Properties Online, Inc. has compiled important statistical information for the real estate community. Statistical sources include the 2020 National Association of REALTORS® Profile of Home Buyers & Sellers, the 2020 National Association of REALTORS Member Profile, The Realtor Technology Survey Report, The California Association of REALTORS Buyer and Seller Surveys, WAV Group Agent Responsiveness Study, RealEstateSites.com and over 3 million website visitor statistics from over 15 thousand single property websites.
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 8 weeks searching for a home and preview an average of 9 properties before deciding on their purchase. The Internet has become an essential and indispensable tool in the home search process with nearly 97 percent of home buyers using it to search for homes, and 52 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 | **Now Vs. 13 Years Ago**

- **Television**: 3% vs. 3%
- **Relo Company**: 3% vs. 4%
- **Billboard**: 8% vs. 10%
- **Home Book / Magazine**: 18% vs. 19%
- **Newspaper**: 41% vs. 59%
- **Home Builder**: 48% vs. 53%
- **Online Video Site**: 1% vs. 50%
- **Yard Sign**: 1% vs. 75%
- **Open House**: 84% vs. 87%
- **Real Estate Agent**: 98% vs. 98%
- **Online Website**: 48% vs. 59%

Only 10% of Buyers use the Newspaper to Search for property, vs. 48% 10 years ago.

Huge jump in Online Video Sites and Mobile Search.
Buyers use of Internet in Home Search Process, 1995-2019

Usefulness of Information Sources
What buyers deem "Very Useful?"

- Real Estate Agent: 72%
- Mobile / Tablet Search: 62%
- Online Video site: 25%
- Home Builder: 9%
- Open House: 25%
- Yard Sign: 16%
- Relo Company: 1%
- Billboard: 1%
- Home Book / Magazine: 1%
- Newspaper: 2%
- Television: 1%
Method of Home Purchase 2001 - 2019

Majority of buyers use a real estate agent or broker when purchasing a home.

*Less than 1%
Where Buyers Come From

Home Buyers & Real Estate Professionals

The home buyers still rely on real estate agents and brokers to be partners as they navigate the home purchase process. Real estate agents remain a vital part of the home search process and are the second most frequented information source for home buyers, after the internet. 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. Last year, 87% of buyers used a real estate agent, up steadily from 69% in 2001. 55% of buyers who used the internet during their home search process ultimately found the home that they purchased through the internet.

What Buyers Want from their real estate professional.

- Help finding the right home
- Help negotiating terms
- Help negotiating price
- Help with paperwork
- Determine what comparable homes were selling for
- Help determining how much buyer can afford
- Help find and arrange financing
- Provide neighborhood information
## Where Buyers Come From

Where buyers found their Real Estate Professional

<table>
<thead>
<tr>
<th>Source of Business</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Referred by friend, neighbor or relative</td>
<td>40%</td>
</tr>
<tr>
<td>Used agent previously to buy or sell a home</td>
<td>13%</td>
</tr>
<tr>
<td>Inquired about a specific property viewed online</td>
<td>7%</td>
</tr>
<tr>
<td>Website (without a specific reference)</td>
<td>6%</td>
</tr>
<tr>
<td>Open House</td>
<td>6%</td>
</tr>
<tr>
<td>Referred by another agent or broker</td>
<td>5%</td>
</tr>
<tr>
<td>Saw contact information on For Sale/Open House Sign</td>
<td>3%</td>
</tr>
<tr>
<td>Personal Contact by agent (telephone, email, etc.)</td>
<td>4%</td>
</tr>
<tr>
<td>Referred through employer or relocation company</td>
<td>2%</td>
</tr>
<tr>
<td>Walked into or called office</td>
<td>1%</td>
</tr>
<tr>
<td>Direct Mail</td>
<td>*</td>
</tr>
<tr>
<td>Agents Social Media</td>
<td>1%</td>
</tr>
<tr>
<td>Mobile or Tablet App</td>
<td>1%</td>
</tr>
<tr>
<td>Newspaper, Yellow Pages or home book</td>
<td>*</td>
</tr>
<tr>
<td>Other</td>
<td>10%</td>
</tr>
</tbody>
</table>

## Why Buyers Chose their Agent

Most Important Factors

- Agent is honest and trustworthy: 21%
- Agent's Experience: 18%
- Reputation of agent: 15%
- Agent is a friend or family member: 13%
- Active in local community/volunteerism: 1%
- Professional designations held by agent: 1%
- Agent's association with a particular firm: 1%
- Agent seems 100% accessible because of use of technology: 4%
- Agent has caring personality / good listener: 8%
- Agent's knowledge of the neighborhood: 8%
- Agent is timely with response: 6%
- Agent has an active role in the community: 1%
- Other: 4%
# Importance of Real Estate Agent Skills and Qualities

<table>
<thead>
<tr>
<th>Skill</th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Not Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skills with Technology</td>
<td>45%</td>
<td>47%</td>
<td>8%</td>
</tr>
<tr>
<td>Knowledge of Local Area</td>
<td>76%</td>
<td>22%</td>
<td>2%</td>
</tr>
<tr>
<td>People Skills</td>
<td>81%</td>
<td>18%</td>
<td>11%</td>
</tr>
<tr>
<td>Negotiation Skills</td>
<td>82%</td>
<td>16%</td>
<td>11%</td>
</tr>
<tr>
<td>Communication Skills</td>
<td>89%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>Knowledge of Real Estate Market</td>
<td>90%</td>
<td>9%</td>
<td>1%</td>
</tr>
<tr>
<td>Knowledge of Purchase Process</td>
<td>94%</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Responsiveness</td>
<td>94%</td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>Honesty and Integrity</td>
<td>98%</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

# Satisfaction with Real Estate Agent Skills and Qualities

<table>
<thead>
<tr>
<th>Skill</th>
<th>Very Satisfied</th>
<th>Somewhat Satisfied</th>
<th>Not Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skills with Technology</td>
<td>84%</td>
<td>15%</td>
<td>11%</td>
</tr>
<tr>
<td>Knowledge of Local Area</td>
<td>85%</td>
<td>13%</td>
<td>10%</td>
</tr>
<tr>
<td>People Skills</td>
<td>89%</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>Negotiation Skills</td>
<td>78%</td>
<td>17%</td>
<td>12%</td>
</tr>
<tr>
<td>Communication Skills</td>
<td>87%</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>Knowledge of Real Estate Market</td>
<td>88%</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>Knowledge of Purchase Process</td>
<td>91%</td>
<td>7%</td>
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<tr>
<td>Responsiveness</td>
<td>90%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Honesty and Integrity</td>
<td>91%</td>
<td>8%</td>
<td>8%</td>
</tr>
</tbody>
</table>
77% of **sellers**
expect a response
from their agent
within 30 minutes.
Only 24% of
agents meet their
expectations.

15% of sellers
expect an instant
reply.

Only 24% of
Agents reply to
Sellers within
30 mins.

62% of buyers
expect a reply within
30 mins.

11% of buyers
expect to be contacted
instantly.

Only 30% of
Agents reply to
buyers within
1 hour.
Expected Response Time Vs. Actual Response Time

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

Top 5 Reasons for Satisfaction with Agent:
1. Response time
2. Listened to needs
3. Helped find best home
4. Worked hard
5. Did a good job facilitating transaction

Only 12% of buyers actually used an agent that they had used previously.
Importance of Agent Communications
What buyers think is important ...

- Has a blog
- Advertises in newspaper
- Sends me a email newsletter
- Is active on social media
- Active in local community / Volunteerism
- Has a mobile site to show properties
- Has a website
- Can send market reports on recent listings and sales
- Sends me emails about my specific needs
- Sends me property info and communicates via text message
- Sends me postings as soon as a property is listed / the price changes / under contract
- Calls personally to inform me of activities
Home Sellers & Real Estate Professionals

89% of Sellers used an agent to sell their home last year, up from 79% in 2001. 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 over the past few years.

Where Sellers Come From
Method used to find Real Estate Agent

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Used agent previously</td>
<td>26%</td>
</tr>
<tr>
<td>Referred</td>
<td>41%</td>
</tr>
<tr>
<td>Internet website</td>
<td>5%</td>
</tr>
<tr>
<td>Personal contact by agent</td>
<td>4%</td>
</tr>
<tr>
<td>Visited an open house</td>
<td>3%</td>
</tr>
<tr>
<td>Referred by another agent</td>
<td>4%</td>
</tr>
<tr>
<td>Yard sign</td>
<td>1%</td>
</tr>
<tr>
<td>Direct mail</td>
<td>1%</td>
</tr>
<tr>
<td>Walk in</td>
<td>1%</td>
</tr>
<tr>
<td>Referral through employer</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>10%</td>
</tr>
<tr>
<td>Newspaper, Yellowpages</td>
<td>1%</td>
</tr>
<tr>
<td>Social Media</td>
<td>1%</td>
</tr>
</tbody>
</table>

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

- Definitely: 74%
- Probable: 15%
- Probably not: 5%
- Definitely not: 5%
- Don't know: 1%

*Less than 1%
Marketing Real Estate
Methods Real Estate Agent Used to Market Home

Less than 1% of Buyers found the home they purchased in the Newspaper and less than 1% in a Magazine.

6% of Agents still market their listings in the newspaper

73% of homeowners say they’re more likely to list with a realtor offering to do a video but only 12% of agents do.

4% of Agents still market their listings in Magazines.
Technology & The Real Estate Agent

The demographic characteristics of Realtors have not changed significantly in recent years. The median or typical REALTOR is a 55 year old white female who attended college and is a homeowner. 64% of agents are female leaving 36% male.

Value of Broker Supplied Technology

45% of agents and associate brokers would like their broker to expand the amount of technology provided. 62% of agents would like their MLS to expand the technology and services offered.

How Technology Gives an Advantage Over Other Real Estate Agents

- Stay competitive: 49%
- Respond to clients faster: 49%
- Make other agents look behind the times: 22%
- Marginal agents can’t keep up: 19%
- To keep up with the competition: 19%
- Clients demand it: 16%
- Saves time: 15%
- Saves money: 8%
Networking

How important are each of the following in generating lead?

- Telemarketing
- Direct Mail
- Open Houses
- Personal Advertising
- Community Involvement
- Repeat Business
- Referrals

How Agents Communicate with Clients

Preferred method used to stay in touch

- Email: 91%
- Phone Call: 89%
- Text Message: 94%
- IM: 37%
- Postal Mail: 25%
- Video Chat: 14%

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, 54%
- 1 to 5 inquiries, 29%
- 6 to 10 inquiries, 6%
- 11 to 20 inquiries, 4%
- 21 to 50 inquiries, 4%
- 51 to 100 inquiries, 2%
- More than 100 inquiries, 2%

Business Generated from Realtors Website
What percentage of business came from your website last year?

- None
- 1% to 5%
- 6% to 10%
- 11% to 25%
- 26% to 50%
- More than 50%

Agents who spend $1,000 or more to maintain their website generate on average 4x more leads than those who spend $100 or less.
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?
Source: Listings Unlimited Property Websites | 9,514,030 website views

Referring Websites
Break down of Top Referring Sources (excludes social networks)
**Browsers Used**

*Top Browsers Used in Internet Search on Desktop*

![Browsers Used Chart]

**Traffic by Device Type**

*How did visitors access the Property Website...*

![Traffic by Device Type Chart]
Mobile Traffic now accounts for 82% of the total traffic to Listings Unlimited.

Top 5 Social Network Referrers
For referring traffic to the Single Property Websites

1. Facebook
2. YouTube
3. Instagram
4. LinkedIn
5. Twitter
6. Pinterest

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