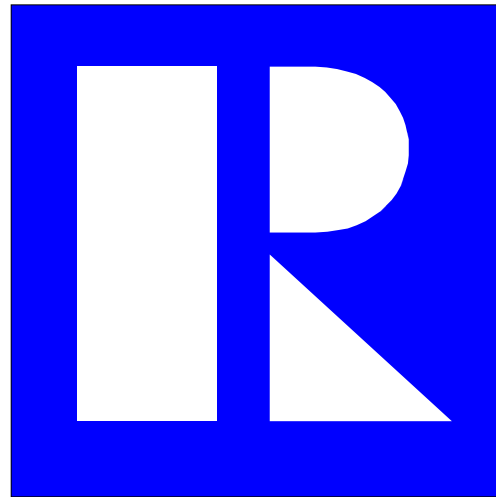




Real Estate Agent Response Times versus Client Expectations

Room for improvement is clearly indicated.



REALTOR[®]

Recent Home Buyers: Expected vs. Actual Response Time

- ✦ For over two thirds of all home buyers, their real estate agent's response time to them did not meet their expectations.
- ✦ The younger the client the greater the gap in response times between expectations and what they actually received.

N=800	Total	Boomers	Gen X	Gen Y
Total	100%	22%	38%	40%
Actual faster than expected	9%	12%	11%	7%
Actual equals expected	23%	30%	27%	15%
Actual slower than expected	69%	58%	62%	78%



Recent Home Sellers: Expected vs. Actual Response Time

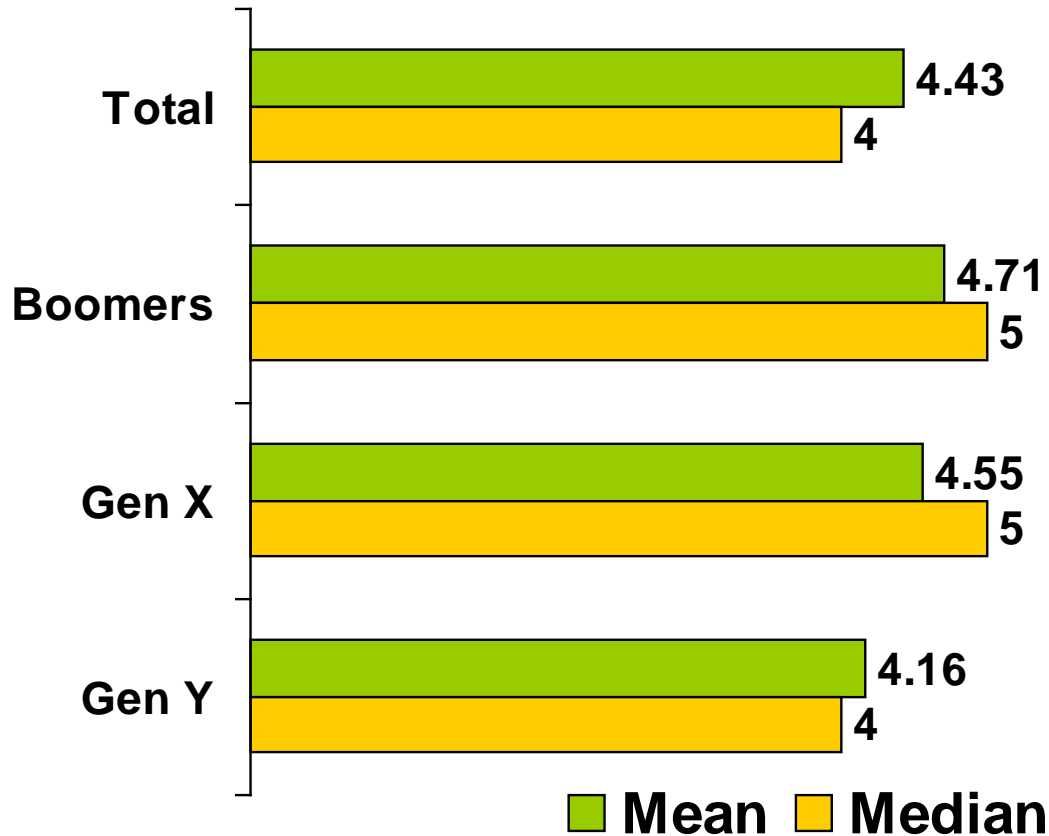
- ✦ For nearly three quarters of all home sellers, their real estate agent's response time did not meet their expectations.
- ✦ As was the case with home buyers, among home sellers, the younger the client the greater the gap in response times between expectations and what they actually received.

N=800	Total	Boomers	Gen X	Gen Y
Total	100%	20%	40%	39%
Actual faster than expected	5%	7%	4%	4%
Actual equals expected	21%	29%	22%	18%
Actual slower than expected	74%	64%	74%	78%



Recent Home Buyers: Rating of Your Real Estate Agent's Response Time

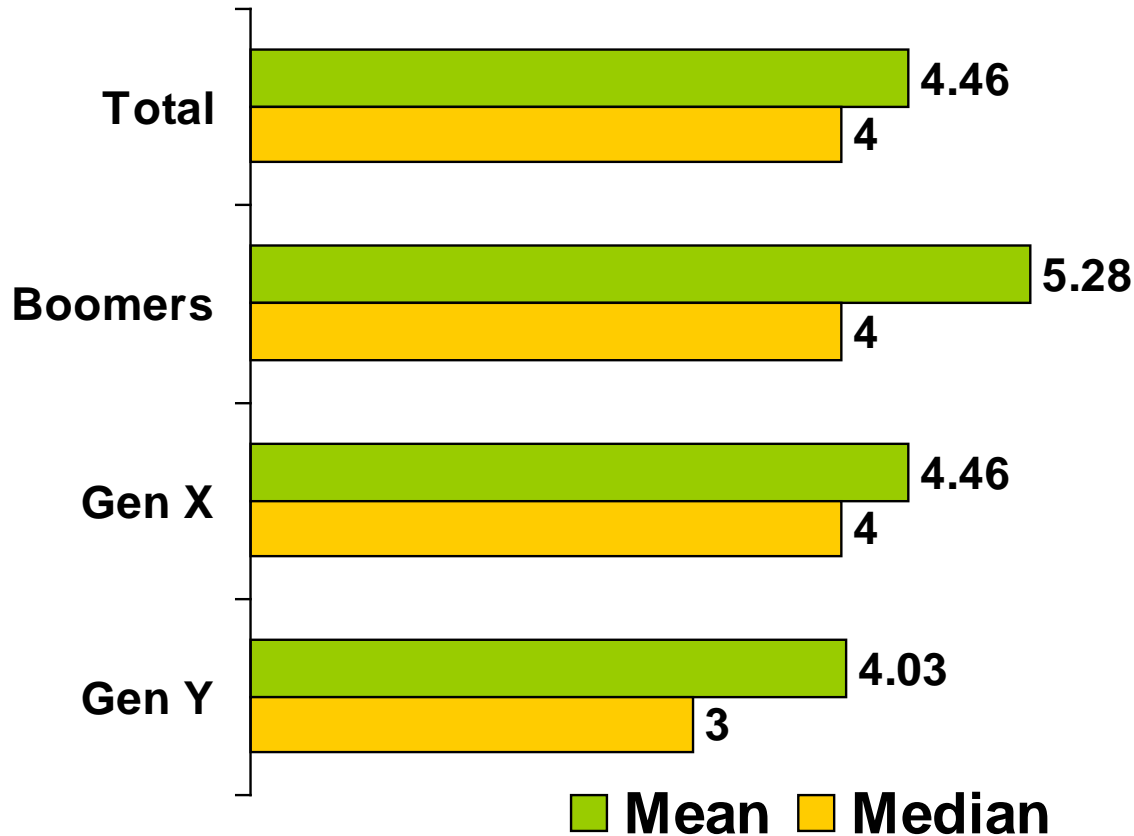
Rating on a 10-point scale. "10" is extremely satisfied. "5" is neutral. "1" is extremely dissatisfied.



- ▲ Satisfaction among home buyers of their real estate agent's response time was tepid at best.
- ▲ For younger home buyers (Gen Y) their mean and median satisfaction ratings trend toward dissatisfaction.

Recent Home Sellers: Rating of Your Real Estate Agent's Response Time

Rating on a 10-point scale. "10" is extremely satisfied. "5" is neutral. "1" is extremely dissatisfied.



- ▲ Satisfaction among home sellers of their real estate agent's response time was similar to home buyers; lukewarm at best.
- ▲ Again, for younger home sellers (Gen Y) their mean and median satisfactions rating lean toward dissatisfaction.

Methodology

- All surveys were completed by telephone.
- There are 1600 completed surveys nationally divided into two categories:
 1. 800 home buyers who closed escrow in October, November, or December 2011.
 2. 800 home sellers who closed escrow in October, November, or December 2011.
- Survey respondents were selected on a random probability basis.
- The sampling error for both the home buyer and home seller segments is +/-3.5% at two standard deviations (a 95% confidence level).
- The survey breaks out the questions by “generations.” The generations are defined as follows:
 - Boomers: born 1946 to 1964 (age 47 to 65)
 - Gen X: born 1965 to 1979 (age 32 to 46)
 - Gen Y: born 1980 to 1999 (age 31 and younger)

