

TABLE 1: USAGE OF AGENTS BY HOME BUYERS AND SELLERS  
IN SCREENER SURVEY

	Used Agent in both Transactions	Used Agent only to sell	Used Agent only to buy	Did not use agent	" other	No Response or multiple responses	Totals
Bought and Sold (Yes to questions 1, 8)	586 <sup>b</sup>	174	141 <sup>c</sup>	109	55 <sup>e</sup>	20 <sup>f</sup>	1085
Sold Only (Yes to question 1; no to 8)	-	176	-	64	7	1	248
Bought Only (No to question 1; yes to 8)	-	-	472 <sup>d</sup>	220	22	9	723
Totals	586	350	613	393	84	30	2055

- Respondents who gave answers 1, 2, or 3 to question 5 were classified as "using an agent to buy." Note that this includes buyers who stated that they did not use an agent, but the seller of the home did (answer 3). Respondents who gave answers 2 or 5 to question 11 were classified as "using an agent to sell." This does not include sellers who at some time hired an agent but ended up selling the home themselves (answers 3 or 4).
- 16 of these 586 respondents gave answer 3 to question 5.
- 18 of these 141 respondents gave answer 3 to question 5.
- 29 of these 472 respondents gave answer 3 to question 5.
- Column 5 indicates how many respondents answered "other" to questions 5 or 11 regarding the use of agents. The 55 respondents in row 1, column 5 include 32 respondents who answered "other" to question 5, 21 respondents who answered "other" to question 11, and 2 respondents who answered "other" to both questions.
- Column 6 indicates how many respondents gave either no answer or multiple answers to questions 5 or 11. The 20 respondents in row 1, column 6 include 14 indeterminate answers to question 5 and 6 indeterminate answers to question 11.



TABLE 2: THE SELECTION OF THE BUYERS SAMPLE

	Total Pool	NFO Pool	Telephone Pool	Final Sample
Bought only* (with agent)	472	472	209	141
Bought and sold (used agent only to buy)	141	113	54	34
Bought and sold (used agent to buy and sell)	586	586	255	174
Bought and sold (miscellaneous)	27	0	0	0
Total buyers (with agents)	1226	1171	518	349

\*Each row reports the number of respondents who responded yes to screener question 1, gave answers 1, 2, or 3 to screener question 5, and who answered questions 8 and 11 as follows:

row 1: question 8: no

row 2: question 8: yes; question 11: answers 1, 3, or 4.  
(However, NFO inexplicably deleted all 28 respondents who gave answers 3 or 4 to question 11 from the pool, as indicated by the reduction from 141 to 113 respondents in column 2).

row 3: question 8: yes; question 11: answers 2 or 5.

row 4: question 8: yes; question 11: no answer, multiple answers, or "other" answer.

TABLE 3: SELECTION OF THE SELLERS SAMPLE

	Total Pool	NFO Pool	Telephone Pool	Final Sample
Sold only* (with agent)	176	176	103	68
Bought and sold (used agent only to sell)	174	174	98	64
Bought and sold (used agent to buy and sell)	596	586	317	216
Bought and sold (miscellaneous)	46	0	0	0
Total sellers (with agents)	982	936	518	348

\*Each row reports the number of respondents who responded yes to screener question 8, gave answers 2 or 5 to question 11, and who answered questions 1 and 5 as follows:

row 1: question 1: no

row 2: question 1: yes; question 5: answer 4

row 3: question 1: yes; question 5: answer 1, 2, or 3

row 4: question 1: yes; question 5: no answer or multiple answers

TABLE 4: Demographic Characteristics of Survey Respondents

	ANS estimates of recent movers <sup>a</sup>		NFO screener		other NFO samples		
	home- owners	all housing units	total outgo	home- buyers	home- sellers	buyers	sellers
Northeast	13.0%	16.1%	17.2%	18.1%	17.2%	20.1%	20.2%
Northcentral	26.2%	24.1%	25.4%	25.6%	25.6%	26.9%	24.7%
South	37.4%	34.6%	32.4%	32.2%	32.3%	29.2%	29.3%
West	23.4%	25.2%	25.0%	24.2%	25.0%	23.8%	25.8%
Non-metro- politan	35.6%	29.2%	26.7%	25.7%	25.4%	19.5%	24.7%
type of household:							
husband/wife	75.5%	50.9%	79.2% <sup>b</sup>			90.3%	94.5%
male head/two or more members	5.6%	9.1%	.6% <sup>b</sup>			.6%	.0%
female head/two or more members	6.4%	14.9%	9.3% <sup>b</sup>			4.0%	2.4%
male - one member	7.2%	13.1%	3.2% <sup>b</sup>			1.1%	.6%
female - one member	5.3%	12.1%	7.7% <sup>b</sup>			4.0%	2.6%
household income:							
Under \$10,000	15.1%	37.2%	22.0%	10.1%	11.3%	9.5%	9.5%
\$10,000-\$14,999	17.9%	21.9%	20.1%	16.2%	15.5%	16.3%	12.1%
\$15,000-\$19,999	16.4%	13.8%	19.8%	21.0%	20.1%	20.9%	20.7%
\$20,000-\$24,999	16.8%	10.6%	15.2%	19.4%	18.8%	20.9%	19.8%
\$25,000 or more	33.8%	16.5%	22.9%	33.3%	34.3%	32.4%	37.9%

a. Source: Annual Housing Survey, 1979, Part D, Housing Characteristics of Movers, tables B1, C1, D1, and E1.

b. These percentages refer to the screener respondents, not the entire screener sample.

Table 5

Sellers' Use of Brokers

	Total number	Sold home without broker	Tried without broker/then sold through broker	Listed with broker/sold without broker	non-exclusive listing/without broker	only used broker	multiple responses	with broker plus others	used broker	tried sale by owner
	1	2	3	4	5	6	7	2+5+6+7	2+3+4+5	1+2+3+4
All sellers	1333	162	38	20	804	30	7	1003	1024	492
	100%	12.2%	2.9%	1.5%	60.3%	2.3%	.5%	75.2%	76.8%	36.9%
Single family house	1089	132	28	15	720	26	0	852	895	336
	81.7%	12.1%	2.6%	1.4%	66.1%	2.4%	0%	78.2%	82.2%	30.9%
Mobile home	116	14	4	1	14	1	0	29	33	101
	8.7%	12.1%	3.4%	.9%	12.1%	.9%	0%	25.0%	28.4%	87.1%
Town house	33	7	1	2	18	0	0	25	28	15
	2.5%	21.2%	3.0%	6.1%	54.5%	0%	0%	75.8%	84.8%	45.5%
Farm	25	2	1	1	12	1	0	15	16	12
	1.9%	8.0%	4.0%	4.0%	48.0%	4.0%	0%	60.0%	64.0%	48.0%
Condominium	24	2	1	0	14	1	0	17	17	9
	1.8%	8.3%	4.2%	0%	58.3%	4.2%	0%	70.8%	70.8%	37.5%
Duplex	14	0	1	0	9	0	0	9	10	5
	1.1%	0%	7.1%	0%	64.3%	0%	0%	64.3%	71.4%	35.7%
Cooperative	3	0	1	0	1	0	0	1	2	2
	.2%	0%	33.3%	0%	33.3%	0%	0%	33.3%	66.7%	66.7%
Other	20	5	1	1	9	1	0	15	10	10
	1.5%	25.0%	5.0%	5.0%	45.0%	5.0%	0%	75.0%	50.0%	50.0%
No answer	9	0	0	0	7	0	0	17	17	2
	.7%	0%	0%	0%	77.8%	0%	0%	77.8%	77.8%	22.2%
All single family houses	1089	132	28	15	720	26	7	885	895	336
	14.8%	12.1%	2.6%	1.4%	66.1%	2.4%	.6%	81.3%	82.2%	30.9%
homebuyers	882	100	24	12	587	20	6	713	723	268
	15.0%	11.3%	2.7%	1.4%	66.6%	2.3%	.7%	80.8%	82.0%	30.4%
non-homebuyers	198	32	4	2	124	6	1	163	162	67
	14.6%	16.2%	2.0%	1.0%	62.6%	3.0%	.5%	82.3%	81.8%	33.8%

\* The numbers in column headings refer to the numbered answers to screener question 11. The percentages in column one use a base of 1333, the total number of houses sold. The percentages in all other columns use as a base the frequency of responses reported in column 1.

Table 6  
Buyers' Use of Brokers

	Total number	Same broker 1	Differ- ent broker 2	Seller only used			No broker 4	other 5	missing/ multiples 0	Seller used		Buyer used	
				broker 3	broker 3	broker 3				broker 1+2+3+5+0	broker 1+2	others 1+2+5+0	
All buyers	1808 100%	541 29.9%	617 34.1%	63 3.5%	58 3.1%	23 1.3%	1221 67.5%	1300 72.0%	1158 64.0%	1237 68.4%			
Single family house	1481	458 30.9%	559 37.7%	51 3.4%	356 24.0%	12 .8%	1068 72.1%	1125 76.0%	1017 68.7%	1074 72.5%			
Mobile home	137	23 16.8%	6 4.4%	4 2.9%	90 65.7%	8 5.8%	33 24.1%	47 34.3%	29 21.2%	43 31.4%			
Town house	35	13 37.1%	12 34.3%	3 8.6%	6 17.1%	0 2.9%	28 80.0%	29 82.9%	25 71.4%	26 74.3%			
Farm	40	13 32.5%	8 20.0%	0 0%	19 47.5%	0 0%	21 52.5%	21 52.5%	21 52.5%	21 52.5%			
Condominium	45	14 31.1%	13 28.9%	2 4.4%	13 28.9%	2 4.4%	29 64.4%	32 71.1%	27 60.0%	30 66.7%			
Duplex	25	7 28.0%	9 36.0%	1 4.0%	6 24.0%	2 8.0%	17 68.0%	19 76.0%	16 64.0%	18 72.0%			
Cooperative	3	1 33.3%	1 33.3%	0 0%	1 33.3%	0 0%	2 66.7%	2 66.7%	2 66.7%	2 66.7%			
Other	27	9 33.3%	5 18.5%	2 7.4%	10 37.0%	1 3.7%	16 59.3%	17 63.0%	14 51.9%	15 55.6%			
No answer	15	3 20.0%	4 26.7%	0 0%	7 46.7%	0 0%	7 46.7%	8 53.3%	7 46.7%	8 53.3%			
All SFH (single family houses)	1481	458 30.9%	559 37.7%	51 3.4%	356 24.0%	12 .8%	1068 72.1%	1125 76.0%	1017 68.7%	1074 72.5%			
New SFH	425	123 28.7%	68 16.0%	21 4.9%	182 42.8%	24 5.6%	212 49.9%	243 57.2%	191 44.9%	222 52.2%			
Sellers	301	91 30.2%	53 17.6%	14 4.7%	119 39.5%	6 2.0%	158 52.5%	182 60.5%	144 47.8%	168 55.8%			
Non-sellers	119	32 26.9%	14 11.8%	6 5.0%	60 50.4%	6 5.0%	52 43.7%	59 49.6%	46 38.7%	53 44.5%			
Old SFH	1047	329 70.7%	490 46.8%	28 2.7%	172 16.4%	21 2.0%	847 80.9%	875 83.6%	819 78.2%	847 80.9%			
Sellers	609	173 21.4%	314 51.5%	15 2.5%	92 15.1%	10 1.6%	502 82.4%	517 84.9%	487 80.0%	502 82.4%			
Non-sellers	434	156 35.9%	173 39.9%	13 3.0%	79 18.2%	11 2.5%	342 78.8%	355 81.8%	329 75.8%	342 78.8%			

\* This table provides cross-tabulations of questions 4, 5 and 8. The numbers in the column headings refer to the numbered answers to screener question 5. The percentages in column one use a base of 1808, the total number of homes bought, or 1481, the number of single family houses bought. The percentages in all other columns use as a base the frequency of responses reported in column one.

Table 7

Distribution of Percentage Commission Fees by Type of Home Sold  
Frequencies, Percentages, and Cumulative Percentages

	2	2.5	3	4	4.5	4.9	5	5.5	6	6.05	6.5	7	7.5	8	9	9.5	10	20	Total
All homes	1	1	13	10	3	1	41	4	495	1	10	304	13	8	2	2	29	2	939
	.1	.1	1.4	1.1	.3	.1	4.4	.4	52.7	.1	1.1	32.4	1.4	.9	.2	3.1	.1	100%	100%
	.1	.2	1.6	2.7	3.0	3.1	7.5	7.9	60.6	60.7	61.8	94.1	95.5	96.6	96.8	99.9	100	100	100%
Single Family Homes	1	1	10	10	2	0	35	4	450	0	9	274	11	4	2	1	14	1	829
	.1	.1	1.2	1.2	.2	0	4.2	.5	54.3	0	1.1	33.1	1.3	.5	.2	.1	1.7	.1	100%
	.1	.2	1.4	2.7	2.9	2.9	7.1	7.6	61.9	61.9	63.0	96.0	97.3	97.8	98.1	98.2	99.9	100	100%
Mobile Homes	0	0	0	0	0	0	2	0	9	0	0	1	1	0	0	0	10	0	23
	0	0	0	0	0	0	8.7	0	39.1	0	0	4.3	4.3	0	0	0	43.5	0	100
	0	0	0	0	0	0	8.7	8.7	47.8	47.8	47.8	52.2	56.5	56.5	56.5	56.5	100	100	100
Town Houses	0	0	2	0	0	0	0	0	9	1	0	13	0	1	0	0	0	0	26
	0	0	7.7	0	0	0	0	0	34.6	3.8	0	50	0	3.8	0	0	0	0	100
	0	0	7.7	7.7	7.7	7.7	7.7	7.7	42.3	46.2	46.2	96.2	96.2	100	100	100	100	100	100
Farms	0	0	0	0	0	0	2	0	6	0	0	2	0	0	0	0	2	0	12
	0	0	0	0	0	0	16.7	0	50	0	0	16.7	0	0	0	0	16.7	0	100
	0	0	0	0	0	0	16.7	16.7	66.7	66.7	66.7	83.3	83.3	83.3	83.3	83.3	100	100	100
Condo-miniums	0	0	1	0	1	0	0	0	8	0	0	4	1	1	0	0	0	0	16
	0	0	6.2	0	6.2	0	0	0	50	0	0	25	6.2	6.2	0	0	0	0	100
	0	0	6.2	6.2	12.5	12.5	12.5	12.5	62.5	62.5	62.5	87.5	93.8	100	100	100	100	100	100
Duplexes	0	0	0	0	0	1	0	0	2	0	0	4	0	1	0	0	0	0	8
	0	0	0	0	0	12.5	0	0	25	0	0	50	0	12.5	0	0	0	0	100
	0	0	0	0	0	12.5	12.5	12.5	37.5	37.5	37.5	87.5	87.5	100	100	100	100	100	100
Coops	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	2
	0	0	0	0	0	0	50	0	0	0	0	0	0	0	0	0	50	0	100
	0	0	0	0	0	0	50	50	50	50	50	50	50	50	50	50	100	100	100
Others	0	0	0	0	0	0	1	0	11	0	1	6	0	1	0	1	2	0	23
	0	0	0	0	0	0	4.3	0	47.8	0	4.3	21.1	0	4.3	0	4.3	8.7	0	100
	0	0	0	0	0	0	4.3	4.3	52.2	52.2	56.5	82.6	82.6	87.0	87.0	91.3	100	100	100

Table 8

Reductions in Percentage Commission Fees\*

	.5	1	1.5	1.8	2	3	4	4.6	5	6	7
Raw data											
Tried sale by owner then sold through broker	0	9	1	1	1	1	0	0	1	0	1
Sold only through broker	1	12	2	0	4	2	1	1	0	3	0
Non-exclusive listing sold by owner	0	0	0	0	0	1	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	1	0	0
Revised tables:											
Tried sale by owner/ then sold through broker	0	10	1	1	2	1					
Sold only through broker	2	14	3	0	5	2					
Non-exclusive listing sold by owner	0	0	0	0	0	1					
Other	0	1	0	0	0	0					

\* This table gives raw and adjusted crosstabulations of questions 11 and 12c of the screener questionnaire for sellers of single family houses. The column headings refer to the reductions in brokerage commissions in percentage terms reported in response to question 12c.

Table 9

Initial and Transactions Fees for Sellers of Single Family House Who Sold Through Brokers\*  
 Frequencies, Percentages, and Cumulative Percentages

	2	2.5	3	4	4.2	4.5	4.6	5	5.5	6	6.5	7	7.5	8	9	9.5	10
Only used broker/ before reductions	1	.2	.3	1.2	2.5	2.6	2.6	6.9	7.4	61.1	62.0	96.3	97.4	97.8	98.0	98.2	100
after reductions	1	.2	.3	1.1	1.4	2.8	3.1	9.4	10.0	62.8	63.7	96.5	97.5	97.8	98.0	98.2	100
Tried sale by owner/ before reductions	0	0	0	0	0	0	0	5	1	74	2	36	4	1	0	0	1
after reductions	0	0	0	0	0	0	0	4.0	.8	58.7	1.6	28.6	3.2	.8	0	0	.8
Total sales with broker/ before reductions	1	.1	.2	1.0	2.2	2.2	2.4	6.7	7.2	61.7	62.8	96.1	97.6	98.1	98.2	98.3	100
after reductions	1	.1	.2	1.2	2.2	2.2	2.4	9.7	10.3	63.9	61.9	96.4	97.8	98.1	98.2	98.3	100

\* This table provides a frequency analysis of the answers to screener question 12a and the net percentage brokerage fees derived from questions 12a and 12c for those sellers who gave answer 6 to question 9 and answers 2 or 5 to question 11. The column headings refer to brokerage fees in percentage terms.

Table 10

## Use of Multiple Listing Service as Reported by Sellers

	Sellers who sold through broker 2+5	Sellers who listed through broker/ then sold by owner 3+4	All sellers who used a broker 2+3+4+5	others/ multiples 6+7	All sellers who listed through broker+ others 2+3+4+5+6+7
All sellers	837/951 87.9%	39/56 69.6%	876/1007 87.0%	20/31 64.5%	896/1038 86.3%
Single family house	756/844 89.6%	30/41 73.2%	786/885 88.8%	19/28 67.9%	805/913 88.2%
Mobile home	16/28 57.1%	5/5 100%	21/33 63.4%	0/0	21/33 63.4%
Town house	23/25 92.0%	1/3 33.3%	24/28 85.7%	0/0	24/28 85.7%
Farm	10/14 71.4%	0/2 0%	10/16 62.5%	1/1 100%	11/17 64.7%
Condominium	13/16 81.2%	0/1 0%	13/17 76.5%	0/1 0%	13/18 72.2%
Duplex	8/9 88.9%	1/1 100%	9/10 90.0%	0/0	9/10 90.0%
Cooperative	1/1 100%	1/1 100%	2/2 100%	0/0	2/2 100%
Other	10/14 71.4%	1/2 50.0%	11/16 68.8%	0/1 0%	11/17 64.7%

\* The second number in each cell refers to the total number of sellers who gave the answers to questions 9 and 11 of the screener questionnaire indicated by the row and column headings. The first number in each cell gives the number of these sellers who reported in question 13 that their real estate agent listed their home on a multiple listing service (MLS). These two numbers are then used to compute the percentage of sellers in each cell who reported that their house was listed on an MLS.

Appendix A

The Screener Questionnaire

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!

[Note: the frequency of each answer is reported first for the entire screener sample. When a second percentage figure is given, is restricted to either the members of the buyers or sellers sample]

1. Did you purchase a home within the past 12 months?

-- YES - (CONTINUE)      -- NO (SKIP TO QU. 8)

**IF MORE THAN ONE PURCHASED, PLEASE ANSWER FOR THE MOST RECENT ONE PURCHASED**

2. When did you move into your home? MONTH: \_\_\_\_\_

YEAR: 19\_\_

[84% of moves were between May and October, 1979]

3. Was the home you bought new or was it previously occupied?

-- NEW 30.8%/18.3%      -- PREVIOUSLY OCCUPIED 69.2%/81.4%

4. Please indicate the type of home you purchased. (CHECK ONE)

--	Townhouse	2.0%	1.7%
--	Condominium Apartment	2.5%	2.6%
--	Cooperative	.2%	.3%
--	Farm	2.2%	1.4%
--	Mobile Home	9.2%	1.2%
--	Single Family House	82.6%	89.7%
--	Duplex	1.4%	1.2%
--	Other (describe) _____	1.5%	2.1%

5. Which of the following best describes the way the purchase of your home was handled? (CHECK ONE)

1.	-- The seller and I used the same agent/broker	30.1%	4
2.	-- The seller used an agent/broker and I used a different agent/broker	34.7%	5
3.	-- The seller used an agent/broker and I did not use an agent/broker	3.5%	
4.	-- No agent/broker was involved in the sale	28.6%	
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: [73% of the purchases were distributed evenly between March and August of 1979]

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] YEAR: \_\_\_\_\_  
80.5% between May and October, 1979]

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

-- YES - (CONTINUE)      -- NO - (SKIP TO QU. 17)

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

9. Please indicate the type of home you sold. (CHECK ONE)

1. Town house	2.5%	2.9%
2. Condominium Apartment	1.7%	1.7%
3. Cooperative	.2%	0.0%
4. Farm	1.8%	1.7%
5. Mobile Home	8.8%	2.6%
6. Single Family House	88.2%	88.4%
7. Duplex	1.1%	1.2%
8. Other (Describe):	1.5%	1.5%

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

-- YES 2.1% 1.4%      -- NO 97.8% 98.6%

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

1. -- Sold home yourself without ever using an agent/broker (SKIP TO QUESTION 15)	20.3%	0%
2. -- First tried to sell home yourself but then used an agent/broker	12.2%	19.8%
3. -- First listed home with an agent/broker but ended up selling it yourself.	2.9%	0%
4. -- Had a non-exclusive listing with an agent/broker and sold it yourself.	1.4%	0%
5. -- Used only an agent/broker and the agent/broker sold the home.	60.4%	80.2%
6. -- Other (describe): _____	2.3%	0%

12. a. If an agent/broker was used, was their fee stated to you a percent of the selling price or as a flat fee (fixed dollar amount)?
- \_\_ Percent -----Please state the percentage: \_\_\_\_\_%
- \_\_ Flat fee (fixed dollar amount) - Please state the amount \$\_\_\_\_\_
- \_\_ Other (describe): \_\_\_\_\_
- b. Were any reductions in the fee later agreed by you and the broker?
- \_\_ YES (CONTINUE) \_\_ NO (SKIP TO QUESTION 13)
- c. Please state how much the reduction was in dollar amount or percentage.
- \_\_ Please state the percentage: \_\_\_\_\_%
- \_\_ Please state the dollar amount: \_\_\_\_\_\$
13. Did your agent/broker list your home on a multiple listing service?
- \_\_YES - (CONTINUE) 86.3% 91.7% \_\_NO (SKIP TO QUESTION 15) 13.7% 8.3%
14. Was the listing ever changed to lower the price?
- \_\_YES 25.3% \_\_NO (CONTINUE) 74.7%
- \_\_How many times
- 1: 76.3% 2: 18.5% 3: 5.2%
15. As closely as you can recall, when did you put your home on the market?
- MONTH: \_\_\_\_\_ [Mode: May] YEAR: \_\_\_\_\_ [1978: 15%, 1979: 83%]
- [67% of the responses were between March and July, 1979]
16. As closely as you can recall, what was the closing date (the date you no longer owned the home)?
- MONTH: \_\_\_\_\_ [Mode: August] Year: \_\_\_\_\_
- [79% of the responses were between May and October, 1979]
17. Please write your age and check to indicate your sex.
- AGE: \_\_\_\_\_ SEX: \_\_\_Male \_\_\_Female
18. What is your current telephone number?
- AREA CODE: \_\_\_\_\_ TELEPHONE NUMBER: \_\_\_\_\_

Appendix B

The Sellers Survey

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 you 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: -----

N = 333

Less than or equal to

1 mo. = 30.6%	7 mos. to 1 yr. = 16.5%
2-3 mo. = 31.2%	1 yr. = 5.7%
4-6 mo. = 15.9%	

(Fifteen additional coded responses of "0 months" may have meant either zero months or no answer.)

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?)

N = 344

NUMBER OF MONTHS: -----

Less than or equal to

1 mo. = 16.9%	7-12 mo. = 11.0%
2-3 mo. = 41.9%	1 yr. = 5.6%
4-6 mo. = 23.0%	don't know/no answer = 1.7%

3. What was the single most important factor leading to your decision to sell your home? [See second page following]

-----  
-----

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

N = 348

72.1%	1	. . .	YES - (GO TO QUESTION 6)	(251)
27.9%	2	. . .	NO - (CONTINUE)	(97)

5. What was? [See next page]

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

N = 348

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

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

N = 348

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

c. What was the name of the franchise broker?

NAME: -----

N = 133

Century 21 = 48.1%  
Gallery of Homes = 4.5%  
ERA = 5.3%  
Uncoded others = 36.1%  
Coded others = 1.6%  
Red Carpet = 4.5%

7. Before listing your home with a real estate broker, did you try to sell it yourself?

N = 348

18.7% 1 . . . YES - (CONTINUE) (65)  
81.3% 2 . . . NO - (GO TO QUESTION 13)

The next few questions are concerned with your experiences with you were trying to sell your home by yourself. Please keep this in mind when responding.

8. What methods did you use to let people know you were trying to sell your house? Was it by . . . (READ LIST) (MULTIPLES ARE ACCEPTABLE)

41.5% 1 . . . SIGNS N = 65  
69.2% 2 . . . NEWSPAPER ADS  
44.6% 3 . . . WORD OF MOUTH  
7.7% 4 . . . FLYERS, LEAFLETS, ETC., or  
4.6% . . . SOME OTHER WAY (SPECIFY) -----

Answers to questions 3 and 5: MOST IMPORTANT FACTOR IN DECISION TO SELL HOME/INFLUENCING TIME TO FIND A BUYER

N=93	N=348	
Q5	Q3	
2.2%	25.3%	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).
6.5%	25.3%	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)
3.2%	0	3. WANTED TO BE MOVED BEFORE START OF SCHOOL
0	1.4%	4. MARRIAGE/DIVORCE/SEPARATION (Divorce)
0	12.1%	5. NEEDED/WANTED BIGGER HOME/MORE LAND (Needed more space - needed more room - need bigger home - increased number in family - we were having children and moving to a larger home - it wasn't big enough)
0	2.9%	6. NEEDED/WANTED SMALLER HOME/LESS LAND (It was too big for our family - too much space for us)
25.8%	6.9%	7. HAD ALREADY PURCHASED/FOUND ANOTHER HOME (We put a contract in on another home - bought a new one - purchased another (home)
19.4%	8.0%	8. ALL COMMENTS ON COST/ECONOMY (School taxes, this is the highest tax bracket in the U.S.A. - to make a better investment - the home I lived in had no energy-saving features - gas economy for commuting)
8.6%	0.0%	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 Question 5 only.
31.2%	17.8%	10. ALL OTHER REASONS
3.2%	.3%	11. ALL INDETERMINABLE COMMENTS

At most one answer was coded.

9. What price were you asking for your home? (RECORD IN EXACT DOLLARS) (NOTE: IF MORE THAN ONE PRICE - RECORD LOWEST ASKED PRICE)

\$\_\_\_\_\_ mean = \$51,586

10. How many months did you try to sell your home by yourself? (PROBE FOR MONTHS AND RECORD IN MONTHS)

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

N = 65

Less than or equal to

1 = 50.8%      7-12 = 3.1%  
2-3 = 33.8%    more than 12 = 0%  
4-6 = 12.3%

11. Approximately, how many offers did you receive during this time period?

NUMBER OF OFFERS: \_\_\_\_\_

0	=	35/65	=	54%
1	=	8/65	=	12%
2	=	9/65	=	14%
3	=	8/65	=	12%
4 or more	=	5/65	=	8%

/ / . . . NONE - (GO TO QUESTION 13)

/ / . . . DON'T KNOW

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

\$\_\_\_\_\_ mean = \$51,596

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

1 . . . OFFERS WERE TOO LOW      18/30 = 60%

2 . . . OFFER OK, BUYER HAD TROUBLE OBTAINING MORTGAGE  
4/30 = 13%

3 . . . BUYER WANTED ME TO PAY "POINTS"    0/30

4 . . . BUYER WANTED ME TO HOLD SECOND MORTGAGE    0/30

5 . . . OTHER (SPECIFY) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ 8/30 = 27%

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 home, 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<br>(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 any problems with selling it) |
| 19.5% | 6. | TO SELL HOME QUICKLY<br>(They could sell it faster - we wanted to sell as fast as we would - need to sell it fast - quick sale needed - wanted quick acting getting rid of the house)  |
| .3%   | 7. | GUARANTEED SALE OF MY HOME<br>(The guaranteed sale of my home - one we listed with had a buy-out program)  |
| 7.2%  | 8. | TO PROVIDE GENERAL EXPERTISE/KNOWLEDGE<br>(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 friends 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

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 of 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)?

[Continued on next page]

	N	VERY IMPORTANT	IMPORTANT	SOMEWHAT IMPORTANT	OF LITTLE IMPORTANCE
HELPING IN GETTING HOME READY FOR SALE	347	16.1	18.2	30.8	34.9
ELIMINATING PEOPLE WHO ARE NOT SERIOUSLY INTERESTED IN THE HOME . . . . .	346	47.1	29.5	15.6	7.8
CHOOSING A LISTING PRICE FOR THE HOME	347	39.8	33.7	20.2	6.3
PROVIDING ACCESS TO POTENTIAL BUYERS. .	347	58.8	34.0	6.1	1.2
ELIMINATING PEOPLE WHO CANNOT AFFORD THE HOME. . . . .	348	51.7	28.7	14.1	5.5
HELPING WITH LEGAL TECHNICALITIES. .	348	59.2	20.7	14.9	5.2
NEGOTIATING WITH POTENTIAL BUYERS.	348	45.7	33.3	16.4	4.6
SHOWING HOME TO BEST ADVANTAGE . . . . .	348	48.9	29.3	16.1	5.7
OBTAINING NEWSPAPER ADVERTISING . . . .	348	37.4	27.6	21.6	13.5
SELLING HOME QUICKLY . . . . .	345	62.6	25.5	9.3	2.6
OBTAINING HIGHEST SALES PRICE . . . .	348	56.9	29.0	10.3	3.7
USING MULTIPLE LISTING SERVICE .	347	66.6	23.3	6.3	3.7

(Table gives percentage of sellers making each response)

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

NUMBER OF AGENTS CONTACTED: ----- - (IF ONE ONLY GO TO QUESTION

N = 347

1 = 63.1%      3 = 10.1%      5 or more = 1.7%  
2 = 20.7%      4 = 2.9%      don't know = 1.4%

b. How many of these did you interview?

N = 121

1 = 9.1%      3 = 24.8%      don't know = 1.7%  
2 = 53.7%      4 or more = 10.7%

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

N = 348

11.8%    1 . . . YES - (ASK:) How many? -----  
88.2%    2 . . . NO

1 = 30/41 = 73.2%  
2 = 5/41 = 12.2%  
3 = 6/41 = 14.3%

17. How did you become aware of the agent who handled the sale of your home? [See next page]

18. What was the single most important reason you listed your home with the agent who handled the sale of your home?  
[See second page following]

19. 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 with the real estate agent you hired to handle the sale of your home?

N = 348

Percentage of sellers giving each response:

0	1	2	3	4	5	6	7	8	9	10
2.6	1.7	.6	.3	3.4	8.6	2.6	10.1	18.7	14.1	37.4

mean response = 7.96

median response = 9

QUESTION 17 - WAYS BECAME AWARE OF AGENT

N = 346

- .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 us to sell it - he approached me - she was in the neighborhood going from dor 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 omes 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  
(Thru a friend - reference by a friend - word of mouth)
- 21.0% 8. PREVIOUS EXPERIENCE WITH AGENT/FIRM  
(Agent of home we purchased - he found my first home - he sold us a house a long time ago - she sold me my new home - had handled previous sales to us)
- 33.3% 9. AGENT/BROKER WAS FRIEND/RELATIVE  
(Family member - he's a friend - he's a personal friend - friend of mine - church friend of ours)
- 3.4% 10. LOCAL/WELL-KNOWN  
(He is well-known in neighborhood - he was just in the area - it was in my town (it's local) - their office was down on the corner so he was in the neighborhood)
- 1.4% 11. WE CONTACTED HIM  
(We called the company and said we wanted to sell and he came - I called him about a home we were interested in buying)
- 10.1% 12. ALL OTHER WAYS
- 1.2% 13. ALL INDETERMINABLE COMMENTS

(Only the first response is coded here. Only six respondents gave multiple responses.)

Question 18 = MOST IMPORTANT REASON LISTED WITH AGENT

N = 346

- 18.2% 1. EXPERIENCE/REPUTATION OF AGENT/FIRM/SOLD OTHER HOMES IN AREA  
(He seemed to be selling a lot of homes - they had the largest market in the area - the reputation of the firm - reputable company - felt he was a reputable person)
- 6.1% 2. FRIENDLINESS/PERSONALITY OF AGENT  
(His personality - they were friendly - she was more personable than other salesmen)
- 11.3% 3. INTEGRITY/HONEST 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)
- 4.9% 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)
- 2.0% 5. AGENT/FIRM WAS RECOMMENDED TO US
- 11.0% 6. PREVIOUS EXPERIENCE WITH AGENT/FIRM  
(Have done business with him before - we knew him because he had sold us the house)
- 13.0% 7. AGENT/BROKER WAS FRIEND/RELATIVE  
(He was my son - friend of mine - personal friend - he was a friend - a good friend)
- 1.4% 8. HAD A BUYER WAITING  
(He said he had people waiting in line to buy the house - already had a buyer)
- 1.4% 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)
- 3.5% 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)
- 1.2% 11. TO PROVIDE MULTIPLE LISTING SERVICE  
(Multiple listing service)
- .9% 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)

- 2.0% 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)
- 2.0% 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)
- 1.4% 15. BETTER ADVERTISING  
(They have good advertising (national on TV and clever ads in paper) - their advertising was better)
- 19.4% 16. ALL OTHER REASONS
- .3% 17. ALL INDETERMINABLE COMMENTS

20. 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 selected 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)?

	N	VERY IMPORTANT	IMPORTANT	SOMEWHAT IMPORTANT	OF LITTLE IMPORTANCE
AGENT'S ABILITY TO SHOW HOME TO BEST ADVANTAGE. . .	348	48.6	37.4	9.2	4.9
PREVIOUS EXPERIENCE WITH AGENT. . . .	348	23.6	30.2	19.8	26.4
AGENT'S KNOWLEDGE OF THE HOUSING MARKET . . . . .	348	63.5	29.0	5.5	2.0
AGENT'S WILLINGNESS TO HOLD "OPEN HOUSE" . . . . .	348	26.7	28.2	21.0	24.1
AGENT'S WILLINGNESS TO NEGOTIATE SALES COMMISSIONS . . . .	346	30.9	28.0	19.1	22.0

AGENT'S HONESTY OR INTEGRITY. . . . .	348	83.0	14.9	1.7	.3
FRIEND'S RECOM- MENDATION OF AGENT . . . . .	345	20.9	33.6	21.2	24.3
AGENT'S ABILITY AS A SALESPERSON . . . . .	348	70.4	23.3	4.9	1.4
AGENT'S EXPERIENCE AS A REAL ESTATE AGENT . . . . .	347	55.6	32.0	11.2	1.2
WHETHER AGENT IS PERSONAL FRIEND. . . . .	348	9.5	12.6	23.3	54.6
AGENT'S HELPFULNESS IN GETTING HOME READY FOR SALE. . . . .	348	11.5	25.9	32.2	30.5
AGENT'S ABILITY TO RECOMMEND A LISTING PRICE . . . . .	348	34.8	34.2	23.0	8.0
AGENT'S ABILITY TO PLACE HOME ON MULTIPLE LISTING SERVICE. . . . .	348	56.9	32.8	5.5	4.9
AGENT'S WILLINGNESS TO PROVIDE INFORMA- TION ABOUT SALES PRICE OF SIMILAR HOMES. . . . .	348	49.4	36.2	10.3	4.0
AGENT'S ABILITY TO HELP WITH LEGAL TECHNICALITIES . . . . .	348	56.3	21.3	14.1	8.3
AGENT'S ABILITY TO NEGOTIATE WITH POTENTIAL BUYERS. . . . .	348	58.9	31.6	5.7	3.7

(The frequency of each answer is reported in percentage terms.)

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, Some Degree, Little Degree, or No Degree? How about (READ NEXT STATEMENT)? Was this to (REPEAT SCALE)?

	N	A GREAT DEGREE	SOME DEGREE	LITTLE DEGREE	NO DEGREE
SHOWED HOME TO BEST ADVANTAGE. . .	347	61.1	29.4	6.3	3.2
KNOWLEDGE OF THE HOUSING MARKET. . .	348	77.0	21.6	1.1	.3
HELD YOUR HOME OPEN FOR "OPEN HOUSE". . .	343	32.9	19.5	10.2	37.3
WILLINGNESS TO NEGOTIATE SALES COMMISSION. . . . .	342	32.7	22.5	10.5	34.2
HONESTY OR INTEGRITY . . . . .	347	78.4	17.9	1.4	2.3
PREVIOUS EXPERIENCE WITH AGENT. . . . .	344	38.1	24.4	11.3	26.2
FRIENDS RECOMMENDED AGENT . . . . .	347	24.8	21.6	12.4	41.2
ABILITY AS A SALES- PERSON. . . . .	348	70.4	24.4	3.7	1.4
EXPERIENCE AS A REAL ESTATE AGENT. . . .	346	69.9	25.7	3.2	1.2
WAS A PERSONAL FRIEND. . . . .	348	25.3	19.8	11.2	43.7

HELPFULNESS IN GETTING HOME READY FOR SALE. . . . . 347	22.2	36.3	20.2	21.3
ABILITY TO RECOMMEND A LISTING PRICE. . .348	54.9	34.5	6.6	4.0
ABILITY TO PLACE HOME ON MULTIPLE LISTING SERVICE . . . . . 346	81.2	11.8	1.7	5.2
WILLINGNESS TO PROVIDE INFORMATION ABOUT SALES PRICE OF SIMILAR HOMES . . . . . 347	72.3	20.7	4.6	2.3
ABILITY TO HELP WITH LEGAL TECHNICALITIES. . . 348	62.9	23.9	6.3	6.9
ABILITY TO NEGOTIATE WITH POTENTIAL BUYERS. . . . . 348	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?"

N = 348

35.1% 1 . . . . . YES - (CONTINUE) (122)  
64.9% 2 . . . . . NO - (GO TO QUESTION 26) (226)

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) (81)

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) (31)

25. Did this agent handle the sale of your home?

N = 9

88.9% 1 . . . . YES (8)  
11.1% 2 . . . . NO (1)

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

-----  
-----

N = 348

- 29.9% 1. LOWER SALES COMMISSION  
(Pay less commission - low commission rate to pay - out 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  
(Want more money - less costs)
- 7.8% 4. ALL OTHER COMMENTS ON COST  
(For the discount)
- 2.9% 5. ALL OTHER REASONS
- 10.9% 6. DON'T KNOW

(Only one answer to this question was coded.)

27. What do you think is the single most important reason other people who are selling their homes might not list with a discount agent? [See next page]

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28. Why do you think this? [See the second page following.]

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Question 27 - MOST IMPORTANT REASON NOT TO LIST WITH DISCOUNT AGEN

N = 348

- 7.8% 1. NO MULTIPLE LISTING SERVICE  
(No 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 companies have)
- 3.7% 3. SMALL AGENCY/NO EXPOSURE  
(No national attention - not widely known - big realtors like Century 21 do more advertising - enough exposure of your home)
- 8.6% 4. LACK OF EXPERIENCE  
(Lack of knowledge - little knowledge of their ability - maybe they are unqualified - competitor 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 fact having faith in an honest realtor - afraid the discount - agent would not be honest - they just don't trust them - not trusting them)
- 21.6% 6. LACK OF SERVICE/EFFICIENCY  
(Not get the same service as with others - not sure they 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 of 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  
(Only one answer to this question was coded.)

Question 28 - REASONS WHY

N = 226 (Not including 122 responses of "don't know")

- 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 peoples 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 lower 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 does)
- 6.6% 12. ALL INDETERMINABLE COMMENTS

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)

N = 347

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 ABC
14.7%	7 . . .	PERSONAL KNOWLEDGE OF THE VALUE OF HOMES
		. . . OTHER (SPECIFY) -----

Other responses were later coded as:

1.7%	8 . . .	PRICE WE NEEDED TO GET
2.9%	9 . . .	ALL OTHERS

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

N = 348

68.7%	1 . . .	YES - (GO TO QUESTION 31) (239)
31.3%	2 . . .	NO - (CONTINUE) (109)

b. Did you have a listing price in mind?

N = 109

68.8%	1 . . .	YES (75/109)
31.2%	2 . . .	NO (34/109)

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

N = 348

83.0%	1 . . .	YES (289)
17.0%	2 . . .	NO (59)

(NOTE: IF "NO" TO QUESTION 30b OR 31 - GO TO QUESTION 34)  
IF "YES" TO QUESTION 30b AND 31 - GO TO QUESTION 33[sic])

32. Did you or your agent suggest a listing price first?

N = 178

68.5%	1 . . .	RESPONDENT
28.7%	2 . . .	AGENT
2.8%	3 . . .	DON'T REMEMBER

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

N = 254

1 . . . HIGHER - (ASK:)	Was it . . . (READ LIST)
16.9%	1 . . . LESS THAN \$2,500
13.0%	2 . . . MORE THAN \$2,500 BUT LESS THAN \$5,000
5.5%	3 . . . MORE THAN \$5,000 BUT LESS THAN \$10,000, OR
.8%	4 . . . MORE THAN \$10,000
2 . . . LOWER - (ASK:)	Was it . . . (READ LIST)
25.6%	1 . . . LESS THAN \$2,500
10.6%	2 . . . MORE THAN \$2,500 BUT LESS THAN \$5,000
.8%	3 . . . MORE THAN \$5,000 BUT LESS THAN \$10,000 OR
1.2%	4 . . . MORE THAN \$10,000
3 . . . SAME -	25.6%

34. What price was your home first listed at by the agent who handled the sale of your home? (RECORD EXACT DOLLARS)

\$\_\_\_\_\_ mean = \$59,217

The next several questions are concerned with the sales commission you paid when selling your home.

35. Did you and your agent discuss the real estate sales commission before the listing agreement was signed?

N = 340

89.7%	1 . . . YES
10.3%	2 . . . NO

36. How do you think real estate commission percentage rates are determined? [See next page]

-----  
 -----

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

Question 36 - HOW ARE COMMISSION PERCENTAGE RATES DETERMINED

first all  
answer answers

5.5%	6.3%	1. BY LAW
11.2%	11.8%	2. BY BOARD OF REALTORS (State control by Real Estate Commission - control by Board of Realtors - percentage of sale determined by Realtors Association - Real Estate Board in the city in which you live)
11.2%	14.1%	3. BY REALTY COMPANY (Agency sets the percentage - established by the brokerage firm - by the realtors - fixed by realtor)
9.5%	11.8%	4. BASED ON VALUE OF HOME/STRAIGHT PERCENTAGE OF SALE (By the value of your home - on the price of the house - sale price of home)
1.1%	1.7%	5. RATES ARE FLEXIBLE/NEGOTIABLE
9.2%	12.9%	6. ALL OTHERS
.9%	.9%	7. ALL INDETERMINABLE COMMENTS
51.4%	51.4%	8. DON'T KNOW/ NO ANSWER

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

N = 169

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
	. . . OTHER (SPECIFY) _____

Other responses were classified as follows:

4.1%	5 . . . PREVIOUS EXPERIENCE IN REAL ESTATE (I was in the business/took a real estate course)
5.9%	6 . . . ALL OTHER COMMENT ON PREVIOUS KNOWLEDGE
26.6%	7 . . . ASSURED KNOWLEDGE/COMMENT
7.7%	8 . . . ALL OTHER WAYS
10.7%	9 . . . DON'T KNOW
1.2%	10 . . . INDETERMINABLE

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 (71)
11.8%	2 . . .	AFTER (10)
4.7%	3 . . .	BOTH (4)

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

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N = 346

first all  
answer answers

.6%	.6%	1. RATES ARE FIXED BY LAW
16.5%	16.7%	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%	5.7%	3. RATES ARE NOT NEGOTIABLE (He couldn't negotiate - it was non-negotiable)
6.4%	7.2%	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%	1.4%	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%	29.3%	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%	30.7%	7. MADE NO COMMENT (None - nothing)
7.2%	7.8%	8. ALL OTHERS
3.2%	3.2%	9. DON'T KNOW
.3%	.3%	10. ALL INDETERMINABLE COMMENTS

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

N = 348

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

42. Which one was it?

1 . . . REDUCTION IN COMMISSION - (ASK:) How much?  
 (RECORD IN DOLLARS OR PERCENTAGE)

-----

2 . . . CASH REBATE - (ASK:) How much? \$\_\_\_\_\_

3 . . . GIFT - (ASK:) What is the estimated value?  
 \$\_\_\_\_\_

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

Commission Reductions	No.	less than 1%	1%	between 1 and 2%	2%	more than 2%
In percentage terms	34	3%	68%	9%	15%	6%
In dollar terms	8	(In reported dollar amounts of 7000, 2000, 1000, 600, 500, 500, 250, and 10) (Two additional sellers reported a reduction but reported neither a percentage nor a dollar amount)				
Cash Rebates	6	(In reported dollar amounts of 100, 250, 300, 300, and two of unreported amount)				

	No.	\$50 or under	\$75-\$100	\$150	unknown
Gifts	32	24	2	2	4
Other Gift	1	(of unknown value)			

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

N = 83

- 32.5% 1 . . . AGREED TO AT THE TIME THE LISTING AGREEMENT WAS SIGNED
- 18.1% 2 . . . AGREED TO IN ORDER TO HELP CLOSE THE DEAL BETWEEN YOU AND THE BUYER
- 45.8% 3 . . . A SPONTANEOUS GIFT OR GESTURE OF GOODWILL
- 2.4% 4 . . . AGREED TO WHEN LISTING WAS ABOUT TO RUN OUT

An additional 1.2% of the respondents gave both answer 2 and 3.

44. As closely as you can recall, what was the month and year you first listed your home with the agent who handled the sale?

MONTH: \_\_\_\_\_ 19\_\_\_\_\_

45. How long was the original listing agreement for?

N = 346

responses in days:

_____ DAYS	30 = 4.9%	
	45-60 = 12.4%	180 = 15.6%
_____ MONTHS	90 = 55.2%	360 = 1.2%
	120 = 4.0%	unlimited = 1.5%
	150 = .3%	don't remember = 4.9%

. . . DON'T REMEMBER

46. Was this agreement ever extended?

N = 347

- 14.7% 1 . . . YES - (ASK:) For how long?
- 85.3% 2 . . . NO

\_\_\_\_\_ DAYS \_\_\_\_\_ MONTHS

mean time extended = 94 days (N=41)

47. As closely as you can recall, in what month and year did you first accept the offer which resulted in the sale of your home?

MONTH \_\_\_\_\_ YEAR \_\_\_\_\_

48. What price was your home sold at? (RECORD IN EXACT DOLLARS)

\$ \_\_\_\_\_ mean = \$57,041

49. Did the buyer use an agent?

N = 348

87.6% 1 . . . YES - (CONTINUE) (305)  
12.1% 2 . . . NO - (GO TO QUESTION 53) (43)

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

N = 305

5.6% 1 . . . RESPONDENT  
62.0% 2 . . . THE BUYER  
9.8% 3 . . . RESPONDENT AND THE BUYER  
10.2% 4 . . . HIMSELF, HERSELF, THE BROKER  
1.3% 5 . . . OTHER (SPECIFY) \_\_\_\_\_  
11.1% . . . 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 us - 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 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  
(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. REPRESENTED HIMSELF/THE BROKER
- 22.1% 14. ALL OTHER REASONS
- 3.7% 15. DON'T KNOW
- 3.7% 16. ALL INDETERMINABLE COMMENTS

(Seven sellers gave multiple responses to this question. The second response was coded but is not reported here.)

52a. 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
36.8%	2 . . .	NO

(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 (32 skipped respondents)

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 . . .	DON'T KNOW - (GO TO QUESTION 55)

54. Why did you think that?

N = 305

- 13.8% 1. AGENT BARGAINED TO GET BEST PRICE/DEAL FOR US  
(He was looking to get the best deal available - she got the price we wanted)
- 1.0% 2. LOOKED OUT FOR OUR INTERESTS AT CLOSING
- 23.6% 3. AGENT LOOKED OUT FOR OUR BEST INTERESTS  
(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 SE  
OUR 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  
(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

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? (READ LIST)

- 42.2% 1 . . . DEFINITELY WOULD
- 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

(There was no question 56 on the questionnaire.)

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

NUMBER OF HOMES SOLD: \_\_\_\_\_

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

NUMBER OF HOMES BOUGHT: \_\_\_\_\_

Number of Homes	Q57 Homes Sold	Q58 Homes Bought
1	47.4%	11.0%
2	27.3%	42.1%
3	13.8%	25.6%
4	5.7%	10.7%
5	2.0%	5.8%
6	2.0%	1.2%
7	.6%	2.0%
8	.6%	1.2%
9	.6%	.6%
N	348	347

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?

N = 347

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)

DO YOU . . .

	N	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
MOST AGENTS CHARGE THE SAME SALES COMMISSION. . . . .	341	15.0	54.0	11.1	17.3	2.6
MY AGENT PRESSURED ME TO ACCEPT AN OFFER . . . . .	348	3.7	8.6	4.9	50.0	32.8

THE INFORMATION I GOT FROM MY AGENT GENERALLY WAS RELIABLE. . . . .	348	34.8	56.9	3.2	3.7	1.4
MY AGENT TOLD ME HOW HIGH HE THOUGHT THE BUYER WOULD GO. . .	347	19.4	46.8	10.7	18.2	4.9
MY AGENT DESCRIBED ADEQUATLY THE SERVICES HE/SHE WOULD PERFORM . . . . .	348	27.9	55.5	6.3	8.6	1.7
MOST AGENTS ARE WILLING TO NEGOTIATE SALES COMMISSIONS . . . . .	334	4.2	19.2	24.0	35.9	16.8
MY AGENT GOT ME A GOOD PRICE FOR MY HOUSE . . . . .	348	29.3	54.9	7.5	5.5	2.9
MY AGENT GAVE ME ACCURATE INFORMATION ABOUT THE HOUSING MARKET. . . . .	348	37.4	52.3	4.9	4.6	.9
MY AGENT PLAYED A MAJOR ROLE IN NEGOTIATING WITH THE BUYER . . . . .	348	37.1	43.4	7.5	8.3	3.7
MY AGENT SUGGESTED A REALISTIC LISTING PRICE . . . . .	348	32.2	51.4	4.0	10.3	2.0
I TOLD MY AGENT THE LOWEST PRICE I WOULD ACCEPT. . . . .	348	36.2	42.5	3.7	13.8	3.7
IT WAS VERY IMPOR- TANT TO ME THAT MY HOME BE LISTED ON MULTIPLE LISTING SERVICE . . . . .	347	48.1	32.6	9.2	8.4	1.7

ADVISE A GREAT DEAL WHEN MAKING DECISIONS ABOUT THE SALE OF MY HOUSE . . . . .	348	27.3	48.0	10.6	10.3	3.7
I WOULD RECOMMEND MY AGENT TO A FRIEND. . . . .	348	43.4	37.4	4.6	7.8	6.9
MY AGENT WAS MORE INTERESTED IN EARNING A COMMISSION THAN IN REPRESENTING ME . . .	348	8.6	8.3	7.8	44.0	31.3
MOST AGENTS PROVIDE SELLERS THE SAME SERVICES. . . . .	339	8.3	53.4	14.5	20.4	3.5
MY AGENT SUGGESTED AN INITIAL LISTING PRICE WHICH WAS MUCH TOO HIGH. . . . .	348	1.4	3.4	2.9	63.5	28.7
COMMISSION PERCENTAGE RATES ARE FIXED BY LAW . . . . .	348	4.0	20.1	29.3	24.4	10.6

(An additional 11.5% of the sellers gave no answer or responded don't know to the last question.)

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?

Percentage of sellers giving each response (N=348):

0	1	2	3	4	5	6	7	8	9	10
4.0	1.4	2.6	3.7	2.3	11.2	4.9	8.9	18.7	11.5	30.7

mean response = 7.35

median response = 8

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

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

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

Appendix C

The Buyers Questionnaire

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 you answered a questionnaire about the home you recently bought. Now I would like to ask you some additional questions about buying your home.

N = 349

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

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

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

64/64 = 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 = 30.4%      7-12 = 14.9%  
1.5-3 = 22.9%                      greater than 12 = 9.7%  
4-6 = 20.9%                        don't know = 1.1%

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: -----

less than or equal to 1 = 23.8%      7-12 = 19.5%  
1.5-3 = 27.8%                      greater than 12 = 4.3%  
4-6 = 19.5%                        don't know 5.2%

3. What was the single most important factor leading to your decision to buy a home at this time?  
[See next page]

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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?

-----  
 -----  
 Questions 3 & 5 = MOST IMPORTANT FACTOR IN DECISION TO BUY HOME/  
 INFLUENCING LENGTH YOU COULD TO BUY HOME

Q3	Q5	
N=349	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%	0.0%	5. HEALTH PROBLEMS (Health reasons - we had some health problems)
16.3%	5.8%	6. NEEDED/WANTED BIGGER HOME/MORE LAND (The mobile home was not big enough - needed something bigger - were renting a 2 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 (Needed a smaller home - wanted to buy a smaller 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 as opposed to renting - to avoid paying rent- didn't want to rent)  |
| 9.2%  | 7.7%  | 9.  | DESIRE TO PURCHASE A HOME BEFORE PRICES/RATES 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   |

(When multiple reasons were reported, only the first one mentioned was coded.)

6a. 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
73.1%	2 . . . NO - (GO TO QUESTION 7)

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?

25/90 = 27.8% 1 . . . YES  
 65/90 = 72.2% 1 . . . NO

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

----- MONTHS ----- YEARS

no time = 39.8%  
 1 mo. or less = 7.2%  
 1.5-3 mo. = 5.7%  
 4-12 mos. = 7.7%  
 13-36 mos. = 7.7%  
 greater than 36 mos. = 31.8%

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

26.6% 1 . . . VERY FAMILIAR  
 15.8% 2 . . . FAMILIAR  
 28.7% 3 . . . SOMEWHAT FAMILIAR  
 13.8% 4 . . . UNFAMILIAR, OR  
 15.2% 5 . . . VERY FAMILIAR

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: -----

N = 342

1 = 5.8%	11-15 = 18.4%	don't know = 2.9%
2 = 2.6%	16-20 = 14.6%	mean = 14.24
3-5 = 16.4%	23-30 = 9.0%	median = 12
6-10 = 21.9%	34-75 = 8.2%	

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

N = 349

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 = 311 (not including 4 responses of don't know)

1 agent: 66.2%	3 agents: 8.7%	5 or 6 agents: 1.9%
2 agents: 17.7%	4 agents: 5.5%	

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)  
1.9% 2 . . . NO - (CONTINUE)

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

40/40 = 100.0% 1 . . . YES - (CONTINUE)  
0/40 = 0% 1 . . . 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 (3/40)  
2 . . . RESPONDENT AND THE SELLER (0/40)  
. . . OTHER (SPECIFY) \_\_\_\_\_ (3/40)

don't know --34/40-

15a. How did you become aware of the agent who handled the purchase of your house? [See next page]

-----  
-----

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

N = 347

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

c. What was the name of the franchise broker?

NAME: -----

N = 128

32.0% Century 21  
7.8% Electronic Realty Associates (ERA)  
5.5% Red Carpet  
3.1% Realty World  
3.1% Gallery of Homes  
46.1% all others  
2.3% don't know

Question 15a - WAYS BECAME AWARE OF AGENT

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 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 the side)
- 2.9% 6. OTHER AGENT/BROKER REFERRED US (Referred by the sign agency who sold my home)
- 22.9% 7. AGENT/FIRM WAS RECOMMENDED TO US (Husband's company referred us - husband's boss recommended her - friend recommended the agent - friend in the office recommended him - father-in-law's referral)
- 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 - 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)
- 6.6% 10. ALL OTHER WAYS
- .9% 11. ALL INDETERMINABLE COMMENTS

(Only one answer was given by each respondent)

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? [answer in percentage terms]

0	1	2	3	4	5	6	7	8	9	10
2.0	1.7	1.7	2.0	2.6	6.6	4.9	8.3	16.9	15.2	38.1

17. Did this agent show you any other homes?

N = 349

74.8% (261) 1 . . . YES - (ASK:) How many?  
 25.2% (138) 2 . . . NO

NUMBER OF HOMES: -----

1 = 6.9%	11-15 = 15.3%	don't know = 1.1%
2 = 5.0%	16-20 = 9.2%	mean = 11.1
3-5 = 23.0%	22-30 = 8.0%	median = 8
6-10 = 26.8%	33-75 = 3.8%	

18. What is the single most important reason buyers use real estate agents when looking for a home? [See next page]
- 
- 

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

NUMBER OF HOMES: -----

N = 349

0 = 4.6%	11-15 = 14.3%	don't know = 1.7%
1 = 7.2%	16-20 = 10.3%	mean = 11.6
2-5 = 25.2%	22-30 = 7.4%	median = 9
6-10 = 23.5%	33-75 = 5.7%	

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 - (ASK:) How many: (108)  
 68.8% 2 . . . NO

number of homes:	1 = 38.0%	6-10 = 11.1%	
	2 = 24.1%	11-20 = 5.6%	mean = 3.4
	3-5 = 20.4%	don't know = .9%	median = 2

QUESTION 18 - MOST IMPORTANT REASON TO USE REAL ESTATE AGENTS  
 (only a single answer was coded for each respondee)

- |       |     |  |
|-------|-----|--|
| 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 and he did - 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 - given them your requirements and they look through their listing 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 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 the paperwork - they have greater knowledge in real estate due to legality - lack of knowledge on how to go about it (law and general process) - for the legal terminology that's involved)                  |
| 2.3%  | 10. | TO HELP OBTAIN FINANCING (They do a lot with banks to get 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  |

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"?

N = 349

- 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

(Only the first response was coded.)

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"? [See next page]

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?

N = 349

- 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

- 18/80 = 22.5% 1 . . .YES - (CONTINUE)
- 62/80 = 77.5% 2 . . .NO - (GO TO QUESTION 26)

Question 22 = REASON NOT TO INSPECT HOMES SOLD BY OWNER

N = 349

- 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 the)
- 8.0% 2. LESS CONVENIENT/EFFICIENT THAN USING AGENT (They don't like to bother people - convenience of being able to look at most home 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 misled on 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

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 a discount firms or agents?

-----  
-----  
N = 349

- 21.5% 1. LOWER COMMISSION COST (Sos 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 the 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

(Only one answer was coded for each respondent.)

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 a discount firms or agents?

-----  
-----  
N = 349

- .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 -
- 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
- .6% 9. ALL INDETERMINABLE COMMENTS

(Only one response was coded for each respondent.)

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 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 go see it - shown to us by a friend)
  - 5.7% 7. ALL OTHERS
  - .6% 8. DON'T KNOW

(NOTE: IF "NO" TO QUESTIONS 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)

9. 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 selected 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)?

	N	IMPORTANT	VERY IMPORTANT	SOMEWHAT IMPORTANT	OF LITTLE IMPORTANCE
AGENT'S ABILITY TO UNDERSTAND BUYER'S NEEDS. . . . .	331	68.3	23.6	6.0	2.1
AGENT'S ABILITY TO NEGOTIATE WITH POTENTIAL SELLER .	331	62.8	26.0	7.9	3.3
PREVIOUS EXPERIENCE WITH AGENT . . . . .	330	15.8	21.5	27.3	35.5
AGENT'S KNOWLEDGE OF THE HOUSING MARKET	331	62.5	29.0	6.0	2.4
AGENT'S ABILITY TO SCREEN OUT HOMES BUYER IS NOT INTERESTED IN. . .	331	59.5	24.8	10.6	5.1
AGENT'S HONESTY OR INTEGRITY. . . . .	331	83.4	13.9	1.8	.9
RECOMMENDATION OF AGENT BY A FRIEND.	331	19.3	24.2	34.7	21.8
AGENT'S EXPERIENCE AS A REAL ESTATE AGENT. . . . .	331	36.0	36.0	22.1	6.0
AGENT'S ABILITY TO UTILIZE MULTIPLE LISTING SERVICE. .	330	52.7	24.5	14.2	8.5
AGENT'S ABILITY TO HELP WITH LEGAL TECHNICALITIES . .	331	58.0	25.1	10.3	6.6

AGENT'S ABILITY TO HELP OBTAIN FINANCING. . . . .	331	40.5	26.9	16.9	15.7
AGENT'S ABILITY TO PROVIDE SALES INFORMATION ABOUT SALES PRICE OF SIMILAR HOMES. . . . .	331	41.1	36.9	13.6	8.5
AGENT'S WILLINGNESS TO REBATE PART OF SALES COMMISSION TO BUYER . . . . .	328	12.2	25.0	18.6	44.2
AGENT'S ABILITY TO DISCOVER STRUCTURAL DEFECTS OR OTHER PROBLEMS . . . . .	330	50.3	25.2	9.7	14.8

(NOTE: IF "NO" TO QUESTIONS 12 AND 13 - GO TO QUESTION 31 IF "NO" TO QUESTION 12, "YES" TO QUESTION 13, AND "SELLER" TO QUESTION 1 - GO TO QUESTION 31)

30. Next I am going to read you the same list of services and characteristics. As 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)?

	N	A GREAT DEGREE	SOME DEGREE	LITTLE DEGREE	NO DEGREE
ABILITY TO UNDERSTAND MY HOUSING NEEDS. . . . .	332	71.7	22.6	2.4	3.3
ABILITY TO NEGOTIATE WITH POTENTIAL SELLER. . . . .	332	60.8	29.5	6.3	3.3
PREVIOUS EXPERIENCE WITH AGENT. . . . .	330	22.4	22.4	15.2	40.0
KNOWLEDGE OF THE HOUSING MARKET. . . . .	332	68.7	26.8	3.6	.9
ABILITY TO SCREEN OUT HOUSES I WAS NOT INTERESTED IN . . . . .	329	59.0	28.6	5.5	7.0

HONESTY OR INTEGRITY	330	76.4	20.3	2.4	.9
FRIENDS RECOMMEND AGENT . . . . .	331	26.3	20.8	16.3	36.6
EXPERIENCE AS A REAL ESTATE AGENT. . . .	330	56.4	34.2	6.7	2.7
ABILITY TO UTILIZE MULTIPLE LISTING SERVICE . . . . .	324	65.4	19.8	5.6	9.3
ABILITY TO HELP WITH LEGAL TECHNICALITIES. . .	331	53.2	30.5	11.2	5.1
ABILITY TO HELP OBTAIN FINANCING. .	331	50.8	23.3	13.3	12.7
ABILITY TO PROVIDE INFORMATION ABOUT SALES PRICES OF SIMILAR HOMES . . .	331	58.6	29.3	6.9	5.1
WILLINGNESS TO REBATE PART OF SALES COMMISSION TO BUYER. . . . .	325	12.6	15.7	14.2	57.5
ABILITY TO DISCOVER STRUCTURAL DEFECTS OR OTHER PROBLEMS .	331	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 (Not including 6 don't knows)

- 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? [Answers on next page]

-----  
 -----

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

- .3% 1. AGENT TOLD US HE REPRESENTED US
- 10.3% 2. AGENT HELPED WITH FINANCING/NEGOTIATED PRICE/TERMS  
(She went bak and forth with the price of the house willingness to 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
- 35.0% 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 and what we needed)
- 4.3% 8. SELLER HAD DIFFERENT AGENT (Because the listing was with a diferent agent not representing seller - the house we bought was being showed by another real estate firm and he showed it to us - another firm had the listing so I think he was workin for us)
- 1.1% 9. AGENT BARGAINED FOR BETTER PRICE/DEAL FOR SELLER  
(She tried to up our offer)
- 11.2% 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)
- 6.9% 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)
- 13.2% 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)
- 9.5% 13. ALL OTHER REASONS/INDETERMINABLE COMMENTS
- 4.3% 14. DON'T KNOW/NO ANSWER

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
2.6%		. . .	ALL OTHERS

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

N = 349

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)
62.1%	2	. . .	NO (64)

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

N = 348

52.9%	1	. . .	YES (184)
47.1%	2	. . .	NO (164)

(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

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
1.2%	3	. . .	MORE THAN \$5,000 BUT LESS THAN \$10,000 OR
3.1%	4	. . .	MORE THAN \$10,000

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
1.2%	3	. . .	MORE THAN \$5,000 BUT LESS THAN \$10,000 OR
0%	4	. . .	MORE THAN \$10,000

3 . . . SAME = 33.1%

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

\$\_\_\_\_\_ [mean price of \$58,910]

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

39. How do you think real estate commission percentage rates are determined? (See p. )

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

(The first column refers to the percentage of respondents whose first remark fell into the numbered category. The second column gives the percentage of respondents who made any remark in the numbered category.)

5.2%	6.1%	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)
9.5%	10.6%	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 change then get it approved by the State Realty Commission)
9.5%	12.4%	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)
17.8%	18.4%	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)
1.4%	1.7%	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)
8.3%	8.9%	6. ALL OTHERS
3.2%	3.2%	7. ALL INDETERMINABLE COMMENTS
46.4%	46.4%	8. DON'T KNOW

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
- . . . OTHER (SPECIFY) \_\_\_\_\_

OTHER ANSWERS TO QUESTION 40:

- 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 these 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
- 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?  
(RECORD IN DOLLARS OR PERCENTAGE)

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

\$-----

. . . OTHER (SPECIFY) -----

(ASK:) What is the estimated value?

\$-----

	No.	100 or less	150- 500	over 500 (725,1000,3000)	unknown
Rebates in dollar terms	18	6	7	3	2

Rebates in  
percentage terms      4 (one at 1% and three at 2%)

	No.	50 or less	75- 150	over 200 (250,500,600)	unknown
Gifts (in dollar amounts)	67	55	5	3	4

Other gifts  
or rebates      6 (in dollar amounts of 365,30,25,25,10, and one  
unknown amount)

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

N = 94

7.4%      1 . . . . AGREED TO AT THE TIME THE OFFER WAS MADE

8.5%      2 . . . . AGREED TO IN ORDER TO HELP CLOSE THE DEAL  
BETWEEN YOU AND THE SELLER

83.0%      3 . . . . A SPONTANEOUS GIFT OR GESTURE OF GOODWILL

An additional 1.1% of the respondents gave multiple  
responses of answers 2 and 3.

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 14 - GO TO QUESTION 47)

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

N = 334

45.2% 1 . . . SAME - (CONTINUE)

53.0% 2 . . . DIFFERENT - (GO TO QUESTION 47)

1.5% 3 . . . DON'T KNOW - (GO TO QUESTION 47)

.3% 4 . . . BUYER DID NOT USE AGENT - (GO TO QUESTION 47)

46b. 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 = \$60,422

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

\$\_\_\_\_\_ mean = \$62,815

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

N = 349

NUMBER OF HOMES: _____	1 = 27.8	6-10 = 2.3
	2 = 35.5	over 10 = .6
	3-5 = 33.5	don't know = .3

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

TOTAL NUMBER SOLD: _____	0 = 30.1%	6-10 = 1.4%
	1 = 35.2%	over 10 = .3%
	2 = 18.6%	don't know = .3%
	3-5 = 14.0%	

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

52a. 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?

N = 344

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 CHECK STATEMENT) (REPEAT SCALE AS NEEDED)

DO YOU . . . -----

	N	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STR DIS
MOST AGENTS CHARGE SELLERS THE SAME SALES COMMISSION. . . . . 349 (Don't Know = 1.7%)	349	10.9	48.1	14.0	21.2	4
MY AGENT PRESSURED ME TO OFFER MORE THAN I HAD PLANNED . . . . . 349	349	1.7	6.0	2.6	46.4	43
THE INFORMATION I GOT FROM MY AGENT GENERALLY WAS RELIABLE. . . . 349	349	36.4	53.6	4.3	4.6	1
MY AGENT TOLD ME HOW LOW HE THOUGHT THE SELLER WOULD GO . . 348	348	19.5	42.5	10.6	21.6	5
MY AGENT DESCRIBED ADEQUATELY THE SERVICES HE/SHE WOULD PERFORM . . . . . 348	348	24.1	44.8	10.1	17.0	4
MOST AGENTS ARE WILLING TO NEGOTIATE SALES COMMISSIONS . . . . 346	346	3.5	17.9	28.3	35.8	14
MY AGENT GOT MY HOUSE FOR A GOOD PRICE . . . . . 349	349	22.1	57.9	9.5	8.0	2
MY AGENT GAVE ME ACCURATE INFORMATION ABOUT THE HOUSING MARKET. . . . . 349	349	31.2	55.9	8.9	2.9	1

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E

MY AGENT PLAYED A MAJOR ROLE IN NEGOTIATING WITH THE SELLER OR THE SELLER'S AGENT. .	348	40.2	39.9	7.5	9.2	3.2
MY AGENT SUGGESTED A REALISTIC FIRST OFFER FOR ME TO MAKE THE SELLER .	348	15.2	41.4	9.5	26.7	7.2
I TOLD MY AGENT THE HIGHEST PRICE I WOULD PAY . . .	348	31.0	42.0	5.7	16.1	5.2
I RELIED ON MY AGENT'S ADVICE A GREAT DEAL WHEN MAKING DECISIONS ABOUT PURCHASING MY HOUSE . . . . .	349	20.3	46.4	14.6	14.6	4.0
I WOULD RECOMMEND MY AGENT TO A FRIEND. . . . .	349	41.3	39.3	4.0	7.7	7.7
MY AGENT WAS MORE INTERESTED IN EARNING A COMMISSION THAN IN REPRESENTING ME. . . . .	349	5.2	9.2	8.3	43.3	34.1
I FELT THAT WHATEVER I TOLD MY AGENT ABOUT HOW HIGH I WAS WILLING TO GO FOR THE HOUSE I BOUGHT WOULD REMAIN CONFI- DENTIAL . . . . .	347	32.9	49.6	10.4	5.5	1.7
AT THE TIME I BOUGHT, I WAS VERY CONFIDENT IN MY ABILITY TO EVALUATE HOMES. .	349	20.1	53.6	14.3	9.7	2.3

MOST AGENTS PROVIDE ALL BUYERS THE SAME SERVICES . . .	343	2.9	28.3	18.4	36.7	
I EXPECTED MY AGENT TO INFORM ME ABOUT ALL HOMES THAT WOULD PROBABLY BE SUITABLE FOR ME. . . . .	349	35.0	53.6	3.2	6.9	1.
I EXPECTED MY AGENT TO INFORM ME FIRST ABOUT SUITABLE HOMES THAT WERE LISTED WITH HIS/HER REAL ESTATE FIRMS. . .	349	20.1	53.3	10.0	14.9	1.
THE BUYER'S AGENT IS PAID BY THE PERSON WHO SOLD THE HOME. . . . .	345	20.0	56.8	8.1	12.8	2.
COMMISSION PERCENTAGE RATES ARE FIXED BY LAW. . .	349	3.4	17.8	17.5	18.6	7.

(On the last question, 35.2% of the responses were "don't know" no answer.)

54. In what city and state is the home you bought?

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

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