

# Real Estate

STATISTICAL SUMMARY OF THE SALT LAKE MARKET



## INTRODUCTION AND METHODOLOGY

Advertising is essential in today's competitive business climate — and market research is crucial for developing cost-effective advertising plans. The information contained in this statistical summary is intended to give you added confidence when making the important marketing decisions that guide the future of your business.

At Newspaper Agency Corporation, we commission in-depth studies of the Salt Lake market to arm our advertisers with superior information about the shopping activities of Salt Lake's consumers. Included in this statistical summary is the most up-to-date information available on the Salt Lake market from the best possible sources. The mainstay of our on-going research program is the 1999 Survey of the Salt Lake Primary Market conducted by Belden Associates, an independent, nationally recognized firm devoted to market research. Belden Associates enjoys a reputation for having the highest technical standards in the industry.

The 1999 study highlights shopping and purchasing behavior, intentions and attitudes of adults in the Salt Lake primary market area (comprised of 628,000 adults in Salt Lake and southern Davis counties). A random sample survey design included an in-depth phone interview of 1,205 respondents, followed by a mailed self-administered questionnaire. Superior information about Salt Lake's consumers will enhance your position in the market and ensure *The Salt Lake Tribune* and *Deseret News* are a part of your successful advertising plan — in other words, our success depends on your success.

At Newspaper Agency Corporation, we are committed to maximizing the effectiveness of your advertising and bringing you the most for your investment. If you have any questions about this study and how your business can use this data to develop advertising strategies, please contact your account executive or NAC's Marketing and Research Department.

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**Sources:** All information in this statistical summary is from the *Belden Associates, 1999 Survey of the Salt Lake Primary Market Area*, unless otherwise noted.

## REAL ESTATE SUMMARY

Demographic profile of homeowners and renters.

	Market	Homeowners	Renters
<b>Market Share</b>			
Percentage of Adults	100%	75%	25%
Number of Adults	628,000	471,000	157,000
<b>Gender</b>			
Male	49%	48%	50%
Female	51%	52%	50%
<b>Age</b>			
18-24	13%	6%	32%
25-34	21%	18%	31%
35-44	24%	25%	21%
45-54	18%	22%	6%
55-64	10%	12%	3%
65 or Older	14%	16%	7%
<b>Marital Status</b>			
Married	67%	75%	45%
Single	18%	10%	37%
Divorced	10%	8%	15%
Widowed	5%	6%	4%
<b>Education Level</b>			
Bachelor's Degree or Higher	32%	35%	23%
Some College or Technical Training	33%	32%	35%
High School Grad or Less	35%	33%	42%
<b>Occupation</b>			
Executive, Professional, Technical	29%	30%	25%
Sales, Clerical	24%	22%	28%
Blue Collar	22%	19%	29%
Retired	15%	18%	7%
Homemaker	7%	7%	5%
Not Employed	4%	3%	6%
<b>Household Income</b>			
Below \$25,000	14%	10%	30%
\$25,000 - \$34,999	17%	14%	24%
\$35,000 - \$49,999	25%	25%	26%
\$50,000 - \$74,999	24%	28%	11%
\$75,000 or More	20%	23%	10%
<b>Readership</b>			
Daily	55%	60%	40%
Sunday	65%	69%	51%

**Your Ads Are Seen in the Best Locations!**

Every classified line ad that runs in *The Salt Lake Tribune* and *Deseret News* also runs in the fully searchable Online Classifieds at no additional charge. And best of all for Realtors, the Online Classifieds are read by a worldwide audience — potential clients moving to the Salt Lake area.

**Newspaper advertising is an indispensable tool**

Realtors place ads to make their phones ring. When they stop running newspaper ads, the phones stop ringing. This was what real estate brokers and agents said at the 1996 National Association of Realtors (NAR) annual convention in San Francisco during focus groups sponsored by the Newspaper Association of America. The group felt newspaper ads provide an unmatched level of exposure to the local home-buying audience. And agents like the personal exposure and name recognition they build when their names and/or photos appear in print.

**Tips For Successful Real Estate Ads**

**Do your homework**

- 1 Talk with the owners and take notes. Identify specific features.
- 1 Tour the home as if you were a potential buyer.

**Ask the right questions**

- 1 What attracted them to the property?
- 1 What have they liked best, now that they have lived in the home?
- 1 Are there any problems with the home?

**Profile your buyer**

- 1 Decide what kind of people might be interested in the property.
- 1 Identify age, occupation or other categories to which your buyer might belong.

**Develop a theme**

- 1 Build your ad's theme around location, financing, lifestyle, price or other unique features.
- 1 Use information that is important to the most-likely buyer.

**Composing Your Advertising Copy**

- 1 Set aside a specific time to devote to ad writing.
- 1 Review the major components of an effective classified ad.

**Headline** (The key to successful advertising)

- 1 The headline should include the most important benefit of the property.
- 1 Headlines should motivate the prospective buyer or seller.
- 1 Appeal to the prospect's emotions: pride of ownership, security, comfort, etc. An example of a poor headline: "Just Reduced!" Proper usage: "Just Reduced \$5,000."
- 1 Use words that create emotion: "experience," "picture," "imagine," "capture," "live," "enjoy," "discover," etc.
- 1 Multiple-line headlines work best.

**Body Copy**

- 1 Write a working version, one to touch up later.
- 1 Start with location.
- 1 Add the number of bedrooms and baths. (66 percent of buyers want to know)
- 1 Write down three or four of the most important features and benefits.
- 1 Add the price and financing information (if applicable). You risk losing 50 percent of your potential prospects if you leave the price out. (75 percent of buyers want to know)
- 1 Use good taste. Amusing copy can often backfire and possibly offend.
- 1 Avoid abbreviations. They can be difficult to understand and make your ad much harder to read.
- 1 Do not include everything. Save some of the information for when they call.
- 1 Avoid trite expressions such as: "Won't last," "Must see to appreciate."
- 1 Good advertising copy conveys your credibility! When asked how the word "reduced" was interpreted by buyers, the No. 1 response was that the property was over-priced to begin with. Others thought there must be something wrong with the property, and some viewed the seller as being desperate. All three answers may or may not be the case, so be specific and indicate why when using "reduced" in your ad.

**Write the Close**

- 1 Tell the reader what to do, when to do it, and why.
- 1 Invite the prospect to call, i.e. "Call Today!" Give a direct command.
- 1 Include all information needed: Company name (logo if available), agent's full name, phone numbers.
- 1 Add the word "Please" to the command. Research has shown that it can increase your response by as much as 30 percent.
- 1 Remember, this is a lasting impression that you are leaving with the prospect. Make it look good.

**Re-read your ad**

- 1 Polish the copy. Make revisions if necessary.

**Ad-writing checklist:**

- Does the copy offer a big benefit?
- Is the copy easy to read and understand?
- Have you established audience identity so it is easy for the readers to see themselves in the home?
- Does the copy attract the target audience?
- Is the copy believable?
- Has the copy stressed what makes the home unique?

**Headlines that Spark Your Imagination:**

Your Impossible Dream	Living at its Best Value a View?	Big Home Bigger Value
Now Possible	Kids Growing?	Is Comfort Your Goal?
Your Getaway	Rooms Shrinking?	
Secure and Private	Worth Every Nickel	Spend 30 Minutes Save 30 Grand

## SELLER INFORMATION FORM

**Why did you buy this home?**

Price \_\_\_\_\_  
 Location \_\_\_\_\_  
 Caliber of school system \_\_\_\_\_  
 Convenience \_\_\_\_\_  
 View/amenities \_\_\_\_\_  
 Size of home \_\_\_\_\_  
 Other (please elaborate) \_\_\_\_\_

**What positive attributes of your home might I overlook just seeing it quickly? (hidden features/benefits)** \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_

**What are the things your family has enjoyed most about your house?** \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_

**Why would you recommend your house to another family like yours?** \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_

**What could you tell a prospective buyer about the neighborhood?**

Quality of life \_\_\_\_\_  
 Types of neighbors \_\_\_\_\_  
 Churches \_\_\_\_\_  
 Shopping \_\_\_\_\_  
 Convenience \_\_\_\_\_  
 Lifestyles of the area \_\_\_\_\_  
 Other \_\_\_\_\_

**If you could say just one thing about living in your house to a prospective buyer, what would it be?** \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_

## REAL ESTATE ATTITUDES

Percentage of adults who agree with the following questions or statements:

	Percent who agree
I intend to move up often to progressively better homes as I can afford them.	39%
I'd like to live in another neighborhood.	35%
I really don't like my current house or apartment.	23%

## PREFERRED COURSE OF ACTION FOR POTENTIAL REAL ESTATE CUSTOMERS

Question: "If you were considering purchasing a new or different home, which of the following things would you do?"

	Number of adults	Percent of adults
Consult a realtor	477,700	76%
Look for "For Sale" signs in certain neighborhoods	417,500	67%
Look through a real estate magazine	364,600	58%
Look through the classified ads in <i>The Salt Lake Tribune, Deseret News</i> or <i>Sunday Etc.</i>	362,300	58%
Consult a builder	244,900	39%
Consult <i>The Salt Lake Tribune</i> or <i>Deseret News</i> Online Classifieds	205,200	33%
Consult some other Internet source	173,600	28%
Something else	21,900	4%
None of these	20,700	3%

Question: "Which of these would you do first?"

	Number of adults	Percent of adults
Consult a realtor	177,600	28%
Look through the classified ads in <i>The Salt Lake Tribune, Deseret News</i> or <i>Sunday Etc.</i>	108,300	17%
Look for "For Sale" signs in certain neighborhoods	101,900	16%
Look through a real estate magazine	45,200	7%
Consult some other Internet source	29,600	5%
Consult <i>The Salt Lake Tribune</i> or <i>Deseret News</i> Online Classifieds	26,300	4%
Consult a builder	25,900	4%
Something else	6,500	1%
None of these	102,400	16%

## FACTORS IN HOME SHOPPING

Question: "If you were looking to move up to a better home, which of these factors would be important in choosing a home?"

	Percent of homeowners citing as important
Location	69%
Layout of the house	67%
Age or condition of the house	66%
Being in a safe neighborhood	66%
Size of the rooms	62%
Style or architectural design of the home	60%
Number of bedrooms and bathrooms	58%
Easy to maintain	57%
Being near good schools	36%
Other	5%

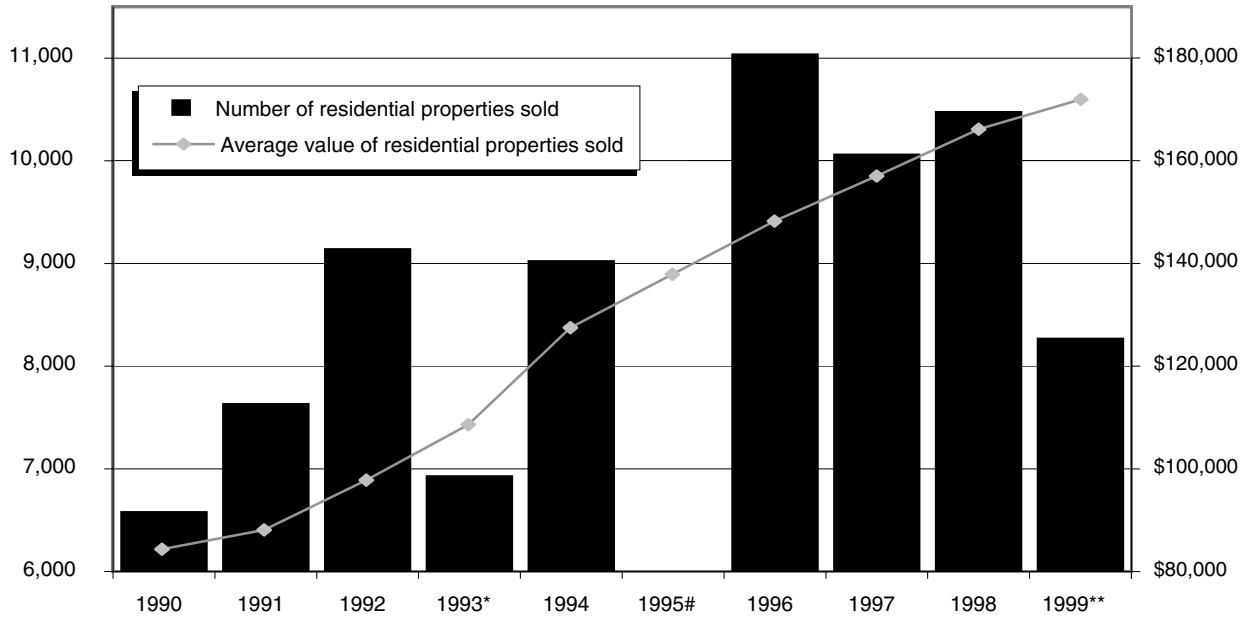
Question: "Which factor would be most important?"

	Percent of homeowners citing as most important
Location	29%
Being in a safe neighborhood	23%
Layout of the house	6%
Style or architectural design of the home	4%
Number of bedrooms and bathrooms	3%
Size of the rooms	3%
Being near good schools	2%
Age or condition of the house	2%
Easy to maintain	2%
Other	2%

## DEMOGRAPHIC PROFILE OF THOSE LIKELY TO USE A REALTOR

	Market	Likely to sell home in next 12 months	Would like to live in a different neighborhood	Don't like current house or apartment
<b>Market Share</b>				
Percentage of Adults	100%	10%	35%	23%
Number of Adults	628,000	64,000	217,000	142,400
<b>Gender</b>				
Male	49%	51%	55%	54%
Female	51%	49%	45%	47%
<b>Age</b>				
18-24	13%	10%	14%	16%
25-34	21%	27%	31%	32%
35-44	24%	33%	28%	28%
45-54	18%	18%	12%	13%
55-64	10%	3%	6%	6%
65 or Older	14%	9%	9%	6%
<b>Homeownership</b>				
Own	75%	100%	65%	62%
Rent	25%	0%	35%	38%
<b>Marital Status</b>				
Married	67%	71%	64%	62%
Single	18%	14%	20%	22%
Divorced	10%	14%	12%	13%
Widowed	5%	1%	4%	3%
<b>Education Level</b>				
Bachelor's Degree or Higher	32%	34%	32%	24%
Some College or Technical Training	33%	34%	36%	36%
High School Grad or Less	35%	33%	32%	41%
<b>Occupation</b>				
Executive, Professional, Technical	29%	29%	30%	27%
Sales, Clerical	24%	24%	26%	26%
Blue Collar	22%	28%	26%	27%
Retired	15%	6%	9%	7%
Homemaker	7%	11%	6%	7%
Not Employed	4%	2%	3%	6%
<b>Household Income</b>				
Below \$25,000	14%	8%	14%	20%
\$25,000 - \$34,999	17%	10%	19%	25%
\$35,000 - \$49,999	25%	29%	32%	28%
\$50,000 - \$74,999	24%	28%	18%	15%
\$75,000 or More	20%	25%	17%	13%
<b>Readership</b>				
Daily	55%	43%	49%	48%
Sunday	65%	63%	63%	59%

## RESIDENTIAL PROPERTY SALES TRENDS IN SALT LAKE COUNTY



	Number of residential properties sold	Average value of residential properties sold	Dollar volume of residential property sold
1990	6,576	\$ 84,276	\$554,199,996
1991	7,628	\$ 87,798	\$669,720,214
1992	9,137	\$ 96,834	\$884,768,068
1993*	6,926	\$106,918	\$740,514,335
1994	9,020	\$124,561	\$1,123,543,554
1995#	not available	\$134,278	not available
1996	11,034	\$143,969	\$1,588,552,698
1997	10,058	\$152,156	\$1,530,389,370
1998	10,472	\$160,672	\$1,682,560,821
1999**	8,265	\$166,097	\$1,372,793,991

**Source:** Salt Lake Board of Realtors, Wasatch Multiple Listing Service

**\*Note:** These 1993 figures are currently being used by the Salt Lake Board of Realtors. However, due to computer changeover, the actual numbers cannot be verified.

**#Due to a change in reporting agencies, the 1995 totals are not available. The average home price is based on November and December sales.**

**\*\*Numbers based on January through October 1999.**

### REALTOR USE INTENTIONS

Based on the 10 percent of adults who are likely to sell their home in the next 12 months.

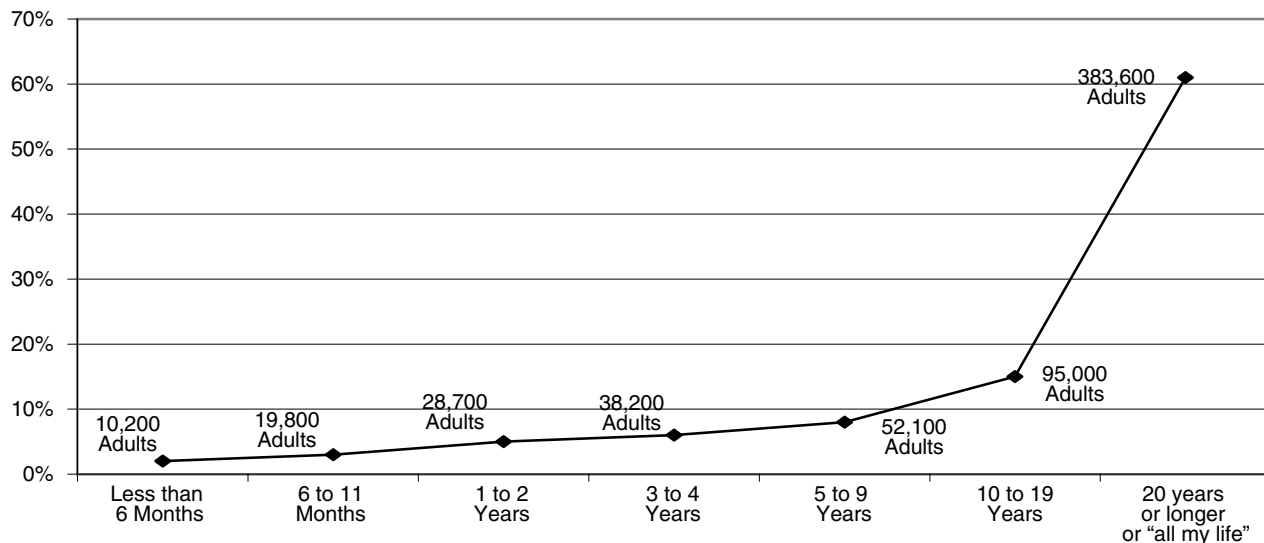
	Percent
Use a realtor	69%
Sell myself	26%
Undecided	4%
Other	1%

### FUTURE FINANCING PLANS

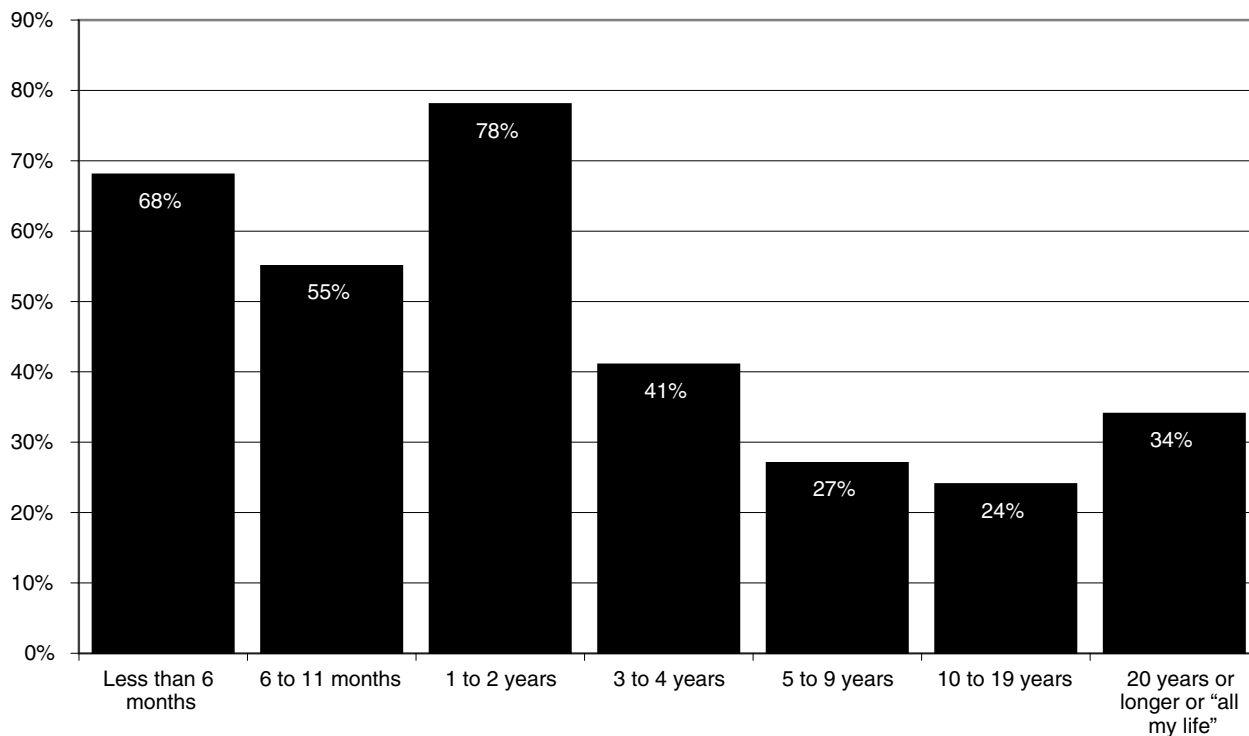
Adults who are likely to do the following in the next 12 months.

	Number of Adults	Percentage of Adults
Refinance home	89,500	14%
Take out a second mortgage	36,900	6%

## LENGTH OF TIME ADULTS HAVE LIVED IN THE SALT LAKE AREA



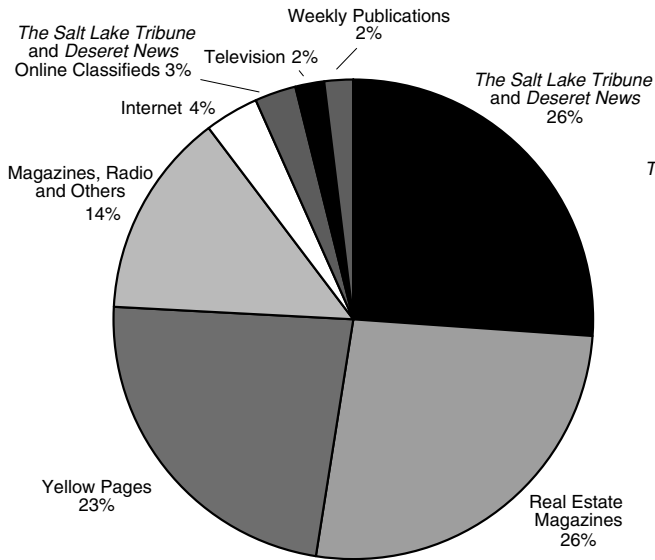
## PERCENTAGE OF ADULTS WHO RENT BY LENGTH OF RESIDENCE



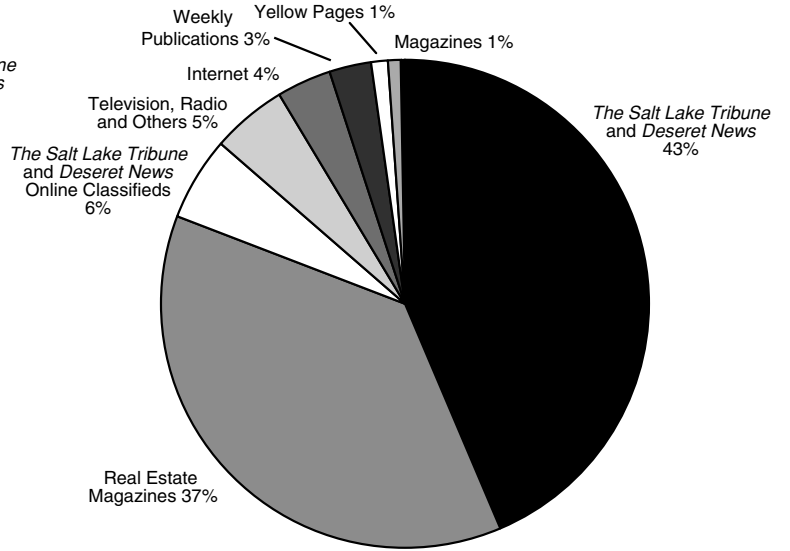
**How to read:** 68 percent of adults who have lived in the Salt Lake area less than six months rent their residence.

# PREFERRED ADVERTISING SOURCE

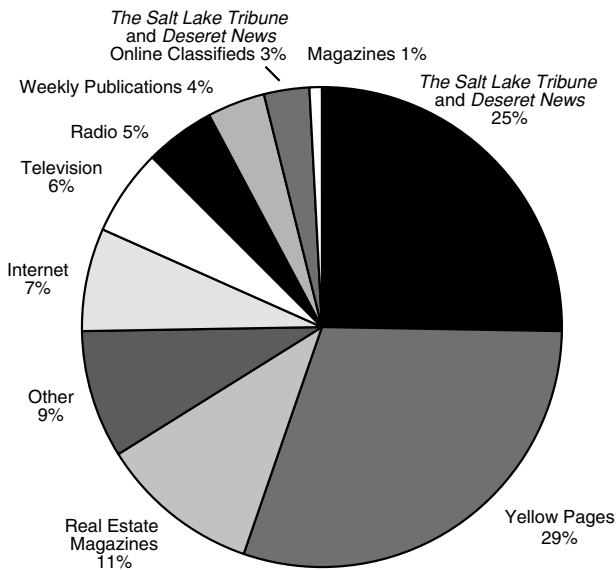
**Preferred advertising source for finding a real estate agent.**



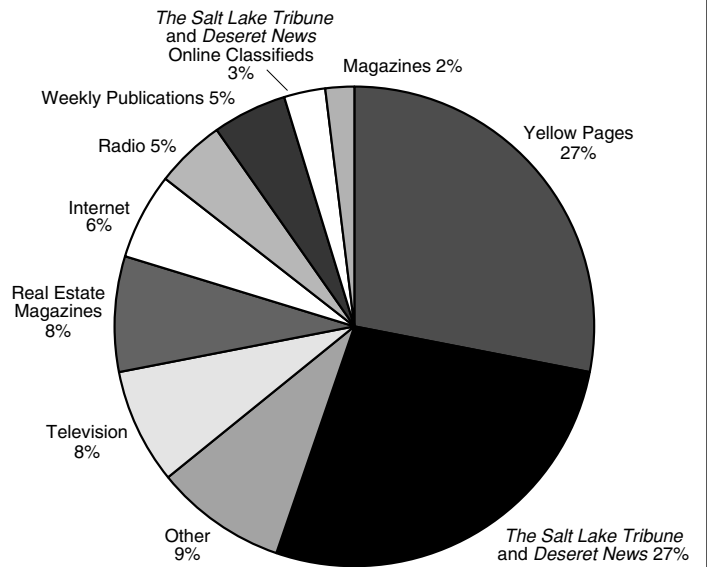
**Preferred advertising source for finding a new or different home.**



**Preferred advertising source for finding a mortgage lender.**



**Preferred advertising source for finding a home equity loan.**

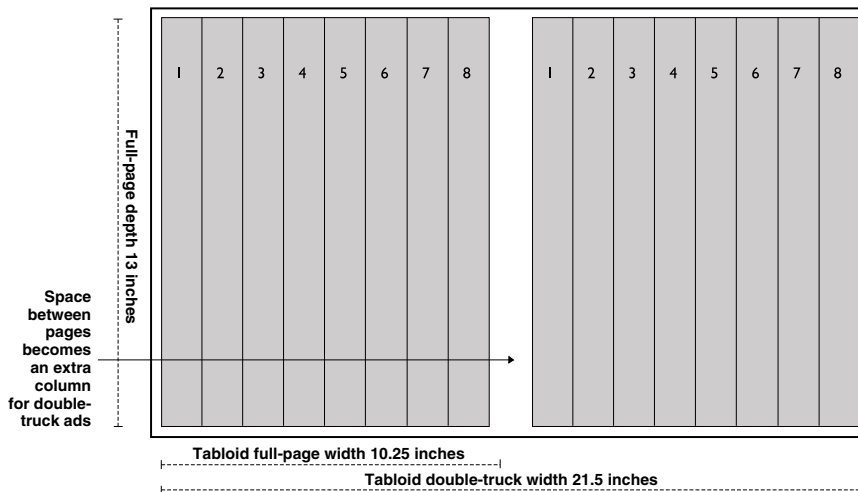
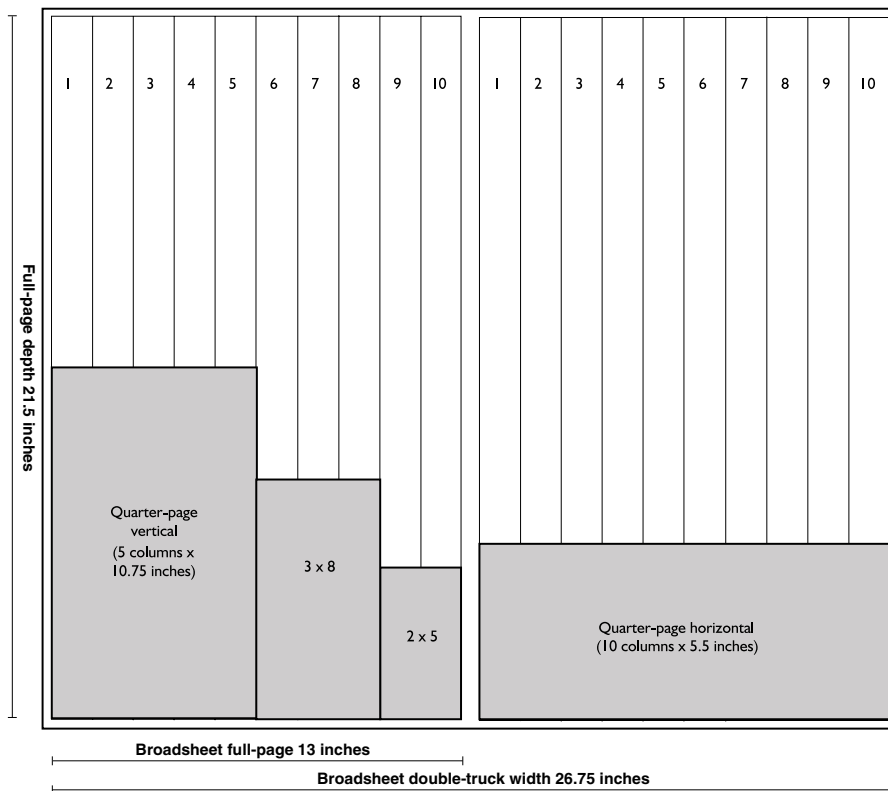


*Note: percentages may total more than 100 percent because some respondents chose more than one source.*

# CLASSIFIED COLUMN SIZES

## Classified Column Measurements

	Inches	Picas
1 Column	1.25"	7.31
2 Columns	2.55"	15.0
3 Columns	3.85"	22.88
4 Columns	5.018"	30.75
5 Columns	6.483"	38.25
6 Columns	7.783"	46.31
7 Columns	9.083"	54.19
8 Columns	10.383"	62.06
9 Columns	11.683"	69.75
10 Columns	13"	77.63



## Classified Display Ad Sizes

Classified display advertising is sold by the column inch, which is simply a unit of space one column wide and one inch tall. There are 10 columns on a standard classified page. A tabloid-sized classified page is made up of eight classified columns.

To accommodate the industry standards, the width of a column varies slightly depending on the format of the page. Your sales representative can supply grid sheets for use in composing your ad to the exact size specifications.



**At Home in Utah is Utah's Premier Source for Information About Building, Purchasing and Leasing a New Home.**

*At Home in Utah* is a Saturday supplement to *The Salt Lake Tribune* and *Deseret News* devoted to new-home construction and the businesses that service and supply the new-home buyer. The section includes a map of the Wasatch Front, where advertisers can show the location of new-home developments.

Filled with editorial written especially for prospective buyers, *At Home in Utah* often features articles written about advertisers about the latest development projects. In addition to promoting builders, developers and lenders, this is an exceptional section for highlighting businesses selling furniture, interior design, building supplies, home and garden supplies, and many other home items.

***The Salt Lake Tribune* and *Deseret News* are the preferred advertising source when looking for a new or different home!**

**Utah Living or Home • Garden sections in The Salt Lake Tribune and Deseret News**

The weekly Sunday *Utah Living* and *Home • Garden* sections focus on Utah's real estate market with information on homes for sale, new homes, open houses, apartments for rent and financial services. Every edition is filled with local, positive real estate news and association news from builders and realtors.

The *Utah Living* and *Home • Garden* sections publish every Sunday in *The Salt Lake Tribune* and *Deseret News*, respectively, and appear at the front of the classified section.

1999 NAC/Belden Associates survey of the Salt Lake Market Study showed that 49 percent of adults, or 308,800 people, in the Salt Lake primary market area, read the *Utah Living* or *Home • Garden* sections at least once in the four weeks preceding the survey.



# NEWSPAPER AGENCY CORPORATION

ADVERTISING AGENT FOR THE SALT LAKE TRIBUNE AND DESERET NEWS

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