

The Second Annual

Cotton Report

March, 2010

Cotton & Company



The Survey

Sent to 65,000 registrants on resort and real estate websites.

Total responses to date: 972

Survey sent: February 28, 2010



Cotton & Company
MARKET RESEARCH

Share Your Insight on Today's Real Estate Climate

As a leader in the field of real estate advertising, marketing and sales, Cotton & Company is researching the current state of the real estate market. We would appreciate your time to complete this brief survey to help us gain a better understanding of the market. The survey should take from 3 to 5 minutes to complete. This information will be compiled into a national report, and no individual information will be shared with any outside entity.

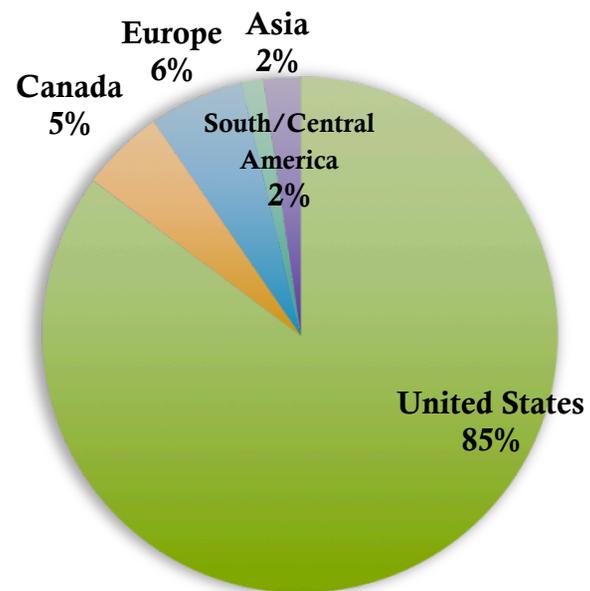
By sharing your valued input with us, we will prepare a study that will help to guide our industry as we rebound from the current market cycle. Thank you in advance for taking the time to assist us in this effort.

**SHARE
YOUR INSIGHT**
click here

The advertisement features a photograph of a resort pool area with palm trees and a woman in a yellow swimsuit sitting on a rock. The text is presented in a clean, professional layout with a black header and a white background for the main text.

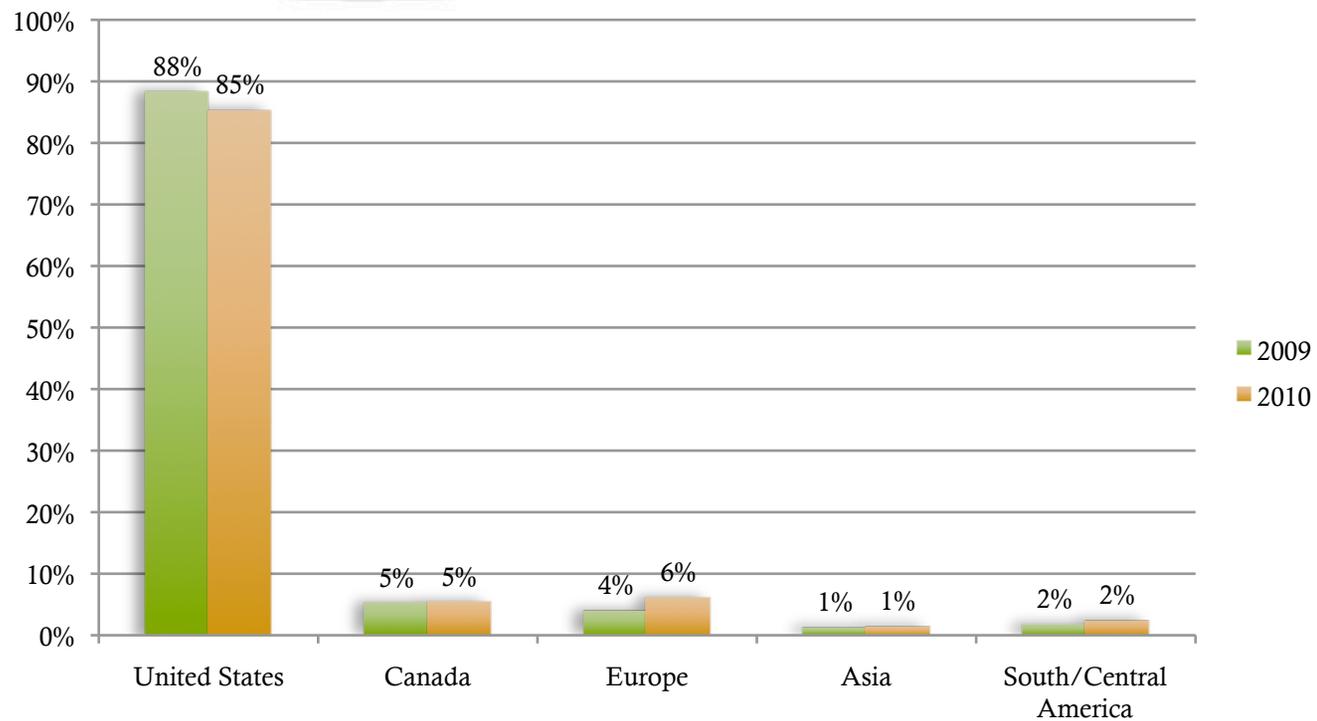
Where is your primary home located?

2010 Cotton Report



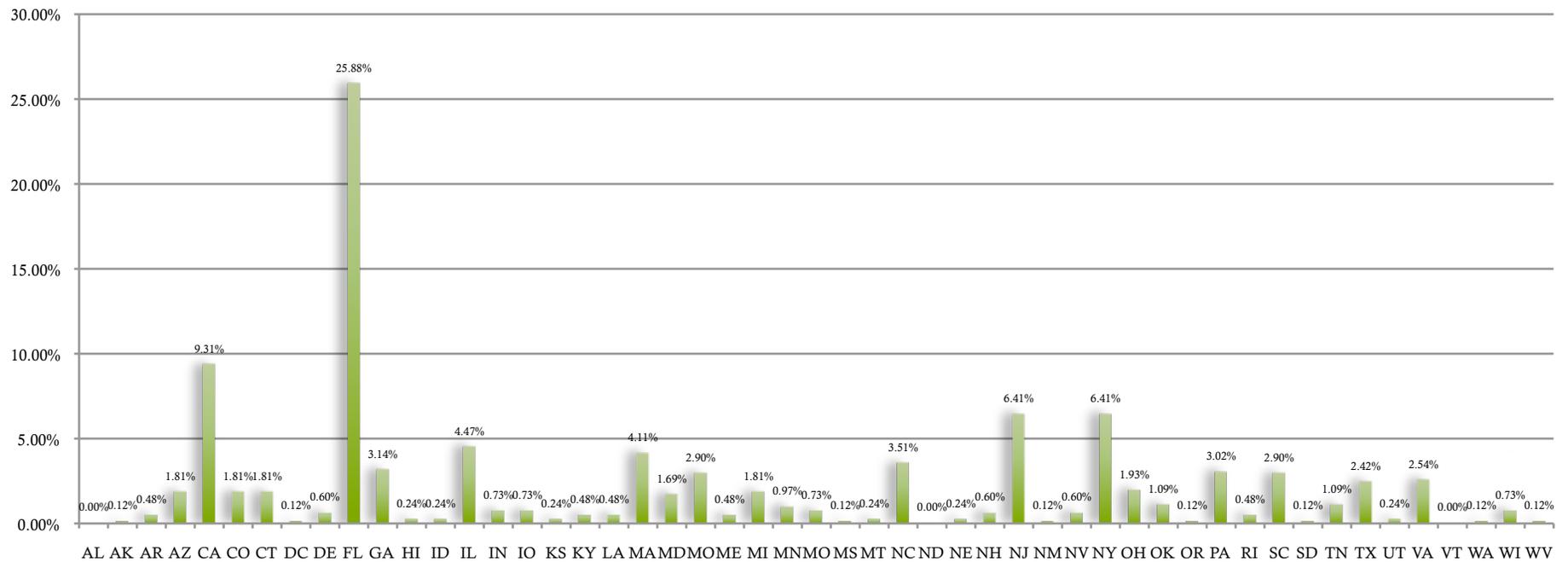
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2010 to 2009 Comparison



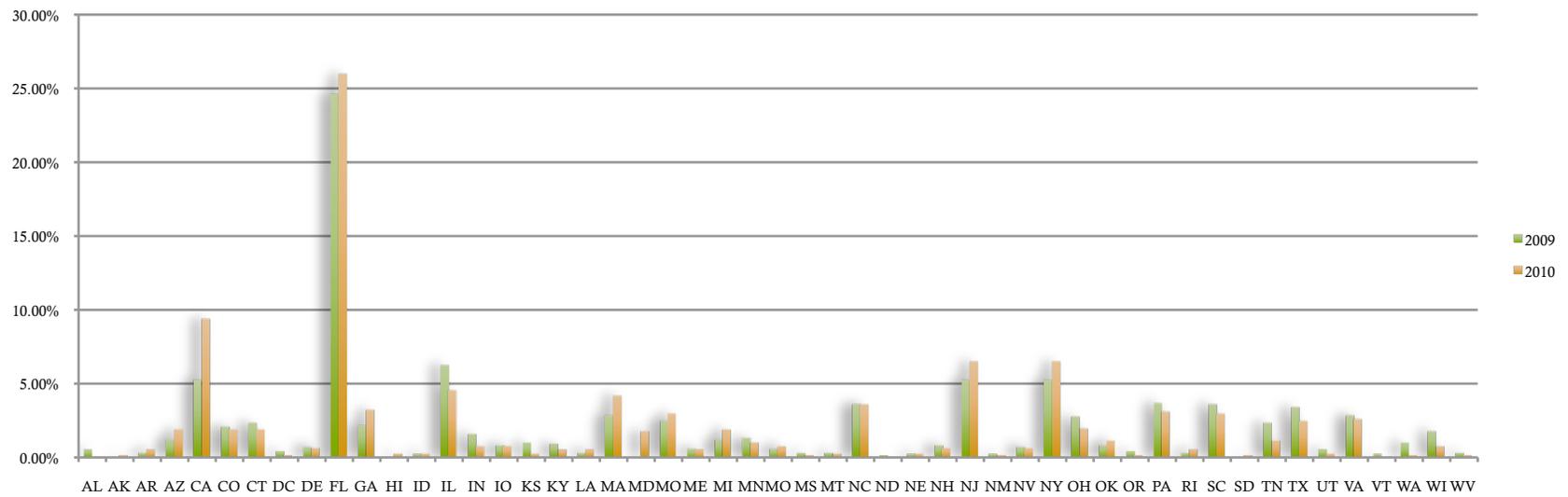
If you reside in the US, which state?

2010 Cotton Report



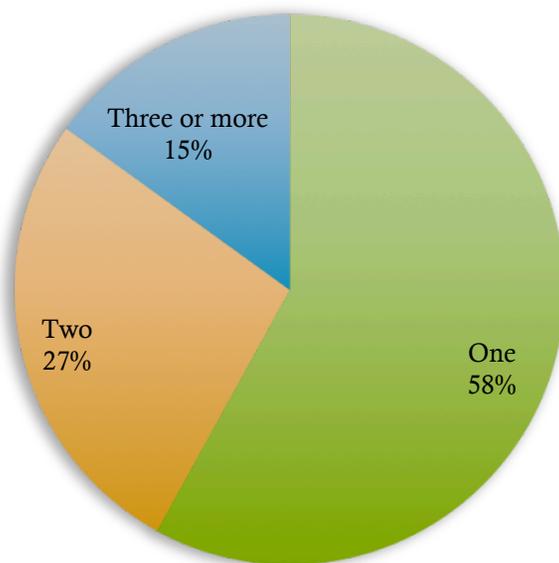
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2010 to 2009 Comparison



How many residences do you currently own?

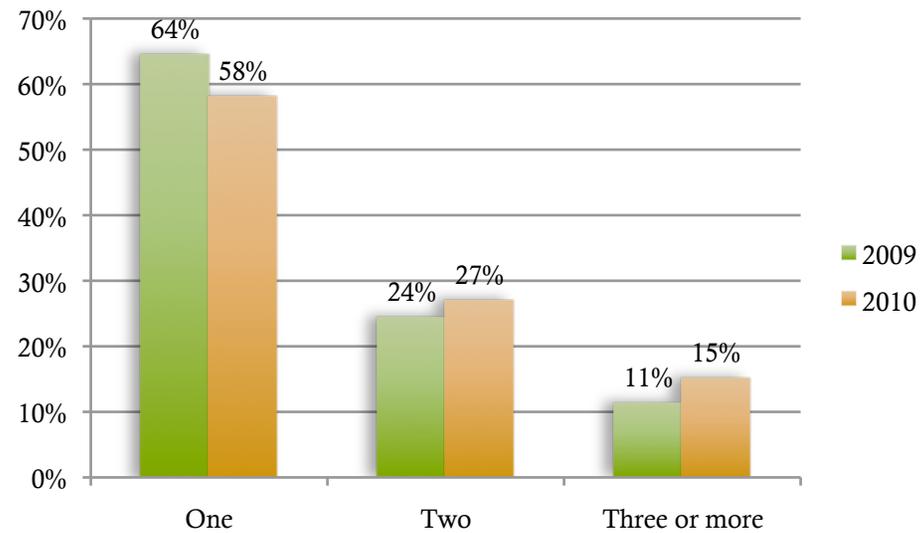
2010 Cotton Report



One	521
Two	242
Three+	135

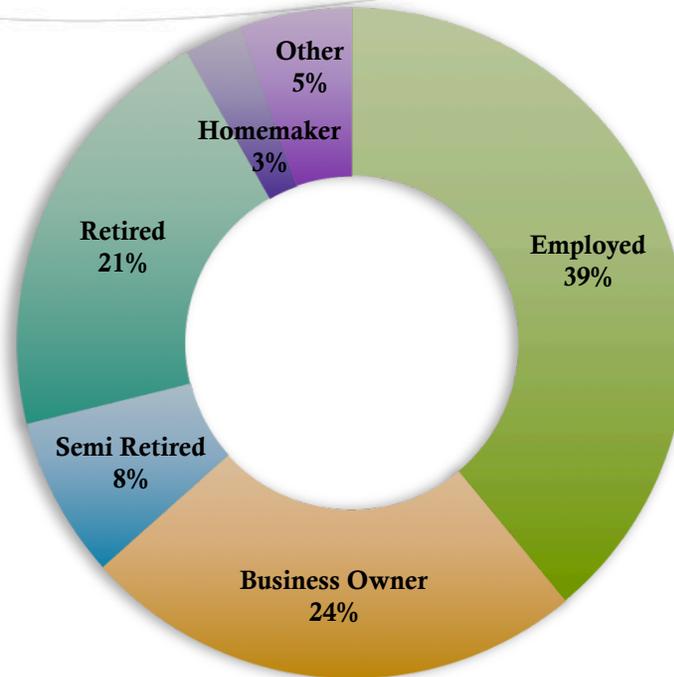
How many residences do you currently own?

2010 to 2009 Comparison



What is your occupational status?

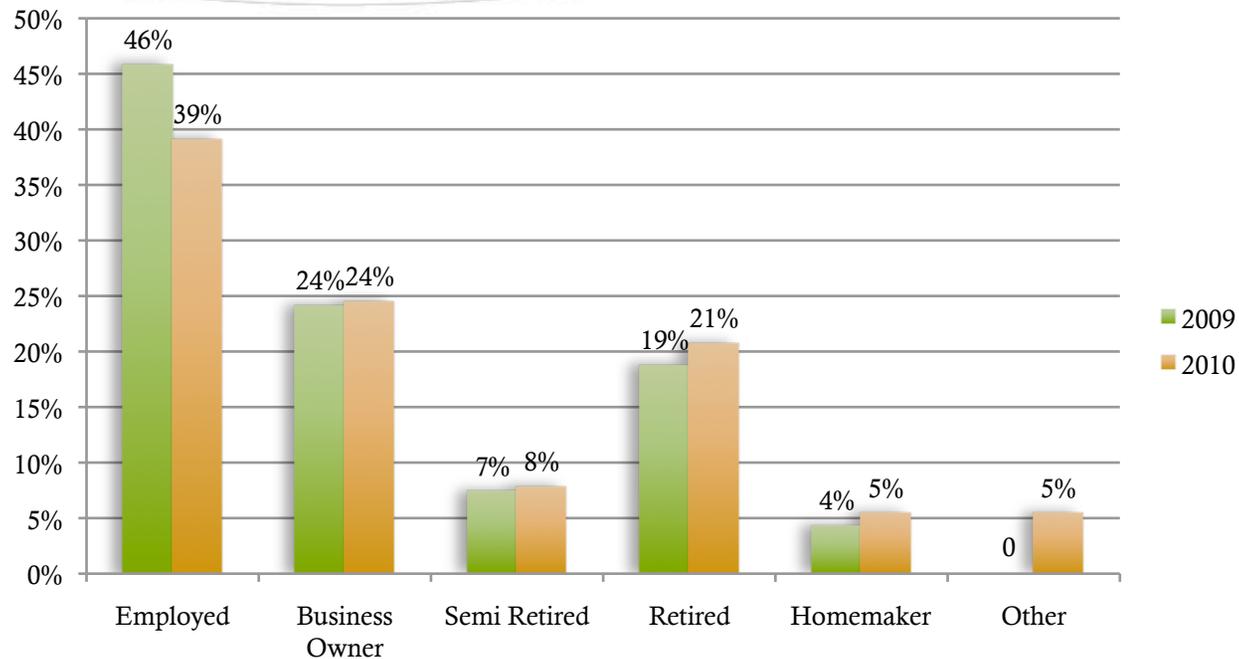
2010 Cotton Report



Employed	342
Business Owner	214
Semi-Retired	68
Retired	181
Homemaker	25
Other	47

What is your occupational status?

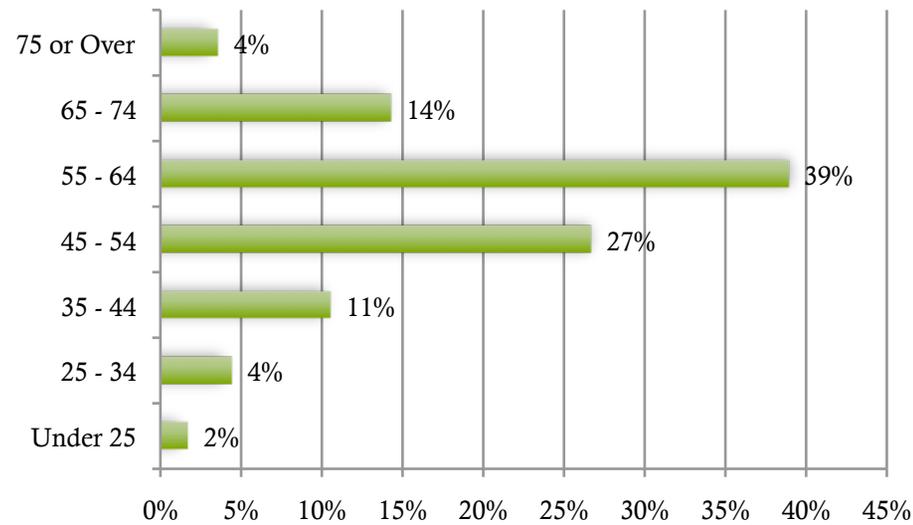
2010 to 2009 Comparison



Note: "Other" was not available as a choice on 2009 survey.

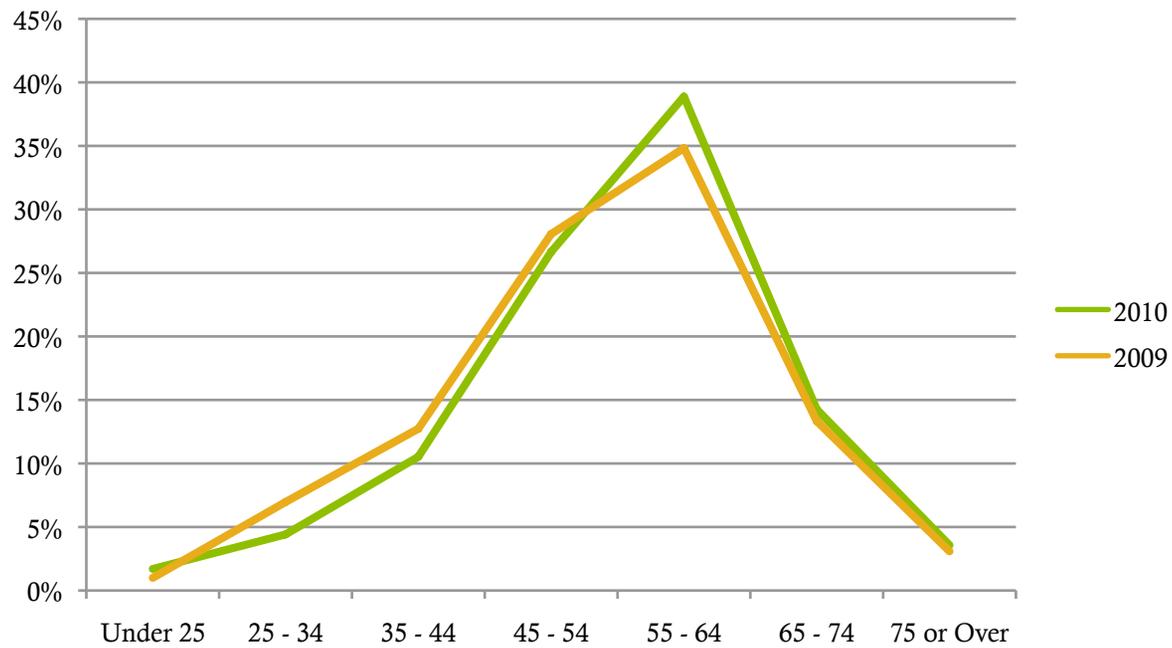
What is the age range for the head of the household?

2010 Cotton Report



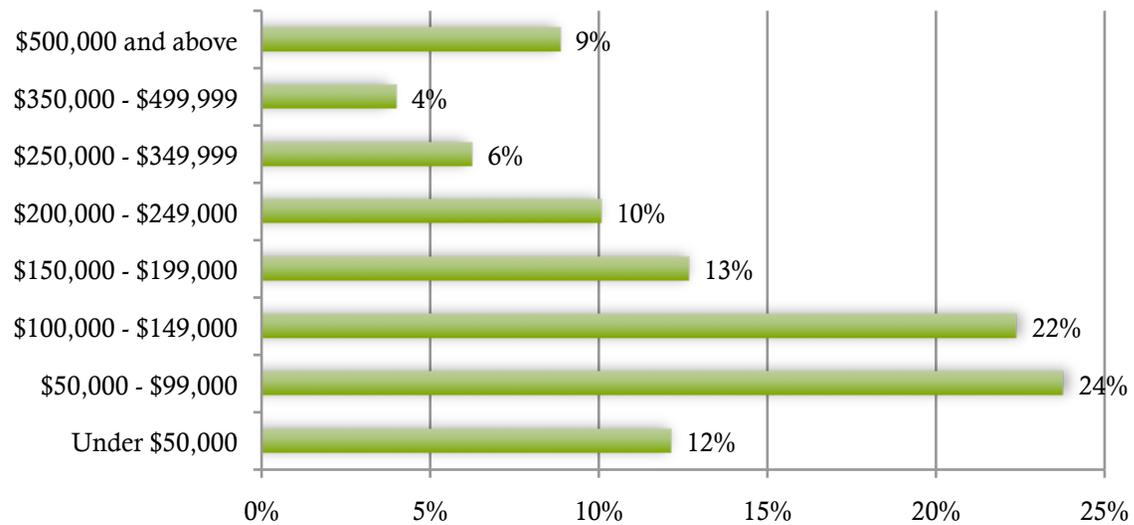
What is the age range for the head of the household?

2010 to 2009 Comparison



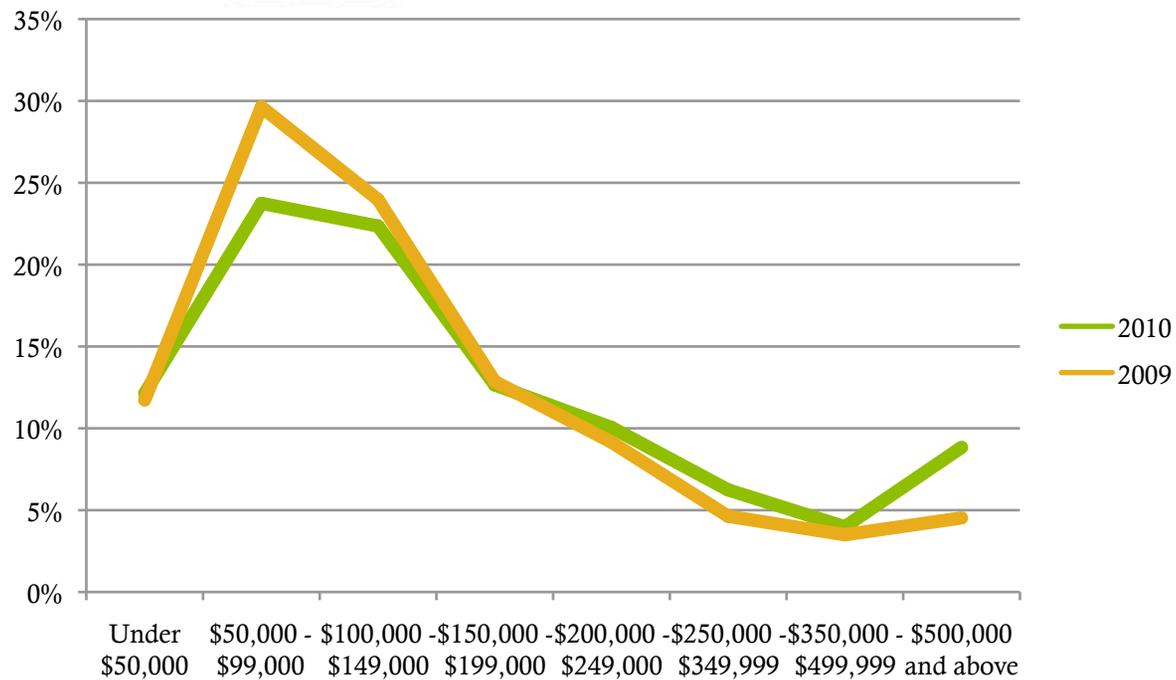
What is your current household income?

2010 Cotton Report



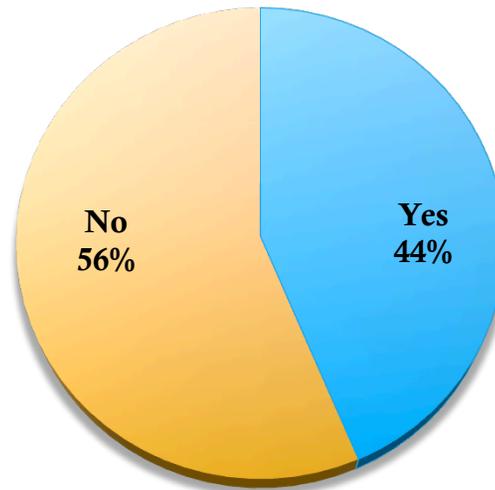
What is your current household income?

2010 to 2009 Comparison



Are you currently considering a real estate purchase?

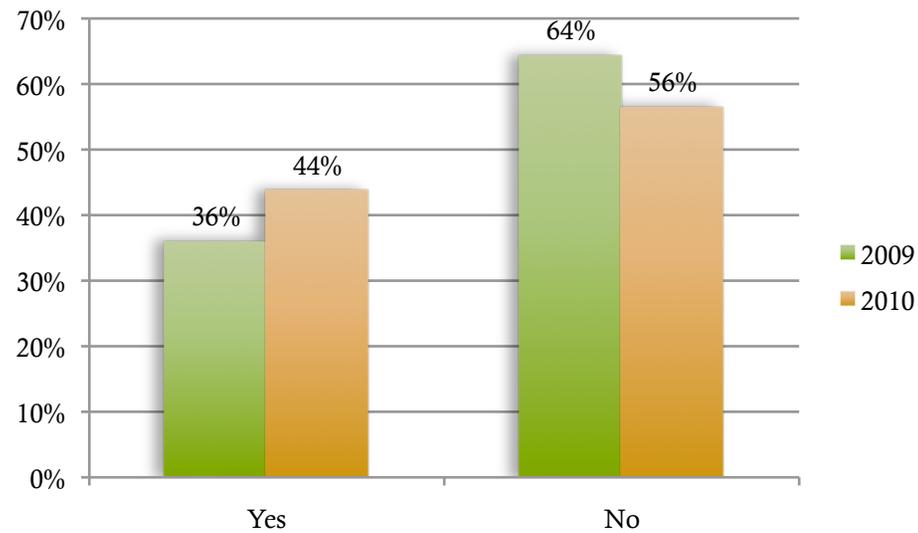
2010 Cotton Report



No	453
Yes	304

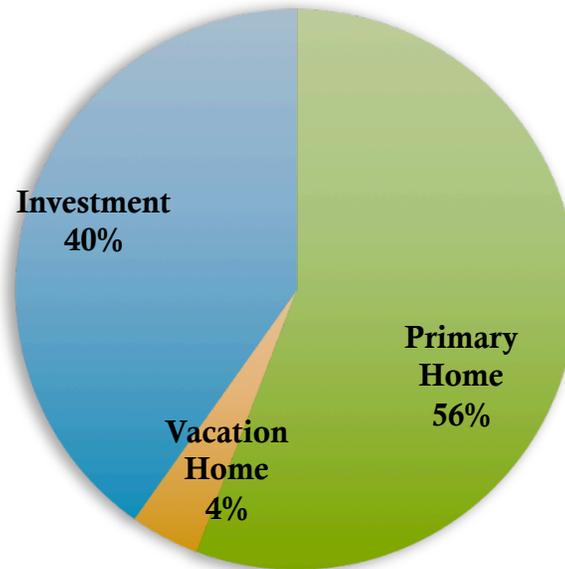
Are you currently considering a real estate purchase?

2010 to 2009 Comparison



What is the purpose of this purchase?

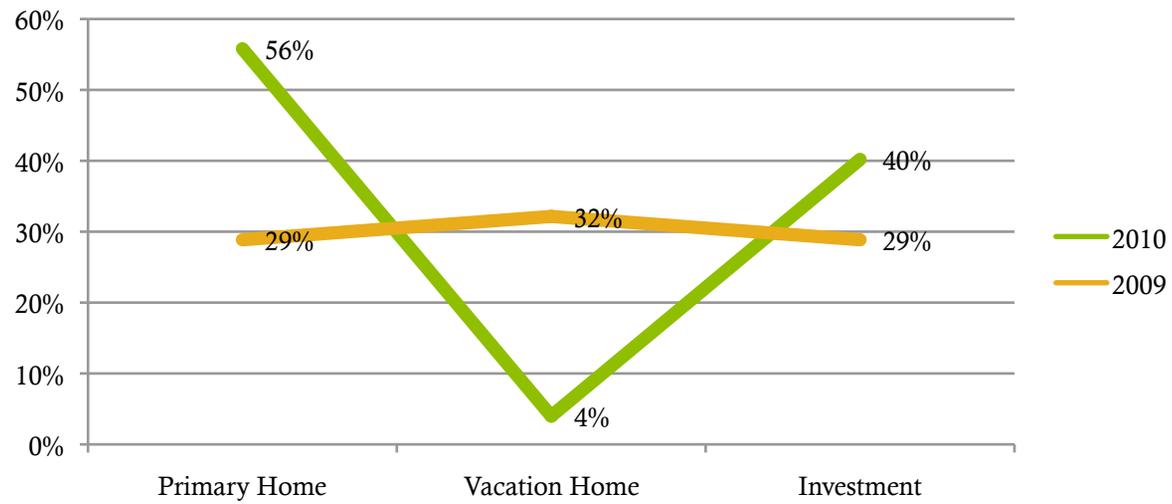
2010 Cotton Report



Primary Home	447
Vacation Home	32
Investment	322

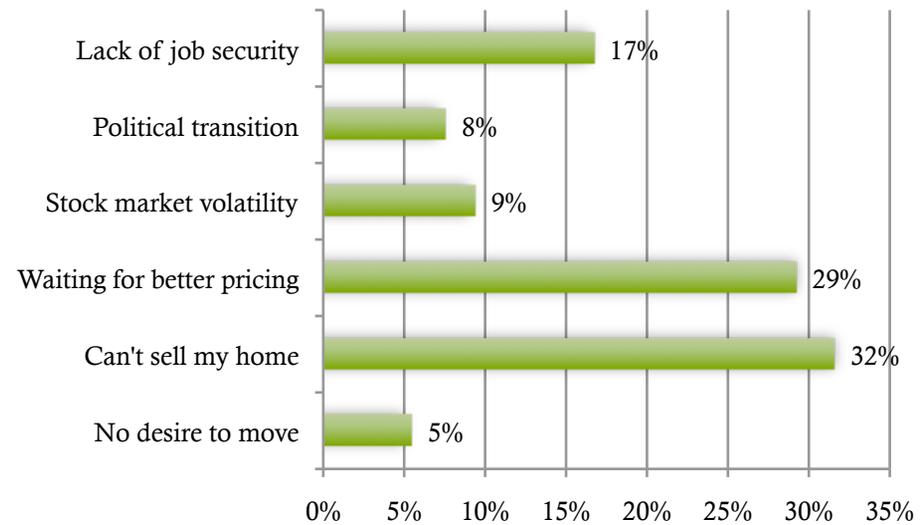
What is the purpose of this purchase?

2010 to 2009 Comparison



What is your reason for not purchasing?

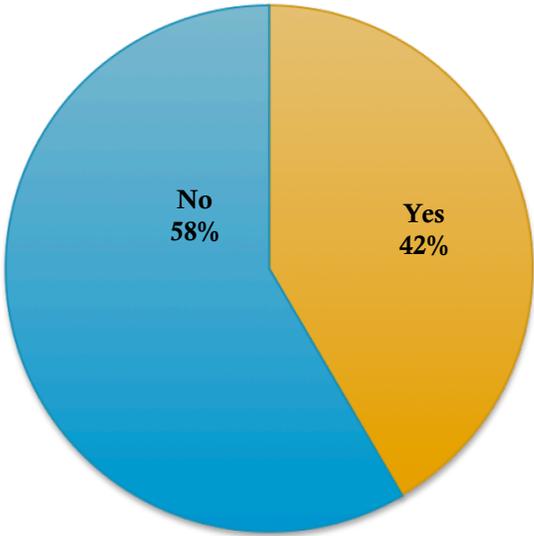
2010 Cotton Report



Note: This question was not asked on the 2009 Cotton Report Survey.

Is it necessary to sell your current home prior to purchase?

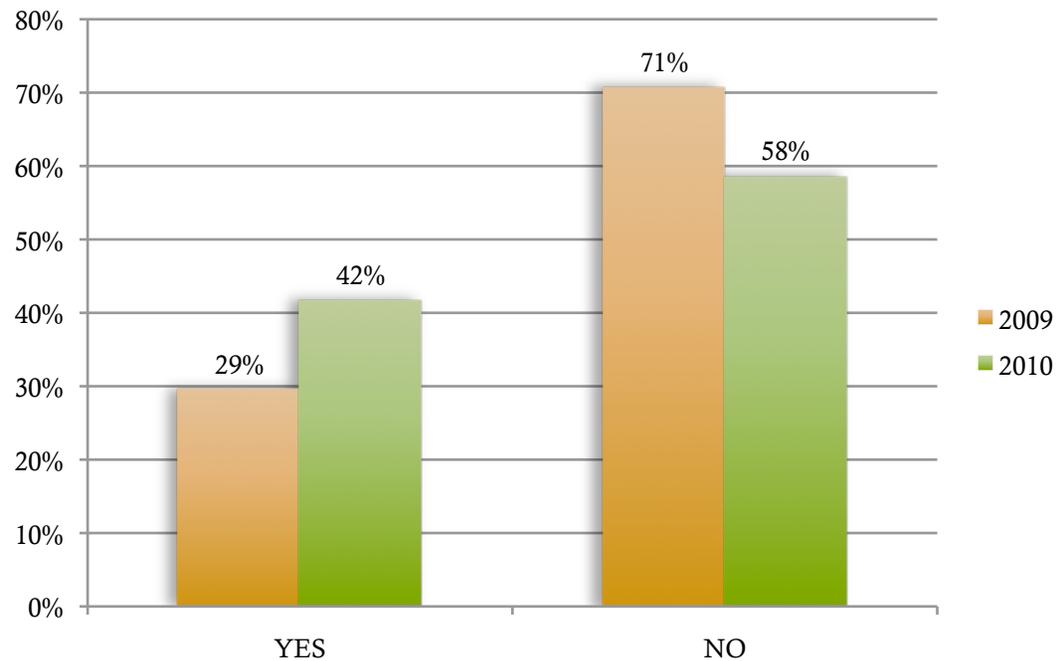
2010 Cotton Report



No	405
Yes	288

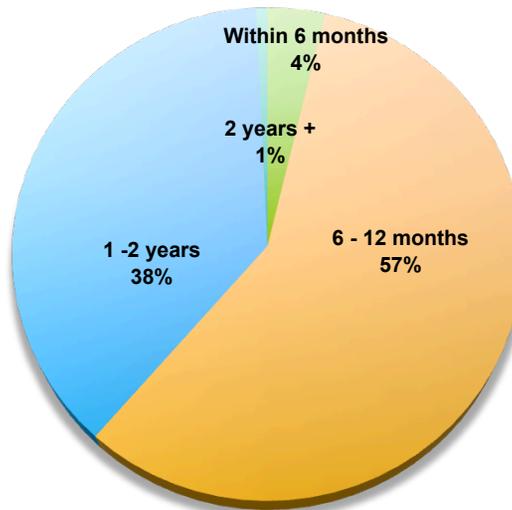
Is it necessary to sell your current home prior to purchase?

2010 to 2009 Comparison



How soon do you anticipate purchasing your new home?

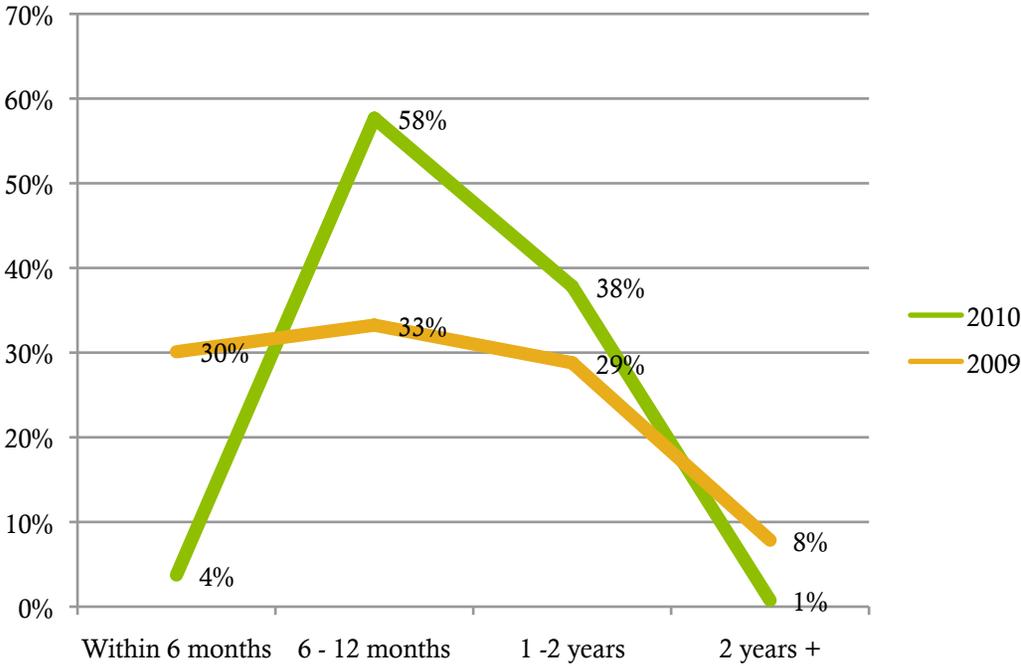
2010 Cotton Report



Within 6 months	30
6 - 12 months	462
1 - 2 years	303
2 years +	6

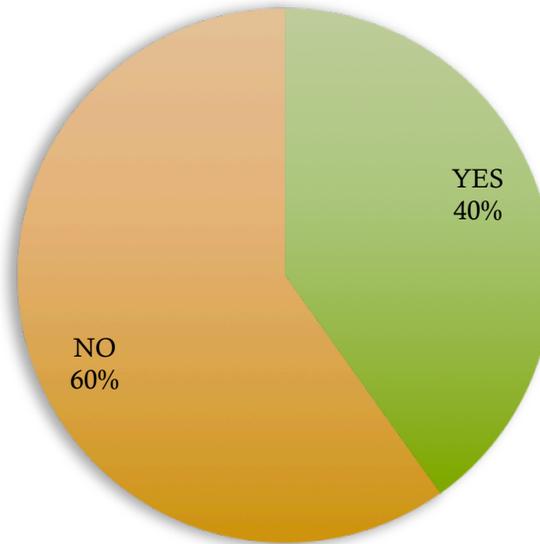
How soon do you anticipate purchasing your new home?

2010 to 2009 Comparison



Have we reached the bottom of the real estate market cycle?

2010 Cotton Report

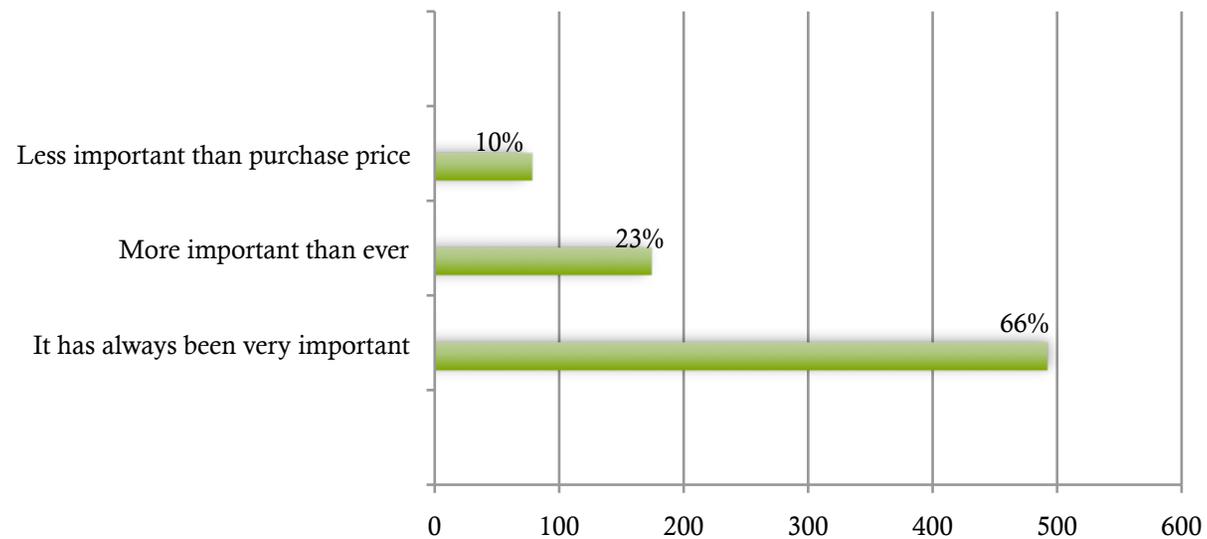


No	304
Yes	453

Note: This question was not asked on the 2009 Cotton Report Survey.

How important is the Total Cost of Ownership?

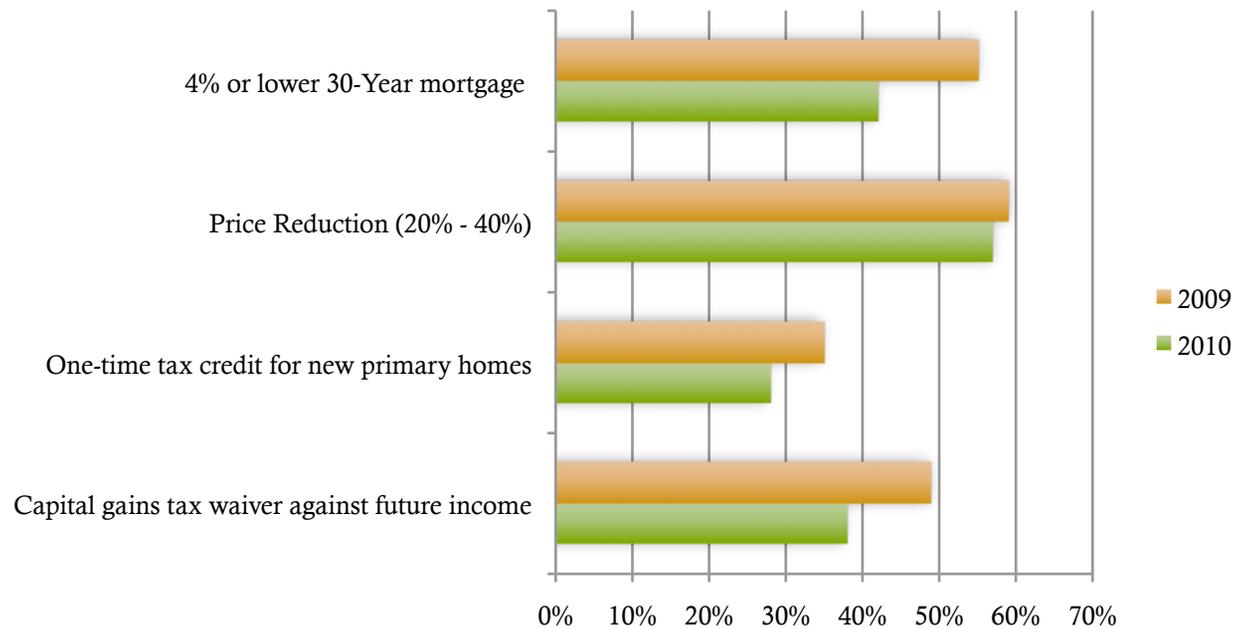
2010 Cotton Report



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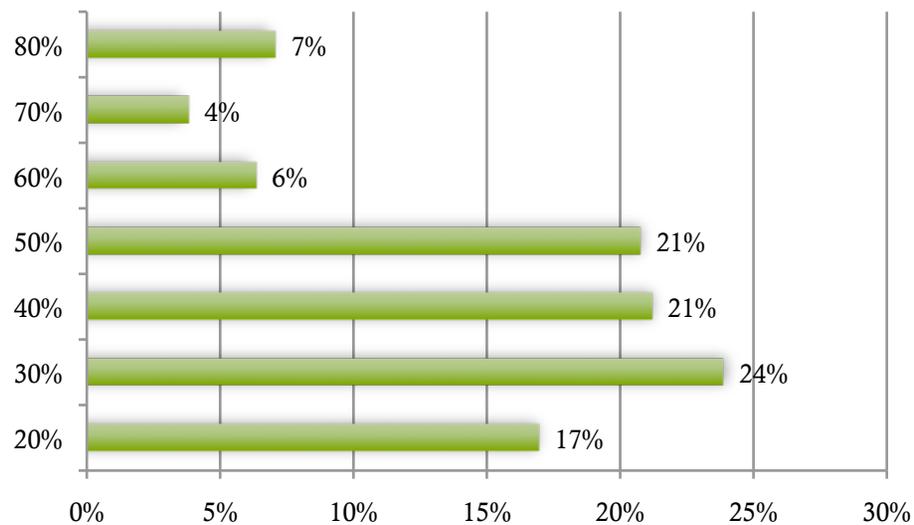
In today's economic climate, would any of the following motivate you to purchase immediately?

2010 to 2009 Comparison



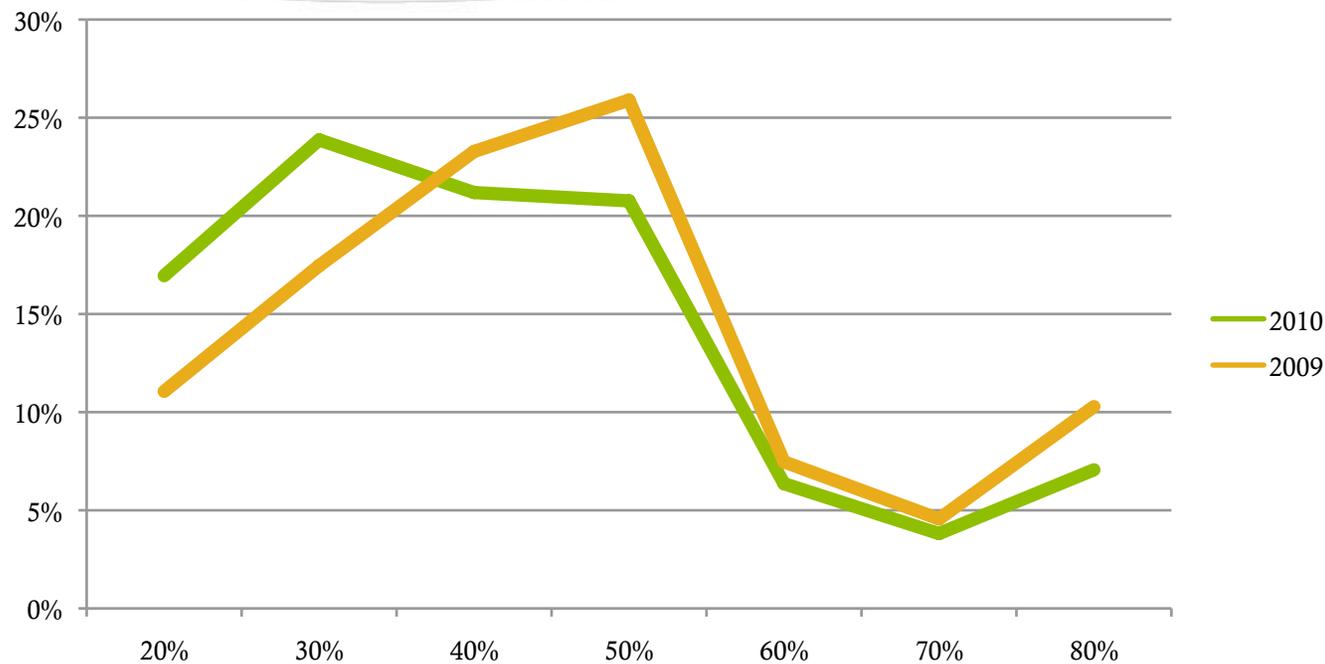
At what level of price reduction would you re-enter the market, regardless of other economic conditions?

2010 Cotton Report



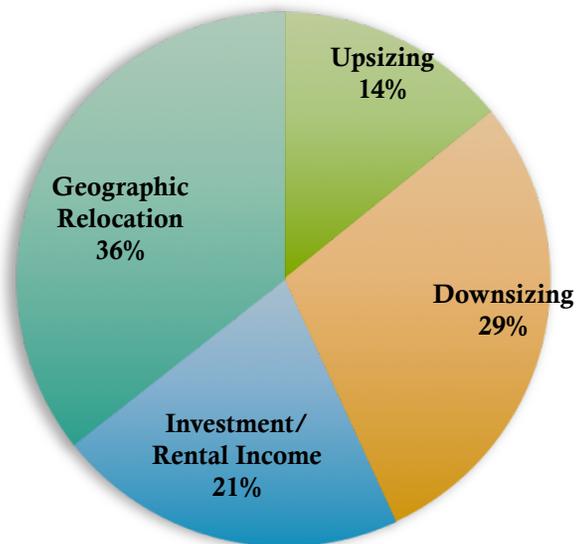
At what level of price reduction would you re-enter the market, regardless of other economic conditions?

2010 to 2009 Comparison



What best describes your transition?

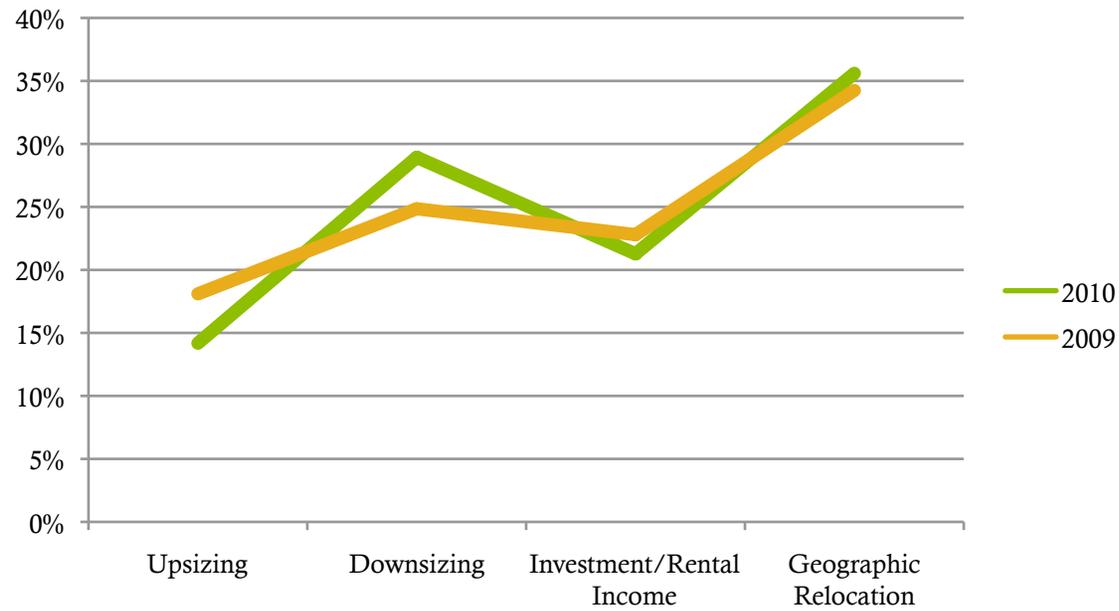
2010 Cotton Report



Upsizing	100
Downsizing	204
Investment/Rental Income	150
Geographic Relocation	251

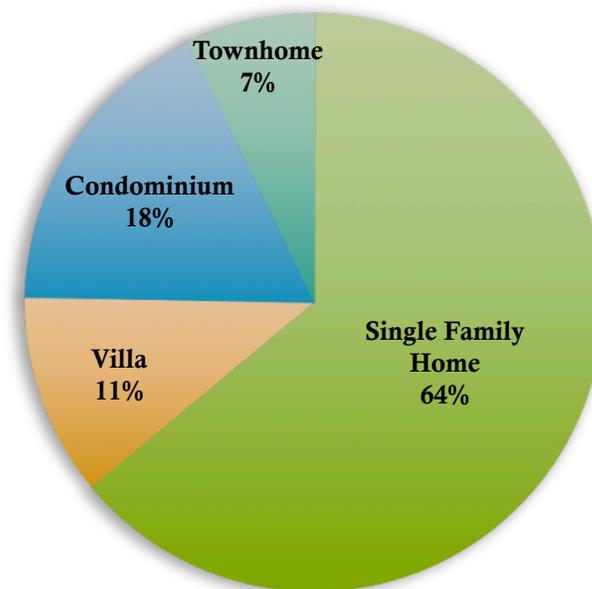
What best describes your transition?

2010 to 2009 Comparison



What type of residence are you most interested in purchasing?

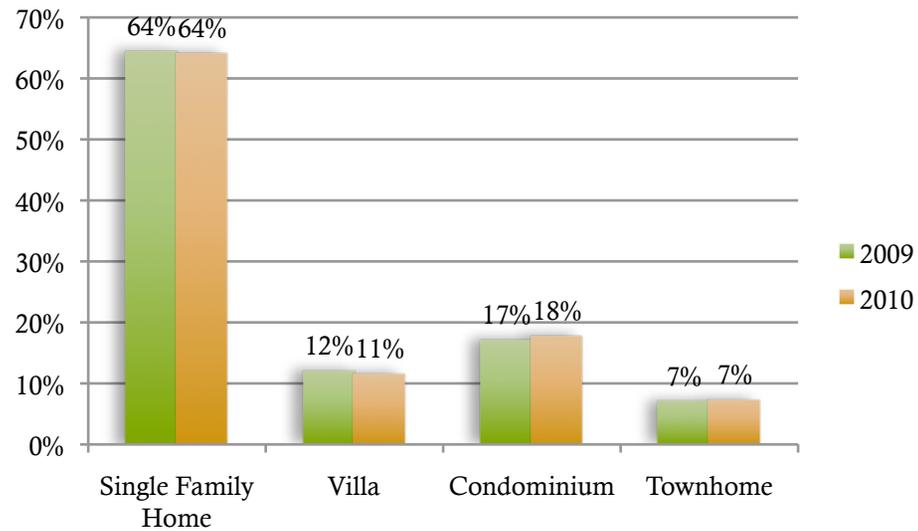
2010 Cotton Report



Single Family	378
Villa	67
Condominium	104
Townhome	42

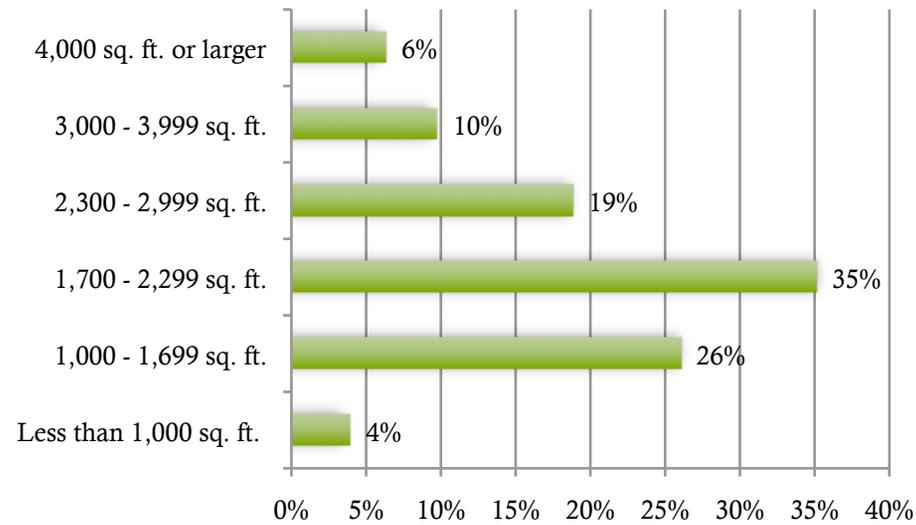
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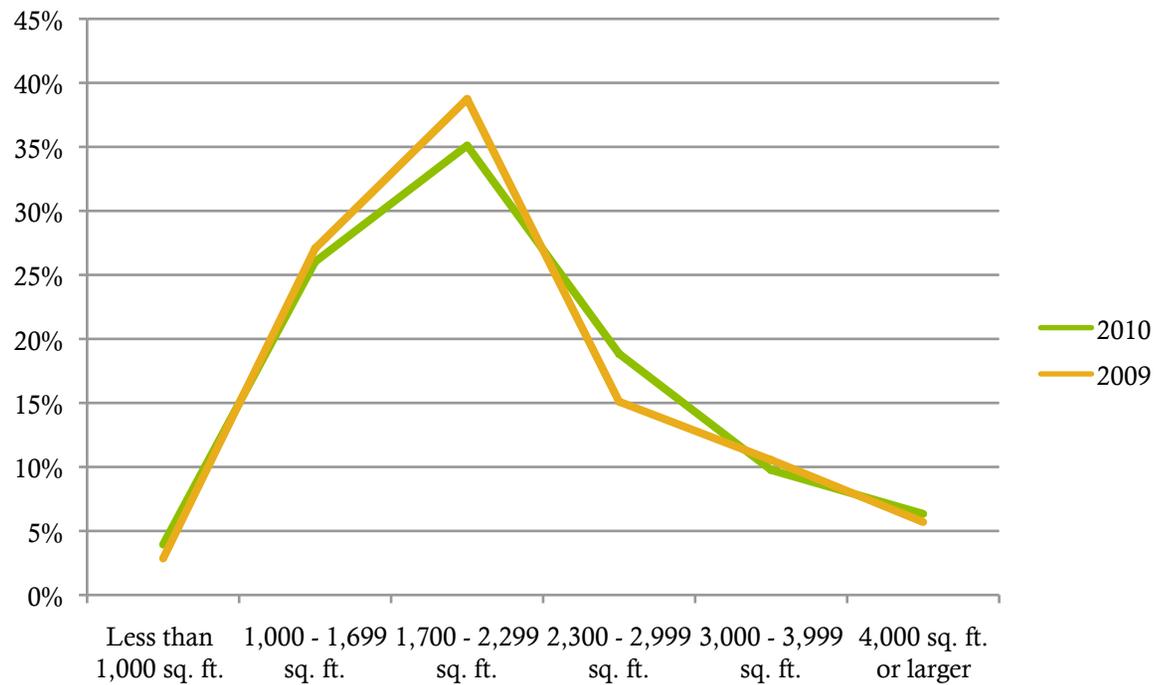
How large of a home do you require?

2010 Cotton Report



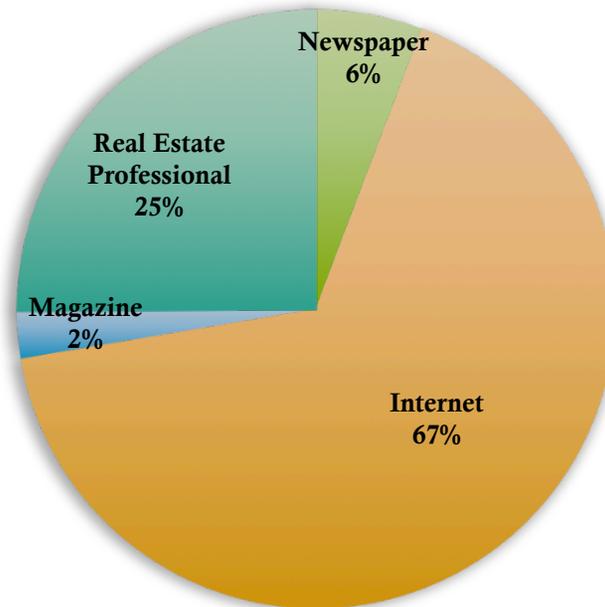
How large of a home do you require?

2010 to 2009 Comparison



How do you begin your search for a new home?

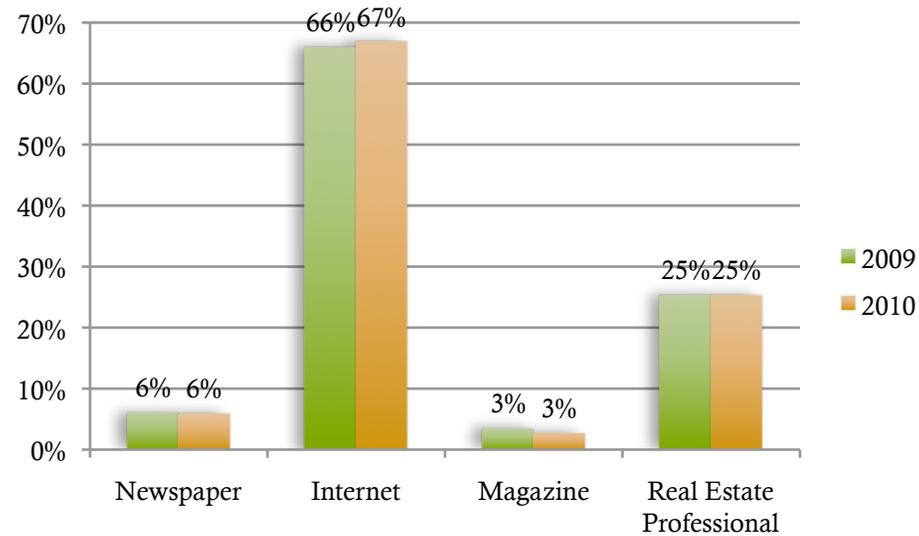
2010 Cotton Report



Newspaper	34
Internet	393
Magazine	15
Real Estate Professional	148

How do you begin your search for a new home?

2010 to 2009 Comparison



Summary Findings

- While the product type remains consistent, year to year, the 2010 report indicates a trend towards “downsizing”.
- Geographic relocation and primary housing continue to represent 35% of the current market.
- 60% of the market does not feel we have hit bottom yet.
- A spike of momentum is anticipated between 6 months to 1 year with a tremendous build-up of demand
- Primary homeowners and investors in foreclosure and short sales are driving the current transactional marketplace.
- Vacation home buyers are still sitting on the fence.
- Expected price reduction has lowered year-to-year based indicating a reset of baseline pricing.

Report prepared by:



Cotton & Company

- Industry leaders in the sales and marketing of residential real estate throughout the United States and the Caribbean
- Managed over 1500 properties over the past 26 years
- Market research, analytics, web development, public relations, marketing, sales management, e-communications and customer database management services
- TheCottonSolution.com