

## HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-1

### METHOD USED TO FIND REAL ESTATE AGENT

(Percentage Distribution)

#### Charlotte, NC

Referred by (or is) a friend, neighbor or relative	40%
Used agent previously to buy or sell a home	21
Visited an open house and met agent	*
Referred through employer or relocation company	7
Personal contact by agent (telephone, email, etc.)	8
Saw contact information on For Sale/Open House sign	3
Internet Web site	3
Referred by another real estate or broker	3
Walked into or called office and agent was on duty	2
Direct mail (newsletter, flyer, postcard, etc.)	1
Newspaper, Yellow pages or home book ad	1
Advertising specialty (calendar, magnet, etc.)	1
Other	12

#### U.S.

Referred by (or is) a friend, neighbor or relative	38%
Used agent previously to buy or sell a home	23
Personal contact by agent (telephone, email, etc.)	5
Referred through employer or relocation company	4
Saw contact information on For Sale/Open House sign	4
Referred by another real estate or broker	4
Visited an open house and met agent	4
Internet Web site	3
Walked into or called office and agent was on duty	2
Direct mail (newsletter, flyer, postcard, etc.)	2
Newspaper, Yellow pages or home book ad	1
Advertising specialty (calendar, magnet, etc.)	1
Other	11

# HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-2

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

(Percentage Distribution)

### Charlotte, NC

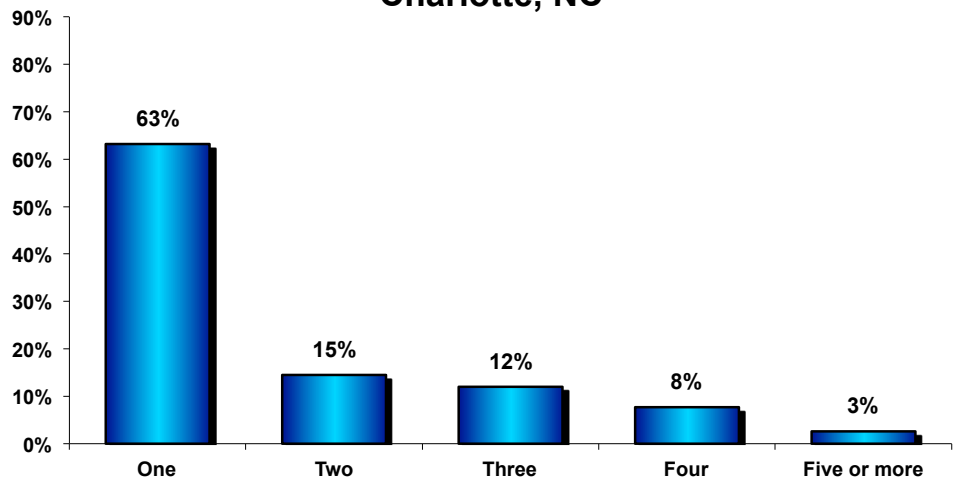
One	63%
Two	15%
Three	12%
Four	8%
Five or more	3%

\* Less than 1 percent

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

(Percentage Distribution)

#### Charlotte, NC



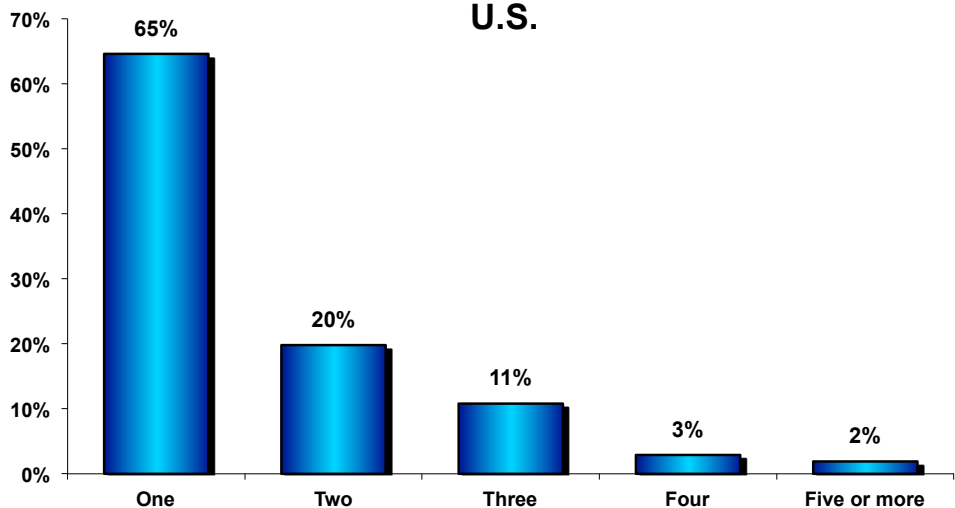
### U.S.

One	65%
Two	20%
Three	11%
Four	3%
Five or more	2%

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

(Percentage Distribution)

#### U.S.



# HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-3

## DID SELLER USE THE SAME REAL ESTATE AGENT FOR THEIR HOME PURCHASE?

(Percentage Distribution Among Sellers Who Used an Agent to Purchase a Home)

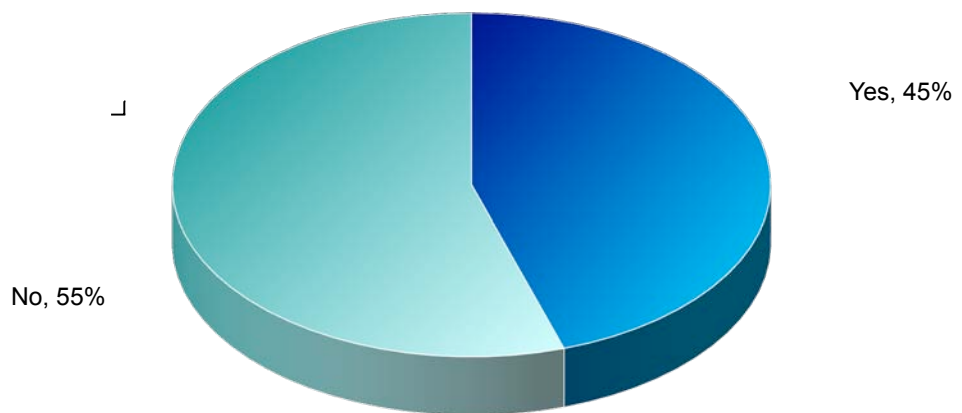
### Charlotte, NC

<b>Yes</b>	45%
<b>No</b>	55%

## DID SELLER USE THE SAME AGENT FOR THEIR HOME PURCHASE?

(Percentage Distribution Among Sellers Who Used an Agent to Purchase a Home)

### Charlotte, NC



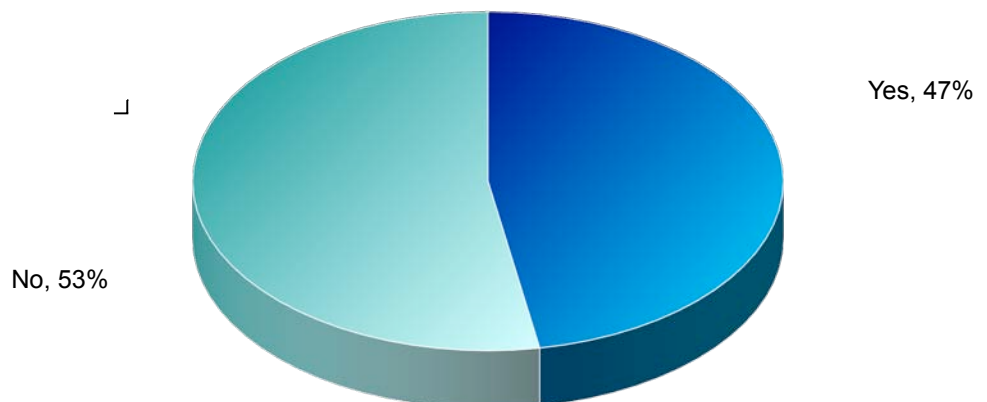
### U.S.

<b>Yes</b>	47%
<b>No</b>	53%

## DID SELLER USE THE SAME AGENT FOR THEIR HOME PURCHASE?

(Percentage Distribution Among Sellers Who Used an Agent to Purchase a Home)

### U.S.



# HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-4

## HOME LISTED ON MULTIPLE LISTING SERVICE

(Percentage Distribution)

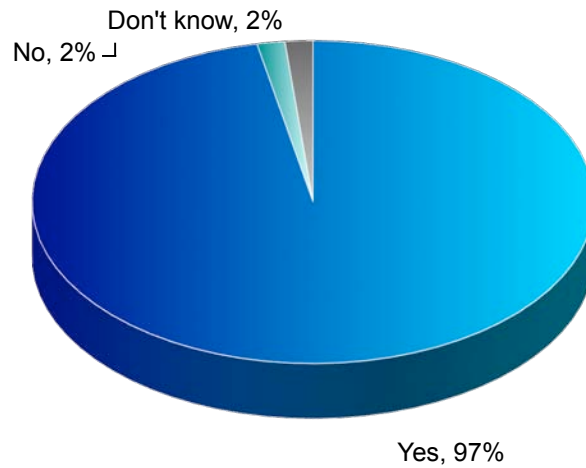
### Charlotte, NC

Yes	97%
No	2%
Don't know	2%

## HOME LISTED ON MULTIPLE LISTING SERVICE

(Percentage Distribution)

### Charlotte, NC



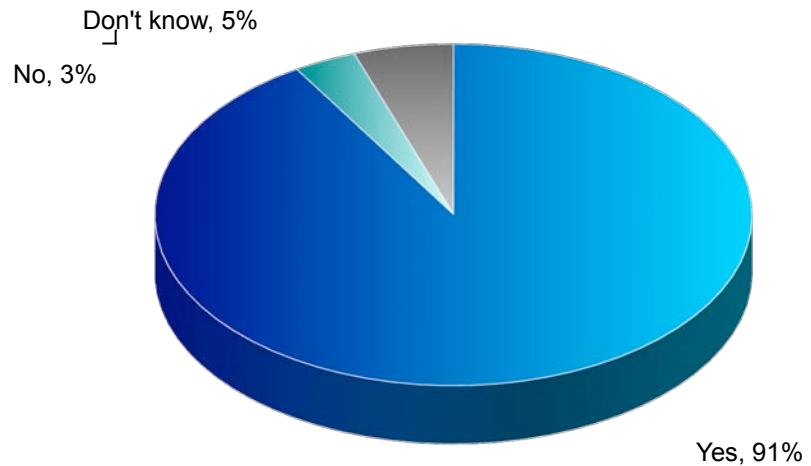
### U.S.

Yes	91%
No	3%
Don't know	5%

## HOME LISTED ON MULTIPLE LISTING SERVICE

(Percentage Distribution)

### U.S.



# HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-5

## LEVEL OF SERVICE PROVIDED BY THE REAL ESTATE AGENT

(Percentage Distribution)

### Charlotte, NC

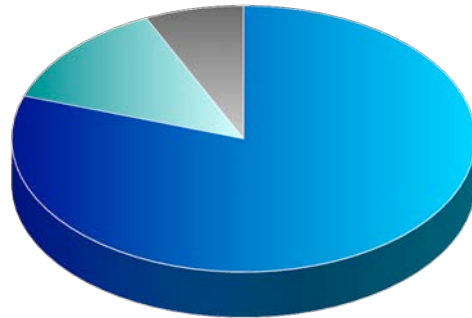
<b>A broad range of services and management of most aspects of the home sale</b>	80%
<b>A limited set of services as requested by the seller</b>	13%
<b>The agent listed the home on the MLS and performed few if any additional services</b>	7%

### LEVEL OF SERVICE PROVIDED BY THE REAL ESTATE AGENT

(Percentage Distribution)  
**Charlotte, NC**

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, 13%



A broad range of services and management of most aspects of the home sale, 80%

### U.S.

<b>A broad range of services and management of most aspects of the home sale</b>	80%
<b>A limited set of services as requested by the seller</b>	8%
<b>The agent listed the home on the MLS and performed few if any additional services</b>	12%

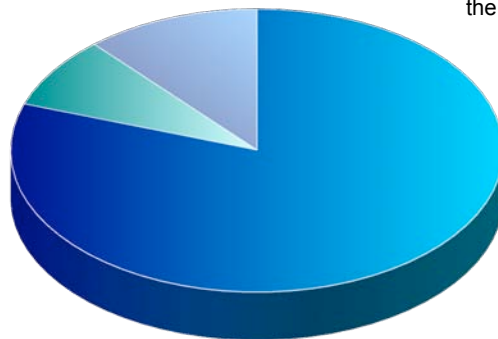
### LEVEL OF SERVICE PROVIDED BY THE REAL ESTATE AGENT

(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, 8%



A broad range of services and management of most aspects of the home sale, 80%

HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-6

**WHAT SELLERS MOST WANT FROM REAL ESTATE AGENTS, BY LEVEL OF SERVICE PROVIDED BY THE AGENT**

(Percentage Distribution)

**Charlotte, NC**

	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	13%	12%	20%	13%
Help sell the home within specific timeframe	23	23	27	13
Help find a buyer for home	20	21	13	25
Help seller market home to potential buyers	26	28	13	25
Help seller find ways to fix up home to sell it for more	11	11	13	13
Help with negotiation and dealing with buyers	3	1	13	*
Help with paperwork/inspections/preparing for settlement	4	4	*	*
Help seller see homes available to purchase	1	*	*	13
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 sell the home within specific timeframe	22%	22%	24%	22%
Help seller market home to potential buyers	21	23	15	11
Help find a buyer for home	19	18	23	23
Help price home competitively	18	18	16	16
Help seller find ways to fix up home to sell it for more	10	10	10	7
Help with negotiation and dealing with buyers	5	4	5	10
Help with paperwork/inspections/preparing for settlement	3	3	6	3
Help seller see homes available to purchase	1	1	1	3
Help create and post videos to provide tour of my home	1	1	*	1
Other	1	1	1	3

\* Less than 1 percent

HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-7

**MOST IMPORTANT FACTOR IN CHOOSING A REAL ESTATE AGENT TO SELL HOME, BY LEVEL OF SERVICE PROVIDED BY THE AGENT**  
(Percentage Distribution)

**Charlotte, NC**

	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
<b>Reputation of agent</b>	29%	33%	13%	13%
Agent is honest and trustworthy	18	19	13	13
Agent is friend or family member	10	8	20	13
Agent's knowledge of the neighborhood	15	16	13	*
Agent's association with a particular firm	9	8	7	25
Agent has caring personality/good listener	4	4	7	*
Agent's commission	7	3	20	25
Agent seems 100% accessible because of use of technology li	3	3	7	*
Professional designations held by agent	3	2	*	13
Other	3	3	*	*

**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
<b>Reputation of agent</b>	37%	39%	35%	28%
Agent is honest and trustworthy	19	19	22	20
Agent is friend or family member	13	13	11	11
Agent's knowledge of the neighborhood	12	12	11	9
Agent's association with a particular firm	4	3	7	7
Agent has caring personality/good listener	4	4	2	3
Agent's commission	3	3	5	6
Agent seems 100% accessible because of use of technology like tablet or smartphone	3	3	2	3
Professional designations held by agent	1	1	1	*
Other	5	4	6	12

\* Less than 1 percent

HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-8

**METHODS REAL ESTATE AGENT USED TO MARKET HOME, BY TYPE OF HOME SOLD**

(Percent of Respondents Among Sellers Who Used an Agent)

**Charlotte, NC**

	All Homes	TYPE OF HOME SOLD						
		Cabin/ cottage	Duplex/ apartment/c ondo in 2-4 unit structure	Apartment/c ondo in building with 5 or more units	Town- house/ row house	Detached single- family home	Mobile/ manufac- tured home	Other
Listing on the Internet	97%	100%	100%	100%	100%	96%	*	100%
Yard sign	79	100	*	*	56	84	*	100
Open house	51	50	*	67	44	50	*	100
Print newspaper advertisement	15	50	*	33	*	15	*	*
Real estate magazine	29	50	*	67	22	28	*	67
Direct mail (flyers, postcards, etc.)	17	*	*	33	*	19	*	*
Video	22	*	*	67	11	24	*	*
Social networking Web sites (e.g. Twitter, FaceBook, etc.)	10	*	*	*	*	12	*	*
Video hosting Web sites (e.g. YouTube, etc)	3	*	*	*	*	4	*	*
Other Web sites with real estate listings (e.g. Google, Yc	35	*	*	33	33	37	*	33
Television	3	*	*	*	*	3	*	*
Other	1	*	*	*	*	1	*	*

\* Less than 1 percent

**U.S.**

	All Homes	TYPE OF HOME SOLD						
		Cabin/ cottage	Duplex/ apartment/c ondo in 2-4 unit structure	Apartment/c ondo in building with 5 or more units	Town- house/ row house	Detached single- family home	Mobile/ manufac- tured home	Other
Listing on the Internet	93%	91%	80%	92%	93%	94%	79%	86%
Other Web sites with real estate listings (e.g. Yahoo, Google, etc.)	28	50	19	28	26	29	27	21
Social networking Web sites (e.g. Twitter, FaceBook, etc.)	7	9	5	4	3	8	2	5
Video hosting Web sites (e.g., YouTube, etc.)	4	*	*	3	3	4	*	2
Yard sign	79	91	56	32	68	83	86	79
Open house	55	25	44	62	67	55	31	51
Print newspaper advertisement	27	64	21	18	24	28	33	27
Real estate magazine	21	67	23	11	14	21	35	16
Direct mail (flyers, postcards, etc.)	17	17	16	18	17	18	10	19
Video	14	9	2	16	5	15	4	18
Television	2	*	5	1	*	3	3	7
Other	3	*	5	7	3	3	3	*

\* Less than 1 percent



## HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-9

### HOW REAL ESTATE AGENT WAS COMPENSATED

(Percentage Distribution)

#### Charlotte, NC

<b>Paid by seller</b>	86%
Percent of sales price	4
Flat fee	*
Per task fee	*
Other	*
Don't Know	*
<b>Paid by buyer and seller</b>	4
<b>Paid by buyer only</b>	3
<b>Other</b>	5
<b>Don't Know</b>	2

#### U.S.

<b>Paid by seller</b>	80%
Percent of sales price	74
Flat fee	3
Per task fee	*
Other	*
Don't Know	2
<b>Paid by buyer and seller</b>	8
<b>Paid by buyer only</b>	4
<b>Other</b>	5
<b>Don't Know</b>	3

\* Less than 1 percent

## HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-10

### **NEGOTIATING THE COMMISSION RATE OR FEE WITH THE REAL ESTATE AGENT**

*(Percentage Distribution)*

#### **Charlotte, NC**

<b>Real estate agent initiated discussion of compensation</b>	41%
<b>Client brought up the topic and the real estate agent was able and willing to negotiate their commission or fee</b>	22
<b>Client brought up the topic and the real estate agent was unwilling or unable to negotiate their commission or fee</b>	8
<b>Client did know commissions and fees could be negotiated but did not bring up the topic</b>	13
<b>Client did not know commissions and fees could be negotiated</b>	16

#### **U.S.**

<b>Real estate agent initiated discussion of compensation</b>	43%
<b>Client brought up the topic and the real estate agent was able and willing to negotiate their commission or fee</b>	22
<b>Client brought up the topic and the real estate agent was unwilling or unable to negotiate their commission or fee</b>	9
<b>Client did know commissions and fees could be negotiated but did not bring up the topic</b>	11
<b>Client did not know commissions and fees could be negotiated</b>	15

# HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-11

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

(Percentage Distribution)

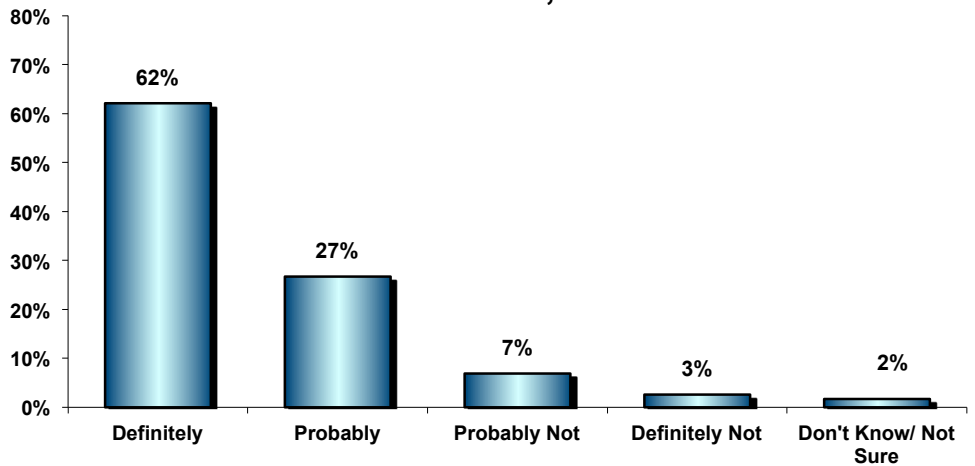
### Charlotte, NC

<b>Definitely</b>	62%
<b>Probably</b>	27%
<b>Probably Not</b>	7%
<b>Definitely Not</b>	3%
<b>Don't Know/ Not Sure</b>	2%

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

(Percentage Distribution)

#### Charlotte, NC



### U.S.

<b>Definitely</b>	66%
<b>Probably</b>	18%
<b>Probably Not</b>	7%
<b>Definitely Not</b>	7%
<b>Don't Know/ Not Sure</b>	2%

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

(Percentage Distribution)

#### U.S.

