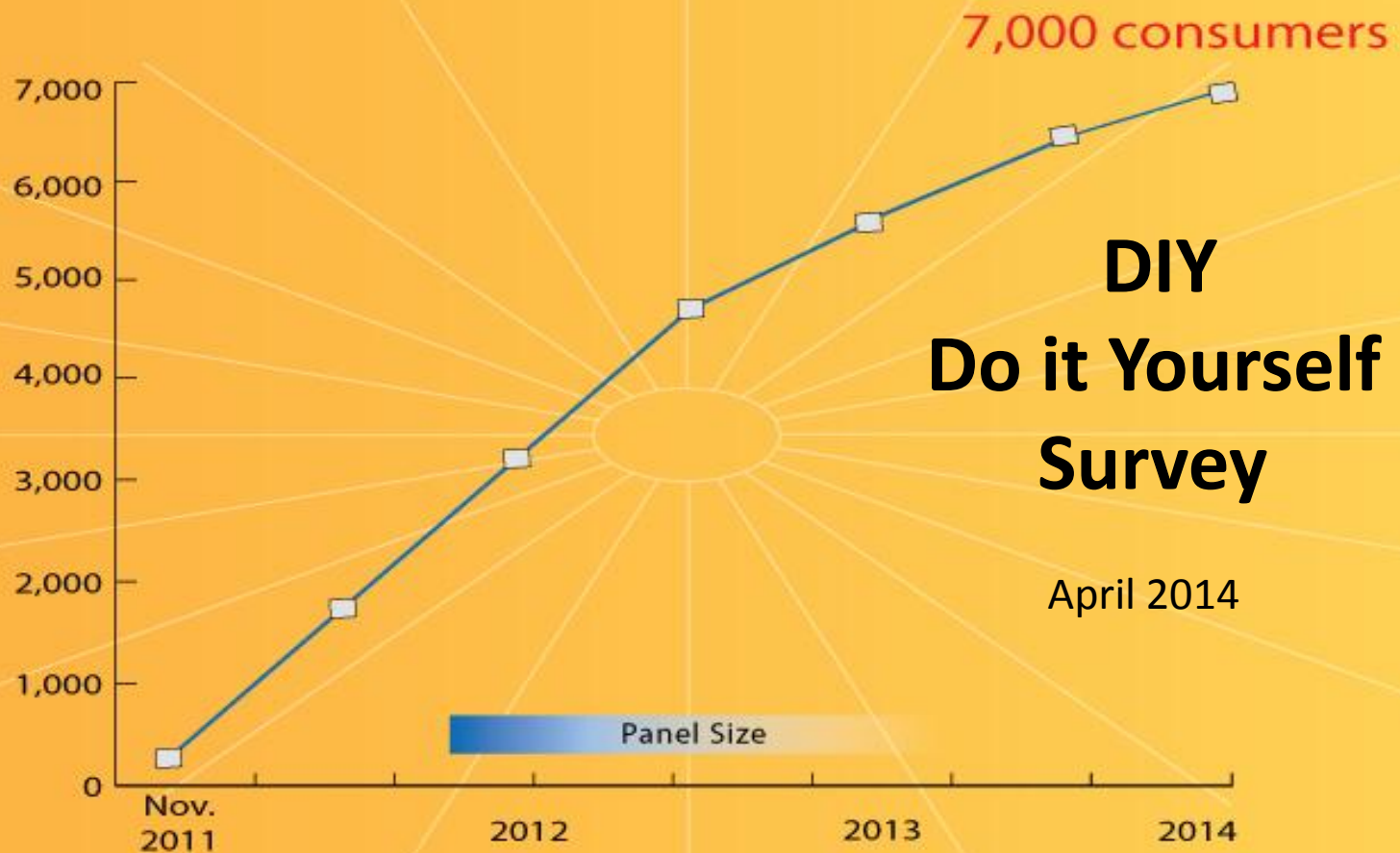


Consumer Research Panel

Helping shape the future of real estate in Houston



Generational Profile of Respondents

Generation	Buyer	Seller
Millennial 1977-1993	29%	11%
Generation X 1965-1976	29%	33%
Boomers 1946-1964	37%	47%
Silent Generation 1937-1945	5%	8%
G.I. Generation Before 1936	.3%	2%

The Difference Between Generations

After 1946

Millenials, Gen X and Boomers believe they can “DIY”

Third party sites are seeing significant use by all 3 generations

Not likely to pre-qualify for mortgage before looking for a home



Before 1945

More likely to rely on agent to find properties

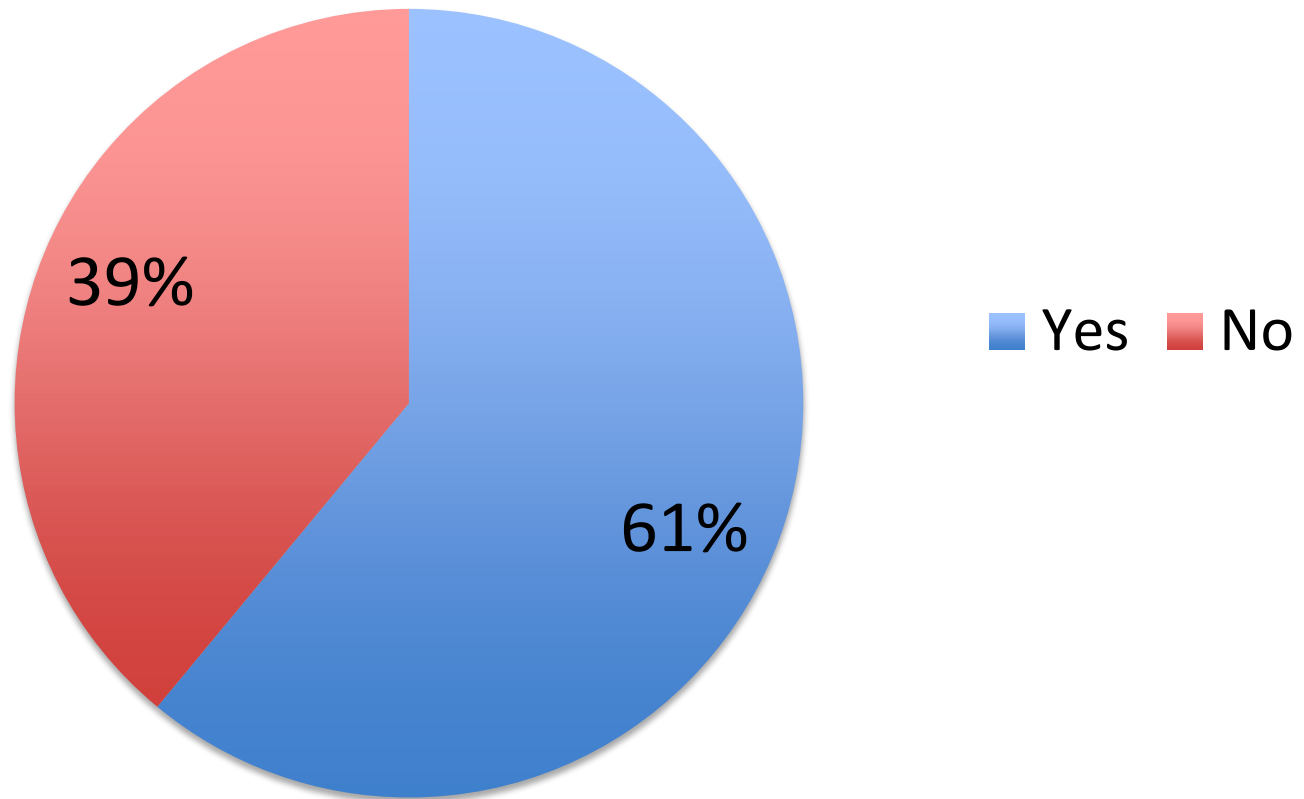
Stick to more traditional methods for finding homes

More on the selling side of the transaction

Believe the agent is critical to the selling transaction

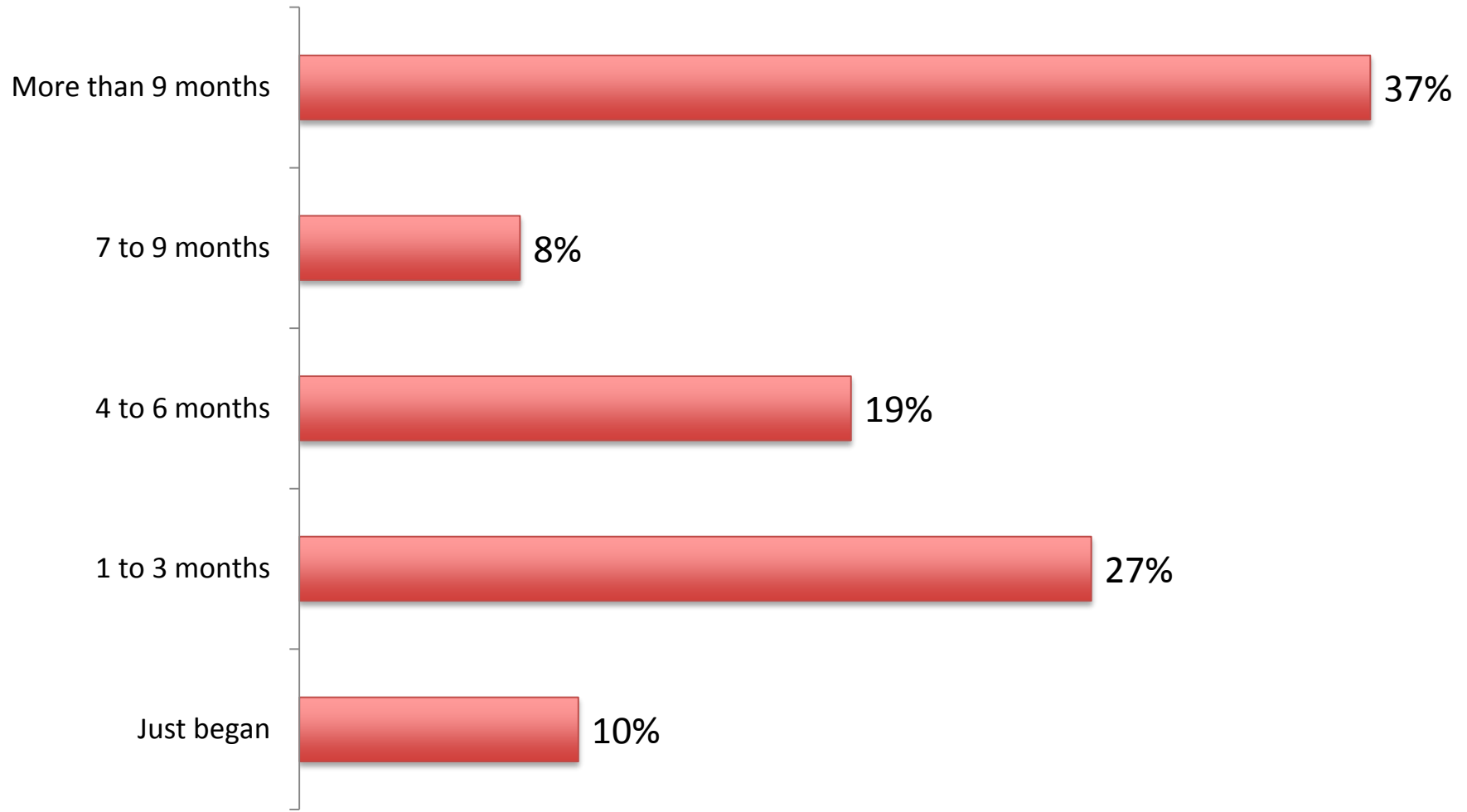
Buyer Observations

Are you currently working with or did you work with an agent to help you find a home? (Buyer)



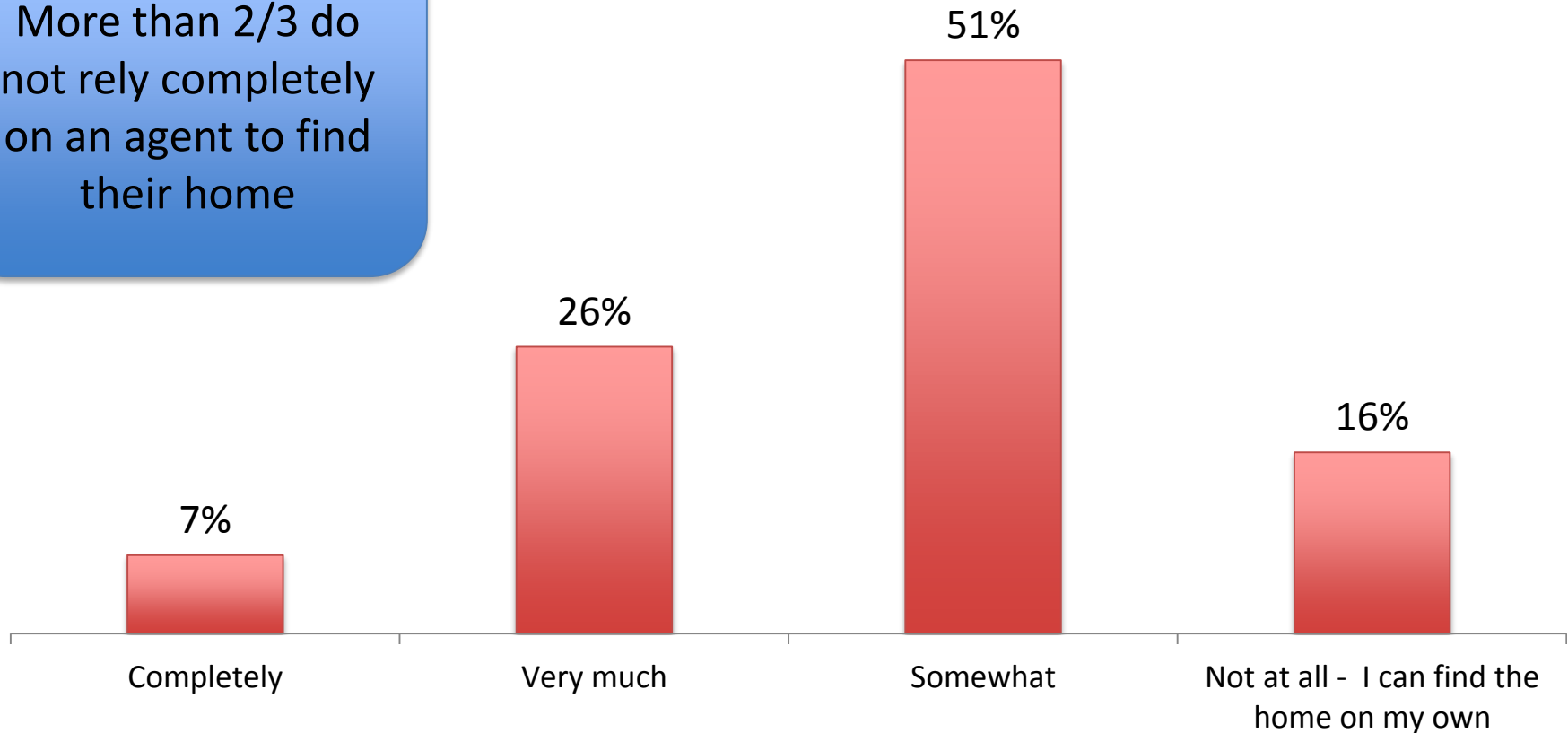
61% of buyers are working with an agent

How long have you been working with an agent? (Buyer)



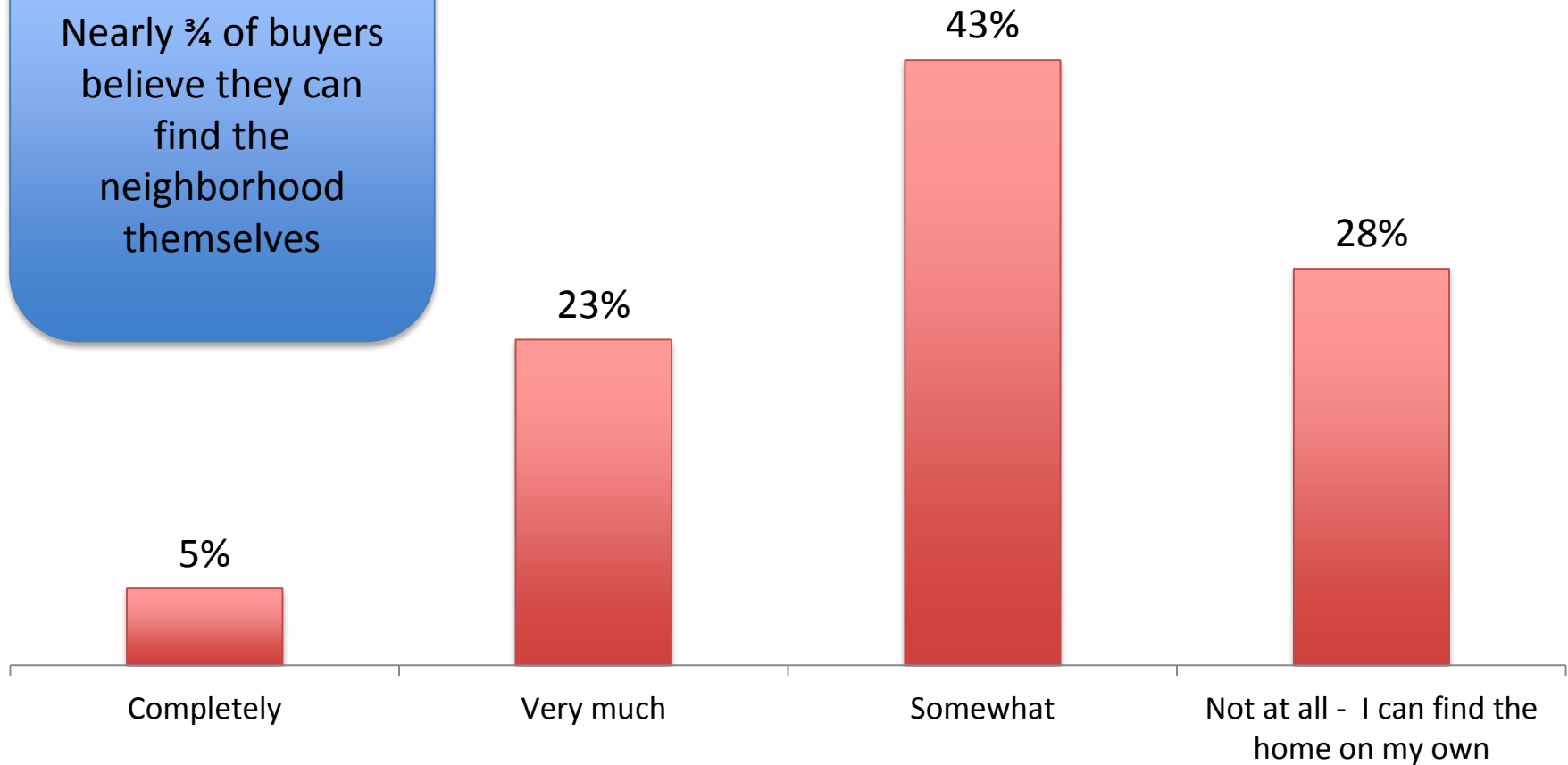
How much do or did you rely on your agent to help you find a home to buy? (Buyer)

More than 2/3 do not rely completely on an agent to find their home



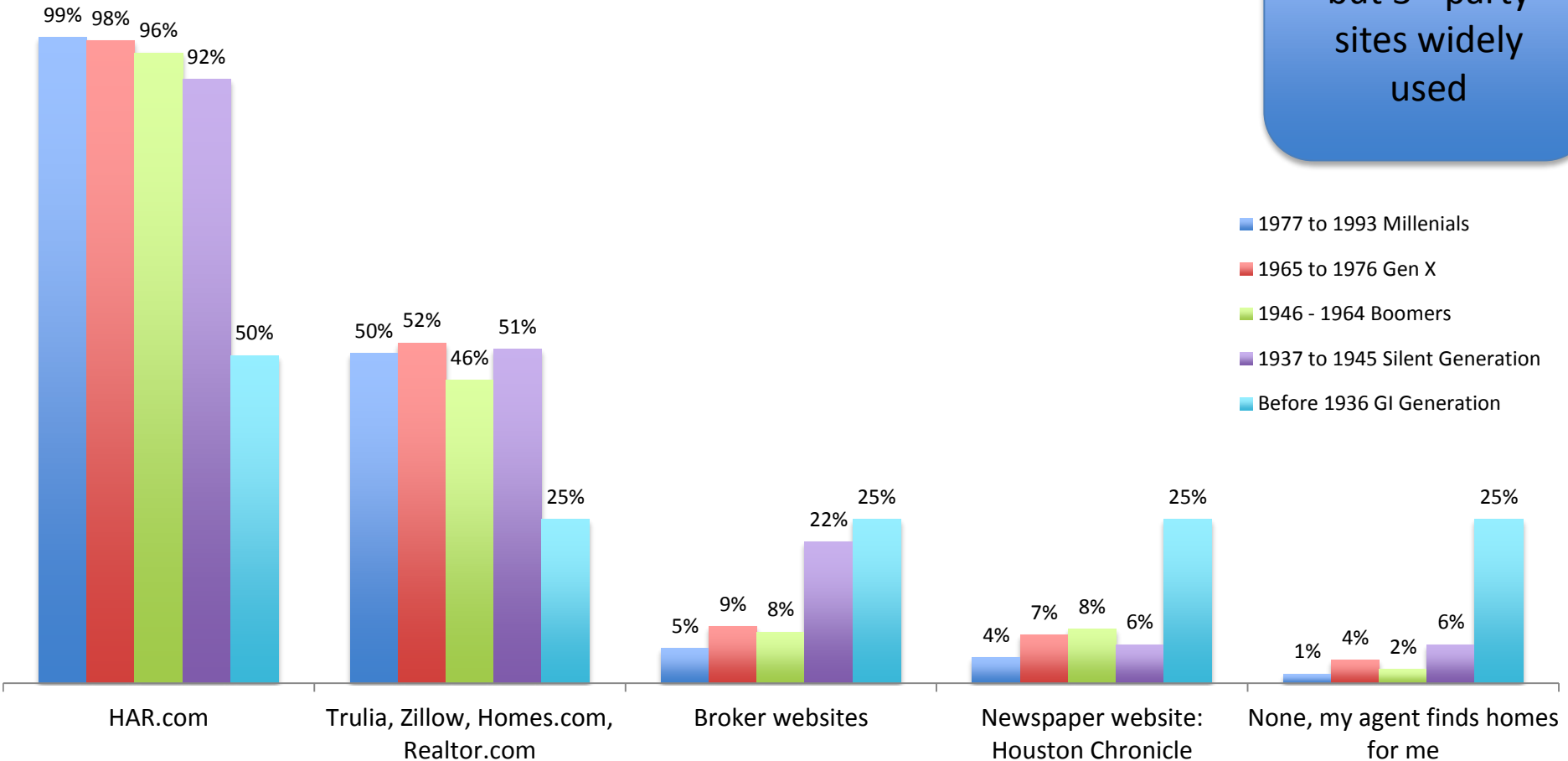
How much do you rely on your agent to help you select the right neighborhood? (Buyer)

Nearly $\frac{3}{4}$ of buyers believe they can find the neighborhood themselves



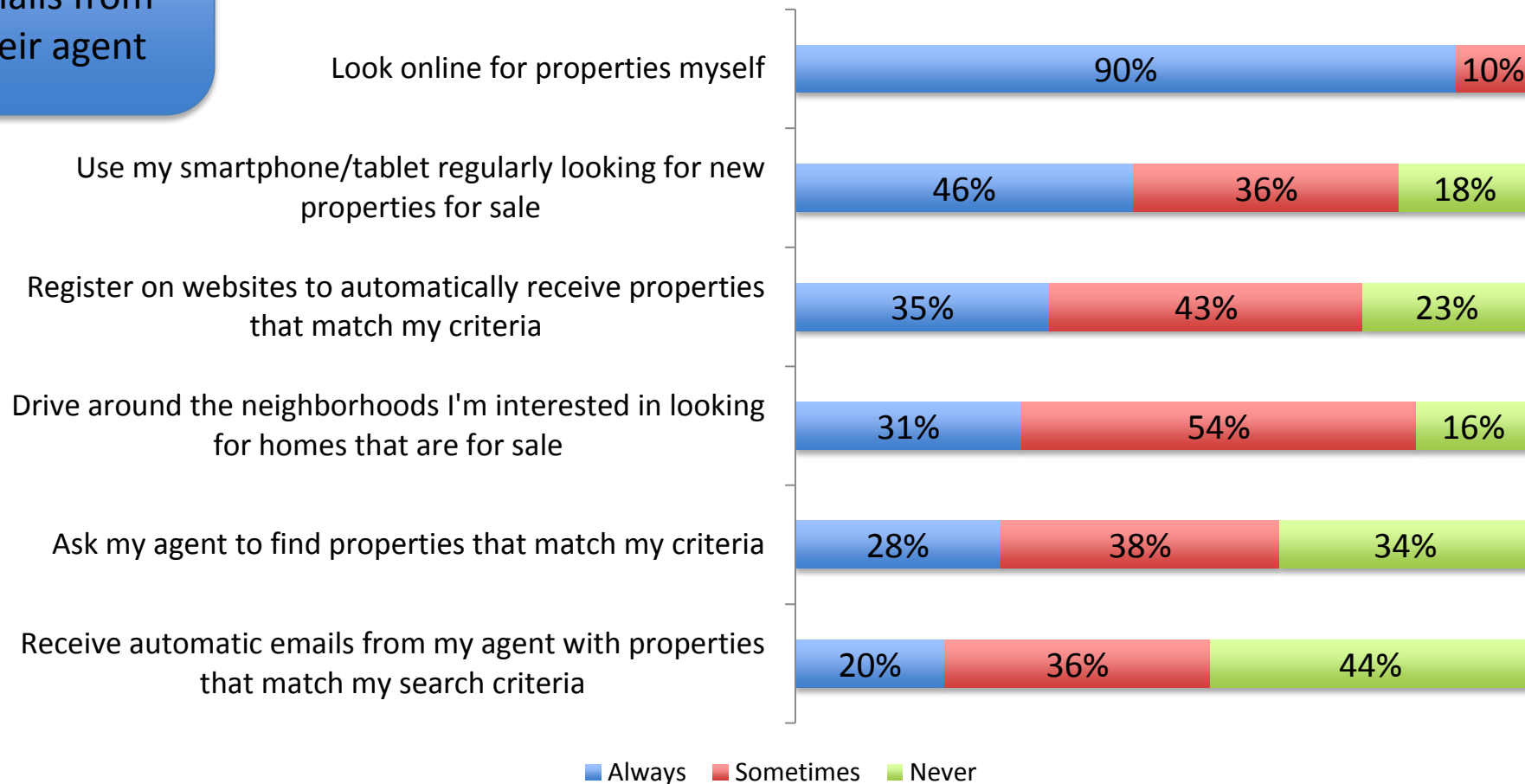
What websites/publications do you use most to search for properties? (Choose all that apply) (Buyer)

HAR dominates
but 3rd party
sites widely
used



44% never receive auto emails from their agent

When searching for properties which of the following activities do you engage in most? (Buyer)



What do you feel provides you with the most accurate data when searching for properties? (Buyers)

61%

- Looking for properties online myself

12%

- Ask my agent to find properties that match my criteria

11%

- Register on websites to automatically receive properties that match my criteria

6%

- Use my smartphone/tablet regularly looking for new properties for sale

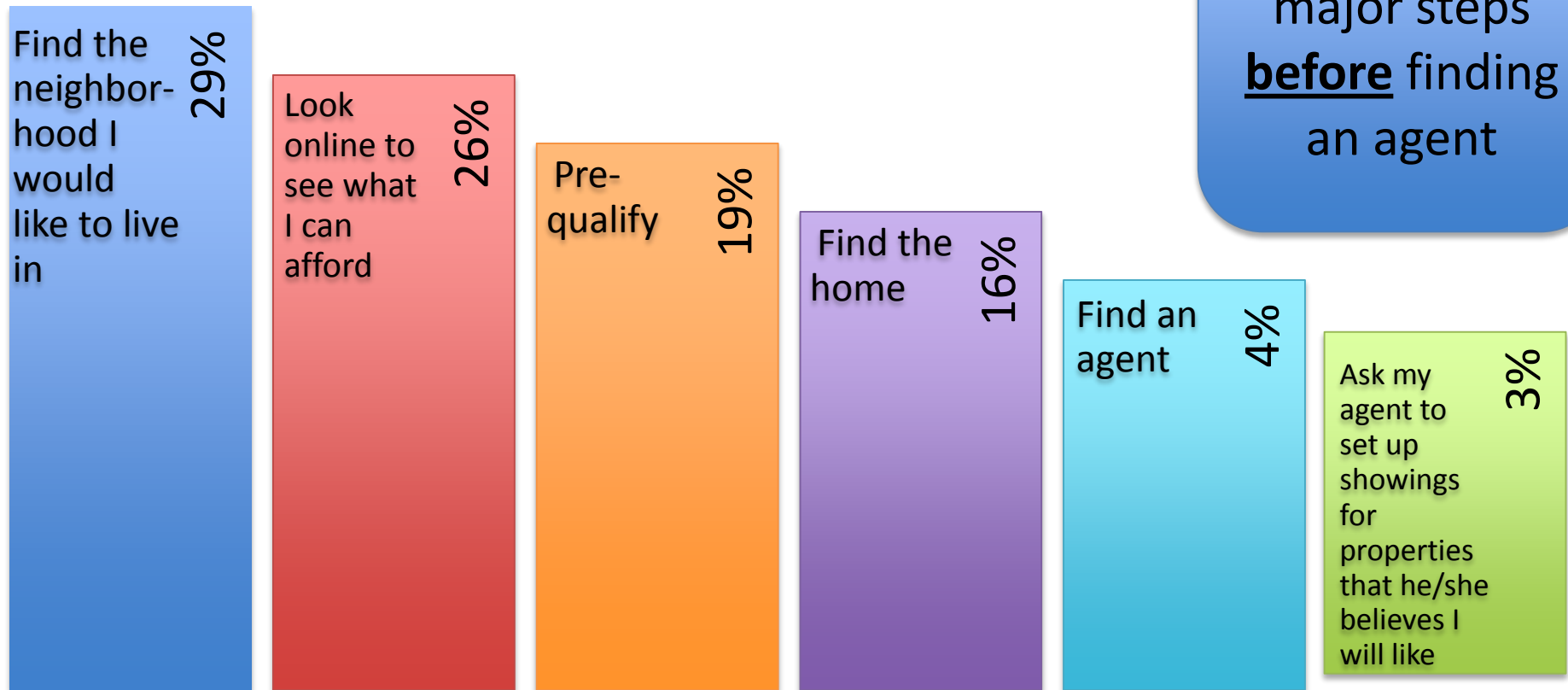
6%

- Drive around the neighborhoods I'm interested in looking for homes that are for sale

4%

- Receive automatic emails from my agent with properties that match my search criteria

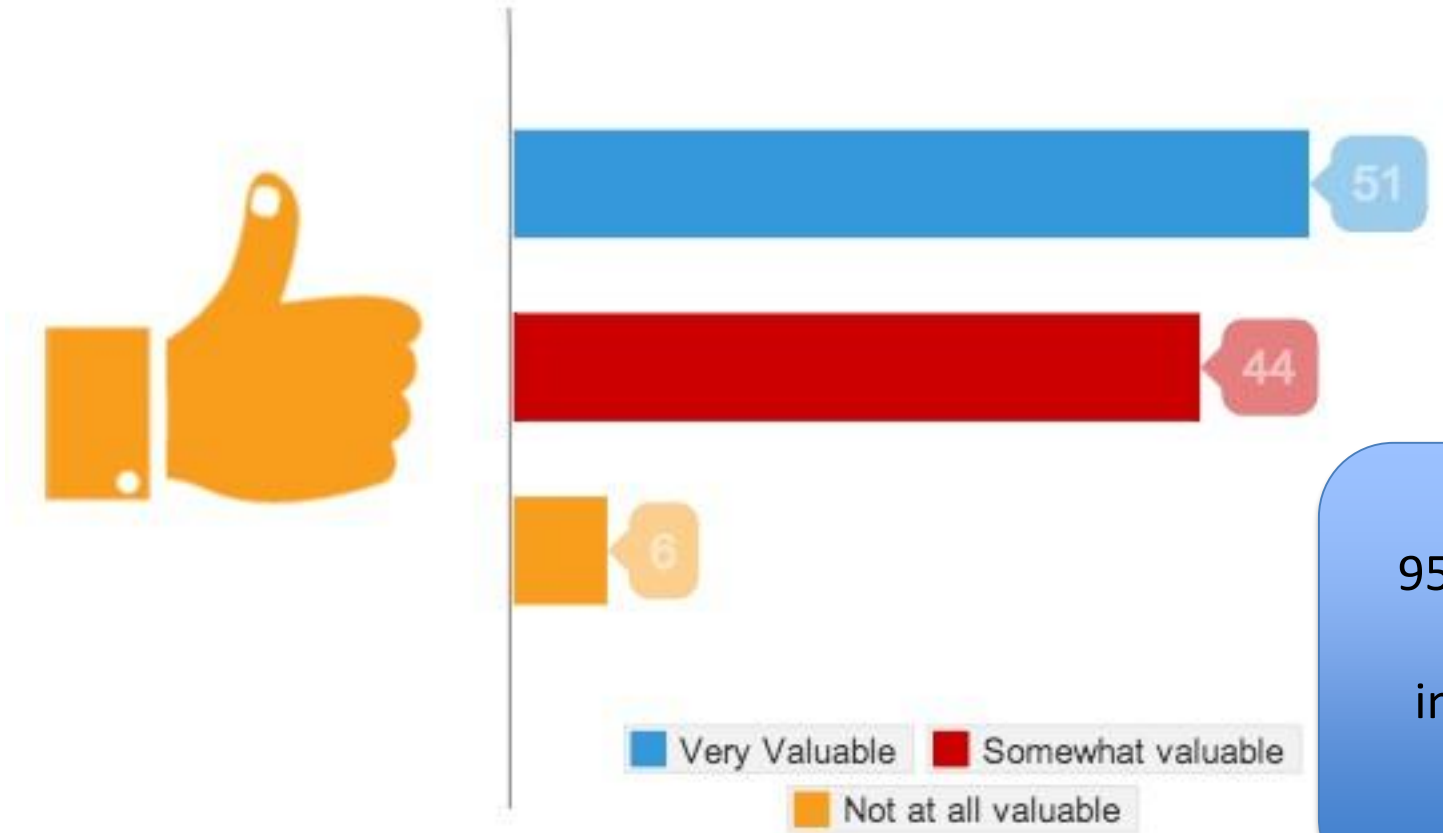
What do you believe you will do FIRST when searching for a property? (Buyer)



Why do you believe you can find homes that fit your criteria on your own without consulting with an agent?

- Have experience doing it this way
- Access to all the same information as agents through real estate sites
 - ✓ Receive auto emails from the sites registered for before the agent
- Know exactly what I am looking for
 - ✓ Could find something that doesn't fit criteria but still interested in
 - ✓ Agents are only concerned about the sell/money and will try to make you settle
- Agents are good for setting up showings and the paperwork

How valuable is the information your agent provides you about properties you may be interested in? (Buyers)



95% consider
agent
information
valuable

What kind of information can your agent provide that would be valuable in helping you find the right home that you are not currently receiving? (Buyers)


- Details of the property that are not available online
 - ✓ Days on the market
 - ✓ History of property
 - ✓ Pending offers
 - ✓ Neighborhood demographics and crime stats etc
- Off market listings
- Local market trends
 - ✓ Differentiate between good price vs bad price

Seller Observations

Was the final listing price higher or lower than what you initially expected? (Sellers)

Why do you say that?

- Higher
 - ✓ Market conditions improving
 - ✓ High comparable
- Lower
 - ✓ Poor location and condition
 - ✓ Low comps



62% say
final asking
price was
higher than
expected

What steps did you go through before agreeing to the selling price for your home? (Sellers) 64 responses

53 Reviewed comparables in my area

41 Reviewed market analysis completed by my agent

19 Looked at the Zestimate™

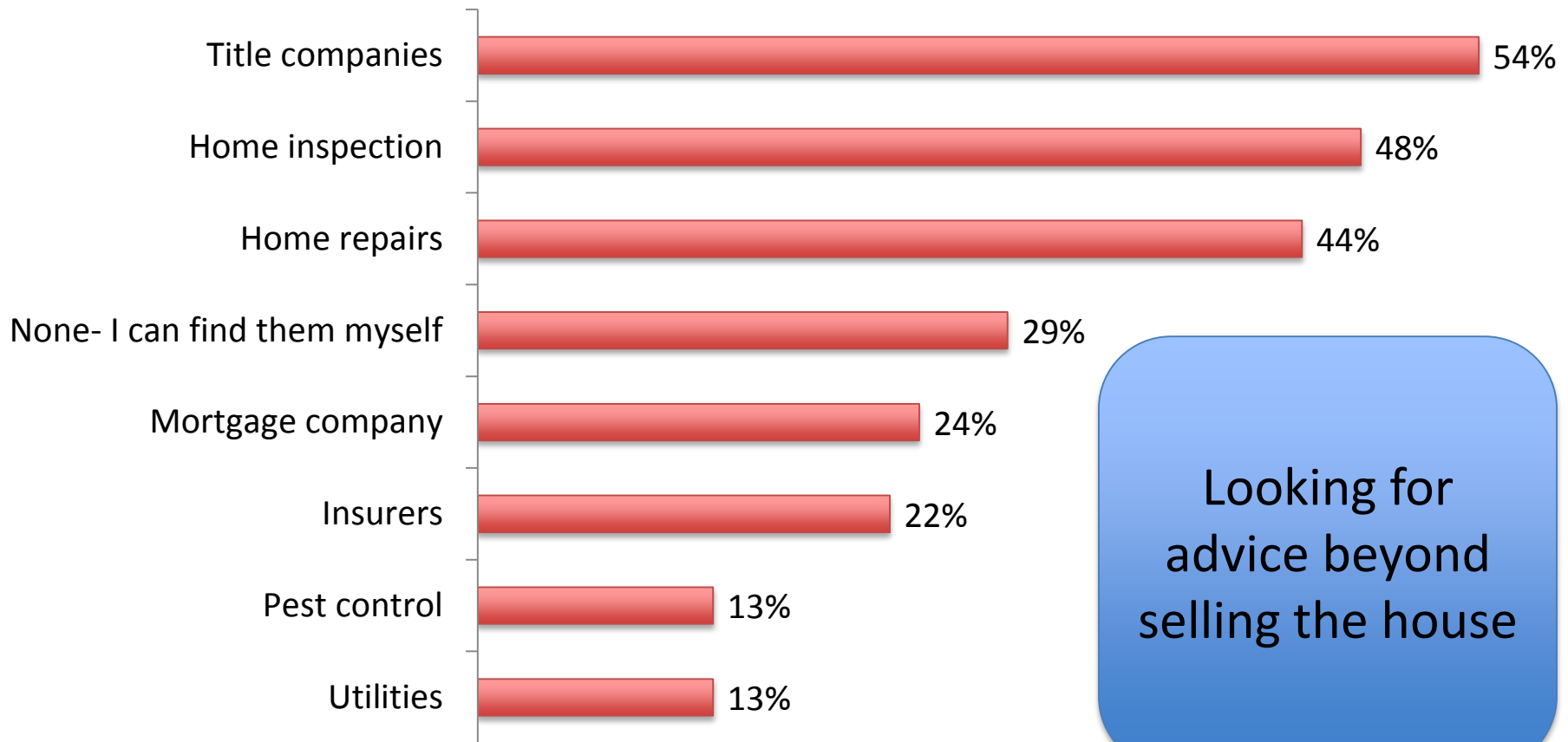
3 Reviewed home improvement websites

Who did you consult about what improvements/repairs/clean-up were needed before you put your home up for sale? (Choose all that apply) (Seller)



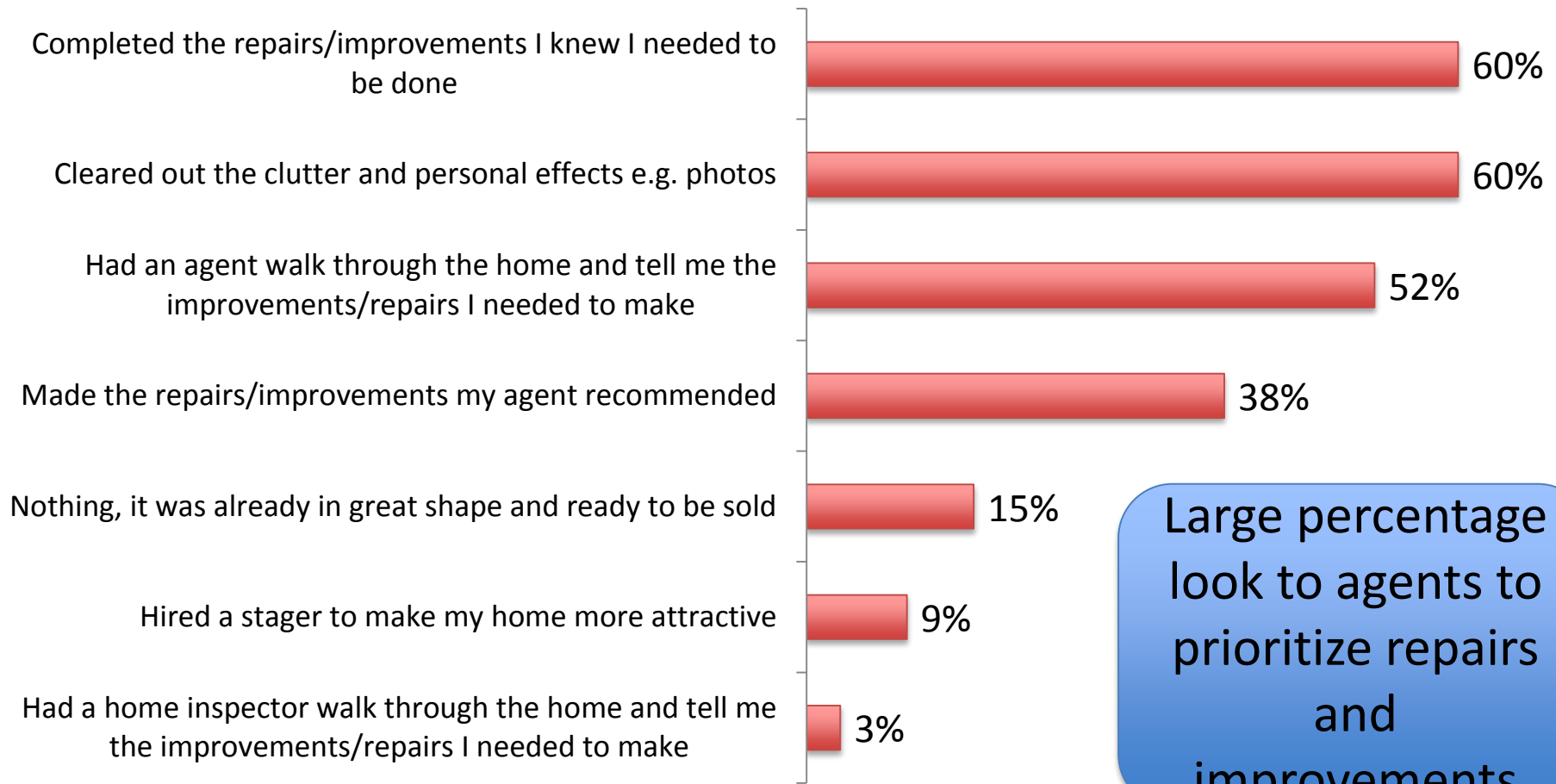
A real estate agent	58%
Didn't consult anyone	38%
Contractor	12%
Homestager	11%
Appraiser	2%
Home inspector	2%

Which of the following areas would you like your agent to make recommendations about in regard to qualified service typically needed in the selling process? (Choose all that apply) (Seller)



Looking for
advice beyond
selling the house

**What did you do to prepare your home before you put it up for sale?
(Choose all that apply) (Seller)**

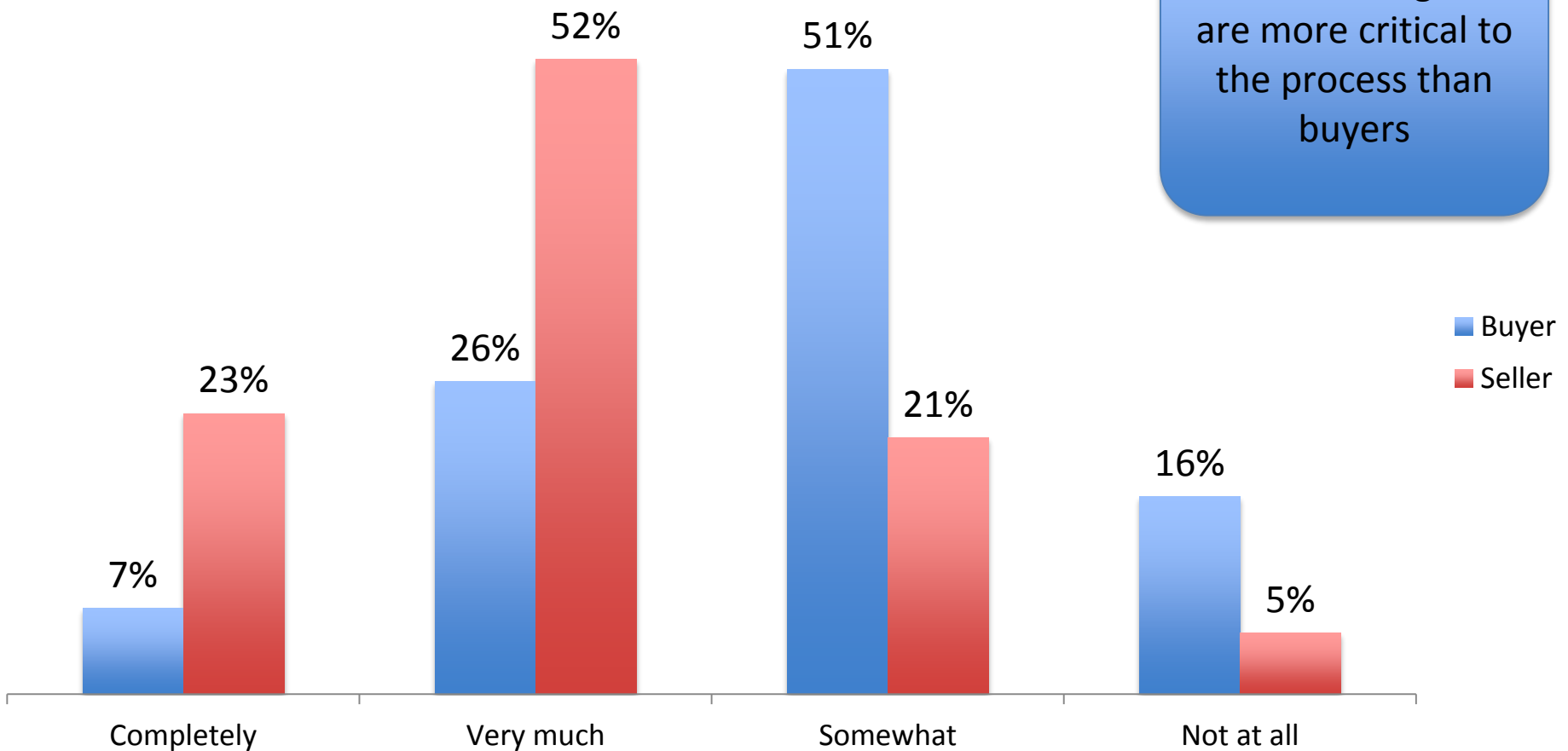


Are you getting feedback about the strengths and weaknesses of your home now that it is for sale? (Seller)



- Receiving feedback on strengths/weaknesses of their home
 - ✓ 83% from their agent
 - ✓ 17% Asking other agents during showing
 - ✓ 19% other - Website feedback, showing program feedback

How important is it to work with an agent to buy/sell your home? Buyer v.s. Seller



Why do say that?

How important do you believe it is to use an agent to sell your home?

Critical/very important

- ✓ Access to the agent's large network
- ✓ Agents have market knowledge and know about legalities of the transaction
- ✓ Access to MLS and sites like HAR.com

Somewhat/not at all important

- ✓ Sellers market- can sell your house by word of mouth
- ✓ Agents do not do anything worth their compensations

73% believe it will take longer to sell their home without an agent

Do you believe it would take longer to sell your home WITHOUT the support and counsel of your agent? (Seller)

38%
a lot
longer

35%
Somewhat
longer

11%
about the
same

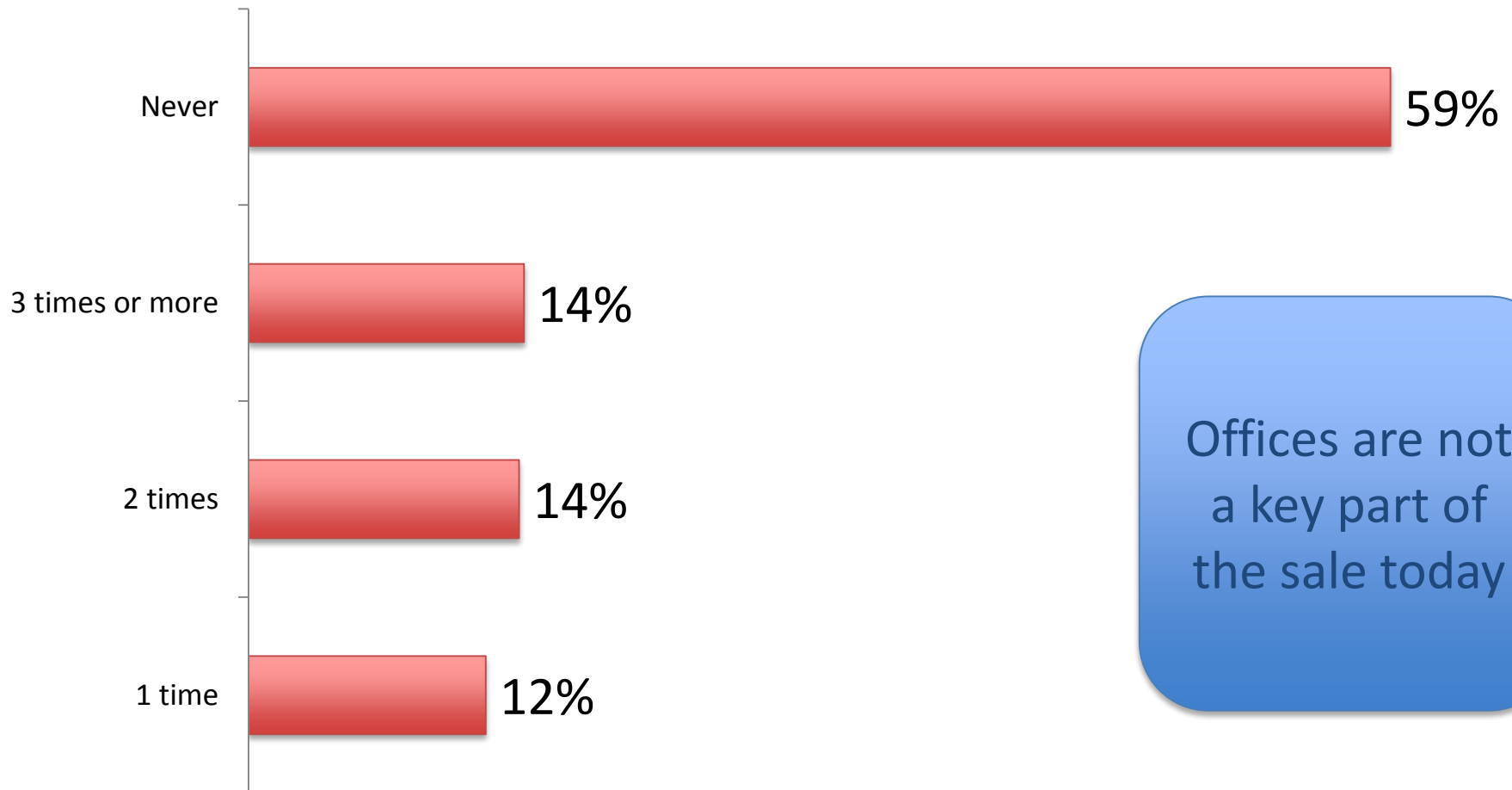
3%
it would
take less
time

14%
don't
really
know

In what ways could your agent more effectively support you in the sale of your home? (Seller)

- Show the home
 - ✓ “Actually show the home. Listen to suggestions. At least act like they care and communicate on a regular basis.”
- Stay current with trends
 - ✓ “Better help with current similar listing comps, better insight to current market conditions (not just her book of buyers)”
- Support the seller
 - ✓ “...having access to cleaners, handymen, landscapers, and other service providers would be greatly helpful.”

As a buyer or a seller how often have you visited your Agent/broker's office? (Buyer and Seller)



Offices are not
a key part of
the sale today



Methodology and Panelists

6,836 surveys
distributed via
email

16% response
rate

6% are in the
process of
selling or just
sold

67% looking to
buy or just
bought

11% of
respondents
are Millennials