



Our recent research at 1000WATT tells us that **consumer sentiment on this issue is malleable and volatile.** People have just been blitzed with “NAR agrees to slash commissions” headlines that may ignite mass consumer price sensitivity. But behavioral inertia is strong, and it’s a long way from a headline to the very personal and very serious decision to get help buying a home.

**-Brian Boero, Co-Founder, 1000WATT**

CONFUSION LEADS TO **FEAR**

FEAR LEADS TO **PANIC**

PANIC LEADS TO **PARALYSIS**

# Which of the Following Statements Do You Agree With Most?

76%

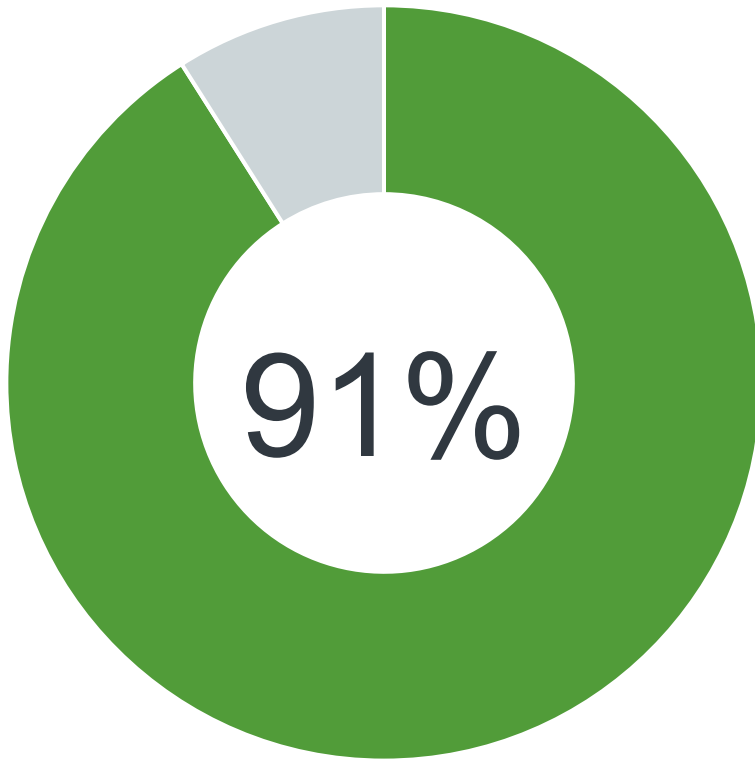


When you buy a home, you should definitely have someone who represents your interests during the whole process.

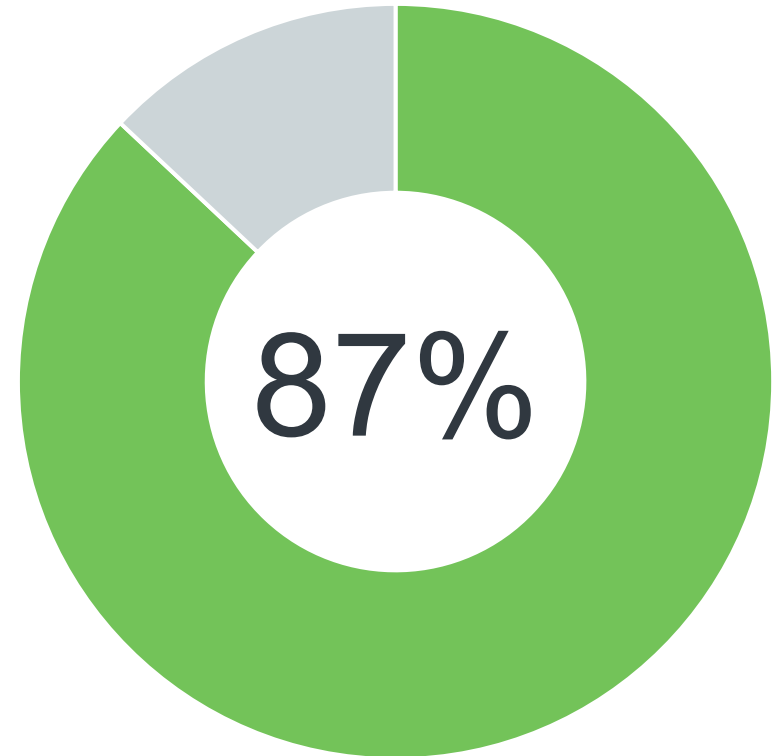
24%



Buying a home is something you can do mostly on your own, perhaps just with a lawyer to help with the paperwork.



Of respondents agree  
"It would be **very stressful**  
to navigate the home buying  
process without a real estate  
agent or broker."



Of respondents believe  
"A real estate agent or broker  
is **an essential, trusted**  
**advisor** for a homebuyer."

Most agents know  
what's happening.

Good agents understand  
what's happening.

Great agents can explain  
what's happening.