

HOME BUYING AND REAL ESTATE PROFESSIONALS

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HOME BUYING AND REAL ESTATE PROFESSIONALS

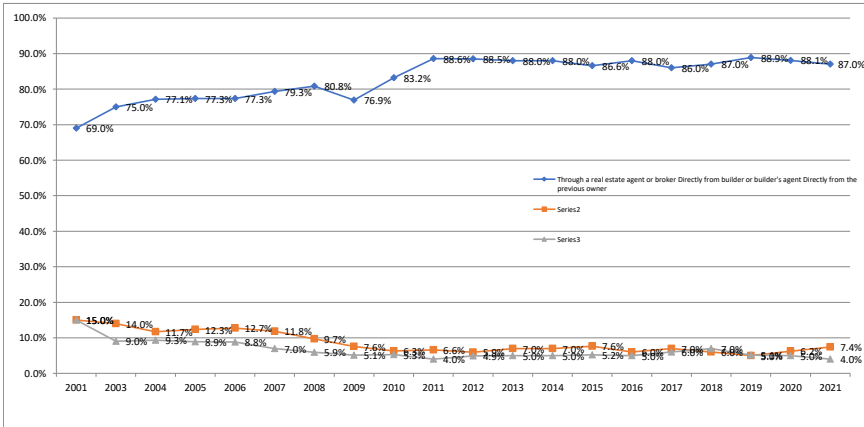
Exhibit 4-1
METHOD OF HOME PURCHASE, 2001-2021
 (Percentage Distribution)

Indiana

2021	
Through a real estate agent or broker	89%
Directly from builder or builder's agent	4
Directly from the previous owner	6

U.S.

	2001	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Through a real estate agent or broker	69.0%	75.0%	77.1%	77.3%	77.3%	79.3%	80.8%	76.9%	83.2%	88.6%	88.5%	88.0%	88.0%	86.6%	88.0%	86.0%	87.0%	88.9%	88.1%	87.0%
Directly from builder or builder's agent	15.0%	14.0%	11.7%	12.3%	12.7%	11.8%	9.7%	7.6%	6.3%	6.6%	5.9%	7.0%	7.0%	7.6%	6.0%	7.0%	6.0%	5.0%	6.2%	7.4%
Directly from the previous owner	15.0%	9.0%	9.3%	8.9%	8.8%	7.0%	5.9%	5.1%	5.3%	4.0%	4.9%	5.0%	5.0%	5.2%	5.0%	6.0%	7.0%	5.1%	5.0%	4.0%



HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-2

METHOD OF HOME PURCHASE, BY REGION

(Percentage Distribution)

	BUYERS WHO PURCHASED A HOME IN THE					
	Indiana	U.S.	Northeast	Midwest	South	West
Through a real estate agent	88%	87%	87%	85%	88%	90%
Directly from builder or landlord	4	7	5	6	9	7
Directly from the previous owner	5	4	6	9	3	3
Knew previous owner	2	2	3	4	2	1
Did not know previous owner	3	2	3	5	1	2

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-3

METHOD OF HOME PURCHASE, NEW AND PREVIOUSLY OWNED HOMES

(Percentage Distribution)

Indiana

	All Buyers	BUYERS OF	
		New Homes	Previously Owned Homes
Through a real estate agent or broker	88%	41%	92%
Directly from builder or builder's agent	4	53	*
Directly from the previous owner	5	*	7
Knew previous owner	2	*	3
Did not know previous owner	3	*	4

*Less than 1 percent

U.S.

	All Buyers	BUYERS OF	
		New Homes	Previously Owned Homes
Through a real estate agent or broker	87%	60%	94%
Directly from builder or builder's agent	7	38	*
Directly from the previous owner	4	2	6
Knew previous owner	2	1	3
Did not know previous owner	2	1	3

NA- Not Applicable

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-4

METHOD OF HOME PURCHASE, BY ADULT COMPOSITION OF HOUSEHOLD

(Percentage Distribution)

Indiana

	All Buyers	ADULT COMPOSITION OF HOUSEHOLD				
		Married couple	Single female	Single male	Unmarried couple	Other
Through a real estate agent or broker	88%	88%	87%	87%	89%	100%
Directly from builder or builder's agent	4	2	8	13	5	*
Directly from the previous owner	5	7	6	*	5	*
Knew previous owner	2	2	3	*	5	*
Did not know previous owner	3	5	3	*	*	*

*Less than 1 percent

U.S.

	All Buyers	ADULT COMPOSITION OF HOUSEHOLD				
		Married couple	Single female	Single male	Unmarried couple	Other
Through a real estate agent or broker	87%	87%	89%	82%	88%	88%
Directly from builder or builder's agent	7	8	6	8	5	6
Directly from the previous owner	4	4	4	8	5	2
Knew previous owner	2	2	2	3	3	2
Did not know previous owner	2	2	2	5	2	*

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-5

AGENT REPRESENTATION DISCLOSURE, FIRST-TIME AND REPEAT BUYERS

(Percentage Distribution)

Indiana

Disclosure Statement Signed?	All Buyers	First-time Buyers	Repeat Buyers
Yes, at first meeting	16%	10%	19%
Yes, when contract was written	19	20	19
Yes, at some other time	8	3	10
No	31	38	27
Don't know	26	30	25

U.S.

Disclosure Statement Signed?	All Buyers	First-time Buyers	Repeat Buyers
Yes, at first meeting	24%	19%	26%
Yes, when contract was written	23	20	24
Yes, at some other time	12	11	12
No	21	28	18
Don't know	21	21	20

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-6

BUYER REPRESENTATIVE ARRANGEMENT WITH AGENT, FIRST-TIME AND REPEAT BUYERS

(Percentage Distribution)

Indiana

	All Buyers	First-time Buyers	Repeat Buyers
Yes, a written arrangement	28%	26%	28%
Yes, an oral arrangement	18	18	18
No	34	35	35
Don't know	20	21	19

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
Yes, a written arrangement	40%	34%	44%
Yes, an oral arrangement	17	18	15
No	27	26	28
Don't know	16	22	13

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-7

HOW REAL ESTATE AGENT WAS COMPENSATED

(Percentage Distribution)

Indiana

	All Types of Representation	TYPE OF AGENT REPRESENTATION	
		Buyer Only	Seller or Seller and Buyer
Paid by seller	49%	51%	48%
Paid by buyer and seller	18	20	17
Paid by buyer only	23	22	24
Other	2	1	2
Don't know	8	6	9

U.S.

	All Types of Representation	TYPE OF AGENT REPRESENTATION	
		Buyer Only	Seller or Seller and Buyer
Paid by seller	55%	58%	52%
Paid by buyer and seller	11	10	12
Paid by buyer only	22	23	21
Percent of sales price	77	82	71
Flat fee	3	3	3
Per task fee	0	0	0
Other	1	1	1
Don't know	19	15	25
Other	1	1	2
Don't know	10	8	14

*Less than 1 percent

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-8

WHAT BUYERS WANT MOST FROM REAL ESTATE AGENTS

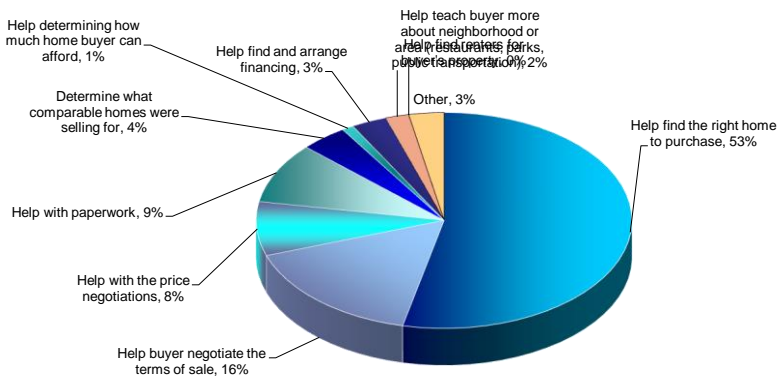
(Percentage Distribution)

	Indiana	U.S.
Help find the right home to purchase	53%	52%
Help buyer negotiate the terms of sale	16%	13%
Help with the price negotiations	8%	11%
Help with paperwork	9%	8%
Determine what comparable homes were selling for	4%	6%
Help determining how much home buyer can afford	1%	4%
Help find and arrange financing	3%	3%
Help teach buyer more about neighborhood or area (restaurants, parks, public transportation)	2%	2%
Help find renters for buyer's property	0%	0%
Other	3%	2%

WHAT BUYERS WANT MOST FROM REAL ESTATE PROFESSIONALS

(Percentage Distribution)

Indiana



WHAT BUYERS WANT MOST FROM REAL ESTATE PROFESSIONALS

(Percentage Distribution)

U.S.

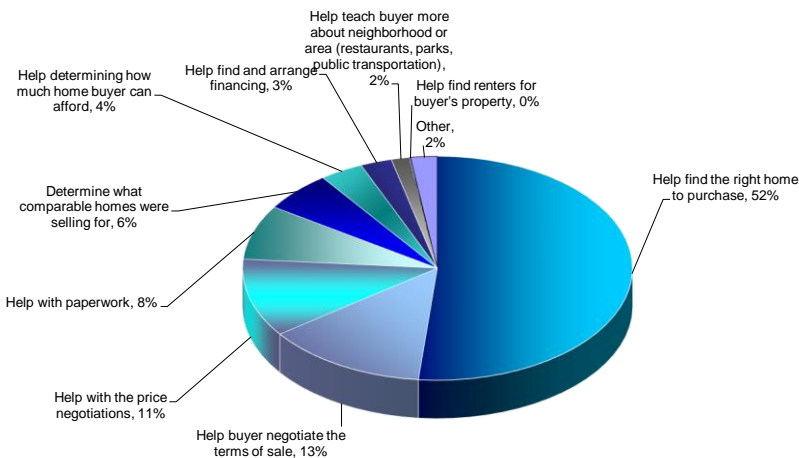


Exhibit 4-9

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

(Percentage Distribution)

Indiana

	All Buyers	First-time Buyers	Repeat Buyers	BUYERS OF	
				New Homes	Previously Owned Homes
Help find the right home to purchase	53%	42%	61%	43%	54%
Help with the price negotiations	8	13	6	*	9
Help buyer negotiate the terms of sale	16	18	15	43	15
Determine what comparable homes were selling for	4	3	4	14	4
Help with paperwork	9	13	7	*	9
Help determining how much home buyer can afford	1	2	*	*	1
Help find and arrange financing	3	5	2	*	3
Help teach buyer more about neighborhood or area (restaurants, parks, public transportation)	2	2	2	*	2
Other	3	3	4	*	4

*Less than 1 percent

U.S.

	All Buyers	First-time Buyers	Repeat Buyers	BUYERS OF	
				New Homes	Previously Owned Homes
Help find the right home to purchase	52%	48%	53%	53%	51%
Help buyer negotiate the terms of sale	13	13	14	11	14
Help with the price negotiations	11	12	11	12	11
Help with paperwork	8	8	8	7	8
Determine what comparable homes were selling for	6	5	6	5	6
Help determining how much home buyer can afford	4	6	2	4	4
Help find and arrange financing	3	4	2	3	3
Help teach buyer more about neighborhood or area (restaurants, parks, public transportation)	2	1	2	2	2
Help find renters for buyer's property	0 *	*		*	
Other	2	2	2	3	2

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-10

WHAT BUYERS WANT MOST FROM REAL ESTATE AGENTS, BY ADULT COMPOSITION OF HOUSEHOLD

(Percentage Distribution)

Indiana

	ADULT COMPOSITION OF HOUSEHOLD					
	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other
Help find the right home to purchase	53%	53%	56%	62%	41%	75%
Help with the price negotiations	8	10	3	8	12	*
Help buyer negotiate the terms of sale	16	15	21	8	18	*
Determine what comparable homes were selling for	4	4	6	8	6	*
Help with paperwork	9	10	3	8	18	*
Help determining how much home buyer can afford	1	1	*	8	*	*
Help find and arrange financing	3	2	6	*	*	25
Help teach buyer more about neighborhood or area (restaurants, parks, public transportation)	2	2	3	*	*	*
Other	3	4	3	*	6	*

U.S.

	ADULT COMPOSITION OF HOUSEHOLD					
	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other
Help find the right home to purchase	52%	52%	53%	52%	49%	48%
Help buyer negotiate the terms of sale	13	14	11	13	14	16
Help with the price negotiations	11	11	12	11	15	9
Help with paperwork	8	8	9	7	8	14
Determine what comparable homes were selling for	6	6	5	6	4	1
Help determining how much home buyer can afford	4	3	4	4	3	5
Help find and arrange financing	3	2	3	3	4	5
Help teach buyer more about neighborhood or area (restaurants, parks, public transportation)	2	2	2	2	1	2
Help find renters for buyer's property	0	*	*		*	
Other	2	2	2	2	2	

*Less than 1 percent

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-11

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

(Percent of Respondents)

Indiana

	All Buyers	First-time Buyers	Repeat Buyers
Helped buyer understand the process	58%	73%	50%
Pointed out unnoticed features/faults with property	64	73	61
Negotiated better sales contract terms	47	44	50
Improved buyer's knowledge of search areas	41	45	38
Provided a better list of service providers	47	52	45
Negotiated a better price	27	26	28
Shortened buyer's home search	33	39	30
Provided better list of mortgage lenders	24	31	19
Narrowed buyer's search area	13	19	10
Expanded buyer's search area	13	16	11
Other	2	*	4
None of the above	5	2	7

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
Helped buyer understand the process	63%	85%	50%
Pointed out unnoticed features/faults with property	58	64	55
Negotiated better sales contract terms	47	52	44
Provided a better list of service providers (e.g. home inspector)	49	52	47
Improved buyer's knowledge of search areas	46	51	43
Negotiated a better price	31	34	29
Shortened buyer's home search	28	32	26
Provided better list of mortgage lenders	26	33	23
Expanded buyer's search area	22	26	20
Narrowed buyer's search area	15	16	14
None of the above	5	3	6
Other	3	2	4

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-12

HOW BUYER FOUND REAL ESTATE AGENT, FIRST-TIME AND REPEAT BUYERS

(Percentage Distribution)

Indiana

	All Buyers	First-time Buyers	Repeat Buyers
Referred by (or is) a friend, neighbor or relative	44%	48%	43%
Used agent previously to buy or sell a home	11	*	17
Internet Web site (without a specific reference)	5	8	3
Visited an open house and met agent	5	2	6
Saw contact information on For Sale/Open House sign	6	8	4
Referred by another real estate agent/broker	8	10	8
Personal contact by agent (telephone, e-mail, etc.)	5	3	5
Referred through employer or relocation company	3	*	4
Walked into or called office and agent was on duty	2	*	4
Mobile or tablet application	1	2	1
Newspaper, Yellow Pages or home book ad	*	*	*
Direct mail (newsletter, flyer, postcard, etc.)	*	*	*
Advertising specialty (calendar, magnet, etc.)	*	*	*
Crowdsourcing through social media/knew the person through social media	*	*	*
Saw the agent's social media page without a connection	1	*	1
Inquired about specific property viewed online	7	11	4
Other	3	8	*

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
Referred by (or is) a friend, neighbor or relative	47%	57%	41%
Used agent previously to buy or sell a home	13	2	19
Inquired about specific property viewed online	7	7	7
Website (without a specific reference)	7	9	6
Visited an open house and met agent	4	3	4
Referred by another real estate agent/broker	5	5	5
Personal contact by agent (telephone, e-mail, etc.)	3	2	4
Saw contact information on For Sale/Open House sign	5	5	6
Referred through employer or relocation company	2	1	2
Walked into or called office and agent was on duty	1	1	1
Mobile or tablet application	1	2	1
Crowdsourcing through social media/knew the person through social media	1	1	*
Direct mail (newsletter, flyer, postcard, etc.)	0	*	*
Saw the agent's social media page without a connection	1	1	1
Newspaper, Yellow Pages or home book ad	0	*	*
Advertising specialty (calendar, magnet, etc.)	0	*	*
Other	4	5	3

*Less than 1 percent

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-13

HOW BUYER FOUND REAL ESTATE AGENT, BY ADULT COMPOSITION OF HOUSEHOLD

(Percentage Distribution)

Indiana

	ADULT COMPOSITION OF HOUSEHOLD					
	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other
Referred by (or is) a friend, neighbor or relative	44%	41%	47%	58%	47%	50%
Used agent previously to buy or sell a home	11	14	6	8	*	*
Internet Web site (without a specific reference)	5	6	6	*	*	*
Referred by another real estate agent/broker	8	9	12	*	6	*
Visited an open house and met agent	5	6	3	*	6	*
Saw contact information on For Sale/Open House sign	6	5	6	8	12	*
Personal contact by agent (telephone, e-mail, etc.)	5	3	9	8	6	25
Referred through employer or relocation company	3	3	3	8	*	*
Walked into or called office and agent was on duty	2	4	*	*	*	*
Mobile or tablet application	1	1	3	*	*	*
Newspaper, Yellow Pages or home book ad	*	*	*	*	*	*
Advertising specialty (calendar, magnet, etc.)	*	*	*	*	*	*
Direct mail (newsletter, flyer, postcard, etc.)	*	*	*	*	*	*
Crowdsourcing through social media/knew the person through social media	*	*	*	*	*	*
Saw the agent's social media page without a connection	1	1	*	*	*	*
Inquired about specific property viewed online	7	6	6	*	12	25
Other	3	2	*	8	12	*

U.S.

	ADULT COMPOSITION OF HOUSEHOLD					
	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other
Referred by (or is) a friend, neighbor or relative	47%	45%	48%	48%	49%	56%
Used agent previously to buy or sell a home	13	14	13	13	9	12
Inquired about specific property viewed online	7	7	8	5	10	4
Website (without a specific reference)	7	6	6	10	10	2
Visited an open house and met agent	4	4	4	1	5	2
Referred by another real estate agent/broker	5	5	4	5	3	11
Personal contact by agent (telephone, e-mail, etc.)	3	3	3	4	2	2
Saw contact information on For Sale/Open House sign	5	5	6	5	5	6
Referred through employer or relocation company	2	2	1	1	1	
Walked into or called office and agent was on duty	1	1*		2	2	1
Mobile or tablet application	1	1	1		1	
Crowdsourcing through social media/knew the person through social media	1	1	*		1	
Direct mail (newsletter, flyer, postcard, etc.)	0	*	*	*		
Saw the agent's social media page without a connection	1	1	1	1	1	1
Newspaper, Yellow Pages or home book ad	0	*	*	*		
Advertising specialty (calendar, magnet, etc.)	0	*	*		*	
Other	4	4	3	4	2	3

*Less than 1 percent

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-14

HOW MANY TIMES CONTACTED AGENT BEFORE RECEIVED RESPONSE AND ORIGINAL FORM OF CONTACT

(Median, Percentage Distribution)

Indiana

Phone call	37%
E-mail	7
Contacted friend/family	14
Web form on home listing website	8
Text message	9
Through agent's website	5
Social Media (FaceBook, Twitter, LinkedIn, etc.)	3
Talked to them in person	17
Number of Times Contacted (median)	1

U.S.

Phone call	29%
Talked to them in person	19
E-mail	11
Text message	8
Inquiry for more information through 3rd party website	11
Ask a friend to put me in touch	15
Through agent's website	3
Social Media (FaceBook, Twitter, LinkedIn, etc.)	4
Number of Times Contacted (median)	

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-15

NUMBER OF REAL ESTATE AGENTS INTERVIEWED BY FIRST-TIME AND REPEAT BUYERS

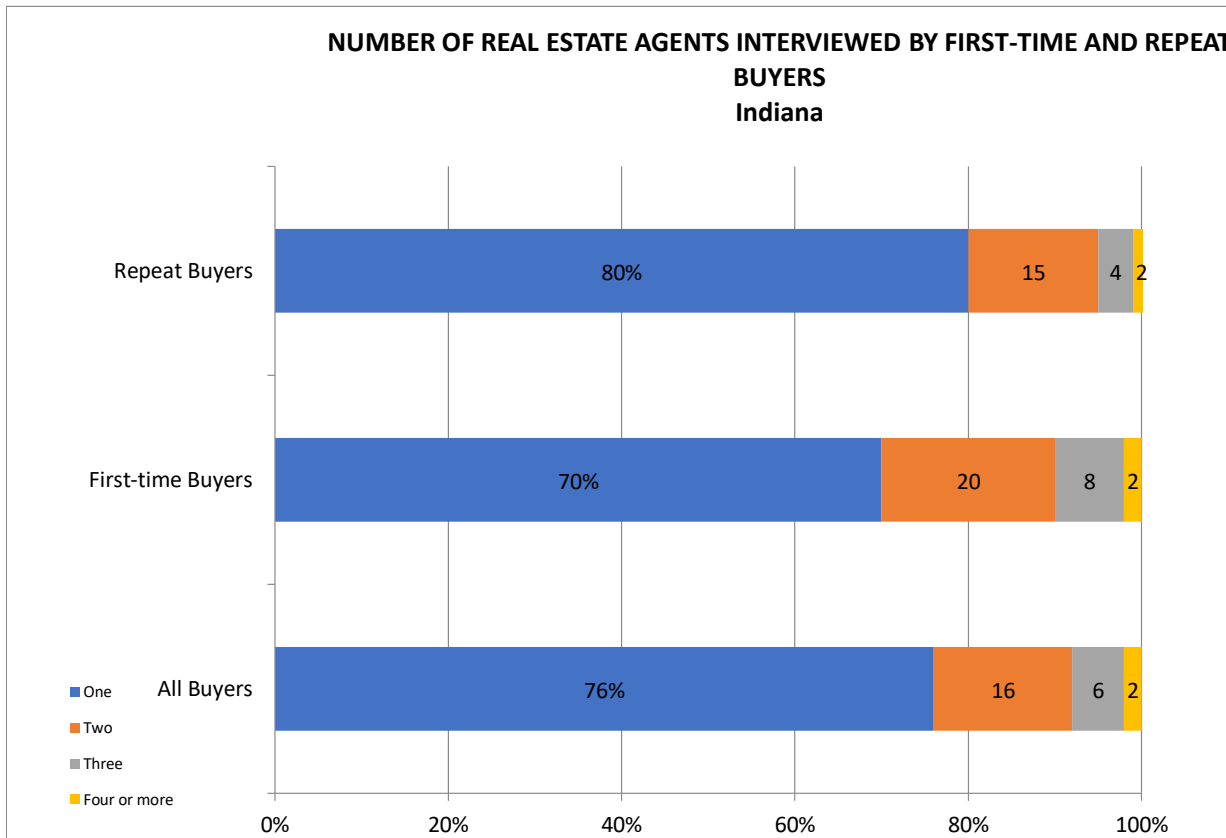
(Percentage Distribution)

Indiana

	All Buyers	First-time Buyers	Repeat Buyers
One	76%	70%	80%
Two	16	20	15
Three	6	8	4
Four or more	2	2	2

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
One	73%	69%	75%
Two	16	19	15
Three	7	8	6
Four or more	4	4	4



HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-16

MOST IMPORTANT FACTORS WHEN CHOOSING AN AGENT

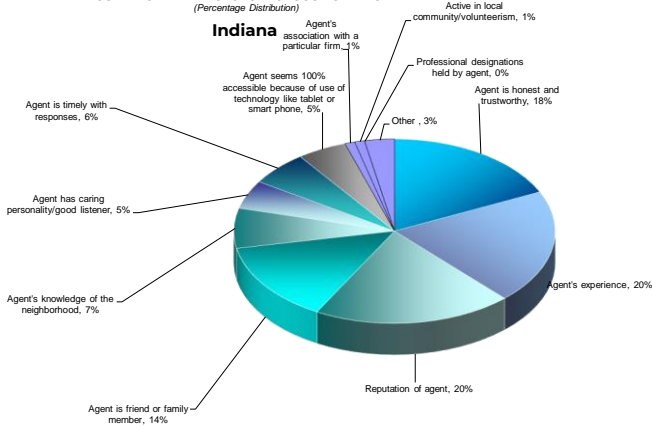
(Percentage Distribution)

	Indiana	U.S.
Agent is honest and trustworthy	18%	20%
Agent's experience	20%	19%
Reputation of agent	20%	17%
Agent is friend or family member	14%	13%
Agent's knowledge of the neighborhood	7%	8%
Agent has caring personality/good listener	5%	6%
Agent is timely with responses	6%	6%
Agent seems 100% accessible because of use of technology like tablet or smart phone	5%	4%
Agent's association with a particular firm	1%	1%
Active in local community/volunteerism	1%	1%
Professional designations held by agent	0%	1%
Other	3%	4%

MOST IMPORTANT FACTORS IN CHOOSING AN AGENT

(Percentage Distribution)

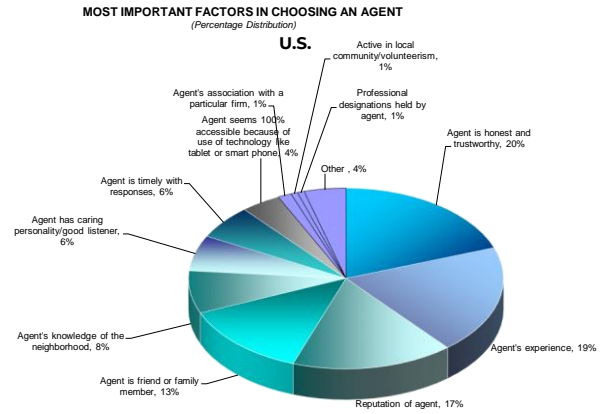
Indiana



MOST IMPORTANT FACTORS IN CHOOSING AN AGENT

(Percentage Distribution)

U.S.



HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-17

IMPORTANCE OF REAL ESTATE AGENT SKILLS AND QUALITIES

(Percentage Distribution)

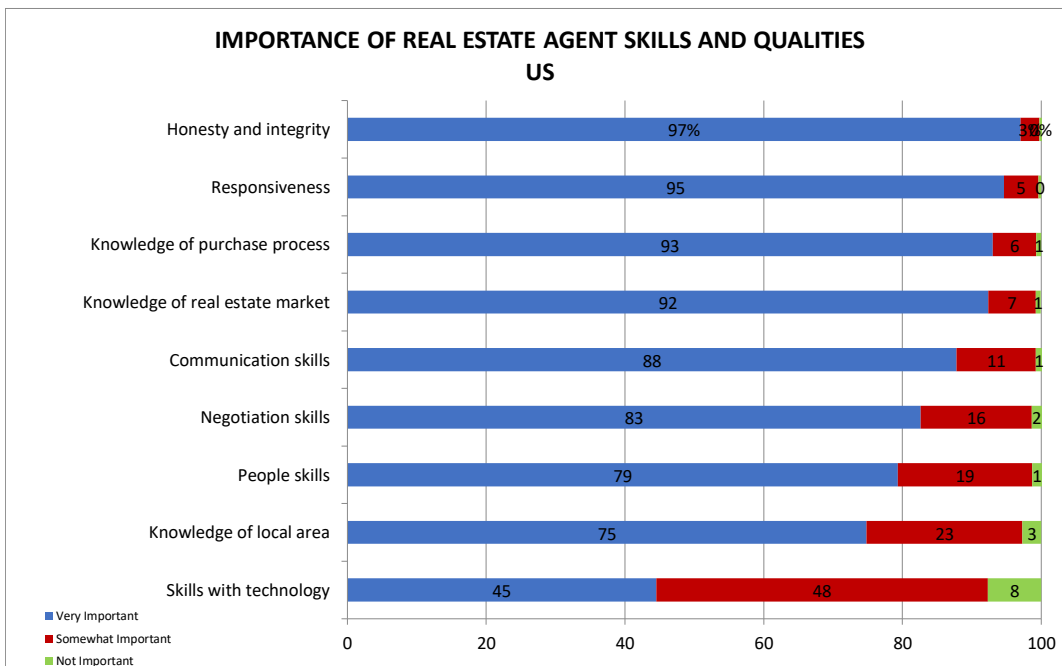
Indiana

	Very Important	Somewhat Important	Not Important
Honesty and integrity	95%	4%	1%
Knowledge of purchase process	95	5	*
Responsiveness	94	6	*
Knowledge of real estate market	94	6	*
Communication skills	89	11	*
Negotiation skills	83	15	2
People skills	80	20	*
Knowledge of local area	81	17	2
Skills with technology	47	45	8

U.S.

	Very Important	Somewhat Important	Not Important
Skills with technology	45	48	8
Knowledge of local area	75	23	3
People skills	79	19	1
Negotiation skills	83	16	2
Communication skills	88	11	1
Knowledge of real estate market	92	7	1
Knowledge of purchase process	93	6	1
Responsiveness	95	5	0
Honesty and integrity	97%	3%	0%

*Less than 1 percent



HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-18

AGENT SKILLS AND QUALITIES CONSIDERED 'VERY IMPORTANT' BY FIRST-TIME AND REPEAT

(Percent of Respondents)

Indiana

	All Buyers	First-time Buyers	Repeat Buyers	BUYERS OF	
				New Homes	Previously Owned Homes
Honesty and integrity	95%	100%	94%	86%	96%
Knowledge of purchase process	95	98	94	86	95
Responsiveness	94	90	96	100	93
Knowledge of real estate market	94	95	94	86	95
Communication skills	89	89	89	100	88
Negotiation skills	83	80	85	100	82
People skills	80	79	81	86	79
Knowledge of local area	81	77	84	71	82
Skills with technology	47	39	51	43	47

U.S.

	All Buyers	First-time Buyers	Repeat Buyers	BUYERS OF	
				New Homes	Previously Owned Homes
Honesty and integrity	97%	96%	97%	97%	97%
Responsiveness	95	95	95	94	95
Knowledge of purchase process	93	95	92	93	93
Knowledge of real estate market	92	91	93	95	92
Communication skills	88	90	87	88	88
Negotiation skills	83	82	83	84	82
People skills	79	79	79	85	79
Knowledge of local area	75	69	78	79	74
Skills with technology	45	42	46	49	44

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-19

AGENT SKILLS AND QUALITIES CONSIDERED 'VERY IMPORTANT' BY ADULT

(Percentage Distribution)

Indiana

	ADULT COMPOSITION OF HOUSEHOLD					
	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other
Honesty and integrity	95%	96%	91%	100%	94%	100%
Knowledge of purcha:	95	95	94	92	94	100
Responsiveness	94	93	97	85	100	100
Knowledge of real est	94	91	100	100	100	100
Communication skills	89	86	94	77	100	100
Negotiation skills	83	82	91	69	88	50
People skills	80	78	73	85	94	100
Knowledge of local ar	81	82	81	62	88	100
Skills with technology	47	45	48	54	53	25

U.S.

	ADULT COMPOSITION OF HOUSEHOLD					
	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other
Honesty and integrity	97%	98%	97%	94%	96%	98%
Responsiveness	95	95	95	91	96	91
Knowledge of purcha:	93	93	94	88	94	94
Knowledge of real est	92	93	93	87	95	95
Communication skills	88	87	90	82	90	91
Negotiation skills	83	81	87	79	84	83
People skills	79	78	82	74	83	78
Knowledge of local ar	75	76	75	71	68	75
Skills with technology	45	43	52	42	43	48

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-20

IMPORTANCE OF AGENT COMMUNICATIONS

(Percent of Respondents)

Indiana

	All Buyers	First-time Buyers	Repeat Buyers
Calls personally to inform of activities	66%	69%	64%
Sends postings as soon as a property is listed/the price changes/under contract	74	71	77
Sends emails about specific needs	40	40	41
Active in local community/volunteerism	20	24	18
Can send market reports on recent listings and sales	40	39	42
Sends property info and communicates via text message	66	66	67
Has a web page	29	31	27
Has a mobile site to show properties	26	27	26
Sends an email newsletter	8	10	8
Advertises in newspapers	2	*	2
Is active on social media	17	19	16
Has a blog	1	3	*

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
Calls personally to inform me of activities	74%	73%	75%
Sends me postings as soon as a property is listed/the price changes/under contract	72	72	72
Sends me property info and communicates via text message	71	75	68
Sends me emails about my specific needs	50	54	48
Can send market reports on recent listings and sales	52	50	54
Has a website	29	29	29
Has a mobile site to show properties	28	27	29
Active in local community/volunteerism	12	12	13
Is active on social media	14	16	14
Sends me an email newsletter	7	9	7
Advertises in newspapers	2	2	2
Has a blog	1	2	1

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-21

SATISFACTION WITH REAL ESTATE AGENT SKILLS AND QUALITIES

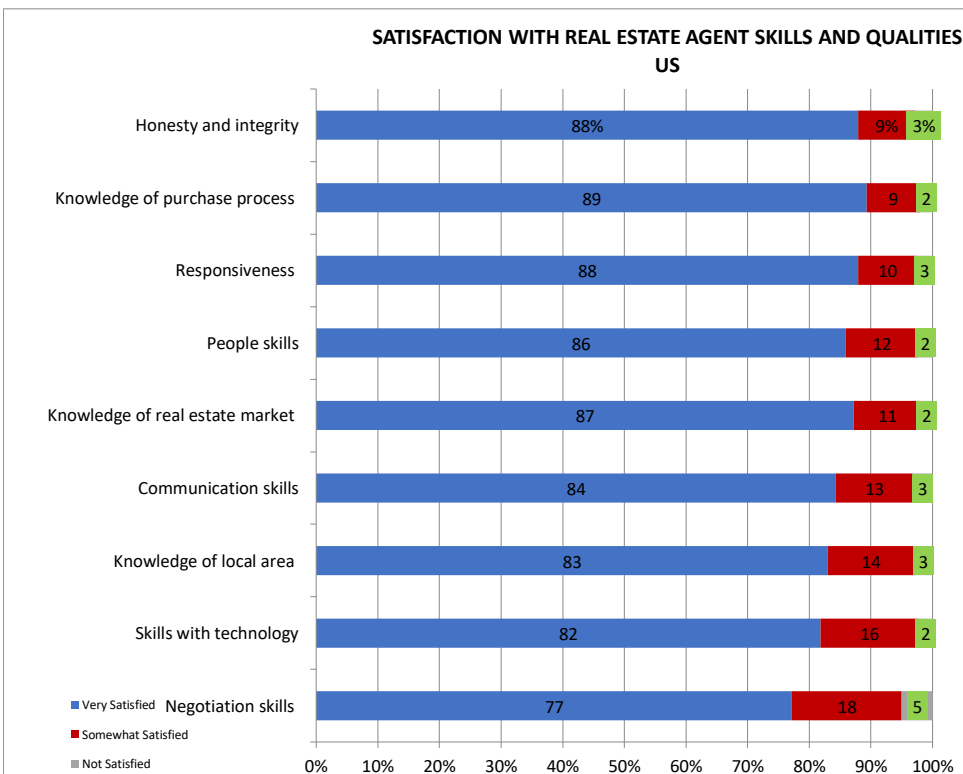
(Percentage Distribution)

Indiana

	Very Satisfied	Somewhat Satisfied	Not Satisfied
Knowledge of purchase process	93%	5%	2%
Honesty and integrity	87	10	2
Knowledge of real estate market	91	7	2
People skills	87	10	2
Responsiveness	89	7	4
Knowledge of local area	91	7	2
Communication skills	87	9	4
Skills with technology	86	12	2
Negotiation skills	82	14	4

U.S.

	Very Satisfied	Somewhat Satisfied	Not Satisfied
Negotiation skills	77	18	5
Skills with technology	82	16	2
Knowledge of local area	83	14	3
Communication skills	84	13	3
Knowledge of real estate market	87	11	2
People skills	86	12	2
Responsiveness	88	10	3
Knowledge of purchase process	89	9	2
Honesty and integrity	88%	9%	3%



HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-22

WOULD BUYER USE REAL ESTATE AGENT AGAIN OR RECOMMEND TO OTHERS

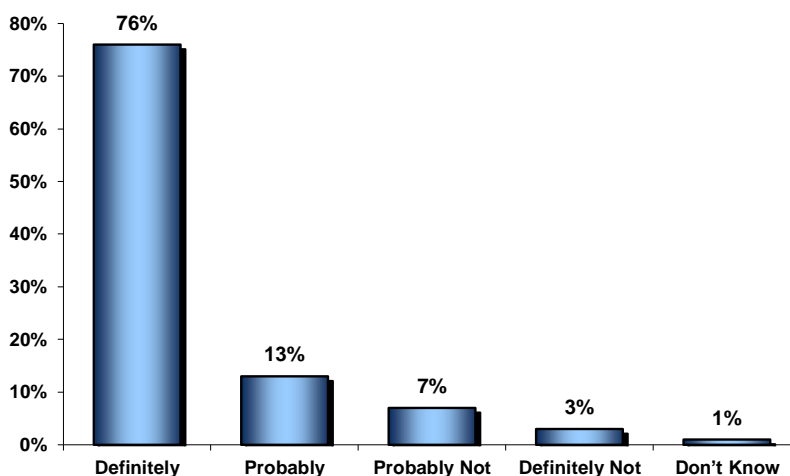
(Percentage distribution)

Indiana

Definitely	76%
Probably	13%
Probably Not	7%
Definitely Not	3%
Don't Know	1%

WOULD BUYER USE ESTATE AGENT AGAIN OR RECOMMEND TO OTHERS

(Percentage Distribution)



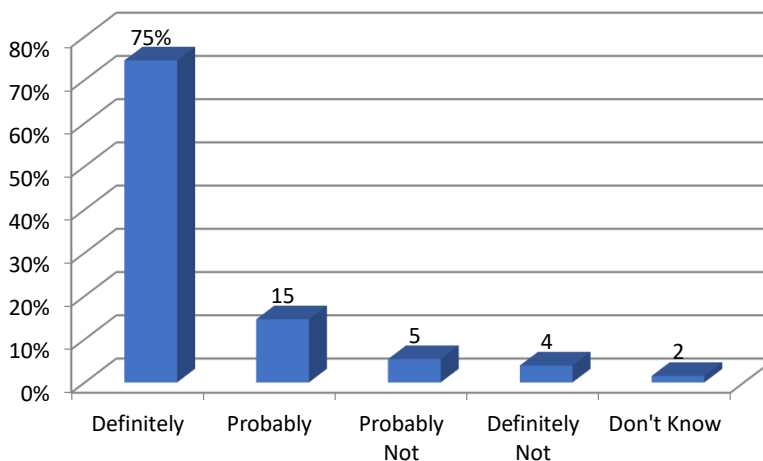
U.S.

All Buyers

Definitely	75%
Probably	15
Probably Not	5
Definitely Not	4
Don't Know	2

WOULD BUYER USE ESTATE AGENT AGAIN OR RECOMMEND TO OTHERS

(Percentage Distribution)



HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-23

HOW MANY TIMES BUYER RECOMMENDED TYPICAL AGENT

(Percentage distribution)

Indiana

	All Buyers
None	31%
One time	20
Two times	17
Three times	12
Four or more times	22
Times recommended since buying (median)	1

U.S.

	All Buyers
None	36%
One time	16
Two times	18
Three times	10
Four or more times	20
Times recommended since buying (median)	1