INTERVIEWER INTRODUCTION

Hello, my name is ______________ from ______________. We are conducting a study among recent homebuyers. Your name was selected at random. The sole purpose of the study is to get your opinions and the survey will be anonymous. The survey should take no more than 15 minutes to complete.

Is now a convenient time? (If not) What would be a convenient time for you? Because your views are important to our client, we are flexible for your interview. We will be pleased to schedule an interview for you at a time of your convenience.

CODING LEGEND

[NOTES FOR INTERVIEWER]
[QUESTIONS FOR FIRST TIME BUYERS ONLY]
[QUESTIONS FOR REPEAT BUYERS ONLY]
[QUESTIONS FOR INVESTORS ONLY]

PRE-SURVEY QUESTIONS

[DO NOT ASK.]

A. County of most recent home purchase.
   1) Northern CA
      i. Alameda (Oakland)
      ii. Contra Costa
      iii. Marin
      iv. Monterey
      v. Napa
      vi. San Francisco
   2) Other CA
      i. Alpine
      ii. Amador
      iii. Butte
      iv. Calaveras
      v. Colusa
      vi. Del Monte
      vii. El Dorado
      viii. Fresno
      ix. Glenn
      x. Humboldt
      xi. Inyo
      xii. Kings
      xiii. Lake
      xiv. Lassen
SURVEY QUESTIONS

THE BUYING EXPERIENCE

1. What type of home did you buy?
   a. Regular sale
d. Other [ASK RESPONDENT TO SPECIFY]
   b. REO/Bank-owned property
c. Short sale

2. What was the intended use of the property?
   a. Primary residence
   b. Vacation/Second home [PROCEED TO Q. #5]
c. Investment/Rental property [PROCEED TO Q. #5]
d. Other [ASK RESPONDENT TO SPECIFY]

3. What was your living arrangement immediately before your recent home purchase?
a. Lived with parents  
b. Rented an apartment/house  
c. Owned the previous home  
d. Other [ASK RESPONDENT TO SPECIFY]

4. How many miles away was your previous residence from the home you bought?

5. Was this your first home purchase?  
a. Yes?  
b. No

6. What were your main reasons for buying a home? [RECORD 1ST RESPONSE. DO NOT READ LIST. PROBE, IF NECESSARY, ESPECIALLY THE INVESTORS]  
a. Changed jobs / Relocated  
b. Change in family status  
   (marriage, divorce, death, kids, etc.)  
c. Desired larger home  
d. Desired smaller home  
e. Desired better/other location  
f. Tired of renting  
g. Affordable price  
h. Favorable financing  
i. Investment/Tax advantages  
j. To flip it for a profit  
k. To rent it out  
l. Other [ASK RESPONDENT TO SPECIFY]

7. Why didn’t you buy a home sooner?

8. How did you find the home you purchased? [DO NOT READ.]  
a. Real estate agent [SKIP TO Q#10.]  
b. Website  
c. Newspaper [SKIP TO Q#10.]  
d. Magazine [SKIP TO Q#10.]  
e. For sale sign [SKIP TO Q#10.]  
f. Open house [SKIP TO Q#10.]  
g. Other [ASK RESPONDENT TO SPECIFY. SKIP TO Q#10.]

9. On which website did you find your home?

10. Was the home you purchased listed on a multiple listing service?  
a. Yes  
b. No

11. [ASK REPEAT BUYERS ONLY] Have you gone through a foreclosure or short sale within the past five years?  
a. Foreclosure  
b. Short sale  
c. Neither

12. [ASK REPEAT BUYERS ONLY] Was the outstanding loan balance on your previous home higher than the sale price?  
a. Yes  
b. No

13. What was the initial listing price of the home you purchased?
14. Do you think home prices in the neighborhood where you purchased will go up, down or stay flat in ...
   a. One year
      i. Up
      ii. Down
   b. Five years
      i. Up
      ii. Down

15. [FOR REPEAT BUYERS & INVESTORS ONLY] How many other homes do you own?

16. [FOR REPEAT BUYERS & INVESTORS ONLY] Where are those other homes located? [RECORD COUNTY]

17. How long do you plan to keep the property?
   a. ___ months
   b. Unsure

18. [FOR INVESTORS ONLY] Who will manage the property?
   a. Owner
   b. Property manager
   c. Other [ASK RESPONDENT TO SPECIFY.]

19. [FOR INVESTORS ONLY] What is your expected rate of return on the property?

20. [FOR INVESTORS ONLY] What market conditions would prompt you to the property?

21. If there were one thing you could change about your home buying experience, what would it be? [PROBE, ASK RESPONDENT TO BE SPECIFIC]

22. [ASK ONLY IF FIRST TIME BUYER] What advice would you give to other first time buyers?

FINANCING

23. How did you pay for the home you purchased?
   a. Obtained financing
   b. All cash [SKIP TO Q#29.]

24. What was your down payment for the home purchased (as a percentage of the sale price)?

25. What type of loan do you have? [READ.]
   a. Fixed rate
   b. Adjustable rate
   c. Unsure
   d. Other [ASK RESPONDENT TO BE SPECIFIC.]
26. What is the duration of your loan? [READ.]
   a. 30 years  d. Unsure
   b. 15 years  e. Other [ASK RESPONDENT TO BE SPECIFIC.]
   c. 10 years

27. Please rate how easy or difficult it was to obtain financing on a scale of one to 10, with one being very easy and 10 being very difficult.

28. What, if any, problems did you have with the home appraisal when attempting to obtain financing?

INTERNET USE

29. What was the most useful website that you visited during your home buying process? [IF NONE OR DID NOT USE INTERNET, SKIP TO Q #32.]

30. How did you primarily access the internet during the home buying process? [READ. SINGLE RESPONSE.]
   a. Mobile phone  d. Desktop
   b. Tablet  e. Other: [PLEASE ASK BUYER TO SPECIFY]
   c. Laptop

31. How would you compare the information you gathered on the Internet to the information provided by your real estate agent? [READ.]
   a. More useful than information provided by the real estate agent
   b. As useful as the information provided by the real estate agent
   c. Less useful than the information provided by the real estate agent
   d. Different information from that provided by the real estate agent
   e. Did not use the Internet to gather information

32. How did you use your mobile device (i.e. smart phone, tablet, etc.) in the home buying process?

33. How did you use social media (such as Facebook, Twitter, LinkedIn, etc.) in your home buying process?

34. How receptive would you be to receiving information about the home buying process directly from your real estate agent via social media? Please rate how receptive you would be using a 1 to 5 scale, where 1 equals “not at all interested” and 5 equals “extremely receptive”. [IF RESPONDENT DIDN’T USE AN AGENT, ASK HOW RECEPTIVE HE/SHE WOULD BE TO THIS IDEA IF THEY HAD USED AN AGENT.]
35. How did you find your real estate agent? [DO NOT READ LIST.]
   a. Agent is a relative or friend
   b. Agent’s farming material (brochures, flyers, mailers to home)
   c. Referral from friends, relatives, neighbors or other contacts
   d. “For Sale” signs in the neighborhood
   e. Prior dealings with real estate agent
   f. Prior dealings with the company in other areas
   g. Internet – listings of a home I was interested in
   h. Internet – listing on an aggregate website (i.e. realtor.com)
   i. Internet – agent’s website
   j. Internet – real estate company’s website
   k. Internet – search engine
   l. Internet – social media website
   m. Through an employer-based program
   n. Did not use an agent [SKIP TO Q#57]
   o. Other [ASK RESPONDENT TO SPECIFY.]

36. How many agents did you interview prior to selecting the agent you used in your recent home purchase?

37. What was the single most important reason for selecting that agent? [PROBE, ASK RESPONDENT TO BE SPECIFIC. 1 RESPONSE ONLY]

38. Did you “Google” (conduct an internet search for) your agent to find out information about him/her?
   a. Yes
   b. No
   c. Unsure

39. How many weeks did you consider buying a home before contacting a real estate agent?

40. How many weeks did you spend investigating homes and neighborhoods before contacting a real estate agent?

41. Once you found an agent, about how many weeks did you spend looking for a home with your agent?

42. How many different homes did you preview and visit with your agent prior to making a purchase?

43. How many offers did you make on other homes?

44. Are you satisfied with the home you purchased or do you feel like you selected the best option given the limited supply of homes?
   a. Satisfied
   b. Selected best option given limited supply
45. What was your preferred method of communicating with your agent? [DO NOT READ LIST.
PROBE, ASK RESPONDENT TO BE SPECIFIC. MULTIPLE RESPONSES ARE OK, NOTE FIRST
MENTION.]
   a. Email
   b. Fax
   c. In person
   d. Telephone
   e. U.S./Direct mail
   f. Text message
   g. Facebook
   h. Twitter
   i. LinkedIn
   j. Other social media:
   k. Other [ASK RESPONDENT TO SPECIFY.]

46. How did your agent actually communicate with you? [DO NOT READ LIST. PROBE, ASK
RESPONDENT TO BE SPECIFIC. MULTIPLE RESPONSES ARE OK, NOTE FIRST MENTION.]
   a. Email
   b. Fax
   c. In person
   d. Telephone
   e. U.S./Direct mail
   f. Text message
   g. Facebook
   h. Twitter
   i. LinkedIn
   j. Other social media:
   k. Other [ASK RESPONDENT TO SPECIFY.]

47. When attempting to reach your agent, what response time were you typically expecting for your
agent to get back to you? [DO NOT READ LIST.]
   a. Instantly
   b. Within 30 minutes
   c. Within one hour
   d. Within two hours
   e. Within four hours
   f. One business day
   g. More than one business day
   h. Other [ASK RESPONDENT TO SPECIFY.]

48. On average, what was the actual response time for your agent to return your communication?
[DO NOT READ LIST.]
   a. Instantly
   b. Within 30 minutes
   c. Within one hour
   d. Within two hours
   e. Within four hours
   f. One business day
   g. More than one business day
   h. Other [ASK RESPONDENT TO SPECIFY.]

Please rate your degree of satisfaction with the following aspects of your home buying experience on a
scale of one to five, where one is least satisfied and five is most satisfied.

49. Your real estate agent’s negotiating skills
50. Overall process of buying a home
51. Overall satisfaction with your real estate agent
52. Why do you have that level of satisfaction with your agent? [PROBE, ASK RESPONDENT TO BE SPECIFIC.]

53. Did you rate your agent on a public forum, like Yelp or Zillow?
   a. Yes. b. No. [SKIP TO Q #54.]

54. Which platform?

55. In which part(s) of the transaction did you need the most assistance from your agent?

56. What advice would you give to real estate agents to improve the home buying process or their level of service? [PROBE, ASK RESPONDENT TO BE SPECIFIC.]

57. Would you work with the same agent again?
   a. Yes   c. Unsure
   b. No

58. What is your age? [RECORD EXACT AGE & CHECK THE APPROPRIATE CATEGORY.]
   a. Under 25 years d. 45 – 54 years
   b. 25 -34 years e. 55 – 64 years
   c. 35 – 44 years f. 65 or older

59. What was your marital status at the time you purchased your home? [DO NOT READ LIST.]
   a. Married c. Other
   b. Single

60. What is the highest level of education you had completed at the time of purchase? [1 RESPONSE ONLY. DO NOT READ LIST.]
   a. Grade school or less e. Vocational/technical school
   b. Some high school f. Four-year college
   c. High school g. Graduate school
   d. Some college

61. What is your annual household income? [READ AND MARK CORRESPONDING CATEGORY.]
   a. Under $35,000 e. $100,000 - $150,000
   b. $35,000 - $50,000 f. $150,000 - $200,000
   c. $50,000 - $75,000 g. Over $200,000
   d. $75,000 - $100,000

62. How would you describe your ethnic background? [DO NOT READ LIST]
a. African American / Black
b. Asian
c. Caucasian / White
d. Hispanic / Latino
e. Other
f. Declined to state