

BESPOKE SURVEYS

## Online Realtors Volume 12

1250+ Respondents Per Quarter

January 2022



## ONLINE REAL ESTATE AND IBUYERS VOLUME 12

**Audience:** 1,250+ US Consumers Balanced To Census

### CHECK BREAKDOWN:

#### TREND CHECKS

#### ONLINE REAL ESTATE ENGAGEMENT

Online real estate sites/apps engagement remains strong overall, but did soften somewhat q/q.

#### ZILLOW MINDSHARE

Zillow remains in the lead when it comes to unaided and aided awareness. However, Aided awareness for Zillow increased to series highs this quarter.

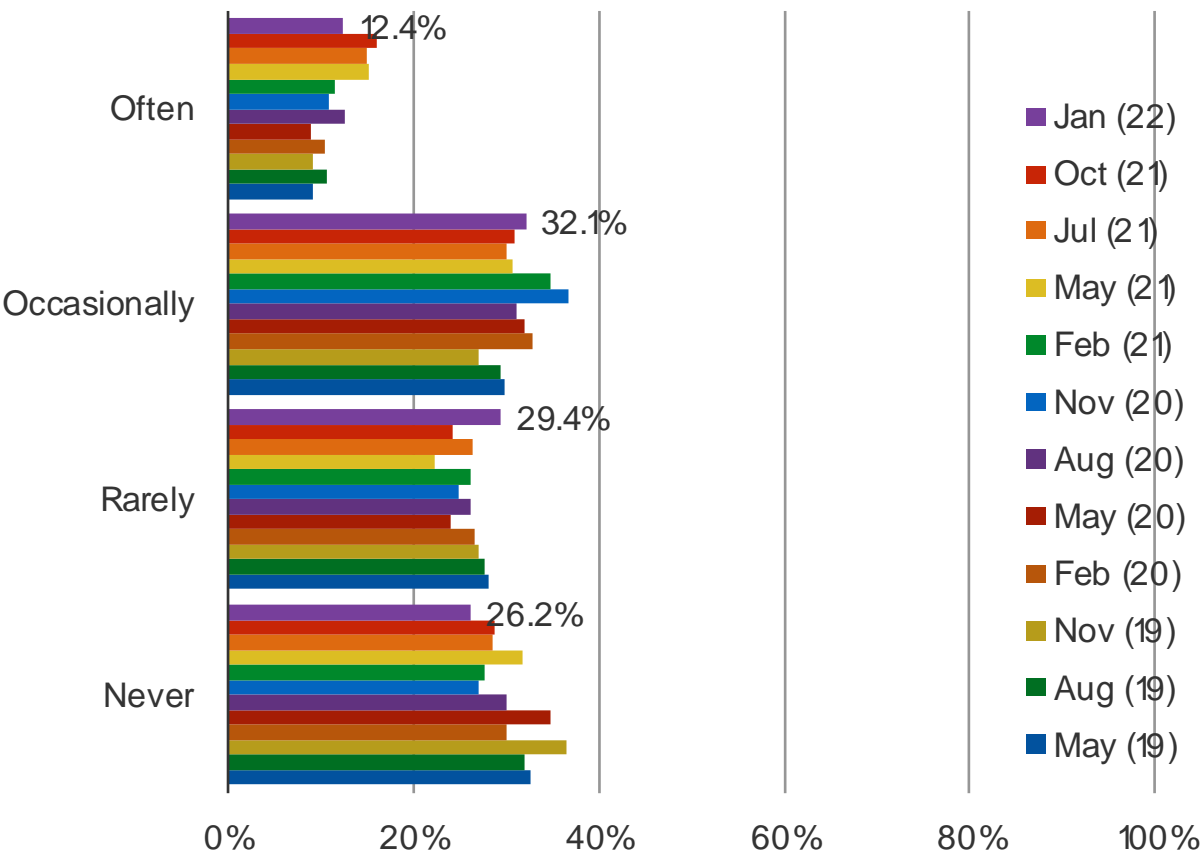
#### IBUYING

Sentiment toward iBuying was relatively consistent, if just a touch worse q/q. We would note that in our questions about iBuying we removed the use of Zillow in the text as an example of firms that participate in iBuying.

# ONLINE REAL ESTATE PLATFORM USAGE AND SENTIMENT

HOW OFTEN DO YOU BROWSE REAL ESTATE WEBSITES/MOBILE APPS?

Posed to all respondents



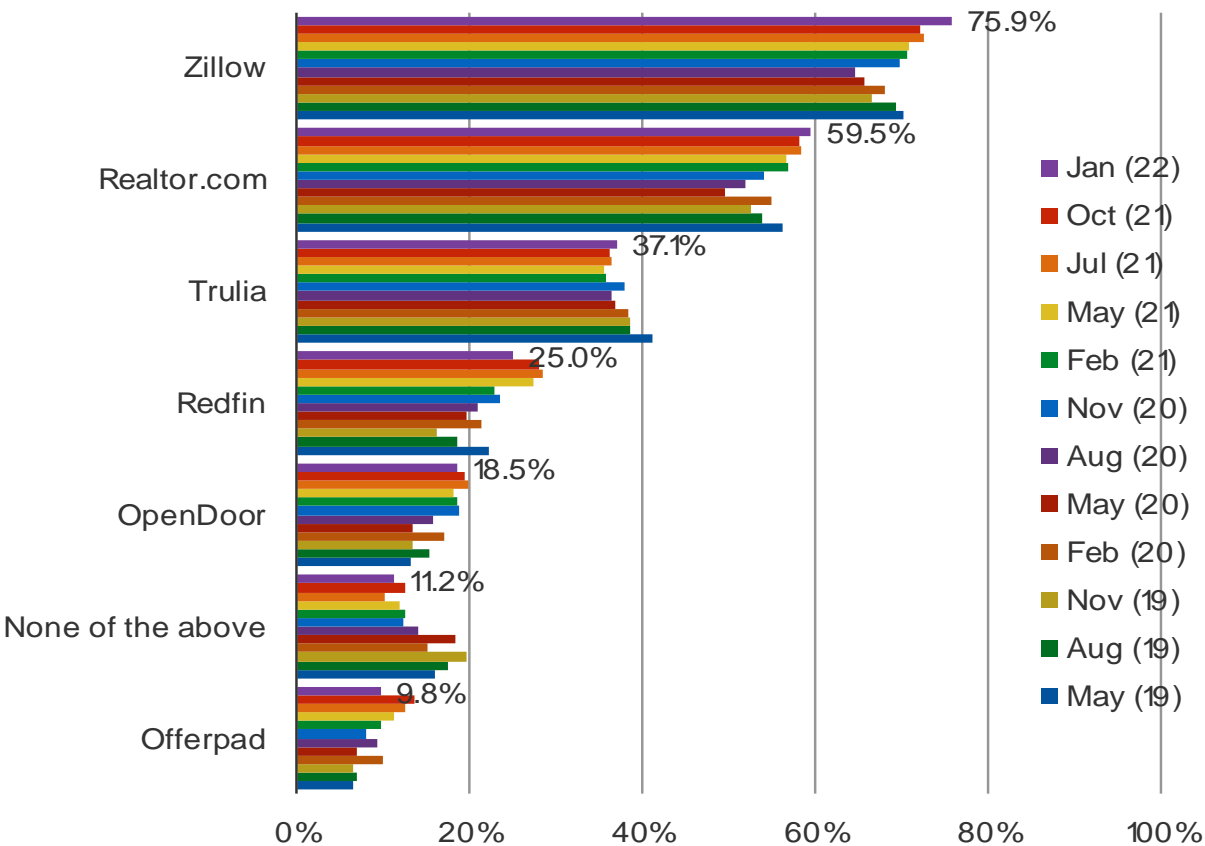
WHEN YOU THINK OF ONLINE REAL ESTATE WEBSITES OR MOBILE APPS, WHICH DO YOU THINK OF FIRST?

P



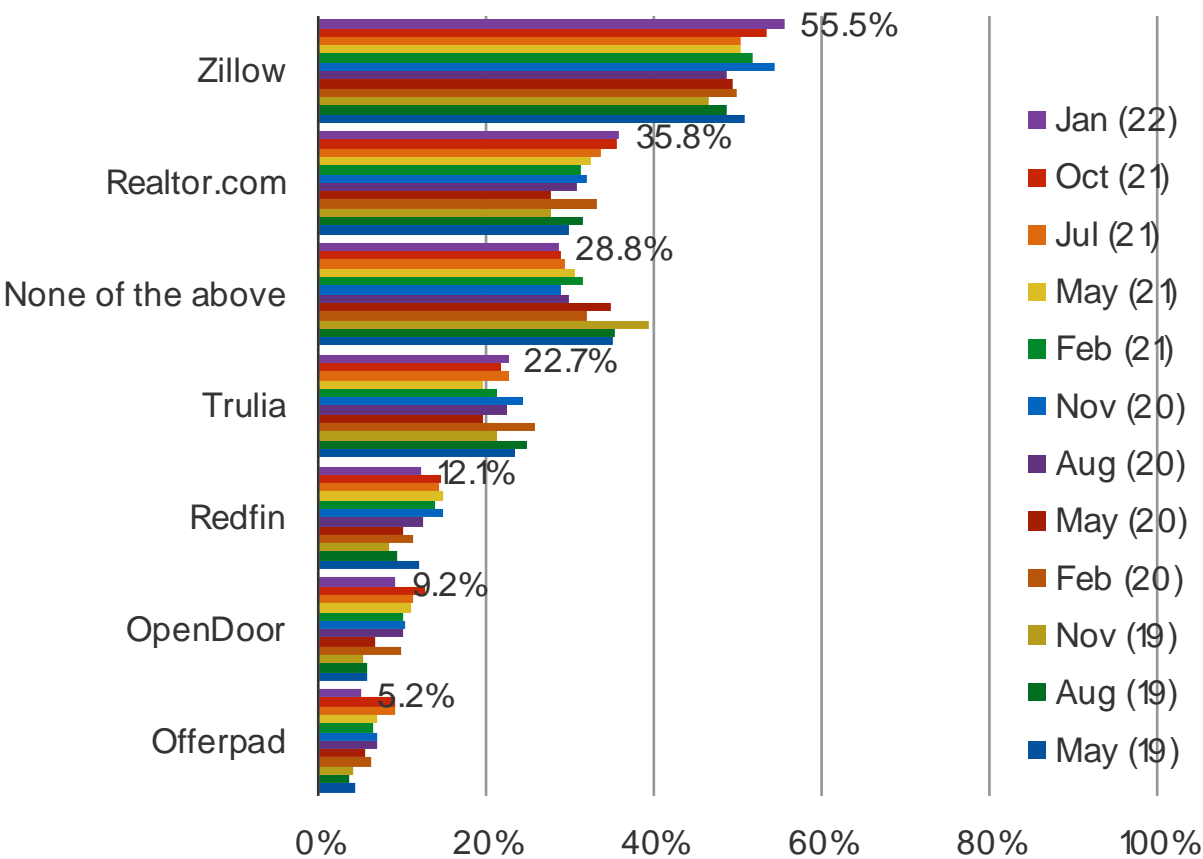
HAVE YOU HEARD OF ANY OF THE FOLLOWING SITES/MOBILE APPS? (SELECT ALL THAT APPLY)

Posed to all respondents



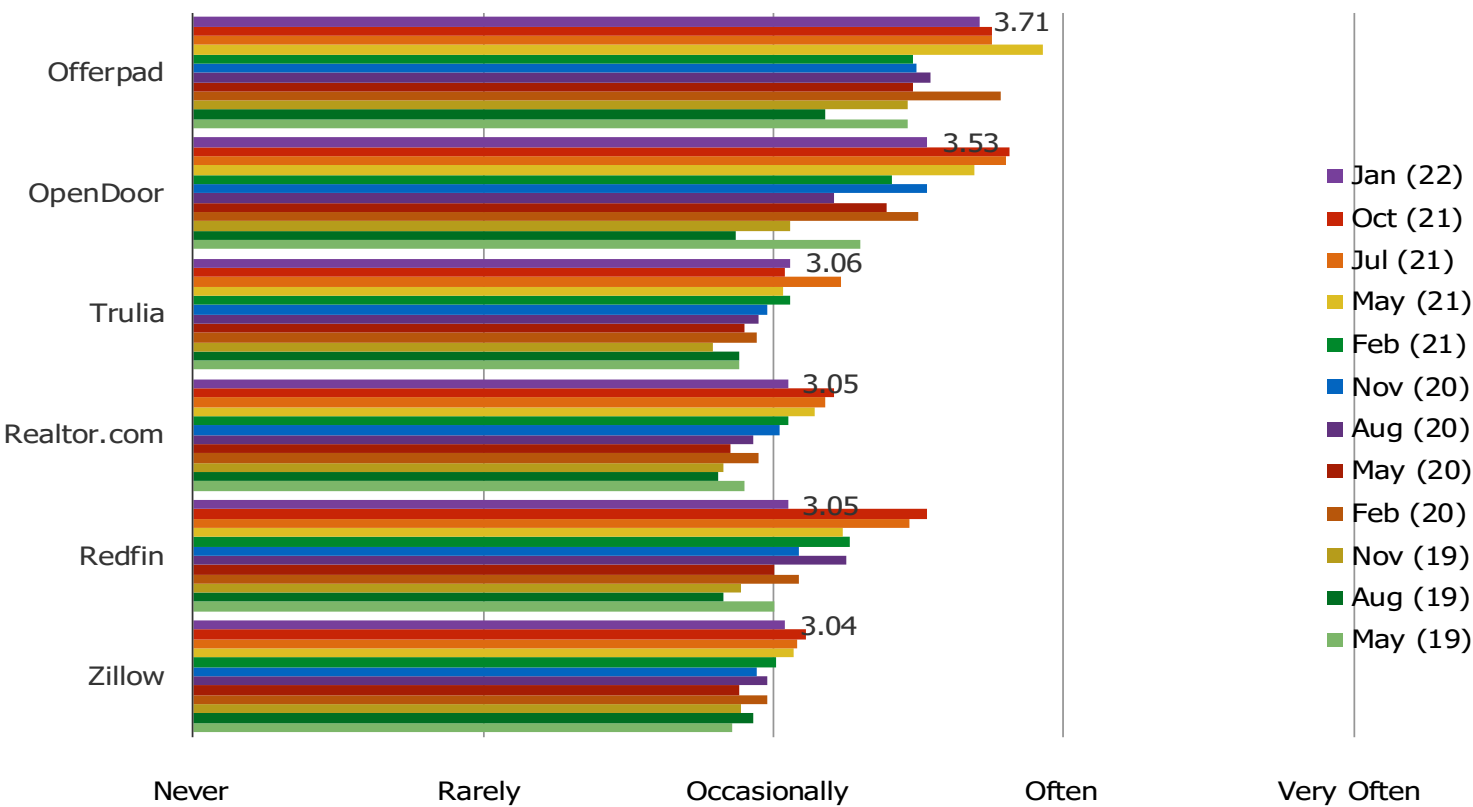
HAVE YOU EVER VISITED ANY OF THE FOLLOWING SITES/MOBILE APPS? (SELECT ALL THAT APPLY)

Posed to all respondents



HOW OFTEN DO YOU VISIT EACH OF THE FOLLOWING?

Posed to respondents who have visited each of the following.

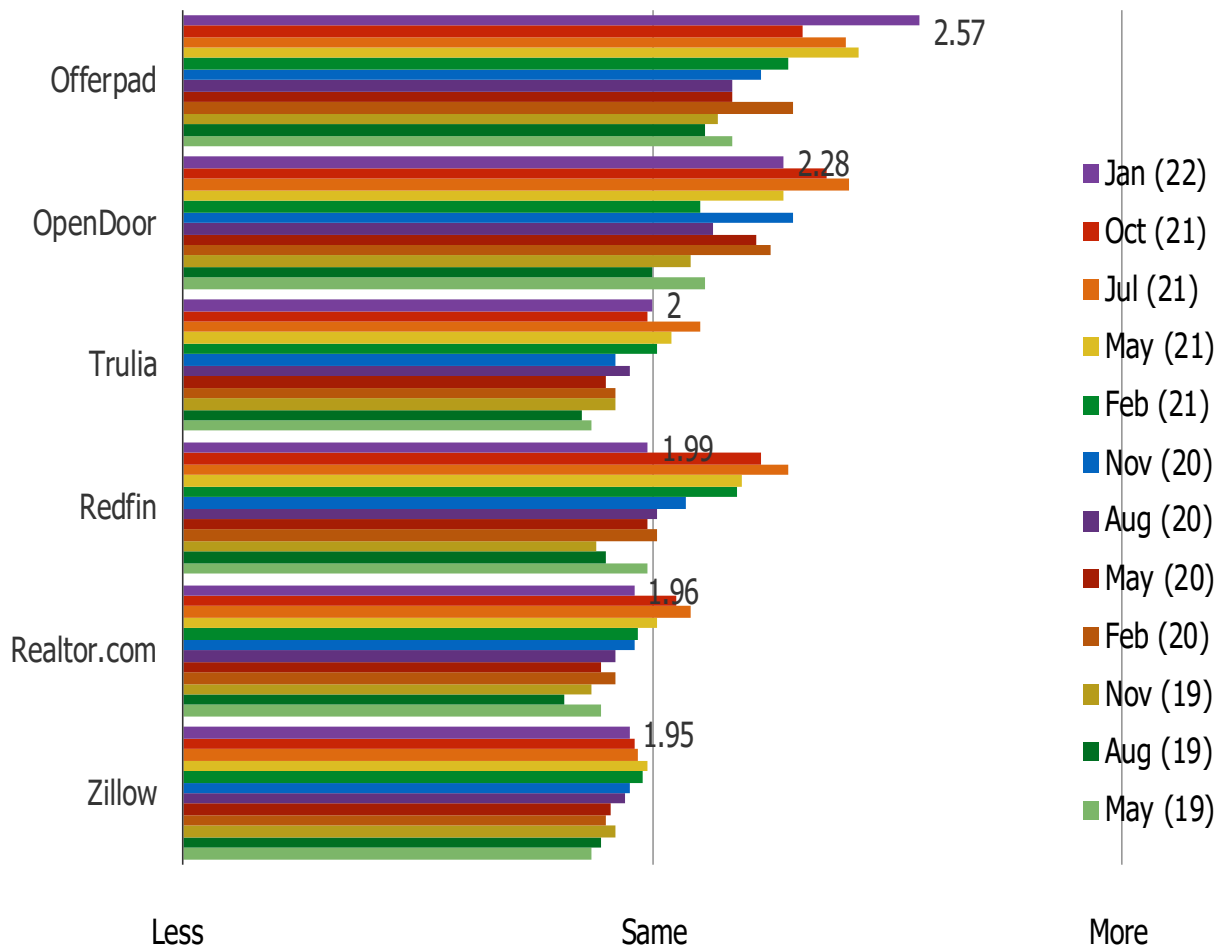


	N=
Zillow	679
Redfin	148
Realtor.com	438
OpenDoor	112
Offerpad	63
Trulia	277



HAVE YOU RECENTLY BEEN INCREASING OR DECREASING HOW OFTEN YOU VISIT THIS SITE/APP?

Posed to respondents who have visited each of the following.

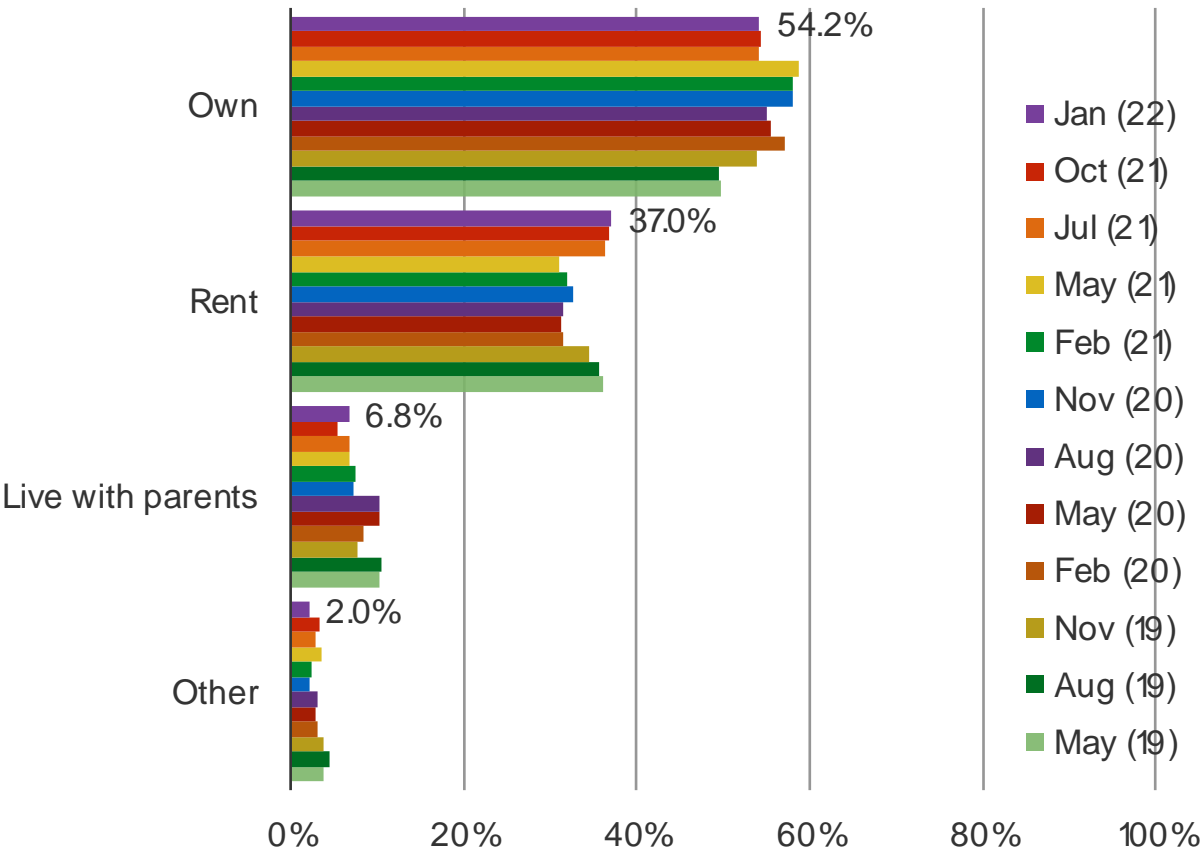


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# SECTOR TRENDS

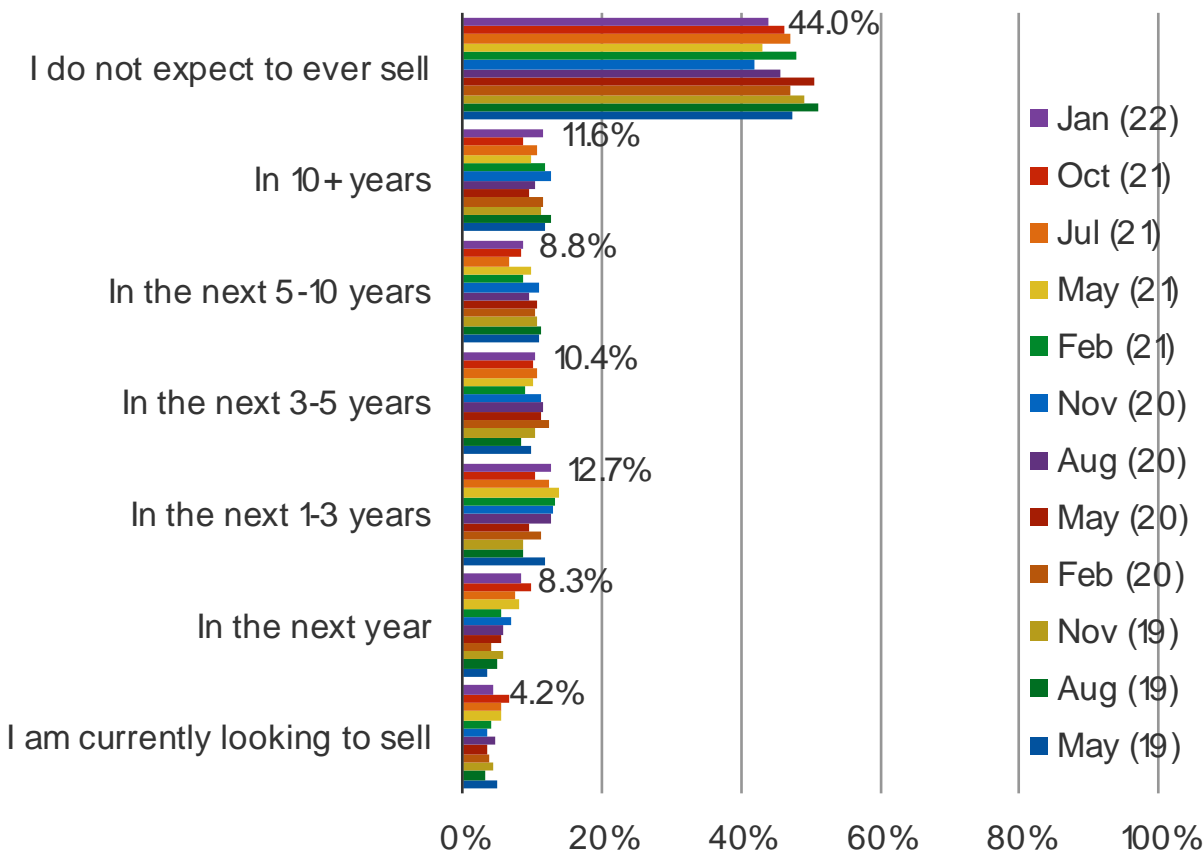
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR CURRENT LIVING SITUATION?

Posed to all respondents



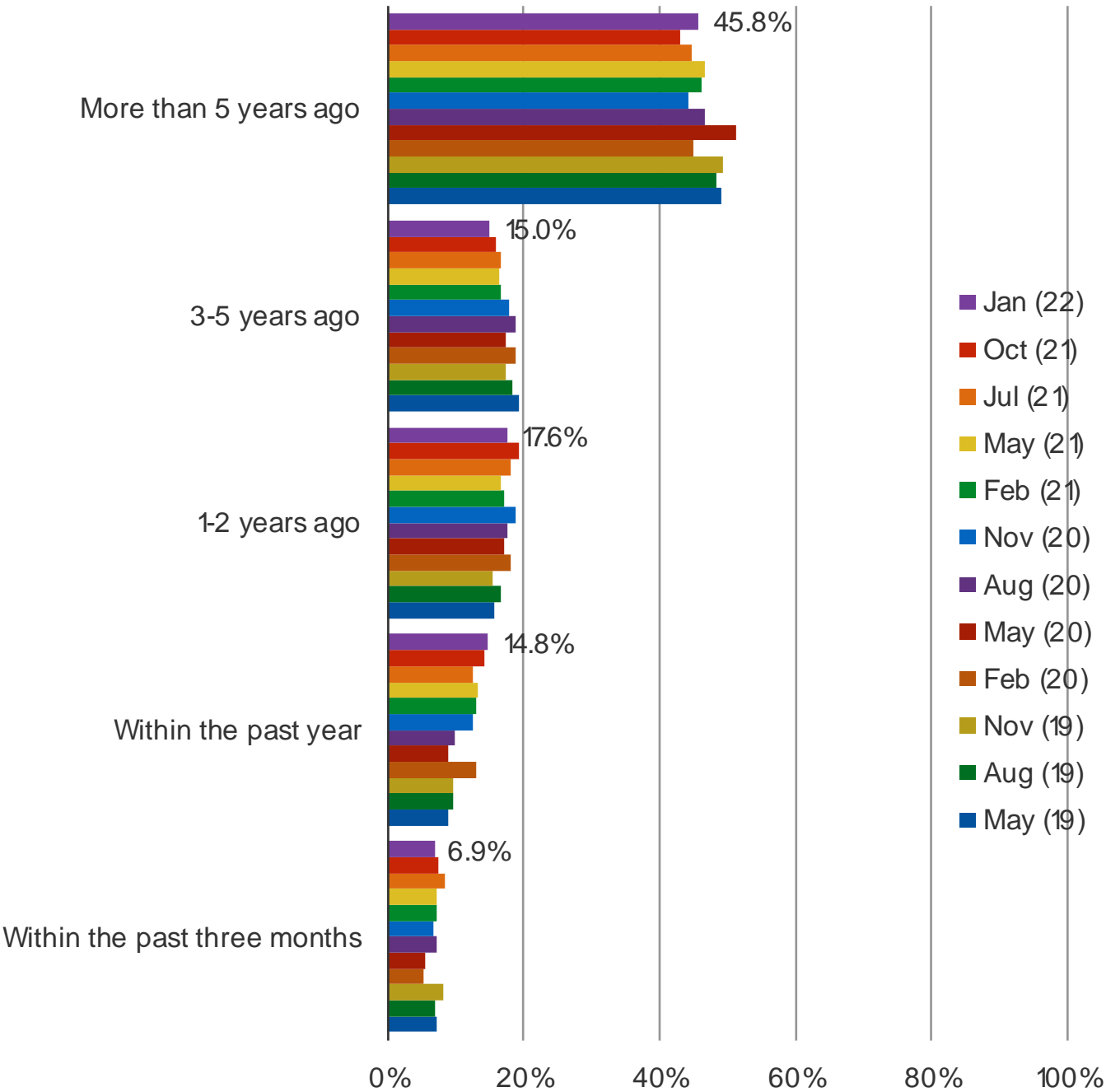
DO YOU EXPECT TO SELL YOUR HOME AT ANY POINT IN THE FUTURE?

Posed to home owners



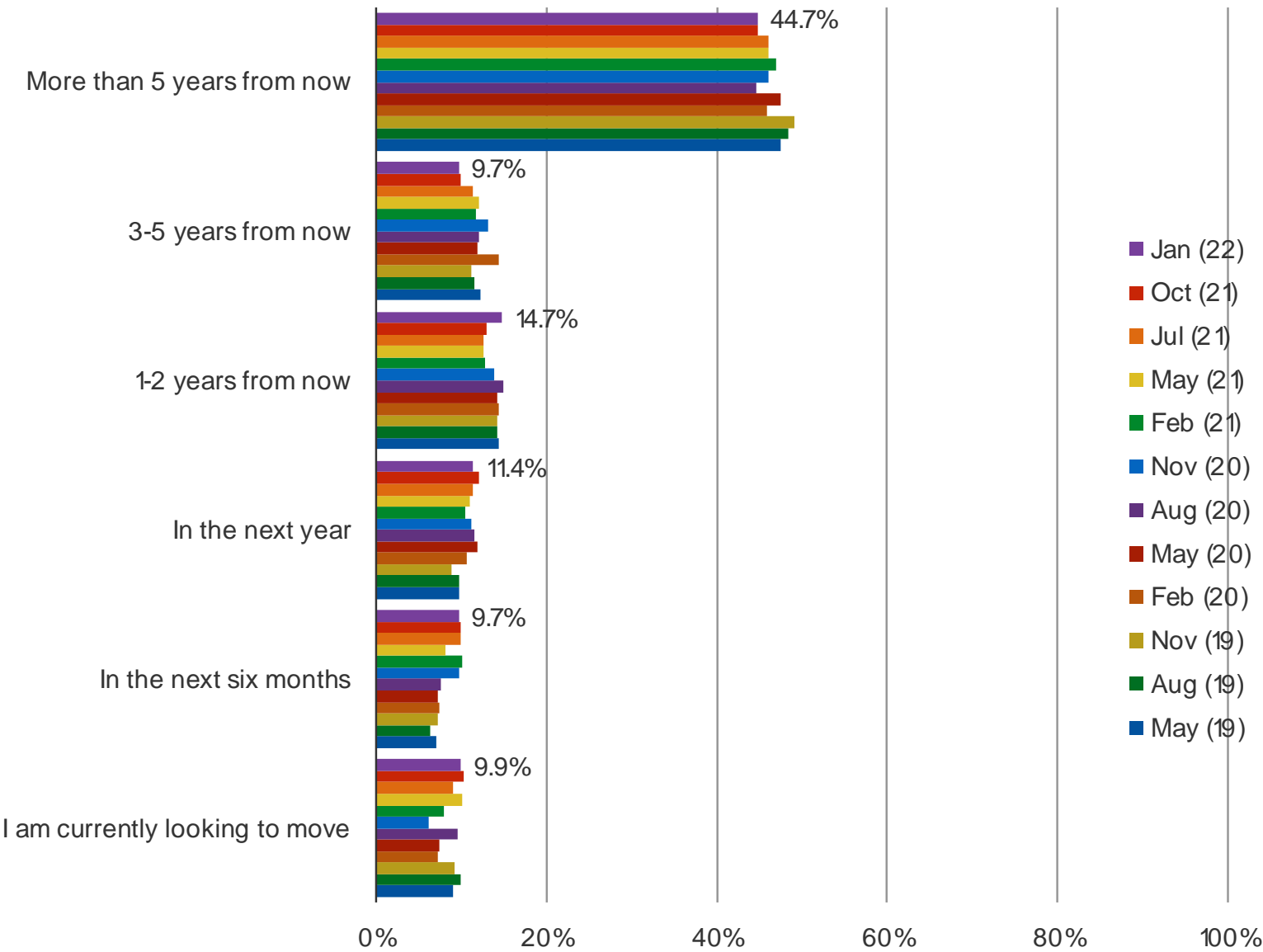
WHEN IS THE LAST TIME YOU MOVED?

Posed to all respondents



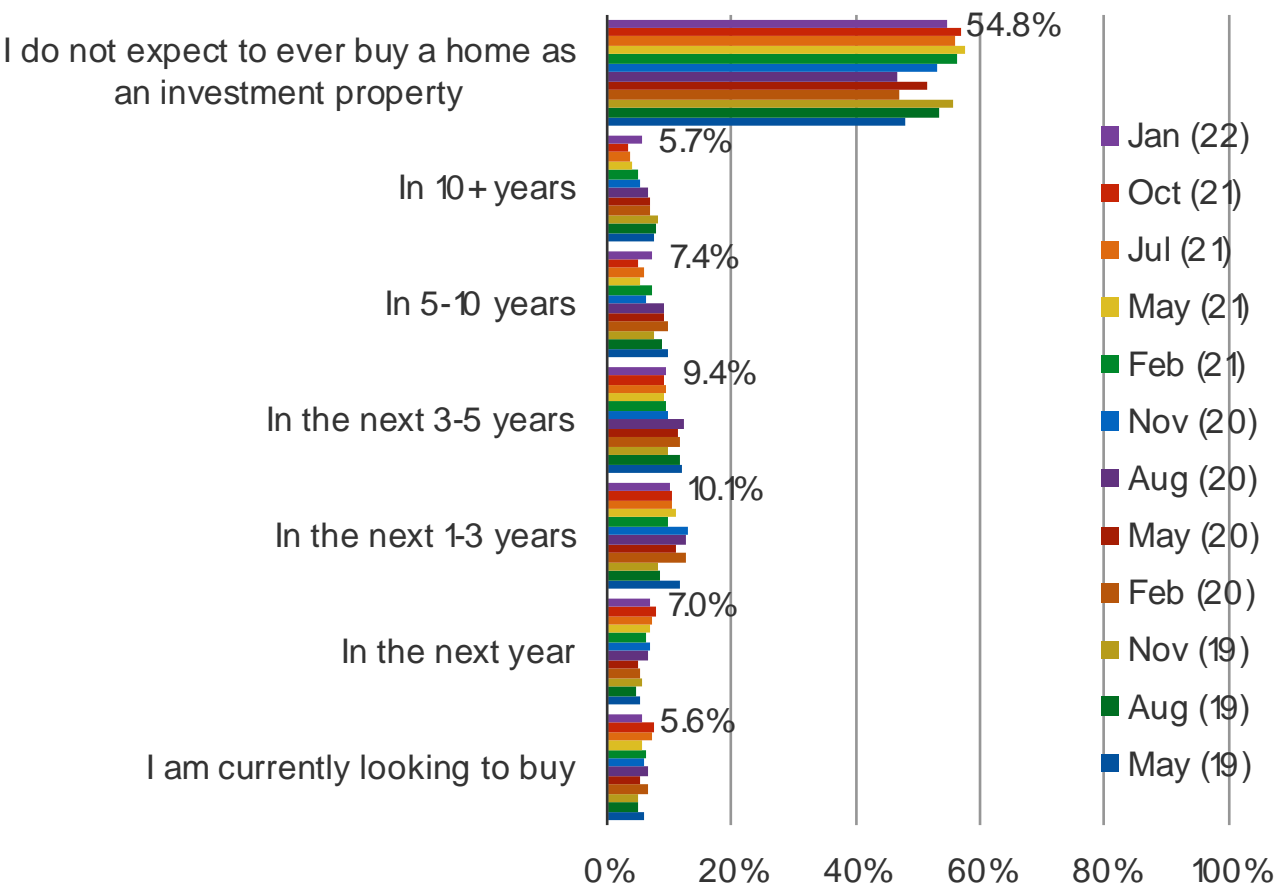
WHEN DO YOU EXPECT TO MOVE AGAIN?

Posed to all respondents



DO YOU EXPECT TO BUY AN INVESTMENT PROPERTY AT ANY POINT IN THE FUTURE?

Posed to all respondents

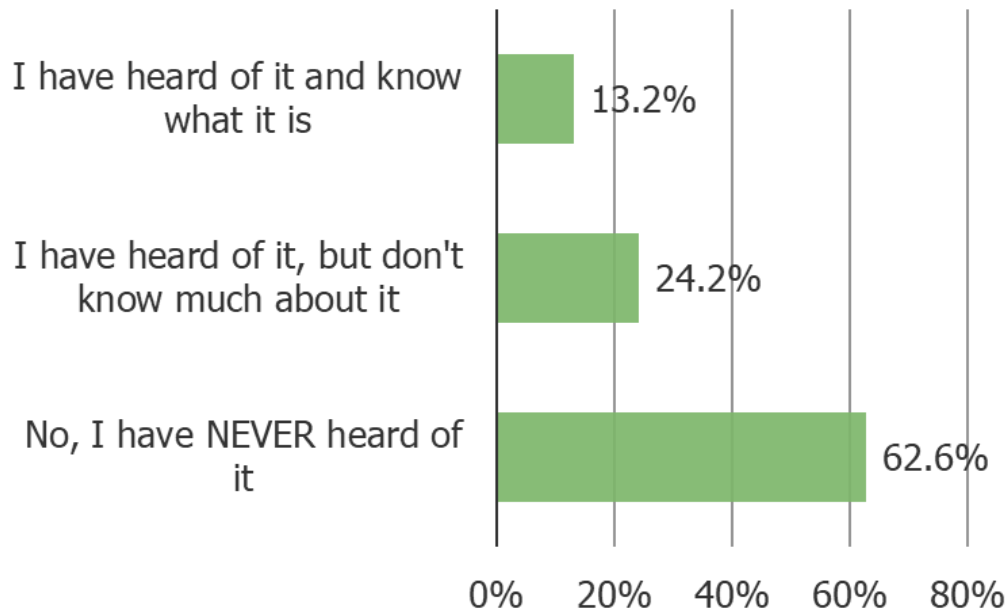


IBUYERS

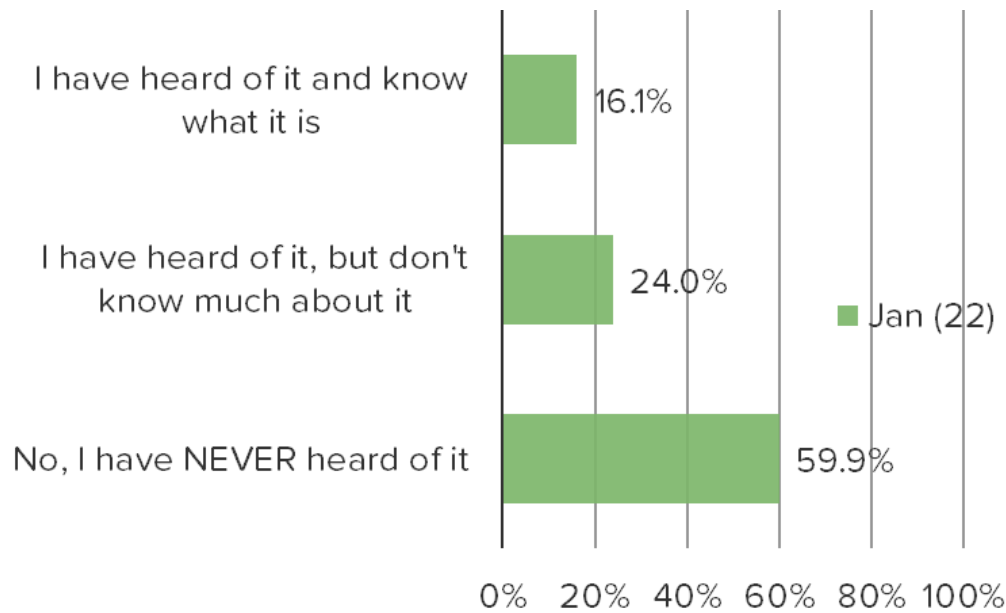


ARE YOU FAMILIAR WITH/HAVE YOU HEARD OF IBUYERS (COMPANIES OFFERING IBUYERS SERVICES INCLUDE OPENDOOR, OFFERPAD, ETC.)

Posed to all respondents.

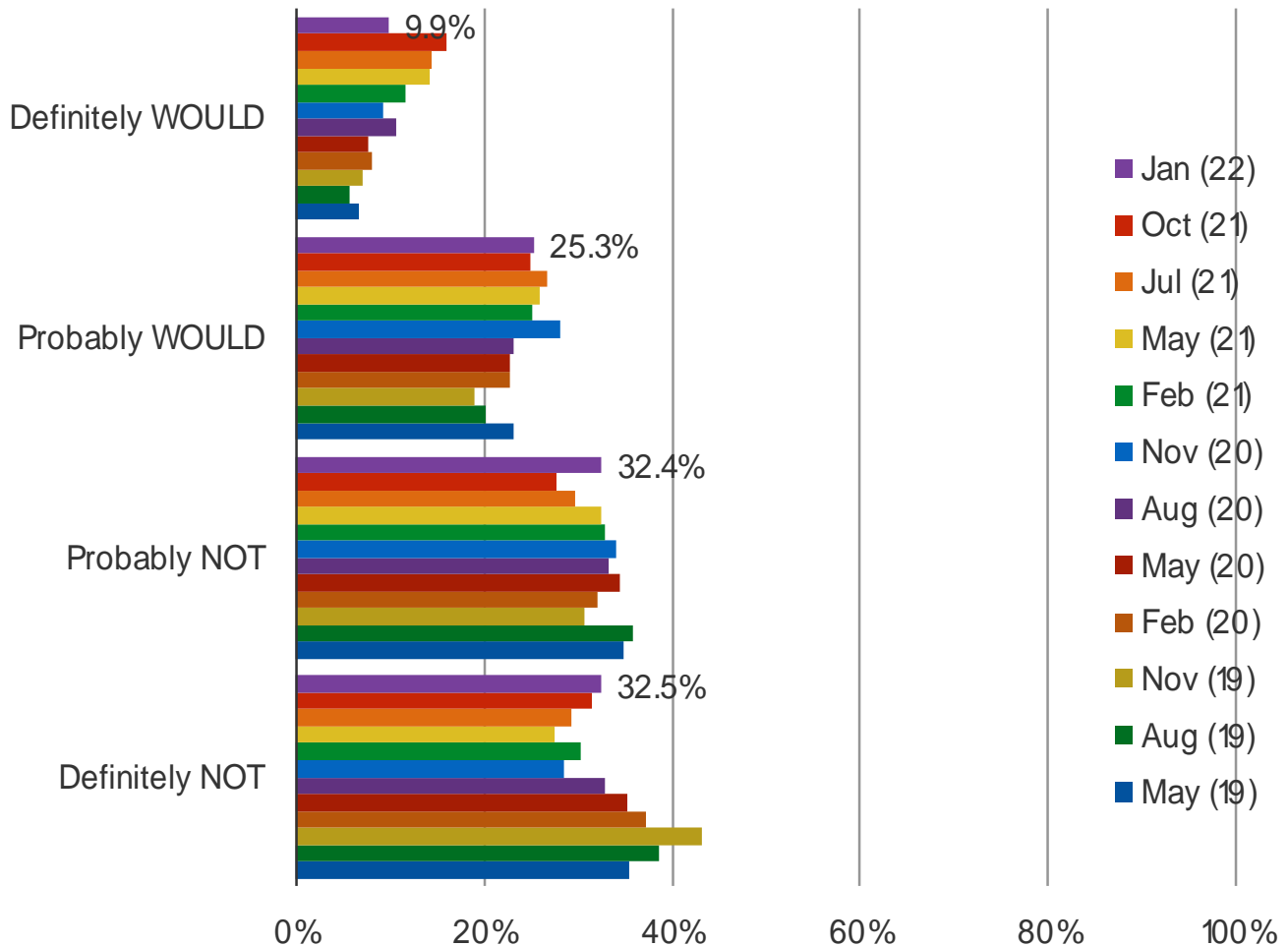


Posed to home owners.



## WOULD YOU EVER CONSIDER SELLING YOUR HOME TO ONE OF THE IBUYERS?

Posed to all respondents.

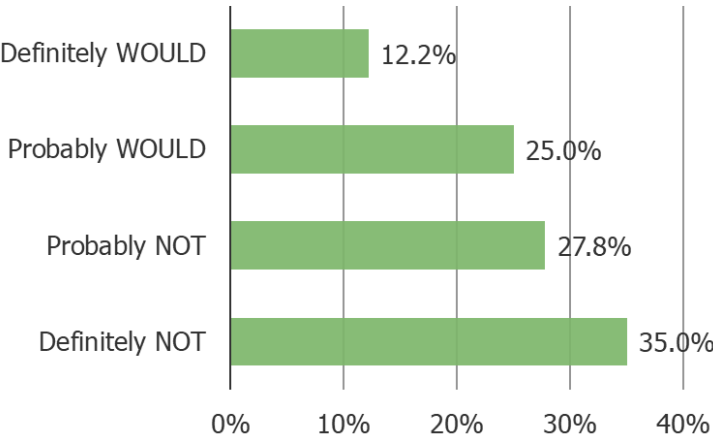


**We Listed The Following Description of an iBuyer Before Asking This Question:** An iBuyer is a company that will make you an offer on your home within minutes (or days) sight unseen. If you choose to accept the price, you can close in as little as a couple days. For the convenience, iBuyers typically charge a commission and a discount to fair value to account for the risk they take. Would you consider ever selling your home to one of the iBuyers?

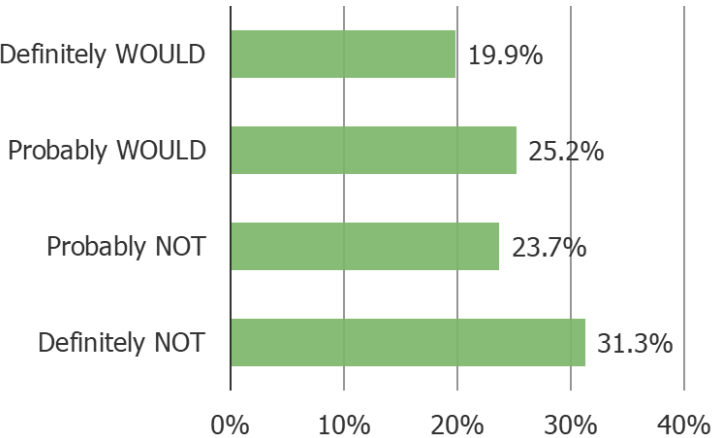
WOULD YOU EVER CONSIDER SELLING YOUR HOME TO ONE OF THE IBUYERS?

Posed to home owners.

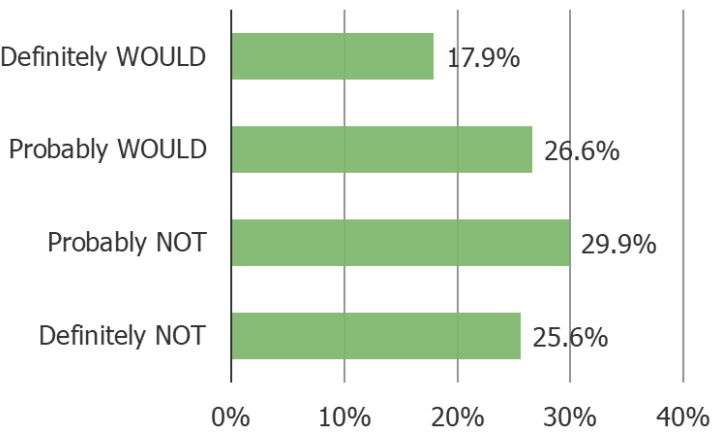
January 2022



October 2021

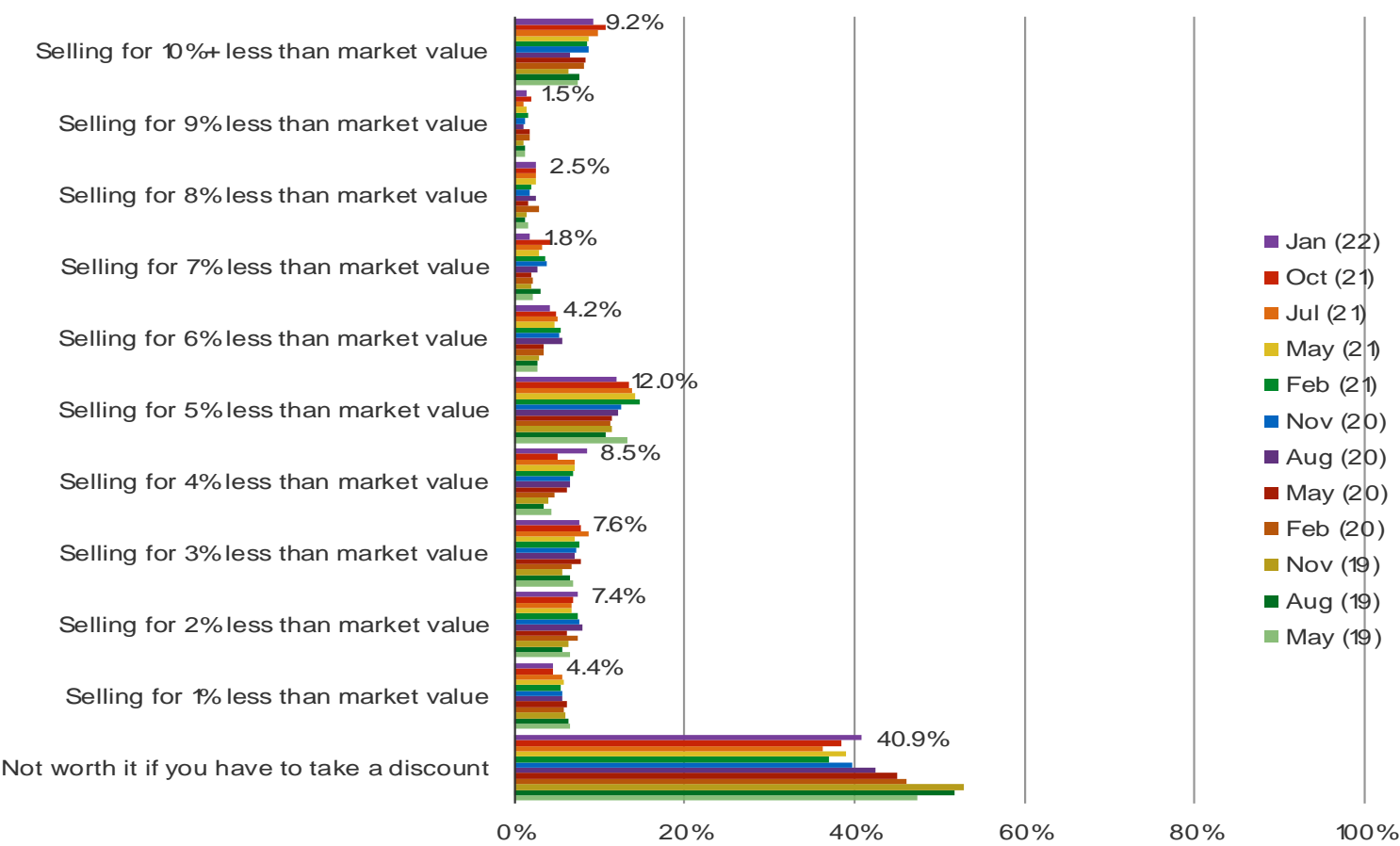


August 2021



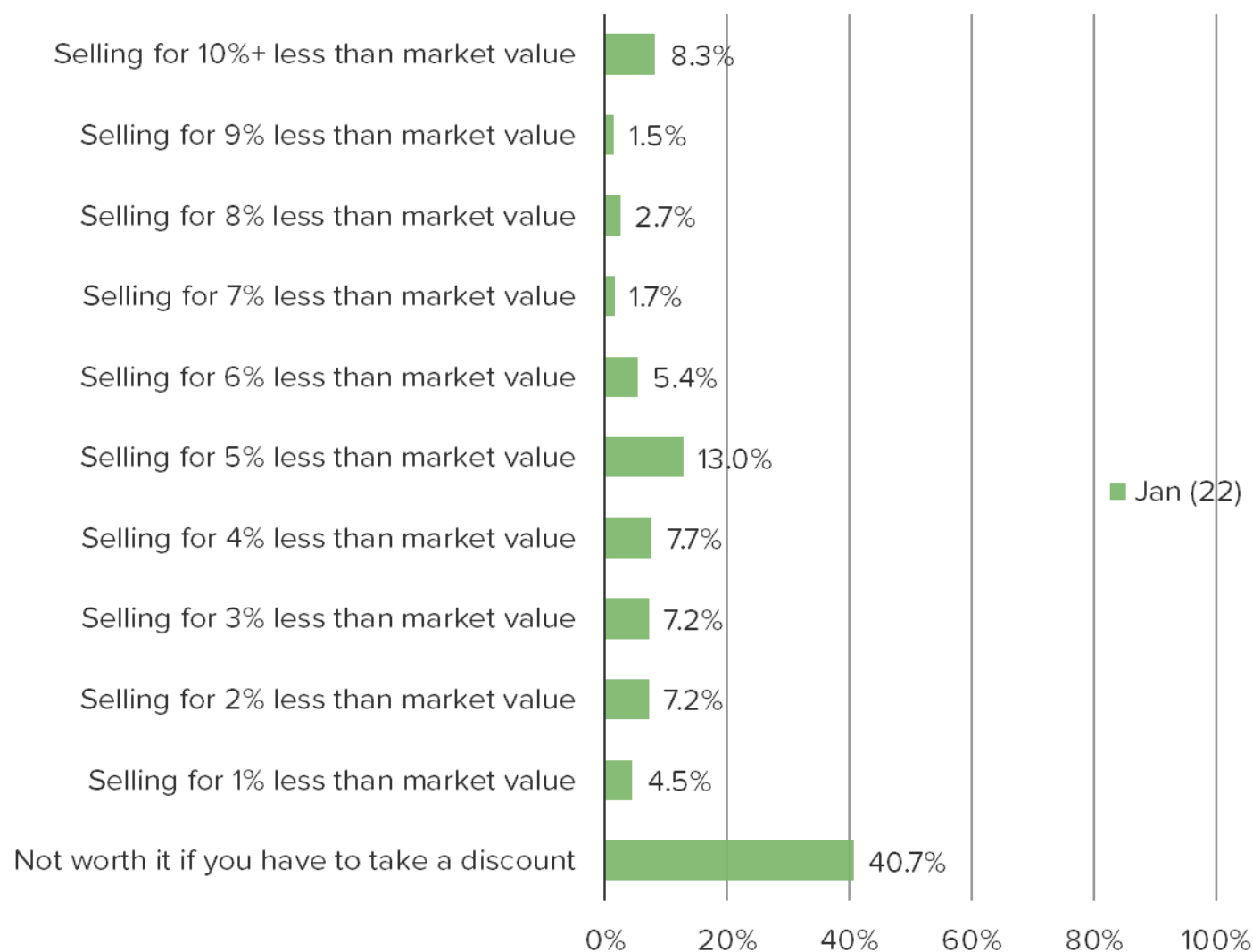
WHAT IS THE MAXIMUM DISCOUNT THAT YOU THINK A SELLER SHOULD ABSORB FOR IT TO MAKE SENSE TO GET THE CONVENIENCE OF SELLING AN IBUYER?

Posed to all respondents.



WHAT IS THE MAXIMUM DISCOUNT THAT YOU THINK A SELLER SHOULD ABSORB FOR IT TO MAKE SENSE TO GET THE CONVENIENCE OF SELLING AN IBUYER?

Posed to home owners.



IBUYING AND FINANCIAL CONDITION

WHICH FEATURE OF IBUYERS DID YOU VALUE MOST TO REQUEST AN OFFER?

Posed to home owners who said they have requested an offer from Zillow, OpenDoor, or OfferPad at some point to sell their home to them.

