

# THE BROKER REPORT

*By Properties Online, LLC*

2010

## Real Estate Technology Information

Properties Online, LLC has compiled important statistical information for the real estate community. Statistical sources include the 2009 National Association of REALTORS® Profile of Home Buyers & Sellers, The California Association of REALTORS, and over 3 million website visitor statistics from over 15 thousand single property websites.

# The Broker Report

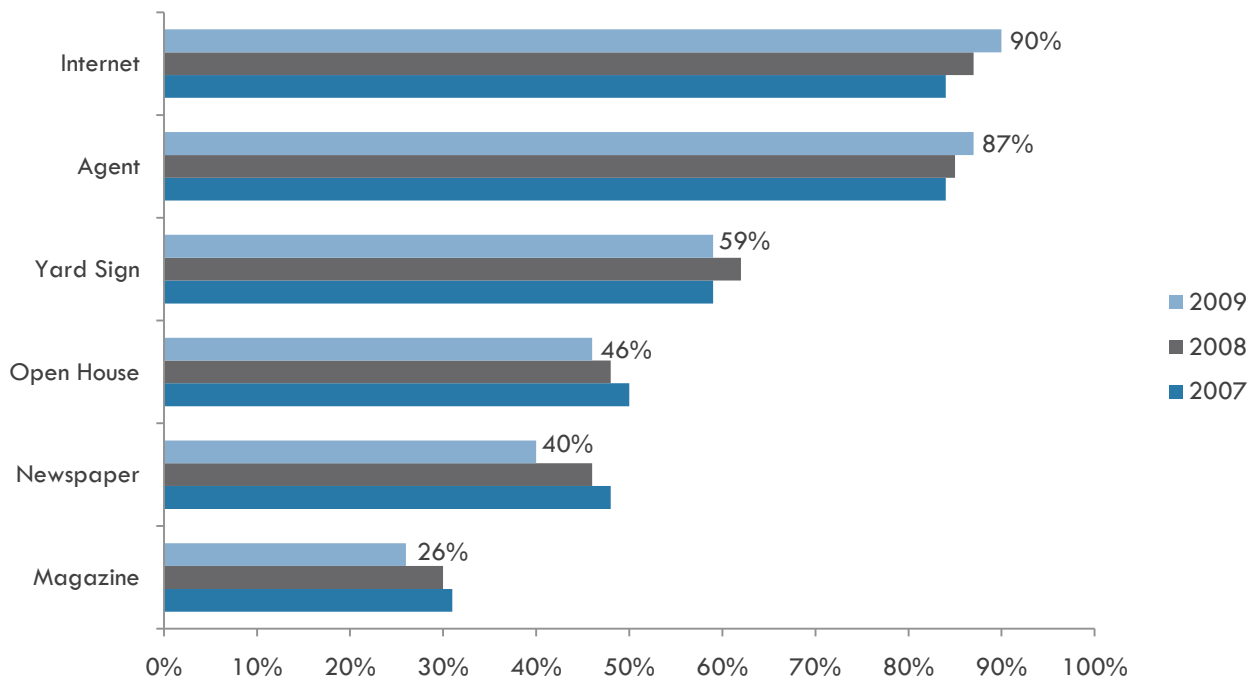
## REAL ESTATE TECHNOLOGY INFORMATION

### The Home Search Process

Real Estate Agents continue to be a critical component in the home buyers search process. Home buyers are relying heavily on online sources and their agents to provide information, with decreasing use of some sources, such as newspapers and open houses. Home buyers typically spend 12 weeks searching for a home and preview an average of 12 properties before deciding on their purchase. The Internet has become an essential and indispensable tool in the home search process with 90 percent of home buyers using it to search for homes, and 47 percent of buyers stating that the use of the Internet was the first step taken during the home buying process.

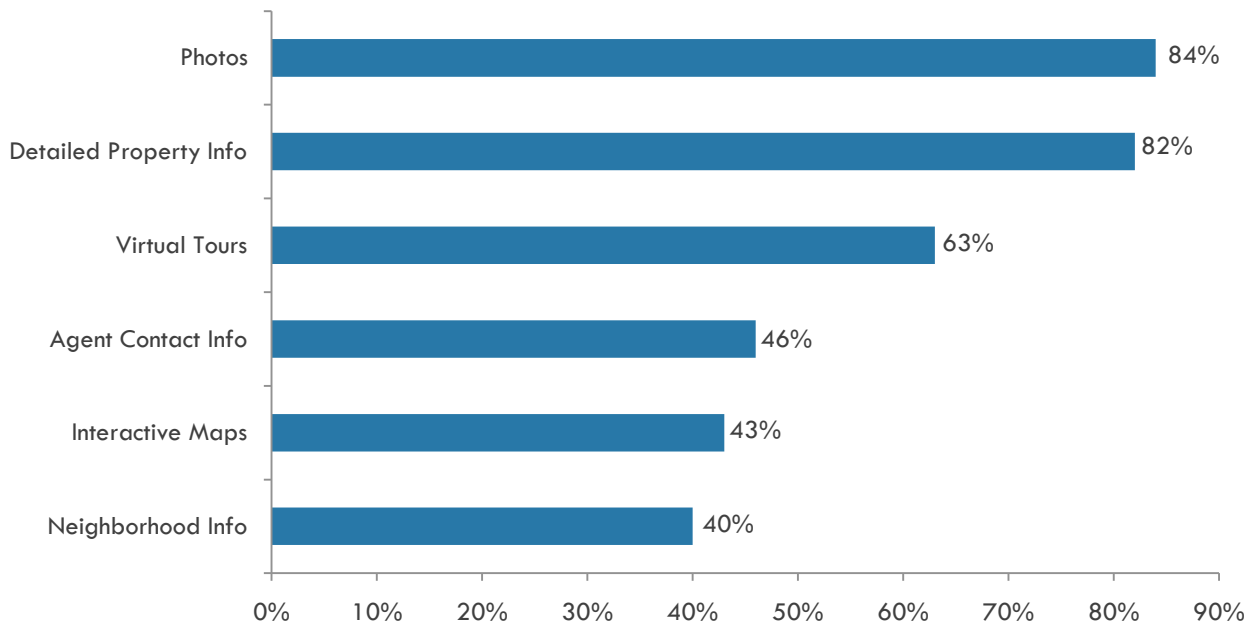
### How Buyers Search for Property

Information Sources used in Home Search



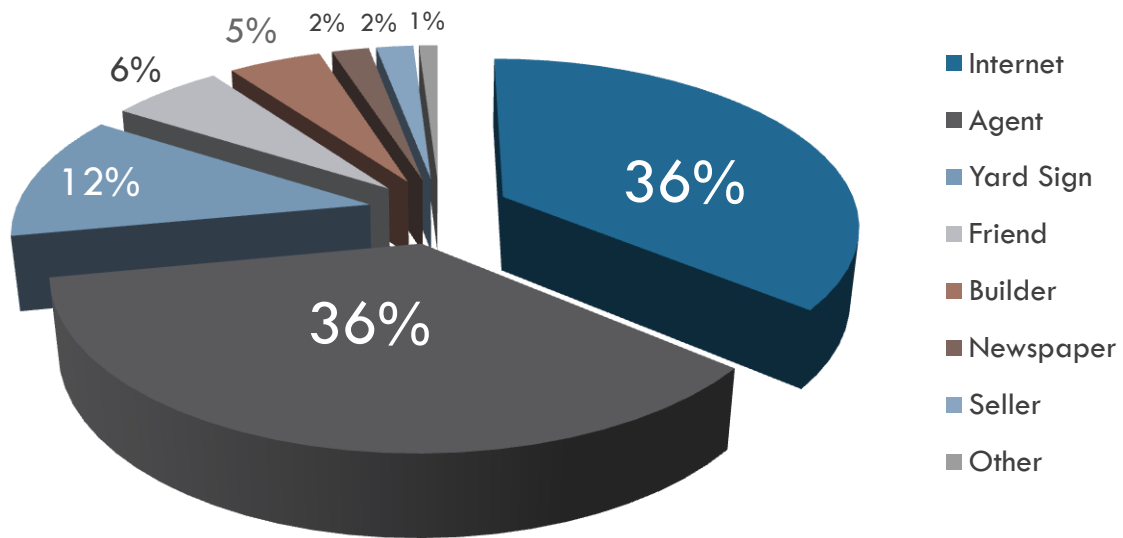
## What Buyers Like

What buyers deem "Very Useful"



## Where Buyers Come From

Where Buyer Found the Home they Purchased

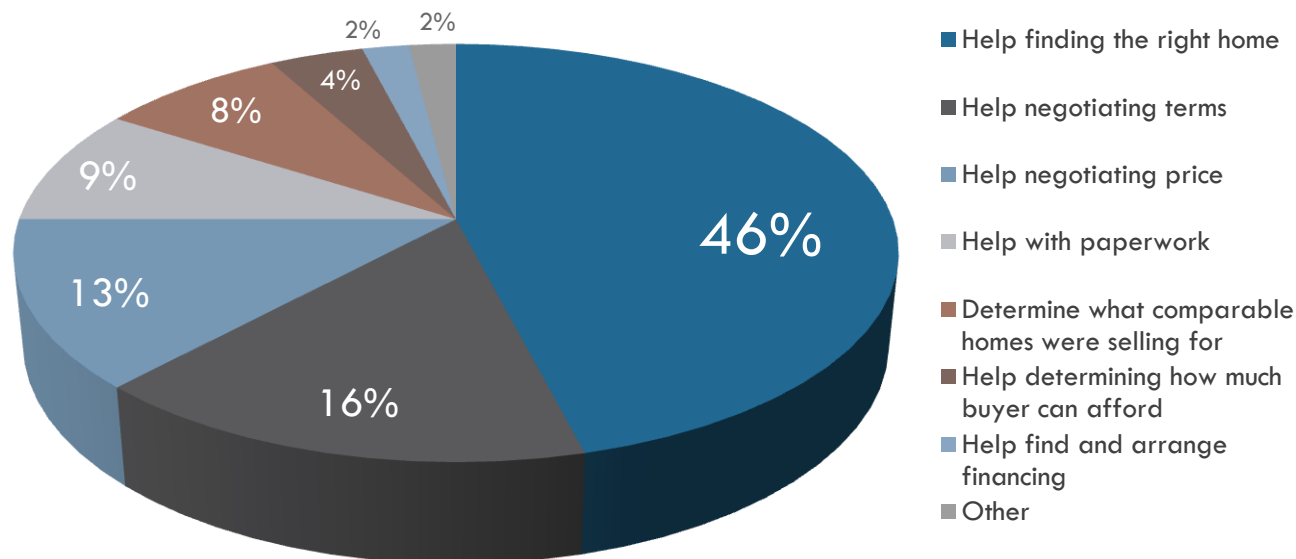


## Home Buyers & Real Estate Professionals

The housing market has shifted in the last year, while home buyers still rely on real estate agents and brokers to be partners as they navigate the home purchase process. The confidence and trust that buyers place in their agent translates into repeat business. Agents who satisfy buyers by providing the services that matter are likely to earn repeat business from buyers.

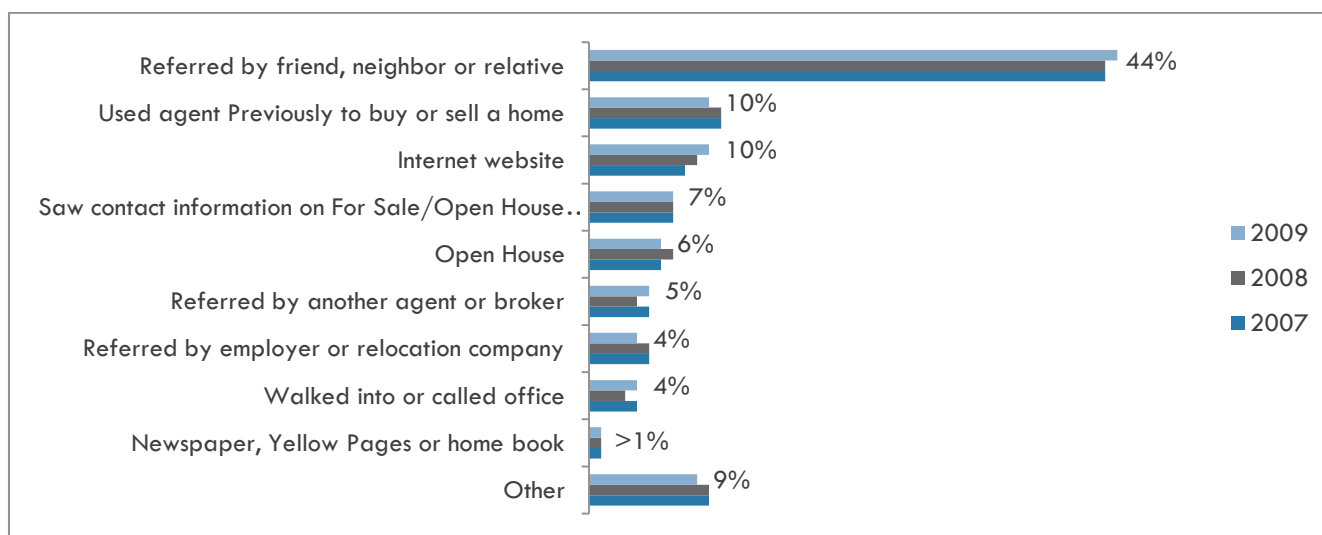
### What Buyers Want

from their real estate professional

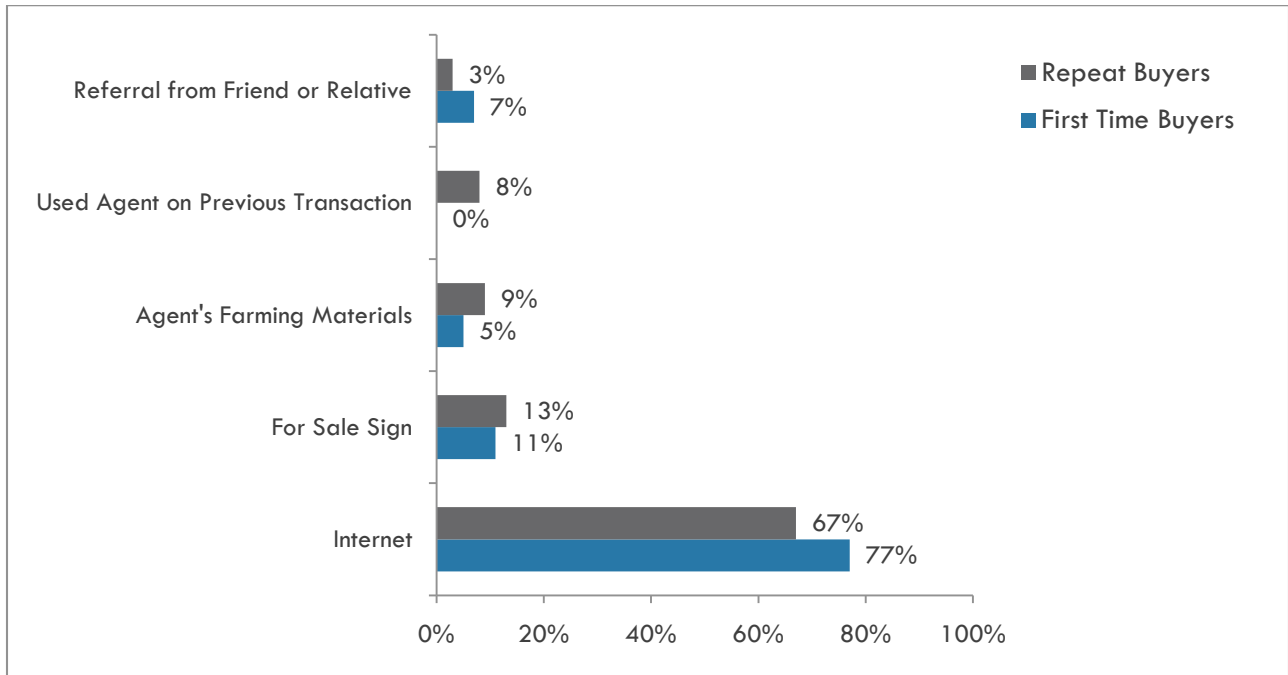


### Where Buyers Come From

Where buyers found their Real Estate Professional



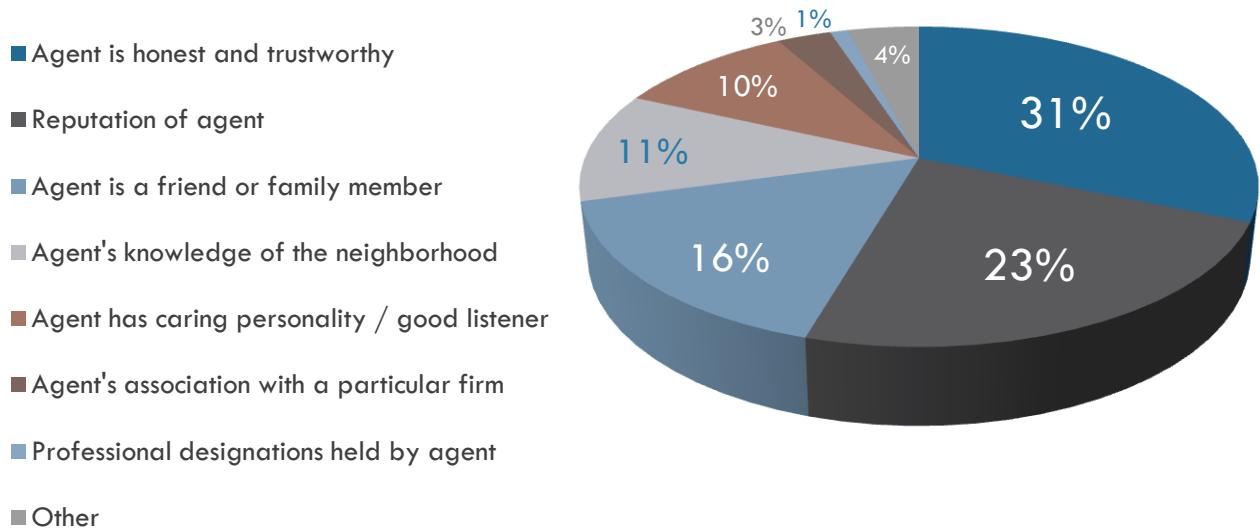
When the California Association asked buyers this same question, the numbers for Internet increased dramatically.



*Is California a sign of what's to come?*

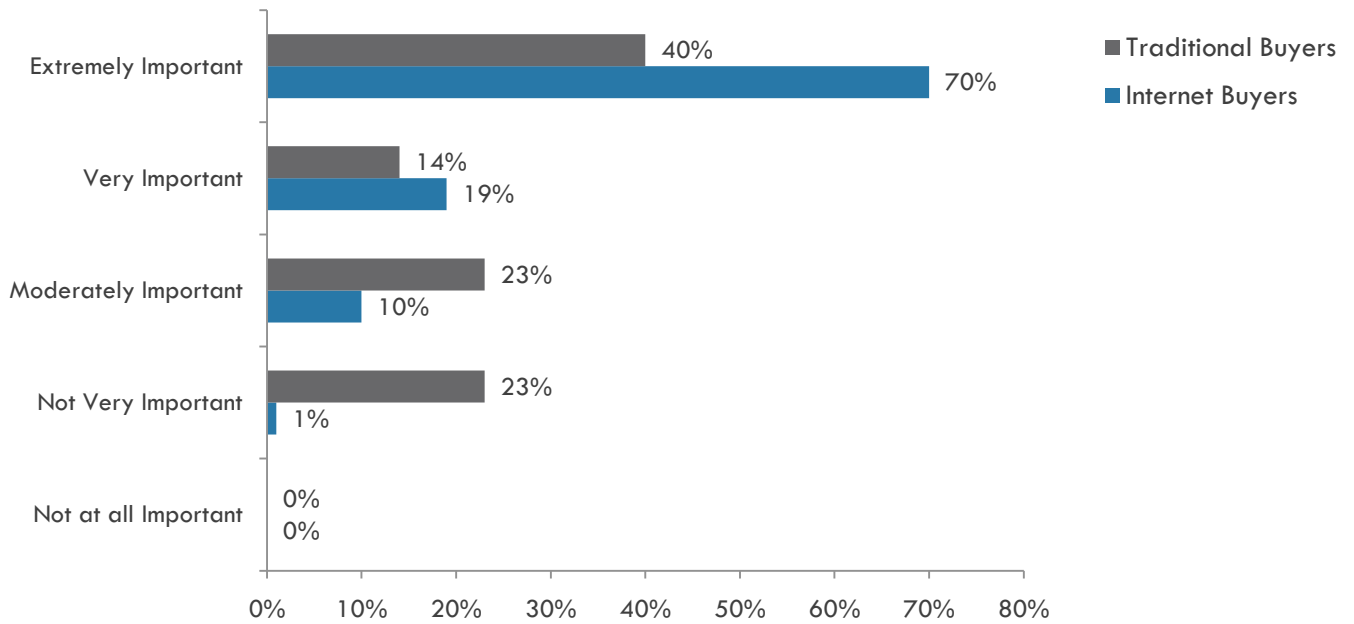
### Why Buyers Chose their Agent

Most Important Factors



## Response Time

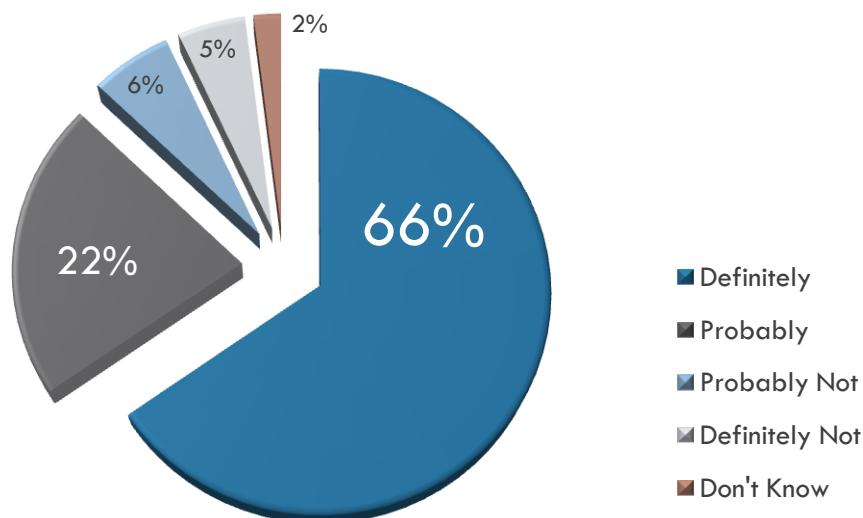
### Importance of Agents Response Time in the Selection Process



*89% of Internet buyers said that their agents response time was Very Important*

## Repeat Business

### Would buyer use real estate agent again or recommend to others?

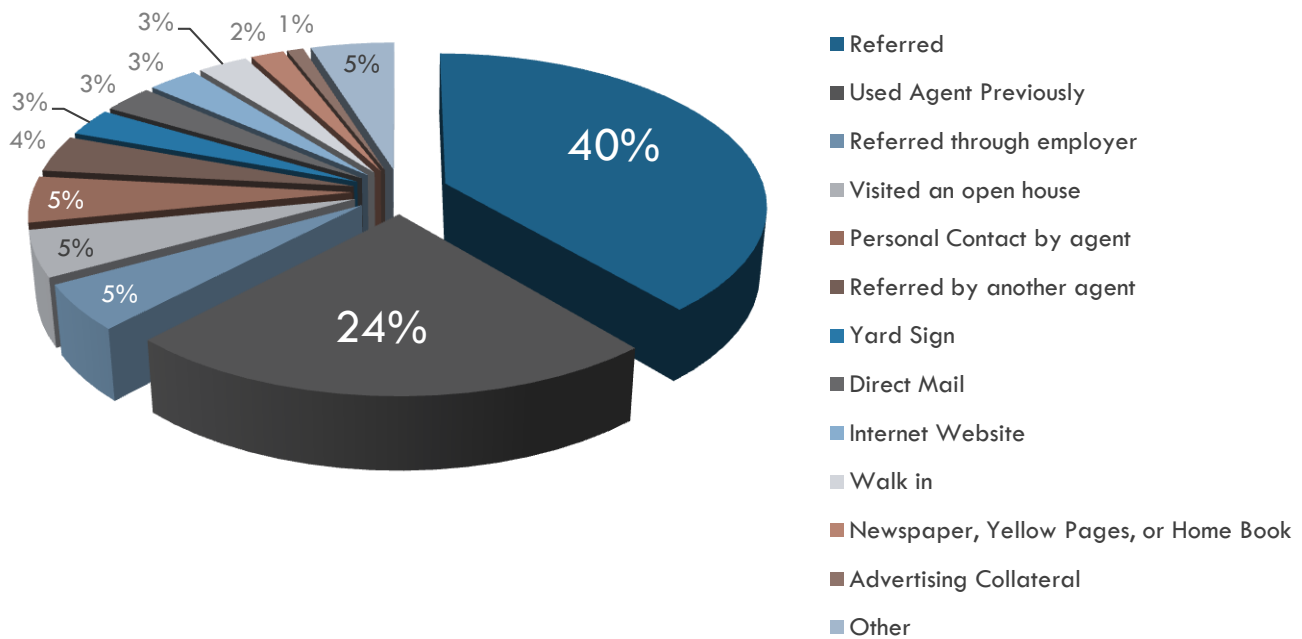


## Home Sellers & Real Estate Professionals

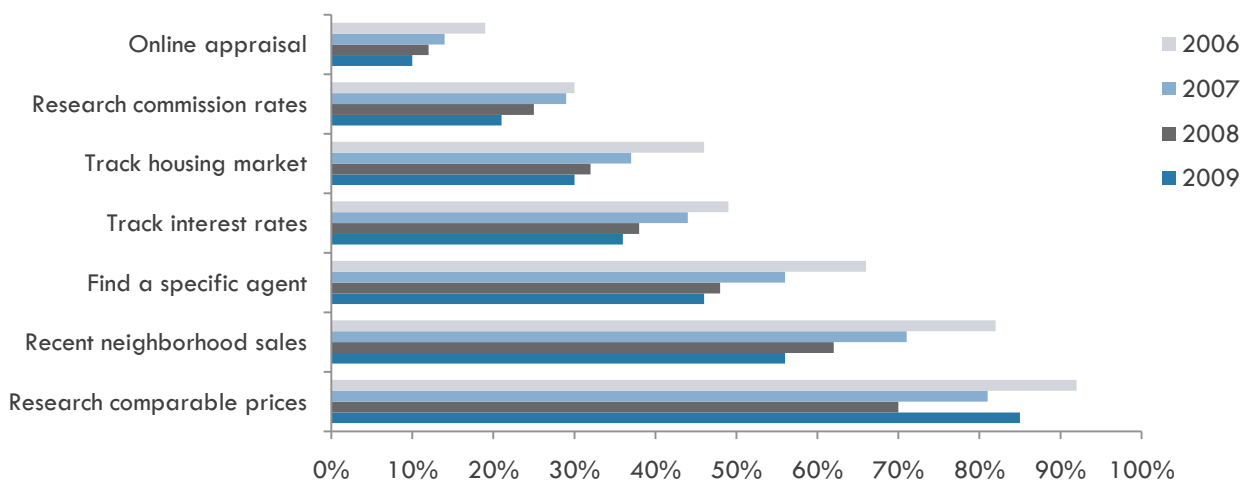
Referrals from friends and family continue to be among the most important factors when home sellers choose a real estate agent. In general, marketing in print media, such as real estate magazines and newspaper advertisements dropped significantly in 2009.

### Where Sellers Come From

Method used to find Real Estate Agent

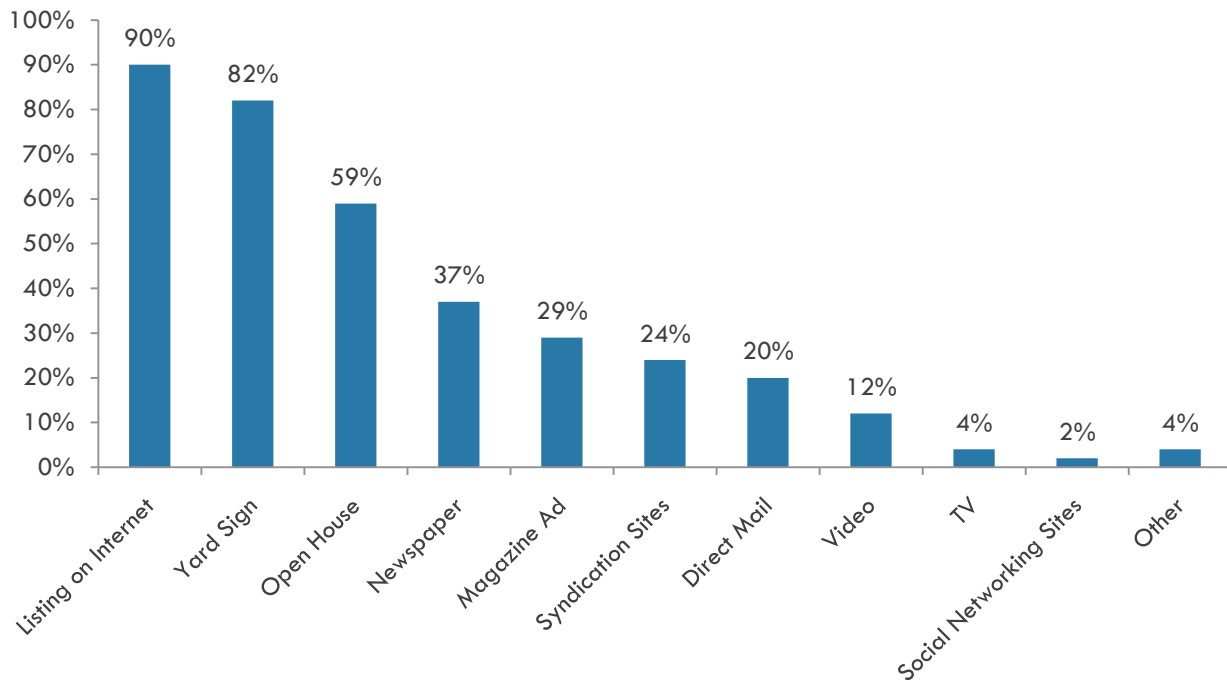


### How Sellers Use the Internet



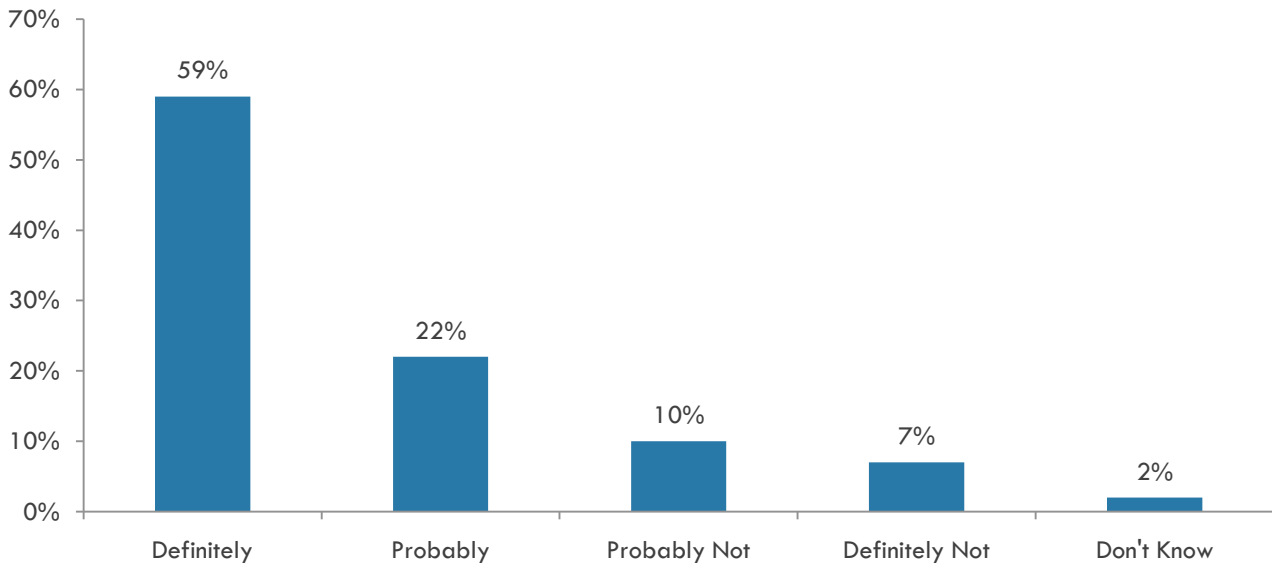
## Marketing Real Estate

Methods Real Estate Agent Used to Market Home



## Repeat Business

Would seller use real estate agent again or recommend to others?

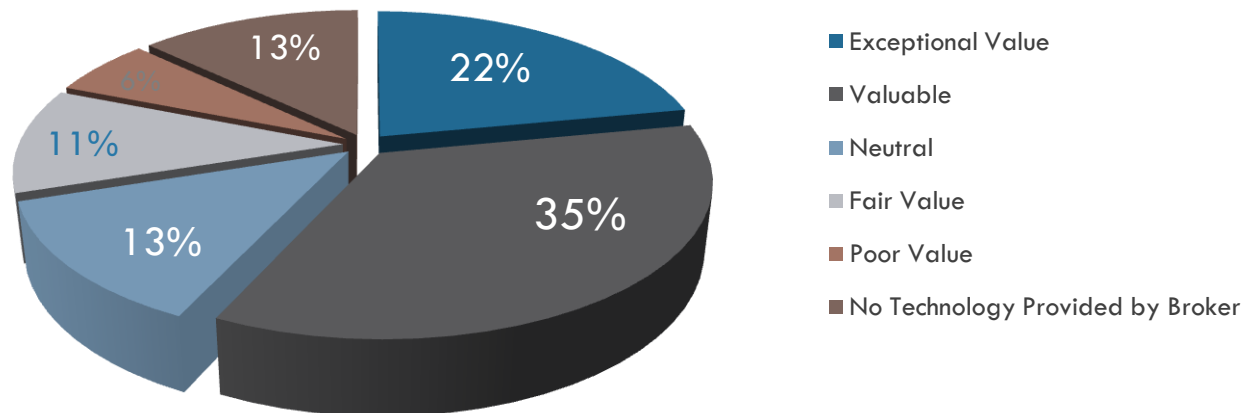




## Technology & The Real Estate Agent

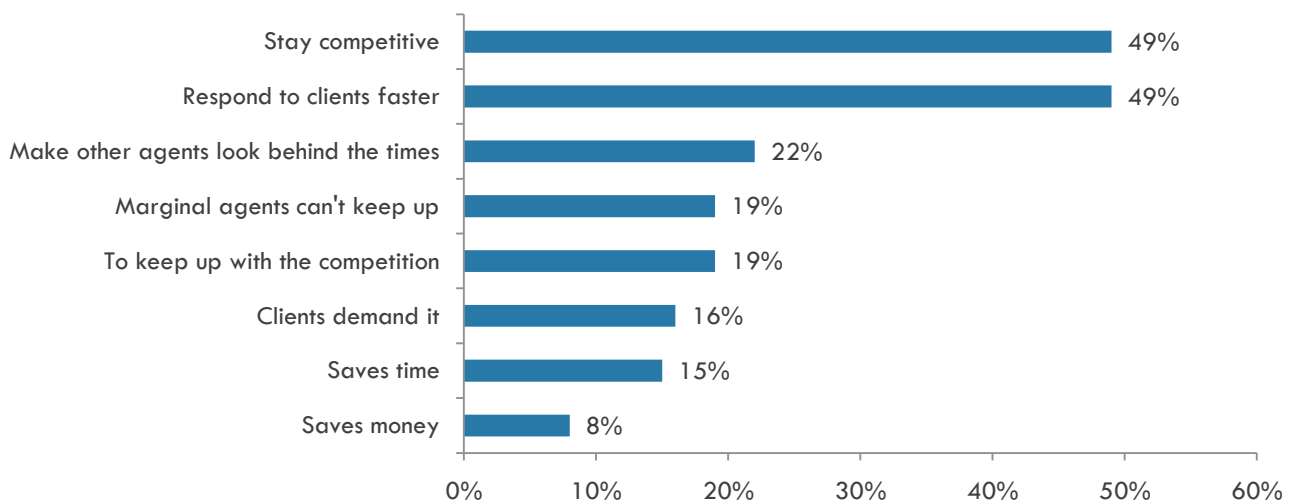
The demographic characteristics of Realtors have not changed significantly in recent years. The median or typical REALTOR is a 54 year old white female who attended college and is a homeowner.

### Value of Broker Supplied Technology



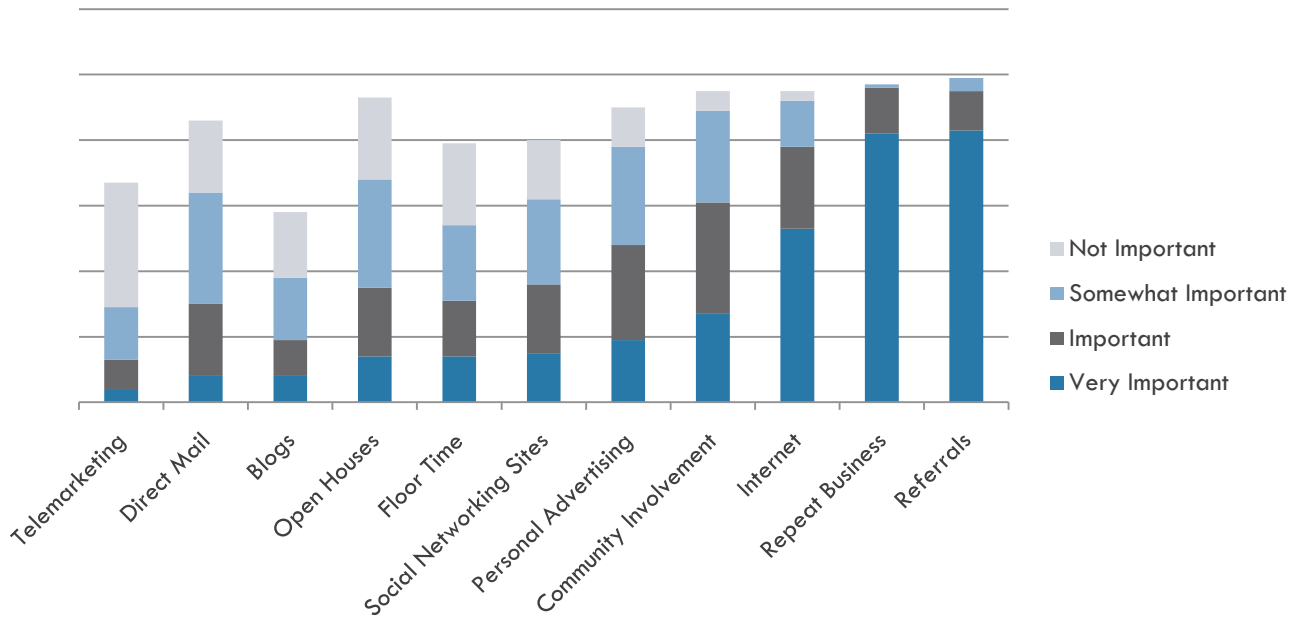
*48% of agents and associate brokers would like their broker to expand the amount of technology provided.*

### How Technology Gives an Advantage Over Other Real Estate Agents



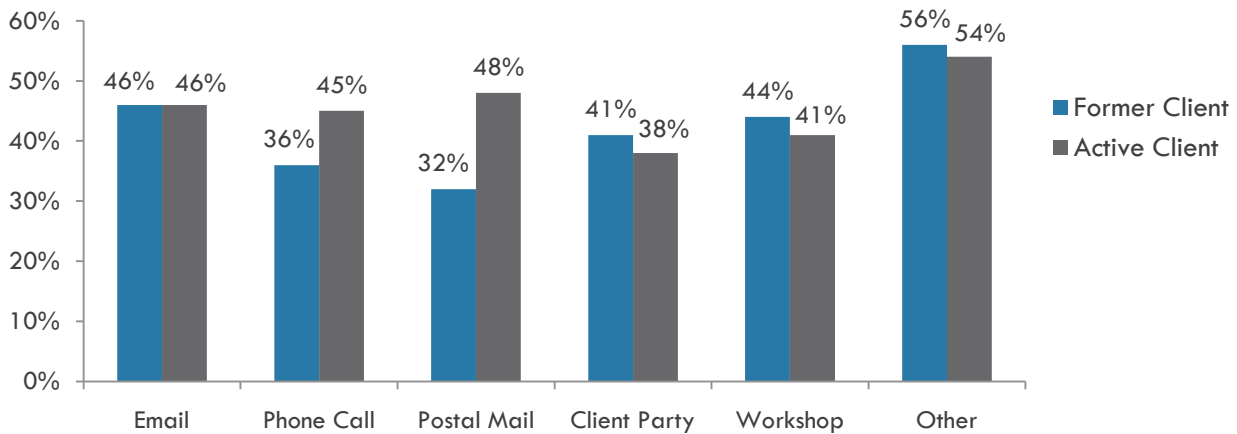
## Networking

How important are each of the following in generating leads?



## Relationship Building

Tools used to stay in touch

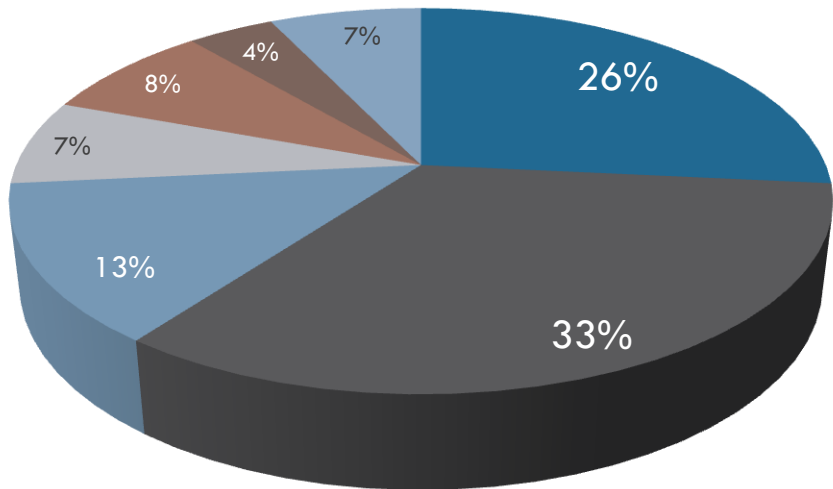


*Only 18% of agents touch base with past clients on a monthly basis*

## Customer Inquiries Generated from Website

How many website inquiries do you get a year?

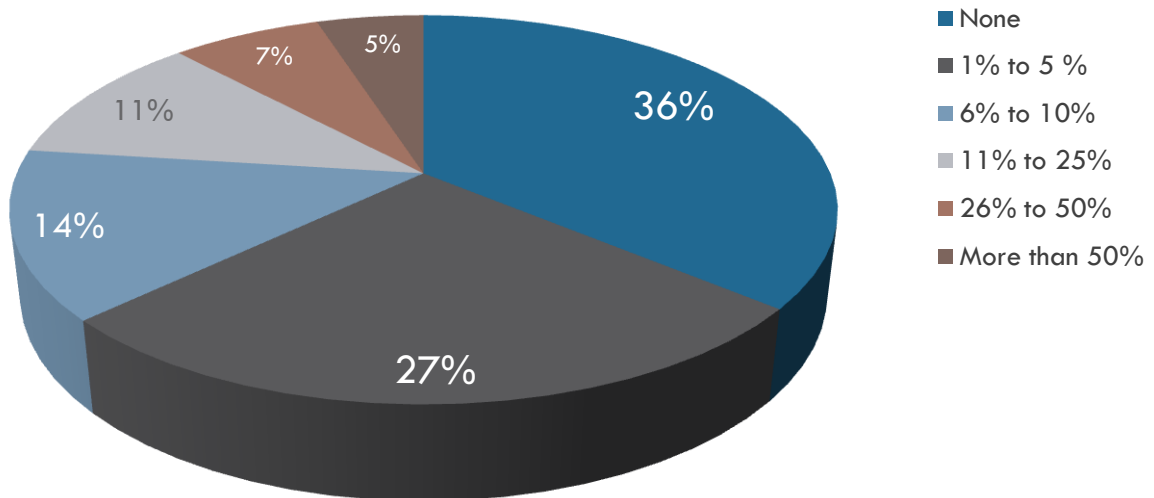
- None
- 1 to 5 inquiries
- 6 to 10 inquiries
- 11 to 20 inquiries
- 21 to 50 inquiries
- 51 to 100 inquiries
- More than 100 inquiries



*The median number of inquiries is 4 per year.  
60% of Realtors have a website.*

## Business Generated from Realtors Website

What percentage of business came from your website last year?

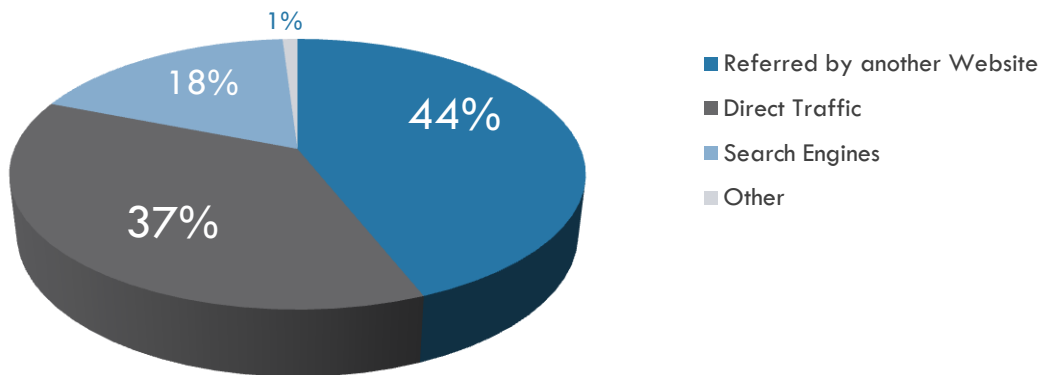


## Website Traffic Report

In the 90s, the telephone was the primary source of contact between a client and real estate professional. Today, the Internet has replaced the telephone as the first point of contact. Web traffic on broker and agent websites confirms this.

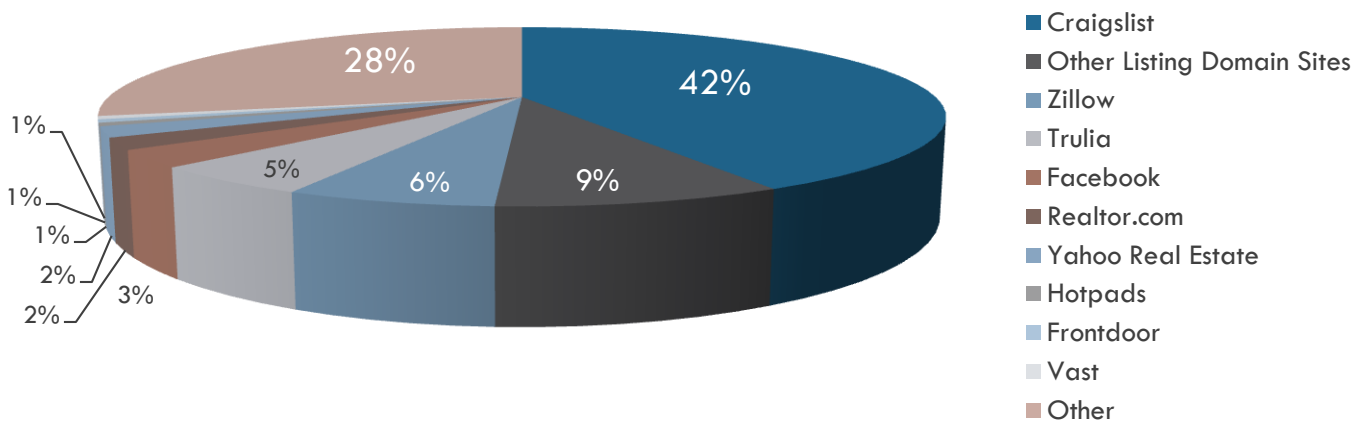
### Where Traffic is Coming From

From a total of 3,477,867 Listing Domain Visitors



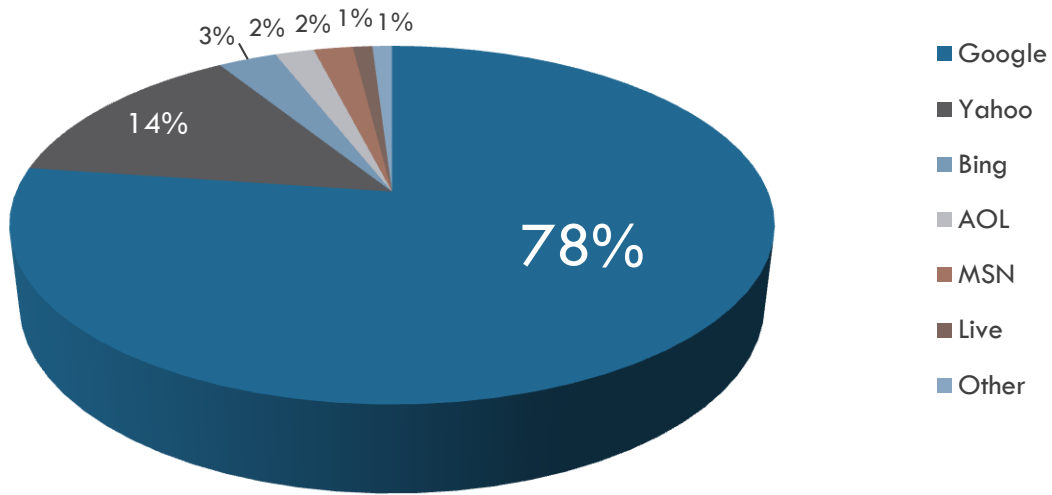
### Listing Syndication

Break down of Top Referring Websites



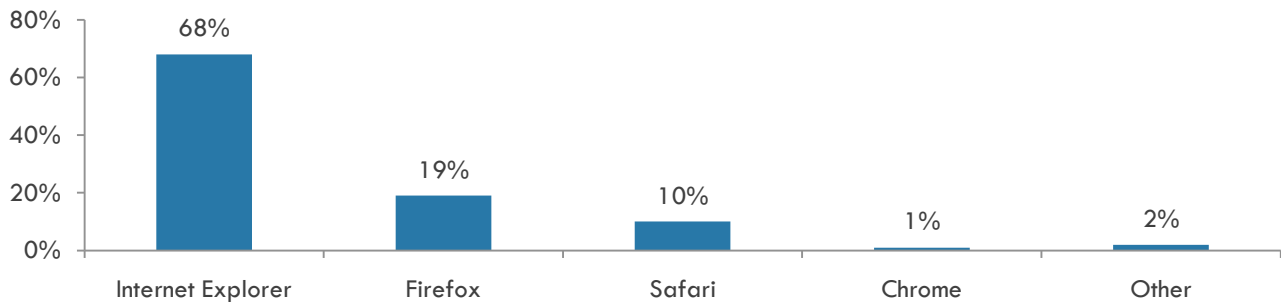
## Search Engines Traffic

Which Search Engine Sends the Most Traffic?

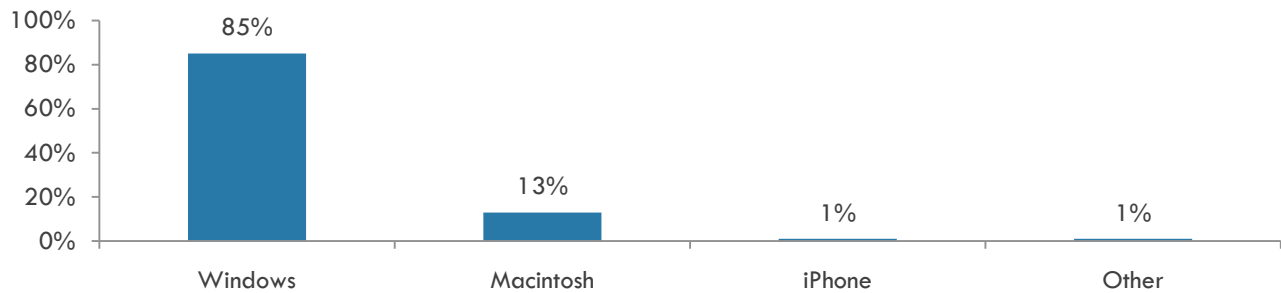


## Browsers Used

Top Browsers Used in Internet Search



## Operating System Used



## Contact Information

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