

CONSUMER SURVEY

E X H I B I T

Unnamed Real Estate Brokers

File No. 762 3052

SUMMARY OF

NATIONAL FAMILY OPINION, INC.

National Mail Panel Survey

December 1979-January 1980

- A. Screener Qs & As
- B. Seller Sample Qs & As
- C. Buyer Sample Qs & As
- D. Survey Analyses/Cross-tabs

NATIONAL FAMILY OPINION, INC.

SCREENER QUESTIONNAIRE

DECEMBER, 1979 - JANUARY, 1980

Dear NFO Member:*

My questionnaire today is very short and I hope that you will complete it within the next day or so.

I would like to know if you have purchased a home within the past 12 months. If you have, there are a few questions to answer about the home you purchased.

Then, I would like to know if you have sold a home within the past 12 months. If you have, please answer the questions about the home you sold.

If you have neither bought nor sold a home in the past 12 months, please check here _____, and return the questionnaire to me.

If you have bought or sold a home within the past 12 months, please give this questionnaire to the member of your household who had the primary responsibility for making the decision concerning whether or not to use a real estate broker and if so which broker to use.

When you have completed the questionnaire, please return it in the enclosed postage-paid envelope. Thank you for your help!

Sincerely,

* 4200 screener questionnaires were mailed, 3470 were returned.

		<u>Buyer Sample</u>	<u>Screener</u>
1.	_____ The seller and I used the <u>same agent/broker</u>	43.3%	30.3%
2.	_____ The seller used an agent/broker and I used a <u>different agent/broker</u>	52.7%	34.6%
3.	_____ The seller used an agent/broker and I did not use an agent/broker	4.0%	3.5%
4.	_____ No agent/broker was involved in the sale		28.5%
5.	_____ Other (describe): _____		3.1%

6. As closely as you can recall, when did you first make a formal offer on the home you purchased?

MONTH: July mode
(See "Screener Analysis
Frequencies," p. 7; See
also follow-up study,
February 18, 1982,
pp. 3-4)

YEAR: 1979-98%
1978- 2%

7. As closely as you can recall, what was the closing date (first date you actually owned your home) of the home you purchased?

MONTH: Mode-August
(See "Screener Analysis
Frequencies," p. 12; See
also follow-up study,
February 18, 1982,
pp. 5-6)

YEAR: 1979-98.5%
1980- 1.5%

8. Did you sell a home within the past 12 months?

(1333) Yes* - (Continue) (724) No - (Skip to Qu. 17) (1413 out of range)

IF MORE THAN ONE HOME SOLD, PLEASE ANSWER FOR THE MOST RECENT ONE SOLD!

* Answers for the "Screener" sample of 1333 respondents, questions 8-16, are from NFO "Screener Supplement" and "Screener Analysis," June 1981.

9. Please indicate the type of home you sold. (Check one)

	<u>Seller Sample</u> *	<u>Screeener</u>
1. Town house	2.9%	2.5%
2. Condominium Apartment	1.7%	1.8%
3. Cooperative	0	.2%
4. Farm	1.7%	1.9%
5. Mobile Home	2.6%	8.8%
6. Single Family House	88%	82%
7. Duplex	1.2%	1.1%
8. Other (Describe): _____	1.4%	1.5%

10. Not counting any real estate agents/brokers/appraisers or lawyers you may have w with, did you pay anyone else for professional advice on how to sell your home?

	<u>Seller Sample</u>	<u>Screeener</u>		<u>Seller Sample</u>	<u>Screeener</u>
___ Yes	1.4%	2.1%	___ no	98.6%	97.9%

11. Which of the following best describes the way the sale of your home was handled? (Check one)

	<u>Seller Sample</u>	<u>Screeener</u>
1. ___ Sold home yourself without ever using an agent/broker (Skip to Question 15)	0%	20.4%
2. ___ First tried to sell home yourself but then used an agent/broker	19.8%	12.2%
3. ___ First listed home with an agent/broker but ended up selling it yourself	0%	2.9%
4. ___ Had a non-exclusive listing with an agent/broker and sold it yourself	0%	1.5%

* Answers for the final "Seller Sample" of 348 who used a broker are from NFO "Screeener Analysis Frequencies," September 1981.

NET PERCENTAGE COMMISSION

(Calculated from 12a, b, c)

Screener - Full Response

<u>Comm. Rate</u>	<u>Frequency</u>	<u>Percentage Response</u>	<u>Comm. Rate</u>	<u>Frequency</u>	<u>Percentage Response</u>
0.5%	1	0.1%	5.5%	5	0.6%
1.0%	4	0.4%	6.0%	460	51%
1.4%	1	0.1%	6.1%	1	0.1%
2.0%	3	0.3%	6.5%	10	1.1%
2.5%	1	0.1%	7.0%	278	31%
3.0%	15	1.7%	7.5%	13	1.4%
4.0%	13	1.4%	8.0%	5	0.6%
4.2%	1	0.1%	9.0%	2	0.2%
4.5%	5	0.6%	9.5%	2	0.2%
4.9%	1	0.1%	10%	29	3.2%
5.0%	52	5.8%	20%	1	0.1%

(903 Valid Cases)

(See NFO follow-up study, February 18, 1982, p. 12.)

Response by Commission Categories

<u>Screener</u>		<u>Seller Sample</u>	
<u>Percentage Commission Categories</u>	<u>Frequency</u>	<u>Percentage Response</u>	<u>Percentage Response</u>
Less than 5%	45	5.0%	5.2%
5%	52	5.8%	5.5%
5.01% - 5.99%	5	0.6%	0.3%
6%	460	51%	53%
6.01% - 6.99%	11	1.2%	1.3%
7%	278	31%	30%
Over 7%	52	5.8%	4.8%

(903 Valid Cases)
(See NFO follow-up Study,
February 18, 1982, p. 12)

(310 Valid Cases)
(NFO follow-up study,
February 18, 1982, p. 16)

13. Did your agent/broker list your home on a multiple listing service?

_____ Yes - (Continue) _____ no (Skip to Question 15)

Seller Sample - 91.7%
Screener - 88%

14. Was the listing ever changed to lower the price?

NATIONAL FAMILY OPINION, INC.

BUYER QUESTIONNAIRE

DECEMBER, 1979 - JANUARY, 1980

DATE: _____

INTERVIEWER: _____

Hello, I'm calling for Carol Adams of National Family Opinion in Toledo, Ohio. M
I please speak to the (AGE) year old (MALE/FEMALE) family member? (WHEN PROPI
RESPONDENT IS ON PHONE - SAY:) A short time ago you answered a questionnaire abo
the home you recently bought. Now I would like to ask you some additional questi
about buying your home.

(N = 349)*

1 a. Was the home you bought new or previously occupied?

81.7% 1 PREVIOUSLY OCCUPIED - (GO TO QUESTION 1c)
18.3% 2 NEW - (CONTINUE) (64)

b. Was the person who sold you your home a licensed real estate agent?

(N = 64)

100% 1 YES - (CONTINUE)
2 NO - (TERMINATE)
3 DON'T KNOW - (TERMINATE)

c. How many months did you seriously consider or think about buying a
home before you started to look? (PROBE FOR MONTHS AND RECORD IN
MONTHS)

NUMBER OF MONTHS: _____

less than or equal to 1 = 24.5%
1-3 = 24.8%
3-6 = 22.7%

6-12 = 16.1%
greater than 12 = 10.6%
DK = 1.2%
(27 respondents out of range)

* Answers are from NFO, "Buyer Analysis Frequencies," August 1981, unless stated otherwise.

2. When you started seriously looking for a home, how many months did you believe you could wait to find a home? (PROBE FOR MONTHS AND RECORD IN MONTHS)
 (NOTE: IF RESPONDENT SAYS "INDEFINITELY", ASK IF THAT MEANS MORE THAN 1 YEAR. IF NO, ASK "HOW MANY MONTHS?")

NUMBER OF MONTHS: _____

Zero = 6.1%	6-12 = 20.6%
1 or less = 19.1%	greater than 12 = 4.2%
1-3 = 29.4%	
3-6 = 20.6%	

3. What was the single most important factor leading to your decision to buy a home at this time? (See number 5, below)
-
-

4. Was this the most important factor influencing how long you could wait to find a home?

69.9%	1 . . . YES - (GO TO QUESTION 6a) (244)
30.1%	2 . . . NO - (CONTINUE) (105)

5. What was?

Q3
(N = 349)

Q5
(N = 104)

- | | | | |
|-------|------|----|--|
| 16.3% | 8.7% | 1. | JOB TRANSFER (Husbands change of job was immediate - changed jobs - company transfer - needed a home because of transfer - was being transferred from one city to another - transfer orders) |
| 10.6% | 3.8% | 2. | DESIRE TO MOVE/RELOCATE TO DIFFERENT AREA/STATE
(Moving to another city - wanted to get out of previous neighborhood - change of neighborhood - wanted to move to country, we have kids - relocation from one state to another - change in location Indiana to Massachusetts) |
| 0% | 9.6% | 3. | WANTED TO BE MOVED BEFORE START OF SCHOOL |
| 1.1% | 1.0% | 4. | MARRIAGE/DIVORCE/SEPARATION (Getting Married) |

- | | | | |
|-------|-------|-----|--|
| 1.4% | 0% | 5. | HEALTH PROBLEMS (Health reasons - we had se health problems) |
| 16.3% | 5.8% | 6. | NEEDED/WANTED BIGGER HOME/MORE LAND (The mobile home was not big enough - need something bigger - were renting a bedroom apartment and we were expecting and need more room - wife was pregnant and needed more room - needed more room - more space) |
| .9% | 0% | 7. | NEEDED/WANTED SMALLER HOME/LESS LAND (Need a smaller home - wanted to buy a small home for retirement) |
| 6.9% | 3.8% | 8. | DESIRE TO OWN A HOME INSTEAD OF RENT (Didn't want to rent anymore - desire to own a home - opposed to renting - to avoid paying rent - didn't want to rent) |
| 9.2% | 7.7% | 9. | DESIRE TO PURCHASE A HOME BEFORE PRICES/RATE WENT ANY HIGHER (Price of homes going up, we wanted to buy now - houses are going up in our area and if we didn't buy now, we wouldn't be able to afford it later - prices going up, we felt we needed the edge of inflation) |
| 5.2% | 1.0% | 10. | INVESTMENT (Investment of our money - as an investment) |
| 4.3% | 6.7% | 11. | GOOD PRICE/RATE (Price & interest rate we were able to set on the mortgage - got this particular home at a good bargain) |
| 8.9% | 10.6% | 12. | ALL OTHER COMMENTS ON COST (Taxes - I had the money available - economics - our financial position - couldn't afford to rent) |
| 1.7% | 7.7% | 13. | HAD ALREADY SOLD PREVIOUS HOME (Sold our other house) |
| 3.7% | 6.7% | 14. | ABLE TO PURCHASE HOME WANTED/LIKED (The house was what we wanted - floor plan of the house was exactly what we wanted - the house itself with its staircase, hard wood floors and stained glass windows - size of lot was exactly what we wanted) |

12.3%	24.0%	15.	ALL OTHER REASONS
1.1%	2.9%	16.	ALL INDETERMINABLE COMMENTS
0%		0.	NO ANSWER

In the event multiple reasons are reported, code first mention only.

6 a. Was this home bought as a result of a move of more than 100 miles?

31.8%	1 . . .	YES
68.2%	2 . . .	NO

b. Was this home bought as a result of a move to a different state?

26.9%	1 . . .	YES (94)
73.1%	2 . . .	NO - (GO TO QUESTION 7) (255)

c. Did you locate your home through a referral service involving a real estate agent in your former state and an agent in this state?

(N = 90)

27.8%	1 . . .	YES
72.2%	2 . . .	NO

7. How many months had you lived in this community before signing the contract to buy this house?

less than 1 mo. = 3.8%
 1 mo. = 8.1%
 1-3 mo. = 9.5%
 3-12 mos. = 12.9%
 12-36 mos. = 12.9%
 greater than 36 mos. = 52.9%

_____ MONTHS

_____ YEARS

8. When you started looking for homes, how familiar were you with the neighborhood where you bought your home? Were you . . . (READ LIST)

42.4%	1 - (26.6%	1 . . .	VERY FAMILIAR
		2 . . .	FAMILIAR
28.7%	2 -	3 . . .	SOMEWHAT FAMILIAR
28.9%	3 (13.8%	4 . . .	UNFAMILIAR, OR
		5 . . .	VERY UNFAMILIAR

9. When you were looking for a home, including the home you bought, how many homes that were for sale did you walk through or inspect?

NUMBER OF HOMES: _____

1-5 = 24.9% 11-20 = 33%
6-10 = 21.9% 20 or more = 20.2%

10. Did you work with a real estate agent to help you find a home?

90.3% 1 . . . YES - (CONTINUE) (315)
9.7% 2 . . . NO - (GO TO QUESTION 13) (34)

11. How many agents did you work with to help you find a house?

(N = 315)

NUMBER OF AGENTS: 1 = 65.4%
 2 = 17.5%
 3 = 8.6%
 greater than or equal to 4 = 8.7%
(Some cross tabs code 2 = 2 or more)

12. Did (this agent/one of these agents) work with you when you were purchasing the home you bought? (RECORD ON FLAP PAGE)

98.1% 1 . . . YES - (GO TO QUESTION 15) (309)
1.9% 2 . . . NO - (CONTINUE) (6)

13. Was (any/any other) real estate agent involved in the purchase of your home? (RECORD ON FLAP PAGE)

100% 1 . . . YES - (CONTINUE)
0% 2 . . . NO - (SEE NOTE BELOW)

NOTE: IF "NO" TO BOTH QUESTIONS 10 AND 13 - TERMINATE)
IF "NO" TO ONLY ONE OF THE QUESTIONS - (GO TO QUESTION 15)

14. Who was this agent working with? (RECORD ON FLAP PAGE)

.1 . . . THE SELLER (3)
2 . . . RESPONDENT AND THE SELLER (3)
. . . OTHER (SPECIFY) _____
(343 out of range)

15 a. How did you become aware of the agent who handled the purchase of your house?

(N = 349)

- 7.2% 1. SAW HOUSE INTERESTED IN AND CALLED AGENT HANDLING
(Only one handling this development in the sales office - we called about a listing we saw and talked to her and stated price range and she helped)
- 7.2% 2. AGENT FOUND AT OPEN HOUSE/WHILE LOOKING AT A HOUSE
(At an open house - went through an open house and met her there - she was showing a house we looked at - we were looking at another house he had and just talked to him about what we wanted and needed)
- 12.0% 3. FROM NEWSPAPER/MAGAZINE ADVERTISING (Local real estate magazine - spotted house in paper and they were the agent for it - we called him about a house in the paper and eventually found this one)
- 5.2% 4. SAW "FOR SALE" SIGN ON LAWN (Called office of the sign which was posted)
- 2.3% 5. ALL OTHER COMMENTS ON ADVERTISING (Saw the sign on the side of her car - advertising for Century 21 on TV)
- 2.9% 6. OTHER AGENT/BROKER REFERRED US (Referred by the same agency who sold my home)
- 22.9% 7. AGENT/FIRM WAS RECOMMENDED TO US (Husbands company referred us - husbands boss recommended her - friend recommended the agent - friend in the office recommended him - father-in-law's reference)
- 6.0% 8. PREVIOUS EXPERIENCE WITH AGENT/FIRM (Listed our home with the agency before - used a realtor before for rental purposes - knew them from previous times when we lived here - he sold our first house)
- 26.9% 9. AGENT/BROKER WAS FRIEND/RELATIVE (Personal friend - a friend of ours - mutual friend - he's our boss - it's my boss's wife - worked with her - husband was working with the agent - son's friend's mother is real estate agent - he is my brother-in-law)
10. Skipped
- 6.9% 11. ALL OTHER WAYS

.6% 12. ALL INDETERMINABLE COMMENTS

0. NO ANSWER

Code total mentions.

b. Was the agent employed by a franchise broker such as Century 21 or Red Carpet?

36.9% 1 . . . YES - (CONTINUE) (128)
63.1% 2 . . . NO - (GO TO QUESTION 16) (219)

c. What was the name of the franchise broker?

NAME: _____

(N = 128)

32.0%	1.	CENTURY 21
7.8%	2.	ELECTRONIC REALTY ASSOCIATES (ERA)
3.1%	3.	REALTY WORLD
5.5%	4.	RED CARPET
0%	5.	INTERNATIONAL REAL ESTATE NETWORK
3.1%	6.	GALLERY OF HOMES
.8%	7.	MATCHMAKERS HOME MARKET SYSTEM
0	8.	BETHOM CORPORATION/BETTER HOMES REALTY
0	9.	RE/MAX/REIMAX
0	10.	HOME SELLERS CENTER
0	11.	HERB HAWKINS
45.3%	12.	ALL OTHERS
2.3%	13.	DON'T KNOW
	0.	NO ANSWER

Only one response was accepted by the Telephone Department for this question.

16. On a scale of 0 to 10, where "zero" is extremely dissatisfied, "five" is neither satisfied nor dissatisfied, and "ten" is extremely satisfied, overall how satisfied are you with the agent who handled the purchase of your home?

Code
1 = 0-6 = 21.5%
2 = 7-9 = 40.4%
3 = 10 = 38.1%

(NFO "Follow-up Study," January 1982, p. 52; for full response see NFO, "Buyer Analysis," June, 1981, p. 14)

17. Did this agent show you any other homes?

74.8% 1 . . . YES - (ASK:) How many?
25.2% 2 . . . NO

NUMBER OF HOMES: _____ (N = 261)

1 = 6.9% 6-10 = 26.8%
2 = 5% greater than or equal to 11 = 37.5%
3-5 = 23.8%

18. What is the single most important reason buyers use real estate agents when looking for a home?

- 4.3% 1. TO GAIN ACCESS TO MULTIPLE LISTING SERVICE
- 31.6% 2. TO GAIN ACCESS TO INFORMATION ON THE WIDEST ASSORTMENT OF HOMES (They know what's available - they know about more homes available than ones advertised)
- 11.8% 3. AGENT HAS FAMILIARITY OF AREA (I don't know the area - knowledge of the community - familiarity of homes in the area)
- 2.0% 4. TO ELIMINATE HOMES NOT IN PRICE RANGE (They can tell you what's available in your price range - they know what you can afford - they know your price range)
- 9.8% 5. TO ELIMINATE HOMES THAT DO NOT MEET NEEDS/TASTES/TO IDENTIFY HOMES THAT DO (They help you narrow down your choices - give them your requirements and they look through their listings to help)
- 3.7% 6. TO LOCATE A HOME QUICKLY (In a hurry they can help find what you want - they know what you are looking for so can cut time looking - expedience (finding one quick) - can find you a house faster - speed in necessitating us in moving by knowing what was on the market)
- 8.3% 7. SAVES LOCATION EFFORT (Ease in finding a home - find a home you want without a lot of looking - convenience (no hassles of looking) - they give you leads which eliminate a great deal of driving)
- 2.3% 8. ALL OTHER COMMENTS ON CONVENIENCE (More familiar with the agent who is easier to contact)

- 9.8% 9. TO HELP WITH LEGAL TECHNICALITIES (They know more about paperwork - they have greater knowledge in real es due to legality - lack of knowledge on how to go a it (laws and general process) - for the legal terminology that's involved)
- 2.3% 10. TO HELP OBTAIN FINANCING (They do a lot with banks to g mortgages)
- .9% 11. TO HELP NEGOTIATE WITH THE SELLER (Help bargain)
- 8.6% 12. ALL OTHER REASONS
- 3.4% 13. DON'T KNOW
- 1.1% 14. ALL INDETERMINABLE COMMENTS

In the event of multiples, code first mention only.

19. Including the home you bought, how many of the homes you walked through we identified for you by real estate agents?

NUMBER OF HOMES: _____

Code

1 = 1-5 = 34.2%
 2 = 6-10 = 24.8%
 3 = 11-20 = 26.1%
 4 = more than 20 = 14.8%

20. Did you walk through or inspect any homes that were "for-sale by owner" and not listed with a real estate agent?

31.2% 1 . . . YES (109) - (ASK:) How many?
 68.8% 2 . . . NO

1 = 38.3% 6-10 = 11.2%
 2 = 24.3% greater than or
 3-5 = 20.6% equal to 11 = 5.0

21. What do you think is the single most important reason other people who are looking for a home to buy might inspect homes that are "for sale by owner"?

45.8% 1. REDUCED COST DUE TO LACK OF REALTOR/BROKER (Person selling may come down on price because he isn't paying an agency - they don't have to pay real estate cost - no fee for broker - eliminate commission - they don't want to pay the real estate commission)

- 31.5% 2. HOMES LESS EXPENSIVE, GENERALLY (For a better buy - lower cost - low cost - cheaper price - buy them cheaper - feel they can get the home cheaper - price might be a little cheaper)
- 5.2% 3. ALL OTHER COMMENTS ON COST (Price - chance you can buy with a smaller or no down payment)
- 8.3% 4. ALL OTHER REASONS
- 9.2% 5. DON'T KNOW

In the event of multiples, code first mention only.

22. What do you think is the single most important reason people who are looking for a home to buy might not inspect homes that are "for sale by owner"?

- 6.3% 1. NOT AWARE OF/HOMES NOT ADVERTISED WELL (Aren't advertised as much - not be aware of them - less widely known - might not know about them)
- 8.0% 2. LESS CONVENIENT/EFFICIENT THAN USING AGENT (They don't like to bother people - convenience of being able to look at most homes whenever you want to - not everybody has the same hours to get together and look at a house)
- 1.7% 3. NEED AGENT TO HELP NEGOTIATE PRICE (Assurance of the realtor being the negotiator - not wanting to haggle with owner personally about price of home)
- 15.8% 4. WANT ASSISTANCE/EXPERTISE OF AGENT FOR LEGAL TECHNICALITIES (Might be afraid they would not know how to handle legal transaction)
- 17.2% 5. WANT ASSISTANCE/EXPERTISE OF AGENT (OTHER THAN LEGAL) (Make sure everything is through the proper channels)
- 4.0% 6. LOW QUALITY HOME/HOME NOT UP TO STANDARD (They might be leary of the quality of the house)
- 7.2% 7. OWNERS MAY MISLEAD BUYERS (Might be mislead on the qualities of the house - they might lie on the quality of the home - they might try to conceal something wrong with the house)
- 3.2% 8. MORTGAGE MONEY/FINANCING HARDER TO OBTAIN (Not able to get financing on your own - inconvenience of not being able to check financing)

- 1.7% 9. HOMES MORE EXPENSIVE (Too expensive - the majority are overpriced)
- 12.0% 10. ALL OTHER REASONS
- 22.3% 11. DON'T KNOW
- .6% 12. ALL INDETERMINABLE COMMENTS
23. In looking for a home were you aware of any discount agents or real estate firms whose normal commission is less than that of most other real estate firms?
- 22.9% 1 . . . YES - (CONTINUE) (80)
77.1% 2 . . . NO - (GO TO QUESTION 26) (269)
24. Did you come into contact with any such agents or firms?
- (N = 80)
- 22.5% (18/80) 1 . . . YES - (CONTINUE)
77.5% (64/80) 2 . . . NO - (GO TO QUESTION 26)
25. Did you purchase your home with the use of a discount agent or real estate firm which charges less than most other real estate firms?
- 35.3% (6/17) 1 . . . YES
64.7% (11/17) 2 . . . NO
26. What do you think is the single most important reason other people who are looking for a home might inspect homes that are listed with discount firms?
- (N = 349)
- 21.5% 1. LOWER COMMISSION COST (So they would not have to pay the full 6% commission - pay cheaper commission - cheaper fee - because of the commission it's cheaper - less money they would have to pay out for commission)
- 49.9% 2. LESS EXPENSIVE, GENERALLY (Save a little money - save money - money savings - overall price on house would be cheaper - they feel they can get a better price on the home - price savings - better buy)
- 7.7% 3. ALL OTHER COMMENTS ON COST (Price - to get the discount - discount - not wanting to pay the higher interest rates)
- 2.6% 4. ALL OTHER REASONS

17.8% 5. DON'T KNOW (Never knew they had them)

.6% 6. ALL INDETERMINABLE COMMENTS

In the event of multiples, code first mention only.

27. What do you think is the single most important reason people who are looking for a home to buy might not inspect homes that are listed with discount firms or agents?

.6% 1. NO MULTIPLE LISTING SERVICE (Don't have the help of multiple listing services)

1.7% 2. CANNOT GET AS WIDE A SELECTION OF HOMES (Don't carry good enough selection of homes - might not have knowledge of all homes available - may not have the selection of homes as others)

8.6% 3. LOWER QUALITY HOMES/HOMES NOT UP TO STANDARD (May feel that because a discount firm is handling it, it may have something wrong with it - since they have a lower rate they would probably be lower quality homes - may not have the quality of homes - not as good of a house)

27.8% 4. NOT REPUTABLE/ETHICAL (They are new and people may be afraid they are a fly-by-nite agency - bad reputation - might not have the trust or confidence on these firms - they feel there is a catch - may feel it is more of a shady type agency)

2.9% 5. LOWER QUALITY AGENT/LACK EFFICIENCY OF REGULAR AGENT (Quality of real estate agent is not as good as others)

6.0% 6. LACK SERVICE OF REGULAR AGENTS (They would probably have to do more work themselves - don't get as much service (follow through and go the extra mile for commission, mailing and minor details))

14.9% 7. ALL OTHER REASONS

37.0% 8. NONE/DON'T KNOW (DK - have no idea)

.6% 9. ALL INDETERMINABLE COMMENTS

In the event of multiples, code first mention only.

28. How did you first become aware of the home you bought?

- 54.2% 1. AGENT FOUND HOME FOR ME (Agent drove us by it and then we looked at it - the realtor showed it to us - real estate agent brought us to it - realtor called and told us it was just listed and took us to see it)
- 11.5% 2. NEWSPAPER AD (In a throw (delivered to front porch) paper - newspaper ad - advertising in newspaper - flipping thru local newspaper - saw picture of it in the paper)
- 5.2% 3. MULTIPLE LISTING ADS (Listed in multiple listings book - listed in multiple listing real estate agent had with a picture of the home)
- 1.4% 4. REAL ESTATE MAGAZINE (Thru a local real estate magazine)
- 15.2% 5. SAW "FOR SALE" SIGN (Drove by it 6 times - driving by it on the street - husband was driving through the area and saw the sign for open house - next door to my parents home and we saw the For Sale sign)
- 6.3% 6. FRIEND/RELATIVE TOLD ME ABOUT IT (Through a friend - our boss called us and told us it was for sale and to get down there and see it - shown to us by a friend)
- 5.7% 7. ALL OTHERS
- .6% 8. DON'T KNOW

In the event of multiples, code first mention only.

NOTE: IF "NO" TO QUESTION 12 and 13 - (GO TO QUESTION 31)
IF "NO" TO QUESTION 12, "YES" TO QUESTION 13, AND "SELLER" TO QUESTION 14 - (GO TO QUESTION 31)

29. Now I am going to read you a list of items which refer either to the services which real estate agents provide or to the characteristics of the sales agent. As I read each one, please tell me if it was very important, important, somewhat important or of little importance to you when you select a real estate agent. (BEGIN WITH CHECKED STATEMENT)

(STATEMENT) Was that service or characteristic Very Important, Important, Somewhat Important, or Of Little Importance to you when you selected a real estate agent? How about (READ NEXT STATEMENT)? Was that (REPEAT SCALE)?

	<u>IMPORTANT</u>	<u>VERY IMPORTANT</u>	<u>SOMEWHAT IMPORTANT</u>	<u>OF LITTLE IMPORTANCE</u>
a. _____ AGENT'S ABILITY TO UNDERSTAND BUYER'S NEEDS	68.3%	23.6%	6.0%	2.1%
(N = 331)				
b. _____ AGENT'S ABILITY TO NEGOTIATE WITH POTENTIAL SELLER. . .	62.8%	26.0%	7.9%	3.3%
c. _____ PREVIOUS EXPERIENCE WITH AGENT.	15.8%	21.5%	27.3%	35.5%
d. _____ AGENT'S KNOWLEDGE OF THE HOUSING MARKET. .	62.5%	29.0%	6.0%	2.4%
e. _____ AGENT'S ABILITY TO SCREEN OUT HOMES BUYER IS NOT INTERESTED IN	59.5%	24.8%	10.6%	5.1%
f. _____ AGENT'S HONESTY OR INTEGRITY	83.4%	13.9%	1.8%	.9%
g. _____ RECOMMENDATION OF AGENT BY A FRIEND . .	19.3%	24.2%	34.7%	21.8%
h. _____ AGENT'S EXPERIENCE AS A REAL ESTATE AGENT	36.0%	36.0%	22.1%	6.0%
i. _____ AGENT'S ABILITY TO UTILIZE MULTIPLE LISTING SERVICE . . .	52.7%	24.5%	14.2%	8.5%
j. _____ AGENT'S ABILITY TO HELP WITH LEGAL TECHNICALITIES. . . .	58.0%	25.1%	10.3%	6.6%
k. _____ AGENT'S ABILITY TO HELP OBTAIN FINANCING	40.5%	26.9%	16.9%	15.7%

l. _____	AGENT'S ABILITY TO PROVIDE SALES INFORMATION ABOUT SALES PRICE OF SIMILAR HOMES	41.1%	36.9%	13.6%	
m. _____	AGENT'S WILLINGNESS TO REBATE PART OF SALES COMMISSION TO BUYER	12.2%	25.0%	18.6%	44.2%
n. _____	AGENT'S ABILITY TO DISCOVER STRUCTURAL DEFECTS OR OTHER PROBLEMS.	50.3%	25.2%	9.7%	14.8%

NOTE: IF "NO" TO QUESTION 12 AND 13 - (GO TO QUESTION 31)
IF "NO" TO QUESTION 12, "YES" TO QUESTION 13, AND "SELLER"
TO QUESTION 14 - (GO TO QUESTION 31)

30. Next I am going to read you the same list of services and characteristics. I read each one please tell me whether the agent who handled the purchase of your home provided the service or showed the characteristic to a great degree, some degree, little degree or no degree. (BEGIN WITH CHECKED STATEMENT)

(STATEMENT) Was that service or characteristic provided to A Great Degree, Some Degree, Little Degree, or No Degree? How about (READ NEXT STATEMENT)? Was this to (REPEAT SCALE)?

		<u>A GREAT DEGREE</u>	<u>SOME DEGREE</u>	<u>LITTLE DEGREE</u>	<u>NO DEGREE</u>
a. _____	ABILITY TO UNDERSTAND MY HOUSING NEEDS	71.7%	22.6%	2.4%	3.3%
	(N = 332)				
b. _____	ABILITY TO NEGOTIATE WITH POTENTIAL SELLER	60.8%	29.5%	6.3%	3.3%
c. _____	PREVIOUS EXPERIENCE WITH AGENT	22.4%	22.4%	15.2%	40.0%
d. _____	KNOWLEDGE OF THE HOUSING MARKET	68.7%	26.8%	3.6%	.9%
e. _____	ABILITY TO SCREEN OUT HOUSES I WAS NOT INTERESTED IN.	59.0%	28.6%	5.5%	7.0%

f.	HONESTY OR INTEGRITY. . .	76.4%	20.3%	2.4%	.9%
g.	FRIENDS RECOMMEND AGENT.	26.3%	20.8%	16.3%	36.6%
h.	EXPERIENCE AS A REAL ESTATE AGENT	56.4%	34.2%	6.7%	2.7%
i.	ABILITY TO UTILIZE MULTIPLE LISTING SERVICE.	65.4%	19.8%	5.6%	9.3%
j.	ABILITY TO HELP WITH LEGAL TECHNICALITIES . .	53.2%	30.5%	11.2%	5.1%
k.	ABILITY TO HELP OBTAIN FINANCING	50.8%	23.3%	13.3%	12.7%
l.	ABILITY TO PROVIDE INFORMATION ABOUT SALES PRICES OF SIMILAR HOMES.	58.6%	29.3%	6.9%	5.1%
m.	WILLINGNESS TO REBATE PART OF SALES COMMISSION TO BUYER	12.6%	15.7%	14.2%	57.5%
n.	ABILITY TO DISCOVER STRUCTURAL DEFECTS OR OTHER PROBLEMS. . . .	33.5%	34.7%	14.5%	17.2%

31. Who did you think the agent who handled the purchase of your house was representing? (DO NOT READ LIST)

(N = 343)

56.6%	1 . . .	RESPONDENT (ME/US)
18.7%	2 . . .	THE SELLER
9.6%	3 . . .	ME AND THE SELLER
15.2%	4 . . .	HIMSELF/HERSELF/THE BROKER
	. . .	SOMEONE ELSE (SPECIFY) _____

32. Why did you think that?

(N = 343)

- .3% 1. AGENT TOLD US HE REPRESENTED US
- 10.5% 2. AGENT HELPED WITH FINANCING/NEGOTIATED PRICE/TERMS (She went back and forth with the price of the house - willingness negotiate the sale in our terms - put in contract least money we needed to move in/she got owner to pay closing cost)
- .6% 3. AGENT LOOKED OUT FOR MY INTEREST AT CLOSING
- .6% 4. MY AGENT DID NOT COOPERATE/HAVE MUCH CONTACT WITH SELLER
- .3% 5. MY AGENT ACCOMPANIED ME TO LOOK AT HOME
- 2.6% 6. JUST ASSUMED THE AGENT WAS REPRESENTING ME
- 35.6% 7. ALL OTHER COMMENTS ON HELP/SERVICE FROM AGENT (She did everything I asked her to - she helped us out in every way she could she went out of her way to know what we were looking for what we needed)
- 4.4% 8. SELLER HAD DIFFERENT AGENT (Because the listing was with a different agent not representing seller - the house we bought was being showed by another real estate agent and showed it to us - another firm had the listing so I think was working for us)
- 1.2% 9. AGENT BARGAINED FOR BETTER PRICE/DEAL FOR SELLER (She tried to up our offer)
- 11.4% 10. ALL OTHER COMMENTS ON SELLER RECEIVING HELP/SERVICE FROM AGENT (They were trying to sell their house for them - he worked for the builder - builder had hired this agency)
- 7.0% 11. AGENT REPRESENTED BOTH OF US (He is very honest and he would not cheat either person - she negotiated well for both of us - he was working off the commission of the seller, he worked for both of us, to come to an agreement and close the deal)
- 13.4% 12. REPRESENTED HIMSELF/THE BROKER (That's where the moneys at, she received a commission - that's who he worked for - she owned the agency - that's the name on the for sale sign)
- 8.5% 13. ALL OTHER REASONS

2.6% 14. DON'T KNOW

1.2% 15. ALL INDETERMINABLE COMMENTS

The next few questions are concerned with how you determined what price to offer for the home you bought.

33. What was the single most influential source of information you used to help determine the first price you offered for the home you bought? Was it . . . (READ LIST)

(N = 349)

3.7%	1	. . .	NEWSPAPER ADS FOR OTHER SIMILAR HOMES
2.3%	2	. . .	DISCUSSION WITH FRIENDS, NEIGHBORS, ETC.
17.5%	3	. . .	"COMPARABLES" PROVIDED BY AGENT
20.9%	4	. . .	ADVICE OF AGENT
5.7%	5	. . .	APPRAISAL THAT YOU PAID FOR
8.3%	6	. . .	PRICES OF RECENT SALES THAT YOU FOUND OUT ABOUT
20.1%	7	. . .	PERSONAL KNOWLEDGE OF THE VALUE OF HOMES, OR
16.9%	8	. . .	SELLERS LISTING PRICE
2.0%	9	. . .	PRICE WE COULD AFFORD (SPECIFY) _____
2.6%	10	. . .	ALL OTHERS

34 a. Did you suggest an offering price to the agent?

70.5%	1	. . .	YES - (GO TO QUESTION 35) (246)
29.5%	2	. . .	NO - (CONTINUE) (103)

b. Did you have an offering price in mind?

37.9%	1	. . .	YES (39/103)
62.1%	2	. . .	NO (64/103)

35. Did an agent suggest an offering price to you?

(N = 348)

52.9%	1	. . .	YES
47.1%	2	. . .	NO

(NOTE: IF "NO" TO QUESTION 34b OR 35 - (GO TO QUESTION 38)
IF "YES" TO QUESTION 34b AND "YES" TO QUESTION 35 - (GO
TO QUESTION 37)

36. Did you or the agent suggest an offering price first?

(N = 135)

63.0%	1	. . .	RESPONDENT (ME/US)
33.3%	2	. . .	AGENT
3.7%	3	. . .	DON'T REMEMBER

37. How close was the price your agent selected to your price? Was the agent's price higher, lower, or the same as yours?

(N = 160)

57.5%	1	. . .	HIGHER - (ASK:) Was it . . . (READ LIST)
40.0%	1	. . .	LESS THAN \$2,500
13.1%	2	. . .	MORE THAN \$2,500 BUT LESS THAN \$5,000
1.3%	3	. . .	MORE THAN \$5,000 BUT LESS THAN \$10,000, OR
3.1%	4	. . .	MORE THAN \$10,000
9.4%	2	. . .	LOWER - (ASK:) Was it . . . (READ LIST)
6.3%	1	. . .	LESS THAN \$2,500
1.9%	2	. . .	MORE THAN \$2,500 BUT LESS THAN \$5,000
1.3%	3	. . .	MORE THAN \$5,000 BUT LESS THAN \$10,000, OR
	0	4	. . . MORE THAN \$10,000
33.1%	3	. . .	SAME

38. What price did you first offer for the home you bought? (RECORD EXACT DOLLARS)

Mean \$58,910
Median \$54,000

(See NFO "Buyer Supplement," p. 1)

The next several questions are concerned with real estate sales commissions.

39. How do you think real estate commission percentage rates are determined?

(N = 187)

- | | | |
|-------|----|--|
| 9.6% | 1. | BY LAW (In Texas it's the law - a state standard by which real estate agents are allowed to charge - flat rate; state governed - they are set up by the state) |
| 17.6% | 2. | BY BOARD OF REALTORS (By the realtor board - by the realtor board in town - by the realty board - realtors get together and decide what they want to charge then get it approved by the State Realty Commission) |
| 17.6% | 3. | BY REALTY COMPANY (It's determined by the expense the agent has after selling homes, after awhile he knows how much to charge and still make a profit - real estate firms - real estate company - by the company - straight percentage is fixed by broker) |
| 33.2% | 4. | BASED ON VALUE OF HOME/STRAIGHT PERCENTAGE OF SALE (6% on the amount of the sale - on the price of the house - by the sale price of the home - a flat fee of the price of the house - based on total price of home) |
| 2.7% | 5. | RATES ARE FLEXIBLE/NEGOTIABLE (By service given - how much time and effort is involved - the company that listed the home decides between seller and buyer) |
| 15.5% | 6. | ALL OTHERS |
| 3.2% | 7. | ALL INDETERMINABLE COMMENTS |
| .5% | 0. | NO ANSWER |

(Coding for some cross tabs: 1 = 1, 2
2 = 3, 5)

_____ . . . DON'T KNOW - (GO TO QUESTION 41)

40. How did you learn that? (DO NOT READ LIST)

(N = 187)

- | | | |
|-------|-----|---|
| 21.4% | 1. | FROM MY AGENT |
| 9.6% | 2. | FROM ANOTHER AGENT |
| 6.4% | 3. | READ THIS IN NEWSPAPER, MAGAZINE, ETC. |
| 14.4% | 4. | FROM FRIEND/NEIGHBOR |
| 1.6% | 5. | PREVIOUS EXPERIENCE IN REAL ESTATE (Because I sold houses years ago) |
| 5.9% | 6. | PREVIOUS EXPERIENCE IN SELLING/BUYING HOME (Experiencing it and taking out a loan) |
| 3.2% | 7. | ALL OTHER COMMENTS ON PREVIOUS KNOWLEDGE (Used to work for a construction co. that built houses and dealt with agents - I'm a businessman and you have to learn the kinds of things - used to work in a law office) |
| 3.2% | 8. | FROM RELATIVE (Uncle in real estate - wife sold real estate) |
| 3.2% | 9. | STATED IN CONTRACT |
| 22.5% | 10. | ALL OTHER WAYS |
| 7.0% | 11. | DON'T KNOW (D.K. - can't remember) |
| 1.6% | 12. | ALL INDETERMINABLE COMMENTS |

41. Did the agent involved in the purchase of your home give you any rebate or gift?

(N = 349)

- | | | |
|-------|---|--------------------------------------|
| 26.9% | 1 | . . . YES - (CONTINUE) (94) |
| 73.1% | 2 | . . . NO - (GO TO QUESTION 44) (255) |

42. Which one was it?

1 . . . REBATE ON COMMISSION - (ASK:) How much?
 (22 responses) (RECORD IN DOLLARS OR PERCENTAGE)

Rebate in Dollars (18 responses)

<u>\$1-\$100</u>	<u>\$101-\$500</u>	<u>\$501-\$1,000</u>	More than <u>\$1,000</u>
(6)	(7)	(2)	(3)

Rebate in Percentage (4 responses)

Less than <u>or = .5%</u>	.51% - <u>1.00%</u>	1.01% - <u>1.50%</u>	More than <u>1.5%</u>
(0)	(1)	(0)	(3)

2 . . . GIFT - (ASK:) What is the estimated value?
 (67 responses)

Estimated Dollar Value (% of 67)

<u>\$50 or less</u>	<u>\$51-\$100</u>	<u>\$101-\$150</u>	<u>\$150 or more</u>
82.1%	6%	1.5%	10.4%

. . . OTHER (SPECIFY) _____
 (6 responses) (ASK:) What is the estimated value?

Estimated Dollar Value

<u>\$50 or less</u>	<u>\$51 - \$100</u>	<u>\$101 - \$150</u>	<u>\$150 or more</u>
(4)	(0)	(0)	(2)

43. Was this reduction . . . (READ LIST)

(N = 93)

- 7.5% 1 . . . AGREED TO AT THE TIME THE OFFER WAS MADE
- 8.6% 2 . . . AGREED TO IN ORDER TO HELP CLOSE THE DEAL BETWEEN YOU
AND THE SELLER
- 83.9% 3 . . . A SPONTANEOUS GIFT OR GESTURE OF GOODWILL

44. Did the agent involved in the purchase of your home ever discuss his/her compensation with you?

(N = 346)

26.9% 1 YES

73.1% 2 NO

45. If you were to buy another home and if the agent who handled the purchase of your home were available, how likely would you be to use that agent again? (READ LIST)

(N = 349)

39.0% 1 DEFINITELY WOULD

17.8% 2 VERY LIKELY WOULD

18.6% 3 PROBABLY WOULD

6.6% 4 NOT SURE

4.9% 5 PROBABLY WOULD NOT

4.6% 6 VERY UNLIKELY

8.6% 7 DEFINITELY WOULD NOT

(NOTE: IF "NO" TO QUESTIONS 12 AND 13 - (GO TO QUESTION 47)
IF "NO" TO QUESTION 12, "YES" TO QUESTION 13, AND "SELLER" TO QUESTION 13 - (GO TO QUESTION 47)

46 a. Was the agent the seller used from the same real estate firm as your agent

(N = 334)

45.2% 1 SAME - (CONTINUE) (151)

(53.0% 2 DIFFERENT

(GO TO QUESTION 47)

(1.5% 3 DON'T KNOW

(.3% 4 BUYER DID NOT USE AGENT

46 b. Did you and the seller use the same agent?

(N = 151)

74.2% 1 . . . YES

25.8% 2 . . . NO

47. What was the price you paid for your house? (RECORD IN EXACT DOLLARS)

Mean \$60,125

\$ Median \$55,000

(See NFO "Buyer Supplement," p. 8)

48. What was the seller's asking price when you made your first offer? (RECORD IN EXACT DOLLARS)

Mean \$62,815

\$ Median \$57,700

(See NFO "Buyer Supplement," p. 9)

49. Including the home you just bought, how many homes of all types have you purchased in total?

(N = 338)

NUMBER OF HOMES: _____

1	= 28.7%
2	= 36.7%
3-10	= 34.6%

50. In total, how many homes of all types have you sold?

(N = 243)

TOTAL NUMBER SOLD: _____

None	= 30%
1	= 35%
2	= 19%
3-10	= 16%

51. Did the agent who handled the purchase of your home provide you with a written itemized list of the services he/she would perform when you first began working together?

(N = 346)

33.8% 1 . . . YES

66.2% 2 . . . NO

52 a. Did the agent who handled the purchase of your home provide you with a statement of his/her legal responsibilities when you first began working together?

31.1% 1 . . . YES - (CONTINUE) (107)

68.9% 2 . . . NO - (GO TO QUESTION 53) (237)

b. Was this in writing?

(N=106)

90.6% 1 . . . YES

9.4% 2 . . . NO

53. I am going to read a list of statements. Please tell me whether you Strongly Agree, Agree, Neither Agree Nor Disagree, Disagree, or Strongly Disagree with each statement. (BEGIN WITH CHECKED STATEMENT) (REPEAT SCALE AS NEEDED)

DO YOU . . .

	<u>STRONGLY</u> <u>AGREE</u>	<u>AGREE</u>	<u>NEITHER</u> <u>AGREE NOR</u> <u>DISAGREE</u>	<u>DISAGREE</u>	<u>STRONGLY</u> <u>DISAGREE</u>
a. MOST AGENTS CHARGE SELLERS THE SAME SALES COMMISSION. . . .	11.1%	49.0%	14.3%	21.6%	4.1%
b. MY AGENT PRESSURED ME TO OFFER MORE THAN I HAD PLANNED	1.7%	6.0%	2.6%	46.4%	43.3%
c. THE INFORMATION I GOT FROM MY AGENT GENERALLY WAS RELIABLE. . .	36.4%	53.6%	4.3%	4.6%	1.1%
d. MY AGENT TOLD ME HOW LOW HE THOUGHT THE SELLER WOULD GO. .	19.5%	42.5%	10.6%	21.6%	5.7%

e. MY AGENT DESCRIBED ADEQUATELY THE SERVICES HE/SHE WOULD PERFORM.	24.1%	44.8%	10.1%	17.0%	4.0%
f. MOST AGENTS ARE WILLING TO NEGOTIATE SALES COMMISSIONS.	3.5%	17.9%	28.3%	35.8%	14.5%
g. MY AGENT GOT MY HOUSE FOR A GOOD PRICE.	22.1%	57.9%	9.5%	8.0%	2.6%
h. MY AGENT GAVE ME ACCURATE INFORMATION ABOUT THE HOUSING MARKET	31.2%	55.9%	8.9%	2.9%	1.1%
i. MY AGENT PLAYED A MAJOR ROLE IN NEGOTIATING WITH THE SELLER OR THE SELLER'S AGENT	40.2%	39.9%	7.5%	9.2%	3.2%
j. MY AGENT SUGGESTED A REALISTIC FIRST OFFER FOR ME TO MAKE THE SELLER.	15.2%	41.4%	9.5%	26.7%	7.2%
k. I TOLD MY AGENT THE HIGHEST PRICE I WOULD PAY.	31.0%	42.0%	5.7%	16.1%	5.2%
l. I RELIED ON MY AGENT'S ADVICE A GREAT DEAL WHEN MAKING DECISIONS ABOUT PURCHASING MY HOUSE	20.3%	46.4%	14.6%	14.6%	4.0%
m. I WOULD RECOMMEND MY AGENT TO A FRIEND	41.3%	39.3%	4.0%	7.7%	7.7%

n. MY AGENT WAS MORE INTERESTED IN EARNING A COMMISSION THAN IN REPRESENTING ME	5.2%	9.2%	8.3%	43.3%	34.1%
o. I FELT THAT WHATEVER I TOLD MY AGENT ABOUT HOW HIGH I WAS WILLING TO GO FOR THE HOUSE I BOUGHT WOULD REMAIN CONFIDENTIAL	32.9%	49.6%	10.4%	5.5%	1.7%
p. AT THE TIME I BOUGHT, I WAS VERY CONFIDENT IN MY ABILITY TO EVALUATE HOMES. . .	20.1%	53.6%	14.3%	9.7%	2.3%
q. MOST AGENTS PROVIDE ALL BUYERS THE SAME SERVICES . . .	2.9%	28.3%	18.4%	36.7%	13.7%
r. I EXPECTED MY AGENT TO INFORM ME ABOUT ALL HOMES THAT WOULD PROBABLY BE SUITABLE FOR ME.	35.0%	53.6%	3.2%	6.9%	1.4%
s. I EXPECTED MY AGENT TO INFORM ME FIRST ABOUT SUITABLE HOMES THAT WERE LISTED WITH HIS/HER REAL ESTATE FIRM . . .	20.1%	53.3%	10.0%	14.9%	1.7%
t. THE BUYER'S AGENT IS PAID BY THE PERSON WHO SOLD THE HOME	20.0%	56.8%	8.1%	12.8%	2.3%