

NATIONAL FAMILY OPINION, INC.

SELLER QUESTIONNAIRE

DECEMBER, 1979 - JANUARY, 1980

DATE: \_\_\_\_\_

INTERVIEWER: \_\_\_\_\_

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

1. How many months did you seriously consider or think about selling your home before you put it up for sale? (PROBE FOR MONTHS AND RECORD IN MONTHS)

NUMBER OF MONTHS: \_\_\_\_\_

Less than or equal to

1 mo.	= 30.6%	6 mos. to 1 yr.	= 16.5%
1-3 mo.	= 31.2%	1 yr.	= 5.7%
3-6 mo.	= 15.9%		

2. When you put your home up for sale, how many months did you believe you could wait to find a buyer? (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: \_\_\_\_\_

Less than or equal to

1 mo.	= 18.0%	6-12 mos.	= 11.0%
1-3 mos.	= 44.6%	1 yr.	= 5.6%
3-6 mos.	= 37.5%	DK/NA	= 1.7%

3. What was the single most important factor leading to your decision to sell your home?

(See question 5, below)

\_\_\_\_\_

\_\_\_\_\_

\* Answers are from NFO "Seller Analysis Frequencies," August 1981 unless otherwise stated. Percentages are adjusted frequencies for the seller sample of 348.

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

1 . . . YES - (GO TO QUESTION 6) 72.1%  
 2 . . . NO - (CONTINUE) 27.9%

5. What was?

Questions 3 & 5 - MOST IMPORTANT FACTOR IN DECISION TO SELL HOME/INFLUENCING TIME TO FIND A BUYER

<u>Q3</u>	<u>Q5</u>	
(N = 348)	(N = 93)	
25.3%	2.2%	1. JOB TRANSFER (Because of the transfer - transfer - I was being transferred - my husband was transferred - we had to move to another job - husband took another job)
25.3%	6.5%	2. DESIRE TO MOVE/RELOCATE TO DIFFERENT AREA/STATE (To relocate to where I was born - relocation - wanted to get out of the neighborhood - my wife didn't like the area - wanted to go to a new area)
0	3.2%	3. WANTED TO BE MOVED BEFORE START OF SCHOOL
1.4%	0	4. MARRIAGE/DIVORCE/SEPARATION (Divorce)
12.1%	0	5. NEEDED/WANTED BIGGER HOME/MORE LAND (Needed more space - needed more room - need bigger home - needed larger home - increased number in family - we were having children and moving to a larger home - it wasn't big enough)
2.9%	0	6. NEEDED/WANTED SMALLER HOME/LESS LAND (It was too big for our family - too much space for us)
6.9%	25.8%	7. HAD ALREADY PURCHASED/FOUND ANOTHER HOME (We put a contract in on another home - bought a new one - purchased another home)

Q3

Q5

8.0%

19.4%

8. ALL COMMENTS ON COST/ECONOMY

(School taxes, this is the biggest tax bracket the U.S.A. - to make a better investment - I lived in had no energy-saving features - economy for commuting)

NA

8.6%

9. DID NOT HAVE ANY SPECIFIC TIME TO SELL

(Financially able to wait for the sale of our home - we weren't in any hurry - it really didn't matter how long we waited) \*To be used in Questions 5 only.

0%

0

10. ALL OTHER REASONS

17.8%

31.2%

11. ALL INDETERMINABLE COMMENTS

1.0%

3.2%

12. NO ANSWER

In the event of multiples, code first mention only.

6a. Did you list your home with a real estate broker?

1 . . .	YES - (CONTINUE)	100.0%	(348)
2 . . .	NO - (TERMINATE)	0	

b. Did you list your home with a franchise broker such as Century 21 or Red Carpet

1 . . .	YES - (CONTINUE)	38.2%	(133)
2 . . .	NO - (GO TO QUESTION 7)	61.8%	

c. What was the name of the franchise broker?

(N = 133)

Century 21 = 48.1%

Gallery of Homes = 4.5%

ERA = 5.3%

Red Carpet = 4.5%

Uncoded others = 35.3%

Coded others = 2.3%

NAME: \_\_\_\_\_



\_\_\_\_\_. . . . NONE - (GO TO QUESTION 13)

\_\_\_\_\_. . . . DON'T KNOW

a. What was the highest offer in dollars you received for your home when selling yourself? (RECORD IN EXACT DOLLARS)

\$ (See NFO "Seller Supplement," June 1981, p. 3)

12. Why didn't any of these offers/this offer result in the sale of your home? (D READ LIST) (N = 30)

- |           |  |   |       |
|-----------|--|---|-------|
| 1 . . . . | OFFERS WERE TOO LOW                            | = | 60%   |
| 2 . . . . | OFFER OK, BUYER HAD TROUBLE OBTAINING MORTGAGE |   | 13.3% |
| 3 . . . . | BUYER WANTED ME TO PAY "POINTS"                |   |       |
| 4 . . . . | BUYER WANTED ME TO HOLD SECOND MORTGAGE        |   |       |
| 5 . . . . | OTHER (SPECIFY)                                |   | 26.7% |
- 
- 

The next few questions are all concerned with why and how you selected a real estate agent to help sell your home.

13. What in general was the single most important reason you listed your home with a real estate firm?

(N = 348)

- |      |   |
|------|---|
| 2.9% | 1. TO PROVIDE ACCESS TO MULTIPLE LISTING SERVICE  |
| 4.0% | 2. TO PROVIDE ACCESS TO A BIGGER SELECTION OF BUYERS  |
| 1.7% | 3. TO OBTAIN ADVERTISING<br>(Local advertising of my home - the advertisement of my home)   |
| .9%  | 4. TO ELIMINATE PEOPLE WHO ARE NOT SERIOUSLY INTERESTED/COULD NOT AFFORD MY HOME<br>(We didn't want just anyone tracking thru the house - only qualified buyers - they screen people for you - don't have to worry if people qualify) |

- 13.8% 5. TO FREE ME FROM THE TIME COMMITMENT/EFFORT NECESSARY TO SELL/SHOW MY HOME  
(They could do the job better since I had no time - convenience of not having to be around for showing it - we could not be home all the time to show it - didn't want to have the hassle of doing it myself - so we wouldn't have to fool with any problems with selling it)
- 19.5% 6. TO SELL HOME QUICKLY  
(They could sell it faster - we wanted to sell as fast as we could - need to sell it fast - quick sale needed - wanted quick acting getting rid of the house)
- .3% 7. GUARANTEED SALE OF MY HOME  
(The guaranteed sale of my home - one we listed with had a buy-out program)
- 7.2% 8. TO PROVIDE GENERAL EXPERTISE/KNOWLEDGE  
(Inexperience in dealing with real estate - they have more experience)
- 1.7% 9. TO HELP WITH LEGAL TECHNICALITIES
- 10.1% 10. PREVIOUS EXPERIENCE WITH AGENT/FIRM  
(Had used before and were satisfied - they sold us the house originally - they are the ones we bought our home through)
- 11.8% 11. AGENT/BROKER WAS FRIEND/RELATIVE  
(Friends of the family - he was a friend - personal friend - good friend works for Century 21 - had a friend who was a real estate agent)
- 3.4% 12. REPUTABLE/RELIABLE/WELL KNOWN  
(He had a good reputation - that firm dealt heavily in my area - name recognition, everyone knows Century 21 - they were in business for many years and had never heard anything derogatory about them)
- 22.4% 13. ALL OTHER REASONS
- .3% 14. ALL INDETERMINABLE COMMENTS
0. NO ANSWER

In the event of multiples, code first mention only.

14. Now I am going to read you a list of services that real estate firms and agents provide. As I read each service, please tell me if it is very important, important, somewhat important or of little importance to most people when they decide to list their home with a real estate firm rather than sell by themselves (BEGIN WITH CHECKED STATEMENT)

(STATEMENT) Is that service Very Important, Important, Somewhat Important, or Little Importance to most people when they decide to list their home with a real estate firm? How about (READ NEXT STATEMENT)? Is that (REPEAT SCALE)?

	<u>VERY</u> <u>IMPORTANT</u>	<u>IMPORTANT</u>	<u>SOMEWHAT</u> <u>IMPORTANT</u>	<u>OF LITTLE</u> <u>IMPORTANCE</u>
(a) _____ HELPING IN GETTING HOME READY FOR SALE.	16.1	18.2	30.8	34.9
(b) _____ ELIMINATING PEOPLE WHO ARE NOT SERIOUSLY INTERESTED IN THE HOME . . . . .	47.1	29.5	15.6	7.8
(c) _____ CHOOSING A LISTING PRICE FOR THE HOME . . .	39.8	33.7	20.2	6.3
(d) _____ PROVIDING ACCESS TO POTENTIAL BUYERS . . .	58.8	34.0	6.1	1.2
(e) _____ ELIMINATING PEOPLE WHO CANNOT AFFORD THE HOME . . . . .	51.7	28.7	14.1	5.5
(f) _____ HELPING WITH LEGAL TECHNICALITIES . . . . .	59.2	20.7	14.9	5.2
(g) _____ NEGOTIATING WITH POTENTIAL BUYERS . . . . .	45.7	33.3	16.4	4.6
(h) _____ SHOWING HOME TO BEST ADVANTAGE . . . . .	48.9	29.3	16.1	5.7
(i) _____ OBTAINING NEWSPAPER ADVERTISING . . . . .	37.4	27.6	21.6	13.5
(j) _____ SELLING HOME QUICKLY .	62.6	25.5	9.3	2.6
(k) _____ OBTAINING HIGHEST SALES PRICE . . . . .	56.9	29.0	10.3	3.7
(l) _____ USING MULTIPLE LISTING SERVICE	66.6	23.3	6.3	3.7

15a. How many agents in all did you contact before listing your home with the agent who handled the sale of your home? Please include the agent who handled the sale of your home?

1 = 63.1%      3 = 10.1%  
2 = 20.7%      4 or more = 6.1%

NUMBER OF AGENTS CONTACTED: \_\_\_\_\_ - (IF ONE ONLY - GO TO QUESTION 16)

b: How many of these did you interview?  
(N = 121)

1 = 9.1%      4 or more = 12.4%  
2 = 53.7%  
3 = 24.8%

16. Had you listed your home with any other agents before it sold?

11.8% 1 . . . YES - (ASK:) How many? \_\_\_\_\_ (N = 41)  
88.2% 2 . . . NO

1 = 73.2%  
2 = 12.2%  
3 = 14.6%

17. How did you become aware of the agent who handled the sale of your home?

- .9%      1.      AGENT CONTACTED WHILE TRYING TO SELL ON OUR OWN  
(He contacted us from newspaper ads)
- 4.3%      2.      AGENT CONTACTED WHILE NOT TRYING TO SELL  
(He came to use to sell it - he approached me - she was in the neighborhood going from door to door)
- 5.2%      3.      FROM NEWSPAPER/MAGAZINE ADVERTISING  
(Thru the newspaper - thru newspaper advertising - an ad in newspaper)
- .3%      4.      SAW "FOR SALE" SIGNS
- 2.6%      5.      ALL OTHER COMMENTS ON ADVERTISING  
(He had advertised about a free appraisal - thru advertising, I saw a lot of homes for sale by them)
- 3.7%      6.      AGENT/FIRM SOLD OTHER HOMES IN AREA  
(He had handled several homes in the area - they were selling in our area - seen other homes in area under that agent)

- |       |     |  |
|-------|-----|--|
| 12.6% | 7.  | AGENT/FIRM WAS RECOMMENDED TO US<br>(Thru a friend - reference by a friend - word mouth)   |
| 21.0% | 8.  | PREVIOUS EXPERIENCE WITH AGENT/FIRM<br>(Agent of home we purchased - he found my home - he sold us a house a long time ago - sh sold me my new home - had handled previous sal us) |
| 33.3% | 9.  | AGENT/BROKER WAS FRIEND/RELATIVE<br>(Family member - he's a friend - he's a person friend - friend of mine - church friend of our  |
| 3.4%  | 10. | LOCAL/WELL-KNOWN<br>(He is well-known in neighborhood - he was jus the area - it was in my town (it's local) - th office was down on the corner so he was in the neighborhood)     |
| 1.4%  | 11. | WE CONTACTED HIM<br>(We called the company and said we wanted to s and he came - I called him about a home we wer interested in buying)  |
| 10.1% | 12. | ALL OTHER WAYS   |
| .3%   | 13. | ALL INDETERMINABLE COMMENTS  |
| .9%   | 14. | DON'T KNOW   |

Code total responses.

18. What was the single most important reason you listed your home with the agent who handled the sale of your home?

- |     |    |  |
|-----|----|--|
| 18% | 1. | EXPERIENCE/REPUTATION OF AGENT/FIRM/SOLD OTHER HOMES AREA<br>(He seemed to be selling a lot of homes - they the largest market in the area - the reputation the firm - reputable company - felt he was a reputable person) |
| 6%  | 2. | FRIENDLINESS/PERSONALITY OF AGENT<br>(His personality—they were friendly—she was n personable than other salesmen)   |

- 11% 3. INTEGRITY/HONESTY OF AGENT  
(We felt she was honest—he was straightforward—I trusted him to do a good job—we trusted her—personal integrity of agent)
- 5% 4. SHOWED WILLINGNESS TO PUT IN EFFORT TO SELL HOME  
(He assured us he could help us get rid of it—he came to ask us to sell it)
- 2% 5. AGENT/FIRM WAS RECOMMENDED TO US
- 11% 6. PREVIOUS EXPERIENCE WITH AGENT/FIRM  
(Have done business with him before—we knew him because he had sold us the house)
- 13% 7. AGENT/BROKER WAS FRIEND/RELATIVE  
(He was my son—friend of mine—personal friend—he was a friend—a good friend)
- 2% 8. HAD A BUYER WAITING  
(He said he had people waiting in line to buy the house—already had a buyer)
- 1% 9. GUARANTEED SALE OF HOME  
(They gave us a guaranteed buy out if we didn't sell by a certain date—they guaranteed home sale)
- 3% 10. WANTED HOME SOLD QUICKLY  
(Try to get a quick sale—we were running out of time and thought she could sell the house quickly)
- 1% 11. TO PROVIDE MULTIPLE LISTING SERVICE  
(Multiple listing service)
- 1% 12. TO PROVIDE A BIGGER SELECTION OF BUYERS  
(The name Century 21 means they will have many potential buyers on hand—he had more offices so that meant more exposure to homes)
- 2% 13. ALL COMMENTS ON COMMISSION FEES  
(He was the only one who would negotiate the sales commission—out of their commission they paid the legal fees)
- 2% 14. ALL OTHER COMMENTS ON COST  
(He said we could get a better price—he was familiar with the price we needed—he was realistic in pricing of homes)



(e)	AGENT'S WILLINGNESS TO NEGOTIATE SALES COMMISSIONS . . . . .	30.9	28.0	19.1	22.0
(f)	AGENT'S HONESTY OR INTEGRITY . . . . .	83.0	14.9	1.7	.3
(g)	FRIEND'S RECOM- MENDATION OF AGENT. . .	20.9	33.6	21.2	24.3
(h)	AGENT'S ABILITY AS A SALESPERSON . . . . .	70.4	23.3	4.9	1.4
(i)	AGENT'S EXPERIENCE AS A REAL ESTATE AGENT . .	55.6	32.0	11.2	1.2
(j)	WHETHER AGENT IS A PERSONAL FRIEND . . . .	9.5	12.6	23.3	54.6
(k)	AGENT'S HELPFULNESS IN GETTING HOME READY FOR SALE. . . . .	11.5	25.9	32.2	30.5
(l)	AGENT'S ABILITY TO RECOMMEND A LISTING PRICE . . . . .	34.8	34.2	23.0	8.0
(m)	AGENT'S ABILITY TO PLACE HOME ON MULTIPLE LISTING SERVICE . . . .	56.9	32.8	5.5	4.9
(n)	AGENT'S WILLINGNESS TO PROVIDE INFORMATION ABOUT SALES PRICE OF SIMILAR HOMES . . . . .	49.4	36.2	10.3	4.0
(o)	AGENT'S ABILITY TO HELP WITH LEGAL TECHNICALITIES. . . . .	56.3	21.3	14.1	8.3
(p)	AGENT'S ABILITY TO NEGOTIATE WITH POTENTIAL BUYERS. . . .	58.9	31.6	5.7	3.7

21. Next I am going to read you the same list of services and characteristics. As I read each one please tell me whether your agent 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, So Degree, Little Degree, or No Degree? How about (READ NEXT STATEMENT)? Was th (REPEAT SCALE)?

	<u>A GREAT DEGREE</u>	<u>SOME DEGREE</u>	<u>LITTLE DEGREE</u>	<u>NO DEGREE</u>
(a) _____ SHOWED HOME TO BEST ADVANTAGE. . . .	61.1	29.4	6.3	3.2
(b) _____ KNOWLEDGE OF THE HOUSING MARKET. . . .	77.0	21.6	1.1	.3
(c) _____ HELD YOUR HOME OPEN FOR "OPEN HOUSE". . . .	32.9	19.5	10.2	37.3
(d) _____ WILLINGNESS TO NEGOTIATE SALES COMMISSION. . . .	32.7	22.5	10.5	34.2
(e) _____ HONESTY OR INTEGRITY .	78.4	17.9	1.4	2.3
(f) _____ PREVIOUS EXPERIENCE WITH AGENT	38.1	24.4	11.3	26.2
(g) _____ FRIENDS RECOMMENDED AGENT . . . . .	24.8	21.6	12.4	41.2
(h) _____ ABILITY AS A SALESPERSON . . . . .	70.4	24.4	3.7	1.4
(i) _____ EXPERIENCE AS A REAL ESTATE AGENT. . . . .	69.9	25.7	3.2	1.2
(j) _____ WAS A PERSONAL FRIEND.	25.3	19.8	11.2	43.7
(k) _____ HELPFULNESS IN GETTING HOME READY FOR SALE .	22.2	36.3	20.2	21.3
(l) _____ ABILITY TO RECOMMEND A LISTING PRICE . . . .	54.9	34.5	6.6	4.0
(m) _____ ABILITY TO PLACE HOME ON MULTIPLE LISTING SERVICE . . . . .	81.2	11.8	1.7	5.2
(n) _____ WILLINGNESS TO PROVIDE INFORMATION ABOUT SALES PRICE OF SIMILAR HOMES	72.3	20.7	4.6	2.3

(o)	ABILITY TO HELP WITH LEGAL TECHNICALITIES .	62.9	23.9	6.3	6.9
(p)	ABILITY TO NEGOTIATE WITH POTENTIAL BUYERS.	68.7	23.9	4.9	2.6

22. In looking for an agent, were you aware of any "discount agents", that is agents whose normal commission is less than that of most other agents?

35.1%	1 . . . . .	YES	-	(CONTINUE) (122)
64.9%	2 . . . . .	NO	-	(GO TO QUESTION 26)

23. Did you contact or were you contacted by any such agents?  
(N = 121)

33.1%	1 . . . . .	YES	-	(CONTINUE) (40)
66.9%	2 . . . . .	NO	-	(GO TO QUESTION 26)

24. Did you list your home with a discount agent?  
(N = 40)

22.5%	1 . . . . .	YES	-	(CONTINUE) (9)
77.5%	2 . . . . .	NO	-	(GO TO QUESTION 26)

25. Did this agent handle the sale of your home?  
(N = 9)

88.9%	1 . . . . .	YES
11.1%	2 . . . . .	NO

26. What do you think is the single most important reason other people who are selling their home might list with a discount agent?

(N = 348)

- |       |   |
|-------|---|
| 29.9% | 1. LOWER SALES COMMISSION<br>(Pay less commission - low commission rate to pay - cut down on commission - save money on commission - if they could discount their commission - you'd get more money because the commission is less) |
| 1.1%  | 2. KEEP HOUSE PRICE LOWER   |
| 47.4% | 3. SAVE MONEY, GENERALLY<br>(Want more money - less costs)  |
| 7.8%  | 4. ALL OTHER COMMENTS ON COST<br>(For the discount)   |
| 2.9%  | 5. ALL OTHER REASONS  |

- 10.9%            6.    DON'T KNOW
- 0%                7.    ALL INDETERMINABLE COMMENTS
- 0.    NO ANSWER

In the event of multiples, code first mention only.

27.    What do you think is the single most important reason other people who are sell their homes might not list with a discount agent?

- 7.8%            1.    NO MULTIPLE LISTING SERVICE  
                  (Not have multiple listings - more exposure of your house with multiple listing)
- 2.9%            2.    NOT AS MUCH ACCESS TO BUYERS  
                  (They may not have the available market big company have)
- 3.7%            3.    SMALL AGENCY/NO EXPOSURE  
                  (No national attention - not widely known - big real like Century 21 do more advertising - not enough exposure of your home)
- 8.6%            4.    LACK OF EXPERIENCE  
                  (Lack of knowledge - little knowledge of their ability maybe they are unqualified - competency of the agent themselves - unsure of competency of these agents)
- 12.9%           5.    NOT ETHICAL/UNPROFESSIONAL  
                  (They find out they're not giving you true facts having faith in an honest realtor - afraid the discount agent would not be honest - they just don't trust them)
- 21.6%           6.    LACK OF SERVICE/EFFICIENCY  
                  (Not get the same service as with others - not sure would get all the services of an agent - you don't get full extent of services - not get as good of service they don't show your house as other realtors do)
- 2.6%            7.    WOULD TAKE LONGER TO FIND BUYER  
                  (Usually house stays on market longer - they probably feel that they would not try to sell their house as fast as the people making more money - they can't be assured the house will sell)
- 1.7%            8.    WOULD NOT GET AS GOOD A SALES PRICE  
                  (Might cut price of their home - want the full value their home - afraid they wouldn't get what they pay for)

- 2.9%            9. ALL OTHER COMMENTS ON COST  
                  (I'd rather spend more to get more - buy cheap you get cheap)
- 9.8%            10. ALL OTHER REASONS
- 23.9%          11. DON'T KNOW
- 1.7%            12. ALL INDETERMINABLE COMMENTS
- 0. NO ANSWER

In the event of multiples, code first mention only.

28. Why do you think this?

- 4.4%            1. NOT ADVERTISED WELL  
                  (They do not advertise much - it's not advertised that much)
- 9.3%            2. NOT AS MUCH EXPOSURE TO BUYERS  
                  (Discount agents do not put their listings in multiple listings)
- 4.0%            3. HAVE POOR REPUTATION  
                  (They don't have as great a reputation as well-known realtors)
- 12.8%          4. DO NOT GIVE GOOD SERVICE  
                  (They don't show as much interest - if you go to a discount house you sacrifice services)
- 1.3%            5. TOLD BY OTHER AGENTS  
                  (I was told this by other agents)
- 3.5%            6. ALL OTHER WORD OF MOUTH  
                  (Because I've heard of it happening - thru conversations I've had with others - I've heard about other people's experiences with them)
- 5.8%            7. LOWER COST/DISCOUNT  
                  (They cost less - they don't get paid as much commission - you get your price at a discount rate)
- 16.8%          8. ALL OTHER COMMENTS ON COST  
                  (If you want the best you have to pay for it - you only get what you pay for)

- .4% 9. AGENTS WON'T COOPERATE  
(Generally it appears they won't show homes at a low percentage)
- 27.0% 10. ALL OTHER REASONS
- 8.0% 11. HAVEN'T HEARD OF/DON'T KNOW ENOUGH ABOUT THEM  
(Not familiar with the discount agents' performance not aware of any agent with a discount rate - haven't heard of them - I don't know what a discount agent d
- 6.6% 12. ALL INDETERMINABLE COMMENTS
- 0. NO ANSWER

The next few questions are concerned with how you selected the listing price for your home.

29. What was the single most influential source of information you used to help determine the listing price for your home? Was it . . . (READ LIST)

- 3.2% 1 . . . NEWSPAPER ADS FOR OTHER SIMILAR HOMES
- 2.0% 2 . . . DISCUSSIONS WITH FRIENDS, NEIGHBORS, ETC.
- 21.0% 3 . . . "COMPARABLES" PROVIDED BY AGENT
- 30.5% 4 . . . ADVICE OF AGENTS
- 8.9% 5 . . . APPRAISAL THAT YOU PAID FOR
- 15.0% 6 . . . PRICES OF RECENT SALES THAT YOU FOUND OUT ABOUT
- 14.7% 7 . . . PERSONAL KNOWLEDGE OF THE VALUE OF HOMES
- 1.7% 8 . . . PRICE WE NEEDED TO GET
- 2.9% 9 . . . ALL OTHERS
- . . . OTHER (SPECIFY) \_\_\_\_\_

30 a. Did you suggest a listing price to your agent?

- 68.7% 1 . . . YES - (GO TO QUESTION 31)
- 31.1% 2 . . . NO - (CONTINUE) (109)

b. Did you have a listing price in mind?  
(N = 109)

- 68.8% 1 . . . YES
- 31.2% 2 . . . NO

31. Did your agent suggest a listing price to you?  
(N = 348)

- 83.0% 1 . . . YES
- 17.0% 2 . . . NO



- 11.2% 1. BY LAW
- 23.1% 2. BY BOARD OF REALTORS  
(State control by Real Estate Commission - contro Board of Realtors - percentage of sale determ Realtors Association - Real Estate Board in the c which you live)
- 23.1% 3. BY REALTY COMPANY  
(Agency sets the percentage - established by the brokerage firm - by the realtors - fixed by realt
- 19.5% 4. BASED ON VALUE OF HOME/STRAIGHT PERCENTAGE OF SALE  
(By the value of your home - on the price of the h sale price of home)
- 2.4% 5. RATES ARE FLEXIBLE/NEGOTIABLE
- 18.9% 6. ALL OTHERS
- 1.8% 7. ALL INDETERMINABLE COMMENTS

In the event of multiples, accept total responses.

\_\_\_\_\_ . . . . . DON'T KNOW - (GO TO QUESTION 38)

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

- 24.9% 1 . . . FROM MY AGENT
- 7.1% 2 . . . FROM ANOTHER AGENT
- 5.9% 3 . . . READ IN NEWSPAPER, MAGAZINE, ETC.
- 5.9% 4 . . . FROM FRIEND/NEIGHBOR
- 4.1% 5 . . . PREVIOUS EXPERIENCE IN REAL ESTATE
- 5.9% 6 . . . ALL OTHER COMMENT ON PREVIOUS KNOWLEDGE
- 26.2% 7 . . . ASSUMED KNOWLEDGE/Common SENSE
- 7.7% 8 . . . ALL OTHER WAYS
- 10.7% 9 . . . D.K.
- 1.2% 10 . . . INDETERMINABLE  
(179 out of range)

38. Did you attempt to bargain with your agent about the sales commission?  
(N = 348)

- 24.7% 1 . . . . YES - (CONTINUE) (86)
- 75.3% 2 . . . . NO - (GO TO QUESTION 40) (262)

39. Was this before or after the listing agreement was signed?  
(N = 85)

83.5% 1 . . . BEFORE  
11.8% 2 . . . AFTER  
4.7% 3 . . . BOTH

40. What comments did your agent make about the commission percentage rates?

(N = 346)

- .6% 1. RATES ARE FIXED BY LAW
- 16.5% 2. RATES ARE A FLAT/STANDARD RATE  
(That we were paying a standard rate - that it was a flat rate - he said it was a set commission - a set figure)
- 4.9% 3. RATES ARE NOT NEGOTIABLE  
(He couldn't negotiate - it was non-negotiable)
- 6.4% 4. RATES ARE NEGOTIABLE  
(He said he would lower it because we were friends - she said she would deduct 1% off her commission)
- 1.2% 5. RATES WERE REASONABLE  
(That it wasn't as high as others but was reasonable - this percentage rate was lower than some other areas)
- 29.2% 6. JUST STATED WHAT RATE WAS  
(You know our commission is 6% - it was 6% of our selling price - his company had to have 3% of the sale - she just explained what the rate was)
- 30.6% 7. MADE NO COMMENT  
(None -- nothing)
- 7.2% 8. ALL OTHERS
- 3.2% 9. DON'T KNOW
- .3% 11. ALL INDETERMINABLE COMMENTS
- 0. NO ANSWER

Multiples were accepted by the Telephone Department for this question.

41. Did your agent give you any reduction in commission, a rebate, or a gif

23.9% 1 . . . YES - (CONTINUE) (83)  
 76.1% 2 . . . NO - (GO TO QUESTION 44) (265)

42. Which one was it?  
 (N = 83)

12.6% 1 . . . REDUCTION IN COMMISSION - (ASK:) How much?  
 (44/348) (RECORD IN DOLLARS OR PERCENTAGE)

Dollar Reductions

	<u>\$1 - \$100</u>	<u>\$101 - \$500</u>	<u>\$501 - \$1000</u>	More than <u>\$1000</u>
	(1)	(3)	(2)	(2)

Percentage Reductions

<u>0% - .5</u>	<u>.51% - 1.0%</u>	<u>1.01% - 1.5%</u>	<u>1.51% - 2.5%</u>	More than <u>2.</u>
(1)	(23)	(2)	(6)	(2)

1.7% 2 . . . CASH REBATE - (ASK:) How much?  
 (6/348)

Dollar Amount

<u>\$1 - \$50</u>	<u>\$51 - \$100</u>	<u>\$101 - \$250</u>	More than <u>\$250</u>
(0)	(1)	(1)	(0)

9.2% 3 . . . GIFT - (ASK:) What is the estimated value?  
 (32/348)

Estimated Dollar Value

<u>\$1 - \$50</u>	<u>\$51 - \$100</u>	<u>\$101 - \$250</u>	More than <u>\$250</u>
(24)	(2)	(2)	(0)

0.3% . . . OTHER (SPECIFY)  
 (1/348)

(ASK:) What is the estimated value? \$ \_\_\_\_\_

43. Was this reduction . . . (READ LIST)  
 (N = 82)



50. Who did you think the other agent was representing? (DO NOT READ LIST)  
(N = 271)

6.3%	1 . . .	RESPONDENT
69.7%	2 . . .	THE BUYER
11.1%	3 . . .	RESPONDENT AND THE BUYER
11.4%	4 . . .	HIMSELF, HERSELF, THE BROKER
1.5%	5 . . .	OTHER (SPECIFY)

— . . . DON'T KNOW - (GO TO QUESTION 52)

51. Why did you think that?

(N = 271)

.4%	1.	WE HAD DIFFERENT AGENT (He contacted my agent to say he had a buyer)
3.0%	2.	AGENT BARGAINED FOR BETTER PRICE/DEAL
3.0%	3.	RECEIVED HELP/SERVICE FROM AGENT (He was my son - the way she talked to us and helped - I felt they bargained for us)
0%	4.	BY LAW AGENT HAS TO REPRESENT ME
7.0%	5.	BUYER'S AGENT BARGAINED FOR LOWER PRICE (He talked us down on our price)
3.3%	6.	BUYER'S AGENT LOOKED OUT FOR BUYER'S INTEREST AT CLOSING (At the closing, he was with her to make sure everything was being taken care of for her)
1.1%	7.	BUYER'S AGENT DID NOT COOPERATE/HAVE MUCH CONTACT WITH SELLER (No cooperation on their part to suggest a moving date all comments were made for buyer)
12.2%	8.	BUYER'S AGENT ACCOMPANIED THE BUYER (He came with them when they came to look at the house he was showing the guy the house)
3.7%	9.	BUYER'S AGENT SAID HE WAS REPRESENTING THE BUYER (He said he was)
3.3%	10.	JUST ASSUMED AGENT WAS REPRESENTING BUYER (No special knowledge)
21.0%	11.	ALL OTHER COMMENTS ON AGENT'S HELP/SERVICE TO BUYER

- |       |   |
|-------|---|
| 10.0% | 12. AGENT REPRESENTED BOTH OF US<br>(It's customary that the agent represents both - he was both our agent and hers - she was very fair to both families taking everybody's needs into consideration) |
| 2.6%  | 13. REPRESENTING HIMSELF/THE BROKER   |
| 22.1% | 14. ALL OTHER REASONS   |
| 3.7%  | 15. DON'T KNOW  |
| 3.7%  | 16. ALL INDETERMINABLE COMMENTS   |
|       | 0. NO ANSWER  |

Code total responses.

52 a. Was the agent the buyer used from the same firm as your agent or a different firm?  
(N = 304)

38.5%	1 . . . .	SAME - (CONTINUE)	(117)
60.2%	2 . . . .	DIFFERENT	(183)
1.3%	3 . . . .	DON'T KNOW	(4)

b. Did you and the buyer use the same agent?  
(N = 117)

63.2%	1 . . . .	YES	(74)
36.8%	2 . . . .	NO	(43)

(NOTE: IF "YES" TO QUESTION 52b AND CODE 3 "RESPONDENT AND BUYER" TO QUESTION 50 GO TO QUESTION 55)

53. Who do you think your agent was representing? (DO NOT READ LIST)  
(N = 316)

73.7%	1 . . . .	RESPONDENT
6.0%	2 . . . .	THE BUYER
4.7%	3 . . . .	RESPONDENT AND THE BUYER
10.4%	4 . . . .	HIMSELF, HERSELF, THE BROKER
5.1%	5 . . . .	OTHER - (GO TO QUESTION 55)

54. Why did you think that?

(N = 305)

- |       |     |   |
|-------|-----|---|
| 13.8% | 1.  | AGENT BARGAINED TO GET BEST PRICE/DEAL FOR US<br>(He was looking to get the best deal available<br>the price we wanted) |
| 1.0%  | 2.  | LOOKED OUT FOR OUR INTERESTS AT CLOSING   |
| 23.6% | 3.  | AGENT LOOKED OUT FOR OUR BEST INTERESTS<br>(All transactions were in our best interest)                                 |
| .3%   | 4.  | AGENT DID NOT COOPERATE/HAVE MUCH CONTACT WITH BUYER  |
| 21.3% | 5.  | AGENT SAID HE REPRESENTED US/WE HIRED THE AGENT TO SELL<br>HOME   |
| .7%   | 6.  | AGENT BY LAW HAS TO REPRESENT THE SELLER  |
| 0%    | 7.  | BUYER HAD DIFFERENT AGENT   |
| 3.3%  | 8.  | BUYER RECEIVED HELP/SERVICE FROM AGENT  |
| 3.0%  | 9.  | AGENT REPRESENTED BOTH OF US<br>(He was working for both of us)   |
| 3.9%  | 10. | REPRESENTED HIMSELF/THE BROKER  |
| 22.6% | 11. | ALL OTHER REASONS   |
| 3.3%  | 12. | DON'T KNOW  |
| 3.3%  | 13. | ALL INDETERMINABLE COMMENTS   |
|       | 0.  | NO ANSWER   |

55. If you were to sell another home, and if the agent who handled the sale of your last home were available, how likely would you be to use that agent again? (RELIST)  
(N = 348)

42.2%	1	DEFINITELY WOULD	Coding for cross tabs: 1 = 1 = 42.2% 2 = 2, 3 = 30.2% 3 = 4-7 = 27.6%
17.0%	2	VERY LIKELY WOULD	
13.2%	3	PROBABLY WOULD	
6.3%	4	NOT SURE	
5.2%	5	PROBABLY WOULD NOT	
2.6%	6	VERY UNLIKELY	
13.5%	7	DEFINITELY WOULD NOT	

57.\* Including the home you just sold, how many homes of all types have you sold in total?

NUMBER OF HOMES SOLD: Mean 2.0  
 (See #58, below) Median 1.6 See below

58. In total how many homes of all types have you purchased?

NUMBER OF HOMES BOUGHT: Mean 2.8  
 Median 2.4 See below

<u>Number of Homes</u>	<u>Q57 Homes Sold</u>	<u>Q58 Homes Bought</u>
1	47.4%	10.9%
2	27.3%	42.0%
3	13.8%	25.6%
4	5.7%	10.6%
5	2.0%	5.7%
6	2.0%	1.1%
7	.6%	2.0%
8	.6%	1.1%
9	.6%	.6%
0	0%	.3%

59. Did the agent who handled this sale of your home provide you with a written itemized list of the services he/she would perform before you signed the listing agreement?

57.1% 1 . . . YES  
 33.4% 2 . . . NO  
 9.5% 3 . . . DON'T REMEMBER

60. Finally, I am going to read you 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)

\* Number 56 was skipped on the questionnaire.

		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 THE SAME SALES COMMISSION . . . . .	15.0	54.0	11.1	17.3	2.6
b.	MY AGENT PRESSURED ME TO ACCEPT AN OFFER	3.7	8.6	4.9	50.0	32.8
c.	THE INFORMATION I GOT FROM MY AGENT GENERALLY WAS RELIABLE. . . . .	34.8	56.9	3.2	3.7	1.4
d.	MY AGENT TOLD ME HOW HIGH HE THOUGHT THE BUYER WOULD GO. . . .	19.4	46.8	10.7	18.2	4.9
e.	MY AGENT DESCRIBED ADEQUATELY THE SERVICES HE/SHE WOULD PERFORM	27.9	55.5	6.3	8.6	1.7
f.	MOST AGENTS ARE WILLING TO NEGOTIATE SALES COMMISSIONS. . . . .	4.2	19.2	24.0	35.9	16.8
g.	MY AGENT GOT ME A GOOD PRICE FOR MY HOUSE.	29.3	54.9	7.5	5.5	2.9
h.	MY AGENT GAVE ME ACCURATE INFORMATION ABOUT THE HOUSING MARKET. . . .	37.4	52.3	4.9	4.6	
i.	MY AGENT PLAYED A MAJOR ROLE IN NEGOTIATING WITH THE BUYER. . . . .	37.1	43.4	7.5	8.3	3.7
j.	MY AGENT SUGGESTED A REALISTIC LISTING PRICE . . . . .	32.2	51.4	4.0	10.3	2.0
k.	I TOLD MY AGENT THE LOWEST PRICE I WOULD ACCEPT. . . . .	36.2	42.5	3.7	13.8	3.7

DO YOU . . .

	<u>Strongly Agree</u>	<u>Agree</u>	<u>Neither Agree Nor Disagree</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
l. IT WAS VERY IMPORTANT TO ME THAT MY HOME BE LISTED ON MULTIPLE LISTING SERVICE. . .	48.1	32.6	9.2	8.4	1.7
m. I RELIED ON MY AGENTS ADVICE A GREAT DEAL WHEN MAKING DECISIONS ABOUT THE SALE OF MY HOUSE. . . . .	27.3	48.0	10.6	10.3	3.7
n. I WOULD RECOMMEND MY AGENT TO A FRIEND. .	43.4	37.4	4.6	7.8	6.9
o. MY AGENT WAS MORE INTERESTED IN EARNING A COMMISSION THAN IN REPRESENTING ME. . .	8.6	8.3	7.8	44.0	31.3
p. MOST AGENTS PROVIDE SELLERS THE SAME SERVICES . . . . .	8.3	53.4	14.5	20.4	3.5
q. MY AGENT SUGGESTED AN INITIAL LISTING PRICE WHICH WAS MUCH TOO HIGH . . . . .	1.4	3.4	2.9	63.5	28.7
r. COMMISSION PERCENTAGE RATES ARE FIXED BY LAW. . . . .	4.5	22.7	33.1	27.6	12.0

61. On the 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 that the services you received from your agent were worth the sales commission you paid?

0	1	2	3	4	5	6	7	8	9	10
3.7%	1.4%	2.6%	3.7%	2.3%	11.2%	4.9%	8.9%	18.7%	11.5%	30.8%

62. In what city and state is the home you sold?

CITY: \_\_\_\_\_

STATE: \_\_\_\_\_

LARO:PRR:efg:#45:NFOQuest  
2/19/82

Trans-Continental Industries, Inc.  
Oveda Chemical, R & H Chemical  
May 3, 1983

I spoke today with Ralph Cook, the Postal Inspector (Phone: 688-3026) to inquire about the orders he said he would send me, and which I have not yet received. He indicated he was awaiting the signing of a third order, against the new owners of Oveda, before sending copies. (The two other orders are against the old owners of Oveda and R & H.) He suggested that I come down to his office to look at what they have, and that I could copy anything I wanted. I set up an appointment to meet him this Friday, May 6 at 10:30 a.m., at his offices at 601 W. 5th Street, near Grand Ave, in the Business Bank Building, on the second floor.

I indicated that I would be prepared to discuss Trans-continental Industries with him, and he was agreeable. We believe that they may be selling the identical product that he has had tested (the product sold by R & H and Oveda), and which has proven to be virtually useless as as mileage extender.