



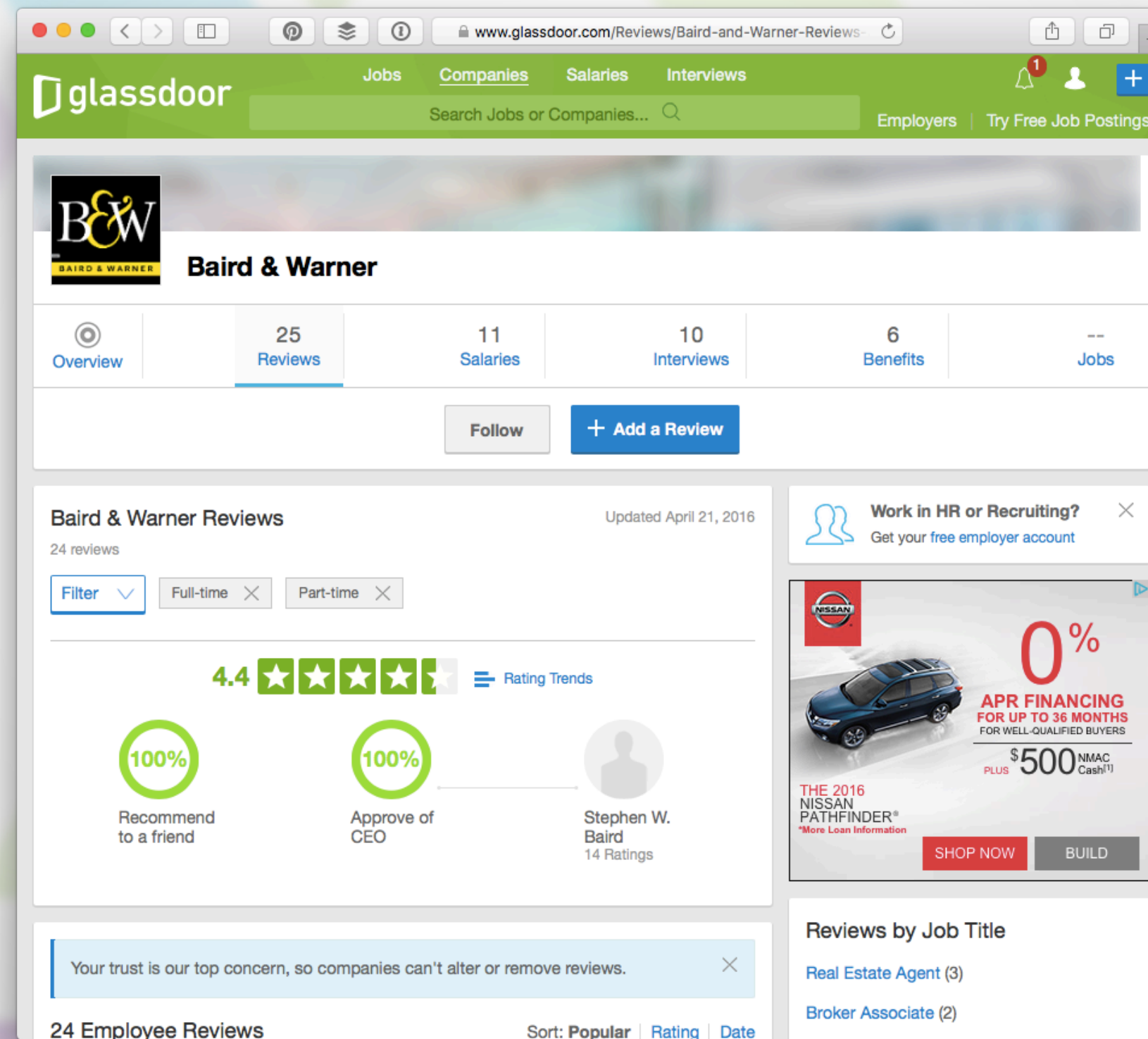
# 2016 REALTOR<sup>®</sup> BROKER SUMMIT

How the Internet is Shaping  
Consumer Expectations

# Our Panelists

- **Laura Monroe, Director of Marketing, RealSatisfied**
  - @LauraMonroe
- **Ginger Wilcox, Chief Industry Officer, Sindeo**
  - @gingerw
- **Grier Allen, CEO and Founder, BoomTown**
  - @grierallen

# Your brand is a matter of opinion



The screenshot displays the Glassdoor website interface for the company Baird & Warner. At the top, the navigation bar includes links for Jobs, Companies, Salaries, and Interviews, along with a search bar and user account options. The main header features the Baird & Warner logo and the company name. Below this, a navigation menu allows users to view Overview (25 Reviews), Salaries (11), Interviews (10), Benefits (6), and Jobs. A 'Follow' button and an 'Add a Review' button are also present.

The 'Baird & Warner Reviews' section shows a 4.4 star rating based on 24 reviews, updated on April 21, 2016. It includes filters for Full-time and Part-time employees. The rating is visualized with 4.4 stars and a 'Rating Trends' link. Below the rating, two circular indicators show 100% for 'Recommend to a friend' and 'Approve of CEO'. A profile for Stephen W. Baird, CEO, is shown with 14 ratings.

A sidebar on the right contains a 'Work in HR or Recruiting?' prompt, a Nissan Pathfinder advertisement with 0% APR financing, and a 'Reviews by Job Title' section listing 'Real Estate Agent (3)' and 'Broker Associate (2)'. A notification at the bottom of the review section reads: 'Your trust is our top concern, so companies can't alter or remove reviews.'



# UX is the new SEO

- 60% of smartphone users either leave the site or move to another site offering similar products or content when having a “poor” or “very poor” experience on a website or mobile app – IBM
- People will visit a Web site less often if it is slower than a close competitor by more than 250 milliseconds (**a millisecond is a thousandth of a second**). - New York Times
- 92 percent of all recent buyers using the Internet at some point during the home search process. Of the home buyers who used the Internet to search for a home, 47 percent found the home that they ultimately bought online. –National Association of REALTORS®

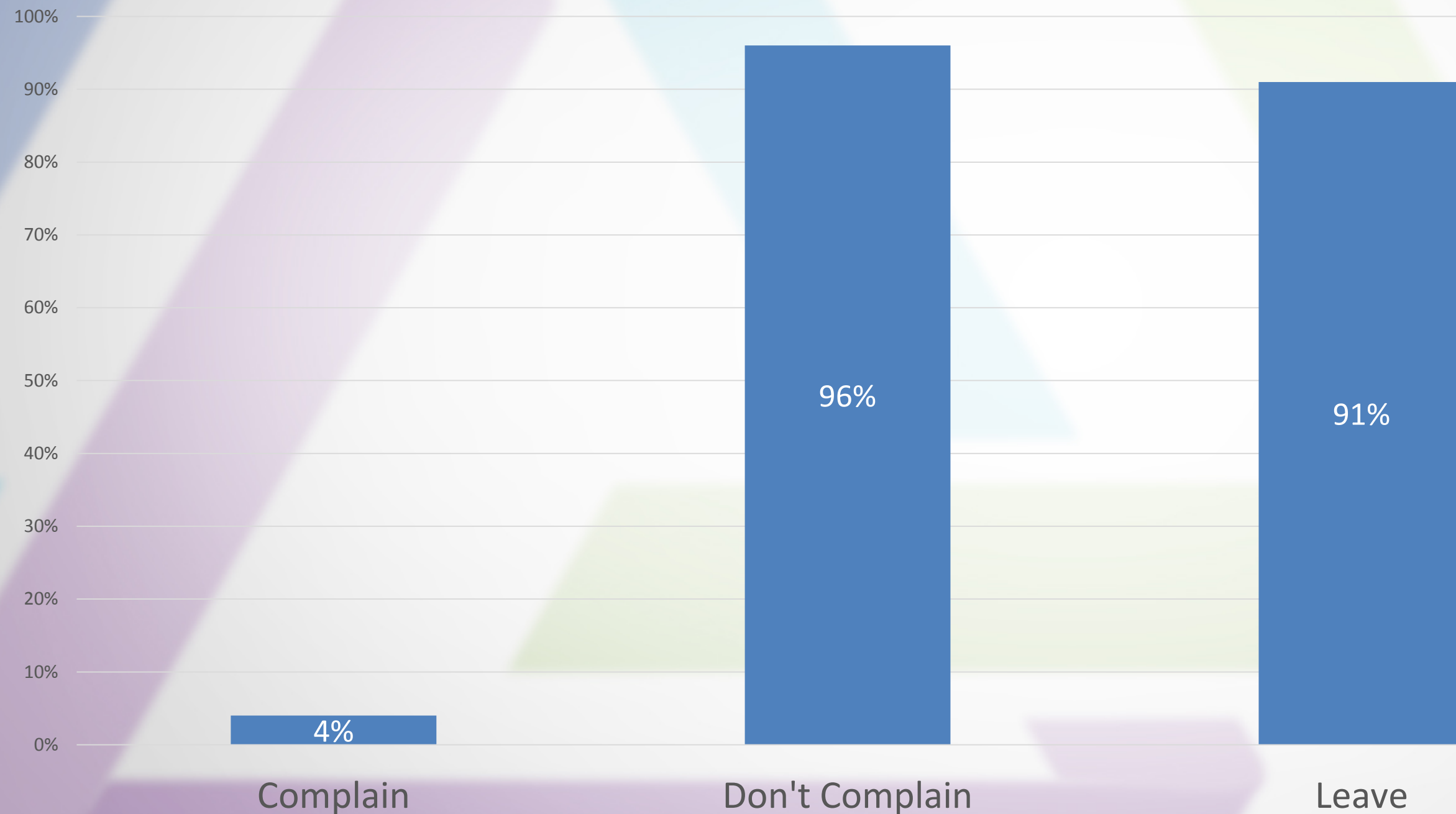
# The hand-off from tech to touch

- Buyer inquiries responded to: 48%
- Average number of call back attempts: 1.5
- Average number of email contacts: 2.07
- Average response times: 15 hours

Source- The WAV Group Agent Responsiveness Study

# A typical business hears from 4% of it's dissatisfied customers.

Source: "Understanding Customers" by Ruby Newell-Legner





# What to do about a bad review

The screenshot shows the Glassdoor website for Baird & Warner. The page features a navigation bar with links for Jobs, Companies, Salaries, and Interviews. The company logo and name are prominently displayed. Below the company name, there are tabs for Overview (25 Reviews), Salaries (11), Interviews (10), Benefits (6), and Jobs. A 'Follow' button and an 'Add a Review' button are visible. The main section displays the company's overall rating of 4.4 stars based on 24 reviews. It also includes metrics for 'Recommend to a friend' (100%) and 'Approve of CEO' (100%), along with a profile for Stephen W. Baird, CEO, with 14 ratings. A sidebar on the right contains a 'Work in HR or Recruiting?' prompt, a Nissan Pathfinder advertisement, and a 'Reviews by Job Title' section listing 'Real Estate Agent (3)' and 'Broker Associate (2)'. A notification banner at the bottom states, 'Your trust is our top concern, so companies can't alter or remove reviews.'



# Dealing with bad data

The image shows a screenshot of a web browser displaying a GeekWire article and a Zillow listing. The GeekWire article, titled "Zestimiss: Why did CEO Spencer Rascoff's home sell for 40% less than Zillow estimate of \$1.75M?", is by Kurt Schlosser and dated May 23, 2016. It features social sharing buttons for comments, Facebook, Twitter, LinkedIn, Reddit, and Pinterest. Below the article is a Zillow listing for a house at 3808 E Madison St, Seattle, WA. The listing includes a grid of photos, a map, and a "SOLD" status for \$1,050,000. A sidebar on the right of the Zillow listing features an advertisement for IMPACT AT IMPINJ, which includes the text "Join a tech company where you MATTER, where you have IMPACT".



# Tips & Questions