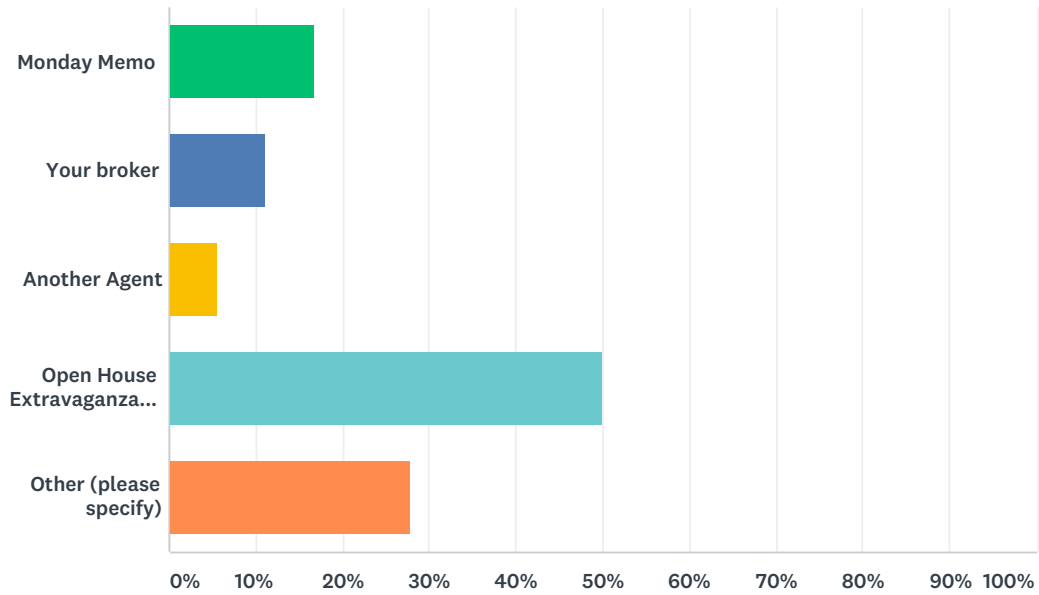


Q1 How did you hear about the Open House Extravaganza?

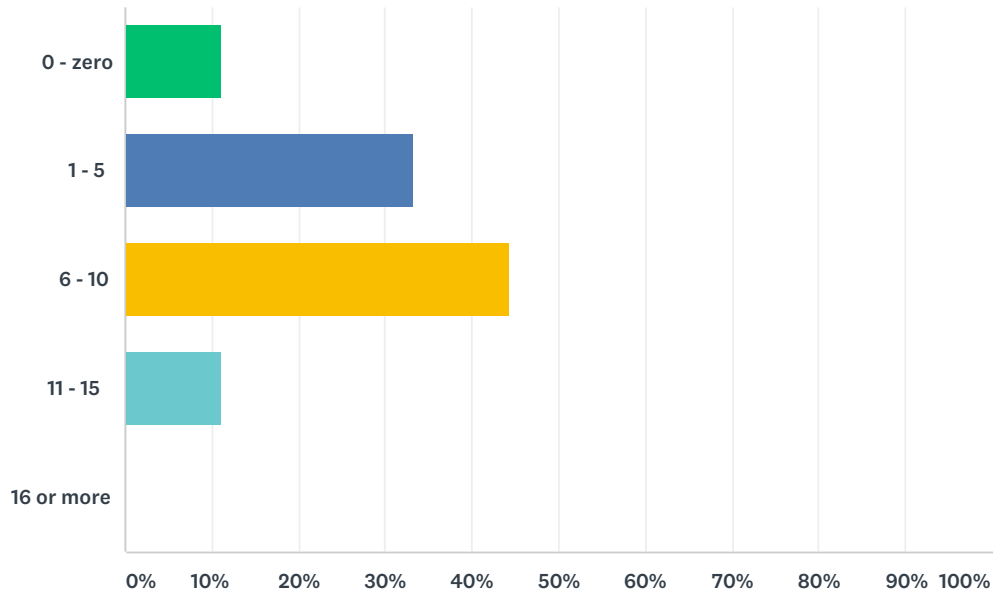
Answered: 18 Skipped: 0



ANSWER CHOICES	RESPONSES	
Monday Memo	16.67%	3
Your broker	11.11%	2
Another Agent	5.56%	1
Open House Extravaganza email from the LCAOR	50.00%	9
Other (please specify)	27.78%	5
Total Respondents: 18		

Q2 How many people attended your open house?

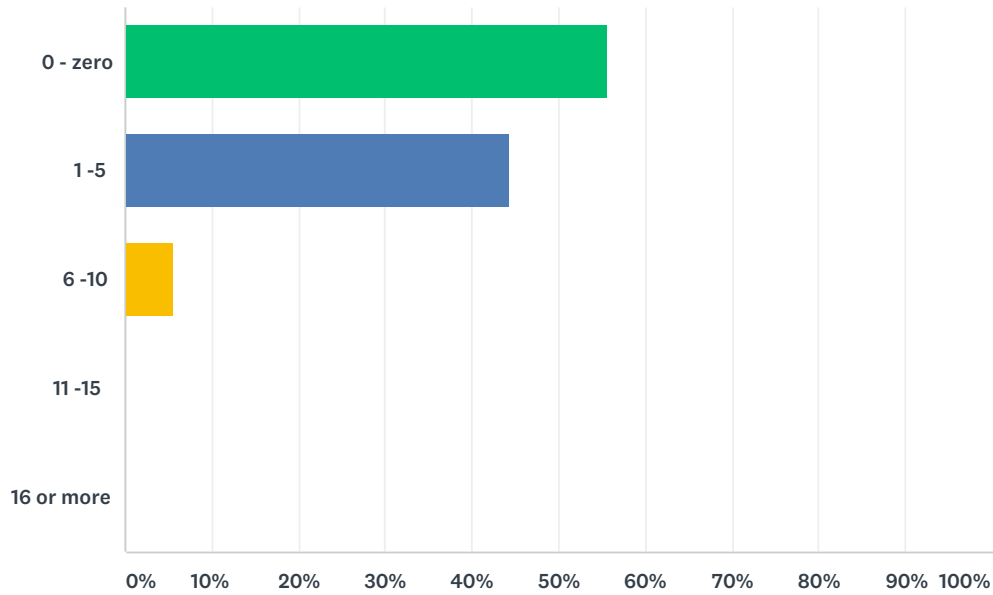
Answered: 18 Skipped: 0



ANSWER CHOICES	RESPONSES	
0 - zero	11.11%	2
1 - 5	33.33%	6
6 - 10	44.44%	8
11 - 15	11.11%	2
16 or more	0.00%	0
Total Respondents: 18		

Q3 How many of the people who attended were neighbors?

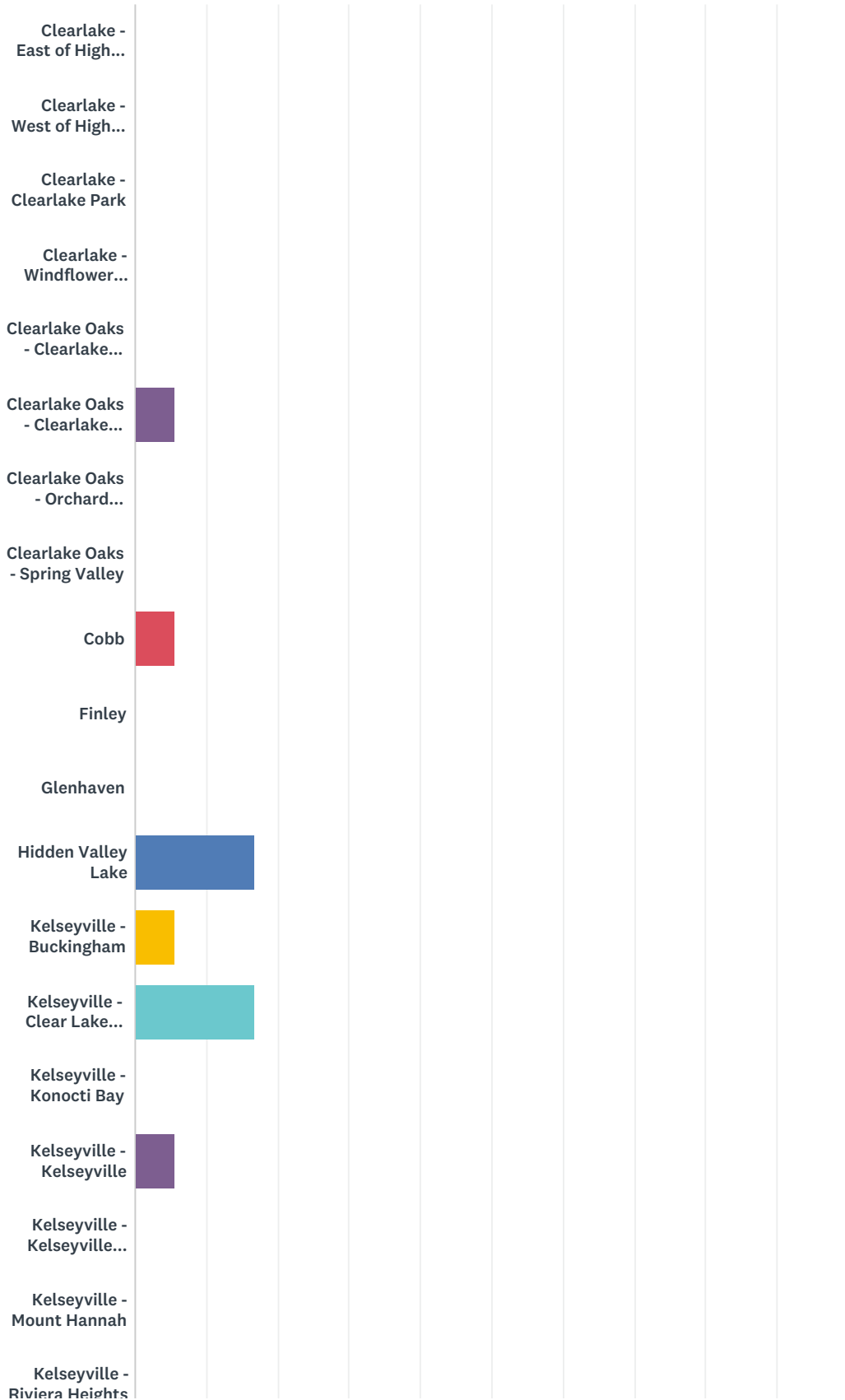
Answered: 18 Skipped: 0

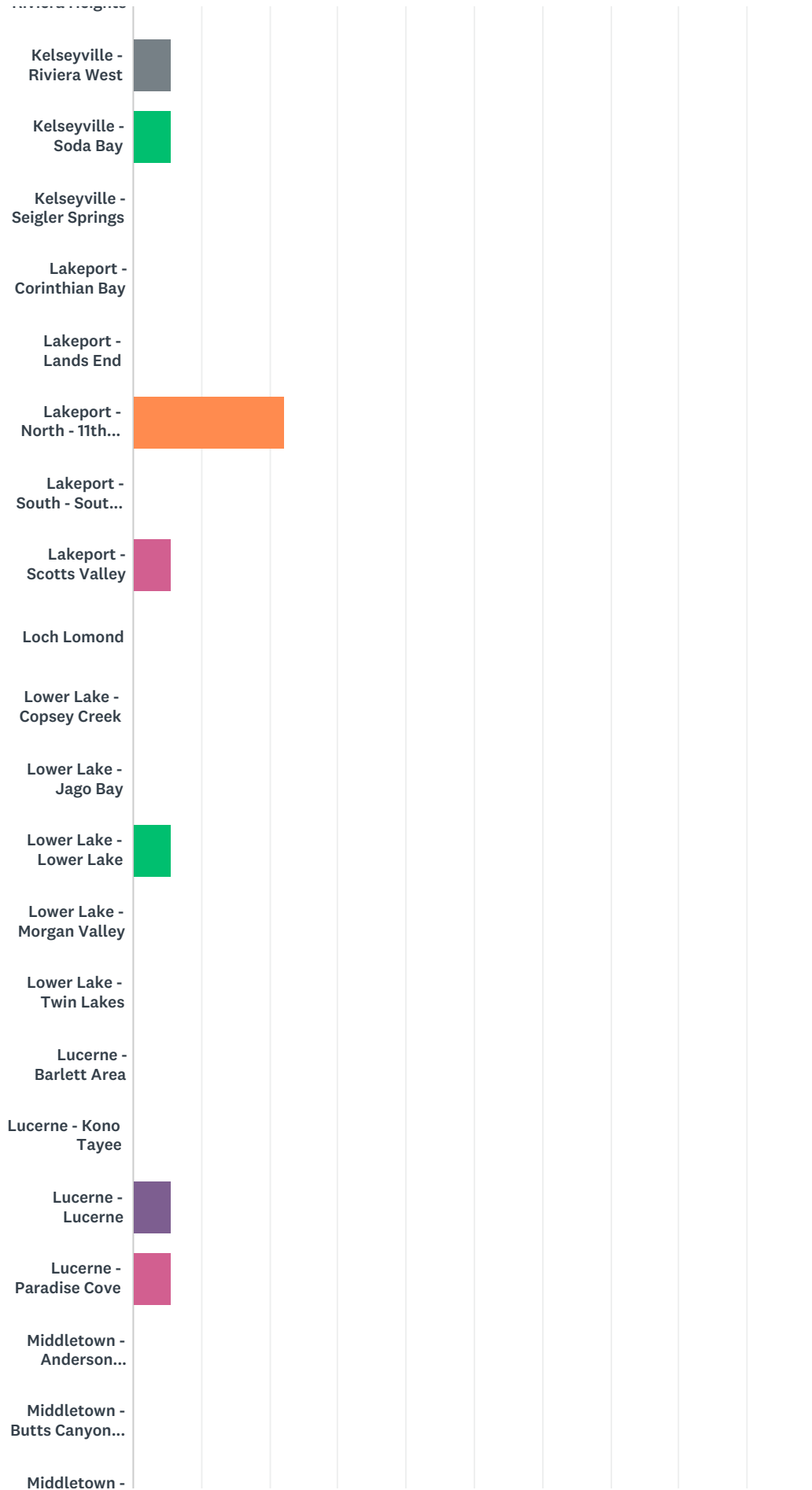


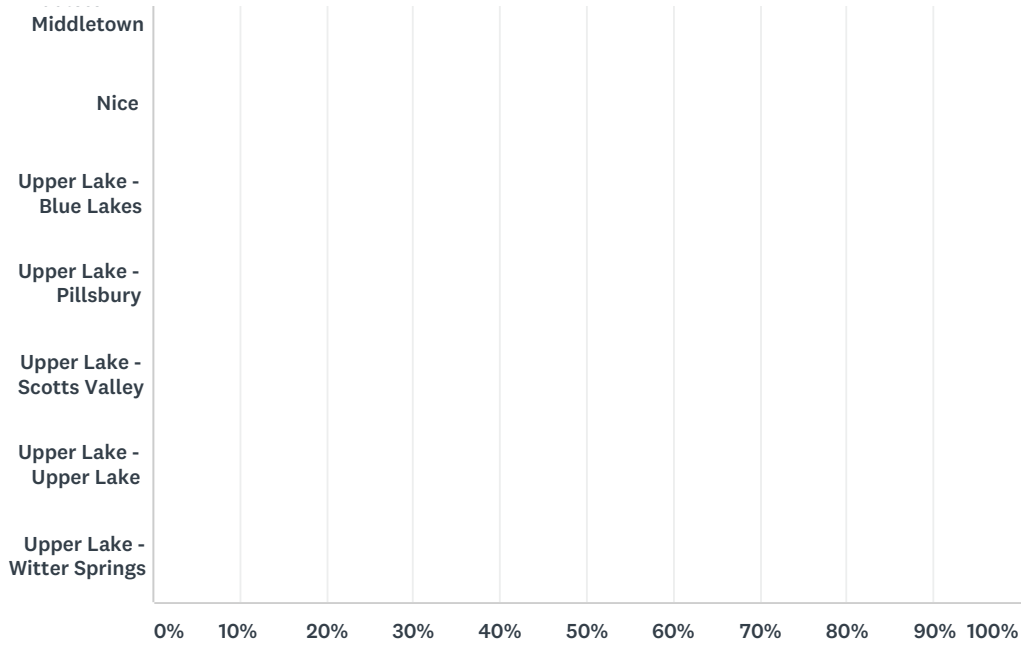
ANSWER CHOICES	RESPONSES
0 - zero	55.56% 10
1 -5	44.44% 8
6 -10	5.56% 1
11 -15	0.00% 0
16 or more	0.00% 0
Total Respondents: 18	

Q4 Where was the house located?

Answered: 18 Skipped: 0





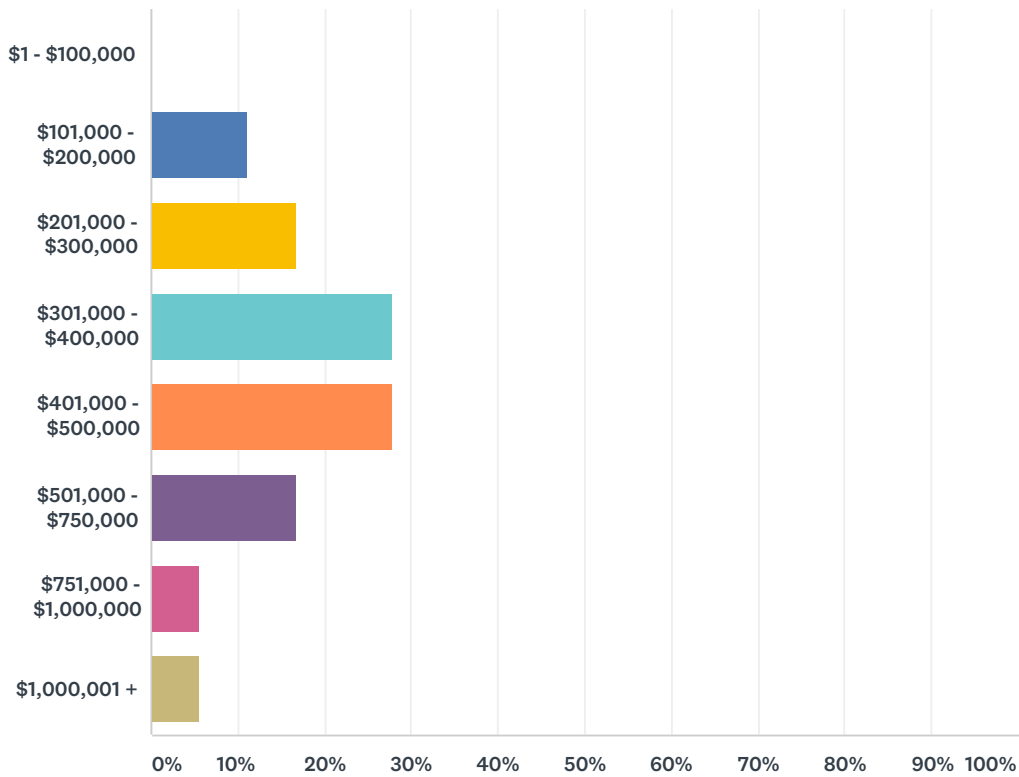


ANSWER CHOICES	RESPONSES	
Clearlake - East of Highway 53	0.00%	0
Clearlake - West of Highway 53	0.00%	0
Clearlake - Clearlake Park	0.00%	0
Clearlake - Windflower Point	0.00%	0
Clearlake Oaks - Clearlake Keys	0.00%	0
Clearlake Oaks - Clearlake Oaks	5.56%	1
Clearlake Oaks - Orchard Shores	0.00%	0
Clearlake Oaks - Spring Valley	0.00%	0
Cobb	5.56%	1
Finley	0.00%	0
Glenhaven	0.00%	0
Hidden Valley Lake	16.67%	3
Kelseyville - Buckingham	5.56%	1
Kelseyville - Clear Lake Riviera	16.67%	3
Kelseyville - Konocti Bay	0.00%	0
Kelseyville - Kelseyville	5.56%	1
Kelseyville - Kelseyville Proper	0.00%	0
Kelseyville - Mount Hannah	0.00%	0
Kelseyville - Riviera Heights	0.00%	0
Kelseyville - Riviera West	5.56%	1
Kelseyville - Soda Bay	5.56%	1

Kelseyville - Seigler Springs	0.00%	0
Lakeport - Corinthian Bay	0.00%	0
Lakeport - Lands End	0.00%	0
Lakeport - North - 11th Avenue or further North	22.22%	4
Lakeport - South - South of 11th Avenue	0.00%	0
Lakeport - Scotts Valley	5.56%	1
Loch Lomond	0.00%	0
Lower Lake - Copsy Creek	0.00%	0
Lower Lake - Jago Bay	0.00%	0
Lower Lake - Lower Lake	5.56%	1
Lower Lake - Morgan Valley	0.00%	0
Lower Lake - Twin Lakes	0.00%	0
Lucerne - Barlett Area	0.00%	0
Lucerne - Kono Tayee	0.00%	0
Lucerne - Lucerne	5.56%	1
Lucerne - Paradise Cove	5.56%	1
Middletown - Anderson Springs	0.00%	0
Middletown - Butts Canyon Road	0.00%	0
Middletown - Middletown	0.00%	0
Nice	0.00%	0
Upper Lake - Blue Lakes	0.00%	0
Upper Lake - Pillsbury	0.00%	0
Upper Lake - Scotts Valley	0.00%	0
Upper Lake - Upper Lake	0.00%	0
Upper Lake - Witter Springs	0.00%	0
Total Respondents: 18		

Q5 What was the listing price of the home that you showed at the Open House Extravaganza?

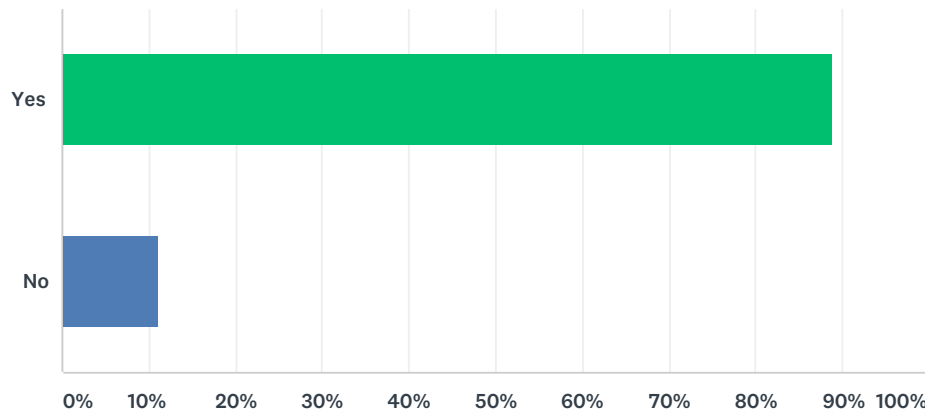
Answered: 18 Skipped: 0



ANSWER CHOICES	RESPONSES
\$1 - \$100,000	0.00% 0
\$101,000 - \$200,000	11.11% 2
\$201,000 - \$300,000	16.67% 3
\$301,000 - \$400,000	27.78% 5
\$401,000 - \$500,000	27.78% 5
\$501,000 - \$750,000	16.67% 3
\$751,000 - \$1,000,000	5.56% 1
\$1,000,001 +	5.56% 1
Total Respondents: 18	

Q6 Did you do any independent advertising for the open house (outside of the advertising that was provided by LCAOR)?

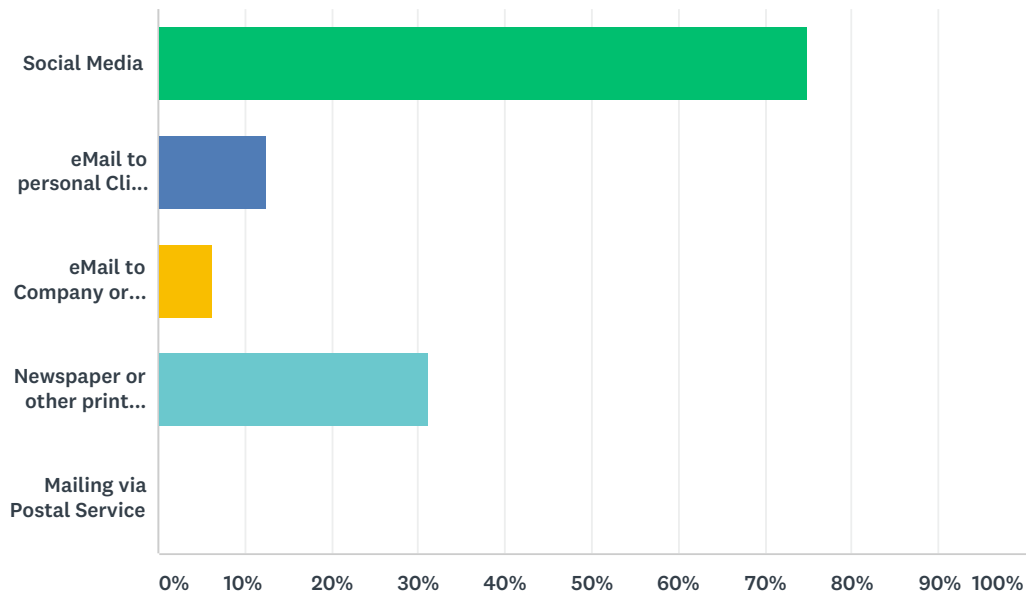
Answered: 18 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	88.89%	16
No	11.11%	2
TOTAL		18

Q7 If you answered Yes to the previous question, where did you independently advertise?

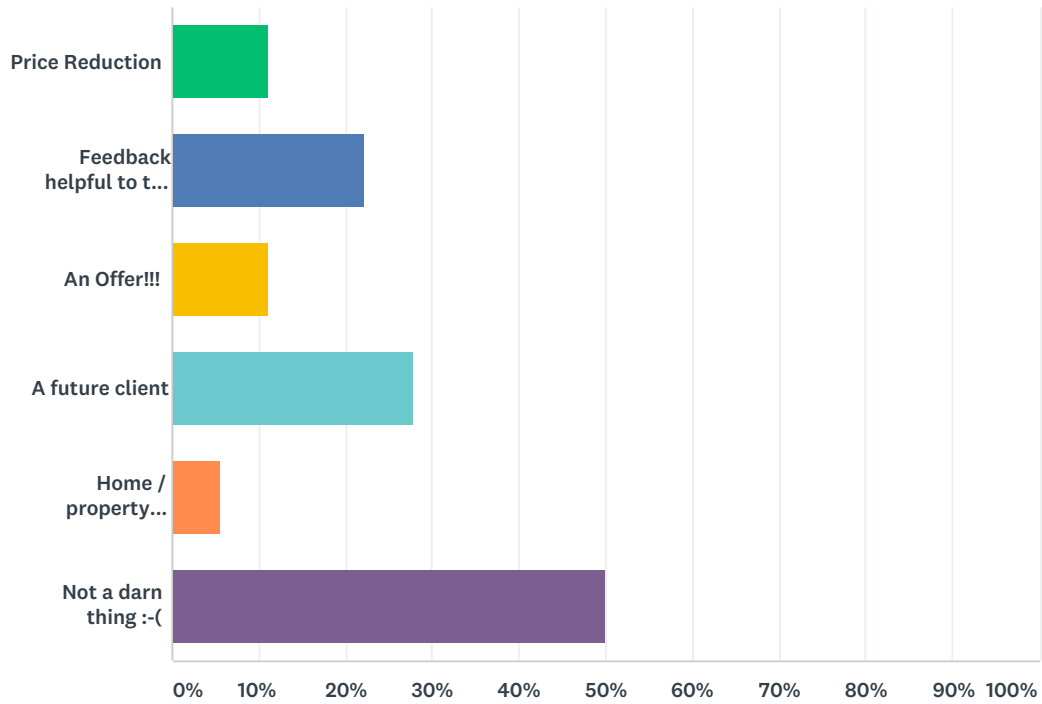
Answered: 16 Skipped: 2



ANSWER CHOICES	RESPONSES	
Social Media	75.00%	12
eMail to personal Client List	12.50%	2
eMail to Company or Purchased List of Clients	6.25%	1
Newspaper or other print media	31.25%	5
Mailing via Postal Service	0.00%	0
Total Respondents: 16		

Q8 What type of results did you get from your open house?

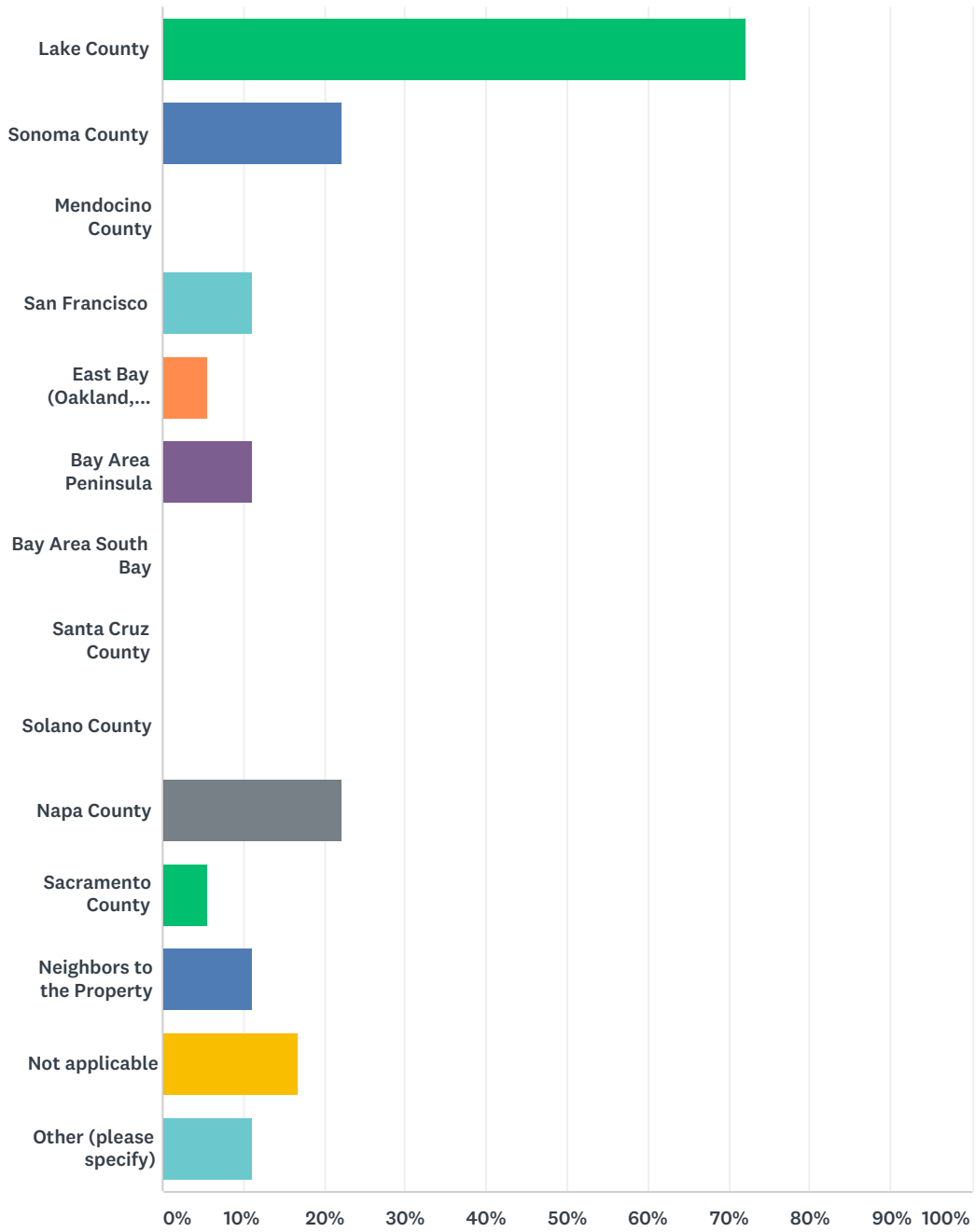
Answered: 18 Skipped: 0



ANSWER CHOICES	RESPONSES	
Price Reduction	11.11%	2
Feedback helpful to the seller	22.22%	4
An Offer!!!	11.11%	2
A future client	27.78%	5
Home / property cleanup	5.56%	1
Not a darn thing :(50.00%	9
Total Respondents: 18		

Q9 What area did the open house visitors come from (if you know)?

Answered: 18 Skipped: 0



ANSWER CHOICES	RESPONSES	
Lake County	72.22%	13
Sonoma County	22.22%	4
Mendocino County	0.00%	0
San Francisco	11.11%	2
East Bay (Oakland, Alameda, Fremont, Contra Costa, etc.)	5.56%	1

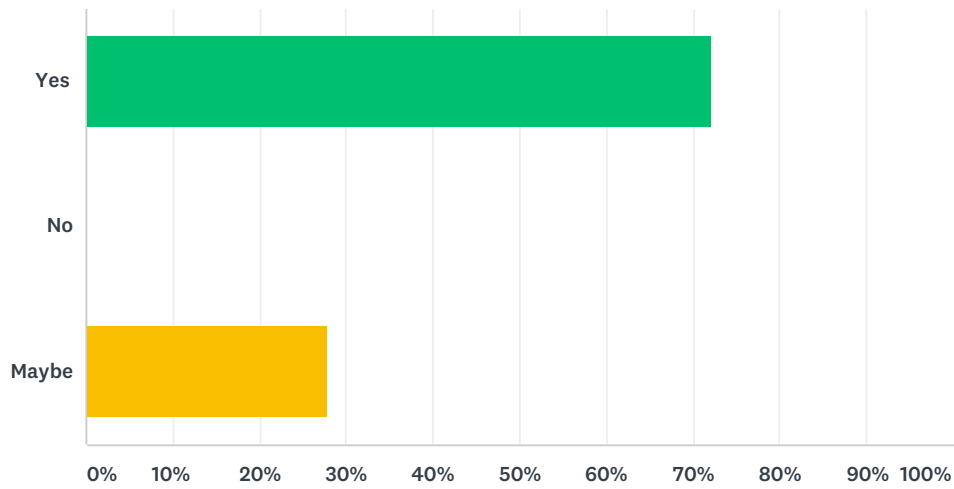
Bay Area Peninsula	11.11%	2
Bay Area South Bay	0.00%	0
Santa Cruz County	0.00%	0
Solano County	0.00%	0
Napa County	22.22%	4
Sacramento County	5.56%	1
Neighbors to the Property	11.11%	2
Not applicable	16.67%	3
Other (please specify)	11.11%	2
Total Respondents: 18		

Q10 What improvements can be made to the Open House Extravaganza?

Answered: 9 Skipped: 9

Q11 If you have a home that is available for the next Open House Extravaganza would you participate?

Answered: 18 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	72.22%	13
No	0.00%	0
Maybe	27.78%	5
TOTAL		18

Q10 What improvements can be made to the Open House Extravaganza?

Answered: 9 Skipped: 9

#	RESPONSES	DATE
1	Email blast to the neighbors, real estate agents, and to nearby cities	7/11/2018 11:29 AM
2	I thought that having less homes than our last open house extravaganza, actually helped this time.	7/9/2018 6:05 PM
3	this was a holiday wknd...	7/9/2018 5:32 PM
4	Can't think of any.	7/9/2018 5:11 PM
5	Saturday instead of Sunday	7/9/2018 4:17 PM
6	I am probably not using all the tools you already provide. I need to take advantage of all you do for us now before I can recommend anything new :)	7/9/2018 4:06 PM
7	I wish I knew!	7/9/2018 4:03 PM
8	Perhaps highlight properties away from the lake Incentive to buyers that venture out to see them I had a \$100 raffle/ refreshment poolside NADA Help!! the people that came loved the place How do we get realtors in area to show this property? Not One Showing since its been listed.	7/9/2018 4:01 PM
9	I suggested shared advertising the last time	7/9/2018 3:55 PM