

## Turning NAR Statistics Into Success!

Every year, our buyers and sellers tell us exactly how they want us to show up as their real estate agent. Why would we show up any other way!

### 1. Thoughts

Yours: \_\_\_\_\_

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\_\_\_\_\_

Theirs:

**HOME PURCHASE IS A GOOD FINANCIAL INVESTMENT,  
FIRST-TIME AND REPEAT BUYERS, AND BUYERS OF NEW AND  
PREVIOUSLY OWNED HOMES**

*(Percentage Distribution)*

	All Buyers	First-time Buyers	Repeat Buyers	BUYERS OF:	
				New Homes	Previously Owned Homes
Yes, better than stocks	47%	48%	46%	44%	48%
Yes, about as good as stocks	30	29	31	32	30
Yes, but not as good as stocks	10	8	11	11	9
No	3	2	4	4	3
Don't know	10	12	8	8	10

Notes: \_\_\_\_\_

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## 2. Buyers

Do You Know ...

### WHAT BUYERS WANT MOST FROM REAL ESTATE AGENTS, FIRST-TIME AND REPEAT BUYERS, AND BUYERS OF NEW AND PREVIOUSLY OWNED HOMES

(Percentage Distribution)

	All Buyers	First time Buyers	Repeat Buyers	BUYERS OF:	
				New Homes	Previously Owned Homes
Help find the right home to purchase	49%	47%	50%	50%	48%
Help buyer negotiate the terms of sale	13	12	13	10	13
Help with the price negotiations	11	11	10	10	11
Help with paperwork	9	9	9	10	8
Determine what comparable homes were selling for	8	7	9	9	8
Help determine how much buyer can afford to spend on a home	5	8	3	6	5
Help find and arrange financing	4	5	3	2	4
Help find renters for buyer's property	*	*	*	*	*
Other	3	2	3	3	2

\* Less than one percent

What Do We Do With That?

1. Ask The What and The Why
2. Know What 'Else' Is Important
3. At What Price Is It All Worth It?

## Do You Know ...

### BENEFITS PROVIDED BY REAL ESTATE AGENT DURING HOME PURCHASE PROCESS, FIRST-TIME AND REPEAT BUYERS

*(Percent of Respondents)*

	All Buyers	First-time Buyers	Repeat Buyers
Helped buyer understand the process	57%	77%	44%
Pointed out unnoticed features/faults with property	47	50	45
Improved buyer's knowledge of search areas	40	37	42
Negotiated better sales contract terms	38	41	36
Provided a better list of service providers	37	37	38
Shortened buyer's home search	35	37	34
Negotiated a better price	32	35	30
Provided better list of mortgage lenders	21	22	20
Narrowed buyer's search area	18	17	19
Expanded buyer's search area	18	20	17
Other	7	5	9

## What Do We Do With That?

Notes: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## 3. Sellers

### Do You Know ...

#### METHOD USED TO SELL HOME, 1997-2007

*(Percentage Distribution)*

	1997	1999	2001	2003	2004	2005	2006	2007
Sold home using an agent or broker	80%	77%	79%	83%	82%	85%	84%	85%

## Do You Know ...

### WHAT SELLERS MOST WANT FROM REAL ESTATE AGENTS

(Percentage Distribution)

Help sell the home within specific timeframe	25%
Help find a buyer for home	22
Help seller market home to potential buyers	17
Help price home competitively	16
Help seller find ways to fix up home to sell it for more	8
Help with negotiation and dealing with buyers	5
Help with paperwork/inspections/preparing for settlement	4
Help see homes available for seller to purchase	2
Other	2

## What Do We Do With That?

1 and Only 1. Manage Their \_\_\_\_\_!

Notes: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

## 4. Both

### Do You Know How Buyers Find A Real Estate Agent ...

	All Buyers	First-time Buyers	Repeat Buyers
Referred by (or is) a friend, neighbor or relative	43%	54%	36%
Used agent previously to buy or sell a home	11	2	17

### Do You Know How Sellers Find A Real Estate Agent ...

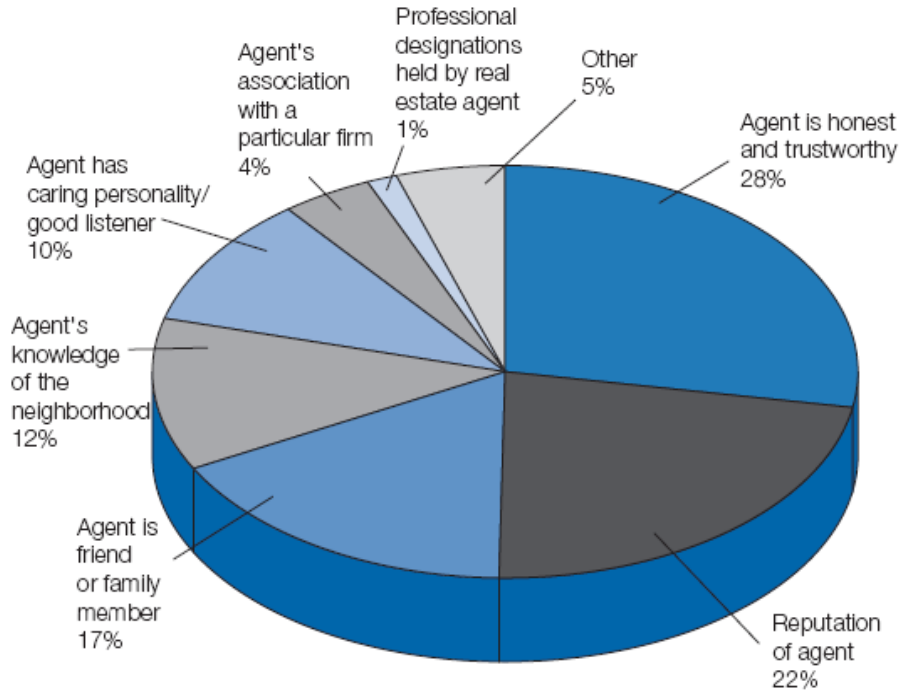
Referred by (or is) a friend, neighbor or relative	41%
Used agent previously to buy or sell a home	23

What Do We Do With That? \_\_\_\_\_

# Most Important Factors In Choosing An Agent

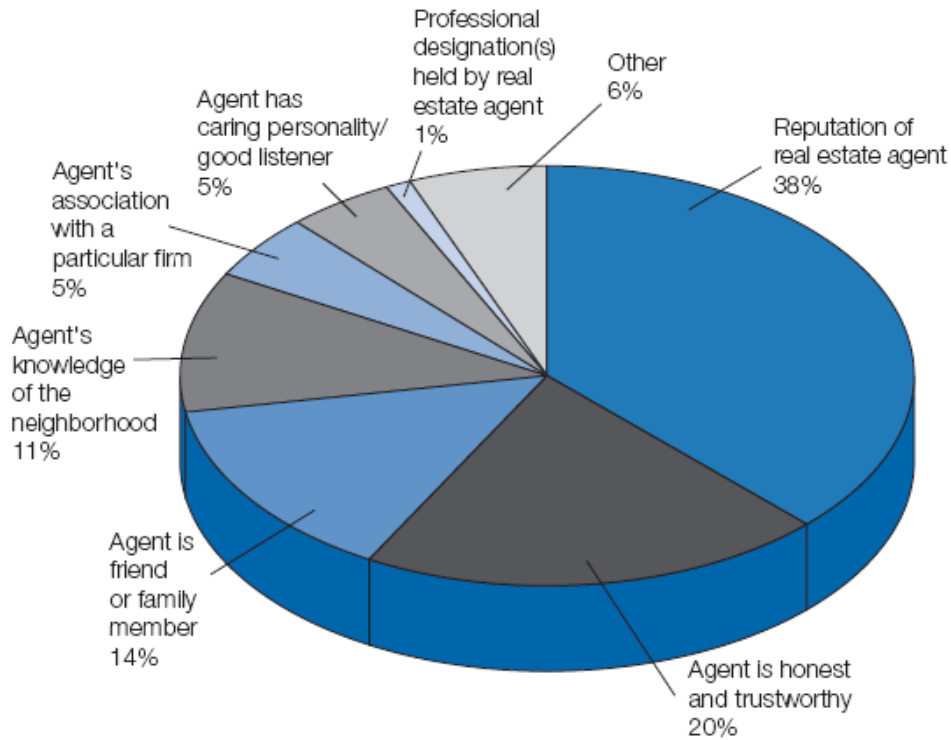
## Buyers:

(Percentage Distribution)



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## Sellers:



## What Do We Do With That?

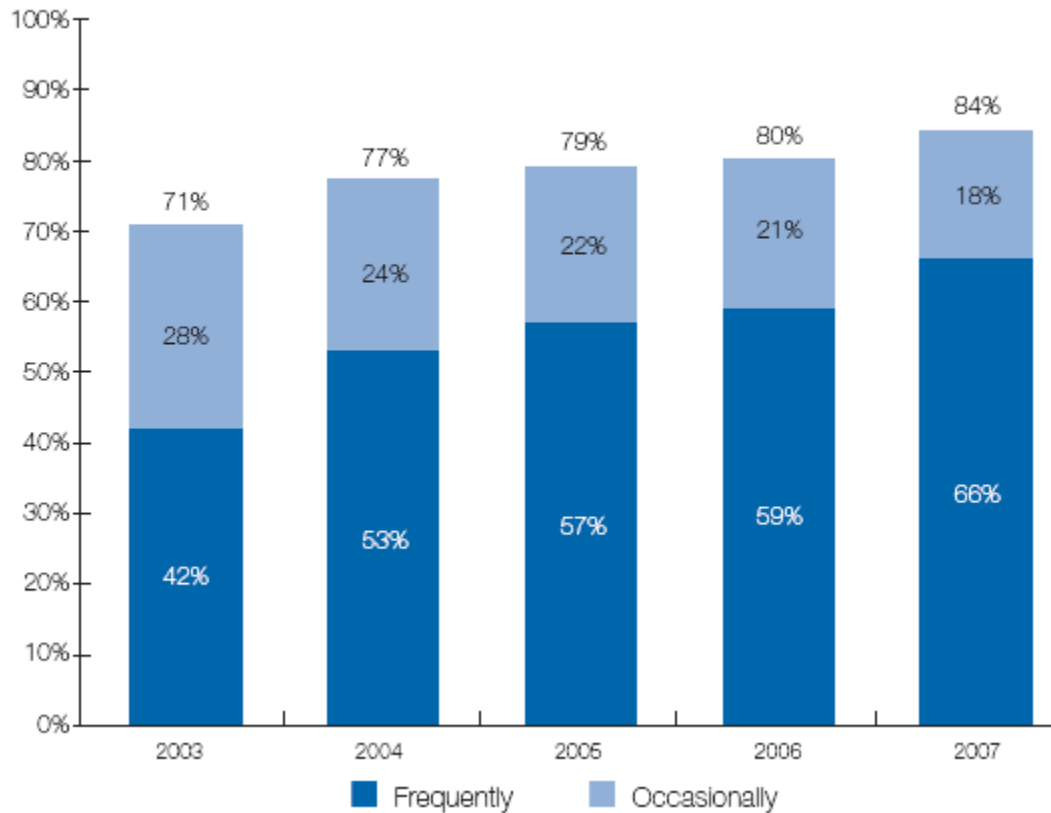
Self Promotion Through:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## 5. The Internet

Do You Know ...

USE OF INTERNET TO SEARCH FOR HOMES, 2003-2007



What Do We Do With That? \_\_\_\_\_

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## Do You Know ...

### METHODS REAL ESTATE AGENT USED TO MARKET HOME, BY REGION

*(Percent of Respondents Among Sellers Who Used an Agent)*

	SELLERS WHO SOLD A HOME IN THE:				
	All Sellers	Northeast	Midwest	South	West
Listing on the Internet	88%	89%	88%	87%	83%
Yard sign	79	68	83	78	79
Open house	57	68	64	48	59
Print newspaper advertisement	48	60	52	37	46
Real estate magazine	34	33	35	36	28
Direct mail (flyers, postcards, etc.)	24	18	21	22	29
Video	9	9	8	8	9
Television	5	4	7	5	2

### VALUE OF WEB SITE FEATURES

*(Percentage Distribution Among Buyers Who Used the Internet)*

	Very Useful	Somewhat Useful	Not Useful	Did Not Use
Photos	84%	14%	1%	1%
Detailed information about properties for sale	82	16	1	1
Virtual tours	60	30	5	6
Interactive maps	39	39	10	11
Neighborhood information	37	44	9	10
Real estate agent contact information	31	40	14	14
Detailed information about recently sold properties	24	38	17	20

## WEB SITES USED IN HOME SEARCH BY FIRST-TIME AND REPEAT BUYERS

(Percent of Respondents Among Buyers Who Used the Internet)

	All Buyers	First-time Buyers	Repeat Buyers
Multiple Listing Services (MLS) Web site	54%	55%	53%
REALTOR.com®	49	45	52
Real estate company Web site	44	46	43
Real estate agent Web site	40	41	39
For-sale-by-owner (FSBO) Web site	20	19	21
Newspaper Web site	12	15	10
Real estate magazine Web site	5	5	5
Other Web sites with real estate listings	27	32	23

## METHOD OF HOME PURCHASE, BY USE OF INTERNET

(Percentage Distribution)

	Used Internet to Search	Did Not Use Internet to Search
Through a real estate agent/ broker	82%	65%
Directly from builder or builder's agent	10	19
Directly from previous owner whom buyer didn't know	4	6
Directly from previous owner whom buyer knew	2	7
Foreclosure or trustee sale	1	1
Other	1	2

\* Less than one percent

Notes: \_\_\_\_\_

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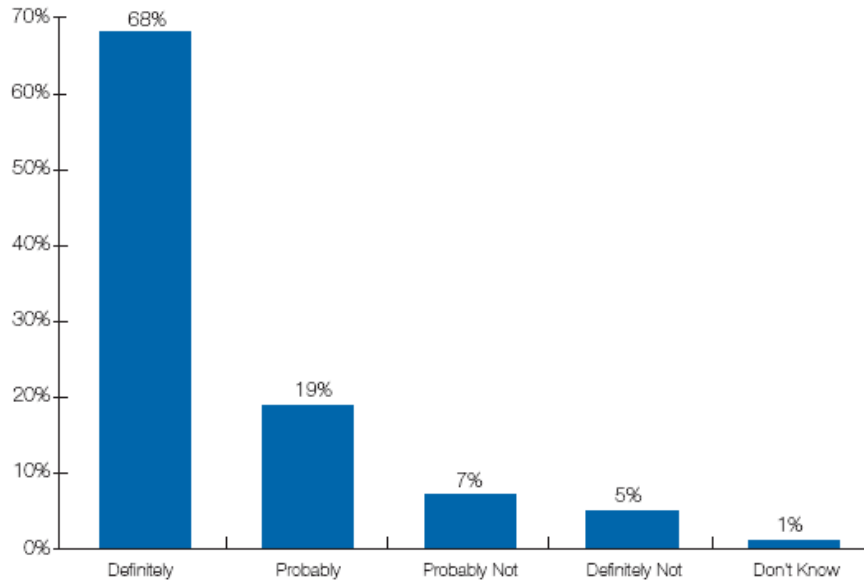
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## 6. Customer Satisfaction

### You Need To Know ...

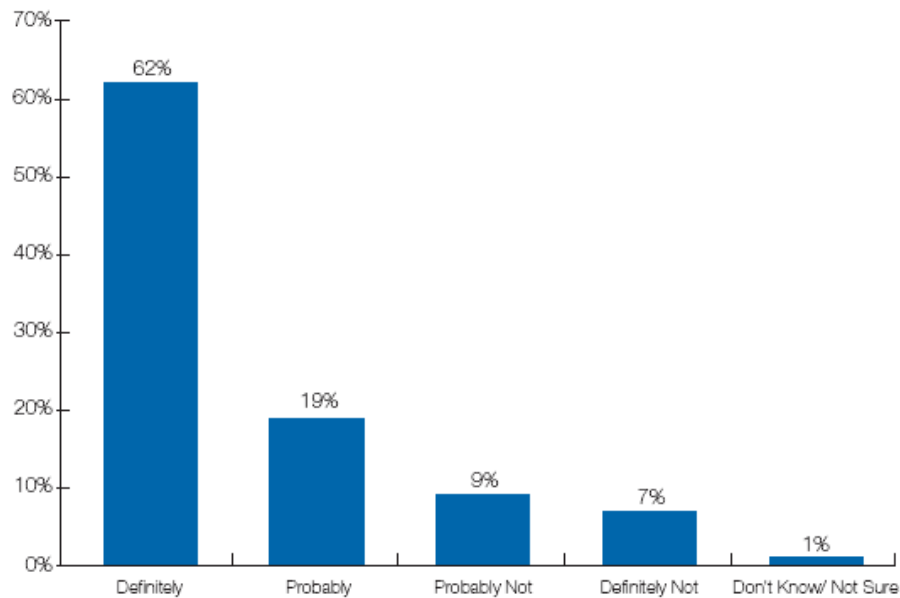
#### WOULD BUYER USE REAL ESTATE AGENT AGAIN OR RECOMMEND TO OTHERS

*(Percent distribution)*



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

*(Percentage Distribution)*



## 7. The Challenge

### What Are You Going To Do With That?

Every year, our buyers and sellers tell us exactly how they want us to show up as their real estate agent. You now know how to show up!

Notes: \_\_\_\_\_  
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Thank you for being here and choosing  
**“Turning NAR Statistics To Success!”**

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