









Where Buyers Come From

	Able to be Reached by:	FSBO	Discount Broker	Full Service Agent
 1% Bought at Open House	✓	✓	✓	✓
 3% Bought for a combination of reasons	✓	✓	✓	✓
 3% Bought Advertised Property	✓	*	*	✓
 7% Referral by Relocation Service	✓	✓	✓	✓
 8% Responded to Open House, bought another property	✓	✓	✓	✓
 18% Responded to Ad, but bought different home	✓	✓	✓	✓
 20% For Sale Sign	✓	✓	✓	✓
 40% Name/Firm Recognition or Salesperson Contact	✓	✓	✓	✓
Totals		27%	24%	100%

Source: National Association of Realtors and The Mike Ferry Organization

* Additional Charge to the Seller