

Triple Play REALTOR® Convention Survey

Methodology: The following survey was conducted of 135 real estate industry professionals at the Triple Play REALTOR® Convention in Atlantic City, New Jersey on December 6, 2016.

- 1. What quality do you most value when working with a mortgage loan officer?**
 - a. **Efficient communication and responsiveness: 79.26% (107)**
 - b. Guidance with navigating the finance process: 11.85% (16)
 - c. Competitive Rates: 4.44% (6)
 - d. Expertise on managing the regulatory environment: 2.22% (3)
 - e. Well-rounded product suite: 1.48% (2)
 - f. No Answer: 0.74% (1)

- 2. What type of home do you anticipate the most demand for in 2017?**
 - a. **Single family homes: 70.37% (95)**
 - b. Condominiums/townhomes: 17.04% (23)
 - c. Multi-family homes: 8.89% (12)
 - d. Apartments: 3.7% (5)

- 3. What keeps your buyers up at night during the home buying process?**
 - a. **Confusion around paperwork required: 31.85% (43)**
 - b. Unexpected costs: 22.22% (30)
 - c. Concerns over financing: 21.48% (29)
 - d. Appraisal and inspection: 11.85% (16)
 - e. Meeting the closing date: 6.67% (9)
 - f. Credit approval: 5.93% (8)

- 4. What is your biggest concern in 2017?**
 - a. **Home Inventory: 45.19% (61)**
 - b. Mortgage Qualification: 28.89% (39)
 - c. Affordability: 25.93% (35)

- 5. What technology do you feel will influence the home buying process the most in 2017?**
 - a. **Online home shopping via Zillow/Trulia/Realtor.com: 44.44% (60)**
 - b. Social media: 37.04% (50)
 - c. Mobile apps: 18.52% (25)

- 6. What is your prediction for home sales in 2017?**
 - a. **Increase: 54.81% (74)**
 - b. Remain steady: 40.74% (55)
 - c. Decrease: 4.44% (6)