

Metro Atlanta New Home Buyer Survey

CONDUCTED BY VIASEARCH, INC.

Dear New Home Buyer,

As one of metro Atlanta's recent new home buyers, you have been selected to share your honest opinions concerning your new home and the buying process. Your responses will have a major impact on the Atlanta housing industry. The information you provide will help Atlanta's home builders and sellers better understand buyer's needs and will lead to higher levels of customer satisfaction. This survey is **completely anonymous** and all answers will be used in statistical combination with others to generate buyer preference profiles. Your name and address will not be used for any other purpose. Please take a few moments to fill out the survey, place it in the pre-addressed, **postage paid** envelope and drop it in the mail.

In appreciation for your time, we hope you will take advantage of the enclosed coupon provided by Chick-fil-A®.

Thank you in advance for your participation!

Please tell us about your new home...

You may use PEN or PENCIL.
Please check boxes & fill in bubbles.

1) Please list the county and zip code of your new home.

County _____

Zip Code _____

2) What is the name of your neighborhood?

3) What was the final price of your home?

4) Was this home purchase your...

1. 1st home? 3. 3rd home?
2. 2nd home? 4. 4th or greater?

5) Did you...

1. Contract to build?
2. Buy a home already under construction or completed?

If you checked #2, at what stage?

1. Foundation 3. Sheetrock
2. Framing 4. Completed

6) What is the approximate heated square footage of your new home?

Compared to your previous home was this...

1. more 3. same
2. less 4. N/A

7) Does/did your community have a model home?

1. Yes 2. No

How many model homes? _____

8) What influence did the model home have on your decision to purchase in this community?

NOT INFLUENTIAL 1 2 3 4 5 EXTREMELY INFLUENTIAL

9) Was the floor plan you purchased the same as the model home floor plan?

1. Yes 2. No

10) Please check the feature that applies to your home and on a scale of 1-5 rate that features importance by filling in the appropriate number.

EXAMPLE:

Foundation

1. basement
2. crawl space
3. slab

NOT IMPORTANT 1 2 3 4 5 MUST HAVE/ CRITICAL

This example assumes your basement was critical to your buying decision.

EXTERIOR

Lot size

1. 1/4 acre or less
2. over 1/4 to 1/2 acre
3. over 1/2 to 1 acre
4. more than 1 acre

NOT IMPORTANT 1 2 3 4 5 MUST HAVE/ CRITICAL

House plan (excluding basement)

1. 1 level ranch 4. 1-1/2 story
2. split level 5. 2 story
3. split foyer 6. 3 story

Front elevation materials (select all that apply)

1. brick 1 2 3 4 5
2. siding 1 2 3 4 5
3. stacked stone 1 2 3 4 5
4. stucco 1 2 3 4 5
5. cedar shake 1 2 3 4 5

If brick, how many sides of your home are brick?

1. 1 side brick 3. 4 sides brick
2. 3 sides brick 4. N/A

Siding Type (if applicable) 1 2 3 4 5

1. vinyl siding
2. fiber cement (i.e. Hardiplank™)

Porches/Decks (select all that apply)

1. front porch 1 2 3 4 5
2. screened porch 1 2 3 4 5
3. rear deck 1 2 3 4 5
4. patio 1 2 3 4 5

Garage size 1 2 3 4 5

1. 1 car 3. 3 car
2. 2 car 4. 4 car or more

Garage entry 1 2 3 4 5

1. drive under 4. detached
2. side entry 5. rear entry
3. front entry

INTERIOR - Kitchen

Kitchen floors

1. hardwood 3. tile
2. vinyl

Cabinet finish

1. white 3. dark stain
2. light stain 4. pickled

Kitchen sink

1. porcelain 3. molded hard surface
2. stainless steel

please continue on next page

Kitchen counters ① ② ③ ④ ⑤

1. laminate surface 3. tile surface
2. molded hard surface 4. granite

Kitchen fixtures ① ② ③ ④ ⑤

1. brass 3. molded plastic
2. stainless

Kitchen island ① ② ③ ④ ⑤

1. island w/ working surface only
2. island w/ sink
3. island w/ stove
4. island w/ sink & stove
5. no island

INTERIOR - Living Spaces

Entry NOT IMPORTANT MUST HAVE/CRITICAL
① ② ③ ④ ⑤

1. 1-story
2. 2-story
3. split

Family room ceiling ① ② ③ ④ ⑤

1. volume (*vault, cathedral, 2-story*)
2. non-volume (*same as rest of main level*)

Main level ceiling height ① ② ③ ④ ⑤

1. 8' 3. 10'
2. 9' 4. over 10'

Dining areas (select all that apply)

1. formal dining ① ② ③ ④ ⑤
2. casual dining ① ② ③ ④ ⑤
3. breakfast area ① ② ③ ④ ⑤

Living areas (select all that apply)

1. formal living room ① ② ③ ④ ⑤
2. family room ① ② ③ ④ ⑤
3. study/library ① ② ③ ④ ⑤
4. keeping/hearth room ① ② ③ ④ ⑤
5. media room ① ② ③ ④ ⑤

Foundation ① ② ③ ④ ⑤

1. basement 3. slab
2. crawl space

Bonus space ① ② ③ ④ ⑤

1. unfinished
2. finished
3. both unfinished & finished

INTERIOR - Bedrooms & Baths

Number of bedrooms NOT IMPORTANT MUST HAVE/CRITICAL
① ② ③ ④ ⑤

1. 2 3. 4
2. 3 4. 5 or more

How do you use your spare bedroom(s)?

1. guest 3. office
2. playroom

Master bedroom location ① ② ③ ④ ⑤

1. upstairs 2. main level

Master closet location ① ② ③ ④ ⑤

1. off bedroom and bath
2. off bedroom
3. off bath

Master bedroom extras (select all that apply)

1. sitting area ① ② ③ ④ ⑤
2. fireplace ① ② ③ ④ ⑤

Number of baths ① ② ③ ④ ⑤

1. 2 4. 3-1/2
2. 2-1/2 5. 4
3. 3 6. more than 4

Master bath fixtures ① ② ③ ④ ⑤

1. brass 2. stainless

Master tub ① ② ③ ④ ⑤

1. standard size
2. over-sized, non-jetted
3. jetted whirlpool

Laundry location ① ② ③ ④ ⑤

1. upstairs 3. basement/garage
2. main level

INTERIOR - Home Systems

Alarm system NOT IMPORTANT MUST HAVE/CRITICAL
① ② ③ ④ ⑤

1. pre-wired 3. none
2. installed

11) Was your home pre-wired for networking/media?

1. Yes 2. No

How important was this in your decision to buy?

NOT IMPORTANT MUST HAVE/CRITICAL
① ② ③ ④ ⑤

12) Which of the following, if any, did you upgrade? (check all that apply)

1. no upgrades 5. appliances
2. carpet/padding 6. lighting
3. other flooring 7. landscaping
4. cabinets 8. other

13) What was the approximate total cost of your upgrades? (check one)

1. under \$2,500 4. \$10,001-20,000
2. \$2,501-5,000 5. Over \$20,000
3. \$5,001-10,000

14) Is your community swim/tennis?

1. Yes 2. No

How important was this in your decision to buy?

NOT IMPORTANT MUST HAVE/CRITICAL
① ② ③ ④ ⑤

15) Would you have considered a community without swim/tennis?

1. Yes 2. No

16) How important were the following in your buying decision?

- Proximity to work ① ② ③ ④ ⑤
Proximity to shopping ① ② ③ ④ ⑤
County and/or city taxes ① ② ③ ④ ⑤
Schools ① ② ③ ④ ⑤
Community pool ① ② ③ ④ ⑤
Sidewalks ① ② ③ ④ ⑤
Playground ① ② ③ ④ ⑤
Tennis courts ① ② ③ ④ ⑤
Golf course ① ② ③ ④ ⑤
Clubhouse ① ② ③ ④ ⑤
Gated Entrance ① ② ③ ④ ⑤
Builder reputation ① ② ③ ④ ⑤
Roofing warranty ① ② ③ ④ ⑤
Siding warranty ① ② ③ ④ ⑤
Systems warranty ① ② ③ ④ ⑤
Structural warranty ① ② ③ ④ ⑤

17) Please force rank the following reasons for buying in your particular community, where "1" was the most important reason and "5" was the least important. (use each number only once)

- ___ Price
___ Community appeal
___ Community amenities
___ Proximity to work
___ Schools

18) Please force rank the following reasons for buying your particular home, where "1" was the most important reason and "5" was the least important. (use each number only once)

- ___ Lot
___ Exterior
___ Kitchen/eating areas
___ Family room/living areas
___ Bedrooms & Baths

19) Regarding the expectations your builder set at the beginning of the sales process, which of the following is true?

1. My builder *did not meet* those expectations
2. My builder *met* those expectations
3. My builder *exceeded* those expectations

20) How long have you been living in your home?

1. 1-3 mths. 3. 7-9 mths.
2. 4-6 mths. 4. over 9 mths.

21) Was your home complete at closing?

1. Yes 2. No

22) Approximately how many times have you requested service from your builder or your builder's service/repair dept.?

of times _____

23) How satisfied are you with the timely attention and follow-up of the builder/warranty department?

NOT AT ALL SATISFIED EXTREMELY SATISFIED
① ② ③ ④ ⑤

24) How satisfied have you been with the quality of repair work by the builder/warranty department?

NOT AT ALL SATISFIED EXTREMELY SATISFIED
① ② ③ ④ ⑤

25) Would you recommend your builder to a friend?

1. Yes, absolutely
2. Yes, with reservations
3. No

Builder Name/Company: _____

26) What one thing would you most want to change about your new home?

Please tell us about your shopping process...

27) How long did you actively shop for your new home?

1. Less than 1 mth. 3. 4-6 mths.
 2. 1-3 mths. 4. over 6

28) How many different new home sales centers or communities did you visit before purchasing your new home?

1. Fewer than 5 3. 11-20
 2. 5-10 4. more than 20

29) Did you use a Real Estate Agent in your shopping process?

1. Yes 2. No

30) Did the Agent help you find the community in which you bought your new home?

1. Yes 2. No 3. N/A

31) What overall effect did the builder's on-site representative have on your decision to purchase? (check one)

1. Negative 2. Neutral 3. Positive

32) Was the builder's on-site representative... (fill in the appropriate number)

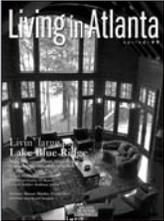
- | | NOT AT ALL | 1 | 2 | 3 | 4 | 5 | EXTREMELY |
|----------------|------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| aggressive? | | <input type="checkbox"/> |
| honest? | | <input type="checkbox"/> |
| knowledgeable? | | <input type="checkbox"/> |
| responsive? | | <input type="checkbox"/> |

33) What were you looking for in new home advertisements? (fill in the appropriate number)

- | | | | | | |
|-----------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Pictures of product | <input type="checkbox"/> |
| Pictures of amenities | <input type="checkbox"/> |
| Lifestyle | <input type="checkbox"/> |
| Floor plans | <input type="checkbox"/> |
| Location | <input type="checkbox"/> |
| Written directions | <input type="checkbox"/> |
| Map | <input type="checkbox"/> |
| Schools | <input type="checkbox"/> |
| Builder | <input type="checkbox"/> |
| Special incentives | <input type="checkbox"/> |
| Price | <input type="checkbox"/> |

34) Did you use Print resources in your shopping process (magazine style publications)? 1. Yes 2. No

35) How useful were the following resources in your shopping process? (fill-in the appropriate number)
 1 = not useful/did not use 2 = somewhat useful 3 = useful 4 = very useful 5 = extremely useful



Atlanta Business Chronicle's
Living in Atlanta
PRINT PUBLICATION

1 2 3 4 5



AJC Real Estate *Saturday*
(Atlanta Newspaper)
PRINT PUBLICATION

1 2 3 4 5



AJC *Sunday* HomeFinder
(Atlanta Newspaper)
PRINT VERSION

1 2 3 4 5

AJCHomefinder.com
ONLINE VERSION

1 2 3 4 5



Communities
Magazine
PRINT VERSION

1 2 3 4 5

AtlantaCommunities.com
ONLINE VERSION

1 2 3 4 5



Harmon Homes
PRINT VERSION

1 2 3 4 5

HarmonHomes.com
ONLINE VERSION

1 2 3 4 5



Home Solutions
PRINT PUBLICATION

1 2 3 4 5



New Home Guide
PRINT VERSION

1 2 3 4 5

NewHomeGuide.com
ONLINE VERSION

1 2 3 4 5

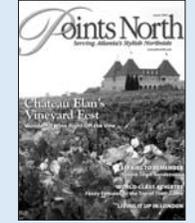


New Homes America
PRINT VERSION

1 2 3 4 5

AtlantaNewHomesAmerica.com
ONLINE VERSION

1 2 3 4 5



Points North Magazine
PRINT PUBLICATION

1 2 3 4 5



The Real Estate Book
PRINT VERSION

1 2 3 4 5

RealEstateBook.com
ONLINE VERSION

1 2 3 4 5

- | | | | | | |
|--------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Neighbor Newspapers | <input type="checkbox"/> |
| Comcast Real Estate On Demand | <input type="checkbox"/> |
| Atlanta's Best New Homes/TV | <input type="checkbox"/> |
| Radio Ads | <input type="checkbox"/> |
| Directional Signs | <input type="checkbox"/> |
| Billboards | <input type="checkbox"/> |
| Direct Mail | <input type="checkbox"/> |
| Referral by Friend or Relative | <input type="checkbox"/> |

Other shopping resources: _____

36) If you moved from outside metro Atlanta, how useful were the following relocation resources in your moving process?



37) Did you use the internet in your shopping process? 1. Yes 2. No

38) How useful were the following web sites?

1 = not useful/did not use 2 = somewhat useful 3 = useful 4 = very useful 5 = extremely useful

AtlantaNewHomesDirectory.com 1 2 3 4 5

Homes.com 1 2 3 4 5

HomeGain.com 1 2 3 4 5

iNest.com 1 2 3 4 5

Move.com (formerly HomeBuilder.com) 1 2 3 4 5

Realtor.com 1 2 3 4 5

AOL Real Estate 1 2 3 4 5

MSN Real Estate 1 2 3 4 5

Yahoo Real Estate 1 2 3 4 5

Search Engines (i.e. Google.com) 1 2 3 4 5

Specific Builder/Community web sites
1 2 3 4 5

(list) _____

Specific Realtor web sites
1 2 3 4 5

(list) _____

Please tell us about yourself...

39) Which of the following best describes your situation when you bought your new home?

1. Relocating from outside Metro Atlanta

City _____ State _____

2. Moving from inside Metro Atlanta

County _____ Zip _____

If you relocated from outside Metro Atlanta in the past year...

1. did you use a corporate relocation service? 1. Yes 2. No

2. did you rent before buying your new home? 1. Yes 2. No

40) Which of the following played a role in the purchase of your new home?
(check all that apply)

1. Needed more space 4. Better schools 7. Retirement

2. Needed less space 5. Closer to family 8. Investment

3. Job change 6. Change in family status

41) Which of the following best describes your household?

1. Single, no children at home 3. Couple, no children at home

2. Single, with children at home 4. Couple, with children at home

42) If a couple, are you both employed? 1. Yes 2. No

43) If employed, do either of you work from home?

1. Yes, full-time 2. Yes, part-time 3. No

44) What is the longest average one-way work commute for your household?

1. 0-15 minutes 3. 31-45 minutes 5. longer than an hour

2. 16-30 minutes 4. 46-60 minutes

45) Which best describes head of household age?

1. 18-24 2. 25-34 3. 35-44 4. 45-54 5. 55-64 6. 65+

46) If over 55 years of age, which best describes the community in which you purchased your new home?

1. Active Adult / Age Restricted Community (55+)

2. Active Adult / Age Targeted Community (No Age Restriction)

3. Neither of the above

47) How many children do you currently have living at home?

1. 1 2. 2 3. 3 4. 4 or more 5. N/A

48) In which of the following age groups do you have children living at home? (check all that apply)

1. 5 yrs. & under 2. 6-11 yrs. 3. 12-18 yrs. 4. over 18