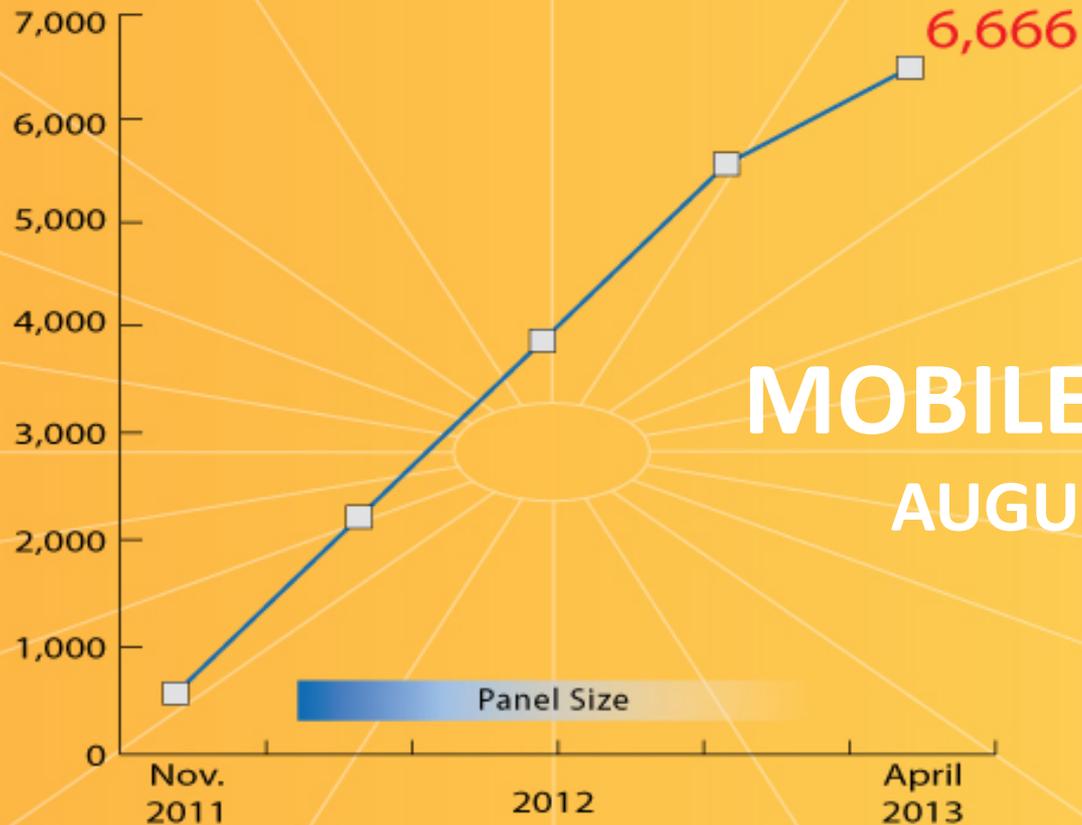


# Consumer Research Panel

*Helping shape the future of real estate in Houston*



**MOBILE SURVEY**  
**AUGUST 2013**



# Methodology and Panelists

6,774 surveys  
distributed via  
email

18% response  
rate

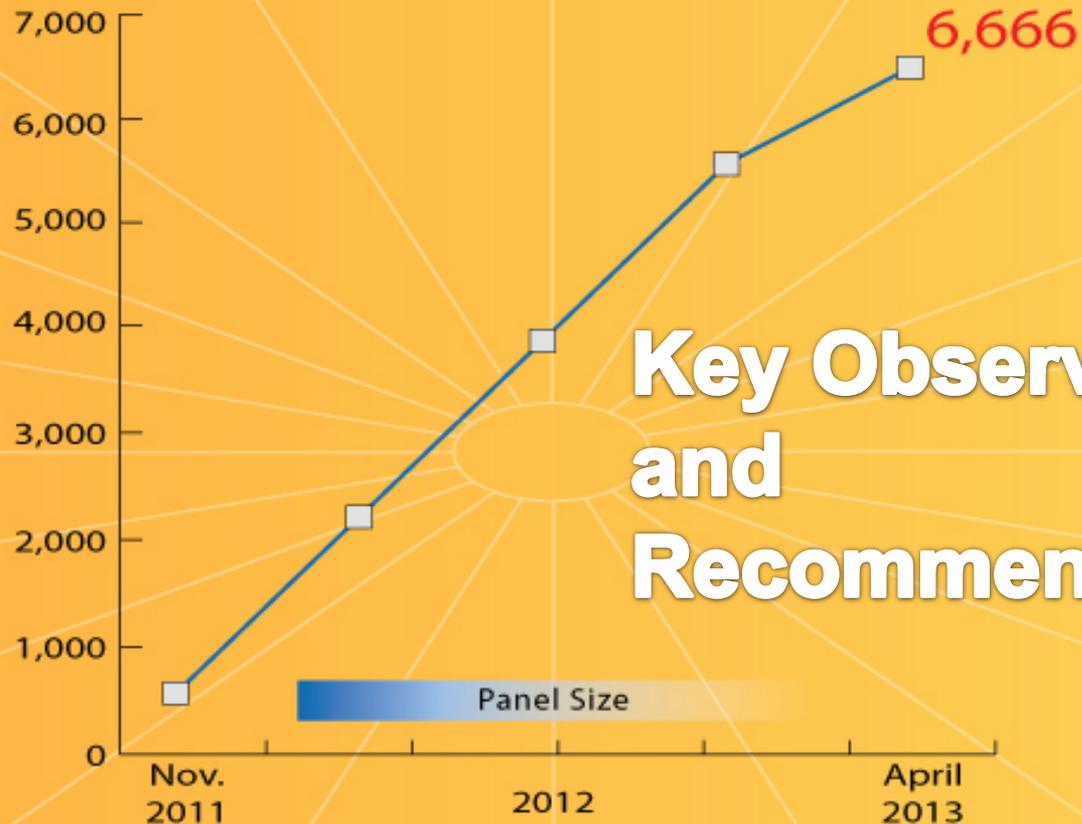
61% are women

60% looking to  
buy  
50% already  
own a home

50% are 35 to  
54 years old

# Consumer Research Panel

*Helping shape the future of real estate in Houston*



**Key Observations  
and  
Recommendations**

## Key Observations

69% overall satisfaction with HAR.com mobile app

HAR.com is the most used mobile app/website by respondents

84% have looked for real estate on their mobile device

Split preference between mobile and desktop devices

Very strong interest in viewing saved searches across devices

## Key Observations

App is not being used to contact/communicate with agents

Stronger satisfaction with the app in those that use an iPad

Mobile app is missing key features of the website

Map search function needs improvement-glitches in refreshing data

Those working an agent are slightly more interested in sharing information

# Recommendations

Ability to seamlessly view saved searches and listings on any device

Develop visual neighborhood snapshot

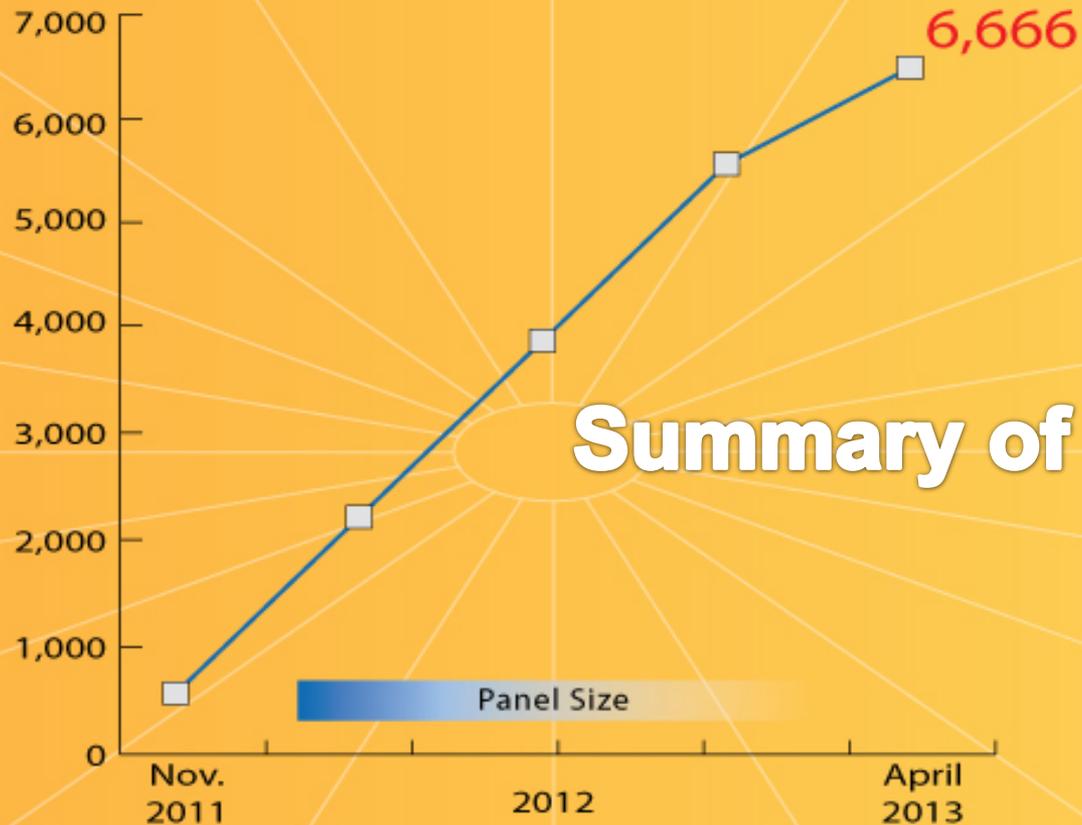
Incorporate more property details that are available on the full website

Map search function needs improvement-glitches in refreshing data

Eliminate the automatic refresh when on the map view

# Consumer Research Panel

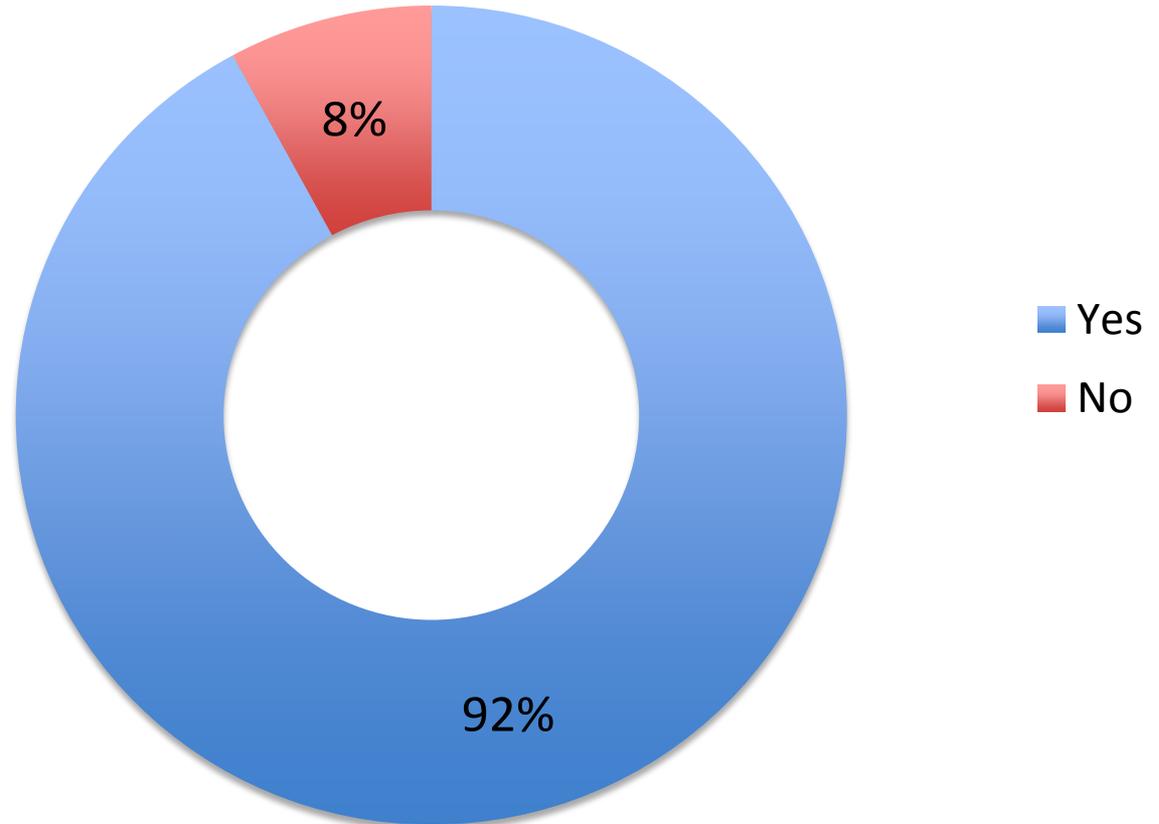
*Helping shape the future of real estate in Houston*



## Summary of Findings

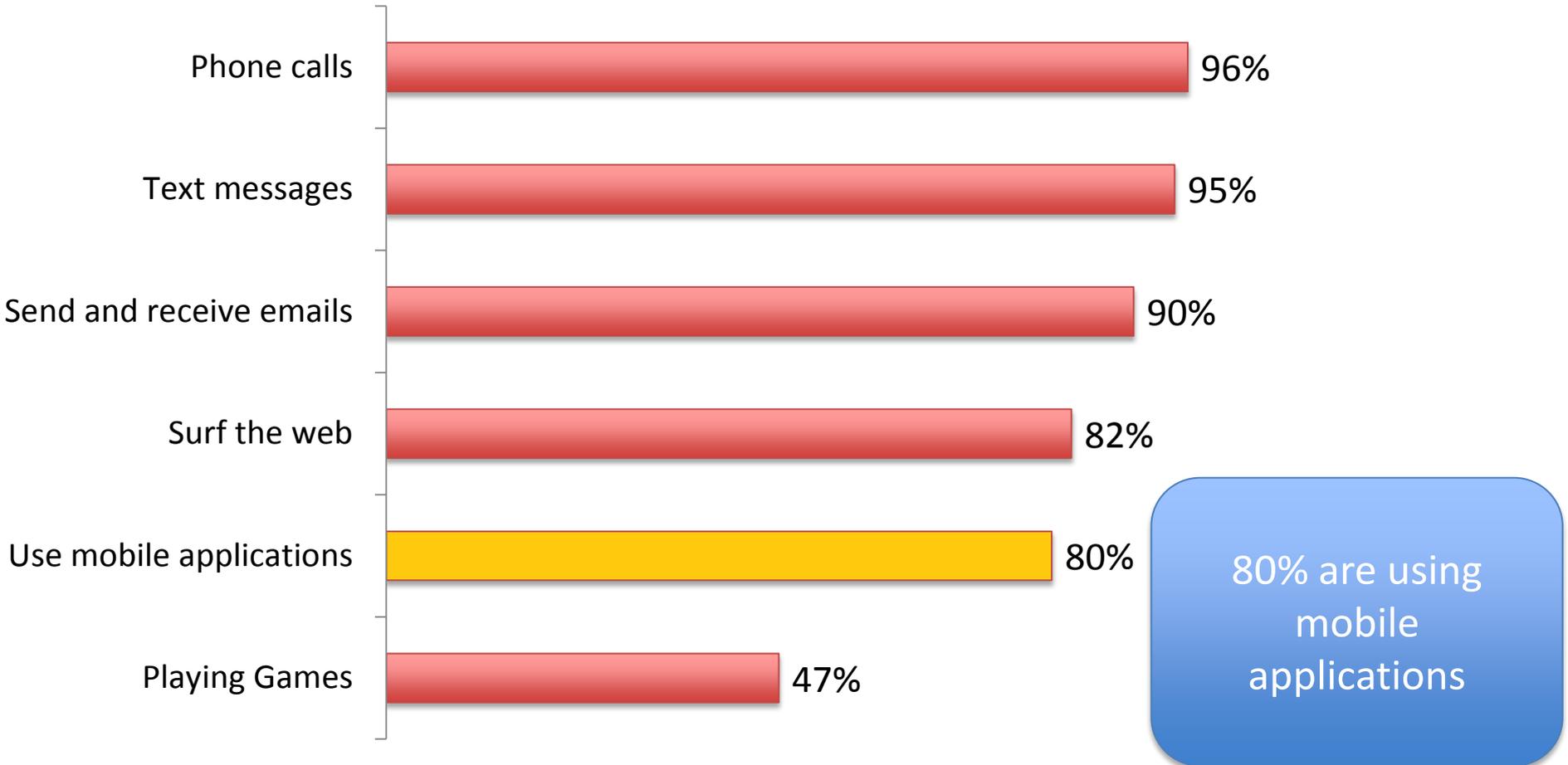
## Do you own a smartphone or iPad/Tablet mobile device? (e.g. iPhone, Android, BlackBerry, Microsoft, iPad, Samsung Galaxy etc.)

Standard Error .008



92% of  
respondents  
own a mobile  
device

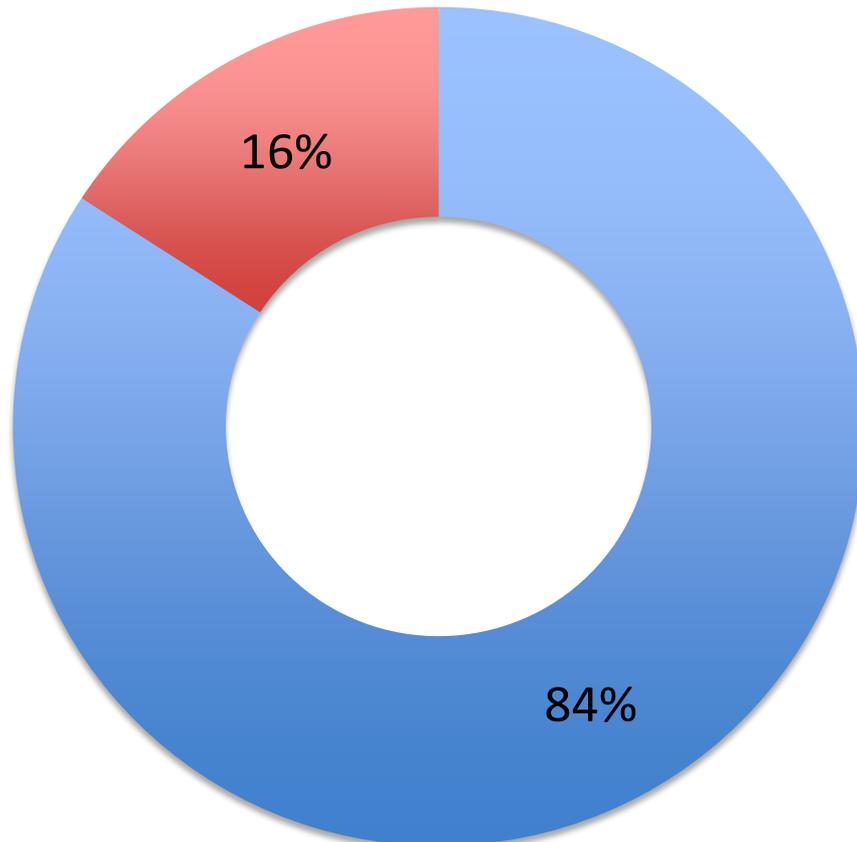
## What actions do you perform on your smartphone regularly? (Choose all that apply)



## Have you looked at real estate on your mobile device?

(e.g. iPhone, iPad, Android, Samsung Galaxy, etc.)

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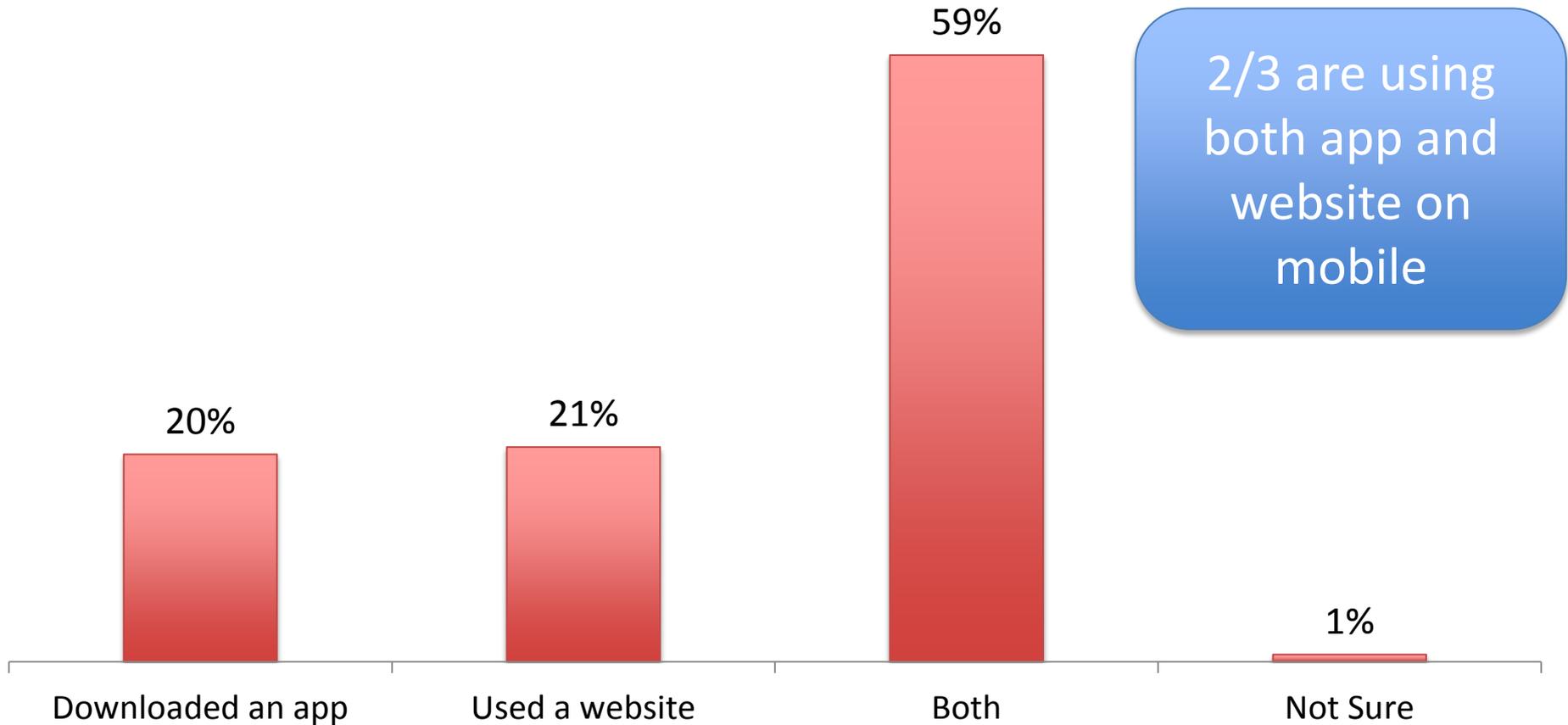
■ Yes

■ No

Majority are looking at real estate on their mobile device

## How have you viewed real estate on your mobile device?

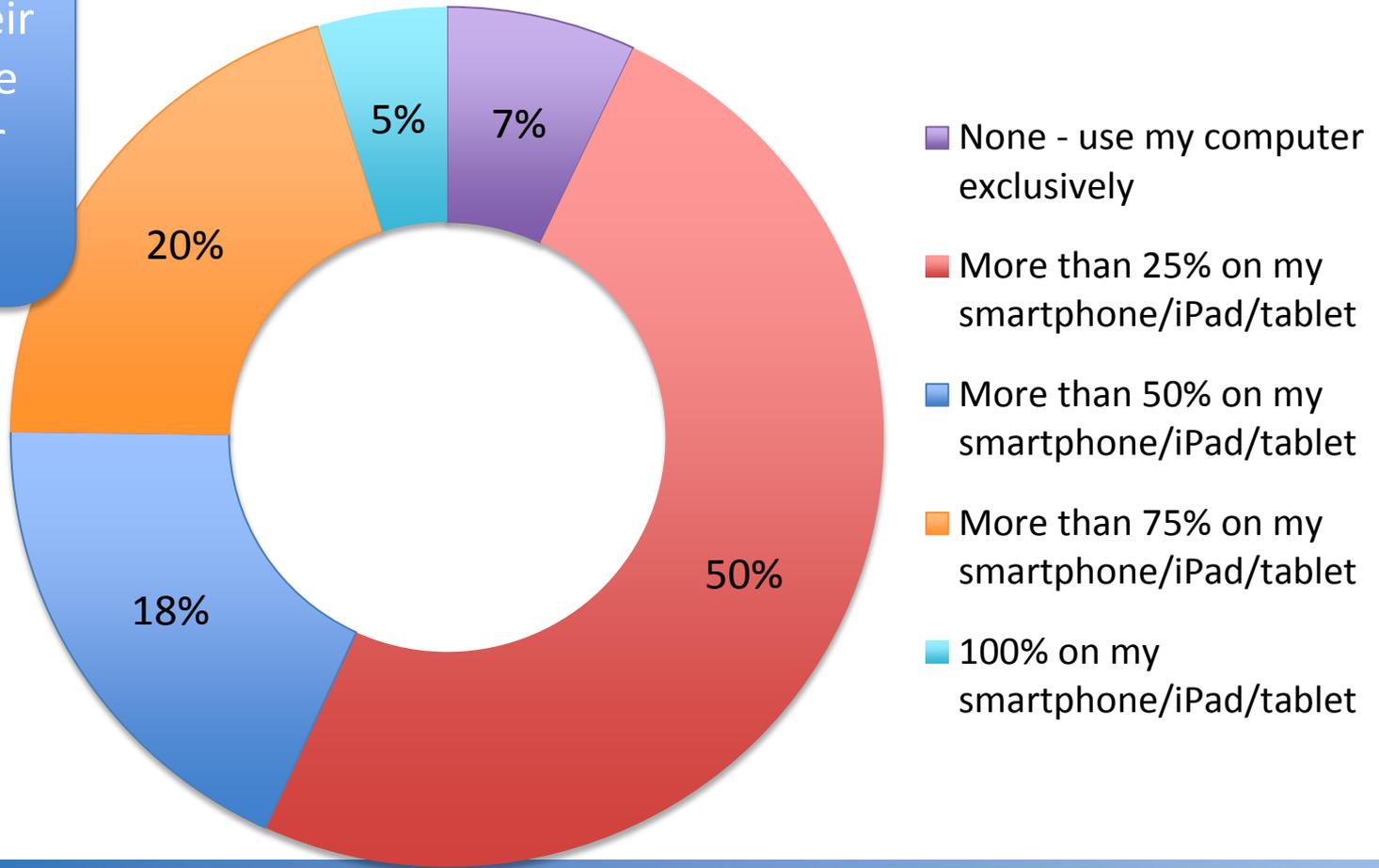
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## Approximately what percentage of your time is spent searching for homes on your mobile devices (smartphone/iPad/tablet) versus your desktop/laptop computer?

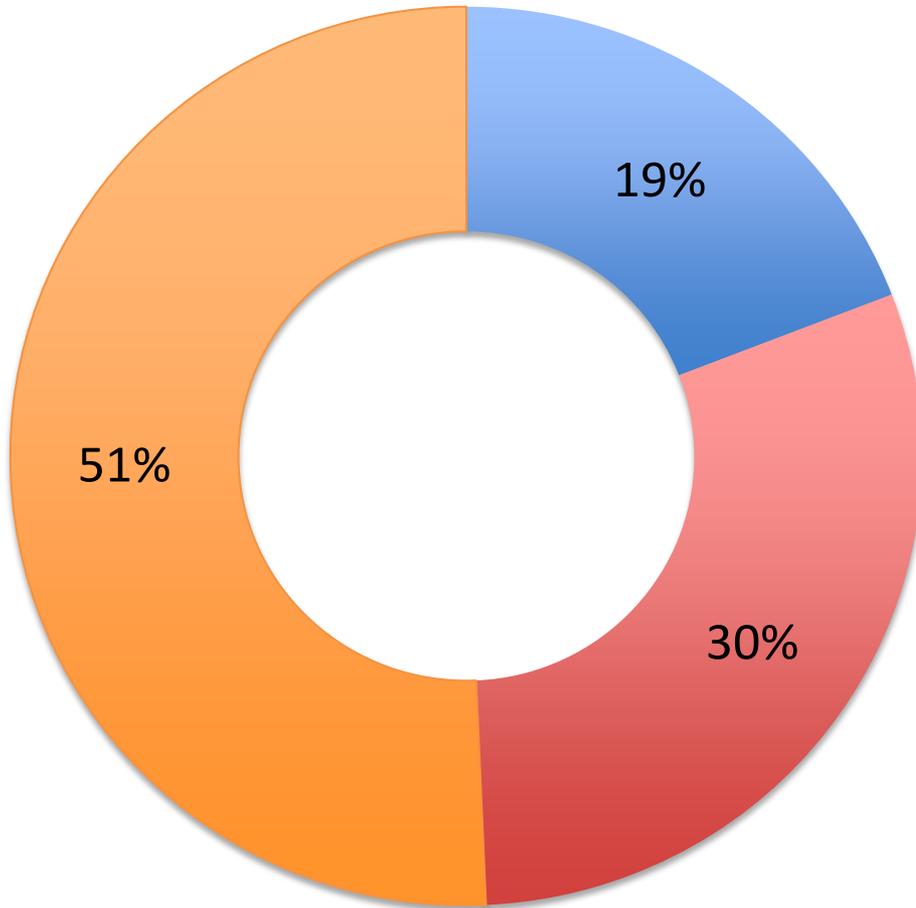
Standard error .035

Close to half now using their mobile device to search for homes



## Which type of device(s) do you most prefer to use when you are looking at properties online?

Standard error .027



More than half prefer mobile devices

- Smartphone e.g. iPhone, Android
- iPad/Tablet
- Desktop/Laptop

## Why do you rely more on your smartphone/iPad/tablet than your computer when searching for properties?

“I set up alerts within the HAR app which alerts me to new homes meeting my criteria. It seems that I end up viewing the homes listed in the email alerts most often on my iPhone.”

“Easy of use by map searching. I know the area and zooming on streets and neighborhoods are much easier than scrolling on a PC.”

“More convenient, portable. Less clunky than the desktop version. Takes fewer steps to get where you want to go.”

“More likely to look up a house when driving past or when not in front of my computer.”

“The iPad is easier and quicker to use than the laptop.”

## Why do you rely more on your desktop/laptop computer than your mobile devices?

"Pictures don't always show up best on the phone. There isn't an app for my kindle fire, so I am limited to the phone. If I have to use a browser any way then it will be on the pc and not the kindle."

The HAR app doesn't allow me to search the way I want. It doesn't let me see my "saved searches" and doesn't show my bookmarked houses from the web... I don't understand that."

"The mobile website is limited in functionality and difficult to navigate. It is easier to search on the laptop."

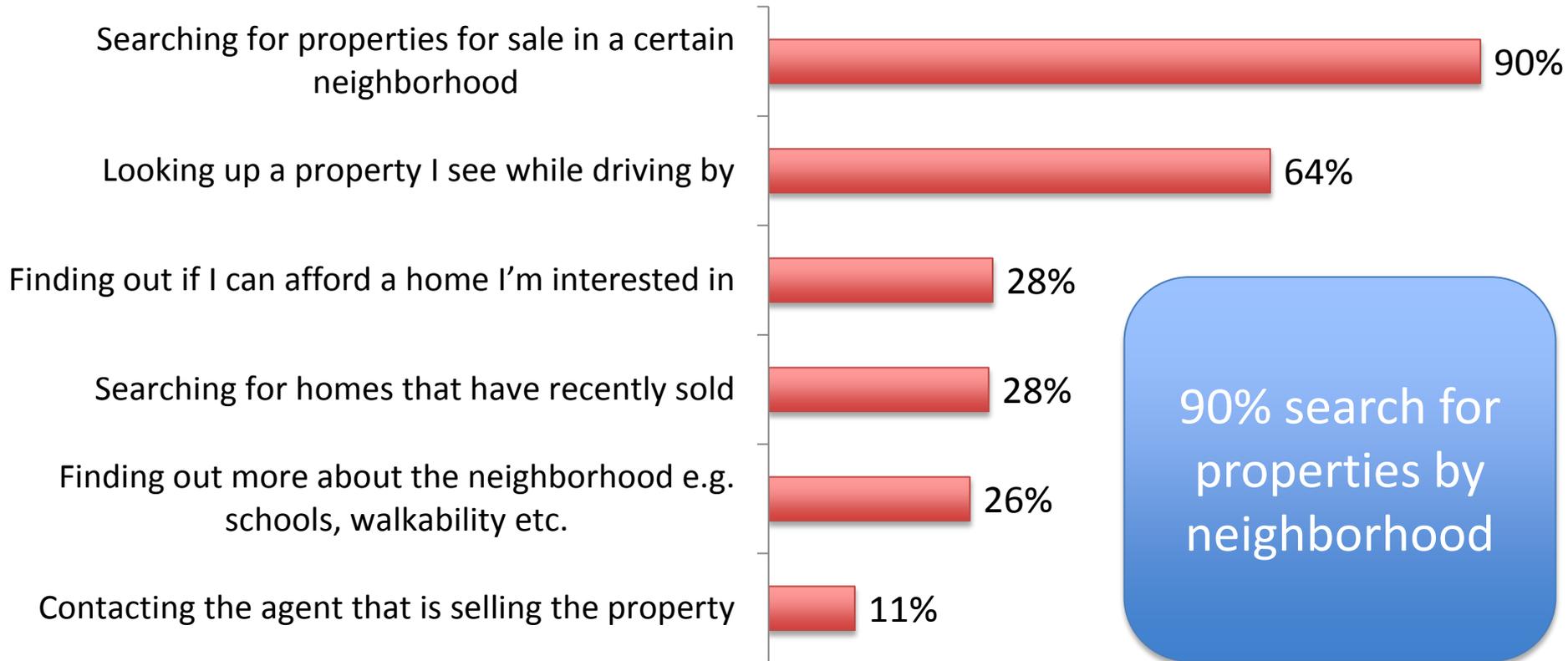
"It's harder to look at several properties at the same time on the phone"

"Using a map search function is much easier on a desktop."

## When using your smartphone/iPad/tablet for real estate, what search features are you most interested in?

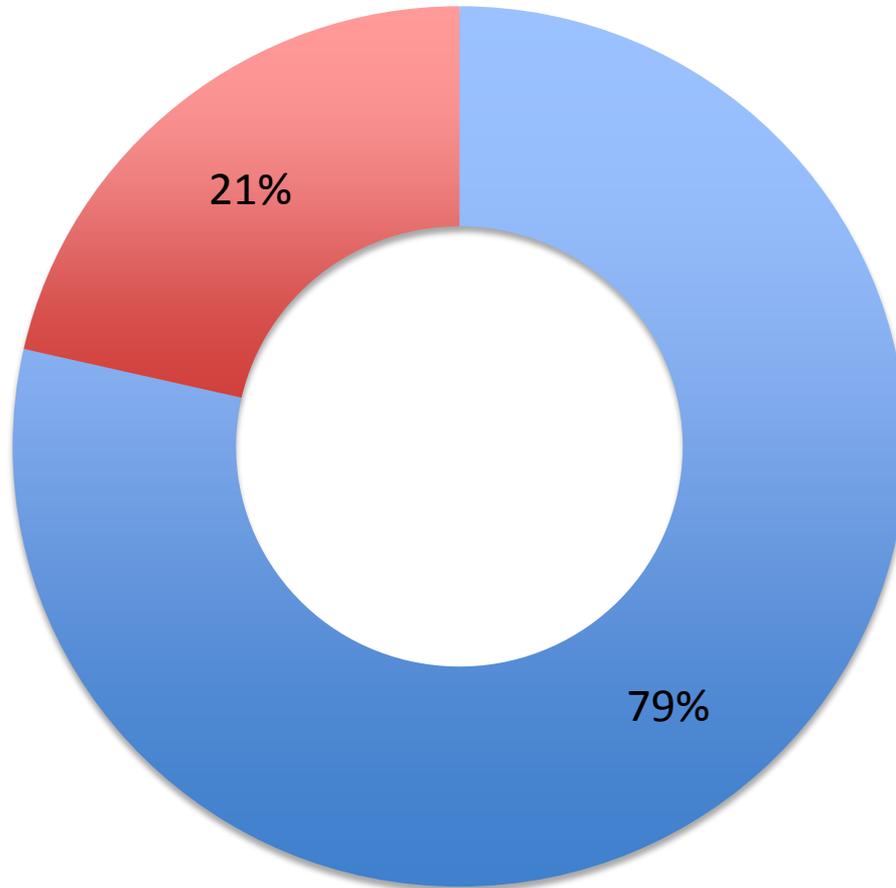
(Choose all that apply)

Standard error .033



## Have you downloaded the HAR.com app?

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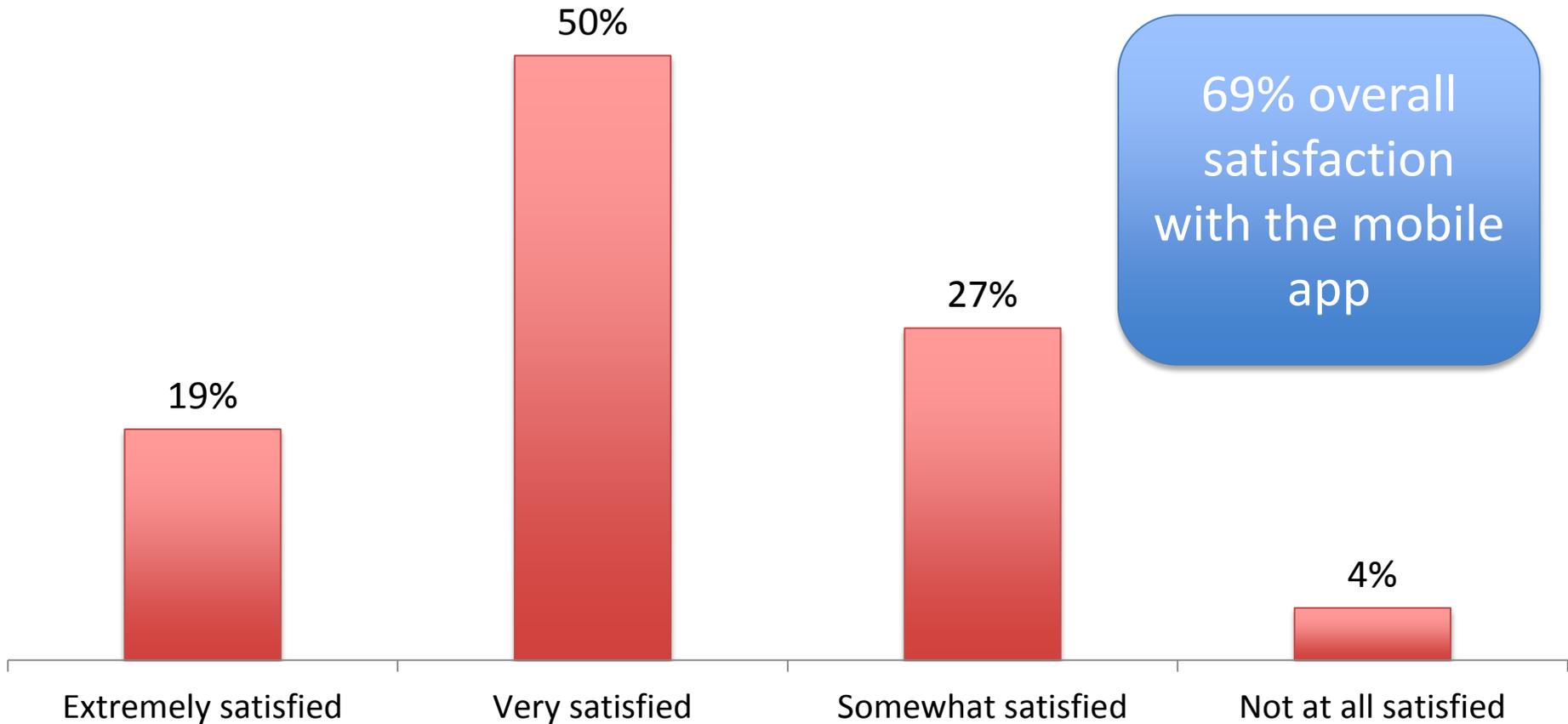
Almost 80%  
have  
downloaded  
the app

■ Yes

■ No

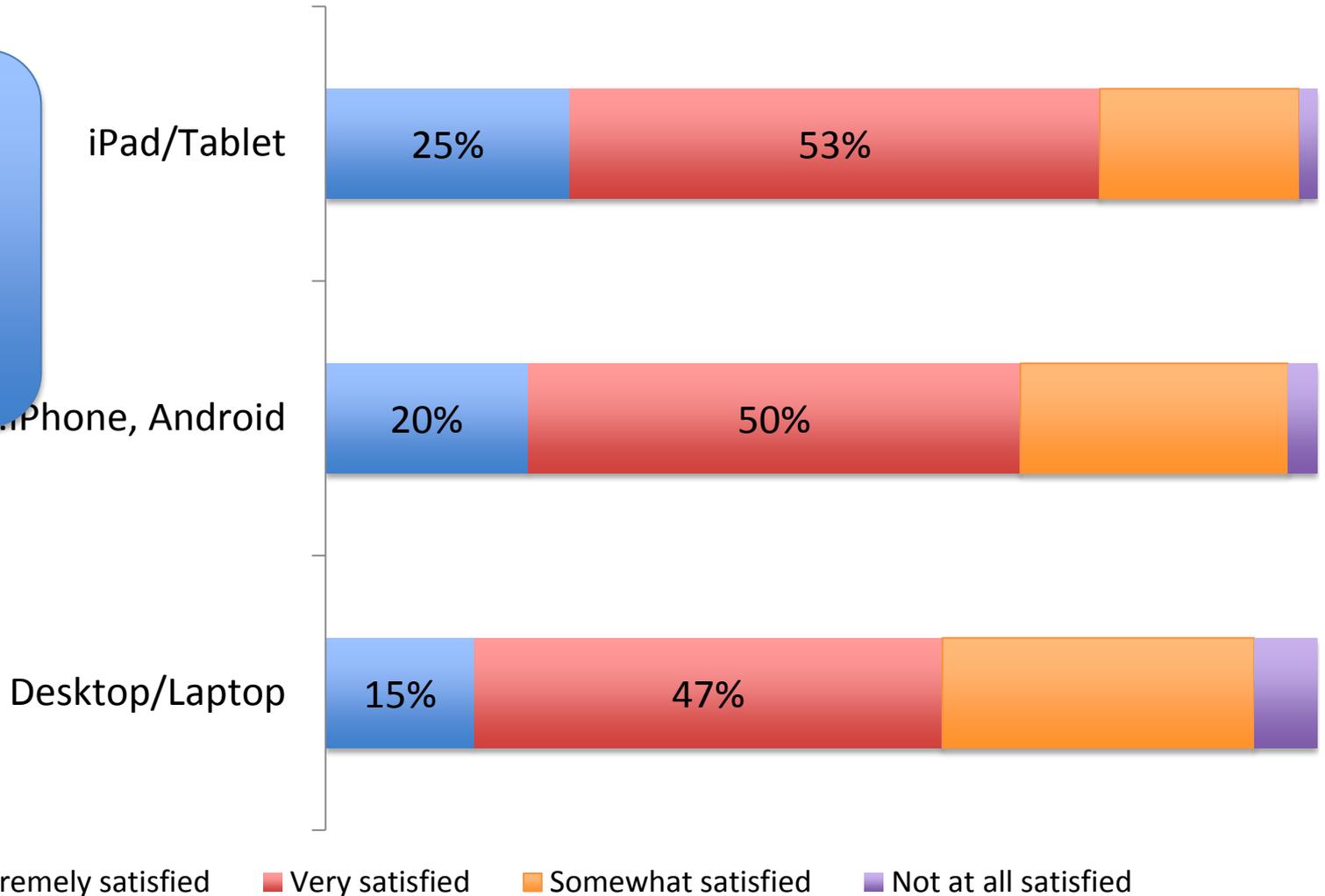
## How satisfied are you with the HAR.com app overall?

Standard error .033

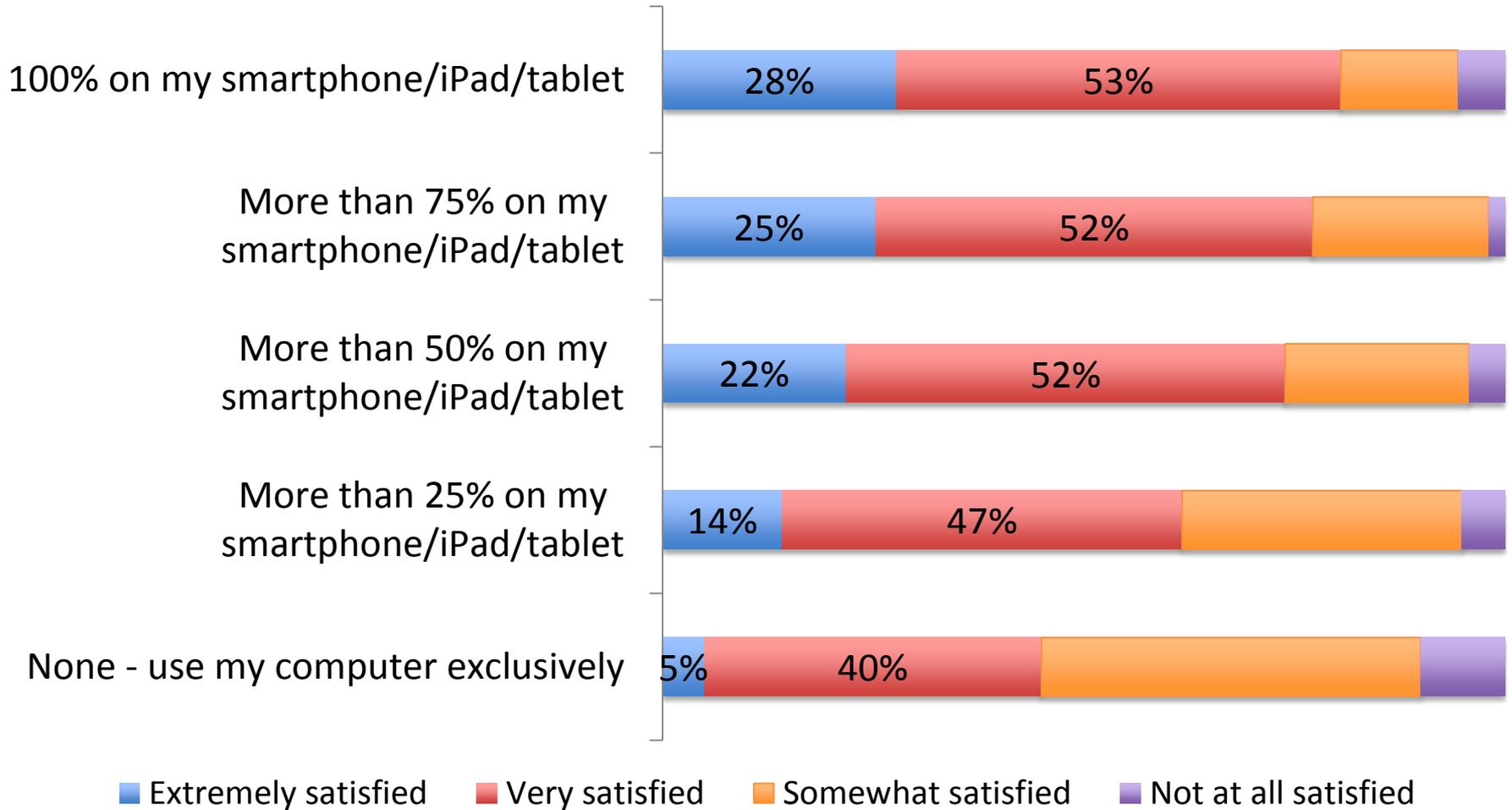


### Overall Satisfaction with HAR.com by device preference

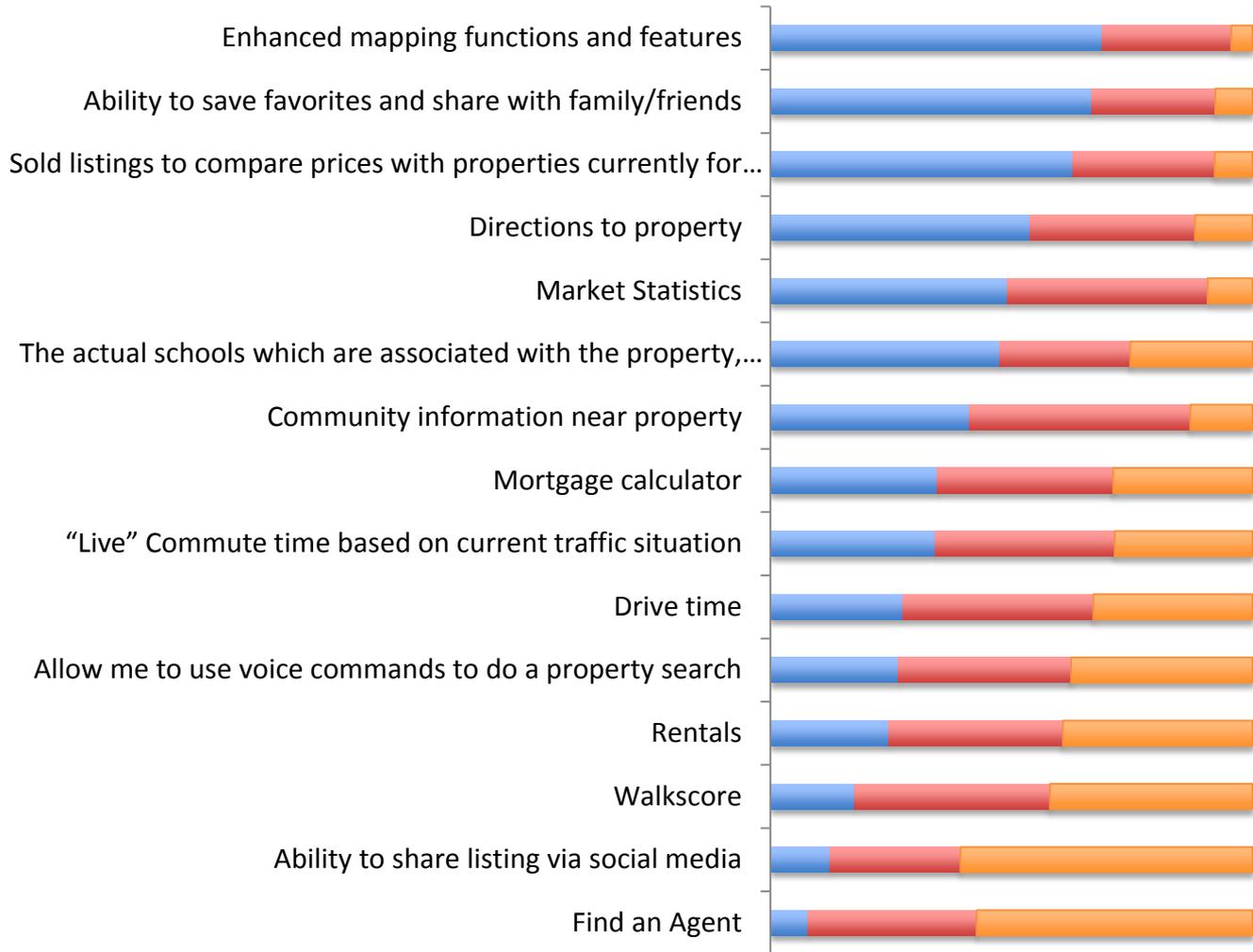
Overall satisfaction highest in those that prefer iPad/Tablet



### Overall Satisfaction by Time Spent on Mobile Device



## How interested are you in having each of the following features being added to the HAR.com app?

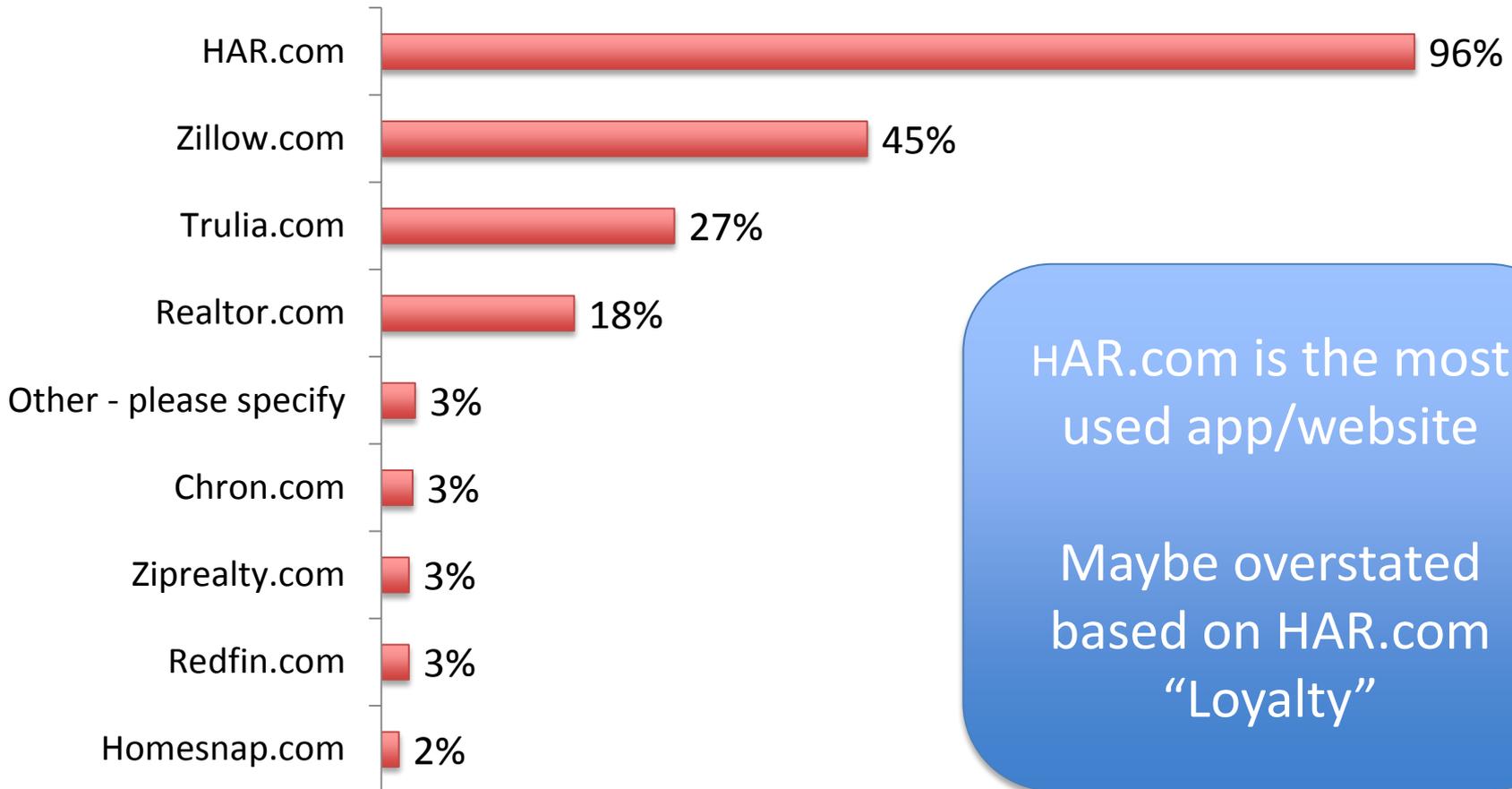


Strong interest in enhanced mapping, saved favorites and sharing listings

- Very interested
- Somewhat interested
- Not at all interested

## What mobile apps/websites do you use most often to look for real estate? (Choose up to 3)

Standard error .043

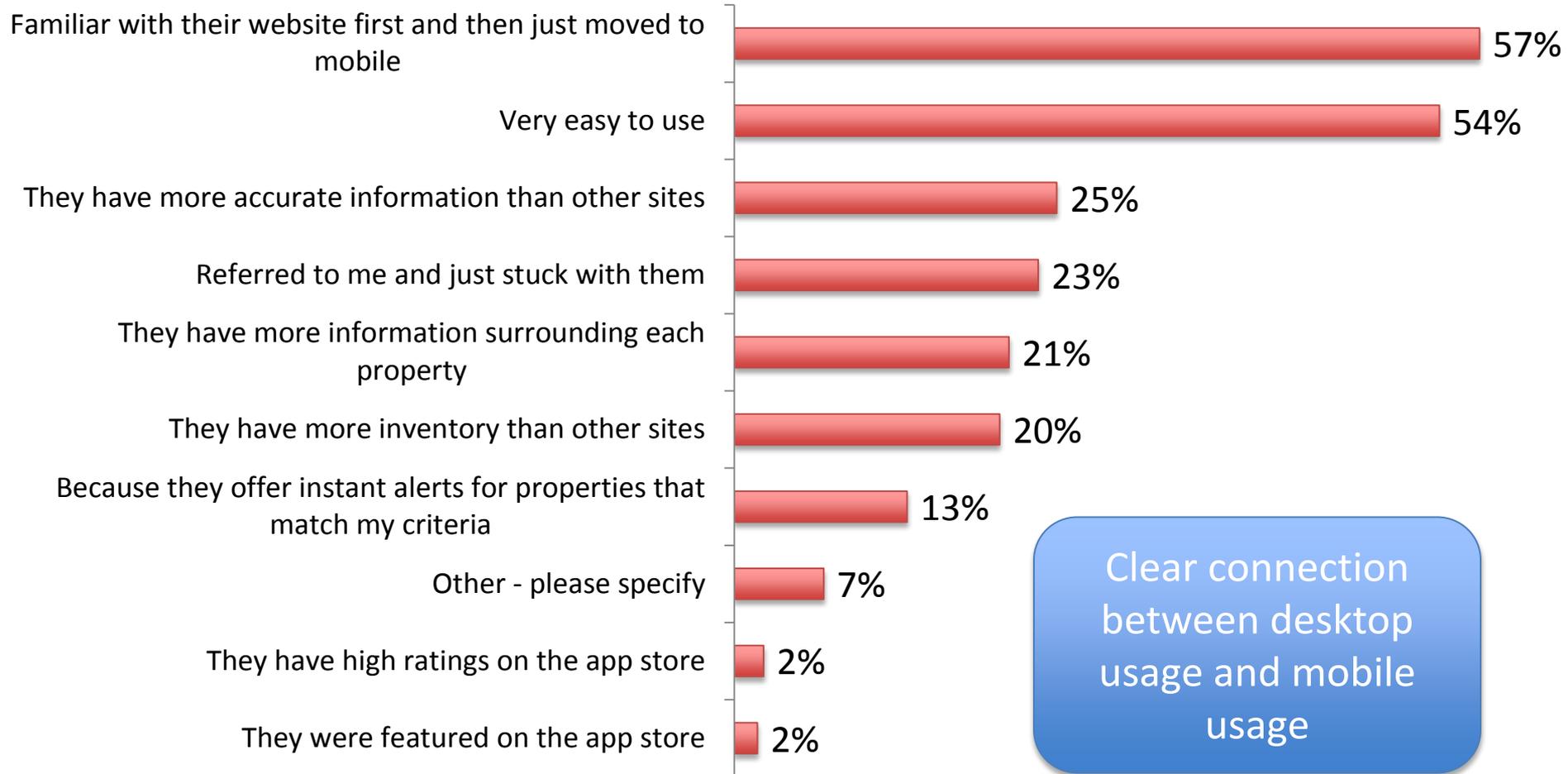


HAR.com is the most used app/website

Maybe overstated based on HAR.com "Loyalty"

## Why do you use those apps/websites more than others? (Choose all that apply)

Standard error .051

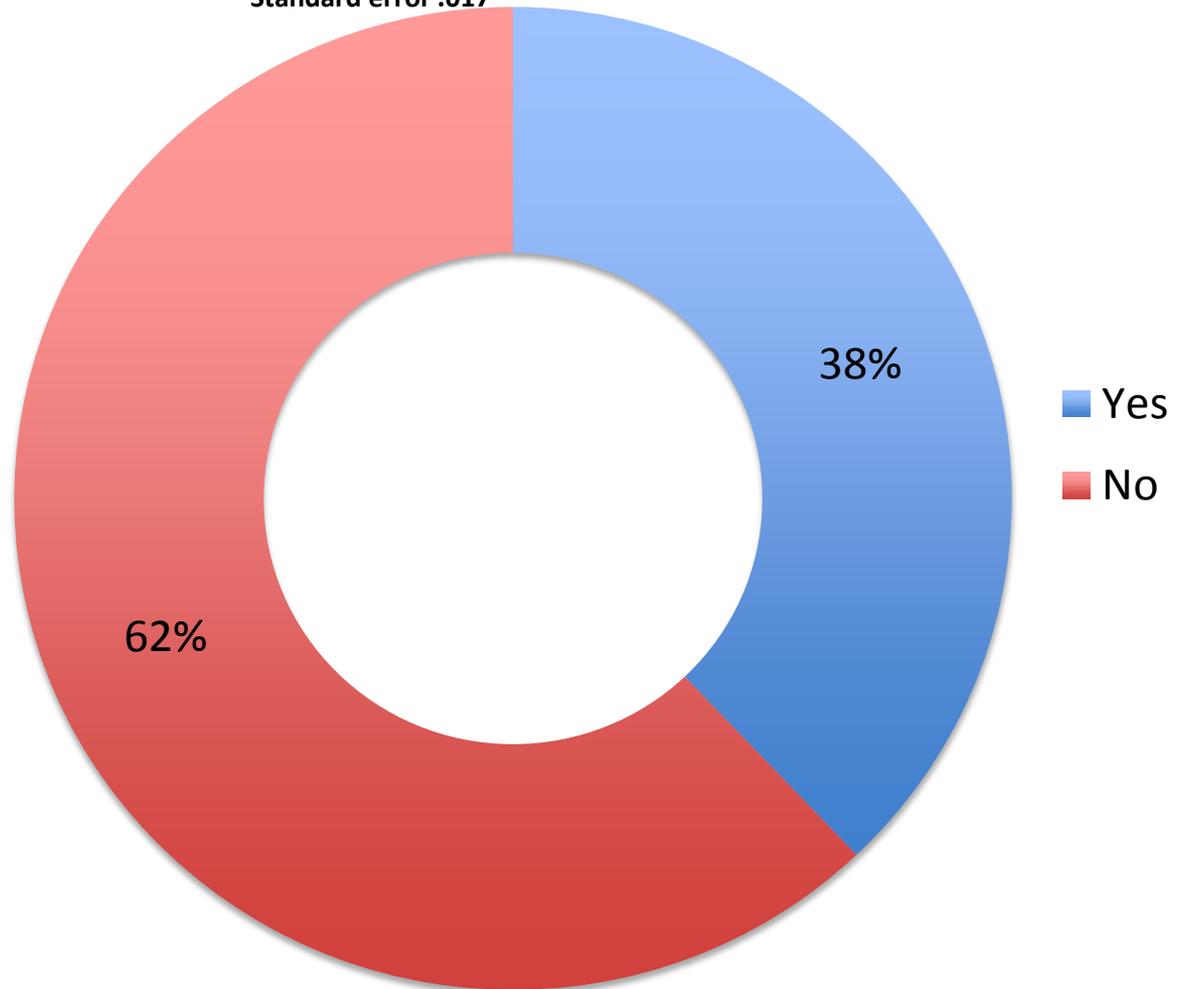


Clear connection between desktop usage and mobile usage

## Are you currently working with a real estate agent?

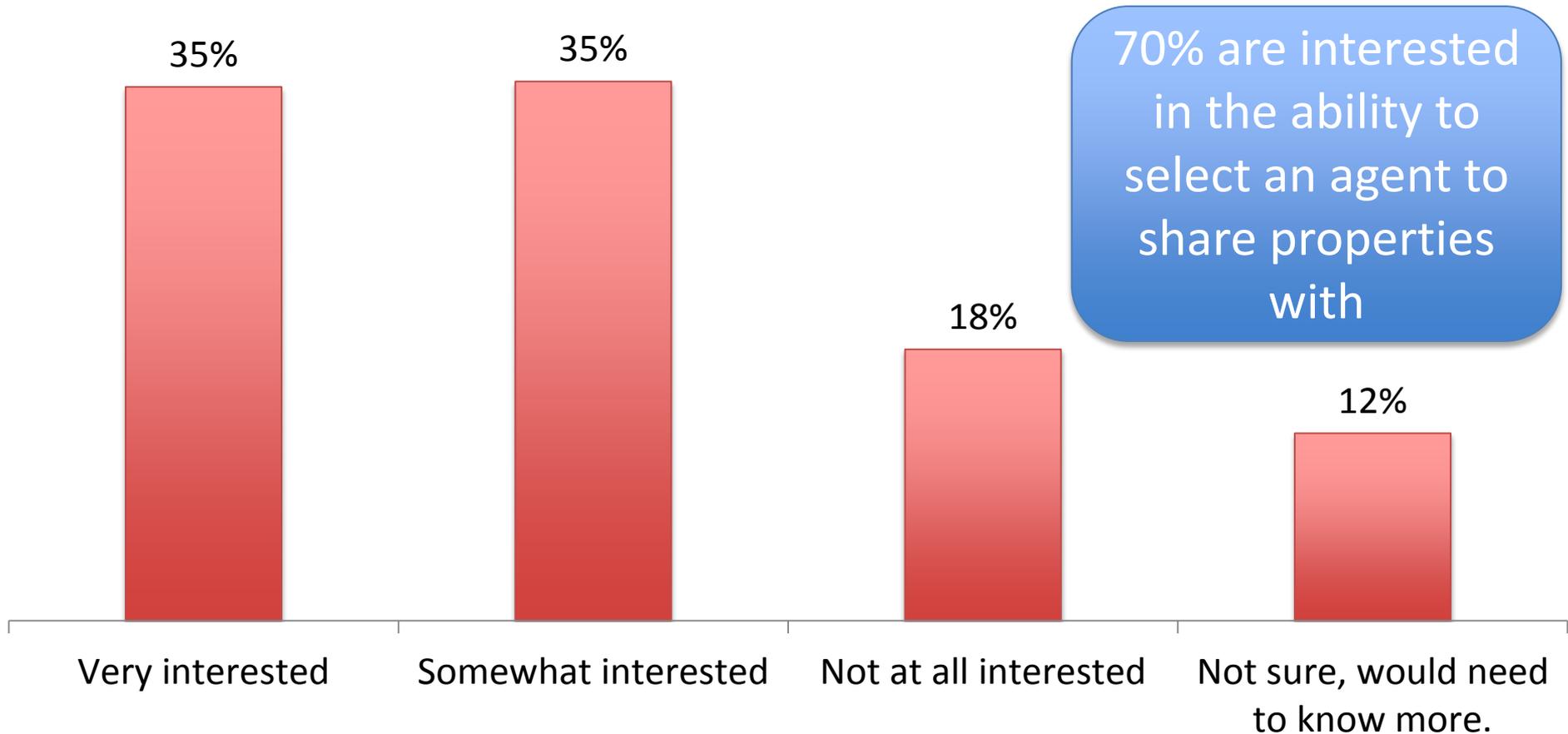
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Over 2/3 are not currently working with an agent



**How interested would you be in the ability to select your agent and then have all communications about all properties you're interested in sent directly to them?**

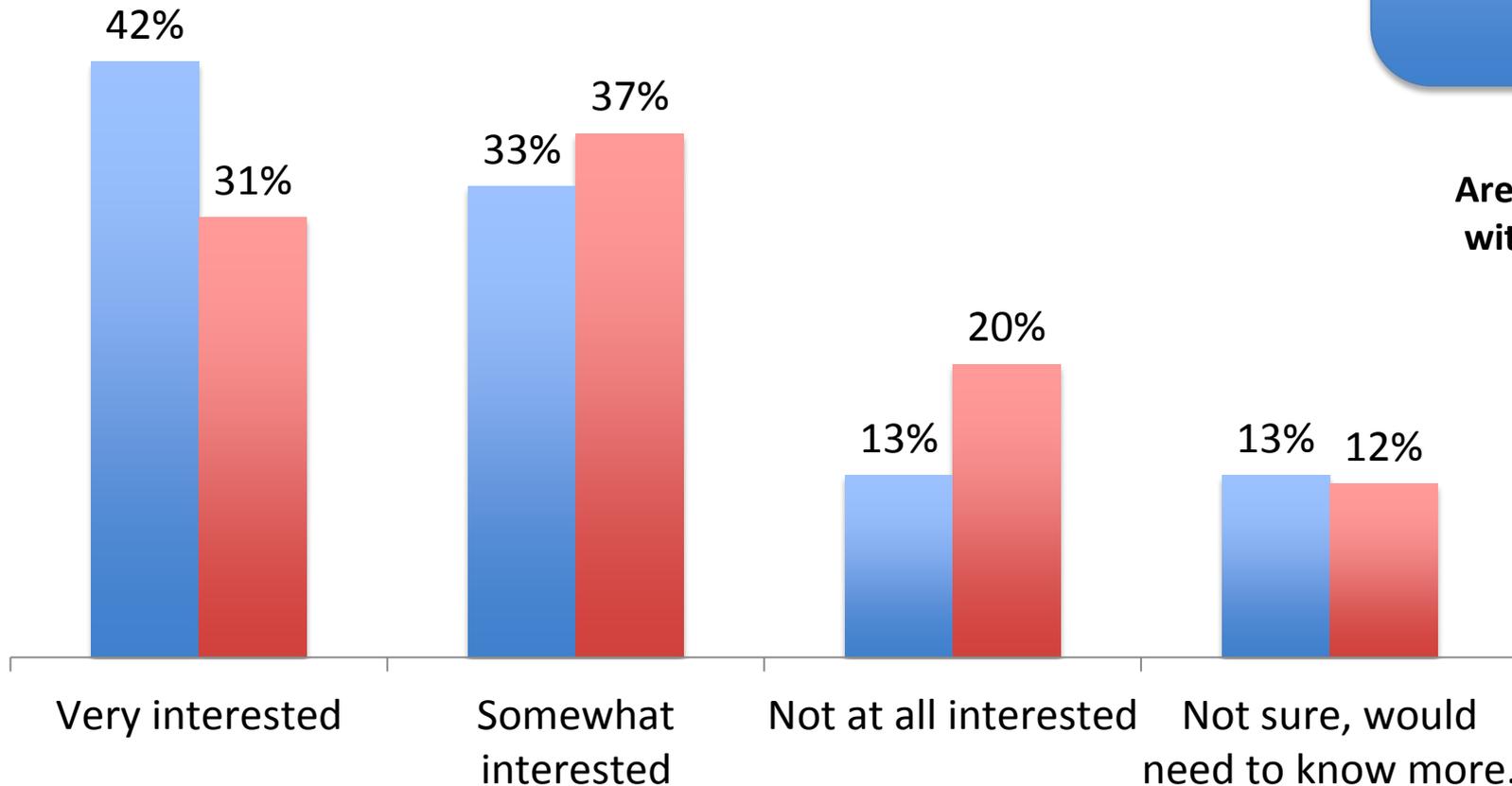
Standard error .034



70% are interested in the ability to select an agent to share properties with

**How interested would you be in the ability to select your agent and then have all communications about all properties you're interested in sent directly to them?**

Those working with an agent are more interested in a direct mobile connection to their agent



**Are you working with an agent?**

- Yes
- No

**How interested would you be in seamlessly viewing your saved searches, favorite properties, etc. on your computer and mobile device no matter which device you were using when you chose them?**

Standard error .020

76%

20%

3%

1%

96% are interested in ability to view saved searches across devices

Very interested

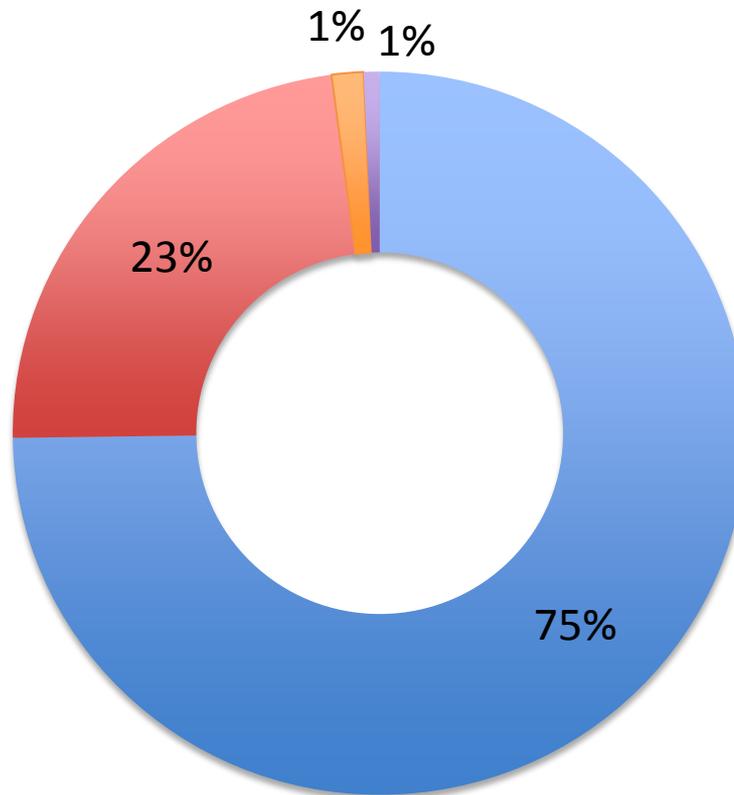
Somewhat interested

Not at all interested

Not sure, would need to know more

**How interested would you be in a quick visual snapshot of the neighborhood you're interested in including number of homes for sale and rent, average price of homes sold recently, visual rating of price increases in the neighborhood vs. other parts of the**

98% are interested in visual snapshot of neighborhood



- Very interested
- Somewhat interested
- Not at all interested
- Not sure, would need to know more