



Just looking for Fun Survey

HAR Consumer Research Panel

April 15, 2017



Summary of Findings

10588 Surveys Distributed

1962 Respondents

18.5% Response Rate



Just Looking for Fun Customer Profile



When will they move?

- When market is right
- Need to find the home of their dreams
- Family Conditions change





**How will they
find their
NEXT
REALTOR®?**

3/4 Customer Feedback

2/3 Neighborhood Expertise

60% Business Focus

Priorities for Choosing Next Home

Neighborhood
Home
Features
Location
Affordability





**Why are they
visiting HAR.com?**

**What's the Market
doing?**

**How's my
neighborhood doing?**

**What is my house
worth?**

Less Maintenance

Want Smaller Home

Kids have moved out



**Less than 1 in 5 are
downsizing**

Rising interest
rates NOT a big
driver

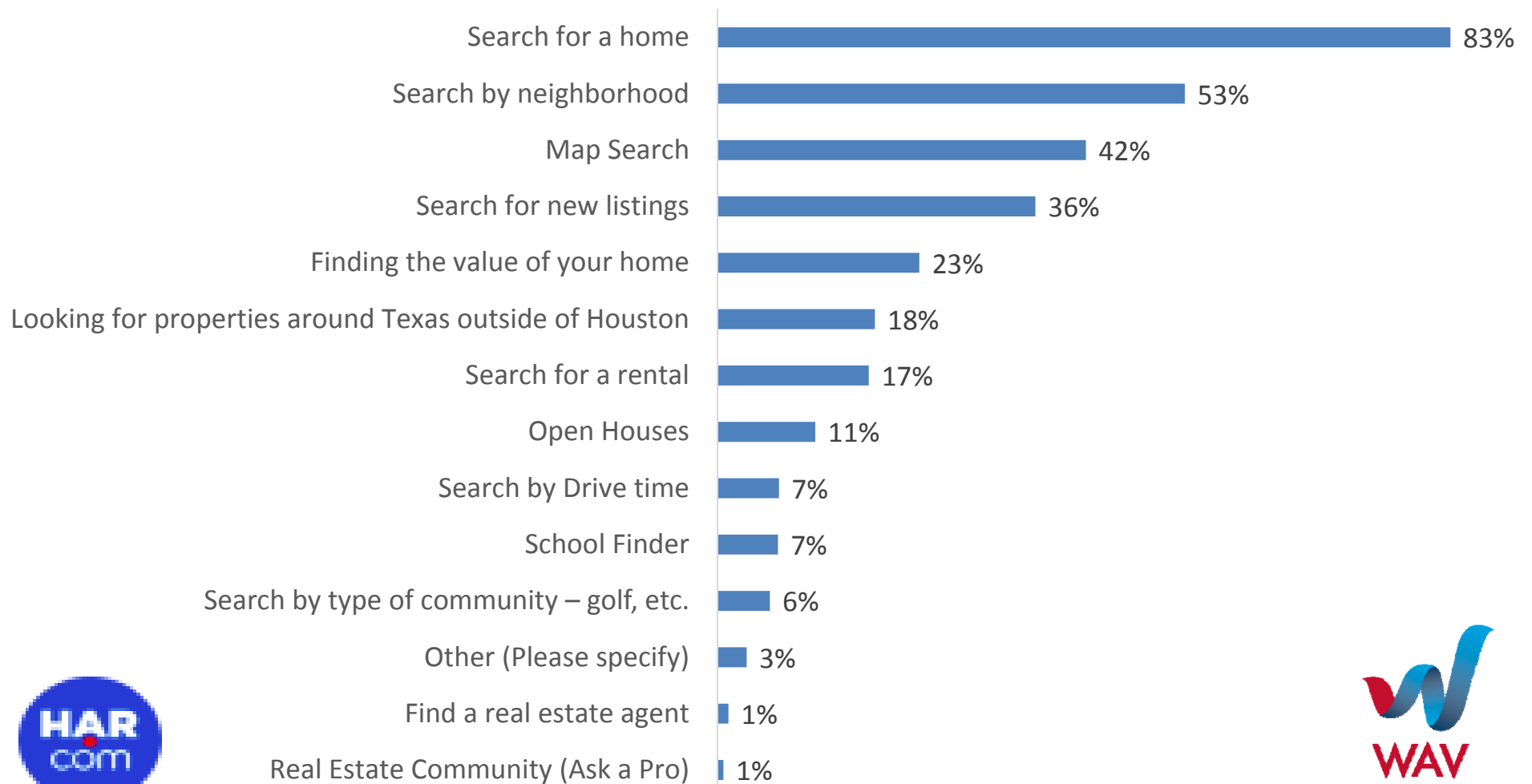
Just 1 in 5
motivated by it



**INTEREST
RATES**

Search, Valuation Most Used Features

What features do you use most often on HAR.com?





Desktop/Laptop
Most popular
Format

**85%
Very/Extremely
Satisfied with
HAR.com**

**Ease of USE #1
Map Search
Filters
Timeliness
Comprehensiveness
Neighborhood Search
Saved Searches
Mobile App.**

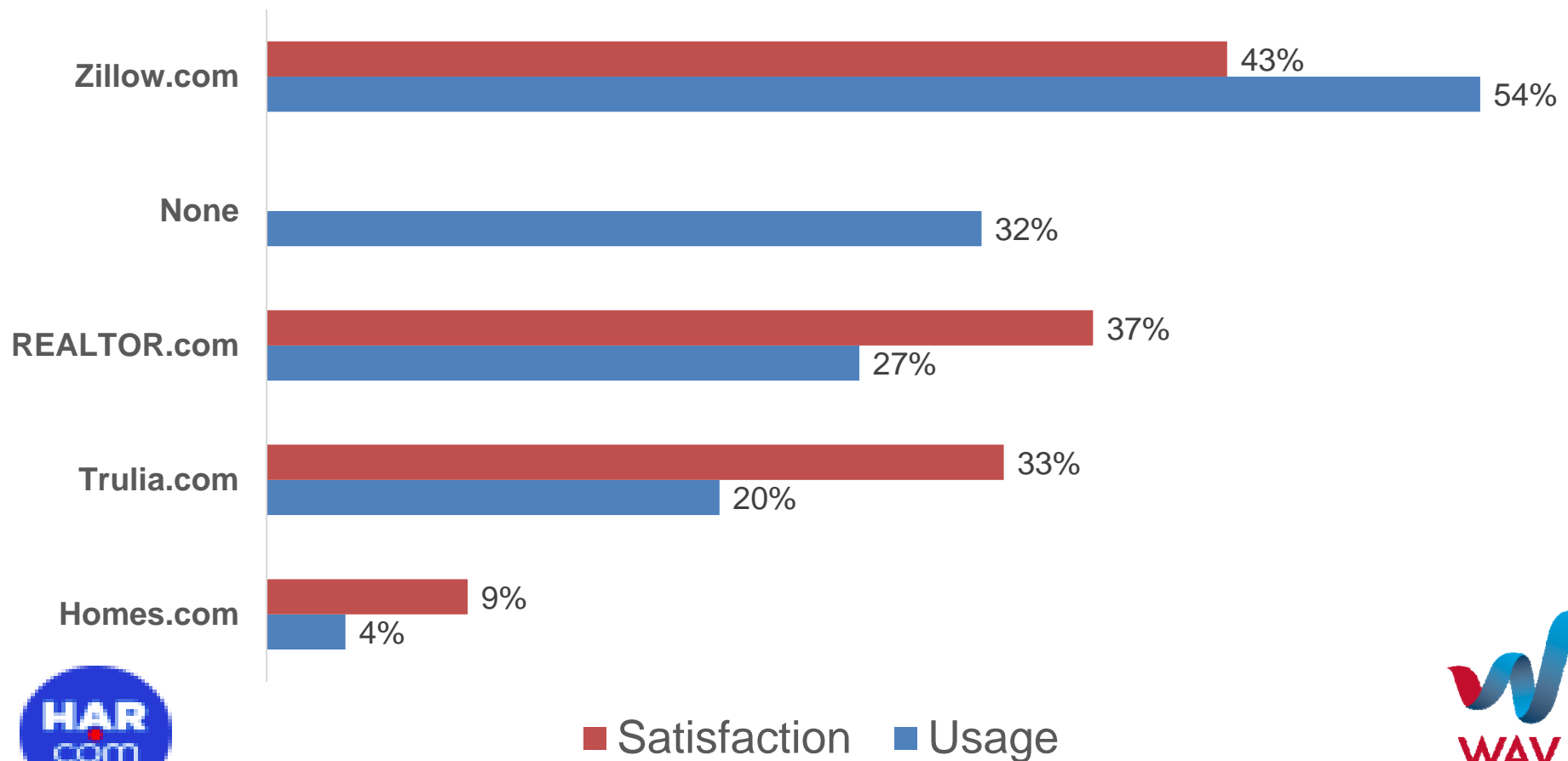


A hand in a suit sleeve points to the top option of a five-point rating scale. The scale consists of five white-outlined boxes arranged vertically. The top box contains a large green checkmark. To the right of each box is a corresponding label. The labels are 'AWESOME!' (in green), 'EXCELLENT', 'GOOD', 'AVERAGE', and 'POOR' (all in white). The background is a blurred image of a person in a suit.

<input checked="" type="checkbox"/>	AWESOME!
<input type="checkbox"/>	EXCELLENT
<input type="checkbox"/>	GOOD
<input type="checkbox"/>	AVERAGE
<input type="checkbox"/>	POOR

Competitors have less than ½ of the satisfaction ratings of HAR.com

What other sites do you use regularly and how satisfied are you with them?



Just Looking for Fun RENTER Profile

13% are



Mixed Age Demographic



When will RENTERS Buy?

Money


Advisor

Mortgage Approved

Financial

Qualify

Right Home
Right Market
NOT Imminent



8% have
NO
Interest in
buying

**Not Staying
in Houston**

**Have
Downsized**

83% Watching
Market/Pricing

Researching
Neighborhoods

Dreaming

Why do you
visit
HAR.com?





Just looking for Fun Survey Recommendations



HAR.com Features Suggestions

- Better Neighborhood Search
- Easier to find Localized Market Performance
- Interest Rate Monitor
- Improve MAP Search
- Search by School Zone/Ratings
- Notifications on Price Changes of SAVED searches
- Promotion of MLS-Cloud.com
- Agents that RESPONDED!



Suggested Improvements to Data Quality

- Add SOLDS/Off Market
- More Photos required on EVERY listing
- Accurate Map Pin Placement
- Accurate Descriptions
- More timely updates on New Builds
- Better data OUTSIDE of Houston
- Require CER for Platinum Agents/Brokers



