

**How Much
Do We
Know?**



A Course Creators' Presentation

The Survey Says

Welcome To A Course Creators Presentation



Our Mission

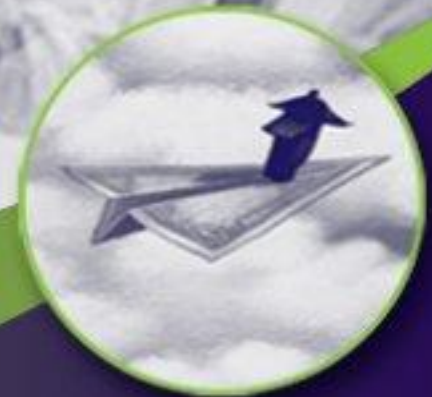
Is to make
certain that
our clients:



Get it!



Use it!



***Become
more successful
because of it!***

*Special Thanks for
Contributing To
Excellence in Education*





Causing Colorful Change

Our Mission

Is to make certain that our clients:



Get it!



Use it!



Become more successful because of it!

What We Can Give You!



Our Mission

Is to make
certain that
our clients:



Get it!



Use it!



**Become
more successful
because of it!**



Our Mission

Is to make certain that our clients:

Get it!

**Access
Pass To:**

Calendar

Presentations

Registration

Products



Follow Us / Connect

- Contact Us
- RSS Feed - Blog
- RSS Feed - Calendar
- YouTube Channel
- CC on Facebook
- Len @ LinkedIn
- Theresa @ LinkedIn





Our Mission

Is to make
certain that
our clients

**Join US, Get On Board
Social Media & RSS Feeds**



Follow Us / Connect

- Contact Us
- RSS Feed - Blog
- RSS Feed - Calendar
- YouTube Channel
- CC on Facebook
- Len @ LinkedIn
- Theresa @ LinkedIn

**Access to Lots of Tools
FOR FREE!**

**"How To Clicks"
For Success**

Use Tools

How to Hire Us

InstaTekkie

The "IT" Certification That Doesn't Hurt!

Audience Reviews

Course Creators' Tekk Tips

Video Channel

Powered By YouTube

Course Creators Presents



NATIONAL ASSOCIATION OF REALTORS®

Profile of Home Buyers and Sellers 2011



The Voice for Real Estate®



NATIONAL
ASSOCIATION of
REALTORS®

Because It's All in The Survey



NATIONAL
ASSOCIATION of
REALTORS®

REALTOR.org

PRINT-ON
DEMAND

Customize NAR brochures
and see your referrals soar!

Search for

in All of R

Store

Search the Store

Search

Approximately
\$20
Member
Price

Shop Sale Member Products

[Sale Member Products](#)

Shop by Interest

- [Antitrust](#)
- [Association Resources](#)
- [Brokerage Resources](#)
- [Centennial](#)
- [Commercial & Investment](#)
- [Diversity & Fair Housing](#)
- [Home Buying/Selling](#)
- [Legal Issues](#)
- [Mortgages](#)
- [Property Disclosure](#)



2011 NAR Profile of Home Buyers and Sellers

Item #186-45-11

The latest update to our Homebuyers and Sellers Profile....more details

[Email a friend](#)

List Price: \$150
[get member pricing](#)

Qty

[Add to Cart](#)

You May Also Like...

POINT & CLICK TO CUSTOMIZE

Professionally
personalize and print
NAR's most popular
titles!



The Methodology

- **July 2010 to June 2011**
- **6000 Responses at a 7.3% Response Rate**
- **Buyers Who Bought & Sold Polled**
- **Results Were Analyzed & Published**
- **Survey Focuses on Experiences**
- **Measures Consumer Trends & Characteristics**

The logo for the game show 'Family Feud' is centered on a blue background. It features the word 'Family' in a gold, cursive script font, positioned above the word 'FEUD' in a bold, silver, blocky font. Both words are set within a light blue, horizontally-oriented oval that has a slight 3D effect with a darker blue shadow on its right side.

Family
FEUD

**How Much
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The logo for the game show 'Family Feud' is centered on a blue background. It features the word 'Family' in a gold, cursive script font, positioned above the word 'FEUD' in a bold, silver, blocky font. Both words are set within a light blue, horizontally-oriented oval shape that has a slight 3D effect with a darker blue shadow on its right side.

Family
FEUD

Meet the Players



KELLER WILLIAMS®

R E A L T Y

SOUTHERN ARIZONA



KELLER WILLIAMS®

R E A L T Y

SOUTHERN ARIZONA

Super
STARS

Mega
AGENTS

The Rules

- **Ask a Question**
- **Each Team Member Gets to Answer Individually though you may consult**
- **Points Equal Percentages on Answers**
- **Team Must Reveal All Answers or**
- **Other Team Gets a Chance to Steal All Points**

About The Audience & Your Materials





Match your wits against the entire world!

Characteristics of Home Buyers

FAMILY FEUD

Average Age of Today's Buyer Is:

35-54 Years Old

38%

25-34 Years Old

27%

55-64 Years Old

19%

**Super
STARS**



**Mega
AGENTS**

**Course Creators
Exhibit 1-1**

BONUS

**50+ Fastest
Growing Use of
Social Media. Up
42% in 12 Months**

**Bonus
Round**

00:12

FAMILY FEUD

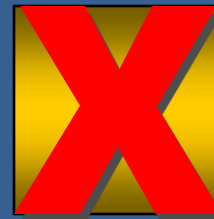
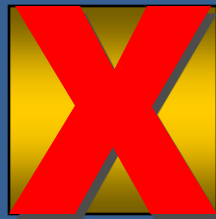
Marital Status & Sex of Buyers Is:

Married Couples	64%
-----------------	-----

Single Females	18%
----------------	-----

Single Males	10%
--------------	-----

Super
STARS



Course Creators
Exhibit 1-3

Mega
AGENTS

Fastest Growing Segment



What's Your Plan?



Family DAYCARE

FAMILY FEUD

Prior Living Arrangement of Buyers

Owned a Home	47%
---------------------	------------

Rented Apt. or House	42%
-----------------------------	------------

Lived with Family/Friends	10%
----------------------------------	------------

**Super
STARS**



**Course Creators
Exhibit 1-18**

**Mega
AGENTS**

Most Buyers Were Sellers





**Just
ask!**

FAMILY FEUD

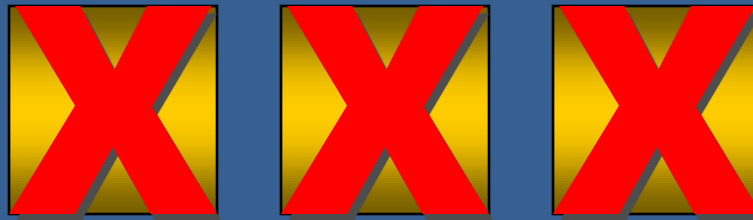
Primary Reason Buyers Purchase

Desire to Own a Home 29%

Closer to Family/Friends 28%

Need Larger Home 15%

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STARS**



**Course Creators
Exhibit 1-21**

**Mega
AGENTS**

Why Do People Really Buy?



FAMILY FEUD

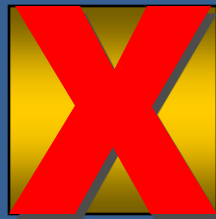
Primary Reason for Timing

Just the Right Time 37%

Affordability 23%

Had to Purchase 14%

**Super
STARS**



Course Creators
Exhibit 1-24

**Mega
AGENTS**

Why Do People Really Buy?





Match your wits against the entire world!

Characteristics of Home Search

FAMILY FEUD

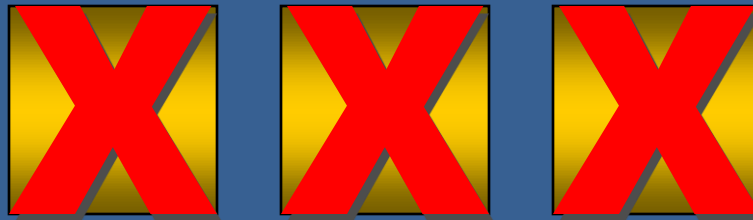
First Search Step Taken

Online for Property	35%
---------------------	-----

Contacted an Agent	21%
--------------------	-----

Online for Process Info	10%
-------------------------	-----

Super
STARS



Course Creators
Exhibit 3-1

Mega
AGENTS

BONUS

**88% of Buyers Use
the Internet
During the Home
Buying Process**

**Bonus
Round**

00:12

BONUS

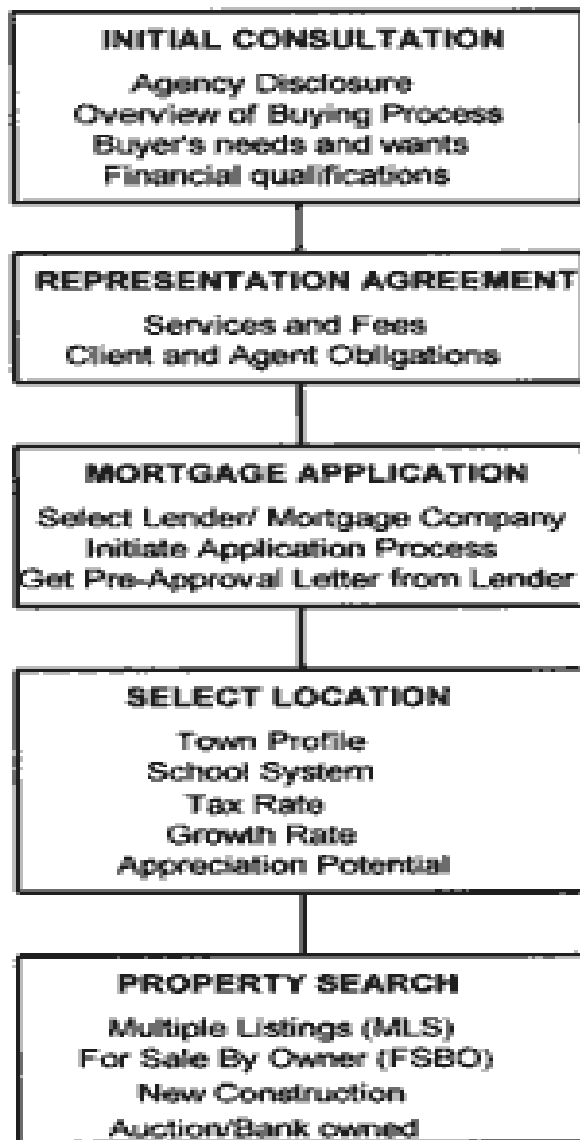
**Highest Bucket is
Not Teenagers
Its 65 and Older at
25%**

**Bonus
Round**

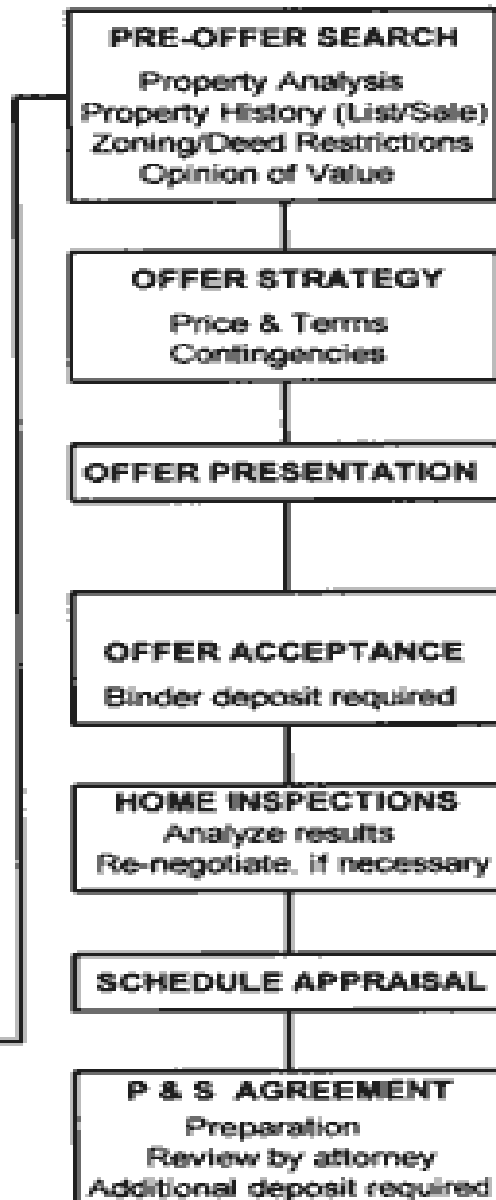
00:12

THE HOME - BUYING PROCESS: A - B - C

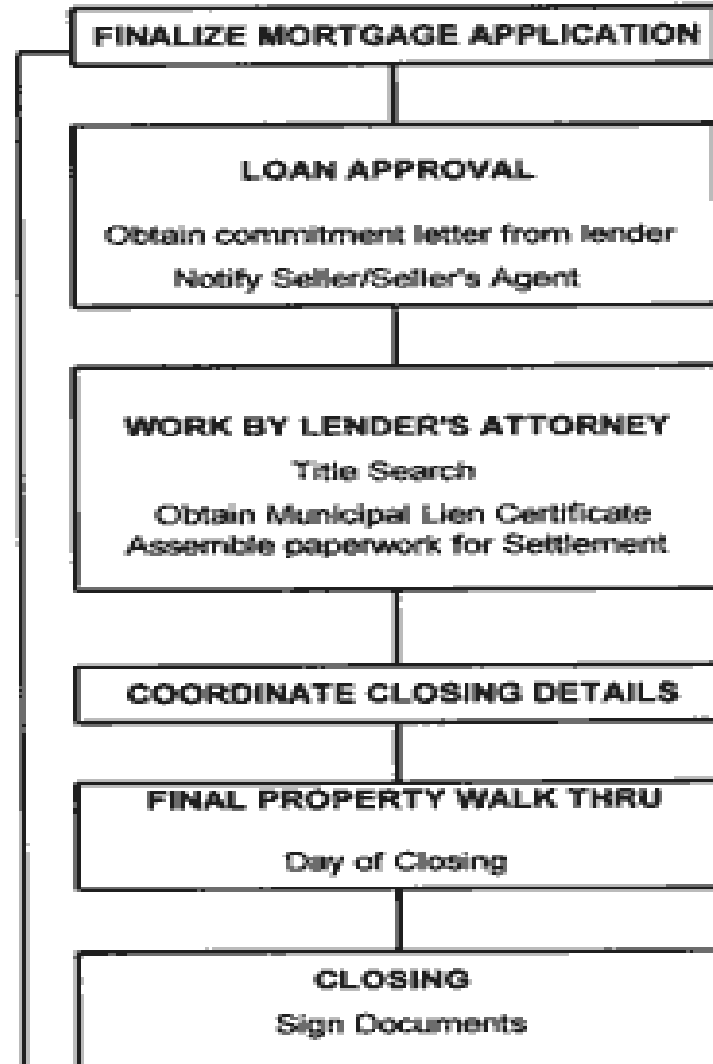
A

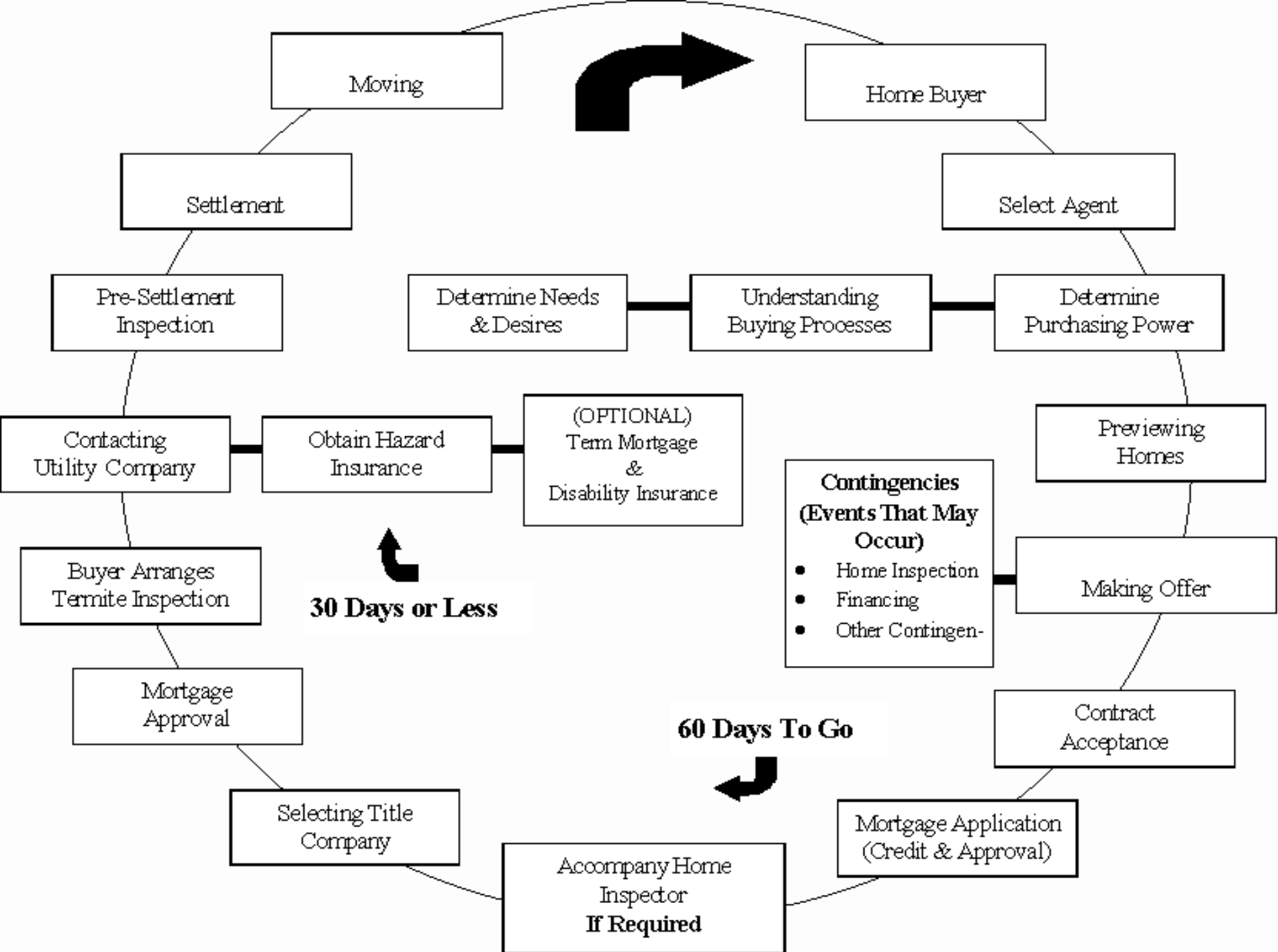


B



C





Search results for home buying process

About 15,100 results

Filter ▾

Sort by: Relevance ▾



The Home Buying Process - Step By Step

This video walks you through the **home buying process** step by step. It covers everything from beginning your search to closing the deal.

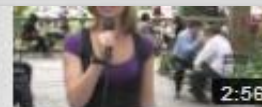
by RedOakRealEstate | 3 years ago | 1,489 views



Understanding the Home Buying Process

"Out of the Rough" host Fred Arnold and Mortgage Professional Fred Kreger discuss the **homebuying process** and how to better understand this ...

by FredArnold25 | 1 year ago | 590 views



Check Out On Location for Video Listings, Real Estate News & More!

by coldwellbanker | 236,754 views



Real Estate Services

Selling a home or condo? Buying a home or Condo?

by BrentLaugesen | 12 views

See your ad here »



Shopping for Your Home (Closed Caption)

The **homebuying process** obviously starts with finding a place you'll want to call **home**. This short video will instruct viewers on assessing how ...

by HUDchannel | 1 year ago | 17,716 views



Home buying process

helping you understand the **home buying process** in corpus christi

by corpuschristihomes | 3 years ago | 2,826 views



Step by Step Process for Buying your Dream Home

This video takes you through the **process** of buying your dream **home** and help alleviate any questions or concerns you may have. If you have any ...

by MattRasmussenREALTY | 1 year ago | 137 views



The Home Buying Process

Items description The **Home Buying Process** With Charles Kraus IN THIS VIDEO YOU WILL LEARN Why **Buy** a **Home**? Seven Reasons to **Buy** --Including: Learn ...

by showmehowvideos | 3 years ago | 999 views



Understanding the Home Buying Process

From start to finish - Defining needs and meeting with real estate agents, Setting up auto notifications, Review Inspections, Who is representing ...

by texasrealtypros | 4 months ago | 140 views



Home Buying Process - Realtor Q & A

Home Buying Process - Meet Dale Hamill, REALTOR

Home Buying Process - Why Use A REALTOR?

Home Buying Process - Signs of a Good Realtor

PLAYLIST by MiHomeBuyingProcess | 11 videos

15,100 Results



Steps to Buying a Home

[START](#)[STEP 1](#)[STEP 2](#)[STEP 3](#)[STEP 4](#)[STEP 5](#)[STEP 6](#)[STEP 7](#)[STEP 8](#)

Buying Your New Home

Looking for a new home can be an exciting and challenging experience. Having a real estate professional that takes the time to understand your unique needs and lifestyle is important.

Our associates work hard to not only find the perfect home for you, but also to handle every last detail of the purchase process, from negotiating the terms of sale to recommending moving companies.

FAMILY FEUD

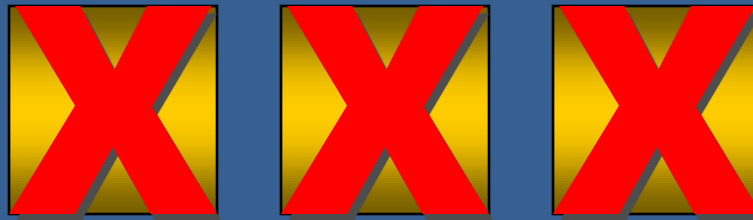
How The Buyer Found the Home

Internet	40%
----------	-----

Real Estate Agent	35%
-------------------	-----

Yard Sign	11%
-----------	-----

Super
STARS



Course Creators
Exhibit 3-9

Mega
AGENTS

BONUS

**Internet Went
From 8% to 40%
in Last 10 Years**

**Bonus
Round**

00:12

BONUS

**Agent Went From
48% Down to
25% in Last 10
Years**

**Bonus
Round**

00:12

BONUS

**Yard Sign Down
From 15% to 11%
in Last 10 Years**

**Bonus
Round**

00:12

HOME FOR SALE



SCAN CODE
FOR MORE
INFORMATION
910-509-

HOME FOR SALE



SCAN CODE
FOR MORE
INFORMATION
910-509-5733

FAMILY FEUD

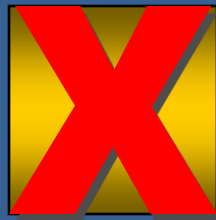
Most Difficult Steps for the Buyer

Finding the Right Property 51%

Paperwork 22%

Understanding Process 17%

**Super
STARS**



**Course Creators
Exhibit 3-11**

**Mega
AGENTS**

Attention – Hire Me & I Will:

1. Help You Find the Right Property
2. Assist You With the Paperwork
3. Help You Understand the Process

A Superior Level of Service

When you offer a superior level of service, word spreads fast!

Keller Williams Realty offers the services you need to sell your home in today's market.

Our associates are skilled at...



Need Help?



Let one of our experienced agents help you today!

[Learn How >](#)

From
KW.Com

Pricing and marketing:

- Pricing your home competitively
- Advertising your home locally, including listing it in the MLS
- Marketing your home to buyers through local and national listing websites

Finding and negotiating with buyers:

- Finding buyers for your home
- Working within your timeframe
- Negotiating with buyers

Closing and your next steps:

- Preparing paperwork for settlement
- Showing you homes available for purchase, if needed!

FAMILY FEUD

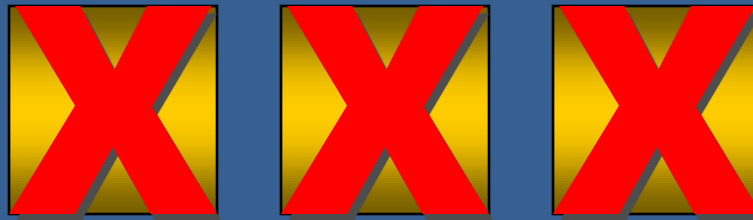
1st Action After Internet Find

Drove By the Home 75%

Viewed Home on Line 63%

Found Their Agent 29%

**Super
STARS**



Course Creators
Exhibit 3-13

**Mega
AGENTS**

HOME FOR SALE



SCAN CODE
FOR MORE
INFORMATION
910-509-XXXX

HOME FOR SALE



SCAN CODE
FOR MORE
INFORMATION
910-509-XXXX

Beyond MLS Branding



So 30% Can
Find YOU!

FAMILY FEUD

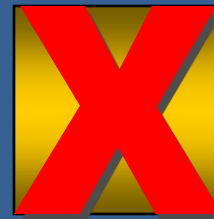
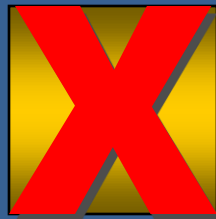
Most Valued Website Feature

Photos	85%
---------------	------------

Detailed Property Info	81%
-------------------------------	------------

Virtual Tour	54%
---------------------	------------

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STARS**



Course Creators
Exhibit 3-18

**Mega
AGENTS**

Through the Lens

**Truthful &
Accurate
Photographs
That Serve
Your Client's
Best Interests**





Match your wits against the entire world!

**Home Buyers & The
Real Estate Agent**

FAMILY FEUD

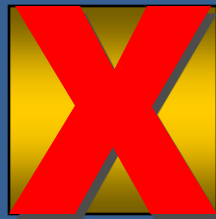
Buyers Want Most From Agents

Find The Right Home	55%
---------------------	-----

Negotiation Skills	25%
--------------------	-----

Providing Comps	7%
-----------------	----

Super
STARS



Course Creators
Exhibit 4-8

Mega
AGENTS

BONUS

**Finding The Right
Home:**

**55% Want Most
51% Most Difficult**

**Bonus
Round**

00:12

FAMILY FEUD

How The Buyer Found The Agent

Referred by Someone	41%
Used Agent Before	9%
Internet Website	9%

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STARS



Course Creators
Exhibit 4-12

Mega
AGENTS

FAMILY FEUD

Most Important Factor in Choice of Agent

Honesty & Trust 51%

Reputation 20%

Neighborhood Knowledge 14%

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STARS**



Course Creators
Exhibit 4-15

**Mega
AGENTS**



PLEASE STAND BY

**For This
Commercial Break**

**How Much
Do We
Know?**



A Course Creators' Presentation

The Survey Says

**How Much
Do We
Know?**



A Course Creators' Presentation

The Survey Says

WELCOME BACK!



**How Much
Do We
Know?**



A Course Creators' Presentation

The Survey Says

The logo for the game show 'Family Feud' is centered on a blue background. It features the word 'Family' in a gold, cursive script font, positioned above the word 'FEUD' in a bold, silver, blocky font. Both words are set within a light blue, horizontally-oriented oval shape that has a slight 3D effect with a darker blue shadow on its right side.

Family
FEUD

Meet the Players



KELLER WILLIAMS®

R E A L T Y

SOUTHERN ARIZONA



KELLER WILLIAMS®

R E A L T Y

SOUTHERN ARIZONA

Super
STARS

Mega
AGENTS

The Rules

- **Ask a Question**
- **Each Team Member Gets to Answer Individually though you may consult**
- **Points Equal Percentages on Answers**
- **Team Must Reveal All Answers or**
- **Other Team Gets a Chance to Steal All Points**



Match your wits against the entire world!

Characteristics of Home Sellers

FAMILY FEUD

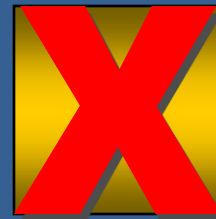
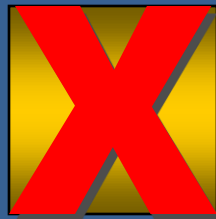
Average Age of a Home Seller

35-54 Years Old 40%

55-64 Years Old 25%

18-34 Years Old 13%

**Super
STARS**



**Mega
AGENTS**

**Course Creators
Exhibit 6-1**

FAMILY FEUD

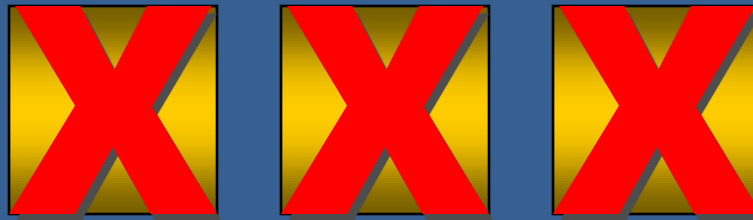
Marital Status & Sex of Sellers

Married Couples	77%
------------------------	------------

Single Female	13%
----------------------	------------

Single Male	6%
--------------------	-----------

**Super
STARS**



Course Creators
Exhibit 6-3

**Mega
AGENTS**

FAMILY FEUD

Primary Reason for Selling

Job Relocation 55%

Need Larger Home 47%

Closer to Family/Friends 18%

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**Course Creators
Exhibit 6-20**

**Mega
AGENTS**

FAMILY FEUD

How Long Have Sellers Lived in Home

11-15 Years

18%

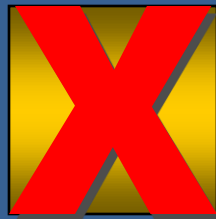
8-10 Years

17%

6-7 Years

16%

**Super
STARS**



**Mega
AGENTS**

**Course Creators
Exhibit 6-1**

BONUS

**The Median
Number of Years
is 9**

**Bonus
Round**

00:12

The Orphaned Children



FAMILY FEUD

Distance Between Home Purchased & Sold

5 Miles or Less

23%

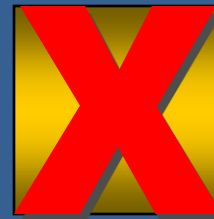
11-50 Miles

22%

6-10 Miles

16%

**Super
STARS**



**Course Creators
Exhibit 6-1**

**Mega
AGENTS**

BONUS

Those moving a
distance greater
than 1000 Miles
is 13%

Bonus
Round

00:12

Lessons From Asheville

Linked 





Match your wits against the entire world!

Sellers & The Selling Process

FAMILY FEUD

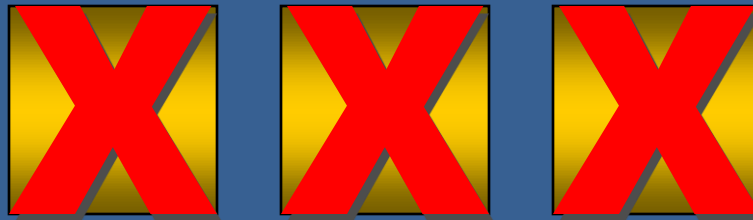
How The Seller Found Their Agent

Referred by Someone 39%

Used Agent Previously 22%

Employer or Relo Service 5%

**Super
STARS**



**Course Creators
Exhibit 7-1**

**Mega
AGENTS**

He is a  HR Manager

What are his
DUTIES?



FAMILY FEUD

Number of Agents Interviewed

1

66%

2

16%

3

13%

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Course Creators
Exhibit 7-2

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Rate My Agent

Be informed when selecting a real estate agent for your next home sale. Compare, rate, and review real estate agents in your area today!



Views: 524

Profile

[Overview](#)

[Photos \(211\)](#)

[Listings \(11\)](#)

[Reviews \(6\)](#)



Steve Wendling

PREMIER AGENT

★★★★★ 5.0 (6 reviews)

Local knowledge: ★★★★★

Process expertise: ★★★★★

Responsiveness: ★★★★★

Negotiation skills: ★★★★★

[Contact](#)

[Write review](#)

[Share profile](#)



[Print page](#)

Real Estate Professional

Real Estate Sales (31 years experience)

Contributions: 211

Screen name: WendlingTeam

Member since: 08/20/2008

[View my listings \(11\)](#)

Address: Keller Williams
1745 E River Road #245
Tucson, AZ 85718

Phone: (520) 240-5123

Cell: (520) 314-9063

Fax: [Fax](#)

E-mail: [E-mail](#)

Websites: [Website](#), [Blog](#),
[Facebook](#), [Twitter](#)

On Trulia



[Matthew Sanchez](#), Agent **PRO**

[Email](#) | [Profile](#)



Local Expert - (520) 314-4197

Keller Williams Southern Arizona | Tucson, AZ

20 Answers 2 Questions 15 Blog posts 2 Comments



2

RECS

[Recommend](#)

FAMILY FEUD

What Sellers Want Most

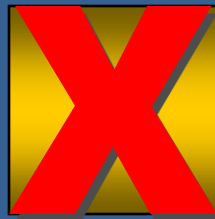
Market Home to Buyers	24%
-----------------------	-----

Competitive Pricing	20%
---------------------	-----

Meet & Keep Deadlines	19%
-----------------------	-----

Super

STARS



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Course Creators
Exhibit 7-6

FAMILY FEUD

Distance Between Home Purchased & Sold

5 Miles or Less

23%

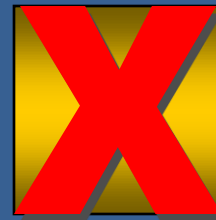
11-50 Miles

22%

6-10 Miles

16%

**Super
STARS**



**Course Creators
Exhibit 6-1**

**Mega
AGENTS**

FAMILY FEUD

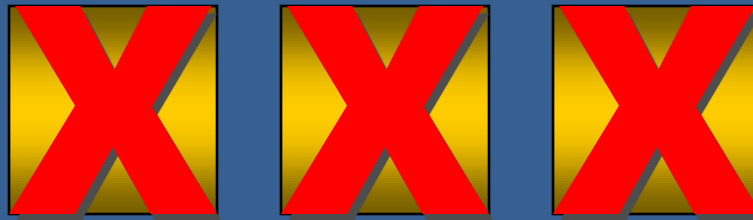
Most Important Agent Choice Factor

Reputation	38%
------------	-----

Honesty & Trust	20%
-----------------	-----

Knowledge	11%
-----------	-----

Super
STARS



Course Creators
Exhibit 7-7

Mega
AGENTS

Testimonials

"As the founder of a business networking group whose entire focus is on identifying the "best of the best" in their respective field and then helping them to grow their business, I recognize excellence when I see it. I have known Len on a professional level for many years. Quite simply, he is the best of the best. You will not find a better keynote speaker for your company or organization. Course Creators employs cutting edge, innovative concepts that can help virtually any business grow, and become more efficient. What I learned has worked remarkably well for my business! Thanks Len!" December 13, 2009

Top qualities: Expert , Good Value , Creative

Bill Nordbrock

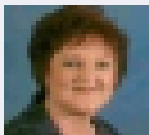
hired Len as a Business Consultant in 2009 , and hired Len more than once

Facebook



Bernice Ross Len—you and Theresa did a great job. I really appreciated the clarity you provided around the issues of copyright as well as the great ideas Course Creators shared for improving our presentations. You two rock!

Yesterday at 8:38am · Like ·  2



Lynn Channer Thanks to you for your invaluable contribution. It was a great conference and I appreciated the opportunity to get to know many of you better. Looking forward to next year already!!

Yesterday at 9:19am · Like ·  1



Alec Hagerty Len... you and Theresa rocked! It was a blast seeing you again "brother" !!!

Yesterday at 8:04pm · Like

FAMILY FEUD

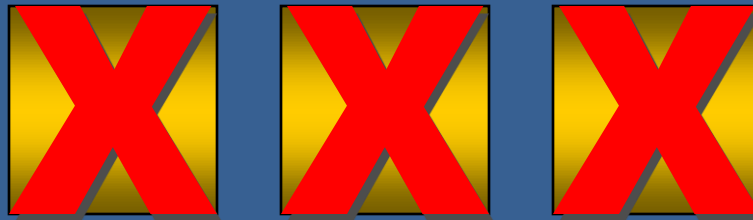
Who Started Commission Negotiations

Agent Initiated	43%
-----------------	-----

Client Initiated	36%
------------------	-----

Never Came Up	11%
---------------	-----

Super
STARS



Course Creators
Exhibit 7-10

Mega
AGENTS

BONUS

- Agent initiated discussion 43%
- Client initiated and agent negotiated 26%
- Client initiated and agent Wouldn't negotiate 10%
- Client knew it and didn't bring it up 8%
- Client didn't know they could be negotiated 13%

**Bonus
Round**

00:12



Match your wits against the entire world!

**What Are We
Missing?**

FAMILY FEUD

Would The Buyers Use Us Again?

Definitely	72%
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Probably	17%
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Not	9%
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**Super
STARS**



**Course Creators
Exhibit 7-10**

**Mega
AGENTS**

BONUS

**In 6 Months They
Don't Remember
Your Name**

**Bonus
Round**

00:12

33 Touch

IT'S NOT ABOUT THE MONEY...

It's about being the best you can be!

"Whether you are just getting started or a veteran in the business, this is the step-by-step handbook for seeking excellence in your profession and in your life."

—Mark Victor Hansen, Co-creator, #1 *New York Times* best-selling series *Chicken Soup for the Soul*®, Co-author, *The One Minute Millionaire*

The



Millionaire

Real Estate
Agent

GARY KELLER

WITH DAVE JENKS AND JAY PAPASAN

8 X 8

Campaign

The logo features the word "eEdge" in a serif font. The lowercase "e" is a vibrant red, while the uppercase "Edge" is a light, metallic silver. A thin red line starts from the top of the "e" and extends diagonally upwards, passing through the top of the "E" and ending near the top of the "g".

eEdge

THE POWER TO PRODUCE

Thanks



