

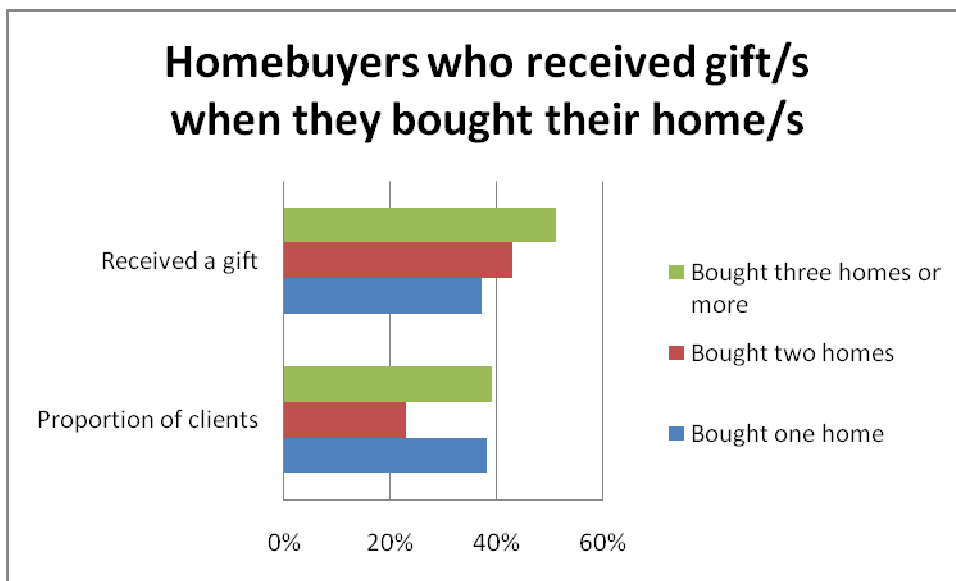


Most homebuyers would recommend their real estate agents if they gave gifts

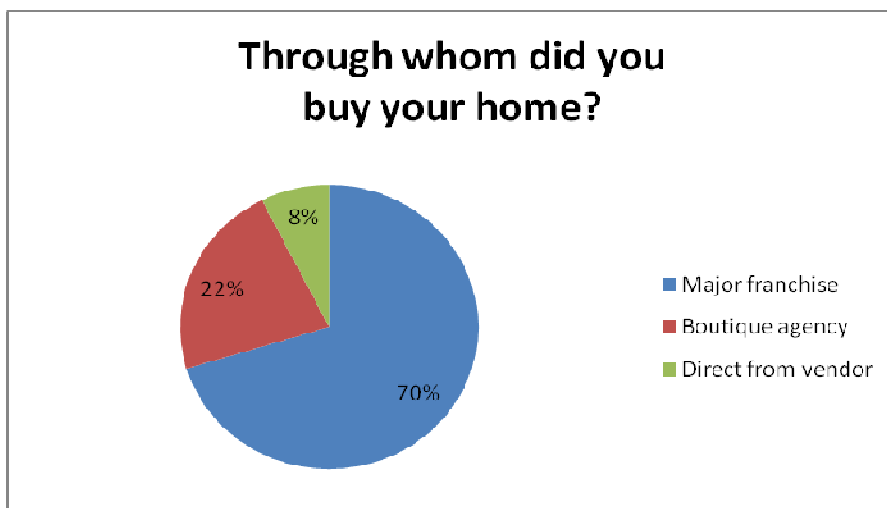
The Real Estate Agents Gifts Survey, by Elizabeth Ball of <http://www.itsinthestaronline.com> found that most homebuyers did not receive a thank-you gift from their real estate agent when they bought their home/s, but that six in ten clients would recommend them to others if they did – but not if they received promotional items featuring the agency’s logo.

First homebuyers least likely to receive a gift

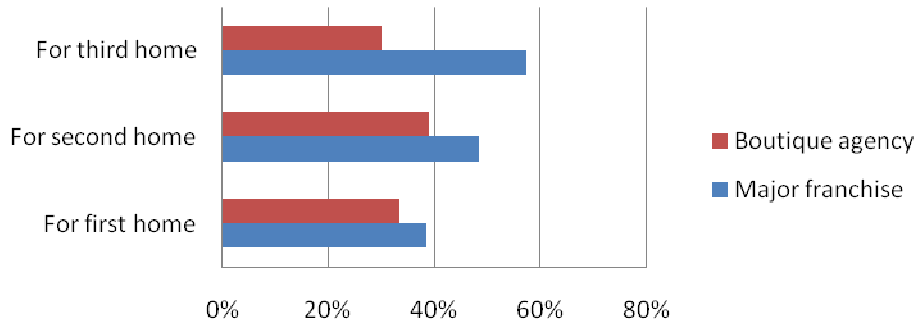
- Only 37% received a gift on the purchase of their first home (38% of the respondents had bought only one home)
- 43% of clients received gifts for the second home (23% had bought two homes)
- 51% received gift/s for their third house (39% had bought three homes or more).



- 70% of homebuyers buy their homes through a major franchise



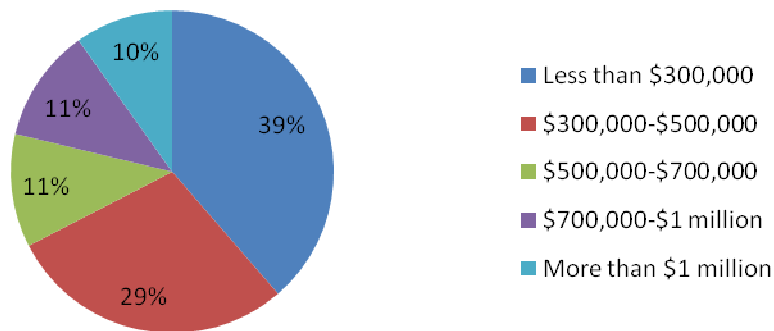
The proportion of homeowners who received a gift from their real estate agent



Over two-thirds of homebuyers paid up to \$500,000 for their home

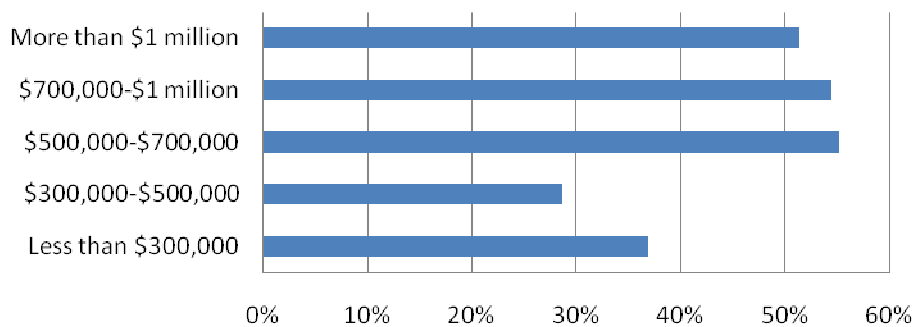
- 22% paid between \$500,000-\$1 million for their home

What was the approximate price range you paid for your home?



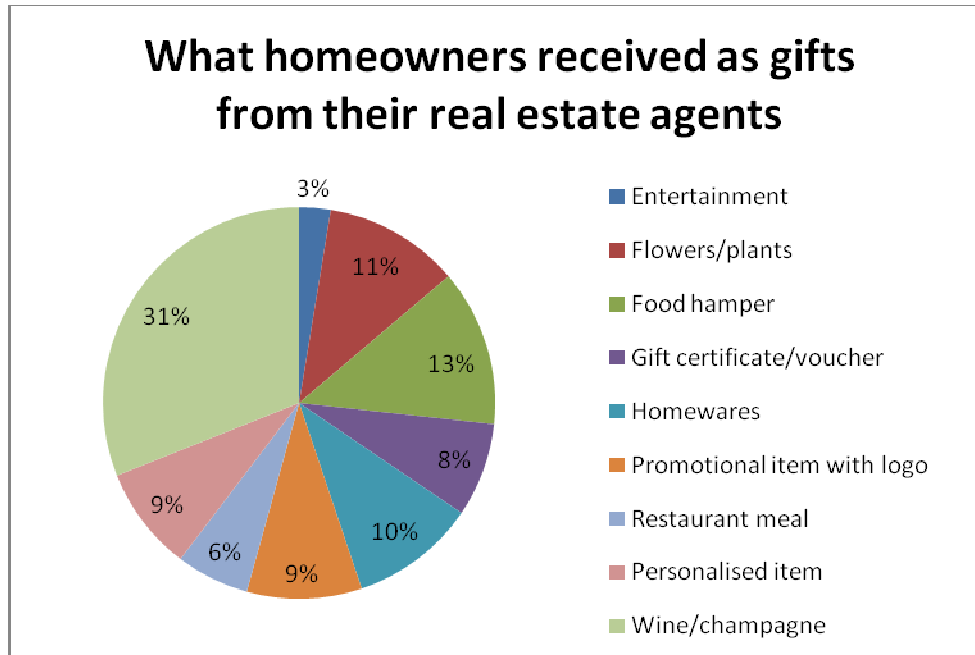
- Those who spent \$500,000-\$700,000 were twice as likely to receive a gift from their real estate agent as those who spent \$300,000-\$500,000 (55% vs 28%)

The percentage of homebuyers who received a gift and how much they paid for that house



55% of homebuyers who receive gifts from their real estate get wine, food or flowers

- Wine or champagne is the most popular gift (31%), followed by food hampers (13%), flowers and plants (11%)
- 9% of real estate agents give clients a gift of a promotional item (eg an umbrella) with their logo on it
- 9% receive personalised gifts for the homeowner and/or family, and 8% get gift certificates



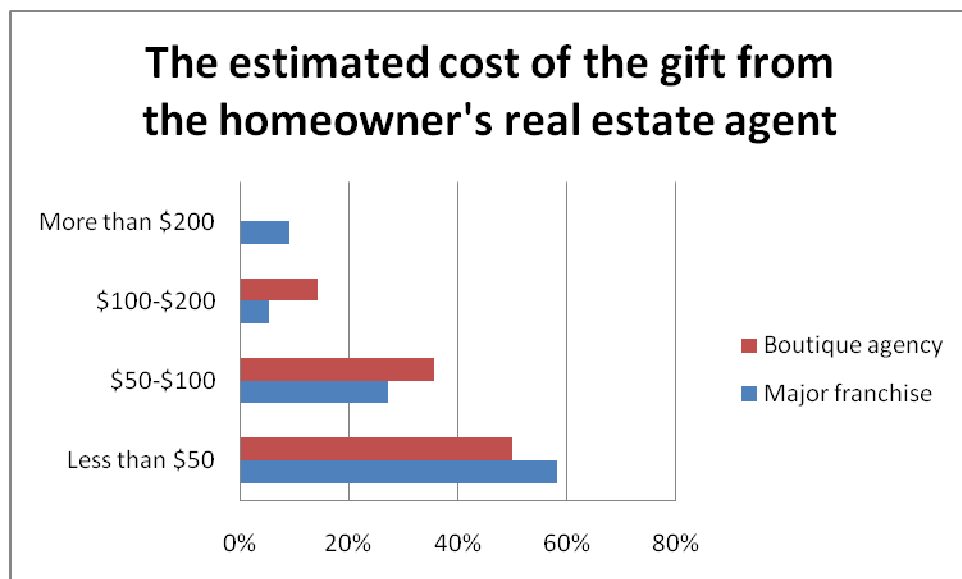
Eight in ten gifts from real estate agents cost under \$100

- 53% said they cost under \$50
- 26% said \$50-\$100
- 6% thought their agent spent \$100-\$200 while only 5% received gifts worth over \$200.



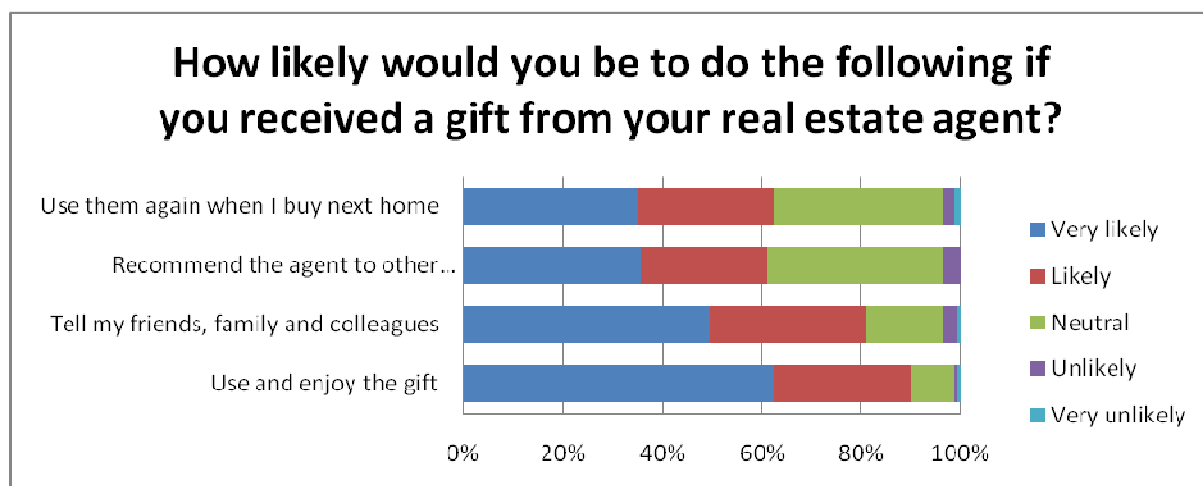
Franchises more likely than boutique agencies to spend least – and most – on gifts

- 58% received a gift worth under \$50 from a franchise
- Boutique agencies were more likely than a franchise (50% vs 32%) to purchase a mid-range gift valued at \$50-\$200 for homebuyers



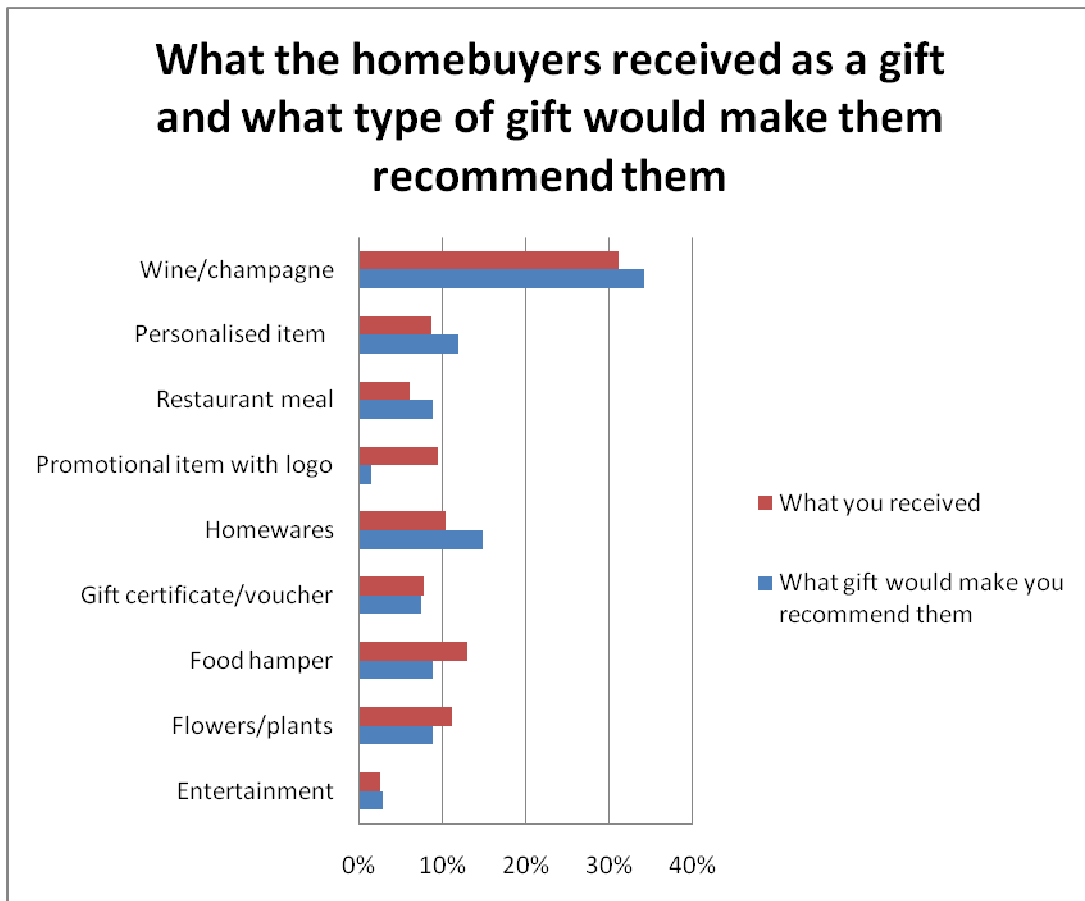
Over 60% of homebuyers would recommend, re-use their agent if they received gifts

- 90% would use and enjoy the gift
- 81% would tell others what gift/s their real estate agent gave them
- 63% would use them again the next time they bought a home
- 61% would recommend them to other homebuyers



Clients want wine, homewares, personalised gifts and meals and not promotional items with logos

- Of those homebuyers who received gifts, they would recommend real estate agents if they gave them wine/champagne, homewares, personalised gifts for the homebuyer and/or their family, and restaurant meals
- They would be far less likely to recommend their real estate agent if they gave promotional items (such as a key ring or umbrella) featuring the real estate agency logo



Elizabeth Ball writes the gift-giving blog, Gifts By The Stars at <http://gifts-by-the-stars-online.com> and is the founder of the astrology company, It's In The Stars at <http://www.itsinthestaronline.com> whose personalised hardcover astrology reports have been delighting couples and parents as thoughtful keepsake gifts for anniversaries, birthdays, christenings, Christmas, engagements, Mothers Day, new babies, Valentines Day and weddings since 2005.

If you would like to take part in the next survey, please register for free at <http://www.itsinthestaronline.com/register.html>