

Questionnaire to real estate agents in Dublin

April 2017

Good morning and thank you for receiving us today.

We are French students in real estate. We come from Paris. We are in Dublin for a couple of days and we would like to ask you some questions about your work. It will help us get a global vision of the real estate market and it would be a privileged moment for us to talk to you.

The questionnaire shouldn't take more than 15 minutes of your time. Thank you for your help.

A. Information about your agency.

1. When was your agency created? -----
2. What activities are done in your agency?
 - Sales
 - Lettings / renting
 - Co-ownership management
 - Other (please specify)
3. How many members of staff work in your agency (including you)?
 - 1
 - 2 to 5
 - 6 to 15
 - 16 and more
4. Are you a member of an association or national network of real estate agents?
 - Yes
 - No

B. Information about the goods you deal with.

1. Which type of goods do you sell most?
 - Flats
 - Detached houses
 - Semi-detached houses
 - Terraced houses
 - Commercial premises
 - Other (please specify)
2. How many properties do you currently have in your listings? -----
3. How many properties enter your listings every month? -----
4. How long does it take you on average to sell a property? -----
5. What is the yearly turnover of your agency? -----

C. Prices in Dublin

1. In what way have prices evolved in the past year in your area of Dublin ?
 - Prices have gone up
 - Prices have remained stable
 - Prices have gone down

• In the sales department

2. On average, what is the selling price for a two-bedroom house? -----
3. On average, what is the selling price for a two-bedroom flat? -----

• In the rental department

4. On average, what is the renting price for a two-bedroom house? -----
5. On average, what is the renting price for a two-bedroom flat? -----
6. How much is the most expensive good in your agency? What is it like?

7. What is the price of the most expensive good that you have sold? What was it like?

D. Dublin real estate market

1. How would you describe the level of competition in the area around your agency?
 - Not important at all
 - Not too important
 - Somewhat important
 - Very important

2. How many competitors are there in your catchment area?
3. Who is your most important competitor in your catchment area?
4. Do you have relationships with the other agencies around you? If so, please explain.

E. Information about your clients

1. In what age group is the typical client of your agency?
 - Under 30
 - 30 – 45
 - 45 - 60
 - Over 60 / retired
2. What occupational group does your typical client belong to?
 - High income / occupation
 - Intermediate income / occupation
 - Lower income / occupation
 - Retired
 - Unemployed
3. Are your typical clients
 - Single
 - Married couples
 - Families with children
 - Other

F. Communication

1. Do you have a website?
 - Yes
 - No
2. How often do you take part in real estate events?
 - Never
 - Sometimes
 - Often
 - Very often
3. Can you tell us which real estate events you take part in? -----

4. Which media do you use to promote your agency?
 - The internet
 - Flyers
 - TV
 - Radio
 - Ads in newspapers
 - Other
5. What means of communication do you use with prospects?
 - Mailshots
 - Telemarketing
 - Door-to-door
 - Other

Thank you for your time !