

REAL ESTATE TECH TRENDS

By Properties Online, Inc.

2021

Real Estate Tech Trends

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.

REAL ESTATE TECH TRENDS

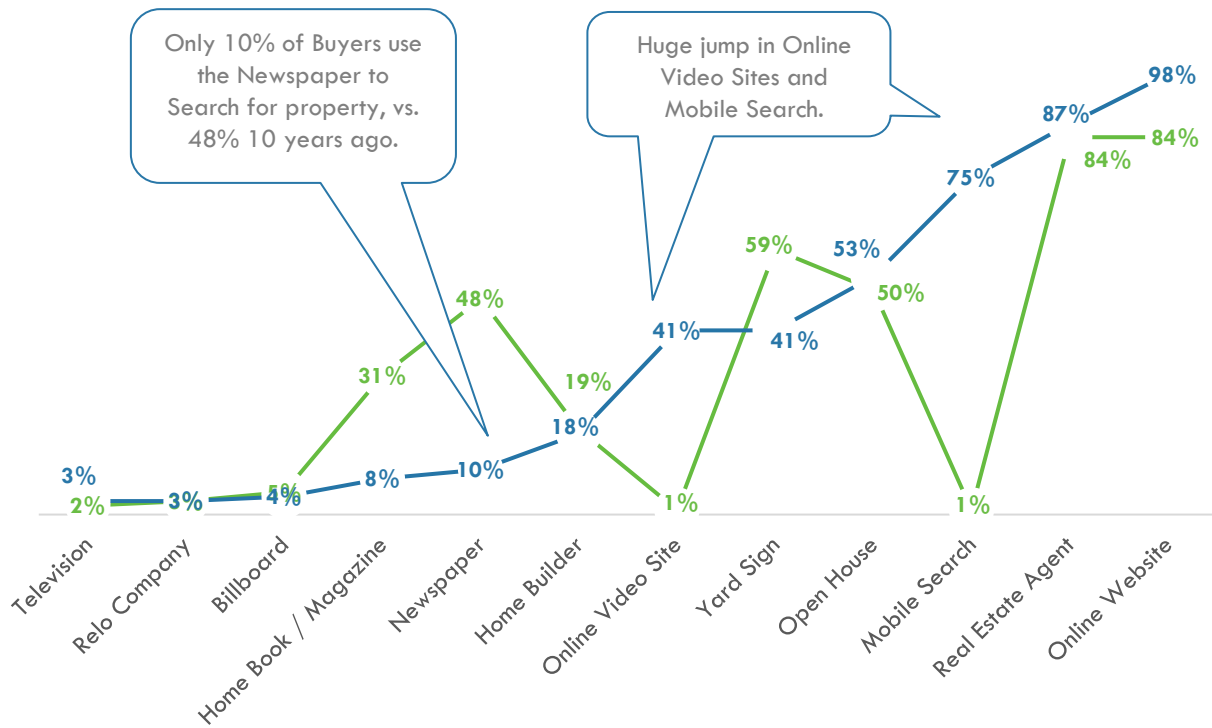
REAL ESTATE TECHNOLOGY INFORMATION AND TRENDS

The Home Search Process

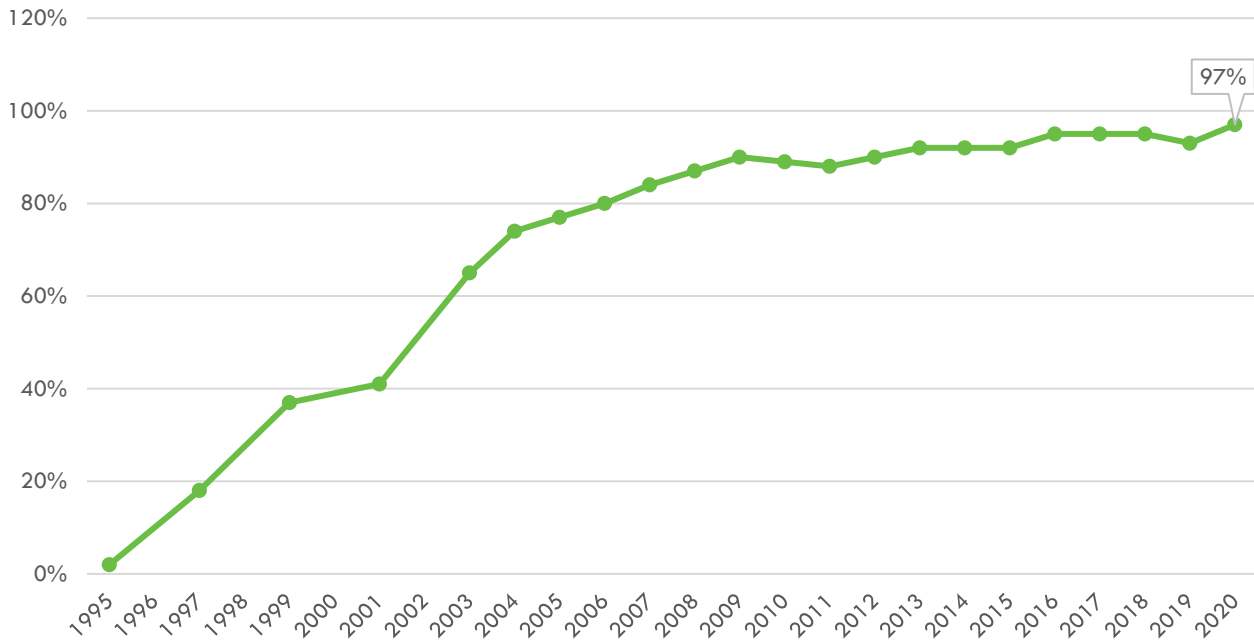
Real Estate Agents continue to be a critical component in the home buyers search process. Home buyers are relying heavily on online sources and their agents to provide information, with decreasing use of some sources, such as newspapers and open houses. Home buyers typically spend 8 weeks searching for 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**

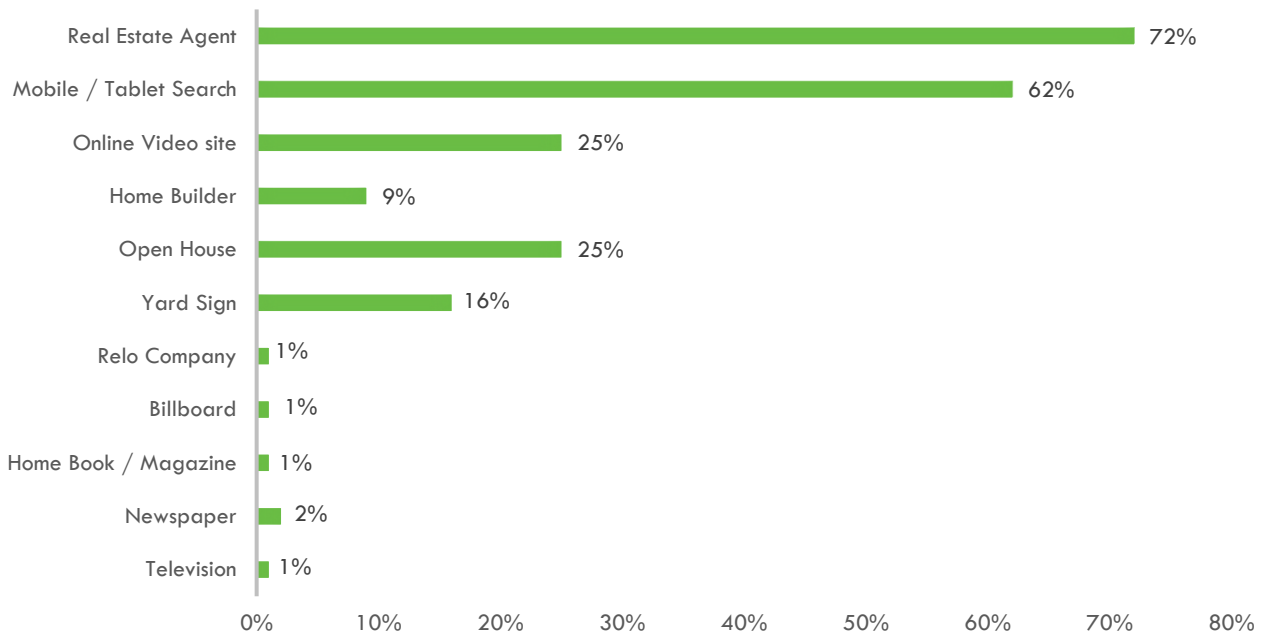


Buyers use of Internet in Home Search Process, 1995-2019



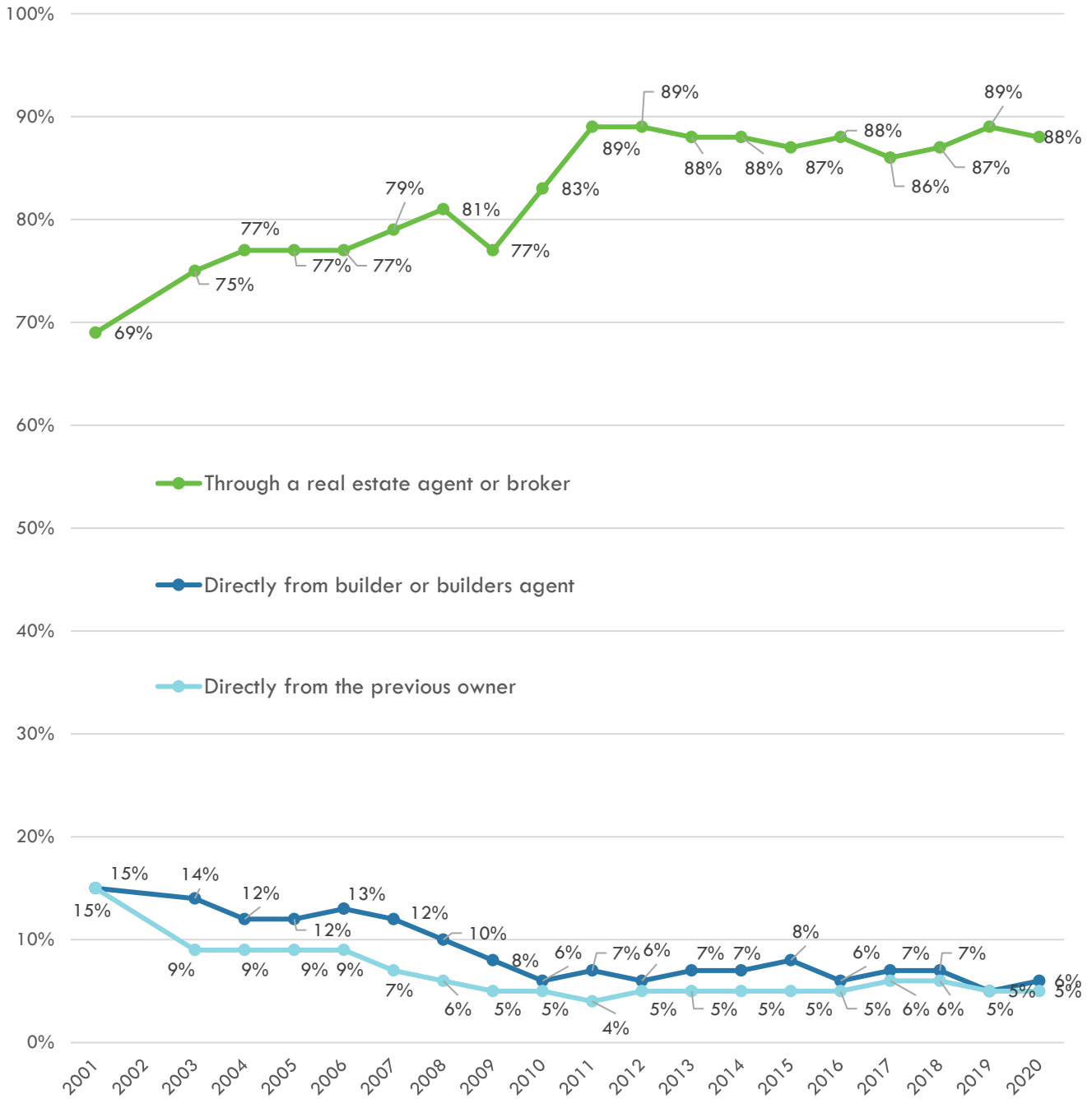
Usefulness of Information Sources

What buyers deem "Very Useful?"



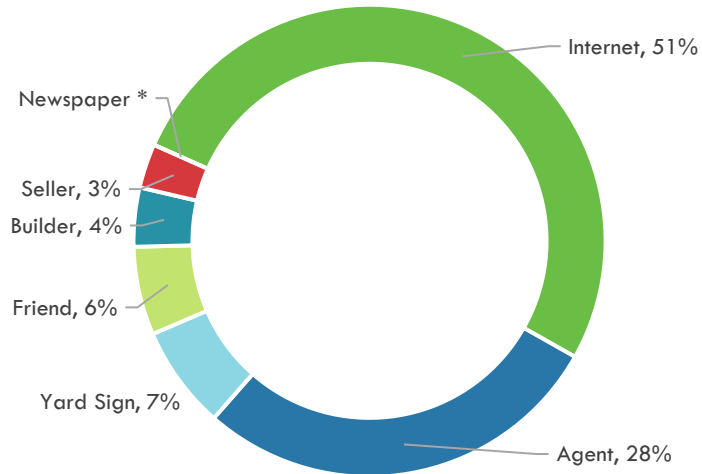
Method of Home Purchase 2001 - 2019

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



Where Buyers Come From

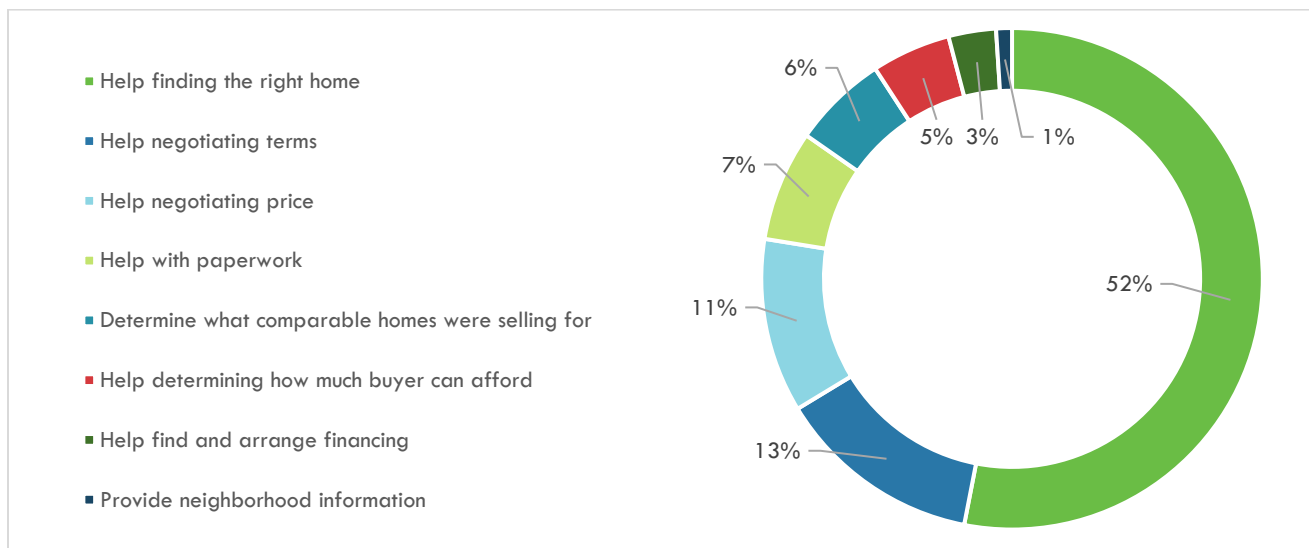
Where Buyer Found the Home they Purchased



Home Buyers & Real Estate Professionals

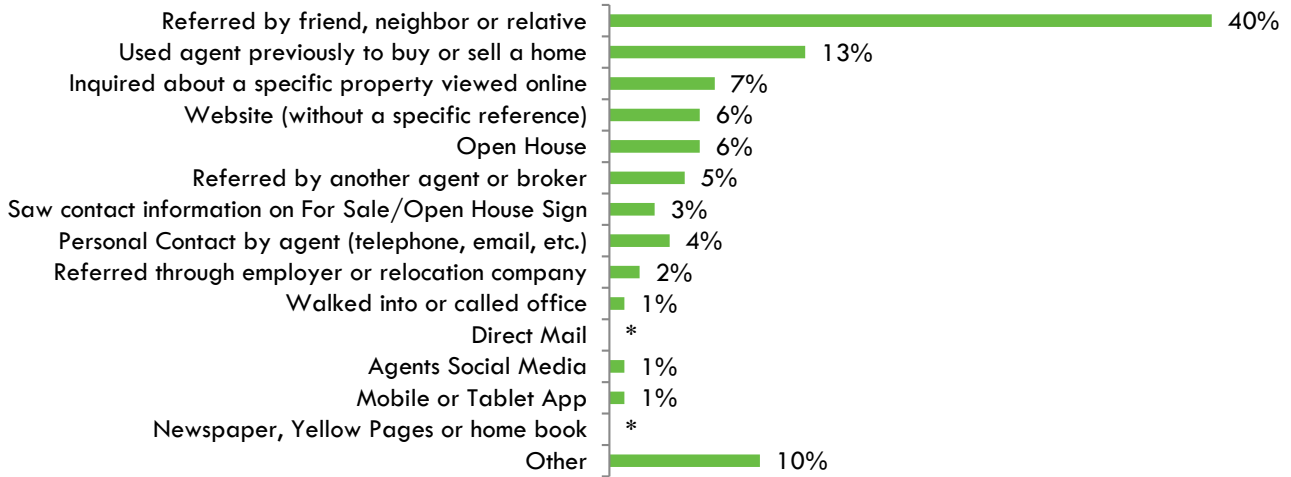
The home buyers still rely on real estate agents and brokers to be partners as they navigate the home purchase process. Real estate agents remain a vital part of the home search process and are the second most frequented information source for home buyers, after the internet. The confidence and trust 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.



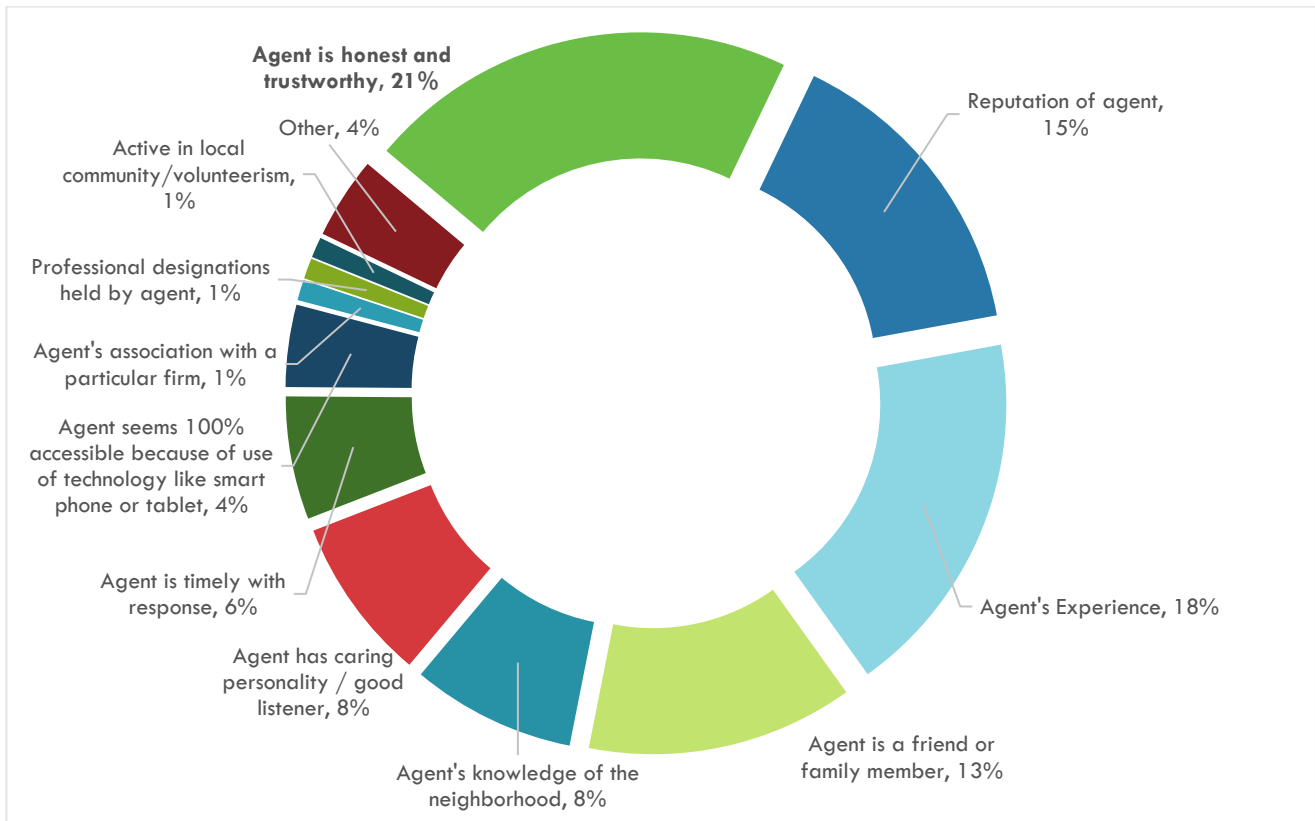
Where Buyers Come From

Where buyers found their Real Estate Professional

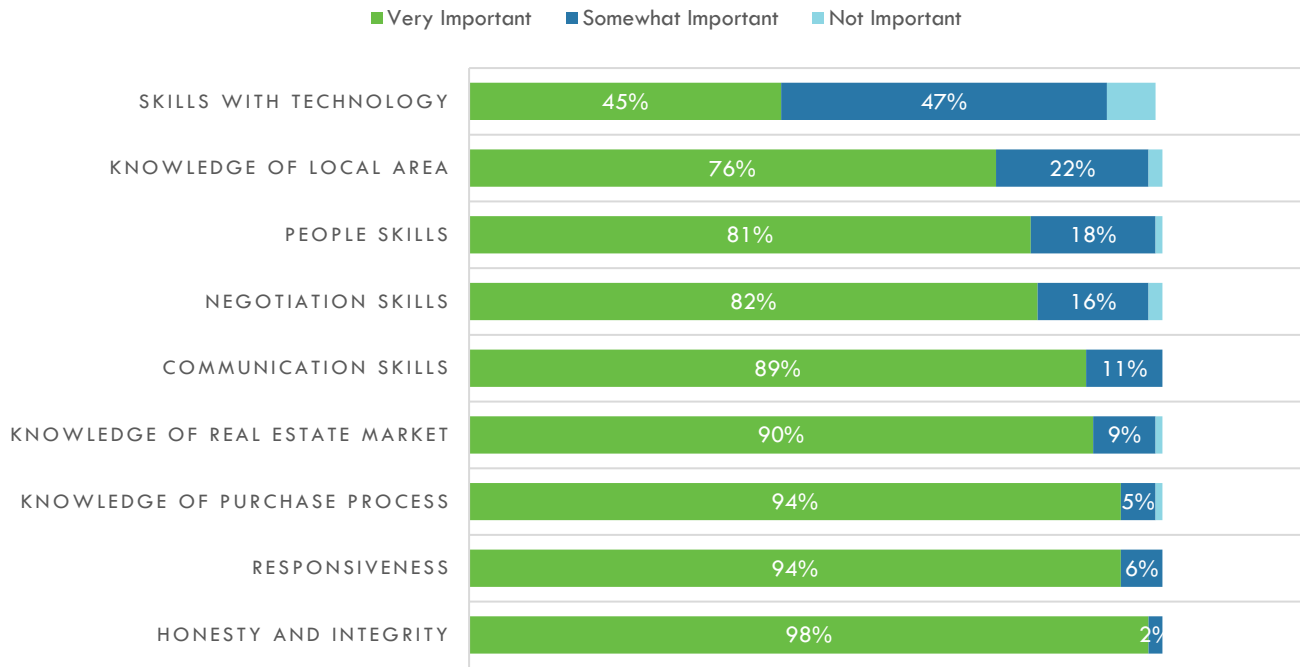


Why Buyers Chose their Agent

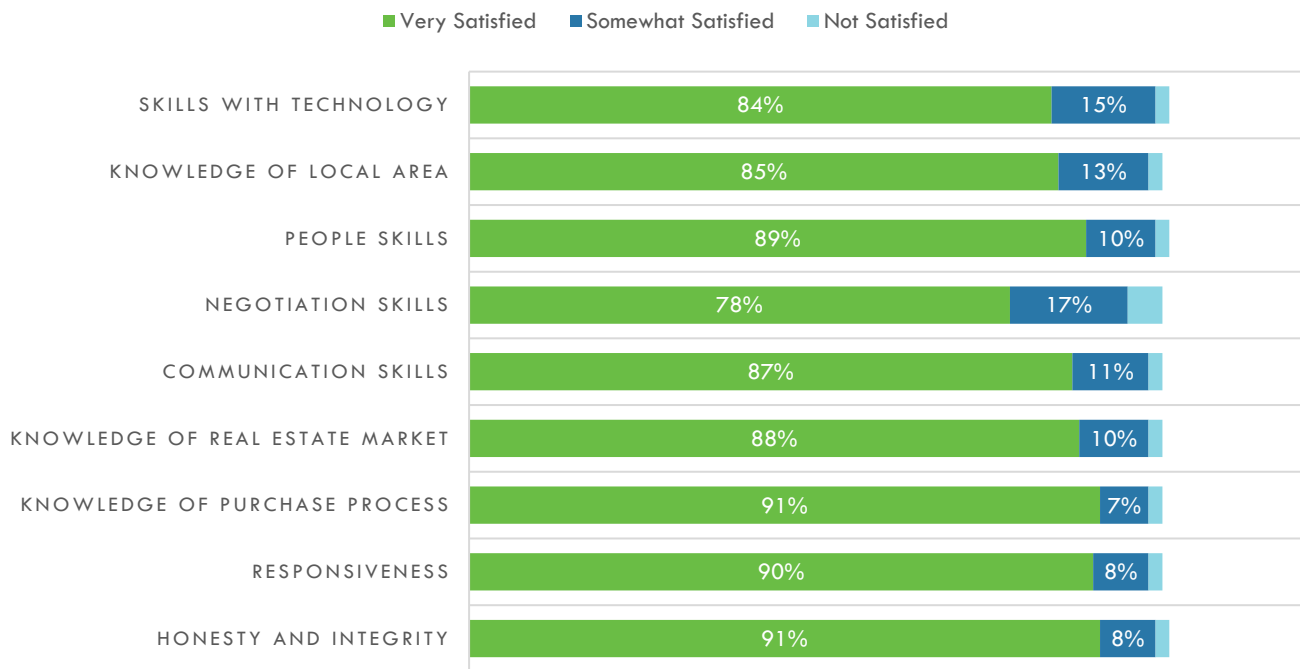
Most Important Factors

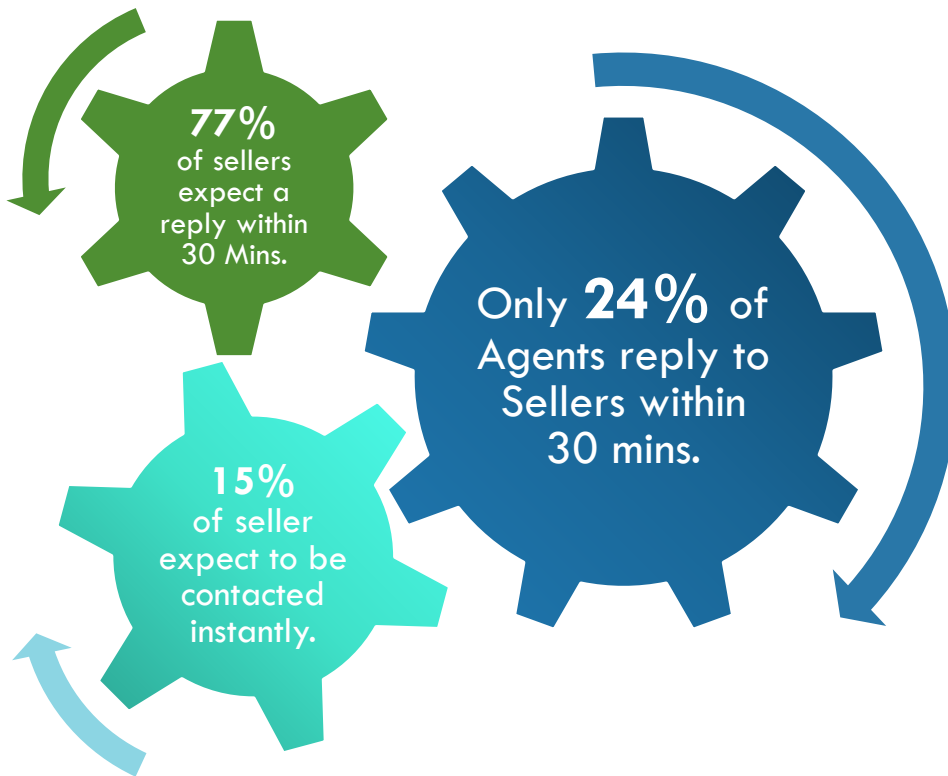


Importance of Real Estate Agent Skills and Qualities



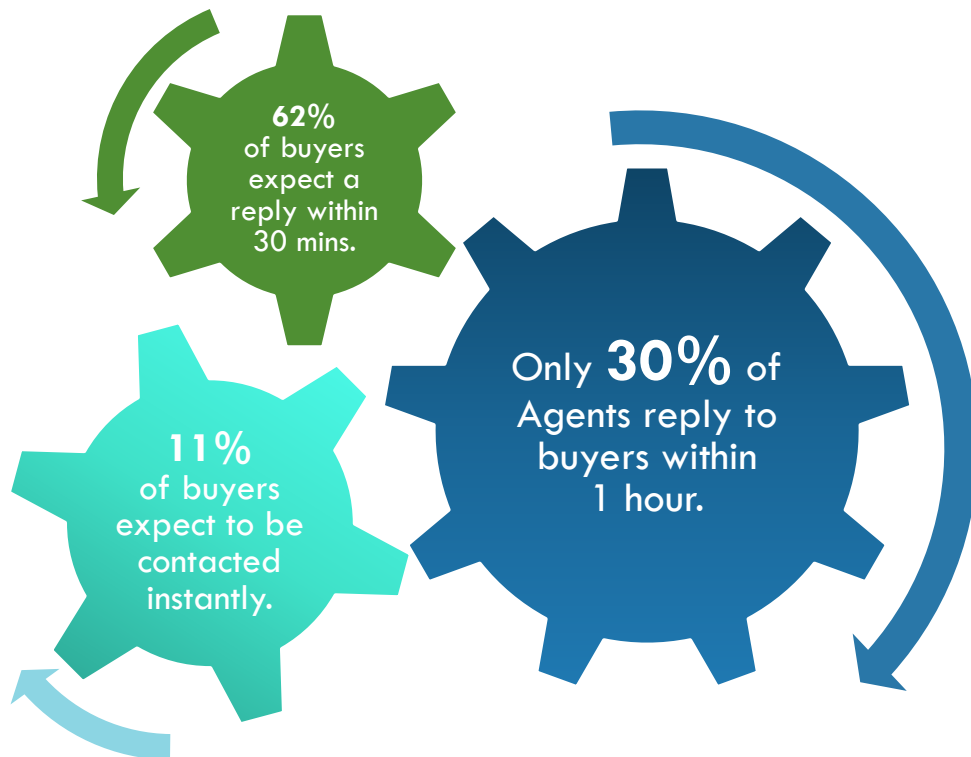
Satisfaction with Real Estate Agent Skills and Qualities



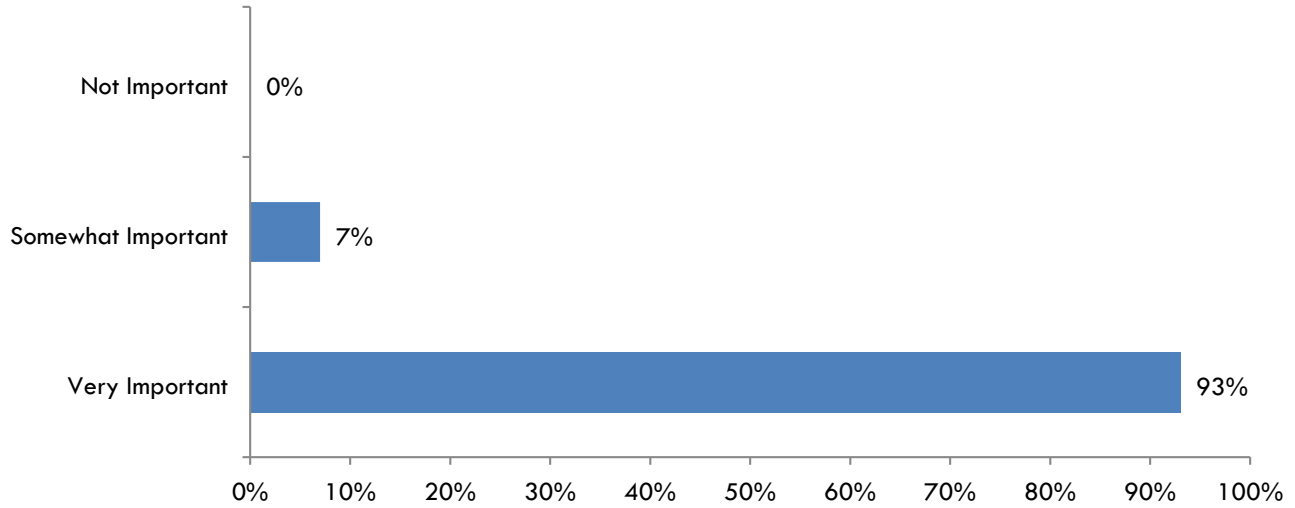


77% of **sellers** expect a response from their agent within 30 minutes. Only 24% of agents meet their expectations.

15% of sellers expect an instant reply.

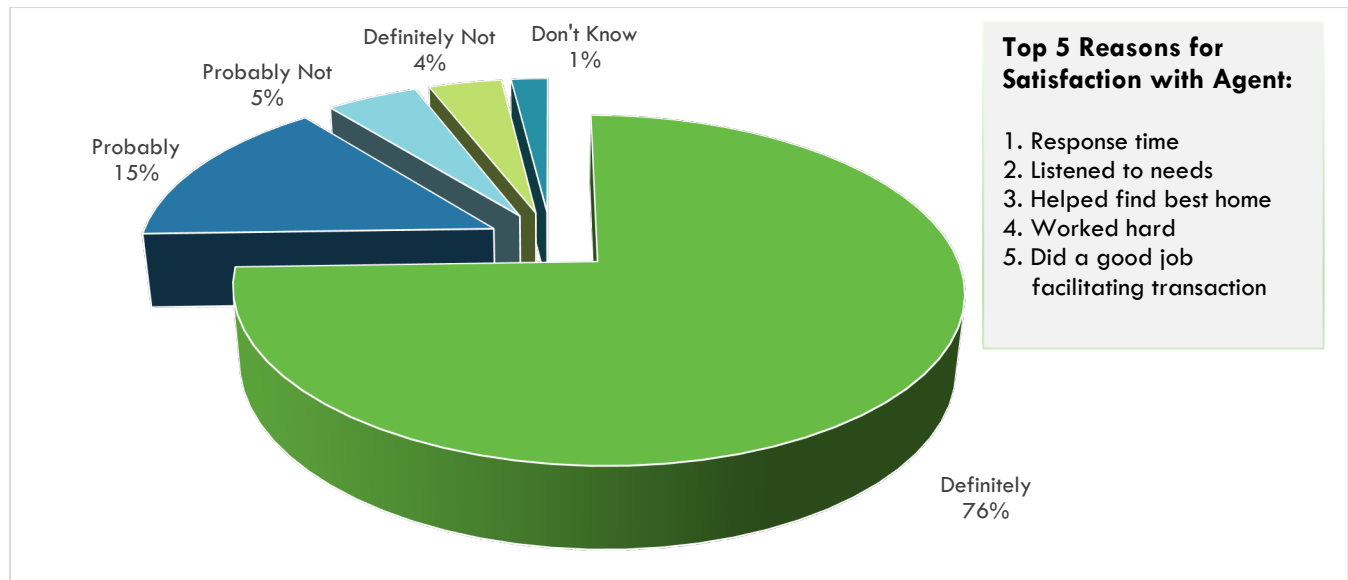


Expected Response Time Vs. Actual Response Time



Repeat Business

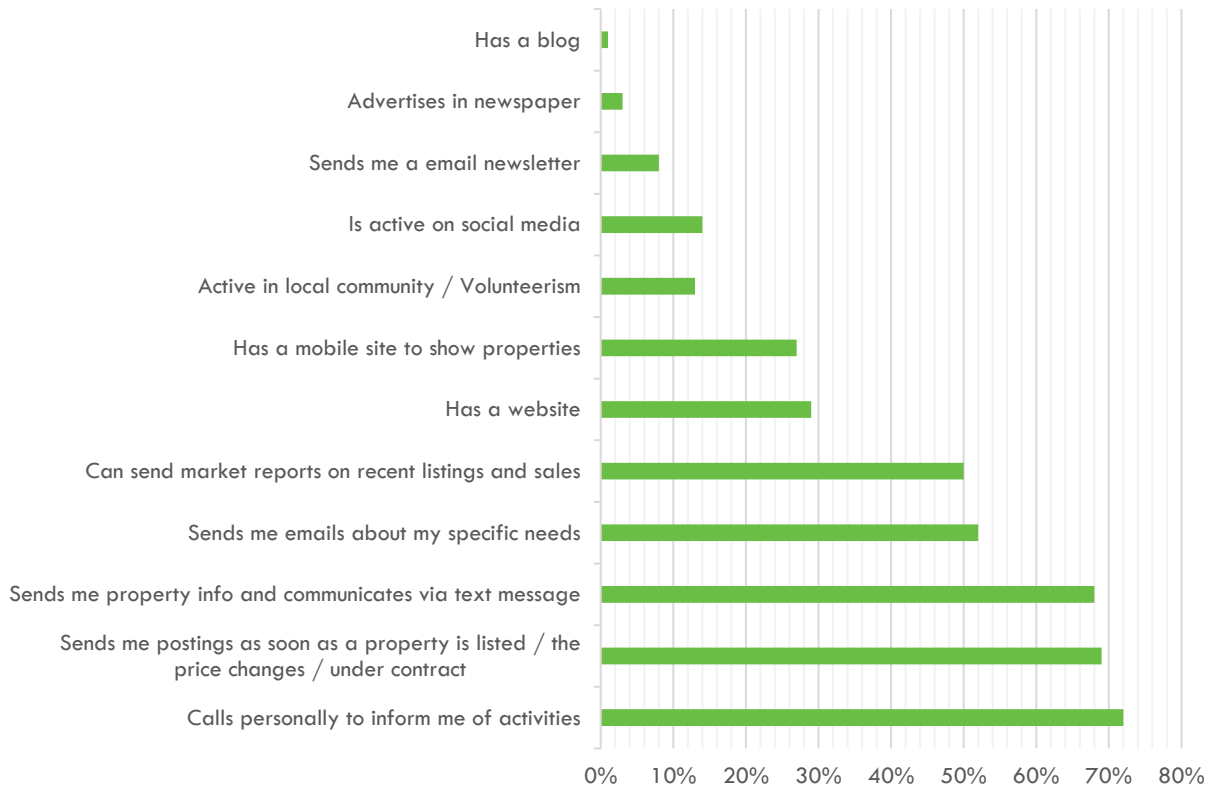
Would buyer use real estate agent again or recommend to others?



Only 12% of buyers actually used an agent that they had used previously.

Importance of Agent Communications

What buyers think is important ...

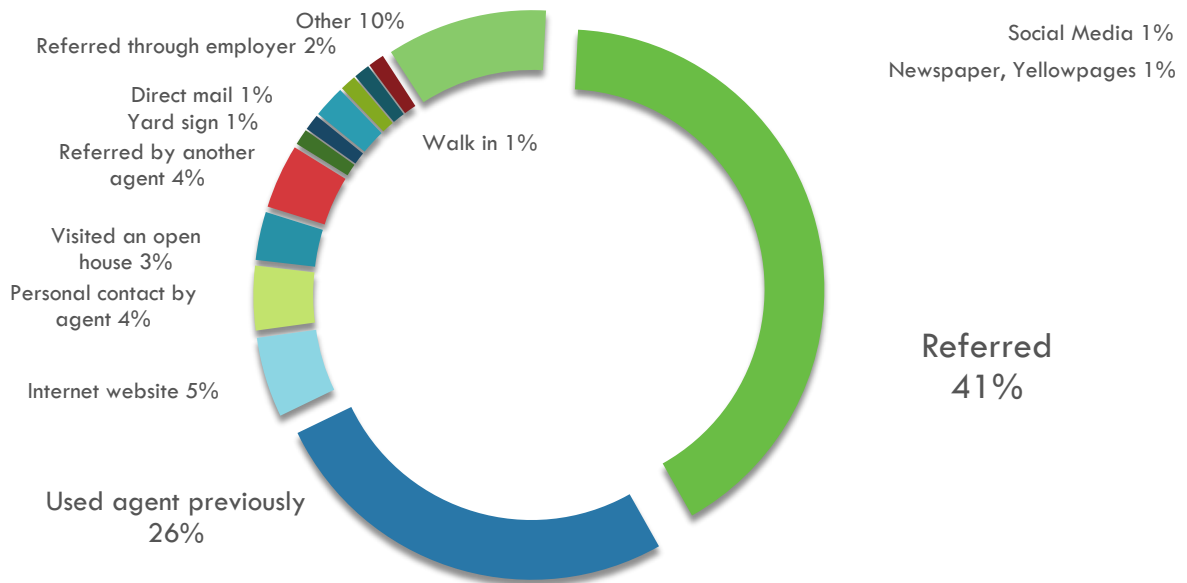


Home Sellers & Real Estate Professionals

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.

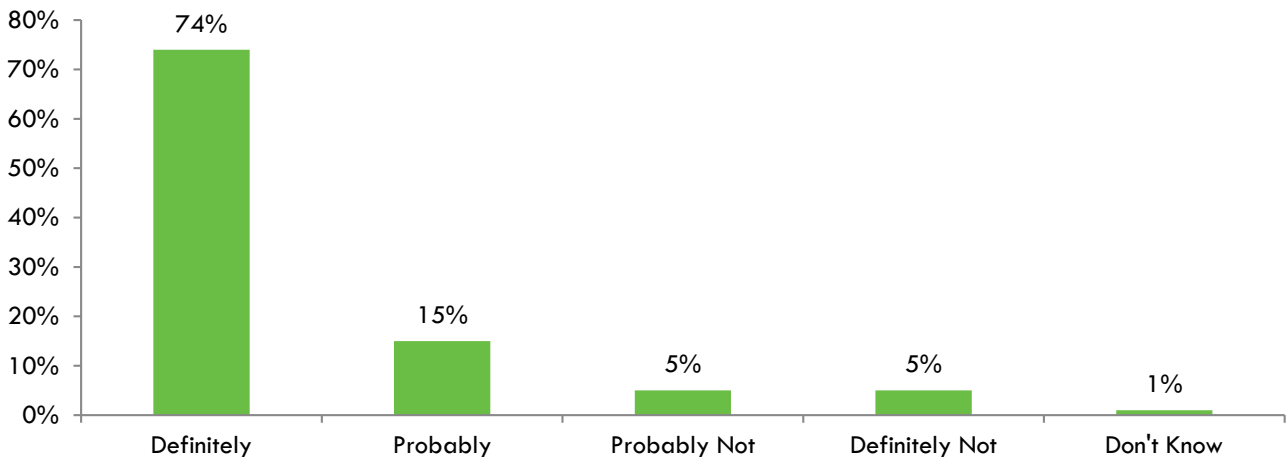
Where Sellers Come From

Method used to find Real Estate Agent



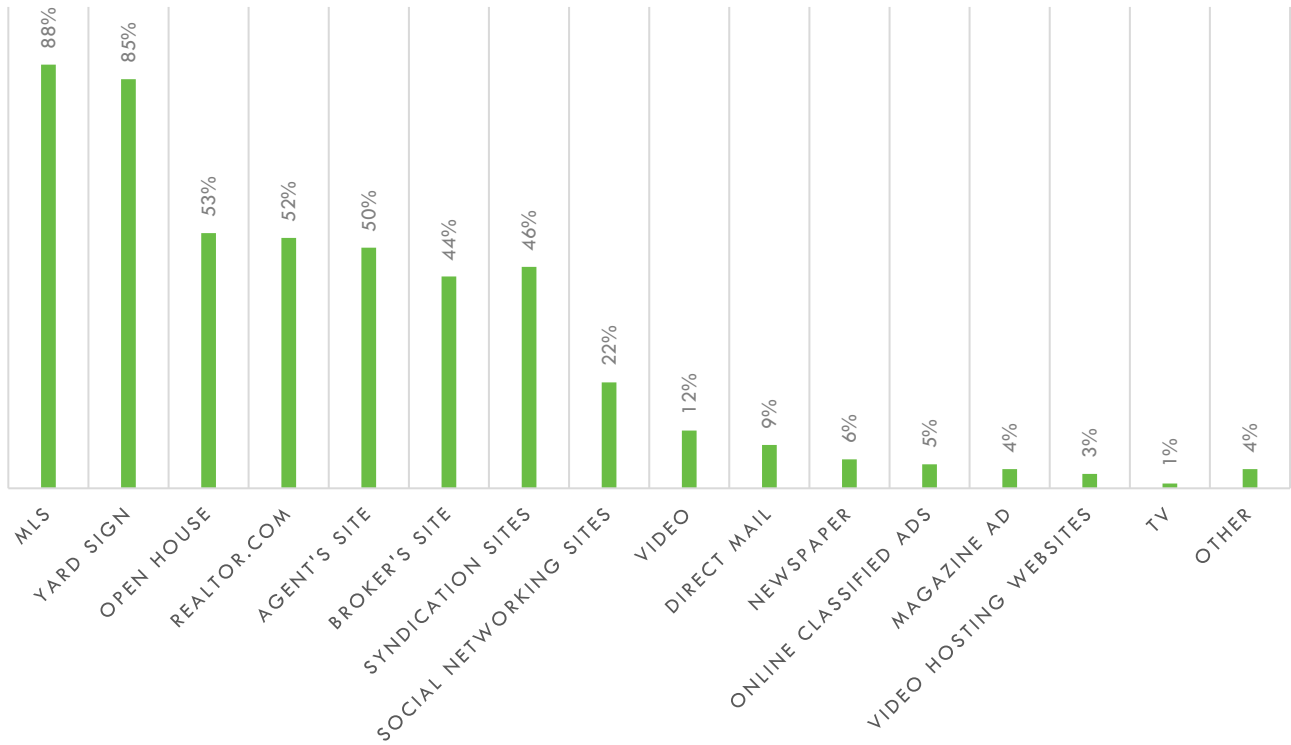
Repeat Business

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



Marketing Real Estate

Methods Real Estate Agent Used to Market Home

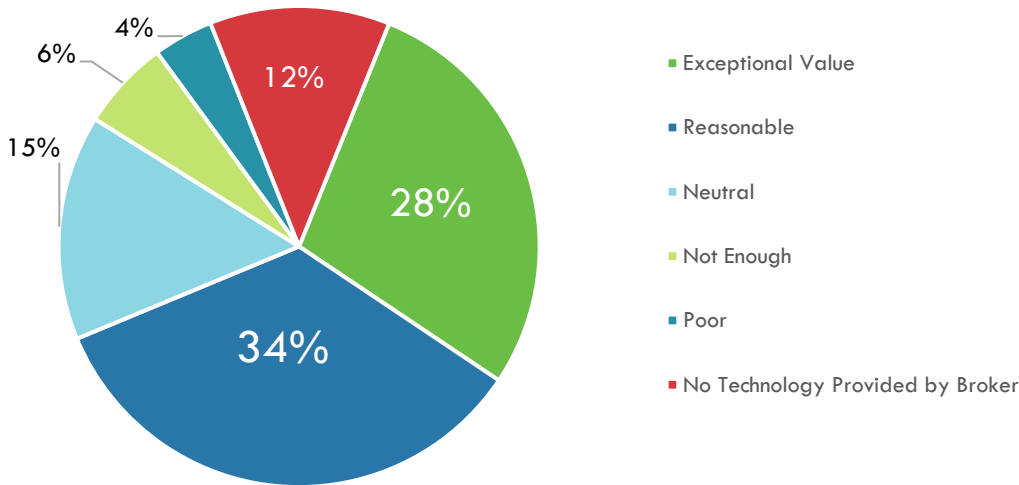


- 6% of Agents still market their listings in the newspaper
- 4% of Agents still market their listings in Magazines.
- 73% of homeowners say they're more likely to list with a realtor offering to do a video but only 12% of agents do.
- Less than 1% of Buyers found the home they purchased in the Newspaper and less than 1% in a Magazine.

Technology & The Real Estate Agent

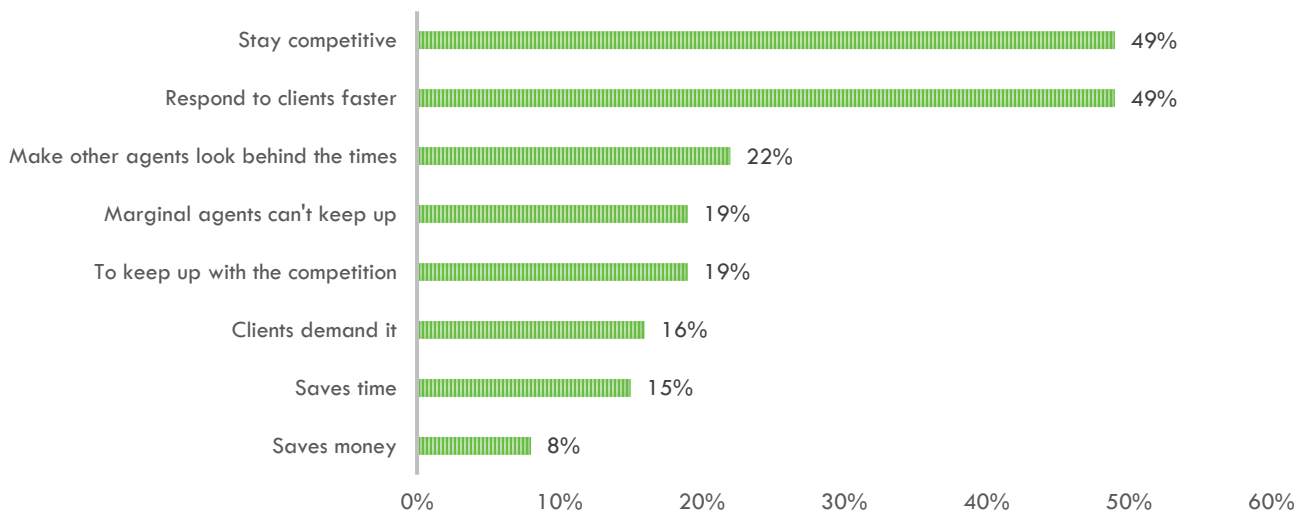
The demographic characteristics of Realtors have not changed significantly in recent years. The median or typical REALTOR is a 55 year old white female who attended college and is a homeowner. 64% of agents are female leaving 36% male.

Value of Broker Supplied Technology



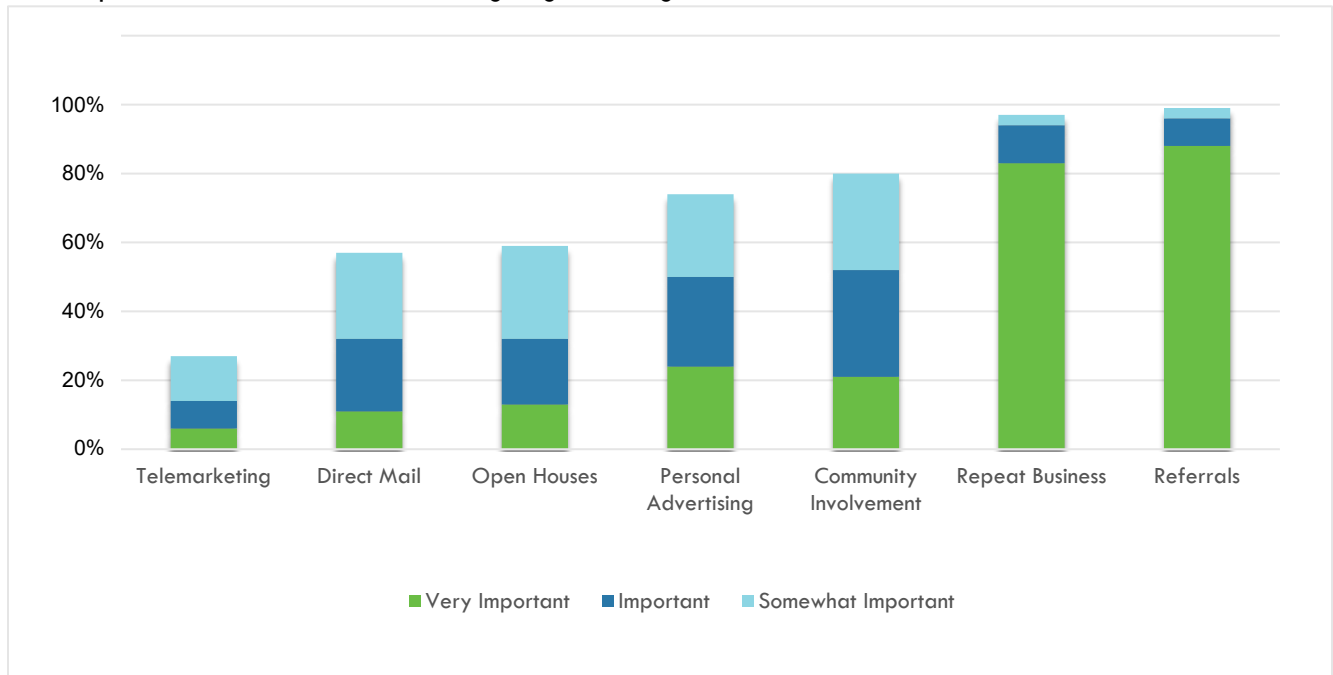
45% of agents and associate brokers would like their broker to expand the amount of technology provided. 62% of agents would like their MLS to expand the technology and services offered.

How Technology Gives an Advantage Over Other Real Estate Agents



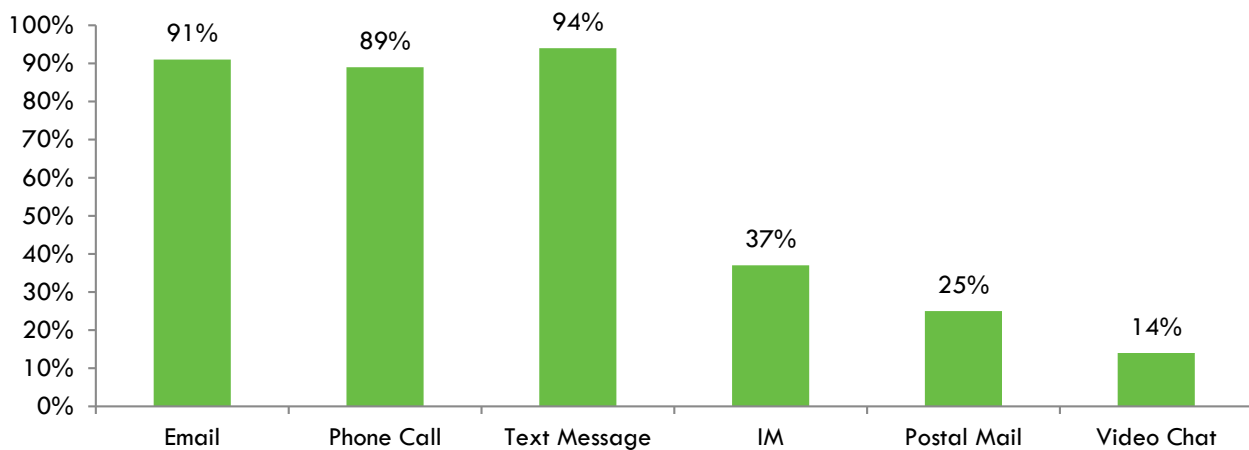
Networking

How important are each of the following in generating lead?



How Agents Communicate with Clients

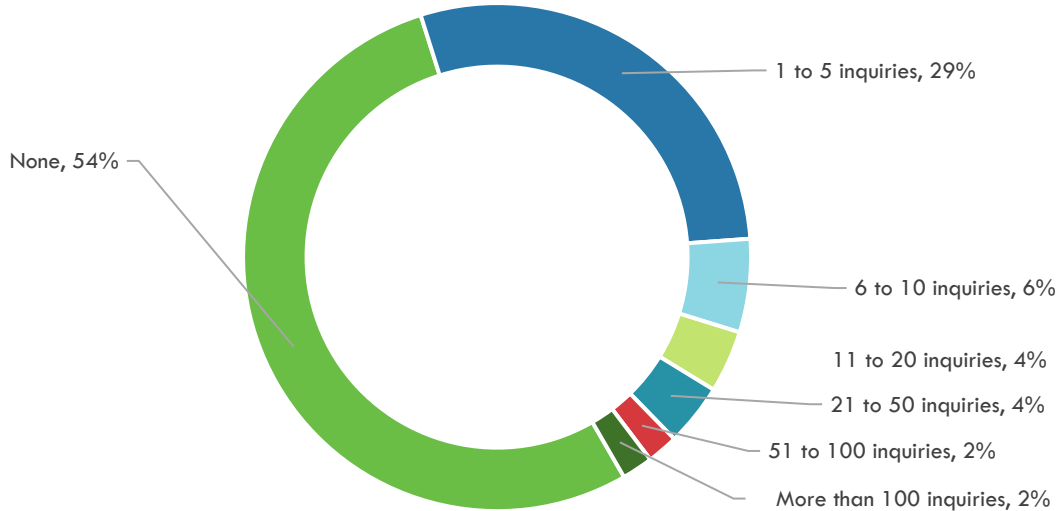
Preferred method used to stay in touch



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

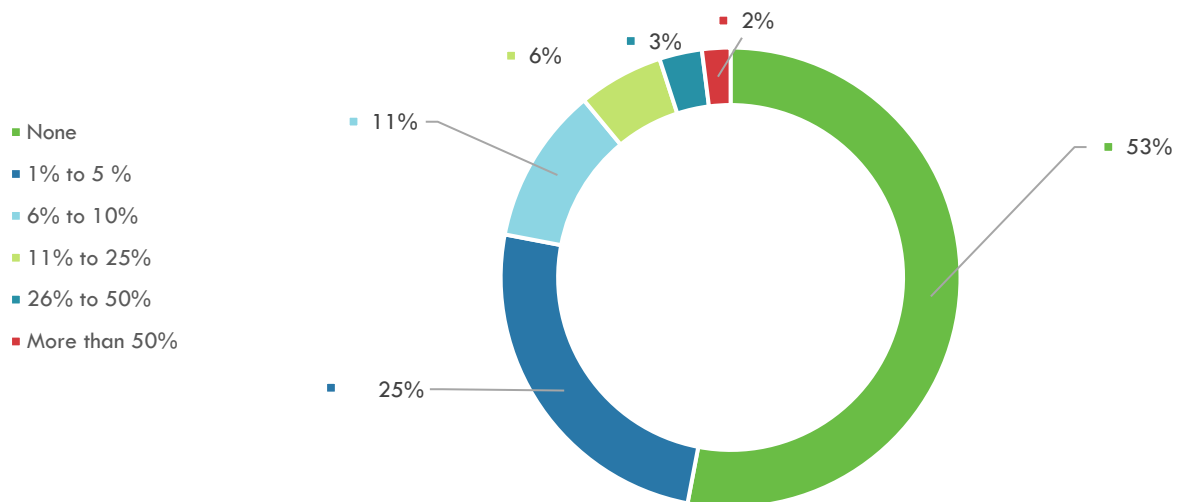
Customer Inquiries Generated from Website

How many website inquiries do you get a year?



Business Generated from Realtors Website

What percentage of business came from your website last year?



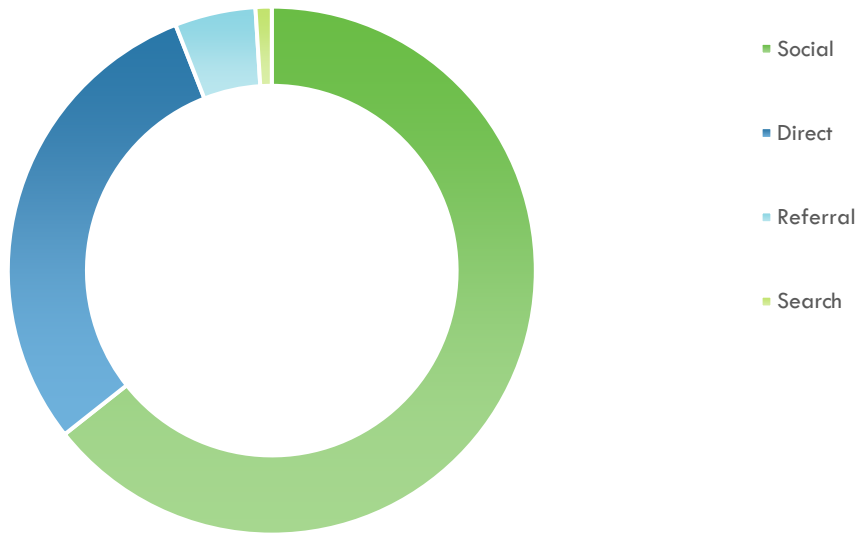
Agents who spend \$1,000 or more to maintain their website generate on average 4x more leads than those who spend \$100 or less.

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.

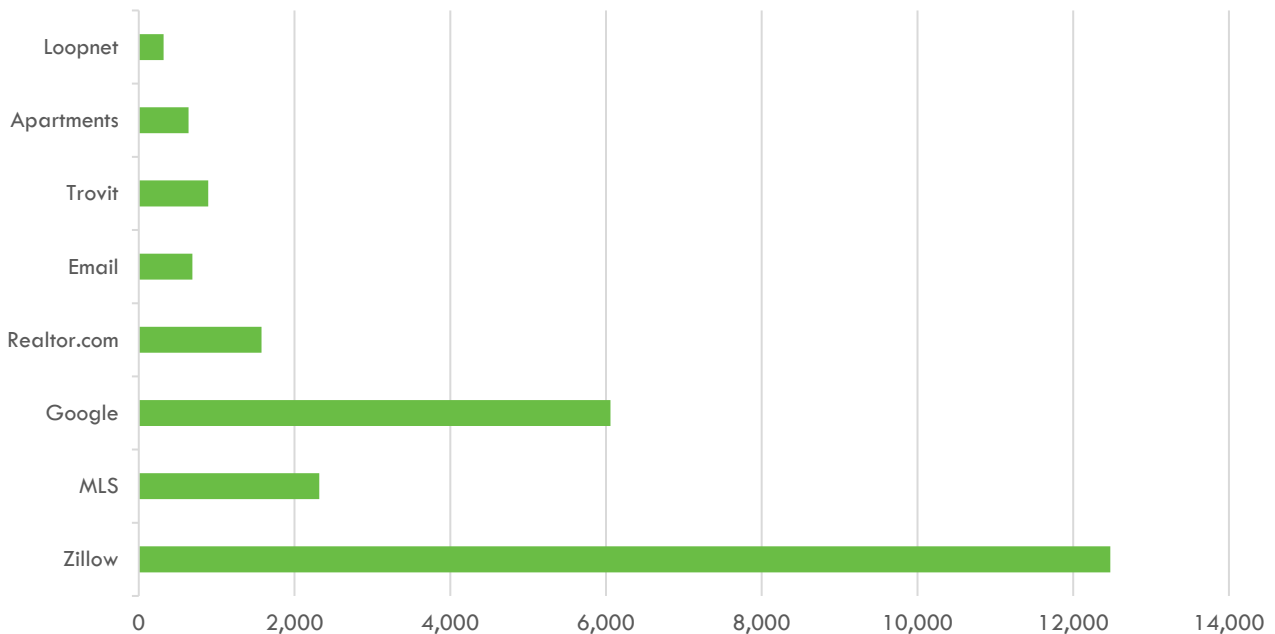
Where Traffic is Coming From?

Source: Listings Unlimited Property Websites | 9,514,030 website views



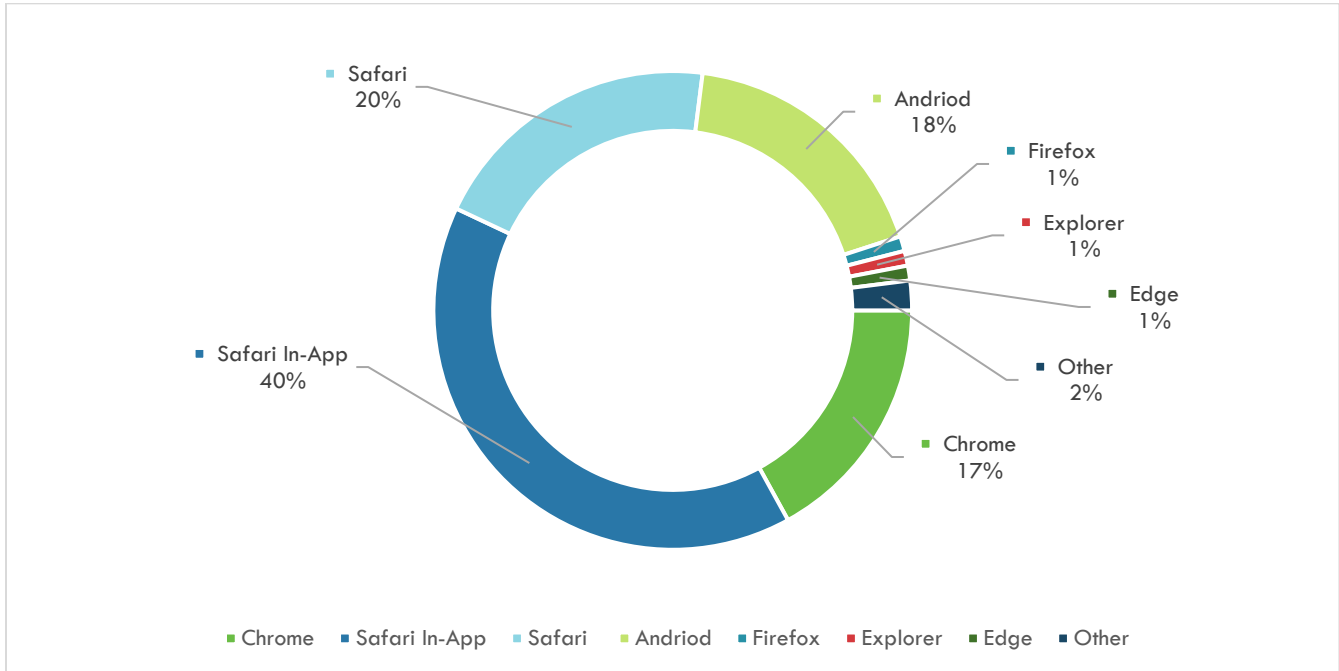
Referring Websites

Break down of Top Referring Sources (excludes social networks)



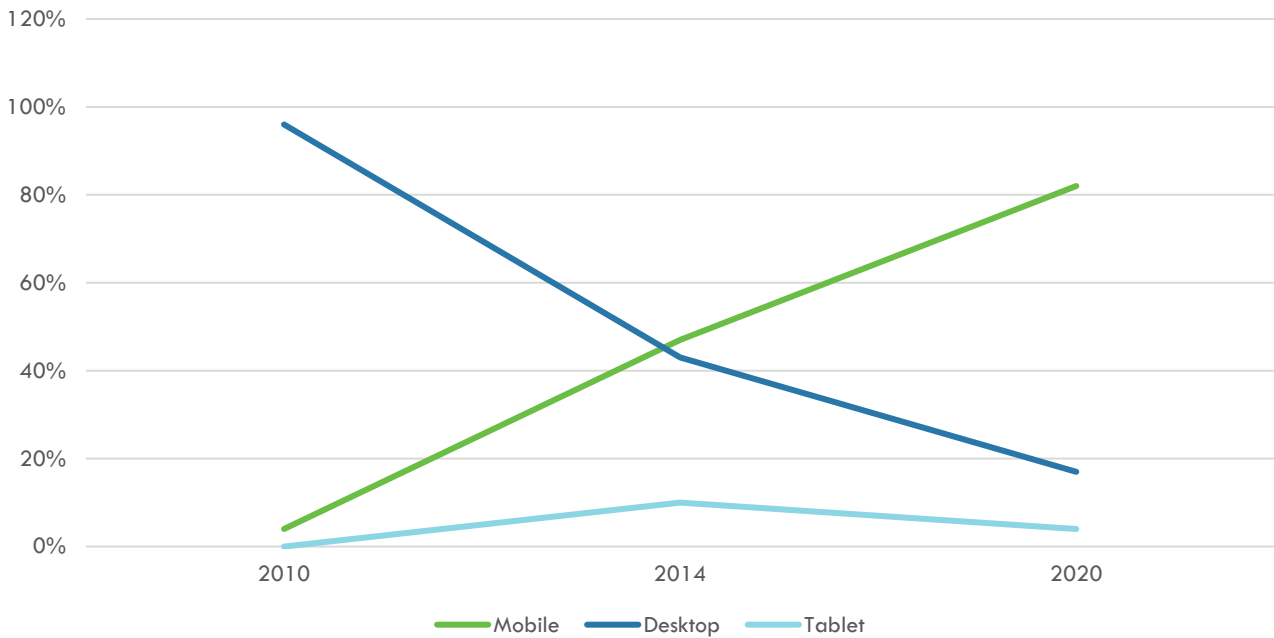
Browsers Used

Top Browsers Used in Internet Search on Desktop

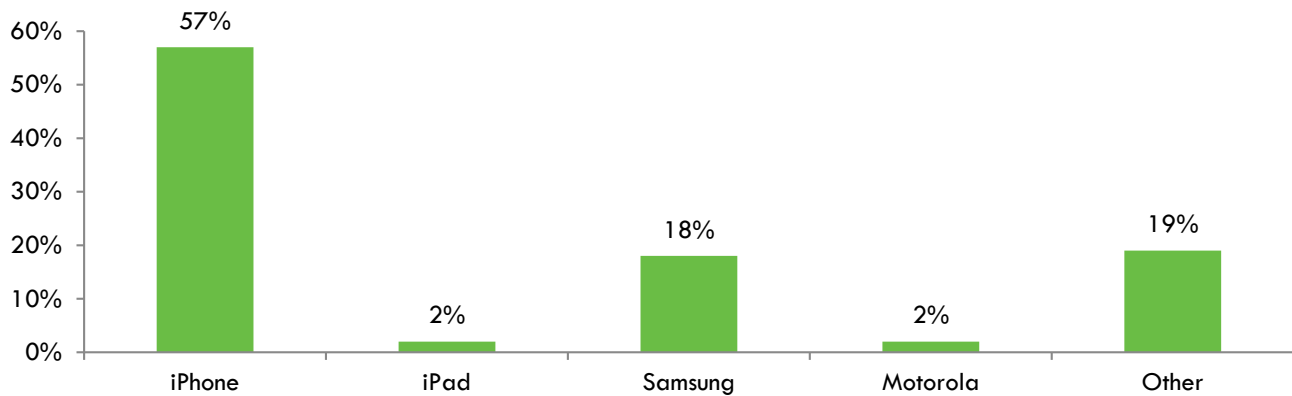


Traffic by Device Type

How did visitors access the Property Website ...



Mobile Traffic



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

Contact Information

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