



**LIFESTYLE HOMES  
WORLDWIDE**  
member of  
The Kristan Cole Real Estate Network

# Housing Statistics

**We Sell Homes Faster And For More Money!**  
Fast is good - More money is even better!

# Not All Homes Sell, Even in a Good Market!

## Kristan Cole Real Estate Network Sells a Home Every 36 hours.

### Residential Sales

Year	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
RE Listed	2052	2543	2777	3395	2597	2457	2916	2834	2238	2517	2531
RE Sold	1436	1534	1522	1487	1125	1045	1162	1232	1217	1509	1740
% Sold RE	70%	60.3%	54.8%	43.8%	43.3%	42.5%	39.8%	43.5%	54%	60%	69%

### Multi-Family Sales

Year	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
MF Listed	111	184	185	225	139	133	150	82	110	57	107
MF Sold	68	76	63	49	37	36	47	25	48	49	69
% Sold MF	41.3%	41.3%	34.1%	21.8%	26.6%	27.1%	31.3%	30.5%	44%	86%	64%



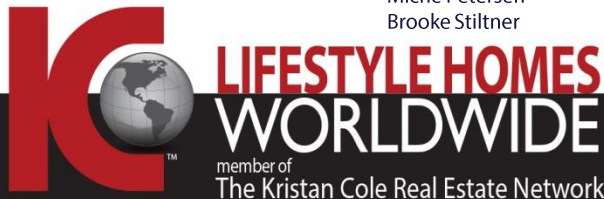
# We Don't Just List Homes, We SELL Them

## The Kristan Cole Network Sells A Home Every 36 Hours!

If you want to sell, put us to work for you today!

### Licensee sales of existing homes 2014

The Barb Huntley Team	139	Beth Simpson	25	Gordon Sloane	16	Holly Stinson	12	Michelle Nelson	9
<b>The Kristan Cole Real Estate Network</b>	<b>111</b>	Carl Wuestehube	25	Jim Murphy	16	Douglas E Goodwin	12	Stephanie Olendorff	9
Elizabeth MacMullen	72	Kirk Wickersham	24	Teresa Bell	16	D'Ette & Company	12	John O'Hara	9
Vickie Hudson	72	Donald L Plunkett	23	Gary Cox	15	Sally Goodrich	12	Sam Daniel	9
Unity Home Group	61	Robert Brock	22	Cindy Wilson	15	Rebecca Baker	12	Terrie Pisa	9
RMG Real Estate Group	58	Let's Talk Real Estate	22	Peggy Pepper French	15	Kevin G Barrett	12	Bernard T Powell	9
Krystal Rogers	57	Alaska Home Group	22	Sherri Mulhaney	15	Klaus Steigler	12	Judy Rosenberg	9
Fitzy OHare	56	Laura Halverson	22	Paul Moore	15	Viki L Kaas	11	Anita Bates	9
Kibe Lucas	55	Tara Livingston	21	Sherri Sapp	15	Starr L Marsett	11	Lora Nordstrom	9
Audrey G Mason	53	Bethany Mehner-Weiser	21	Heather Decker	15	Elizabeth Hooper	11	Kathleen Poulin	9
Wolf Real Estate Prof.	48	Brittini J Radford	21	Barbara Ramsey	15	Carole Marvel	11	Mary Stephens	8
Connie Yoshimura	47	Janice Lobaugh	20	Jamie Harvey	14	Bill Babylon	11	Cora Carleson	8
Kevin Crozier	45	Kevin Sigafoos	20	Brian Broderick	14	SandraDee McMillian	11	Connie Giddings	8
Mary Cox	40	Derek Hert	19	Gina Bergt	14	Kevin Taylor	11	Amanda Charles	8
Sarah Haltness	38	Steven Renner	19	Bradford Cole	14	Anneliese M Cooper	11	Mark Masley	8
The Zimmerman Team	37	Brandy B Pennington	19	Carrie A Butler	14	Julie Erickson	11	James I Mosley	8
Laverne Pettigen	37	Niel Thomas	19	Angela Johnson	14	Non-Member - FSBO/Other	10	Gene Fitzgerald	8
Roger E Briley	36	Cross & Associates	19	Tammy Smith-Fuller	14	Darcie K Salmon	10	Renae Werner	8
The Dar Walden Team	36	Elena Novitsky-Mabeus	18	Marianne Hamilton	14	Alison Lane	10	Shana K Ackles	8
Dustin Renner	33	Dody Kettler	18	Lisa Herrington Group	14	Brandy J Malcuit	10	Cecelia Nims	8
Questa Locke	31	Stephanie Gamble	18	Craig Lightle	13	Sallie Nickerson	10	Brandi J Croom	8
Les Bailey & Associates	31	Team Dimmick	18	Ulrike U Johnson	13	Hope L Russo	10	Charlene D Moss	8
Keira J Dreher	31	Christina Swires	17	Raney Hardman	13	Jerry Moses	10	Jonathon Wagner	8
Larry Ficek	30	Eva Loken	17	Mat Su Realty	13	Adrian Jaime	10	Larry J Imm	8
Real Estate Professionals AK	27	Richard Davids	17	Russell Joyce	13	Mark Mandigo	10	Kameron D Draper	8
Non-Member - Non-Member	27	Roy Briley	17	Kathi Johnson	13	Janet Daley	10	Edward J Davison	8
Alaska Real Estate Team	27	Cassandra Raun	17	Edward E Erickson	13	Mark Soquet	10	Come Home Anchorage	8
Marty Van Diest	27	Shannon Parberry	17	Ava L Anderson	13	Diane Greger	10	Cheryl Campbell	8
Janna Shaporda	26	MoveInAlaska Team	16	Janelle Pfeigler	12	Larry W Dykes	10	Patti Coleman	8
Duane Mathes	26	Shari Boyd	16	Wendy Stevens	12	Lisa R Conner	10	Jo Sonerholm	8
Robert Baer	25	Joe Cassidy	16	Tammy Ervin	12	Kimberly Kruchoski	9		
		Diana L Bland	16	Dave Brown	12	Owen Strong	9		
		Miche Petersen	16	John Erkins	12	Todd O'Banion	9		
		Brooke Stiltner	16	Michael Droeger	12	Brandon Thorud	9		
				Bryan Epley	12	Eric Bushnell	9		



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# Method Used to Sell Home

	2001	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Sold home using an agent or broker	79%	83%	82%	85%	84%	85%	84%	85%	88%	87%	88%	88%	88%	89%
For sale by owner (FSBO)	13	14	14	13	12	12	13	11	9	10	9	9	9	8
Seller sold home without using an real estate agent	-	-	-	-	-	-	-	-	-	-	-	-	-	7
Sold to home-buying company	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Other	7	3	3	2	3	2	2	3	3	2	2	2	2	2

\*There is no data for 2002.



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# Most Important Factor for Sellers

	2005	2010	2011	2012	2013	2014	2015
Reputation of agent	57%	35%	38%	37%	35%	36%	34%
Agent is honest and trustworthy	*	23	20	19	18	19	18
Agent's knowledge of the neighborhood	17	12	11	12	14	15	15
Agent is friend or family member	*	16	18	13	15	13	16
Agent has caring personality/Good listener	*	4	4	4	5	4	4
Agent's association with a particular firm	6	4	5	4	5	4	4
Agent's commission	*	*	*	*	3	4	4
Agent seems 100% accessible because of use of technology like tablet or smartphone	*	*	*	*	1	3	2
Professional designations held by agent	3	1	1	1	1	2	2
Other	17	4	4	5	3	2	3



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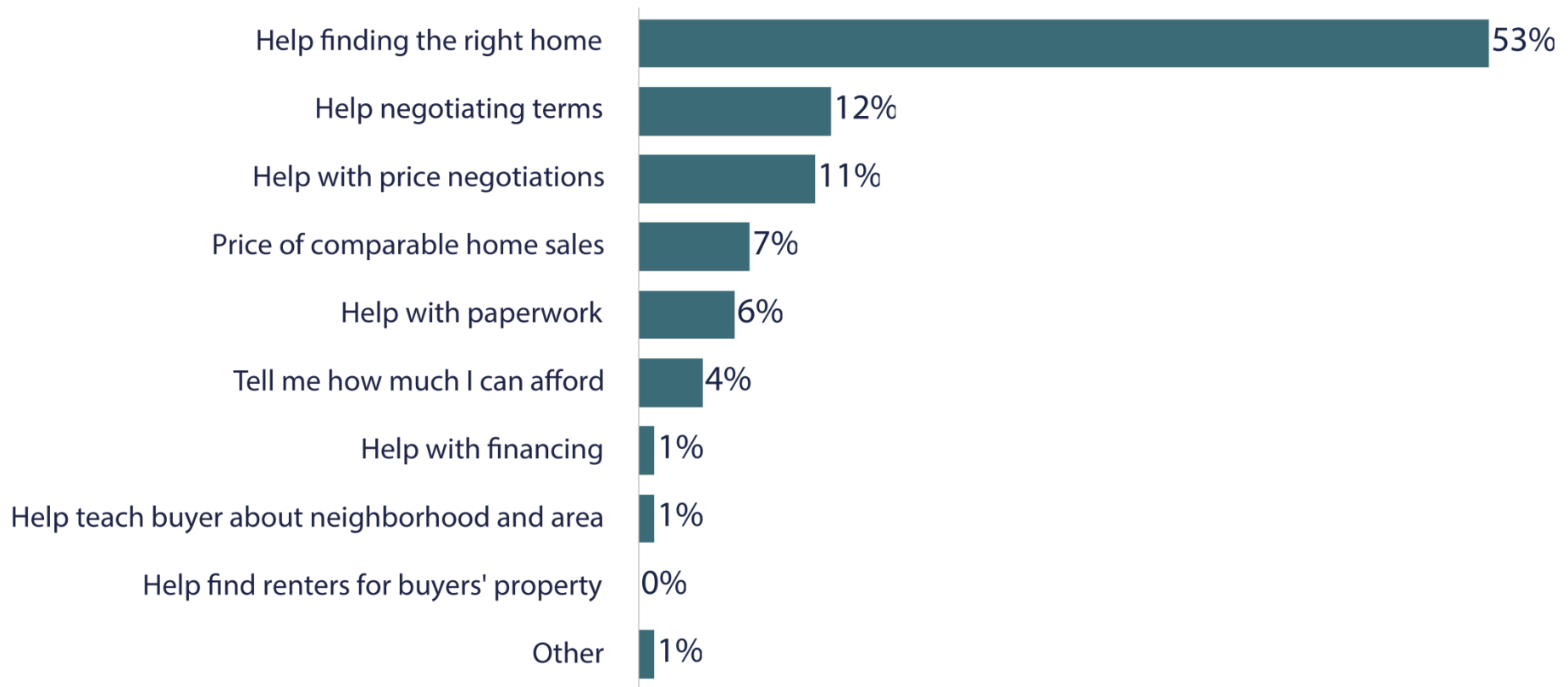
# What Sellers Want Most from Their Agent

	2005	2010	2011	2012	2013	2014	2015
Help sellers market home to potential buyers	*	20%	24%	21%	25%	23%	21%
Help sell the home within specific time frame	27	19	19	22	20	20	21
Help price the home competitively	17	23	20	18	19	19	16
Help find a buyer for the home	28	21	19	19	15	14	16
Help sellers find ways to fix up the home to sell it for more	12	7	9	10	11	13	14
Help with negotiations and dealing with buyers	5	5	5	5	4	5	5
Help with paperwork/inspections/preparing for settlement	7	4	3	3	4	3	3
Help sellers see homes available for purchase	3	1	2	1	1	2	2

# Method Sellers Used to Find Their Agent

	2005	2011	2012	2013	2014	2015
Referred by (or is) a friend, neighbor, or relative	43%	39%	38%	39%	38%	42%
Used agent previously to buy or sell a home	28	22	23	25	22	24
Visited an open house and met agent	4	4	4	4	5	3
Website	2	3	3	4	4	4
Personal contact by agent (telephone, email, etc.)	5	4	5	4	4	4
Referred by another real estate agent or broker	3	4	4	4	4	4
Saw contact information on for sale/open house sign	4	4	4	3	3	3
Referred through employer or relocation company	3	5	4	3	3	3
Direct mail (newsletter, flyer, postcard, etc.)	3	2	2	2	2	1
Walked into or called office and agent was on duty	2	1	2	2	1	1
Newspaper, Yellow Pages, or home book ad	2	1	1	1	1	1
Advertising specialty (calendar, magnet, etc.)	*	*	1	1	*	1
Other	*	11	11	10	14	9

# What Buyers Want Most from Their Agent



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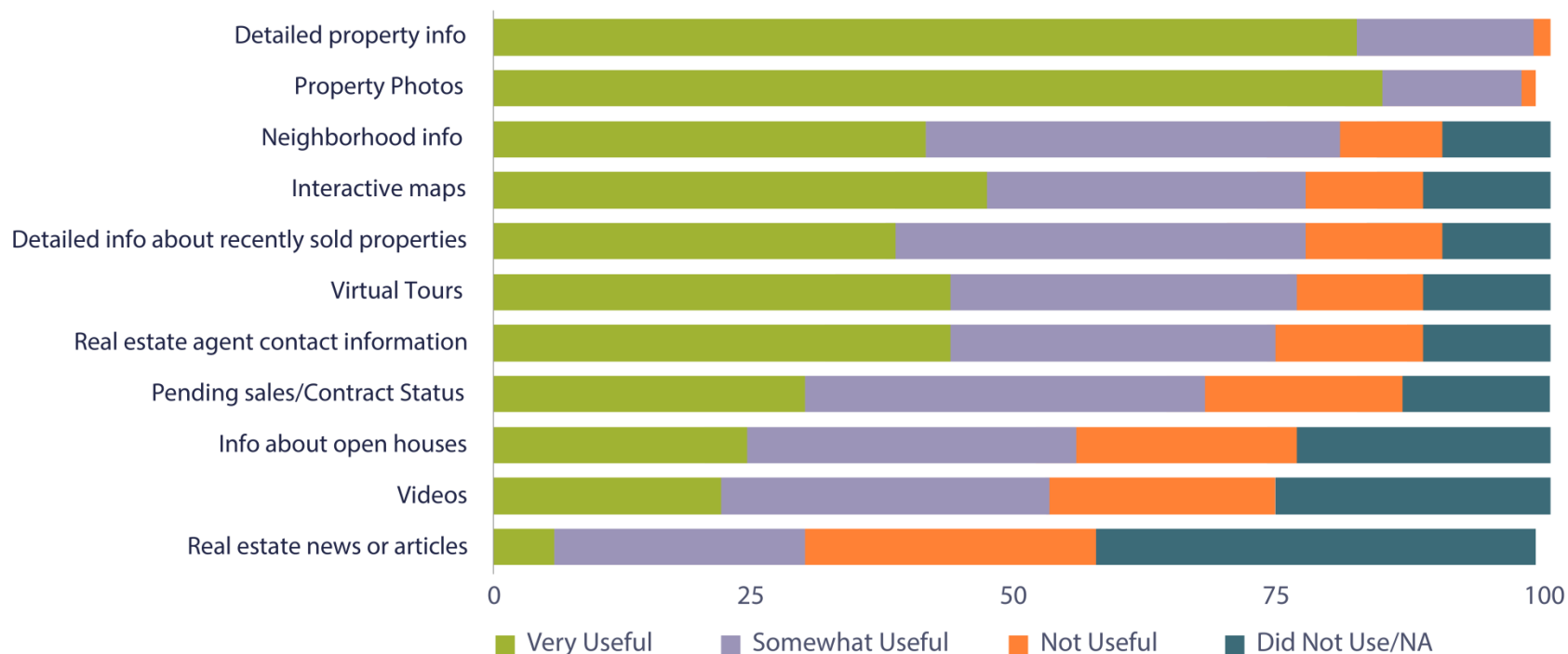
# How Buyers Found Their Agent

	2005	2011	2012	2013	2014	2015
Referred by (or is) a friend, neighbor, or relative	44%	41%	40%	42%	40%	41%
Used agent previously to buy or sell a home	11	9	10	12	12	12
Website	7	9	11	9	10	10
Visited an open house and met agent	7	7	6	6	5	5
Saw contact information on for sale/open house sign	6	6	6	6	5	5
Referred by another real estate agent or broker	*	*	*	4	5	5
Referred through employer or relocation company	4	4	4	4	4	4
Walked into or called office and agent was on duty	4	4	3	3	2	4
Search engine	*	*	*	*	1	1
Newspaper, Yellow Pages, or home book ad	2	1	*	1	1	*
Direct mail (newsletter, flier, postcard, etc.)	1	--	*	*	*	*
Other	6	10	10	10	11	10

# Incentives Offered to Attract Buyers

	2011	2012	2013	2014	2015
None	59%	60%	64%	64%	63%
Home warranty policies	23	22	19	19	21
Assistance with closing costs	20	17	16	18	16
Credit toward remodeling or repairs	7	7	7	6	7
Other incentives, such as a car, flat-screen TV, etc.	3	3	4	4	4
Assistance with condo association fees	1	*	*	1	1
Other	4	5	4	3	3

# Value of Website Features

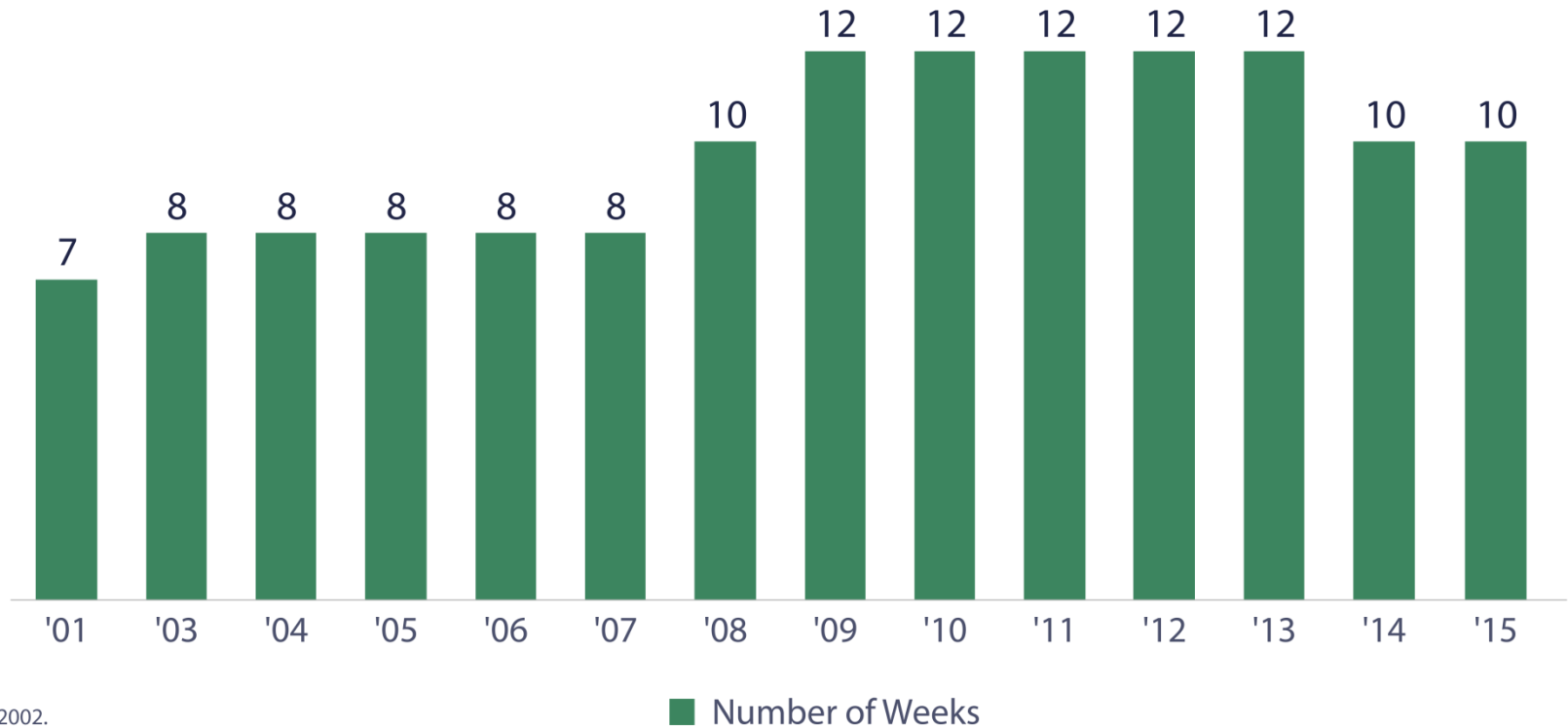


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# Weeks in Home Search



\*There is no data for 2002.

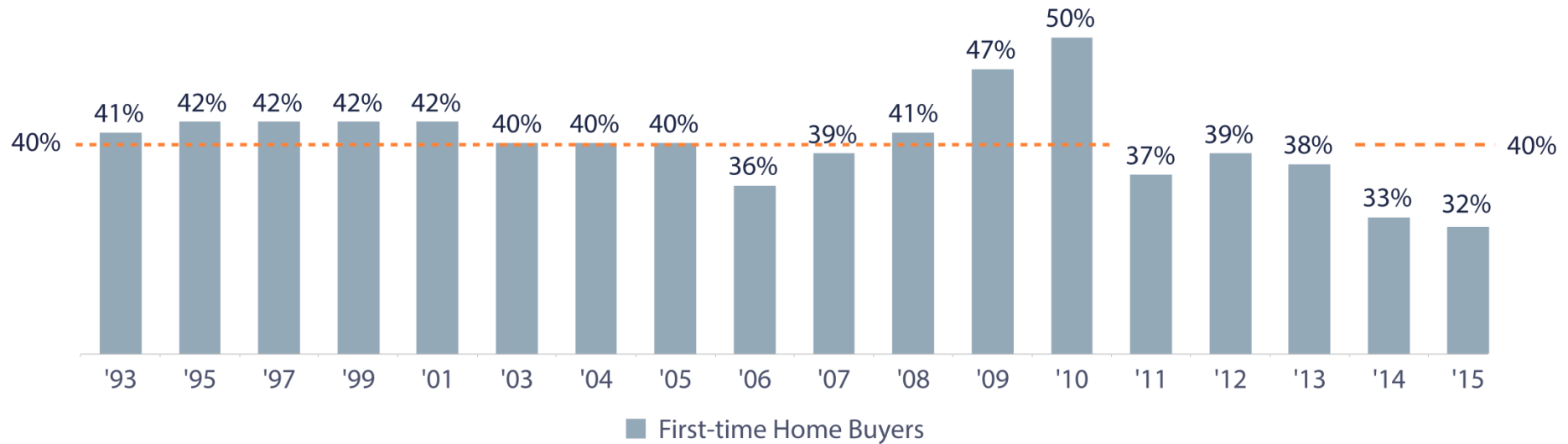


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# First-time Home Buyers



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# Primary Reason for Purchasing a Home

	2006	2008	2013	2014	2015
Desire to own a home	32%	34%	30%	24%	30%
Desire for a larger home	14	10	12	12	14
Job-related relocation or move	12	11	8	9	8
Change in family situation	9	9	7	8	7
Desire to be closer to family/friends	*	6	6	3	7
Desire for a home in a better area	8	5	6	8	8
Affordability	*	3	6	5	3
Desire for a smaller home	5	3	5	3	6
Retirement	4	3	5	3	5
Desire to be closer to job/school/transit	7	4	4	2	4
Establish household	*	1	3	3	2
Financial security	*	1	2	3	2

# Tenure in Previous Home

	2007	2013	2014	2015
1 year or less	6%	3%	4%	4%
2 to 3 years	23	9	9	10
4 to 5 years	17	13	12	13
6 to 7 years	13	15	11	14
8 to 10 years	13	18	20	15
11 to 15 years	12	19	20	19
16 to 20 years	7	9	9	9
21 years or more	10	14	16	16
Median	3	9	10	9

13% buy again in less than 4 years.



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# Information Sources Buyers Use

	2004	2013	2014	2015
Online website	74%	89%	88%	89%
Real estate agent	90	89	87	87
Mobile or tablet website or application	*	45	50	57
Mobile or tablet search engine	*	42	48	54
Yard sign	74	51	48	51
Open house	51	45	44	48
Online video site	*	27	26	29
Print newspaper advertisement	53	23	21	20
Home builder	37	17	18	20
Home book or magazine	40	15	14	13
Billboard	21	5	4	6
Television	26	4	4	3
Relocation company	16	3	4	3

# First Step in Buying Process

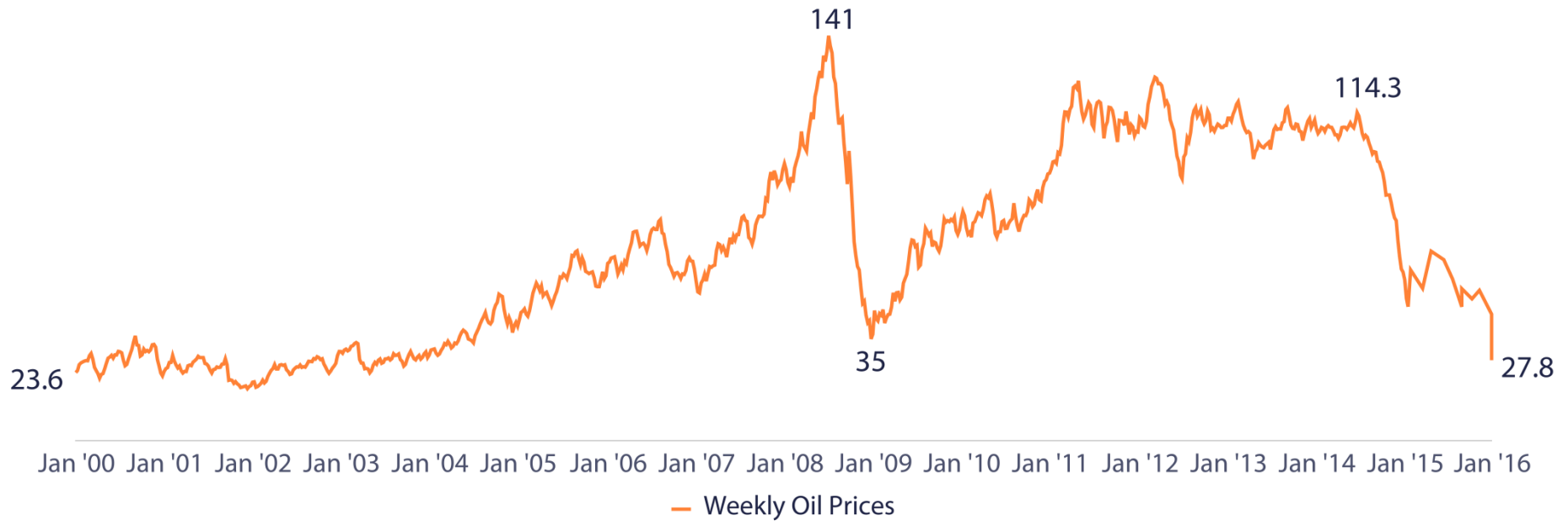
	2013	2014	2015
Looked online for properties for sale	42%	43%	42%
Contacted a real estate agent	17	15	14
Looked online for information about the buying process	14	12	13
Talked with a friend or relative about the buying process	5	7	5
Contacted a bank or mortgage lender	6	6	7
Drove by homes/neighborhoods	7	6	7
Visited open houses	3	3	3
Contacted a builder/visited builder models	2	2	2
Contacted a home seller directly	1	1	*
Looked in newspapers, magazines, or home-buying guides	1	1	*
Attended a Home Buying Seminar	*	1	*

# Where Buyers Found The Home They Purchased

	'01	'03	'04	'05	'06	'07	'08	'09	'10	'11	'12	'13	'14	'15
Internet	8%	11%	15%	24%	24%	29%	32%	36%	37%	40%	42%	43%	43%	44%
Real estate agent	48	41	38	36	36	34	34	36	38	35	33	33	33	33
Yard sign/Open house sign	15	16	16	15	15	14	15	12	11	11	9	9	9	9
Friend, relative, or neighbor	8	7	7	7	8	8	7	6	6	6	5	6	6	6
Home builder or their agent	3	7	7	7	8	8	7	5	4	5	4	5	5	6
Directly from sellers/knew the sellers	4	4	5	3	3	3	2	2	2	2	1	2	3	2
Print newspaper advertisement	7	7	5	5	5	3	3	2	2	2	1	1	1	1
Home book or magazine	2	1	2	1	1	1	1	*	*	*	*	1	*	*
Other	3	6	4	--	--	--	--	--	--	--	--	--	*	*

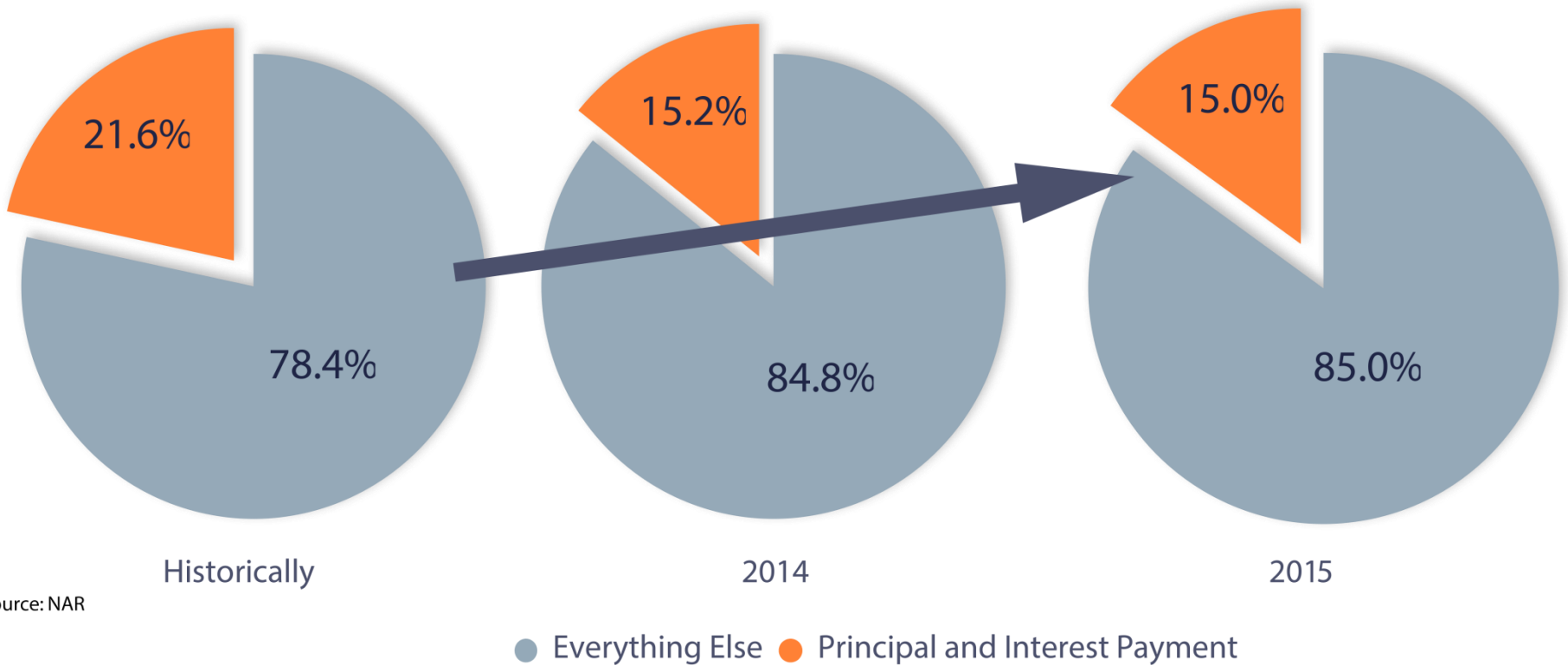
\*There is no data for 2002.

# Oil Prices



Source: Federal Reserve Bank of St. Louis

# Affordability - Percentage of Income



Source: NAR

# Affordability in Perspective - House Payment

1995



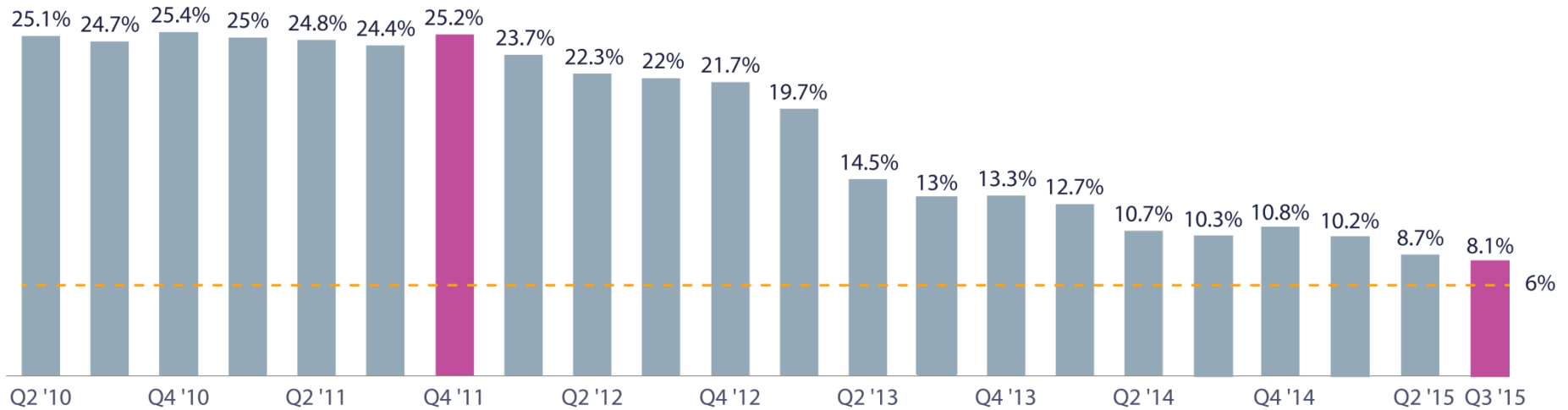
Median Home Price: \$114,600 (Adj. \$178,074)  
Mortgage Rate: 7.9%  
Monthly P&I Payment: \$833 (Adj. \$1,295)  
Median Income: \$34,076 (Adj. \$52,996)

2015



Median Home Price: \$222,400  
Mortgage Rate: 3.86%  
Monthly P&I Payment: \$1,044  
Median Income: \$53,657

# Underwater Homes



Sources: Core Logic, Harvard Joint Center for Housing Studies ■ Underwater Homes (% of Mortgaged Homes)

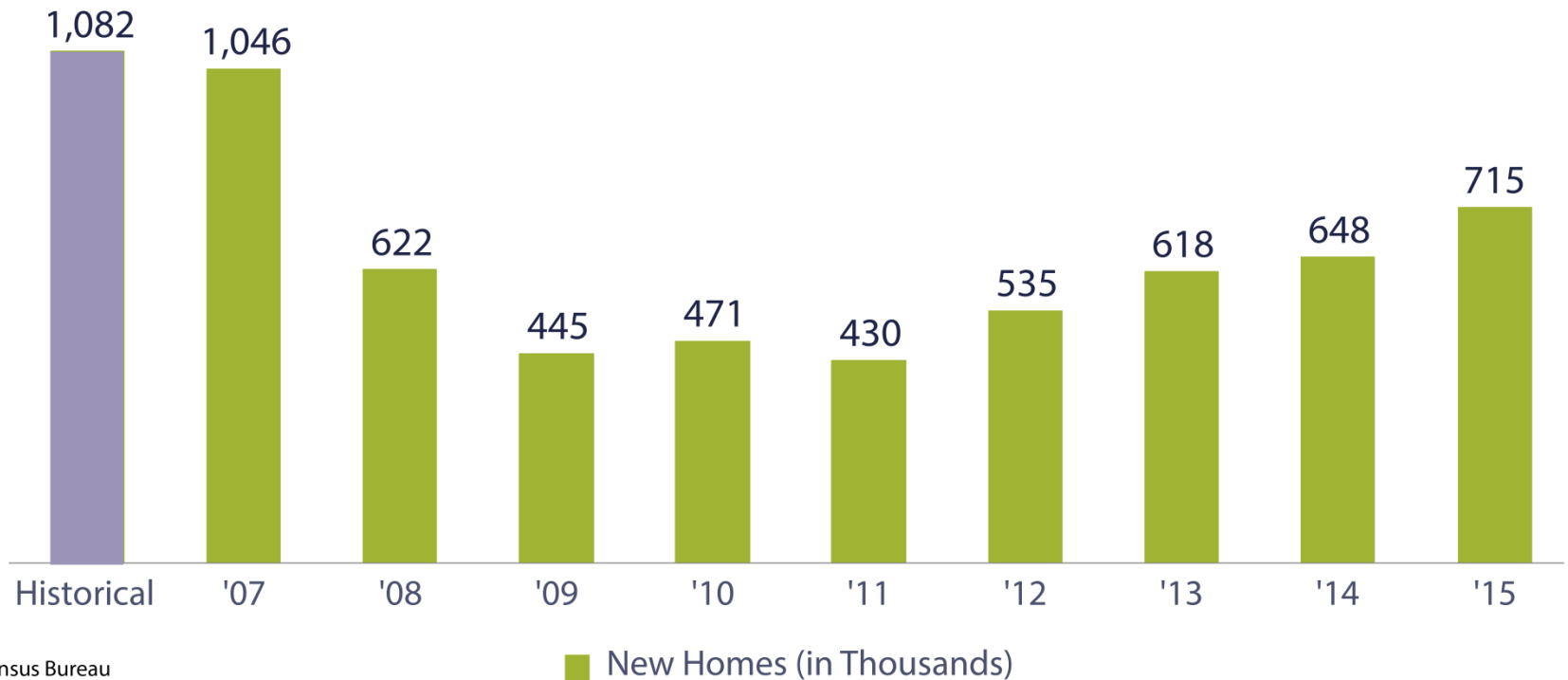


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# New Home Construction



Source: U.S. Census Bureau



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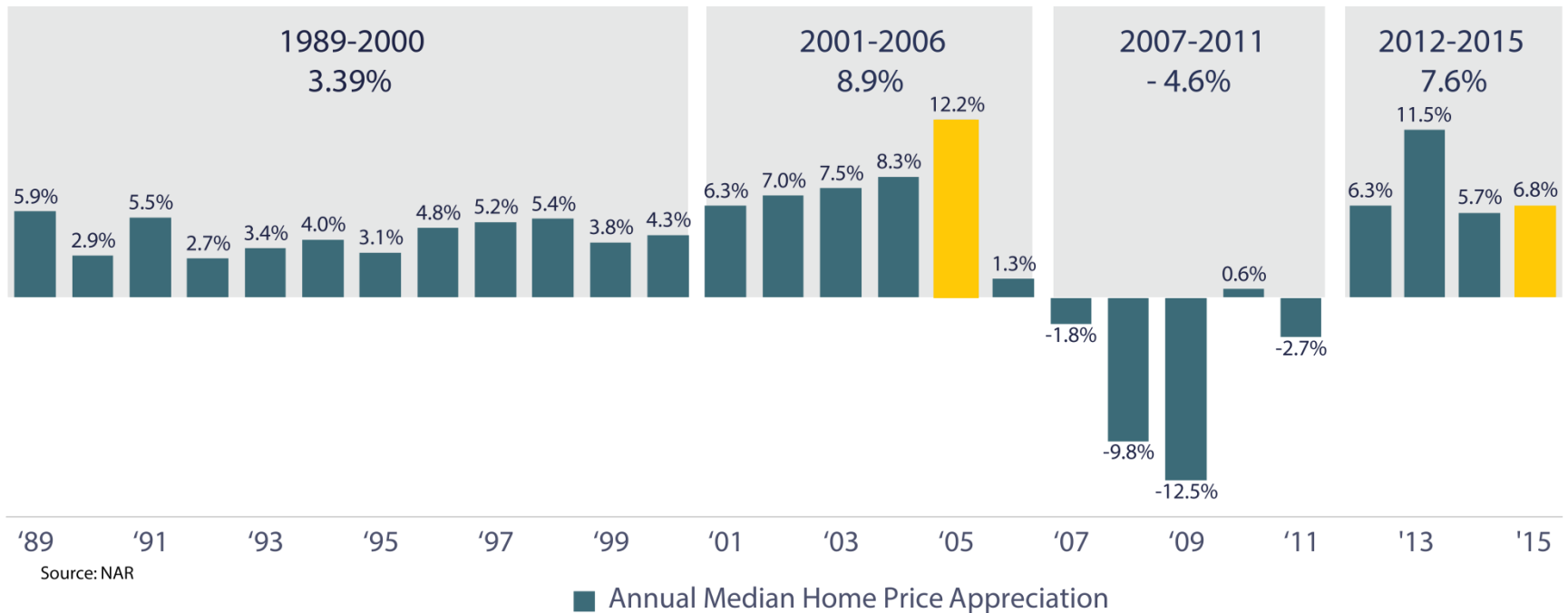
# The World's Wealthy

Year	HNWI* in US (in Thousands)	HNWI in Canada (in Thousands)	Global HNWI (in Millions)	Wealth of Global HNWIs (in US\$ Trillions)
2005	2,669	232	8.8	\$33.4
2006	2,920	248	9.5	\$37.2
2007	3,019	281	10.1	\$40.7
2008	2,460	231	8.6	\$32.8
2009	2,866	251	10	\$39
2010	3,104	282	10.9	\$42.7
2011	3,068	280	11	\$42
2012	3,436	298	12	\$46.2
2013	4,006	320	12.4	\$52.6
2014	4,351	331	14.6	\$56.4
2005 - 2014	63% increase	43% increase	66% increase	69% increase

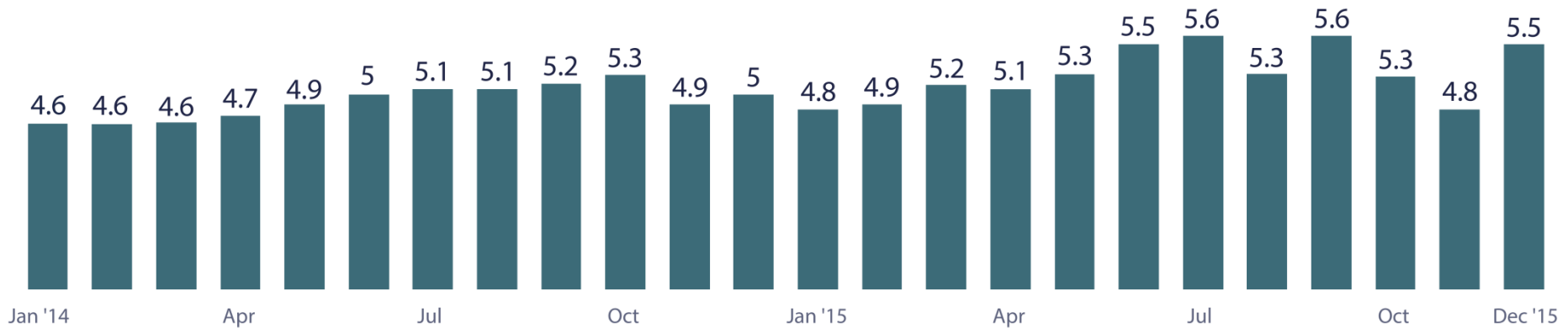
\*HNWI= high net worth individuals

Sources: Merrill Lynch Global Wealth Management and Capgemini

# Home Price - Annual Appreciation



# Home Sales - Monthly



■ Seasonally Adjusted Annual Rate of Home Sales

Source: NAR

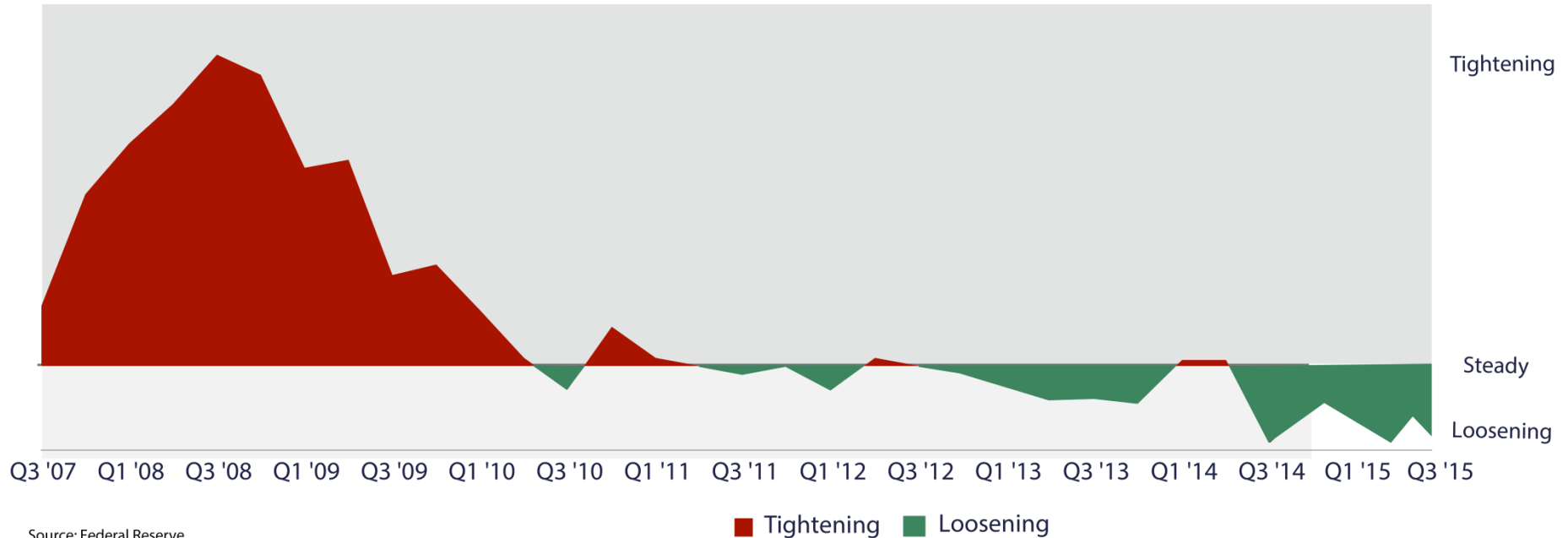


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# Credit Conditions

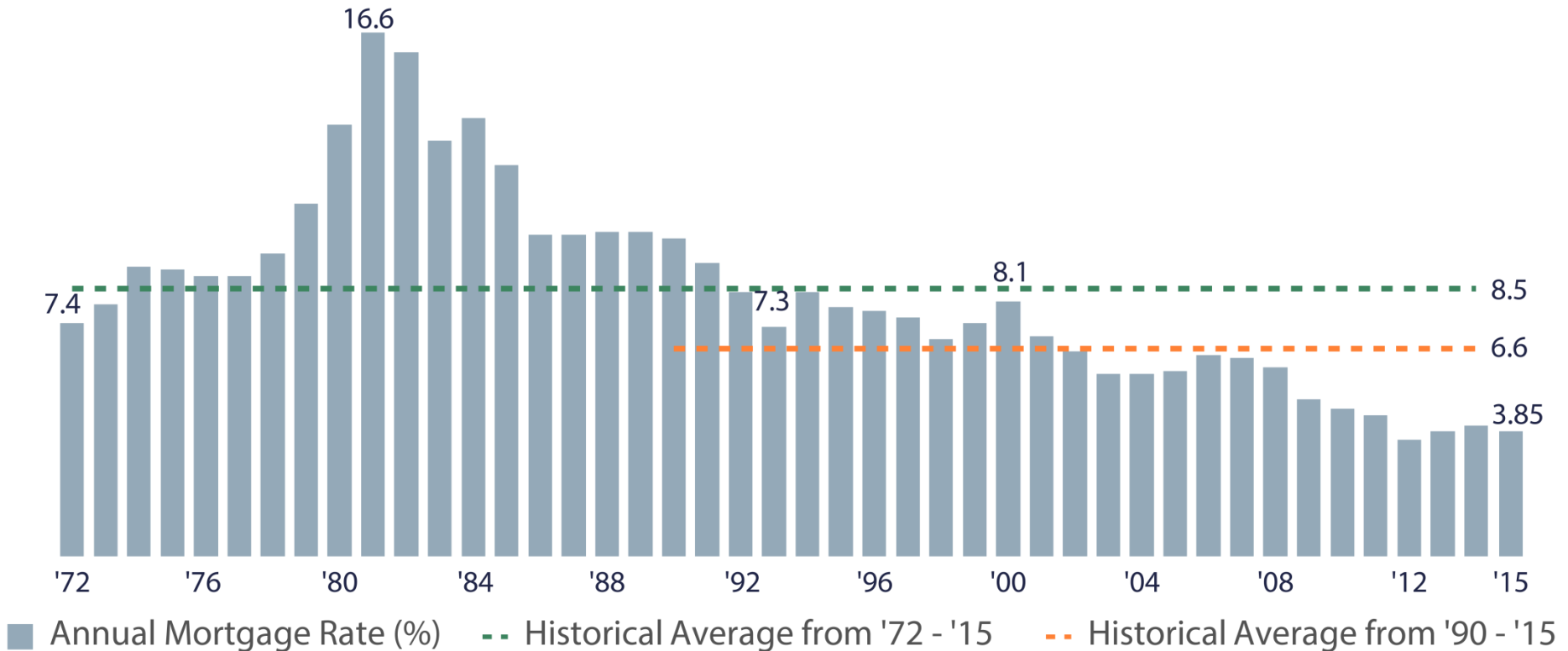


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# Mortgage Rates - Annual



Source: Freddie Mac

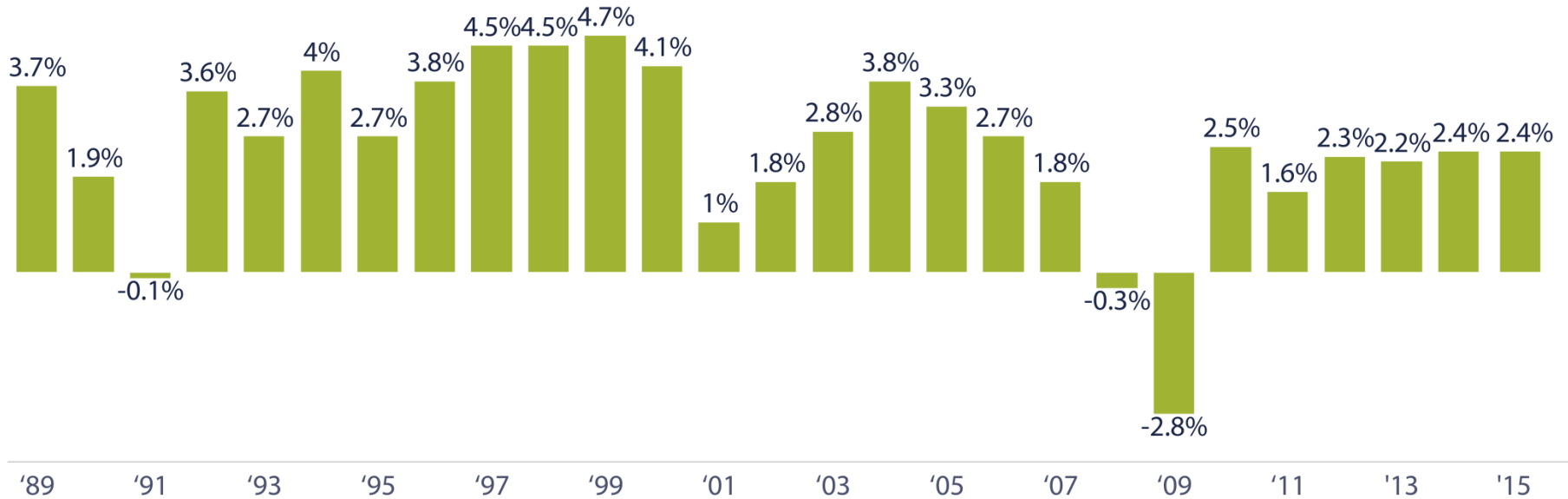


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# Gross Domestic Product - Annual



Source: BEA

■ Real GDP Year-over-Year Change (Percentage)

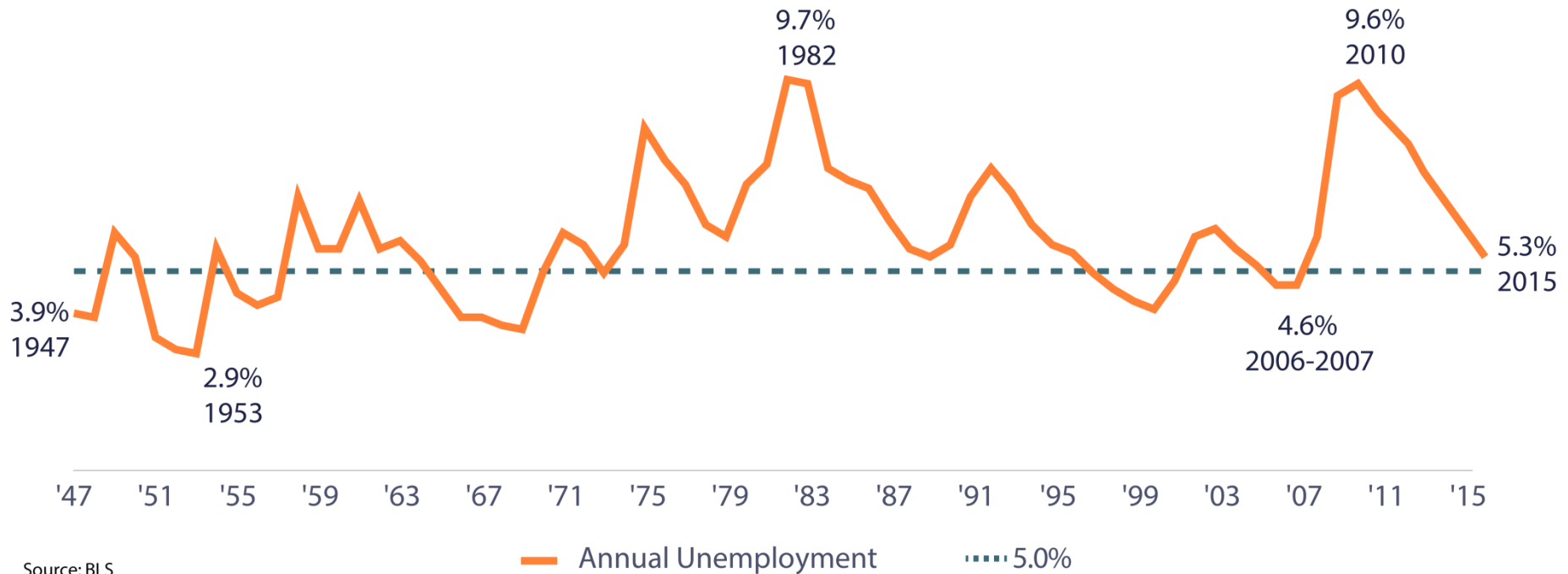


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# Unemployment - Annual

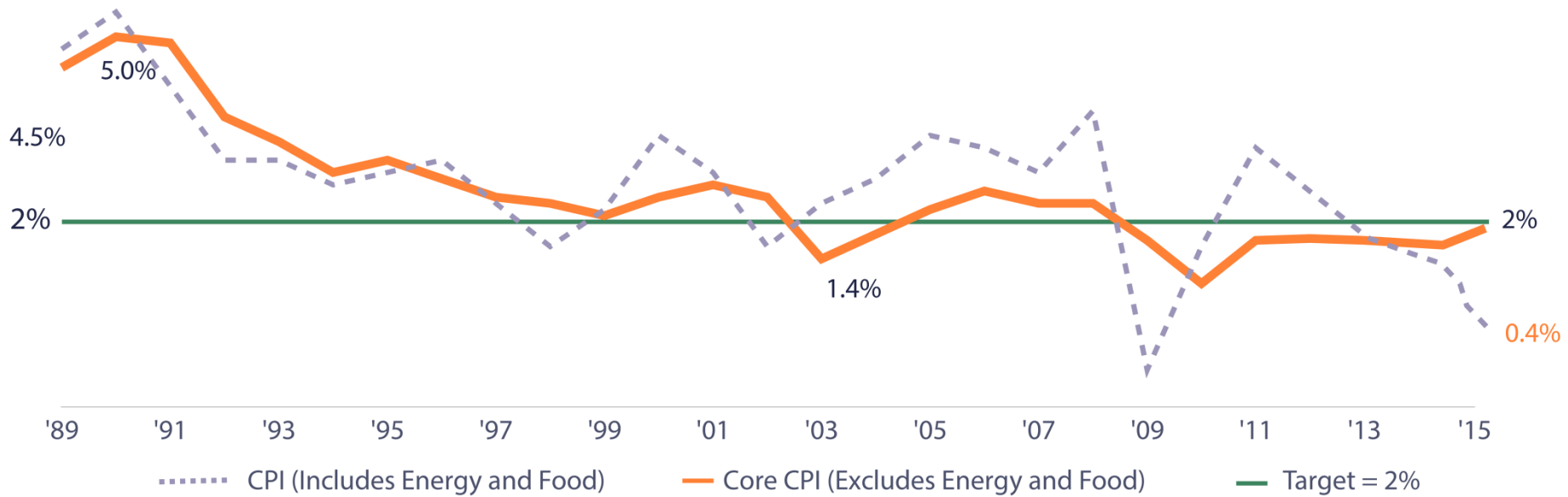


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# Inflation - Annual



Source: BEA