

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

		First-time Seller	Repeat Seller
Referred by (or is) a friend, neighbor or relative	26%	29%	26%
Used agent previously to buy or sell a home	21	14	22
Visited an open house and met agent	7	4	9
Internet website (without a specific reference)	9	11	9
Personal contact by agent (telephone, email, etc.)	2	*	4
Referred by another real estate or broker	9	18	6
Saw contact information on For Sale/Open House sign	5	11	2
Referred through employer or relocation company	4	*	6
Direct mail (newsletter, flyer, postcard, etc.)	1	*	2
Walked into or called office and agent was on duty	5	7	4
Newspaper, Yellow pages or home book ad	1	*	2
Advertising specialty (calendar, magnet, etc.)	1	*	2
Crowdsourcing through social media/knew the person	*	*	*
Saw the person's social media page without a connecti	*	*	*
Other	8	7	9

U.S.

	All sellers	First-time Seller	Repeat Seller
Referred by (or is) a friend, neighbor or relative	38%	44%	35%
Used agent previously to buy or sell a home	22	17	24
Visited an open house and met agent	5	4	4
Internet website (without a specific reference)	4	6	3
Personal contact by agent (telephone, email, etc.)	4	2	5
Referred by another real estate or broker	4	4	4
Saw contact information on For Sale/Open House sign	3	2	4
Referred through employer or relocation company	3	4	3
Direct mail (newsletter, flyer, postcard, etc.)	2	1	2
Walked into or called office and agent was on duty	2	2	2
Newspaper, Yellow pages or home book ad	1	1	1
Advertising specialty (calendar, magnet, etc.)	1	*	1
Crowdsourcing through social media/knew the person through social media	*	1	*
Saw the person's social media page without a connection	*	*	*
Other	14	13	14

* 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	26%	21%	32%	22%	*	57%	33%
Used agent previously to buy or sell a home	21	18	32	22	20	14	11
Visited an open house and met agent	7	9	5	11	*	14	*
Internet website (without a specific reference)	9	3	5	*	60	*	22
Personal contact by agent (telephone, email, etc.)	2	6	*	*	*	*	*
Referred by another real estate or broker	9	15	5	11	*	*	11
Saw contact information on For Sale/Open House sign	5	9	5	*	*	*	*
Referred through employer or relocation company	4	3	*	*	*	14	11
Direct mail (newsletter, flyer, postcard, etc.)	1	*	*	*	*	*	11
Walked into or called office and agent was on duty	5	3	5	22	*	*	*
Newspaper, Yellow pages or home book ad	1	3	*	*	*	*	*
Advertising specialty (calendar, magnet, etc.)	1	*	5	*	*	*	*
Crowdsourcing through social media/knew the person through social media	*	*	*	*	*	*	*
Saw the person's social media page without a connection	*	*	*	*	*	*	*
Other	8	9	5	11	20	*	*

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	38%	39%	38%	38%	40%	32%	42%
Used agent previously to buy or sell a home	22	27	22	22	16	21	17
Visited an open house and met agent	5	6	5	5	7	3	2
Internet website (without a specific reference)	4	4	7	1	5	6	3
Personal contact by agent (telephone, email, etc.)	4	3	2	6	9	4	3
Referred by another real estate or broker	4	3	4	2	4	6	4
Saw contact information on For Sale/Open House sign	3	3	6	2	4	3	2
Referred through employer or relocation company	3	*	1	*	*	9	6
Direct mail (newsletter, flyer, postcard, etc.)	2	1	*	3	5	2	2
Walked into or called office and agent was on duty	2	1	1	3	*	4	1
Newspaper, Yellow pages or home book ad	1	1	*	2	1	1	1
Advertising specialty (calendar, magnet, etc.)	1	1	*	*	1	1	1
Crowdsourcing through social media/knew the person through social media	*	1	*	*	*	*	1
Saw the person's social media page without a connection	*	*	*	1	*	*	1
Other	14	11	13	15	9	10	14

HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-3

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

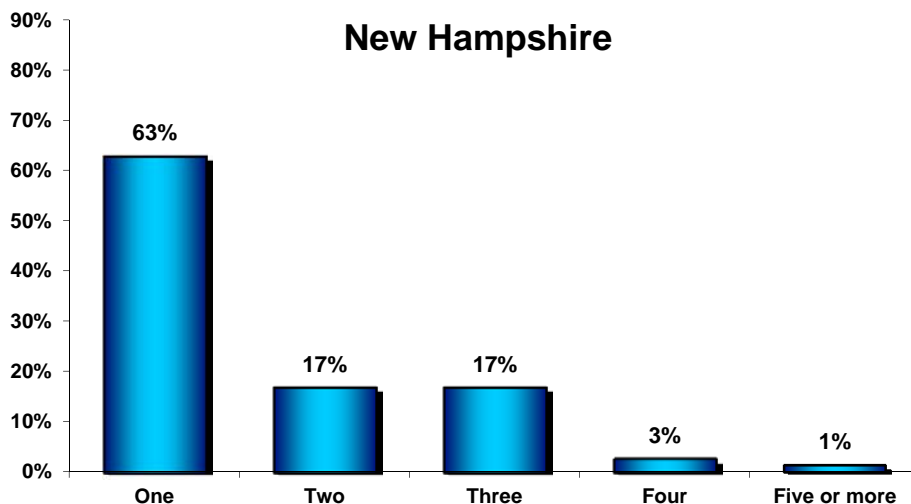
(Percentage Distribution)

New Hampshire

One	63%
Two	17%
Three	17%
Four	3%
Five or more	1%

* Less than 1 percent

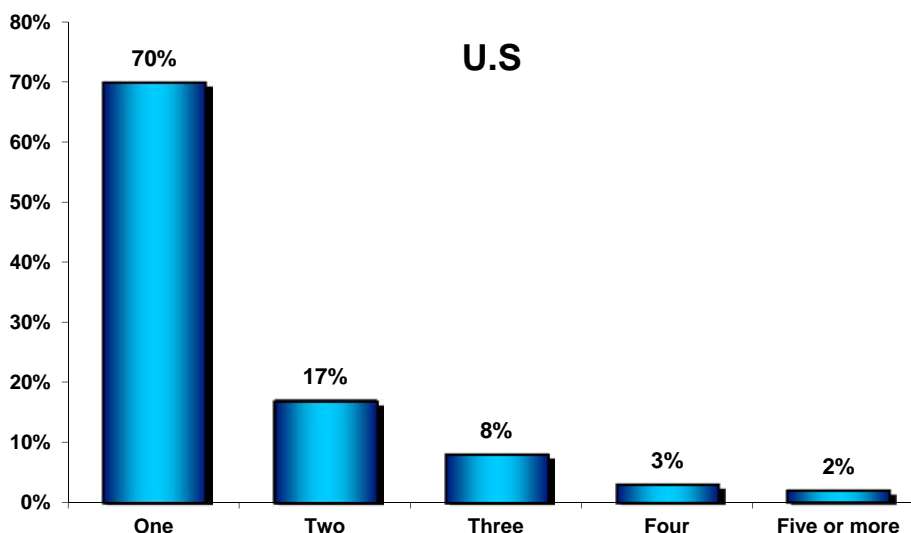
NUMBER OF AGENTS CONTACTED BEFORE SELECTING ONE TO ASSIST WITH SALE OF HOME
(Percentage Distribution)



U.S.

One	70%
Two	17
Three	8
Four	3
Five or more	2

NUMBER OF AGENTS CONTACTED BEFORE SELECTING ONE TO ASSIST WITH SALE OF HOME
(Percentage Distribution)



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
Yes	55%	76%	77%	44%	20%	14%	0%
No	45%	24%	24%	56%	80%	86%	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
Yes	51%	80%	82%	65%	24%	6%	4%
No	49%	20	18	35	76	94	96

HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-5

HOME LISTED ON MULTIPLE LISTING SERVICE

(Percentage Distribution)

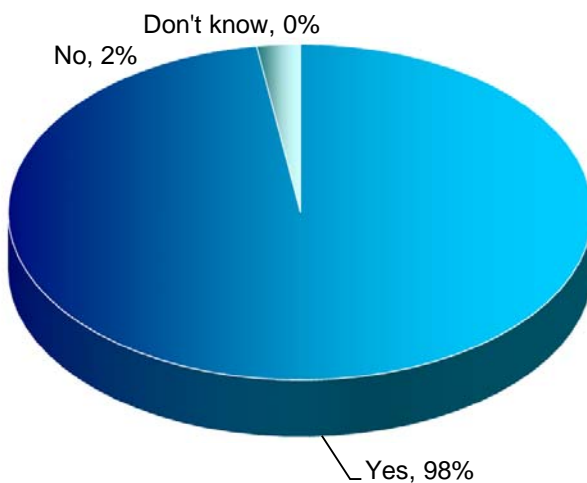
New Hampshire

Yes	98%
No	2%
Don't know	*

HOME LISTED ON MULTIPLE LISTING SERVICE

(Percentage Distribution)

New Hampshire



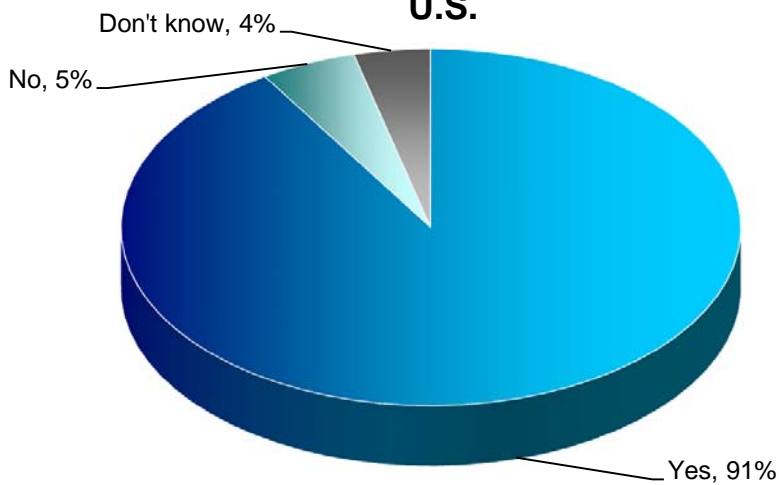
U.S.

Yes	91%
No	5%
Don't know	4%

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	78%
A limited set of services as requested by the seller	15%
The agent listed the home on the MLS and performed few if any additional services	7%

U.S.

A broad range of services and management of most aspects of the home sale	79%
A limited set of services as requested by the seller	9%
The agent listed the home on the MLS and performed few if any additional services	12%

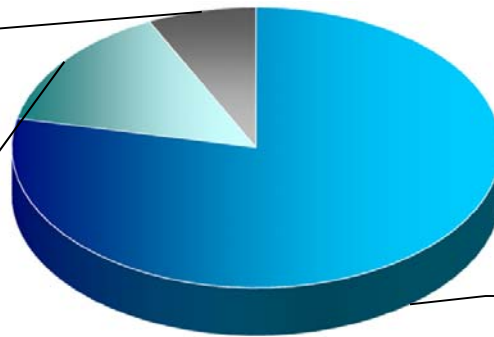
LEVEL OF SERVICE PROVIDED BY THE REAL ESTATE AGENT

(Percentage Distribution)

New Hampshire

The agent listed the home on the MLS and performed few if any additional services, 7%

A limited set of services as requested by the seller, 15%



A broad range of services and management of most aspects of the home sale, 78%

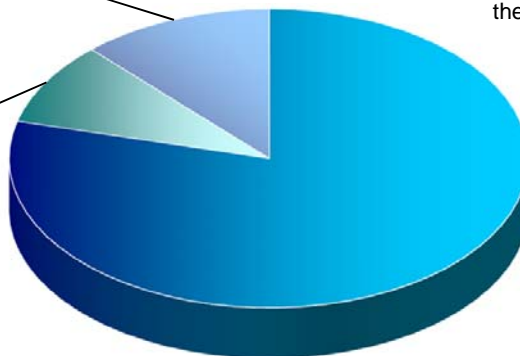
LEVEL OF SERVICE PROVIDED BY THE REAL ESTATE AGENT

(Percentage Distribution)

U.S.

The agent listed the home on the MLS and performed few if any additional services, 12%

A limited set of services as requested by the seller, 9%



A broad range of services and management of most aspects of the home sale, 79%

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	24%	24%	25%	17%
Help sell the home within specific timeframe	21	22	17	17
Help find a buyer for home	17	19	8	17
Help seller market home to potential buyers	17	11	33	50
Help seller find ways to fix up home to sell it for more	12	13	17	*
Help with negotiation and dealing with buyers	6	8	*	*
Help with paperwork/inspections/preparing for settlement	3	3	*	*
Help seller see homes available to purchase	*	*	*	*
Other	*	*	*	*

* 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%	24%	21%	18%
Help sell the home within specific timeframe	20	20	24	19
Help price home competitively	19	19	19	17
Help find a buyer for home	14	12	18	25
Help seller find ways to fix up home to sell it for more	13	14	5	10
Help with negotiation and dealing with buyers	5	5	5	5
Help with paperwork/inspections/preparing for settlement	3	3	6	2
Help seller see homes available to purchase	2	3	2	2
Help create and post videos to provide tour of my home	*	*	1	*
Other	*	*	*	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	LEVEL OF SERVICE SOUGHT FROM THE AGENT BY THE SELLER		
		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	32%	33%	36%	*
Agent is honest and trustworthy	24	25	18	20
Agent is friend or family member	10	6	18	40
Agent's knowledge of the neighborhood	14	16	9	*
Agent's association with a particular firm	4	3	9	*
Agent has caring personality/good listener	6	5	9	20
Agent's commission	4	5	*	*
Agent seems 100% accessible because of use of technology	3	3	*	*
Professional designations held by agent	*	*	*	*
Other	4	3	*	20

U.S.

LEVEL OF SERVICE SOUGHT FROM THE AGENT BY THE SELLER

	All sellers	LEVEL OF SERVICE SOUGHT FROM THE AGENT BY THE SELLER		
		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	36%	38%	25%	36%
Agent is honest and trustworthy	19	19	20	15
Agent's knowledge of the neighborhood	15	14	17	17
Agent is friend or family member	13	13	17	9
Agent has caring personality/good listener	4	4	6	5
Agent's association with a particular firm	4	3	5	6
Agent's commission	4	4	3	3
Agent seems 100% accessible because of use of technology like tablet or smartphone	3	2	4	5
Professional designations held by agent	2	1	4	2
Other	2	1	1	3

HOME SELLING AND REAL ESTATE PROFESSIONAL

Exhibit 7-9

METHODS REAL ESTATE AGENT USED TO MARKET HOM

(Percent of Respondents Among Sellers Who Used an Agent)

New Hampshire

	All Homes
Multiple Listing (MLS) website	96%
Yard sign	67
Open house	38
Real estate agent website	52
Real estate company website	42
Realtor.com	48
Third party aggregators	26
Print newspaper advertisement	13
Direct mail (flyers, postcards, etc.)	11
Real estate magazine	10
Newspaper website	5
Video	9
Other Web sites with real estate listings (e.g. Google, Yahoo)	6
Real estate magazine website	10
Social networking websites (e.g. Facebook, Twitter, etc.)	6
Online Classified Ads	5
Video hosting Web sites (e.g. Youtube, etc.)	2
Television	1
Other	2

* Less than 1 percent

U.S.

	All Homes
Multiple Listing (MLS) website	89%
Yard sign	71
Real estate agent website	51
Open house	47
Real estate company website	44
Realtor.com	43
Third party aggregators	33
Print newspaper advertisement	13
Direct mail (flyers, postcards, etc.)	12
Video	11
Newspaper website	9
Social networking websites (e.g. Facebook, Twitter, etc.)	9
Other Web sites with real estate listings (e.g. Google, Yahoo)	8
Real estate magazine	7
Online Classified Ads	7

HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-10

HOW REAL ESTATE AGENT WAS COMPENSATED

(Percentage Distribution)

New Hampshire

Paid by seller	86%
Percent of sales price	5
Flat fee	*
Per task fee	*
Other	*
Don't Know	*
Paid by buyer and seller	10
Paid by buyer only	4
Other	1
Don't Know	*

U.S.

Paid by seller	78%
Percent of sales price	72
Flat fee	4
Per task fee	*
Other	*
Don't Know	2
Paid by buyer and seller	10
Paid by buyer only	5
Other	4
Don't Know	4

* 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	32%
Client brought up the topic and the real estate agent was able and willing to negotiate their commission or fee	27
Client brought up the topic and the real estate agent was unwilling or unable to negotiate their commission or fee	11
Client did know commissions and fees could be negotiated but did not bring up the topic	16
Client did not know commissions and fees could be negotiated	15

U.S.

Real estate agent initiated discussion of compensation	46%
Client brought up the topic and the real estate agent was able and willing to negotiate their commission or fee	21
Client brought up the topic and the real estate agent was unwilling or unable to negotiate their commission or fee	7
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	15

HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-12

WOULD SELLER USE REAL ESTATE AGENT AGAIN OR RECOMMEND TO OTHERS?

(Percentage Distribution)

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
Definitely	64%	70%	63%	67%	60%	57%	44%
Probably	15%	9%	21%	33%	20%	0%	11%
Probably Not	13%	9%	11%	0%	20%	29%	33%
Definitely Not	6%	9%	5%	0%	0%	0%	11%
Don't Know/ Not Sure	2%	3%	0%	0%	0%	14%	0%

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
Definitely	68%	70%	72%	61%	68%	66%	66%
Probably	15	15	13	17	8	19	16
Probably Not	8	7	6	12	9	5	10
Definitely Not	7	6	7	6	12	8	8
Don't Know/ Not Sure	2	2	3	3	2	2	1

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	19
Three times	9
Four or more times	13
Times recommended since buying (median)	1

U.S.

All Sellers	
None	39%
One time	15
Two times	18
Three times	10
Four or more times	18
Times recommended since buying (median)	1