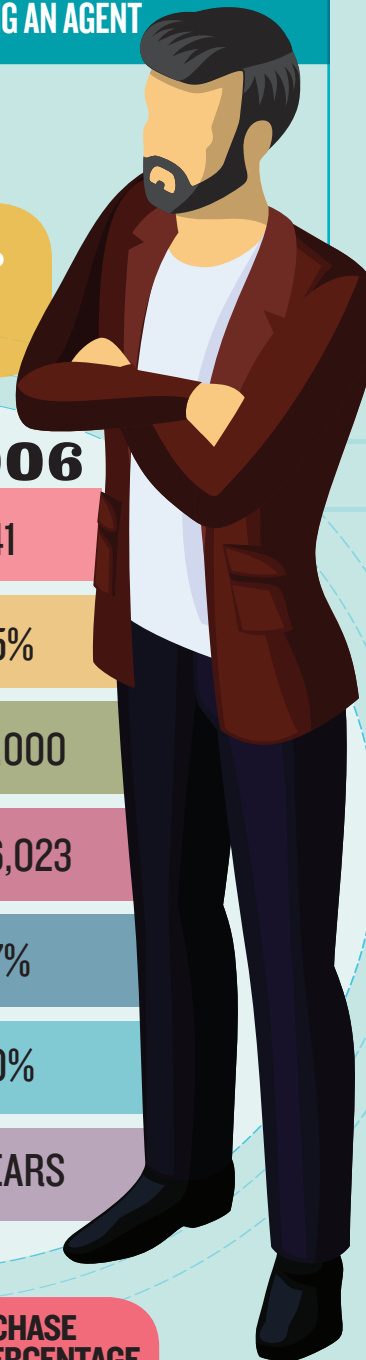


PROFILE OF TEXAS HOMEBUYERS AND SELLERS

What do you know about the clients you serve?

Honesty & reputation

ARE THE MOST IMPORTANT FACTORS WHEN CHOOSING AN AGENT



71% of Texas buyers say commuting costs are important

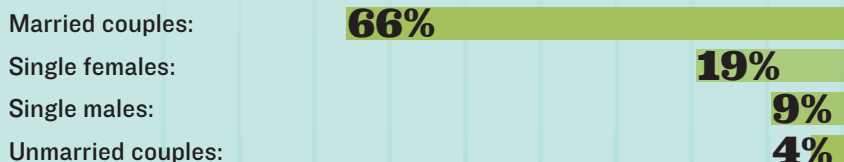
29% of buyers contacted at least two agents before choosing one

15% of buyers purchased homes for a multi-generational household to house adult children, adult siblings, parents, and/or grandparents

23% of buyers are military veterans

100 90 80 70 60 50 40 30 20 10 0

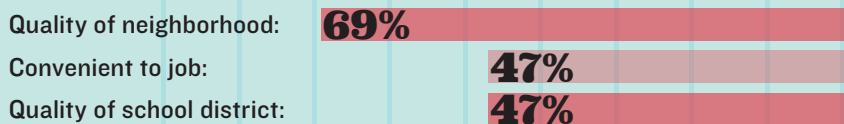
WHO'S BUYING?



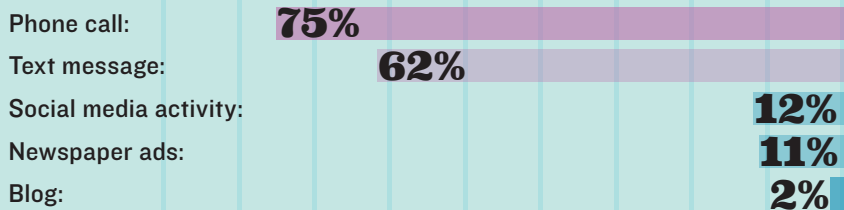
MOST DIFFICULT STEPS IN BUYING A HOME



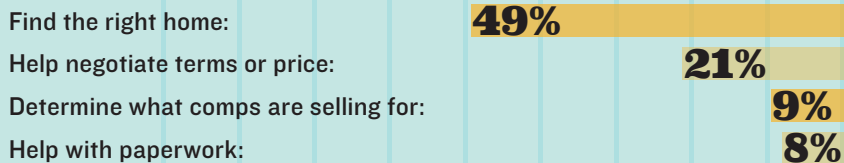
TOP FACTORS INFLUENCING NEIGHBORHOOD CHOICE



MOST/LEAST IMPORTANT AGENT COMMUNICATIONS TO BUYERS



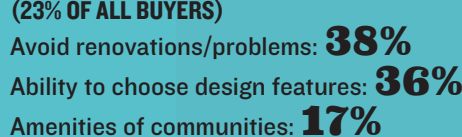
WHAT BUYERS WANT MOST FROM YOU



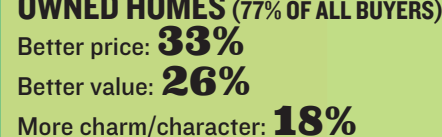
	2016	2006
BUYERS		
MEDIAN AGE OF HOMEBUYERS	46	41
BUYERS UNDER 35 YEARS OLD	22%	35%
MEDIAN BUYER INCOME	\$94,200	\$75,000
MEDIAN PURCHASE PRICE	\$214,000	\$156,023
BUYERS WHO PAID MORE THAN ASKING PRICE	16%	17%
BUYERS WHO MADE NO COMPROMISES (PRICE, LOCATION, QUALITY, ETC.)	9%	40%
MEDIAN EXPECTED TENURE IN HOME PURCHASED	10 YEARS	8 YEARS

100% MEDIAN PURCHASE PRICE AS A PERCENTAGE OF ASKING PRICE

WHY TEXANS BUY NEW HOMES (23% OF ALL BUYERS)

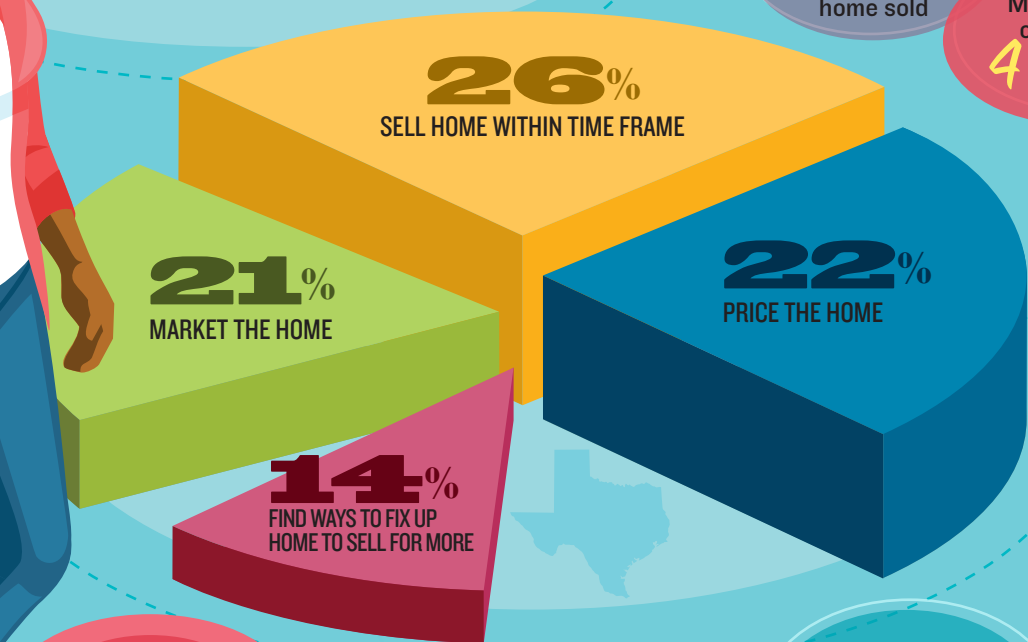


WHY TEXANS BUY PREVIOUSLY OWNED HOMES (77% OF ALL BUYERS)



Download the 198-page *2016 Profile of Texas Homebuyers and Sellers* to see more results about buyer and seller demographics, preferences, and behaviors. Visit texasrealestate.com/research.

WHAT SELLERS WANT MOST FROM YOU

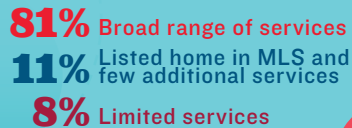


9 years
Median tenure in home sold

4 weeks
Median time on market

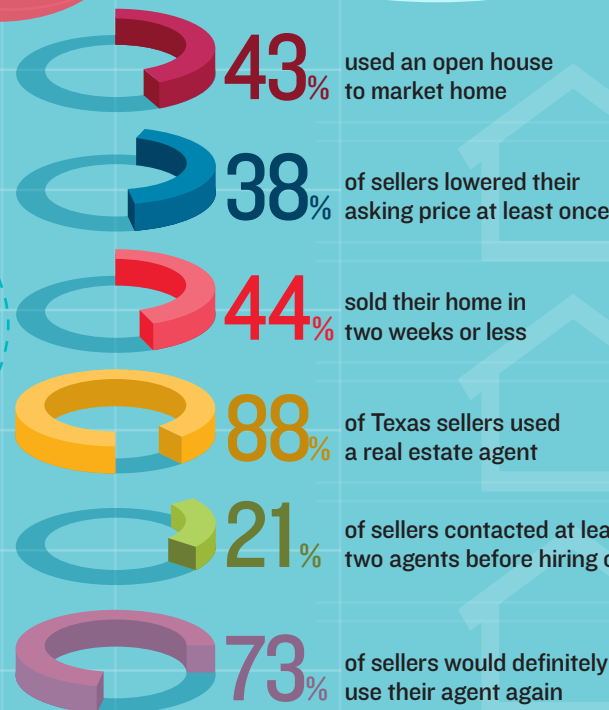
31%
of homes for sale 17 weeks or longer sold for less than **90%** of listing price

SERVICE PROVIDED BY AN AGENT



30% of sellers asked to negotiate commission or fee

86% of agents asked were willing to negotiate



POPULAR INCENTIVES OFFERED BY SELLERS



Results excerpted from the from the *2016 Profile of Texas Homebuyers and Sellers*, a Texas oversample of NAR's nationwide homebuyer and seller survey. Responses are buyers who purchased a primary residence in the 12-month period between July 2015 and June 2016. Respondents had the option to fill out the survey via hard copy or online. The online survey was available in English and Spanish.