

CONCLUSION

With reports of real estate “bubbles” in other markets across the country during the past year, the Houston market sets itself apart from the rest. Steady sales price appreciation and increased home sales activity continue to provide the best of both worlds for home buyers and home sellers. Sellers are able to make a profit when selling their home, while first-time home buyers, which made up 50% of the buyers in our survey, and those looking to move up are still able to find plenty of affordable options.

Nearly three-quarters of sellers and nearly 60% of buyers were represented by a REALTOR® when involved in a real estate transaction. With the expectation for further growth in the Houston market, both buyers and sellers cited market knowledge as the most important reason they chose their REALTOR®. Additionally, 89% of home sellers and 68% of home buyers would use a REALTOR® again, which reflects the overall level of client satisfaction with real estate professionals in the region.

The 2005 Houston Association of REALTORS® Survey of Home Sellers & Buyers provides information and guidance to REALTORS® and other real estate professionals about the client satisfaction levels with various aspects of the real estate transaction. The results of this survey will help REALTORS® improve their products and services so that they may better serve home buyers and home sellers in the greater Houston real estate market.