2013-14
REALTOR® Technology Survey Report

NATIONAL
ASSOCIATION *of*
REALTORS®

REALTOR®

Introduction

The NATIONAL ASSOCIATION OF REALTORS® is the world's largest trade association, representing over 1 million members.

The term REALTOR® is a registered collective membership mark that identifies a real estate professional who is a member of the NATIONAL ASSOCIATION OF REALTORS® (NAR) and subscribes to its strict Code of Ethics.

For more information about NAR, visit http://www.REALTOR.org.

The Center for REALTOR® Technology (CRT) is a department within NAR. Its purpose is to serve the REALTOR® membership as an industry advocate, an implementation consultant, and a technology resource. One of the major surveys carried out by CRT is the REALTOR® Technology Survey. It is conducted annually among a random sample of REALTORS® who have provided a valid email address. Find out more about CRT by visiting http://www.crt.realtors.org and their blog at http://crt.blogs.realtor.org.

430 N. Michigan Avenue | Chicago, IL 60611-4087 | 1-800-874-6500 | http://www.crt.realtors.org

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This report summarizes national findings collected in January 2014 among sales agents, associate brokers, brokers, broker-owners, and managers regarding REALTOR® practices. These groups account for 1,280 completed surveys. (99 respondents listed "other" roles in real estate; these were screened out of the survey.) This number is large enough for overall responses to be statistically valid and reflective of the general population of REALTORS® to a margin of error of +/-2.74% at a 95% level of confidence. Respondents were asked to look back 12 months (into 2013) and tell us about their real estate business experiences with technology.

The purpose of this survey report is to provide a broad picture of REALTORS®' technology characteristics and needs.   Key topics covered are:

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Report Highlights

Tech Tools

Smartphones and iPads (Airs and Minis) are the technology tools REALTORS® most often plan to purchase in the next 12 months. But 37% do not plan to purchase any of the listed tools – a slightly higher percentage than last year. REALTORS® report spending more on technology for their businesses in 2013 than in 2012. Given the list of most valuable tools, this money may have been spent updating current software, databases, CRM solutions, and on purchasing electronic tablets.

REALTORS® continue to find the most value in current technology tools that allow them to conduct business quickly and conveniently, wherever they need to. Forms software, mobile apps, electronic tablets, property databases, CRM solutions, and social media again top the list of most valuable tools this year.

More than half of REALTORS® now use Apple iPhones. iPhone use among REALTORS® continues to increase and is now at 52% from 45% in 2012. Android use has decreased slightly to 36%, while Blackberry continues to drop and is at 3% from 5%. **Virtually all REALTORS® (93%) now use smartphones of some kind in their businesses.**

Tech Information

Most REALTORS® hear most often about new technology from their colleagues and friends, as well from real estate news web sites and from NAR.

Similar to 2012 findings, **REALTORS® spend a median 44% of their time corresponding with and doing work for their clients on mobile devices.** 94% communicate with clients using a mobile device.

Report Highlights

Associations

Industry news, class registration, tips (business and sales), and dues payment remain the four most important functions that REALTORS® feel REALTOR® associations can offer electronically via the web.

Similar to 2012, **REALTORS® are most likely to access their state and local association websites using desktop computers** rather than smartphones or tablets.

Communications

91% of all REALTORS® use social media in some way, and 91% use it for their real estate business. The average REALTOR® is comfortable using social media: 29% say they are comfortable with it and 25% say they are extremely comfortable. REALTORS® who use it generally do so to build relationships, network, and give themselves visibility and exposure.

Referrals, repeat business and the Internet remain the top three most important methods of generating leads.

Internet Use

REALTOR.com® remains the web site where REALTORS® most often display their listings. Zillow and Trulia were noted as the next top two web sites.

Technology in General

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Technology in General

Respondents were asked to list the **three most valuable technology tools that they used in the last year** (excluding email and cell phone). The most common responses were similar to those cited in 2012:

- Real Estate software for forms and contracts such as **Authentisign (new this year), DocuSign, ZipForms, DotLoop, and FormSimplicity;**
- Software and desktop tools such as **Visual Tour, Adobe Acrobat, PDF Expert, Toolkit CMA, and AppFolio;**
- Mobile apps such as **Dropbox, e-Key apps, Evernote, Google Maps, Open Home Pro, Paragon, Supra;**
- Tablets (iPad);
- Databases and property listing sites such as **local MLSs, Realist (public records database), REALTOR.com®, Trulia, & Zillow;**
- CRM solutions like **Top Producer and e-Edge (Keller Williams);**
- Social media sites like **Facebook and LinkedIn.**

As in 2012, REALTORS® emphasize **tools that allow them to conduct business smoothly and conveniently, wherever they need to**. They also **value tools that make them look technologically savvy to their clients**.

Technology in General

Where do you learn about technology for real estate?
(by Percent)

2012   2013

Colleagues, 54 — 51

Real Estate News
Websites, 45 — 44
NAR, 43 — 42
Friends, 42 — 39
— 38

COLOR KEY
Increase
Decrease
No Change

Brokers, 35
Real Estate
Conferences, 32 — 32
Local Association
Newsletter, 28 — 29
Magazine Ads, 28 — 28

Real Estate
Blogs, 23 — 23
State Association — 21
Newsletter, 20 — 21
Trade Shows, 19
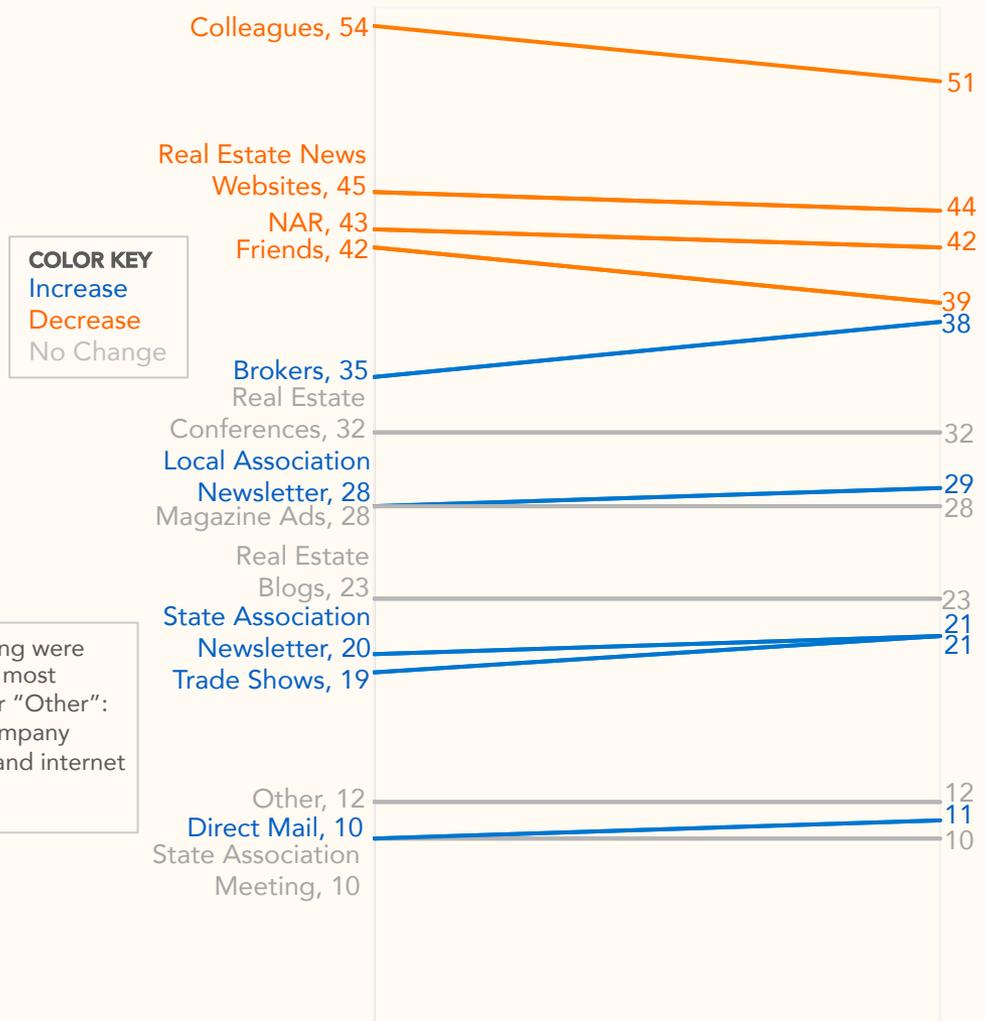
The following were
mentioned most
often under "Other":
Classes, company
Meetings, and internet
searches.

Other, 12 — 12
Direct Mail, 10 — 11
State Association — 10
Meeting, 10

Technology in General

Which operating system do you primarily use?
(by Percent)

2012   2013

COLOR KEY
Increase
Decrease
No Change

Windows 7, 47 → 38

82% of REALTORS® use Windows operating systems, down slightly from 83% in 2012. **Use of Windows 8, which was not tracked in 2012 is at 22%; this is equal to the amount all other Windows OSs decreased**. Use of Mac OS X increased to 14%.

Windows XP, 24 → 15

Windows 8, 22
(not tracked in 2012)

Mac OS X, 11 → 14

Windows Vista, 11 → 7

Other, 4 → 1

Not Sure, 2 → 3

Technology in General

Which web browser do you use?

(by Percent)

2012   2013

COLOR KEY
Increase
Decrease
No Change

IE, 50 → 38

While use of Internet Explorer (IE) continues to trend down another 12% from 2012, it remains the most commonly used web browser. Google Chrome may account for the decrease in IE use. Mozilla Firefox increases slightly from 13% to 16%.

Google Chrome, 21 → 32

Firefox, 13 → 16

Safari, 8 → 9

Don't Know, 3 → 4

Other, 3 → 2
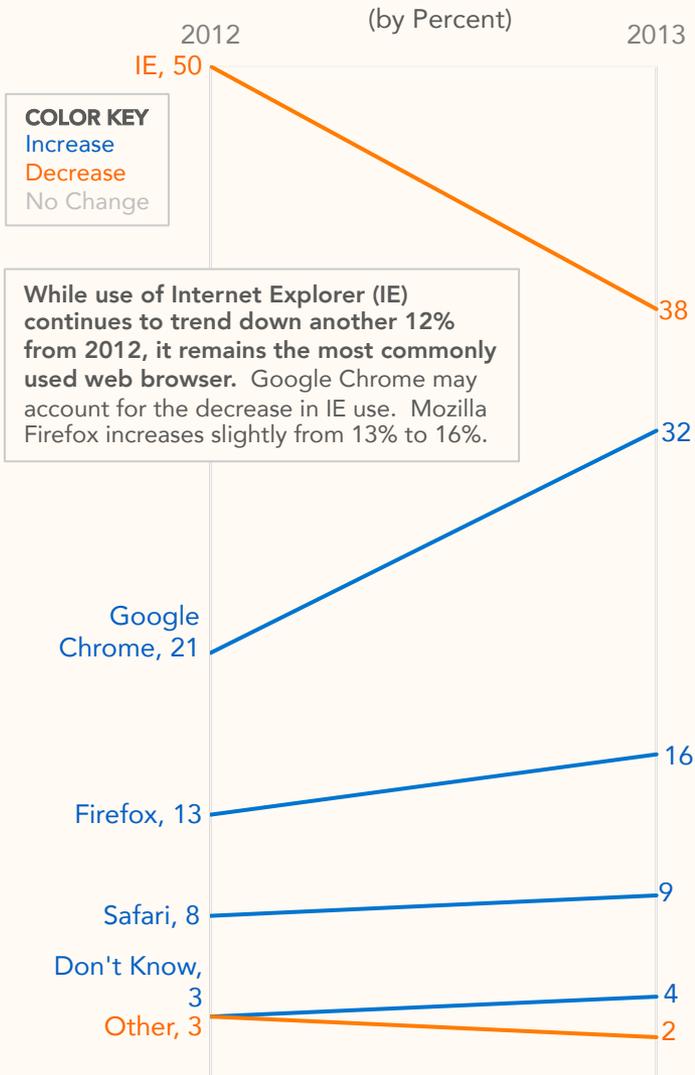
Which email client do you use?

(by Percent)

2012   2013

COLOR KEY
Increase
Decrease
No Change

→ 32

Gmail, 28

Outlook Desktop, 25 → 23

Gmail use has increased from 27% to 32% as the email client used most often among REALTORS®, while Outlook has held steady in second place at 23%.

Yahoo, 17 → 10

outlook.com, 14 → 9

Company email, 10 → 8

Other, 5 → 6

AoL, 5 → 5

Service Provider, 5 → 5
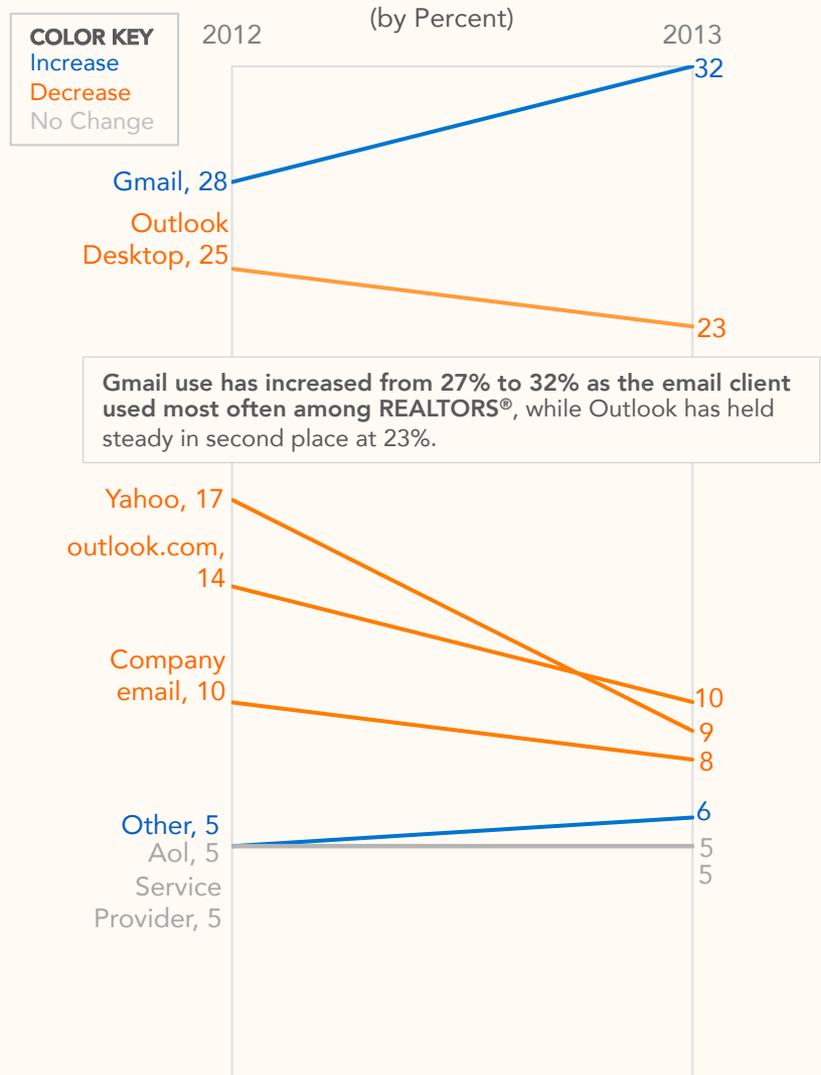
Technology in General

Which operating system does your business smartphone run?
(by Percent)

2012   2013

COLOR KEY
Increase
Decrease
No Change

iOS, 45 ——————————————→ 52

Android, 37 ——————————————→ 36

Use of iPhones among REALTORS® continues to increase from 45% to 52%; **over half of REALTORS® now use iPhones**. Android use has held steady at 36%, and Blackberry is now at 3% from 5% in 2012. Most of the few "other" comments were "Samsung."

Don't use, 8 ——————————→ 4
BlackBerry, 5 ——————————→ 3 3
Not Sure, 2 ——————————→ 2
Windows, 1 ——————————→
Other, 1 ——————————→ 1
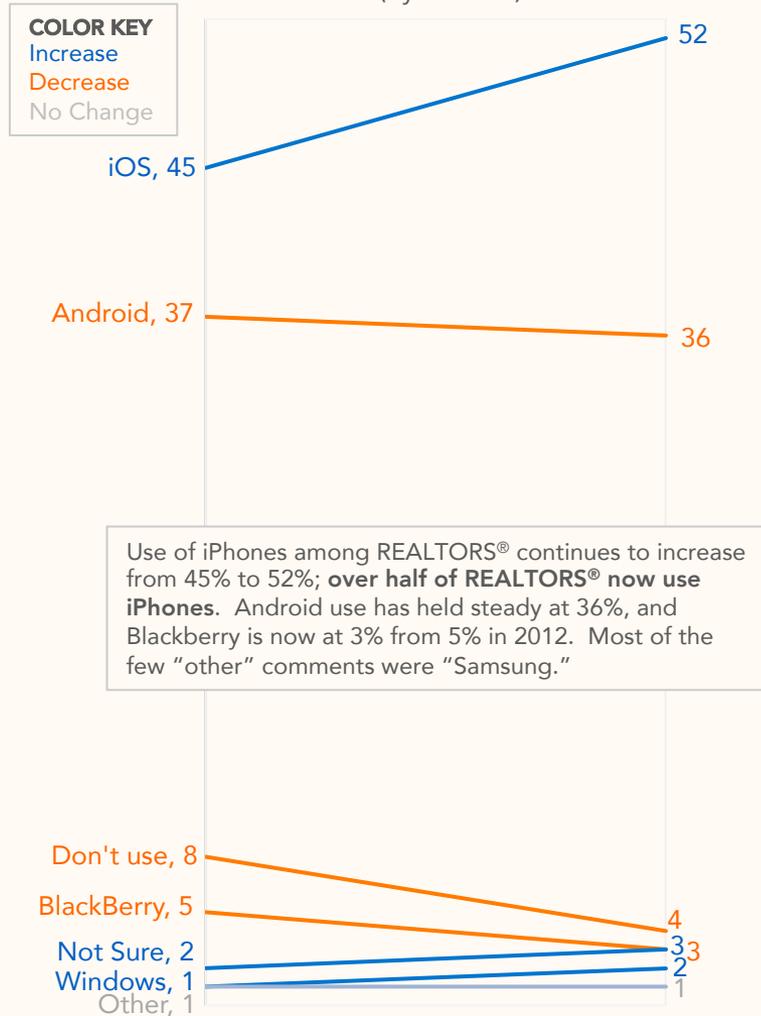
Which of the following do you plan on purchasing this year?

0%   40%

None	37
iPad	16
Smartphone	15
Digital Camera	12
Windows Laptop	12
Windows Desktop	8
Android Tablet	6
Mac Laptop	6
Other	5
Surface	5
Video Camera	3
Wireless Card	3
Mac Desktop	3
GPS	2
Kindle	2

| % for 2012

29% of REALTORS® plan to purchase a tablet (iPad Air or Mini, Android, Surface, or Amazon Kindle) which is slightly down from 33% in 2012. REALTORS® who continue to say they don't plan to buy any new technology in the next 12 months increased slightly from 33% in 2012.

Technology in General

How much did you spend on technology NOT for your business in the last 12 months?

How much did you spend on technology for your business in the last 12 months?

REALTORS® spent a median of $354 in the last 12 months **on technology NOT related to their real estate business**, this is a small increase from $300 spent in 2012. 28% spent less than $100, down from 31%.

Agents spent a median of $848 in the last 12 months on technology for use in their real estate business, **while Brokers spent a median $1,410 (up from $1,122 in 2012).**

Broker-Provided Technology

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Broker-Provided Technology

How would you rate the value of the technology supplied by your broker?

0%   35%

Rating	%
Exceptional	28
Reasonable	34
Neutral	15
Not Enough	6
Poor	4
No Tech. Provided	12

| % for 2012 |
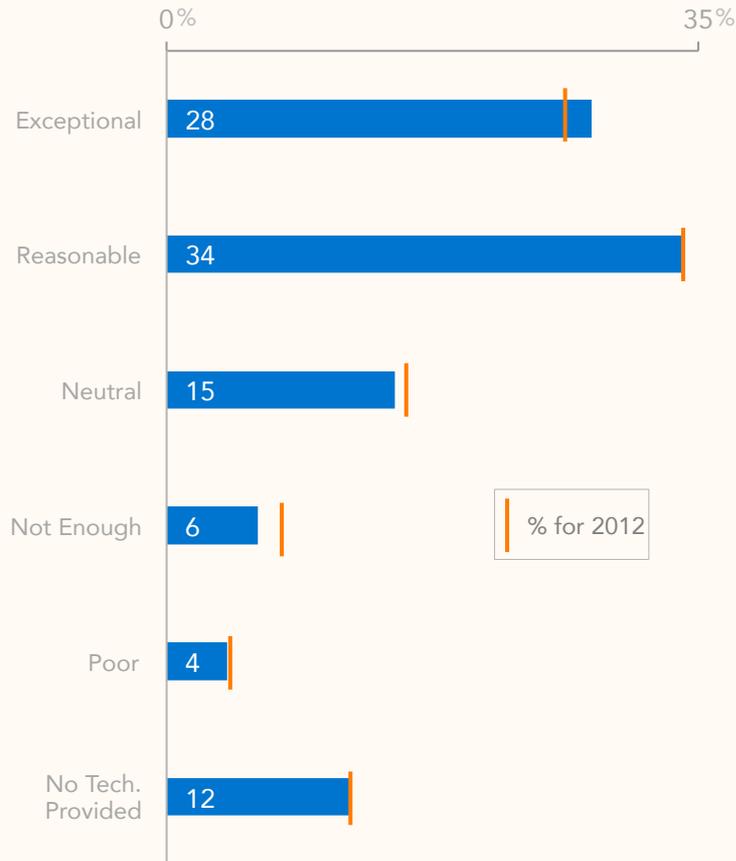
62% of Agents and Broker-Associates find reasonable or exceptional value in the technology supplied by their brokers. This is essentially unchanged from 2012.

What is the monthly technology fee paid to your broker?

0%   55%

Fee	%
No Fee	55
< $20	6
$21-40	12
$41-60	9
$61-80	6
$81-100	6
$101-150	3
$151-200	1
> $200	2

Over half of agents and associate brokers pay no monthly technology fee to their brokers. This is unchanged from 2012.

| % for 2012 |

Broker-Provided Technology

Do you want your broker to expand the amount of technology they offer you?

0%	50%	100%

Yes, 45	No, 23	No Opinion, 32

Similar to 2012, nearly half (45%) of Agents and Broker-Associates would like their broker to expand the amount of technology they offer them.

These REALTORS® were asked what they expect from their brokers' technology offerings. Many of these suggestions were similar to 2012. Cited most often were:

A Good CRM Database	A more professional website
A better computer	Ease of use
Reliable & faster internet	Cutting-edge technology
Keeping agents up-to-date on technology trends	More technology support/training

MLS-Provided Technology

MLS-Provided Technology

How would you rate the value of your MLS system for the price you pay?

0%　　　　　　　　　　　　　　　　　50%

Exceptional	24
Reasonable	48
Neutral	13
Not Enough	10
Poor	4

| % for 2012 |
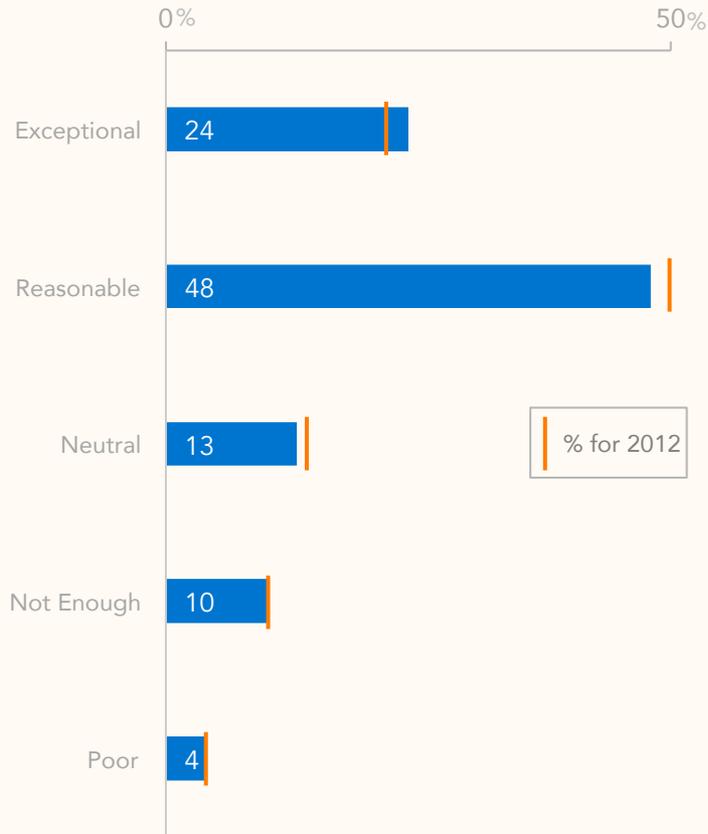
48% of all REALTORS® find <u>reasonable value</u> in their MLS; 24% find <u>exceptional value</u> in it. This is essentially unchanged from 2012.

Do you want your MLS to expand the technology and services offered?

0%　　　　　　　50%　　　　　　　100%

| Yes, 62 | No, 12 | No Opinion, 26 |
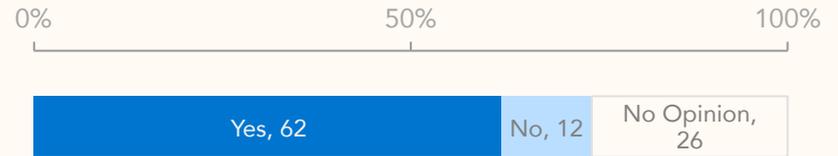
Similar to 2012, 62% of REALTORS® would like their MLS to expand the technology and services offered.

Suggestions for improvement include: better accessibility/better mobile capabilities; better mobile apps; improved CMA software; more ease of use; updated information; and training.

The most valuable tools provided by MLSs cited most often are:

Comps/CMAs	Auto-emails to clients/auto-prospecting
Education	Public records
Property history information	IMAPP/mapping
Realist	RPR
Statistics	Forms
Authentisign/Docusign	Tax information

Mobile Use in Business

Mobile Use in Business

About what percentage of your time do you spend corresponding with and doing work for your clients on mobile devices (smartphones, tablets)?

0%   15%

% Time Spent	Value
0%	3
1-10%	7
11-20%	11
21-30%	14
31-40%	12
41-50%	10
51-60%	10
61-70%	7
71-80%	14
81-90%	8
91-100%	4

% for 2012

REALTORS® spend a median 44% of their time corresponding with and doing work for their clients on mobile devices.
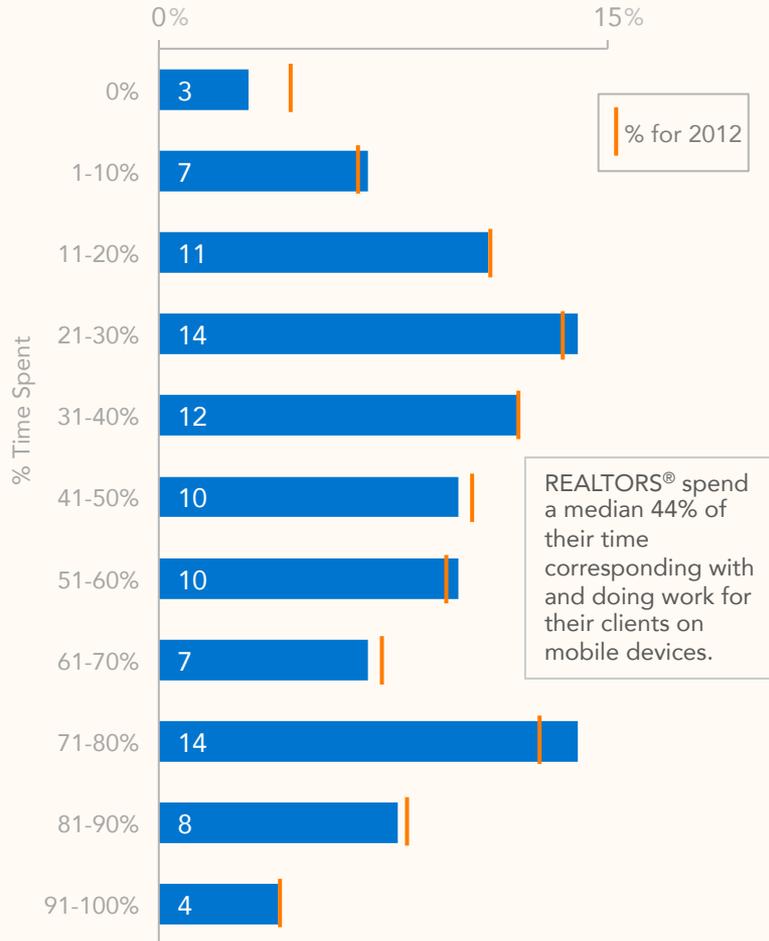
Which of the following activities do you engage in for work purposes using a mobile device?
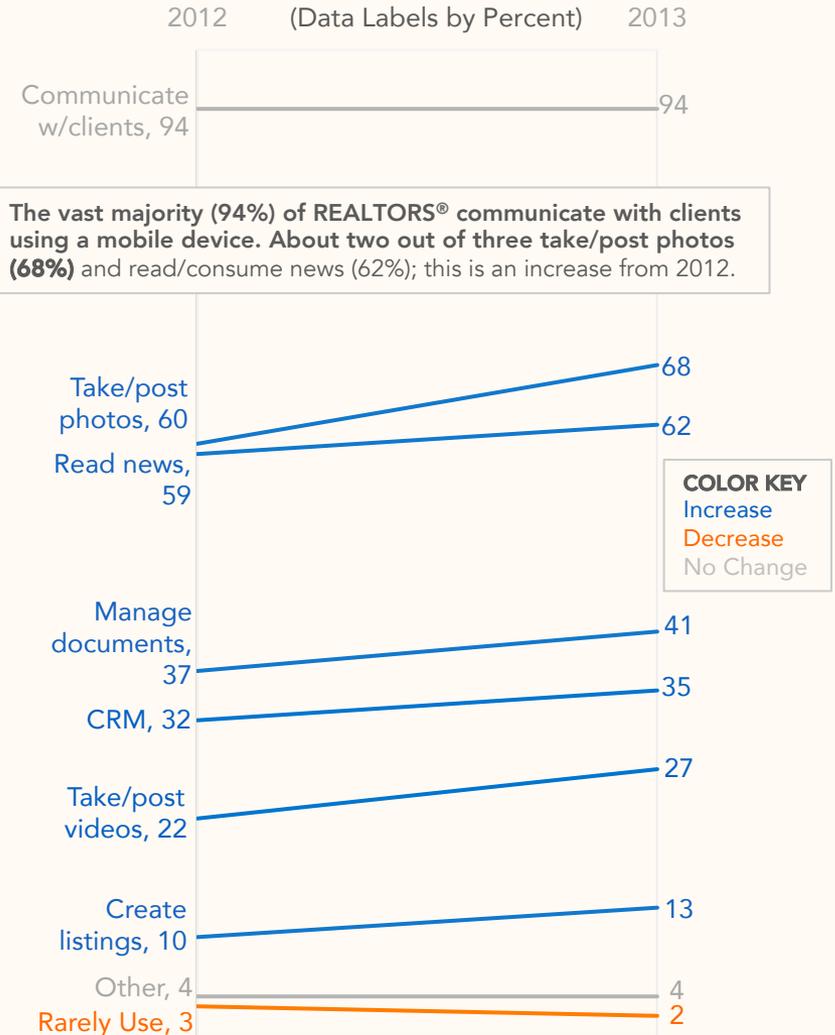
2012   (Data Labels by Percent)   2013

The vast majority (94%) of REALTORS® communicate with clients using a mobile device. About two out of three take/post photos (68%) and read/consume news (62%); this is an increase from 2012.

Activity	2012	2013
Communicate w/clients	94	94
Take/post photos	60	68
Read news	59	62
Manage documents	37	41
CRM	32	35
Take/post videos	22	27
Create listings	10	13
Other	4	4
Rarely Use	3	2

COLOR KEY
Increase
Decrease
No Change

Technology & REALTOR® Associations

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Technology & REALTOR® Associations

What are the most important functions that REALTOR® associations can offer electronically via the web?

0% — 80%

Function	Value
Industry News	72
Class Registration	71
Dues Payment	64
Tips (Business/Sales)	64
Event Registration	61
Maintain Profile Info.	53
Email	37
RPAC Donations	18
Other	7

| % for 2012 |
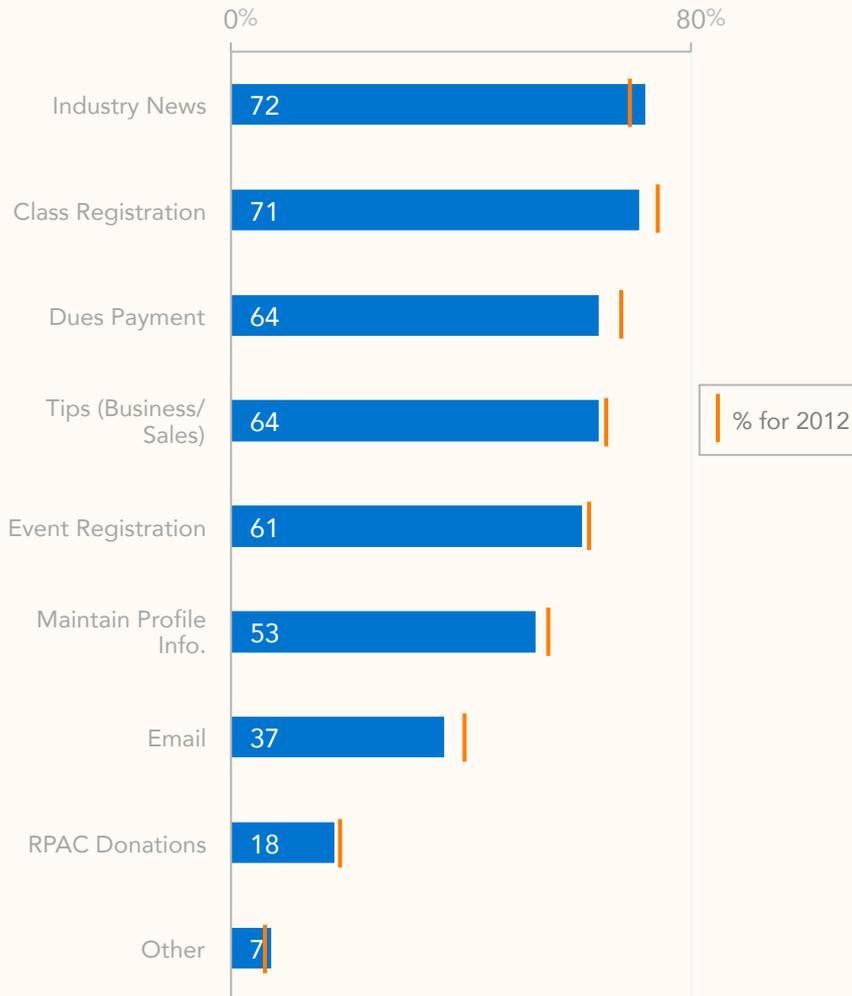
Below are some general device types you might use to access Your local or state association's website. Ranked from 1 to 3, where 1 is the device used MOST often and 3 is used LEAST.

■ 1 ■ 2 ■ 3

0% — 50% — 100%

Device	1	2	3
Desktop/Laptop	79	14	8
Mobile	14	50	36
Tablet	7	36	56
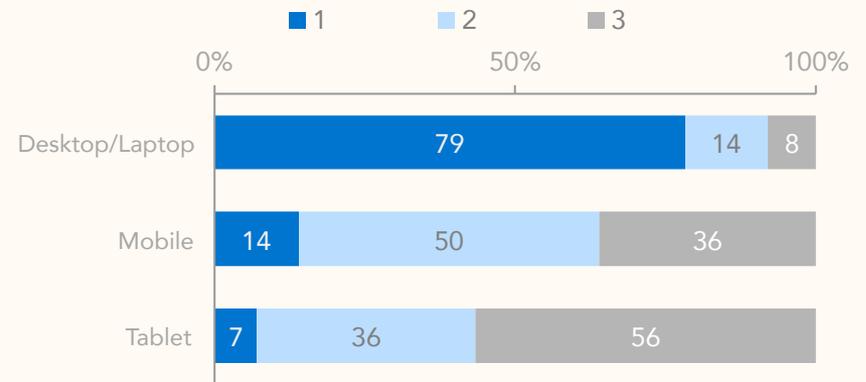
Which of your REALTOR® association websites do you access the most? Please rank these from 1 to 3, where 1 = MOST and 3 = LEAST.
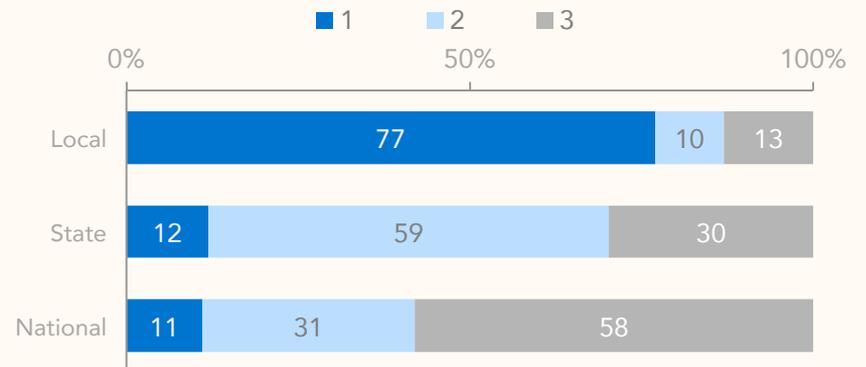
■ 1 ■ 2 ■ 3

0% — 50% — 100%

	1	2	3
Local	77	10	13
State	12	59	30
National	11	31	58

Social Media & Networking

Social Media & Networking

How comfortable are you using social media?
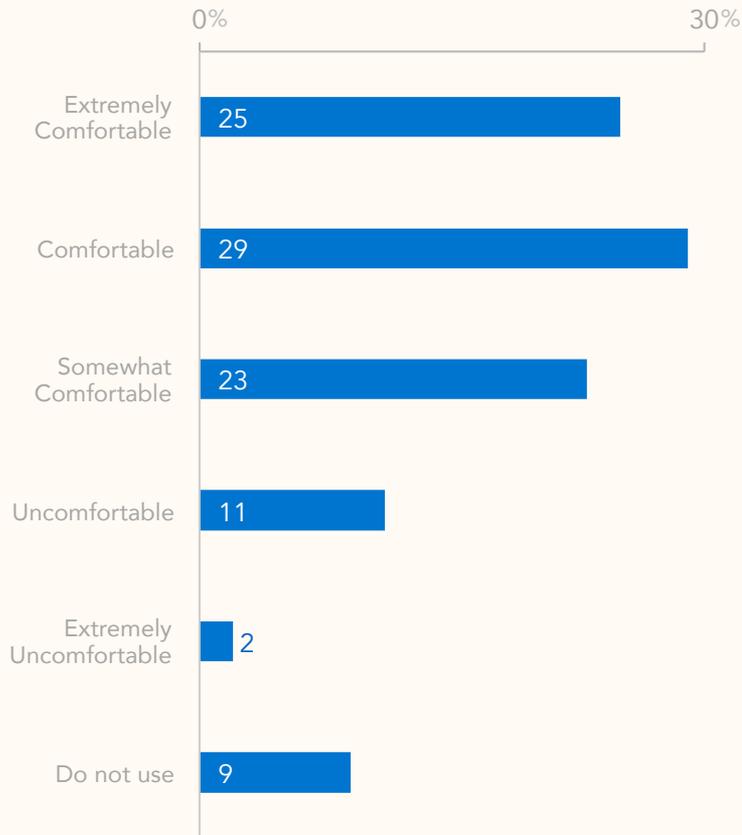
Extremely Comfortable	25
Comfortable	29
Somewhat Comfortable	23
Uncomfortable	11
Extremely Uncomfortable	2
Do not use	9

0%   30%

91% of all REALTORS® use social media in some way, and 91% use it for their real estate business. This is essentially unchanged from 2012.

What are the reasons you **do not** use social media for your real estate business?

Prefer More Personal Contact	56
Don't Trust It	45
Not Interested	38
Don't have time	30
Don't know how to use it	26
Don't see return on investment	24
Other	12

0%   60%
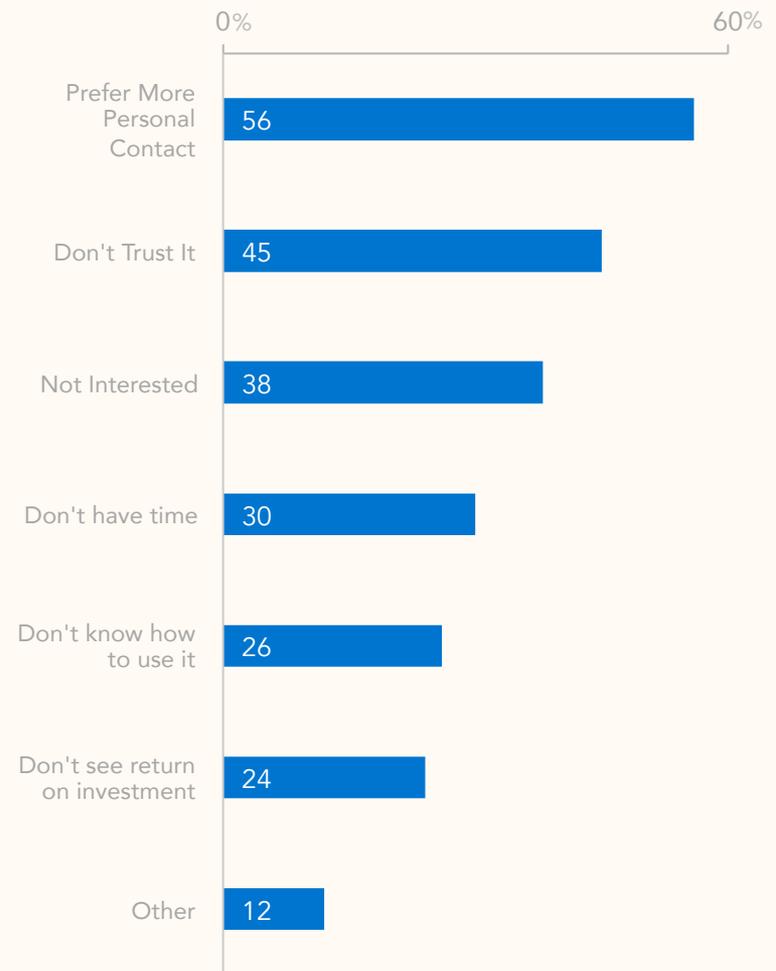
Social Media & Networking

For real estate business purposes, which of the following do you participate in?

0% — 80%

Facebook	77
LinkedIn	75
Google+	34
YouTube	34
Twitter	31
Real Estate Blogs	19
My Own Blog	15
None	9
Other	6
Klout	5
Flickr	3

▌ % for 2012
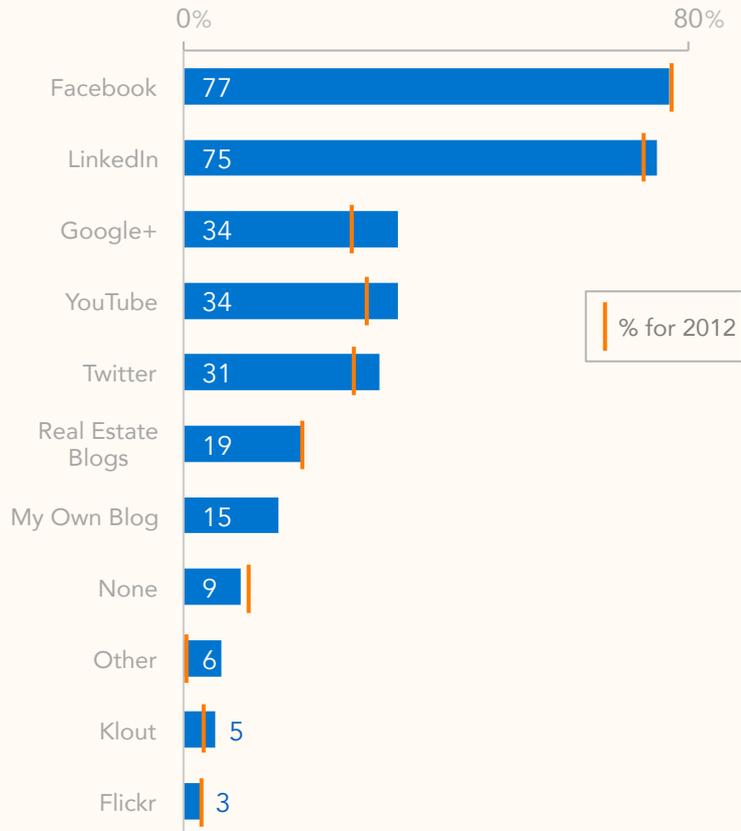
Facebook and LinkedIn continue to be the social media tools that REALTORS® use most, use of both has increased since 2012, back to usage levels seen in 2011.

What are the reasons you use social media for your real estate business? Choose all that apply.

0% — 80%

|	
Building relationships/	70
Visibility/Exposure/ Marketing	64
Free advertising	51
Promoting listings	47
Easy communication	45
Prospecting for clients	43
I learn from it	34
Clients expect it	34
I enjoy it	33
Good return on investment	20
Other	10

The majority of REALTORS® who do use social media for their real estate business tend to use it mainly to build relationships/network (70%) and for visibility/exposure/marketing (64%).

Lead Generations & Listings

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Lead Generation & Listings

How important are each of the following in generating your leads?

- 5 - Very Important
- 4 - Important
- 3 - Somewhat Important
- 2 - Not Very Important
- 1 - Not at all important
- Not Applicable

	5 - Very Important	4 - Important	3 - Somewhat Important
Referrals	88	8	3
Repeat Business	83	11	3
Community Involvement	21	31	28
Personal Advertising	24	26	24
Direct Mail	11	21	25
Open Houses	13	19	24
Floor Time	11	14	15
Telemarketing	6	8	13
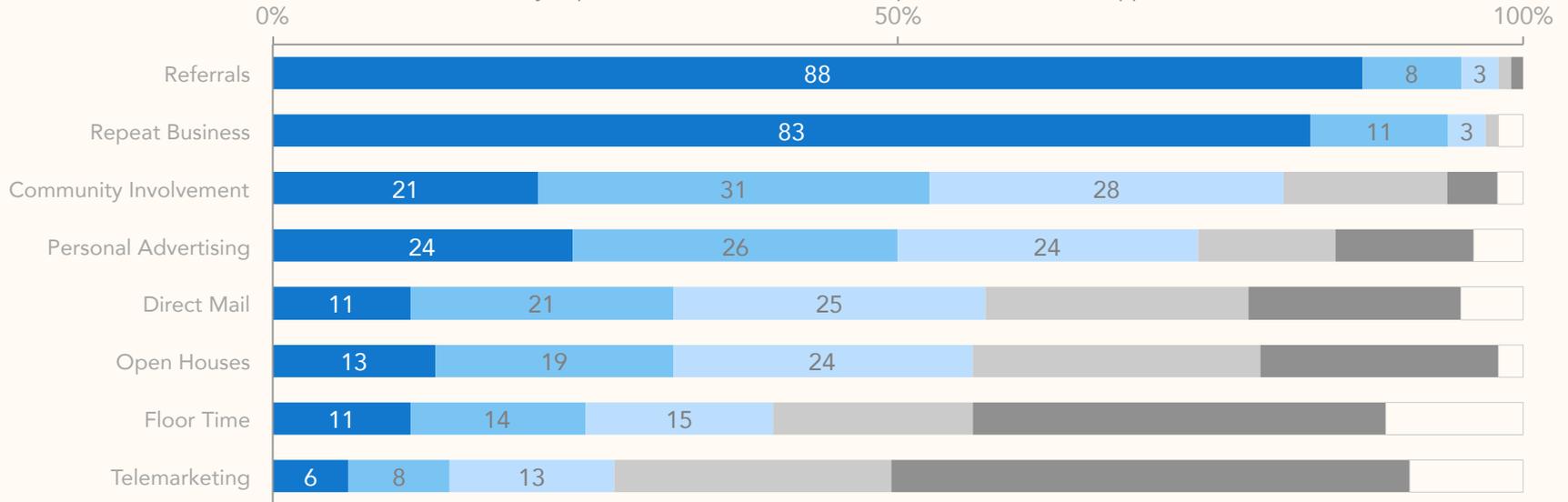
Who does the marketing for your listings?

I do	81
A dept. in our brokerage	17
My broker	15
Other	4
A vendor	2
Not sure	1
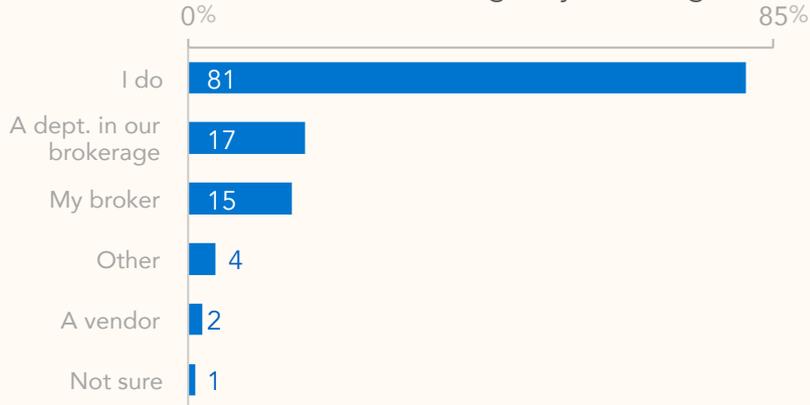
Who pays for the marketing of your listings?

|	
I pay	76
My broker	28
My franchise	8
Other	5
Not sure	2
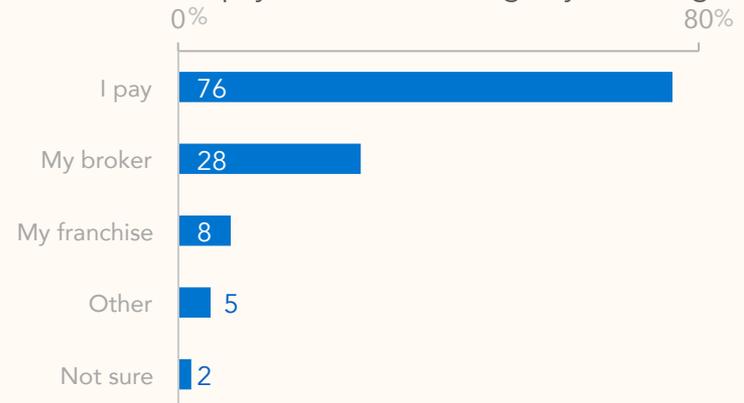
Lead Generation & Listings

Which of the following is the single best marketing software/website for generating new leads?

|	%
Company Website	22
Personal Website	15
Other	14
REALTOR.com®	13
Facebook	10
Zillow	9
Trulia	6
Craigslist	4
Market Leader	3
ReferralMaker CRM	2
Constant Contact	2
E-Edge	1

Scale: 0% – 25%

What are the web sites where your listings are displayed?
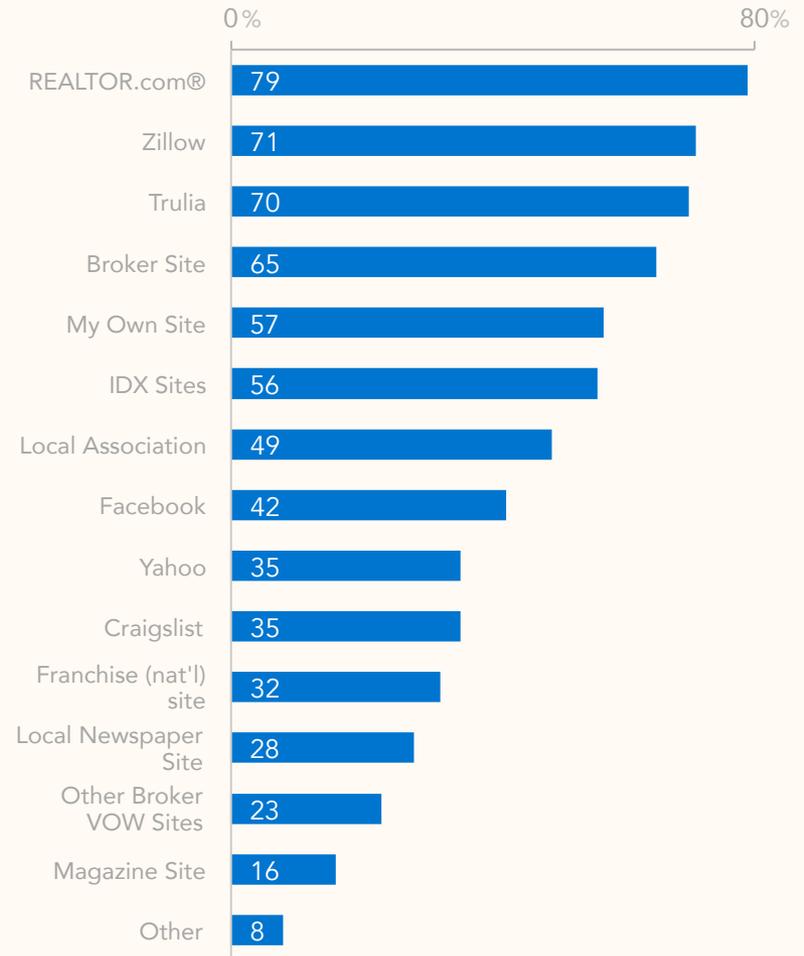
	%
REALTOR.com®	79
Zillow	71
Trulia	70
Broker Site	65
My Own Site	57
IDX Sites	56
Local Association	49
Facebook	42
Yahoo	35
Craigslist	35
Franchise (nat'l) site	32
Local Newspaper Site	28
Other Broker VOW Sites	23
Magazine Site	16
Other	8

Scale: 0% – 80%

Real Estate Websites

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Real Estate Websites

Do you have a real estate agent website?

0%   50%   100%

| Yes, 72 | No, 28 |

Do you have a real estate company website?

0%   50%   100%

| Yes, 82 | No, 18 |
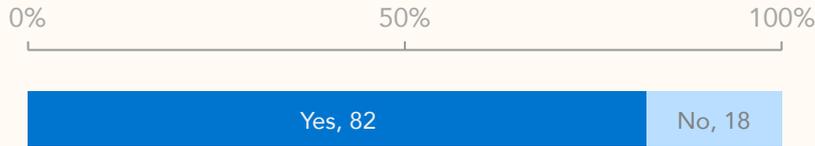
How much do you spend annually on your website?

0%   35%

- **$0-100**: Agents 33, Brokers 10
- **$101-500**: Agents 28, Brokers 26
- **$501-1,000**: Agents 18, Brokers 22
- **$1,001-2,000**: Agents 8, Brokers 19
- **$2,001-5,000**: Agents 5, Brokers 12
- **$5,001+**: Agents 1, Brokers 6
- **Not sure**: Agents 7, Brokers 5

■ Agents
■ Brokers

> Brokers spend a median of $761 per year on their websites, up somewhat from $697 in 2012. Agents and broker associates spend a median $379 – an increase from $303 in 2012.

How much time is invested on your website on a monthly basis?

0%   55%

- **Up to 5 hrs**: Agents 54, Brokers 46
- **6-15 hrs**: Agents 18, Brokers 24
- **16-25 hrs**: Agents 6, Brokers 9
- **26-35 hrs**: Agents 2, Brokers 4
- **36-45 hrs**: Agents 1, Brokers 3
- **45+ hrs**: Agents 2, Brokers 4
- **Not Sure**: Agents 17, Brokers 10

■ Agents
■ Brokers
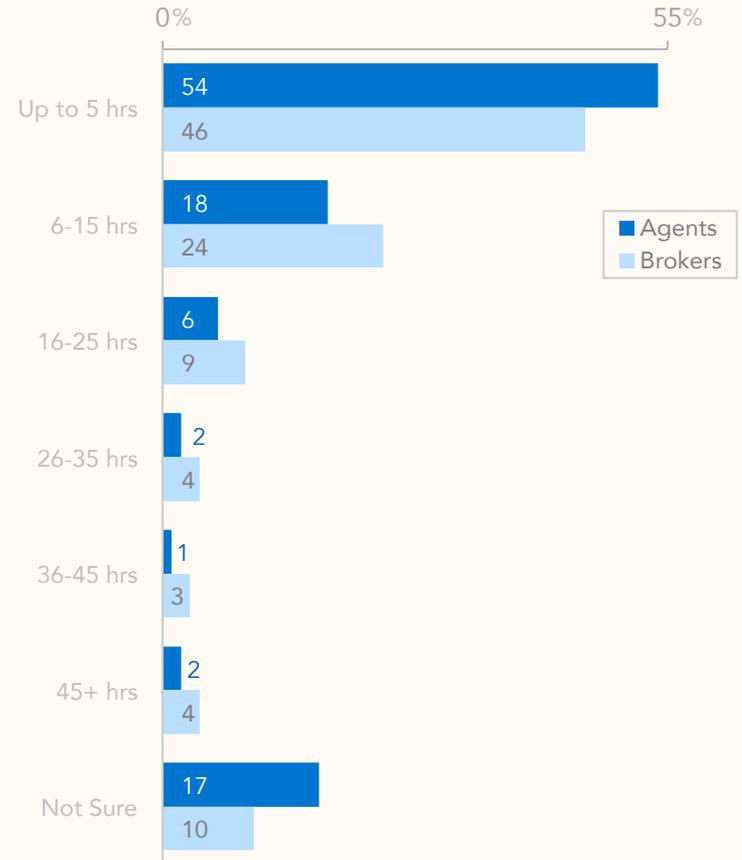
> Brokers spend slightly more time per month on their websites: 49% spend more than 5 hours per month.

Real Estate Websites

**In general, how would you describe the return on investment you receive from your website?**

Category	Value
Excellent	12
Good	25
Fair	21
Not Good Enough	20
Poor	12
Not Sure	9
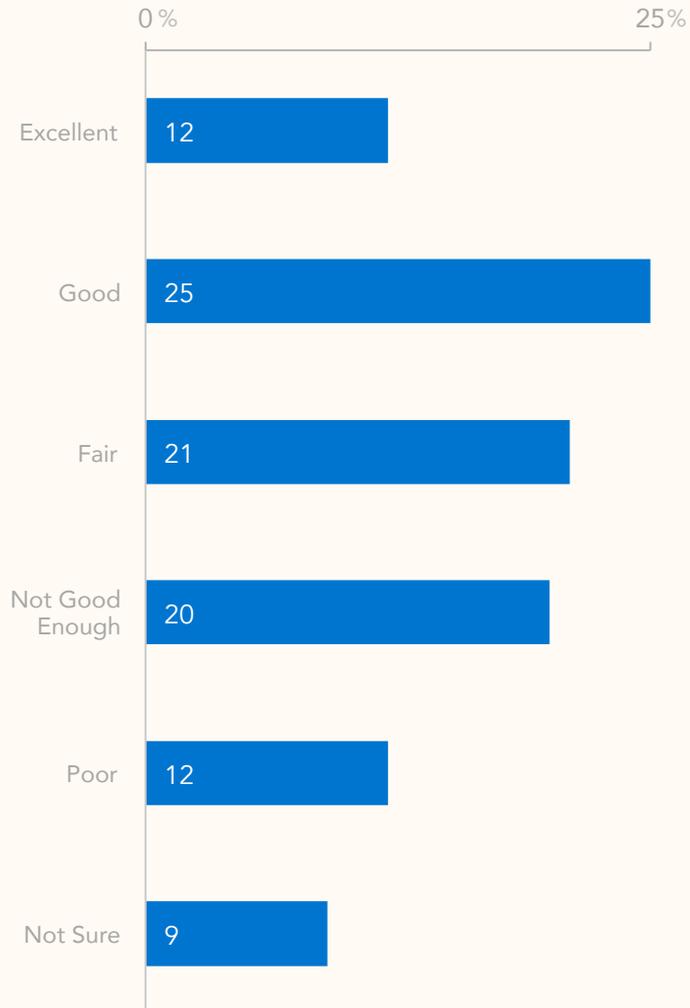
Do consumers have to register to access listing information on your web site?

	Yes	No
Agents	Yes, 38	No, 62
Brokers	Yes, 26	No, 74
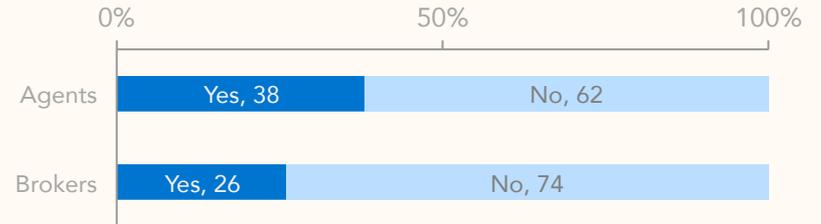
Do you have listing search capabilities on your web site?

	Yes	No
Agents	Yes, 93	No, 7
Brokers	Yes, 87	No, 13
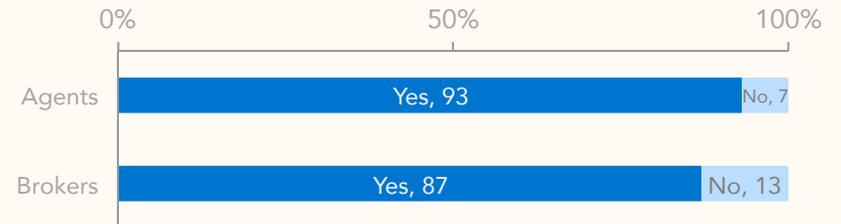
Are you satisfied with the amount of web leads you receive?

	Yes	No
Agents	Yes, 28	No, 72
Brokers	Yes, 36	No, 64
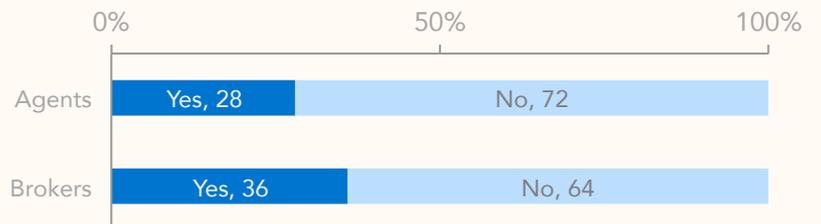
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