



Complete our website survey and return it by 02/26/2010 and we will send you a \$10 Buzz Coffee & Gelato gift card! See website for more details and restrictions.

Brief Overview:

1. Take 2-3 minutes to familiarize yourself with the website www.searsrealestate.com

What are your initial impressions of the Sears Real Estate website:

Imagine you are considering selling your home:

1. Thinking as a potential seller, what section of the website do you feel would be most helpful?

2. What should be there that isn't? What improvements would you suggest?

3. Did you have questions or concerns that the website did not answer and/or did not provide links to the answer?

Imagine you are considering buying a home:

1. Thinking as a potential buyer, what section of the website do you feel would be most helpful?

2. What should be there that isn't? What improvements would you suggest?

3. Did you have questions or concerns that the website did not answer and/or did not provide links to the answer?

Search Listings:

1. We offer several ways to search properties listed. Below are a few questions about our home search sections:

A.) Click on the **Search Colorado Homes** link. Do you believe this function is helpful to you as a buyer? YES NO

Comments: _____

B.) What part of the **Search Colorado Homes** screen could be improved? How?

C.) Please provide your overall impression of our search properties sections:

Search Sold Properties:

1. We offer a function that allows you to search properties that have sold, rather than just homes that are currently on the market (listed). Below are a few questions about the Search Sold Properties section:

A.) Click on the **Search Sold Properties** link on the navigation menu. Do you believe this function is helpful? YES NO

Comments: _____

B.) Enter search criteria into the **Search Sold Properties** tabs (any combination of criteria will work), did your search produce results? YES NO

Comments: _____

C.) What part of the **Search Sold Properties** screen could be improved? How?

D.) Please give your overall opinion of the **Search Sold Properties** section:

Resources & Information:

1. The Sears Real Estate website contains a variety real estate information, media and resources.

Please take a moment to look at each of these sections:

A.) Did you find the **Articles** section helpful? YES NO

Comments: _____

B.) Did you find the Buyer & Seller **Frequently Asked Questions** sections helpful?

Comments: _____ YES NO

C.) Did you find the **Community Videos** section helpful or informative? YES NO

Comments: _____

D.) Did you find the **Resources** section helpful or informative? YES NO

Comments: _____

E.) Did you find the **Calculators** helpful? YES NO

Comments: _____

2. What resources or info were helpful? What is missing? What should be eliminated/modified?

Meet Our Agents/Contact Us

1. Please visit the **Meet Our Agents** section and answer the questions below:

A) Based on only the agent biographies, who would be the top 3 agents?

B) Is there information about our agents you would find helpful that is missing?

2. Please visit the **Contact Us** section and answer the questions below:

A) Do you see all of the contact information you need on this page? YES NO

If not, what info is missing?

B) Is there anything we could do to make this page more helpful?

Our Blog

1. We post real estate and community information on our Sears Real Estate blog. Please answer the questions below regarding our blog:

A) Do you find our blog interesting/entertaining? YES NO

Comments:

B) Do you currently follow any blogs? YES NO

If so, which ones?

C) Do you have any story ideas or information you would like to read about on our blog?

General Information:

1. What are the 3 most valuable things on our website?

2. What are the 3 least valuable things on our website?

3. What could we do to better promote our website & blog?

4. Please share your opinion of the overall look and “feel” of our website?

About Your Internet Use:

A) Where do you go online to find real estate information? _____
to search real estate listings? _____

B) If you are using a search engine (Google, Bing, etc) to look for real estate information and/or listings, what search terms might you enter?

C) How much time do you spend doing activities online and/or searching the internet?

Please circle one: Daily Weekly Monthly Rarely/Never

Please tell us the number of hours you spend online for the following:

Work/Business _____ Pleasure/Entertainment _____

Personal Research/Reading News _____ Personal Finances _____

Return your completed survey no later than 02/26/2010:

Email: brookeb@searsrealestate.com

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Mail: Sears Real Estate

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Surveys need to be complete in order to receive the \$10 Buzz Coffee & Gelato gift card!

Be sure to provide your full name, mailing address and email address and/or phone number (this information will NOT be shared, we will use it verify your survey and mail your gift card).

We will mail your gift card within 30 days of receiving your completed survey.



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