



Buyers' and Sellers' Intentions

Multi Réso Survey



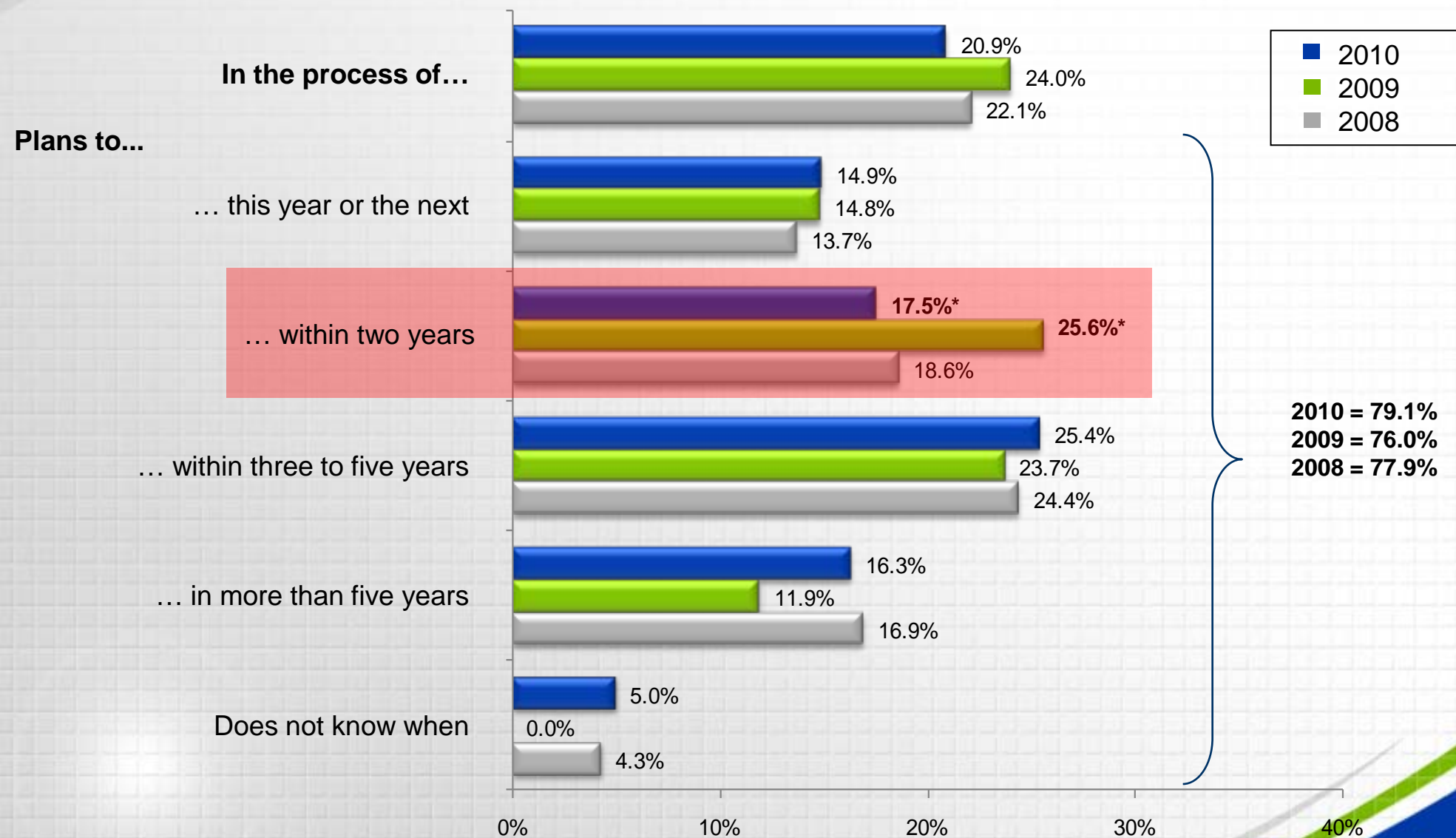
Methodology and Eligibility

- Telephone survey conducted from March 4 to 17, 2010, among 240 respondents in the Montréal Metropolitan Area, with a response rate of 42.7% and margin of error of 6.6%, 19 times out of 20
 - To be eligible for the survey, respondents had to meet the following criteria:
 - ◆ Must be currently in the process of buying or selling a residential property;
- OR
- ◆ Must be planning to buy or sell a residential property in the next few years.

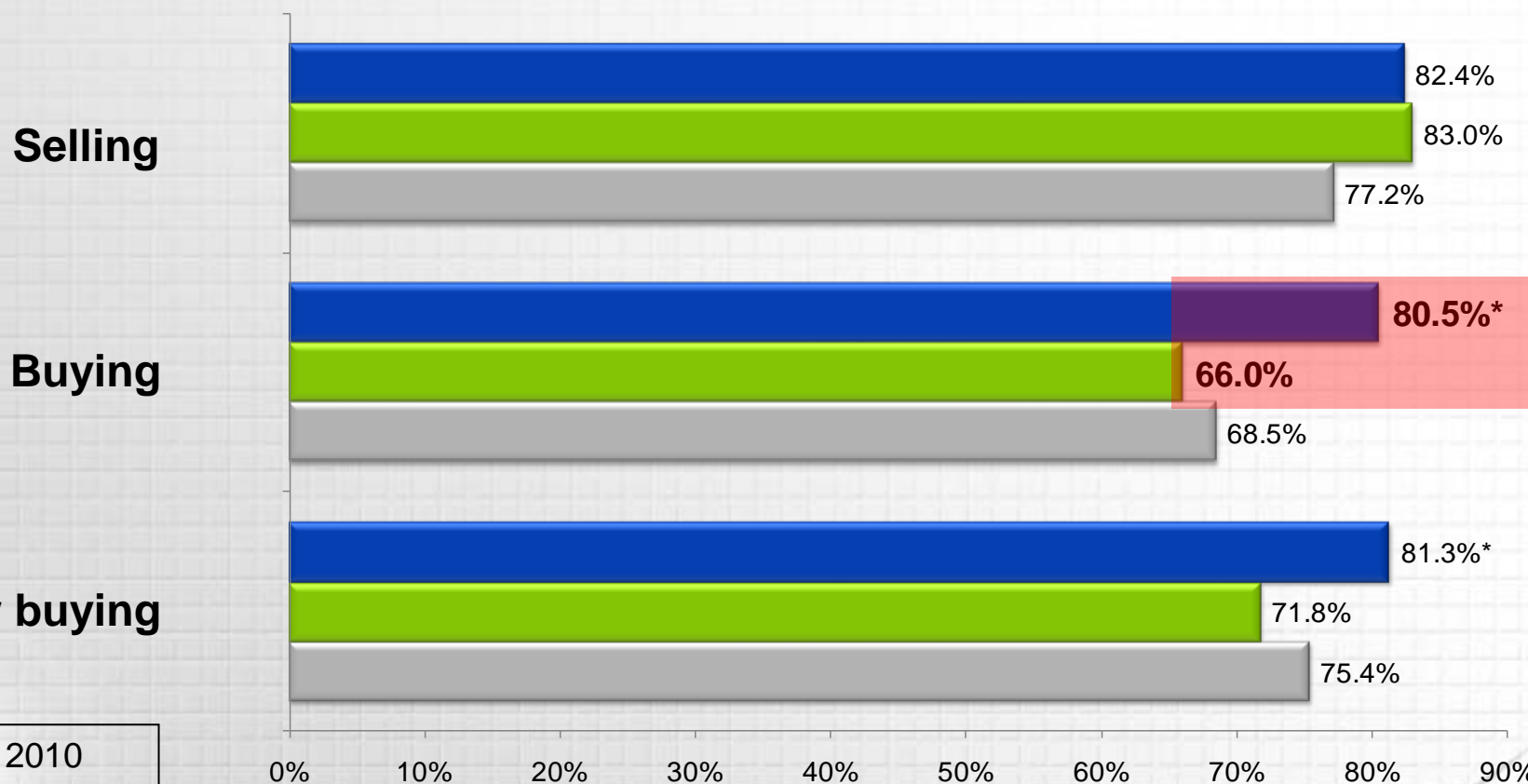
Buyers' and Sellers' Intentions are Maintained

	2006 subject to correction ¹	2007	2008	2009	2010
Does not plan on buying or selling	80.8%	78.6%	82.6%*	85.6%*	87.1%
In process	4.8%	5.1%	4.0%	3.6%	3.1%
Over the next few years	14.3%	16.2%	13.4%*	10.7%*	9.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Buying and Selling Perspectives



Use of Real Estate Agent IN PROCESS AND PLAN TO...



■ 2010
■ 2009
■ 2008



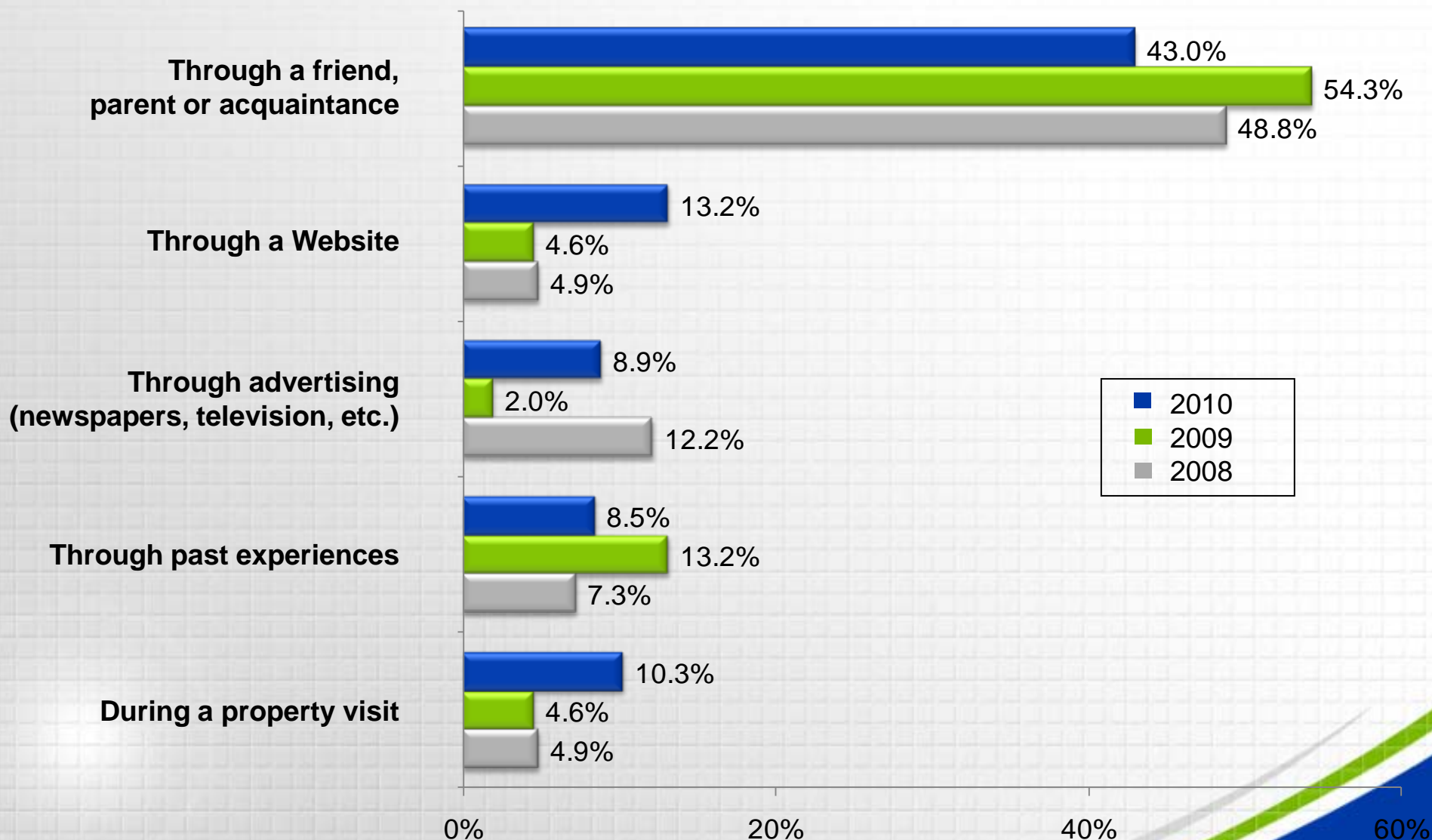
Profile of Potential Sellers

- 63.2% are 45 years of age or older
- 40.1% currently live on the Island of Montréal and 38.2% on the North Shore
- 60.6% are women
- 50.8% earn more than \$75,000

Profile of Potential Buyers

- 63.8% are between 25 and 44 years of age
- 65% currently live on the Island of Montréal
- 55.4% are women
- 49.2% earn more than \$55,000

Method For Finding an Agent





Reasons For Not Doing Business With a Real Estate Agent

In the process of buying and selling,
or planning to buy or sell
in the next few years

2008

2009

2010

With assistance

Because of the commission

48.5%

53.9%

50.2%

Because you have the skills to manage this process by
yourself

76.3%

83.5%

74.8%

A lack of confidence toward real estate agents

18.6%

26.2%

21.9%

Because buying or selling a property is a decision you want
to make by yourself, without an intermediary

64.9%

63.2%

50.4%

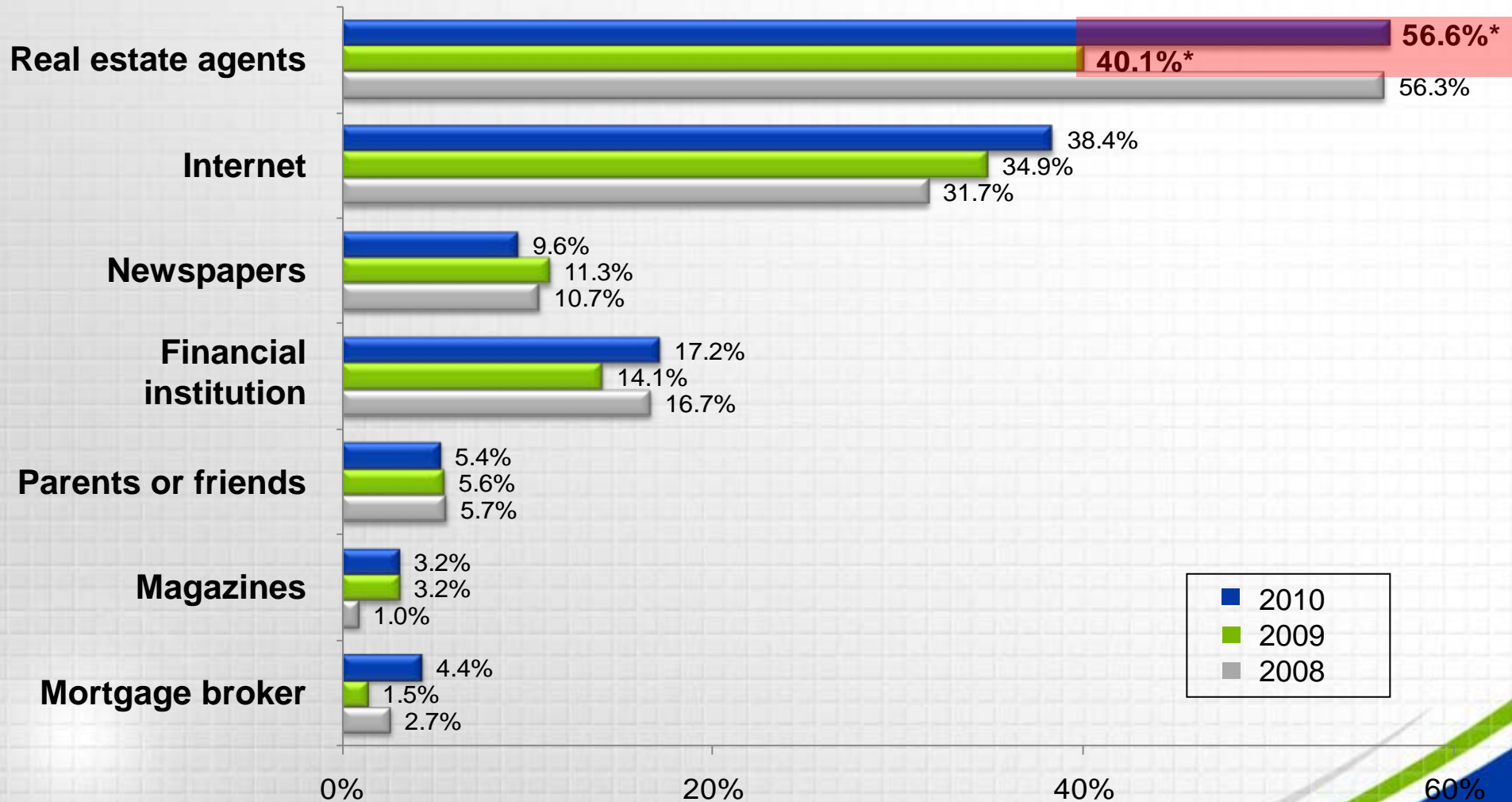
Because the decision has not yet been made

3.1%

3.3%

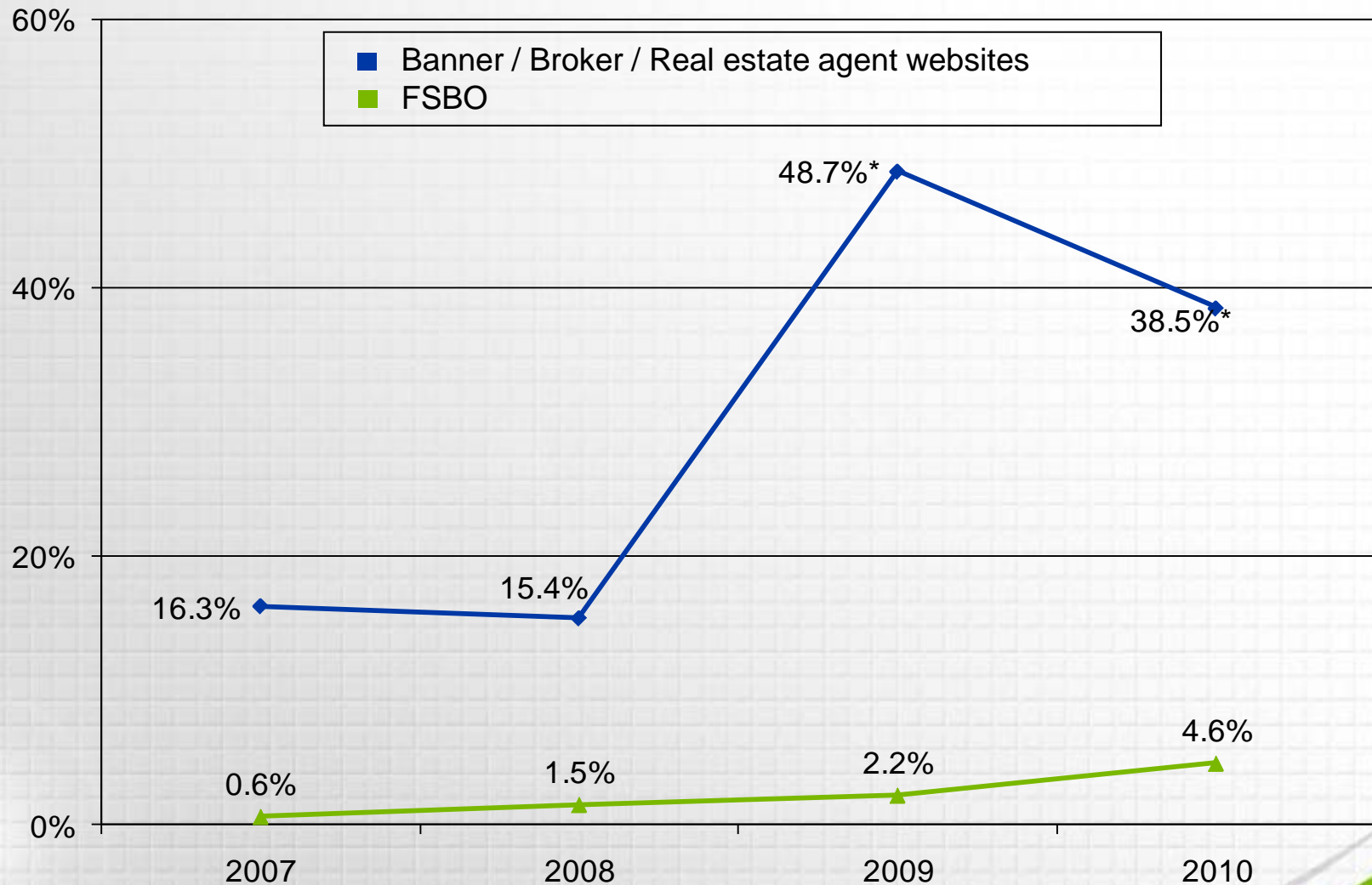
3.0%

Main Resources for Helping Buyers and Sellers



Open-ended question

Internet Sites Consulted to Facilitate Property Search



Open-ended question

Main Sources of Information for a Property Search

	2006	2007	2008	2009	2010
	All respondents	All respondents	All respondents	All respondents	All respondents
Internet	n.d.	62.7%	71.2%*	63.0%	73.5%*
Newspapers	45.0%	26.0%	24.4%	25.2%	28.7%
Real estate agent	31.3%	22.0%	19.1%	9.4%*	27.9%*
Referral from friends, parents and colleagues	13.7%	6.7%	9.0%	6.0%	14.7%
Magazines	11.4%	7.0%	5.6%	4.5%	6.7%
Neighbourhood visit	0.0%	0.0%	2.2%	18.4%*	6.5%
Personal visits	18.5%	5.3%	7.1%	6.8%	4.5%
Television	1.9%	0.0%	0.4%	1.3%	2.8%
Bank	3.3%	2.0%	1.5%	2.8%	2.7%
Builders	0.0%	0.0%	0.7%	0.8%	1.2%
Other	4.3%	4.3%	1.5%	9.9%*	6.4%
None	3.8%	4.3%	3.0%	4.0%	3.6%
Do not know	2.4%	7.3%	4.5%	5.2%	3.8%

Open-ended question