Homes
Honesty and integrity	97%	98%	97%	96%	98%
Knowledge of purchase process	93	95	92	90	93
Responsiveness	94	94	95	94	94
Knowledge of real estate market	91	89	92	90	91
Communication skills	86	87	86	83	87
Negotiation skills	83	82	83	80	83
People skills	80	80	81	79	81
Knowledge of local area	78	72	81	76	79
Skills with technology	45	43	46	41	45

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-20

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

(Percentage Distribution)

New Hampshire

	ADULT COMPOSITION OF HOUSEHOLD					
	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other
Honesty and integrity	97%	97%	100%	94%	100%	100%
Knowledge of purchase process	91	88	100	88	100	100
Responsiveness	95	94	100	82	100	100
Knowledge of real estate market	90	91	92	77	89	100
Communication skills	86	85	92	77	100	100
Negotiation skills	81	82	100	71	82	*
People skills	81	78	92	82	93	*
Knowledge of local area	69	72	69	59	61	*
Skills with technology	41	39	31	53	54	*

U.S.

	ADULT COMPOSITION OF HOUSEHOLD					
	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other
Honesty and integrity	97%	97%	98%	97%	97%	99%
Knowledge of purchase process	93	92	95	91	94	91
Responsiveness	94	94	96	91	96	97
Knowledge of real estate market	91	92	91	91	91	85
Communication skills	86	86	91	79	89	84
Negotiation skills	83	82	89	73	86	89
People skills	80	80	85	74	83	86
Knowledge of local area	78	79	80	78	72	72
Skills with technology	45	44	51	40	39	45

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-21

IMPORTANCE OF AGENT COMMUNICATIONS

(Percent of Respondents)

New Hampshire

	All Buyers	First-time Buyers	Repeat Buyers
Calls personally to inform of activities	76%	78%	74%
Sends postings as soon as a property is listed/the price changes/under contract	69	65	72
Sends emails about specific needs	64	71	60
Can send market reports on recent listings and sales	48	37	55
Sends property info and communicates via text message	40	46	37
Has a web page	30	34	27
Has a mobile site to show properties	22	21	22
Sends an email newsletter	8	8	8
Advertises in newspapers	6	3	8
Is active on Facebook	3	5	2
Has a blog	1	*	2

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
Calls personally to inform of activities	79%	75%	80%
Sends postings as soon as a property is listed/the price changes/under contract	69	69	69
Sends emails about specific needs	59	60	58
Can send market reports on recent listings and sales	51	47	54
Sends property info and communicates via text message	45	48	44
Has a web page	29	29	30
Has a mobile site to show properties	25	25	25
Sends an email newsletter	10	11	10
Advertises in newspapers	6	5	7
Is active on Facebook/Twitter	6	7	5
Has a blog	1	1	1

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-22

SATISFACTION WITH REAL ESTATE AGENT SKILLS AND QUALITIES

(Percentage Distribution)

New Hampshire

	Very Satisfied	Somewhat Satisfied	Not Satisfied
Knowledge of purchase process	83%	14%	3%
Honesty and integrity	87	9	4
Knowledge of real estate market	84	15	2
People skills	82	15	4
Responsiveness	82	14	5
Knowledge of local area	77	21	2
Communication skills	80	15	5
Skills with technology	78	20	2
Negotiation skills	69	24	7

U.S.

	Very Satisfied	Somewhat Satisfied	Not Satisfied
Honesty and integrity	87%	10%	3%
Knowledge of purchase process	87	11	2
Knowledge of real estate market	85	13	2
Responsiveness	85	12	3
People skills	84	13	3
Communication skills	82	14	4
Knowledge of local area	82	15	3
Skills with technology	78	19	3
Negotiation skills	73	21	7

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-23

WOULD BUYER USE REAL ESTATE AGENT AGAIN OR RECOMMEND TO OTHERS

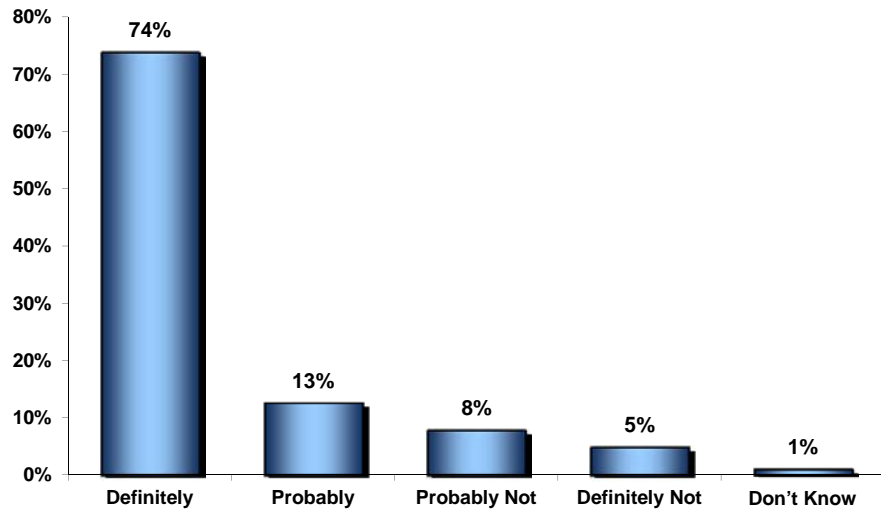
(Percentage distribution)

New Hampshire

Definitely	74%
Probably	13%
Probably Not	8%
Definitely Not	5%
Don't Know	1%

WOULD BUYER USE ESTATE AGENT AGAIN OR RECOMMEND TO OTHERS

(Percentage Distribution)



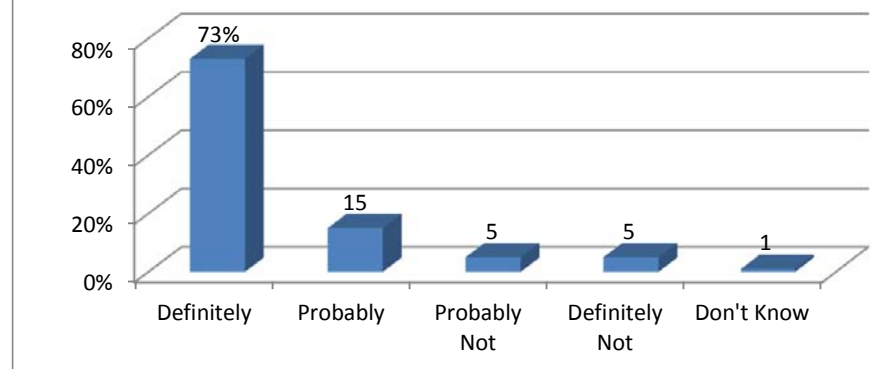
U.S.

All
Buyers

Definitely	73%
Probably	15
Probably Not	5
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 4-24

HOW MANY TIMES BUYER RECOMMENDED TYPICAL AGENT

(Percentage distribution)

New Hampshire

All Buyers	
None	42%
One time	13
Two times	21
Three times	10
4 or more	14
Times recommended since buying (median)	1

U.S.

All Buyers	
None	37%
One time	17
Two times	18
Three times	11
4 or more	17
Times recommended since buying (median)	1