



Consumer Perspectives on Realty-Based One Stop Shopping

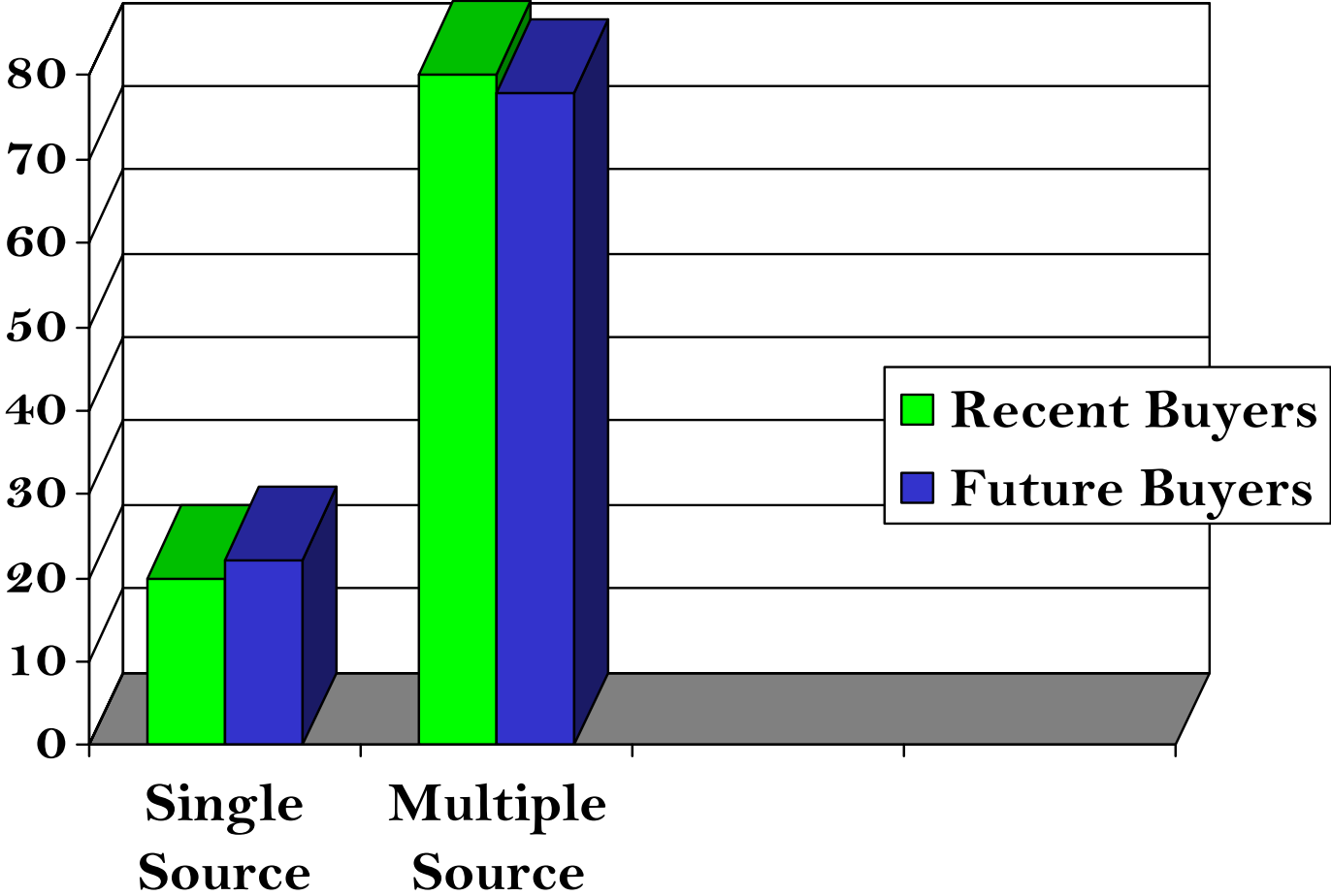
**RESPRO, Realty Alliance, Murray
Consulting**

Respondents



- Conducted by **Harris Interactive**, parent company of the highly respected Harris Poll
- Completed March 28, 2002
- **2052 Recent and Future Buyers** (within one year)

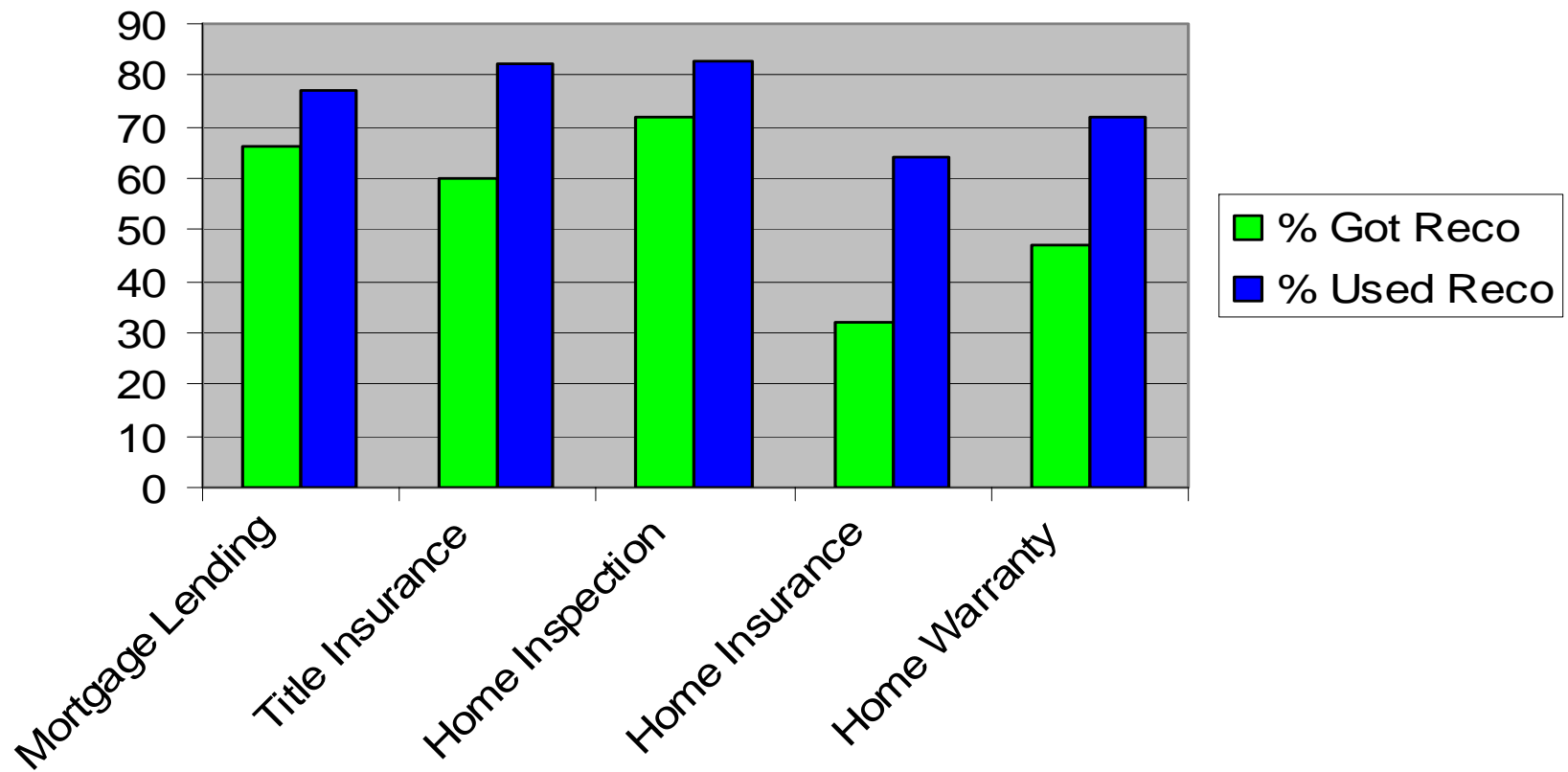
The majority of buyers used (or plan to use) multiple sources for services



Most consumers used the service provider recommended by their agent



Agent Recommendations Offered and Accepted



Awareness of full service can impact agent selection



- 44% of consumers who were aware of full service prior to selecting their agent said that is made a positive impact on their selection of agent.

One Stop Shopping Response



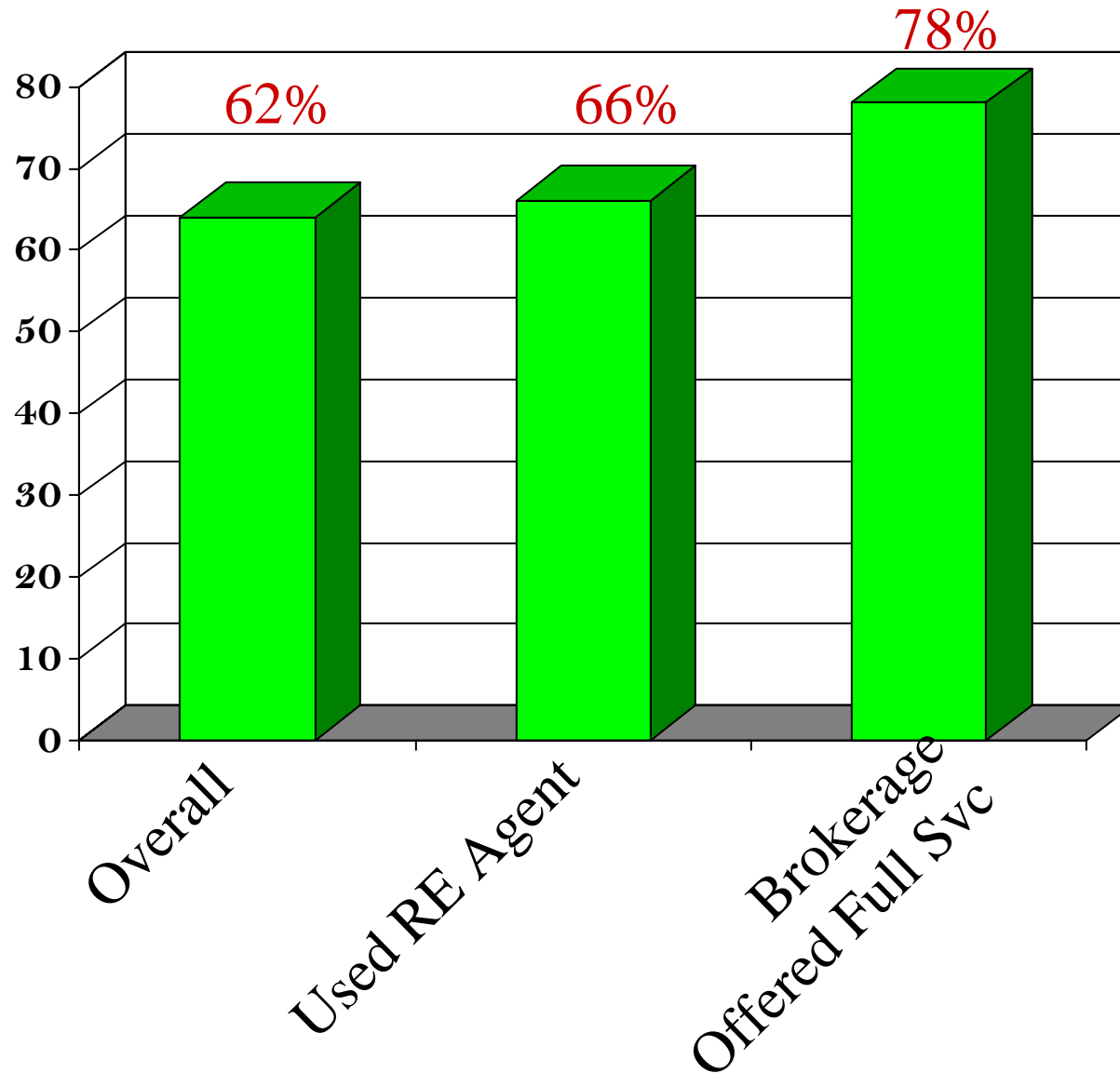
- **82%** of all buyers in survey would strongly or somewhat consider this one stop shopping process.
 - **47%** would consider strongly
 - 36% would consider somewhat
 - Only 3% not consider at all

Finding Three

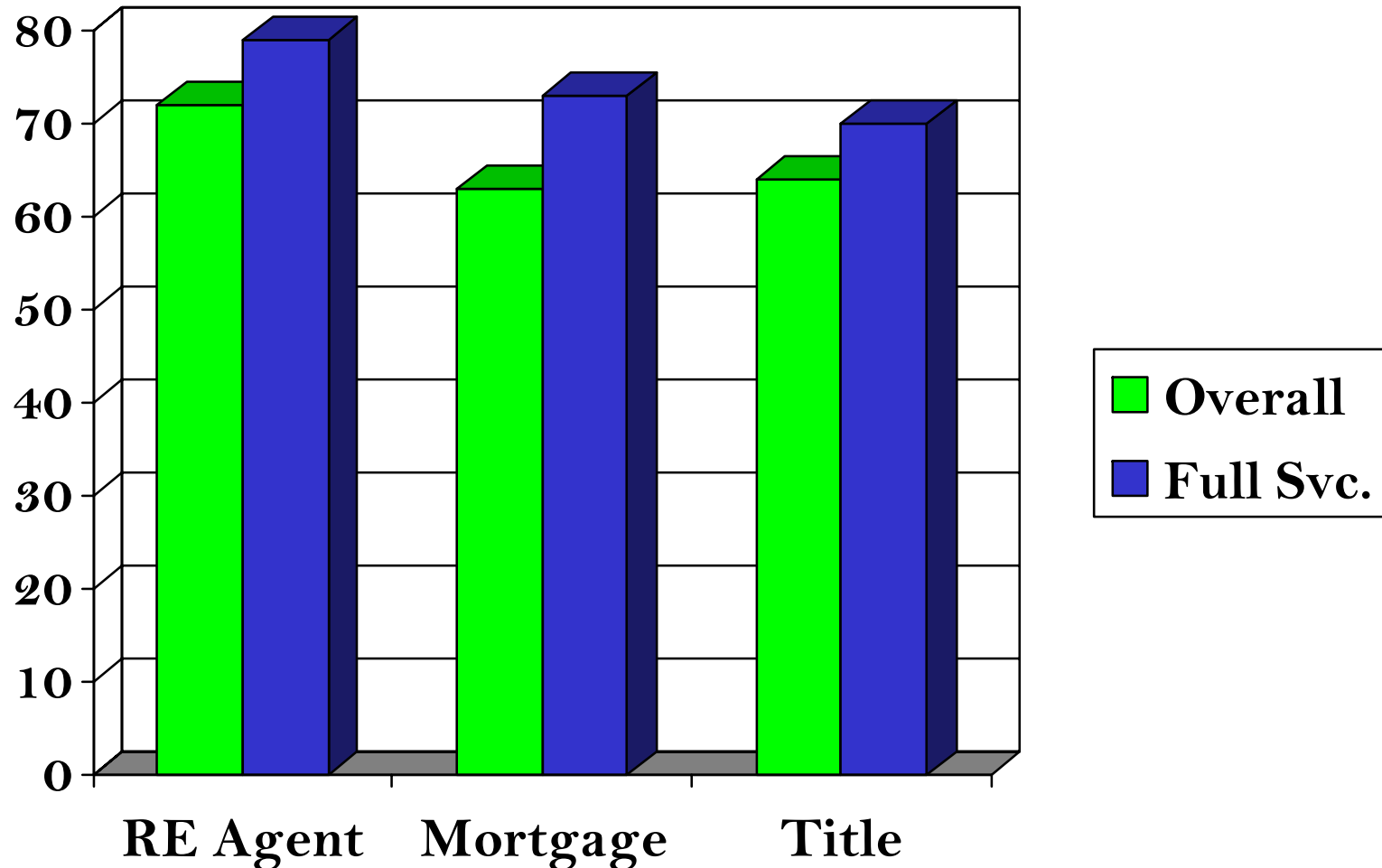


Offering all settlement services can positively influence the consumers choice of service provider

Satisfaction increases with more integrated services



Satisfaction for each service increases when part of a total offering by the brokerage



Summary of Findings/Implications



Findings

- There is a strong positive trend in consumers view of one stop shopping
- Convenience and simplicity are the two important components of this trend
- The opportunity is equally available to mortgage lenders, banks/credit unions and real estate firms
- Providing the kind of integrated service can positively impact the satisfaction of housing consumers

Implications



Those organizations that can assemble, market and deliver one-stop-shopping have a measurable advantage over those that don't

Finally...



Consumers want:

- **Convenience**
- **Simplicity**
- **Good service**

...And believe there are a variety of types of companies who can provide these benefits in the real estate transaction.