

Reason for Choosing a Real Estate Agent

(Percentage Distribution**)

	<u>ALL</u>	<u>1st TIME</u>	<u>REPEAT</u>
Agent is a (referred by) friend, neighbor or relative	36%	49%	27%
Used agent previously to buy or sell house	13	3	20
Reputation of real estate agent	7	6	7
For sale sign/brochure box	7	6	7
Referred through employer/relocation company	4	2	8
Personal contact by agent	9	11	7
Visited open house and met agent	6	6	7
Walked into office and agent was on duty	6	6	5
Referred through another real estate broker	4	2	6
Newspaper ad	2	2	2
Met agent through builder's model home	*	*	1
Internet/on-line/Web site	3	3	3
Homes magazine/book ad	1	1	2
Yellow pages ad	*	1	*
Direct Mail	1	1	1
Referred through my membership organization	1	*	1
Seminar about home buying/selling	1	*	*
Advertising specially	*	1	*
Professional designation(s) held by agent	*	1	*
Agents Association with a firm	4	3	4

* Less than one percent

** Due to rounding, percentage distributions may not add to 100%

Source: The 2002 National Assoc. of Realtors. Profile of Home Buyers and Sellers: 2001
The National Association of Realtors, 2002.

