

## Pennsylvania Association of Realtors® Welcome Home Survey

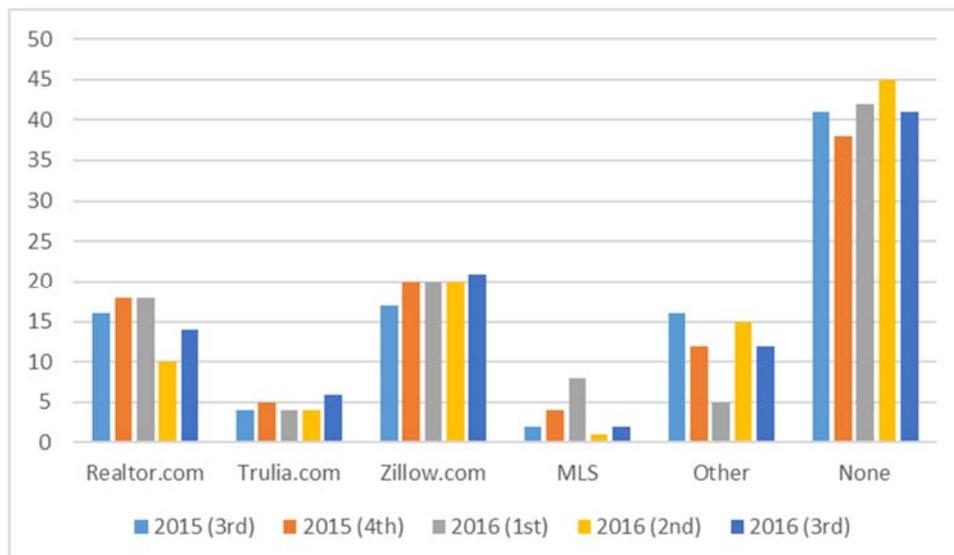
### Program Overview

Welcome Home is a consumer survey project sponsored by the Pennsylvania Association of Realtors® (PAR). The surveys, performed by Keystone Analytics®, are conducted on a quarterly basis and provide information on a number of consumer buying trends, such as financing products used in the transaction, reasons behind the home purchase and challenges faced with the buying process.

### Marketing

A Welcome Home survey summary is provided at [WelcomeHomePA.org](http://WelcomeHomePA.org). The summary presents key findings along with graphic representations of the data, such as:

**Nearly 60 percent of homebuyers say they used a web-based tool to search for a home, with realtor.com® and Zillow.com the most frequently cited.** Compared to our second quarter survey, this is a five percent bump in the number of homebuyers who used a web-based platform in their home search. Put another way, among just homebuyers who used a web tool to help them search for homes, 64 percent used either Zillow.com or realtor.com®. In addition, 70 percent of respondents under the age of 50 report using a web tool of some kind, indicating that use of these tools will continue to grow. While we see an uptick in the number of homebuyers visiting specific real estate office sites, we surmise that realtor.com® and Zillow.com will continue to be the web tools of choice for homebuyers, at least in Pennsylvania.



PAR's daily news site, JustListed, publishes an article with the Welcome Home survey results that includes insight from our association leaders. Results are also released on the PAR Facebook page and through Twitter at #WelcomeHomePA.

We also publish a "postcard" for our members with top line results highlighted. The postcards are provided during events, such as business and local association membership meetings. Our leadership, including line officers and district vice presidents, provides updates on Welcome Home during local association visits.



**55%**  
OF HOMEBUYERS  
Used a website to search for a home.

**1 in 4**  
HOMEBUYERS  
Purchased their new home entirely with cash.

**48%**  
OF HOMEBUYERS  
AGES 35 to 65  
Hope to live in their home for 25 years or more.

WelcomeHomePA.org  
Pennsylvania Association of Realtors®

### Future Plans

PAR has conducted the Welcome Home surveys for 1.5 years, and will continue the survey through 2017. With a repository of historical data, we can now make more comprehensive analysis of trends in the marketplace and we plan to further promote the survey among our brokers with practical ideas on how to implement survey findings into their everyday business.

### Methodology

The quarterly surveys are fielded by Keystone Analytics® - a wholly-owned subsidiary of PAR that offers polling and analysis, issues management, campaign services and membership research – using telephone interviews conducted by live operators. Survey respondents are adult residents of Pennsylvania identified by purchased consumer data as having purchased a home in the state in the last 12 months. Respondents are asked to confirm this before being invited to complete the survey over the phone. Each survey has a total of 300 respondents.