

Ohio

2015 Profile of Home Buyers and Sellers

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NATIONAL ASSOCIATION OF REALTORS®
Research Division

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NATIONAL ASSOCIATION OF REALTORS®

The Voice for Real Estate

CHARACTERISTICS OF HOME BUYERS

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CHARACTERISTICS OF HOME BUYERS

Ohio

Number of Total Respondents = 315

Exhibit 1-1

AGE OF HOME BUYERS, BY REGION

(Percentage Distribution)

	Ohio	U.S.	BUYERS WHO PURCHASED A HOME IN THE			
			Northeast	Midwest	South	West
18 to 24 years	4%	3%	3%	4%	2%	2%
25 to 34 years	31	28	33	36	24	24
35 to 44 years	19	20	21	18	21	19
45 to 54 years	18	15	15	12	16	17
55 to 64 years	12	17	16	14	17	18
65 to 74 years	13	14	10	13	15	15
75 years or older	4	4	4	3	4	4
Median age (years)	43	44	41	38	45	46

CHARACTERISTICS OF HOME BUYERS

Exhibit 1-2

HOUSEHOLD INCOME OF HOME BUYERS, BY REGION, 2014

(Percentage Distribution)

	BUYERS WHO PURCHASED A HOME IN THE					
	Ohio	U.S.	Northeast	Midwest	South	West
Less than \$25,000	5%	3%	3%	3%	3%	2%
\$25,000 to \$34,999	9	5	5	7	5	4
\$35,000 to \$44,999	14	7	5	9	7	6
\$45,000 to \$54,999	11	7	8	8	7	7
\$55,000 to \$64,999	10	9	9	10	9	10
\$65,000 to \$74,999	10	9	9	9	9	9
\$75,000 to \$84,999	8	9	9	9	8	10
\$85,000 to \$99,999	9	10	12	8	9	10
\$100,000 to \$124,999	11	15	15	13	16	16
\$125,000 to \$149,999	5	9	8	11	8	9
\$150,000 to \$174,999	3	5	5	4	7	5
\$175,000 to \$199,999	1	3	3	3	4	3
\$200,000 or more	4	8	10	6	9	8
Median income (2014)	\$66,800	\$86,100	\$87,200	\$79,000	\$89,500	\$87,400

CHARACTERISTICS OF HOME BUYERS

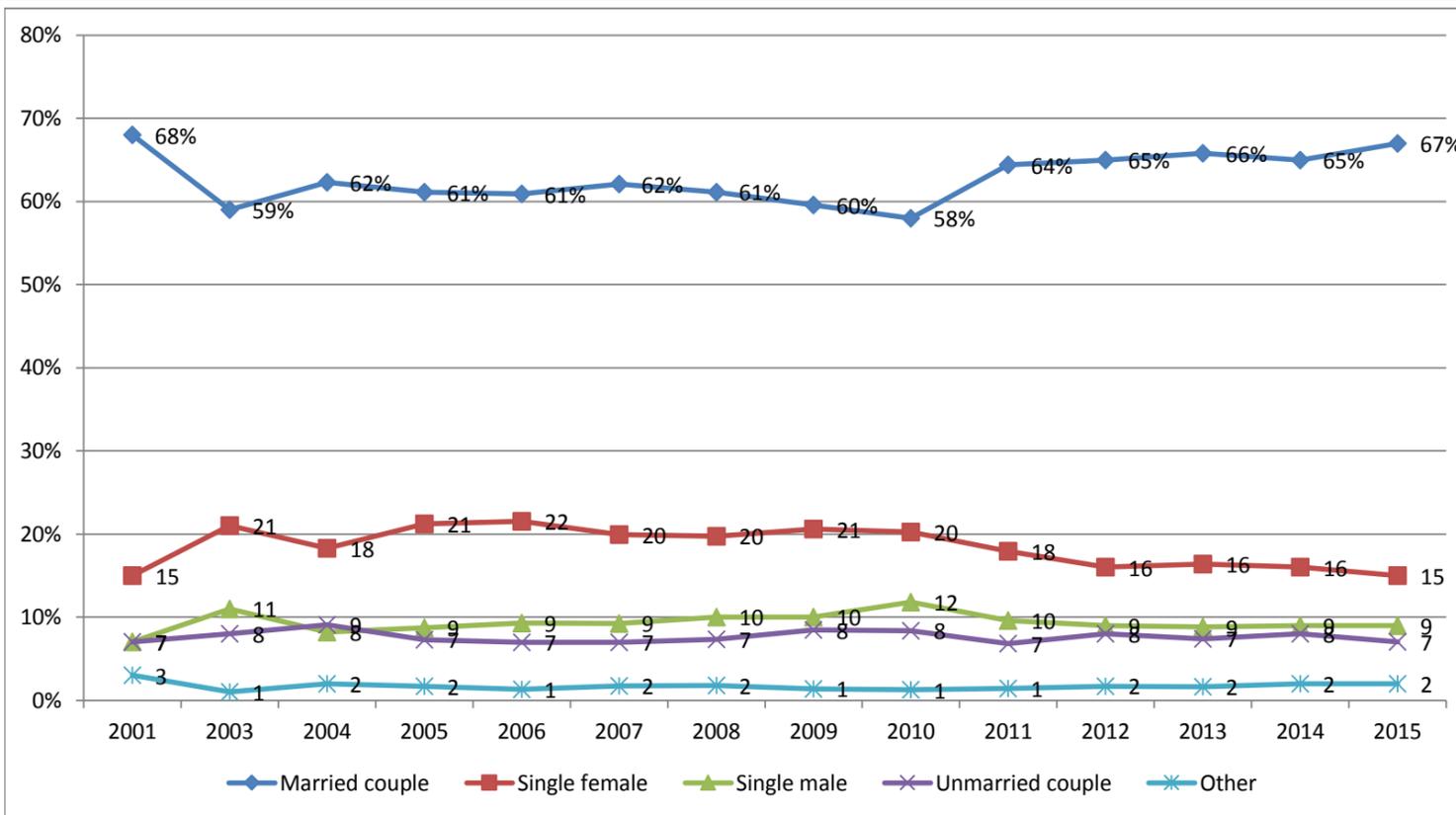
Exhibit 1-3
ADULT COMPOSITION OF HOME BUYER HOUSEHOLDS, 2001-2015
 (Percentage Distribution)

Ohio

2015	
Married couple	59%
Single female	22
Single male	6
Unmarried couple	11
Other	2

U.S.

	2001	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Married couple	68%	59%	62%	61%	61%	62%	61%	60%	58%	64%	65%	66%	65%	67%
Single female	15	21	18	21	22	20	20	21	20	18	16	16	16	15
Single male	7	11	8	9	9	9	10	10	12	10	9	9	9	9
Unmarried couple	7	8	9	7	7	7	7	8	8	7	8	7	8	7
Other	3	1	2	2	1	2	2	1	1	1	2	2	2	2



CHARACTERISTICS OF HOME BUYERS

Exhibit 1-4

NUMBER OF CHILDREN UNDER THE AGE OF 18 RESIDING IN HOUSEHOLD

(Percentage Distribution of Households)

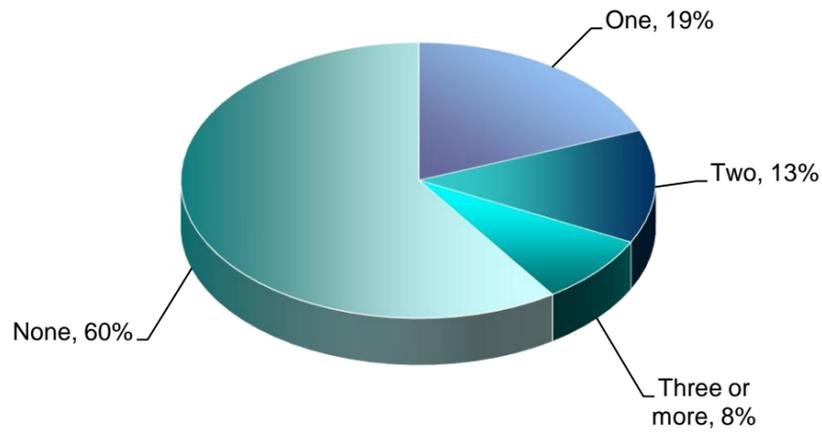
Ohio

One	19%
Two	13%
Three or more	8%
None	60%

NUMBER OF CHILDREN UNDER THE AGE OF 18 RESIDING IN HOUSEHOLD

(Percentage Distribution of Households)

Ohio



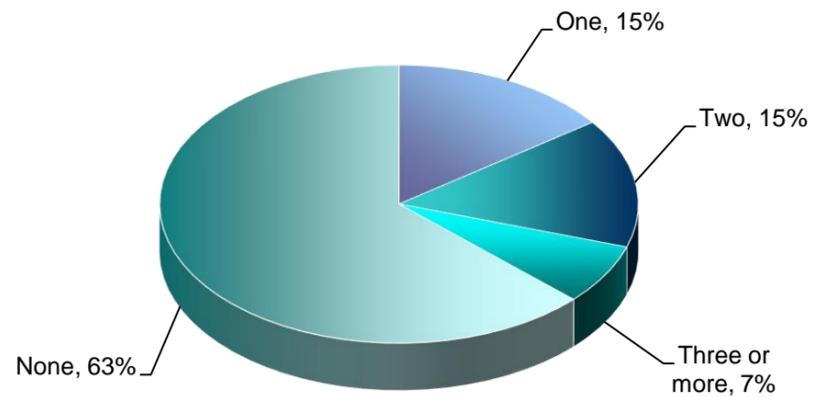
U.S.

One	15%
Two	15%
Three or more	7%
None	63%

NUMBER OF CHILDREN UNDER THE AGE OF 18 RESIDING IN HOUSEHOLD

(Percentage Distribution of Households)

U.S.



CHARACTERISTICS OF HOME BUYERS

Exhibit 1-5

HOME PURCHASED WAS A MULTI-GENERATIONAL HOME (WILL HOME ADULT SIBLINGS, ADULT CHILDREN, PARENTS, AND/OR GRANDPARENTS)

(Percent of Respondents)

Ohio

	All Buyers	ADULT COMPOSITION OF HOUSEHOLD					CHILDREN IN HOME	
		Married couple	Single female	Single male	Unmarried couple	Other	Children under 18 in home	No children in home
Multi-generational household	12%	13%	16%	*	18%	20%	18%	8%
Reasons for purchase:								
Health/Caretaking of aging parents	21	12	33	*	20	*	32	6
Cost Savings	13	16	*	*	20	50	14	13
Children/relatives over 18 moving back into the house	18%	20%	33%	*	40%	*	14%	25%
To spend more time with aging parents	3	4	*	*	*	*	5	*
Children/relatives over 18 never left home	8	12	8	*	*	*	9	6
Wanted a larger home that multiple incomes could afford	*	*	*	*	*	*	*	*
None of the above	24	24	8	*	20	*	14	38
Other	13	12	17	*	*	50	14	13

U.S.

	All Buyers	ADULT COMPOSITION OF HOUSEHOLD					CHILDREN IN HOME	
		Married couple	Single female	Single male	Unmarried couple	Other	Children under 18 in home	No children in home
Multi-generational household	13%	13%	11%	10%	8%	37%	15%	12%
Reasons for purchase:								
Health/Caretaking of aging parents	21%	24%	14%	10%	22%	14%	24%	19%
Cost Savings	15	14	9	27	14	20	16	14
Children/relatives over 18 moving back into the house	11	11	13	13	14	8	10	12
To spend more time with aging parents	7	10	2	3	*	4	10	6
Children/relatives over 18 never left home	7	9	2	3	*	8	6	7
Wanted a larger home that multiple incomes could afford	5	4	6	10	8	4	6	4
None of the above	29	24	50	32	33	28	24	33
Other	5	5	5	2	8	14	5	5

CHARACTERISTICS OF HOME BUYERS

Exhibit 1-6

HOME BUYER SEXUAL ORIENTATION

(Percentage Distribution)

Ohio

Heterosexual or straight	89%
Gay or lesbian	2%
Bisexual	1%
Prefer not to answer	8%

U.S.

Heterosexual or straight	90%
Gay or lesbian	3%
Bisexual	1%
Prefer not to answer	7%

CHARACTERISTICS OF HOME BUYERS

Exhibit 1-7

RACE/ETHNICITY OF HOME BUYERS, BY REGION

(Percent of Respondents)

	BUYERS WHO PURCHASED A HOME IN THE					
	Ohio	U.S.	Northeast	Midwest	South	West
White/Caucasian	95%	85%	90%	93%	82%	81%
Hispanic/Latino/Mexican/ Puerto Rican	2	6	4	2	8	8
Asian/Pacific Islander	0	5	3	1	4	8
Black/African-American	3	5	4	3	6	2
Other	1	2	2	2	2	3

*Note: Respondents were permitted to select as many races and ethnicities as they felt applicable.
The percentage distribution may therefore sum to more than 100 percent.*

CHARACTERISTICS OF HOME BUYERS

Exhibit 1-8

RACE/ETHNICITY OF HOME BUYERS, BY ADULT COMPOSITION OF HOUSEHOLD

(Percent of Respondents)

Ohio

	All Buyers	ADULT COMPOSITION OF HOUSEHOLD					CHILDREN IN HOME	
		Married couple	Single female	Single male	Unmarried couple	Other	Children under 18 in home	No children in home
White/Caucasian	95%	94%	100%	90%	94%	60%	89%	98%
Black/African-American	3	3	*	5	6	20	6	1
Hispanic/Latino	2	3	*	*	3	*	3	2
Asian/Pacific Islander	0	1	*	*	*	*	1	*
Other	1	1	*	5	*	20	2	1

* Less than 1 percent

U.S.

	All Buyers	ADULT COMPOSITION OF HOUSEHOLD					CHILDREN IN HOME	
		Married couple	Single female	Single male	Unmarried couple	Other	Children under 18 in home	No children in home
White/Caucasian	85%	85%	83%	85%	91%	82%	78%	89%
Hispanic/Latino/Mexican/ Puerto Rican	6	6	5	8	6	6	10	4
Asian/Pacific Islander	5	5	2	3	3	7	7	3
Black/African-American	5	4	10	4	3	3	6	4
Other	2	2	2	4	1	2	2	2

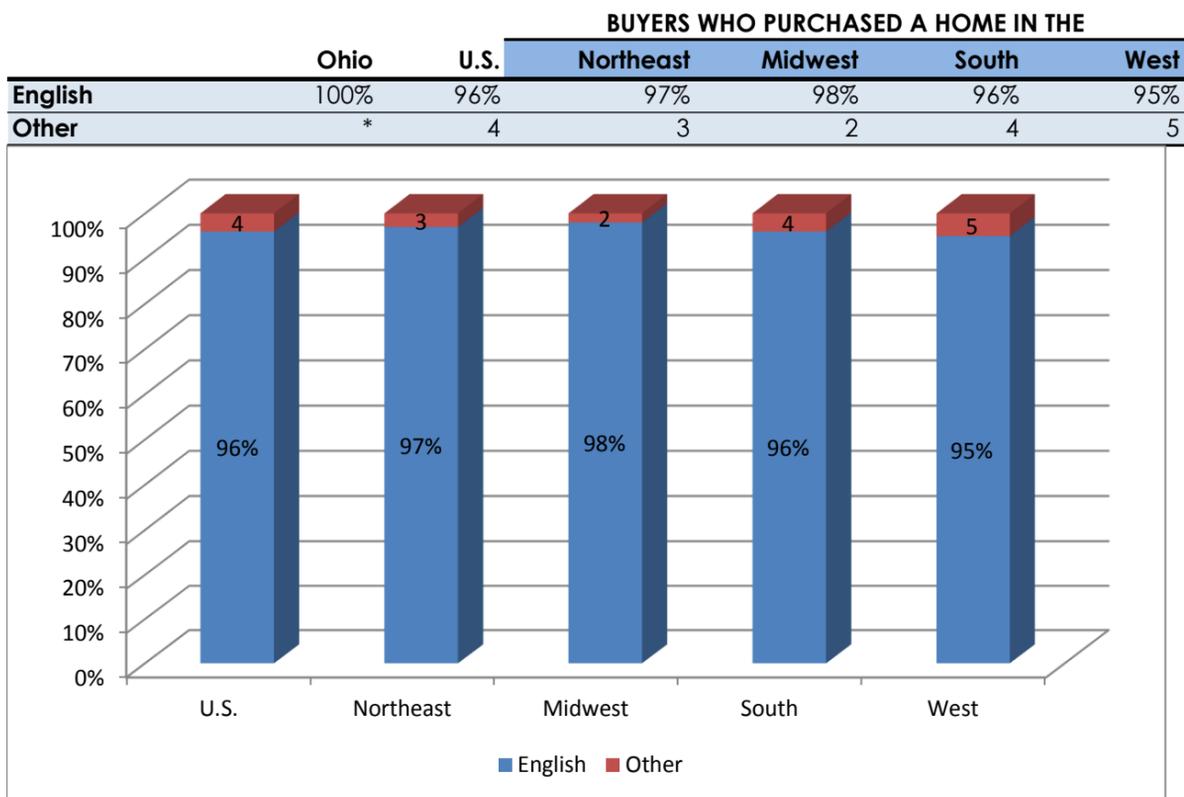
Note: Respondents were permitted to select as many races and ethnicities as they felt applicable. The percentage distribution may therefore sum to more than 100 percent.

CHARACTERISTICS OF HOME BUYERS

Exhibit 1-9

PRIMARY LANGUAGE SPOKEN IN HOME BUYER HOUSEHOLD, BY REGION

(Percentage Distribution)



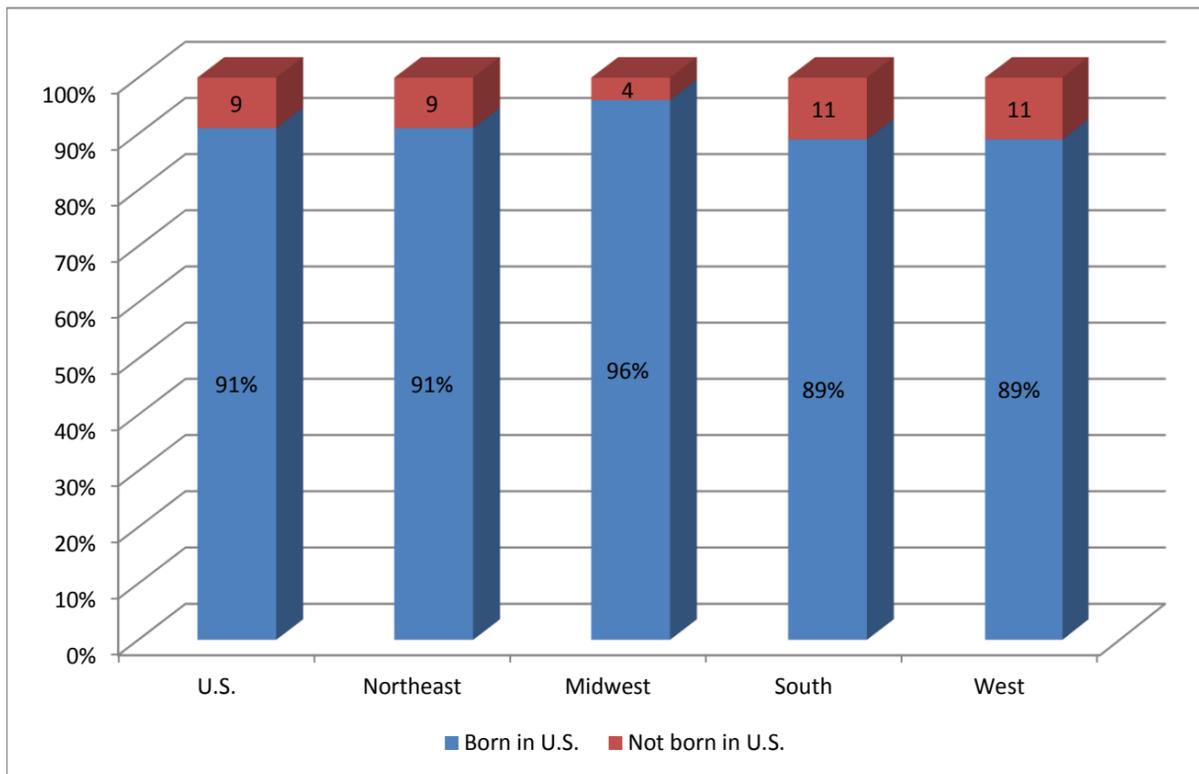
CHARACTERISTICS OF HOME BUYERS

Exhibit 1-10

NATIONAL ORIGIN OF HOME BUYERS, BY REGION

(Percentage Distribution)

	Ohio	U.S.	BUYERS WHO PURCHASED A HOME IN THE			
			Northeast	Midwest	South	West
Born in U.S.	97%	91%	91%	96%	89%	89%
Not born in U.S.	3	9	9	4	11	11



CHARACTERISTICS OF HOME BUYERS

Exhibit 1-11

SELF OR SPOUSE/PARTNER IS ACTIVE MILITARY OR VETERAN

(Percentage Distribution)

Ohio

An active-duty service memk	1%
A veteran	17%
Neither	82%

U.S.

An active-duty service memk	3%
A veteran	18%
Neither	80%

CHARACTERISTICS OF HOME BUYERS

Exhibit 1-12

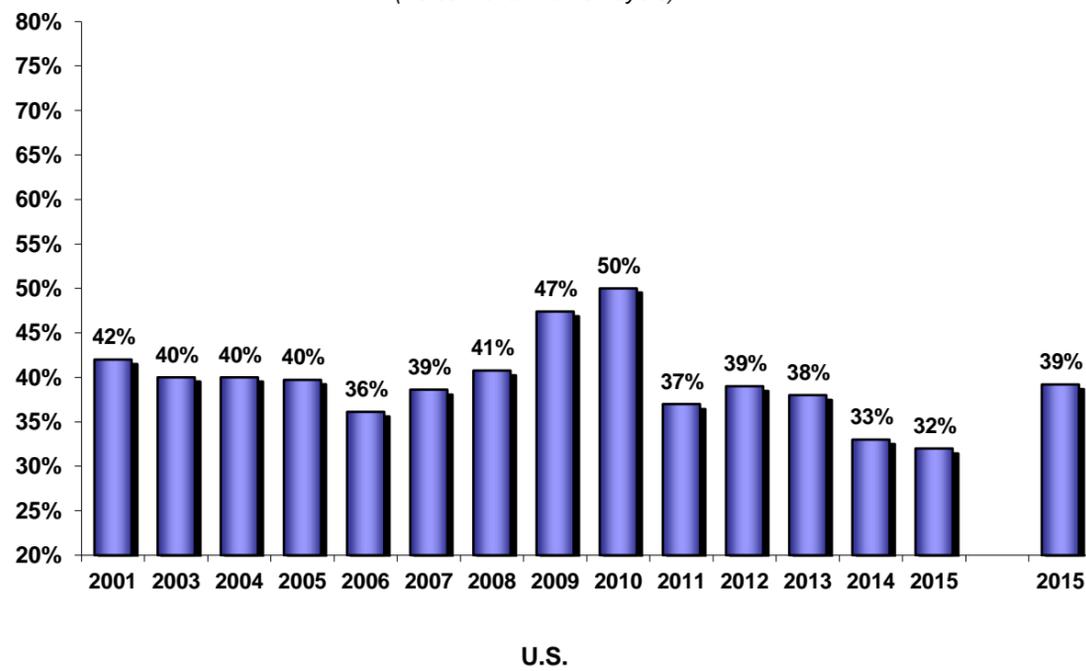
FIRST-TIME HOME BUYERS

(Percent of all Home Buyers)

Year	Percentage
2001	42%
2003	40%
2004	40%
2005	40%
2006	36%
2007	39%
2008	41%
2009	47%
2010	50%
2011	37%
2012	39%
2013	38%
2014	33%
2015 US	32%
2015 Ohio	39%

FIRST-TIME HOME BUYERS

(Percent of all Home Buyers)



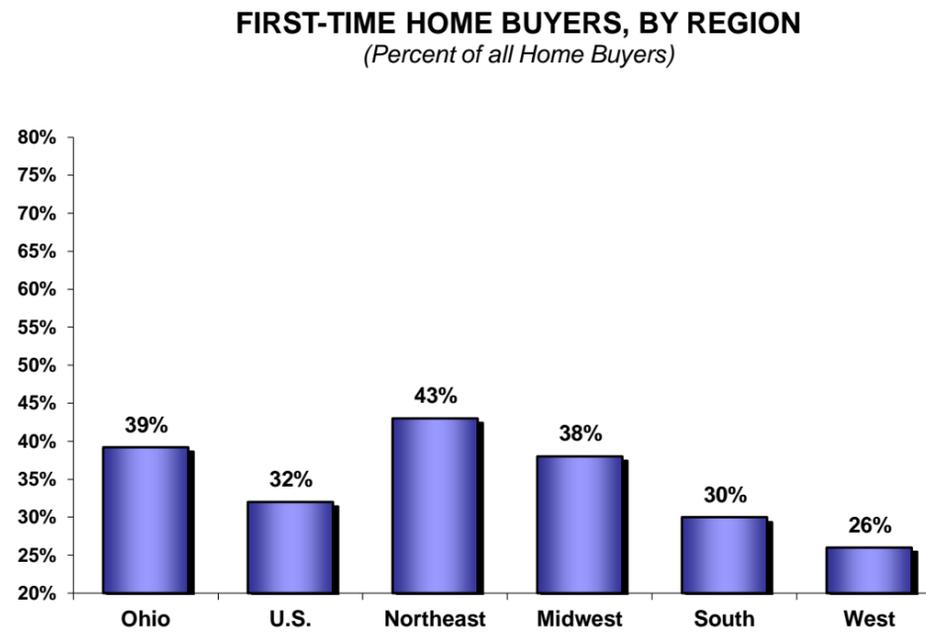
CHARACTERISTICS OF HOME BUYERS

Exhibit 1-13

FIRST-TIME HOME BUYERS, BY REGION

(Percent of all Home Buyers)

Ohio	39%
U.S.	32%
Northeast	43%
Midwest	38%
South	30%
West	26%



CHARACTERISTICS OF HOME BUYERS

Exhibit 1-14

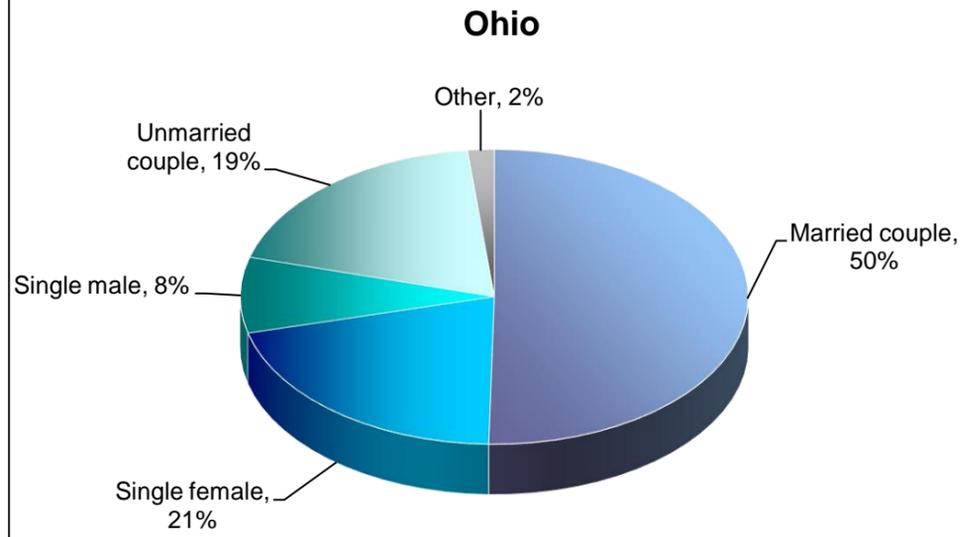
FIRST-TIME AND REPEAT HOME BUYERS BY HOUSEHOLD TYPE

(Percentage Distribution of Households)

Ohio

Married couple	50%
Single female	21%
Single male	8%
Unmarried couple	19%
Other	2%

FIRST-TIME HOME BUYERS
(Percentage Distribution)



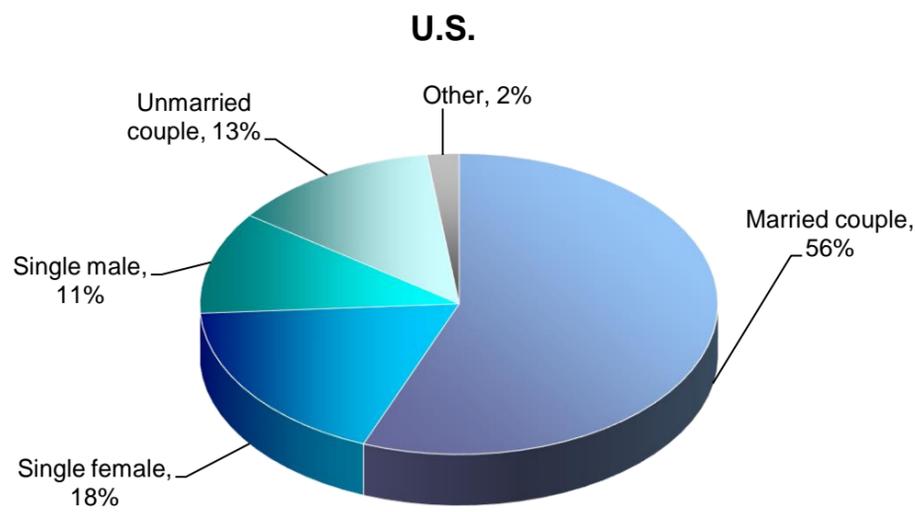
Ohio

Married couple	65%
Single female	23%
Single male	5%
Unmarried couple	6%
Other	2%

U.S.

Married couple	56%
Single female	18%
Single male	11%
Unmarried couple	13%
Other	2%

FIRST-TIME HOME BUYERS
(Percentage Distribution)

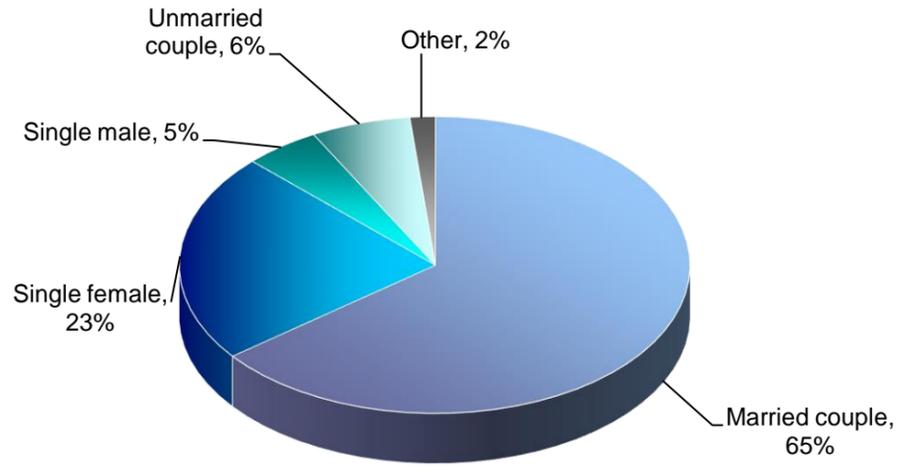


U.S.

Married couple	72%
Single female	14%
Single male	8%
Unmarried couple	5%
Other	2%

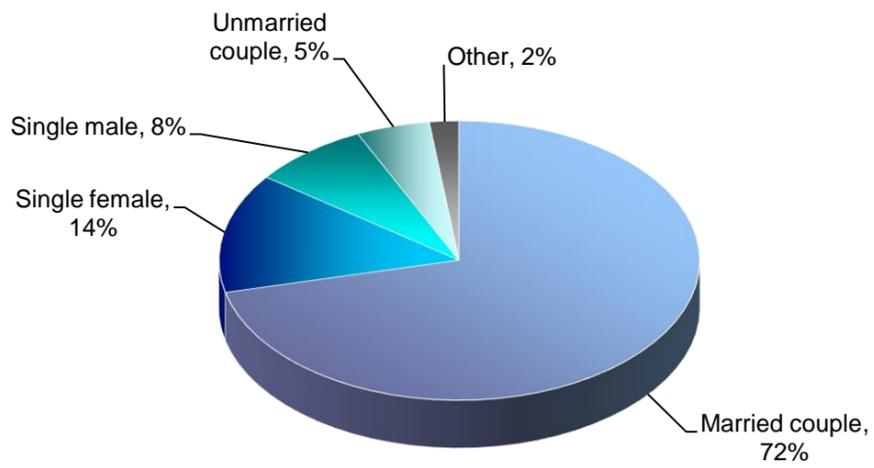
REPEAT HOME BUYERS
(Percentage Distribution)

Ohio



REPEAT HOME BUYERS
(Percentage Distribution)

U.S.



CHARACTERISTICS OF HOME BUYERS

Exhibit 1-15

FIRST-TIME AND REPEAT HOME BUYERS BY CHILDREN IN HOUSEHOLD

(Percentage Distribution of Households)

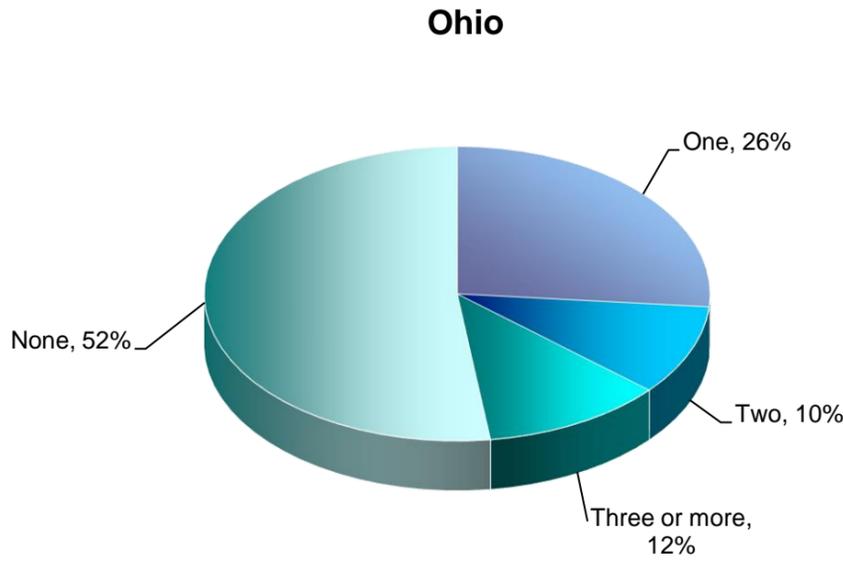
Ohio

One	26%
Two	10%
Three or more	12%
None	52%

U.S.

One	19%
Two	14%
Three or more	7%
None	60%

FIRST-TIME HOME BUYERS
(Percentage Distribution)



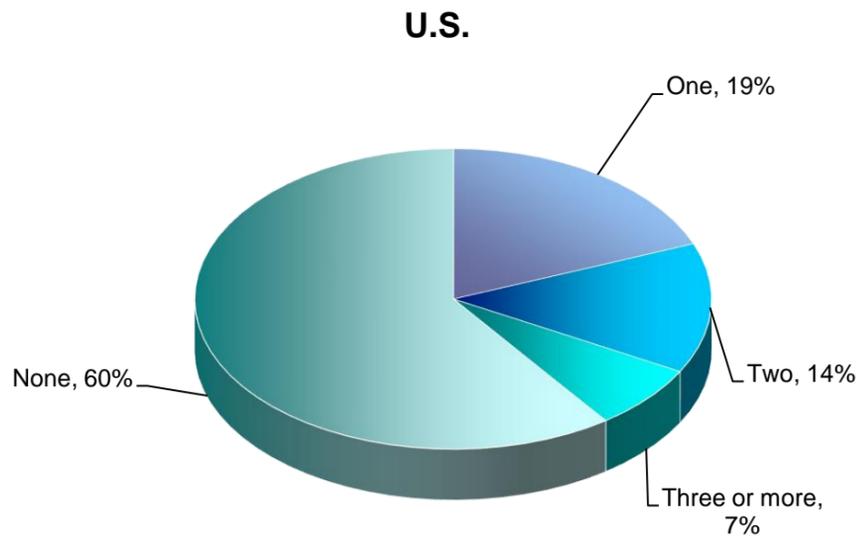
Ohio

One	14%
Two	16%
Three or more	6%
None	64%

U.S.

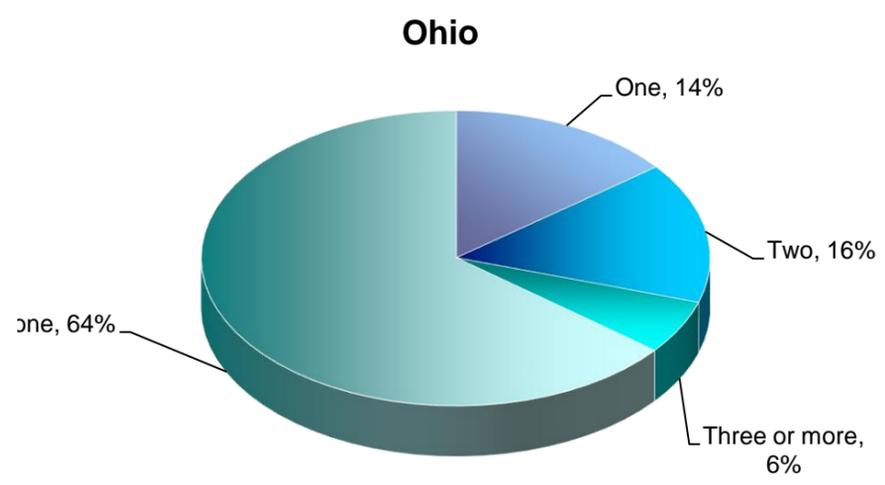
One	13%
Two	15%
Three or more	7%
None	64%

FIRST-TIME HOME BUYERS
(Percentage Distribution)

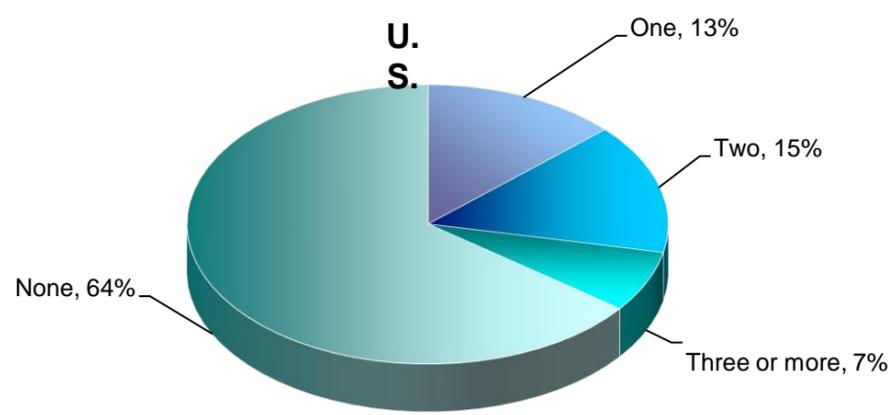


Nc

REPEAT HOME BUYERS
(Percentage Distribution)



REPEAT HOME BUYERS
(Percentage Distribution)



CHARACTERISTICS OF HOME BUYERS

Exhibit 1-16

AGE OF FIRST-TIME AND REPEAT BUYERS

(Percentage Distribution)

Ohio

	All Buyers	First-time Buyers	Repeat Buyers
18 to 24 years	4%	9%	*
25 to 34 years	31	55	15
35 to 44 years	19	22	16
45 to 54 years	18	4	27
55 to 64 years	12	6	17
65 to 74 years	13	3	20
75 years or older	4	1	5
Median age (years)	43	30	51
Married couple	39	30	50
Single female	38	36	58
Single male	39	32	47
Unmarried couple	29	27	48
Other	49	46	49

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
18 to 24 years	3%	8%	*
25 to 34 years	28	58	13
35 to 44 years	20	19	20
45 to 54 years	15	8	19
55 to 64 years	17	5	22
65 to 74 years	14	2	20
75 years or older	4	*	6
Median age (years)	44	31	53
Married couple	43	31	51
Single female	50	32	58
Single male	45	30	54
Unmarried couple	33	28	49
Other	54	45	62

* Less than 1 percent

CHARACTERISTICS OF HOME BUYERS

Exhibit 1-17

HOUSEHOLD INCOME OF FIRST-TIME AND REPEAT BUYERS, 2014

(Percentage Distribution)

Ohio

	All Buyers	First-time Buyers	Repeat Buyers
Less than \$25,000	5%	9%	3%
\$25,000 to \$34,999	9	11	8
\$35,000 to \$44,999	14	17	11
\$45,000 to \$54,999	11	15	7
\$55,000 to \$64,999	10	14	7
\$65,000 to \$74,999	10	8	11
\$75,000 to \$84,999	8	7	8
\$85,000 to \$99,999	9	10	9
\$100,000 to \$124,999	11	5	16
\$125,000 to \$149,999	5	3	7
\$150,000 to \$174,999	3	*	5
\$175,000 to \$199,999	1	*	2
\$200,000 or more	4	1	7
Median income (2014)	\$66,800	\$53,600	\$75,000
Married couple	\$77,200	\$59,500	\$92,700
Single female	\$47,200	\$60,000	\$60,000
Single male	\$49,000	\$48,300	\$50,000
Unmarried couple	\$76,200	\$70,100	\$85,200
Other	\$30,000	\$30,000	\$30,000

* Less than 1 percent

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
Less than \$25,000	3%	4%	2%
\$25,000 to \$34,999	5	8	4
\$35,000 to \$44,999	7	10	5
\$45,000 to \$54,999	7	10	6
\$55,000 to \$64,999	9	13	8
\$65,000 to \$74,999	9	12	8
\$75,000 to \$84,999	9	10	8
\$85,000 to \$99,999	10	8	10
\$100,000 to \$124,999	15	12	17
\$125,000 to \$149,999	9	4	11
\$150,000 to \$174,999	5	4	6
\$175,000 to \$199,999	3	2	4
\$200,000 or more	8	3	11
Median income (2014)	\$86,100	\$69,400	\$98,700
Married couple	\$99,400	\$77,500	\$108,600
Single female	\$57,300	\$49,400	\$62,300
Single male	\$67,000	\$58,100	\$71,900
Unmarried couple	\$87,600	\$74,600	\$107,300
Other	\$68,700	\$63,800	\$76,800

CHARACTERISTICS OF HOME BUYERS

Exhibit 1-18

RACE/ETHNICITY OF FIRST-TIME AND REPEAT BUYERS

(Percent of Respondents)

Ohio

	All Buyers	First-time Buyers	Repeat Buyers
White/Caucasian	95%	90%	97%
Black/African-American	3	5	2
Asian/Pacific Islander	2	1	*
Hispanic/Latino	0	3	2
Other	1	3	1

* Less than 1 percent

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
White/Caucasian	85%	78%	88%
Hispanic/Latino/Mexican/Pu	6	9	5
Asian/Pacific Islander	5	6	4
Black/African-American	5	7	3
Other	2	3	2

Note: Respondents were permitted to select as many races and ethnicities as they felt applicable. The percentage distribution may therefore sum to more than 100 percent.

CHARACTERISTICS OF HOME BUYERS

Exhibit 1-19

PRIMARY LANGUAGE SPOKEN IN FIRST-TIME AND REPEAT BUYER HOUSEHOLDS

(Percentage Distribution)

Ohio

	All Buyers	First-time Buyers	Repeat Buyers
English	100%	100%	100%
Other	*	*	*

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
English	96%	94%	98%
Other	4	6	2

CHARACTERISTICS OF HOME BUYERS

Exhibit 1-20

NATIONAL ORIGIN OF FIRST-TIME AND REPEAT BUYERS

(Percentage Distribution)

Ohio

	All Buyers	First-time Buyers	Repeat Buyers
Born in U.S.	97%	95%	99%
Not born in U.S.	3	5	1

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
Born in U.S.	91%	88%	92%
Not born in U.S.	9	12	8

CHARACTERISTICS OF HOME BUYERS

Exhibit 1-21

PRIOR LIVING ARRANGEMENT OF FIRST-TIME AND REPEAT BUYERS

(Percentage Distribution)

Ohio

	All Buyers	First-time Buyers	Repeat Buyers
Rented an apartment or house	38%	65%	21%
Owned previous residence	46	5	72
Lived with parents, relatives or friends	15	28	7
Rented the home buyer ultimately purchased	1	2	1

* Less than 1 percent

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
Rented an apartment or house	43%	75%	27%
Owned previous residence	46	4	66
Lived with parents, relatives or friends	10	19	6
Rented the home buyer ultimately purchased	2	2	1

Note: After selling their previous home, buyers may have rented a home or apartment before purchasing their next home. A first-time buyer could have acquired ownership of their previous home (as an inheritance or gift, for example) without having been the buyer of the home. Thus, a first-time buyer could have owned a home prior to their first home purchase.

CHARACTERISTICS OF HOME BUYERS

Exhibit 1-22

PRIOR LIVING ARRANGEMENT, BY ADULT COMPOSITION OF HOUSEHOLD

(Percentage Distribution)

Ohio

	ADULT COMPOSITION OF HOUSEHOLD						CHILDREN IN HOME	
	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other	Children under 18 in home	No children in home
Rented an apartment or house	38%	34%	37%	58%	51%	40%	50%	31%
Owned previous residence	46	54	41	26	23	20	37	51
Lived with parents, relatives or friends	15	11	21	16	23	20	12	17
Rented the home buyer ultimately purchased	1	1	2	*	3	20	2	1

U.S.

	ADULT COMPOSITION OF HOUSEHOLD						CHILDREN IN HOME	
	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other	Children under 18 in home	No children in home
Rented an apartment or house	43%	39%	44%	50%	57%	51%	45%	41%
Owned previous residence	46	52	37	29	27	44	43	47
Lived with parents, relatives or friends	10	7	17	20	15	4	11	10
Rented the home buyer ultimately purchased	2	2	2	1	1	2	2	2

* Less than 1 percent

Note: After selling their previous home, buyers may have rented a home or apartment before purchasing their next home. A first-time buyer could have acquired ownership of their previous home (as an inheritance or gift, for example) without having been the buyer of the home. Thus, a first-time buyer could have owned a home prior to their first home purchase.

CHARACTERISTICS OF HOME BUYERS

Exhibit 1-23

PRIMARY REASON FOR PURCHASING A HOME, FIRST-TIME AND REPEAT BUYERS

(Percentage Distribution)

Ohio

	All Buyers	First-time Buyers	Repeat Buyers
Desire to own a home	32%	65%	11%
Job-related relocation or move	7	3	10
Desire for larger home	10	2	15
Desire to be closer to family/friends/relatives	9	3	13
Change in family situation	10	9	11
Desire for a home in a better area	5	3	7
Retirement	3	1	4
Affordability of homes	3	3	4
Tax benefits	0	*	1
Desire to be closer to job/school/transit	2	1	3
Greater choice of homes on the market	0	*	1
Desire for smaller home	8	2	12
Desire for a newly built or custom-built home	0	1	*
Establish household	3	6	1
Financial security	2	2	2
Purchased home for family member or relative	0	1	*
Desire for vacation home/investment property	0	1	*
Other	5	*	8

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
Desire to own a home of my own	30%	64%	13%
Desire for larger home	10	4	13
Job-related relocation or move	8	3	11
Change in family situation (e.g. marriage, birth of child, divorce, etc.)	7	6	8
Desire to be closer to family/friends/relatives	7	2	9
Desire for smaller home	6	*	9
Desire for a home in a better area	6	2	7
Retirement	5	1	7
Desire to be closer to job/school/transit	4	1	5
Affordability of homes	3	4	2
Financial security	2	3	2
Desire for a newly built or custom-built home	2	1	3
Establish a household	2	4	1
Tax benefits	1	1	1
Purchased home for family member or relative	*	*	1
Other	7	4	8

CHARACTERISTICS OF HOME BUYERS

Exhibit 1-24

PRIMARY REASON FOR PURCHASING A HOME, BY ADULT COMPOSITION OF HOUSEHOLD

(Percentage Distribution)

Ohio

	ADULT COMPOSITION OF HOUSEHOLD						CHILDREN IN HOME	
	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other	Children under 18 in home	No children in home
Desire to own a home	32%	26%	34%	61%	37%	50%	34%	30%
Job-related relocation or move	7	10	4	*	*	*	9	6
Desire for larger home	10	12	4	6	14	*	12	9
Desire to be closer to family/friends/relatives	9	10	9	*	6	*	7	10
Change in family situation	10	7	18	17	11	25	9	12
Desire for a home in a better area	5	7	3	*	6	*	10	3
Retirement	3	3	4	6	*	*	1	4
Affordability of homes	3	4	4	*	*	*	4	3
Tax benefits	0	1	*	*	*	*	*	1
Desire to be closer to job/school/transit	2	3	*	6	*	*	3	1
Greater choice of homes on the market	0	1	*	*	*	*	*	1
Desire for smaller home	8	8	15	*	*	*	2	12
Desire for a newly built or custom-built home	0	1	*	*	*	*	*	1
Establish household	3	1	*	6	11	25	3	2
Financial security	2	2	2	*	6	*	2	2
Purchased home for family member or relative	0	*	2	*	*	*	*	1
Desire for vacation home/investment property	0	1	*	*	*	*	*	1
Other	5	6	2	*	9	*	4	6

U.S.

	ADULT COMPOSITION OF HOUSEHOLD						CHILDREN IN HOME	
	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other	Children under 18 in home	No children in home
Desire to own a home of my own	30%	24%	37%	47%	43%	36%	30%	29%
Desire for larger home	10	13	4	3	10	2	18	5
Job-related relocation or move	8	10	4	3	5	3	12	6
Change in family situation (e.g. marriage, birth of child, div	7	5	12	11	8	16	9	6
Desire to be closer to family/friends/relatives	7	7	9	6	2	9	3	9
Desire for smaller home	6	6	7	4	4	2	2	9
Desire for a home in a better area	6	6	4	3	6	8	7	5
Retirement	5	6	5	6	2	2	1	8
Desire to be closer to job/school/transit	4	4	3	1	1	5	6	3
Affordability of homes	3	3	3	4	5	2	3	3
Financial security	2	2	3	4	2	*	2	3
Desire for a newly built or custom-built home	2	3	*	1	1	2	2	2
Establish a household	2	2	*	2	4	2	3	1
Tax benefits	1	1	2	1	1	2	1	1
Purchased home for family member or relative	*	*	1	1	(2	*	1
Other	7	7	7	3	5	10	4	8

CHARACTERISTICS OF HOME BUYERS

Exhibit 1-25

PRIMARY REASON FOR THE TIMING OF HOME PURCHASE, FIRST-TIME AND REPEAT BUYERS

(Percentage Distribution)

Ohio

	All Buyers	First-time Buyers	Repeat Buyers
It was just the right time, the buyer was ready to buy a home	47%	60%	39%
It was the best time because of affordability of homes	6	8	4
Did not have much choice, had to purchase	17	9	23
It was the best time because of availability of homes for sale	11	7	14
It was the best time because of mortgage financing options available	6	9	3
Other	12	5	16
The buyer wished they had waited	1	3	1

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
It was just the right time for me, was ready to buy a home	46%	57%	41%
Did not have much choice, had to purchase when did	16	12	18
It was the best time for because of availability of homes for sale	11	6	13
It was the best time for because of mortgage financing options available	9	11	8
It was the best time for because of affordability of homes	8	7	8
Other	9	5	11
Wish had waited	2	2	2

CHARACTERISTICS OF HOME BUYERS

Exhibit 1-26

OTHER HOMES OWNED, BY AGE

(Percentage Distribution)

Ohio

	All Buyers	AGE OF HOME BUYER			
		18 to 24	25 to 44	45 to 64	65 or older
Recently purchased home only	81%	100%	86%	76%	71%
One or more vacation homes	3	*	1	3	10
One or more investment properties	8	*	6	12	4
Primary residence	3	*	3	3	2
Previous homes that buyer is trying to sell	5	5	5	5	5
Other	3	*	1	3	8

U.S.

	All Buyers	AGE OF HOME BUYER			
		18 to 24	25 to 44	45 to 64	65 or older
Recently purchased home only	81%	98%	85%	77%	78%
One or more investment properties	10	*	10	10	9
Previous homes that buyer is trying to sell	3	*	2	4	6
Primary residence	3	1	2	3	2
One or more vacation homes	4	*	1	6	6
Other	2	*	1	4	2

* Less than 1 percent

CHARACTERISTICS OF HOMES PURCHASED

- Exhibit 2-1 NEW AND PREVIOUSLY OWNED HOMES PURCHASED, 2001-2015
- Exhibit 2-2 NEW AND PREVIOUSLY OWNED HOMES PURCHASED, BY REGION
- Exhibit 2-3 WHY NEW AND PREVIOUSLY OWNED HOMES PURCHASED
- Exhibit 2-4 TYPE OF HOME PURCHASED, BY LOCATION
- Exhibit 2-5 TYPE OF HOME PURCHASED BY FIRST-TIME AND REPEAT BUYERS, AND BUYERS OF NEW AND PREVIOUSLY OWNED HOMES
- Exhibit 2-6 TYPE OF HOME PURCHASED, BY ADULT COMPOSITION OF HOUSEHOLD
- Exhibit 2-7 LOCATION OF HOME PURCHASED, BY REGION
- Exhibit 2-8 LOCATION OF HOME PURCHASED BY FIRST-TIME AND REPEAT BUYERS, AND BUYERS OF NEW AND PREVIOUSLY OWNED HOMES
- Exhibit 2-9 LOCATION OF HOME PURCHASED VERSUS LOCATION OF HOME SOLD
- Exhibit 2-10 SENIOR RELATED HOUSING BY TYPE OF HOME PURCHASED AND LOCATION
- Exhibit 2-10 DISTANCE BETWEEN HOME PURCHASED AND PREVIOUS RESIDENCE
- Exhibit 2-11 FACTORS INFLUENCING NEIGHBORHOOD CHOICE, BY LOCATION
- Exhibit 2-12 FACTORS INFLUENCING NEIGHBORHOOD CHOICE, BY ADULT COMPOSITION OF HOUSEHOLD AND CHILDREN IN HOUSHOLD
- Exhibit 2-13 PRICE OF HOME PURCHASED, BY REGION
- Exhibit 2-14 PRICE OF HOME PURCHASED, NEW AND PREVIOUSLY OWNED HOMES
- Exhibit 2-15 PRICE OF HOME PURCHASED, FIRST-TIME AND REPEAT BUYERS
- Exhibit 2-16 PURCHASE PRICE COMPARED WITH ASKING PRICE, BY REGION
- Exhibit 2-17 SIZE OF HOME PURCHASED, FIRST-TIME AND REPEAT BUYERS, AND BUYERS OF NEW AND PREVIOUSLY OWNED HOMES
- Exhibit 2-18 SIZE OF HOME PURCHASED, BY ADULT COMPOSITION OF HOUSEHOLD
- Exhibit 2-19 HOME SIZE AND PRICE PER SQUARE FOOT, BY REGION
- Exhibit 2-20 NUMBER OF BEDROOMS AND BATHROOMS, BY FIRST-TIME AND REPEAT BUYERS, AND BUYERS OF NEW AND PREVIOUSLY OWNED HOMES
- Exhibit 2-21 NUMBER OF BEDROOMS AND BATHROOMS, BY ADULT HOUSEHOLD COMPOSITION AND CHILDREN IN HOUSEHOLD
- Exhibit 2-22 YEAR HOME BUILT, BY REGION
- Exhibit 2-23 IMPORTANCE OF COMMUTING COSTS
- Exhibit 2-24 IMPORTANCE OF HOME'S ENVIRONMENTALLY FRIENDLY FEATURES
- Exhibit 2-25 ENVIRONMENTALLY FRIENDLY FEATURES CONSIDERED "VERY IMPORTANT", BY REGION
- Exhibit 2-26 ENVIRONMENTALLY FRIENDLY FEATURES CONSIDERED "VERY IMPORTANT", BY YEAR HOME WAS BUILT
- Exhibit 2-27 CHARACTERISTICS OF HOME ON WHICH BUYER COMPROMISED, BY LOCATION
- Exhibit 2-28 CHARACTERISTICS OF HOME ON WHICH BUYER COMPROMISED, FIRST-TIME AND REPEAT BUYERS, AND BUYERS OF NEW AND PREVIOUSLY OWNED HOMES
- Exhibit 2-29 CHARACTERISTICS OF HOME ON WHICH BUYER COMPROMISED, BY ADULT COMPOSITION OF HOUSEHOLD
- Exhibit 2-30 EXPECTED LENGTH OF TENURE IN HOME PURCHASED, FIRST-TIME AND REPEAT BUYERS, AND BUYERS OF NEW AND PREVIOUSLY OWNED HOMES
- Exhibit 2-31 EXPECTED LENGTH OF TENURE IN HOME PURCHASED, BY AGE
- Exhibit 2-32 FACTORS THAT COULD CAUSE BUYER TO MOVE, BY AGE
- Exhibit 2-33 FACTORS THAT COULD CAUSE BUYER TO MOVE, BY ADULT COMPOSITION OF HOUSEHOLD

CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-1

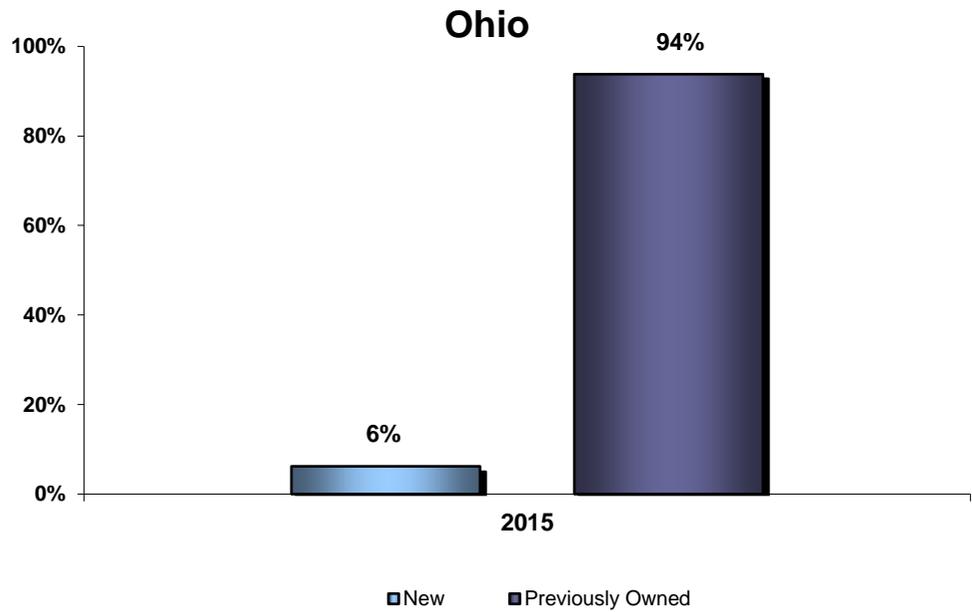
NEW AND PREVIOUSLY OWNED HOMES PURCHASED, 2001-2015

(Percentage Distribution)

Ohio

	New	Previously Owned
2015	6%	94%

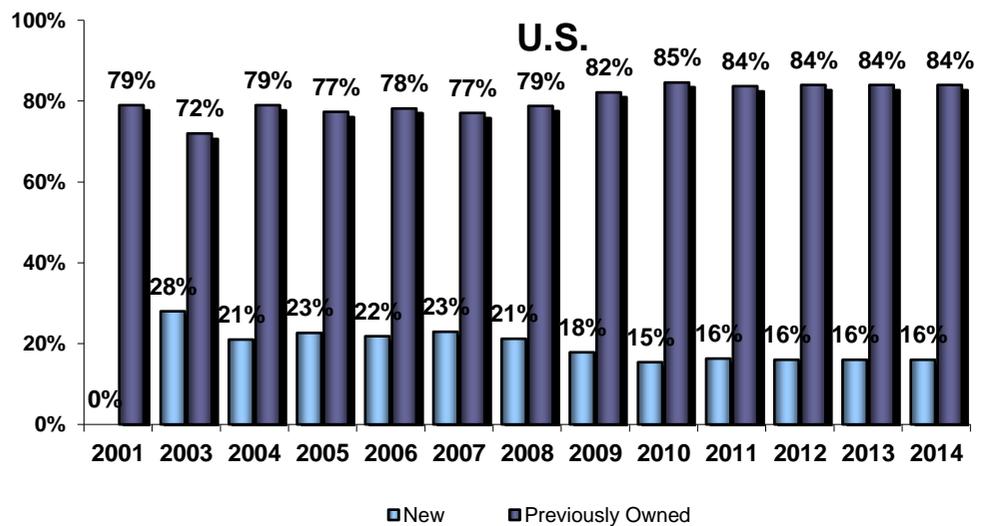
NEW AND PREVIOUSLY OWNED HOMES PURCHASED
(Percentage Distribution)



U.S.

	New	Previously Owned
2001	EHOLD	79%
2003	28%	72%
2004	21%	79%
2005	23%	77%
2006	22%	78%
2007	23%	77%
2008	21%	79%
2009	18%	82%
2010	15%	85%
2011	16%	84%
2012	16%	84%
2013	16%	84%
2014	16%	84%
2015	16%	84%

NEW AND PREVIOUSLY OWNED HOMES PURCHASED
(Percentage Distribution)



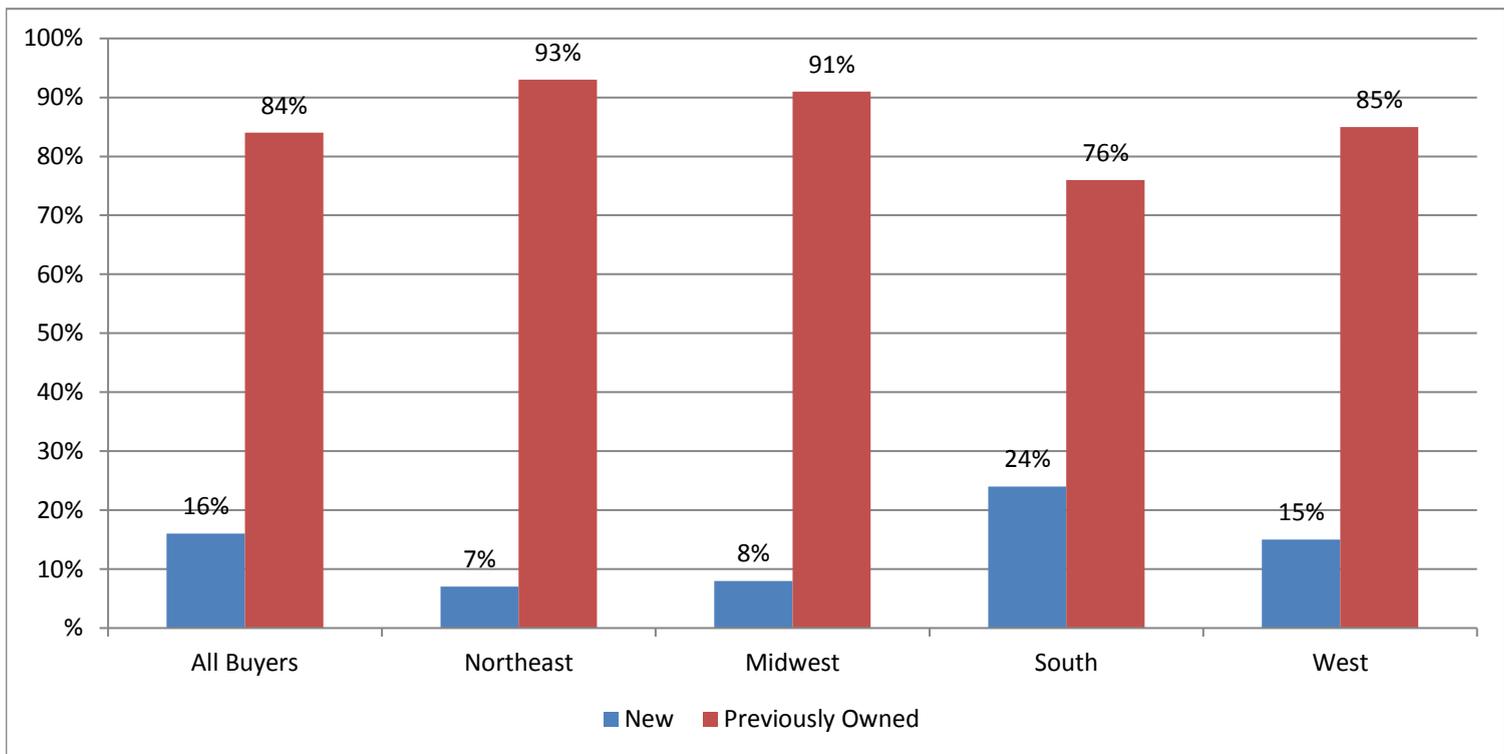
CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-2

NEW AND PREVIOUSLY OWNED HOMES PURCHASED, BY REGION

(Percentage Distribution)

	BUYERS WHO PURCHASED A HOME IN THE					
	Ohio	U.S.	Northeast	Midwest	South	West
New	6%	16%	7%	8%	24%	15%
Previously Owned	94	84	93	91	76	85



CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-3

WHY NEW AND PREVIOUSLY OWNED HOMES PURCHASED

(Percent of Respondents)

Ohio

New Home:	6%
Avoid renovations or problems with plumbing or electricity	35%
Ability to choose and customize design features	19
Amenities of new home construction communities	8
Lack of inventory of previously owned home	4
Green/energy efficiency	*
Other	39
Previously Owned Home:	94%
Better price	34%
Better overall value	29
More charm and character	22
Lack of inventory of new homes	6
Other	39

U.S.

New Home:	
Avoid renovations or problems with plumbing or electricity	34%
Ability to choose and customize design features	30
Amenities of new home construction communities	17
Green/energy efficiency	11
Lack of inventory of previously owned home	7
Other	12
Previously Owned Home:	
Better price	↓ OF HOUSEHOLD
Better overall value	29
More charm and character	19
Lack of inventory of new homes	9
Other	17

CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-4
TYPE OF HOME PURCHASED, BY LOCATION
(Percentage Distribution)

Ohio

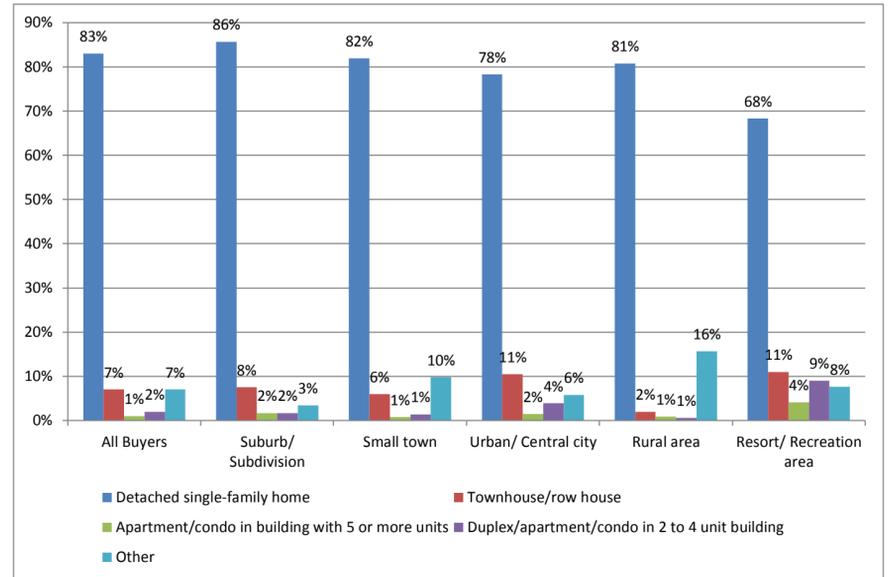
	BUYERS WHO PURCHASED A HOME IN A					
	All Buyers	Suburb/ Subdivision	Small town	Urban/ Central city	Rural area	Resort/ Recreation area
Detached single-family home	83%	85%	81%	88%	80%	100%
Townhouse/row house	2	2	5	*	2	*
Apartment/condo in building with 5 or more units	3	3	3	3	2	*
Duplex/apartment/condo in 2 to 4 unit building	4	3	6	3	2	*
Other	9	8	5	6	15	*

* Less than 1 percent

U.S.

	BUYERS WHO PURCHASED A HOME IN A					
	All Buyers	Suburb/ Subdivision	Small town	Urban/ Central city	Rural area	Resort/ Recreation area
Detached single-family home	83%	86%	82%	78%	81%	68%
Townhouse/row house	7%	8%	6%	11%	2%	11%
Apartment/condo in building with 5 or more units	1%	2%	1%	2%	1%	4%
Duplex/apartment/condo in 2 to 4 unit building	2%	2%	1%	4%	1%	9%
Other	7%	3%	10%	6%	16%	8%

* Less than 1 percent



CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-5

TYPE OF HOME PURCHASED BY FIRST-TIME AND REPEAT BUYERS, AND BUYERS OF NEW AND PREVIOUSLY OWNED HOMES

(Percentage Distribution)

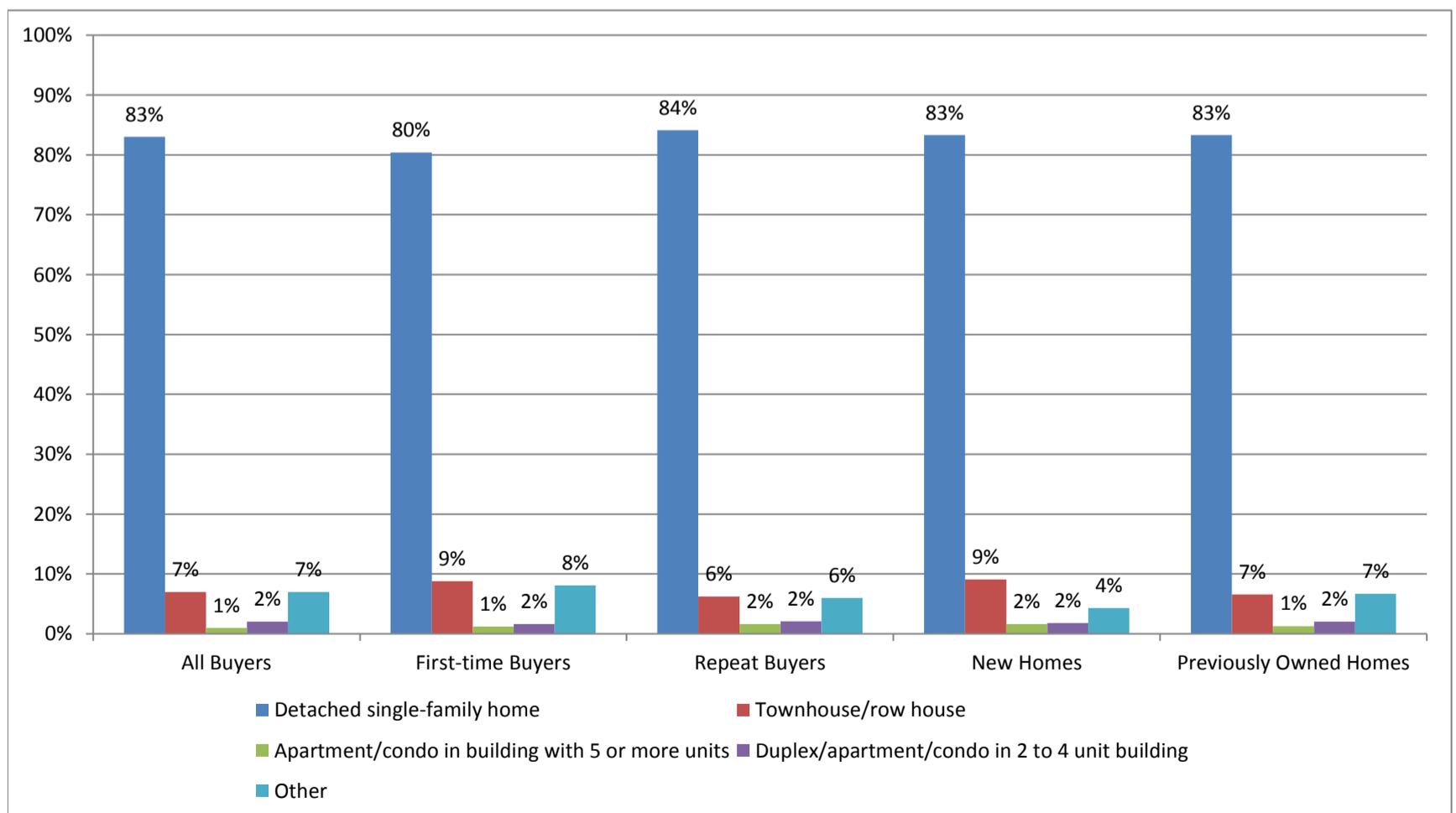
Ohio

	All Buyers	First-time Buyers	Repeat Buyers	BUYERS OF	
				New Homes	Previously Owned Homes
Detached single-family home	83%	87%	81%	58%	85%
Townhouse/row house	2	2	3	5	2
Apartment/condo in building with 5 or more units	3	1	4	11	2
Duplex/apartment/condo in 2 to 4 unit building	4	2	4	5	3
Other	9	9	8	21	8

* Less than 1 percent

U.S.

	All Buyers	First-time Buyers	Repeat Buyers	BUYERS OF	
				New Homes	Previously Owned Homes
Detached single-family home	83%	80%	84%	83%	83%
Townhouse/row house	7%	9%	6%	9%	7%
Apartment/condo in building with 5 or more units	1%	1%	2%	2%	1%
Duplex/apartment/condo in 2 to 4 unit building	2%	2%	2%	2%	2%
Other	7%	8%	6%	4%	7%



CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-6

TYPE OF HOME PURCHASED, BY ADULT COMPOSITION OF HOUSEHOLD

(Percentage Distribution)

Ohio

	ADULT COMPOSITION OF HOUSEHOLD						CHILDREN IN HOME	
	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other	Children under 18 in home	No children in home
Detached single-family home	83%	87%	78%	84%	71%	80%	91%	78%
Townhouse/row house	2	2	*	5	6	*	1	3
Apartment/condo in building with 5 or more units	3	1	7	5	*	*	1	3
Duplex/apartment/condo in 2 to 4 unit building	4	3	7	*	*	*	*	6
Other	9	6	7	5	23	20	7	9

* Less than 1 percent

U.S.

	ADULT COMPOSITION OF HOUSEHOLD						CHILDREN IN HOME	
	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other	Children under 18 in home	No children in home
Detached single-family home	83%	87%	72%	73%	85%	79%	89%	80%
Townhouse/row house	7	5	12	10	5	6	4	9
Apartment/condo in building with 5 or more units	1	1	4	2	1	2	1	2
Duplex/apartment/condo in 2 to 4 unit building	2	1	3	5	2	2	1	3
Other	7	5	9	10	7	11	5	7

FACTORS THAT COULD CAUSE BUYER TO MOVE, BY ADULT COMPOSITION OF HOUSEHOLD

CHARACTERISTICS OF HOMES PURCHASED

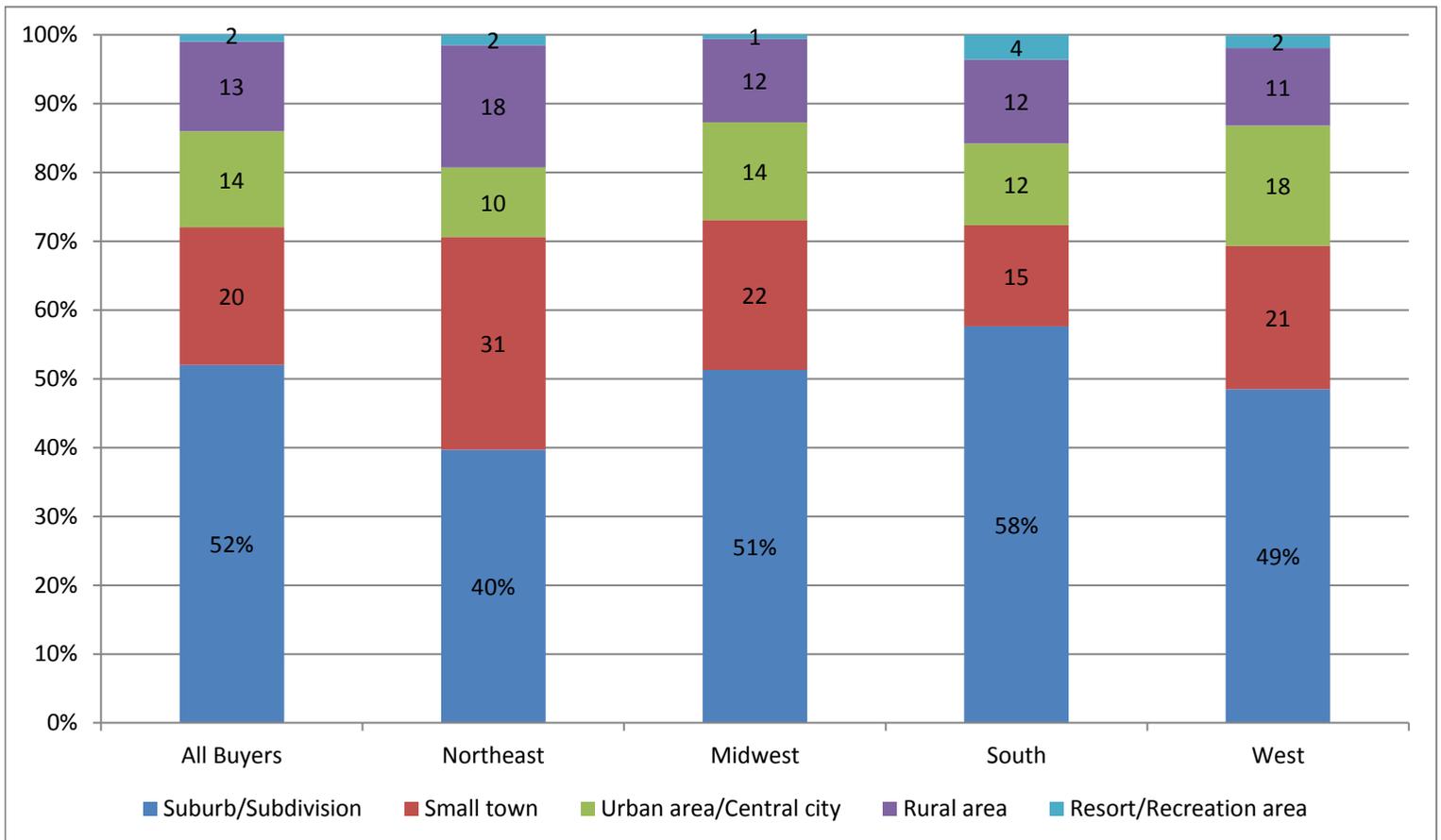
Exhibit 2-7

LOCATION OF HOME PURCHASED, BY REGION

(Percentage Distribution)

	Ohio	U.S.	BUYERS WHO PURCHASED A HOME IN THE			
			Northeast	Midwest	South	West
Suburb/Subdivision	42%	52%	40%	51%	58%	49%
Small town	26	20	31	22	15	21
Urban area/Central city	11	14	10	14	12	18
Rural area	21	13	18	12	12	11
Resort/Recreation area	0	2	2	1	4	2

	All Buyers	BUYERS WHO PURCHASED A HOME IN THE			
		Northeast	Midwest	South	West
Suburb/Subdivision	52%	40%	51%	58%	49%
Small town	20	31	22	15	21
Urban area/Central city	14	10	14	12	18
Rural area	13	18	12	12	11
Resort/Recreation area	2	2	1	4	2



CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-8

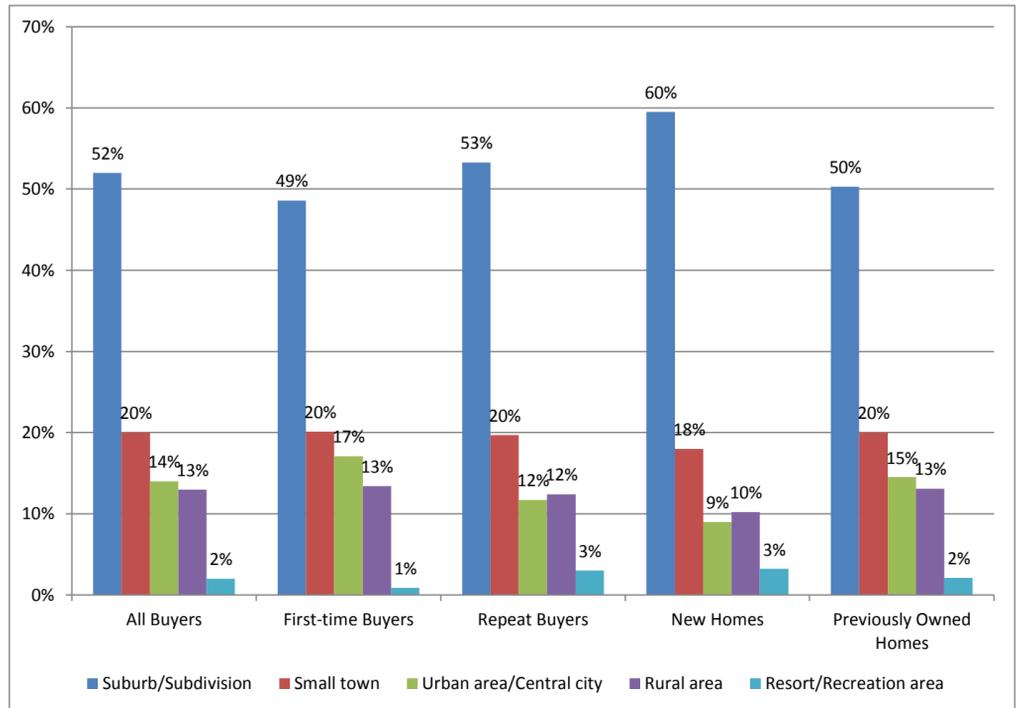
LOCATION OF HOME PURCHASED BY FIRST-TIME AND REPEAT BUYERS, AND BUYERS OF NEW AND PREVIOUSLY OWNED HOMES
(Percentage Distribution)

Ohio

	All Buyers	First-time Buyers	Repeat Buyers	BUYERS OF	
				New Homes	Previously Owned Homes
Suburb/Subdivision	42%	36%	45%	37%	42%
Small town	26	31	23	26	25
Urban area/Central city	11	13	10	11	12
Rural area	21	20	22	26	21
Resort/Recreation area	0	*	1	*	0

U.S.

	All Buyers	First-time Buyers	Repeat Buyers	BUYERS OF	
				New Homes	Previously Owned Homes
Suburb/Subdivision	52%	49%	53%	60%	50%
Small town	20%	20%	20%	18%	20%
Urban area/Central city	14%	17%	12%	9%	15%
Rural area	13%	13%	12%	10%	13%
Resort/Recreation area	2%	1%	3%	3%	2%



CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-9

LOCATION OF HOME PURCHASED VERSUS LOCATION OF HOME SOLD

(Percentage Distribution Among those that Sold a Home)

Ohio

		LOCATION OF HOME PURCHASED				
		Suburb/ Subdivision	Small town	Urban/ Central city	Rural area	Resort/ Recreation area
LOCATION OF HOME SOLD	Suburb/Subdivision	57%	21%	20%	26%	*
	Small town	18	47	20	26	*
	Urban area/Central city	12	3	33	5	*
	Rural area	12	29	27	44	100
	Resort/Recreation area	2	*	*	*	*

U.S.

		LOCATION OF HOME PURCHASED				
		Suburb/ Subdivision	Small town	Urban/ Central city	Rural area	Resort/ Recreation area
LOCATION OF HOME SOLD	Suburb/Subdivision	35%	5%	3%	4%	1%
	Small town	7	8	1	2	1
	Urban area/Central city	6	3	5	2	*
	Rural area	6	4	1	4	*
	Resort/Recreation area	1	1	*	*	1

* Less than 1 percent

FACTORS THAT COULD CAUSE BUYER TO MOVE, BY ADULT COMPOSITION OF HOUSEHOLD

CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-10

SENIOR RELATED HOUSING BY TYPE OF HOME PURCHASED AND LOCATION

(Percentage Distribution)

Ohio

All buyers over
50

Share who purchased a home in senior related housing	14%
--	-----

Buyers over 50 who purchased senior related housing:

Type of home purchased	
Detached single-family home	38%
Townhouse/row house	6
Apartment/condo in building with 5 or more units	19
Duplex/apartment/condo in 2 to 4 unit building	25
Other	13
Location	
Suburb/ Subdivision	38%
Small town	38
Urban/ Central city	19
Rural area	6
Resort/ Recreation area	*

U.S.

All buyers over
50

Share who purchased a home in senior related housing	14%
--	-----

Buyers over 50 who purchased senior related housing:

Type of home purchased	
Detached single-family home	67%
Townhouse/row house	7
Apartment/condo in building with 5 or more units	1 OF HOUSEHOLD
Duplex/apartment/condo in 2 to 4 unit building	6
Other	15
Location	
Suburb/ Subdivision	57%
Small town	21
Urban/ Central city	8
Rural area	3
Resort/ Recreation area	12

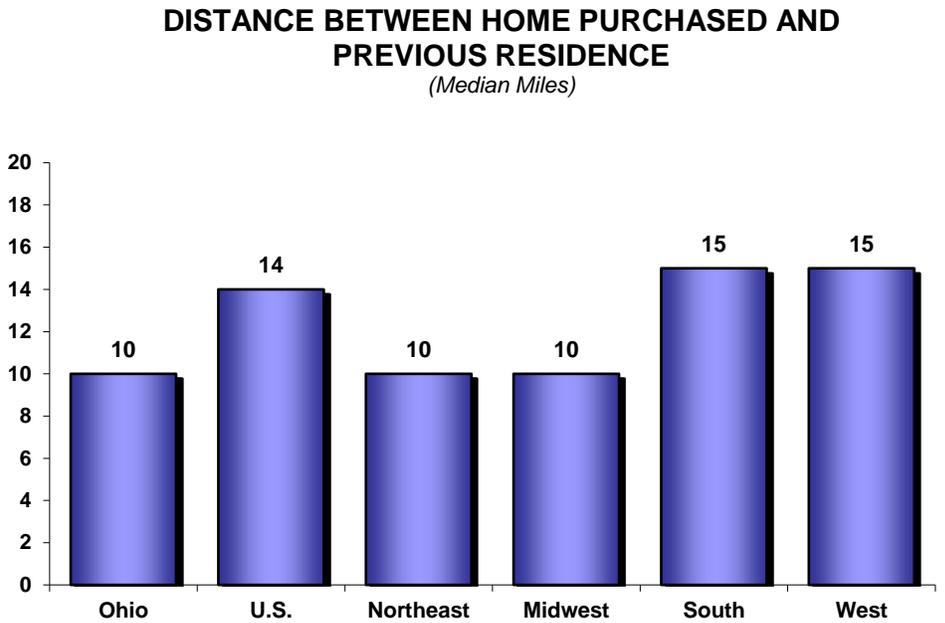
CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-10

DISTANCE BETWEEN HOME PURCHASED AND PREVIOUS RESIDENCE

(Median Miles)

	Miles
Ohio	10
U.S.	14
Northeast	10
Midwest	10
South	15
West	15



CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-11

FACTORS INFLUENCING NEIGHBORHOOD CHOICE, BY LOCATION

(Percent of Respondents)

Ohio

	BUYERS WHO PURCHASED A HOME IN A					
	All Buyers	Suburb/ Subdivision	Small town	Urban/ Central city	Rural area	Resort/ Recreation area
Quality of the neighborhood	54%	72%	49%	44%	29%	100%
Convenient to job	41	46	42	38	31	*
Overall affordability of homes	36	34	43	53	22	*
Convenient to friends/family	43	37	57	38	43	*
Quality of the school district	26	36	22	18	17	*
Design of neighborhood	21	31	19	12	8	*
Convenient to shopping	23	31	20	24	8	*
Convenient to schools	17	21	14	18	14	*
Convenient to entertainment/leisure activities	12	17	5	21	5	*
Convenient to parks/recreational facilities	16	17	19	24	8	*
Availability of larger lots or acreage	21	10	15	27	45	*
Convenient to health facilities	9	11	9	12	6	*
Home in a planned community	5	7	5	3	*	*
Convenient to public transportation	1	1	1	6	*	*
Convenient to airport	2	4	1	*	*	*
Other	3	3	4	*	5	*

* Less than 1 percent

U.S.

	BUYERS WHO PURCHASED A HOME IN A					
	All Buyers	Suburb/ Subdivision	Small town	Urban/ Central city	Rural area	Resort/ Recreation area
Quality of the neighborhood	59%	66%	56%	60%	41%	42%
Convenient to job	44	48	37	50	34	18
Overall affordability of homes	38	40	39	41	33	28
Convenient to friends/family	35	37	36	35	28	34
Convenient to shopping	JSEHOLD	30	19	25	12	26
Quality of the school district	25	31	21	16	22	7
Design of neighborhood	26	29	23	29	15	31
Convenient to entertainment/leisure activities	20	22	14	32	9	36
Convenient to schools	20	22	20	19	13	5
Convenient to parks/recreational facilities	17	18	17	22	10	22
Availability of larger lots or acreage	18	13	16	11	49	6
Convenient to health facilities	11	12	11	10	8	21
Home in a planned community	9	11	6	3	4	29
Convenient to public transportation	5	5	3	11	2	3
Convenient to airport	5	7	4	5	3	12
Other	5	5	5	4	7	12

CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-12

FACTORS INFLUENCING NEIGHBORHOOD CHOICE, BY ADULT COMPOSITION OF HOUSEHOLD AND CHILDREN IN HOUSHOLD

(Percent of Respondents)

Ohio

	ADULT COMPOSITION OF HOUSEHOLD						CHILDREN IN HOME	
	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other	Children under 18 in home	No children in home
Quality of the neighborhood	54%	59%	50%	47%	43%	25%	55%	54%
Convenient to job	41	39	40	42	51	25	41	41
Overall affordability of homes	36	31	44	37	46	*	37	35
Convenient to friends/family	43	43	50	37	37	*	36	47
Quality of the school district	26	34	12	11	20	50	46	13
Design of neighborhood	21	24	22	16	9	*	19	23
Convenient to shopping	23	24	21	16	20	25	14	28
Convenient to schools	17	22	6	21	11	25	34	6
Convenient to entertainment/leisure activities	12	12	10	11	17	*	11	13
Convenient to parks/recreational facilities	16	17	12	26	17	25	21	13
Availability of larger lots or acreage	21	26	7	21	23	*	21	21
Convenient to health facilities	9	10	9	16	3	25	4	13
Home in a planned community	5	4	4	*	9	*	2	6
Convenient to public transportation	1	1	2	5	*	*	1	2
Convenient to airport	2	2	2	5	*	*	1	3
Other	3	4	2	*	*	25	2	4

* Less than 1 percent

U.S.

	ADULT COMPOSITION OF HOUSEHOLD						CHILDREN IN HOME	
	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other	Children under 18 in home	No children in home
Quality of the neighborhood	59%	61%	56%	51%	59%	64%	62%	58%
Convenient to job	44	44	41	43	53	33	49	41
Overall affordability of homes	38	36	42	42	47	45	39	39
Convenient to friends/family	35	34	43	36	41	30	31	38
Convenient to shopping	HOUSEHOLD	25	25	25	21	29	19	28
Quality of the school district	25	31	8	13	23	25	50	11
Design of neighborhood	26	26	25	22	27	30	25	26
Convenient to entertainment/leisure activities	20	20	19	24	26	12	15	24
Convenient to schools	20	24	12	7	16	26	43	6
Convenient to parks/recreational facilities	17	18	14	17	15	14	21	15
Availability of larger lots or acreage	18	21	10	13	16	10	20	17
Convenient to health facilities	11	11	11	12	7	10	6	14
Home in a planned community	9	10	8	4	4	12	6	10
Convenient to public transportation	5	5	5	5	5	5	4	5
Convenient to airport	5	6	5	5	4	3	4	6
Other	5	5	7	4	4	10	3	6

CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-13

PRICE OF HOME PURCHASED, BY REGION

(Percentage Distribution)

	BUYERS WHO PURCHASED A HOME IN THE					
	Ohio	U.S.	Northeast	Midwest	South	West
Less than \$75,000	16%	4%	4%	7%	5%	2%
\$75,000 to \$99,999	17	5	5	10	5	2
\$100,000 to \$124,999	15	6	10	9	6	3
\$125,000 to \$149,999	13	10	9	13	11	6
\$150,000 to \$174,999	11	9	8	12	10	6
\$175,000 to \$199,999	5	9	9	9	9	8
\$200,000 to \$249,999	9	15	16	16	15	14
\$250,000 to \$299,999	7	12	12	10	12	13
\$300,000 to \$349,999	2	8	7	5	7	11
\$350,000 to \$399,999	3	5	5	3	6	7
\$400,000 to \$499,999	1	6	8	3	7	9
\$500,000 or more	1	10	8	3	8	19
Median price	\$127,750	\$220,000	\$215,900	\$170,000	\$214,000	\$280,000

CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-14

PRICE OF HOME PURCHASED, NEW AND PREVIOUSLY OWNED HOMES

(Percentage Distribution)

Ohio

	All Buyers	BUYERS WHO PURCHASED A	
		New Home	Previously Owned Home
Less than \$75,000	16%	11%	17%
\$75,000 to \$99,999	17	5	18
\$100,000 to \$124,999	15	5	16
\$125,000 to \$149,999	13	16	13
\$150,000 to \$174,999	11	5	11
\$175,000 to \$199,999	5	5	5
\$200,000 to \$249,999	9	21	8
\$250,000 to \$299,999	7	26	5
\$300,000 to \$349,999	2	*	2
\$350,000 to \$399,999	3	*	3
\$400,000 to \$499,999	1	5	1
\$500,000 or more	1	*	1
Median price	\$127,750	\$200,300	\$124,000

* Less than 1 percent

U.S.

	All Buyers	BUYERS WHO PURCHASED A	
		New Home	Previously Owned Home
Less than \$75,000	4%	7%	3%
\$75,000 to \$99,999	5	9	3
\$100,000 to \$124,999	6	9	5
\$125,000 to \$149,999	10	15	8
\$150,000 to \$174,999	10 OF HOUSEHOLD	12	8
\$175,000 to \$199,999	9	10	8
\$200,000 to \$249,999	15	14	16
\$250,000 to \$299,999	12	8	14
\$300,000 to \$349,999	8	4	9
\$350,000 to \$399,999	5	3	7
\$400,000 to \$499,999	6	4	8
\$500,000 or more	10	5	12
Median price	\$220,000	\$277,000	\$209,000

CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-15

PRICE OF HOME PURCHASED, FIRST-TIME AND REPEAT BUYERS

(Percentage Distribution)

Ohio

	All Buyers	First-time Buyers	Repeat Buyers
Less than \$75,000	16%	28%	8%
\$75,000 to \$99,999	17	23	12
\$100,000 to \$124,999	15	22	11
\$125,000 to \$149,999	13	7	17
\$150,000 to \$174,999	11	7	13
\$175,000 to \$199,999	5	3	7
\$200,000 to \$249,999	9	5	12
\$250,000 to \$299,999	7	3	10
\$300,000 to \$349,999	2	1	3
\$350,000 to \$399,999	3	*	6
\$400,000 to \$499,999	1	*	2
\$500,000 or more	1	2	1
Median price	\$127,750	\$97,500	\$152,500

* Less than 1 percent

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
Less than \$75,000	4%	2%	5%
\$75,000 to \$99,999	5	1	6
\$100,000 to \$124,999	6	1	7
\$125,000 to \$149,999	10	4	11
\$150,000 to \$174,999	9	8	10
\$175,000 to \$199,999	9	8	9
\$200,000 to \$249,999	15	17	15
\$250,000 to \$299,999	10	16	11
\$300,000 to \$349,999	8	12	7
\$350,000 to \$399,999	5	9	5
\$400,000 to \$499,999	6	12	5
\$500,000 or more	10	10	9
Median price	\$220,000	\$170,000	\$246,400
Married couple	\$242,000	\$188,200	\$266,800
Single female	\$169,100	\$138,100	\$187,000
Single male	\$160,000	\$145,000	\$170,300
Unmarried couple	\$187,400	\$151,000	\$251,000
Other	\$202,000	\$186,700	\$209,400

CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-16

PURCHASE PRICE COMPARED WITH ASKING PRICE, BY REGION

(Percentage Distribution)

Percent of asking price:	BUYERS WHO PURCHASED A HOME IN THE					
	Ohio	U.S.	Northeast	Midwest	South	West
Less than 90%	16%	10%	15%	11%	9%	6%
90% to 94%	25	17	20	22	18	12
95% to 99%	36	36	38	38	36	35
100%	18	26	19	22	28	30
101% to 110%	4	9	7	6	8	15
More than 110%	1	1	1	1	1	3
Median (purchase price as a percent of asking price)	96%	98%	97%	97%	98%	99%

CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-17

SIZE OF HOME PURCHASED, FIRST-TIME AND REPEAT BUYERS, AND BUYERS OF NEW AND PREVIOUSLY OWNED HOMES

(Percentage Distribution)

Ohio

	All Buyers	First-time Buyers	Repeat Buyers	BUYERS OF	
				New Homes	Previously Owned Homes
1,000 sq ft or less	0%	*	1%	*	0%
1,001 to 1,500 sq ft	19	32	12	22	19
1,501 to 2,000 sq ft	31	36	28	39	30
2,001 to 2,500 sq ft	27	24	28	17	27
2,501 to 3,000 sq ft	12	7	15	6	13
3,001 to 3,500 sq ft	3	*	6	6	3
3,501 sq ft or more	7	2	11	11	7
Median (sq ft)	1,750	1,540	1,880	1,670	1,760

U.S.

	All Buyers	First-time Buyers	Repeat Buyers	BUYERS OF	
				New Homes	Previously Owned Homes
1,000 sq ft or less	*	1%	*	*	1%
1,001 to 1,500 sq ft	13	21	9	3	15
1,501 to 2,000 sq ft	28	37	23	17	30
2,001 to 2,500 sq ft	27	25	28	33	26
2,501 to 3,000 sq ft	15	9	17	22	13
3,001 to 3,500 sq ft	9	5	11	13	9
3,501 sq ft or more	9	3	11	12	8
Median (sq ft)	1,900	1,620	2,020	2,200	1,820

* Less than 1 percent

CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-18

SIZE OF HOME PURCHASED, BY ADULT COMPOSITION OF HOUSEHOLD

(Percentage Distribution)

Ohio

	ADULT COMPOSITION OF HOUSEHOLD						CHILDREN IN HOME	
	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other	Children under 18 in home	No children in home
1,000 sq ft or less	0%	1%	*	*	*	*	*	1%
1,001 to 1,500 sq ft	19	9	40	33	24	50	13	23
1,501 to 2,000 sq ft	31	28	35	33	39	*	30	32
2,001 to 2,500 sq ft	27	31	18	33	18	*	26	27
2,501 to 3,000 sq ft	12	16	3	*	15	50	17	9
3,001 to 3,500 sq ft	3	4	3	*	3	*	6	2
3,501 sq ft or more	7	12	*	*	*	*	8	7
Median (sq ft)	1,750	1,950	1,400	1,680	1,640	1,830	1,900	1,700

U.S.

	ADULT COMPOSITION OF HOUSEHOLD						CHILDREN IN HOME	
	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other	Children under 18 in home	No children in home
1,000 sq ft or less	*	*	1%	*	1%	1%	*	*
1,001 to 1,500 sq ft	13	9	23	24	18	14	9	16
1,501 to 2,000 sq ft	28	23	38	42	34	22	22	30
2,001 to 2,500 sq ft	27	29	24	19	25	33	25	28
2,501 to 3,000 sq ft	15	17	9	8	13	15	17	14
3,001 to 3,500 sq ft	9	12	3	4	7	11	13	7
3,501 sq ft or more	9	12	2	2	3	4	15	5
Median (sq ft)	1,900	2,050	1,560	1,500	1,700	1,900	2,100	1,800

* Less than 1 percent

CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-19

HOME SIZE AND PRICE PER SQUARE FOOT, BY REGION

(Median)

	BUYERS WHO PURCHASED A HOME IN THE					
	Ohio	U.S.	Northeast	Midwest	South	West
All homes purchased						
Square feet	1,750	1,900	1,750	1,800	2,010	1,800
Price per square foot	\$77	\$110	\$120	\$95	\$100	\$150
Detached single-family home						
Square feet	1,800	2,000	1,800	1,900	2,100	1,900
Price per square foot	\$77	\$110	\$120	\$100	\$100	\$150
Townhouse or row house						
Square feet	1,570	1,660	1,670	1,450	1,870	1,490
Price per square foot	\$95	\$130	\$130	\$100	\$125	\$220
Duplex/apartment/condo in 2-4 unit building						
Square feet	1,800	1,480	1,570	1,370	1,500	1,480
Price per square foot	\$88	\$120	\$120	\$80	\$115	\$320
Apartment/condo in building with 5 or more units						
Square feet	1,600	1,400	1,400	1,400	1,640	1,280
Price per square foot	\$99	\$110	\$160	\$90	\$105	\$140

CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-20

NUMBER OF BEDROOMS AND BATHROOMS, BY FIRST-TIME AND REPEAT BUYERS, AND BUYERS OF NEW AND PREVIOUSLY OWNED HOMES

(Percentage Distribution)

Ohio

	All Buyers	First-time Buyers	Repeat Buyers	BUYERS OF	
				New Homes	Previously Owned Homes
One bedroom	*	*	*	*	*
Two bedrooms	13	8	16	32	11
Three bedrooms or more	87	92	84	68	89
Median number of bedrooms	3	3	3	3	3
One full bathroom	29	46	19	11	31
Two full bathrooms	55	48	60	74	54
Three full bathrooms or more	16	7	22	16	16
Median number of full bathrooms	2	2	2	2	2

U.S.

	All Buyers	First-time Buyers	Repeat Buyers	BUYERS OF	
				New Homes	Previously Owned Homes
One bedroom	*	1%	*	*	*
Two bedrooms	13	13	13	8	14
Three bedrooms or more	87	87	86	92	86
Median number of bedrooms	3	3	3	3	3
One full bathroom	15	27	9	2	18
Two full bathrooms	63	61	64	62	63
Three full bathrooms or more	22	12	27	36	19
Median number of full bathrooms	2	2	2	2	2

CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-21

NUMBER OF BEDROOMS AND BATHROOMS, BY ADULT HOUSEHOLD COMPOSITION AND CHILDREN IN HOUSEHOLD

(Percentage Distribution)

Ohio

	All Buyers	ADULT COMPOSITION OF HOUSEHOLD					CHILDREN IN HOME	
		Married couple	Single female	Single male	Unmarried couple	Other	Children under 18 in home	No children in home
One bedroom	*	*	*	*	*	*	*	*
Two bedrooms	13	7	32	16	6	20	2	20
Three bedrooms or more	87	93	68	84	94	80	98	80
Median number of bedrooms	3	3	3	3	3	3	3	3
One full bathroom	29	19	49	26	43	60	30	30
Two full bathrooms	55	57	46	74	51	40	50	57
Three full bathrooms or more	16	24	6	*	6	*	20	13
Median number of full bathrooms	2	2	2	2	2	1	2	2

U.S.

	All Buyers	ADULT COMPOSITION OF HOUSEHOLD					CHILDREN IN HOME	
		Married couple	Single female	Single male	Unmarried couple	Other	Children under 18 in home	No children in home
One bedroom	*	*	1%	2% *	*	*	*	1%
Two bedrooms	13	8	26	24	17	13	4	18
Three bedrooms or more	87	92	74	75	83	87	96	82
Median number of bedrooms	3	3	3	3	3	3	4	3
One full bathroom	15	10	24	25	26	19	13	17
Two full bathrooms	63	62	66	65	61	58	56	67
Three full bathrooms or more	22	28	10	10	13	23	31	17
Median number of full bathrooms	2	2	2	2	2	2	2	2

* Less than 1 percent

CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-22

YEAR HOME BUILT, BY REGION

(Median)

	BUYERS WHO PURCHASED A HOME IN THE					
	Ohio	U.S.	Northeast	Midwest	South	West
2014	4%	15%	7%	8%	22%	14%
2013 through 2010	1	3	1	2	5	3
2009 through 2006	3	8	4	4	10	8
2005 through 2001	8	11	7	10	12	13
2000 through 1986	18	21	17	23	21	21
1985 through 1960	31	25	29	25	23	26
1959 through 1912	30	15	29	23	8	15
1911 or earlier	5	3	7	6	1	1
Median	1969	1991	1972	1980	2000	1992

CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-23

IMPORTANCE OF COMMUTING COSTS

(Percentage Distribution)

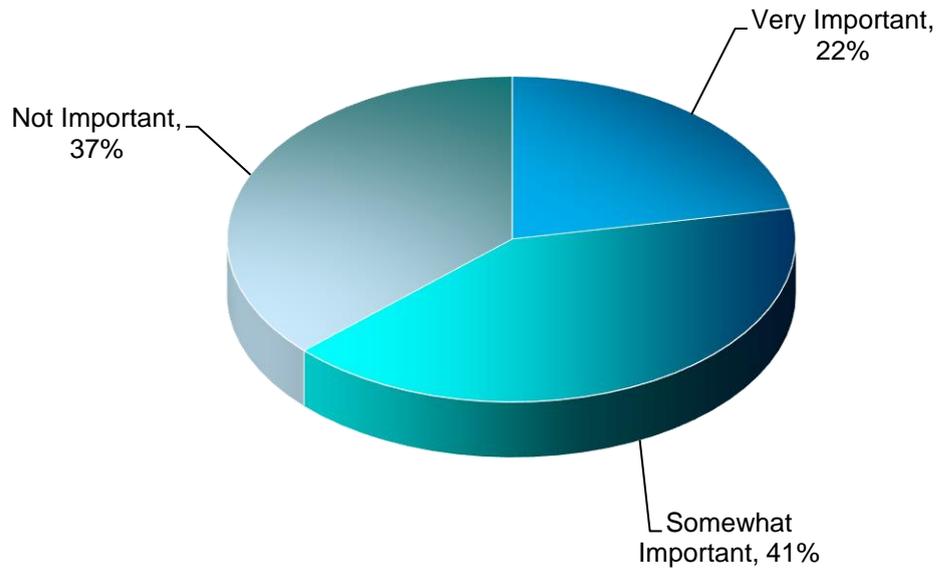
IMPORTANCE OF COMMUTING COSTS

(Percentage Distribution)

Ohio

Ohio

Very Important	22%
Somewhat Important	41%
Not Important	37%



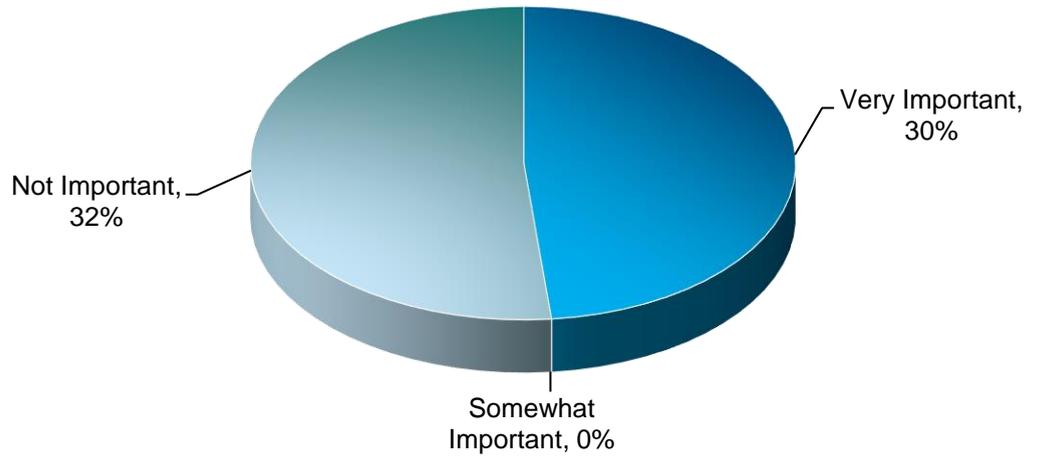
IMPORTANCE OF COMMUTING COSTS

(Percentage Distribution)

U.S.

U.S.

Very Important	30%
Somewhat Important	0%
Not Important	32%



CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-24

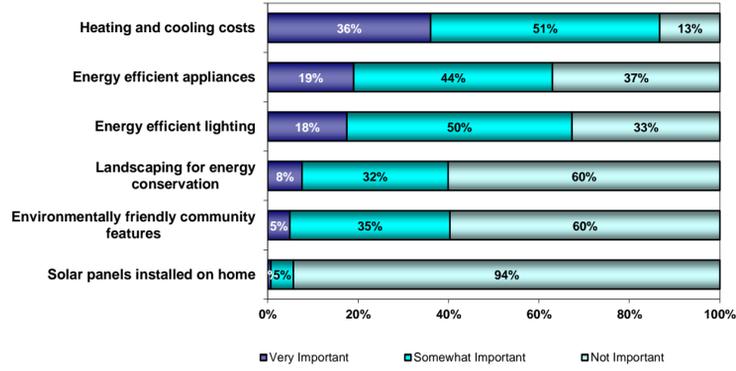
IMPORTANCE OF HOME'S ENVIRONMENTALLY FRIENDLY FEATURES
(Percentage Distribution)

Ohio

	Very Important	Somewhat Important	Not Important
Heating and cooling costs	36%	51%	13%
Energy efficient appliances	19%	44%	37%
Energy efficient lighting	18%	50%	33%
Landscaping for energy conservation	8%	32%	60%
Environmentally friendly community features	5%	35%	60%
Solar panels installed on home	1%	5%	94%

IMPORTANCE OF HOME'S ENVIRONMENTALLY FRIENDLY FEATURES
(Percentage Distribution)

Ohio

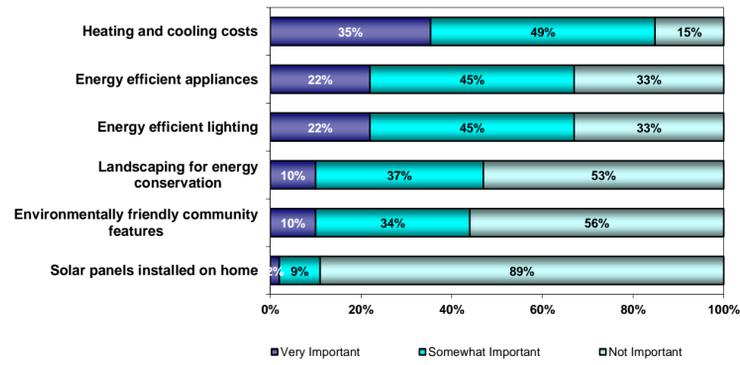


U.S.

	Very Important	Somewhat Important	Not Important
Heating and cooling costs	35%	49%	15%
Energy efficient appliances	22%	45%	33%
Energy efficient lighting	22%	45%	33%
Landscaping for energy conservation	10%	37%	53%
Environmentally friendly community features	10%	34%	56%
Solar panels installed on home	2%	9%	89%

IMPORTANCE OF HOME'S ENVIRONMENTALLY FRIENDLY FEATURES
(Percentage Distribution)

U.S.



A26 - How important were the following when you were searching for a home to purchase? - Solar panels installed on your home

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
Very Important	142	1.7	1.8	1.8
Somewhat Important	664	7.9	8.4	10.2
Not Important	7088	83.8	89.8	100
Total	7895	93.4	100	
Missing	System	559	6.6	
Total		8454	100	

CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-25

ENVIRONMENTALLY FRIENDLY FEATURES CONSIDERED "VERY IMPORTANT", BY REGION

(Percentage Distribution)

	BUYERS WHO PURCHASED A HOME IN THE					
	Ohio	U.S.	Northeast	Midwest	South	West
Heating and cooling costs	36%	35%	42%	31%	38%	30%
Energy efficient appliances	19	22	17	18	27	20
Energy efficient lighting	18	22	16	16	26	23
Landscaping for energy conservation	8	10	6	6	11	14
Environmentally friendly community features	5	10	8	7	11	12
Solar panels installed on home	1	2	2	1	3	3

CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-26

ENVIRONMENTALLY FRIENDLY FEATURES CONSIDERED "VERY IMPORTANT", BY YEAR HOME WAS BUILT (Percentage Distribution)

	Ohio	U.S.	2014	2013 through 2010	2009 through 2006	2005 through 2001	2000 through 1986	1985 through 1960	1959 through 1911	1911 or earlier
Heating and cooling costs	36%	35%	50%	44%	37%	31%	30%	33%	32%	36%
Energy efficient appliances	19	22	48	30	27	20	16	15	15	13
Energy efficient lighting	18	22	43	25	25	20	17	16	17	13
Landscaping for energy conservation	8	10	18	10	13	9	9	9	7	6
Environmentally friendly community features	5	10	22	10	8	8	8	7	7	7
Solar panels installed on home	1	2	5	3	2	2	2	2	1	2

CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-27

CHARACTERISTICS OF HOME ON WHICH BUYER COMPROMISED, BY LOCATION

(Percent of Respondents)

Ohio

	BUYERS WHO PURCHASED A HOME IN A					
	All Buyers	Suburb/ Subdivision	Small town	Urban/ Central city	Rural	Resort/ Recreation area
Price of home	14%	16%	14%	12%	14%	*
Size of home	14	11	14	15	20	*
Condition of home	19	17	15	27	21	100
Distance from job	11	12	10	9	11	*
Lot size	12	12	13	12	14	*
Style of home	16	22	11	12	14	*
Distance from friends or family	7	5	8	6	11	*
Quality of the neighborhood	4	2	4	12	5	*
Quality of the schools	6	6	8	6	5	*
Distance from school	3	2	5	6	2	*
Other compromises not listed	5	6	5	3	3	*
None - Made no compromises	37	37	38	44	33	*

U.S.

	BUYERS WHO PURCHASED A HOME IN A					
	All Buyers	Suburb/ Subdivision	Small town	Urban/ Central city	Rural	Resort/ Recreation area
Price of home	20%	20%	17%	25%	18%	20%
Size of home	17	16	20	21	16	17
Condition of home	19	17	19	21	19	17
Lot size	14	15	13	13	12	17
Style of home	13	13	13	14	14	14
Distance from job	13	13	13	11	17	7
Distance from friends or family	6	6	7	4	6	12
Quality of the neighborhood	6	5	4	13	5	4
Quality of the schools	F HOUSEHOLD	5	1	6	3	1
Distance from school	2	2	1	1	2	*
None - Made no compromises	35	35	39	31	39	35
Other compromises not listed	7	8	6	7	8	6

* Less than 1 percent

CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-28

CHARACTERISTICS OF HOME ON WHICH BUYER COMPROMISED, FIRST-TIME AND REPEAT BUYERS, AND BUYERS OF NEW AND PREVIOUSLY OWNED HOMES

(Percentage of Respondents)

Ohio

	All Buyers	First-time Buyers	Repeat Buyers	BUYERS OF	
				New Homes	Previously Owned Homes
Price of home	14%	14%	14%	11%	15%
Size of home	14	18	11	22	14
Condition of home	19	19	19	6	20
Distance from job	11	8	12	6	11
Lot size	12	15	11	22	12
Style of home	16	16	17	11	17
Distance from friends or family	7	8	7	*	8
Quality of the neighborhood	4	5	3	*	4
Quality of the schools	6	9	4	*	6
Distance from school	3	3	3	6	3
Other compromises not listed	5	3	6	*	5
None - Made no compromises	37	30	41	56	35

U.S.

	All Buyers	First-time Buyers	Repeat Buyers	BUYERS OF	
				New Homes	Previously Owned Homes
Price of home	20%	22%	19%	20%	20%
Size of home	17	20	16	16	18
Condition of home	19	19	19	3	22
Lot size	14	16	13	19	13
Style of home	13	15	12	11	14
Distance from job	13	18	11	14	13
Distance from friends or family	6	8	6	6	6
Quality of the neighborhood	6	8	5	7	6
Quality of the schools	JSEHOLD	6	3	4	4
Distance from school	2	2	1	2	1
None - Made no compromises	35	29	39	43	34
Other compromises not listed	7	7	8	6	8

CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-29

CHARACTERISTICS OF HOME ON WHICH BUYER COMPROMISED, BY ADULT COMPOSITION OF HOUSEHOLD

(Percentage of Respondents)

Ohio

	ADULT COMPOSITION OF HOUSEHOLD						CHILDREN IN HOME	
	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other	Children under 18 in home	No children in home
Price of home	14%	15%	15%	16%	6%	25%	17%	13%
Size of home	14	13	12	21	20	*	17	12
Condition of home	19	18	22	16	17	50	25	15
Distance from job	11	10	10	11	14	25	14	9
Lot size	12	14	8	5	14	25	18	9
Style of home	16	16	16	16	14	*	17	15
Distance from friends or family	7	5	8	5	14	25	3	9
Quality of the neighborhood	4	1	8	5	6	50	7	2
Quality of the schools	6	5	3	5	11	50	8	4
Distance from school	3	3	2	5	*	50	6	1
Other compromises not listed	5	5	6	*	*	*	3	5
None - Made no compromises	37	35	42	32	43	25	27	43

* Less than 1 percent

U.S.

	ADULT COMPOSITION OF HOUSEHOLD						CHILDREN IN HOME	
	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other	Children under 18 in home	No children in home
Price of home	20%	20%	20%	19%	21%	18%	21%	19%
Size of home	17	17	16	16	21	13	20	15
Condition of home	19	18	17	21	24	19	21	17
Lot size	14	15	10	12	19	7	17	12
Style of home	13	13	13	9	17	18	16	12
Distance from job	13	14	10	13	17	14	18	10
Distance from friends or family	HOUSEHOLD	6	4	6	11	6	7	6
Quality of the neighborhood	6	6	6	10	8	10	7	6
Quality of the schools	4	5	2	3	5	6	6	3
Distance from school	2	1	2	*	2	7	4	*
None - Made no compromises	35	34	41	41	27	38	29	39
Other compromises not listed	7	8	7	6	6	11	6	8

CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-30

EXPECTED LENGTH OF TENURE IN HOME PURCHASED, FIRST-TIME AND REPEAT BUYERS, AND BUYERS OF NEW AND PREVIOUSLY OWNED HOMES (Percentage Distribution)

Ohio

	All Buyers	First-time Buyers	Repeat Buyers	BUYERS OF	
				New Homes	Previously Owned Homes
1 year or less	3%	2%	3%	*	2%
2 to 3 years	1	1	1	*	1
4 to 5 years	6	9	4	11	5
6 to 7 years	3	6	2	*	4
8 to 10 years	9	13	6	5	8
11 to 15 years	8	6	9	5	8
16 or more years	28	27	29	16	29
Don't Know	43	37	46	63	42
Median	15	15	20	15	20

U.S.

	All Buyers	First-time Buyers	Repeat Buyers	BUYERS OF	
				New Homes	Previously Owned Homes
1 year or less	2%	1%	2%	2%	2%
2 to 3 years	4	3	4	3	4
4 to 5 years	9	12	7	8	9
6 to 7 years	2	3	2	2	2
8 to 10 years	14	16	14	14	15
11 to 15 years	6	4	6	5	6
16 or more years	26	23	28	27	26
Don't Know	38	38	38	39	37
Median	14	10	15	15	11

CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-31

EXPECTED LENGTH OF TENURE IN HOME PURCHASED, BY AGE

(Percentage Distribution)

Ohio

	All Buyers	AGE OF HOME BUYER			
		18 to 24	25 to 44	45 to 64	65 or older
1 year or less	3%	*	1%	2%	4%
2 to 3 years	1	*	1	1	*
4 to 5 years	6	9	9	2	*
6 to 7 years	3	9	5	1	*
8 to 10 years	9	18	8	9	6
11 to 15 years	8	*	8	10	8
16 or more years	28	36	28	35	18
Don't Know	43	27	40	40	63
Median	15	20	15	20	18

* Less than 1 percent

U.S.

	All Buyers	AGE OF HOME BUYER			
		18 to 24	25 to 44	45 to 64	65 or older
1 year or less	2%	*	1%	2%	3%
2 to 3 years	4	8	3	3	7
4 to 5 years	9	16	11	7	3
6 to 7 years	2	4	3	2	*
8 to 10 years	14	22	17	12	10
11 to 15 years	6	*	6	5	7
16 or more years	26	10	27	31	20
Don't Know	38	40	32	38	49
Median	14	8	10	15	15

* Less than 1 percent

CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-32

FACTORS THAT COULD CAUSE BUYER TO MOVE, BY AGE

(Percent of Respondents)

Ohio

	All Buyers	18 to 24	25 to 44	45 to 64	65 or older
Move with life changes (addition to family, marriage, children move out, retirement, etc.)	39%	86%	38%	42%	35%
Never moving-forever home	31	*	21	36	51
Move with job or career change	15	*	21	14	*
May desire better area/neighborhood	7	*	12	2	*
May outgrow home	3	14	4	1	2
Will flip home	*	*	*	*	*
Other	5	*	3	4	12

U.S.

	All Buyers	18 to 24	25 to 44	45 to 64	65 or older
Move with life changes (addition to family, marriage, children move out, retirement, etc.)	40%	39%	37%	45%	41%
Never moving-forever home	23	7	15	27	40
Move with job or career change	16	30	24	13	2
May desire better area/neighborhood	8	7	10	7	5
May outgrow home	6	11	10	1 *	
Will flip home	1	3	1	2	1
Other	6	2	3	6	11

* Less than 1 percent

CHARACTERISTICS OF HOMES PURCHASED

Exhibit 2-33

FACTORS THAT COULD CAUSE BUYER TO MOVE, BY ADULT COMPOSITION OF HOUSEHOLD

(Percent of Respondents)

Ohio

	All Buyers	ADULT COMPOSITION OF HOUSEHOLD					CHILDREN IN HOME	
		Married couple	Single female	Single male	Unmarried couple	Other	Children under 18 in home	No children in home
Move with life changes (addition to family, marriage, children move out, retirement, etc.)	39%	38%	47%	47%	29%	*	42%	42%
Never moving-forever home	31	33	32	21	17	60	32	32
Move with job or career change	15	16	6	16	26	20	14	14
May desire better area/neighborhood	7	6	7	5	17	*	4	4
May outgrow home	3	4	2	*	6	*	3	3
Will flip home	*	*	*	*	*	*	*	*
Other	5	4	6	11	6	20	6	6

U.S.

	All Buyers	ADULT COMPOSITION OF HOUSEHOLD					CHILDREN IN HOME	
		Married couple	Single female	Single male	Unmarried couple	Other	Children under 18 in home	No children in home
Move with life changes (addition to family, marriage, children move out, retirement, etc.)	40%	38%	52%	38%	41%	43%	38%	42%
Never moving-forever home	23	25	21	20	15	26	19	26
Move with job or career change	16	18	9	18	14	8	22	13
May desire better area/neighborhood	8	8	8	9	10	6	9	7
May outgrow home	6	6	2	4	13	3	8	4
Will flip home	1	1	1	4	2	1	1	2
Other	6	5	7	7	6	13	3	7

THE HOME SEARCH PROCESS

- Exhibit 3-1 FIRST STEP TAKEN DURING THE HOME BUYING PROCESS, FIRST-TIME AND REPEAT BUYERS
- Exhibit 3-2 FIRST STEP TAKEN DURING THE HOME BUYING PROCESS, BY AGE
- Exhibit 3-3 INFORMATION SOURCES USED IN HOME SEARCH, BY FIRST-TIME AND REPEAT BUYERS, AND BUYERS OF NEW AND PREVIOUSLY OWNED HOMES
- Exhibit 3-4 INFORMATION SOURCES USED IN HOME SEARCH, BY AGE
- Exhibit 3-5 FREQUENCY OF USE OF DIFFERENT INFORMATION SOURCES
- Exhibit 3-6 USEFULNESS OF INFORMATION SOURCES
- Exhibit 3-7 LENGTH OF SEARCH, BY REGION
- Exhibit 3-8 LENGTH OF SEARCH FOR BUYERS WHO USED AN AGENT, BY FIRST-TIME AND REPEAT BUYERS
- Exhibit 3-9 WHERE BUYER FOUND THE HOME THEY PURCHASED, 2001-2014
- Exhibit 3-10 BUYER INTEREST IN PURCHASING A HOME IN FORECLOSURE, BY FIRST-TIME AND REPEAT BUYERS, AND BUYERS OF NEW AND PREVIOUSLY OWNED HOMES
- Exhibit 3-11 MOST DIFFICULT STEPS OF HOME BUYING PROCESS BY FIRST-TIME AND REPEAT BUYERS AND BUYERS OF NEW AND PREVIOUSLY OWNED HOMES
- Exhibit 3-12 USE OF INTERNET TO SEARCH FOR HOMES, 2003-2015
- Exhibit 3-13 ACTIONS TAKEN AS A RESULT OF INTERNET HOME SEARCH, FIRST-TIME AND REPEAT BUYERS
- Exhibit 3-14 CHARACTERISTICS OF HOME SEARCHERS AND SEARCH ACTIVITY, BY USE OF INTERNET
- Exhibit 3-15 INFORMATION SOURCES USED IN HOME SEARCH, BY USE OF INTERNET
- Exhibit 3-16 WHERE BUYERS FOUND THE HOME THEY PURCHASED, BY USE OF INTERNET
- Exhibit 3-17 METHOD OF HOME PURCHASE, BY USE OF INTERNET
- Exhibit 3-18 VALUE OF WEB SITE FEATURES
- Exhibit 3-20 MOBILE SEARCH BY FIRST-TIME AND REPEAT BUYERS
- Exhibit 3-21 SATISFACTION IN BUYING PROCESS

THE HOME SEARCH PROCESS

Exhibit 3-1

FIRST STEP TAKEN DURING THE HOME BUYING PROCESS, FIRST-TIME AND REPEAT BUYERS

(Percentage Distribution)

Ohio

	All Buyers	First-time Buyers	Repeat Buyers
Looked online for properties for sale	48%	56%	44%
Contacted a real estate agent	8	11	6
Looked online for information about the home buying process	8	11	6
Drove-by homes/neighborhoods	8	*	13
Talked with a friend or relative about home buying process	*	*	*
Contacted a bank or mortgage lender	12	22	6
Visited open houses	*	*	*
Looked in newspapers, magazines, or home buying guides	*	*	*
Contacted builder/visited builder models	*	*	*
Contacted a home seller directly	*	*	*
Attended a home buying seminar	*	*	*
Looked up information about different neighborhoods or areas (schools, local lifestyle/nightlife, parks, public transpo	4	*	6
Read books or guides about the home buying process	*	*	*
Other	12	*	19

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
Looked online for properties for sale	42%	33%	48%
Contacted a real estate agent	14	13	15
Looked online for information about the home buying process	13	23	6
Contacted a bank or mortgage lender	7	11	5
Drove-by homes/neighborhoods	7	3	9
Talked with a friend or relative about home buying process	5	10	2
Visited open houses	3	3	2
Looked up information about different neighborhoods or areas (schools, local lifestyle/nightlife, parks, public transpo	2	1	3
Contacted builder/visited builder models	2	1	2
Attended a home buying seminar	*	*	*
Contacted a home seller directly	*	*	1
Looked in newspapers, magazines, or home buying guides	*	*	1
Read books or guides about the home buying process	*	*	*
Other	6	3	8

* Less than 1 percent

THE HOME SEARCH PROCESS

Exhibit 3-2

FIRST STEP TAKEN DURING THE HOME BUYING PROCESS, BY AGE

(Percentage Distribution)

Ohio

	AGE OF HOME BUYER				
	All Buyers	18-24	25-44	45-64	65 or older
Looked online for properties for sale	48%	*	60%	40%	*
Contacted a real estate agent	8	*	7	20	*
Looked online for information about the home buying process	8	*	13	*	*
Drove-by homes/neighborhoods	8	*	7	*	*
Talked with a friend or relative about home buying process	*	*	*	*	*
Contacted a bank or mortgage lender	12	100	7	20	*
Visited open houses	*	100	*	*	*
Looked in newspapers, magazines, or home buying guides	*	*	*	*	*
Contacted builder/visited builder models	*	*	*	*	*
Contacted a home seller directly	*	25	*	*	*
Attended a home buying seminar	*	*	*	*	*
Looked up information about different neighborhoods or areas (schools, local lifestyle/nightlife, parks, public transpo	4	*	*	20	*
Read books or guides about the home buying process	*	*	*	*	*
Other	12	*	7	*	*

U.S.

	AGE OF HOME BUYER				
	All Buyers	18 to 24	25 to 44	45 to 64	65 or older
Looked online for properties for sale	42%	43%	40%	47%	34%
Contacted a real estate agent	14	*	13	15	29
Looked online for information about the home buying process	13	19	17	7	*
Contacted a bank or mortgage lender	7	5	9	6	*
Drove-by homes/neighborhoods	7	5	6	8	7
Talked with a friend or relative about home buying process	5	24	6	1	*
Visited open houses	3	*	2	4	*
Looked up information about different neighborhoods or areas (schools, local lifestyle/nightlife, parks, public transpo	2	*	3	2	*
Contacted builder/visited builder models	2	*	1	2	9
Attended a home buying seminar	*	*	1	*	*
Contacted a home seller directly	*	*	*	1	*
Looked in newspapers, magazines, or home buying guides	*	*	1	*	*
Read books or guides about the home buying process	*	*	*	*	*
Other	6	5	2	7	22

* Less than 1 percent

THE HOME SEARCH PROCESS

Exhibit 3-3

INFORMATION SOURCES USED IN HOME SEARCH, BY FIRST-TIME AND REPEAT BUYERS, AND BUYERS OF NEW AND PREVIOUSLY OWNED HOMES

(Percent of Respondents)

Ohio

	All Buyers	First-time Buyers	Repeat Buyers	BUYERS OF	
				New Homes	Previously Owned Homes
Online website	87%	92%	83%	63%	88%
Real estate agent	86	85	87	63	87
Yard sign	63	62	64	53	64
Open house	40	30	46	60	39
Mobile or tablet website or application	54	59	50	40	55
Mobile or tablet search engine	49	55	44	40	50
Online video site	28	26	30	27	28
Print newspaper advertisement	27	26	28	13	28
Home builder	7	5	9	31	6
Home book or magazine	14	12	15	20	13
Billboard	2	3	2	20	1
Television	1	2	*	7	0
Relocation company	3	1	4	7	2

U.S.

	All Buyers	First-time Buyers	Repeat Buyers	BUYERS OF	
				New Homes	Previously Owned Homes
Online website	89%	90%	88%	81%	90%
Real estate agent	87	87	88	76	90
Mobile or tablet website or application	57	65	53	50	59
Mobile or tablet search engine	54	61	50	49	55
Yard sign	51	49	51	44	51
Open house	48	44	49	56	46
Online video site	29	23	31	33	27
Home builder	20	16	22	68	10
Print newspaper advertisement	20	19	21	23	20
Home book or magazine	13	13	13	19	12
Billboard	6	6	5	16	3
Television	3	5	3	7	3
Relocation company	3	3	4	6	3

THE HOME SEARCH PROCESS

Exhibit 3-4

INFORMATION SOURCES USED IN HOME SEARCH, BY AGE

(Percent of Respondents)

Ohio

	AGE OF HOME BUYER				
	All Buyers	18 to 24	25 to 44	45 to 64	65 or older
Online website	87%	100%	93%	86%	59%
Real estate agent	86	100	84	89	81
Yard sign	63	46	63	73	51
Open house	27	40	36	42	49
Mobile or tablet website or application	7	100	68	44	19
Mobile or tablet search engine	14	100	60	39	23
Online video site	2	14	32	25	28
Print newspaper advertisement	1	20	23	34	36
Home builder	7	*	8	3	19
Home book or magazine	14	*	15	15	16
Billboard	2	*	4	1	*
Television	1	*	1	*	*
Relocation company	3	*	4	3	*

* Less than 1 percent

U.S.

	AGE OF HOME BUYER				
	All Buyers	18 to 24	25 to 44	45 to 64	65 or older
Online website	89%	92%	94%	89%	77%
Real estate agent	87	90	86	89	88
Mobile or tablet website or application	57	64	71	47	33
Mobile or tablet search engine	54	58	67	44	32
Yard sign	51	37	52	52	43
Open house	48	23	49	49	42
Online video site	29	16	26	31	32
Home builder	20	16	18	21	21
Print newspaper advertisement	20	21	17	23	24
Home book or magazine	13	10	13	14	14
Billboard	6	5	5	5	4
Television	3	2	4	4	2
Relocation company	3	3	4	5	2

THE HOME SEARCH PROCESS

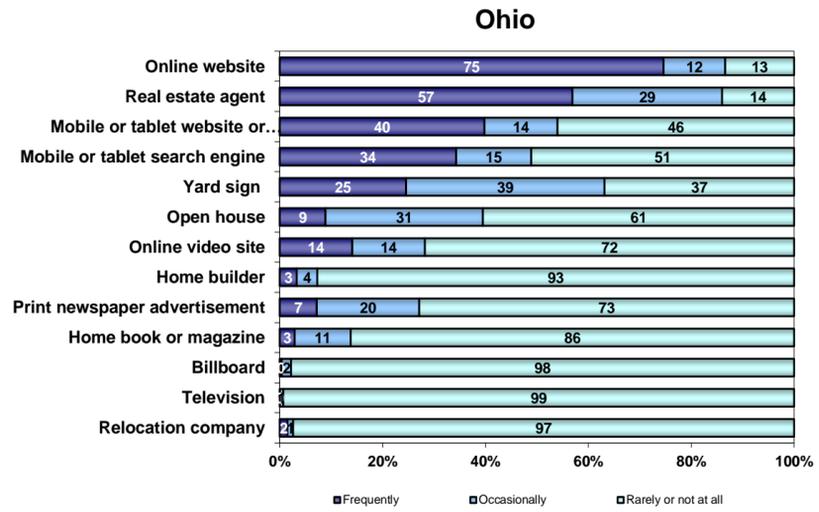
Exhibit 3-5
FREQUENCY OF USE OF DIFFERENT INFORMATION SOURCES
(Percentage Distribution)

Ohio

	Frequently	Occasionally	Rarely or not at all
Online website	75%	12%	13%
Real estate agent	57	29	14
Mobile or tablet website or application	40	14	46
Mobile or tablet search engine	34	15	51
Yard sign	25	39	37
Open house	9	31	61
Online video site	14	14	72
Home builder	3	4	93
Print newspaper advertisement	7	20	73
Home book or magazine	3	11	86
Billboard	0	2	98
Television	*	1	99
Relocation company	2	1	97

* Less than 1 percent

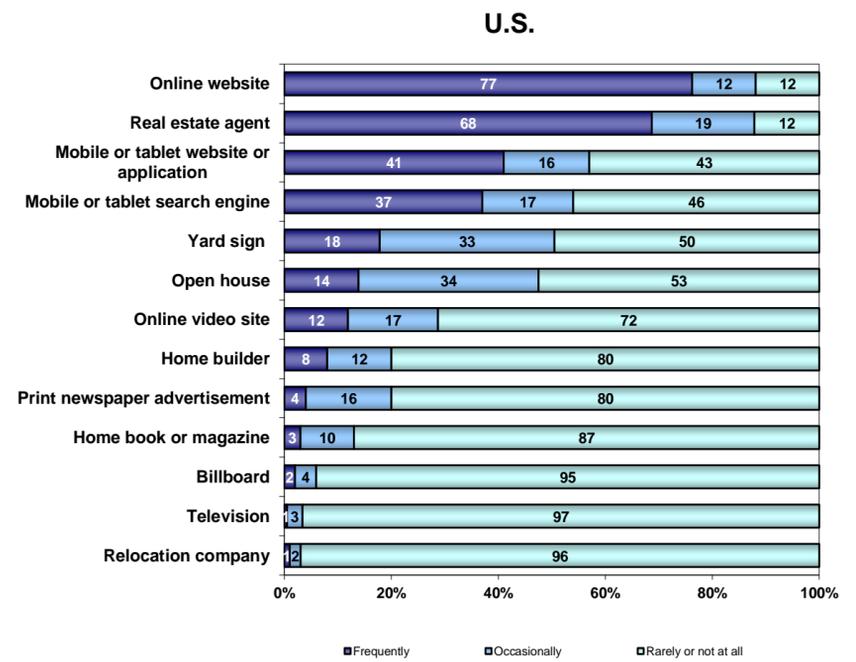
FREQUENCY OF USE OF DIFFERENT INFORMATION SOURCES
(Percentage Distribution)



U.S.

	Frequently	Occasionally	Rarely or not at all
Online website	77%	12%	12%
Real estate agent	68	19	12
Mobile or tablet website or application	41	16	43
Mobile or tablet search engine	37	17	46
Yard sign	18	33	50
Open house	14	34	53
Online video site	12	17	72
Home builder	8	12	80
Print newspaper advertisement	4	16	80
Home book or magazine	3	10	87
Billboard	2	4	95
Television	1	3	97
Relocation company	1	2	96

FREQUENCY OF USE OF DIFFERENT INFORMATION SOURCES
(Percentage Distribution)



THE HOME SEARCH PROCESS

Exhibit 3-6

USEFULNESS OF INFORMATION SOURCES

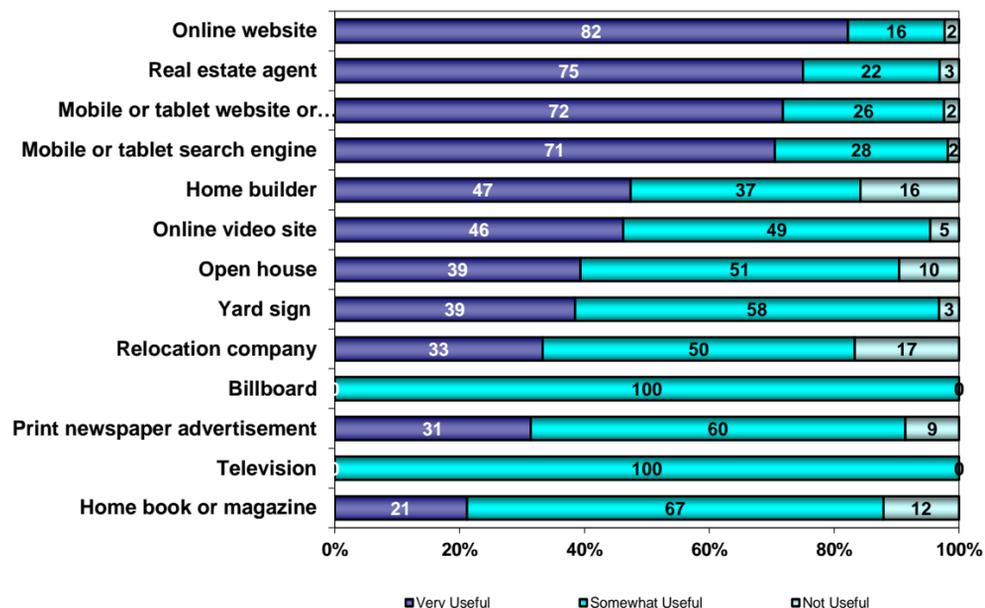
(Percentage Distribution Among Buyers that Used Each Source)

Ohio

	Very Useful	Somewhat Useful	Not Useful
Online website	82%	16%	2%
Real estate agent	75	22	3
Mobile or tablet website or application	72	26	2
Mobile or tablet search engine	71	28	2
Home builder	47	37	16
Online video site	46	49	5
Open house	39	51	10
Yard sign	39	58	3
Relocation company	33	50	17
Billboard	*	100	*
Print newspaper advertisement	31	60	9
Television	*	100	*
Home book or magazine	21	67	12

USEFULNESS OF INFORMATION SOURCES
(Percentage Distribution Among Buyers that Used Each Source)

Ohio

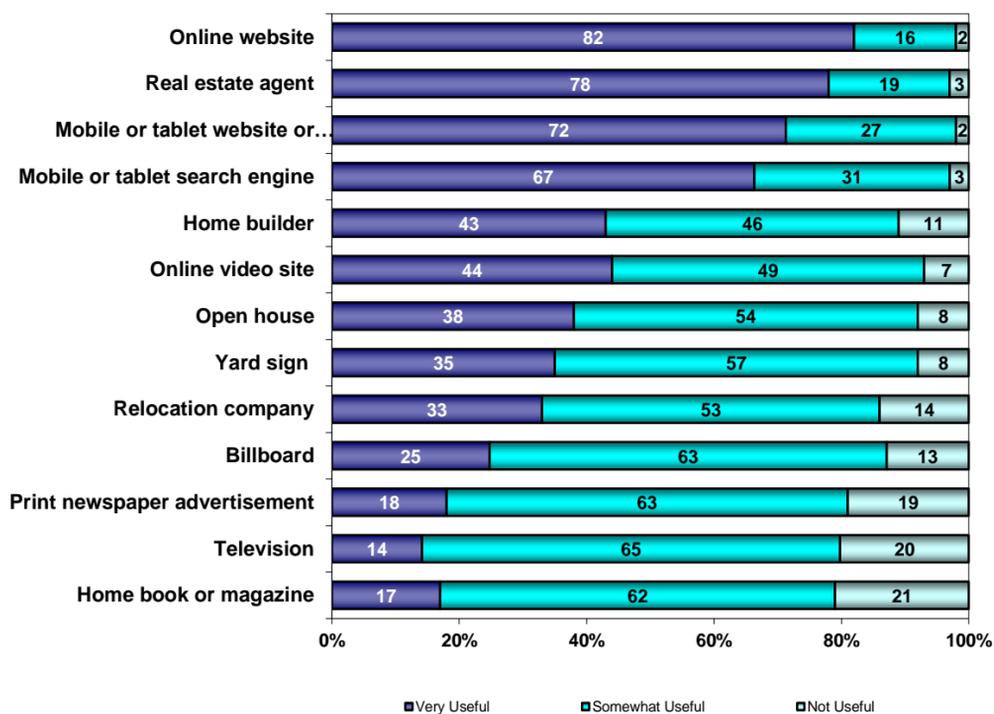


USEFULNESS OF INFORMATION SOURCES
(Percentage Distribution Among Buyers that Used Each Source)

U.S.

U.S.

	Very Useful	Somewhat Useful	Not Useful
Online website	82%	16%	2%
Real estate agent	78	19	3
Mobile or tablet website or application	72	27	2
Mobile or tablet search engine	67	31	3
Home builder	43	46	11
Online video site	44	49	7
Open house	38	54	8
Yard sign	35	57	8
Relocation company	33	53	14
Billboard	25	63	13
Print newspaper advertisement	18	63	19
Television	14	65	20
Home book or magazine	17	62	21



THE HOME SEARCH PROCESS

Exhibit 3-7

LENGTH OF SEARCH, BY REGION

(Median)

Number of Weeks Searched	BUYERS WHO PURCHASED A HOME IN THE					
	Ohio	U.S.	Northeast	Midwest	South	West
2001		7	7	7	7	7
2003		8	10	8	8	6
2004		8	12	8	8	8
2005		8	10	8	8	6
2006		8	12	8	8	8
2007		8	12	8	8	8
2008		10	12	10	8	10
2009		12	12	10	10	12
2010		12	14	10	10	12
2011		12	12	10	10	12
2012		12	12	12	10	12
2013		12	12	10	10	12
2014		10	12	10	10	10
2015	10	10	12	10	10	10
Number of homes viewed	8	10	10	10	10	10

THE HOME SEARCH PROCESS

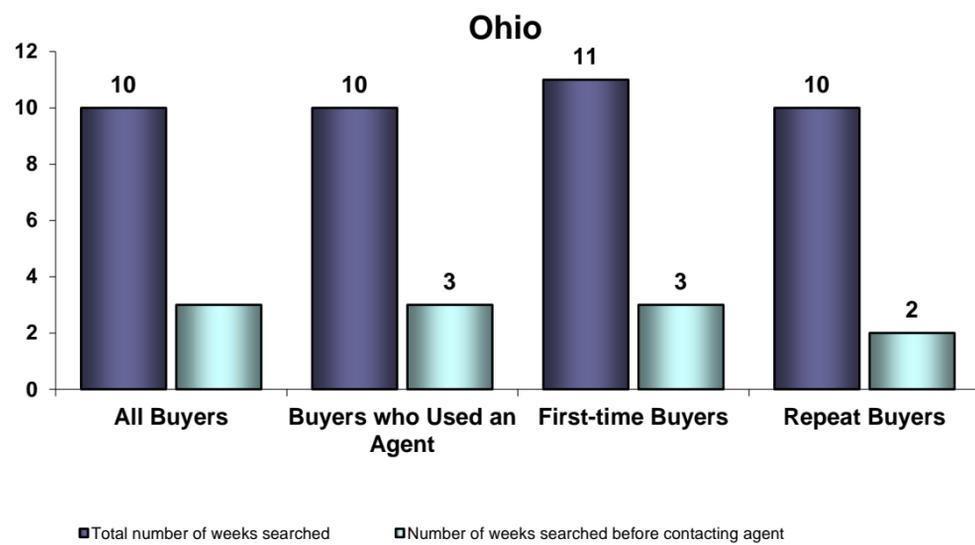
Exhibit 3-8

LENGTH OF SEARCH FOR BUYERS WHO USED AN AGENT, BY FIRST-TIME AND REPEAT BUYERS
(Median Weeks)

Ohio

	All Buyers	Buyers who Used an Agent	First-time Buyers	Repeat Buyers
Total number of weeks searched	10	10	11	10
Number of weeks searched before contacting agent	3	3	3	2

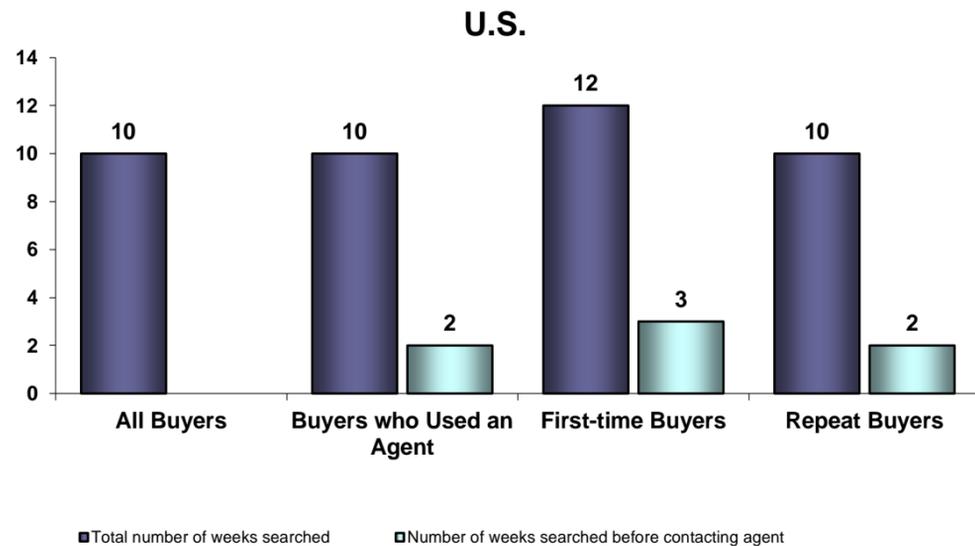
LENGTH OF SEARCH FOR BUYERS WHO USED AN AGENT, BY AGE AND BY FIRST-TIME AND REPEAT BUYERS
(Median)



U.S.

	All Buyers	Buyers who Used an Agent	First-time Buyers	Repeat Buyers
Total number of weeks searched	10	10	12	10
Number of weeks searched before contacting agent	N/A	2	3	2

LENGTH OF SEARCH FOR BUYERS WHO USED AN AGENT, BY AGE AND BY FIRST-TIME AND REPEAT BUYERS
(Median)



NA=Not applicable

THE HOME SEARCH PROCESS

Exhibit 3-9
WHERE BUYER FOUND THE HOME THEY PURCHASED, 2001-2014
 (Percentage Distribution)

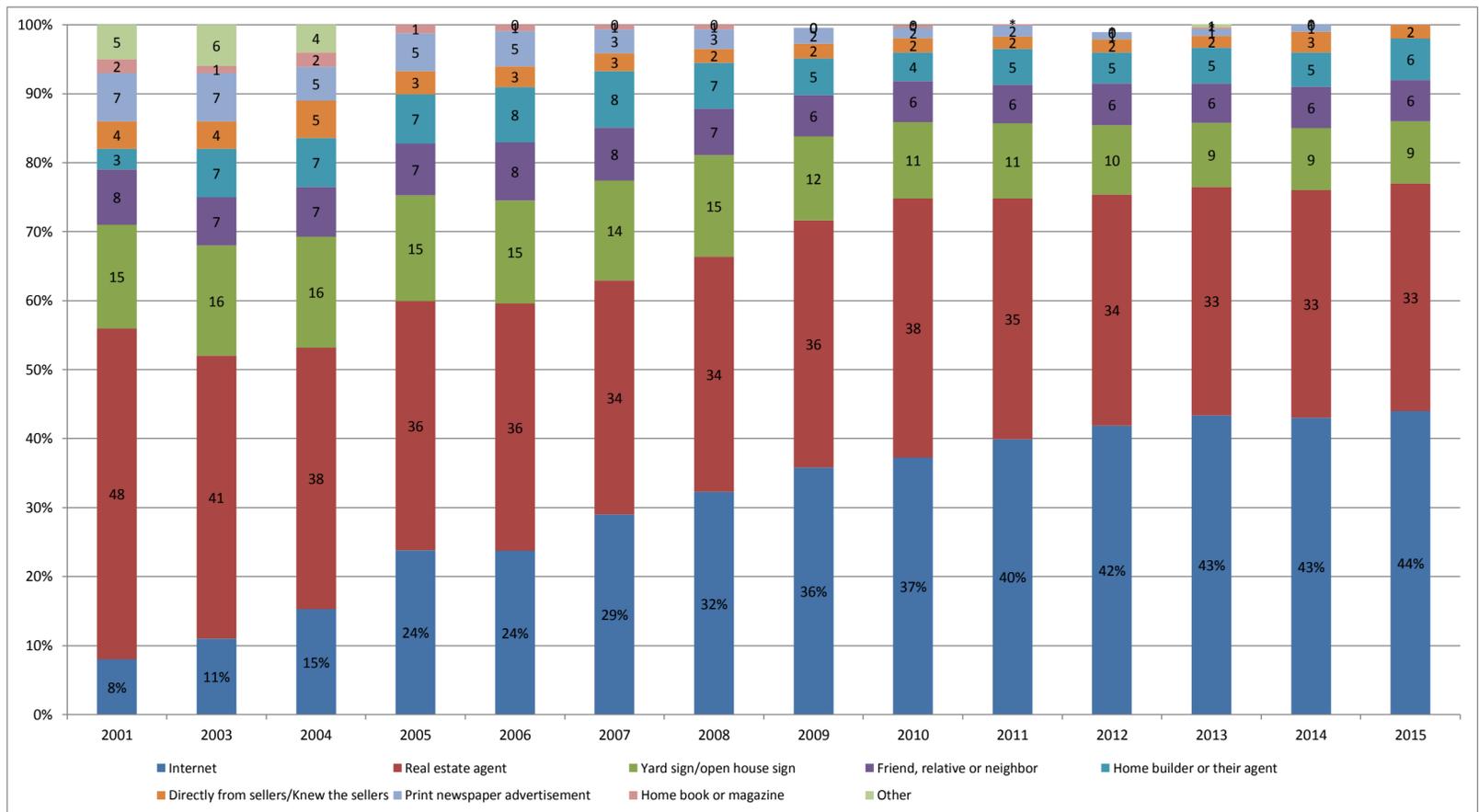
Ohio

	2014
Real estate agent	23%
Internet	48
Yard sign/open house sign	14
Friend, relative or neighbor	10
Home builder or their agent	2
Print newspaper advertisement	1
Directly from sellers/Knew the sellers	3
Home book or magazine	1
Other	*

U.S.

	2001	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Internet	8%	11%	15%	24%	24%	29%	32%	36%	37%	40%	42%	43%	43%	44%
Real estate agent	48	41	38	36	36	34	34	36	38	35	34	33	33	33
Yard sign/open house sign	15	16	16	15	15	14	15	12	11	11	10	9	9	9
Friend, relative or neighbor	8	7	7	7	8	8	7	6	6	6	6	6	6	6
Home builder or their agent	3	7	7	7	8	8	7	5	4	5	5	5	5	6
Directly from sellers/Knew the sellers	4	4	5	3	3	3	2	2	2	2	2	2	3	2
Print newspaper advertisement	7	7	5	5	5	3	3	2	2	2	1	1	1	1
Home book or magazine	2	1	2	1	1	1	1	*	*	*	*	*	*	*
Other	5	6	4	--	--	--	--	--	--	--	--	1	--	--

* Less than 1 percent



THE HOME SEARCH PROCESS

Exhibit 3-10

BUYER INTEREST IN PURCHASING A HOME IN FORECLOSURE, BY FIRST-TIME AND REPEAT BUYERS, AND BUYERS OF NEW AND PREVIOUSLY OWNED HOMES

(Percent of Respondents)

Ohio

	All Buyers	First-time Buyers	Repeat Buyers	BUYERS OF	
				New Homes	Previously Owned Homes
Did not consider purchasing a home in foreclosure	58%	46%	65%	84%	56%
Considered purchasing a home in foreclosure, but did not:					
Could not find the right home	23	28	21	11	24
The process was too difficult or complex	9	13	6	5	9
The home was in poor condition	11	16	8	11	11
The home price was too high	3	3	3	*	3
The neighborhood was undesirable	3	6	1	5	3
Financing options were not attractive	2	3	1	*	2

U.S.

	All Buyers	First-time Buyers	Repeat Buyers	BUYERS OF	
				New Homes	Previously Owned Homes
Did not consider purchasing a home in foreclosure	59%	48%	64%	76%	55%
Considered purchasing a home in foreclosure, but did not:					
Could not find the right home	23	28	21	14	25
The process was too difficult or complex	11	15	9	6	12
The home was in poor condition	10	15	7	5	11
The home price was too high	4	6	3	4	4
The neighborhood was undesirable	4	6	3	3	4
Financing options were not attractive	3	6	2	2	3

N/A- Not Applicable

THE HOME SEARCH PROCESS

Exhibit 3-11

MOST DIFFICULT STEPS OF HOME BUYING PROCESS BY FIRST-TIME AND REPEAT BUYERS AND BUYERS OF NEW AND PREVIOUSLY OWNED HOMES

(Percentage Distribution)

Ohio

	All Buyers	First-time Buyers	Repeat Buyers	BUYERS OF	
				New Homes	Previously Owned Homes
Finding the right property	50%	53%	47%	21%	52%
Paperwork	23	29	19	21	23
Understanding the process and steps	17	33	7	21	17
No difficult steps	20	12	25	37	18
Getting a mortgage	13	17	10	16	12
Saving for the down payment	8	14	4	16	7
Appraisal of the property	4	5	3	5	4
Other	5	2	7	11	5

U.S.

	All Buyers	First-time Buyers	Repeat Buyers	BUYERS OF	
				New Homes	Previously Owned Homes
Finding the right property	51%	51%	51%	43%	53%
Paperwork	23	29	20	21	24
Understanding the process and steps	14	30	6	12	14
Getting a mortgage	13	17	11	13	13
Saving for the down payment	13	25	7	12	13
Appraisal of the property	5	7	4	2	6
No difficult steps	17	9	21	21	16
Other	6	5	6	6	6

THE HOME SEARCH PROCESS

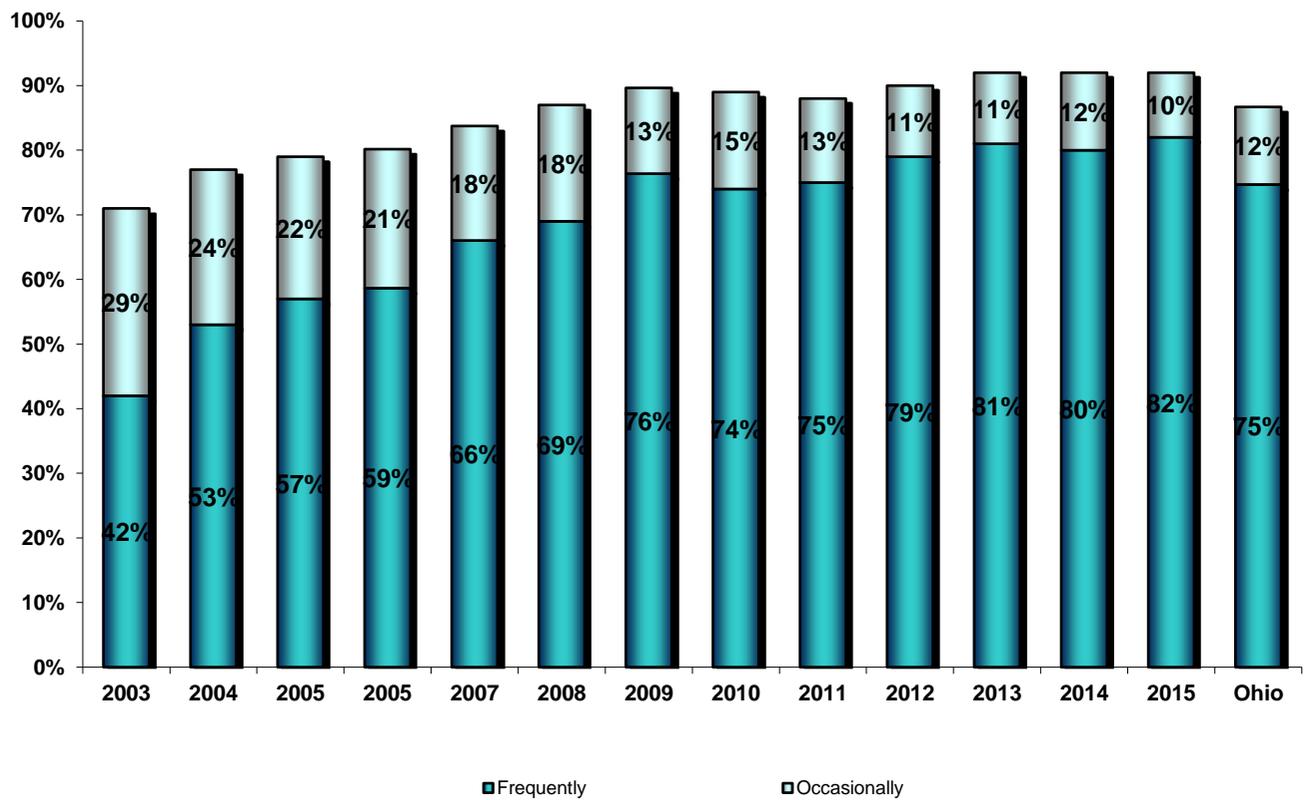
Exhibit 3-12

USE OF INTERNET TO SEARCH FOR HOMES, 2003-2015

	U.S.	
	Frequently	Occasionally
2003	42%	29%
2004	53%	24%
2005	57%	22%
2005	59%	21%
2007	66%	18%
2008	69%	18%
2009	76%	13%
2010	74%	15%
2011	75%	13%
2012	79%	11%
2013	81%	11%
2014	80%	12%
2015	82%	10%
Ohio	75%	12%

87%

USE OF INTERNET TO SEARCH FOR HOMES



THE HOME SEARCH PROCESS

Exhibit 3-13

ACTIONS TAKEN AS A RESULT OF INTERNET HOME SEARCH, FIRST-TIME AND REPEAT BUYERS

(Percent of Respondents Among Buyers Who Used the Internet)

Ohio

	All Buyers	First-time Buyers	Repeat Buyers
Drove by or viewed home	10%	11%	8%
Walked through home viewed online	68	65	71
Found the agent used to search for or buy home	34	37	32
Requested more information	33	39	29
Looked for more information on how to get a mortgage	16	32	5
Pre-qualified for a mortgage online	11	11	10
Contacted builder/developer	13	17	11
Applied for a mortgage online	9	9	9
Found a mortgage lender online	41	44	39

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
Walked through home viewed online	65%	61%	67%
Saw exterior of homes/neighborhood, but did not walk through home	38	39	37
Found the agent used to search for or buy home	33	35	32
Requested more information	27	32	25
Looked for more information on how to get a mortgage and general home buyers tips	14	27	7
Pre-qualified for a mortgage online	13	14	12
Contacted builder/developer	17	18	17
Applied for a mortgage online	10	12	9
Found a mortgage lender online	8	13	6

THE HOME SEARCH PROCESS

Exhibit 3-14

CHARACTERISTICS OF HOME SEARCHERS AND SEARCH ACTIVITY, BY USE OF INTERNET

(Percentage Distribution)

Ohio

Household Composition	Used Internet to Search	Did Not Use Internet to Search
Married couple	60%	51%
Single female	22	27
Single male	5	11
Unmarried couple	12	8
Other	1	3
Median age (years)	#N/A	#N/A
Median income (2013)	\$69,600	\$69,600
Length of Search (Median weeks)		
All buyers	#N/A	#N/A
First-time buyers	#N/A	#N/A
Repeat buyers	#N/A	#N/A
Number of Homes Visited (median)	#N/A	#N/A

* Less than 1 percent

U.S.

Household Composition	Used Internet to Search	Did Not Use Internet to Search
Married couple	68%	55%
Single female	14	21
Single male	8	15
Unmarried couple	7	5
Other	2	4
Median age (years)	42	65
Median income (2012)	\$88,600	\$64,400
Length of Search (Median weeks)		
All buyers	10	5
First-time buyers	12	6
Repeat buyers	10	4
Buyers using an agent	10	*
Before contacting agent	3	*
Number of Homes Visited (median)	10	5

* Less than 1 percent

THE HOME SEARCH PROCESS

Exhibit 3-15

INFORMATION SOURCES USED IN HOME SEARCH, BY USE OF INTERNET

(Percent of Respondents)

Ohio

	Used Internet to Search	Did Not Use Internet to Search
Online website	93%	16%
Real estate agent	88	66
Yard sign	66	40
Mobile or tablet website or application	58	8
Open house	42	19
Mobile or tablet search engine	54	*
Online video site	31	*
Print newspaper advertisement	28	19
Home builder	7	8
Home book or magazine	14	12
Billboard	2	*
Television	1	*
Relocation company	3	*

* Less than 1 percent

U.S.

	Used Internet to Search	Did Not Use Internet to Search
Online website	94%	N/A
Real estate agent	89	73
Mobile or tablet website or application	61	N/A
Mobile or tablet search engine	58	N/A
Yard sign	51	38
Open house	48	38
Online video site	30	N/A
Print newspaper advertisement	20	22
Home builder	19	27
Home book or magazine	13	10
Billboard	5	8
Television	3	5
Relocation company	4	3

N/A Not Applicable

THE HOME SEARCH PROCESS

Exhibit 3-16

WHERE BUYERS FOUND THE HOME THEY PURCHASED, BY USE OF INTERNET

(Percentage Distribution)

Ohio

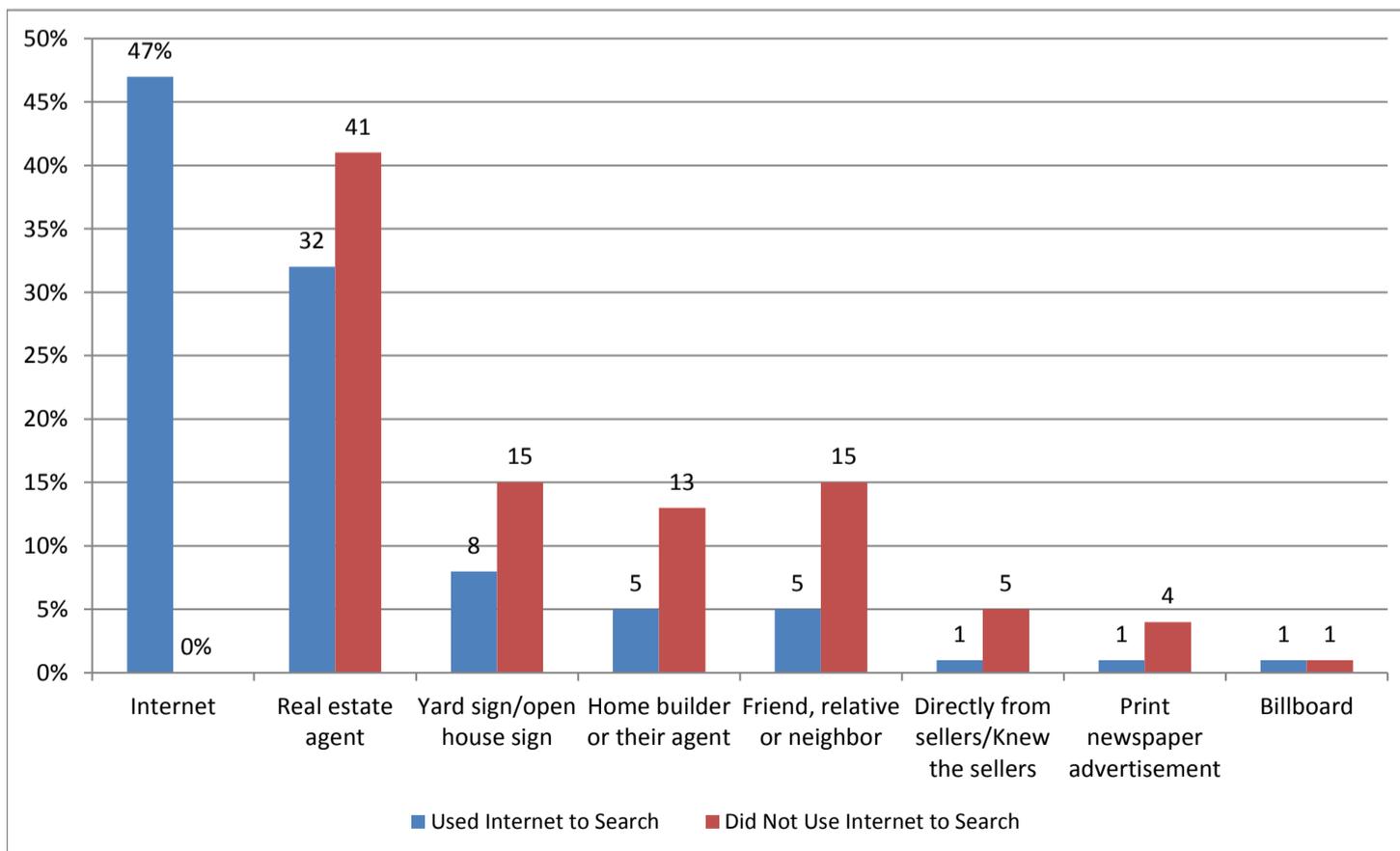
	Used Internet to Search	Did Not Use Internet to Search
Internet	53%	8%
Real estate agent	22	31
Yard sign/open house sign	13	17
Home builder or their agent	1	8
Friend, relative or neighbor	7	25
Print newspaper advertisement	1	*
Directly from sellers/Knew the sellers	2	8
Home book or magazine	1	3

* Less than 1 percent

U.S.

	Used Internet to Search	Did Not Use Internet to Search
Internet	47%	N/A
Real estate agent	32	41
Yard sign/open house sign	8	15
Home builder or their agent	5	13
Friend, relative or neighbor	5	15
Directly from sellers/Knew the sellers	1	5
Print newspaper advertisement	1	4
Billboard	1	1

* Less than 1 percent



THE HOME SEARCH PROCESS

Exhibit 3-17

METHOD OF HOME PURCHASE, BY USE OF INTERNET

(Percentage Distribution)

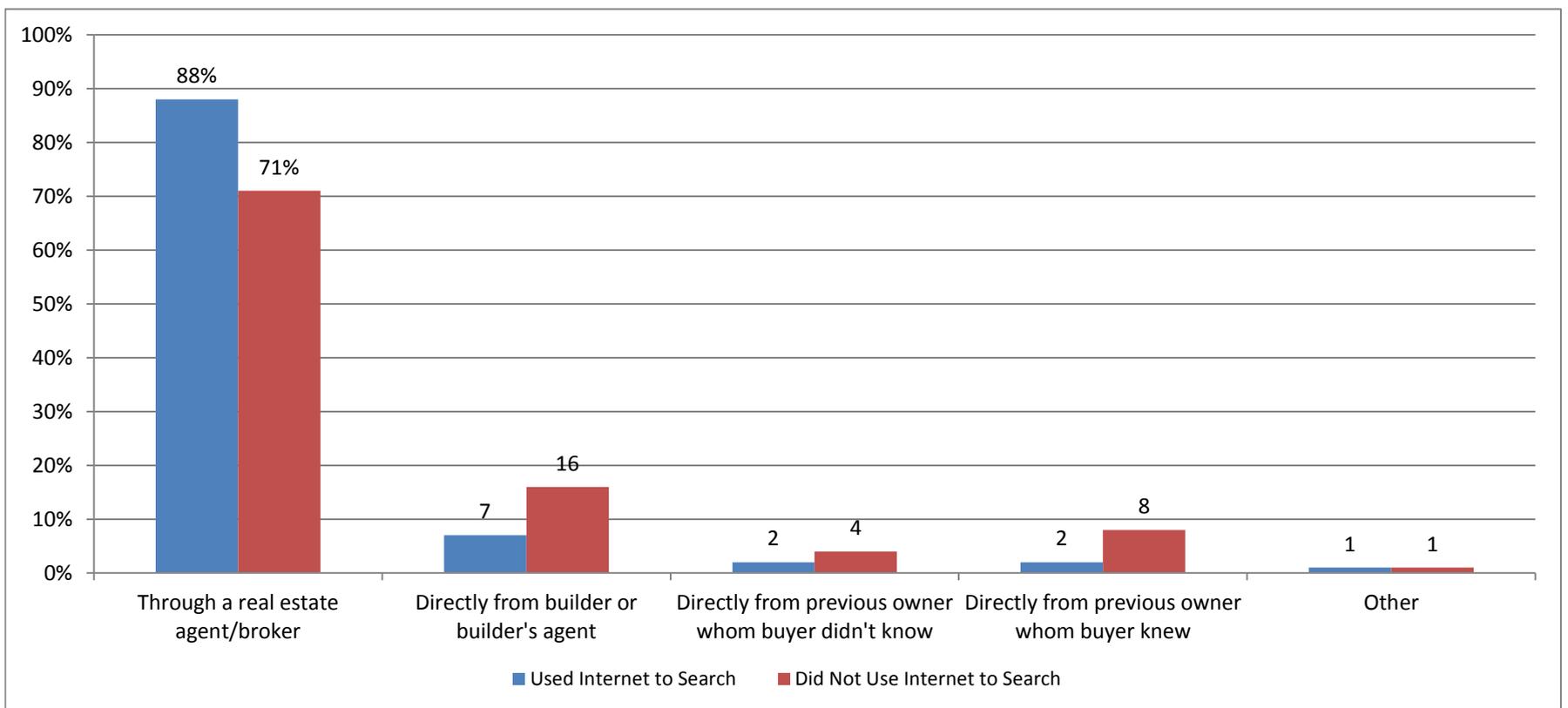
Ohio

	Used Internet to Search	Did Not Use Internet to Search
Through a real estate agent/broker	89%	64%
Directly from builder or builder's agent	2	6
Directly from previous owner whom buyer didn't know	4	6
Directly from previous owner whom buyer knew	4	17
Other	1	8

* Less than 1 percent

U.S.

	Used Internet to Search	Did Not Use Internet to Search
Through a real estate agent/broker	88%	71%
Directly from builder or builder's agent	7	16
Directly from previous owner whom buyer didn't know	2	4
Directly from previous owner whom buyer knew	2	8
Other	1	1



THE HOME SEARCH PROCESS

Exhibit 3-18

VALUE OF WEB SITE FEATURES

(Percentage Distribution Among Buyers Who Used the Internet)

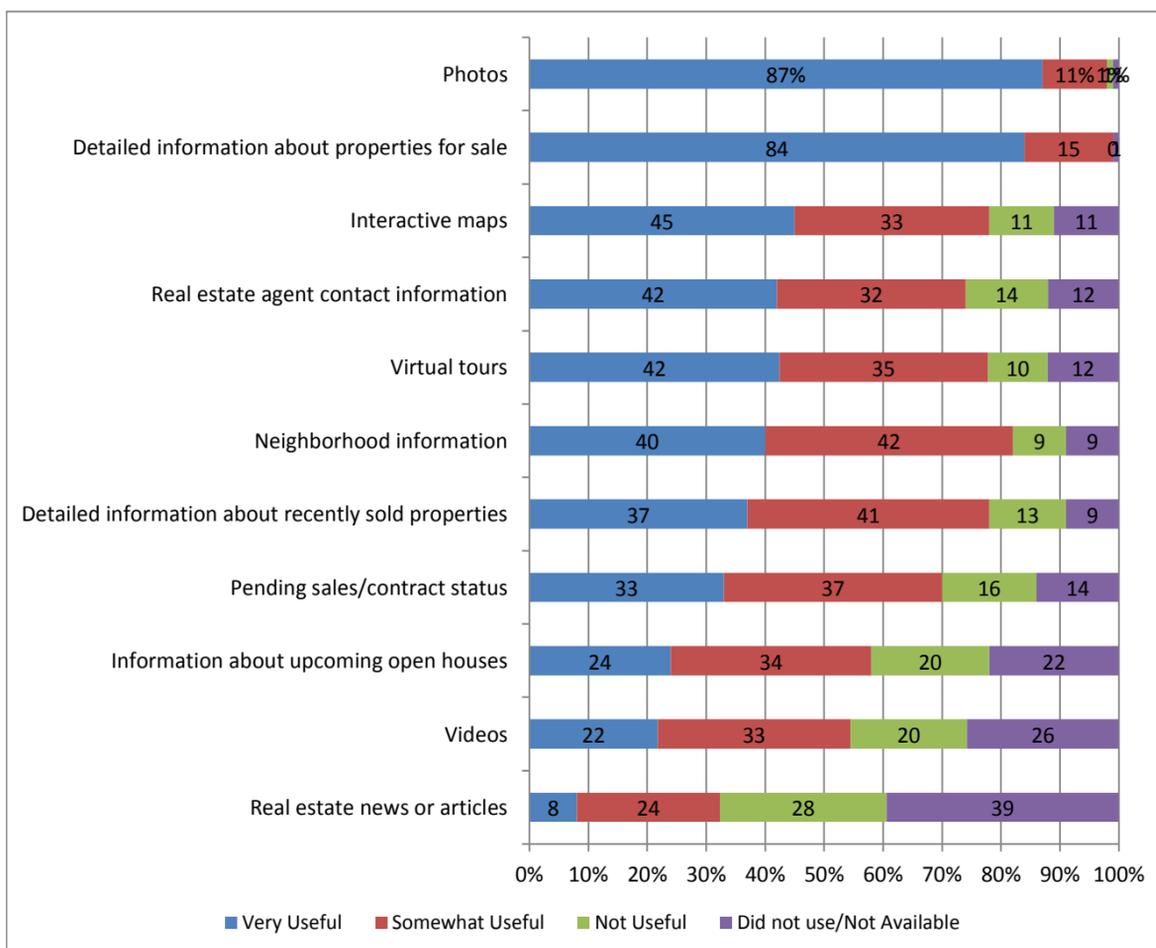
Ohio

	Very Useful	Somewhat Useful	Not Useful	Did not use/Not Available
Photos	86%	11%	2%	1%
Detailed information about properties for sale	78	20	1	1
Virtual tours	41	33	10	16
Interactive maps	42	40	9	8
Real estate agent contact information	34	40	15	12
Neighborhood information	35	47	12	7
Detailed information about recently sold properties	23	46	17	15
Pending sales/contract status	23	39	20	18
Information about upcoming open houses	19	42	19	19
Videos	23	32	19	27
Real estate news or articles	7	29	25	40

* Less than 1 percent

U.S.

	Very Useful	Somewhat Useful	Not Useful	Did not use/Not Available
Real estate news or articles	8	24	28	39
Videos	22	33	20	26
Information about upcoming open houses	24	34	20	22
Pending sales/contract status	33	37	16	14
Detailed information about recently sold properties	37	41	13	9
Neighborhood information	40	42	9	9
Virtual tours	42	35	10	12
Real estate agent contact information	42	32	14	12
Interactive maps	45	33	11	11
Detailed information about properties for sale	84	15	*	1
Photos	87%	11%	1%	1%



THE HOME SEARCH PROCESS

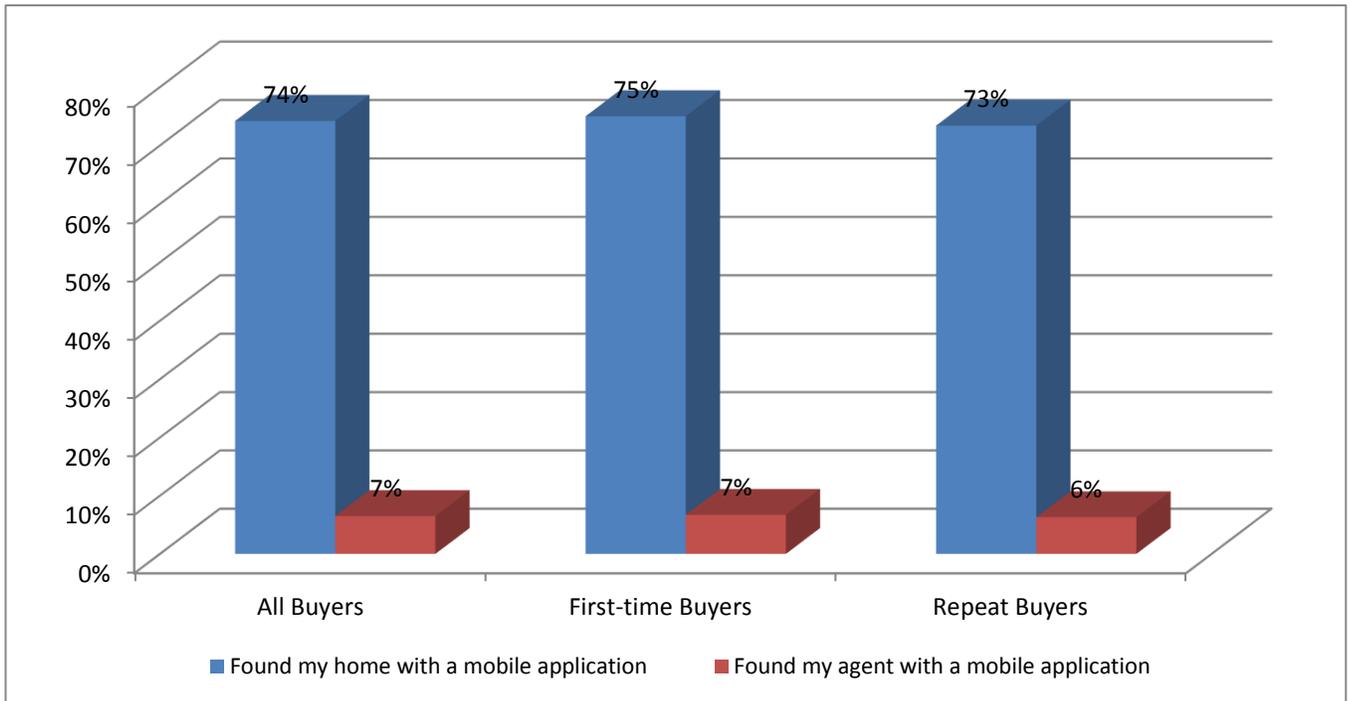
Exhibit 3-20

MOBILE SEARCH BY FIRST-TIME AND REPEAT BUYERS

(Percent of Respondents Among those Who Used Mobile Search)

	All Buyers	First-time Buyers	Repeat Buyers
Found my home with a mobile application	74	75	73
Found my agent with a mobile application	7	7	6
Did not search for homes on mobile device	23	22	23

	All Buyers	First-time Buyers	Repeat Buyers
Found my home with a mobile application	74%	75%	73%
Found my agent with a mobile application	7%	7%	6%



THE HOME SEARCH PROCESS

Exhibit 3-21

SATISFACTION IN BUYING PROCESS

(Percentage Distribution)

Ohio

Very Satisfied	59%
Somewhat Satisfied	33
Somewhat Dissatisfied	5
Very Dissatisfied	3



U.S.

Very Satisfied	59%
Somewhat Satisfied	32
Somewhat Dissatisfied	7
Very Dissatisfied	3



HOME BUYING AND REAL ESTATE PROFESSIONALS

- Exhibit 4-1 METHOD OF HOME PURCHASE, 2001-2015
- Exhibit 4-2 METHOD OF HOME PURCHASE, BY REGION
- Exhibit 4-3 METHOD OF HOME PURCHASE, NEW AND PREVIOUSLY OWNED HOMES
- Exhibit 4-4 METHOD OF HOME PURCHASE, BY ADULT COMPOSITION OF HOUSEHOLD
- Exhibit 4-5 AGENT REPRESENTATION DISCLOSURE, FIRST-TIME AND REPEAT BUYERS
- Exhibit 4-6 BUYER REPRESENTATIVE ARRANGEMENT WITH AGENT, FIRST-TIME AND REPEAT BUYERS
- Exhibit 4-7 HOW REAL ESTATE AGENT WAS COMPENSATED
- Exhibit 4-8 WHAT BUYERS WANT MOST FROM REAL ESTATE AGENTS
- Exhibit 4-9 WHAT BUYERS WANT MOST FROM REAL ESTATE AGENTS, FIRST-TIME AND REPEAT BUYERS, AND BUYERS OF NEW AND PREVIOUSLY OWNED HOMES
- Exhibit 4-10 WHAT BUYERS WANT MOST FROM REAL ESTATE AGENTS, BY ADULT COMPOSITION OF
- Exhibit 4-11 BENEFITS PROVIDED BY REAL ESTATE AGENT DURING HOME PURCHASE PROCESS, FIRST-TIME AND REPEAT BUYERS
- Exhibit 4-12 HOW BUYER FOUND REAL ESTATE AGENT, FIRST-TIME AND REPEAT BUYERS
- Exhibit 4-13 HOW BUYER FOUND REAL ESTATE AGENT, BY ADULT COMPOSITION OF HOUSEHOLD
- Exhibit 4-14 HOW MANY TIMES CONTACTED AGENT BEFORE RECEIVED RESPONSE AND ORIGINAL FORM OF CONTACT
- Exhibit 4-15 NUMBER OF REAL ESTATE AGENTS INTERVIEWED BY FIRST-TIME AND REPEAT BUYERS
- Exhibit 4-16 MOST IMPORTANT FACTORS WHEN CHOOSING AN AGENT
- Exhibit 4-17 IMPORTANCE OF REAL ESTATE AGENT SKILLS AND QUALITIES
- Exhibit 4-18 AGENT SKILLS AND QUALITIES CONSIDERED 'VERY IMPORTANT' BY FIRST-TIME AND REPEAT BUYERS, AND BUYERS OF NEW AND PREVIOUSLY OWNED HOMES
- Exhibit 4-19 AGENT SKILLS AND QUALITIES CONSIDERED 'VERY IMPORTANT' BY ADULT COMPOSITION OF HOUSEHOLD
- Exhibit 4-20 IMPORTANCE OF AGENT COMMUNICATIONS
- Exhibit 4-21 SATISFACTION WITH REAL ESTATE AGENT SKILLS AND QUALITIES
- Exhibit 4-22 WOULD BUYER USE REAL ESTATE AGENT AGAIN OR RECOMMEND TO OTHERS
- Exhibit 4-24 HOW MANY TIMES BUYER RECOMMENDED TYPICAL AGENT

HOME BUYING AND REAL ESTATE PROFESSIONALS

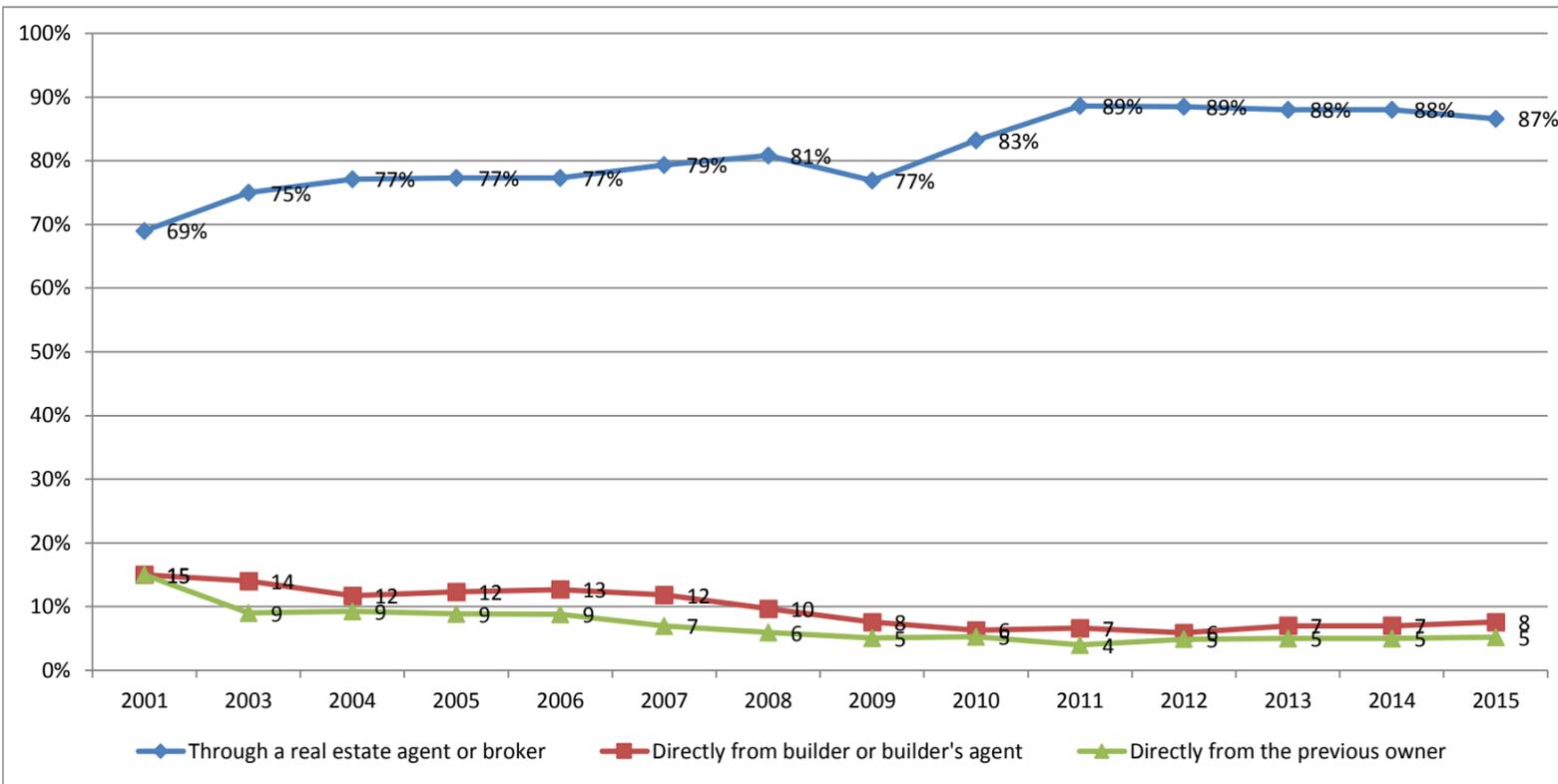
Exhibit 4-1
METHOD OF HOME PURCHASE, 2001-2015
 (Percentage Distribution)

Ohio

	2015
Through a real estate agent or broker	86%
Directly from builder or builder's agent	2
Directly from the previous owner	10

U.S.

	2001	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Through a real estate agent or broker	69%	75%	77%	77%	77%	79%	81%	77%	83%	89%	89%	88%	88%	87%
Directly from builder or builder's agent	15	14	12	12	13	12	10	8	6	7	6	7	7	8
Directly from the previous owner	15	9	9	9	9	7	6	5	5	4	5	5	5	5



HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-2

METHOD OF HOME PURCHASE, BY REGION

(Percentage Distribution)

	BUYERS WHO PURCHASED A HOME IN THE					
	Ohio	U.S.	Northeast	Midwest	South	West
Through a real estate agent or broker	86%	87%	90%	87%	84%	90%
Directly from builder or builder's agent	2	8	3	4	11	7
Directly from the previous owner	10	5	7	8	4	3
Knew previous owner	6	3	4	4	2	2
Did not know previous owner	4	2	3	4	2	1

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-3

METHOD OF HOME PURCHASE, NEW AND PREVIOUSLY OWNED HOMES

(Percentage Distribution)

Ohio

	All Buyers	BUYERS OF	
		New Homes	Previously Owned Homes
Through a real estate agent or broker	86%	58%	88%
Directly from builder or builder's agent	2	32	*
Directly from the previous owner	10	10	10
Knew previous owner	6	5	6
Did not know previous owner	4	5	4

*Less than 1 percent

U.S.

	All Buyers	BUYERS OF	
		New Homes	Previously Owned Homes
Through a real estate agent or broker	87%	54%	93%
Directly from builder or builder's agent	8	44	*
Directly from the previous owner	5	2	6
Knew previous owner	3	1	3
Did not know previous owner	2	*	3

NA- Not Applicable

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-4

METHOD OF HOME PURCHASE, BY ADULT COMPOSITION OF HOUSEHOLD

(Percentage Distribution)

Ohio

	All Buyers	ADULT COMPOSITION OF HOUSEHOLD				
		Married couple	Single female	Single male	Unmarried couple	Other
Through a real estate agent or broker	86%	88%	84%	84%	83%	100%
Directly from builder or builder's agent	2	3	*	5	*	*
Directly from the previous owner	10	7	16	5	14	*
Knew previous owner	6	4	12	5	3	*
Did not know previous owner	4	3	5	*	11	*

*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%	85%	90%	89%	88%	84%
Directly from builder or builder's agent	8	9	5	4	6	8
Directly from the previous owner	5	5	5	7	6	3
Knew previous owner	3	3	2	4	2	2
Did not know previous owner	2	2	3	2	4	2

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-5

AGENT REPRESENTATION DISCLOSURE, FIRST-TIME AND REPEAT BUYERS

(Percentage Distribution)

Ohio

Disclosure Statement Signed?	All Buyers	First-time Buyers	Repeat Buyers
Yes, at first meeting	32%	28%	35%
Yes, when contract was written	25	24	25
Yes, at some other time	12	11	12
No	16	18	15
Don't know	15	19	13

U.S.

Disclosure Statement Signed?	All Buyers	First-time Buyers	Repeat Buyers
Yes, at first meeting	27%	22%	29%
Yes, when contract was written	22	19	24
Yes, at some other time	12	12	12
No	22	27	19
Don't know	18	20	16

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-6

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

(Percentage Distribution)

Ohio

	All Buyers	First-time Buyers	Repeat Buyers
Yes, a written arrangement	39%	36%	41%
Yes, an oral arrangement	11	11	10
No	37	36	38
Don't know	13	17	10

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
Yes, a written arrangement	40%	37%	42%
Yes, an oral arrangement	18	20	18
No	29	26	31
Don't know	13	18	10

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-7

HOW REAL ESTATE AGENT WAS COMPENSATED

(Percentage Distribution)

Ohio

	All Types of Representation	TYPE OF AGENT REPRESENTATION	
		Buyer Only	Seller or Seller and Buyer
Paid by seller	60%	60%	60%
Paid by buyer and seller	9	11	7
Paid by buyer only	21	22	21
Other	1	1	2
Don't know	9	6	12

U.S.

	All Types of Representation	TYPE OF AGENT REPRESENTATION	
		Buyer Only	Seller or Seller and Buyer
Paid by seller	56%	59%	53%
Paid by buyer and seller	12	12	12
Paid by buyer only	21	22	21
Percent of sales price	18	18	17
Flat fee	2	2	2
Other	*	*	*
Don't know	2	2	3
Other	2	1	2
Don't know	9	6	12

*Less than 1 percent

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-8

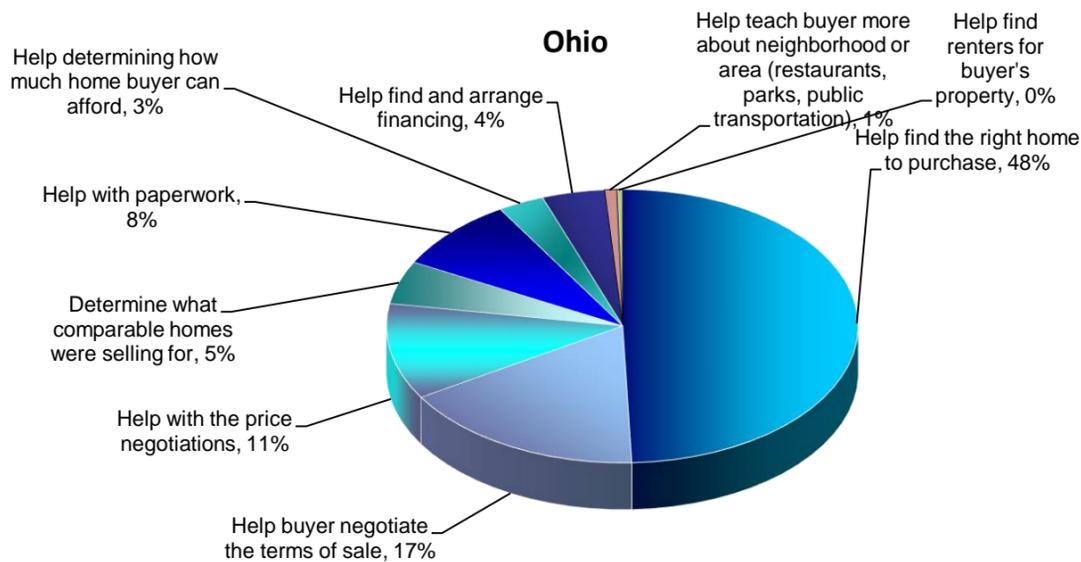
WHAT BUYERS WANT MOST FROM REAL ESTATE AGENTS

(Percentage Distribution)

	Ohio	U.S.
Help find the right home to purchase	48%	53%
Help buyer negotiate the terms of sale	17%	12%
Help with the price negotiations	11%	11%
Determine what comparable homes were selling for	5%	7%
Help with paperwork	8%	6%
Help determining how much home buyer can afford	3%	4%
Help find and arrange financing	4%	4%
Help teach buyer more about neighborhood or area (restaurants, parks, public transportation)	1%	1%
Help find renters for buyer's property	0%	0%

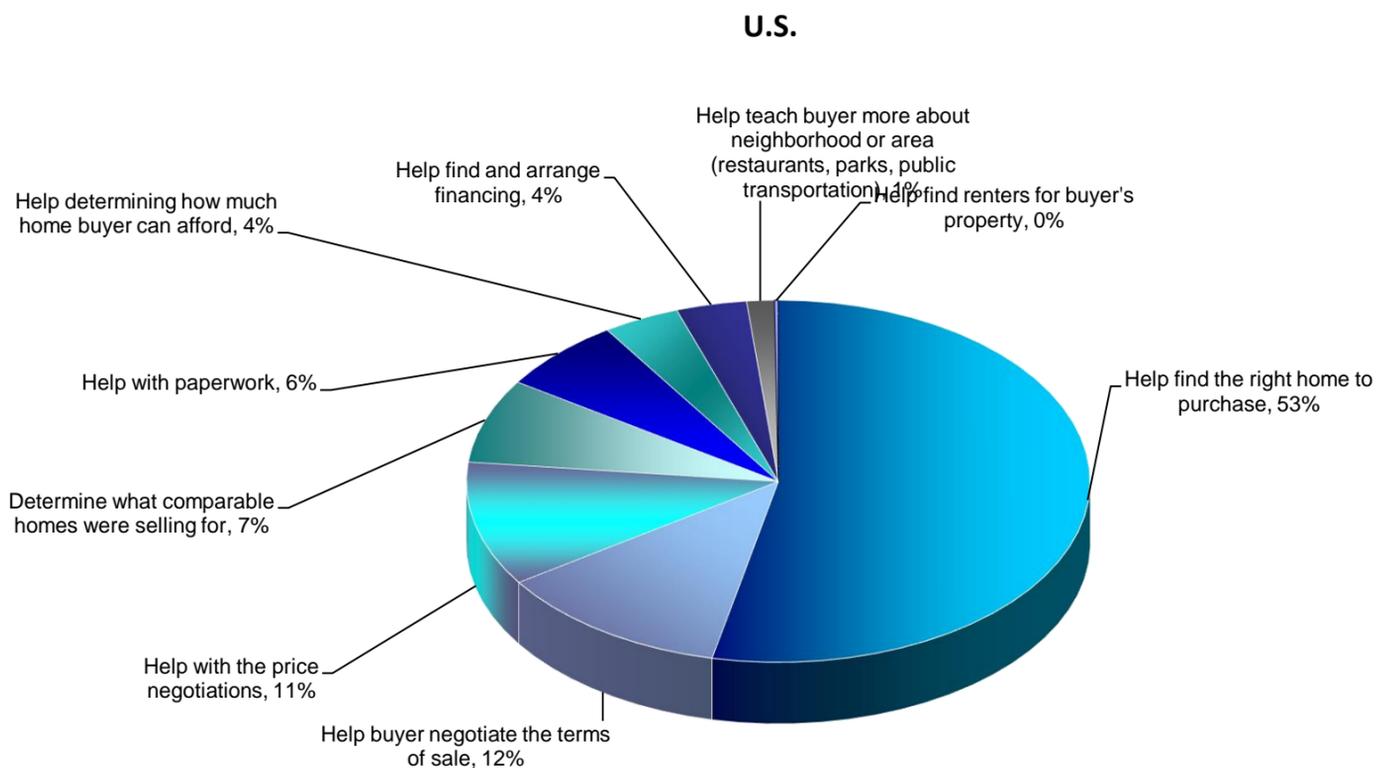
WHAT BUYERS WANT MOST FROM REAL ESTATE PROFESSIONALS

(Percentage Distribution)



WHAT BUYERS WANT MOST FROM REAL ESTATE PROFESSIONALS

(Percentage Distribution)



HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-9

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

(Percentage Distribution)

Ohio

	All Buyers	First-time Buyers	Repeat Buyers	BUYERS OF	
				New Homes	Previously Owned Homes
Help find the right home to purchase	48%	46%	49%	70%	48%
Help with the price negotiations	11	13	10	*	12
Help buyer negotiate the terms of sale	17	13	19	30	16
Determine what comparable homes were selling for	5	4	6	*	5
Help with paperwork	8	9	8	*	9
Help determining how much home buyer can afford	3	6	1	*	3
Help find and arrange financing	4	6	3	*	5
Help teach buyer more about neighborhood or area (restaurants, parks, public transportation)	1	*	1	*	1
Other	2	2	2	*	2

*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	53%	51%	53%	51%	52%
Help buyer negotiate the terms of sale	12	12	12	12	13
Help with the price negotiations	11	11	11	11	11
Determine what comparable homes were selling for	7	6	8	6	7
Help with paperwork	6	7	6	7	6
Help determining how much home buyer can afford	4	6	3	6	4
Help find and arrange financing	4	5	3	5	4
Help teach buyer more about neighborhood or area	1	1	2	1	1
Help find renters for buyer's property	*	*	*	*	*
Other	2	1	2	1	2

*Less than 1 percent

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-10

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

(Percentage Distribution)

Ohio

	ADULT COMPOSITION OF HOUSEHOLD					
	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other
Help find the right home to purchase	48%	48%	53%	53%	41%	*
Help with the price negotiations	11	14	7	*	7	33
Help buyer negotiate the terms of sale	17	16	22	7	10	33
Determine what comparable homes were selling for	5	5	2	20	7	*
Help with paperwork	8	6	11	7	17	*
Help determining how much home buyer can afford	3	3	2	7	3	33
Help find and arrange financing	4	5	2	*	10	*
Help teach buyer more about neighborhood or area (restaurants, parks, public transportation)	1	1	*	*	*	*
Other	2	3	2	*	*	*

U.S.

	ADULT COMPOSITION OF HOUSEHOLD					
	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other
Help find the right home to purchase	53%	52%	55%	57%	46%	51%
Help buyer negotiate the terms of sale	12	13	10	11	13	6
Help with the price negotiations	11	11	12	8	14	9
Determine what comparable homes were selling for	7	8	5	7	9	4
Help with paperwork	6	6	6	6	7	12
Help determining how much home buyer can afford	4	3	7	3	5	6
Help find and arrange financing	4	3	3	6	5	5
Help teach buyer more about neighborhood or area (restaurants, parks, public transportation)	1	2	1 *		1	3
Help find renters for buyer's property	*	*	1	*	*	*
Other	2	2	1	2	1	6

*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 BUYERS

(Percent of Respondents)

Ohio

	All Buyers	First-time Buyers	Repeat Buyers
Helped buyer understand the process	62%	78%	53%
Pointed out unnoticed features/faults with property	54	60	50
Negotiated better sales contract terms	48	54	44
Improved buyer's knowledge of search areas	31	41	26
Provided a better list of service providers	45	46	45
Negotiated a better price	45	48	42
Shortened buyer's home search	32	33	31
Provided better list of mortgage lenders	22	26	19
Narrowed buyer's search area	13	14	12
Expanded buyer's search area	12	13	11
Other	2	1	3
None of the above	7	6	7

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
Helped buyer understand the process	60%	79%	51%
Pointed out unnoticed features/faults with property	55	61	52
Negotiated better sales contract terms	48	53	45
Provided a better list of service providers (e.g. home in	47	48	47
Improved buyer's knowledge of search areas	45	48	43
Negotiated a better price	37	39	36
Shortened buyer's home search	30	31	30
Provided better list of mortgage lenders	22	25	21
Expanded buyer's search area	20	23	19
Narrowed buyer's search area	17	16	17
None of the above	6	5	6
Other	2	1	2

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-12

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

(Percentage Distribution)

Ohio

	All Buyers	First-time Buyers	Repeat Buyers
Referred by (or is) a friend, neighbor or relative	37%	42%	33%
Used agent previously to buy or sell a home	11	3	16
Internet Web site (without a specific reference)	10	9	11
Visited an open house and met agent	6	6	6
Saw contact information on For Sale/Open House sign	5	4	6
Referred by another real estate agent/broker	6	8	4
Personal contact by agent (telephone, e-mail, etc.)	5	3	6
Referred through employer or relocation company	4	3	5
Walked into or called office and agent was on duty	3	6	1
Search engine	0	*	1
Newspaper, Yellow Pages or home book ad	1	1	1
Direct mail (newsletter, flyer, postcard, etc.)	0	1	*
Mobile or tablet application	2	3	1
Advertising specialty (calendar, magnet, etc.)	*	*	*
Crowdsourcing through social media/knew the person through social media	0	*	1
Saw the agent's social media page without a connection	*	*	*

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
Referred by (or is) a friend, neighbor or relative	41%	50%	36%
Used agent previously to buy or sell a home	12	2	17
Internet Web site (without a specific reference)	10	11	10
Visited an open house and met agent	5	5	5
Saw contact information on For Sale/Open House sign	5	5	5
Referred by another real estate agent/broker	5	6	5
Personal contact by agent (telephone, e-mail, etc.)	4	4	4
Referred through employer or relocation company	3	2	4
Walked into or called office and agent was on duty	2	2	3
Search engine	1	1	1
Mobile or tablet application	1	1	1
Newspaper, Yellow Pages or home book ad	*	*	1
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	*	*	*
Other	10	11	10

*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)

Ohio

	ADULT COMPOSITION OF HOUSEHOLD					
	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other
Referred by (or is) a friend, neighbor or relative	37%	35%	35%	53%	45%	25%
Used agent previously to buy or sell a home	11	11	15	*	10	*
Internet Web site (without a specific reference)	10	10	9	7	14	25
Visited an open house and met agent	6	6	6	*	7	*
Saw contact information on For Sale/Open House sign	5	6	2	*	10	*
Referred by another real estate agent/broker	6	6	6	7	3	*
Personal contact by agent (telephone, e-mail, etc.)	5	6	4	7	3	*
Referred through employer or relocation company	4	6	*	*	*	25
Walked into or called office and agent was on duty	3	3	2	7	*	25
Search engine	0	*	*	7	*	*
Newspaper, Yellow Pages or home book ad	1	*	2	7	*	*
Direct mail (newsletter, flyer, postcard, etc.)	0	1	*	*	*	*
Mobile or tablet application	2	2	2	*	*	*
Advertising specialty (calendar, magnet, etc.)	*	*	*	*	*	*
Crowdsourcing through social media/knew the person through social media	0	*	*	*	3	*
Saw the agent's social media page without a connection	*	*	*	*	*	*

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	41%	40	43	39	46	45
Used agent previously to buy or sell a home	12	13	10	10	6	9
Internet Web site (without a specific reference)	10	11	9	10	11	12
Referred by another real estate agent/broker	5	5	6	5	4	
Visited an open house and met agent	5	6	3	2	8	4
Saw contact information on For Sale/Open House sign	5	4	5	6	7	8
Personal contact by agent (telephone, e-mail, etc.)	4	4	5	8	1	4
Referred through employer or relocation company	3	4	3	3	2	2
Walked into or called office and agent was on duty	2	2	3	3	3	*
Search engine	1	1	1	2	1	1
Mobile or tablet application	1	1	1	2	1	*
Newspaper, Yellow Pages or home book ad	* *		1	1	*	
Advertising specialty (calendar, magnet, etc.)	*	1	*	*	*	*
Direct mail (newsletter, flyer, postcard, etc.)	*	*	*	*	1	*
Crowdsourcing through social media/knew the person through social media	*	*	*	*	*	*
Saw the agent's social media page without a connection	*	*	*	*	*	*
Other	10	9	11	13	9	17

*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)

Ohio

Phone call	50%
E-mail	15
Contacted friend/family	8
Web form on home listing website	4
Text message	3
Through agent's website	3
Social Media (FaceBook, Twitter, LinkedIn)	2
Talked to them in person	16
Number of Times Contacted (median)	1

U.S.

Phone call	44%
Talked to them in person	20
E-mail	17
Contacted friend/family	9
Web form on home listing website	5
Text message	3
Through agent's website	2
Social Media (FaceBook, Twitter, LinkedIn)	1
Number of Times Contacted (median)	1

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-15

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

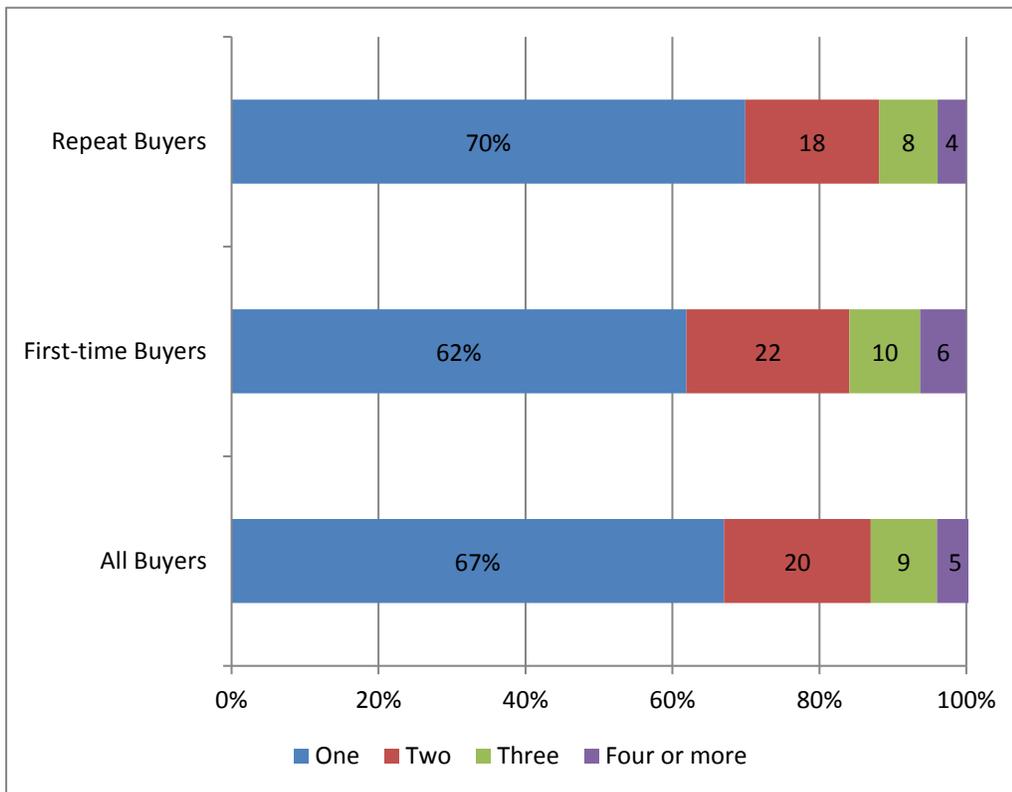
(Percentage Distribution)

Ohio

	All Buyers	First-time Buyers	Repeat Buyers
One	64%	52%	72%
Two	22	26	19
Three	11	16	7
Four or more	3	5	2

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
One	67%	62%	70%
Two	20	22	18
Three	9	10	8
Four or more	5	6	4



HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-16

MOST IMPORTANT FACTORS WHEN CHOOSING AN AGENT

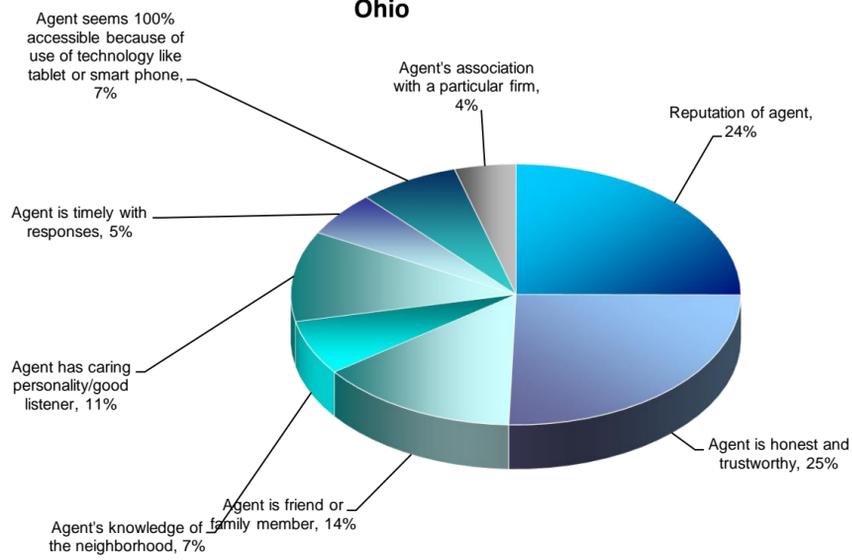
(Percentage Distribution)

	Ohio	U.S.
Reputation of agent	24%	23%
Agent is honest and trustworthy	25%	21%
Agent is friend or family member	14%	16%
Agent's knowledge of the neighborhood	7%	13%
Agent has caring personality/good listener	11%	8%
Agent is timely with responses	5%	7%
Agent seems 100% accessible because of use of technology like tablet or smart phone	7%	5%
Agent's association with a particular firm	4%	3%
Professional designations held by agent	2%	1%
Other	1%	1%

MOST IMPORTANT FACTORS IN CHOOSING AN AGENT

(Percentage Distribution)

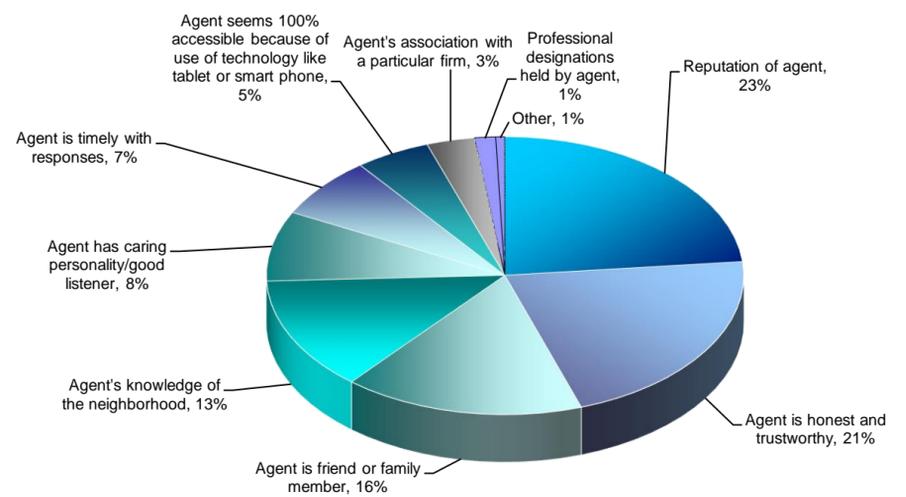
Ohio



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)

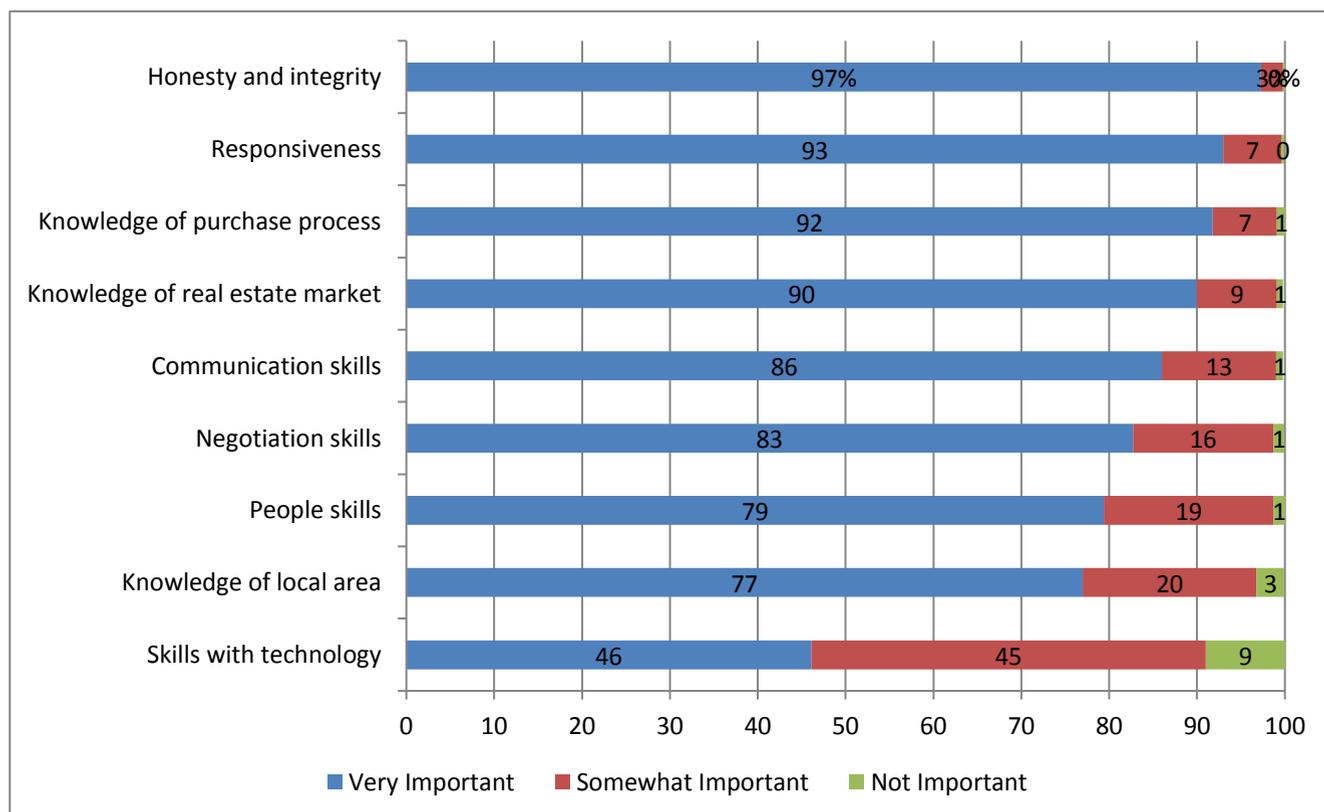
Ohio

	Very Important	Somewhat Important	Not Important
Honesty and integrity	97%	3%	0%
Knowledge of purchase process	92	8	1
Responsiveness	91	8	1
Knowledge of real estate market	83	15	2
Communication skills	88	11	1
Negotiation skills	83	16	1
People skills	78	21	1
Knowledge of local area	74	25	1
Skills with technology	40	49	11

U.S.

	Very Important	Somewhat Important	Not Important
Skills with technology	46	45	9
Knowledge of local area	77	20	3
People skills	79	19	1
Negotiation skills	83	16	1
Communication skills	86	13	1
Knowledge of real estate market	90	9	1
Knowledge of purchase process	92	7	1
Responsiveness	93	7	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 BUYERS, AND BUYERS OF NEW AND PREVIOUSLY OWNED HOMES

(Percent of Respondents)

Ohio

	All Buyers	First-time Buyers	Repeat Buyers	BUYERS OF	
				New Homes	Previously Owned Homes
Honesty and integrity	97%	95%	98%	100%	96%
Knowledge of purchase process	92	93	90	100	91
Responsiveness	91	90	92	90	91
Knowledge of real estate market	83	80	85	80	84
Communication skills	88	89	87	80	87
Negotiation skills	83	82	84	80	84
People skills	78	84	74	80	78
Knowledge of local area	74	67	79	70	74
Skills with technology	40	40	41	30	40

U.S.

	All Buyers	First-time Buyers	Repeat Buyers	BUYERS OF	
				New Homes	Previously Owned Homes
Honesty and integrity	97%	97%	97%	94%	98%
Knowledge of purchase process	92	95	90	89	92
Responsiveness	93	93	93	90	93
Knowledge of real estate market	90	88	91	88	90
Communication skills	86	88	85	84	86
Negotiation skills	83	83	83	80	83
People skills	79	81	79	75	80
Knowledge of local area	77	73	79	74	77
Skills with technology	46	45	47	51	46

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-19

AGENT SKILLS AND QUALITIES CONSIDERED 'VERY IMPORTANT' BY ADULT COMPOSITION OF HOUSEHOLD

(Percentage Distribution)

Ohio

	ADULT COMPOSITION OF HOUSEHOLD					
	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other
Honesty and integrity	97%	99%	94%	93%	90%	100%
Knowledge of purchase process	92	92	94	87	86	100
Responsiveness	91	93	93	73	86	100
Knowledge of real estate market	83	86	83	73	76	67
Communication skills	88	88	83	87	90	100
Negotiation skills	83	84	83	73	83	100
People skills	78	81	74	67	79	100
Knowledge of local area	74	80	74	73	48	100
Skills with technology	40	39	41	47	38	100

U.S.

	ADULT COMPOSITION OF HOUSEHOLD					
	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other
Honesty and integrity	97%	97%	99%	94%	99%	93%
Knowledge of purchase process	92	91	95	89	95	90
Responsiveness	93	94	95	86	94	89
Knowledge of real estate market	90	91	92	88	92	82
Communication skills	86	87	88	80	85	76
Negotiation skills	83	82	85	79	86	76
People skills	79	80	83	71	79	71
Knowledge of local area	77	78	77	71	74	75
Skills with technology	46	46	51	42	41	34

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-20

IMPORTANCE OF AGENT COMMUNICATIONS

(Percent of Respondents)

Ohio

	All Buyers	First-time Buyers	Repeat Buyers
Calls personally to inform of activities	85%	85%	85%
Sends postings as soon as a property is listed/the price changes/under contract	62	70	57
Sends emails about specific needs	55	61	51
Can send market reports on recent listings and sales	46	43	47
Sends property info and communicates via text message	55	64	50
Has a web page	29	25	31
Has a mobile site to show properties	29	30	28
Sends an email newsletter	9	8	10
Advertises in newspapers	13	10	14
Is active on Facebook	14	12	15
Has a blog	1	*	1

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
Calls personally to inform of activities	78%	76%	79%
Sends postings as soon as a property is listed/the price changes/under contract	68	66	69
Sends property info and communicates via text message	55	58	54
Sends emails about specific needs	54	59	51
Can send market reports on recent listings and sales	51	46	54
Has a web page	29	29	29
Has a mobile site to show properties	27	27	27
Is active on Facebook/Twitter	12	11	12
Sends an email newsletter	9	8	9
Advertises in newspapers	5	4	6
Has a blog	2	1	2

HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-21

SATISFACTION WITH REAL ESTATE AGENT SKILLS AND QUALITIES

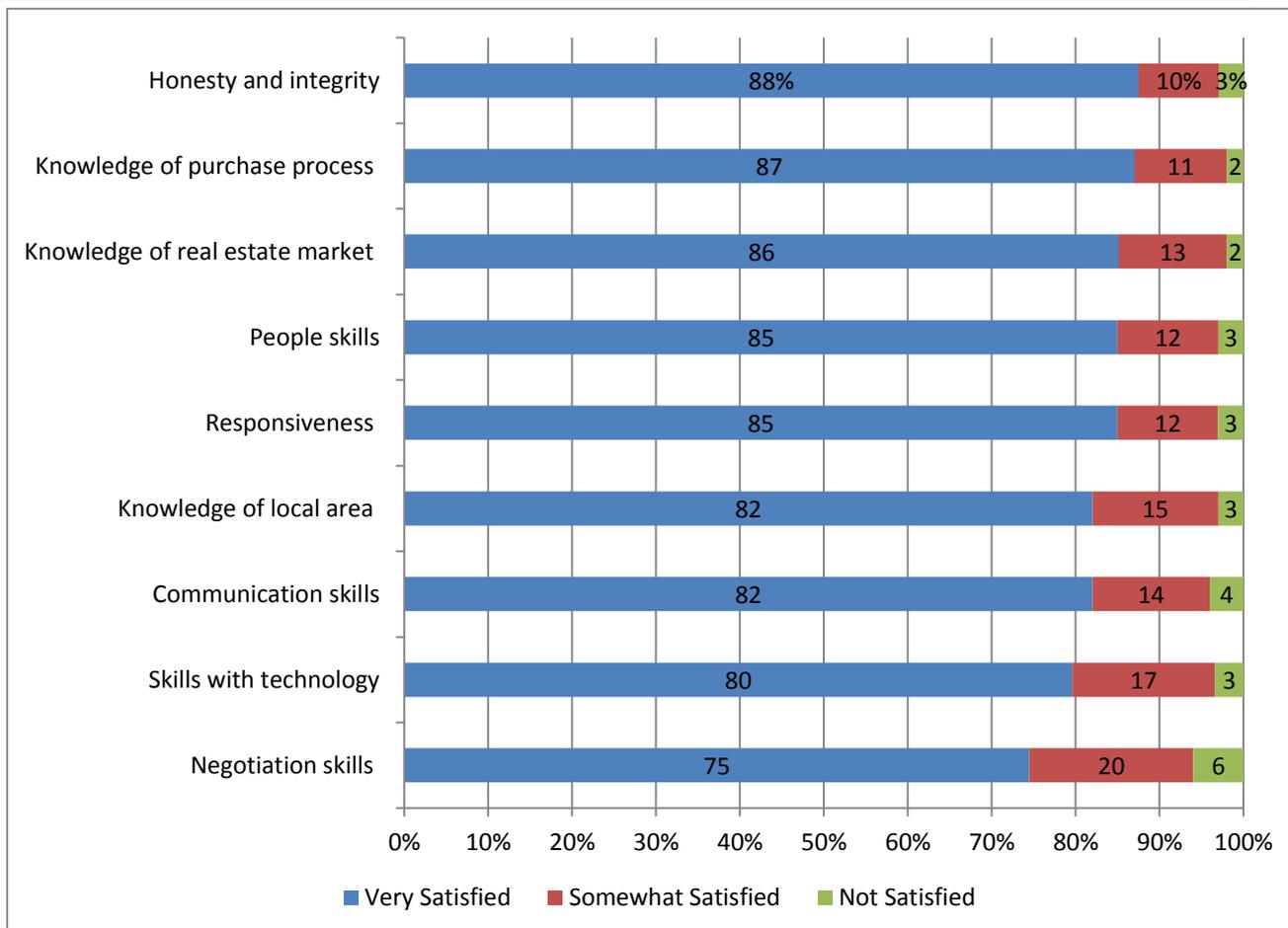
(Percentage Distribution)

Ohio

	Very Satisfied	Somewhat Satisfied	Not Satisfied
Knowledge of purchase process	87%	9%	3%
Honesty and integrity	86	11	4
Knowledge of real estate market	85	12	3
People skills	84	14	3
Responsiveness	84	13	3
Knowledge of local area	82	15	3
Communication skills	82	14	3
Skills with technology	77	20	3
Negotiation skills	74	20	6

U.S.

	Very Satisfied	Somewhat Satisfied	Not Satisfied
Negotiation skills	75	20	6
Skills with technology	80	17	3
Communication skills	82	14	4
Knowledge of local area	82	15	3
Responsiveness	85	12	3
People skills	85	12	3
Knowledge of real estate market	86	13	2
Knowledge of purchase process	87	11	2
Honesty and integrity	88%	10%	3%



HOME BUYING AND REAL ESTATE PROFESSIONALS

Exhibit 4-22

WOULD BUYER USE REAL ESTATE AGENT AGAIN OR RECOMMEND TO OTHERS

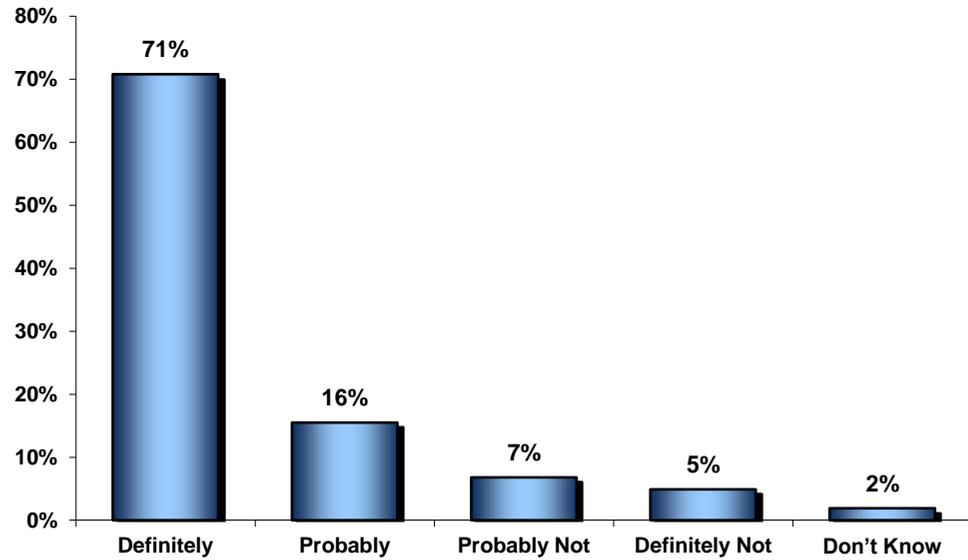
(Percentage distribution)

Ohio

Definitely	71%
Probably	16%
Probably Not	7%
Definitely Not	5%
Don't Know	2%

WOULD BUYER USE ESTATE AGENT AGAIN OR RECOMMEND TO OTHERS

(Percentage Distribution)



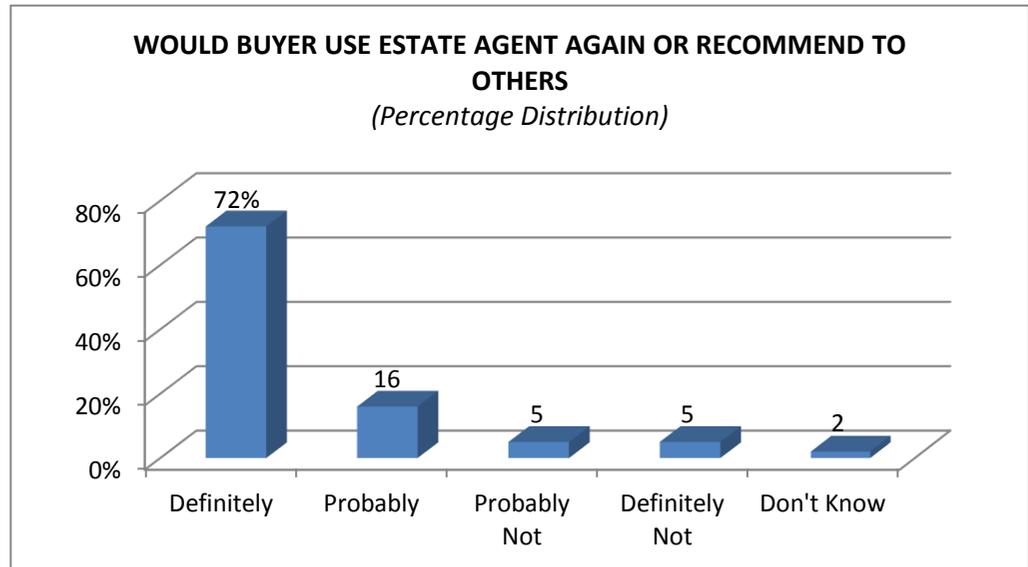
U.S.

All Buyers

Definitely	72%
Probably	16
Probably Not	5
Definitely Not	5
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)

Ohio

All Buyers	
None	36%
One time	17
Two times	22
Three times	10
4 or more	15
Times recommended since buying (median)	1

U.S.

All Buyers	
None	36%
One time	15
Two times	19
Three times	11
Four or more times	19
Times recommended since buying (median)	1

FINANCING THE HOME PURCHASE

- Exhibit 5-1 BUYERS WHO FINANCED THEIR HOME PURCHASE, BY AGE
- Exhibit 5-2 BUYERS WHO FINANCED THEIR HOME PURCHASE, BY ADULT COMPOSITION OF HOUSEHOLD
- Exhibit 5-3 PERCENT OF HOME FINANCED BY FIRST-TIME AND REPEAT BUYERS, AND BUYERS OF NEW AND PREVIOUSLY OWNED HOMES
- Exhibit 5-4 SOURCES OF DOWNPAYMENT, FIRST-TIME AND REPEAT BUYERS
- Exhibit 5-5 SOURCES OF DOWNPAYMENT, BY ADULT COMPOSITION OF HOUSEHOLD
- Exhibit 5-6 LENGTH OF TIME TO SAVE FOR A DOWNPAYMENT, FIRST-TIME AND REPEAT BUYERS
- Exhibit 5-7 LENGTH OF TIME TO SAVE FOR A DOWNPAYMENT, BY ADULT COMPOSITION OF HOUSEHOLD
- Exhibit 5-8 YEARS DEBT DELAYED HOME BUYERS FROM SAVING FOR A DOWNPAYMENT OR BUYING A HOME

- Exhibit 5-9 EXPENSES THAT DELAYED SAVING FOR A DOWNPAYMENT OR SAVING FOR A HOME PURCHASE, BY FIRST-TIME AND REPEAT BUYERS
- Exhibit 5-10 EXPENSES THAT DELAYED SAVING FOR A DOWNPAYMENT OR SAVING FOR A HOME PURCHASE, BY ADULT COMPOSITION OF HOUSEHOLD
- Exhibit 5-11 SACRIFICES MADE TO PURCHASE HOME, BY FIRST-TIME AND REPEAT BUYERS
- Exhibit 5-12 SACRIFICES MADE TO PURCHASE HOME, BY ADULT COMPOSITION OF HOUSEHOLD
- Exhibit 5-13 DIFFICULTY OF MORTGAGE APPLICATION AND APPROVAL PROCESS, BY FIRST-TIME AND REPEAT BUYERS
- Exhibit 5-14 DIFFICULTY OF MORTGAGE APPLICATION AND APPROVAL PROCESS, BY ADULT COMPOSITION OF HOUSEHOLD
- Exhibit 5-15 BUYERS WHO HAVE STUDENT LOAN DEBT
- Exhibit 5-16 BUYER PREVIOUSLY SOLD A DISTRESSED PROPERTY (SHORT SALE OR FORECLOSURE)
- Exhibit 5-17 TYPE OF MORTGAGE, FIRST-TIME AND REPEAT BUYERS
- Exhibit 5-18 TYPE OF LOAN, FIRST-TIME AND REPEAT BUYERS
- Exhibit 5-19 BUYERS' VIEW OF HOMES AS A FINANCIAL INVESTMENT, FIRST-TIME AND REPEAT BUYERS, AND BUYERS OF NEW AND PREVIOUSLY OWNED HOMES
- Exhibit 5-20 BUYERS' VIEW OF HOMES AS A FINANCIAL INVESTMENT, BY ADULT COMPOSITION OF HOUSEHOLD

FINANCING THE HOME PURCHASE

Exhibit 5-1

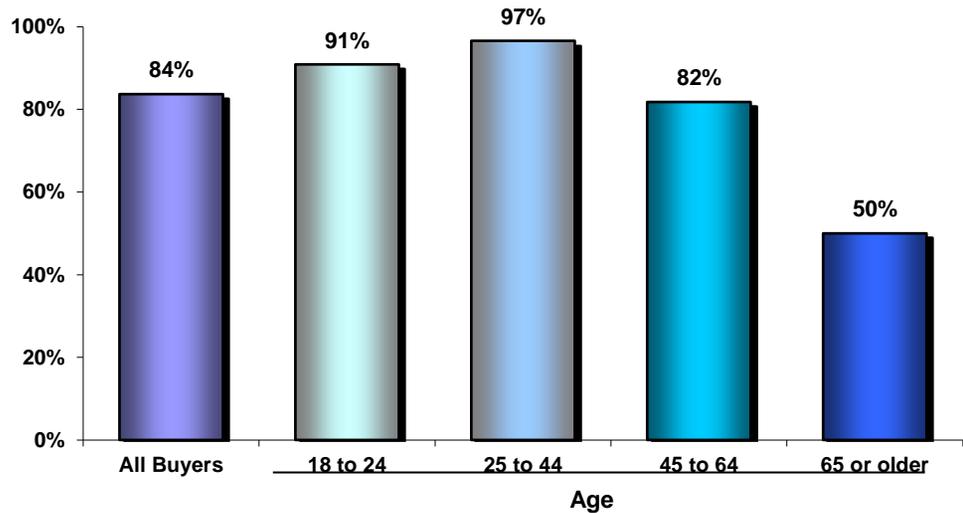
BUYERS WHO FINANCED THEIR HOME PURCHASE, BY AGE

(Percent of Respondents)

Ohio

All Buyers	84%
18 to 24	91%
25 to 44	97%
45 to 64	82%
65 or older	50%

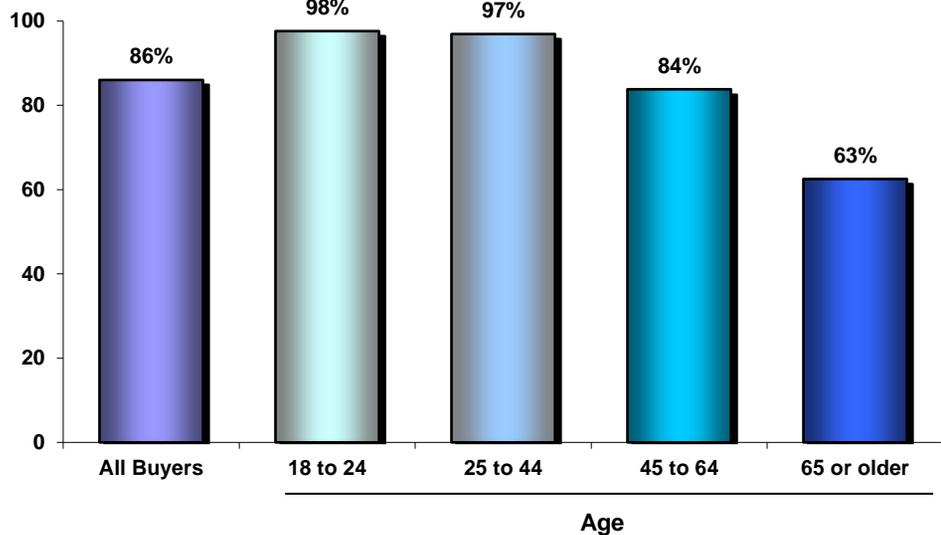
BUYERS WHO FINANCED THEIR HOME PURCHASE, BY AGE
(Percent of Respondents)
Ohio



U.S.

All Buyers	86%
18 to 24	98%
25 to 44	97%
45 to 64	84%
65 or older	63%

BUYERS WHO FINANCED THEIR HOME PURCHASE, BY AGE
(Percent of Respondents)
U.S.



FINANCING THE HOME PURCHASE

Exhibit 5-2

BUYERS WHO FINANCED THEIR HOME PURCHASE, BY ADULT COMPOSITION OF HOUSEHOLD (Percent of Respondents)

Ohio

	ADULT COMPOSITION OF HOUSEHOLD					
	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other
All Buyers	84%	86%	72%	94%	91%	75%
First-time Buyers	93	93	88	100	96	100
Repeat Buyers	78	83	63	88	83	67

U.S.

	ADULT COMPOSITION OF HOUSEHOLD					
	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other
All Buyers	86%	87%	83%	86%	92%	81%
First-time Buyers	95	96	94	91	98	91
Repeat Buyers	82	84	75	81	83	75

FINANCING THE HOME PURCHASE

Exhibit 5-3

PERCENT OF HOME FINANCED BY FIRST-TIME AND REPEAT BUYERS, AND BUYERS OF NEW AND PREVIOUSLY OWNED HOMES

(Percentage Distribution)

Ohio

	All Buyers	First-time Buyers	Repeat Buyers	BUYERS OF	
				New Homes	Previously Owned Homes
Less than 50%	8%	6%	9%	14%	7%
50% to 59%	1	*	2	*	1
60% to 69%	4	1	6	7	3
70% to 79%	9	4	13	14	9
80% to 89%	23	14	30	36	23
90% to 94%	13	13	14	7	14
95% to 99%	24	38	13	21	24
100% – Financed the entire purchase price with a mortgage	19	25	13	*	19
Median percent financed	92%	95%	90%	90%	91%

* Less than 1 percent

U.S.

	All Buyers	First-time Buyers	Repeat Buyers	BUYERS OF	
				New Homes	Previously Owned Homes
Less than 50%	9%	7%	11%	11%	9%
50% to 59%	3	1	5	3	4
60% to 69%	4	2	5	6	3
70% to 79%	13	8	15	16	12
80% to 89%	22	17	25	20	23
90% to 94%	15	18	13	13	15
95% to 99%	20	29	15	18	20
100% – Financed the entire purchase price with a mortgage	14	19	12	13	15
Median percent financed	90%	94%	86%	87%	90%

FINANCING THE HOME PURCHASE

Exhibit 5-4

SOURCES OF DOWNPAYMENT, FIRST-TIME AND REPEAT BUYERS

(Percent of Respondents Among those who Made a Downpayment)

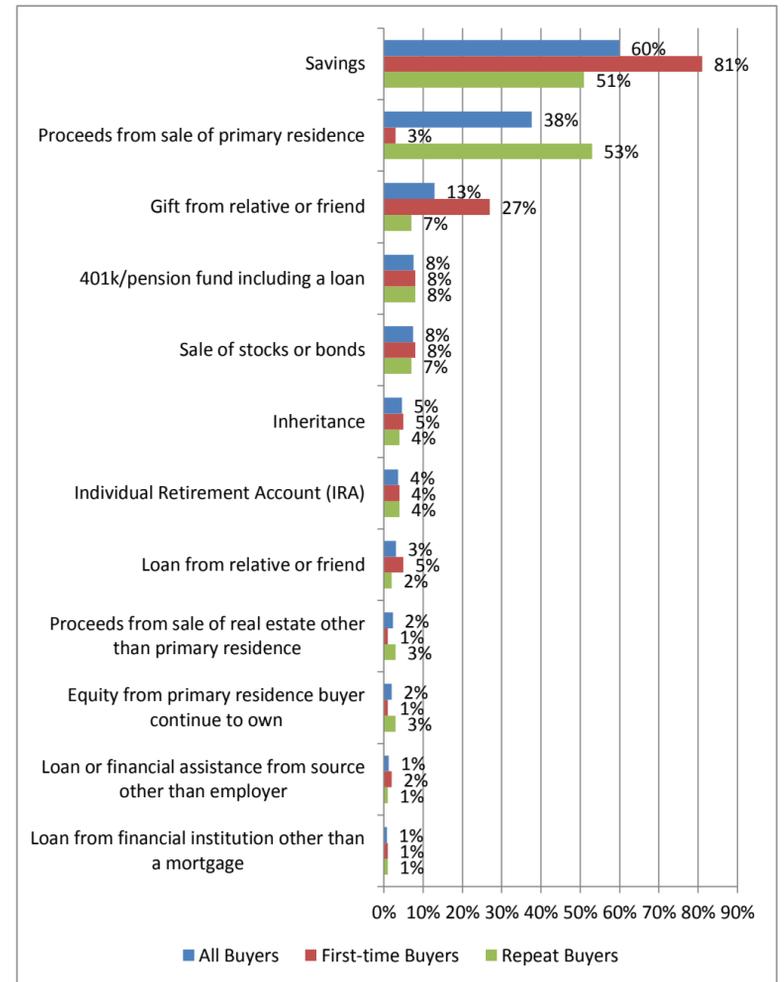
Ohio

	All Buyers	First-time Buyers	Repeat Buyers
Savings	61%	74%	53%
Proceeds from sale of primary residence	28	3	43
Gift from relative or friend	11	20	6
Sale of stocks or bonds	6	3	8
401k/pension fund including a loan	7	9	6
Loan from relative or friend	2	2	2
Equity from primary residence buyer continue to own	3	1	4
Inheritance	5	1	6
Individual Retirement Account (IRA)	2	1	3
Loan or financial assistance from source other than employer	1	2	*
Proceeds from sale of real estate other than primary residence	2	1	3
Loan from financial institution other than a mortgage	2	3	1
Loan or financial assistance through employer	0	*	1
Other	10	11	9

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
Other	5%	6%	4%
Loan from financial institution other than a mortgage	1%	1%	1%
Loan or financial assistance from source other than employer	1%	2%	1%
Equity from primary residence buyer continue to own	2%	1%	3%
Proceeds from sale of real estate other than primary residence	2%	1%	3%
Loan from relative or friend	3%	5%	2%
Individual Retirement Account (IRA)	4%	4%	4%
Inheritance	5%	5%	4%
Sale of stocks or bonds	8%	8%	7%
401k/pension fund including a loan	8%	8%	8%
Gift from relative or friend	13%	27%	7%
Proceeds from sale of primary residence	38%	3%	53%
Savings	60%	81%	51%

* Less than 1 percent



FINANCING THE HOME PURCHASE

Exhibit 5-5

SOURCES OF DOWNPAYMENT, BY ADULT COMPOSITION OF HOUSEHOLD

(Percent of Respondents Among those who Made a Downpayment)

Ohio

	All Buyers	ADULT COMPOSITION OF HOUSEHOLD				
		Married couple	Single female	Single male	Unmarried couple	Other
Savings	61%	60%	51%	85%	73%	50%
Proceeds from sale of primary residence	28	33	30	8	3	*
Gift from relative or friend	11	9	12	23	13	*
Sale of stocks or bonds	6	7	7	8	*	*
401k/pension fund including a loan	7	7	4	15	10	*
Loan from relative or friend	2	1	5	*	*	*
Equity from primary residence buyer continue to own	3	3	2	*	7	*
Inheritance	5	5	9	*	*	*
Individual Retirement Account (IRA)	2	1	4	*	*	*
Loan or financial assistance from source other than employer	1	1	*	*	3	*
Proceeds from sale of real estate other than primary residence	2	2	4	*	3	*
Loan from financial institution other than a mortgage	2	3	*	*	*	50
Loan or financial assistance through employer	0	1	*	*	*	*
Other	10	7	18	8	10	*

U.S.

	All Buyers	ADULT COMPOSITION OF HOUSEHOLD				
		Married couple	Single female	Single male	Unmarried couple	Other
Savings	60%	59%	52%	74%	72%	58%
Proceeds from sale of primary residence	38	43	34	22	22	27
Gift from relative or friend	13	12	15	8	19	11
401k/pension fund including a loan	8	7	6	9	9	18
Sale of stocks or bonds	8	7	6	9	10	14
Inheritance	5	4	4	6	5	11
Individual Retirement Account (IRA)	4	4	3	5	3	4
Loan from relative or friend	3	3	3	2	6	6
Proceeds from sale of real estate other than primary residence	2	2	3	2	1	7
Equity from primary residence buyer continue to own	2	2	1	3	1	7
Loan or financial assistance from source other than employer	1	1	2	1	2	*
Loan from financial institution other than a mortgage	1	1	1	*	*	5
Loan or financial assistance through employer	*	*	*	1	*	*
Other	5	4	7	3	4	6

* Less than 1 percent

FINANCING THE HOME PURCHASE

Exhibit 5-6

LENGTH OF TIME TO SAVE FOR A DOWNPAYMENT, FIRST-TIME AND REPEAT BUYERS

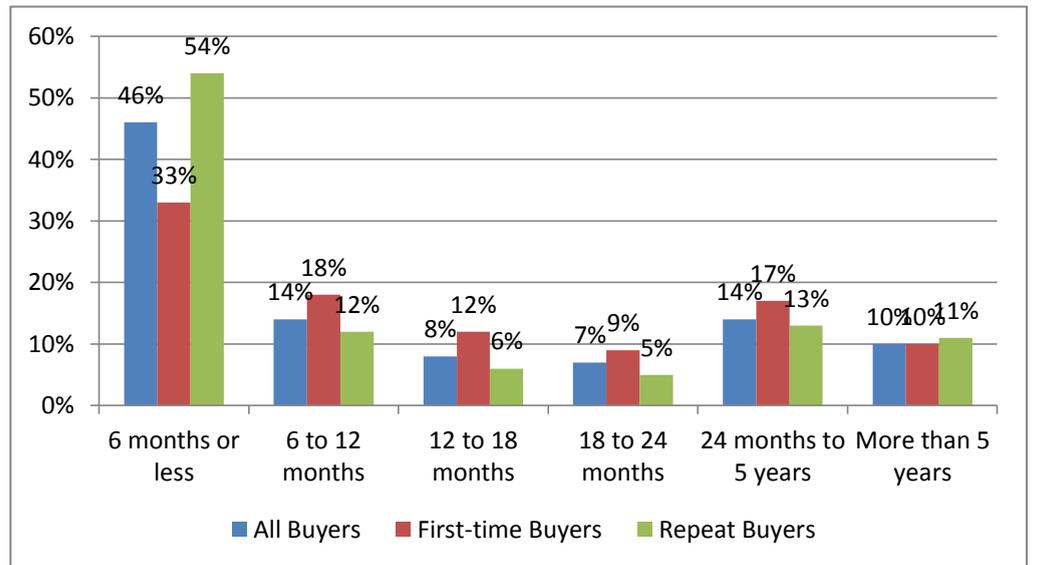
(Percentage Distribution Among those who Made a Downpayment)

Ohio

	All Buyers	First-time Buyers	Repeat Buyers
6 months or less	47%	45%	47%
6 to 12 months	18	20	18
12 to 18 months	8	9	7
18 to 24 months	8	11	7
24 months to 5 years	11	10	12
More than 5 years	9	5	9

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
6 months or less	46%	33%	54%
6 to 12 months	14%	18%	12%
12 to 18 months	8%	12%	6%
18 to 24 months	7%	9%	5%
24 months to 5 years	14%	17%	13%
More than 5 years	10%	10%	11%



FINANCING THE HOME PURCHASE

Exhibit 5-7

LENGTH OF TIME TO SAVE FOR A DOWNPAYMENT, BY ADULT COMPOSITION OF HOUSEHOLD

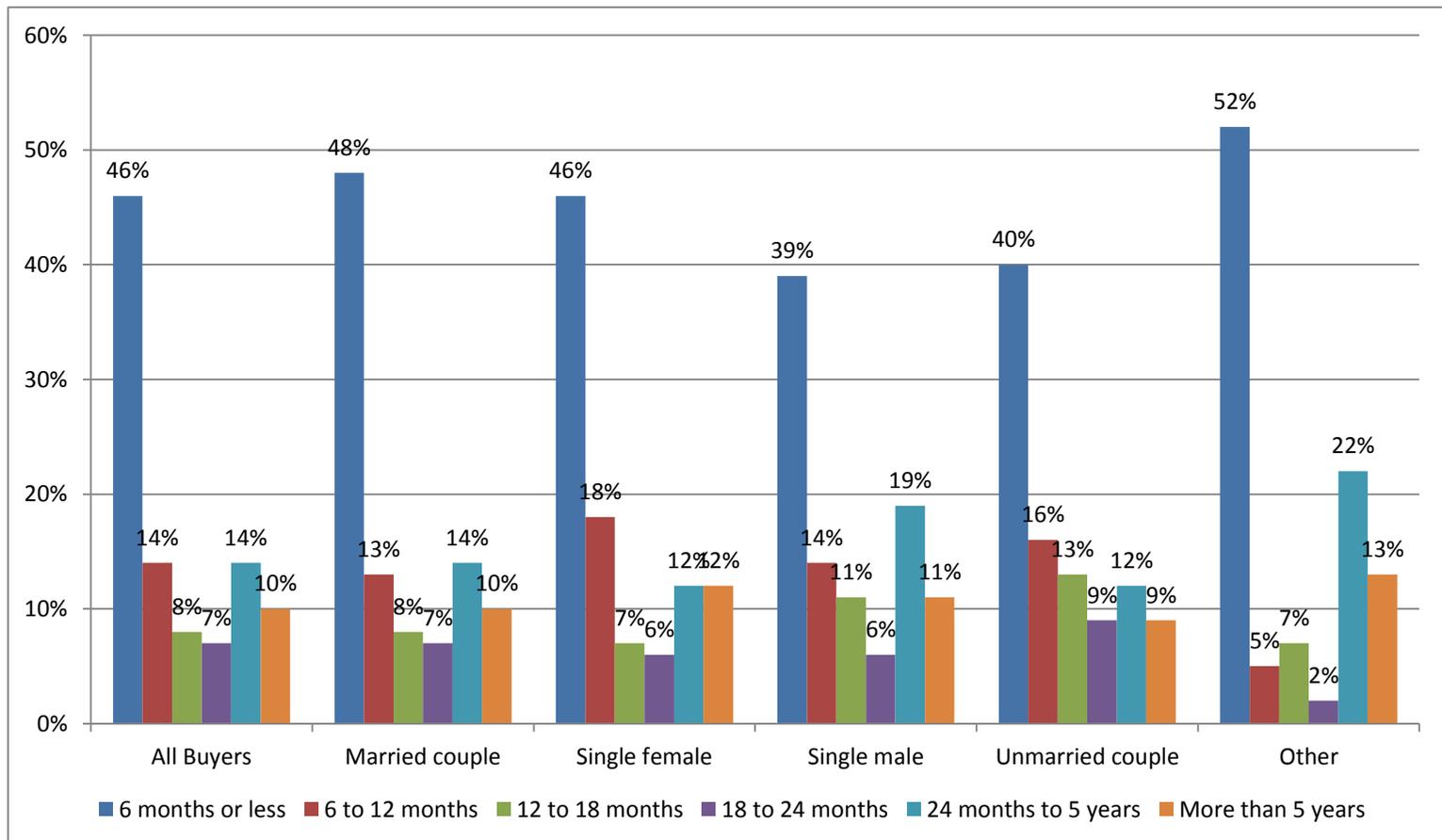
(Percentage Distribution Among those who Made a Downpayment)

Ohio

	ADULT COMPOSITION OF HOUSEHOLD					
	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other
6 months or less	47%	46%	55%	33%	47%	*
6 to 12 months	18	21	17	7	17	*
12 to 18 months	8	9	2	*	13	*
18 to 24 months	8	6	10	40	3	*
24 months to 5 years	11	12	10	13	13	*
More than 5 years	9	6	7	7	7	100

U.S.

	ADULT COMPOSITION OF HOUSEHOLD					
	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other
6 months or less	46%	48%	46%	39%	40%	52%
6 to 12 months	14%	13%	18%	14%	16%	5%
12 to 18 months	8%	8%	7%	11%	13%	7%
18 to 24 months	7%	7%	6%	6%	9%	2%
24 months to 5 years	14%	14%	12%	19%	12%	22%
More than 5 years	10%	10%	12%	11%	9%	13%



FINANCING THE HOME PURCHASE

Exhibit 5-8

YEARS DEBT DELAYED HOME BUYERS FROM SAVING FOR A DOWNPAYMENT OR BUYING A HOME

(Percentage Distribution)

Ohio

	All Buyers	First-time Buyers	Repeat Buyers
One year	16%	17%	14%
Two years	21	19	23
Three years	12	14	9
Four years	7	*	18
Five years	19	19	18
More than five years	26	31	18
Median	4	4	4

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
One year	16%	17%	15%
Two years	19	21	17
Three years	14	13	15
Four years	7	8	7
Five years	20	19	19
More than five years	24	22	27
Median	4	3	4

FINANCING THE HOME PURCHASE

Exhibit 5-9

EXPENSES THAT DELAYED SAVING FOR A DOWNPAYMENT OR SAVING FOR A HOME PURCHASE, BY FIRST-TIME

(Percent of Respondents Who Reported Saving for a Down Payment was Difficult)

Ohio

	All Buyers	First-time Buyers	Repeat Buyers
Share Saving for Downpayment was Most Difficult Task in Buying Process:	8%	14%	4%
Debt that Delayed Saving:			
Student Loans	48%	40%	63%
Credit card debt	65	67	63
Car loan	39	47	25
Child care expenses	22	13	38
Health care costs	17	27	*
Other	4	*	13

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
Share Saving for Downpayment was Most Difficult Task in Buying Process:	13%	25%	7%
Debt that Delayed Saving:			
Student Loans	51%	58%	36%
Credit card debt	47	47	46
Car loan	35	37	30
Child care expenses	18	15	23
Health care costs	13	13	13
Other	17	11	29
Median Years Debt Delayed Home Purchase Among Those Who Had Difficulty Saving	3	3	3

FINANCING THE HOME PURCHASE

Exhibit 5-10

EXPENSES THAT DELAYED SAVING FOR A DOWNPAYMENT OR SAVING FOR A HOME PURCHASE, BY ADULT COM

(Percent of Respondents Who Reported Saving for a Down Payment was Difficult)

Ohio

	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other
Share Saving for Downpayment was Most Difficult Task in Buying Process:	8%	10%	3%	11%	6%	20%
Debt that Delayed Saving:						
Student Loans	48%	59%	*	*	50%	*
Credit card debt	65	65	100	50	50	100
Car loan	39	41	*	100	*	*
Child care expenses	22	24	*	*	50	*
Health care costs	17	12	*	*	50	100
Other	4	*	100	*	*	*

U.S.

	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other
Share Saving for Downpayment was Most Difficult Task in Buying Process:	13%	12%	10%	14%	23%	15%
Debt that Delayed Saving:						
Student Loans	51%	53%	51%	42%	51%	50%
Credit card debt	47	47	56	40	40	63
Car loan	35	35	27	22	53	33
Child care expenses	18	20	11	8	8	56
Health care costs	13	14	11	13	7	27
Other	17	14	25	27	15	25
Median Years Debt Delayed Home Purchase Among Those Who Had Difficulty Saving	3	3	5	4	4	7

FINANCING THE HOME PURCHASE

Exhibit 5-11

SACRIFICES MADE TO PURCHASE HOME, BY FIRST-TIME AND REPEAT BUYERS

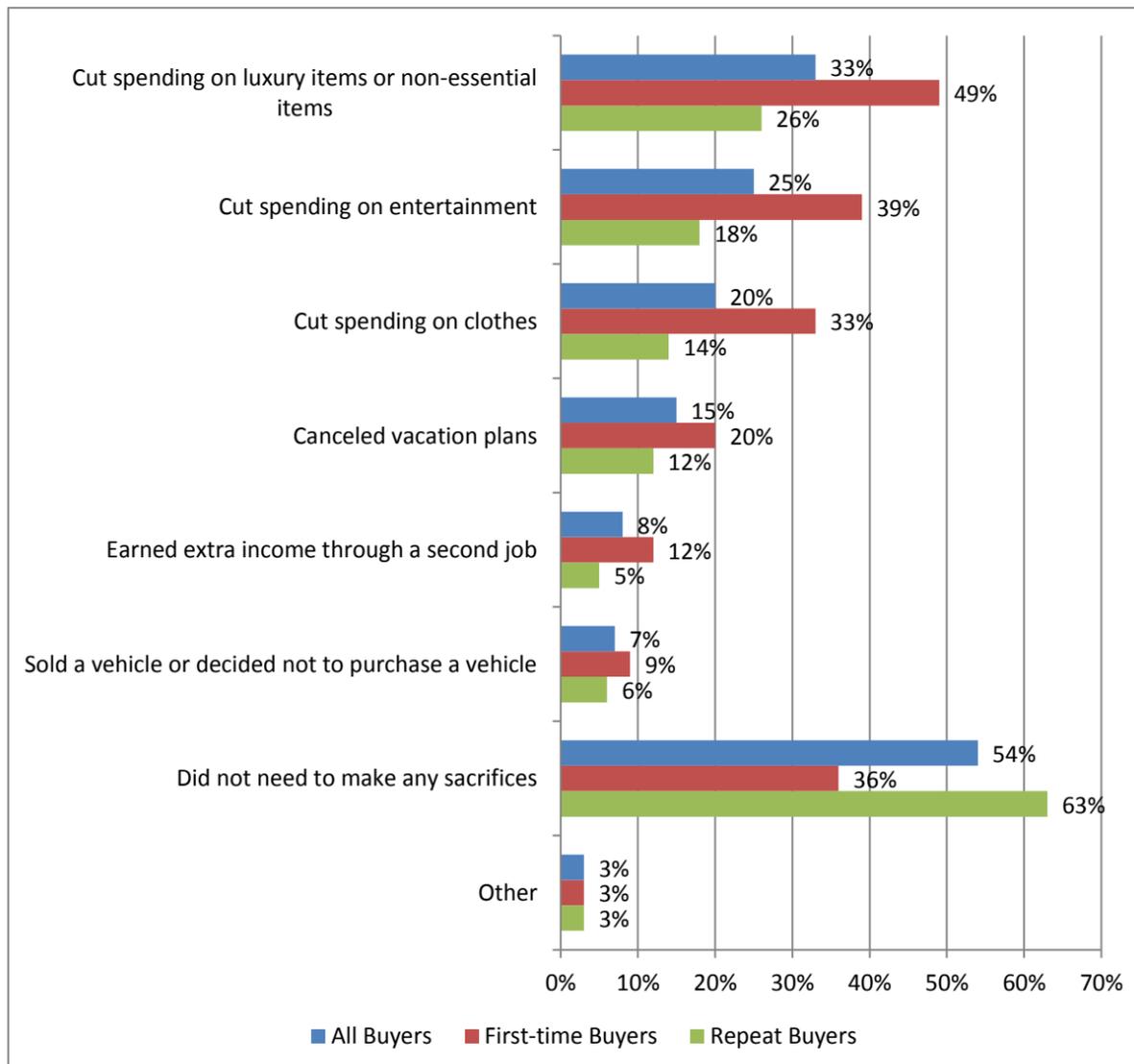
(Percent of Respondents)

Ohio

	All Buyers	First-time Buyers	Repeat Buyers
Cut spending on luxury items or non-essential items	36%	50%	27%
Cut spending on entertainment	26	33	21
Cut spending on clothes	22	30	17
Cancelled vacation plans	14	13	14
Earned extra income through a second job	6	9	4
Sold a vehicle or decided not to purchase a vehicle	6	8	4
Other	4	6	3
Did not need to make any sacrifices	53	39	62

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
Other	3%	3%	3%
Did not need to make any sacrifices	54%	36%	63%
Sold a vehicle or decided not to purchase a vehicle	7%	9%	6%
Earned extra income through a second job	8%	12%	5%
Canceled vacation plans	15%	20%	12%
Cut spending on clothes	20%	33%	14%
Cut spending on entertainment	25%	39%	18%
Cut spending on luxury items or non-essential items	33%	49%	26%



FINANCING THE HOME PURCHASE

Exhibit 5-12

SACRIFICES MADE TO PURCHASE HOME, BY ADULT COMPOSITION OF HOUSEHOLD

(Percent of Respondents)

Ohio

	ADULT COMPOSITION OF HOUSEHOLD					
	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other
Cut spending on luxury items or non-essential items	36%	35%	34%	35%	43%	20%
Cut spending on entertainment	26	23	31	35	26	20
Cut spending on clothes	22	19	30	29	20	20
Cancelled vacation plans	14	16	9	18	11	20
Earned extra income through a second job	6	5	8	18	3	20
Sold a vehicle or decided not to purchase a vehicle	6	7	3	*	6	20
Other	4	4	3	*	9	20
Did not need to make any sacrifices	53	54	58	41	49	60

U.S.

	ADULT COMPOSITION OF HOUSEHOLD					
	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other
Cut spending on luxury items or non-essential items	33%	32%	34%	29%	45%	30%
Cut spending on entertainment	25	23	28	26	36	31
Cut spending on clothes	20	18	27	17	28	25
Cancelled vacation plans	15	14	13	16	21	15
Earned extra income through a second job	8	7	9	7	7	2
Sold a vehicle or decided not to purchase a vehicle	7	8	6	8	7	2
Other	3	3	3	3	4	8
Did not need to make any sacrifices	54	56	52	58	43	56

FINANCING THE HOME PURCHASE

Exhibit 5-13

DIFFICULTY OF MORTGAGE APPLICATION AND APPROVAL PROCESS, BY FIRST-TIME AND REPEAT BUYERS

(Percentage Distribution Among those who Financed their Home Purchase)

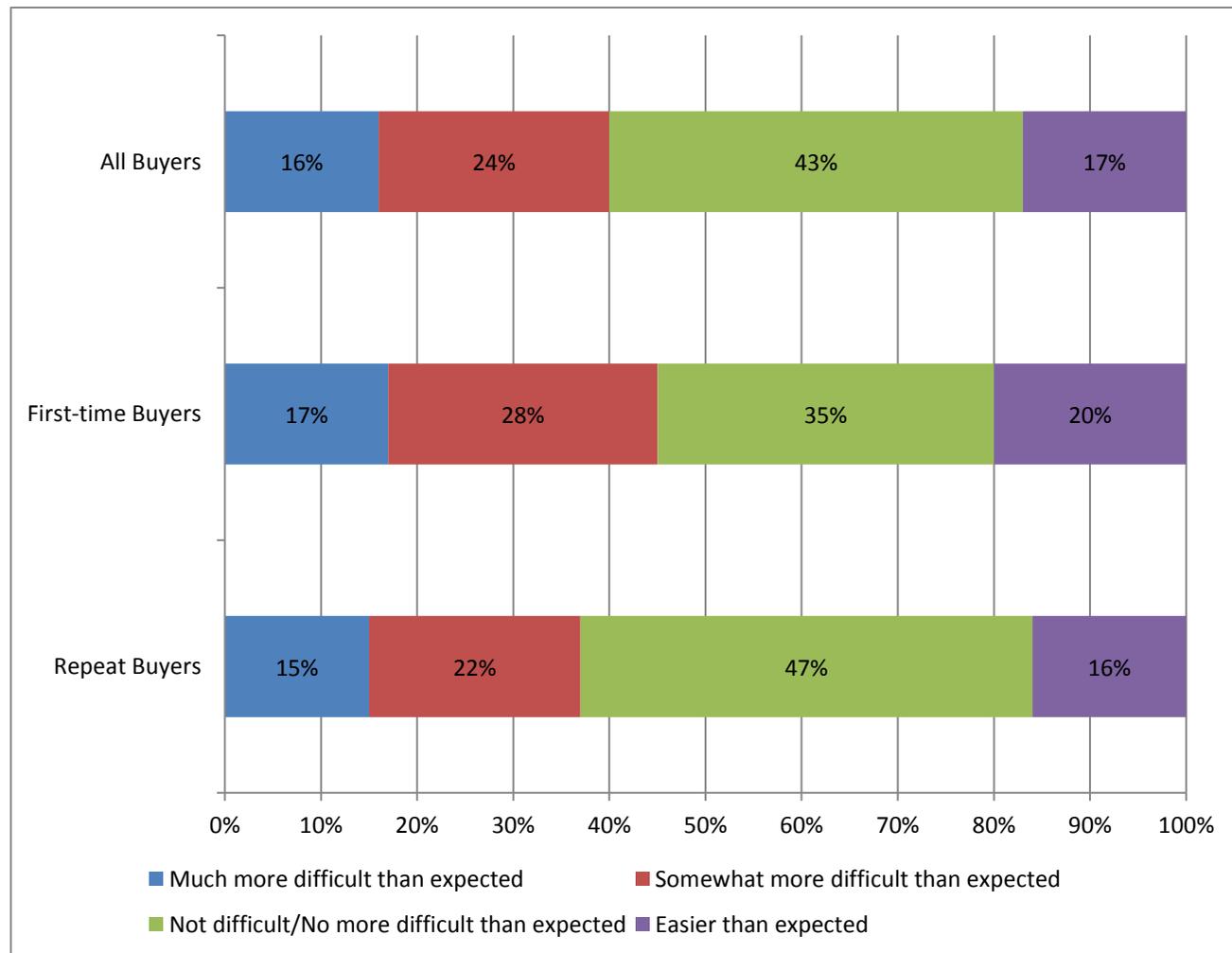
Ohio

	All Buyers	First-time Buyers	Repeat Buyers
Much more difficult than expected	14%	15%	13%
Somewhat more difficult than expected	20	23	17
Not difficult/No more difficult than expected	43	33	51
Easier than expected	23	28	19

* Less than 1 percent

U.S.

	Repeat Buyers	First-time Buyers	All Buyers
Much more difficult than expected	15%	17%	16%
Somewhat more difficult than expected	22%	28%	24%
Not difficult/No more difficult than expected	47%	35%	43%
Easier than expected	16%	20%	17%



FINANCING THE HOME PURCHASE

Exhibit 5-14

DIFFICULTY OF MORTGAGE APPLICATION AND APPROVAL PROCESS, BY ADULT COMPOSITION OF HOUSEHOLD

(Percentage Distribution Among those who Financed their Home Purchase)

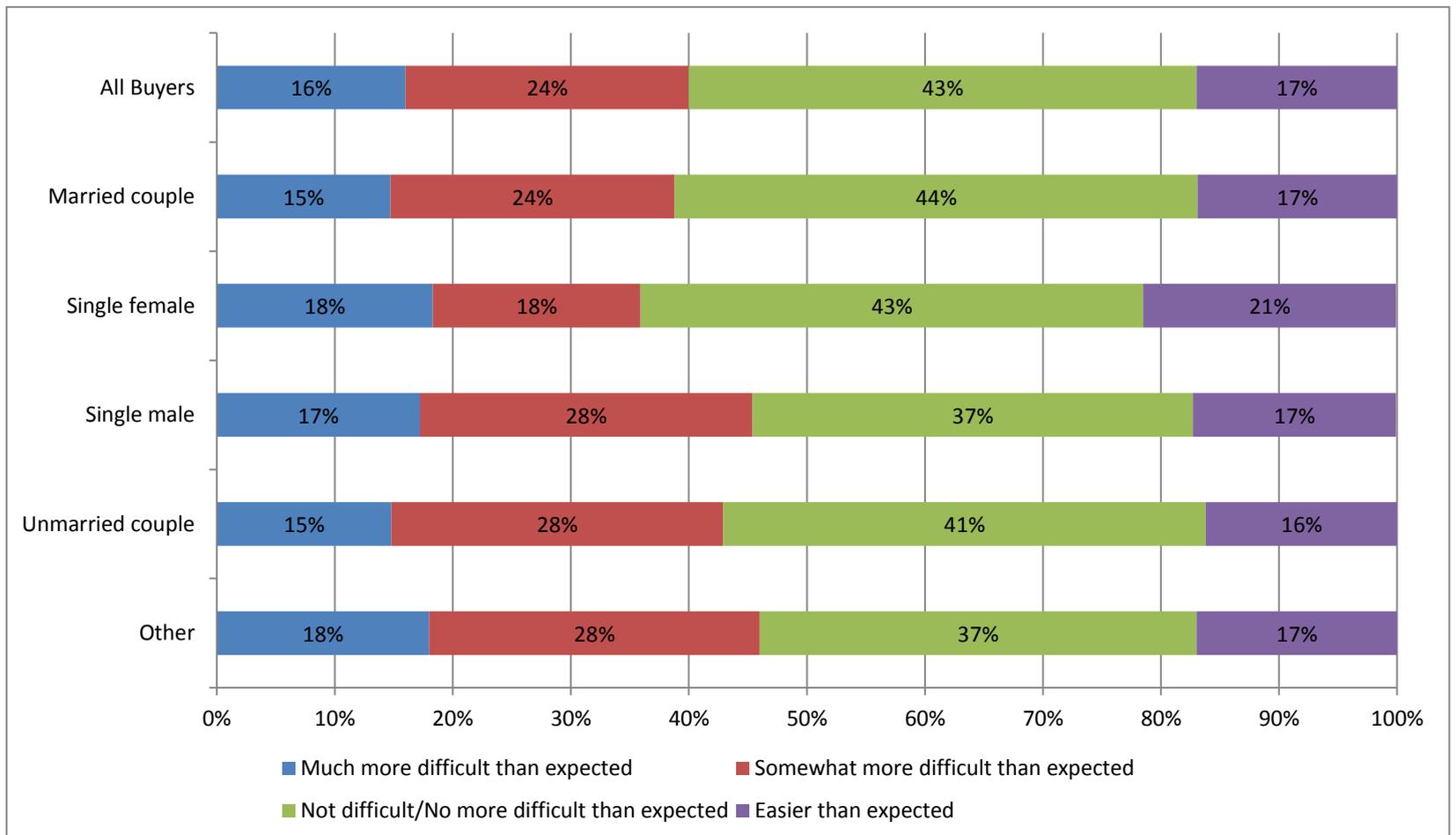
Ohio

	ADULT COMPOSITION OF HOUSEHOLD					
	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other
Much more difficult than expected	14%	13%	19%	12%	13%	*
Somewhat more difficult than expected	20	19	21	24	16	67
Not difficult/No more difficult than expected	43	47	44	41	32	*
Easier than expected	23	21	17	24	39	33

* Less than 1 percent

U.S.

	ADULT COMPOSITION OF HOUSEHOLD					
	Other	Unmarrie d couple	Single male	Single female	Married couple	All Buyers
Much more difficult than expected	18%	15%	17%	18%	15%	16%
Somewhat more difficult than expected	28%	28%	28%	18%	24%	24%
Not difficult/No more difficult than expected	37%	41%	37%	43%	44%	43%
Easier than expected	17%	16%	17%	21%	17%	17%



FINANCING THE HOME PURCHASE

Exhibit 5-15

BUYERS WHO HAVE STUDENT LOAN DEBT

(Percentage Distribution)

Ohio

	All Buyers	First-time Buyers	Repeat Buyers
Have student loan debt	33%	53%	20%
Under \$10,000	22%	25%	17%
\$10,000 to \$24,999	24	20	31
\$25,000 to \$49,999	16	20	9
\$50,000 to \$74,999	17	14	23
\$75,000 or more	20	20	20
Median amount of student loan debt	\$26,000	\$29,000	\$29,000

U.S.

	All Buyers	First-time Buyers	Repeat Buyers
Have student loan debt	25%	41%	17%
Under \$10,000	21%	21%	22%
\$10,000 to \$24,999	28	28	29
\$25,000 to \$49,999	22	21	23
\$50,000 to \$74,999	13	12	13
\$75,000 or more	16	19	13
Median amount of student loan debt	\$25,000	\$25,000	\$25,000

FINANCING THE HOME PURCHASE

Exhibit 5-16

BUYER PREVIOUSLY SOLD A DISTRESSED PROPERTY (SHORT SALE OR FORECLOSURE) *(Percentage Distribution)*

Ohio

All Buyers	
Previously had a distressed property s	7%
Median year of sale	2010

U.S.

All Buyers	
Previously had a distressed property sale	9%
Median year of sale	2010

FINANCING THE HOME PURCHASE

Exhibit 5-17

TYPE OF MORTGAGE, FIRST-TIME AND REPEAT BUYERS

(Percentage Distribution Among those who Financed their Home Purchase)

Ohio

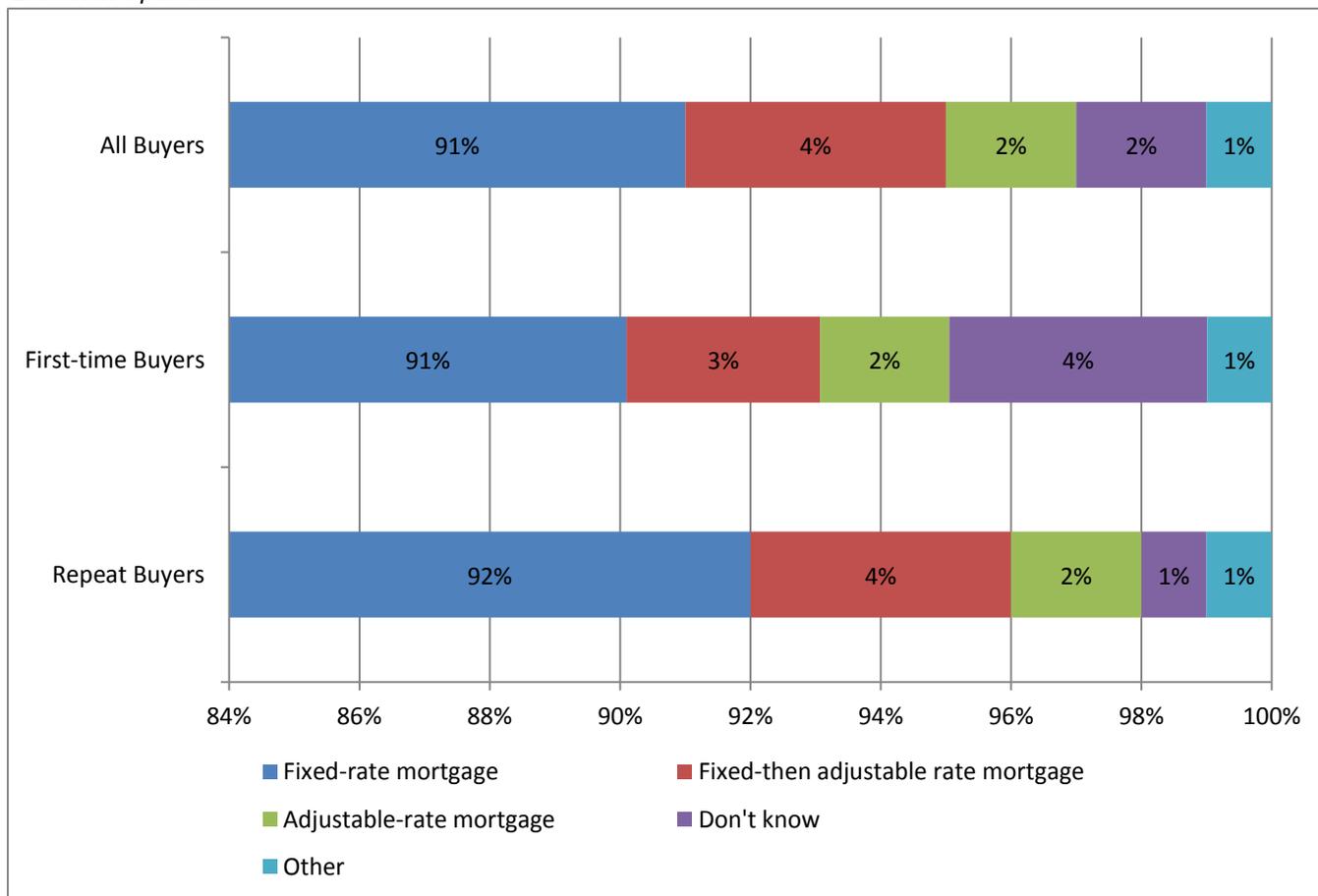
	All Buyers	First-time	
		Buyers	Repeat Buyers
Fixed-rate mortgage	75%	81%	71%
Fixed-then adjustable rate mortgage	4%	6%	3%
Adjustable-rate mortgage	2	1	3
Don't know	2	5	1
Other	1	1	1

* Less than 1 percent

U.S.

	Repeat Buyers	First-time Buyers	All Buyers
Fixed-then adjustable rate mortgage	4%	3%	4%
Adjustable-rate mortgage	2%	2%	2%
Don't know	1%	4%	2%
Other	1%	1%	1%

* Less than 1 percent



FINANCING THE HOME PURCHASE

Exhibit 5-18

TYPE OF LOAN, FIRST-TIME AND REPEAT BUYERS

(Percentage Distribution Among those who Financed their Home Purchase)

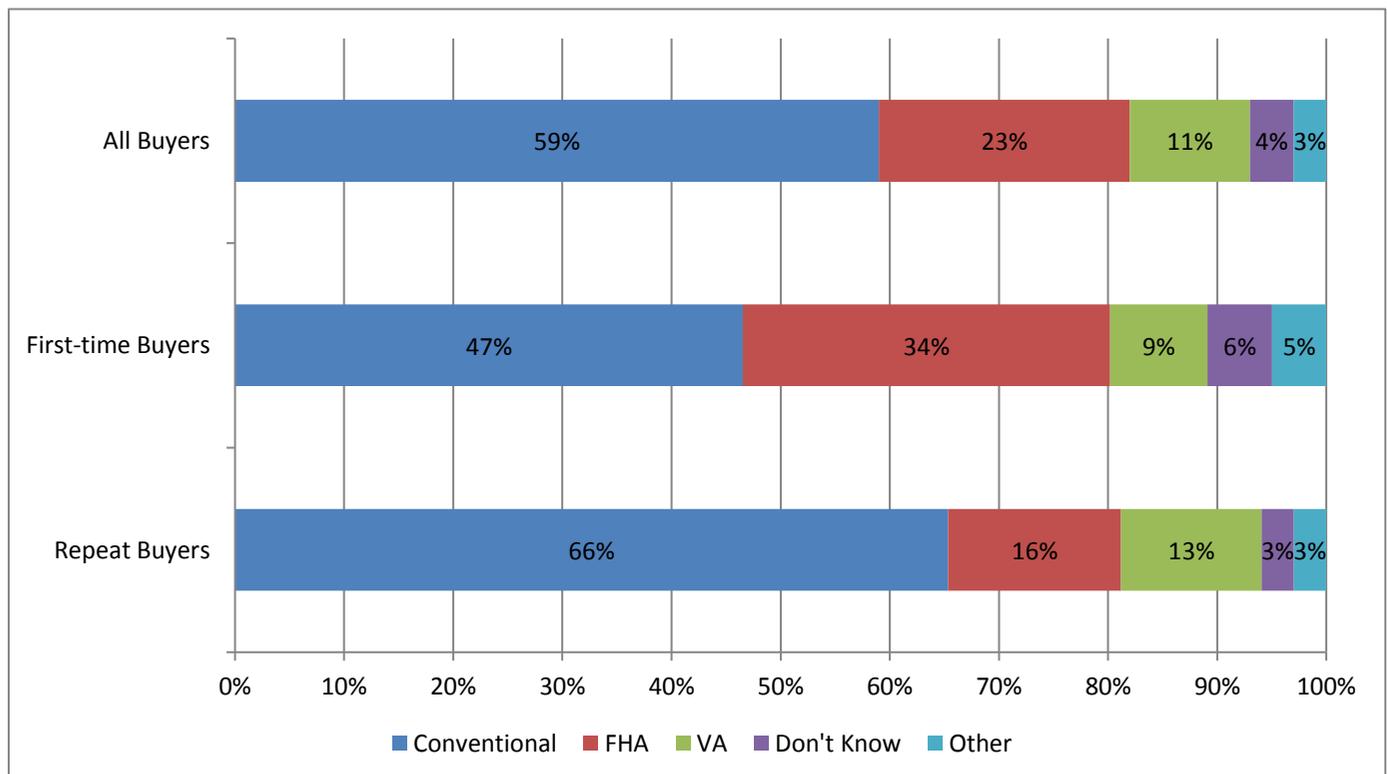
Ohio

	All Buyers	First-time	
		Buyers	Repeat Buyers
Conventional	53%	38%	65%
VA	12	13	11
FHA	29	44	18
Don't know	3	4	3
Other	3	2	4

* Less than 1 percent

U.S.

	Repeat Buyers	First-time Buyers	All Buyers
Conventional	66%	47%	59%
FHA	16%	34%	23%
VA	13%	9%	11%
Don't Know	3%	6%	4%
Other	3%	5%	3%



FINANCING THE HOME PURCHASE

Exhibit 5-19

BUYERS' VIEW OF HOMES AS A FINANCIAL INVESTMENT, FIRST-TIME AND REPEAT BUYERS, AND BUYERS OF NEW AND PREVIOUSLY OWNED HOMES

(Percentage Distribution)

Ohio

	All Buyers	First-time Buyers	Repeat Buyers	BUYERS OF	
				New Homes	Previously Owned Homes
Good financial investment	73%	72%	73%	90%	72%
Better than stocks	38	48	31	42	38
About as good as stocks	23	15	28	21	23
Not as good as stocks	12	9	14	26	11
Not a good financial investment	8	7	10	5	9
Don't know	19	21	18	5	19

* Less than 1 percent

U.S.

	All Buyers	First-time Buyers	Repeat Buyers	BUYERS OF	
				New Homes	Previously Owned Homes
Good financial investment	80%	84%	78%	82%	80%
Better than stocks	43	48	40	42	43
About as good as stocks	25	25	26	25	26
Not as good as stocks	12	11	12	15	11
Not a good financial investment	6	3	7	6	6
Don't know	14	13	15	13	15

FINANCING THE HOME PURCHASE

Exhibit 5-20

BUYERS' VIEW OF HOMES AS A FINANCIAL INVESTMENT, BY ADULT COMPOSITION OF HOUSEHOLD

(Percentage Distribution)

Ohio

	ADULT COMPOSITION OF HOUSEHOLD					
	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other
Good financial investment	73%	76%	63%	63%	86%	40%
Better than stocks	38	39	32	21	49	20
About as good as stocks	23	23	22	32	23	20
Not as good as stocks	12	13	9	11	14	*
Not a good financial investment	8	7	12	11	6	20
Don't know	19	17	25	26	9	40

* Less than 1 percent

U.S.

	ADULT COMPOSITION OF HOUSEHOLD					
	All Buyers	Married couple	Single female	Single male	Unmarried couple	Other
Good financial investment	80%	80%	79%	79%	83%	74%
Better than stocks	43	42	47	42	44	50
About as good as stocks	25	26	23	25	28	18
Not as good as stocks	12	12	9	12	11	6
Not a good financial investment	6	6	6	5	5	6
Don't know	14	14	15	16	13	20

HOME SELLERS AND THEIR SELLING EXPERIENCE

- Exhibit 6-1 AGE OF HOME SELLERS, BY REGION
- Exhibit 6-2 HOUSEHOLD INCOME OF HOME SELLERS, 2014
- Exhibit 6-3 ADULT COMPOSITION OF HOME SELLER HOUSEHOLDS
- Exhibit 6-4 NUMBER OF CHILDREN UNDER THE AGE OF 18 RESIDING IN HOME SELLER HOUSEHOLD
- Exhibit 6-5 RACE/ETHNICITY OF HOME SELLERS, BY REGION
- Exhibit 6-6 PRIMARY LANGUAGE SPOKEN IN HOME SELLER HOUSEHOLD, BY REGION
- Exhibit 6-7 HOME SELLING SITUATION AMONG REPEAT BUYERS
- Exhibit 6-8 FIRST-TIME OR REPEAT SELLER
- Exhibit 6-9 HOMES SOLD AND FOR SALE, BY REGION
- Exhibit 6-10 LOCATION OF HOME SOLD
- Exhibit 6-11 PROXIMITY OF HOME SOLD TO HOME PURCHASED
- Exhibit 6-12 TYPE OF HOME SOLD, BY LOCATION
- Exhibit 6-13 SIZE OF HOME PURCHASED COMPARED TO HOME RECENTLY SOLD
- Exhibit 6-14 SIZE OF HOME PURCHASED COMPARED TO HOME RECENTLY SOLD, BY AGE OF SELLER
- Exhibit 6-15 NUMBER OF BEDROOMS AND BATHROOMS BY ADULT COMPOSITION OF HOUSEHOLD AND CHILDREN IN HOUSEHOLD
- Exhibit 6-16 AGE OF HOME PURCHASED COMPARED TO HOME RECENTLY SOLD
- Exhibit 6-17 PRICE OF HOME PURCHASED COMPARED TO HOME RECENTLY SOLD
- Exhibit 6-18 PRICE OF HOME PURCHASED COMPARED TO HOME RECENTLY SOLD, BY AGE OF SELLER
- Exhibit 6-19 PRIMARY REASON FOR SELLING PREVIOUS HOME, BY MILES MOVED
- Exhibit 6-20 PRIMARY REASON FOR SELLING PREVIOUS HOME, BY FIRST-TIME AND REPEAT SELLERS
- Exhibit 6-21 SELLER WANTED TO SELL EARLIER BUT WAITED OR STALLED BECAUSE HOME WAS WORTH LESS THAN MORTGAGE, BY FIRST-TIME AND REPEAT SELLERS
- Exhibit 6-22 SELLER WANTED TO SELL EARLIER BUT WAITED OR STALLED BECAUSE HOME WAS WORTH LESS THAN MORTGAGE, BY TENURE IN HOME
- Exhibit 6-23 TENURE IN PREVIOUS HOME
- Exhibit 6-24 TENURE IN PREVIOUS HOME, BY AGE OF SELLER
- Exhibit 6-25 DISTANCE BETWEEN HOME PURCHASED AND HOME RECENTLY SOLD, BY REGION
- Exhibit 6-26 DISTANCE BETWEEN HOME PURCHASED AND HOME RECENTLY SOLD, BY AGE
- Exhibit 6-27 METHOD USED TO SELL HOME, BY REGION
- Exhibit 6-28 METHOD USED TO SELL HOME, BY SELLER URGENCY
- Exhibit 6-29 METHOD OF SALE, BY BUYER AND SELLER RELATIONSHIP
- Exhibit 6-30 METHOD USED TO SELL HOME, 2001-2015
- Exhibit 6-31 SALES PRICE COMPARED WITH LISTING PRICE, BY REGION
- Exhibit 6-32 SALES PRICE COMPARED WITH LISTING PRICE, BY SELLER URGENCY
- Exhibit 6-33 NUMBER OF WEEKS RECENTLY SOLD HOME WAS ON THE MARKET, BY REGION
- Exhibit 6-34 SALES PRICE COMPARED WITH LISTING PRICE, BY NUMBER OF WEEKS HOME WAS ON THE MARKET
- Exhibit 6-35 NUMBER OF TIMES ASKING PRICE WAS REDUCED, BY NUMBER OF WEEKS HOME WAS ON THE MARKET
- Exhibit 6-36 INCENTIVES OFFERED TO ATTRACT BUYERS, BY REGION
- Exhibit 6-37 INCENTIVES OFFERED TO ATTRACT BUYERS, BY NUMBER OF WEEKS HOME WAS ON THE MARKET
- Exhibit 6-38 EQUITY EARNED IN HOME RECENTLY SOLD, BY TENURE IN HOME
- Exhibit 6-39 SATISFACTION WITH THE SELLING PROCESS

HOME SELLERS AND THEIR SELLING EXPERIENCE

Exhibit 6-1

AGE OF HOME SELLERS, BY REGION

(Percentage Distribution)

	SELLERS WHO SOLD A HOME IN THE					
	Ohio	U.S.	Northeast	Midwest	South	West
18 to 34 years	16%	15%	11%	17%	14%	18%
35 to 44 years	18	17	19	23	18	17
45 to 54 years	22	15	18	16	15	17
55 to 64 years	15	20	24	21	22	20
65 to 74 years	21	21	21	18	26	25
75 years or older	7	5	7	6	6	4
Median age (years)	51	54	55	51	55	54

* Less than 1 percent

HOME SELLERS AND THEIR SELLING EXPERIENCE

Exhibit 6-2

HOUSEHOLD INCOME OF HOME SELLERS, 2014

(Percentage Distribution)

	SELLERS WHO SOLD A HOME IN THE					
	Ohio	U.S.	Northeast	Midwest	South	West
Less than \$25,000	2%	2%	2%	2%	3%	2%
\$25,000 to \$34,999	8	4	3	5	3	4
\$35,000 to \$44,999	13	5	3	5	5	6
\$45,000 to \$54,999	5	6	7	6	5	6
\$55,000 to \$64,999	5	6	4	5	6	8
\$65,000 to \$74,999	11	8	7	10	6	9
\$75,000 to \$84,999	8	8	8	9	7	9
\$85,000 to \$99,999	9	10	12	10	10	9
\$100,000 to \$124,999	19	18	18	17	17	19
\$125,000 to \$149,999	7	12	12	12	13	11
\$150,000 to \$174,999	5	7	6	6	9	4
\$175,000 to \$199,999	2	4	4	2	5	4
\$200,000 or more	7	11	13	11	11	10
Median income (2014)	\$76,200	\$104,139	\$108,306	\$99,970	\$111,721	\$98,300

HOME SELLERS AND THEIR SELLING EXPERIENCE

Exhibit 6-3

ADULT COMPOSITION OF HOME SELLER HOUSEHOLDS

(Percentage Distribution)

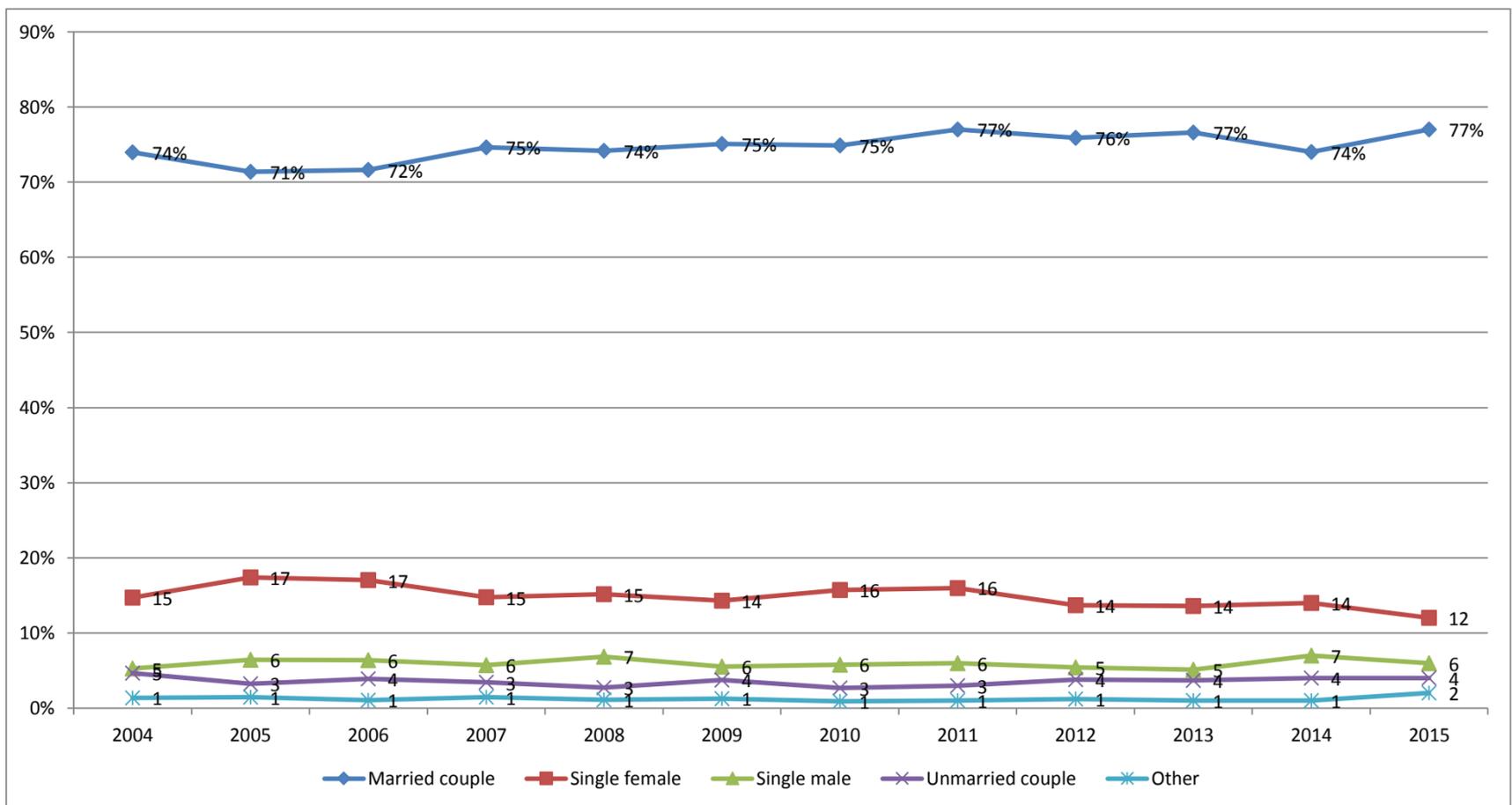
Ohio

2015	
Married couple	77%
Single female	17
Single male	2
Unmarried couple	4
Other	*

* Less than 1 percent

U.S.

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Married couple	74%	71%	72%	75%	74%	75%	75%	77%	76%	77%	74%	77%
Single female	15	17	17	15	15	14	16	16	14	14	14	12
Single male	5	6	6	6	7	6	6	6	5	5	7	6
Unmarried couple	5	3	4	3	3	4	3	3	4	4	4	4
Other	1	1	1	1	1	1	1	1	1	1	1	2



HOME SELLERS AND THEIR SELLING EXPERIENCE

Exhibit 6-4

NUMBER OF CHILDREN UNDER THE AGE OF 18 RESIDING IN HOME SELLER HOUSEHOLD

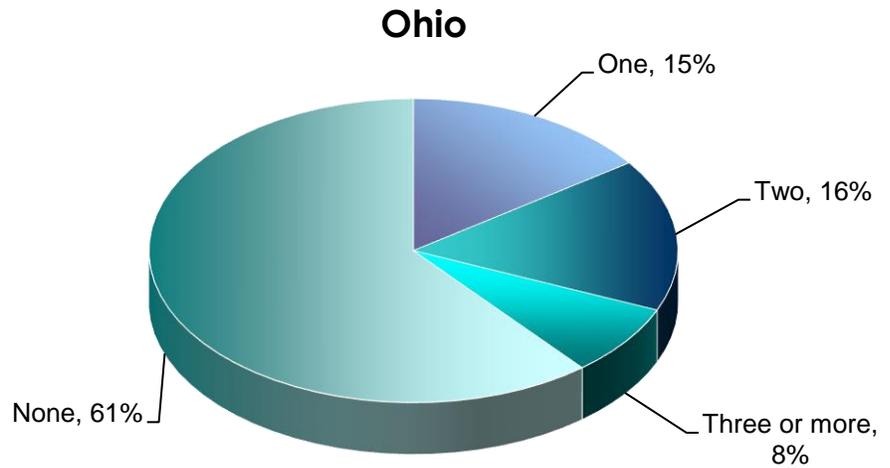
(Percentage Distribution of Home Seller Households)

Ohio

One	15%
Two	16%
Three or more	8%
None	61%

NUMBER OF CHILDREN UNDER THE AGE OF 18 RESIDING IN HOME SELLER HOUSEHOLD

(Percentage Distribution)

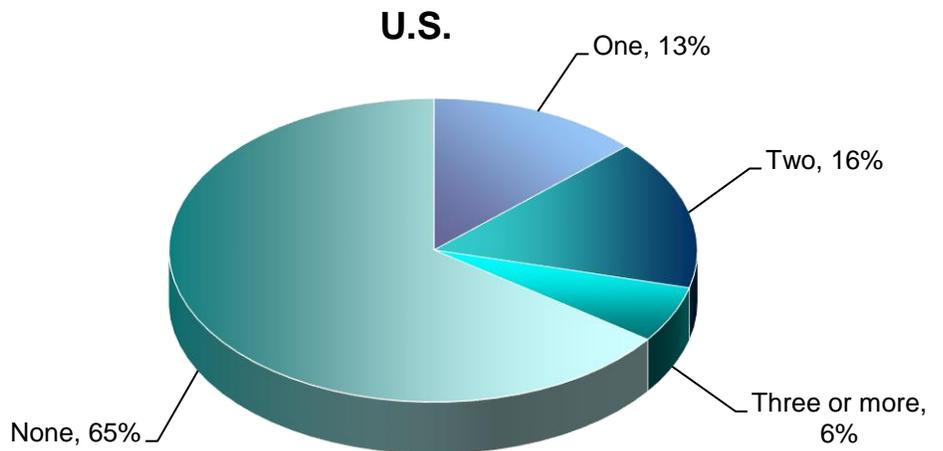


U.S.

One	13%
Two	16%
Three or more	6%
None	65%

NUMBER OF CHILDREN UNDER THE AGE OF 18 RESIDING IN HOME SELLER HOUSEHOLD

(Percentage Distribution)



HOME SELLERS AND THEIR SELLING EXPERIENCE

Exhibit 6-5

RACE/ETHNICITY OF HOME SELLERS, BY REGION

(Percent of Respondents)

	SELLERS WHO SOLD A HOME IN THE					
	Ohio	U.S.	Northeast	Midwest	South	West
White/Caucasian	99%	91%	93%	95%	91%	86%
Asian/Pacific Islander	*	3	2	2	2	7
Hispanic/Latino/Mexican/ Puerto Rican	1	4	4	2	4	6
Black/African-American	1	2	1	2	3	1
Other	*	1	*	1	1	2

* Less than 1 percent

Note: Respondents were permitted to select as many races and ethnicities as they felt applicable.

The percentage distribution may therefore sum to more than 100 percent.

HOME SELLERS AND THEIR SELLING EXPERIENCE

Exhibit 6-6

PRIMARY LANGUAGE SPOKEN IN HOME SELLER HOUSEHOLD, BY REGION

(Percentage Distribution)

	SELLERS WHO SOLD A HOME IN THE					
	Ohio	U.S.	Northeast	Midwest	South	West
English	100%	98%	99%	99%	99%	97%
Other	*	2	1	1	1	3

HOME SELLERS AND THEIR SELLING EXPERIENCE

Exhibit 6-7

HOME SELLING SITUATION AMONG REPEAT BUYERS

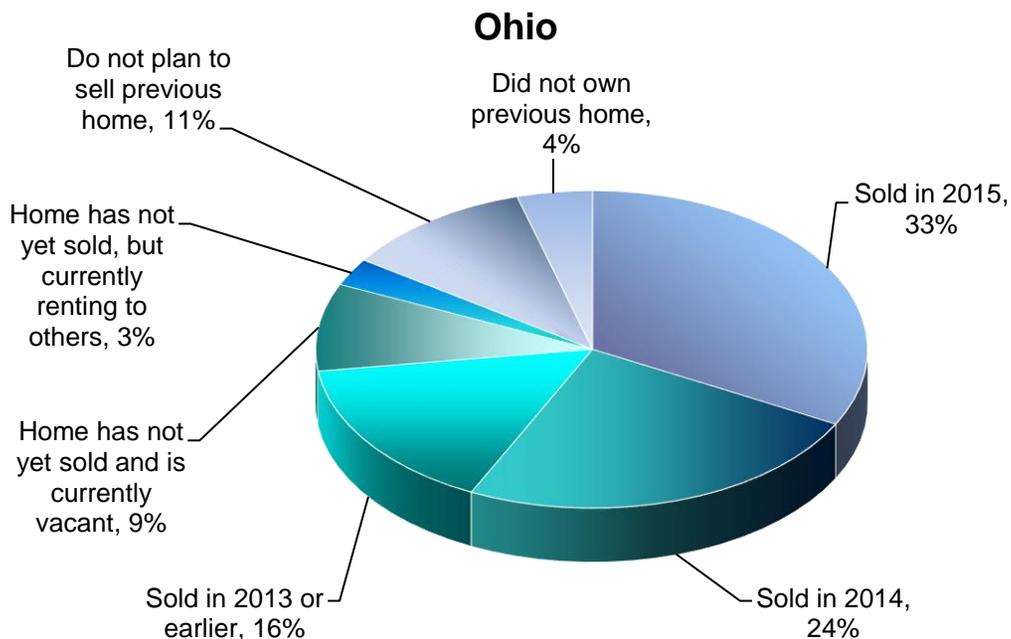
(Percentage Distribution)

Ohio

Sold in 2015	33%
Sold in 2014	24%
Sold in 2013 or earlier	16%
Home has not yet sold and is currently vacant	9%
Home has not yet sold, but currently renting to others	3%
Do not plan to sell previous home	11%
Did not own previous home	4%

HOME SELLING SITUATION AMONG REPEAT BUYERS

(Percentage Distribution)

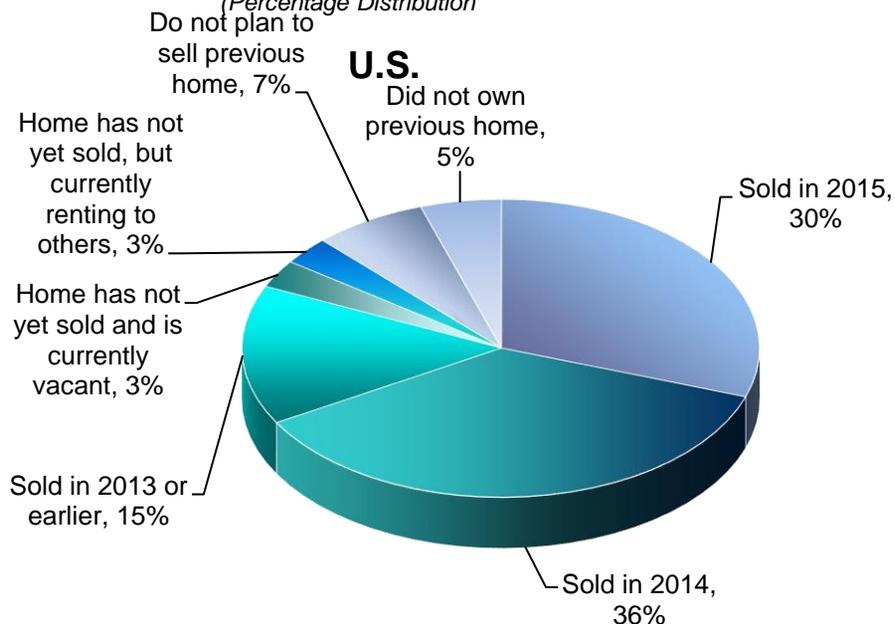


U.S.

Sold in 2015	30%
Sold in 2014	36%
Sold in 2013 or earlier	15%
Home has not yet sold and is currently vacant	3%
Home has not yet sold, but currently renting to others	3%
Do not plan to sell previous home	7%
Did not own previous home	5%

HOME SELLING SITUATION AMONG REPEAT BUYERS

(Percentage Distribution)



HOME SELLERS AND THEIR SELLING EXPERIENCE

Exhibit 6-8

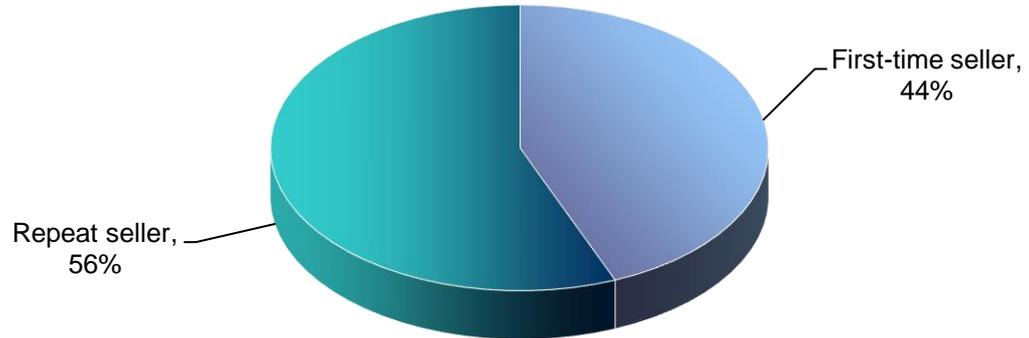
FIRST-TIME OR REPEAT SELLER

(Percentage Distribution)

Ohio

First-time seller	44%
Repeat seller	56%

FIRST-TIME OR REPEAT SELLER
(Percentage Distribution)

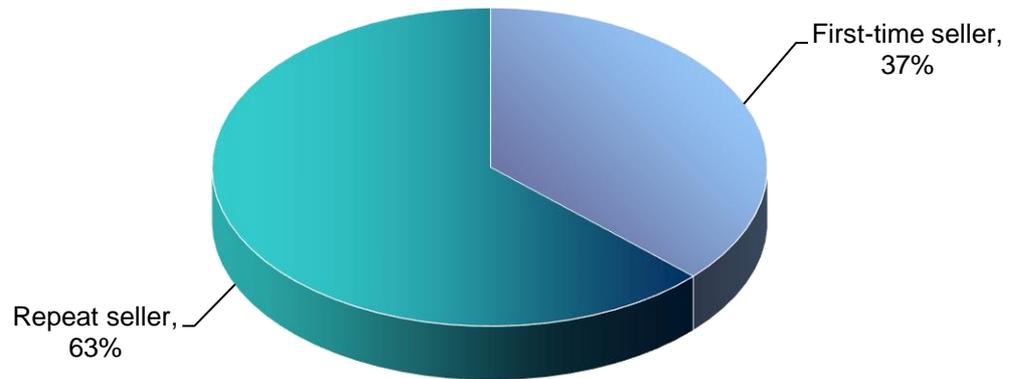


U.S.

First-time seller	37%
Repeat seller	63%

FIRST-TIME OR REPEAT SELLER
(Percentage Distribution)

U.S.



HOME SELLERS AND THEIR SELLING EXPERIENCE

Exhibit 6-9

HOMES SOLD AND FOR SALE, BY REGION

(Percentage Distribution)

U.S.

	Homes Sold	Home has not yet sold and is currently vacant	Home has not yet sold, but currently renting to others
Northeast	14%	17%	16%
Midwest	22	27	19
South	40	47	44
West	24	10	22

HOME SELLERS AND THEIR SELLING EXPERIENCE

Exhibit 6-10

LOCATION OF HOME SOLD

(Percentage Distribution)

Ohio

	Homes Sold	Home has not yet sold and is currently vacant	Home has not yet sold, but currently renting to others
Suburb/Subdivision	38%	50%	*
Small town	25	13	100
Urban area/Central city	9	19	*
Rural area	28	19	*
Resort/Recreation area	*	*	*

* Less than 1 percent

U.S.

	Homes Sold	Home has not yet sold and is currently vacant	Home has not yet sold, but currently renting to others
Suburb/Subdivision	49%	39%	47%
Small town	19	26	23
Urban area/Central city	16	16	9
Rural area	14	18	18
Resort/Recreation area	3	1	3

HOME SELLERS AND THEIR SELLING EXPERIENCE

Exhibit 6-11

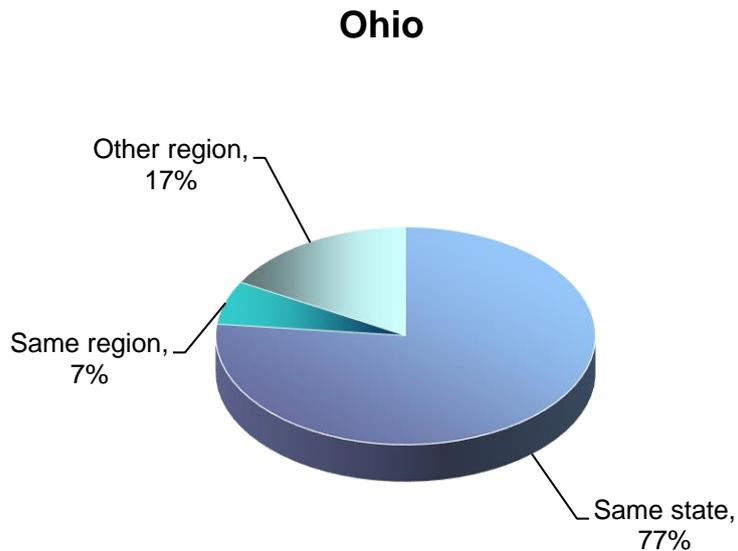
PROXIMITY OF HOME SOLD TO HOME PURCHASED

(Percentage Distribution)

Ohio

Same state	77%
Same region	7%
Other region	17%

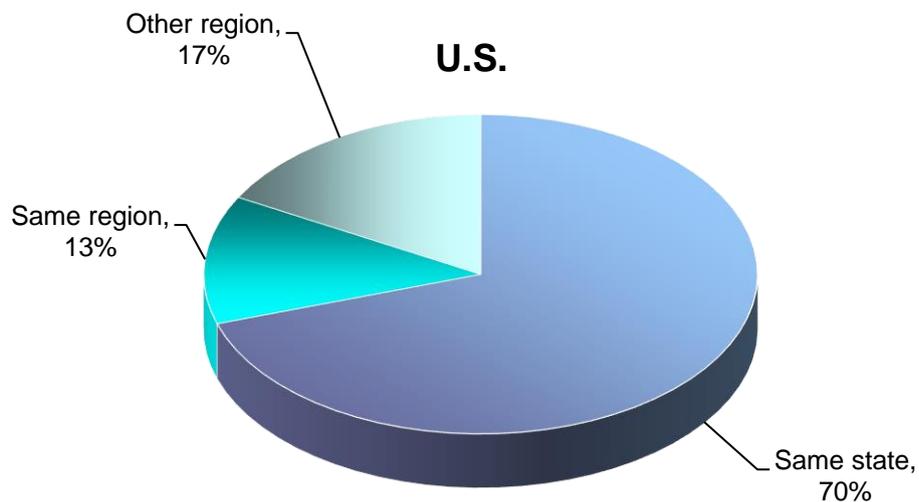
PROXIMITY OF HOME SOLD TO HOME PURCHASED
(Percentage Distribution of Households)



U.S.

Same state	70%
Same region	13%
Other region	17%

PROXIMITY OF HOME SOLD TO HOME PURCHASED
(Percentage Distribution of Households)



HOME SELLERS AND THEIR SELLING EXPERIENCE

Exhibit 6-12

TYPE OF HOME SOLD, BY LOCATION

(Percentage Distribution)

Ohio

	SELLERS WHO SOLD A HOME IN A					
	All Sellers	Suburb/ Subdivision	Small town	Urban/ Central city	Rural area	Resort/ Recreation area
Detached single-family home	84%	93%	73%	80%	80%	*
Townhouse/row house	2	*	4	10	*	*
Apartment/condo in a building with 5 or more units	2	*	4	*	*	*
Duplex/apartment/condo in 2 to 4 unit building	1	3	*	*	*	*
Other	11	5	19	10	20	*

U.S.

	SELLERS WHO SOLD A HOME IN A					
	All Sellers	Suburb/ Subdivision	Small town	Urban/ Central city	Rural area	Resort/ Recreation area
Detached single-family home	82%	86%	83%	70%	81%	58%
Townhouse/row house	6	7	4	8	3	12
Apartment/condo in a building with 5 or more units	5	4	3	14	2	12
Duplex/apartment/condo in 2 to 4 unit building	2	1	3	4	*	3
Other	6	3	8	5	15	16

* Less than 1 percent

HOME SELLERS AND THEIR SELLING EXPERIENCE

Exhibit 6-13

SIZE OF HOME PURCHASED COMPARED TO HOME RECENTLY SOLD

(Percentage Distribution)

Ohio

SIZE OF HOME SOLD	SIZE OF HOME PURCHASED					
	1,000 sq ft or less	1,001 sq ft to 1,500 sq ft	1,501 sq ft to 2,000 sq ft	2,001 sq ft to 2,500 sq ft	2,501 sq ft to 3,000 sq ft	More than 3,000 sq ft
1,000 sq ft or less	*	*	8%	*	*	*
1,001 to 1,500 sq ft	*	33	13	21	19	8
1,501 to 2,000 sq ft	*	40	25	26	31	21
2,001 to 2,500 sq ft	100	13	23	19	23	25
2,501 to 3,000 sq ft	*	7	23	17	8	17
More than 3,000 sq ft	*	7	10	17	19	29

U.S.

SIZE OF HOME SOLD	SIZE OF HOME PURCHASED					
	1,000 sq ft or less	1,001 sq ft to 1,500 sq ft	1,501 sq ft to 2,000 sq ft	2,001 sq ft to 2,500 sq ft	2,501 sq ft to 3,000 sq ft	More than 3,000 sq ft
1,000 sq ft or less	*	*	*	*	*	*
1,001 to 1,500 sq ft	*	2	5	4	2	1
1,501 to 2,000 sq ft	*	2	6	6	5	4
2,001 to 2,500 sq ft	*	2	5	8	5	6
2,501 to 3,000 sq ft	*	1	3	6	4	4
More than 3,000 sq ft	*	*	2	6	4	9

42%

Trading Up

29%

Remaining at the same size range

31%

Trading Down

* Less than 1 percent

HOME SELLERS AND THEIR SELLING EXPERIENCE

Exhibit 6-14

SIZE OF HOME PURCHASED COMPARED TO HOME RECENTLY SOLD, BY AGE OF SELLER

(Median Square Feet)

U.S.

	Size of home sold	Size of home purchased	Difference
18 to 34 years	1,600	2,200	600
35 to 44 years	1,900	2,600	700
45 to 54 years	2,200	2,300	100
55 to 64 years	2,000	2,000	*
65 to 74 years	2,200	2,000	-200
75 years or older	2,000	1,800	-200

HOME SELLERS AND THEIR SELLING EXPERIENCE

Exhibit 6-15

NUMBER OF BEDROOMS AND BATHROOMS BY ADULT COMPOSITION OF HOUSEHOLD AND CHILDREN IN HOUSEHOLD (Percentage Distribution)

Ohio

	ADULT COMPOSITION OF HOUSEHOLD						CHILDREN IN HOME	
	All Sellers	Married couple	Single female	Single male	Unmarried couple	Other	Children under 18 in home	No children in home
One bedroom	*	*	*	*	*	*	*	*
Two bedrooms	16	14	22	*	25	*	7	21
Three bedrooms or more	84	86	78	100	75	*	93	79
Median number of bedrooms	3	3	3	3	3	3	3	3
One full bathroom	23	24	22	*	25	*	27	21
Two full bathrooms	57	61	39	100	50	*	66	51
Three full bathrooms or more	20	16	39	*	25	*	7	29
Median number of full bathrooms	2	2	2	2	2	2	2	2

U.S.

	ADULT COMPOSITION OF HOUSEHOLD						CHILDREN IN HOME	
	All Sellers	Married couple	Single female	Single male	Unmarried couple	Other	Children under 18 in home	No children in home
One bedroom	1%	1%	2%	1%	*	*	*	1%
Two bedrooms	12	10	17	21	17	16	8	14
Three bedrooms or more	88	89	81	79	84	84	92	85
Median number of bedrooms	3	3	3	3	3	3	3	3
One full bathroom	13	12	17	15	18	11	14	13
Two full bathrooms	58	58	58	60	62	59	58	58
Three full bathrooms or more	29	30	25	25	20	30	28	29
Median number of full bathrooms	2	2	2	2	2	2	2	2

* Less than 1 percent

HOME SELLERS AND THEIR SELLING EXPERIENCE

Exhibit 6-16

AGE OF HOME PURCHASED COMPARED TO HOME RECENTLY SOLD

(Percentage Distribution)

Ohio

Year home sold was built	YEAR PURCHASED HOME WAS BUILT							
	2014	2010 through 2013	2006 through 2009	2001 through 2005	1986 through 2000	1960 through 1985	1912 through 1959	1750 through 1911
	2014	2013	2009	2005	2000	1985	1959	1911
2014	*	*	*	*	*	*	*	*
2010 through 2013	*	*	*	*	*	*	*	*
2006 through 2009	*	*	*	*	*	*	*	*
2001 through 2005	*	*	*	*	*	*	*	*
1986 through 2000	*	*	*	*	*	*	*	*
1960 through 1985	*	*	*	*	*	*	*	*
1912 through 1959	*	*	*	*	*	*	*	*
1750 through 1911	*	*	*	*	*	*	*	*

* Less than 1 percent

U.S.

Year home sold was built	YEAR PURCHASED HOME WAS BUILT							
	2014	2010 through 2013	2006 through 2009	2001 through 2005	1986 through 2000	1960 through 1985	1912 through 1959	1750 through 1911
	2014	2013	2009	2005	2000	1985	1959	1911
2014	*	*	*	*	*	*	*	*
2010 through 2013	2	3	*	*	2	2	*	*
2006 through 2009	5	*	1	1	1	1	*	*
2001 through 2005	5	3	3	3	4	4	1	*
1986 through 2000	4	1	3	4	5	5	4	*
1960 through 1985	5	1	2	3	4	7	2	*
1912 through 1959	1	*	*	1	1	4	2	*
1750 through 1911	*	*	*	*	1	*	1	*

* Less than 1 percent



HOME SELLERS AND THEIR SELLING EXPERIENCE

Exhibit 6-17

PRICE OF HOME PURCHASED COMPARED TO HOME RECENTLY SOLD

(Percentage Distribution)

Ohio

PRICE OF HOME SOLD	PRICE OF HOME PURCHASED									
	Less than \$100,000	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$299,999	\$300,000 to \$349,999	\$350,000 to \$399,999	\$400,000 to \$499,999	\$500,000 or more	
Less than \$100,000	57	47	41	28	7 *		43	25 *		
\$100,000 to \$149,999	24	17	11	17	20 *		14 *			
\$150,000 to \$199,999	10	20	37	17	33	25 *				
\$200,000 to \$249,999	5	10	4	6	7	75	14	25 *		
\$250,000 to \$299,999	*	*	4	6	20 *					
\$300,000 to \$349,999	5	3 *		11 *						
\$350,000 to \$399,999	*	*	*	17	7 *				25 *	
\$400,000 to \$499,999	*	*	4 *		7 *				25 *	
\$500,000 or more		3 *	*	*	*		29 *			

U.S.

PRICE OF HOME SOLD	PRICE OF HOME PURCHASED									
	Less than \$100,000	\$100,000 to \$149,999	\$150,000 to \$199,999	\$200,000 to \$249,999	\$250,000 to \$299,999	\$300,000 to \$349,999	\$350,000 to \$399,999	\$400,000 to \$499,999	\$500,000 or more	
Less than \$100,000	2%	2%	2%	1%	*	*	*	*	*	*
\$100,000 to \$149,999	1	3	4	3	2	*	1	*	*	*
\$150,000 to \$199,999	1	2	3	4	3	2	1	1	1	*
\$200,000 to \$249,999	*	1	3	3	3	1	2	1	1	*
\$250,000 to \$299,999	*	*	2	1	2	2	2	2	2	1
\$300,000 to \$349,999	*	*	1	4	1	1	1	1	1	1
\$350,000 to \$399,999	*	*	1	1	1	1	1	1	1	1
\$400,000 to \$499,999	*	*	*	1	1	1	*	1	1	2
\$500,000 or more	*	*	*	1	1	1	1	1	2	7

* Less than 1 percent

47%	Trading Up
23%	Remaining at the same price range
30%	Trading Down

HOME SELLERS AND THEIR SELLING EXPERIENCE

Exhibit 6-18

PRICE OF HOME PURCHASED COMPARED TO HOME RECENTLY SOLD, BY AGE OF SELLER

(Median)

U.S.

	Price of home sold	Price of home purchased	Difference
18 to 34 years	\$190,000	\$260,000	\$70,000
35 to 44 years	\$233,000	\$308,000	\$75,000
45 to 54 years	\$265,000	\$289,000	\$24,000
55 to 64 years	\$250,000	\$255,000	\$5,000
65 to 74 years	\$278,000	\$220,000	-\$58,000
75 years or older	\$240,000	\$207,000	-\$33,000

HOME SELLERS AND THEIR SELLING EXPERIENCE

Exhibit 6-19

PRIMARY REASON FOR SELLING PREVIOUS HOME, BY MILES MOVED

(Percentage Distribution)

Ohio

	All Sellers	AGE OF HOME SELLER					
		10 miles or less	11 to 20 miles	21 to 50 miles	51 to 100 miles	101 to 500 miles	501 miles or more
Job relocation	9%	*	5%	*	*	56%	61%
Home is too small	18	26	5	15	*	*	3
Change in family situation (e.g., marriage, birth of a child, divorce)	8	14	15	*	*	11	3
Want to move closer to friends or family	15	5	*	31	50	22	19
Neighborhood has become less desirable	10	10	15	23	25	*	3
Home is too large	14	24	5	8	*	*	*
Moving due to retirement	3	2	*	*	*	11	3
Want to move closer to current job	5	*	15	8	25	*	3
Upkeep of home is too difficult due to health or financial limitations	7	2	25	*	*	*	*
Can not afford the mortgage and other expenses of owning home	3	5	*	*	*	*	3
Other	10	12	15	15	*	*	*

U.S.

	All Sellers	MILES MOVED					
		10 miles or less	11 to 20 miles	21 to 50 miles	51 to 100 miles	101 to 500 miles	501 miles or more
Home is too small	16%	30%	19%	11%	4%	1%	1%
Job relocation	14	3	4	6	19	31	38
Want to move closer to friends or family	13	3	7	13	18	28	24
Neighborhood has become less desirable	10	13	17	19	4	1	3
Change in family situation (e.g., marriage, birth of a child, divorce)	10	15	11	10	4	5	4
Home is too large	9	14	11	7	8	2	2
Moving due to retirement	7	3	2	7	12	11	16
Upkeep of home is too difficult due to health or financial limitations	6	4	8	2	8	17	2
Want to move closer to current job	5	2	11	14	18	2	1
Can not afford the mortgage and other expenses of owning home	2	3	2	3	1	1	2
To avoid possible foreclosure	*	*	*	*	*	*	*
Other	8	11	7	7	4	1	7

* Less than 1 percent

HOME SELLERS AND THEIR SELLING EXPERIENCE

Exhibit 6-20

PRIMARY REASON FOR SELLING PREVIOUS HOME, BY FIRST-TIME AND REPEAT SELLERS

(Percentage Distribution)

Ohio

	All Sellers	First-time Seller	Repeat Seller
Home is too small	18%	23%	9%
Job relocation	9	9	11
Want to move closer to friends or family	15	16	16
Neighborhood has become less desirable	10	11	11
Home is too large	14	5	16
Change in family situation (e.g., marriage, birth of a child, divorce)	8	11	9
Moving due to retirement	3	*	4
Want to move closer to current job	5	5	5
Upkeep of home is too difficult due to health or financial limitations	7	2	9
Can not afford the mortgage and other expenses of owning home	3	2	4
To avoid possible foreclosure	*	*	*
Other	10	16	7

U.S.

	All Sellers	First-time Seller	Repeat Seller
Home is too small	16%	29%	8%
Job relocation	14	14	15
Want to move closer to friends or family	13	8	16
Neighborhood has become less desirable	10	13	8
Change in family situation (e.g., marriage, birth of a child, divorce)	10	10	10
Home is too large	9	4	11
Moving due to retirement	7	4	9
Upkeep of home is too difficult due to health or financial limitations	6	2	8
Want to move closer to current job	5	6	5
Can not afford the mortgage and other expenses of owning home	2	1	3
To avoid possible foreclosure	*	*	*
Other	8	8	8

* Less than 1 percent

HOME SELLERS AND THEIR SELLING EXPERIENCE

Exhibit 6-21

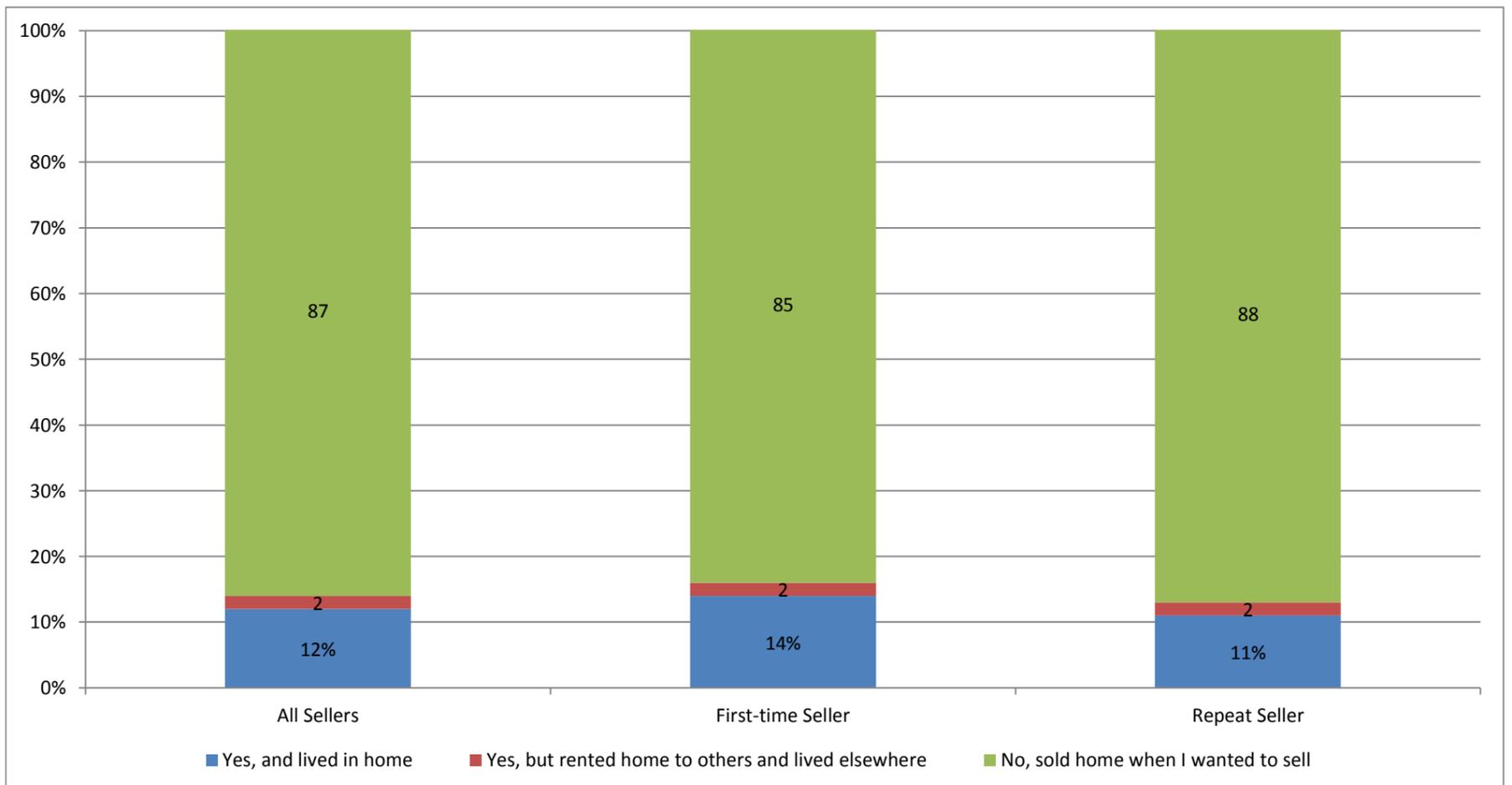
SELLER WANTED TO SELL EARLIER BUT WAITED OR STALLED BECAUSE HOME WAS WORTH LESS THAN MORTGAGE, BY FIRST-TIME AND REPEAT SELLERS (Percentage Distribution)

Ohio

	All Sellers	First-time Seller	Repeat Seller
Yes, and lived in home	11%	11%	11%
Yes, but rented home to others and lived elsewhere	2	2	2
No, sold home when I wanted to sell	88	87	88

U.S.

	All Sellers	First-time Seller	Repeat Seller
Yes, and lived in home	12%	14%	11%
Yes, but rented home to others and lived elsewhere	2	2	2
No, sold home when I wanted to sell	87	85	88



HOME SELLERS AND THEIR SELLING EXPERIENCE

Exhibit 6-22

SELLER WANTED TO SELL EARLIER BUT WAITED OR STALLED BECAUSE HOME WAS WORTH LESS THAN MORTGAGE, BY TENURE IN HOME
(Percentage Distribution)

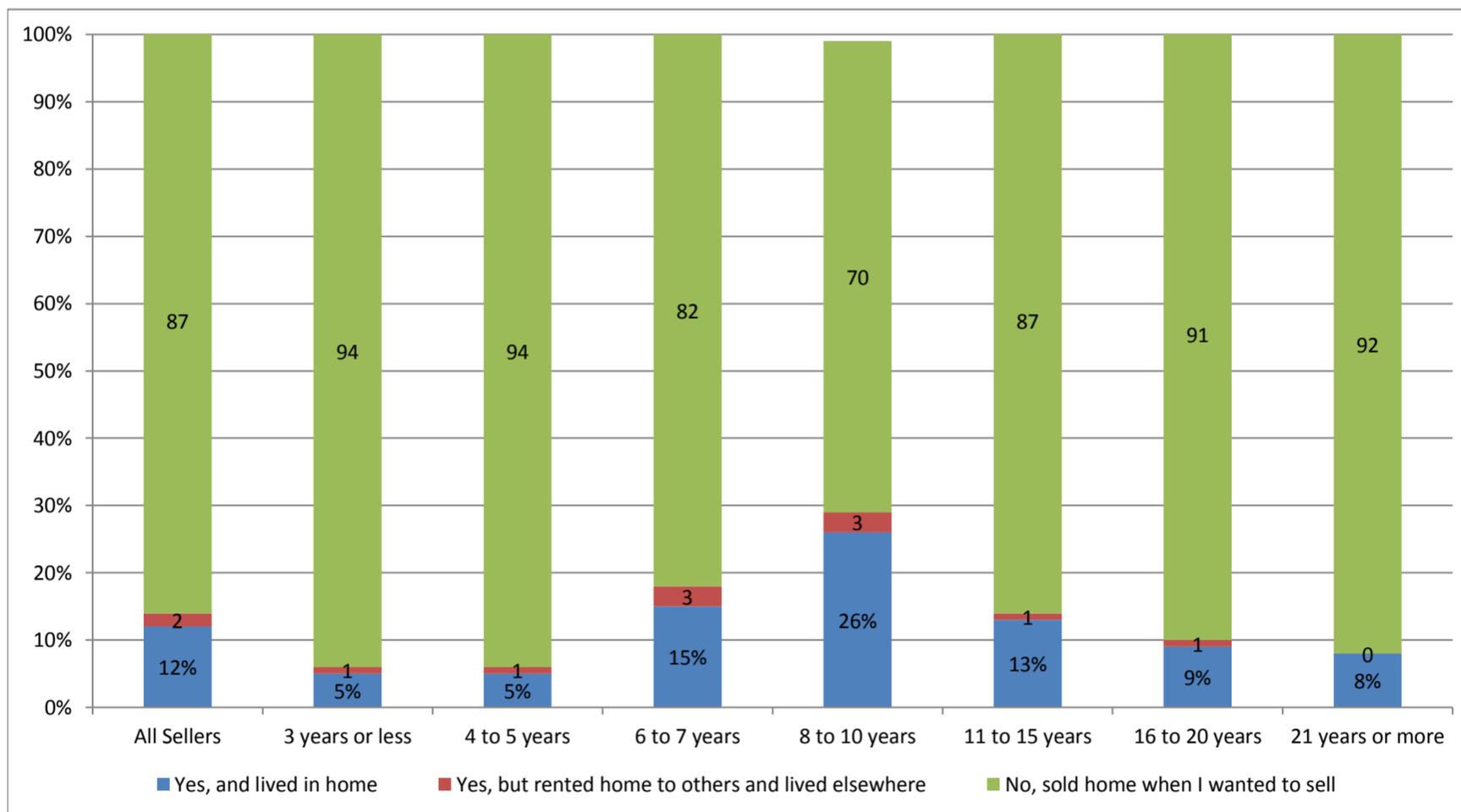
Ohio

	All Sellers	1 year or less	2 to 3 years	4 to 5 years	6 to 7 years	8 to 10 years	11 to 15 years	16 to 20 years	21 years or more
Yes, and lived in home	11%	*	*	*	*	29%	*	15%	14%
Yes, but rented home to others and lived elsewhere	2	*	*	*	*	14	*	*	4
No, sold home when I wanted to sell	88	100	100	*	100	57	100	85	82

U.S.

	All Sellers	3 years or less	4 to 5 years	6 to 7 years	8 to 10 years	11 to 15 years	16 to 20 years	21 years or more
Yes, and lived in home	12%	5%	5%	15%	26%	13%	9%	8%
Yes, but rented home to others and lived elsewhere	2	1	1	3	3	1	1	*
No, sold home when I wanted to sell	87	94	94	82	70	87	91	92

* Less than 1 percent



HOME SELLERS AND THEIR SELLING EXPERIENCE

Exhibit 6-23

TENURE IN PREVIOUS HOME

(Percentage Distribution)

Ohio

All Types	
1 year or less	2%
2 to 3 years	8
4 to 5 years	10
6 to 7 years	15
8 to 10 years	9
11 to 15 years	24
16 to 20 years	12
21 years or more	21
Median	12

U.S.

	All Types	Cabin/ cottage	Duplex/ apartment/ condo in 2-4 unit structure	Apartment/ condo in building with 5 or more units	Townhouse/ row house	Detached single- family home	Mobile/ manufactured home	Other
1 year or less	4%	*	*	6%	1%	4%	1%	8%
2 to 3 years	10	5	23	11	17	9	13	3
4 to 5 years	13	10	18	22	11	13	9	6
6 to 7 years	14	10	23	16	20	14	10	5
8 to 10 years	15	19	13	20	20	15	13	16
11 to 15 years	19	19	20	16	22	19	27	11
16 to 20 years	9	10	*	1	8	10	17	11
21 years or more	16	29	5	9	3	17	10	40
Median	9	14	6	7	8	9	12	16

* Less than 1 percent

HOME SELLERS AND THEIR SELLING EXPERIENCE

Exhibit 6-24

TENURE IN PREVIOUS HOME, BY AGE OF SELLER

(Percentage Distribution)

Ohio

All Sellers	
1 year or less	2%
2 to 3 years	8
4 to 5 years	10
6 to 7 years	15
8 to 10 years	9
11 to 15 years	24
16 to 20 years	12
21 years or more	21
Median	12

U.S.

	All Sellers	AGE OF HOME SELLER					
		18 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older
1 year or less	4%	3%	5%	3%	3%	4%	4%
2 to 3 years	10	17	9	11	8	7	8
4 to 5 years	13	36	17	11	6	5	4
6 to 7 years	14	27	17	13	10	13	7
8 to 10 years	15	12	26	18	11	13	13
11 to 15 years	19	4	21	24	23	22	9
16 to 20 years	9	*	3	13	16	9	9
21 years or more	16	*	1	8	23	28	47
Median	9	5	8	9	13	12	18

* Less than 1 percent

NA= Not applicable

HOME SELLERS AND THEIR SELLING EXPERIENCE

Exhibit 6-25

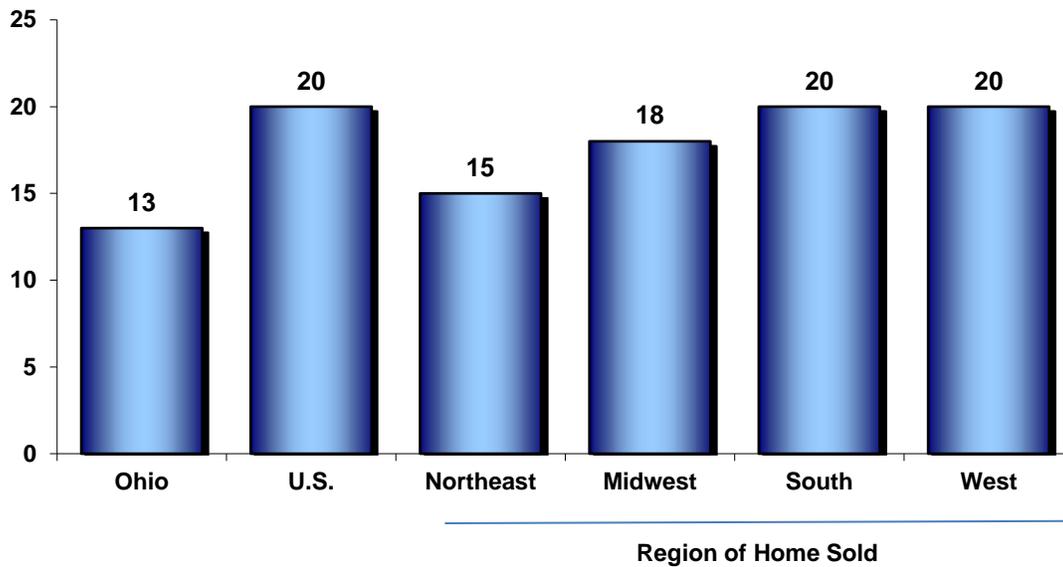
DISTANCE BETWEEN HOME PURCHASED AND HOME RECENTLY SOLD, BY REGION

(Median Miles)

2014	SELLERS WHO SOLD A HOME IN THE:					
	Ohio	U.S.	Northeast	Midwest	South	West
	13	20	15	18	20	20

DISTANCE BETWEEN HOME PURCHASED AND HOME RECENTLY SOLD, BY REGION

(Median Miles)



HOME SELLERS AND THEIR SELLING EXPERIENCE

Exhibit 6-26

DISTANCE BETWEEN HOME PURCHASED AND HOME RECENTLY SOLD, BY AGE

(Percentage Distribution)

Ohio

	AGE OF HOME SELLER						
	All Sellers	18 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older
5 miles or less	31%	13%	22%	36%	14%	38%	57%
6 to 10 miles	15	13	17	27	14	5	14
11 to 15 miles	12	6	6	*	29	24	14
16 to 20 miles	6	13	6	14	*	5	*
21 to 50 miles	14	6	22	5	29	10	14
51 to 100 miles	5	13	6	*	14	*	*
101 to 500 miles	8	25	22	5	*	*	*
501 to 1,000 miles	6	6	*	9	*	14	*
1,001 miles or more	4	6	*	5	*	5	*
Median (miles)	13	51	20	8	14	*	*

U.S.

	AGE OF HOME SELLER						
	All Sellers	18 to 34 years	35 to 44 years	45 to 54 years	55 to 64 years	65 to 74 years	75 years or older
5 miles or less	30%	32%	34%	25%	22%	16%	22%
6 to 10 miles	17	15	15	17	12	10	10
11 to 15 miles	9	9	8	10	11	8	6
16 to 20 miles	7	10	6	5	6	4	6
21 to 50 miles	12	13	12	10	9	10	7
51 to 100 miles	4	3	2	4	7	6	8
101 to 500 miles	9	7	10	11	12	23	12
501 to 1,000 miles	5	6	4	10	8	10	13
1,001 miles or more	8	5	9	10	14	13	16
Median (miles)	20	13	12	15	20	60	35

HOME SELLERS AND THEIR SELLING EXPERIENCE

Exhibit 6-27

METHOD USED TO SELL HOME, BY REGION

(Percentage Distribution)

	Ohio	U.S.	SELLERS WHO SOLD A HOME IN THE:			
			Northeast	Midwest	South	West
Sold home using an agent or broker	81%	89%	86%	87%	88%	93%
Seller used agent/broker only	81	85	85	86	87	92
Seller first tried to sell it themselves, but then used an agent	*	4	1	1	1	1
For-sale-by-owner (FSBO)	16	8	11	9	8	6
Seller sold home without using a real estate agent or broker	15	7	10	8	7	5
First listed with an agent, but then sold home themselves	1	1	1	1	1	1
Sold home to a homebuying company	*	1	*	1	1	*
Other	3	2	2	2	2	1

* Less than 1 percent

HOME SELLERS AND THEIR SELLING EXPERIENCE

Exhibit 6-28

METHOD USED TO SELL HOME, BY SELLER URGENCY

(Percentage Distribution)

Ohio

	All Sellers	SELLER NEEDED TO SELL		
		Very urgently	Somewhat urgently	Not urgently
Sold home using an agent or broker	81%	88%	77%	85%
Seller used agent/broker only	81	88	77	85
Seller first tried to sell it themselves, but then used an agent	*	*	*	*
For-sale-by-owner (FSBO)	16	13	19	15
Seller sold home without using a real estate agent or broker	15	13	19	13
First listed with an agent, but then sold home themselves	1	*	*	3
Sold home to a homebuying company	*	*	*	*
Other	3	*	5	*

U.S.

	All Sellers	SELLER NEEDED TO SELL		
		Very urgently	Somewhat urgently	Not urgently
Sold home using an agent or broker	89%	86%	92%	87%
Seller used agent/broker only	85	85	91	86
Seller first tried to sell it themselves, but then used an agent	4	1	1	1
For-sale-by-owner (FSBO)	8	7	7	11
Seller sold home without using a real estate agent or broker	7	6	6	10
First listed with an agent, but then sold home themselves	1	1	1	1
Sold home to a homebuying company	1	2	*	*
Other	2	4	1	2

* Less than 1 percent

HOME SELLERS AND THEIR SELLING EXPERIENCE

Exhibit 6-29

METHOD OF SALE, BY BUYER AND SELLER RELATIONSHIP

(Percentage Distribution)

U.S.

Buyer and Seller Relationship	Seller Knew Buyer	Seller did not Know Buyer
All sellers	6%	94%
Sold home using an agent or broker	3	97
Seller used agent/broker only	3	97
Seller first tried to sell it themselves, but then used an agent	4	96
For-sale-by-owner (FSBO)	36	64
Sold home without using a real estate agent or broker	36	64
First listed with an agent, but then sold home themselves	35	65
Other	51	49

HOME SELLERS AND THEIR SELLING EXPERIENCE

Exhibit 6-30

METHOD USED TO SELL HOME, 2001-2015

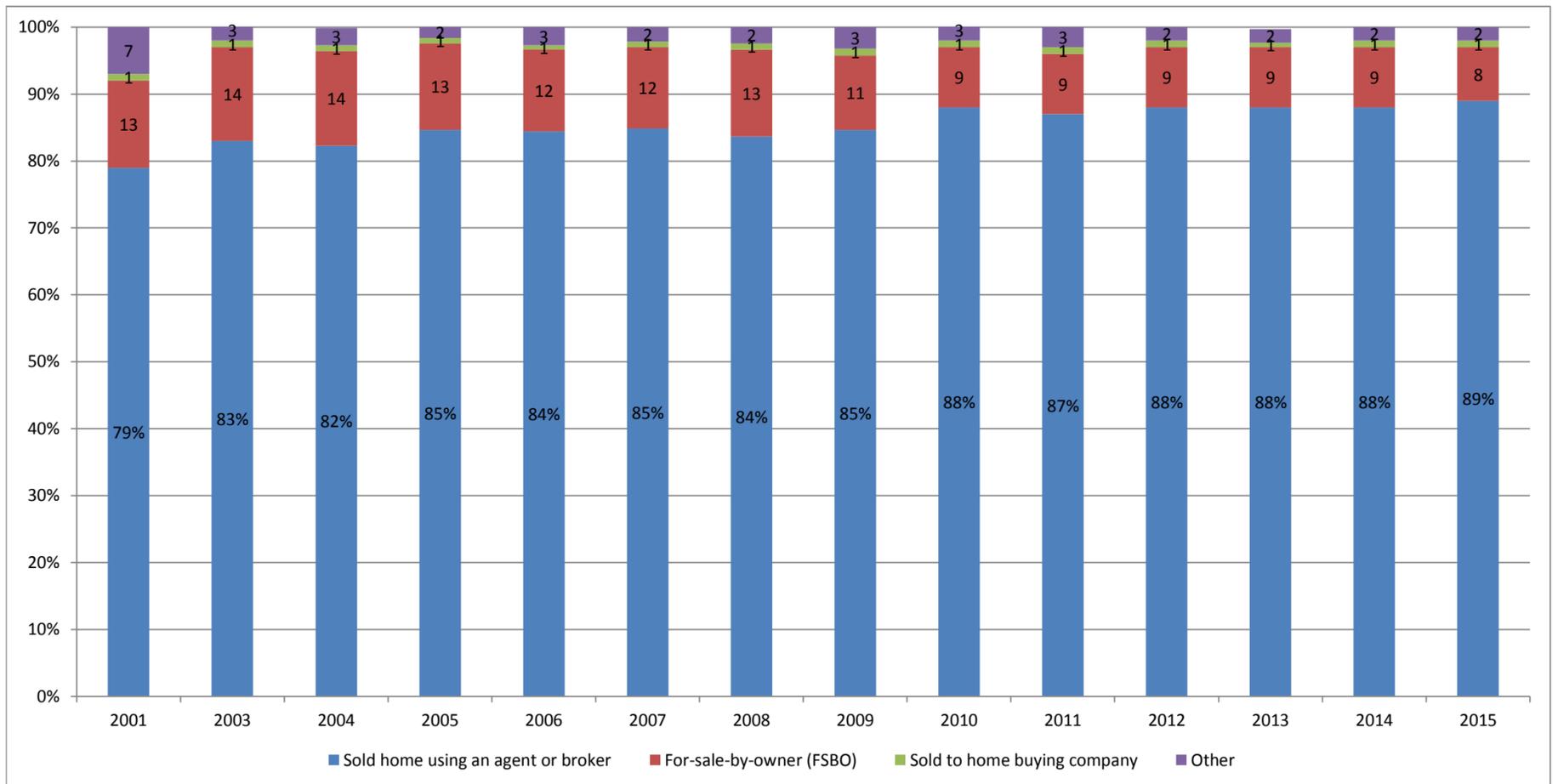
(Percentage Distribution)

Ohio

2015	
Sold home using an agent or broker	81%
For-sale-by-owner (FSBO)	16
Sold it to a home buying company	*
Other	3

U.S.

	2001	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Sold home using an agent or broker	79%	83%	82%	85%	84%	85%	84%	85%	88%	87%	88%	88%	88%	89%
For-sale-by-owner (FSBO)	13	14	14	13	12	12	13	11	9	9	9	9	9	8
Sold to home buying company	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Other	7	3	3	2	3	2	2	3	3	3	2	2	2	2



HOME SELLERS AND THEIR SELLING EXPERIENCE

Exhibit 6-31

SALES PRICE COMPARED WITH LISTING PRICE, BY REGION

(Percentage Distribution of Sales Price as a Percent of List Price)

	SELLERS WHO SOLD A HOME IN THE					
	Ohio	U.S.	Northeast	Midwest	South	West
Less than 90%	14%	9%	13%	11%	9%	6%
90% to 94%	19	15	20	14	15	13
95% to 99%	36	41	36	46	41	37
100%	25	24	22	21	27	23
101% to 110%	7	8	7	5	6	15
More than 110%	*	3	2	3	2	7
Median (sales price as a percent of listing price)	97%	98%	97%	97%	98%	99%

HOME SELLERS AND THEIR SELLING EXPERIENCE

Exhibit 6-32

SALES PRICE COMPARED WITH LISTING PRICE, BY SELLER URGENCY

(Percentage Distribution of Sales Price as a Percent of Listing Price)

Ohio

	All Sellers	SELLER NEEDED TO SELL		
		Very urgently	Somewhat urgently	Not urgently
Less than 90%	14%	25%	12%	10%
90% to 94%	19	19	24	13
95% to 99%	36	19	39	41
100%	25	31	22	23
101% to 110%	7	6	2	13
More than 110%	*	*	*	*
Median (sales price as a percent of listing price)	97%	98%	96%	98%

* Less than 1 percent

U.S.

	All Sellers	SELLER NEEDED TO SELL		
		Very urgently	Somewhat urgently	Not urgently
Less than 90%	9%	13%	10%	6%
90% to 94%	15	16	15	15
95% to 99%	41	31	42	43
100%	24	23	24	25
101% to 110%	8	11	7	9
More than 110%	3	6	3	2
Median (sales price as a percent of listing price)	98%	97%	98%	98%

HOME SELLERS AND THEIR SELLING EXPERIENCE

Exhibit 6-33

NUMBER OF WEEKS RECENTLY SOLD HOME WAS ON THE MARKET, BY REGION

(Percentage Distribution)

	SELLERS WHO SOLD A HOME IN THE					
	Ohio	U.S.	Northeast	Midwest	South	West
Less than 1 week	12%	6%	5%	7%	6%	5%
1 to 2 weeks	33	36	32	36	33	43
3 to 4 weeks	13	12	12	11	12	13
5 to 6 weeks	6	6	6	7	6	5
7 to 8 weeks	5	7	6	7	8	5
9 to 10 weeks	4	5	4	3	5	5
11 to 12 weeks	4	7	5	6	6	8
13 to 16 weeks	4	4	6	6	4	3
17 to 24 weeks	4	6	5	6	6	4
25 to 36 weeks	5	5	7	4	5	4
37 to 52 weeks	6	5	10	5	4	3
53 or more weeks	2	3	5	2	4	1
Median weeks	4	4	6	4	4	3

HOME SELLERS AND THEIR SELLING EXPERIENCE

Exhibit 6-34

SALES PRICE COMPARED WITH LISTING PRICE, BY NUMBER OF WEEKS HOME WAS ON THE MARKET

(Percentage Distribution of Sales Price as a Percent of Listing Price)

Ohio

	SELLERS WHOSE HOME WAS ON THE MARKET FOR						
	All Sellers	Less than 1 week	1 to 2 weeks	3 to 4 weeks	5 to 8 weeks	9 to 16 weeks	17 or more weeks
Less than 90%	14%	*	3%	8%	18%	17%	41%
90% to 94%	19	17	9	23	*	33	29
95% to 99%	36	17	50	31	55	33	24
100%	25	67	25	23	18	17	6
101% to 110%	7	*	13	15	9	*	*
More than 110%	*	*	*	*	*	*	*

* Less than 1 percent

U.S.

	SELLERS WHOSE HOME WAS ON THE MARKET FOR						
	All Sellers	Less than 1 week	1 to 2 weeks	3 to 4 weeks	5 to 8 weeks	9 to 16 weeks	17 or more weeks
Less than 90%	9%	4%	1%	5%	8%	11%	28%
90% to 94%	15	3	5	15	16	23	31
95% to 99%	41	24	33	55	56	54	30
100%	24	50	39	20	17	9	7
101% to 110%	8	9	17	5	2	2	2
More than 110%	3	10	5	1	1	2	1
Median (sales price as a percent of listing price)	98%	100%	100%	97%	97%	96%	93%

* Less than 1 percent

HOME SELLERS AND THEIR SELLING EXPERIENCE

Exhibit 6-35

NUMBER OF TIMES ASKING PRICE WAS REDUCED, BY NUMBER OF WEEKS HOME WAS ON THE MARKET (Percentage Distribution)

Ohio

	SELLERS WHOSE HOME WAS ON THE MARKET FOR						
	All Sellers	Less than 1 week	1 to 2 weeks	3 to 4 weeks	5 to 8 weeks	9 to 16 weeks	17 or more weeks
None, did not reduce the asking price	61%	93%	81%	83%	55%	50%	6%
One	18	7	16	17	27	25	24
Two	11	*	3	*	18	8	35
Three	4	*	*	*	*	8	12
Four or more	6	*	*	*	*	8	24

U.S.

	SELLERS WHOSE HOME WAS ON THE MARKET FOR						
	All Sellers	Less than 1 week	1 to 2 weeks	3 to 4 weeks	5 to 8 weeks	9 to 16 weeks	17 or more weeks
None, did not reduce the asking price	57%	89%	88%	58%	46%	29%	13%
One	22	10	11	32	31	41	20
Two	12	1	1	9	16	19	30
Three	6	*	*	1	6	9	20
Four or more	4	*	*	*	1	3	16

* Less than 1 percent

HOME SELLERS AND THEIR SELLING EXPERIENCE

Exhibit 6-36

INCENTIVES OFFERED TO ATTRACT BUYERS, BY REGION

(Percent of Respondents)

	SELLERS WHO SOLD A HOME IN THE					
	Ohio	U.S.	Northeast	Midwest	South	West
None	60%	63%	69%	64%	59%	68%
Home warranty policies	24	21	7	23	26	20
Assistance with closing costs	20	16	16	14	18	13
Credit toward remodeling or repairs	5	7	7	5	7	8
Other incentives, such as a car, flat screen TV, etc.	4	4	4	4	4	4
Assistance with condo association fees	*	1	1	1	*	1
Other	4	3	5	2	3	3

* Less than 1 percent

HOME SELLERS AND THEIR SELLING EXPERIENCE

Exhibit 6-37

INCENTIVES OFFERED TO ATTRACT BUYERS, BY NUMBER OF WEEKS HOME WAS ON THE MARKET

(Percent of Respondents)

Ohio

	SELLERS WHOSE HOME WAS ON THE MARKET FOR						
	All Sellers	Less than 1 week	1 to 2 weeks	3 to 4 weeks	5 to 8 weeks	9 to 16 weeks	17 or more weeks
None	60%	100%	78%	46%	64%	42%	25%
Assistance with closing costs	20	*	13	23	18	17	38
Home warranty policies	24	*	13	46	18	50	31
Credit toward remodeling or repairs	5	*	3	8	*	8	13
Other incentives, such as a car, flat screen TV, etc.	4	*	*	8	18	*	6
Assistance with condo association fees	*	*	*	*	*	*	*
Other	4	*	3	*	9	*	13

U.S.

	SELLERS WHOSE HOME WAS ON THE MARKET FOR						
	All Sellers	Less than 1 week	1 to 2 weeks	3 to 4 weeks	5 to 8 weeks	9 to 16 weeks	17 or more weeks
None	63%	85%	70%	67%	62%	60%	45%
Home warranty policies	21	9	20	19	17	21	31
Assistance with closing costs	16	5	9	16	18	19	29
Credit toward remodeling or repairs	7	4	3	7	7	9	13
Other incentives, such as a car, flat screen TV, etc.	4	*	2	4	4	6	8
Assistance with condo association fees	1	*	1	*	*	*	1
Other	3	1	2	3	2	3	7

* Less than 1 percent

HOME SELLERS AND THEIR SELLING EXPERIENCE

Exhibit 6-38

EQUITY EARNED IN HOME RECENTLY SOLD, BY TENURE IN HOME

(Median)

TENURE IN HOME	U.S.	
	Dollar value	Percent
1 year or less	\$31,000	14%
2 to 3 years	\$30,000	15%
4 to 5 years	\$35,000	19%
6 to 7 years	\$31,000	14%
8 to 10 years	\$3,000	1%
11 to 15 years	\$38,000	23%
16 to 20 years	\$95,000	63%
21 years or more	\$138,000	145%
Median	\$40,000	23%

	Ohio	
	Dollar value	Percent
Median	\$11,250	9%

HOME SELLERS AND THEIR SELLING EXPERIENCE

Exhibit 6-39

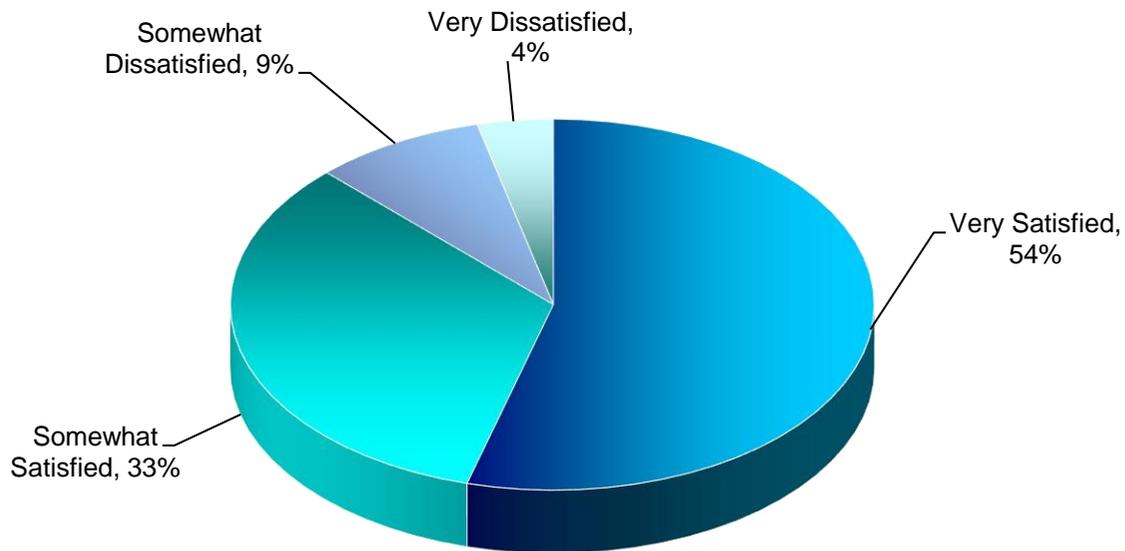
SATISFACTION WITH THE SELLING PROCESS

(Percentage Distribution)

	Ohio	U.S.
Very Satisfied	54%	61%
Somewhat Satisfied	33	27
Somewhat Dissatisfied	9	8
Very Dissatisfied	4	5

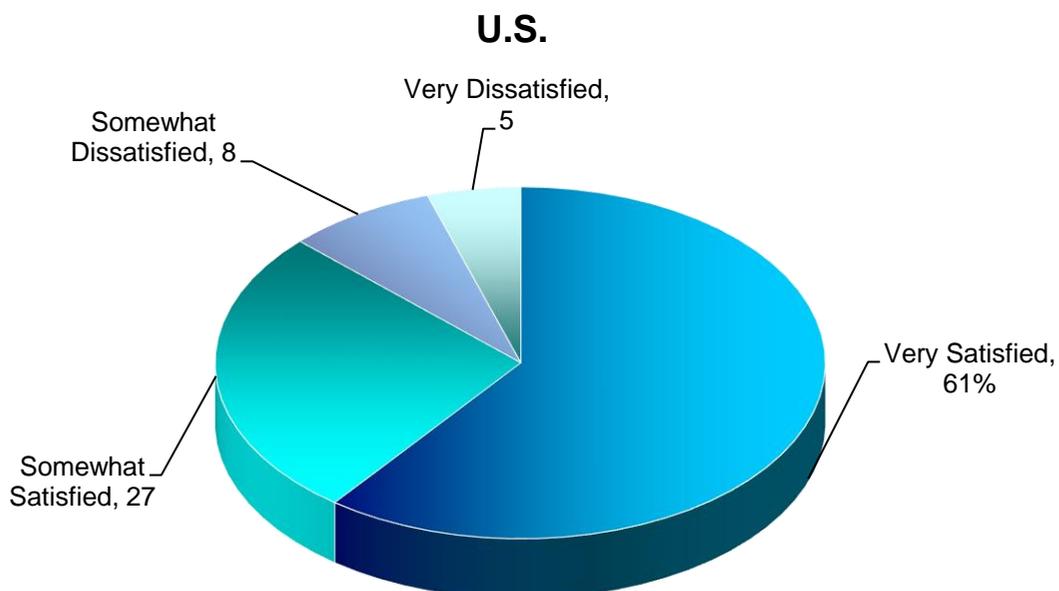
Satisfaction with Selling Process

(Percentage Distribution)



Satisfaction with Selling Process

(Percentage Distribution)



HOME SELLING AND REAL ESTATE PROFESSIONALS

- Exhibit 7-1 METHOD USED TO FIND REAL ESTATE AGENT, BY FIRST TIME OR REPEAT SELLER
- Exhibit 7-2 METHOD USED TO FIND REAL ESTATE AGENT, BY MILES MOVED
- Exhibit 7-3 NUMBER OF AGENTS CONTACTED BEFORE SELECTING ONE TO ASSIST WITH SALE OF HOME
- Exhibit 7-4 SELLER USED THE SAME REAL ESTATE AGENT FOR THEIR HOME PURCHASE, BY MILES MOVED
- Exhibit 7-5 HOME LISTED ON MULTIPLE LISTING SERVICE
- Exhibit 7-6 LEVEL OF SERVICE PROVIDED BY THE REAL ESTATE AGENT
- Exhibit 7-7 WHAT SELLERS MOST WANT FROM REAL ESTATE AGENTS, BY LEVEL OF SERVICE PROVIDED BY THE AGENT
- Exhibit 7-8 MOST IMPORTANT FACTOR IN CHOOSING A REAL ESTATE AGENT TO SELL HOME, BY LEVEL OF SERVICE PROVIDED BY THE AGENT
- Exhibit 7-9 METHODS REAL ESTATE AGENT USED TO MARKET HOME
- Exhibit 7-10 HOW REAL ESTATE AGENT WAS COMPENSATED
- Exhibit 7-11 NEGOTIATING THE COMMISSION RATE OR FEE WITH THE REAL ESTATE AGENT
- Exhibit 7-12 WOULD SELLER USE REAL ESTATE AGENT AGAIN OR RECOMMEND TO OTHERS
- Exhibit 7-13 HOW MANY TIMES SELLER RECOMMENDED TYPICAL AGENT

HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-1

METHOD USED TO FIND REAL ESTATE AGENT, BY FIRST TIME OR REPEAT SELLER

(Percentage Distribution)

Ohio

		First-time Seller	Repeat Seller
Referred by (or is) a friend, neighbor or relative	36%	49%	27%
Used agent previously to buy or sell a home	33	26	38
Visited an open house and met agent	2	3	2
Internet website (without a specific reference)	1	3	*
Personal contact by agent (telephone, email, etc.)	2	*	4
Referred by another real estate or broker	3	*	6
Saw contact information on For Sale/Open House sign	2	3	2
Referred through employer or relocation company	2	3	2
Direct mail (newsletter, flyer, postcard, etc.)	3	6	2
Walked into or called office and agent was on duty	1	*	2
Newspaper, Yellow pages or home book ad	*	*	*
Advertising specialty (calendar, magnet, etc.)	*	*	*
Crowdsourcing through social media/knew the person	*	*	*
Saw the person's social media page without a connection	*	*	*
Other	13	9	15

U.S.

	All sellers	First-time Seller	Repeat Seller
Referred by (or is) a friend, neighbor or relative	42%	47%	39%
Used agent previously to buy or sell a home	24	20	26
Internet website (without a specific reference)	4	6	4
Personal contact by agent (telephone, email, etc.)	4	3	5
Referred by another real estate or broker	4	4	4
Visited an open house and met agent	3	3	3
Saw contact information on For Sale/Open House sign	3	4	2
Referred through employer or relocation company	3	3	3
Direct mail (newsletter, flyer, postcard, etc.)	1	2	1
Walked into or called office and agent was on duty	1	1	1
Newspaper, Yellow pages or home book ad	1	*	1
Advertising specialty (calendar, magnet, etc.)	1	1	1
Crowdsourcing through social media/knew the person through social media	*	*	*
Saw the person's social media page without a connection	*	*	*
Other	9	7	10

* Less than 1 percent

HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-2

METHOD USED TO FIND REAL ESTATE AGENT, BY MILES MOVED

(Percentage Distribution)

Ohio

	All sellers	10 miles or less	11 to 20 miles	21 to 50 miles	51 to 100 miles	101 to 500 miles	501 or more
Referred by (or is) a friend, neighbor or relative	36%	21%	63%	27%	80%	50%	35%
Used agent previously to buy or sell a home	33	41	19	27	20	25	24
Visited an open house and met agent	2	3	6	*	*	*	9
Internet website (without a specific reference)	1	3	*	*	*	*	3
Personal contact by agent (telephone, email, etc.)	2	*	*	9	*	*	3
Referred by another real estate or broker	3	3	13	*	*	*	3
Saw contact information on For Sale/Open House sign	2	*	*	9	*	*	9
Referred through employer or relocation company	2	*	*	*	*	13	6
Direct mail (newsletter, flyer, postcard, etc.)	3	*	*	18	*	13	*
Walked into or called office and agent was on duty	1	3	*	*	*	*	3
Newspaper, Yellow pages or home book ad	*	*	*	*	*	*	*
Advertising specialty (calendar, magnet, etc.)	*	*	*	*	*	*	3
Crowdsourcing through social media/knew the person through social media	*	*	*	*	*	*	*
Saw the person's social media page without a connection	*	*	*	*	*	*	*
Other	13	27	*	9	*	*	3

U.S.

	All sellers	10 miles or less	11 to 20 miles	21 to 50 miles	51 to 100 miles	101 to 500 miles	501 or more
Referred by (or is) a friend, neighbor or relative	42%	45%	43%	36%	43%	49%	37%
Used agent previously to buy or sell a home	24	27	21	26	17	18	21
Internet website (without a specific reference)	4	4	8	6	6	2	3
Personal contact by agent (telephone, email, etc.)	4	3	3	7	6	2	7
Referred by another real estate or broker	4	2	3	6	3	6	4
Visited an open house and met agent	3	4	3	2	*	1	1
Saw contact information on For Sale/Open House sign	3	2	5	4	*	4	2
Referred through employer or relocation company	3	*	1	1	3	7	9
Direct mail (newsletter, flyer, postcard, etc.)	1	1	*	2	3	1	2
Walked into or called office and agent was on duty	1	1	1	*	4	1	1
Newspaper, Yellow pages or home book ad	1	*	1	*	*	2	2
Advertising specialty (calendar, magnet, etc.)	1	*	2	*	5	*	1
Crowdsourcing through social media/knew the person through social media	*	*	*	*	1	*	*
Saw the person's social media page without a connection	*	*	*	*	*	*	*
Other	9	10	8	10	10	7	9

HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-3

NUMBER OF AGENTS CONTACTED BEFORE SELECTING ONE TO ASSIST WITH SALE OF HOME

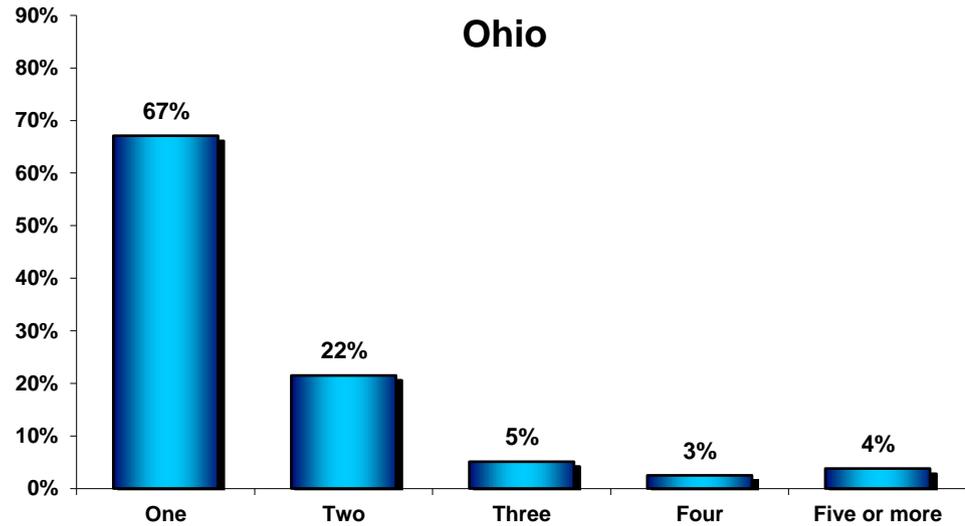
(Percentage Distribution)

Ohio

One	67%
Two	22%
Three	5%
Four	3%
Five or more	4%

* Less than 1 percent

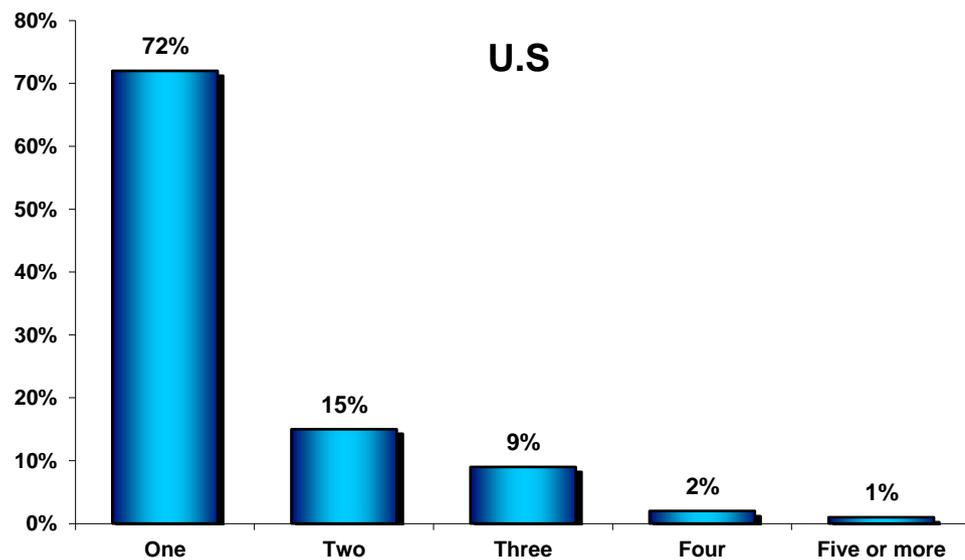
NUMBER OF AGENTS CONTACTED BEFORE SELECTING ONE TO ASSIST WITH SALE OF HOME
(Percentage Distribution)



U.S.

One	72%
Two	15
Three	9
Four	2
Five or more	1

NUMBER OF AGENTS CONTACTED BEFORE SELECTING ONE TO ASSIST WITH SALE OF HOME
(Percentage Distribution)



HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-4

SELLER USED THE SAME REAL ESTATE AGENT FOR THEIR HOME PURCHASE, BY MILES MOVED

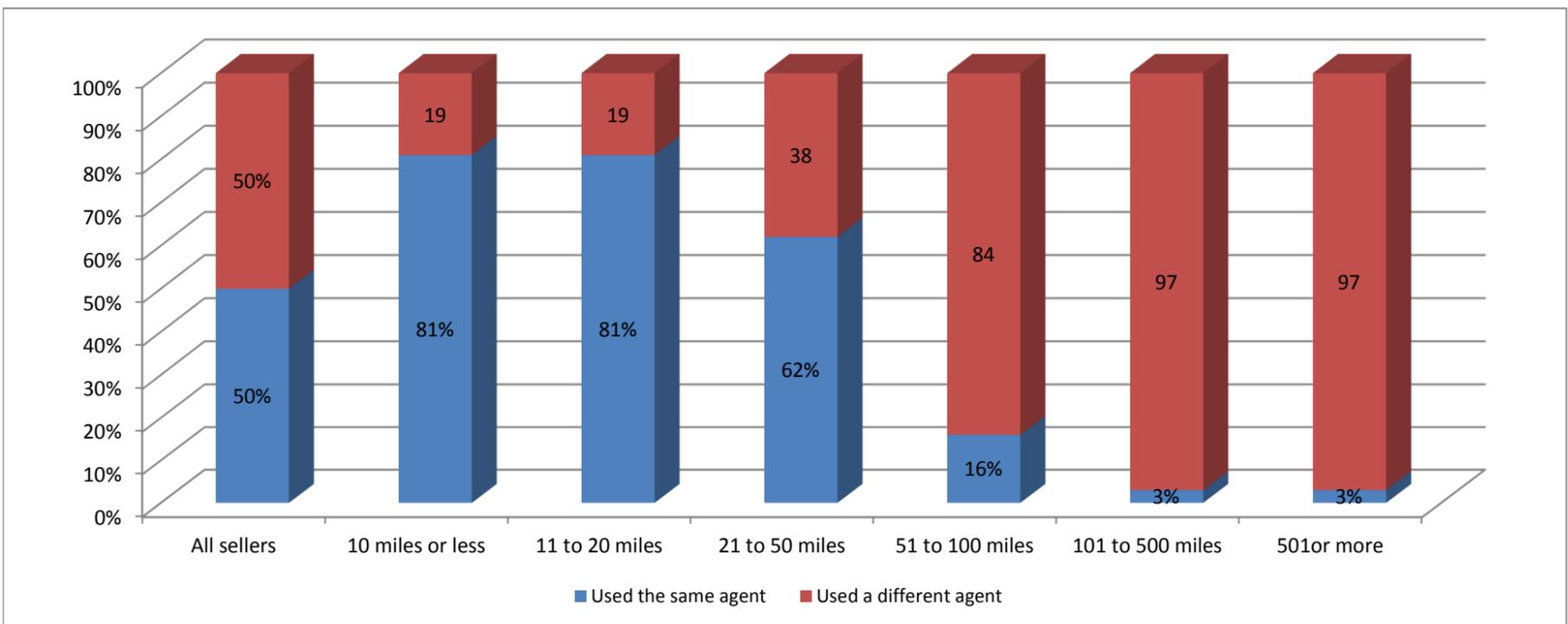
(Percentage Distribution Among Sellers Who Used an Agent to Purchase a Home)

Ohio

		10 miles or less	11 to 20 miles	21 to 50 miles	51 to 100 miles	101 to 500 miles	501 or more
Yes	48%	71%	58%	40%	0%	14%	0%
No	52%	29%	42%	60%	100%	86%	100%

U.S.

	All sellers	10 miles or less	11 to 20 miles	21 to 50 miles	51 to 100 miles	101 to 500 miles	501 or more
Used the same agent	50%	81%	81%	62%	16%	3%	3%
Used a different agent	50%	19	19	38	84	97	97



HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-5

HOME LISTED ON MULTIPLE LISTING SERVICE

(Percentage Distribution)

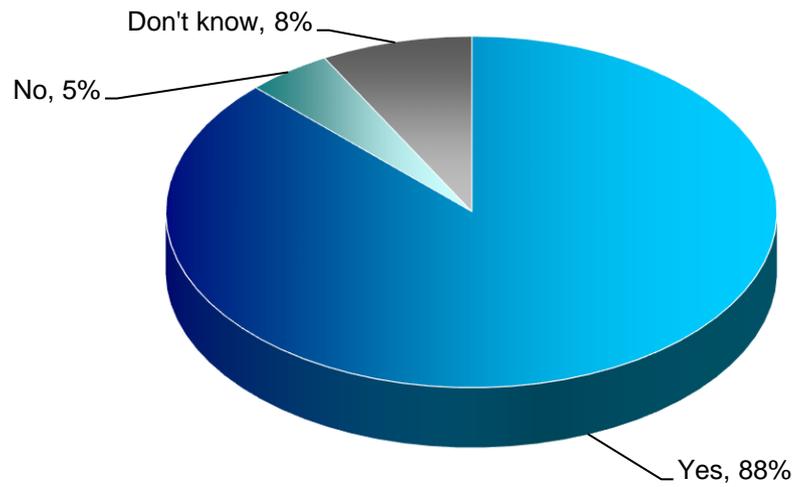
Ohio

Yes	88%
No	5%
Don't know	8%

HOME LISTED ON MULTIPLE LISTING SERVICE

(Percentage Distribution)

Ohio



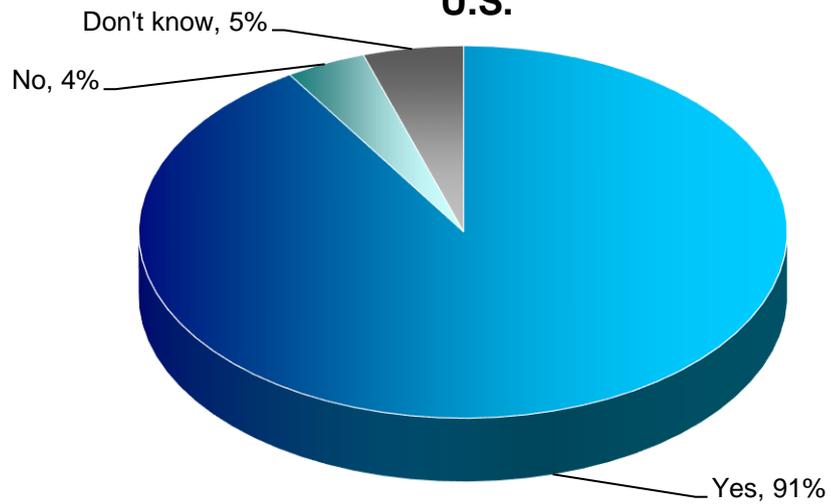
U.S.

Yes	91%
No	4%
Don't know	5%

HOME LISTED ON MULTIPLE LISTING SERVICE

(Percentage Distribution)

U.S.



HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-6

LEVEL OF SERVICE PROVIDED BY THE REAL ESTATE AGENT

(Percentage Distribution)

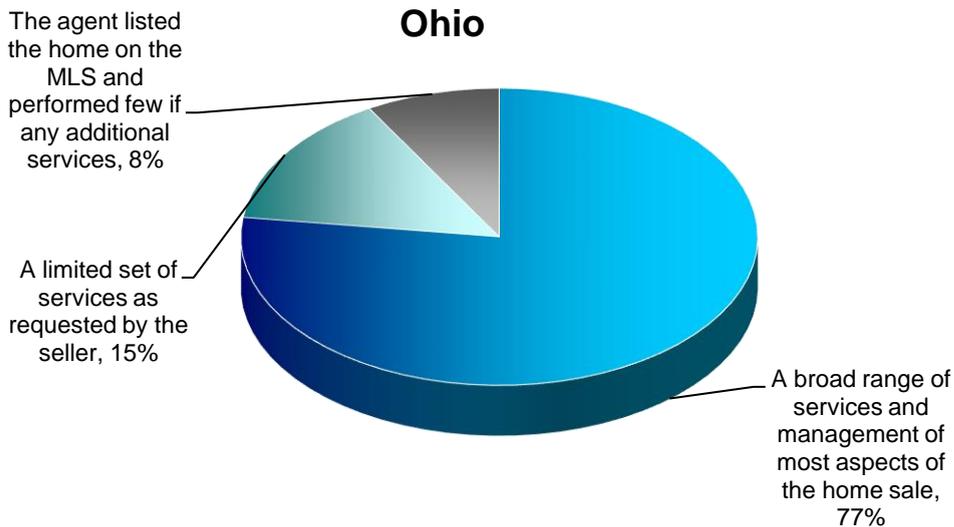
Ohio

A broad range of services and management of most aspects of the home sale	77%
A limited set of services as requested by the seller	15%
The agent listed the home on the MLS and performed few if any additional services	8%

LEVEL OF SERVICE PROVIDED BY THE REAL ESTATE AGENT

(Percentage Distribution)

Ohio



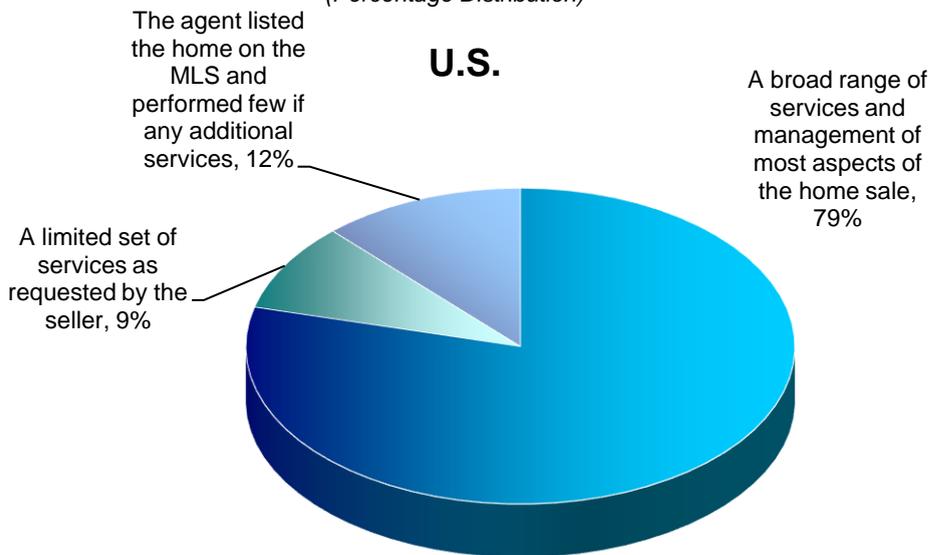
U.S.

A broad range of services and management of most aspects of the home sale	79%
A limited set of services as requested by the seller	9%
The agent listed the home on the MLS and performed few if any additional services	12%

LEVEL OF SERVICE PROVIDED BY THE REAL ESTATE AGENT

(Percentage Distribution)

U.S.



HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-7

WHAT SELLERS MOST WANT FROM REAL ESTATE AGENTS, BY LEVEL OF SERVICE PROVIDED BY THE AGENT

(Percentage Distribution)

Ohio

	All sellers	LEVEL OF SERVICE SOUGHT FROM THE AGENT BY THE SELLER		
		A broad range of services and management of most aspects of the home sale	A limited set of services as requested by the seller	The agent listed the home on the MLS and performed few if any additional services
Help price home competitively	16%	14%	17%	29%
Help sell the home within specific timeframe	24	19	42	43
Help find a buyer for home	15	18	*	14
Help seller market home to potential buyers	22	25	17	*
Help seller find ways to fix up home to sell it for more	13	13	17	*
Help with negotiation and dealing with buyers	1	*	*	14
Help with paperwork/inspections/preparing for settlement	6	8	*	*
Help seller see homes available to purchase	2	3	*	*
Other	1	*	8	*

* Less than 1 percent

U.S.

	All sellers	LEVEL OF SERVICE SOUGHT FROM THE AGENT BY THE SELLER		
		A broad range of services and management of most aspects of the home sale	A limited set of services as requested by the seller	The agent listed the home on the MLS and performed few if any additional services
Help seller market home to potential buyers	21%	20%	19%	27%
Help sell the home within specific timeframe	21	21	23	17
Help find a buyer for home	17	18	17	16
Help price home competitively	16	16	24	14
Help seller find ways to fix up home to sell it for more	14	16	9	10
Help with negotiation and dealing with buyers	5	5	5	7
Help with paperwork/inspections/preparing for settlement	3	3	1	3
Help seller see homes available to purchase	2	2	2	3
Help create and post videos to provide tour of my home	*	*	*	1
Other	1	1	1	2

* Less than 1 percent

HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-8

MOST IMPORTANT FACTOR IN CHOOSING A REAL ESTATE AGENT TO SELL HOME, BY LEVEL OF SERVICE PROVIDED BY THE AGENT
(Percentage Distribution)

Ohio

	All sellers	LEVEL OF SERVICE SOUGHT FROM THE AGENT BY THE SELLER		
		A broad range of services and management of most aspects of the home sale	A limited set of services as requested by the seller	The agent listed the home on the MLS and performed few if any additional services
Reputation of agent	38%	41%	33%	29%
Agent is honest and trustworthy	21	19	17	43
Agent is friend or family member	16	16	17	14
Agent's knowledge of the neighborhood	11	13	8	*
Agent's association with a particular firm	4	2	8	14
Agent has caring personality/good listener	4	5	*	*
Agent's commission	2	2	8	*
Agent seems 100% accessible because of use of technology	1	2	*	*
Professional designations held by agent	*	*	*	*
Other	4	2	8	*

U.S.

	All sellers	LEVEL OF SERVICE SOUGHT FROM THE AGENT BY THE SELLER		
		A broad range of services and management of most aspects of the home sale	A limited set of services as requested by the seller	The agent listed the home on the MLS and performed few if any additional services
Reputation of agent	34%	35%	29%	29%
Agent is honest and trustworthy	18	19	17	13
Agent is friend or family member	16	16	16	10
Agent's knowledge of the neighborhood	15	15	18	13
Agent has caring personality/good listener	4	4	3	3
Agent's association with a particular firm	4	3	6	8
Agent's commission	4	3	3	7
Agent seems 100% accessible because of use of technology like tablet or smartphone	2	2	1	6
Professional designations held by agent	2	2	3	2
Other	3	2	5	9

HOME SELLING AND REAL ESTATE PROFESSIONAL

Exhibit 7-9

METHODS REAL ESTATE AGENT USED TO MARKET HOM

(Percent of Respondents Among Sellers Who Used an Agent)

Ohio

	All Homes
Multiple Listing (MLS) website	80%
Yard sign	75
Open house	41
Real estate agent website	51
Real estate company website	45
Realtor.com	58
Third party aggregators	35
Print newspaper advertisement	18
Direct mail (flyers, postcards, etc.)	16
Real estate magazine	7
Newspaper website	11
Video	4
Other Web sites with real estate listings (e.g. Google, Yahoo)	2
Real estate magazine website	8
Social networking websites (e.g. Facebook, Twitter, etc.)	8
Online Classified Ads	7
Video hosting Web sites (e.g. Youtube, etc.)	*
Television	*
Other	5

* Less than 1 percent

U.S.

	All Homes
Multiple Listing (MLS) website	89%
Yard sign	69
Real estate agent website	51
Open house	51
Realtor.com	50
Real estate company website	43
Third party aggregators	40
Social networking websites (e.g. Facebook, Twitter, etc.)	12
Print newspaper advertisement	11
Direct mail (flyers, postcards, etc.)	10
Video	9
Newspaper website	9
Real estate magazine	9
Other Web sites with real estate listings (e.g. Google, Yahoo)	6
Online Classified Ads	6

HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-10

HOW REAL ESTATE AGENT WAS COMPENSATED

(Percentage Distribution)

Ohio

Paid by seller	75%
Percent of sales price	91
Flat fee	5
Per task fee	1
Other	*
Don't Know	3
Paid by buyer and seller	16
Paid by buyer only	2
Other	5
Don't Know	2

U.S.

Paid by seller	76%
Percent of sales price	72
Flat fee	3
Per task fee	*
Other	*
Don't Know	1
Paid by buyer and seller	10
Paid by buyer only	7
Other	4
Don't Know	3

* Less than 1 percent

HOME SELLING AND REAL ESTATE PROFESSIONALS

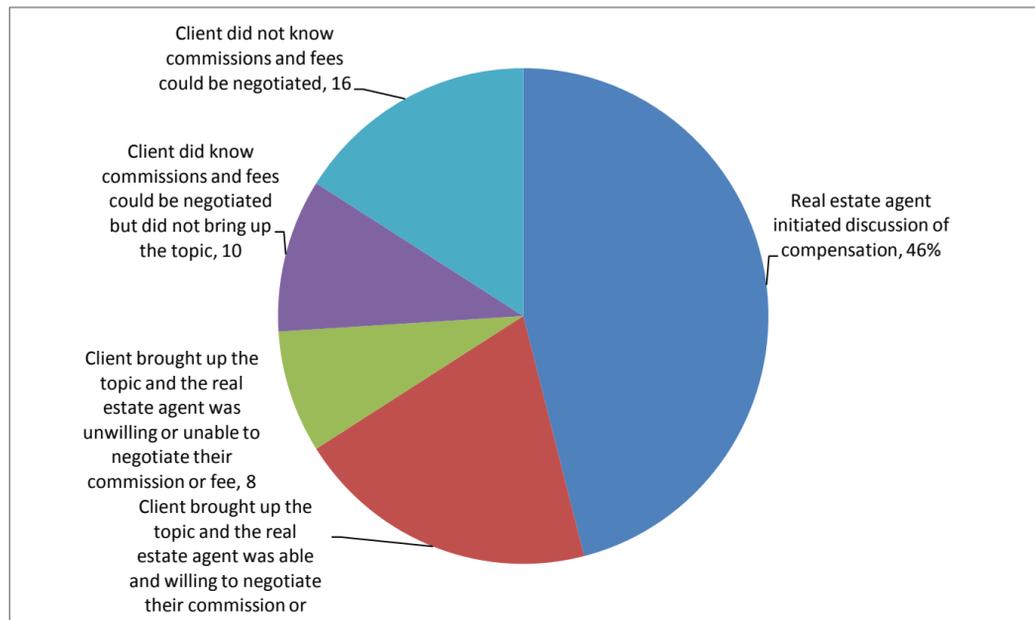
Exhibit 7-11
NEGOTIATING THE COMMISSION RATE OR FEE WITH THE REAL ESTATE AGENT
(Percentage Distribution)

Ohio

Real estate agent initiated discussion of compensation	48%
Client brought up the topic and the real estate agent was able and willing to negotiate their commission or fee	23
Client brought up the topic and the real estate agent was unwilling or unable to negotiate their commission or fee	8
Client did know commissions and fees could be negotiated but did not bring up the topic	9
Client did not know commissions and fees could be negotiated	14

U.S.

Real estate agent initiated discussion of compensation	46%
Client brought up the topic and the real estate agent was able and willing to negotiate their commission or fee	20
Client brought up the topic and the real estate agent was unwilling or unable to negotiate their commission or fee	8
Client did know commissions and fees could be negotiated but did not bring up the topic	10
Client did not know commissions and fees could be negotiated	16



HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-12

WOULD SELLER USE REAL ESTATE AGENT AGAIN OR RECOMMEND TO OTHERS

(Percentage Distribution)

Ohio

		10 miles or less	11 to 20 miles	21 to 50 miles	51 to 100 miles	101 to 500 miles	501 or more
Definitely	66%	56%	67%	55%	100%	75%	66%
Probably	18%	31%	13%	18%	0%	0%	18%
Probably Not	10%	3%	13%	27%	0%	25%	10%
Definitely Not	6%	6%	7%	0%	0%	0%	6%
Don't Know/ Not Sure	1%	3%	0%	0%	0%	0%	1%

U.S.

	All sellers	10 miles or less	11 to 20 miles	21 to 50 miles	51 to 100 miles	101 to 500 miles	501 or more
Definitely	67%	69%	67%	67%	68%	71%	60%
Probably	17	18	19	13	12	14	20
Probably Not	7	6	6	9	8	11	9
Definitely Not	7	6	8	9	11	4	9
Don't Know/ Not Sure	1	1	1	2	2	*	2

HOME SELLING AND REAL ESTATE PROFESSIONALS

Exhibit 7-13

HOW MANY TIMES SELLER RECOMMENDED TYPICAL AGENT

(Percentage distribution)

Ohio

All Sellers	
None	*
One time	67
Two times	22
Three times	5
Four or more times	3
Times recommended since buying (median)	1

U.S.

All Sellers	
None	38%
One time	13
Two times	17
Three times	12
Four or more times	20
Times recommended since buying (median)	1

FOR SALE BY OWNERS SELLERS

- Exhibit 8-1 FSBO AND AGENT-ASSISTED SALES, 2003-2015
- Exhibit 8-2 FSBO AND AGENT-ASSISTED SALES, BY LOCATION
- Exhibit 8-3 CHARACTERISTICS OF FSBO AND AGENT-ASSISTED SELLERS
- Exhibit 8-4 TYPE OF HOME SOLD, FSBO AND AGENT-ASSISTED SELLERS
- Exhibit 8-5 LOCATION OF HOME SOLD, FSBO AND AGENT-ASSISTED SELLERS
- Exhibit 8-6 SELLING PRICE, FSBO AND AGENT-ASSISTED SELLERS
- Exhibit 8-7 HOW FSBO SELLER DETERMINED ASKING PRICE OF HOME SOLD
- Exhibit 8-8 TIME ON THE MARKET, FSBO AND AGENT-ASSISTED SELLERS
- Exhibit 8-9 SELLER URGENCY, FSBO AND AGENT-ASSISTED SELLERS
- Exhibit 8-10 INCENTIVES OFFERED TO ATTRACT BUYERS, FSBO AND AGENT-ASSISTED SELLERS
- Exhibit 8-11 MOST IMPORTANT REASON FOR SELLING HOME AS FSBO
- Exhibit 8-12 SELLER WANTED TO SELL EARLIER BUT WAITED OR STALLED BECAUSE HOME WAS WORTH LESS THAN MORTGAGE
- Exhibit 8-13 METHOD USED BY FSBO SELLERS TO MARKET HOME
- Exhibit 8-14 MOST DIFFICULT TASK FOR FSBO SELLERS
- Exhibit 8-15 HOW FSBO SELLERS WILL SELL THEIR CURRENT HOME
- Exhibit 8-16 FSBO SELLERS SATISFACTION PROCESS OF SELLING HOME

FOR SALE BY OWNERS SELLERS

Exhibit 8-1

FSBO AND AGENT-ASSISTED SALES, 2003-2015

(Percentage Distribution)

Ohio

	2015
All FSBO (For-sale-by-owner)	20%
Seller knew buyer	9
Seller did not know buyer	11
Agent-assisted	80
Other	*

U.S.

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
All FSBO (For-sale-by-owner)	14%	14%	13%	12%	12%	13%	11%	9%	10%	9%	9%	9%	8%
Seller knew buyer	5	5	5	5	5	6	5	5	4	3	4	4	3
Seller did not know buyer	9	10	8	7	7	7	6	5	6	6	6	5	5
Agent-assisted	83	82	85	84	85	84	85	88	87	88	88	88	89
Other	4	4	2	3	3	3	4	3	3	2	3	2	3

FOR SALE BY OWNERS SELLERS

Exhibit 8-2

FSBO AND AGENT-ASSISTED SALES, BY LOCATION

(Percentage Distribution)

Ohio

SELLERS WHO SOLD A HOME IN A

	All Sellers	Suburb/ Subdivision	Small town	Urban/ Central city	Rural area	Resort/ Recreation area
For-sale-by-owner (FSBO)	20%	*	*	*	*	*
Seller knew buyer	9	*	*	*	*	*
Seller did not know buyer	11	*	*	*	*	*
Agent-assisted	80	100	100	86	92	*
Other	*	*	*	14	8	*

U.S.

SELLERS WHO SOLD A HOME IN A

	All Sellers	Suburb/ Subdivision	Small town	Urban/ Central city	Rural area	Resort/ Recreation area
For-sale-by-owner (FSBO)	8%	5%	13%	8%	15%	16%
Seller knew buyer	3	1	5	2	9	2
Seller did not know buyer	5	4	7	7	5	10
Agent-assisted	89	94	85	90	83	84
Other	3	2	3	2	3	*

* Less than 1 percent

FOR SALE BY OWNERS SELLERS

Exhibit 8-3

CHARACTERISTICS OF FSBO AND AGENT-ASSISTED SELLERS

Ohio

	All Sellers	FSBO		AGENT-ASSISTED			
		All FSBO	Seller Knew Buyer	Seller did not Know Buyer	All Agent-assisted	Agent-assisted only	First FSBO, then Agent-assisted
Median age	51	53	65	42	51	51	*
Median income (2014)	\$72,000	\$76,600	\$50,000	\$45,000	\$76,900	\$77,900	\$64,900
Household composition							
Married couple	77%	71%	57%	78%	80%	80%	*
Single female	17	18	29	11	16	16	*
Single male	2	6	14	*	1	1	*
Unmarried couple	4	6	*	11	4	4	*
Other	*	*	*	*	*	*	*

U.S.

	All Sellers	FSBO		AGENT-ASSISTED			
		All FSBO	Seller Knew Buyer	Seller did not Know Buyer	All Agent-assisted	Agent-assisted only	First FSBO, then Agent-assisted
Median age	54	56	54	57	54	54	54
Median income (2014)	\$104,100	\$84,000	\$75,000	\$92,500	\$105,600	\$107,000	\$89,600
Household composition							
Married couple	77%	74%	63%	81%	79%	78%	86%
Single female	12	14	24	9	11	11	4
Single male	6	7	8	6	5	5	4
Unmarried couple	4	5	5	4	4	4	7
Other	2	1	*	1	2	2	*

* Less than 1 percent

FOR SALE BY OWNERS SELLERS

Exhibit 8-4

TYPE OF HOME SOLD, FSBO AND AGENT-ASSISTED SELLERS

(Percentage Distribution)

Ohio

	All Sellers	FSBO		Agent-Assisted	
		All FSBO	Seller Knew Buyer		Seller did not Know Buyer
Detached single-family home	83%	65%	57%	67%	87%
Townhouse/row house	2	*	*	*	2
Duplex/apartment/condo in 2 to 4 unit building	1	6	*	11	*
Apartment/condo in a building with 5 or more units	1	*	*	*	1
Mobile/manufactured home	9	29	43	22	4
Other	5	*	*	*	6

* Less than 1 percent

U.S.

	All Sellers	FSBO		Agent-Assisted	
		All FSBO	Seller Knew Buyer		Seller did not Know Buyer
Detached single-family home	81%	75%	80%	72%	82%
Townhouse/row house	6	2	3	2	6
Duplex/apartment/condo in 2 to 4 unit building	2	1	3	*	2
Apartment/condo in a building with 5 or more units	5	7	3	9	5
Mobile/manufactured home	3	10	9	10	2
Other	3	6	4	6	3

FOR SALE BY OWNERS SELLERS

Exhibit 8-5

LOCATION OF HOME SOLD, FSBO AND AGENT-ASSISTED SELLERS

(Percentage Distribution)

Ohio

	All Sellers	FSBO		Agent-Assisted	
		All FSBO	Seller Knew Buyer Seller did not Know Buyer		
Suburb/Subdivision	38%	24%	29%	22%	42%
Small town	25	24	29	11	25
Urban area/Central city	9	18	29	11	7
Rural area	28	35	14	56	26
Resort/Recreation area	*	*	*	*	*

* Less than 1 percent

U.S.

	All Sellers	FSBO		Agent-Assisted	
		All FSBO	Seller Knew Buyer Seller did not Know Buyer		
Suburb/Subdivision	49%	28%	23%	32%	51%
Small town	19	18	28	29	18
Urban area/Central city	16	15	9	18	16
Rural area	14	24	38	15	13
Resort/Recreation area	3	5	3	6	3

* Less than 1 percent

FOR SALE BY OWNERS SELLERS

Exhibit 8-6

SELLING PRICE, FSBO AND AGENT-ASSISTED SELLERS

(Percentage Distribution)

Ohio

	All Sellers	FSBO			AGENT-ASSISTED		
		All FSBO	Seller Knew Buyer	Seller did not Know Buyer	All Agent-assisted	Agent-assisted only	First FSBO, then Agent-assisted
Median selling price	\$148,800	\$135,000	\$95,000	\$135,000	\$164,500	\$164,500	*
Lowest selling price	\$2,000	\$2,000	\$2,000	\$2,000	\$21,000	\$21,000	*
Highest selling price	\$895,000	\$238,000	\$238,000	\$200,000	\$895,000	\$895,000	*
Sample size	102	17	7	9	84	84	*
Sales price compared with asking price:							
Less than 90%	14%	18%	14%	22%	13%	13%	*
90% to 94%	19	12	*	11	20	20	*
95% to 99%	36	29	29	33	37	37	*
100%	25	41	57	33	21	21	*
101% to 110%	7	*	*	*	8	8	*
More than 110%	*	*	*	*	*	*	*
Median (sales price as a percent of asking price)	97%	98%	100%	96%	97%	97%	0%
Number of times asking price was reduced:							
None	61%	71%	86%	56%	59%	59%	*
One	18	29	14	44	16	16	*
Two	11	*	*	*	13	13	*
Three	4	*	*	*	5	5	*
Four or more	6	*	*	*	7	7	*

CAUTIONARY NOTE: Small sample sizes in some cases do not allow statistically robust results to be obtained. Please use caution when interpreting the results in cases where sample sizes are small.

U.S.

	All Sellers	FSBO			AGENT-ASSISTED		
		All FSBO	Seller Knew Buyer	Seller did not Know Buyer	All Agent-assisted	Agent-assisted only	First FSBO, then Agent-assisted
Median selling price	\$245,000	\$210,000	\$151,900	\$223,800	\$249,000	\$249,000	\$228,000
Sales price compared with asking price:							
Less than 90%	9%	13%	9%	15%	9%	9%	13%
90% to 94%	15	13	14	12	15	15	46
95% to 99%	41	35	30	37	41	42	33
100%	24	34	45	29	23	23	8
101% to 110%	8	3	*	5	9	9	*
More than 110%	3	2	3	2	3	3	*
Median (sales price as a percent of asking price)	98%	98%	99%	98%	98%	98%	93%
Number of times asking price was reduced:							
None	57%	60%	61%	60%	56%	56%	22%
One	22	31	33	28	22	21	41
Two	12	6	1	8	12	12	33
Three	6	3	5	1	6	6	4
Four or more	4	2	*	2	4	4	*

* Less than 1 percent

N/A- Not Available

FOR SALE BY OWNERS SELLERS

Exhibit 8-7

HOW FSBO SELLER DETERMINED ASKING PRICE OF HOME SOLD

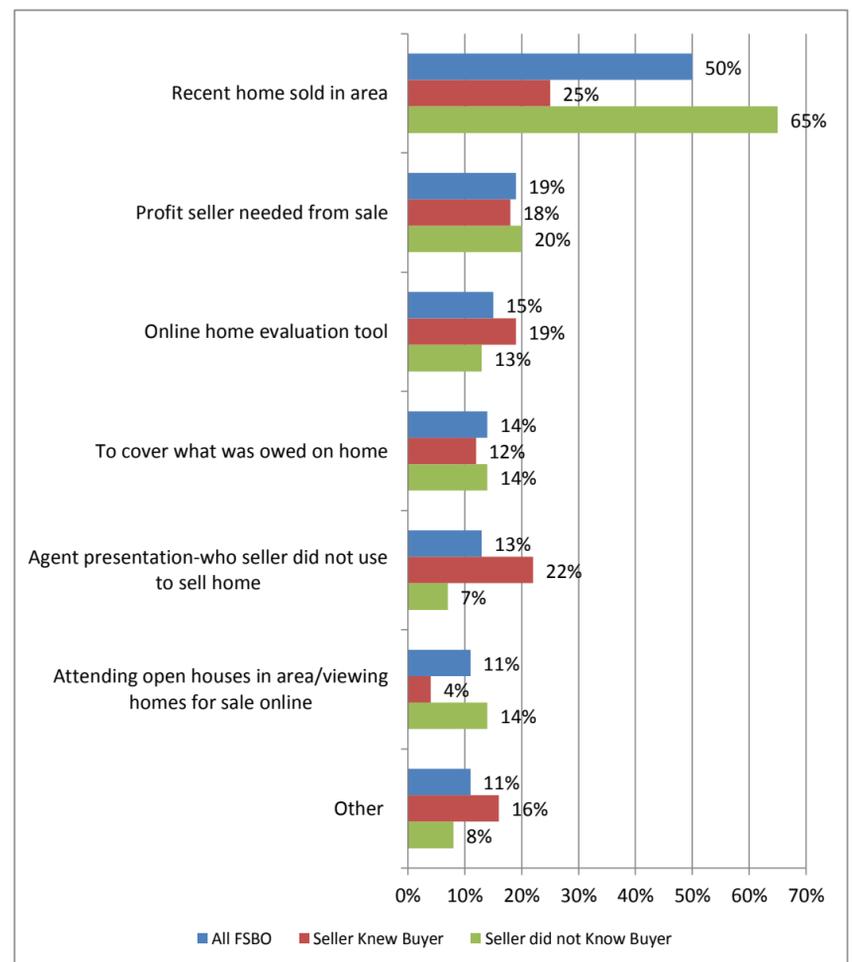
(Percent of Respondents)

Ohio

	All FSBO	Seller Knew Buyer	Seller did not Know Buyer
Recent home sold in area	44%	29%	63%
Agent presentation-who seller did not use to sell home	6	14	*
Profit seller needed from sale	25	29	13
Attending open houses in area/viewing homes for sale online	13	*	25
Online home evaluation tool	25	29	25
To cover what was owed on home	6	*	*
Other	25	14	25

U.S.

	All FSBO	Seller Knew Buyer	Seller did not Know Buyer
Other	11%	16%	8%
Attending open houses in area/viewing homes for sale online	11%	4%	14%
Agent presentation-who seller did not use to sell home	13%	22%	7%
To cover what was owed on home	14%	12%	14%
Online home evaluation tool	15%	19%	13%
Profit seller needed from sale	19%	18%	20%
Recent home sold in area	50%	25%	65%



FOR SALE BY OWNERS SELLERS

Exhibit 8-8

TIME ON THE MARKET, FSBO AND AGENT-ASSISTED SELLERS

(Percentage Distribution)

Ohio

	All Sellers	FSBO		AGENT-ASSISTED			First FSBO, then Agent-assisted
		All FSBO	Seller Knew Buyer	Seller did not Know Buyer	All Agent-assisted	Agent-assisted only	
Less than 1 week	12%	31%	57%	13%	9%	9%	*
1 to 2 weeks	33	38	29	50	32	32	*
3 to 4 weeks	13	13	*	13	14	14	*
5 to 6 weeks	6	*	*	*	7	7	*
7 to 8 weeks	5	6	14	*	5	5	*
9 to 10 weeks	4	*	*	*	5	5	*
11 to 12 weeks	4	*	*	*	5	5	*
13 to 16 weeks	4	*	*	*	5	5	*
17 to 24 weeks	4	6	*	13	4	4	*
25 to 36 weeks	5	*	*	*	6	6	*
37 to 52 weeks	6	6	*	13	6	6	*
53 or more weeks	2	*	*	*	3	3	*
Median weeks	4	1	*	2	4	4	*

* Less than 1 percent

N/A- Not Available

U.S.

	All Sellers	FSBO		AGENT-ASSISTED			First FSBO, then Agent-assisted
		All FSBO	Seller Knew Buyer	Seller did not Know Buyer	All Agent-assisted	Agent-assisted only	
Less than 1 week	6%	18%	28%	12%	4%	4%	7%
1 to 2 weeks	36	32	32	33	36	37	10
3 to 4 weeks	12	10	13	9	12	12	3
5 to 6 weeks	6	5	*	7	6	6	17
7 to 8 weeks	7	7	7	7	7	7	3
9 to 10 weeks	5	6	1	8	5	4	13
11 to 12 weeks	7	8	3	9	7	6	17
13 to 16 weeks	4	6	7	6	4	4	13
17 to 24 weeks	6	1	*	1	6	6	3
25 to 36 weeks	5	1	*	1	5	5	*
37 to 52 weeks	5	4	4	5	5	5	10
53 or more weeks	3	3	6	1	3	3	3
Median weeks	4	3	1	4	4	4	10

* Less than 1 percent

FOR SALE BY OWNERS SELLERS

Exhibit 8-9

SELLER URGENCY, FSBO AND AGENT-ASSISTED SELLERS

(Percentage Distribution)

Ohio

Sellers needed to sell:	All Sellers	FSBO		AGENT-ASSISTED			
		All FSBO	Seller Knew Buyer	Seller did not Know Buyer	All Agent-assisted	Agent-assisted only	First FSBO, then Agent-assisted
Very urgently	16%	13%	14%	11%	18%	18%	*
Somewhat urgently	44	50	57	44	41	41	*
Not urgently	40	38	29	44	41	41	*

* Less than 1 percent

N/A- Not Available

U.S.

Sellers needed to sell:	All Sellers	FSBO		AGENT-ASSISTED			
		All FSBO	Seller Knew Buyer	Seller did not Know Buyer	All Agent-assisted	Agent-assisted only	First FSBO, then Agent-assisted
Very urgently	16%	13%	21%	9%	16%	16%	19%
Somewhat urgently	41	32	33	33	42	42	33
Not urgently	43	54	47	58	42	42	48

FOR SALE BY OWNERS SELLERS

Exhibit 8-10

INCENTIVES OFFERED TO ATTRACT BUYERS, FSBO AND AGENT-ASSISTED SELLERS

(Percent of Respondents)

Ohio

	All Sellers	FSBO		AGENT-ASSISTED			
		All FSBO	Seller Knew Buyer	Seller did not Know Buyer	All Agent-assisted	Agent-assisted only	First FSBO, then Agent-assisted
None	60%	82%	100%	67%	54%	54%	*
Home warranty policies	24	6	*	11	28	28	*
Assistance with closing costs	20	*	*	*	24	24	*
Credit toward remodeling or repairs	5	*	*	*	6	6	*
Other incentives, such as a car, flat screen TV, etc.	4	6	*	11	4	4	*
Other	4	6	*	11	4	4	*

* Less than 1 percent

U.S.

	All Sellers	FSBO		AGENT-ASSISTED			
		All FSBO	Seller Knew Buyer	Seller did not Know Buyer	All Agent-assisted	Agent-assisted only	First FSBO, then Agent-assisted
None	63%	86%	93%	83%	61%	61%	39%
Home warranty policies	21	5	*	7	23	23	32
Assistance with closing costs	16	4	3	6	17	17	25
Credit toward remodeling or repairs	7	2	1	3	7	7	4
Other incentives, such as a car, flat screen TV, etc.	4	3	*	4	4	4	7
Assistance with condo association fees	1	*	*	*	1	1	*
Other	3	2	4	1	3	3	7

* Less than 1 percent

FOR SALE BY OWNERS SELLERS

Exhibit 8-11

MOST IMPORTANT REASON FOR SELLING HOME AS FSBO

(Percentage Distribution)

Ohio

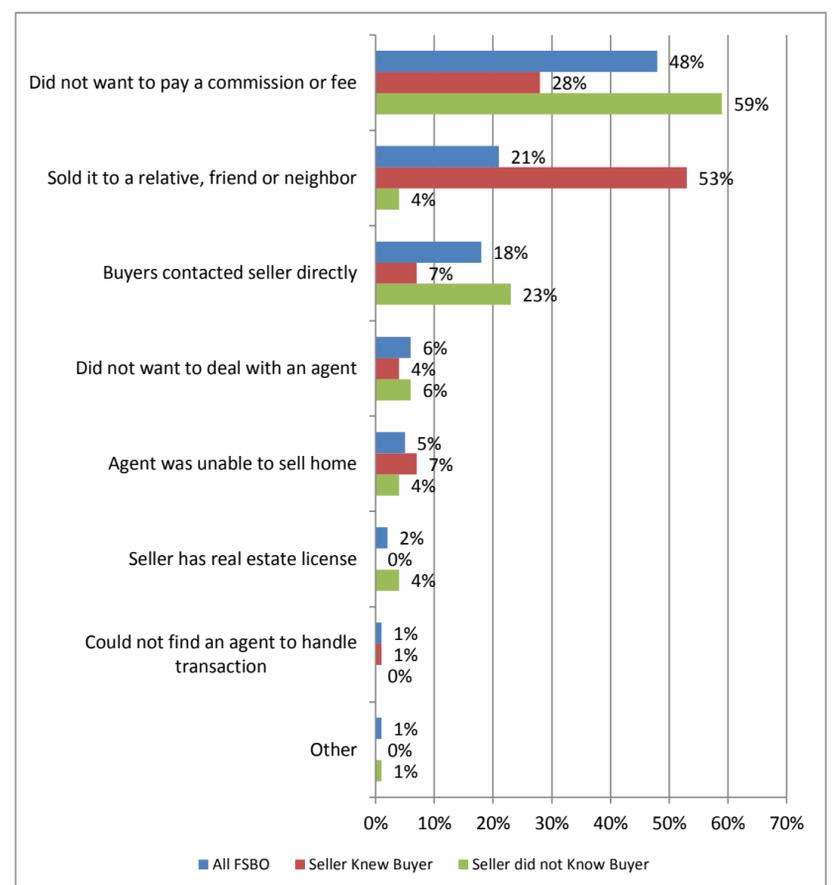
	All FSBO	Seller Knew Buyer	Seller did not Know Buyer
Did not want to pay a commission or fee	31%	14%	50%
Sold it to a relative, friend or neighbor	19	43	*
Buyers contacted seller directly	38	29	38
Did not want to deal with an agent	6	*	13
Agent was unable to sell home	*	*	*
Seller has real estate license	*	*	*
Could not find an agent to handle transaction	*	*	*
Other	6	14	*

* Less than 1 percent

U.S.

	All FSBO	Seller Knew Buyer	Seller did not Know Buyer
Other	1%	*	1%
Could not find an agent to handle transaction	1%	1%	*
Seller has real estate license	2%	*	4%
Agent was unable to sell home	5%	7%	4%
Did not want to deal with an agent	6%	4%	6%
Buyers contacted seller directly	18%	7%	23%
Sold it to a relative, friend or neighbor	21%	53%	4%
Did not want to pay a commission or fee	48%	28%	59%

* Less than 1 percent



FOR SALE BY OWNERS SELLERS

Exhibit 8-12

SELLER WANTED TO SELL EARLIER BUT WAITED OR STALLED BECAUSE HOME WAS WORTH LESS THAN MORTGAGE

(Percentage Distribution)

Ohio

	All Sellers	FSBO		AGENT-ASSISTED			
		All FSBO	Seller Knew Buyer	Seller did not Know Buyer	All Agent-assisted	Agent-assisted only	First FSBO, then Agent-assisted
Yes, and lived in home	11%	11%	14%	11%	11%	11%	*
Yes, but rented home to others and lived elsewhere	2	2	*	*	2	2	*
No, sold home when I wanted to sell	88	88	86	89	88	87	*

	All Sellers	FSBO		AGENT-ASSISTED			
		All FSBO	Seller Knew Buyer	Seller did not Know Buyer	All Agent-assisted	Agent-assisted only	First FSBO, then Agent-assisted
Yes, and lived in home	12%	10%	8%	10%	12%	12%	7%
Yes, but rented home to others and lived elsewhere	2	3	4	2	1	1	7
No, sold home when I wanted to sell	87	88	89	88	87	87	86

FOR SALE BY OWNERS SELLERS

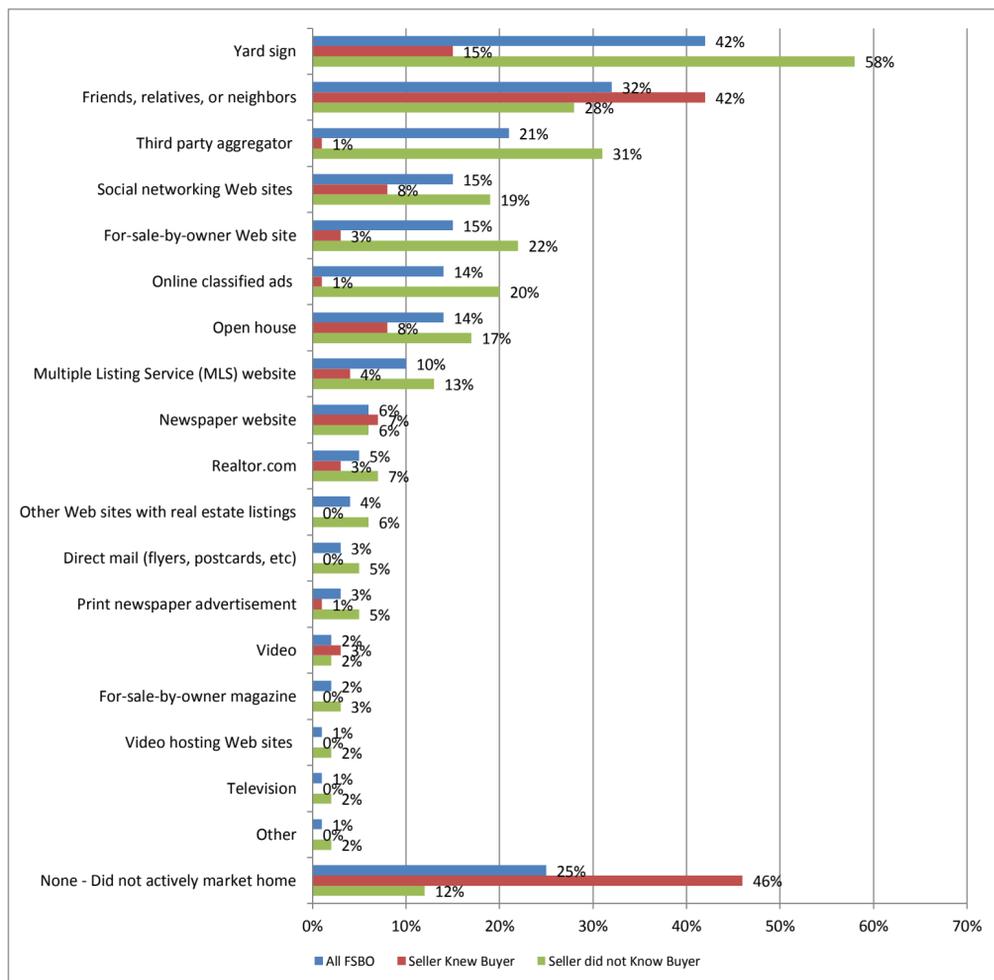
Exhibit 8-13
METHOD USED BY FSBO SELLERS TO MARKET HOME
 (Percent of Respondents)

Ohio

	All FSBO	Seller Knew Buyer	Seller did not Know Buyer
Yard sign	19%	*	*
For-sale-by-owner Web site	6	*	*
Social networking Web sites	6	*	*
Multiple Listing Service (MLS) website	6	*	*
Open house	13	*	*
Online classified ads	6	*	*
Third party aggregator	19	*	*
Friends, relatives, or neighbors	38	*	*
Newspaper website	*	*	*
Other Web sites with real estate listings	*	*	*
Print newspaper advertisement	6	*	*
Realtor.com	6	*	*
For-sale-by-owner magazine	*	*	*
Direct mail (flyers, postcards, etc)	*	*	*
Video	*	*	*
Television	*	*	*
Video hosting Web sites	*	*	*
None - Did not actively market home	44	67	*
Other	*	*	*

U.S.

	All FSBO	Seller Knew Buyer	Seller did not Know Buyer
None - Did not actively market home	25%	46%	12%
Other	1%	*	2%
Television	1%	*	2%
Video hosting Web sites	1%	*	2%
For-sale-by-owner magazine	2%	*	3%
Video	2%	3%	2%
Print newspaper advertisement	3%	1%	5%
Direct mail (flyers, postcards, etc)	3%	*	5%
Other Web sites with real estate listings	4%	*	6%
Realtor.com	5%	3%	7%
Newspaper website	6%	7%	6%
Multiple Listing Service (MLS) website	10%	4%	13%
Open house	14%	8%	17%
Online classified ads	14%	1%	20%
For-sale-by-owner Web site	15%	3%	22%
Social networking Web sites	15%	8%	19%
Third party aggregator	21%	1%	31%
Friends, relatives, or neighbors	32%	42%	28%
Yard sign	42%	15%	58%



FOR SALE BY OWNERS SELLERS

Exhibit 8-14

MOST DIFFICULT TASK FOR FSBO SELLERS

(Percentage of Distribution)

Ohio

	All FSBO	Seller Knew Buyer	Seller did not Know Buyer
Understanding and performing paperwork	*	*	*
Preparing or fixing up the home for sale	*	*	*
Getting the price right	*	*	*
Selling within the length of time planned	*	*	*
Attracting potential buyers	*	*	*
Having enough time to devote to all aspects of the sale	100	*	100
Helping buyer obtain financing	*	*	*
None/Nothing	*	*	*

* Less than 1 percent

U.S.

	All FSBO	Seller Knew Buyer	Seller did not Know Buyer
Getting the price right	6%	25%	*
Selling within the length of time planned	18	50	8
Preparing or fixing up the home for sale	6	*	8
Understanding and performing paperwork	12	*	15
Having enough time to devote to all aspects of the sale	6	*	8
Helping buyer obtain financing	*	*	*
Attracting potential buyers	*	*	*
Other	*	*	*
None/Nothing	53	25	62

* Less than 1 percent

FOR SALE BY OWNERS SELLERS

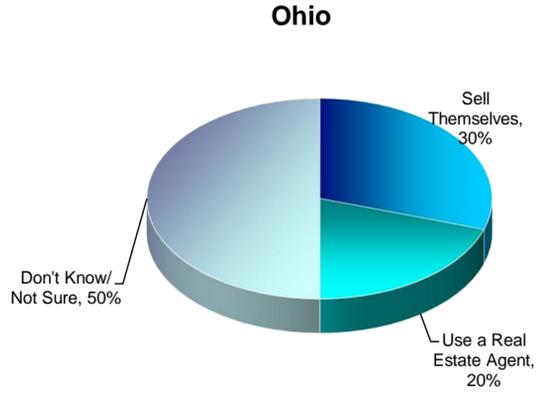
Exhibit 8-15
HOW FSBO SELLERS WILL SELL THEIR CURRENT HOME
(Percentage of Distribution)

Ohio

HOW FSBO SELLERS WILL SELL THEIR CURRENT HOME - FSBO, Seller Knew Buyer
(Percentage Distribution)

FSBO- Seller Knew Buyer

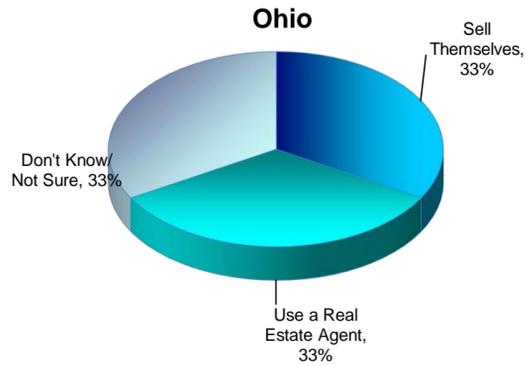
Sell Themselves	30%
Use a Real Estate Agent	20%
Don't Know/ Not Sure	50%



HOW FSBO SELLERS WILL SELL THEIR CURRENT HOME - FSBO, Seller Did Not Know Buyer
(Percentage Distribution)

FSBO- Seller Did Not Know Buyer

Sell Themselves	33%
Use a Real Estate Agent	33%
Don't Know/ Not Sure	33%



FOR SALE BY OWNERS SELLERS

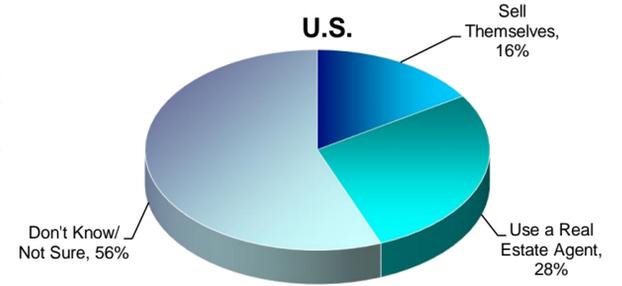
HOW FSBO SELLERS WILL SELL THEIR CURRENT HOME
(Percentage of Distribution)

U.S.

HOW FSBO SELLERS WILL SELL THEIR CURRENT HOME - FSBO, Seller Knew Buyer
(Percentage Distribution)

FSBO- Seller Knew Buyer

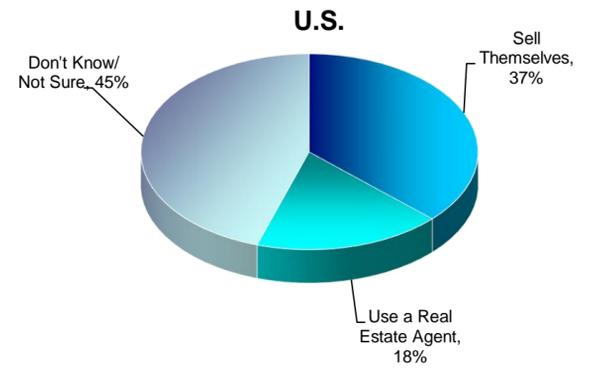
Sell Themselves	16%
Use a Real Estate Agent	28%
Don't Know/ Not Sure	56%



HOW FSBO SELLERS WILL SELL THEIR CURRENT HOME - FSBO, Seller Did Not Know Buyer
(Percentage Distribution)

FSBO- Seller Did Not Know Buyer

Sell Themselves	37%
Use a Real Estate Agent	18%
Don't Know/ Not Sure	45%



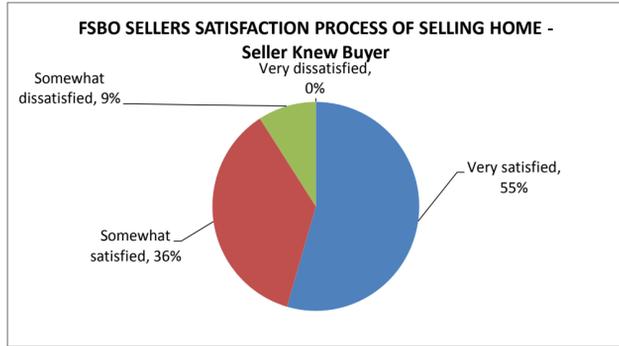
FOR SALE BY OWNERS SELLERS

Exhibit 8-16
FSBO SELLERS SATISFACTION PROCESS OF SELLING HOME
(Percentage of Distribution)

Ohio

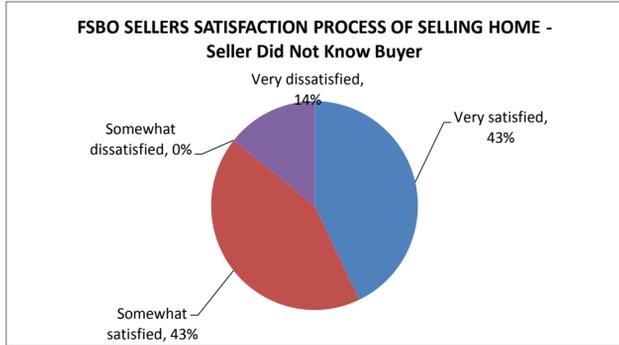
FSBO- Seller Knew Buyer

Very satisfied	55%
Somewhat satisfied	36%
Somewhat dissatisfied	9%
Very dissatisfied	*



FSBO- Seller Did Not Know Buyer

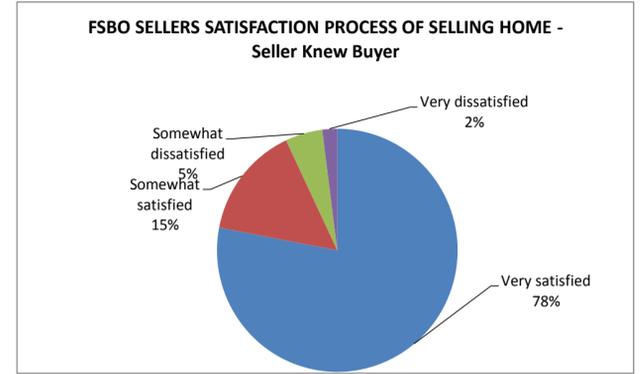
Very satisfied	43%
Somewhat satisfied	43%
Somewhat dissatisfied	*
Very dissatisfied	14%



U.S.

FSBO- Seller Knew Buyer

Very satisfied	78%
Somewhat satisfied	15%
Somewhat dissatisfied	5%
Very dissatisfied	2%



FSBO- Seller Did Not Know Buyer

Very satisfied	67%
Somewhat satisfied	25%
Somewhat dissatisfied	5%
Very dissatisfied	3%

