Properties Online, Inc. has compiled important statistical information for the real estate community. Statistical sources include the 2013 National Association of REALTORS® Profile of Home Buyers & Sellers, the 2013 National Association of REALTORS® Member Profile, The 2012 Realtor Technology Survey Report, The California Association of REALTORS® Buyer and Seller Surveys, 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 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 nearly 90 percent of home buyers using it to search for homes, and 56 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

<table>
<thead>
<tr>
<th>Source</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet</td>
<td>89%</td>
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<td>89%</td>
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<tr>
<td>Agent</td>
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<tr>
<td>Yard Sign</td>
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<tr>
<td>Mobile Search</td>
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<tr>
<td>Mobile App</td>
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<tr>
<td>Online Video Site</td>
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<td></td>
<td></td>
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<td>27%</td>
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<tr>
<td>Newspaper</td>
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<td></td>
<td></td>
<td></td>
<td>23%</td>
<td>23%</td>
</tr>
<tr>
<td>Magazine</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>15%</td>
<td>15%</td>
</tr>
</tbody>
</table>
What Buyers Like
What buyers deem "Very Useful?"

- Photos: 83%
- Detailed Property Info: 79%
- Virtual Tours: 43%
- Interactive Maps: 40%
- Agent Contact Info: 39%
- Neighborhood Info: 34%
- Comps: 33%
- Contract Status: 31%
- Open House info: 21%
- Videos: 19%

Where Buyers Come From
Where Buyer Found the Home they Purchased

- Internet: 43%
- Agent: 33%
- Yard Sign: 9%
- Friend: 6%
- Builder: 5%
- Seller: 2%
- Newspaper: 1%
- Other: 1%
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. 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, 89% of buyers used a real estate agent, up steadily from 69% in 2001.

What Buyers Want
from their real estate professional

Where Buyers Come From
Where buyers found their Real Estate Professional
When the California Association of Realtors asked buyers and sellers where they found their real estate professional, the numbers for Internet increased dramatically. In California the numbers look like this:

70% of Buyers and 75% of Sellers found their Agent on the Internet

60% of Buyers Googled their Agent

74% of Sellers used Social Media

Is California a sign of what’s to come?

Why Buyers Chose their Agent
Most Important Factors

- Agent is honest and trustworthy
- Reputation of agent
- Agent is a friend or family member
- Agent’s knowledge of the neighborhood
- Agent has caring personality / good listener
- Agent is timely with response
- Agent seems 100% accessible because of use of technology like smart phone or tablet
- Agent’s association with a particular firm
- Professional designations held by agent
Expected Response Time Vs. Actual Response Time

77% of sellers expect a response from their agent within 30 minutes. Only 24% of agents meet their expectations.

45% of sellers expect to be contacted instantly.

88% of buyers expect a response from their agent within 1 hour. Only 30% of agents meet their expectation.

42% of buyers expect an instant response from their agent.
**Response Time**

Importance of Agents Response Time in the Buyers Selection Process

100% of buyers said that their agents response time was Important

**Repeat Business**

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

Only 10% of buyers actually used an agent that they had used previously.
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 last year.

Where Sellers Come From
Method used to find Real Estate Agent

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

Methods Real Estate Agent Used to Market Home

- 93% listed on the Internet
- 85% used MLS
- 66% used open house
- 51% used broker site
- 45% used Realtor.com
- 42% used syndication sites
- 27% used newspaper
- 15% used direct mail
- 12% used magazine ad
- 10% used video
- 9% used social networking sites
- 6% used YouTube channel
- 3% used other

- 1% of buyers found the home they purchased in the newspaper and less than 1% in a magazine.
- 15% of agents still market their listings in the newspaper.
- 10% of agents still market their listings in magazines.
- 73% of homeowners say they're more likely to list with a realtor offering do a video but only 9% of agents do.
Technology & The Real Estate Agent

The demographic characteristics of Realtors have not changed significantly in recent years. The median or typical REALTOR is a 57 year old white female who attended college and is a homeowner. 57% of agents are female leaving 43% male.

Value of Broker Supplied Technology

49% of agents and associate brokers would like their broker to expand the amount of technology provided. 65% 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?

![Chart showing networking importance levels]

How Agents Communicate with Clients
Tools used to stay in touch

![Chart showing communication tools usage]

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?

- 28% None
- 9% 1 to 5 inquiries
- 12% 6 to 10 inquiries
- 8% 11 to 20 inquiries
- 5% 21 to 50 inquiries
- 4% 51 to 100 inquiries
- 5% More than 100 inquiries

The median number of inquiries is 4 per year.
64% of Realtors have a website.

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

- 32% None
- 16% 1% to 5 %
- 12% 6% to 10%
- 8% 11% to 25%
- 5% 26% to 50%
- 5% More than 50%

Agents who spend $1,000 or more to maintain their website generate on average 17% of their business from their website.
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: RealEstateSites.com

Referring Websites
Break down of Top Referring Websites
Search Engines Traffic
Which Search Engine Sends the Most Traffic?

Browsers Used
Top Browsers Used in Internet Search
Social Media Traffic

Mobile Traffic now accounts for 42% of the total traffic to Real Estate Sites.

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