HAR Market Statistics Survey

March, 2012

Consumer Research Panel

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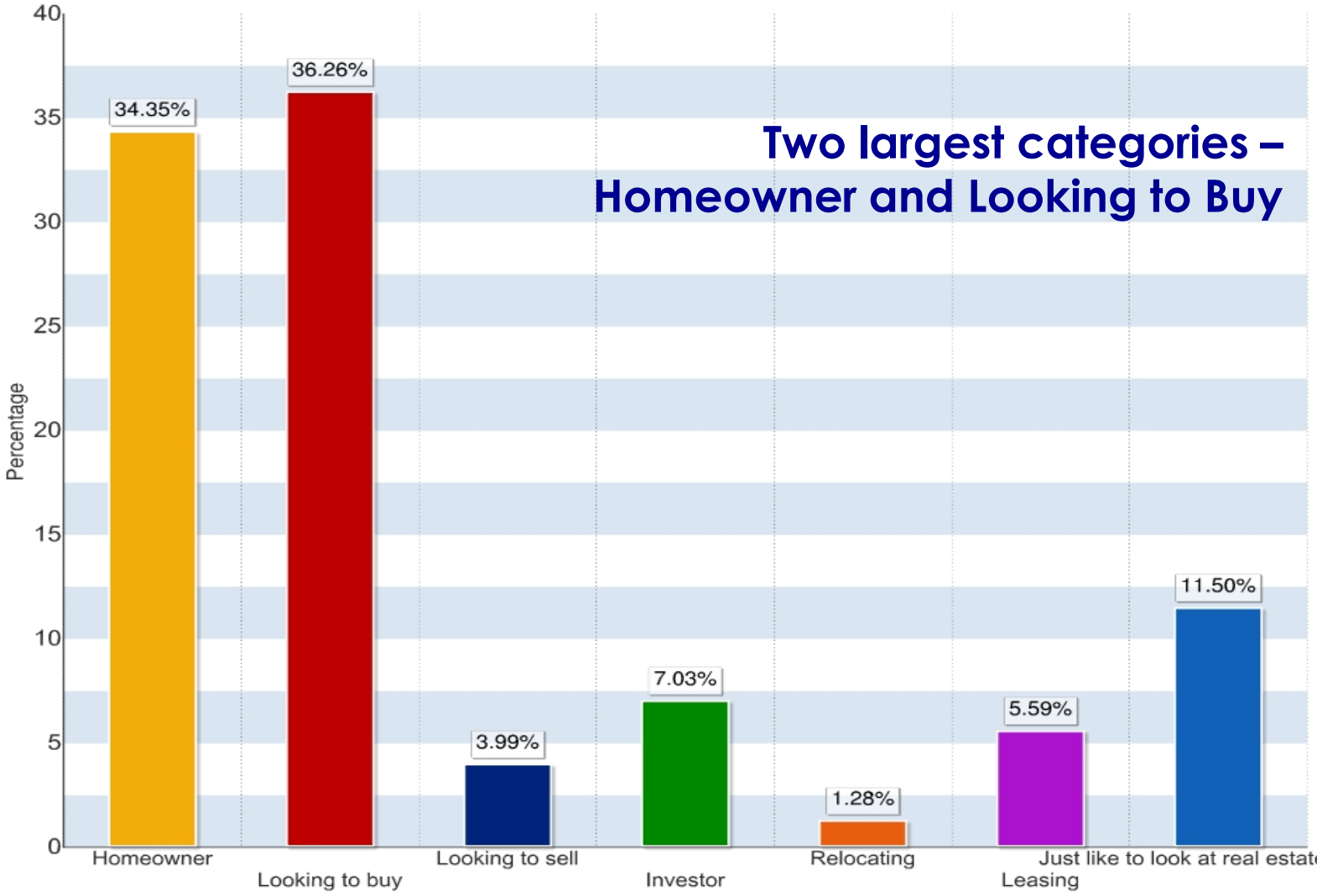
Summary of Key Findings

- Market stats are important to consumers
- Market stats at the neighborhood level are most valuable
- Heat maps demonstrating neighborhood trends are strong
- Usage of current market stats reports is low
- Difficult for consumers to find market stats reports
- Strong interest in embedding market stats into listing detail pages

How would you define your interest in real estate currently? (Choose all that apply)



Two largest categories – Homeowner and Looking to Buy

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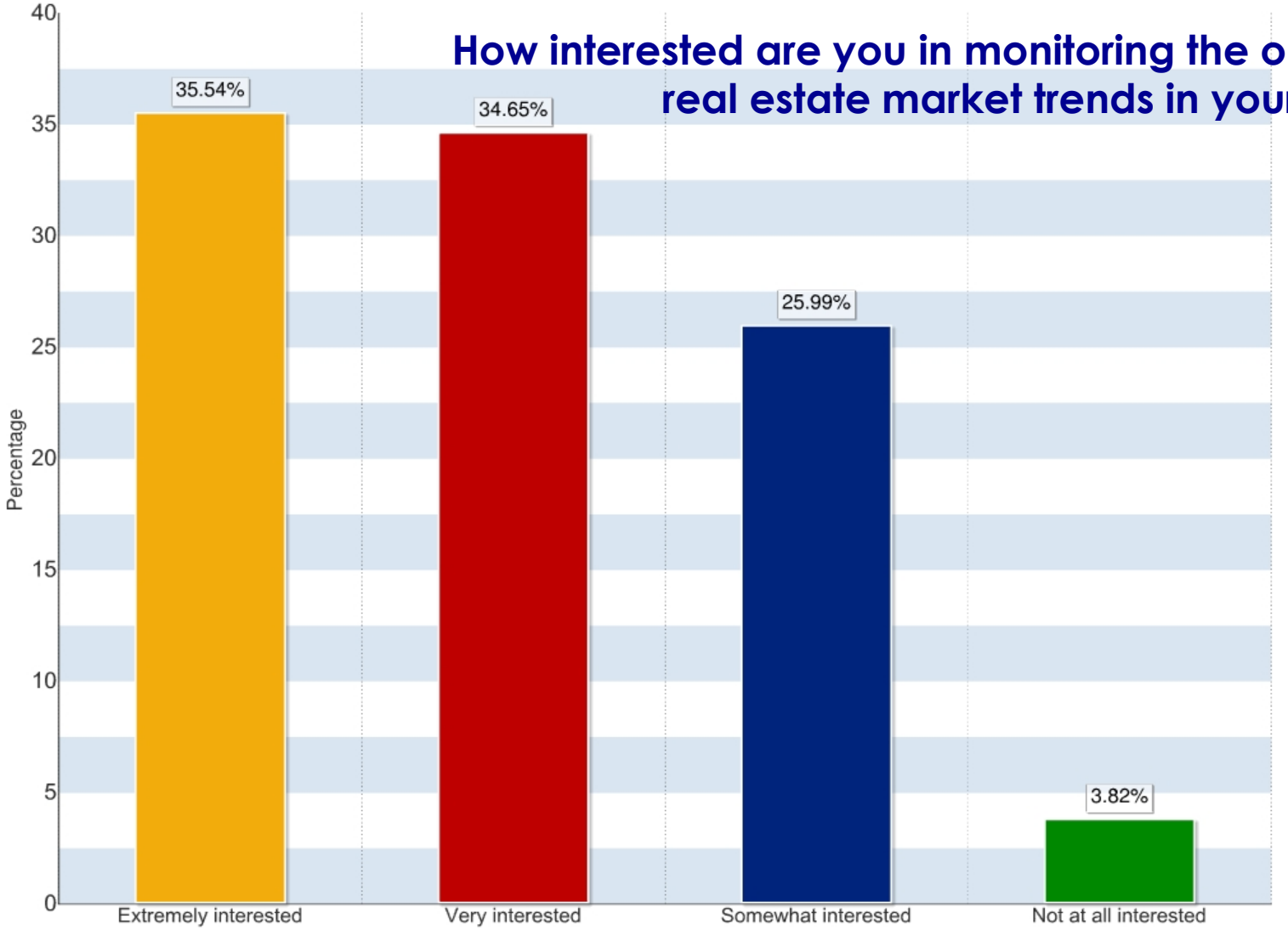
How interested are you in monitoring the ongoing real estate market trends in your area?



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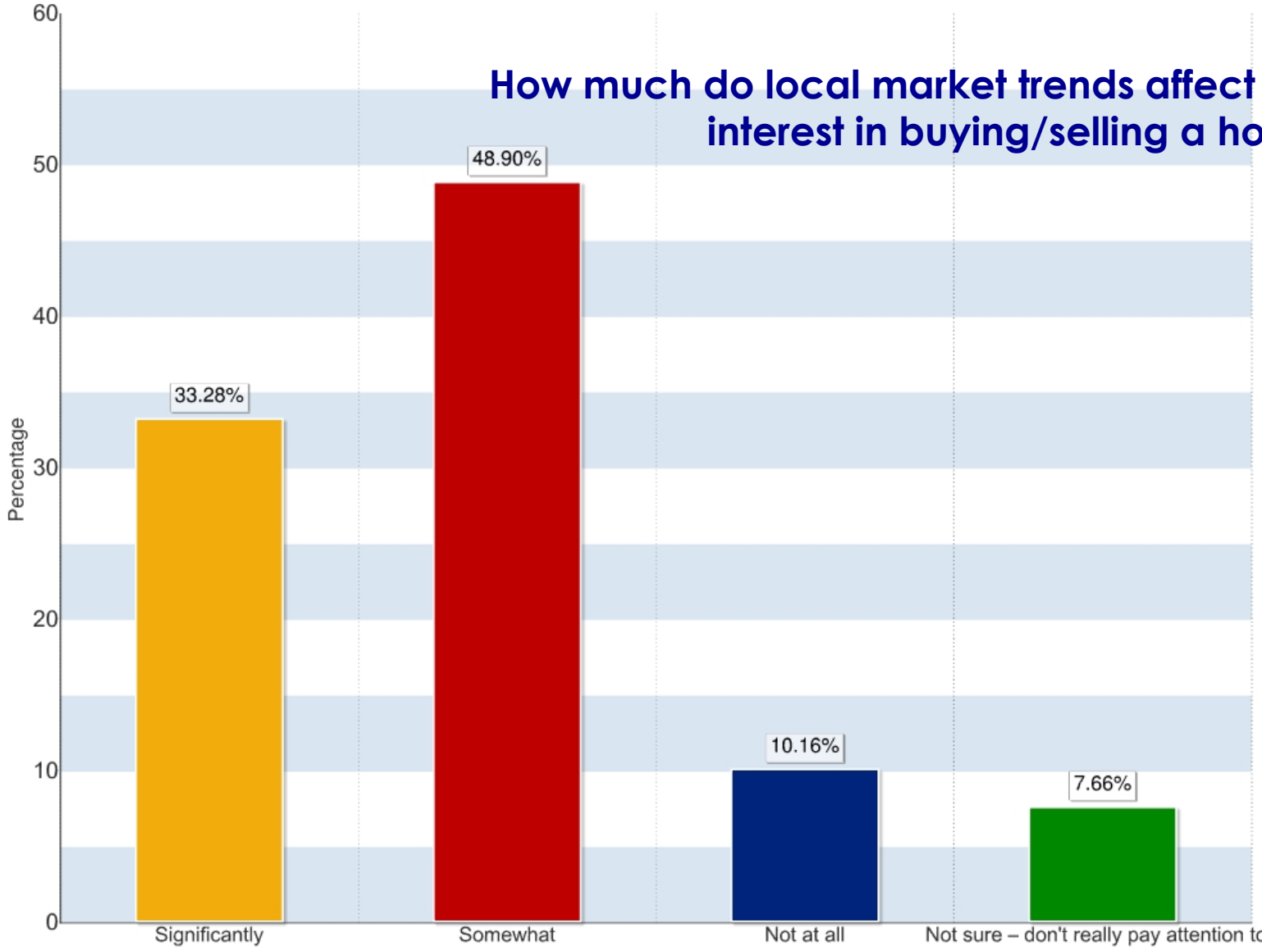
How much do local market trends affect your interest in buying/selling a home?



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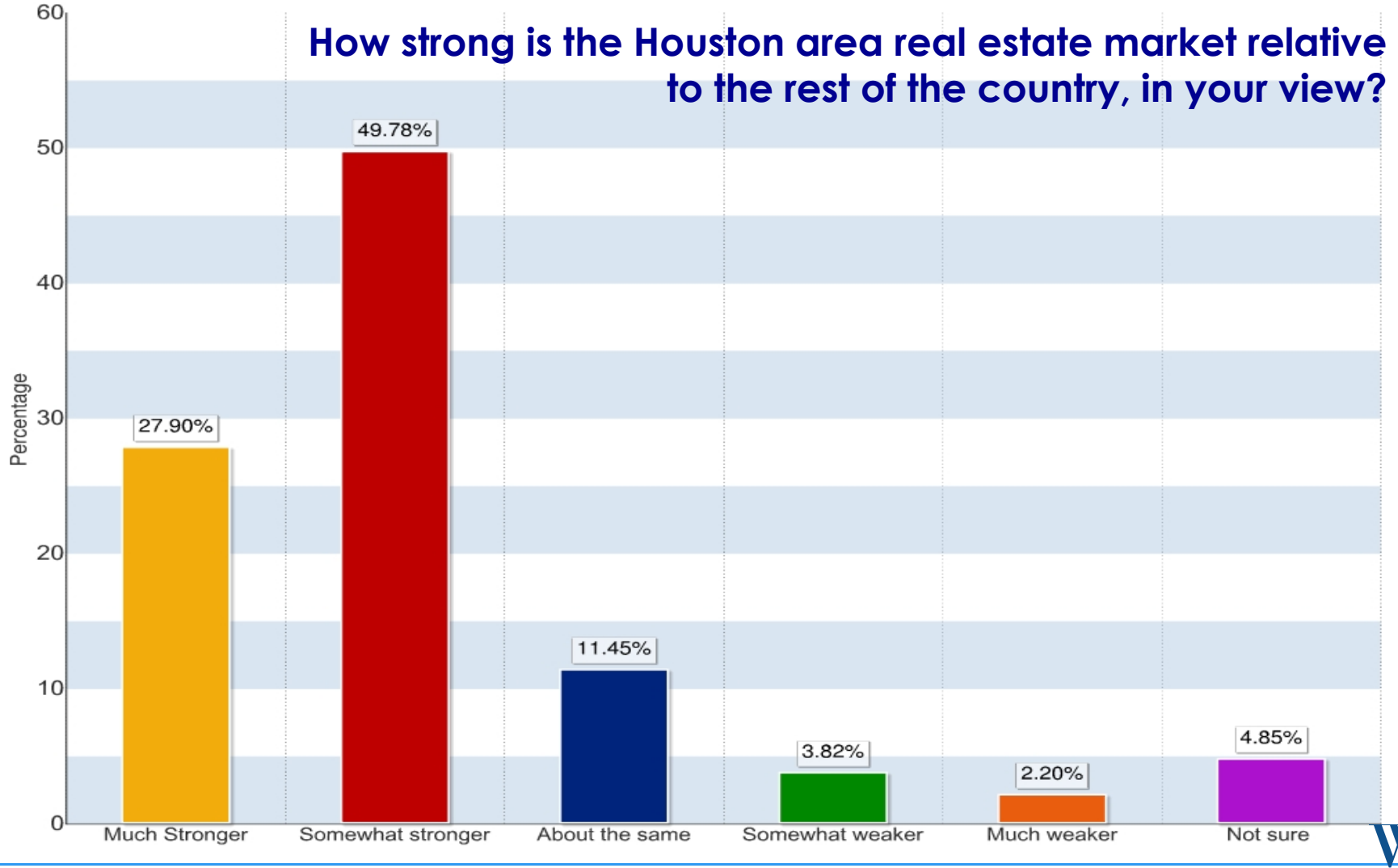
How strong is the Houston area real estate market relative to the rest of the country, in your view?



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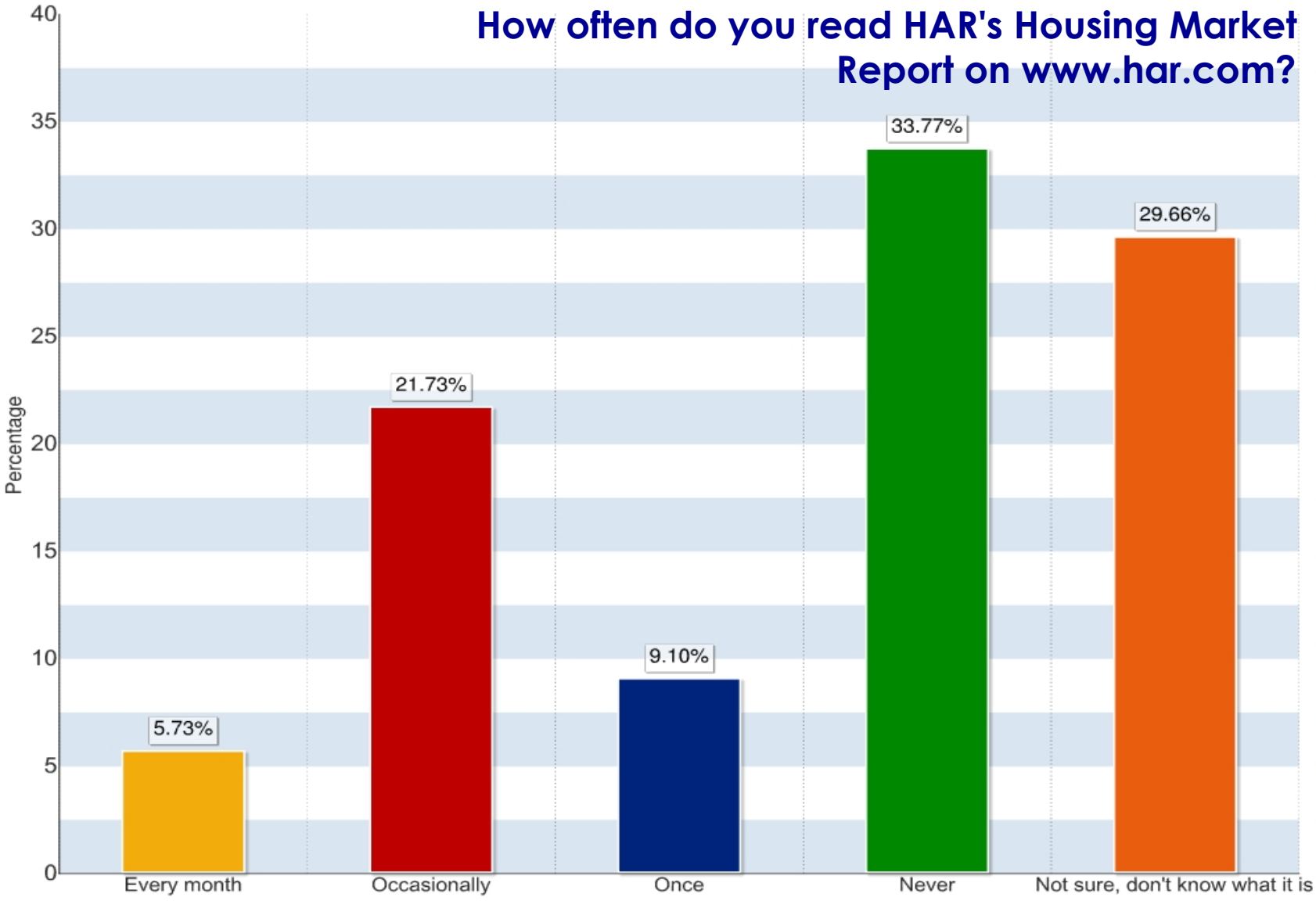
How often do you read HAR's Housing Market Report on www.har.com?



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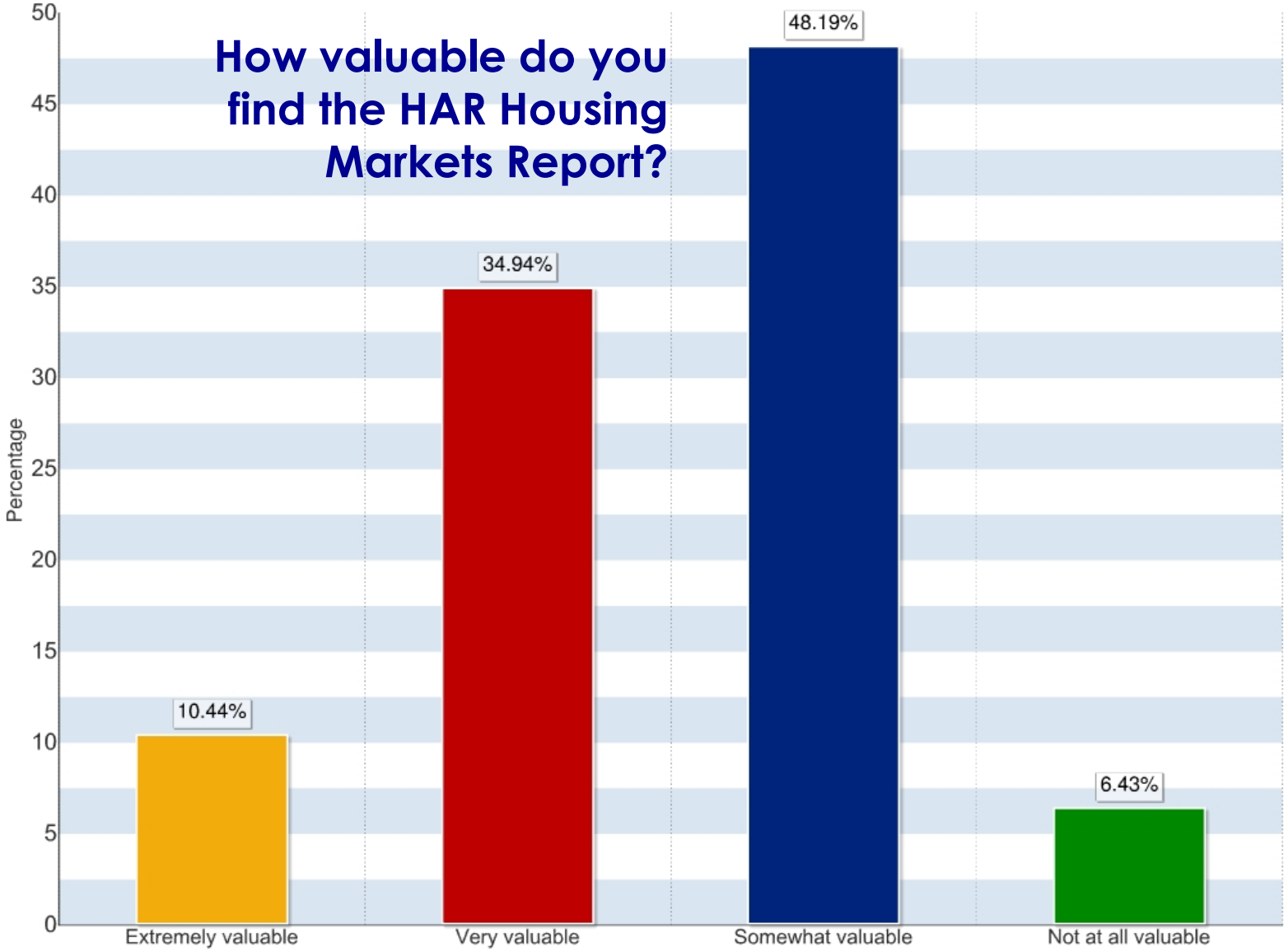
How valuable do you find the HAR Housing Markets Report?



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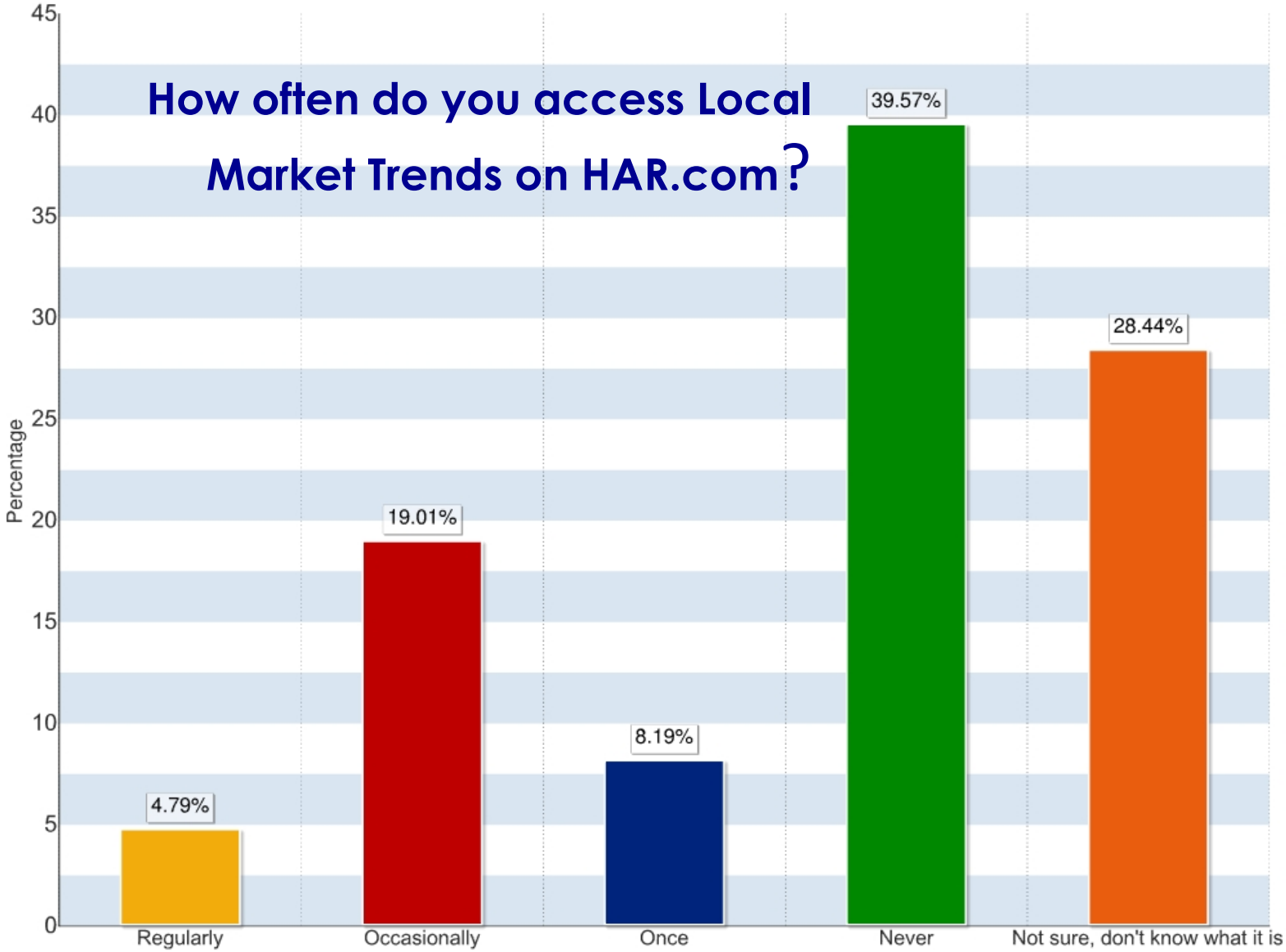
How often do you access Local Market Trends on HAR.com?



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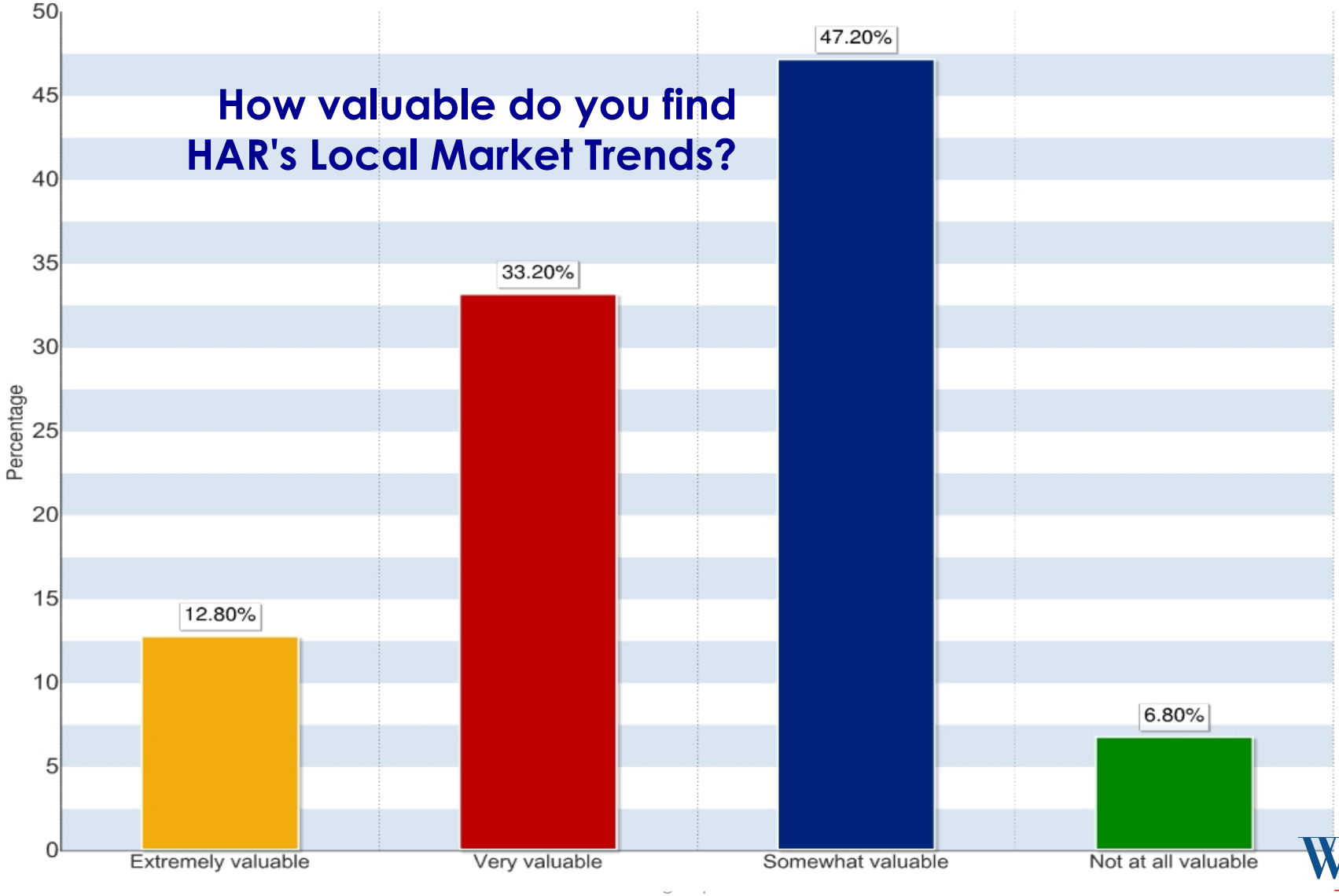
How valuable do you find HAR's Local Market Trends?



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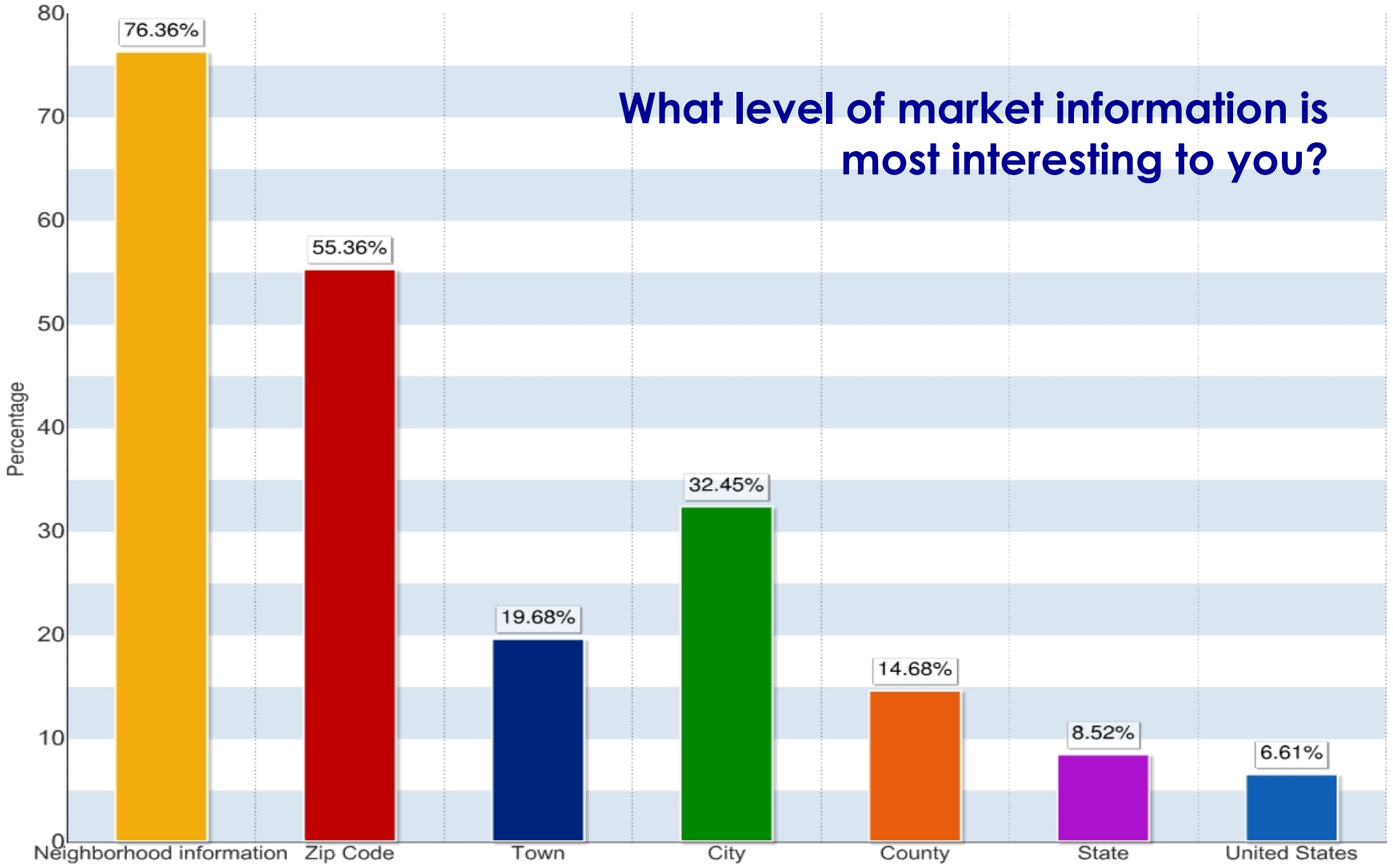
What level of market information is most interesting to you?



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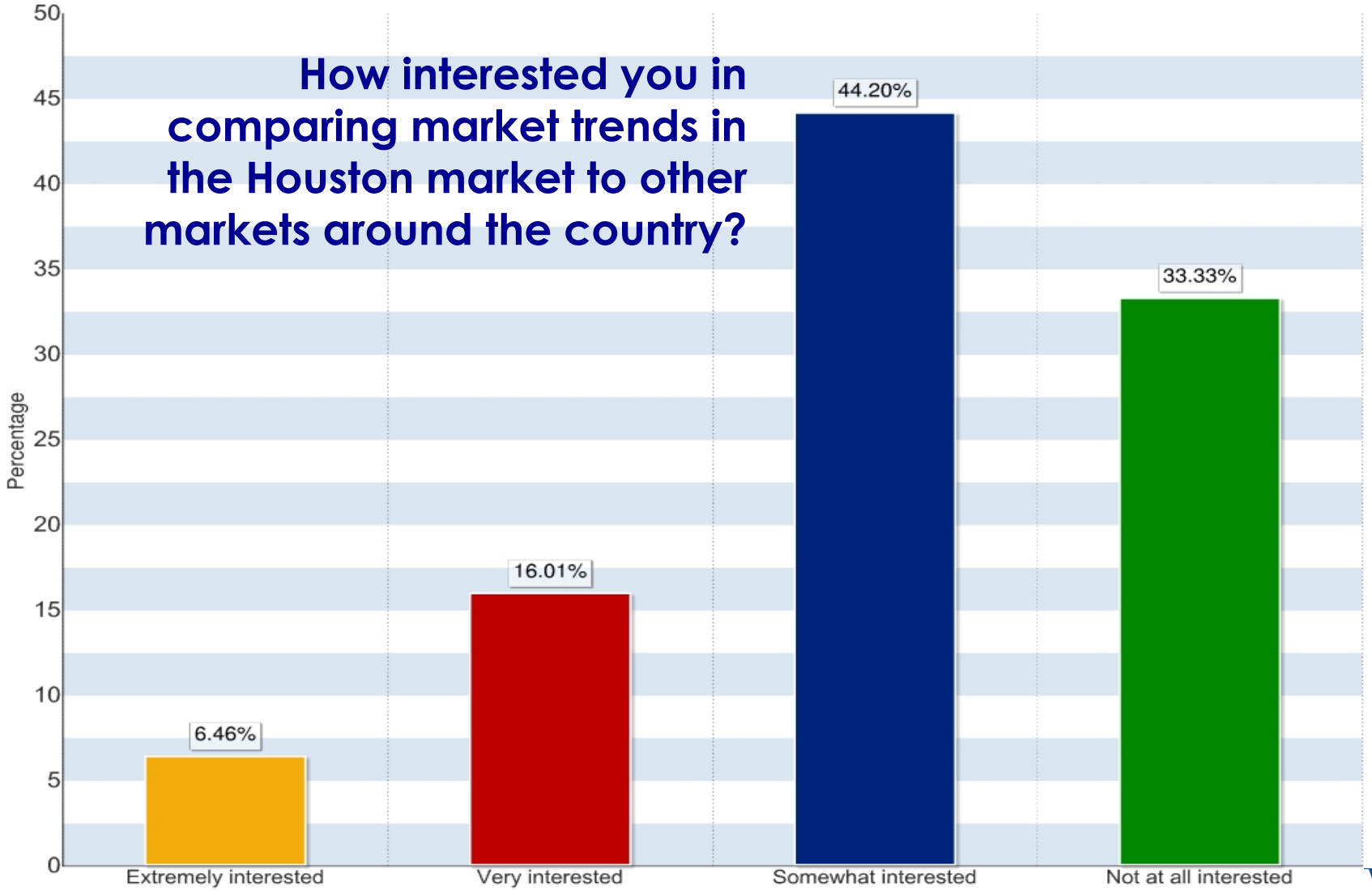
How interested you in comparing market trends in the Houston market to other markets around the country?



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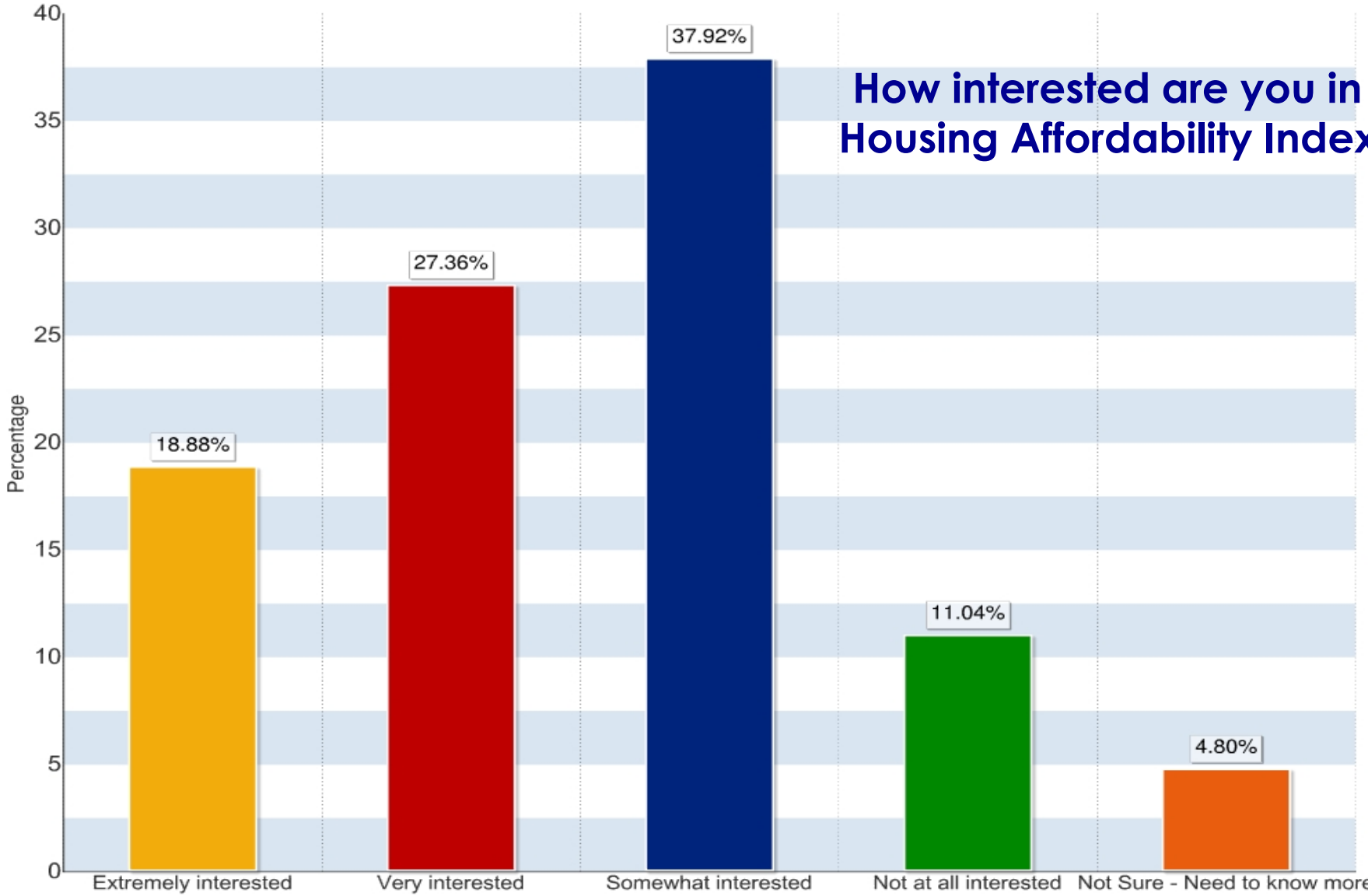
How interested are you in a Housing Affordability Index?



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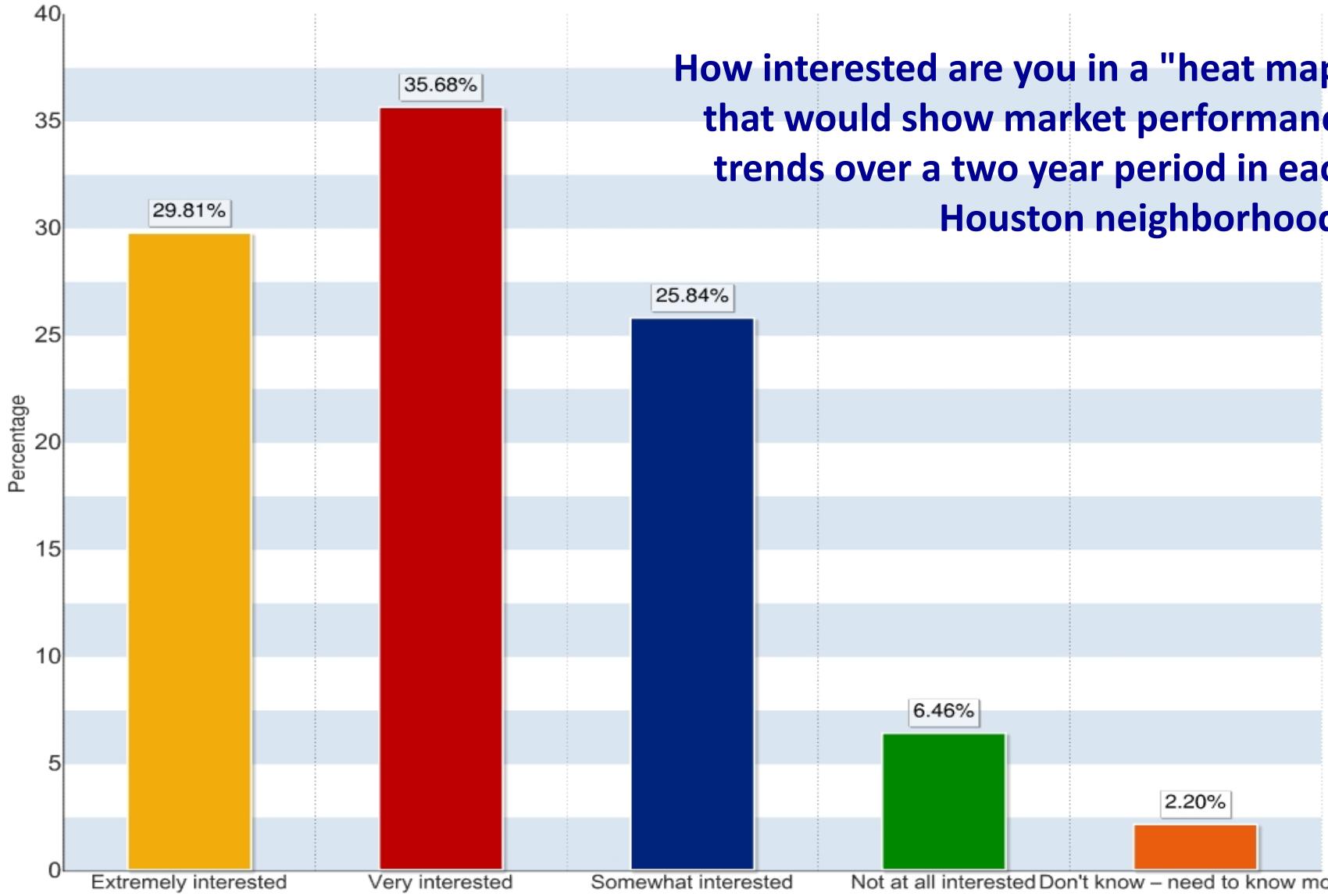
How interested are you in a "heat map" that would show market performance trends over a two year period in each Houston neighborhood?



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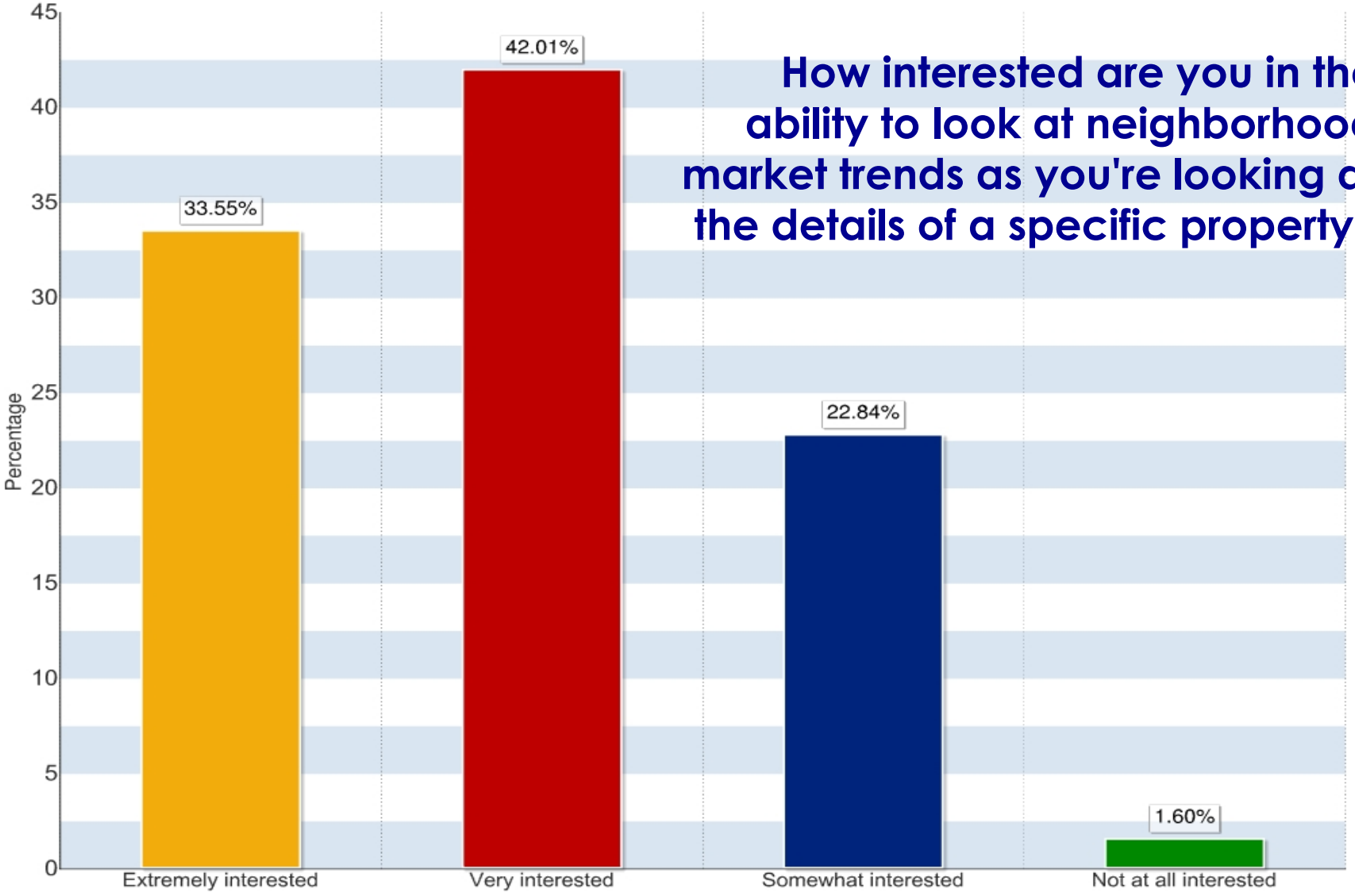
How interested are you in the ability to look at neighborhood market trends as you're looking at the details of a specific property?



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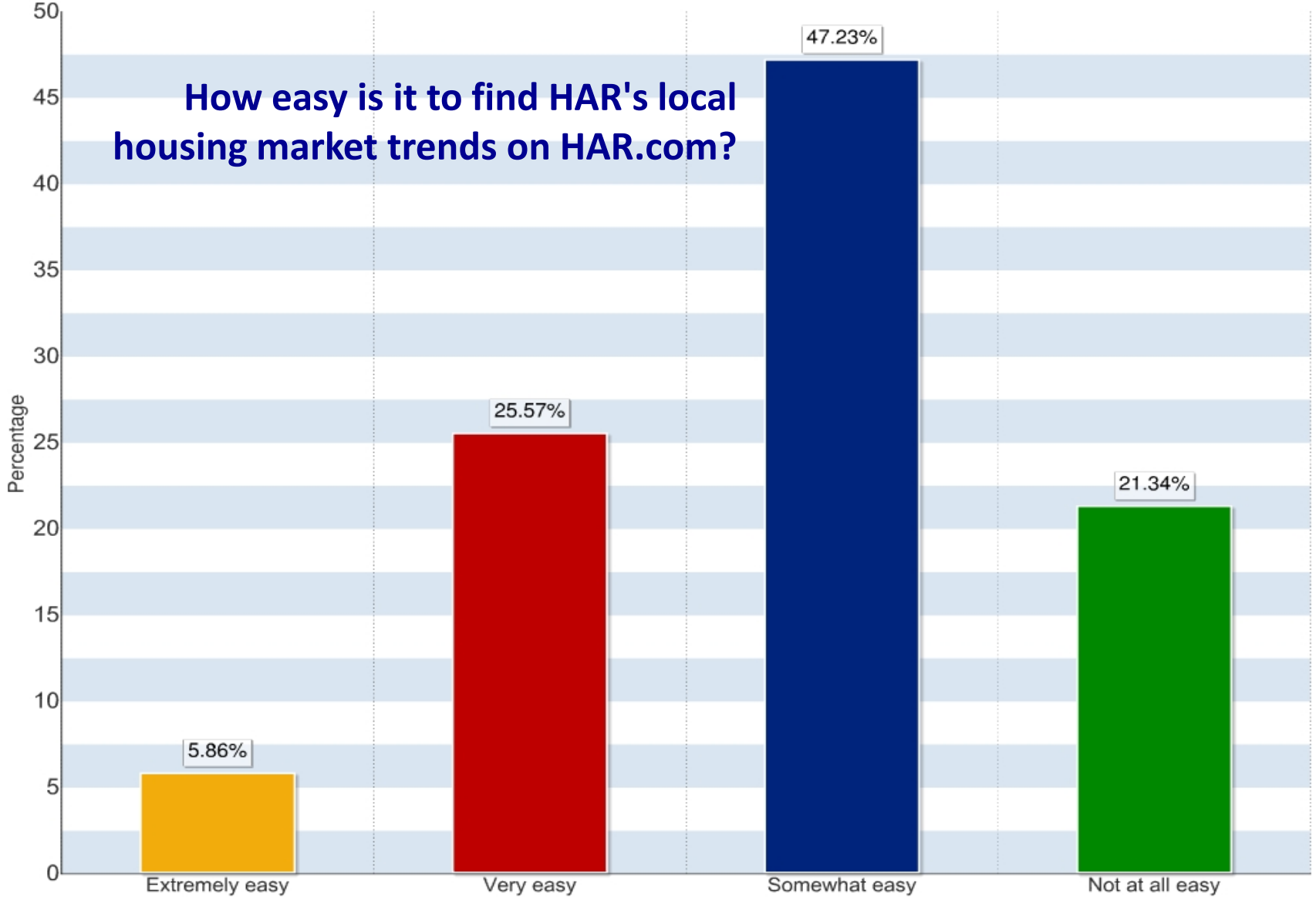
How easy is it to find HAR's local housing market trends on HAR.com?



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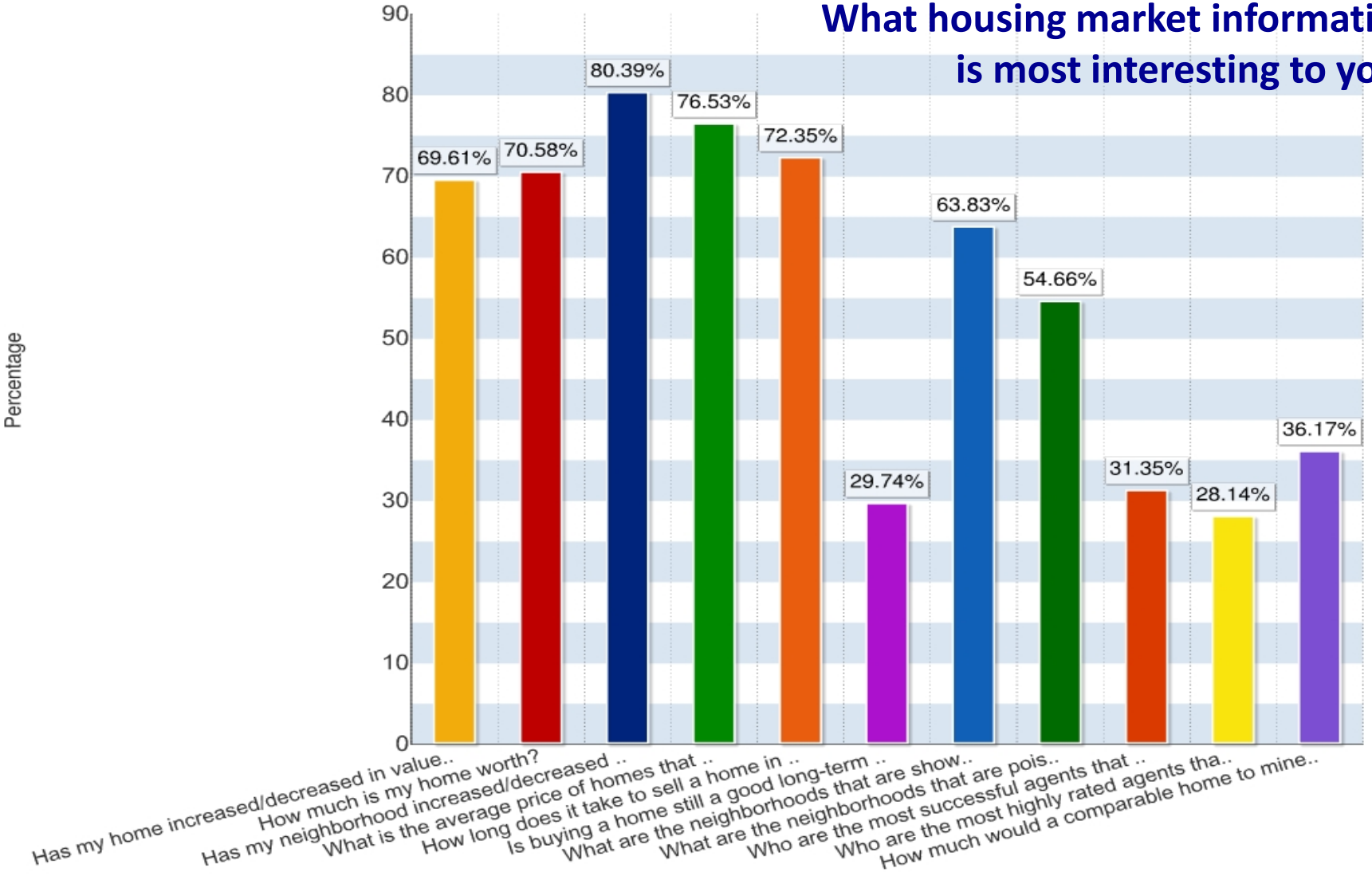
What housing market information is most interesting to you?