



HAR Rental Interest Survey

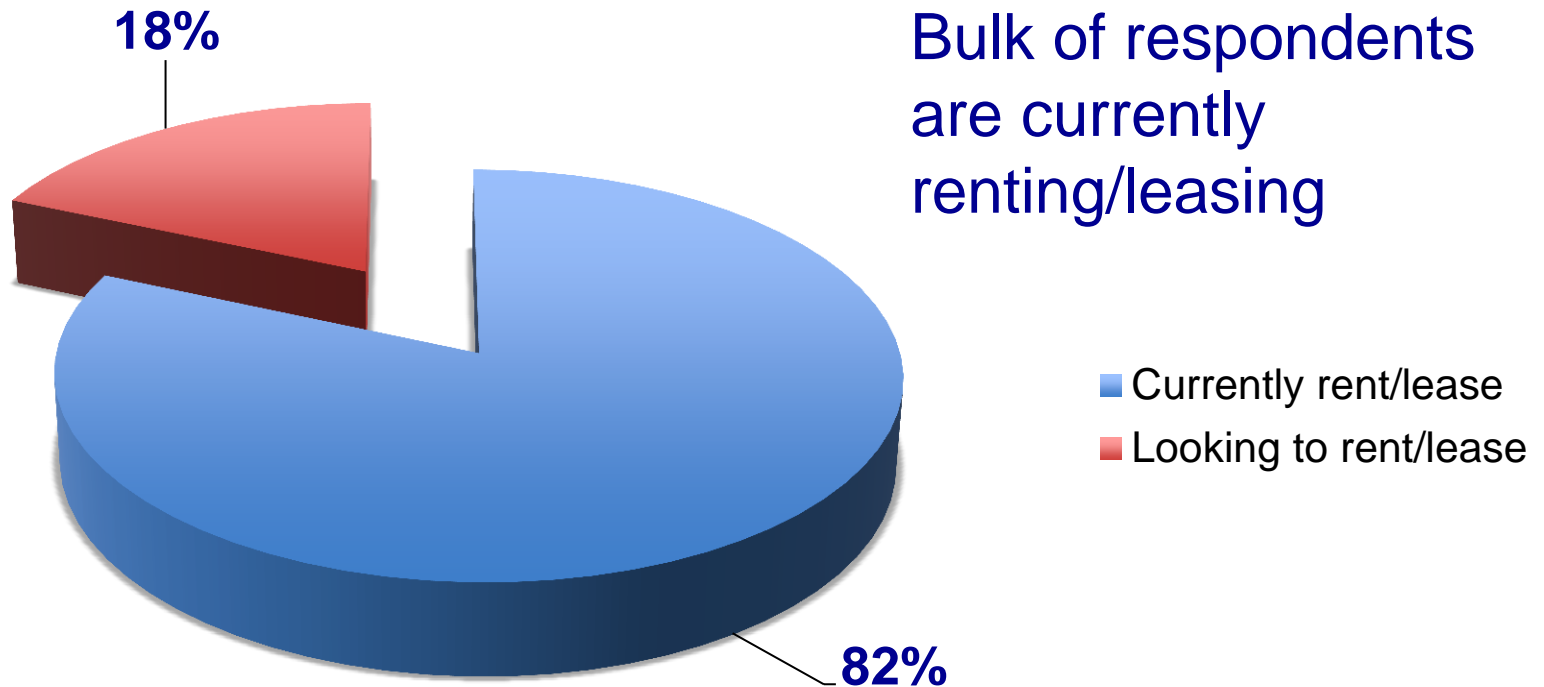
September, 2012



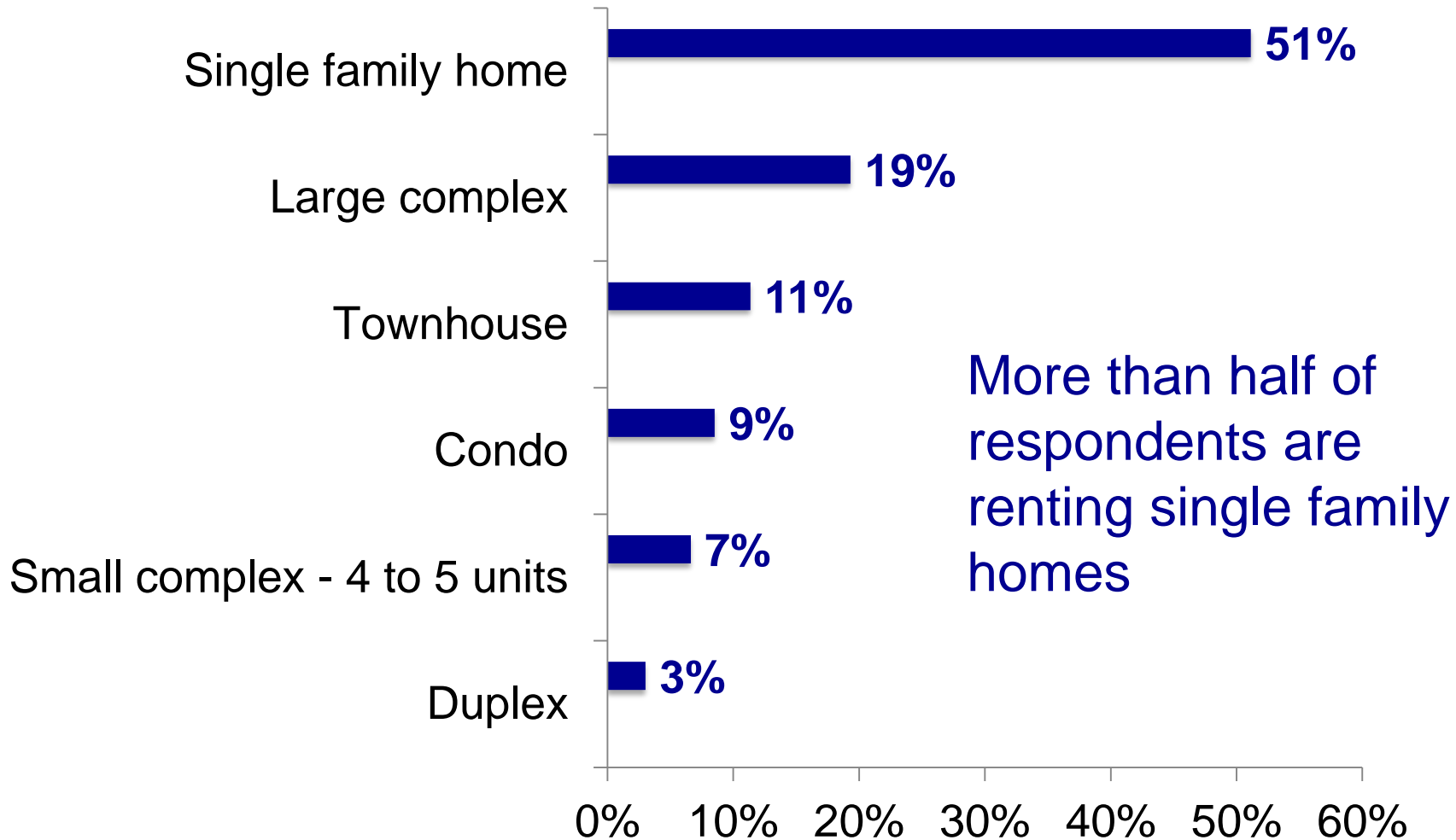
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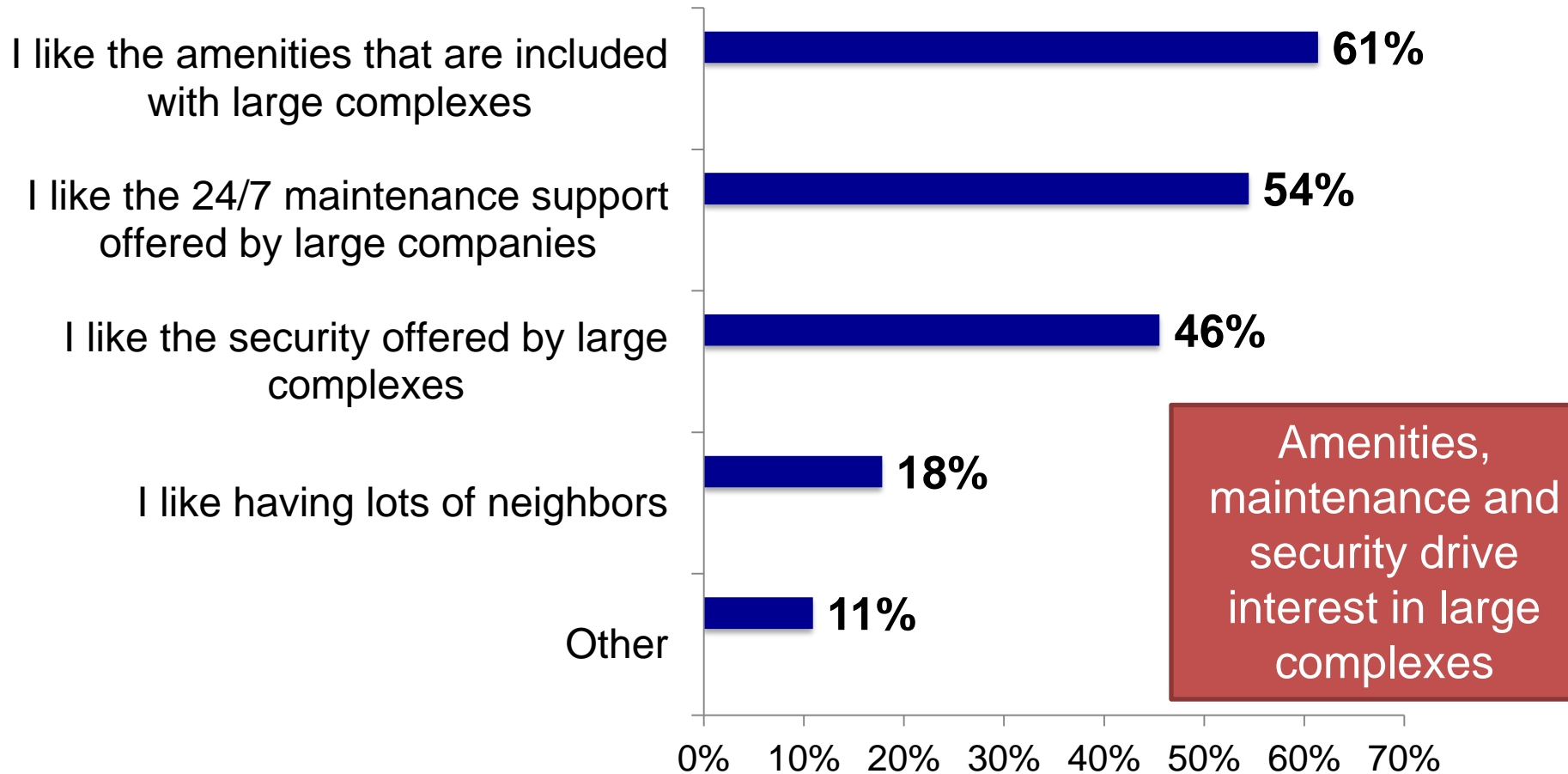
What best describes your interest in real estate?



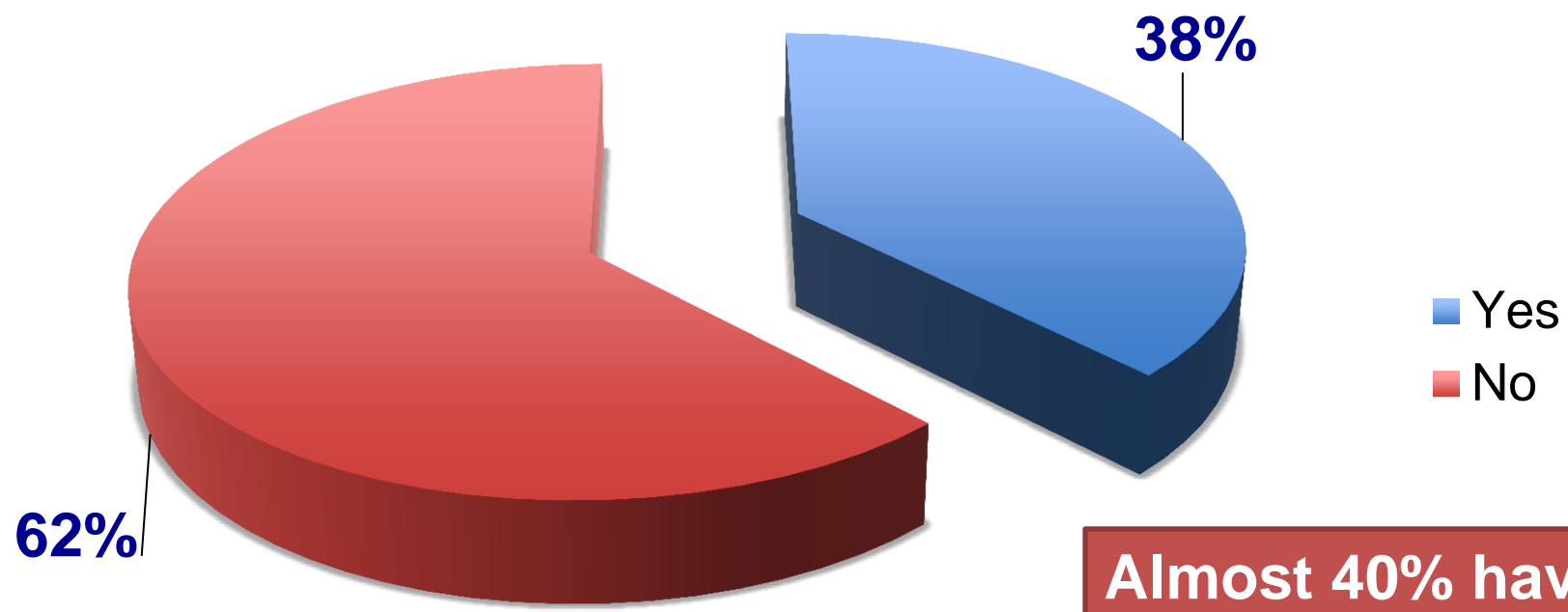
What type of lease/rental are you most interested in?



Why do you prefer a large complex over a smaller apartment complex, condo or townhouse?



Have you previously owned a home?



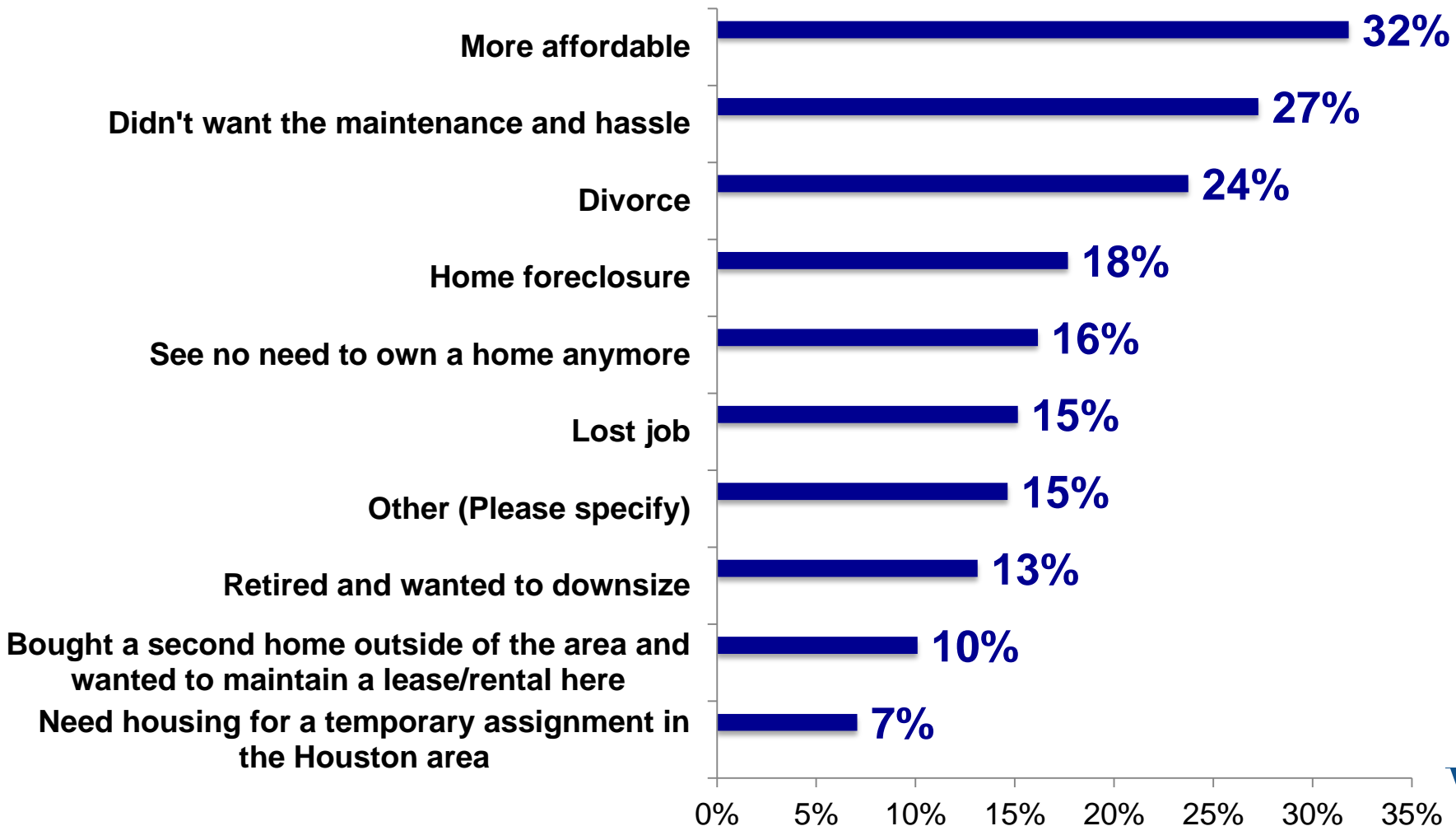
Almost 40% have previously owned a home



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Why did you switch from owning a home to leasing/renting? (Choose all that apply)

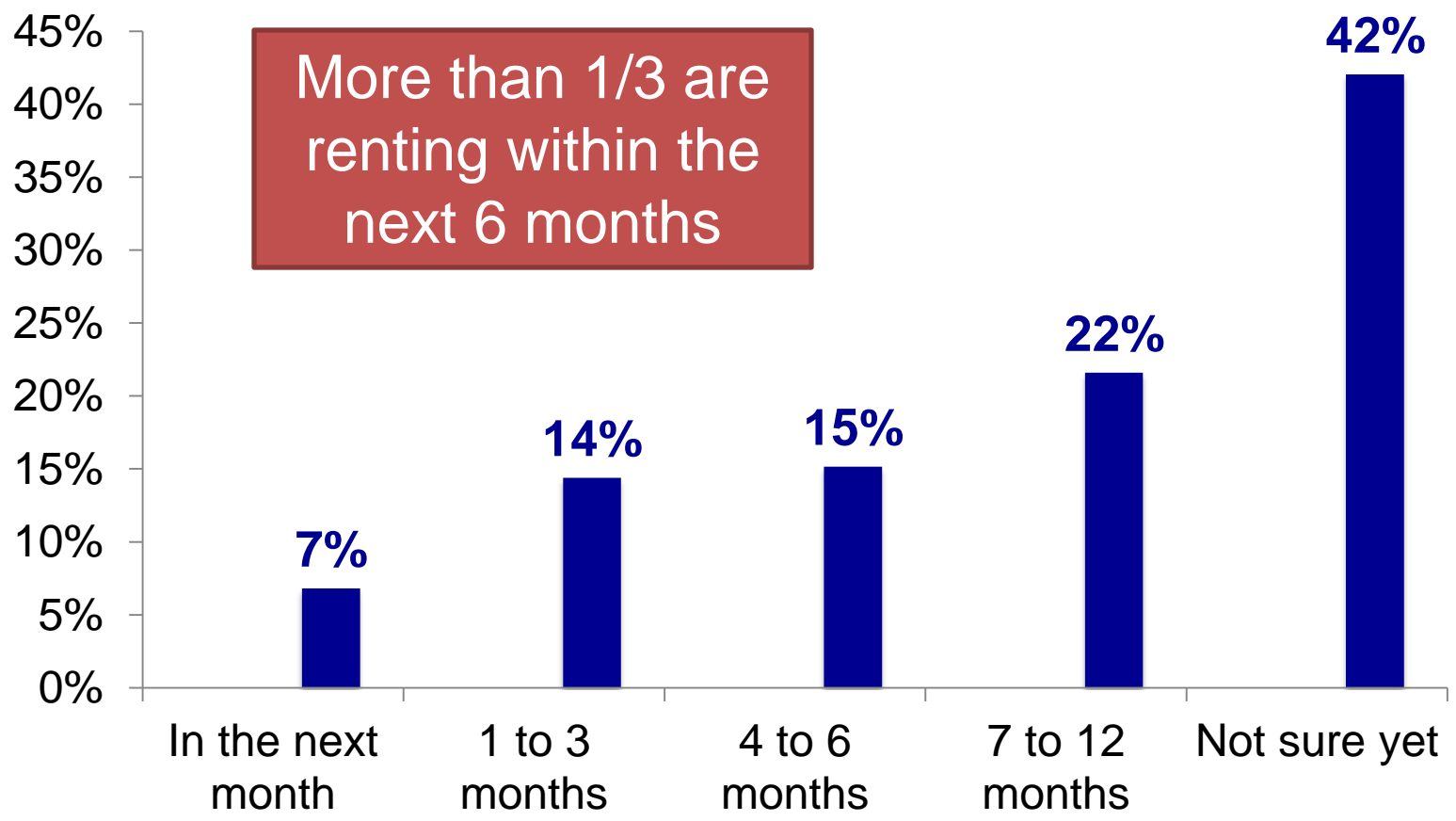




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How quickly would you like to move to a new rental/lease?

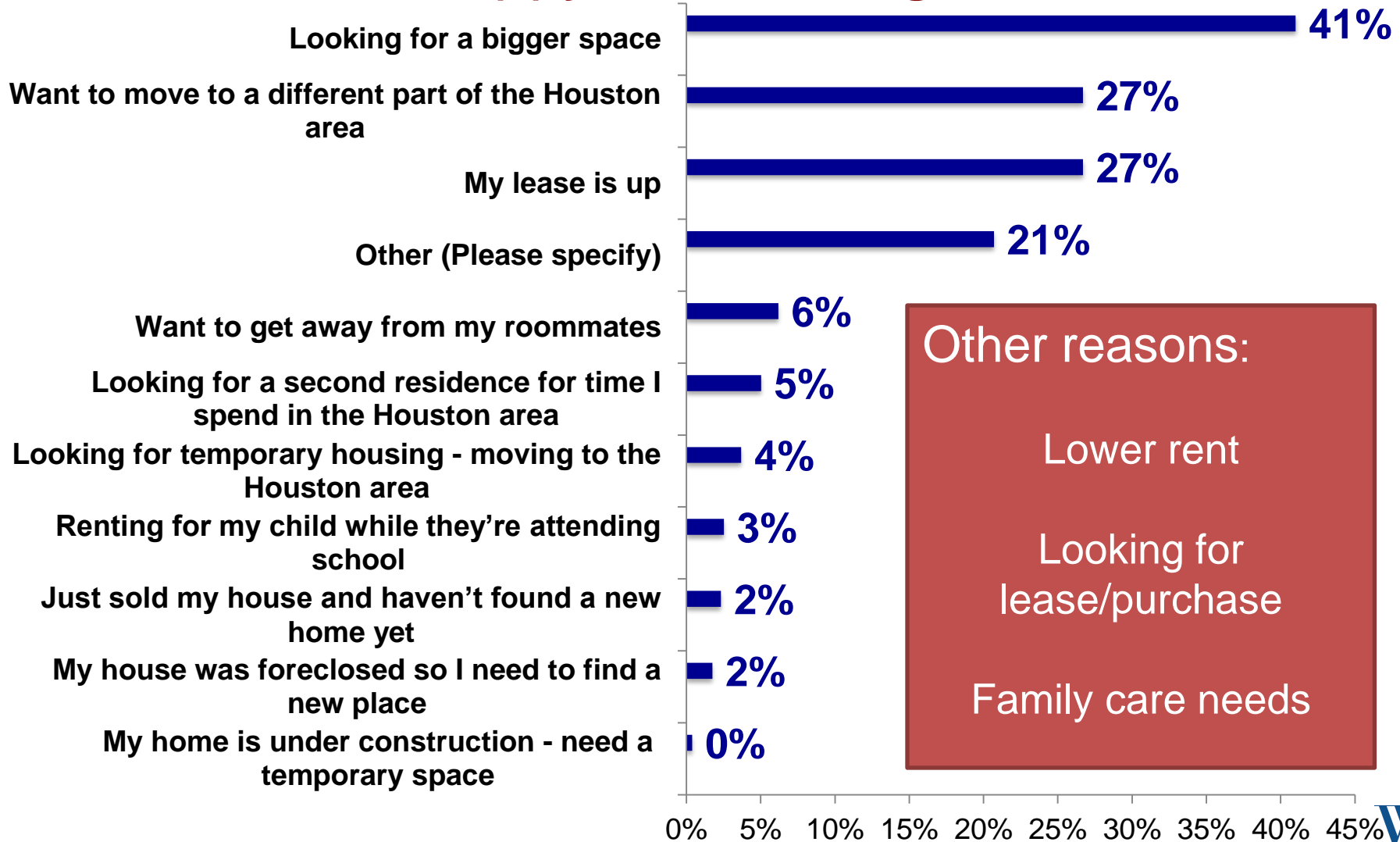




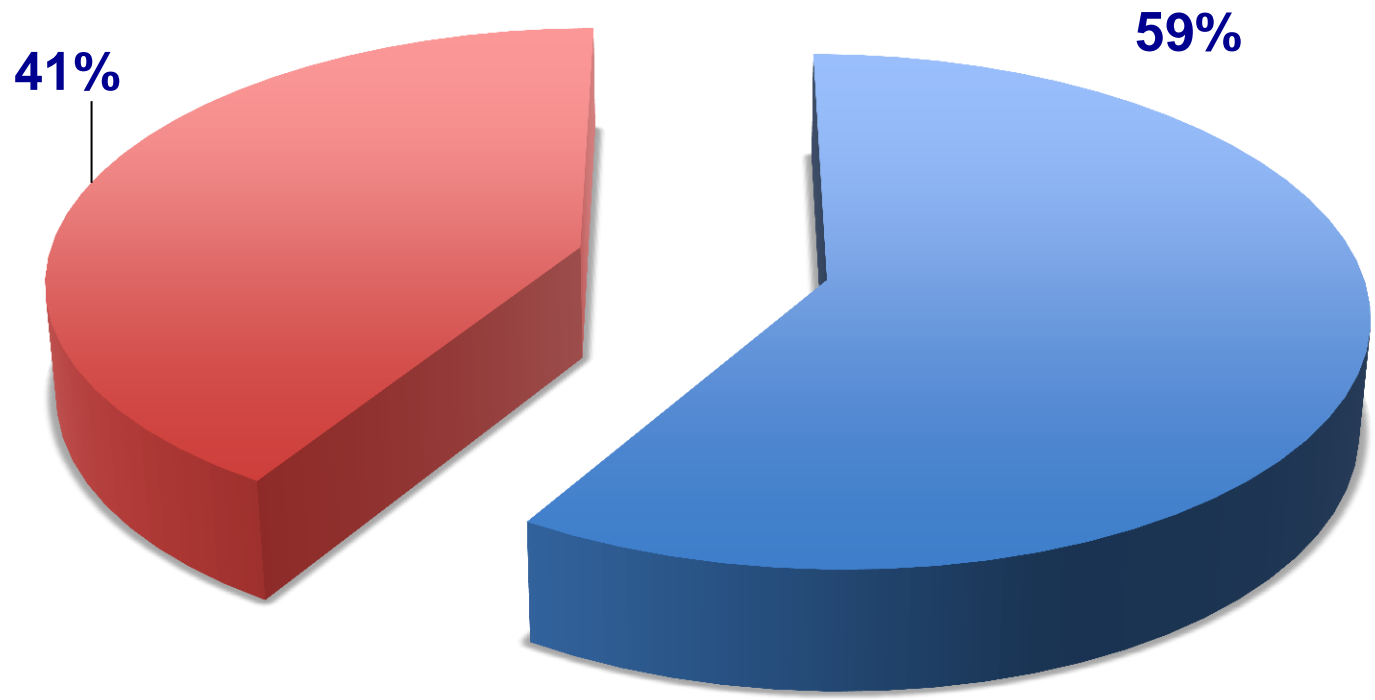
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What are the reason(s) you are looking for a rental?



Have you considered buying instead of leasing/renting?



Nearly 60% have considered buying instead of leasing/renting

■ Yes

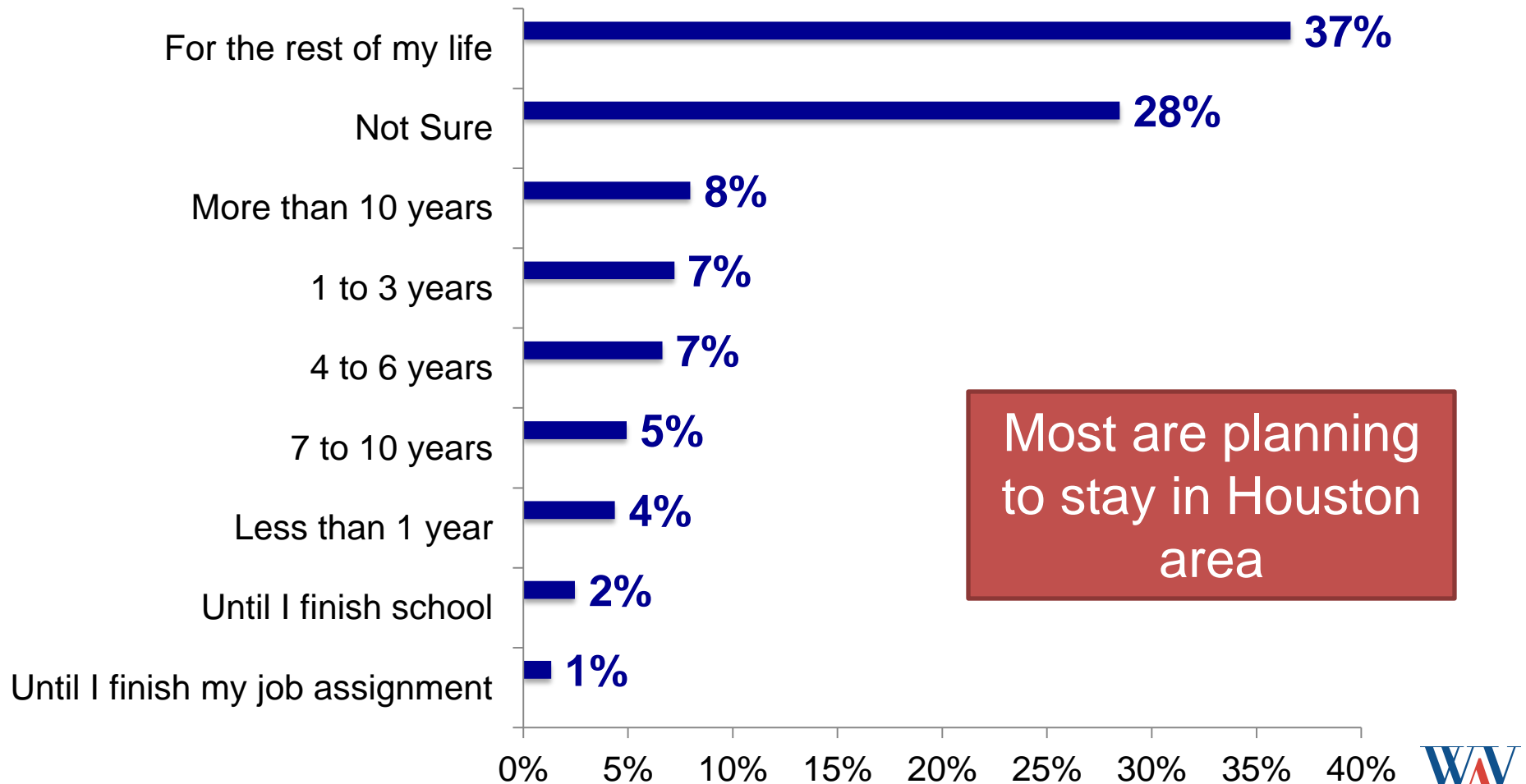
■ No



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How long are you planning on staying in the Houston area?

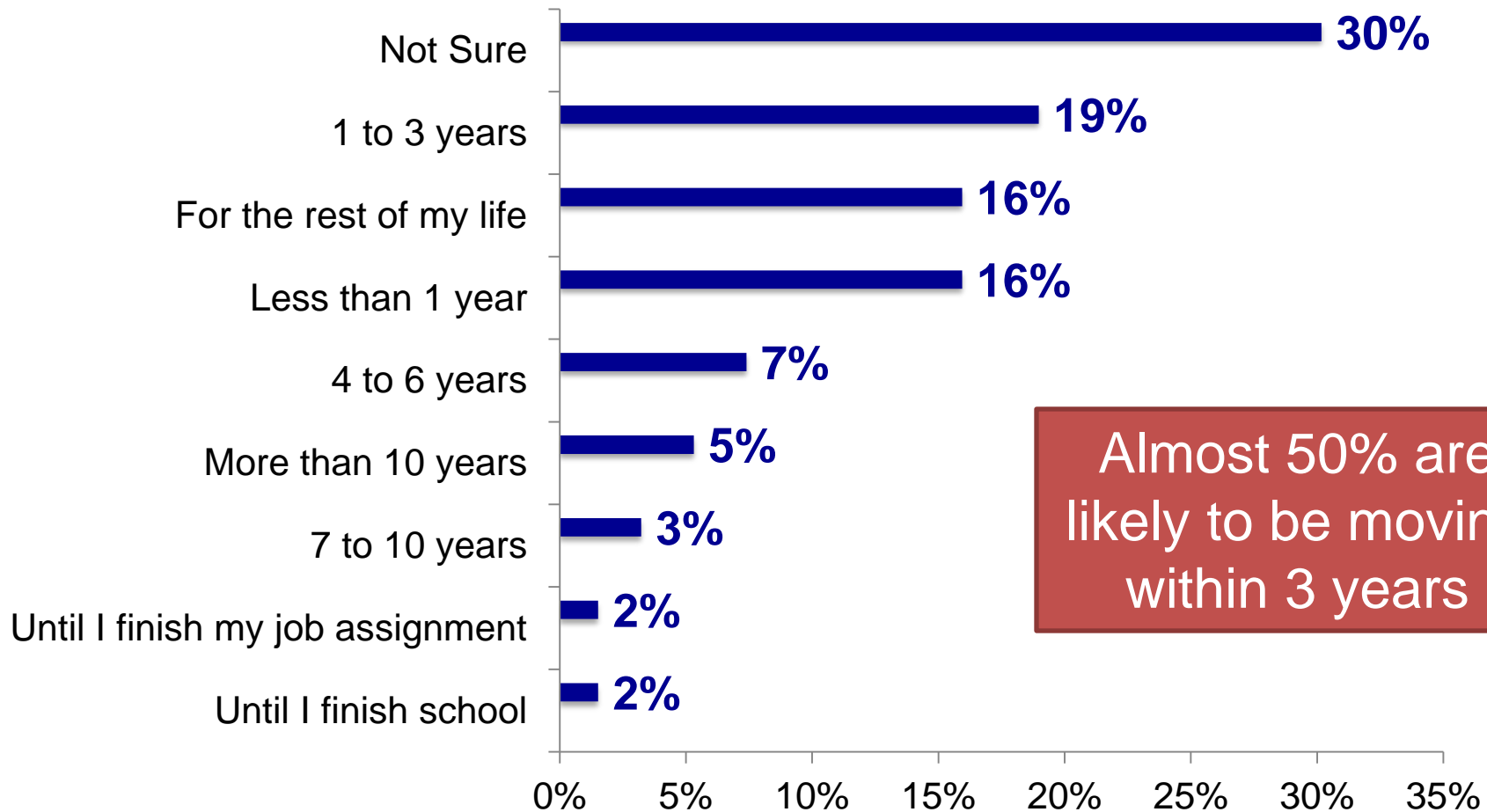




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How long are you planning on staying in the area of Houston that you currently live?



Almost 50% are likely to be moving within 3 years

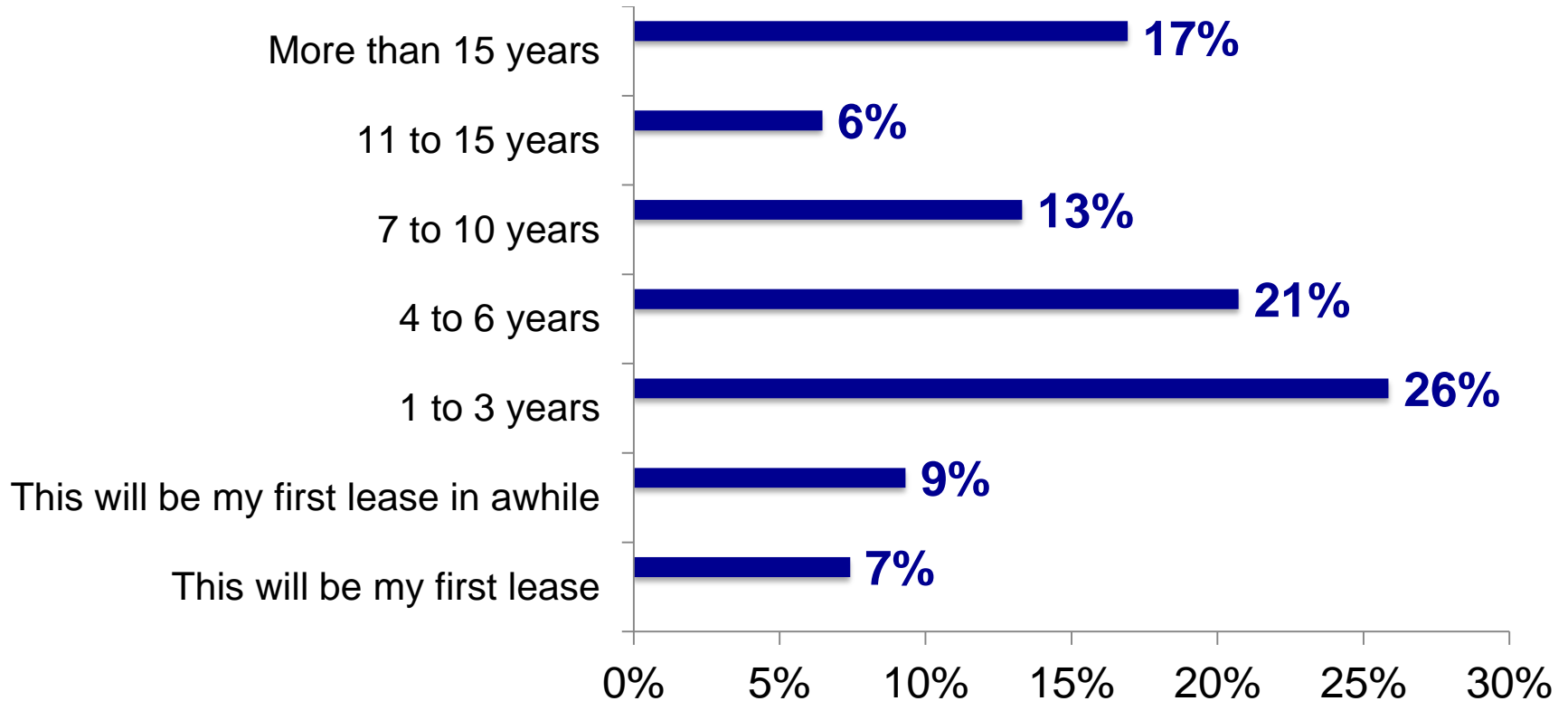




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How long have you been renting/leasing?



About 1/3 are long-term renters

More than 40% are recent renters

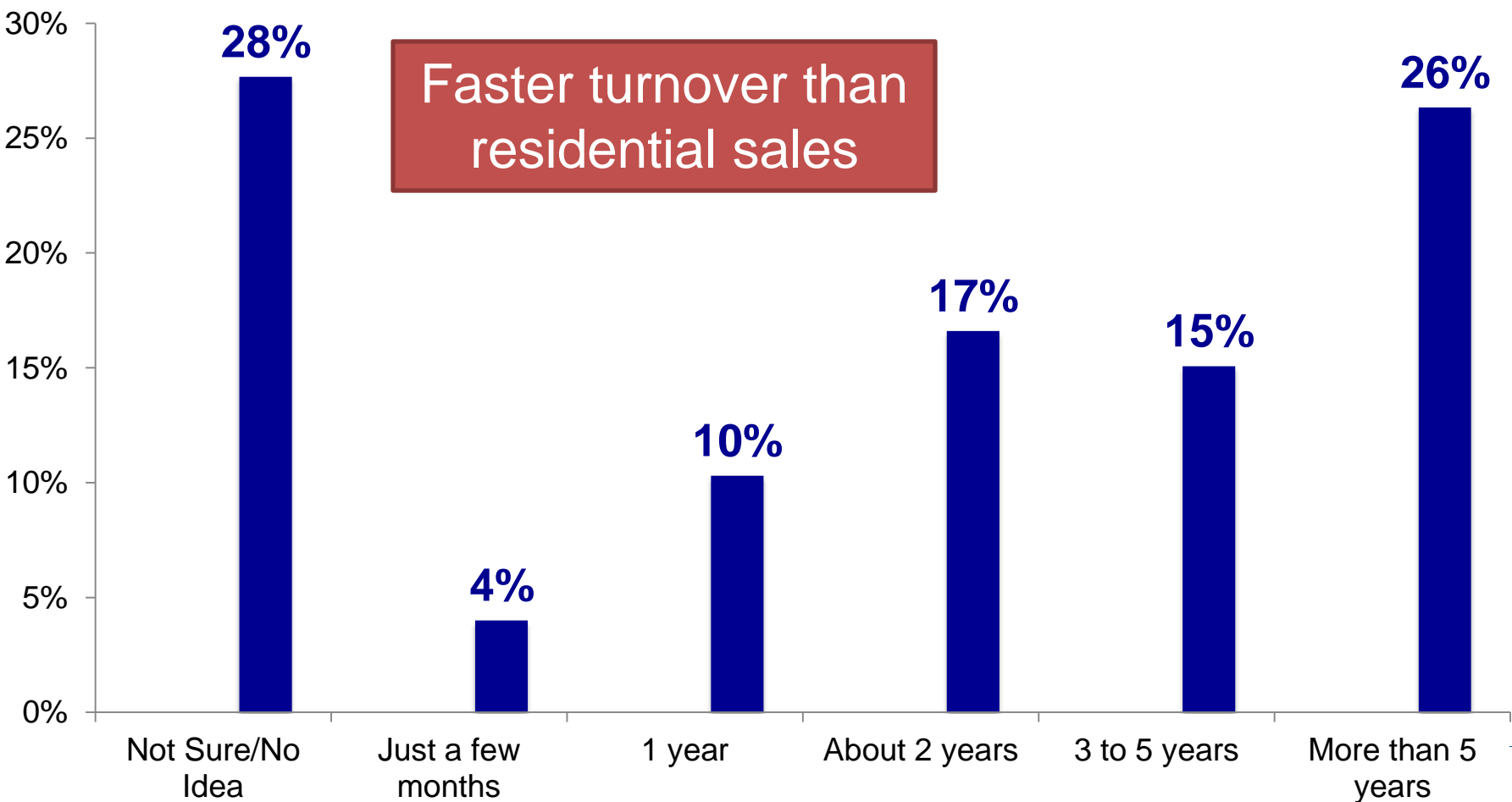




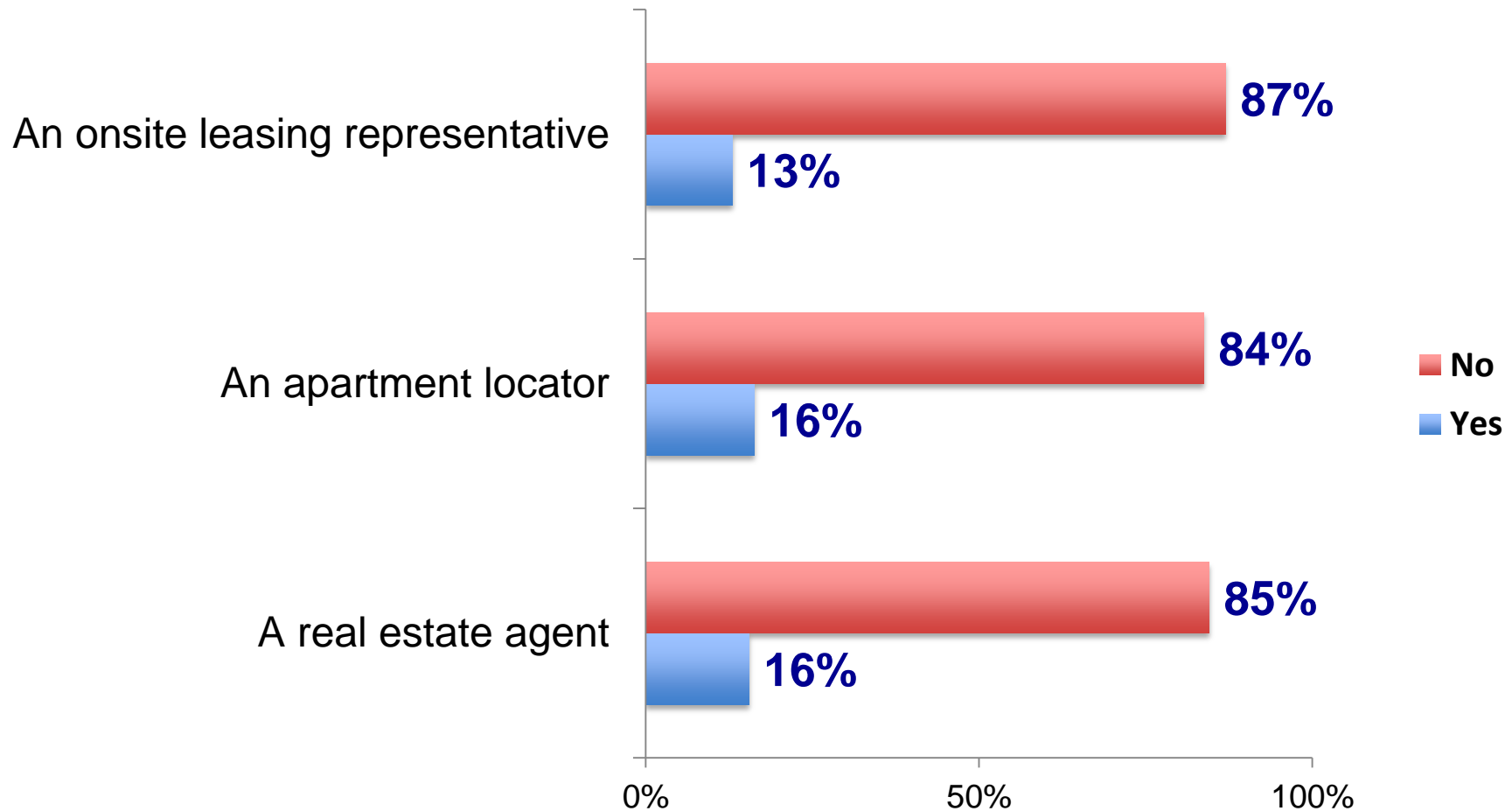
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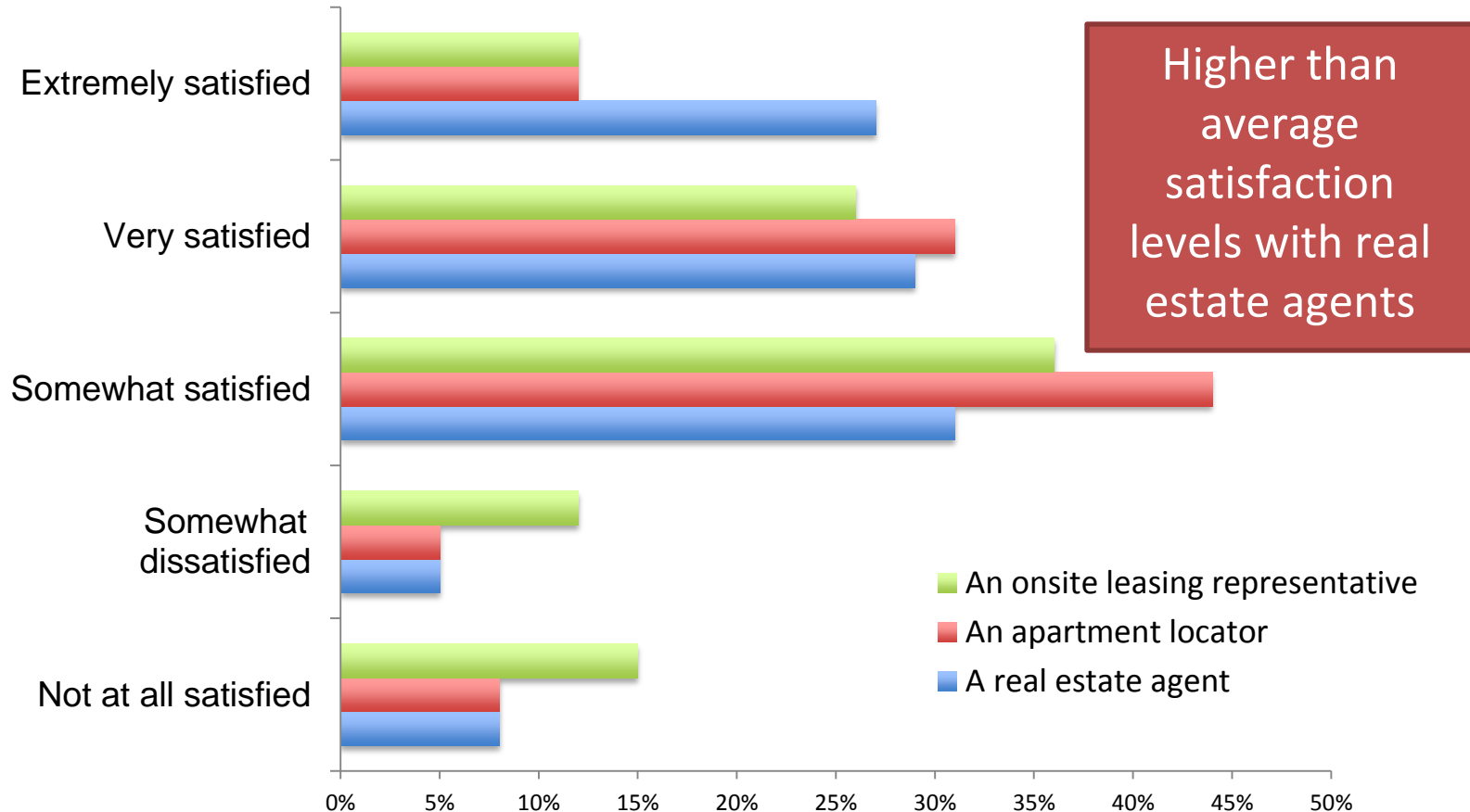
Once you find your lease/rental, how long do you anticipate staying?



Are you working with any of the following types of agent to find a lease/rental property?



How satisfied are you with the support and counsel you have received from the agents you have worked with during the lease/rental process?

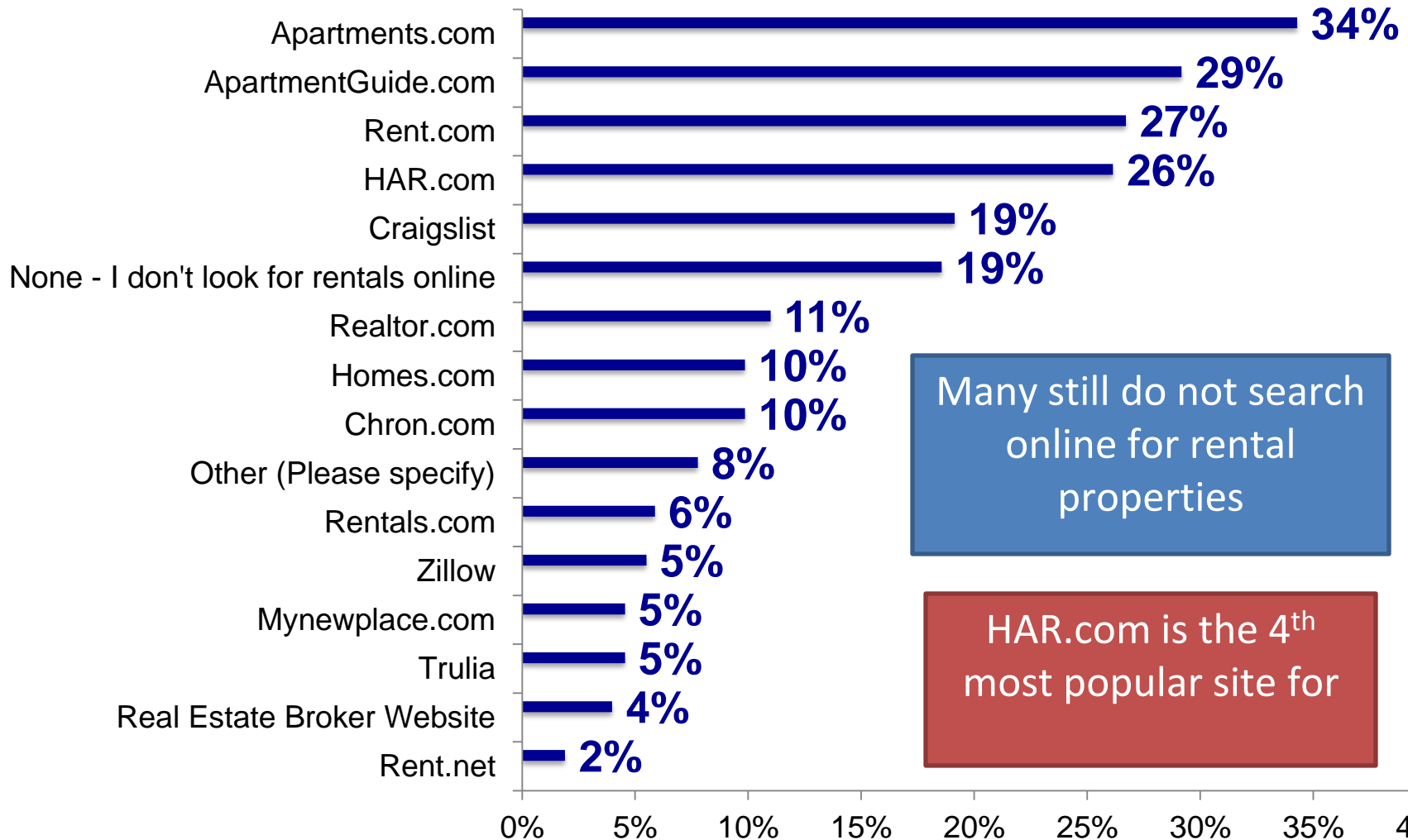




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What are the top THREE sites you use most often to search for lease/rental properties?



What are the key reasons you choose the rental/leasing websites you use regularly?

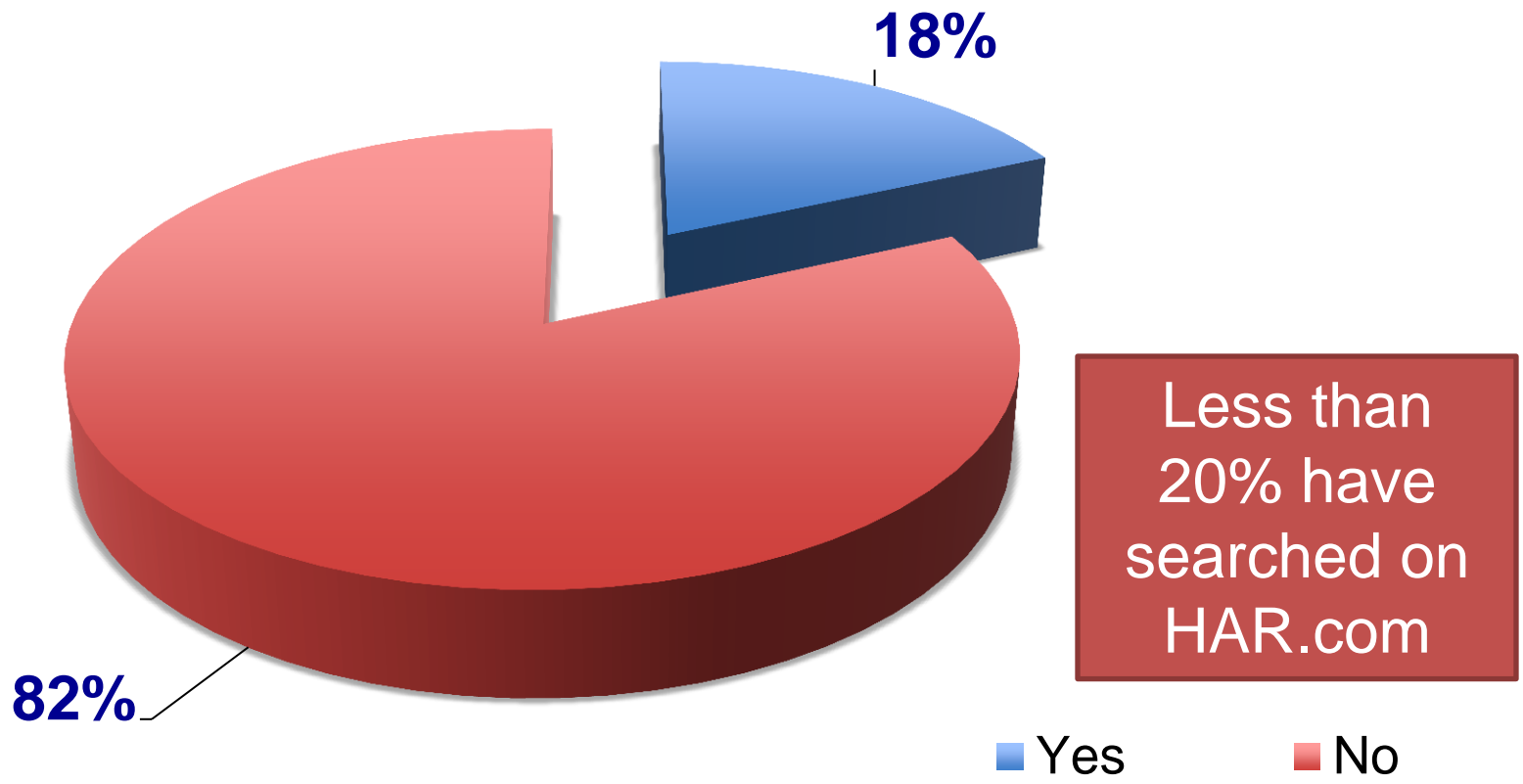




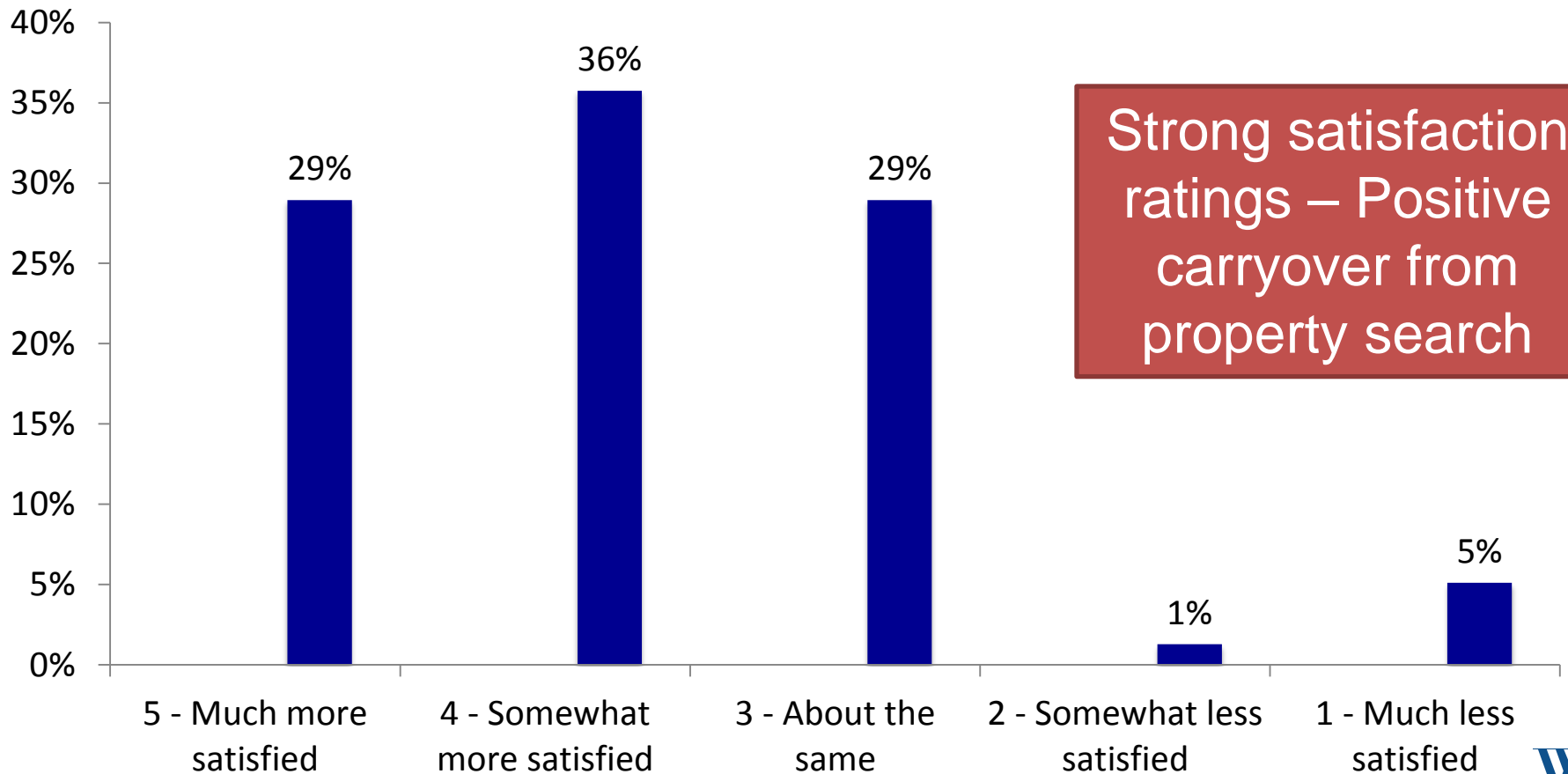
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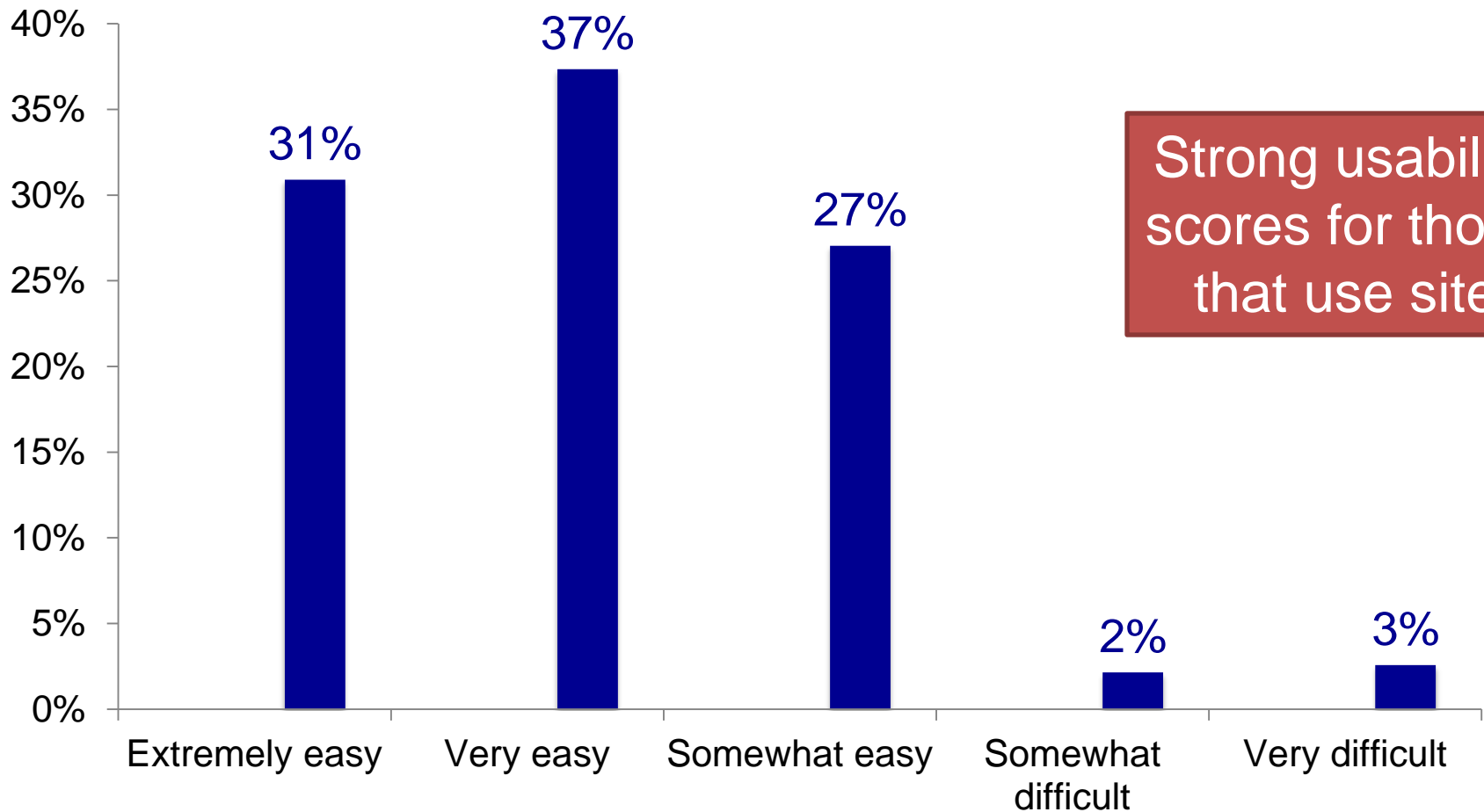
Have you searched for rental/lease properties on HAR.com?



On a scale of 1 to 5, how satisfied are you with HAR.com when searching for lease/rentals vs. other rental/lease websites?



How easy is it to search for rental/lease properties on HAR.com?

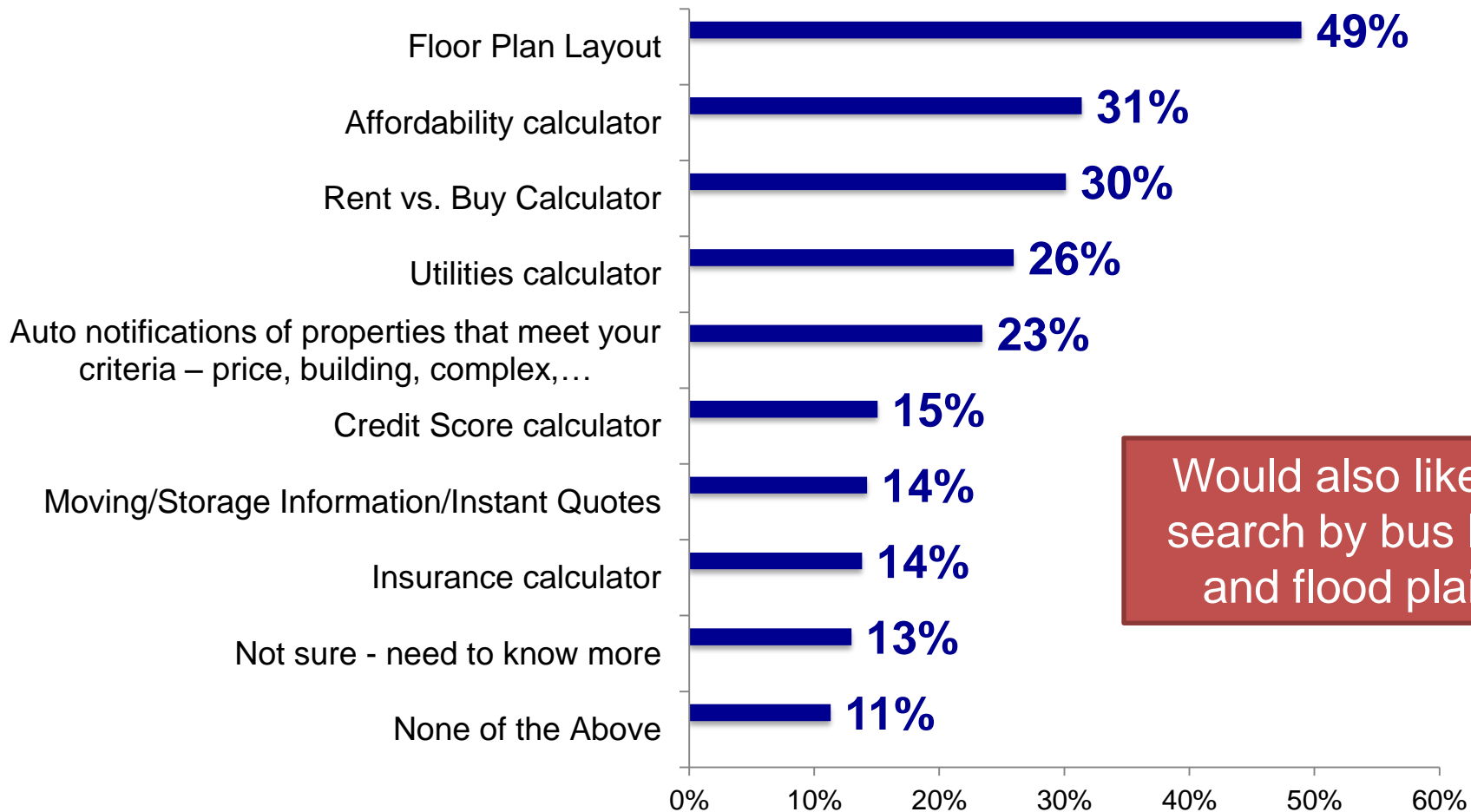




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Which of the following additional features are you interested in using on HAR.com?



Would also like to search by bus line and flood plain





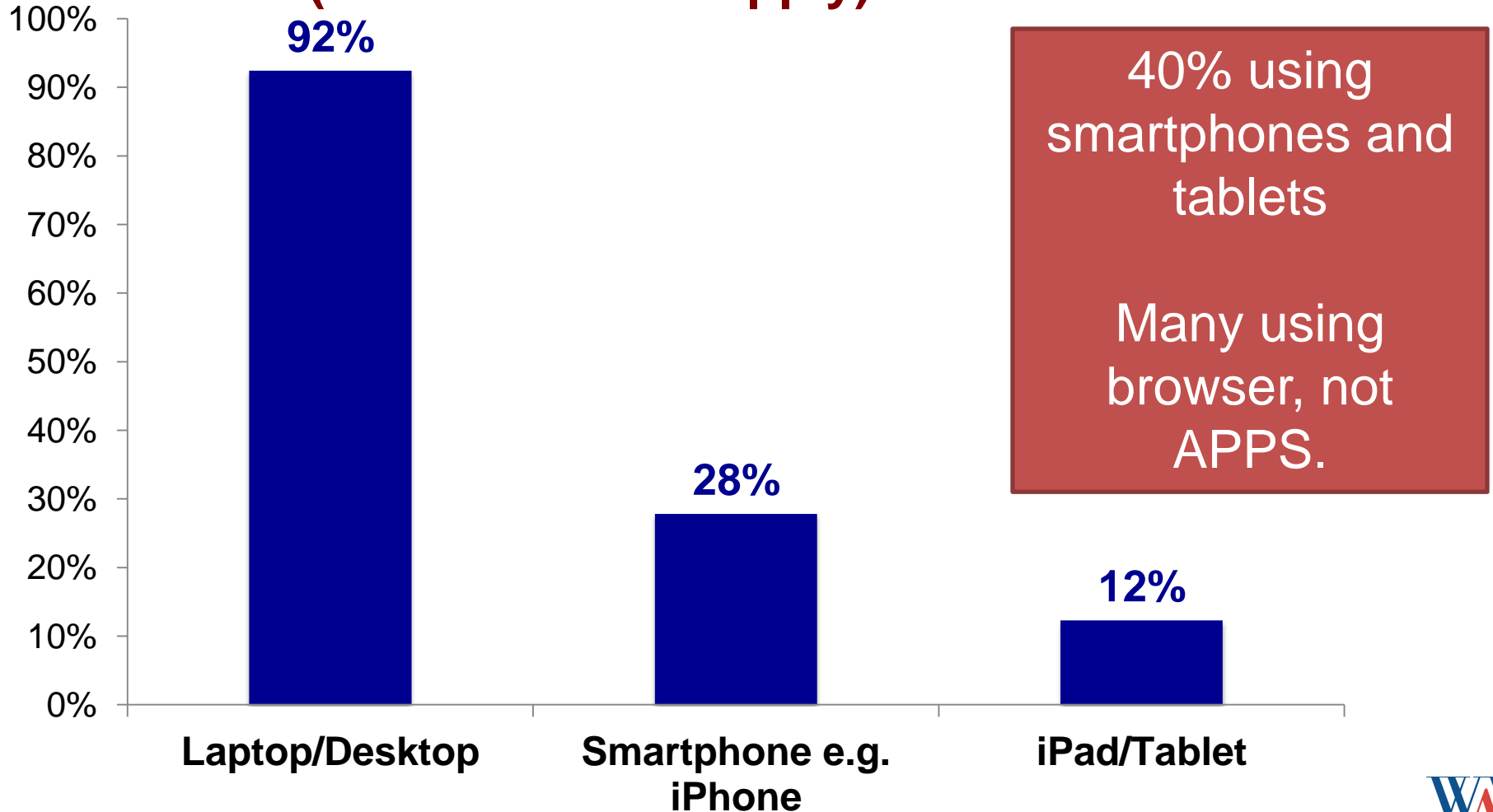
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Suggestions for Enhancing HAR.com Rental Search

- **More comprehensive** – MORE inventory – complexes, garage apartments, ALL of it
- **Data freshness** – remove properties that have been rented
- **Area function** – need tighter definitions/accuracy of search on areas
- **Ease of use** – simplify search, eliminate irrelevant fields e.g. MLS region
- **Notifications** – add notifications when rentals meet search criteria
- **Add Pets Policy field**
- **More pictures**

When searching for rentals/lease what devices do you use to search? (Choose all that apply)

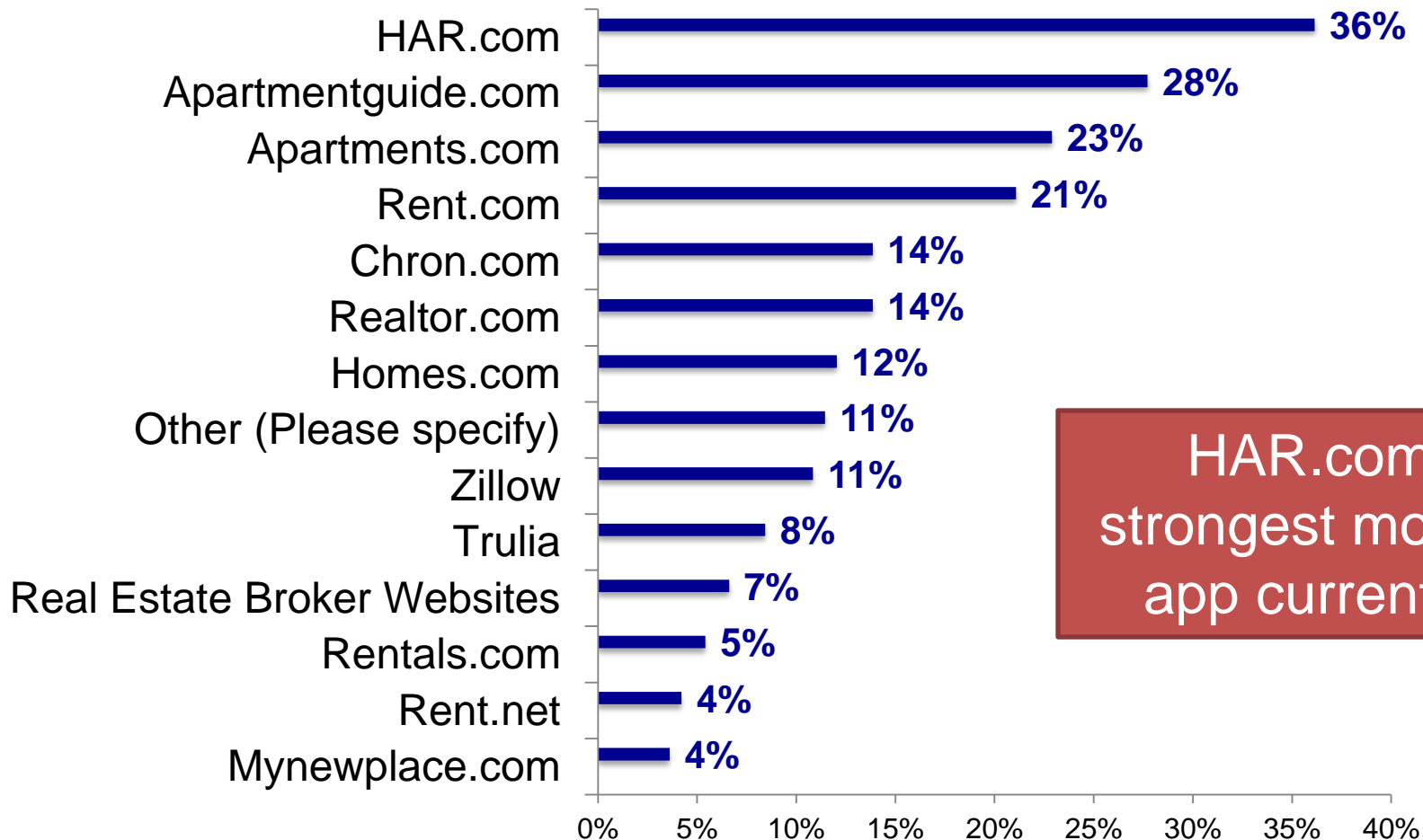




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What mobile applications do you use to search for lease/rental properties on your smartphone/iPad/tablet?



**HAR.com
strongest mobile
app currently**

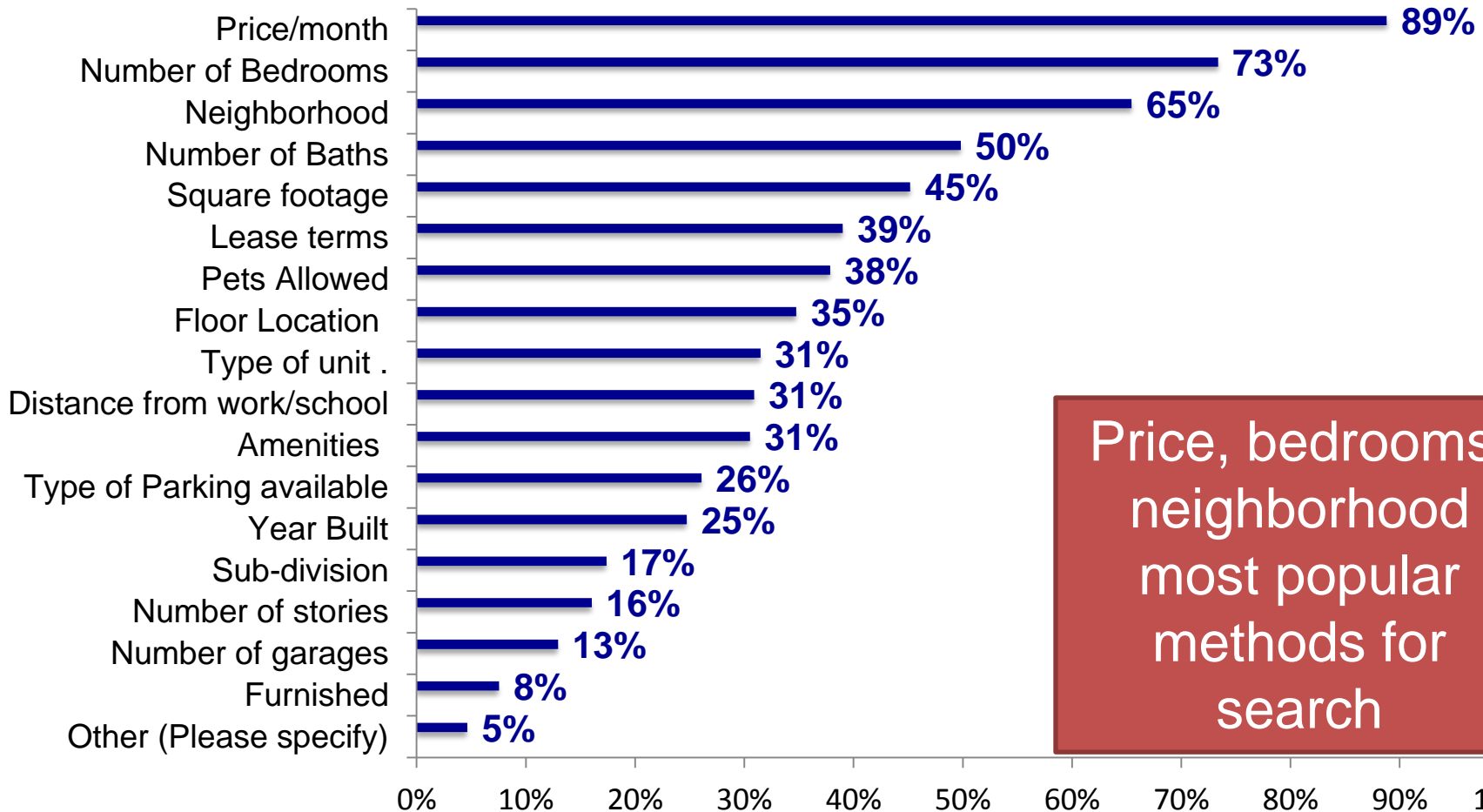




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What features are you most interested in when searching for your rental/lease property?



Price, bedrooms, neighborhood most popular methods for search

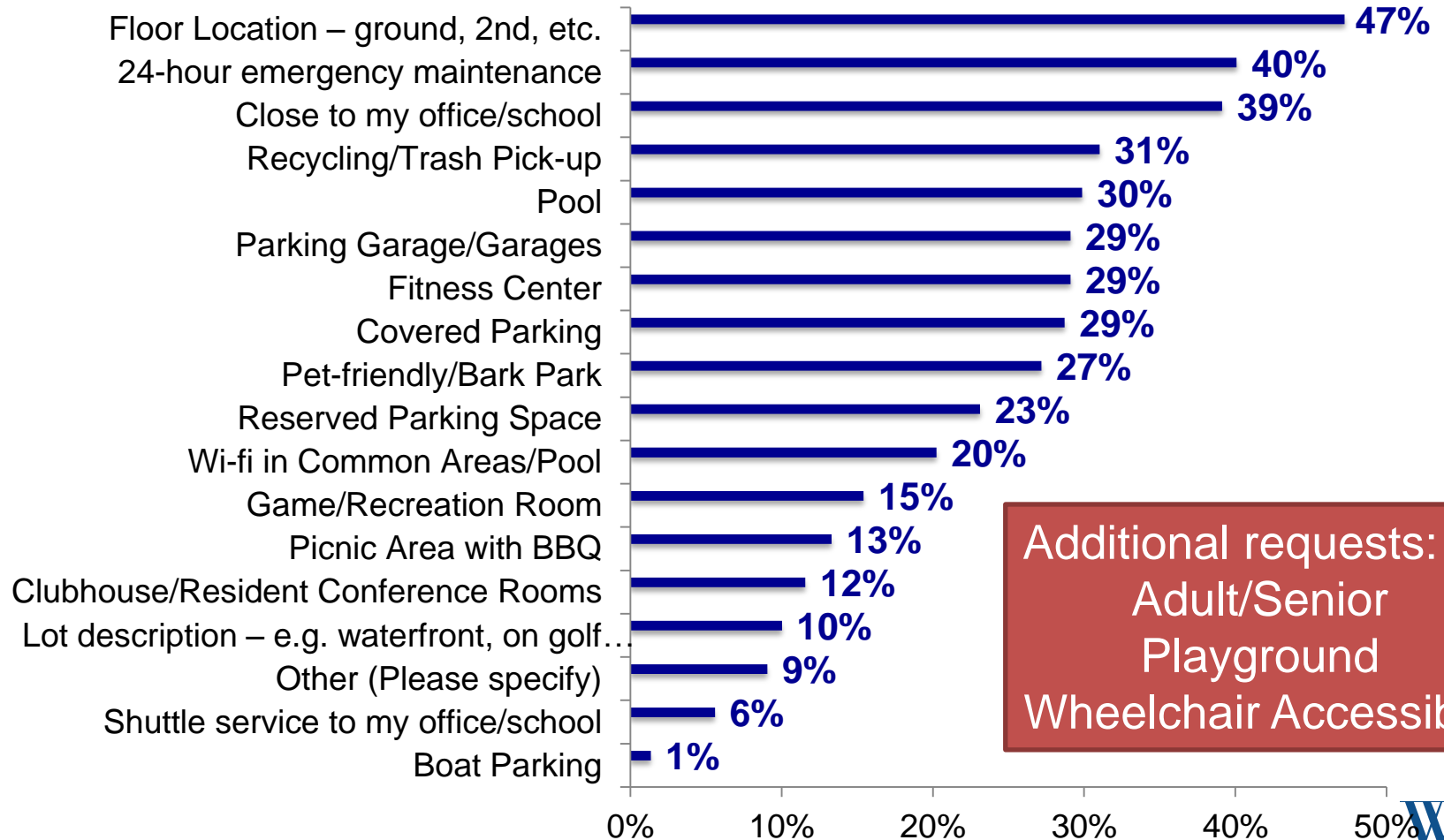




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What amenities are you most interested in when looking for a rental/lease property?



Additional requests:
 Adult/Senior
 Playground
 Wheelchair Accessible

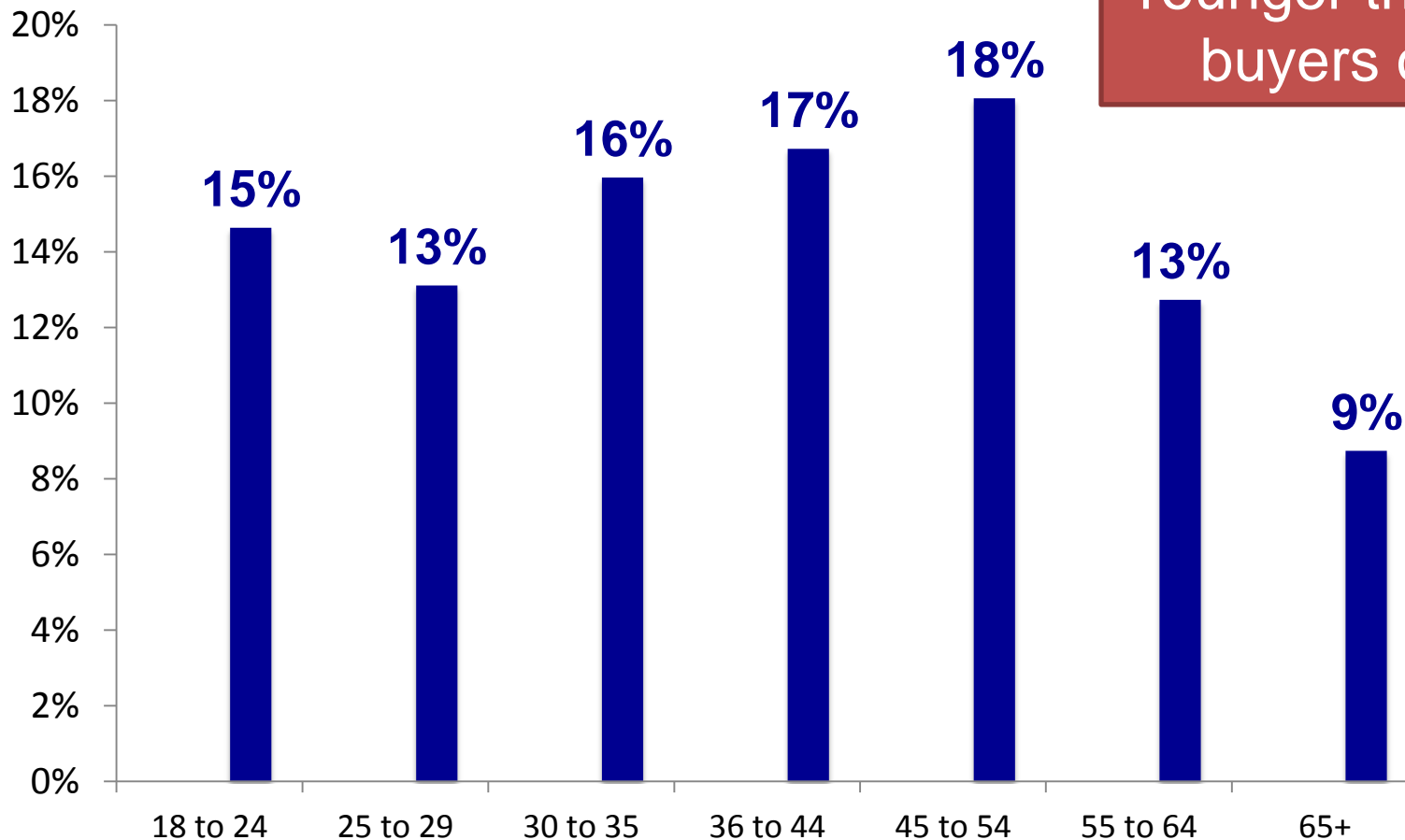




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What is your age?



Younger than home buyers overall

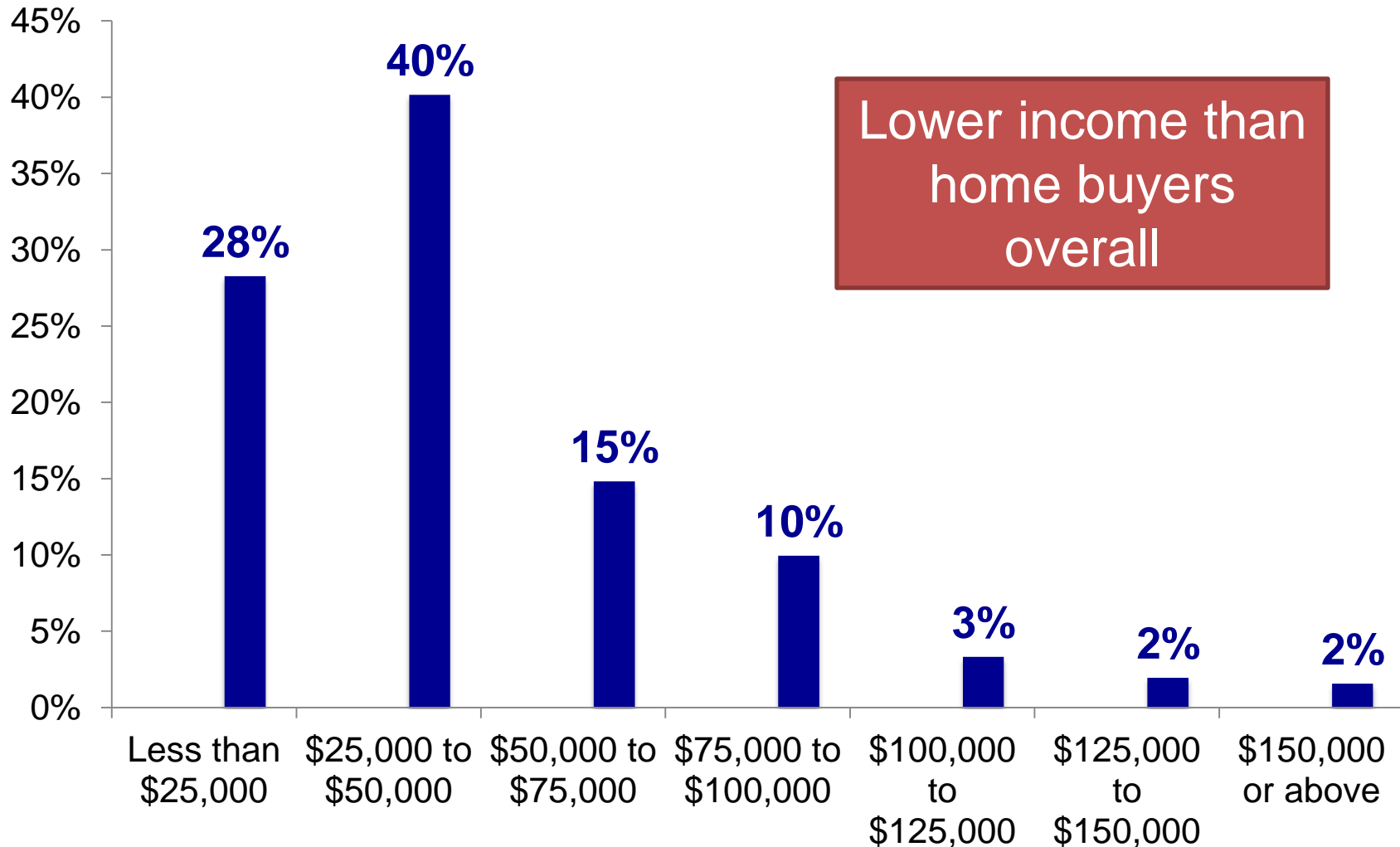




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What is your income level?

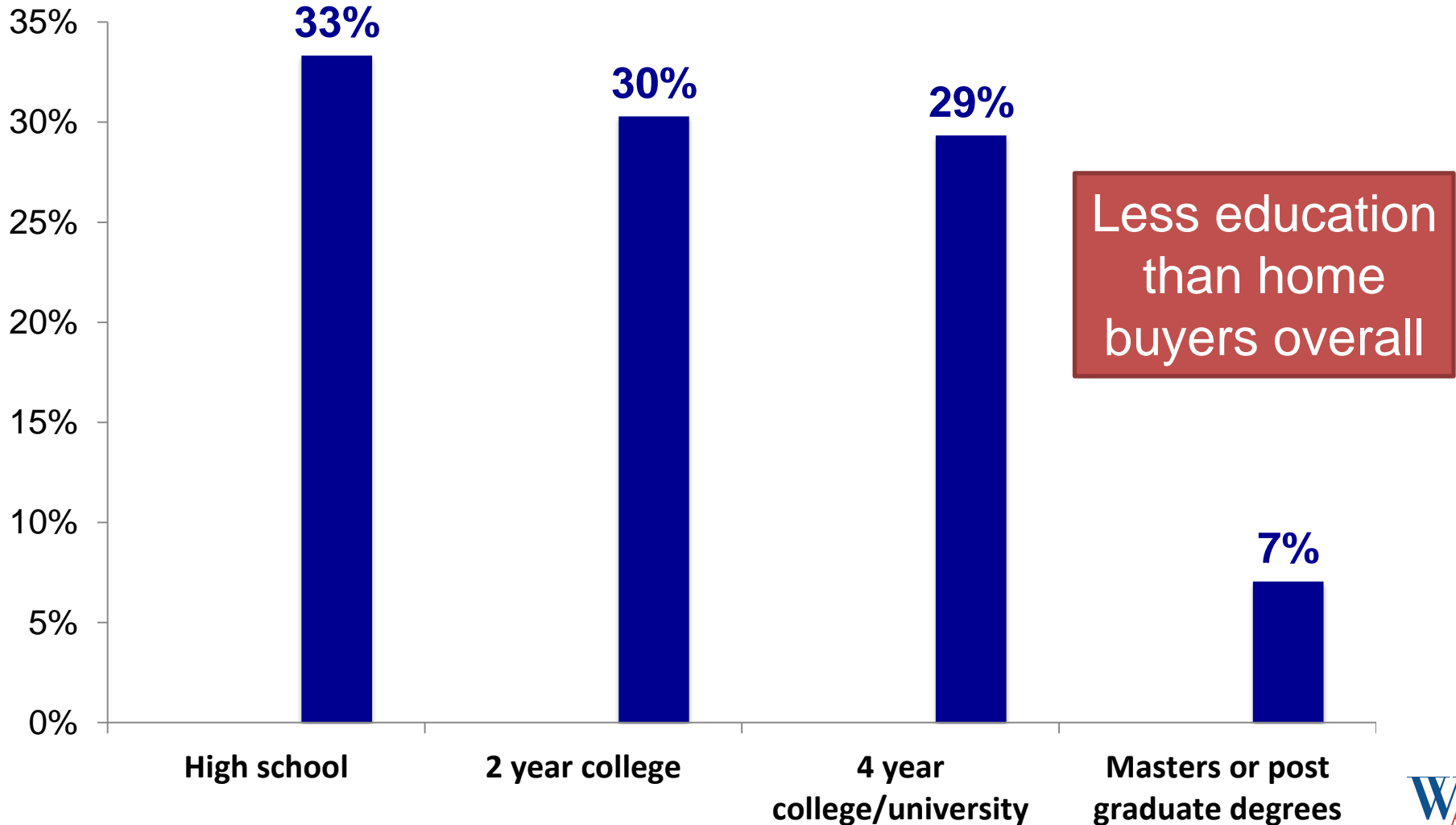




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What is the highest level of education you have completed?





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Recommendations

- Aggressively build out Rentals section – emerging market
- Leverage current strength/goodwill of HAR.com
- Need a much more comprehensive database – need to aggregate rental data from variety of sources
- Help members understand the rental/purchase “ecosystem”
- Encourage members to contribute ALL of their rental content
- Need policies to enforce rental data quality, education about best practices

Report compiled by: 



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Recommendations

- Create new membership class and service offerings for property managers – FREE listing exposure
- Need to enhance usability of site – match the needs of renters
 - Pet policies
 - Playgrounds
 - Amenities search
 - Distance from school/work search
 - Notifications about rentals that match search criteria
 - Area search needs to be tighter and more accurate
 - Go after mobile search for rentals aggressively – 50/50 split like third parties do

Report compiled by: 