

AHEAD OF WHAT'S NEXT.

One-stop Shopping Consumer Preferences 2010

Presented by :

Michele Salomon, Senior Research Director

Natalie Lupiani, Project Researcher

Public Affairs and Policy Research



Contents

- Background & Objectives.....3
- Methodology.....4
- Executive Summary.....6
- Conclusions12
- Detailed Findings.....16
 - Recent and Anticipated Home buying Experiences17
 - Real Estate Agent and Mortgage Lender Experiences.....27
 - Experience with One-stop Shopping and Affiliation Preferences.....36
 - Current Housing Market.....60
- Demographics.....66

Background & Objectives

This is the second wave of research – the first wave having been conducted in 2008 – commissioned by National Association of REALTORS (NAR) in which Harris Interactive was to conduct research among recent and future home buyers to evaluate experiences, familiarity, usage and preferences regarding one-stop shopping. This research will allow NAR to assess where consumers stand over time on the issue of one-stop shopping and to better understand how one-stop shopping influences consumer behavior when buying a home.

Objectives

- Measure awareness and usage of one-stop shopping and, where applicable, make comparisons to previous data
- Gauge knowledge of and relative preferences for one-stop shopping with affiliated and non-affiliated services
- Understand preferences for the services provided in one-stop shopping options
- Discover perceived barriers to using one-stop shopping
- Evaluate consumers' experience with one-stop shopping among those who have used this service

Methodology

- **Audience:** United States residents, 18 years or older
 - Purchased a personal residence within the past 24 months (recent buyer) or plan to purchase one in the next 24 months (future buyer)
 - Used or expects to use at least one of the following services in their home buying process: real estate agent, mortgage lending, closing services, homeowner's insurance, home inspection, home warranty
- **Method:** Online Survey
- **Field Dates:** Wave 1 (2008) January 7-21, 2008; Wave 2 (2010) October 27 – November 15, 2010
- **Sample Size:** 2008 n=1,446; 2010 n=1168
 - Recent buyers only: 2008 n=639; 2010 n=528
 - Future buyers only: 2008 n=706; 2010 n=539
 - Both, recent and future buyers: 2008 n=101; 2010 n=101
- **Survey Duration:** 12 minutes

Methodology

- **Weighting:** The data have been weighted to reflect the composition of the adult population who met the qualifications noted above.
 - Figures for age, sex, race, education, household income, and region were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was used to adjust for respondents' propensity to be online.
- **Margin or Error:** Because the sample is based on those who agreed to participate in the Harris Interactive panel, no estimates of theoretical sampling error can be calculated.



Executive Summary

Executive Summary

Consideration of One-stop Shopping (OSS) has risen significantly since 1999, and consistent with 2008, large majorities say they would consider using OSS

- Over 9-in-10 homebuyers (94%) in 2008, and 90% in 2010 would consider using OSS either strongly, somewhat, or a little
- Use of OSS has not varied since 2008 – 29% of recent buyers used OSS in both 2008 and 2010 – but its use has increased since 2002, when only 20% of recent buyers had used it
- Over one-fifth of future homebuyers (25% in 2008, 21% in 2010) are unsure of whether they will use one or multiple sources in their home-buying experience

While the majority of home buyers report not being familiar with OSS, half of recent homebuyers also state that their real estate agent's firm offered a full range of services

- Roughly seven-in-ten reported being unfamiliar in both years (70% in 2008, 69% in 2010)
- Yet, over half in 2008 (57%) and 2010 (56%) report that their real estate agent offered a full range, a significant increase from 30% in 2002

Executive Summary

In comparison to 2008, more buyers say that they would be more likely to use a service provider if it were affiliated with their real estate agent or mortgage lender, but real estate agents seem to have a greater influence on buyers' decision-making

- Nearly two-fifths (39%) of respondents would be more likely to use a service provider affiliated with their realtor in 2010, compared to 29% in 2008
- Mortgage lenders also have increased their impact since 2008, although it is not as strong as realtors' impact: 33% would be more likely to use a provider affiliated with their mortgage lender in 2010, while 29% stated the same in 2008
- Roughly half of homebuyers in both waves state that a service provider's affiliation with either their real estate agent or mortgage lender would make them no more or less likely to use that service provider

Executive Summary

Perceived advantages to One-stop Shopping continue to be monetary and efficiency-related

- The biggest advantages are: saving money thanks to discounted prices (77% in 2008, 78% in 2010), greater efficiency and manageability (73% in 2008, 75% in 2010), preventing things from falling through the cracks (73% in both years), and increased convenience (73% in both years)
- The most common perceived disadvantages of OSS are not having the ability to compare rates across different providers (15% in 2008, 16% in 2010) and consolidated responsibility (13% in 2008, 15% in 2010)

Executive Summary

The majority of recent homebuyers are happy with their latest home-buying experience, and their mean satisfaction level has increased since 2008

- On a 10 point scale, where '0' is 'Not At All Satisfied' and '10' is 'Completely Satisfied', the average homebuyer's satisfaction score was 8.1 in 2010, up slightly from 7.9 in 2008

- Homebuyers continue to be most satisfied with their homeowners insurance (8.3 in 2008, 8.4 in 2010) and their real estate agent (8.3 in 2008 and 2010)

- Recent buyers are the least satisfied with their mortgage lending (7.7 in 2008, 7.9 in 2010) and home warranty experiences (7.5 in 2008, 7.9 in 2010)

Those who used one-stop shopping in their last real estate purchase have a significantly higher satisfaction level than those who used multiple sources

- The mean overall satisfaction score for users of OSS in both waves was 8.3; for users of multiple sources, it was 7.6 in 2008, and 8.0 in 2010

Executive Summary

Future buyers continue to be less knowledgeable than recent buyers about the home-buying process, and many are still uncertain how they will procure the home-buying services they plan to use in the next 2 years

- However, their reported level of discomfort with real estate transactions has decreased since 2008.
 - Sizeable portions of the future-buyer population do not understand the roles played by service providers in real estate transactions (29% in 2008, 23% in 2010), do not feel knowledgeable about real estate transactions (36% in 2008, 29% in 2010), and are not confident in their ability to negotiate various aspects of the transaction (36% in 2008, 26% in 2010)
- Over one-tenth of future buyers are unsure who their primary contact will be (14% in 2008, 12% in 2010)
- Two-in-ten future buyers do not yet know whether they will use one or multiple sources to obtain services related to home-buying (25% in 2008, 21% in 2010)



Conclusions

Conclusions

Comparison of results from the two waves of this research show that usage of and interest in One-stop Shopping has held steady over the past two years, but have not grown. One-stop Shopping remains under-utilized, even though the majority of respondents state that they would consider using OSS.

Opportunity exists to increase the percentage of consumers who purchase a home using a firm which provides a full range of services.

- The majority of recent buyers in both waves used multiple sources to obtain services when completing their real estate transaction. Among those using multiple sources, however, almost half worked with a real estate agent whose firm provided a full range of services, and over three-in-ten worked with mortgage lenders who offered a full range.
- There is a high level of interest in one-stop shopping. Large majorities of respondents would consider using one-stop shopping, and cite ease of use and cost-effectiveness as advantages of OSS, but nearly half of respondents state that they have no preference for either affiliated or independent service providers.
- Those who used one-stop shopping were more satisfied with the home buying experience in both waves, and are significantly more likely to perceive features of the one-stop shopping process as advantageous.

Conclusions

Real estate agents continue to be well poised to leverage the high level of interest in One-stop Shopping, and drive more business to their firms.

- Real estate agents are a highly trusted One-stop Shopping information source, second only to friends and family members. For the majority of home buyers, real estate agents are their first and primary contact throughout the process.
- Many real estate agents impact the decision-making of home-buyers: recommendations for service providers are frequently acted upon. Yet in both waves of the study, less than four-in-ten respondents first heard of One-stop Shopping from their realtor, and roughly four in ten recent buyers report either that agents did not disclose that recommended services were affiliated with their firm or that they did not know.
- For homebuyers, real estate agents are a more trusted and influential resource than mortgage lenders.

Conclusions

Homebuyers need better one-stop shopping education if they are to utilize the resource.

- Large majorities of home buyers continue to be unfamiliar with one-stop shopping, even though many recent home buyers think that their real estate agent's company or mortgage lender offered a full range of home buying services.
- Outreach to homebuyers – particularly to those who have not previously purchased a home – could give people the information they need to feel confident in using an affiliated service provider. Prominent placement of OSS information on the NAR website, and other new media utilization, would likely increase familiarity and comfort with the concept of affiliated providers.
- Increased OSS communication from real estate agents may also help educate home buyers and positively impact their decision to use one-stop shopping. Half of recent buyers who knew that their agent was affiliated with a full-service firm prior to selecting them report that this had a positive impact on them.



Detailed Findings



Recent and Anticipated Home Buying Experiences

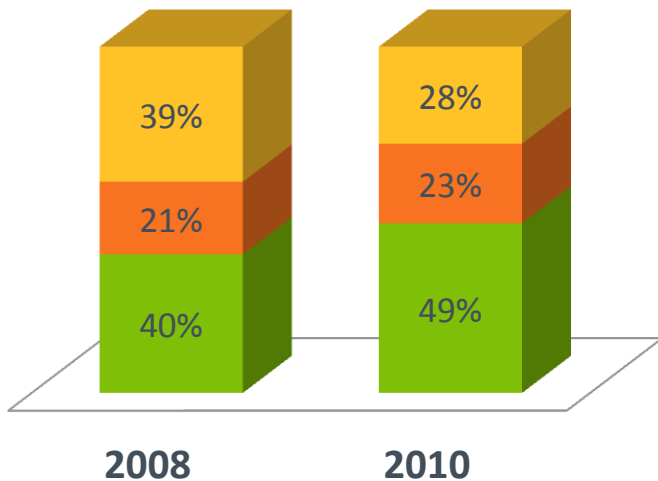
The home-buying expectations of Future Buyers have not changed drastically since 2008, but more Recent Buyers in 2010 have purchased their home in the past 12 months than in 2008 (49% vs. 40%).

Those with a college degree or higher are increasingly unlikely to have recently purchased a home since 2008, and are consistently less likely to be a Recent Buyer than those with a High School Education or less. However, respondents with higher education levels are more likely to be Future Buyers.

Recent Buyers

2008 n=740; 2010 n=629

- Within the past 12 months
- Within the past 13-18 months
- Within the past 19-24 months



•2008: 75% of respondents with H.S. or less are Recent Buyers, compared to 44% of those with some college, and 51% of those with at least a 4 year degree

•2010: 84% of respondents with H.S. or less are Recent Buyers, vs. just 38% of those with some college and 47% of those with a 4 year degree or higher

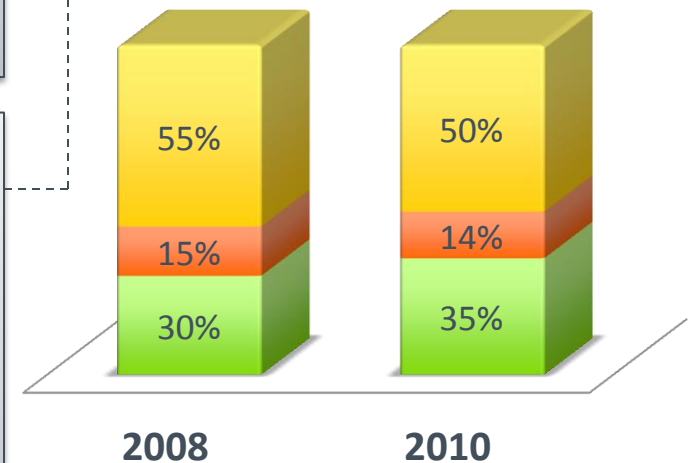
•2008: 37% of respondents with H.S. or less are Future Buyers, compared to 64% of those with some college, and 59% of those with at least a 4 year degree

•2010: Only 27% of respondents with H.S. or less are Future Buyers, while 67% of those with some college and 65% of those with a 4 year degree or higher plan on purchasing a home within the next 24 months

Future Buyers

2008 n=807; 2010 n=640

- Within the next 12 months
- Within the next 13-18 months
- Within the next 19-24 months



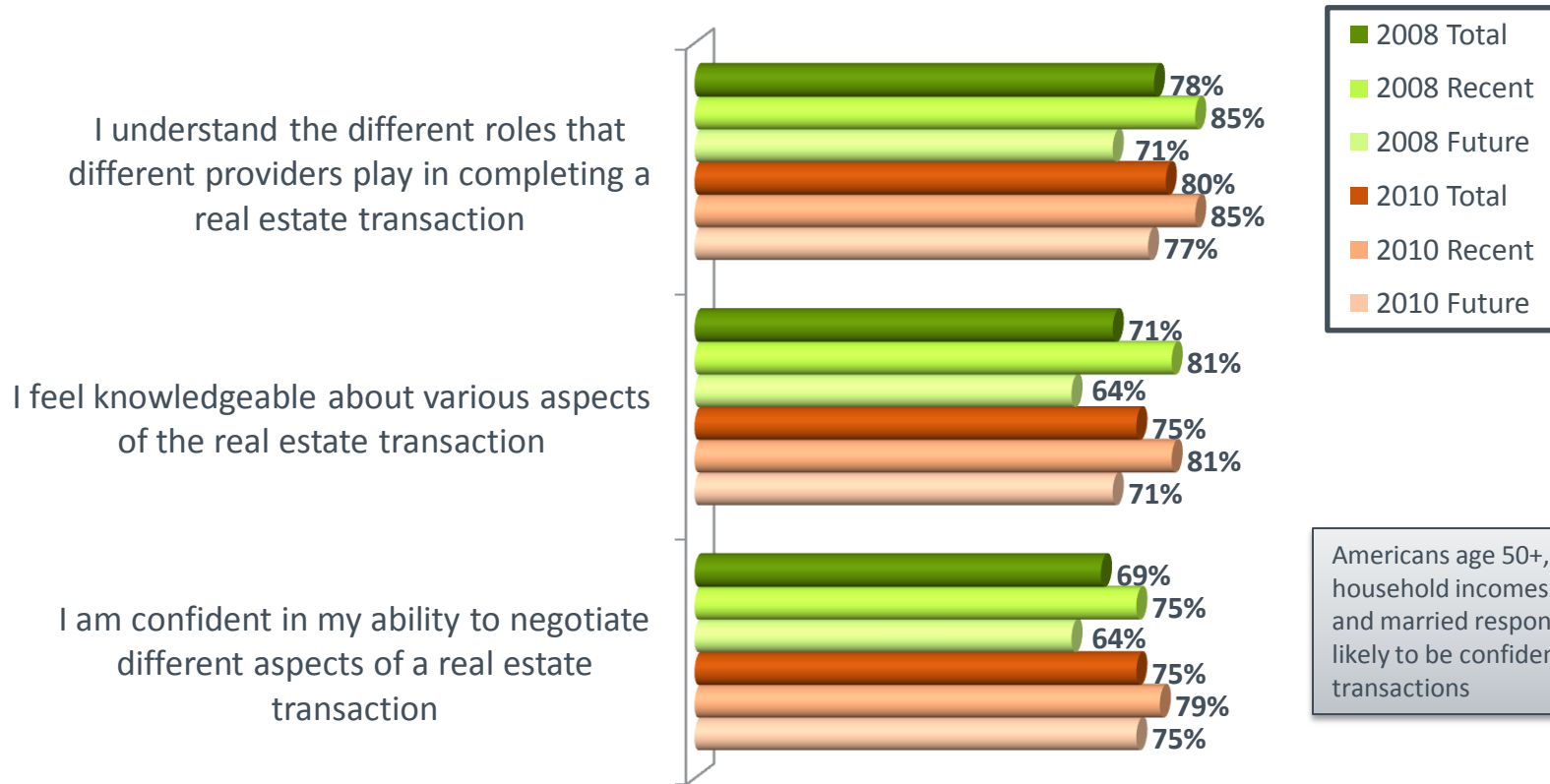
Base: All Respondents

2008 Q500; 2010 Q600: Have you purchased a personal residence (e.g. house, condo, mobile home, etc.)...?

2008 Q505; 2010 Q605: Do you expect to purchase a personal residence (e.g. house, condo, mobile home, etc.)...?

While majorities of respondents in both waves are confident in their knowledge of and ability to complete real estate transactions, Recent Buyers are consistently more confident than Future Buyers.

Strongly/Somewhat Agree (NET)



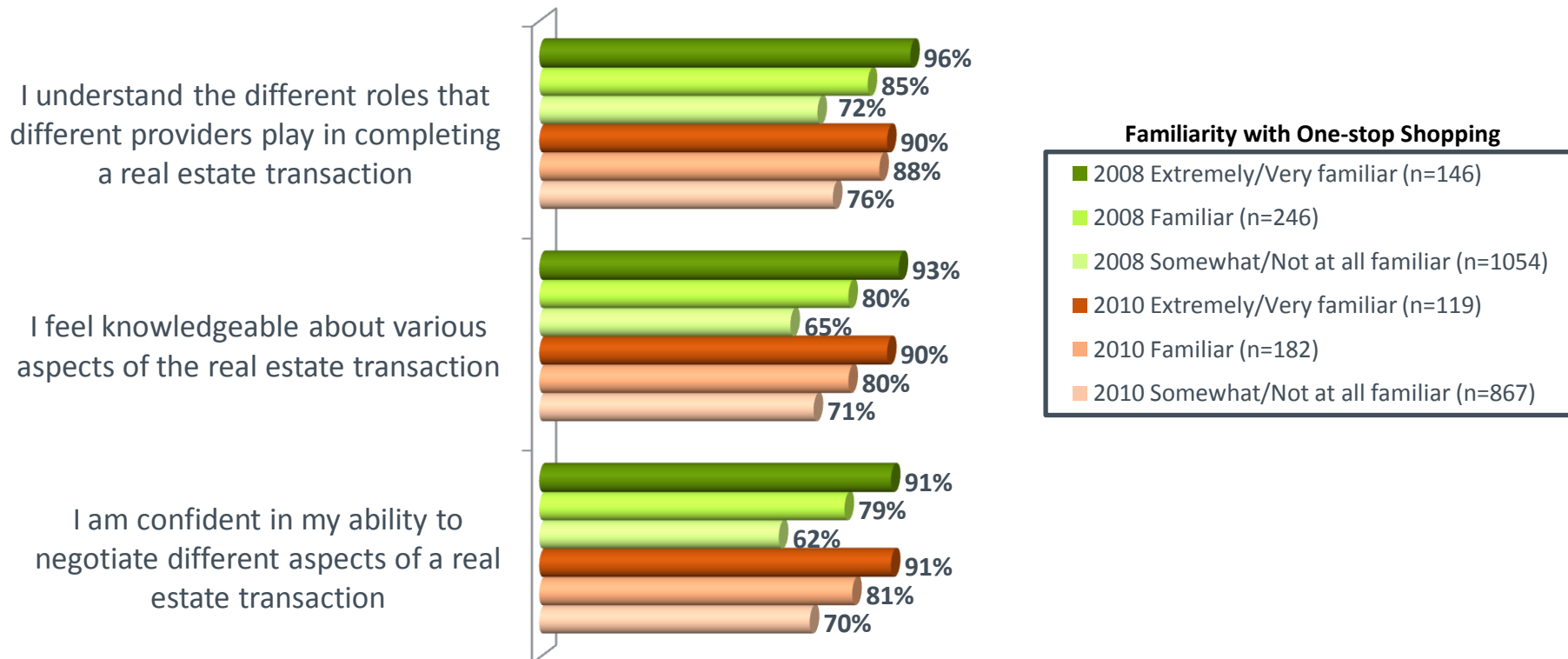
Americans age 50+, those with household incomes above \$50,000, and married respondents are more likely to be confident in real estate transactions

Base: All Respondents (2008 n= 1446; 2010 n=1168)

2008 Q508; 2010 Q608: Please indicate how much you agree or disagree with each of the following statements as they relate to entering into and completing a real estate transaction.

In both waves, respondents who are extremely or very familiar with One-stop Shopping have significantly higher levels of confidence in and understanding of real estate transactions.

Strongly/Somewhat Agree (NET)



Base: All Respondents (2008 n= 1446; 2010 n=1168)

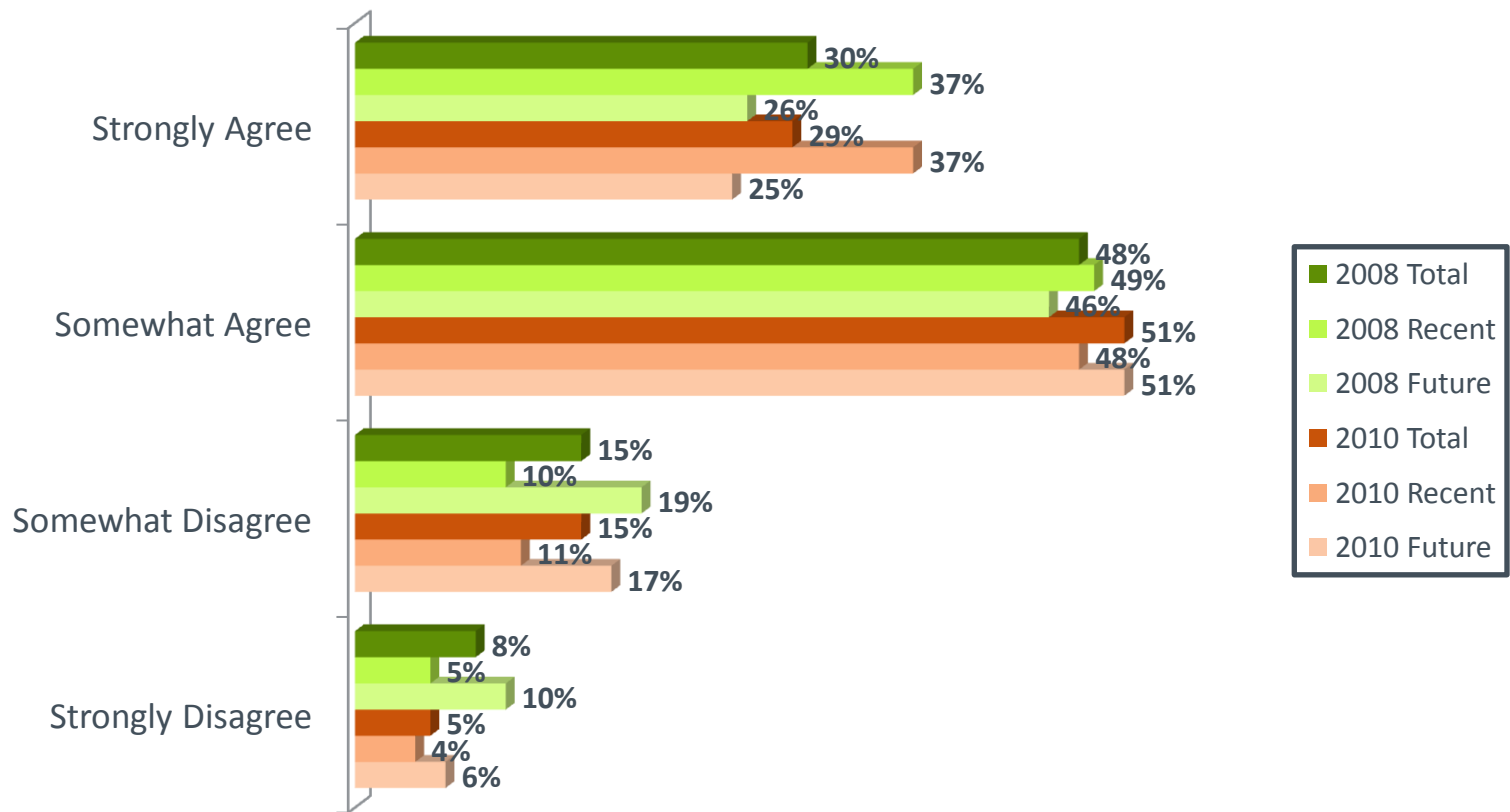
2008 Q508; 2010 Q608: Please indicate how much you agree or disagree with each of the following statements as they relate to entering into and completing a real estate transaction.

Slightly fewer homebuyers in 2010 say that they understand the roles played by various providers in real estate transactions than in 2008.

I understand the different roles that different providers play in a real estate transaction

Agree (NET)
2008 – 78%
2010 – 80%

Disagree (NET)
2008 – 22%
2010 – 20%



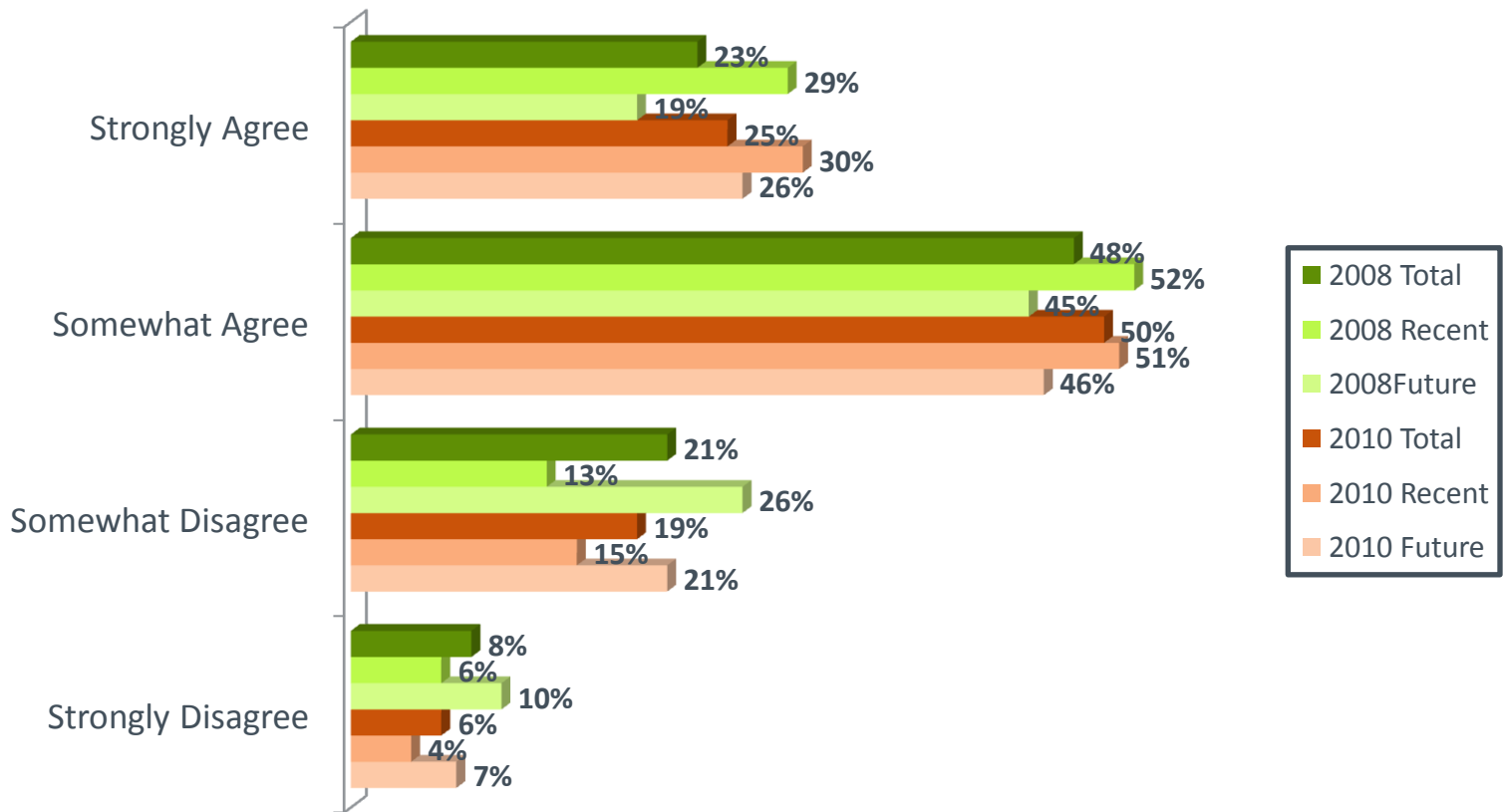
Base: All Respondents (2008 n= 1446; 2010 n=1168)

2008 Q508; 2010 Q608: Please indicate how much you agree or disagree with each of the following statements as they relate to entering into and completing a real estate transaction.

Nearly three-quarters of respondents feel knowledgeable about real estate transactions – a slight increase from 2008, in which 7 in 10 stated the same.

I feel knowledgeable about various aspects of the real estate transaction

Agree (NET)
2008 – 71%
2010 – 75%



Disagree (NET)
2008 – 29%
2010 – 25%

Base: All Respondents (2008 n= 1446; 2010 n=1168)

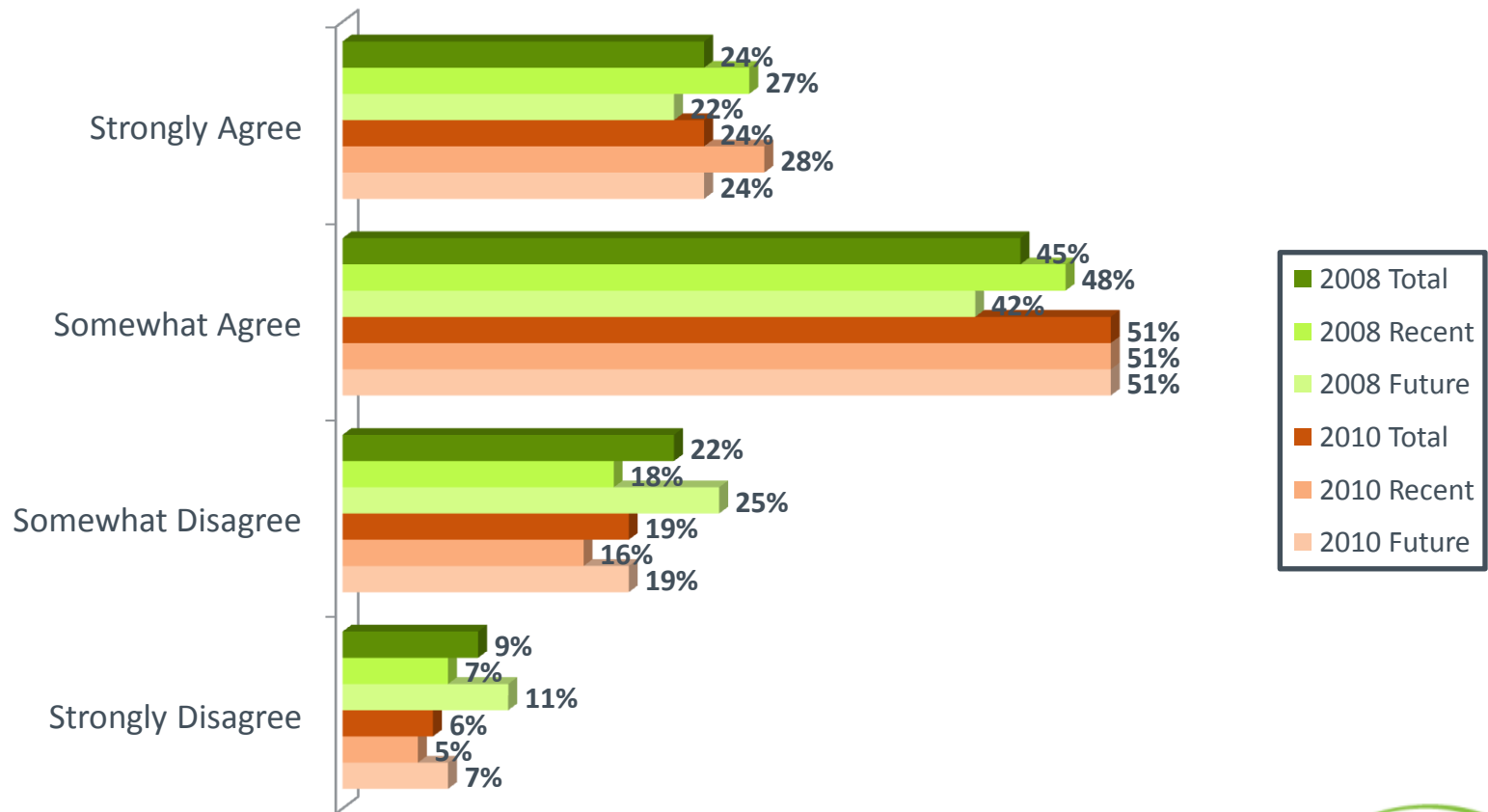
2008 Q508; 2010 Q608: Please indicate how much you agree or disagree with each of the following statements as they relate to entering into and completing a real estate transaction.

Homebuyer confidence in negotiating aspects of real estate transactions has risen significantly since 2008, with Recent Buyers seeing the greatest increase.

I am confident in my ability to negotiate different aspects of a real estate transaction

Agree (NET)
 2008 – 69%
 2010 – 75%

Disagree (NET)
 2008 – 31%
 2010 – 25%

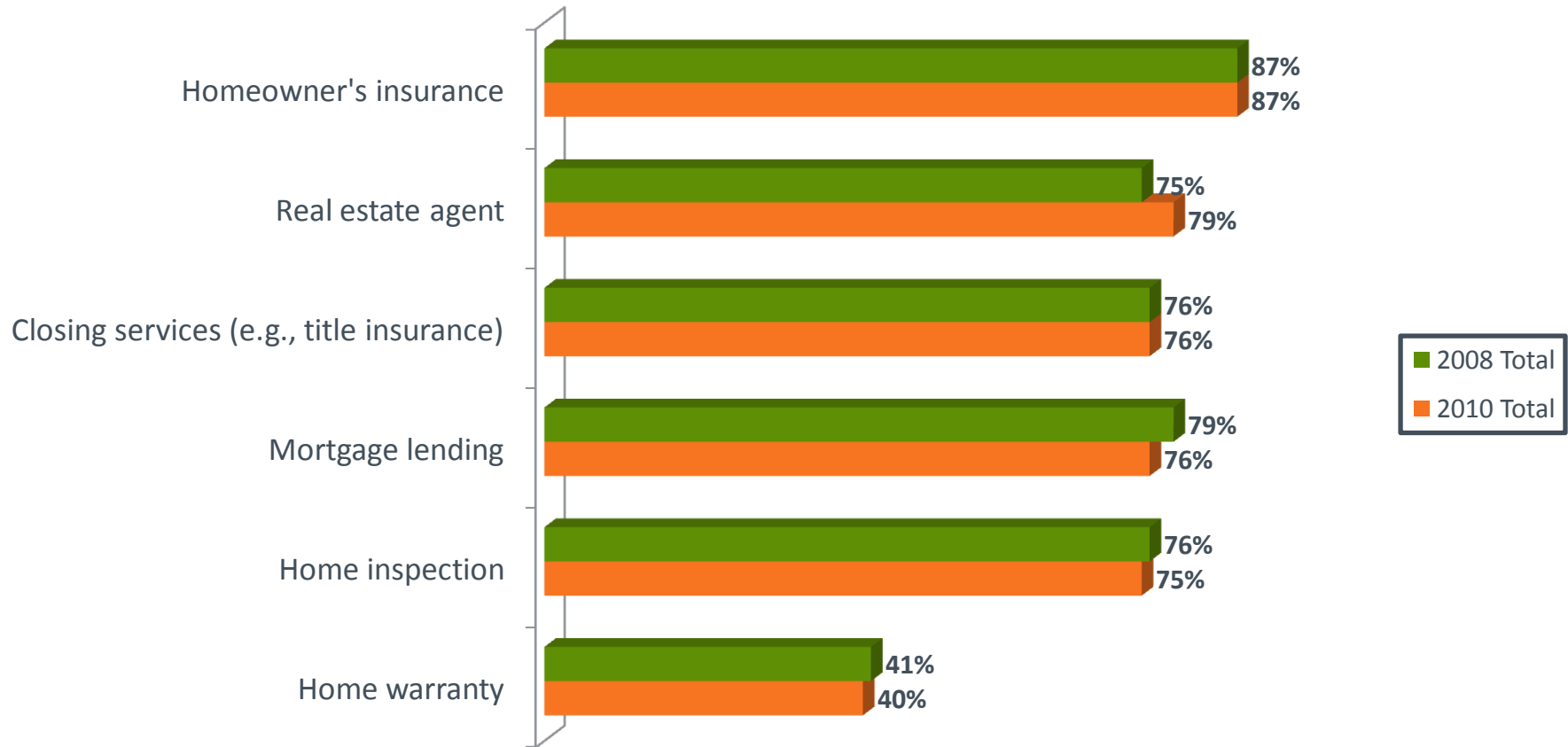


Base: All Respondents (2008 n=1446; 2010 n=1168)

2008 Q508; 2010 Q608: Please indicate how much you agree or disagree with each of the following statements as they relate to entering into and completing a real estate transaction.

Homeowner's insurance, Real estate agents, and Closing services remain the most commonly used services of homebuyers.

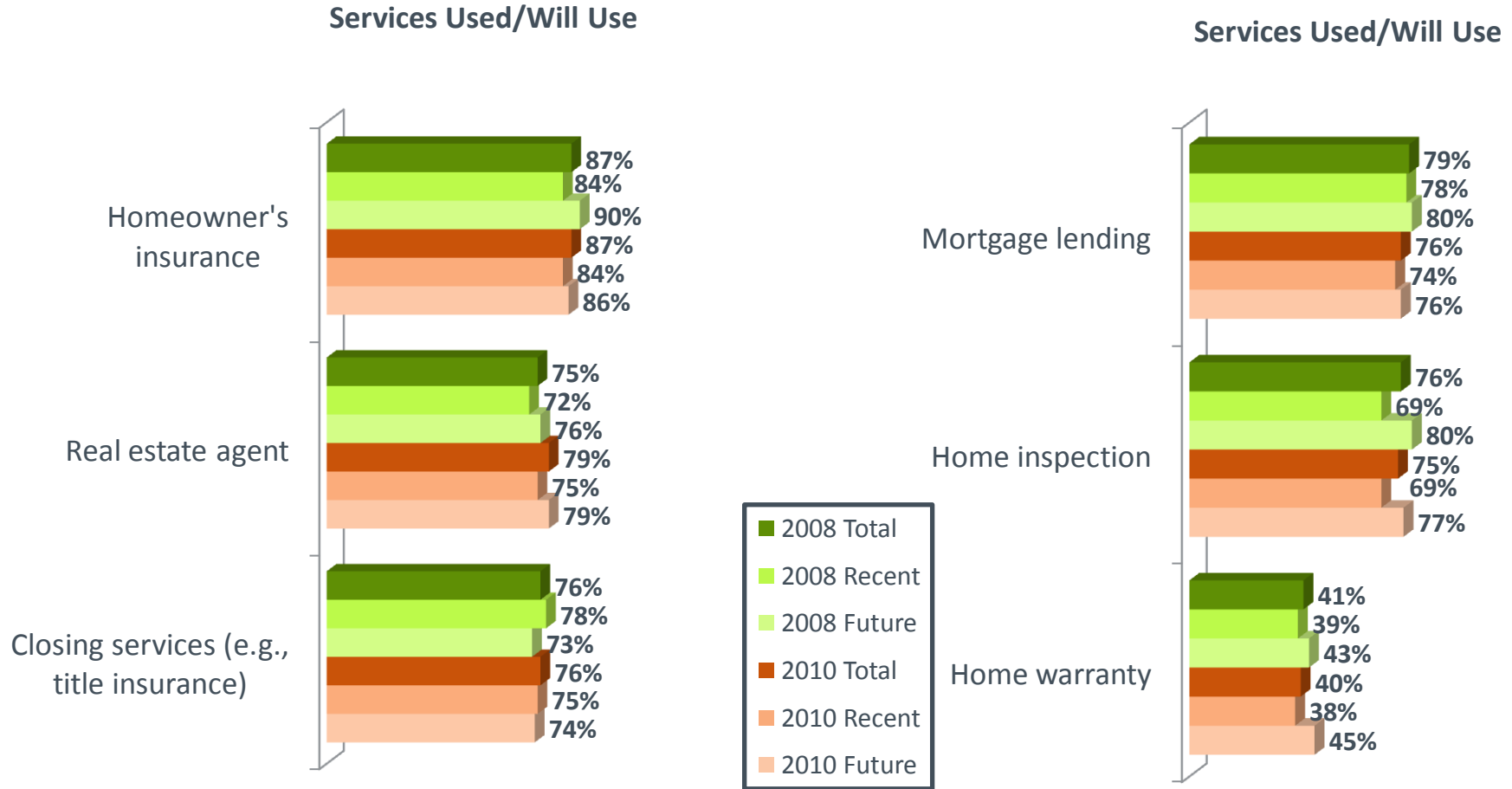
Services Used/Will Use



Base: All Respondents (2008 n= 1446; 2010 =1168)

2008 Q510; 2010 Q610: Which of the following services did you use the last time you purchased a home/
Which of the following services do you anticipate using when you purchase a home? Please select all that
apply.

As in 2008, Future Buyers are slightly more likely to anticipate that they will use the services.



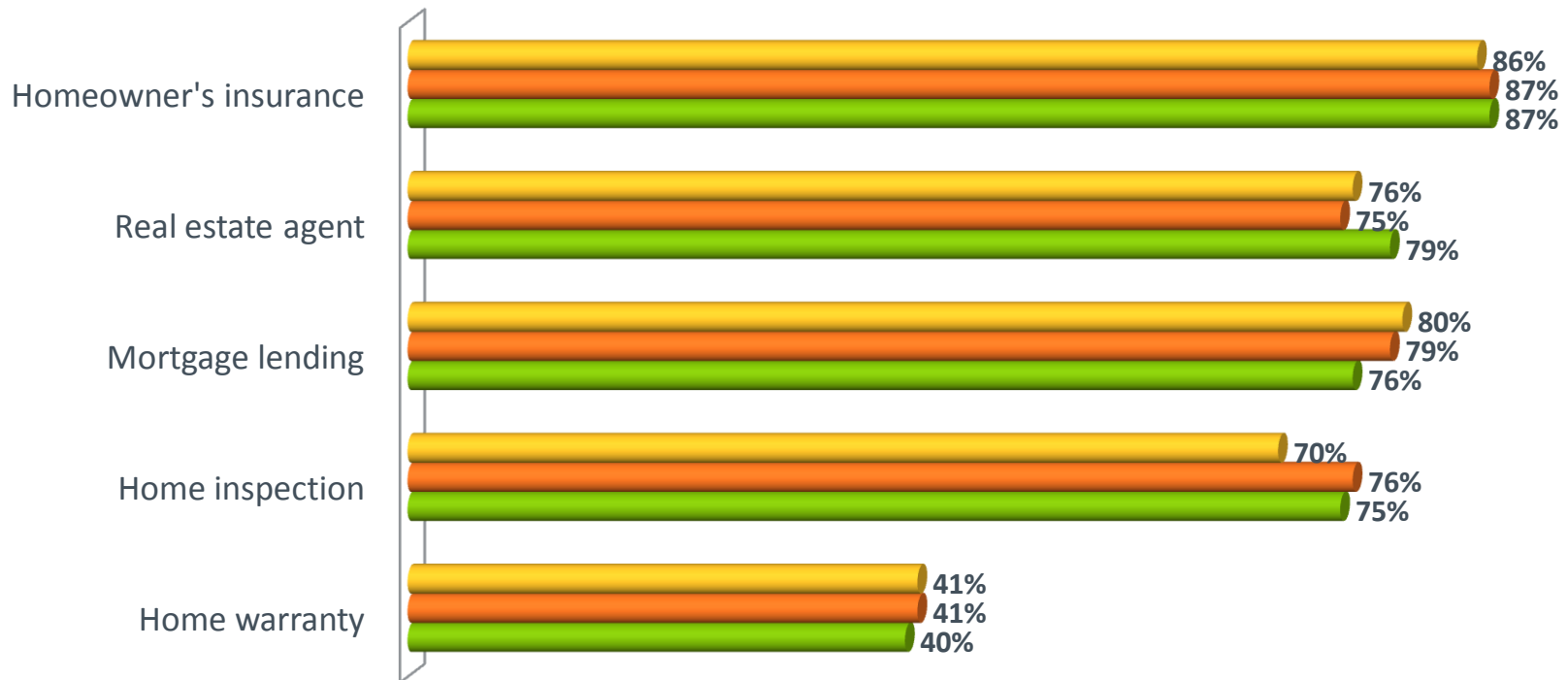
Base: All Respondents (2008 n= 1446; 2010 =1168)

2008 Q510; 2010 Q610: Which of the following services did you use the last time you purchased a home/ Which of the following services do you anticipate using when you purchase a home? Please select all that apply.

The rate at which buyers use or expect to use services has remained relatively constant since 2002, with slight increases in those who use or expect to use Real Estate Agents and Home Inspection, and a slight decrease in those who expect to use Mortgage Lending.

Services Used/Will Use

2002 Total (n=2052) 2008 Total (n=1446) 2010 Total (n=1168)



Base: All Respondents (2008 n=1446; 2010 n=1168)

2008 Q510; 2010 Q610: Which of the following services did you use the last time you purchased a home/
Which of the following services do you anticipate using when you purchase a home? Please select all that apply.

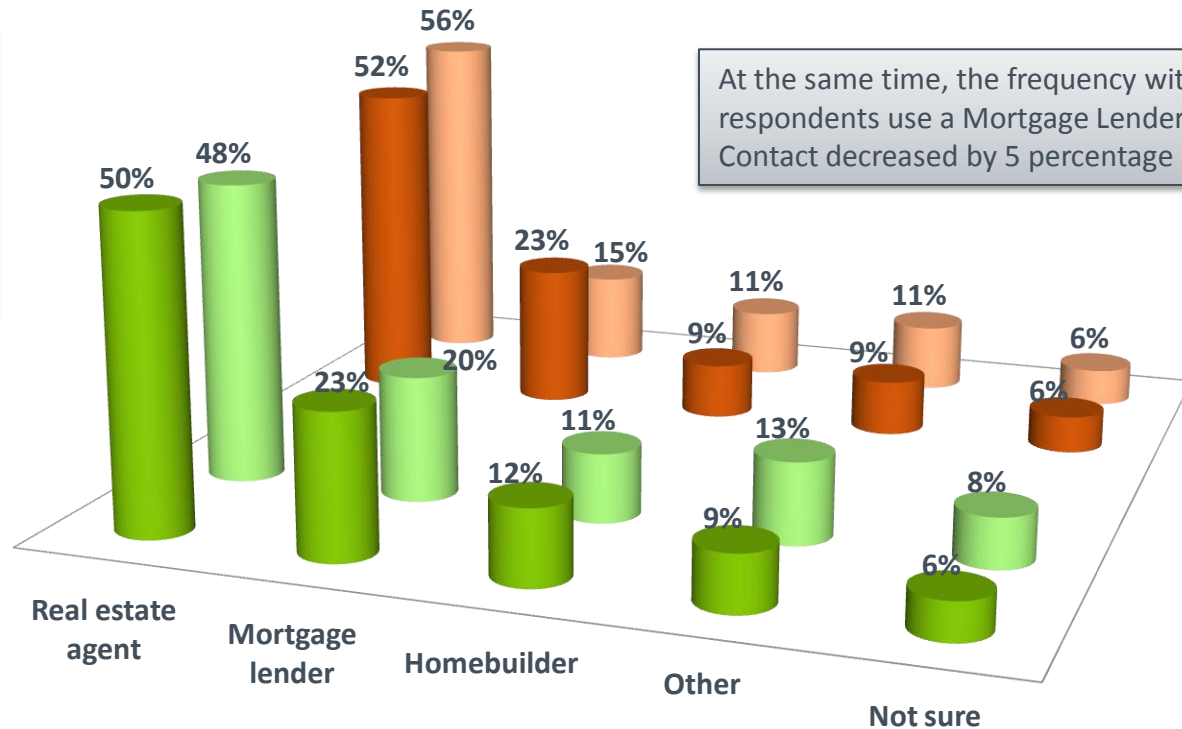


Real Estate Agent and Mortgage Lender Experiences

Respondents' First and Primary real estate contacts have modified only slightly across waves, with more homebuyers using Real Estate Agents as their Primary Contact in 2010.

First and Primary Contacts

■ 2008 First Contact ■ 2008 Primary Contact ■ 2010 First Contact ■ 2010 Primary Contact



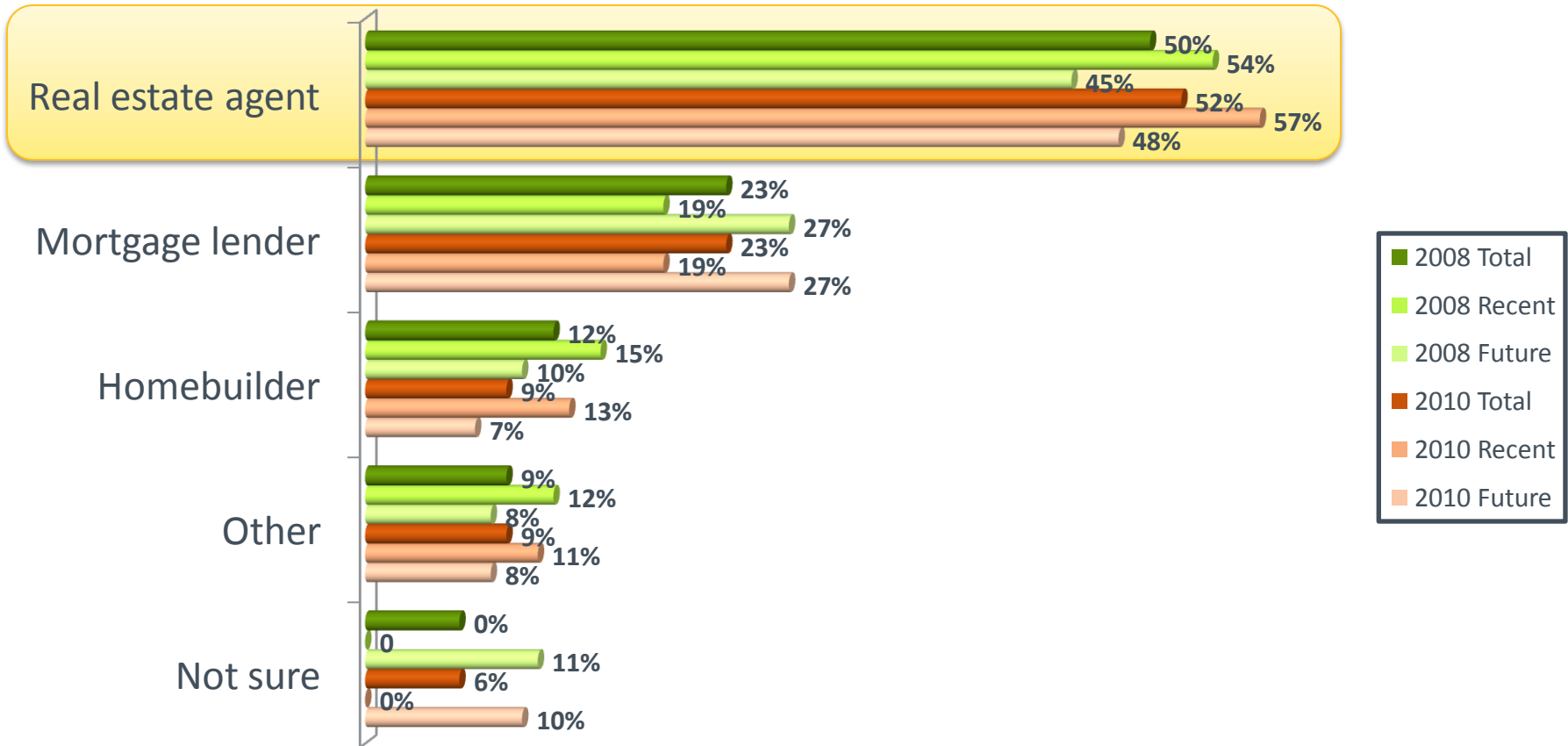
Nearly six in ten (56%) state that the Real Estate Agent is their Primary Contact in 2010, compared to just under half (48%) in 2008

At the same time, the frequency with which respondents use a Mortgage Lender as their Primary Contact decreased by 5 percentage points in 2010

Base: All Respondents (2008 n=1446; 2010 n=1168)
 2008 Q602/3; 2010 Q1602/3: Who was your first contact when you began the home buying process and who was your primary contact throughout the process/ Who do you think will be your first contact when you begin the home buying process and who do you think will be your primary contact throughout the process?

First Contact

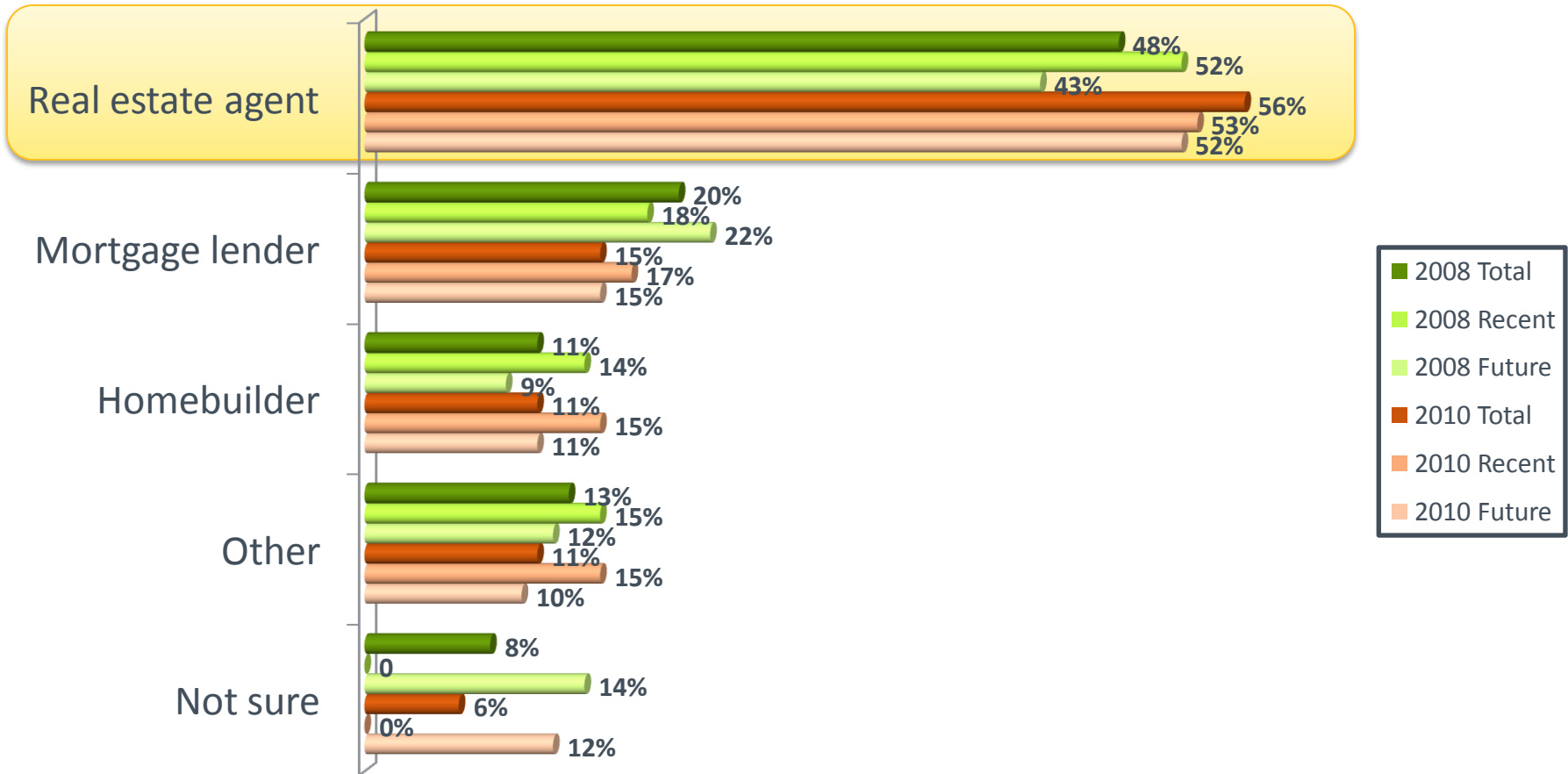
Who was or will be respondents' first home buying contact



Base: All Respondents (2008 n=1446; 2010 n=1168)
 2008 Q602/3; 2010 Q1602/3: Who was your first contact when you began the home buying process and who was your primary contact throughout the process/ Who do you think will be your first contact when you begin the home buying process and who do you think will be your primary contact throughout the process?

Primary Contact

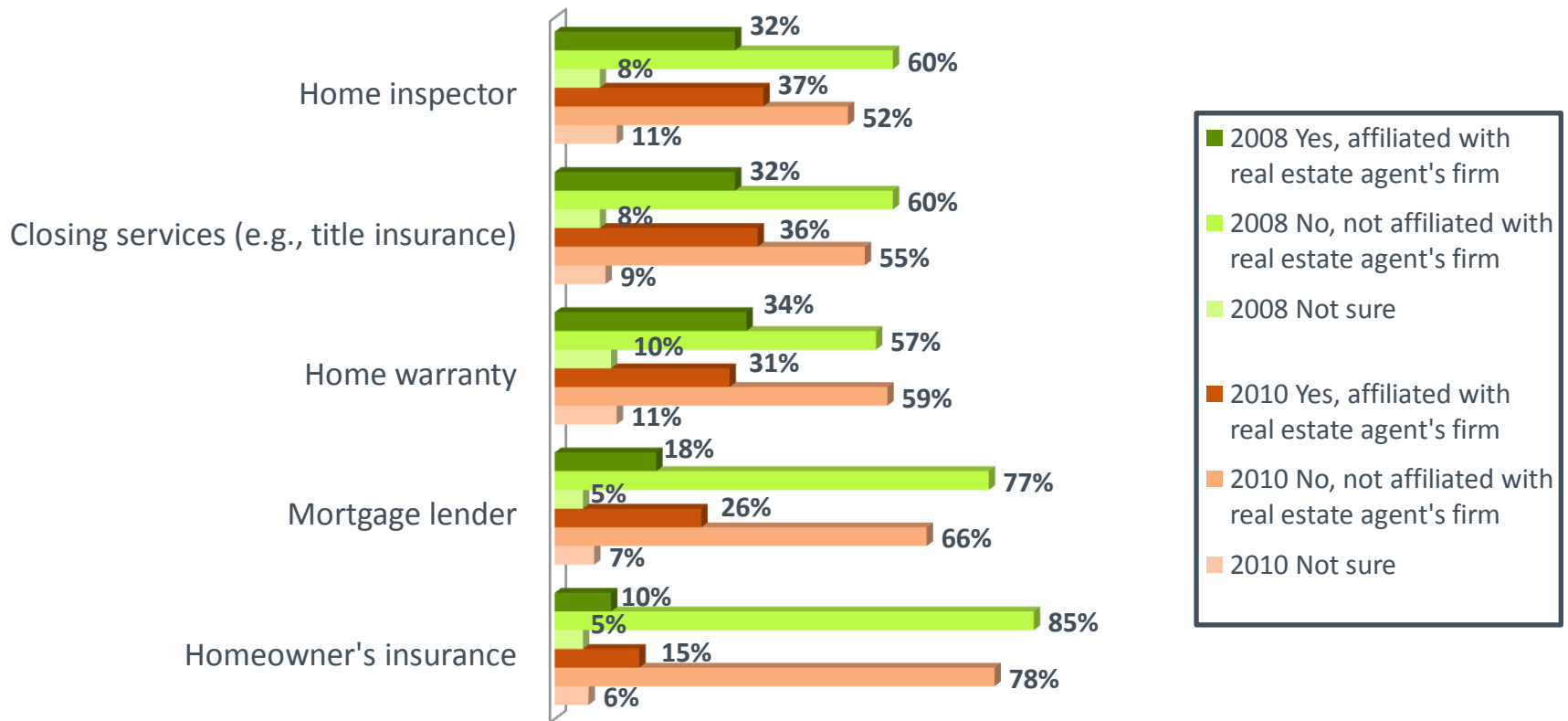
Who was or will be respondents' primary home buying contact



Base: All Respondents (2008 n=1446; 2010 n=1168)
 2008 Q602/3; 2010 Q1602/3: Who was your first contact when you began the home buying process and who was your primary contact throughout the process/ Who do you think will be your first contact when you begin the home buying process and who do you think will be your primary contact throughout the process?

Home inspector and Closing services are increasingly affiliated with the respondent's real estate agent's firm

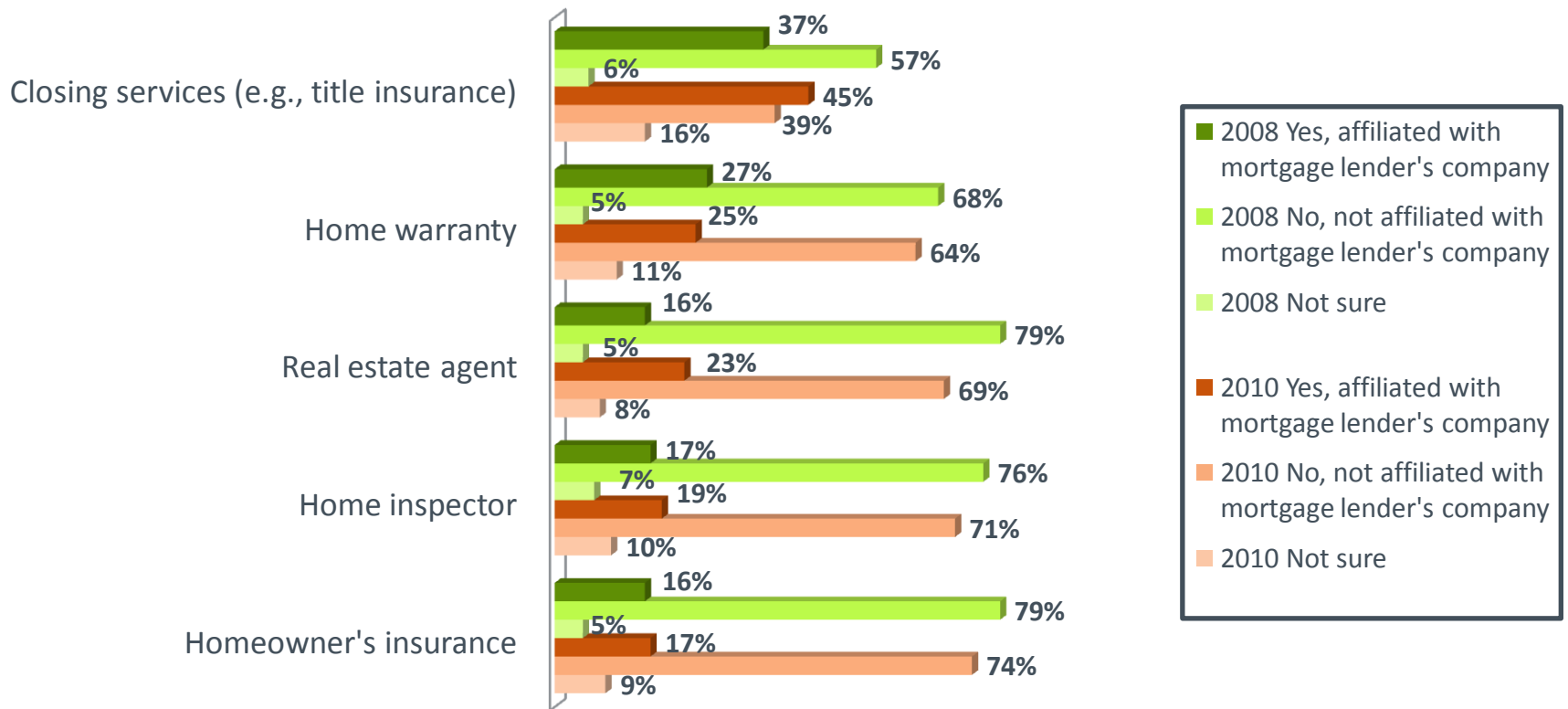
Services Associated with Real Estate Agent's Firm



Base: Recent buyer and Used a real estate agent and More than one response at Q610(2008 n=508; 2010 n=469)
 2008 Q616; 2010 Q1616. Were the following services that you used affiliated with your real estate agent's firm or not?

The frequency with which Closing services and Real estate agents are affiliated with respondents' Mortgage Lending companies has increased since 2008.

Services Associated with Mortgage Lender's Company

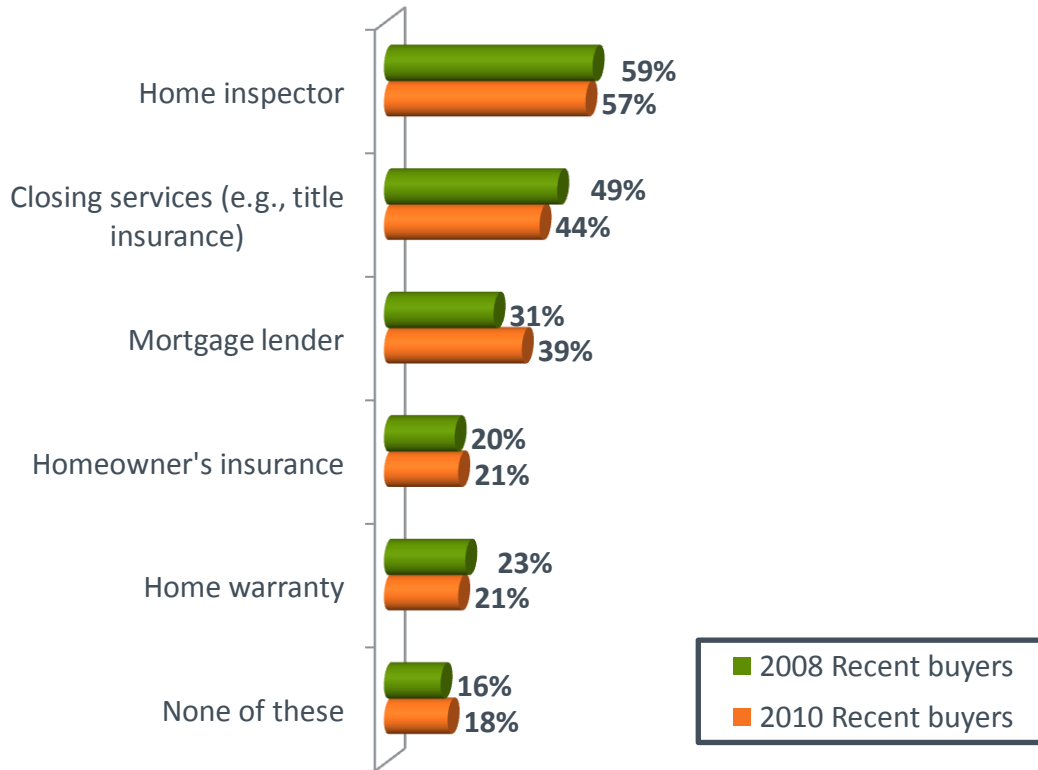


Base: Recent buyer and Used a mortgage lender and More than one response at Q610(2008 n=544; 2010 n=459)
 2008 Q618; 2010 Q1618. Were the following services that you used affiliated with your mortgage lender's company or not?

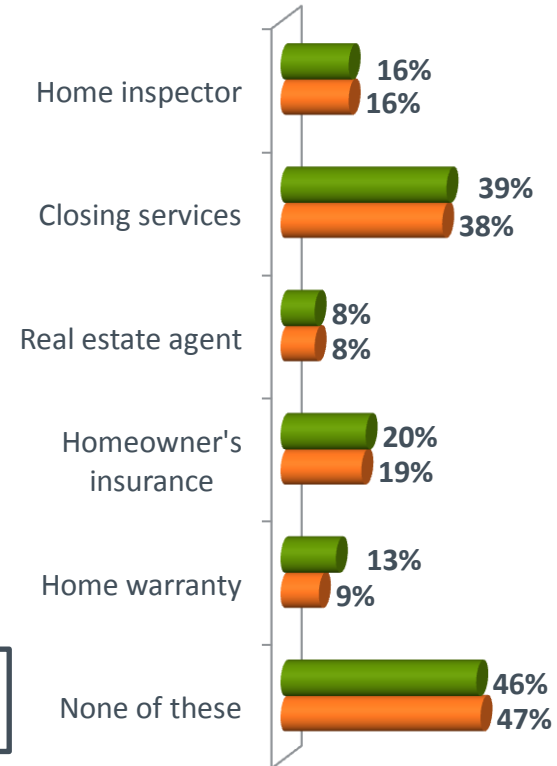
Real Estate Agents have consistently greater influence over respondents' services-related decision making than Mortgage Lenders

Nearly half of Recent Buyers did not use any services recommended by their Mortgage Lender

Services Used and Recommended by Real Estate Agent



Services Used and Recommended by Mortgage Lender



Base: Recent Buyer and Used real estate agent and More than one response at Q610 (2008 n=508; 2010 n=469)

2008 Q620; 2010 Q1620: Which of the following services that you used were recommended by your real estate agent?

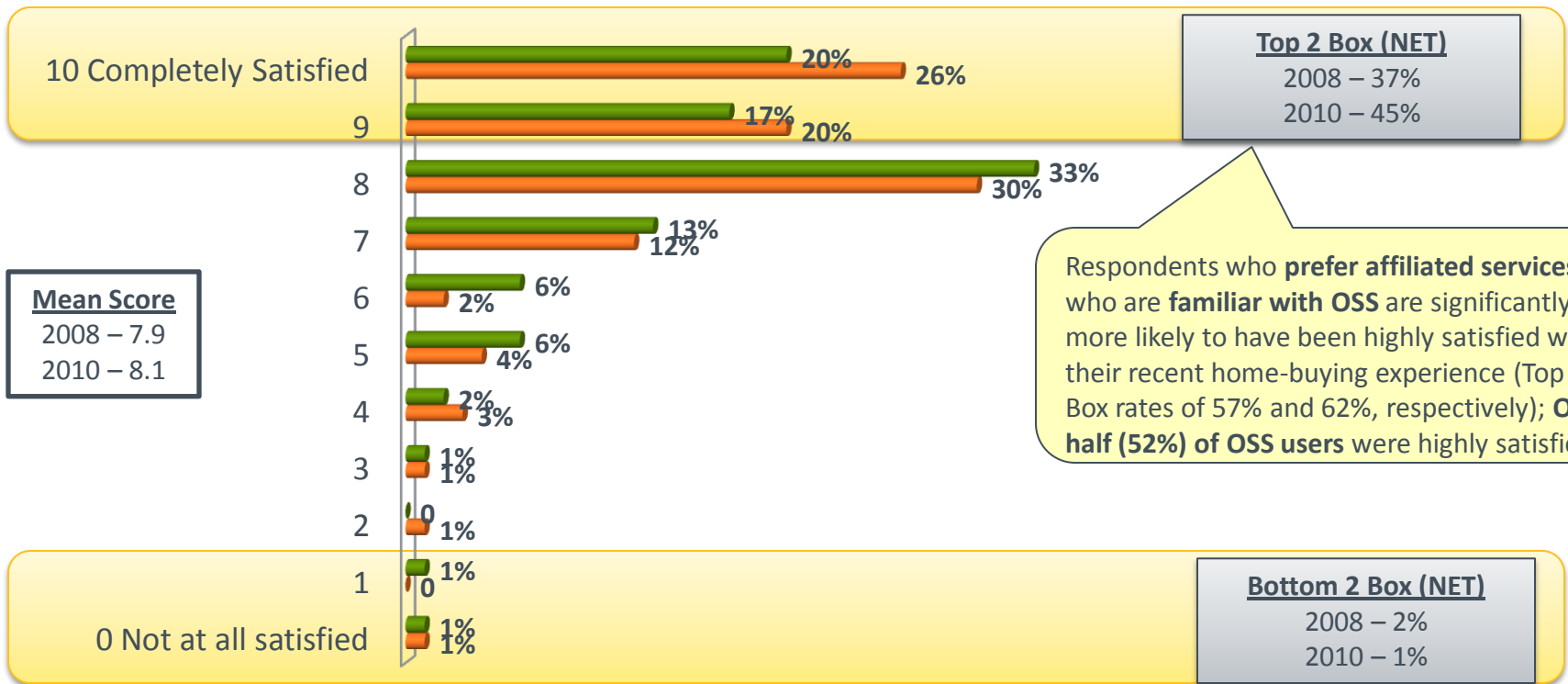
Base: Recent Buyer and Used mortgage lender and More than one response at Q610 (2008 n=544; 2010 n=459)

2008 Q621; 2010 Q1621: Which of the following services that you used were recommended by your mortgage lender?

Overall satisfaction with the home-buying experience has risen since 2008, with the mean score increasing to 8.1 from 7.9, and 45% of respondents being highly satisfied (score of 9 or 10) as compared with 37% in 2008.

Overall Satisfaction with Home-buying Experience

■ 2008 ■ 2010



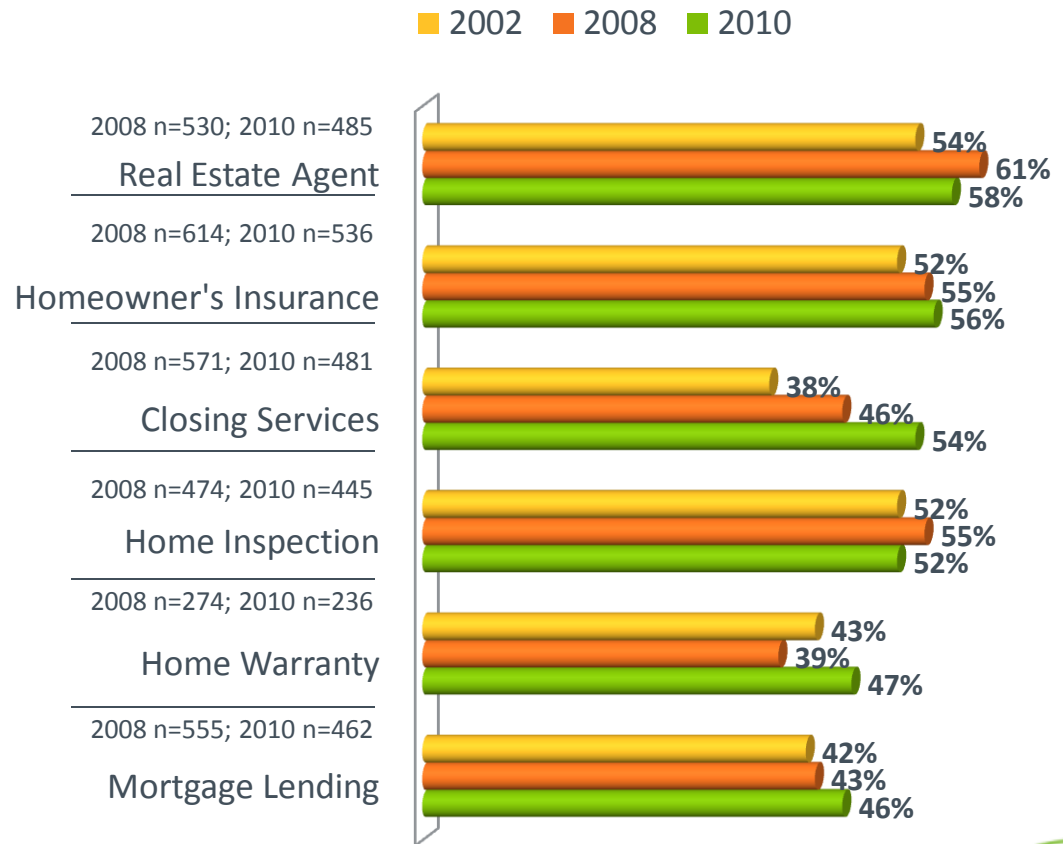
Base: Recent Buyers (2008 n=740; 2010 n=629)

2008 Q640; 2010 Q1640: Overall, how would you rate your satisfaction with the overall experience of buying your last home? Please use a scale of 0 to 10, where '0' is 'Not At All Satisfied' and '10' is 'Completely Satisfied'.

Satisfaction ratings for individual services has generally risen since 2002, including significant increases in satisfaction with Closing Services. Majorities of respondents in 2010 are very satisfied with all but Home Warranty and Mortgage Lending services.

	Mean Scores	
Real Estate Agent	2008	8.3
	2010	8.3
Homeowner's Insurance	2008	8.3
	2010	8.4
Closing Services	2008	8.1
	2010	8.3
Home Inspection	2008	8.2
	2010	8.2
Home Warranty	2008	7.5
	2010	7.9
Mortgage Lending	2008	7.7
	2010	7.9

Satisfaction Ratings - 9 or 10 (NET)



Base: Recent Buyers

2008 Q645; 2010 1645: How satisfied were you with the service you received in each of the following areas? Please use a 0 to 10 scale, where '0' is 'Not at all satisfied' and '10' is 'Completely satisfied'.



Experience with One Stop Shopping and Affiliation Preferences

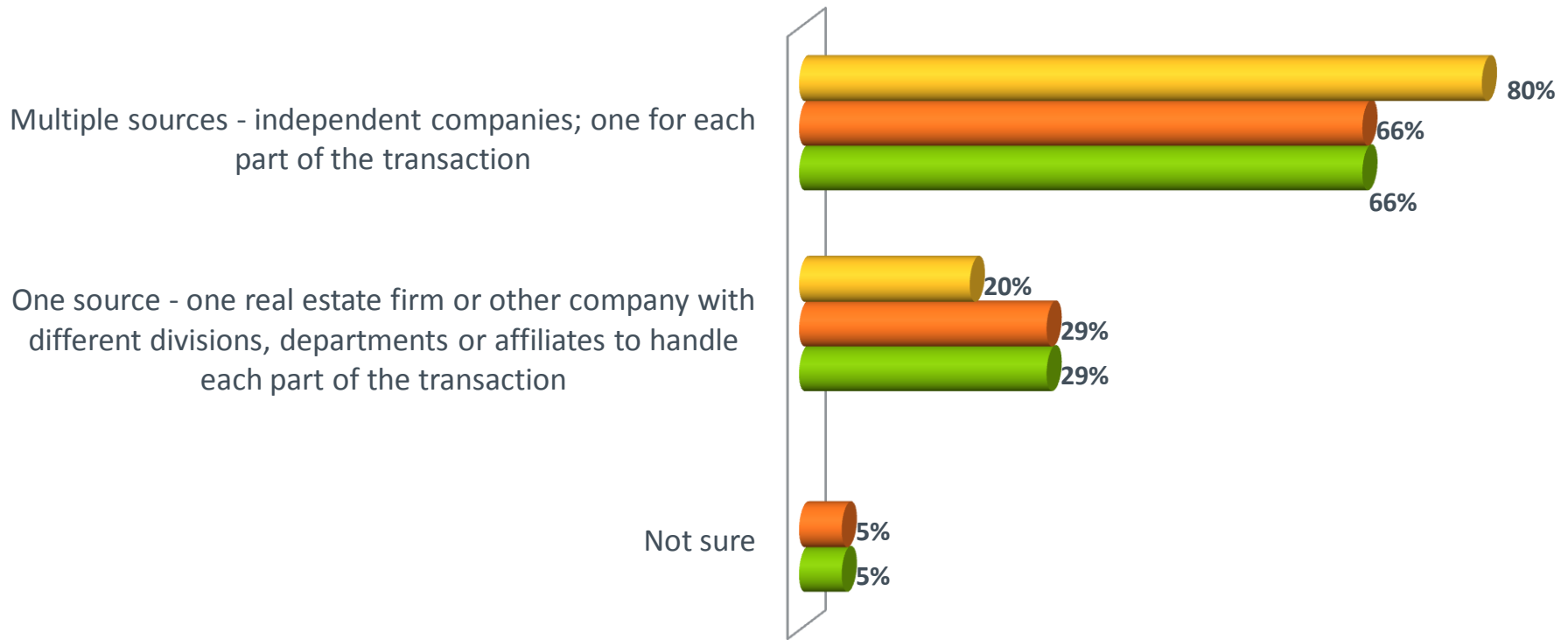
The percentage of Recent Buyers who used One-stop Shopping has remained constant in 2008 and 2010. This represents an increase over 2002 usage.

Use of One-stop Shopping

■ 2002 Recent Buyers (n=687)

■ 2008 Recent Buyers (n=740)

■ 2010 Recent Buyers (n=629)



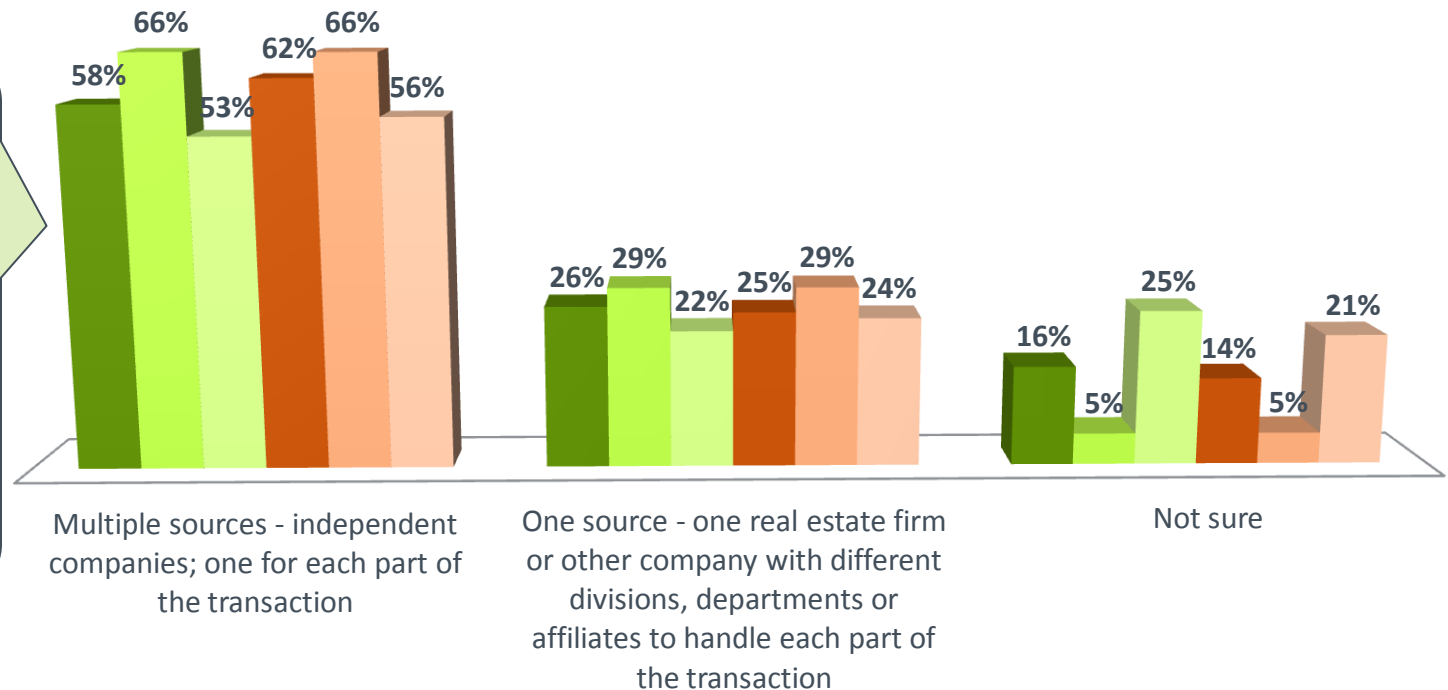
Base: All Respondents (2008 n=1446; 2010 n=1168)

2008 Q605; 2010 Q1605: Did you get the services that you required/ Do you anticipate getting the services that you require (e.g., real estate firm, mortgage lending, title insurance, homeowner's insurance, home inspection, home warranty, etc.) from one source or multiple sources?

The utilization of One-stop Shopping has not varied greatly since 2008, with roughly six-in-ten using multiple sources, and a quarter having used or anticipating use of One-stop Shopping.

Use of One-stop Shopping

■ 2008 Total ■ 2008 Recent ■ 2008 Future ■ 2010 Total ■ 2010 Recent ■ 2010 Future

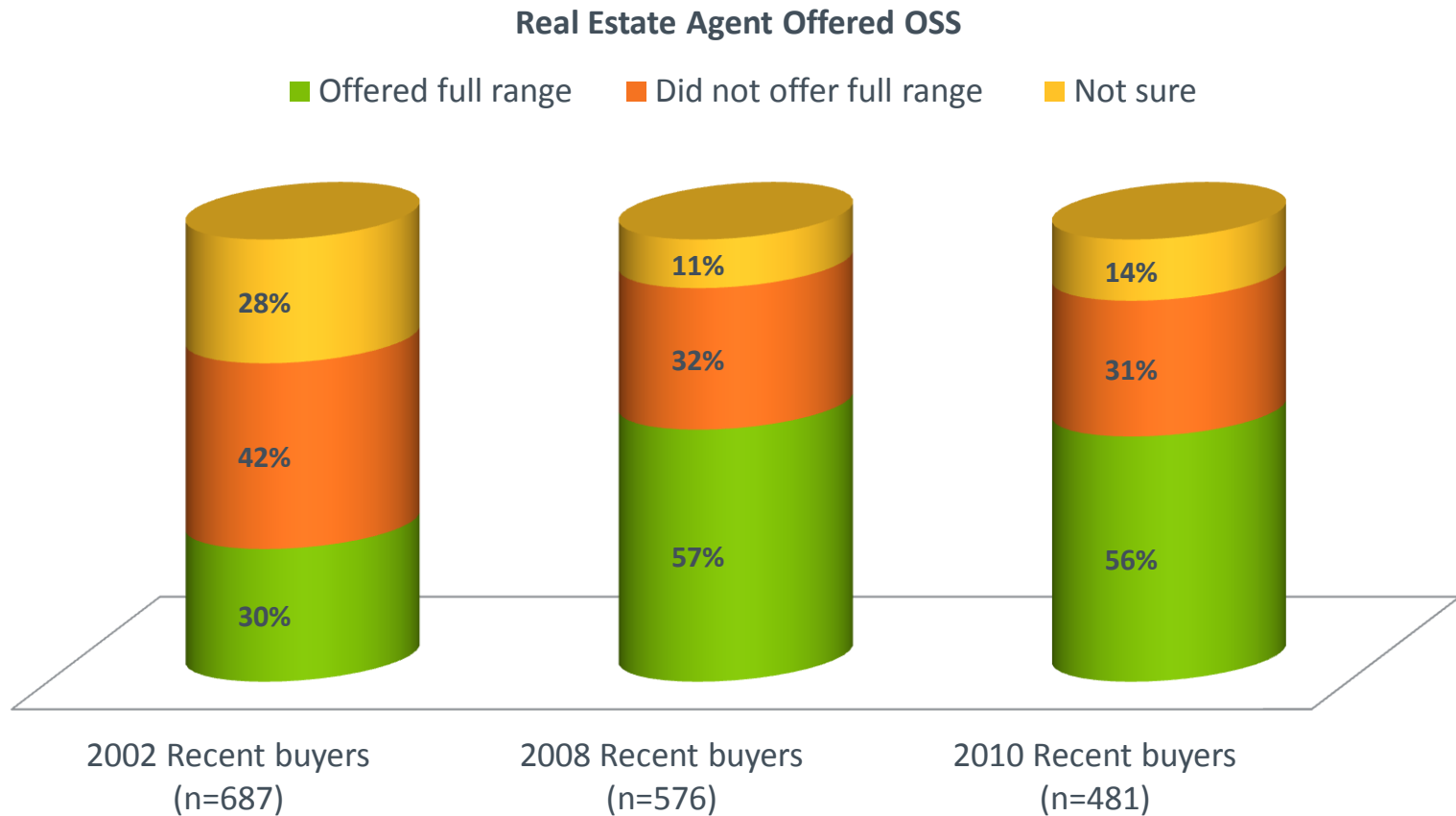


Of those who used multiple sources, 49% in 2008 and 44% in 2010 worked with a real estate firm, and 34% in 2008 and 35% in 2010 worked with a mortgage lender that offered a full range of services

Base: All Respondents (2008 n=1446; 2010 n=1168)

2008 Q605; 2010 Q1605: Did you get the services that you required/ Do you anticipate getting the services that you require (e.g., real estate firm, mortgage lending, title insurance, homeowner's insurance, home inspection, home warranty, etc.) from one source or multiple sources?

The availability of One-stop Shopping through Real Estate Agents has increased since 2002, but has remained largely the same since 2008.



Base: Recent buyer and Used a real estate agent

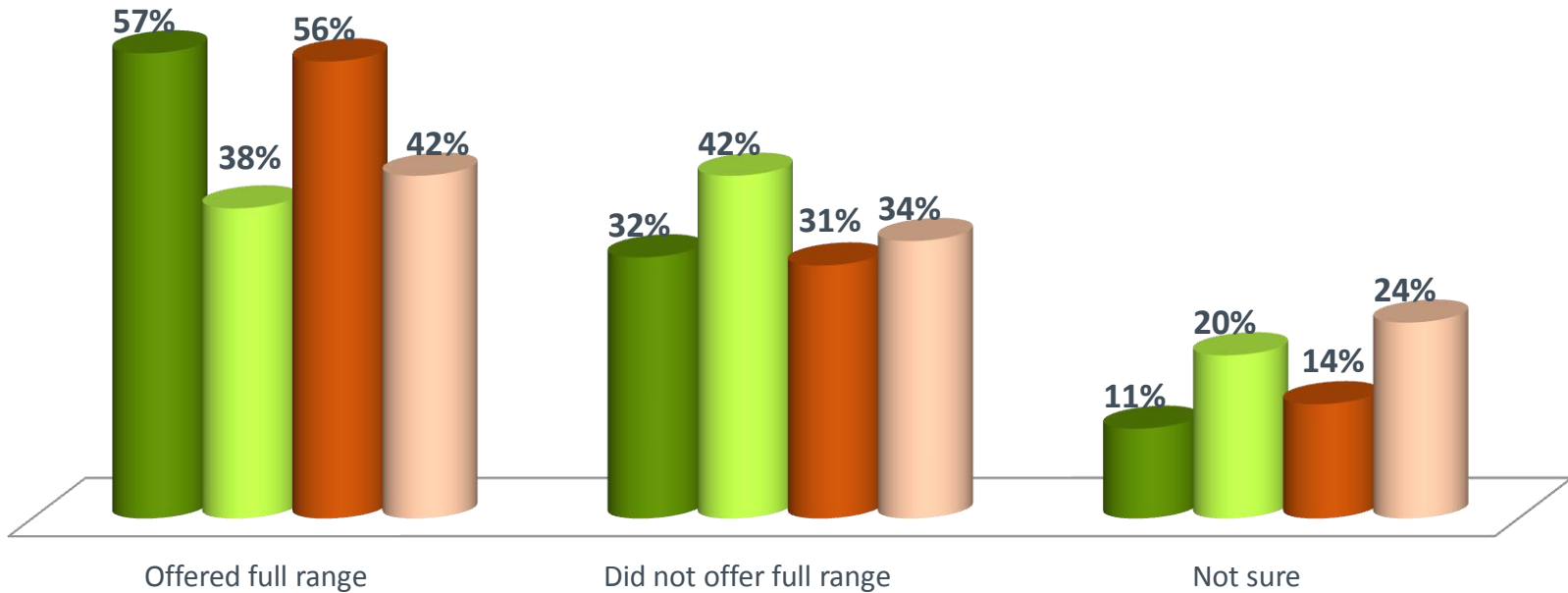
2008 Q610; 2010 Q1610: Did your real estate agent's company offer a full range of home buying services (for example, selection of a real estate agent, home inspection, title insurance, home warranty, mortgage lending, etc.)?

One-stop Shopping continues to be more widely available through Real Estate Agents than through Mortgage Lenders.

The percentage of respondents whose Mortgage Lender did not offer a full range of home buying services decreased by 8 percentage points (42% in 2008 vs. 34% in 2010)

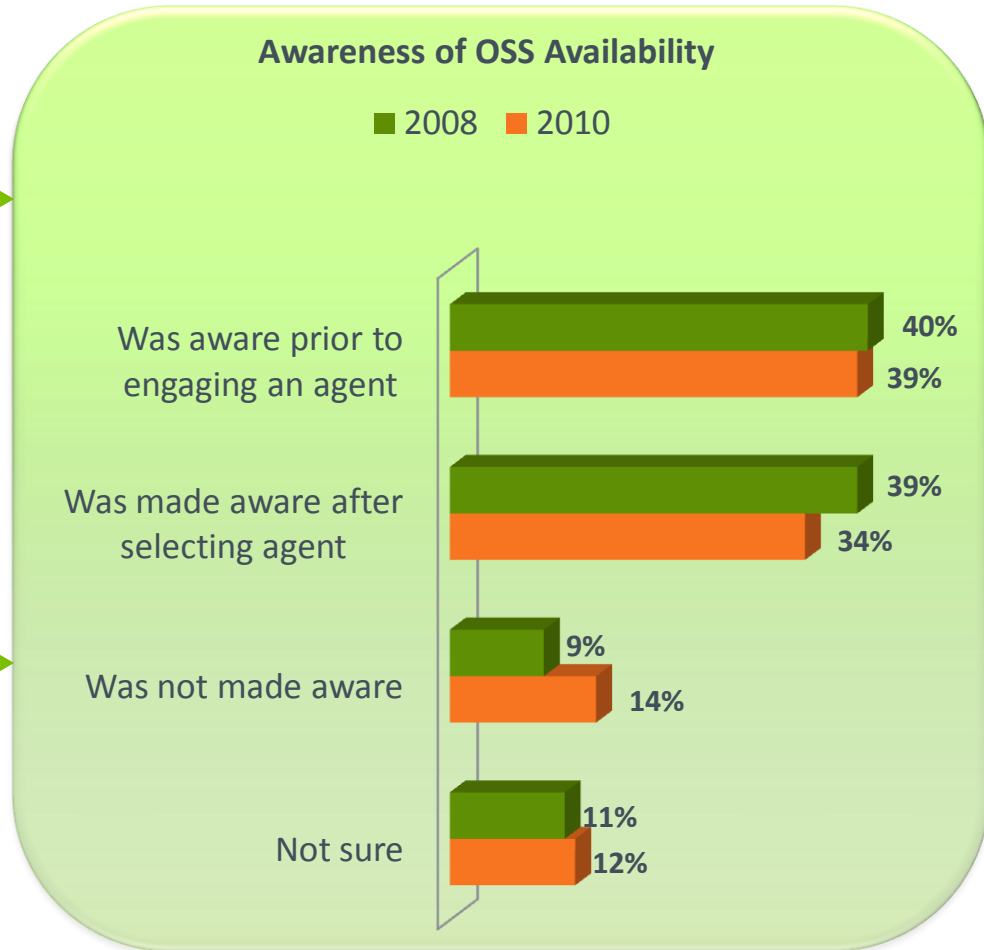
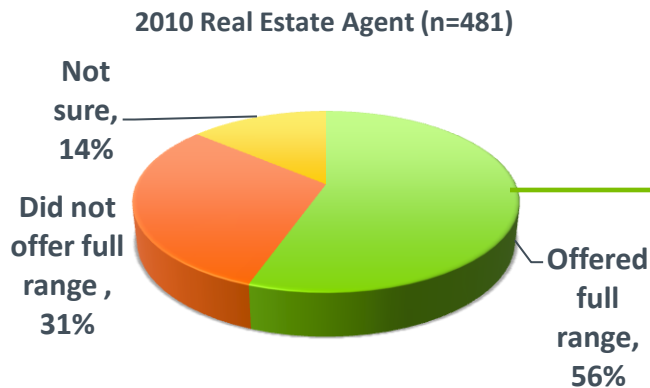
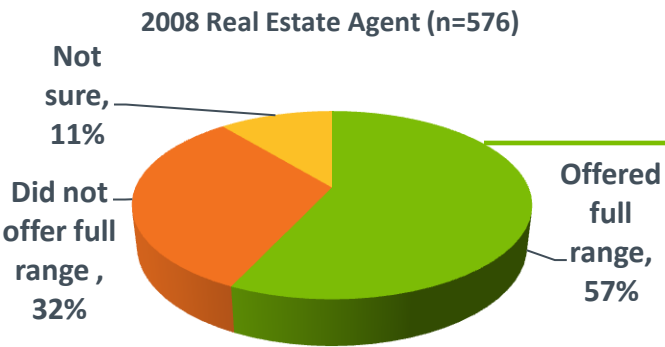
One-stop Shopping, Real Estate Agent vs. Mortgage Lender

- 2008 Real Estate Agent
- 2010 Real Estate Agent
- 2008 Mortgage Lender's Company
- 2010 Mortgage Lender's Company



Base: Recent buyer and Used a real estate agent or mortgage lender (2008 n=576; 2010 n=481)
2008 Q610; 2010 Q1610: Did your real estate agent's company offer a full range of home buying services (for example, selection of a real estate agent, home inspection, title insurance, home warranty, mortgage lending, etc.)?

In both waves, over half of real estate agents offered a full range of services. Of those respondents whose real estate agent offered a full range, roughly 4-in-ten were aware of OSS availability prior to contacting an agent.



Base: Recent buyer and Used a real estate agent or mortgage lender (2008 n= 576; 2010 n=481)

2008 Q610; 2010 Q1610: Did your real estate agent's company offer a full range of home buying services (for example, selection of a real estate agent, home inspection, title insurance, home warranty, mortgage lending, etc.)?

Base: Real estate company offered a full range (2008 n=285; 2010 n=244)

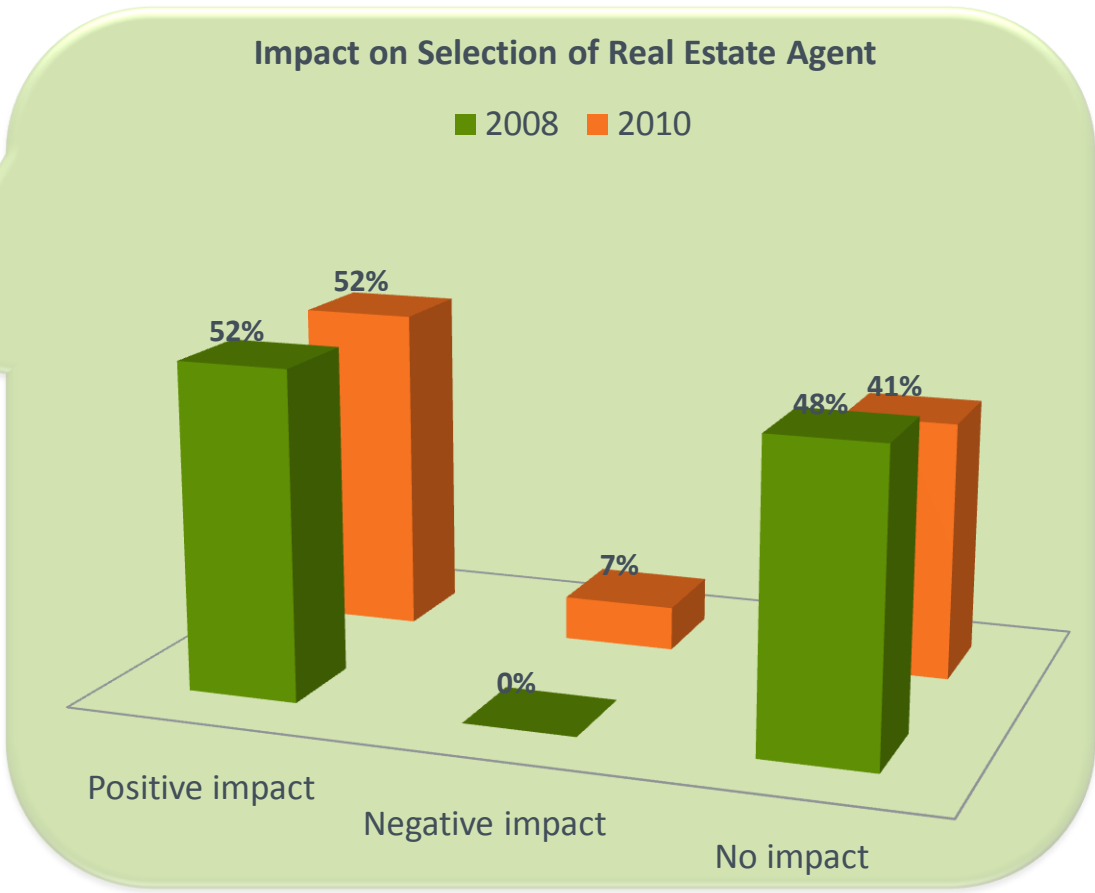
2008 Q625; 2010 Q1625: Were you aware that your agent was affiliated with a firm that offered a full range of home buying services prior to engaging your real estate agent, or were you made aware after selecting an agent?;

Among those respondents who were aware of OSS availability prior to selecting an agent, over half in both waves said that availability made a positive impact on their selection of a real estate agent.

In 2010, more respondents said that it made a negative impact, while fewer said it made no impact at all.

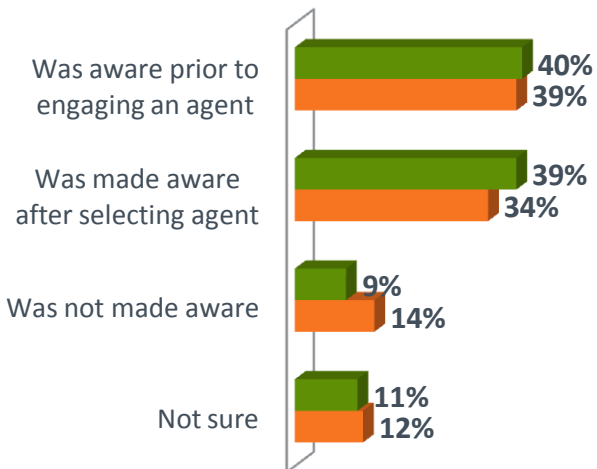
Impact on Selection of Real Estate Agent

■ 2008 ■ 2010



Awareness of OSS Availability

■ 2008 ■ 2010



Base: Real estate company offered a full range (2008 n=285; 2010 n=244)

2008 Q625; 2010 Q1625: Were you aware that your agent was affiliated with a firm that offered a full range of home buying services prior to engaging your real estate agent, or were you made aware after selecting an agent?;

Base: Aware prior to engaging an agent (2008 n=116; 2010 n=96)

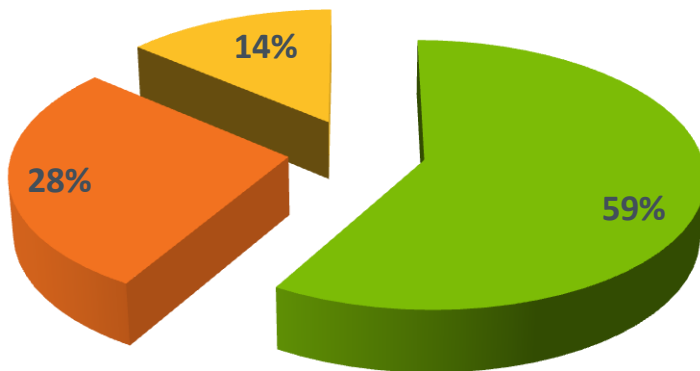
2008 Q630; 2010 Q1630: Did the fact that the firm offered this full range of services have no impact, a positive impact, or a negative impact on your selection of a real estate agent?

The percentage of real estate agents or mortgage lending firms which disclosed affiliations with recommended service providers increased slightly, from 58% in 2008 to 61% in 2010.

However, recent buyers also expressed more uncertainty about affiliation disclosure in 2010 (18%) than they did in 2008 (14%).

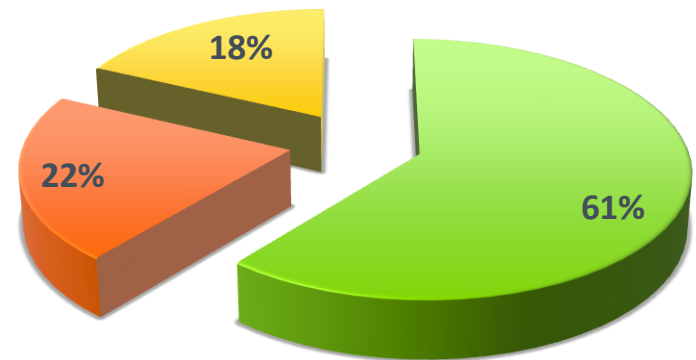
Affiliation Disclosure: 2008 Recent Buyers

■ Yes ■ No ■ Not sure



Affiliation Disclosure: 2010 Recent Buyers

■ Yes ■ No ■ Not sure



Base: Real estate agent or Mortgage lender recommended services (2008 n=547; 2010 n=473)

2008 Q635; 2010 Q1635: Did your real estate agent tell you if the services they were recommending were affiliated with their company or not?

Nearly four-in-ten respondents (39%) state that they would be more likely to use a service provider if it were affiliated with their Real Estate Agent.

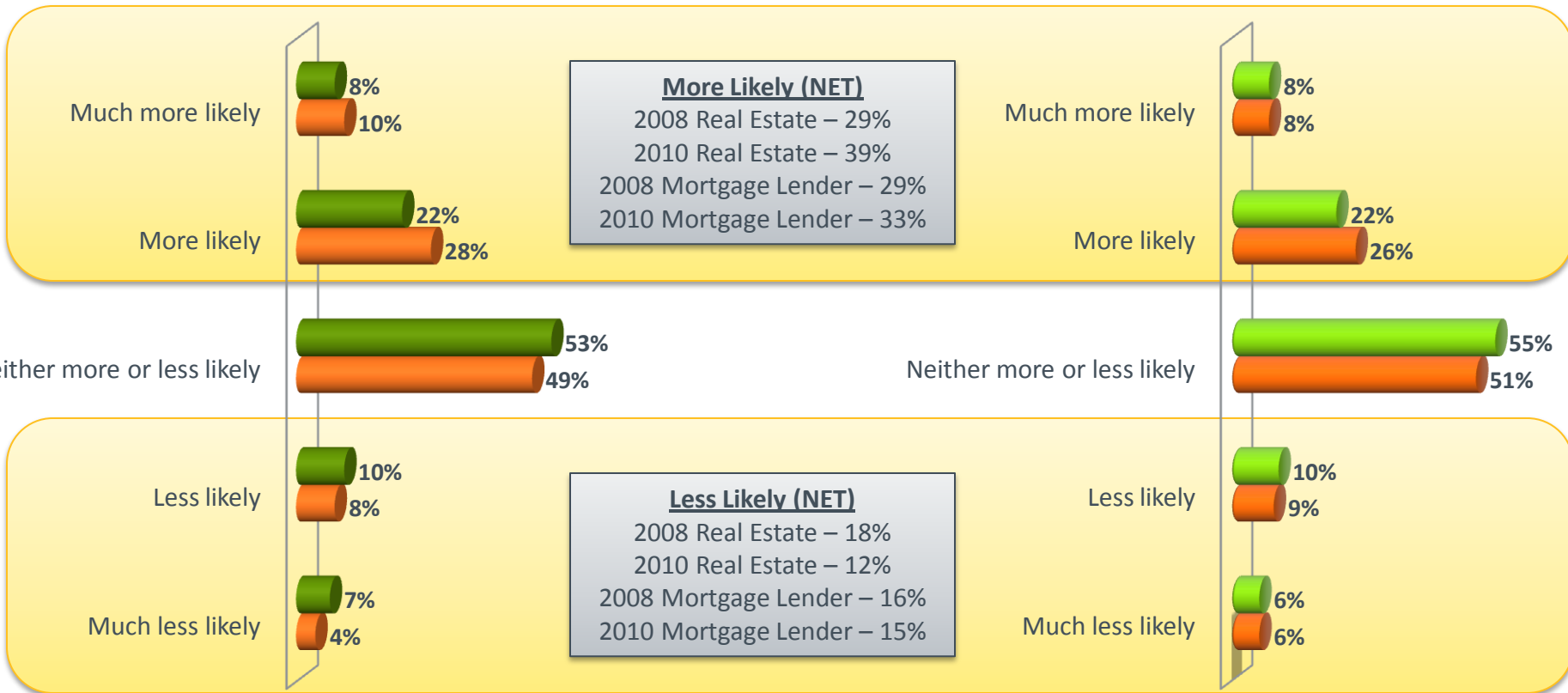
That is a 10 percentage point increase over 2008, and 6% more likely than if the service provider were affiliated with their Mortgage Lender's Company in 2010.

Real Estate Agent

■ 2008 ■ 2010

Mortgage Lender's Company

■ 2008 ■ 2010



Base: All Respondents (2008 n=1446; 2010 n=1168)

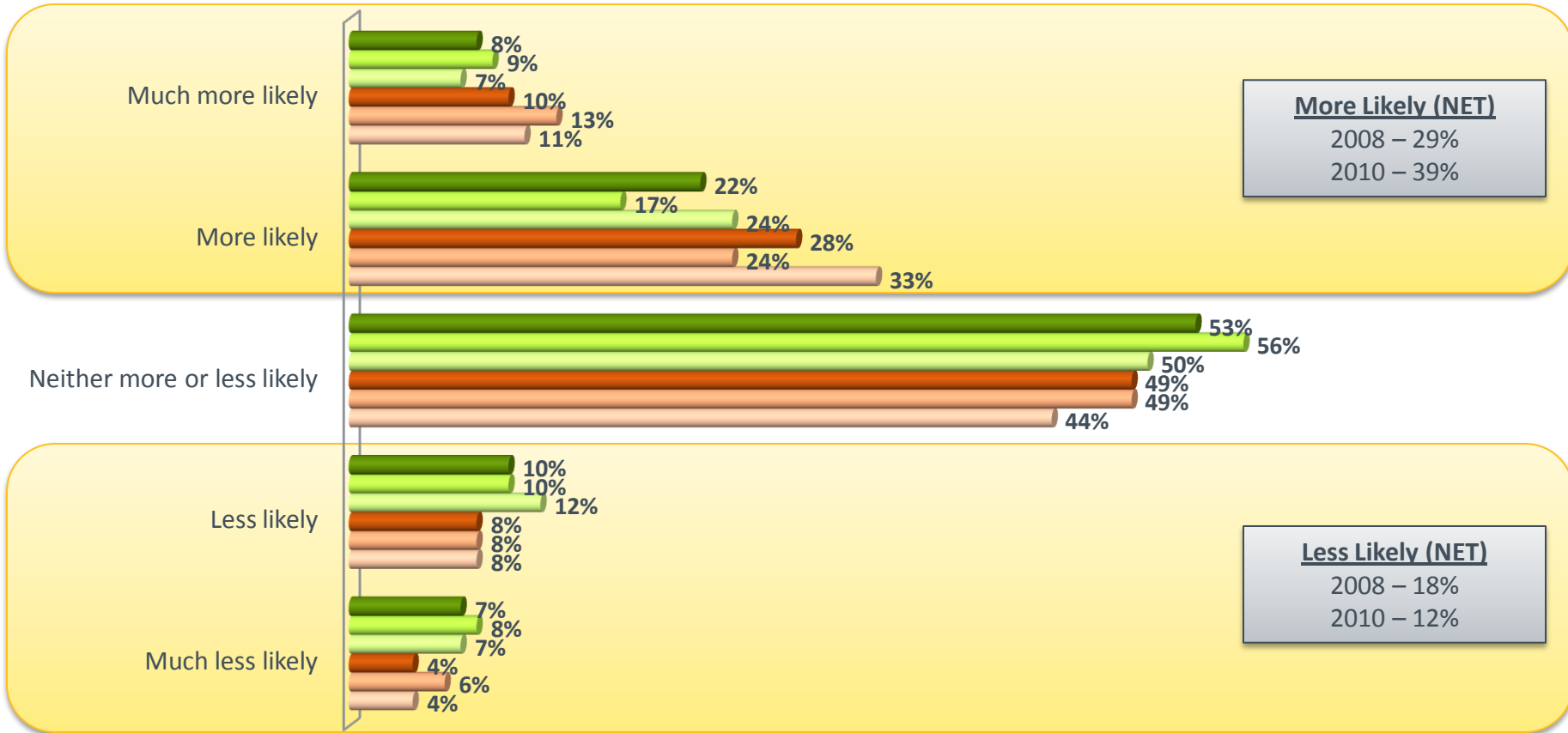
2008 Q638; 2010 Q1638: Suppose you were buying a home. Would you be more or less likely to use a service provider if you knew that they were affiliated with your...?

Affiliation Preferences

Real Estate Agents

Real Estate Agent

■ 2008 Total
 ■ 2008 Recent
 ■ 2008 Future
 ■ 2010 Total
 ■ 2010 Recent
 ■ 2010 Future



Base: All Respondents (2008 n=1446; 2010 n=1168)

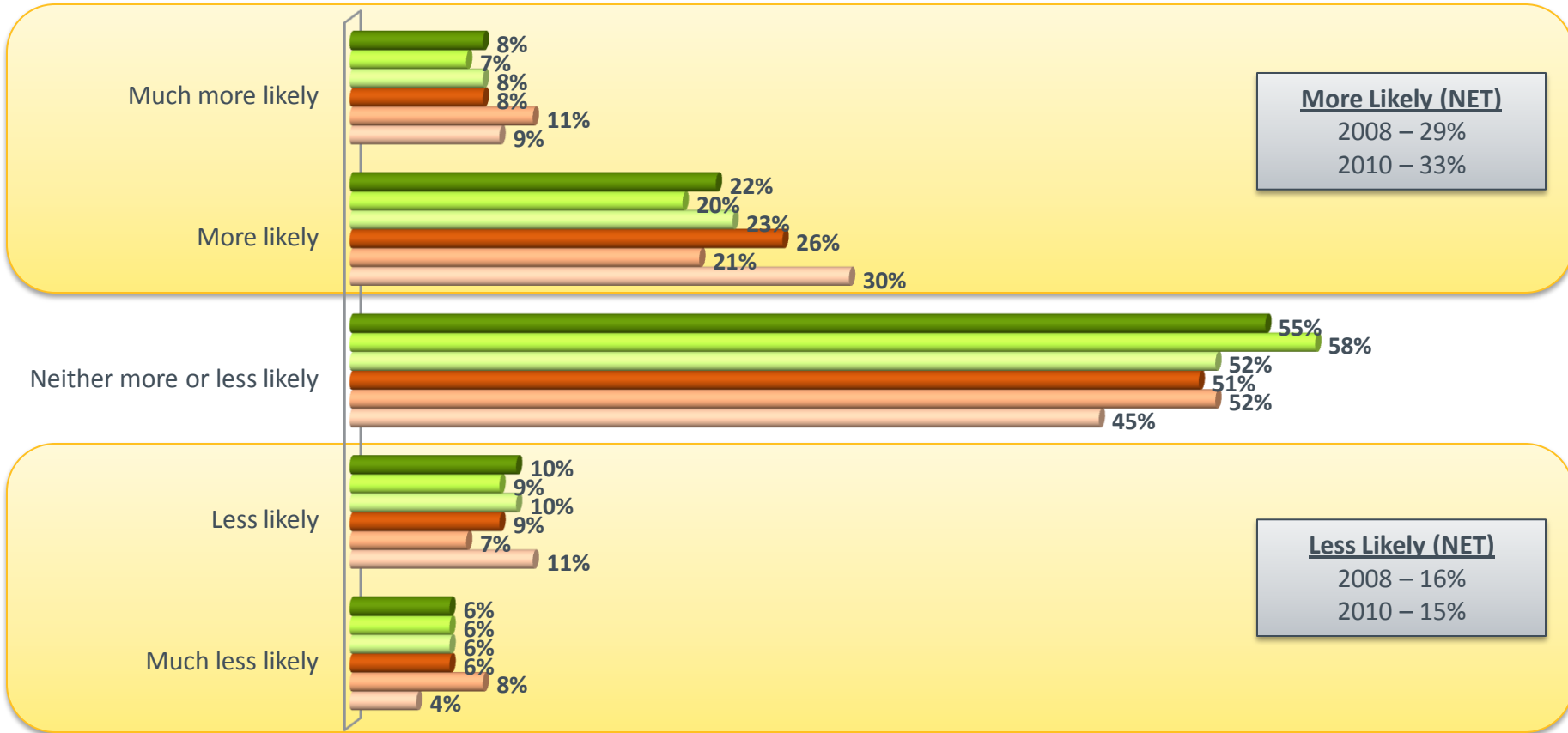
2008 Q638; 2010 Q1638: Suppose you were buying a home. Would you be more or less likely to use a service provider if you knew that they were affiliated with your...?

Affiliation Preferences

Mortgage Lenders

Mortgage Lender's Company

■ 2008 Total
 ■ 2008 Recent
 ■ 2008 Future
 ■ 2010 Total
 ■ 2010 Recent
 ■ 2010 Future



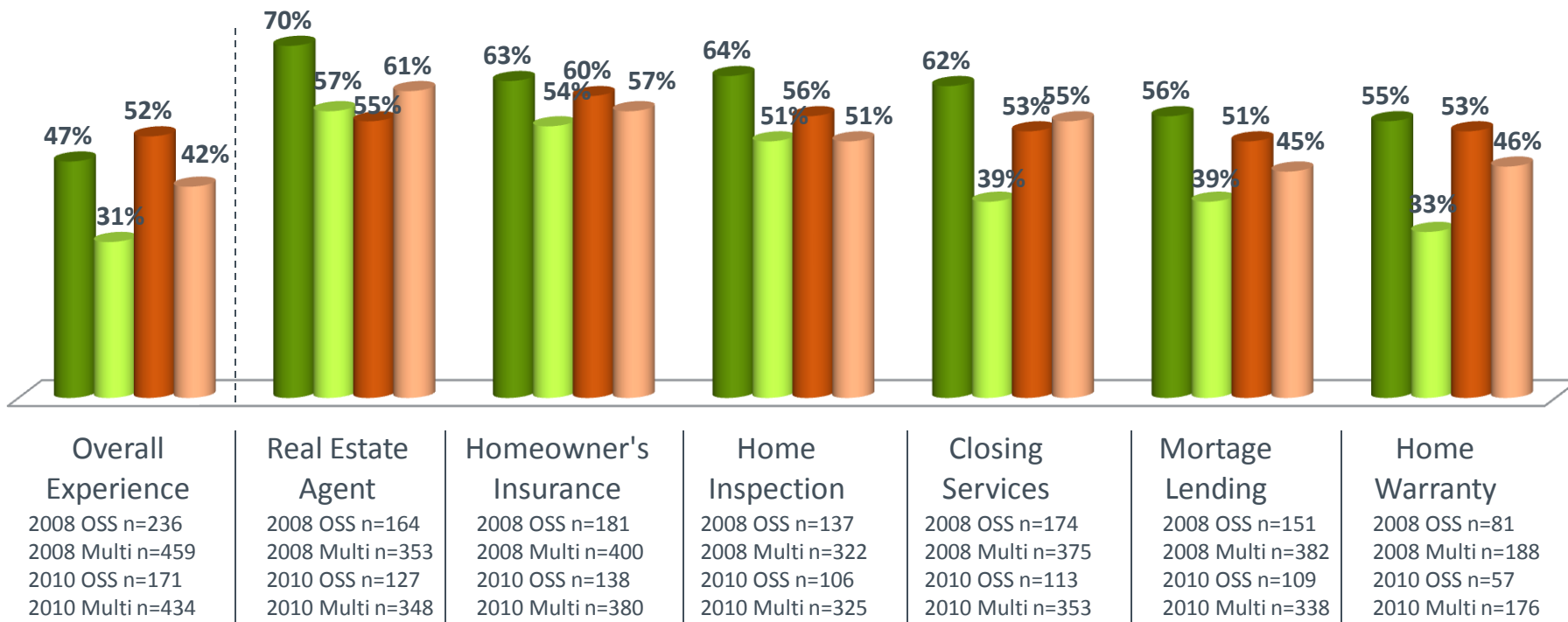
Base: All Respondents (2008 n=1446; 2010 n=1168)

2008 Q638; 2010 Q1638: Suppose you were buying a home. Would you be more or less likely to use a service provider if you knew that they were affiliated with your...?

Overall, respondents who use One-stop Shopping consistently report higher satisfaction levels more frequently than those who use multiple sources.

Top 2 Box (NET) Satisfaction Ratings: One Source vs. Multiple Sources

■ 2008 One Source ■ 2008 Multiple Sources ■ 2010 One Source ■ 2010 Multiple Sources



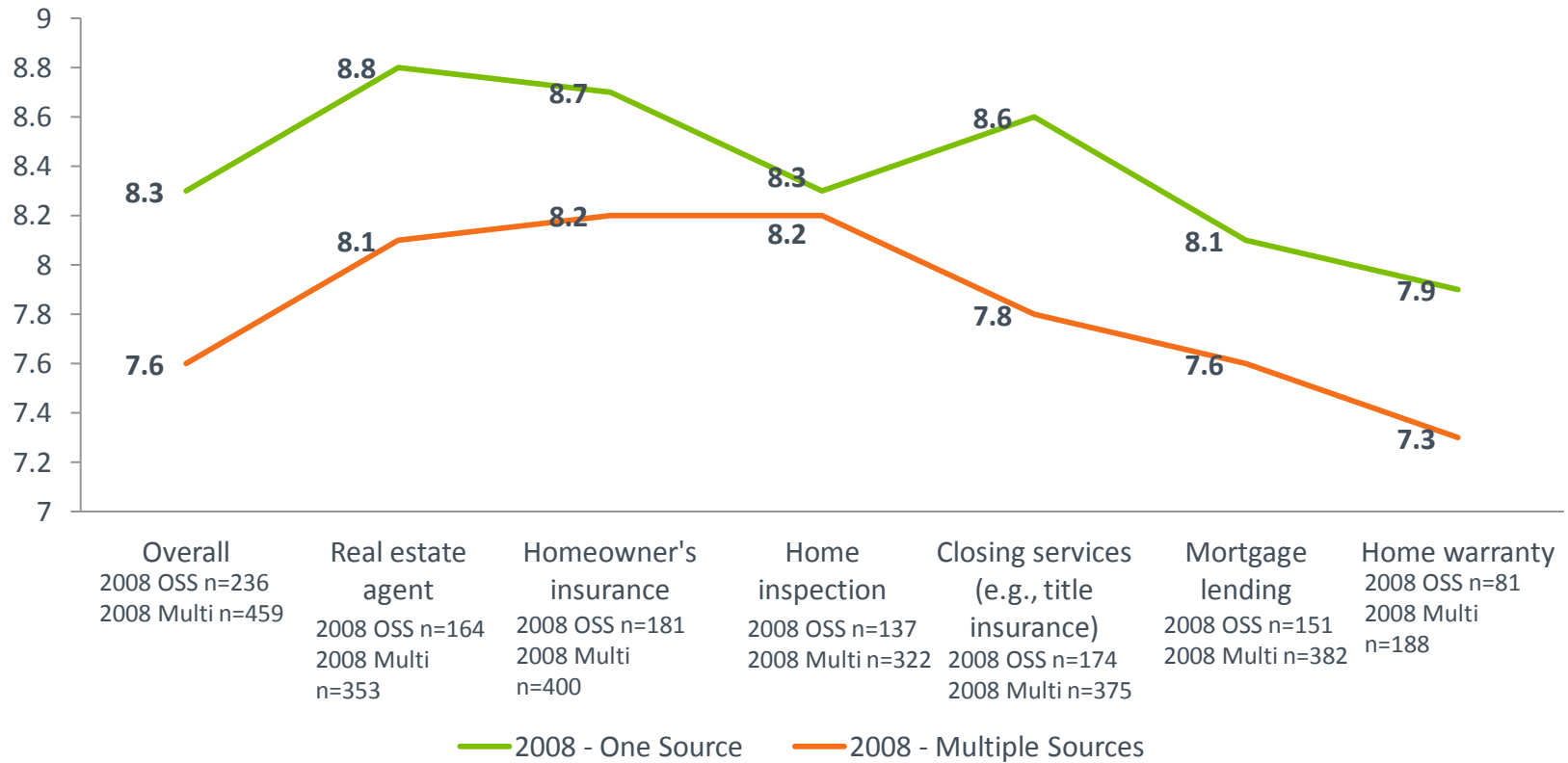
Base: Recent Buyers

2008 Q640; 2010 Q1640: Overall, how would you rate your satisfaction with the overall experience of buying your last home? Please use a scale of 0 to 10, where '0' is 'Not At All Satisfied' and '10' is 'Completely Satisfied'.

Base: Recent Buyers

2008 Q645; 2010 1645: How satisfied were you with the service you received in each of the following areas? Please use a 0 to 10 scale, where '0' is 'Not at all satisfied' and '10' is 'Completely satisfied'.

Recent homebuyers who used One-stop Shopping in 2008 reported higher satisfaction levels in all services than those who used multiple sources



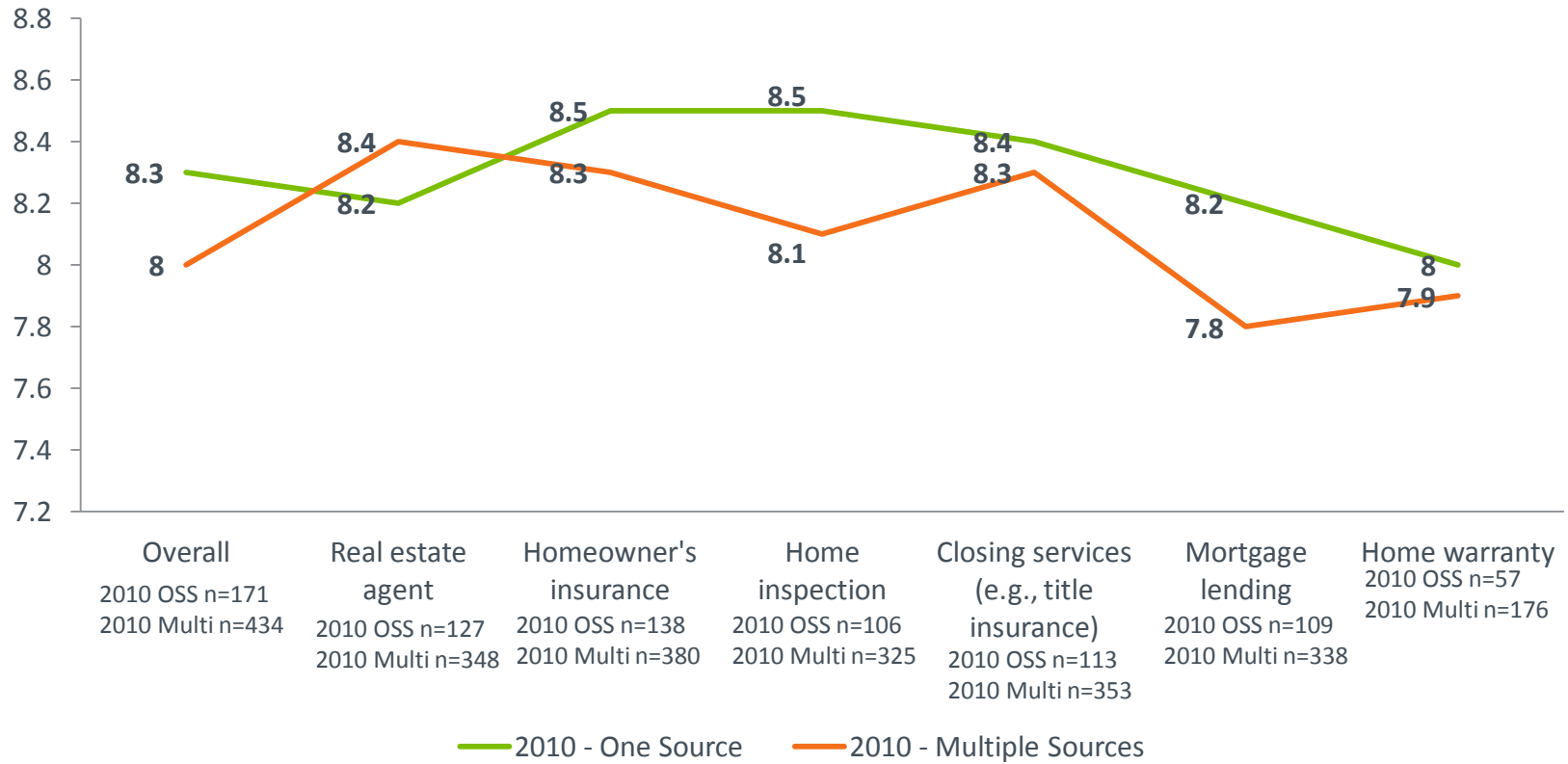
Base: Recent Buyers

2008 Q640: Overall, how would you rate your satisfaction with the overall experience of buying your last home? Please use a scale of 0 to 10, where '0' is 'Not At All Satisfied' and '10' is 'Completely Satisfied'.

Base: Recent Buyers

2008 Q645: How satisfied were you with the service you received in each of the following areas? Please use a 0 to 10 scale, where '0' is 'Not at all satisfied' and '10' is 'Completely satisfied'.

Levels of satisfaction in all service areas but real estate agents were higher for users of One-stop Shopping than for those who used multiple sources in 2010.



Overall
 2010 OSS n=171
 2010 Multi n=434

Real estate agent
 2010 OSS n=127
 2010 Multi n=348

Homeowner's insurance
 2010 OSS n=138
 2010 Multi n=380

Home inspection
 2010 OSS n=106
 2010 Multi n=325

Closing services (e.g., title insurance)
 2010 OSS n=113
 2010 Multi n=353

Mortgage lending
 2010 OSS n=109
 2010 Multi n=338

Home warranty
 2010 OSS n=57
 2010 Multi n=176

Base: Recent Buyers

2010 Q1640: Overall, how would you rate your satisfaction with the overall experience of buying your last home? Please use a scale of 0 to 10, where '0' is 'Not At All Satisfied' and '10' is 'Completely Satisfied'.

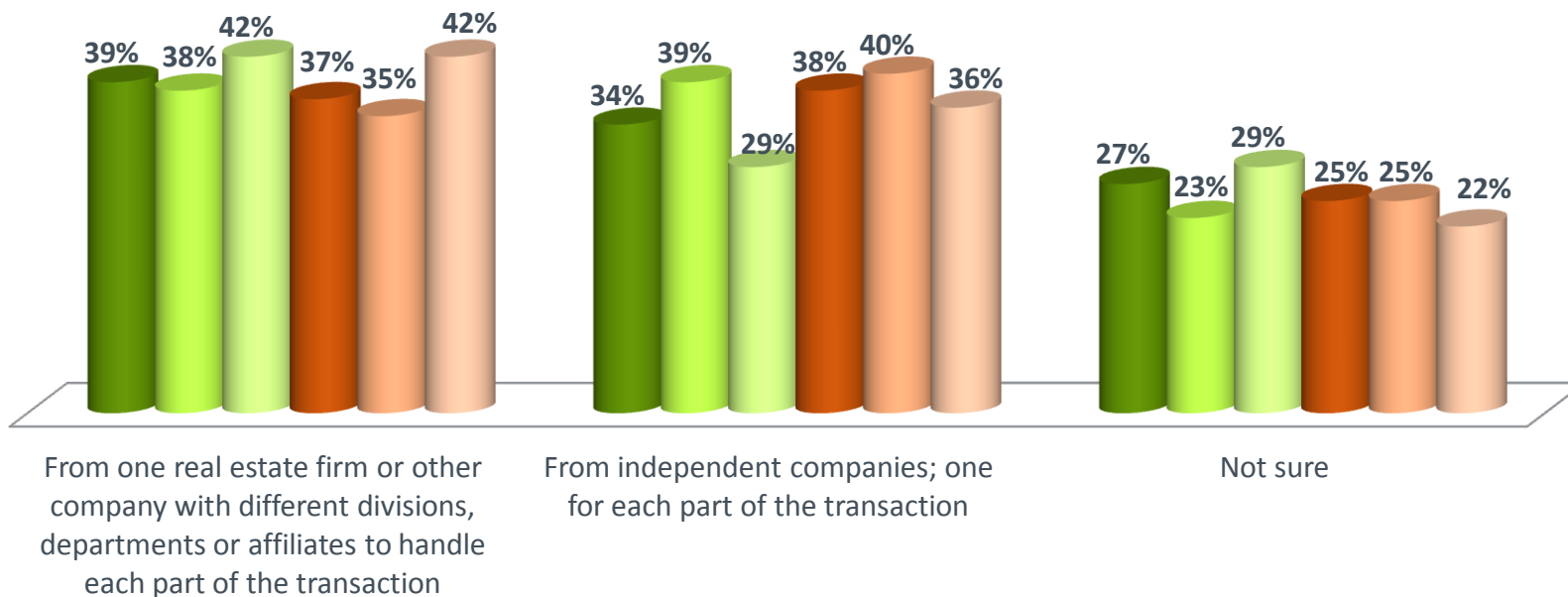
Base: Recent Buyers

2010 1645: How satisfied were you with the service you received in each of the following areas? Please use a 0 to 10 scale, where '0' is 'Not at all satisfied' and '10' is 'Completely satisfied'.

In both waves, homebuyers are near equally divided as to how home buyers typically obtain services.

Nearly four-in-ten think services are obtained from one real estate firm; another four-in-ten believe services are provided by independent companies. A quarter in both waves are not sure.

■ 2008 Total ■ 2008 Recent ■ 2008 Future ■ 2010 Total ■ 2010 Recent ■ 2010 Future

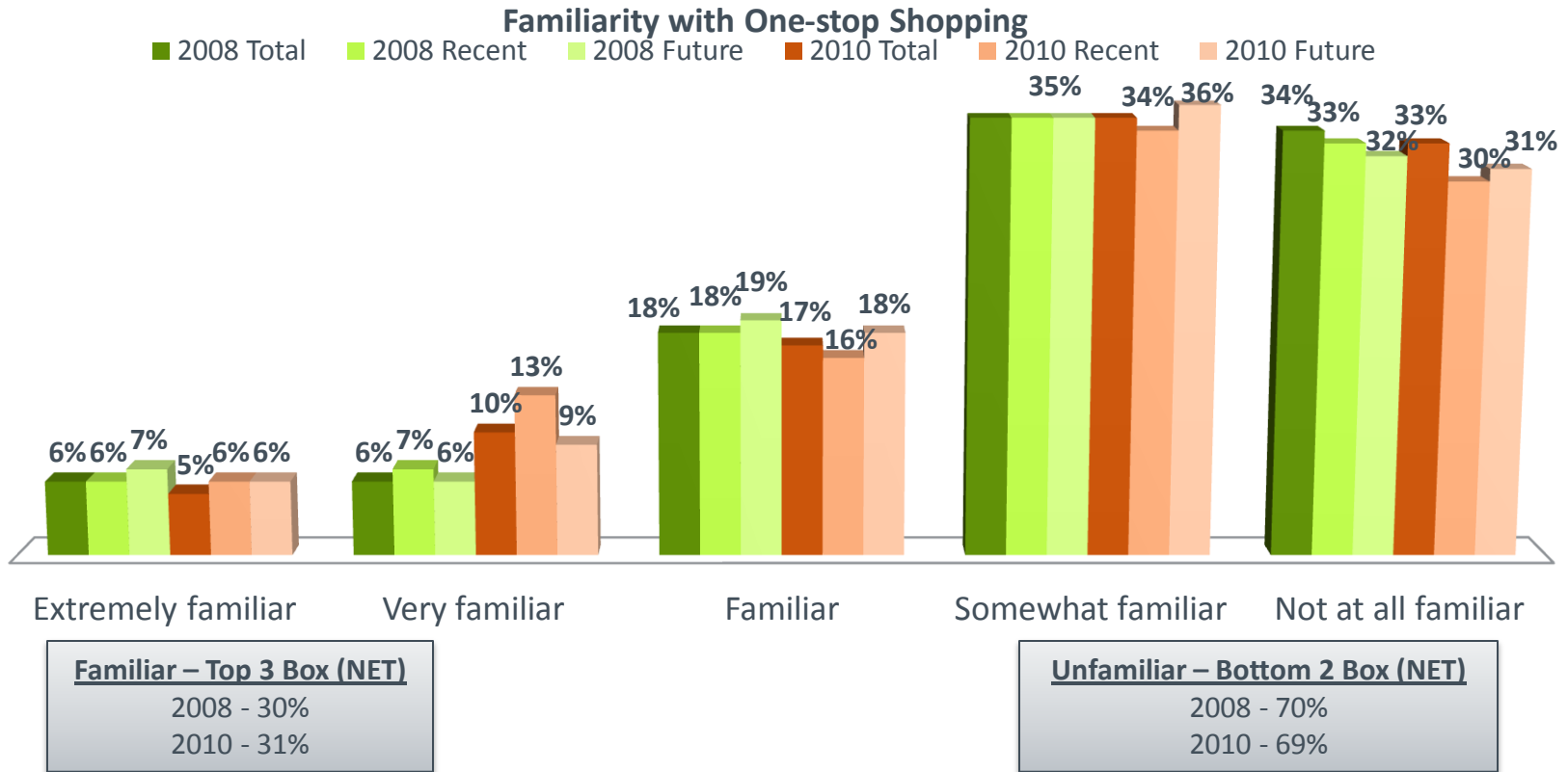


Base: All Respondents (2008 n=1446; 2010 n=1168)

Q700: To the best of your knowledge, how do home buyers typically obtain the services (real estate agents and brokerages, mortgage companies, banks, title companies, insurance companies, inspection companies, and more) necessary to complete a real estate transaction when buying a home?

Familiarity with One-stop shopping has increased very slightly since 2008.

Those most likely to be familiar with OSS are individuals under age 40 (36%), those with a household income of \$100,000 or greater (39%), and respondents who have been in their current home 2-5 years (41%).



Base: All Respondents (2008 n=1446; 2010 n=1168)

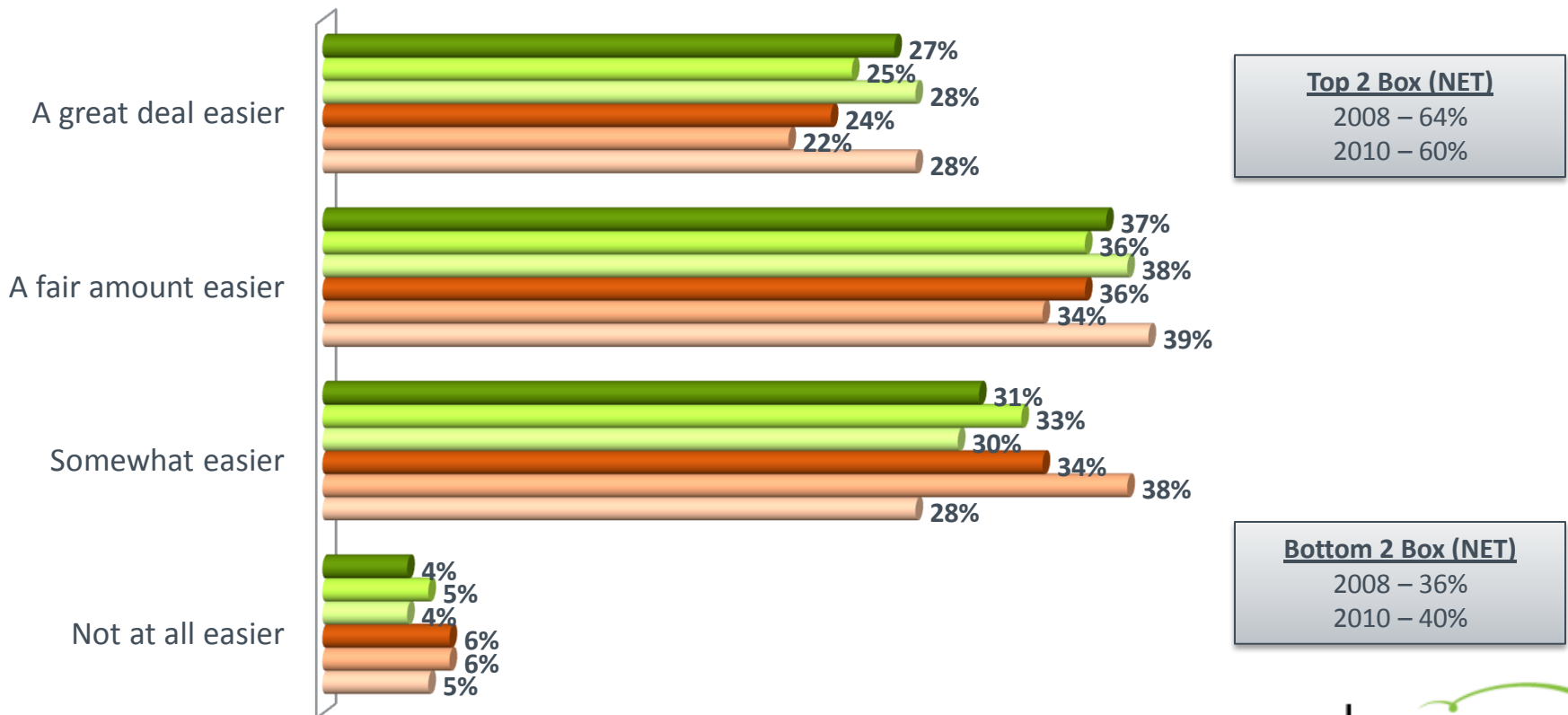
Q705: How familiar are you with one-stop shopping, that is, the ability to purchase all of the necessary services or products for buying a home from one company?

The percentage of respondents who think that One-stop Shopping would make buying a home easier has decreased slightly since 2008 (64% vs. 60%).

Future buyers in both waves are more likely than Recent buyers to believe that OSS would make buying a home easier.

OSS Ease of Buying a Home

■ 2008 Total ■ 2008 Recent2 ■ 2008 Future2 ■ 2010 Total ■ 2010 Recent ■ 2010 Future



Base: All Respondents (2008 n=1446; 2010 n=1168)

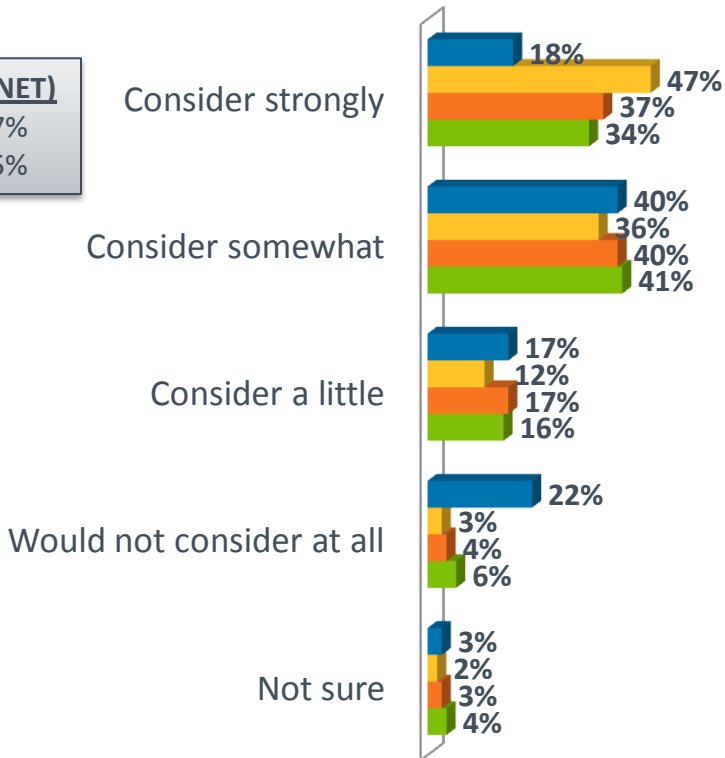
Q710: If you could purchase all or most of the necessary services or products for buying a home from one company, in your opinion, how much easier would that make buying a home?

Consideration of OSS has risen significantly since 1999 (48% vs. 75% in 2010)

Those who are extremely/very familiar with OSS are more likely to consider it strongly when buying a home, but they are also more likely to have definite opinions – positive or negative – on using OSS.

Consideration of OSS Over Time

■ 1999 ■ 2002 ■ 2008 ■ 2010



Top 2 Box (NET)

2008 – 77%
2010 – 75%

Consideration of OSS by Familiarity with OSS 2010

	Total	Familiarity with OSS		
		Extremely/Very Familiar	Familiar	Somewhat/Not at all Familiar
	A	B	C	D
Base	1168	119	182	867
TOP 3 BOX (NET)	90%	83%	90%	92% B
TOP 2 BOX (SUB-NET)	75%	77%	80%	73%
Consider strongly	34%	59% CD	30%	30%
Consider somewhat	41%	19%	50% B	43% B
BOTTOM 2 BOX (NET)	21%	20%	14%	24% C
Consider a little	16%	5%	10%	19% BC
Would not consider at all	6%	14% CD	4%	5%
Not sure	4%	3%	6%	3%

Base: All Respondents (2010 n=1168)

Q705: How familiar are you with one-stop shopping, that is, the ability to purchase all of the necessary services or products for buying a home from one company?

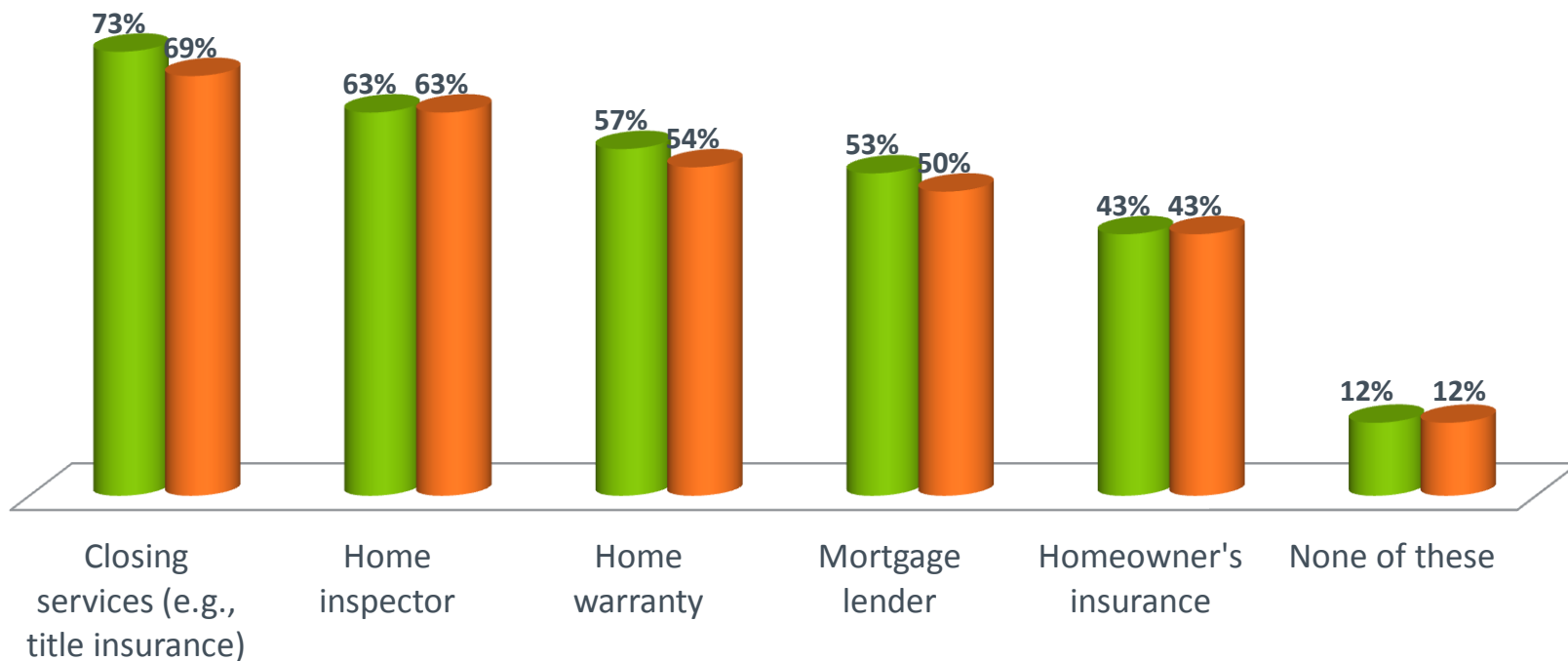
Base: All Respondents (2008 n=1446; 2010 n=1168)

Q715: Suppose you were buying a home. If a company offered to set up a simplified, one-stop shopping process for you in which they provided all required services, how strongly would you consider this process?

Of those who would consider One-stop Shopping, the services most commonly preferred to be associated with respondents' real estate firms, in both waves, are Closing Services, Home Inspector, and Home Warranty.

Service Affiliation Preference

■ 2008 Total ■ 2010 Total



Base: Would consider one-stop shopping (2008 n=1349; 2010 n=1068)

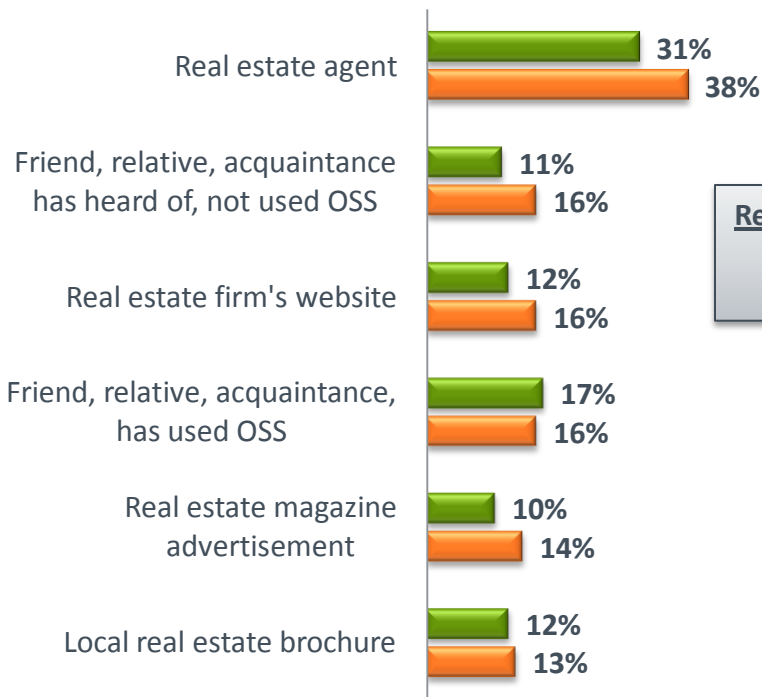
Q720: If you were buying a home, which of the following services would you prefer to have offered by providers affiliated with your real estate firm? Please select all that apply.

Respondents familiar with OSS are increasingly likely to first learn about it from their Real Estate Agent.

Other common information sources are friends and family, and a real estate firm's website.

Information Sources

■ 2008 Total ■ 2010 Total



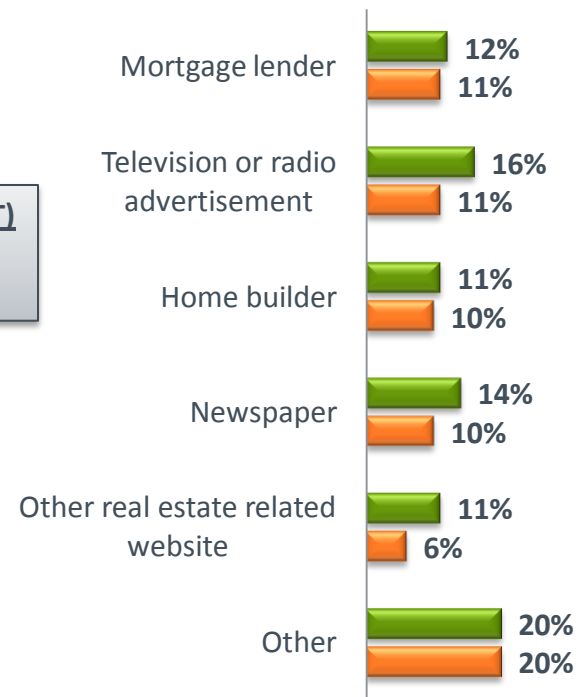
Real Estate Industry (NET)

2008 – 77%

2010 – 87%

Information Sources

■ 2008 Total ■ 2010 Total



Base: Familiar with one-stop shopping (2008 n=392; 2010 n=301)

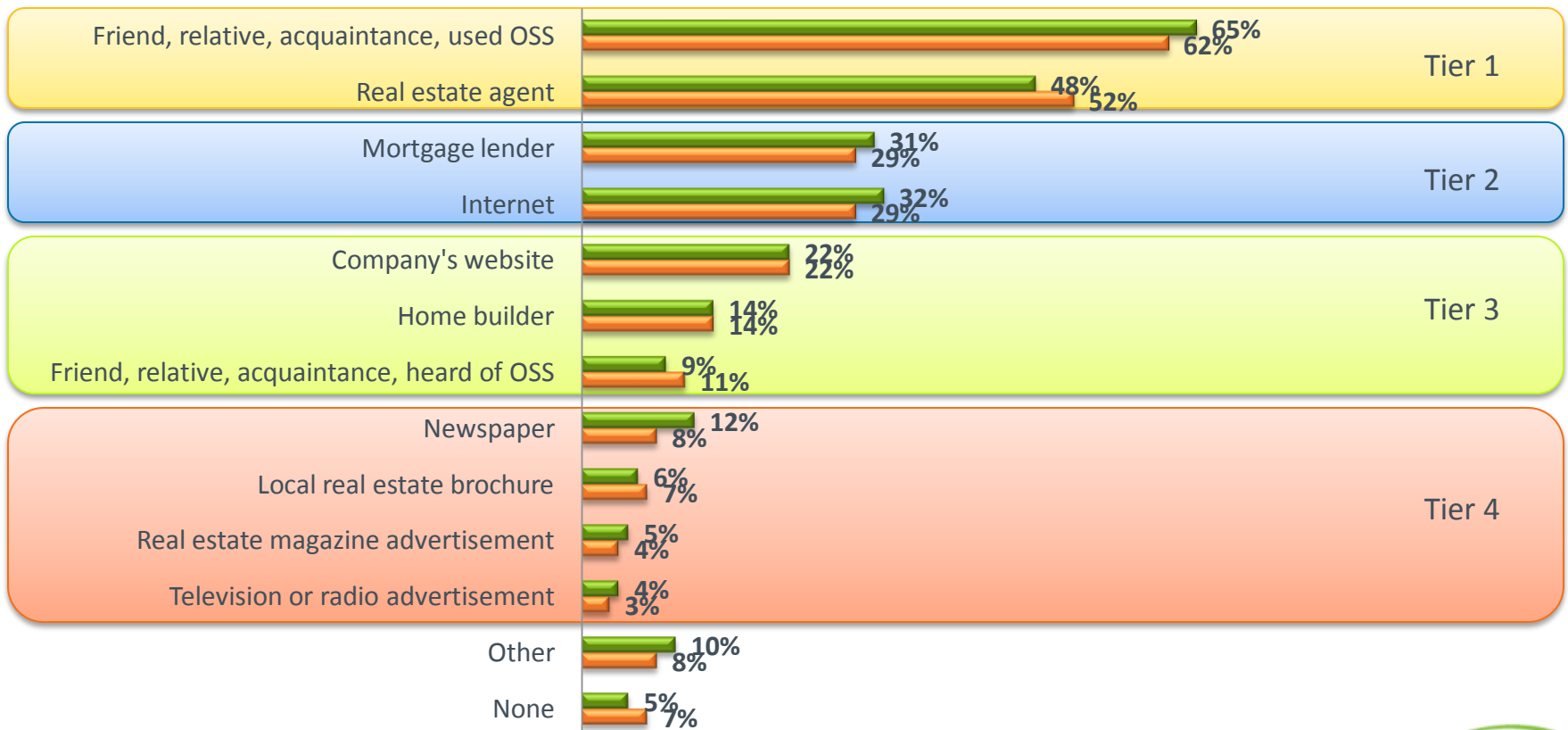
Q725: How did you first learn about one-stop shopping, that is, the ability to purchase all of the necessary services or products for buying a home from one supplier? Please select all that apply.

Respondents in both waves state that the most trustworthy sources of information about OSS are friends and family, and real estate agents.

Real estate agents are viewed as more trustworthy than in 2008, and mortgage lenders as less so.

Trustworthiness of One-Stop Shopping Information Sources

■ 2008 Total ■ 2010 Total



Base: All Respondents (2008 n=1446; 2010 n=1168)

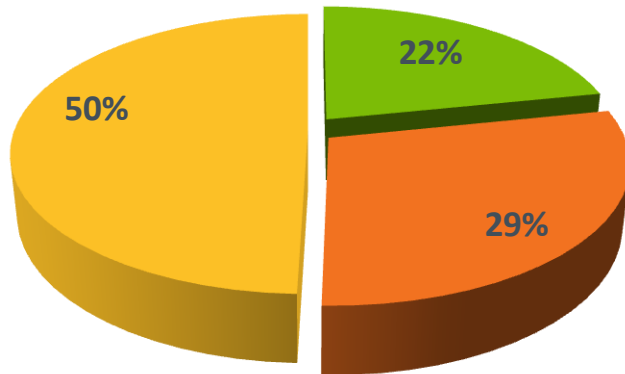
Q730: Which three information sources would you trust the most to provide you with information about one-stop shopping, that is, the ability to purchase all of the necessary services or products for buying a home from one supplier?

Nearly half of all respondents in both waves have no preference regarding service providers' affiliation.

Just over two-in-ten would prefer service providers who were affiliated with their real estate firm, and roughly three-in-ten would prefer independent service providers.

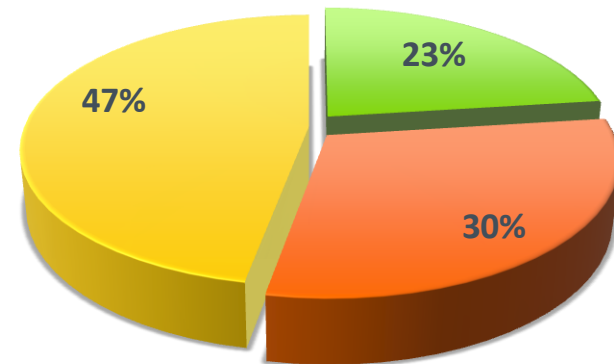
2008 Total

- I would prefer the service providers to be affiliated with my real estate firm.
- I would prefer the service providers to be independent of each other and not be affiliated with my real estate firm.
- I have no preference - the service providers can either be affiliated or not affiliated with my real estate firm.



2010 Total

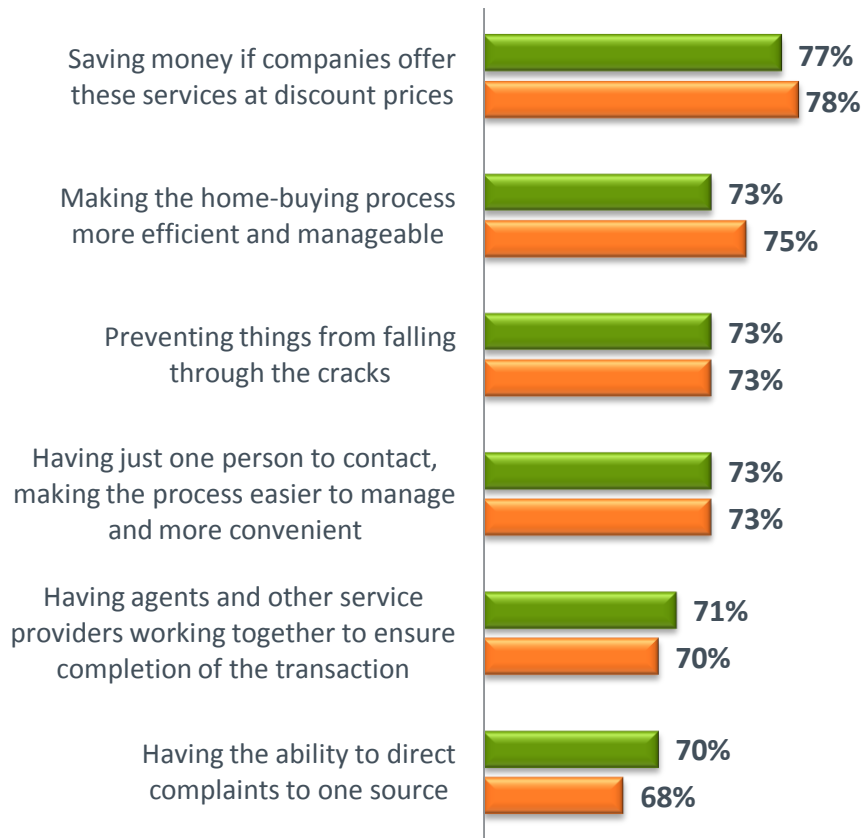
- I would prefer the service providers to be affiliated with my real estate firm.
- I would prefer the service providers to be independent of each other and not be affiliated with my real estate firm.
- I have no preference - the service providers can either be affiliated or not affiliated with my real estate firm.



The most advantageous aspects of OSS are viewed as saving money, and making the home-buying process more efficient.

Summary of Advantage

■ 2008 Total ■ 2010 Total



Summary of Advantage

■ 2008 Total ■ 2010 Total



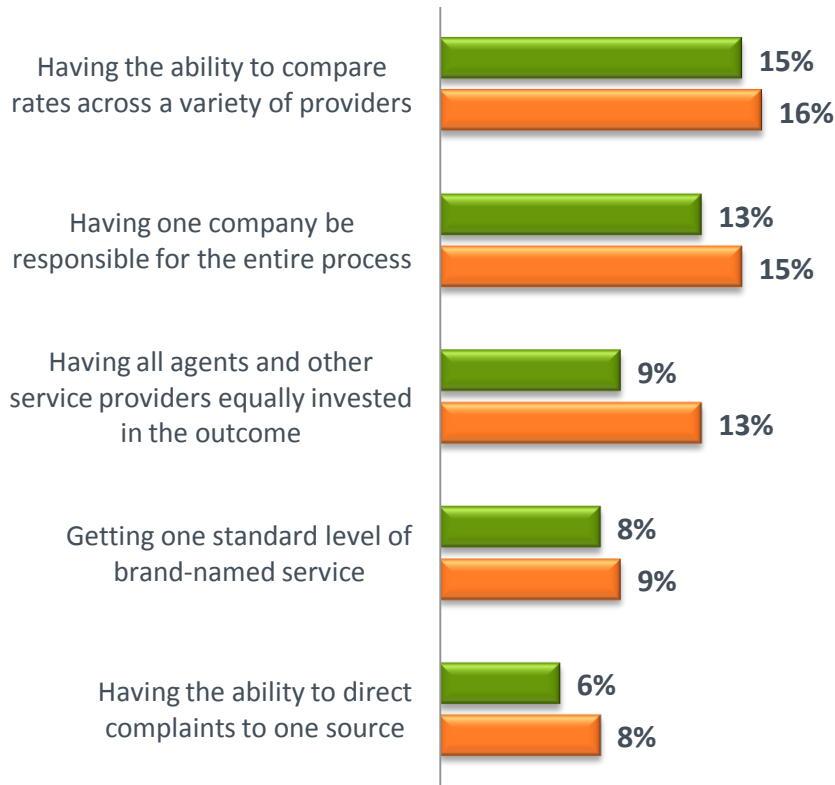
Base: All respondents (2008 n=1446; 2010 n=1168)

Q740: For each of the following items please indicate if you think one-stop shopping (getting all services from one firm) is an advantage or disadvantage when purchasing all of the necessary services or products for buying a home.

Among the most commonly cited disadvantages of OSS are not having the ability to compare rates across different providers and consolidated responsibility.

Summary of Disadvantage

■ 2008 Total ■ 2010 Total



Summary of Disadvantage

■ 2008 Total ■ 2010 Total



Base: All respondents (2008 n=1446; 2010 n=1168)

Q740: For each of the following items please indicate if you think one-stop shopping (getting all services from one firm) is an advantage or disadvantage when purchasing all of the necessary services or products for buying a home.



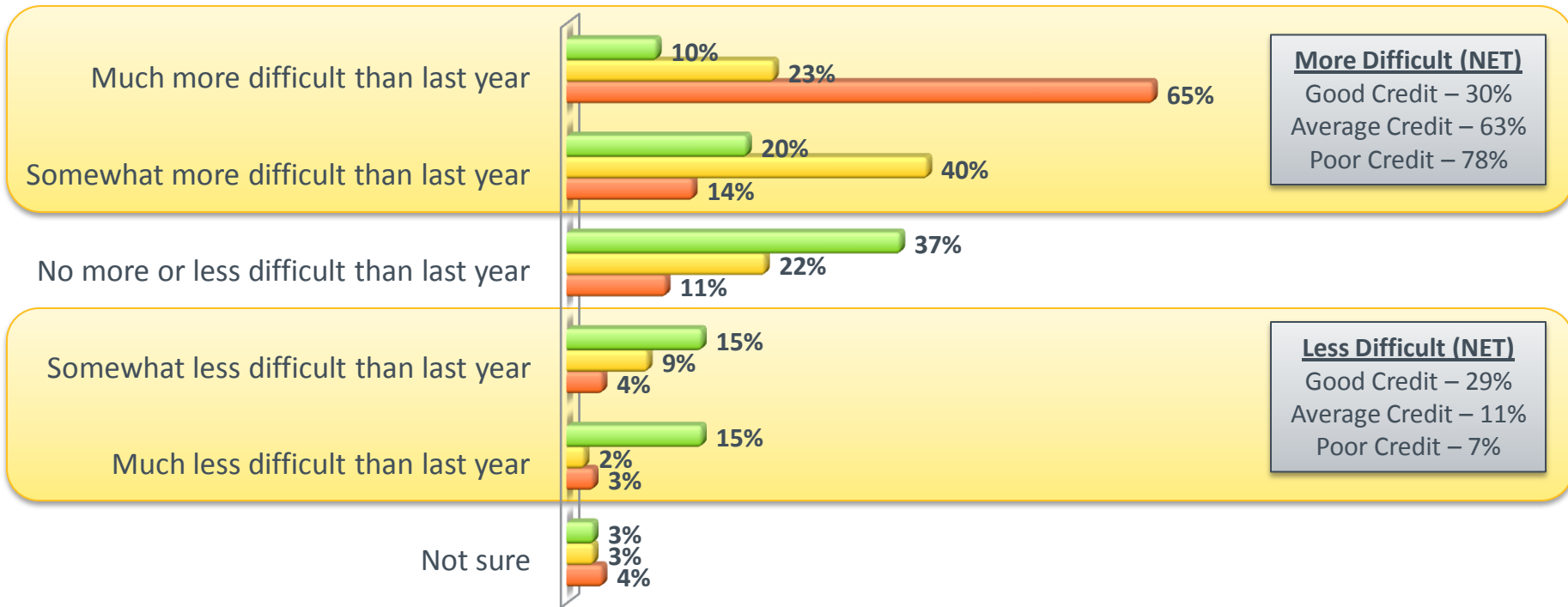
Housing Market

Strong majorities believe it will be more difficult to obtain a mortgage than last year for those with poor or average credit.

Nearly three-in-ten believe it will be less difficult than last year for Americans with good credit.

Expected Difficulty Obtaining a Mortgage

■ Good Credit
 ■ Average Credit
 ■ Poor Credit



Base: All Respondents (2010 n=1168)

Q800: Compared to last year, how difficult do you think it is for people with the following types of credit to get a mortgage?

Compared to 2008, respondents expect greater difficulty overall obtaining a mortgage than in the previous year.

	2008						2010					
	Much less difficult than last year (A)	Somewhat less difficult than last year (B)	No more or less difficult than last year (C)	Somewhat more difficult than last year (D)	Much more difficult than last year (E)	Not sure (F)	Much less difficult than last year (G)	Somewhat less difficult than last year (H)	No more or less difficult than last year (I)	Somewhat more difficult than last year (J)	Much more difficult than last year (K)	Not sure (L)
Good credit	16% BEF	12% EF	45% ABDEF	15% EF	6% EF	6%	15% KL	15% KL	37% GHJKL	20% GHKL	10% L	3%
Average credit	4%	9% AF	22% ABEF	44% ABCEF	16% ABF	5%	2%	9% GL	22% GHL	40% GHIKL	23% GHL	3%
Poor credit	3%	4%	8% ABF	11% ABF	69% ABCDEF	6% A	3%	4%	11% GHL	14% GHL	65% GHIJL	4%

- 21% of respondents expected it to be more difficult for those with Good credit to get a mortgage in 2008, compared to 30% of respondents in 2010
- 60% believed it would be tougher for those with Average credit in 2008, vs. 63% in 2010
- Respondents have a consistently bleak outlook for those with Poor credit: 80% thought it would be harder to get a mortgage than the previous year in 2008, and 79% believe the same in 2010

Base: All Respondents (2008 n=1446; 2010 n=1168)

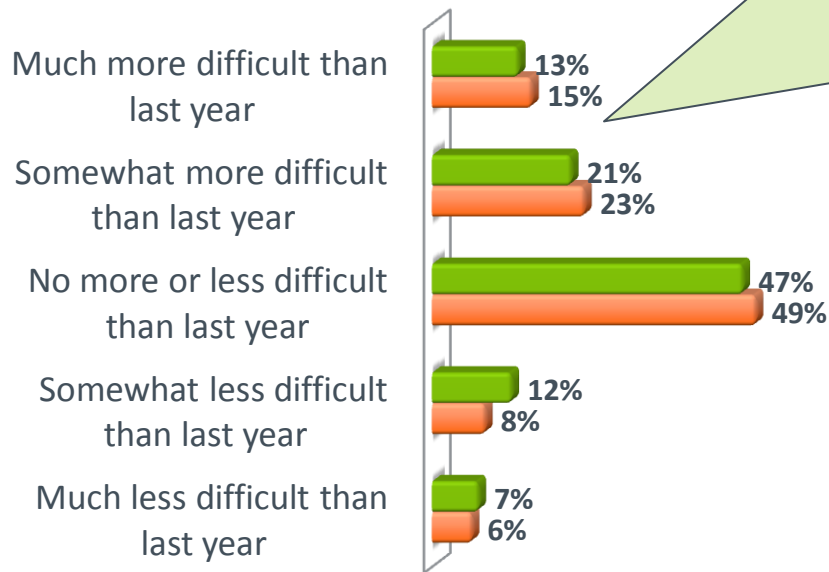
Q800: Compared to last year, how difficult do you think it is for people with the following types of credit to get a mortgage?

In both 2008 and 2010, nearly half of respondents believe their own difficulty in obtaining a mortgage will remain unchanged from the prior year. Nearly four-in-ten (38%) in 2010 think it will be more difficult than last year, compared to 34% in 2008.

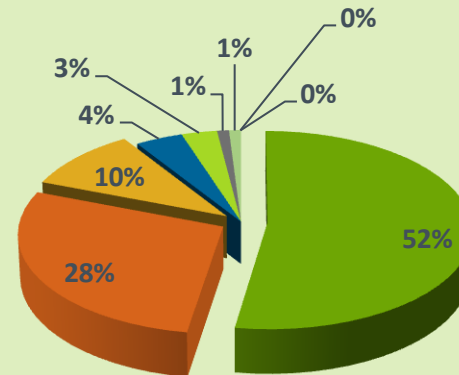
Over half of those expecting greater difficulty fault banks who are less willing to make loans.

Respondents' Own Perceived Difficulty Getting a Mortgage

■ 2008 Total ■ 2010 Total



Reasons for Difficulty



- Banks are less willing to make loans
- The general state of the economy
- More laws and regulations from Congress
- Credit (NET)
- Not working/laid off/retired
- Financial difficulties
- Other

Base: All Respondents (2008 n=1446; 2010 n=1168)

Q805: Compared to last year, how difficult do you think it would be for you to get a mortgage?

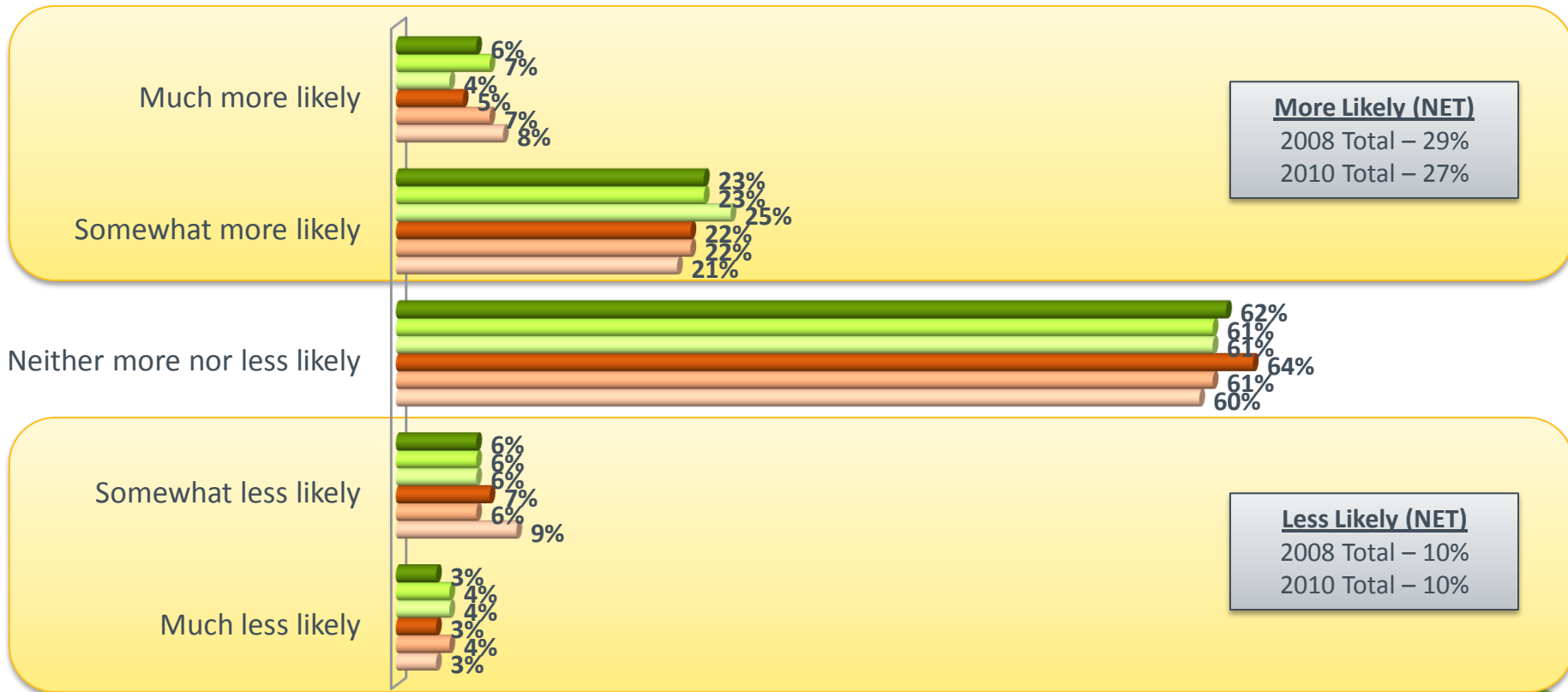
Base: Difficult to get a Mortgage (2010 n=434)

Q808: Which of the following do you believe is the main reason it is more difficult for you to get approved for a mortgage?

The majority of respondents continue to believe that having the option to get a mortgage through their real estate agent's company will make it neither more nor less likely that they would be approved.

Likelihood of Mortgage Approval through OSS

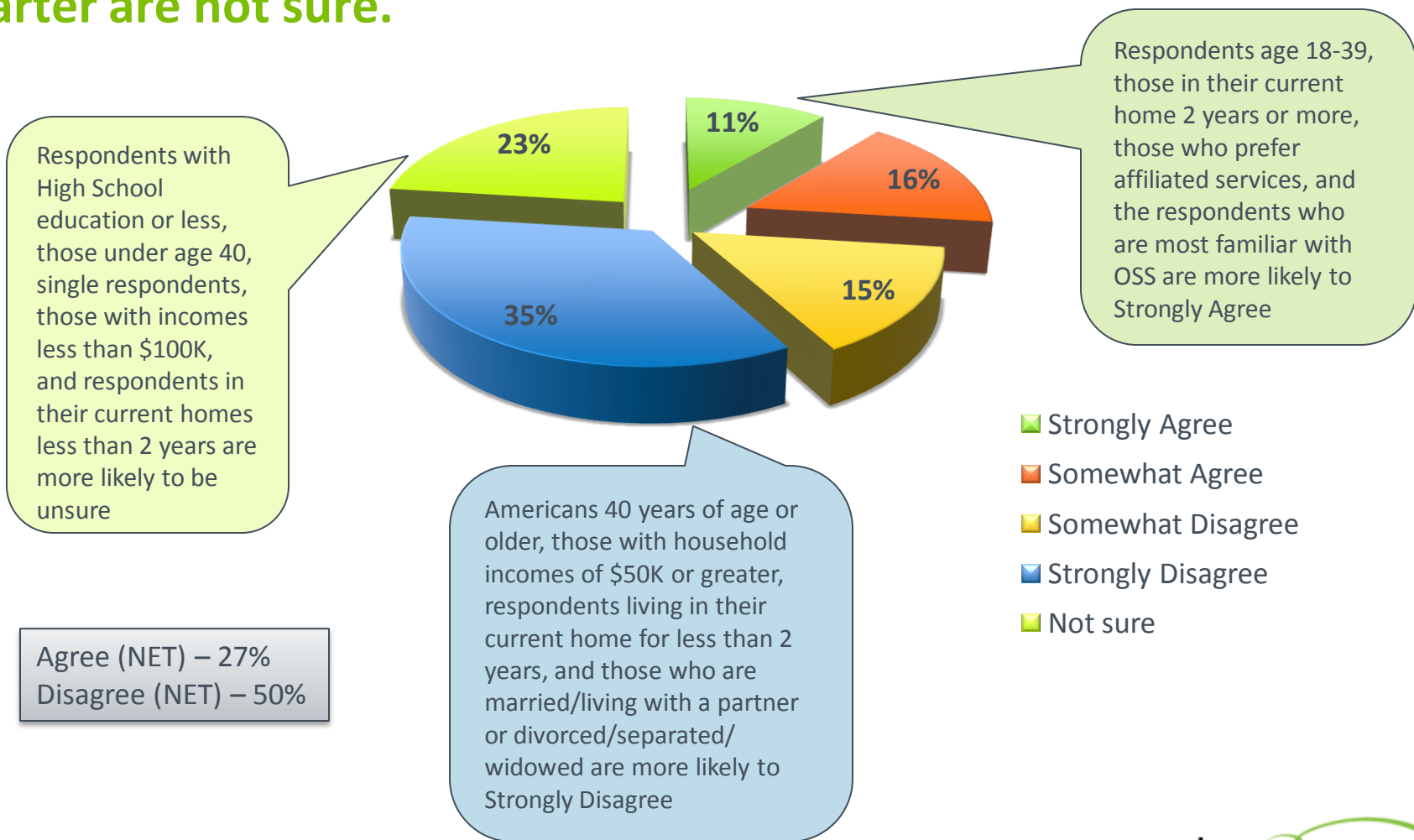
■ 2008 Total ■ 2008 Recent ■ 2008 Future ■ 2010 Total ■ 2010 Recent ■ 2010 Future



Base: All Respondents (2008 n=1446; 2010 n=1168)

Q810: Given the current housing and mortgage market conditions, do you think having the option to get a mortgage through your real estate agent's company would make it more likely or less likely that you would be approved?

Fully half of respondents disagree that Congress should end or curtail mortgage interest deduction, 27% agree, and nearly a quarter are not sure.



Base: All Respondents (2010 n=1168)

Q820: Do you agree or disagree with the following statement: Congress should consider ending or limiting the mortgage interest deduction to increase federal revenue?



Demographics

Current Housing Situation

	2008 Total	2008 Recent	2008 Future	2010 Total	2010 Recent	2010 Future		2008 Total	2008 Recent	2008 Future	2010 Total	2010 Recent	2010 Future
Location Type							Housing Type						
Urban	28%	25%	32%	26%	25%	29%	Single-family home	64%	77%	52%	71%	78%	61%
Suburban	53%	52%	51%	52%	51%	53%	Apartment	16%	2%	28%	11%	4%	19%
Rural	19%	22%	17%	22%	24%	18%	Condominium	10%	10%	11%	8%	7%	10%
Neighborhood Association							Mobile home	5%	7%	4%	4%	6%	3%
Yes	25%	32%	20%	24%	31%	22%	Multi-family home	3%	3%	3%	3%	3%	4%
No	75%	68%	80%	76%	69%	78%	Other type of structure	2%	1%	2%	3%	2%	3%

Current Housing Situation (continued)

	2008 Total	2008 Recent	2008 Future	2010 Total	2010 Recent	2010 Future		2008 Total	2008 Recent	2008 Future	2010 Total	2010 Recent	2010 Future
Home Value							Years in Current Home						
Under \$75,000	9%	10%	9%	9%	9%	9%	<5	75%	88%	61%	65%	80%	46%
\$75,000 - \$149,999	17%	22%	14%	21%	25%	16%	5 - 9	12%	4%	19%	15%	8%	24%
\$150,000 - \$199,999	15%	19%	12%	13%	16%	10%	10 - 14	5%	3%	7%	9%	6%	14%
\$200,000 - \$300,000	15%	19%	11%	17%	20%	14%	15+	8%	5%	12%	12%	6%	17%
\$300,000-\$499,999	12%	14%	9%	10%	12%	8%							
\$500,000 or more	8%	8%	7%	7%	8%	9%							
Not applicable	14%	*	25%	11%	*	19%							
Not sure	3%	*	6%	5%	1%	8%							
Decline to answer	7%	7%	8%	7%	8%	6%							

Demographics

	2008 Total	2008 Recent	2008 Future	2010 Total	2010 Recent	2010 Future		2008 Total	2008 Recent	2008 Future	2010 Total	2010 Recent	2010 Future
Gender							Age						
Male	53%	53%	56%	50%	50%	56%	18 - 19	2%	1%	3%	2%	1%	3%
Female	47%	47%	44%	50%	50%	44%	20 - 24	12%	7%	18%	7%	5%	9%
Region							25 - 29	17%	14%	21%	13%	11%	17%
East	18%	19%	16%	20%	21%	21%	30 - 34	13%	13%	12%	16%	18%	17%
Midwest	24%	23%	26%	22%	24%	20%	35 - 39	15%	13%	16%	13%	12%	14%
South	33%	37%	31%	31%	29%	31%	40 - 44	6%	8%	4%	9%	8%	9%
West	24%	21%	27%	26%	27%	28%	45 - 49	12%	14%	11%	11%	11%	9%
							50 - 54	6%	7%	6%	5%	6%	3%
							55 - 59	4%	6%	2%	7%	8%	4%
							60 - 64	5%	7%	3%	8%	9%	7%
							65 and over	7%	11%	4%	9%	11%	7%

Demographics

	2008 Total	2008 Recent	2008 Future	2010 Total	2010 Recent	2010 Future		2008 Total	2008 Recent	2008 Future	2010 Total	2010 Recent	2010 Future
Education							Employment						
Less than high school	*	*	-	*	1%	*	Employed full time	62%	63%	62%	61%	61%	64%
							Employed part time	11%	7%	13%	20%	14%	23%
Completed some high school	1%	2%	1%	2%	3%	1%	Self-employed	8%	7%	8%	14%	13%	16%
Completed high school	25%	34%	17%	26%	40%	13%	Not employed, but looking for work	3%	3%	3%	5%	3%	6%
Completed some college	21%	16%	26%	19%	12%	24%	Not employed and not looking for work	2%	2%	1%	16%	21%	10%
Completed College	26%	24%	28%	28%	24%	34%	Not employed, unable to work due to a disability or illness	-	-	-	6%	7%	4%
Associate Degree	11%	10%	11%	10%	8%	11%	Retired	11%	16%	7%	16%	18%	12%
Completed some graduate school	4%	3%	5%	5%	4%	5%	Student	12%	5%	18%	8%	6%	10%
Completed graduate school	11%	11%	11%	10%	8%	11%	Stay-at-home spouse or partner/Housewife/husband	9%	10%	9%	12%	15%	8%

Demographics

	2008 Total	2008 Recent	2008 Future	2010 Total	2010 Recent	2010 Future		2008 Total	2008 Recent	2008 Future	2010 Total	2010 Recent	2010 Future
Income							Marital Status						
Less than \$15,000	5%	3%	7%	4%	2%	6%	Never married	27%	16%	38%	21%	14%	29%
\$15,000 to \$24,999	6%	5%	6%	6%	6%	8%	Married or Civil union	55%	66%	44%	58%	67%	47%
\$25,000 to \$34,999	9%	8%	10%	9%	10%	7%	Divorced	7%	8%	7%	6%	5%	7%
\$35,000 to \$49,999	14%	12%	15%	13%	9%	15%	Separated	1%	2%	1%	4%	3%	5%
\$50,000 to \$74,999	19%	22%	17%	18%	19%	17%	Widow/Widower	2%	2%	2%	3%	2%	3%
\$75,000 to \$99,999	14%	17%	14%	15%	15%	13%	Living with Partner	8%	7%	9%	9%	8%	8%
\$100,000 to \$124,999	13%	14%	13%	11%	12%	9%							
\$125,000 to \$149,999	4%	4%	3%	7%	8%	8%							
\$150,000 to \$199,999	5%	4%	6%	5%	5%	6%							
\$200,000 to \$249,999	1%	1%	1%	1%	1%	2%							
\$250,000 or more	2%	2%	2%	4%	5%	6%							

Demographics

	2008 Total	2008 Recent	2008 Future	2010 Total	2010 Recent	2010 Future
Ethnicity						
White	67%	71%	65%	76%	80%	70%
Black/African American (NET)	13%	11%	14%	10%	8%	13%
Asian or Pacific Islander	2%	3%	4%	2%	2%	2%
Native American or Alaskan native	*	*	*	*	*	1%
Mixed racial background	1%	*	1%	1%	1%	1%
Hispanic	15%	13%	14%	9%	8%	13%
Other race	*	*	*	1%	*	2%
Decline To Answer	2%	2%	2%	*	1%	*