



NATIONAL
ASSOCIATION of
REALTORS®

*Center for
REALTOR® Technology*

REALTOR® Technology Survey Report 2011



The NATIONAL ASSOCIATION OF REALTORS®, The Voice for Real Estate®, is the world's largest professional 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 www.REALTOR.org.

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*Center for
REALTOR® Technology*

The Center for REALTOR® Technology (CRT) is a department within NAR. It's 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 number of REALTORS® who have provided a valid email. Additionally, the survey is posted at realtor.org and on several social media sites.

This report summarizes national findings collected in September 2011 among associate brokers, sales agents, brokers, broker-owners, and managers. These groups account for 835 usable surveys. This number is large enough for overall responses to be statistically valid. At the 95% level of confidence, the margin of error is 3.39%. Respondents were asked to look back 12 months and tell us about their real estate business experiences with technology.

The purpose of this survey is to provide a broad picture on REALTORS®' technology characteristics and needs. Key topics covered: Technology in General, Social Networking, and Lead Generation.

Side notes: Some findings are broken down to compare results between brokers and agents. In some sections, comparisons are also given for results obtained in previous surveys. In a few charts, due to rounding and omissions for space, percentages may not add up to 100 percent.

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Report Highlights

More than in past years, colleagues are seen as a good source for information on technology for real estate.

Tablets are top of mind with respondents.

- When asked to list the three most valuable tools they have started using in the last year, tablets like the iPad, Galaxy tab, etc. were mentioned most often. Mobile & desktop tools ; and CRM solutions followed closely behind.
- Because these tools keep respondents connected, save time, and increase productivity over one-third indicate they will purchase or replace a tablet like the iPad, Xoom, PlayBook, Galaxy, or G-slate in the next 12 months.

Smartphones continue to be the top item respondents will replace or purchase in the next year.

Currently, 35% own a smartphone that runs Android's operating system (OS) followed by the iPhone OS (28%) and BlackBerry OS (18%).

In 2008, 67% of survey respondents did not engage in social media. This year, 90% of brokers and 91% of agents use social media.

Facebook, LinkedIn, and YouTube lead the way as most used social media tools among respondents.

For the first time Facebook was included and selected by 48% as a place where listings are placed. REALTOR.com (87%) remains the top site where listings are displayed.

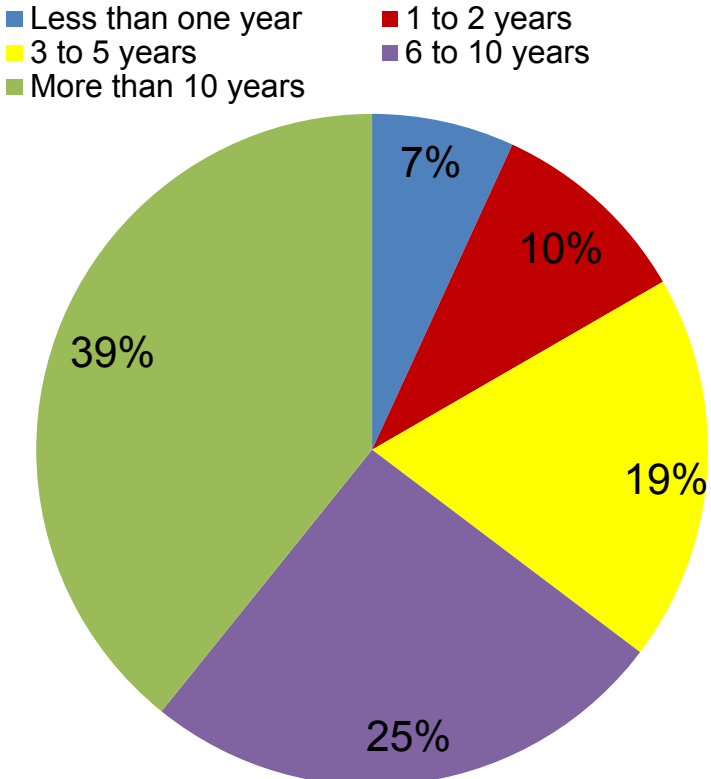


Respondent Profile

Age
 42% report being 40 years old or under, while 58% are over 40 years old.

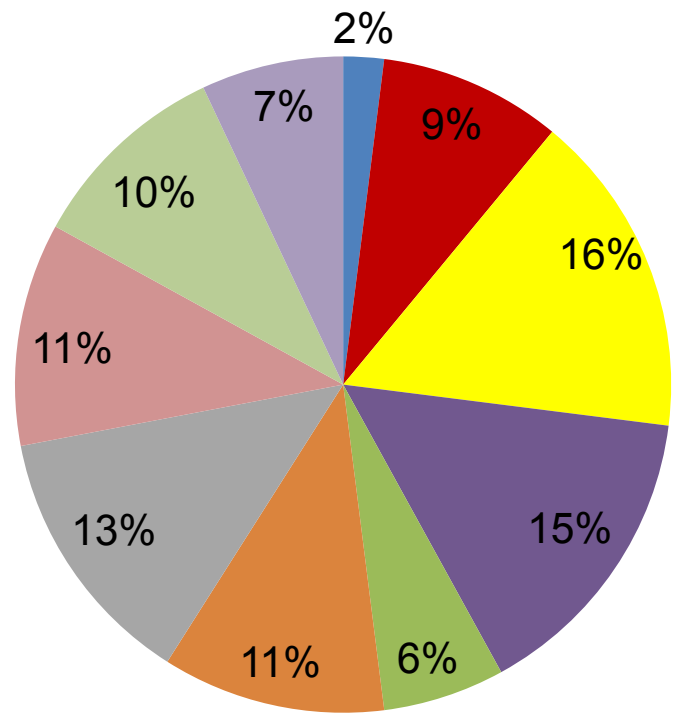
Years in real estate
 36% joined the real estate business in the last 5 years. Another 39% have been in the business for over 10 years.

How long have you been in the real estate business (in any capacity)?



Which of the following best represents your age?

- 25 years or less
- 26-30 years
- 31-35 years
- 36-40 years
- 41-45 years
- 46-50 years
- 51-55 years
- 56-60 years
- 61-65 years
- 66 years or more



Respondent Profile

Transactions completed
42% completed 1-9 transaction sides in the last 12 months.

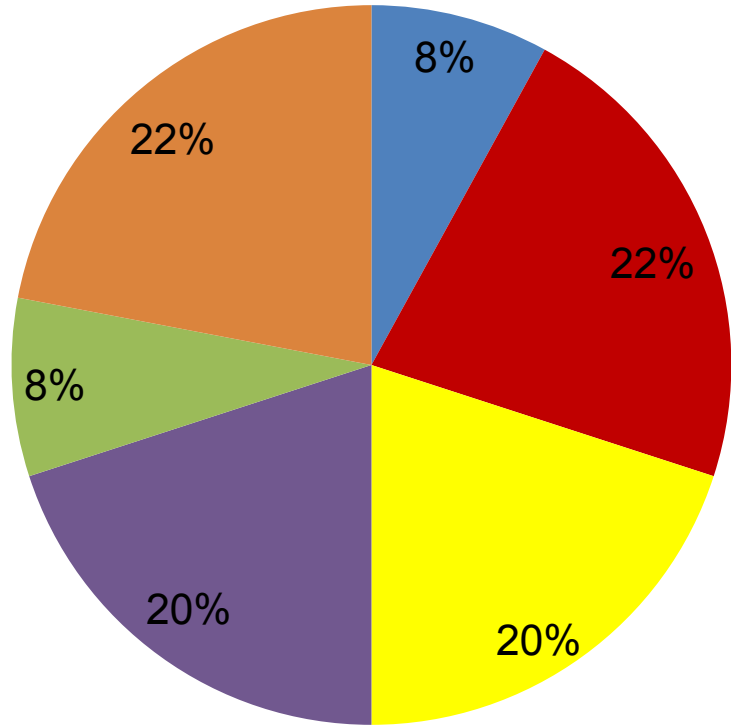
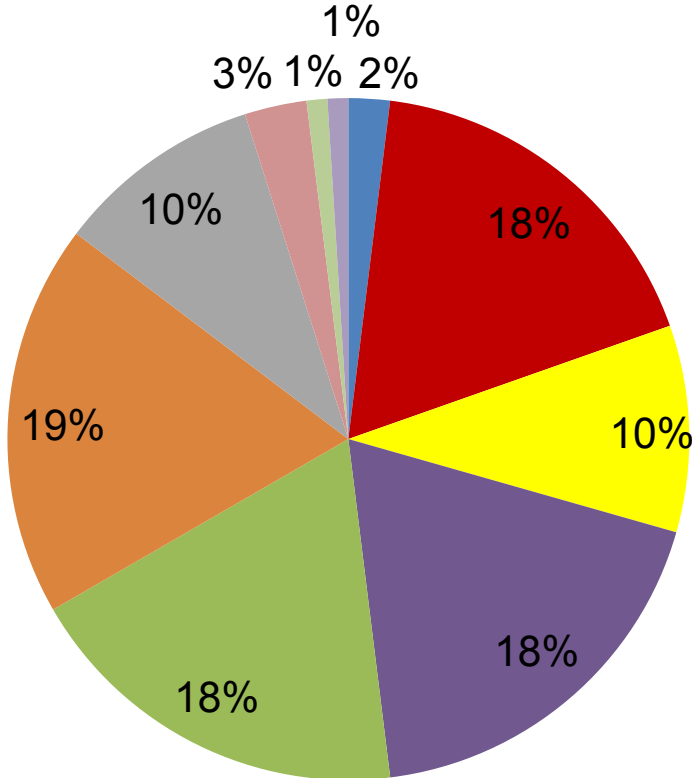
Number of agents in the office
28% belong to an office with 1-10 agents.

How many transaction sides did you complete in the last 12 months?

- 0
- 1-4
- 5-9
- 10-14
- 15-19
- 20 or more

How many agents are in your office?

- 0
- 1 to 5
- 6 to 10
- 11 to 25
- 26 to 50
- 51 to 100
- 101 to 250
- 251 to 500

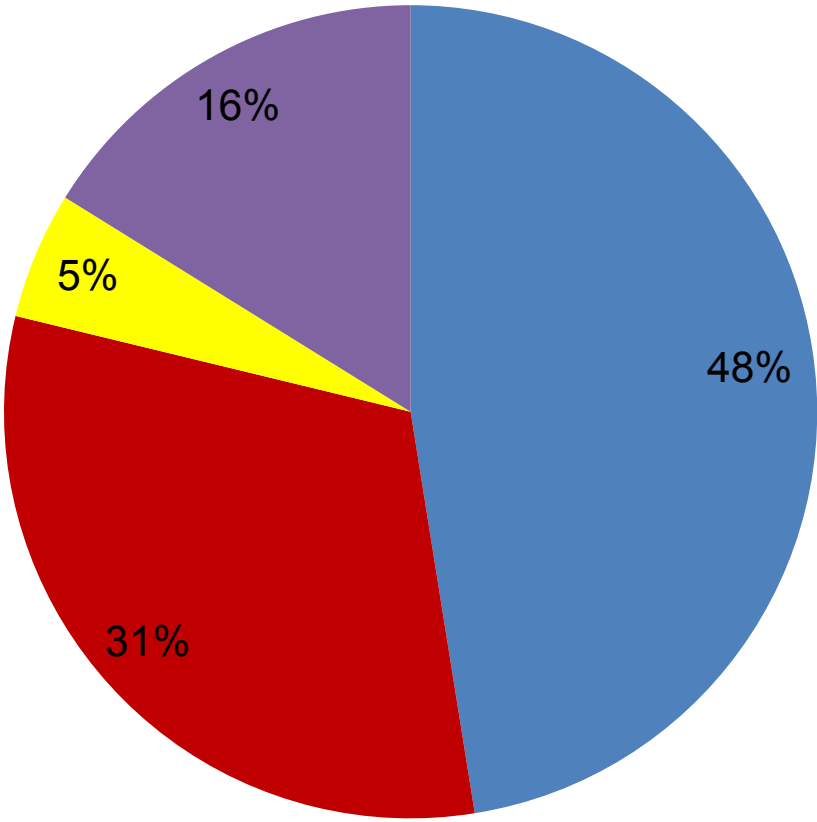


Respondent Profile

Respondent's Firm
48% describe the firm where they work as an 'independent, non-franchised company.'

Which of the following best describes the firm where you work?

- independent, non-franchised company
- independent, franchised company
- subsidiary of national or regional corporation, non-franchised company
- subsidiary of national or regional corporation, franchised company



Technology in General

The background is a light blue gradient. In the center, there is a faint, semi-transparent globe. A large, thick, light blue arc curves across the lower half of the image. At the bottom, there is a horizontal strip of binary code (0s and 1s) in a light blue color. On the right side, there are two overlapping circles, one above the other, also in a light blue color.

Technology in General

Where do you learn about new technology for real estate?

Respondents could select more than one answer. Therefore, percentages do not add up to 100%.



The following were mentioned most often under 'other': office meetings, company webinars, technology blogs, and social media.



Technology in General

Respondents were asked to list the three most valuable technology tools they started using in the last 12 months. Most common responses were categorized as follows:

- Tablets like *iPad, Galaxy Tab, etc.*
- Mobile & desktop tools like *REALTOR.com app; Trulia app; Zillow app; postlets; Wordpress; Goomzee; Kurio; Safe.ly; PDF Expert; Ziforms; HouseLogic; DocuSign; Dropbox; eEdge; Karl's mortgage calculator; QR readers; Mongofax; e-Fax; MLS-specific mobile tools.*
- CRM solutions like *Top Producer*

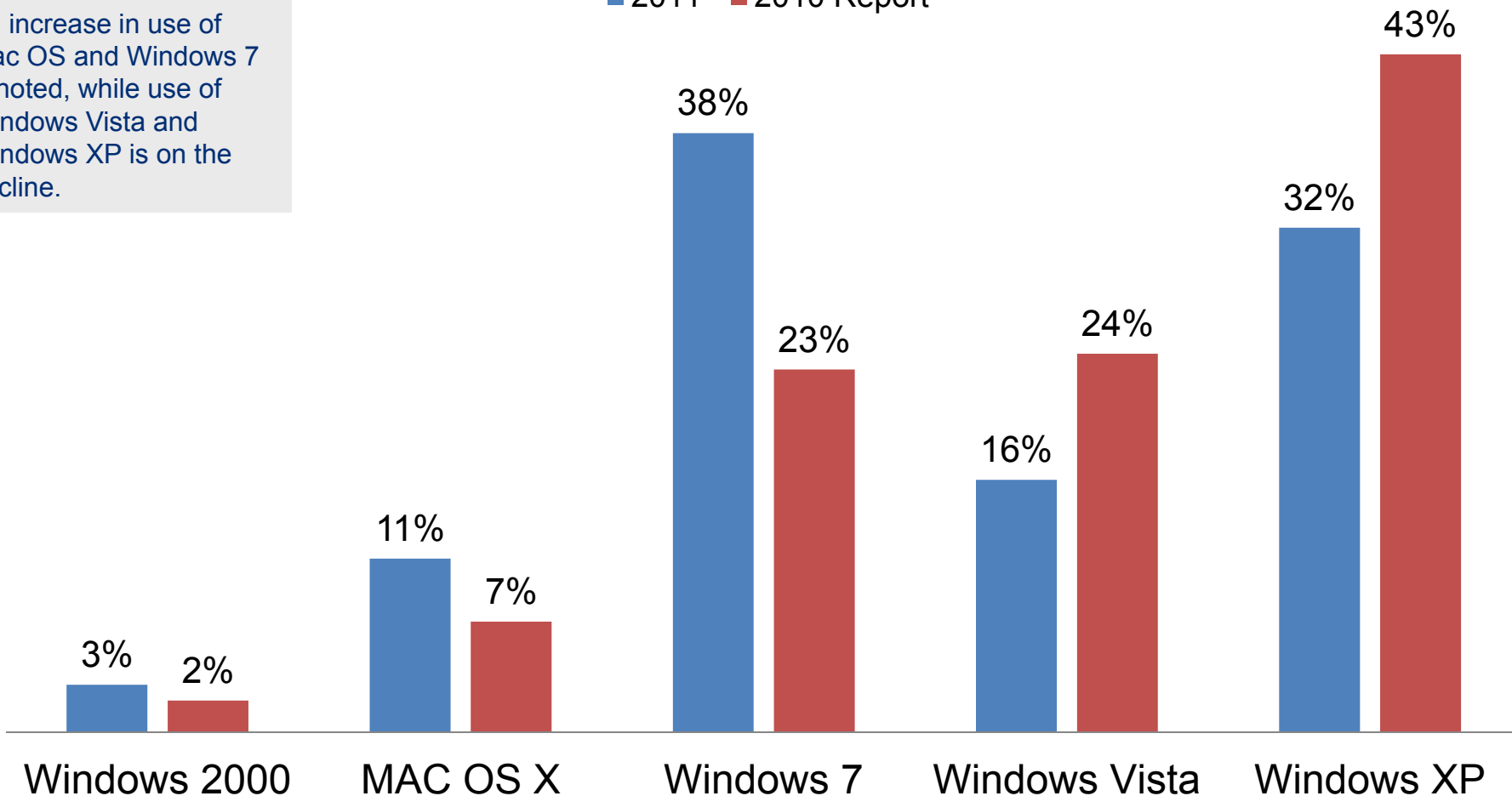
Respondents indicate that these tools make their job easier and keep them mobile and 'in touch'. A few others emphasized that these tools are time-savers and increase productivity.

Technology in General

What operating system do you primarily use?

■ 2011 ■ 2010 Report

An increase in use of Mac OS and Windows 7 is noted, while use of Windows Vista and Windows XP is on the decline.

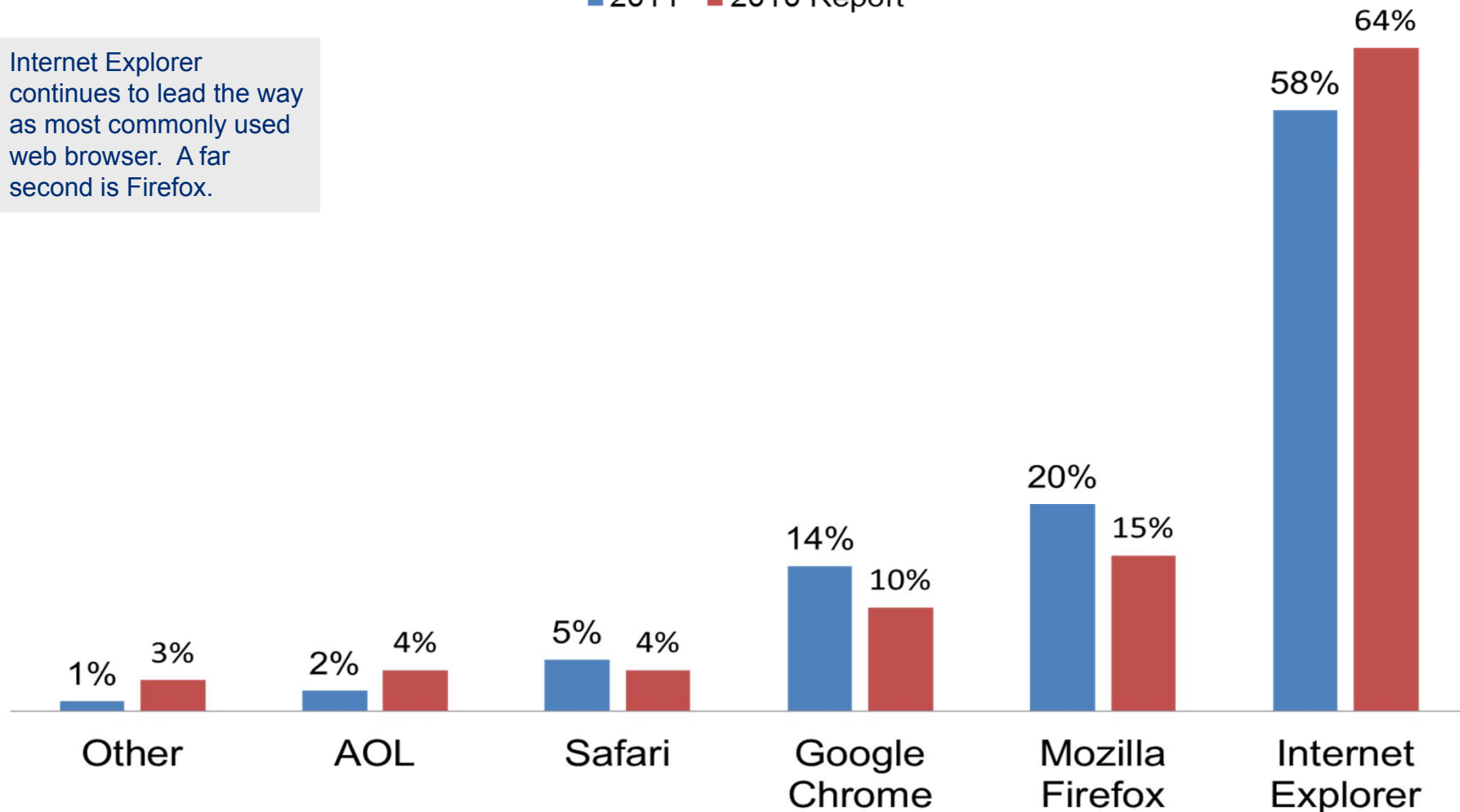


Technology in General

Which is your primary web browser?

■ 2011 ■ 2010 Report

Internet Explorer continues to lead the way as most commonly used web browser. A far second is Firefox.

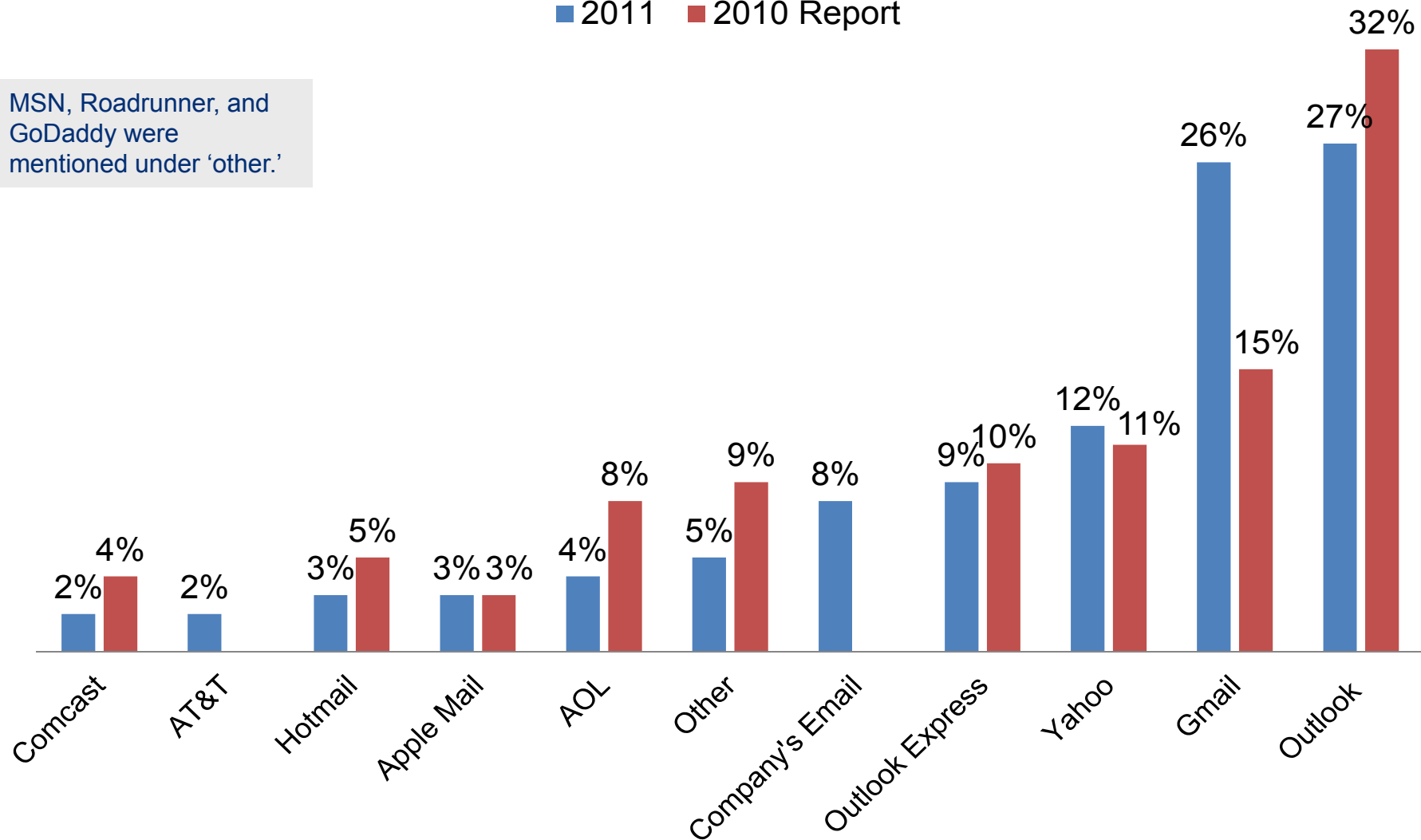


Technology in General

What is your primary email client?

■ 2011 ■ 2010 Report

MSN, Roadrunner, and GoDaddy were mentioned under 'other.'



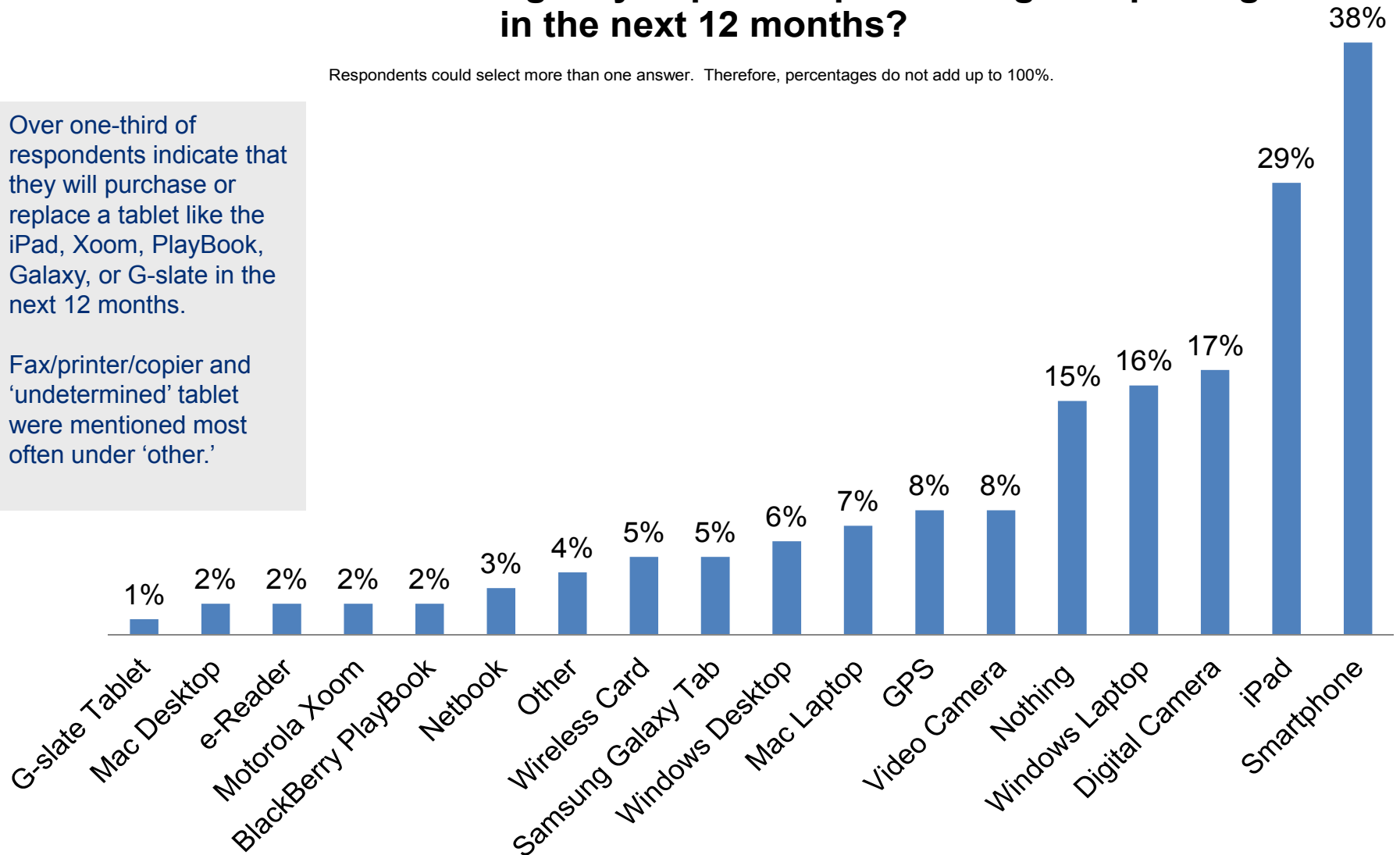
Technology in General

Which of the following do you plan on purchasing or replacing in the next 12 months?

Respondents could select more than one answer. Therefore, percentages do not add up to 100%.

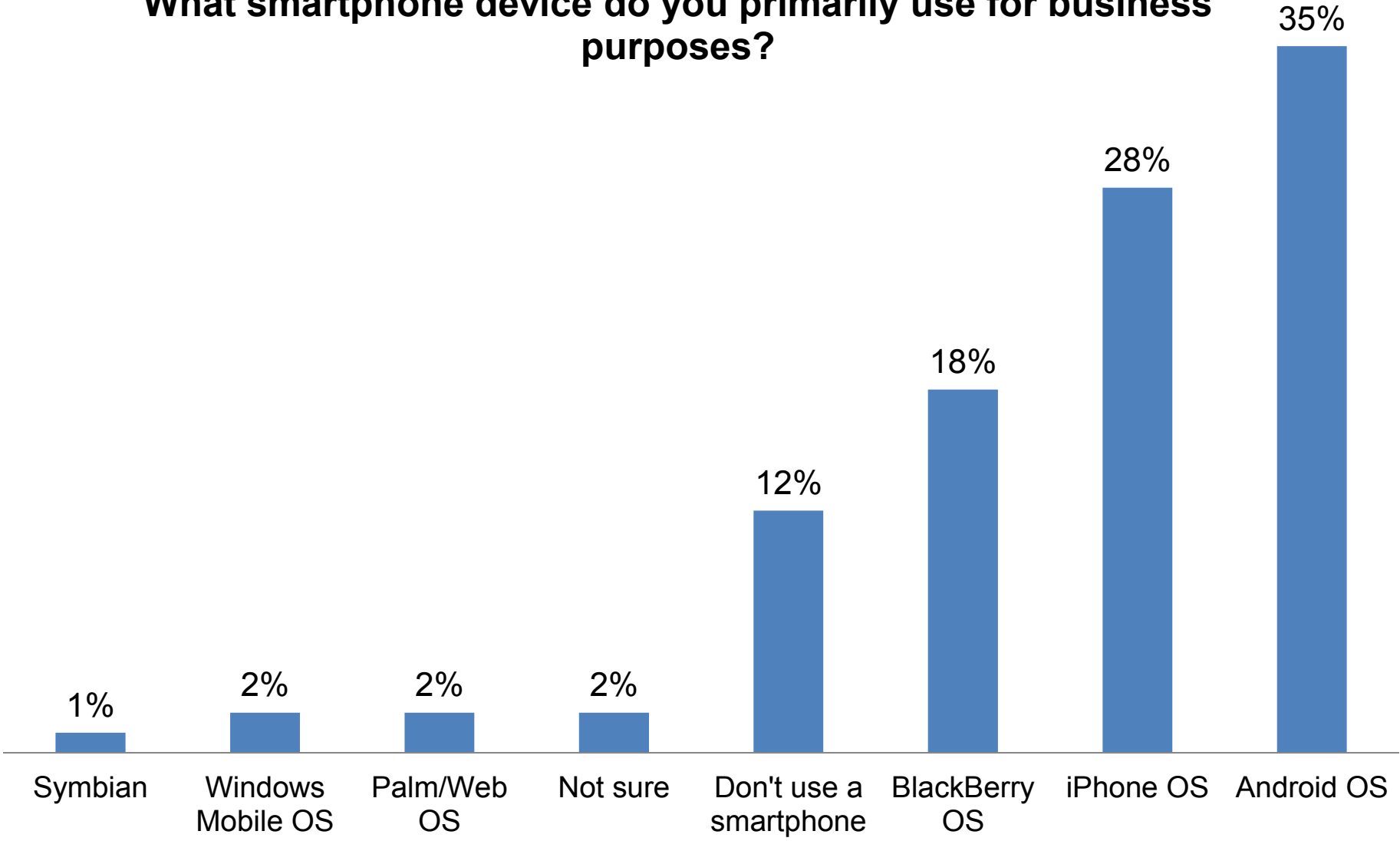
Over one-third of respondents indicate that they will purchase or replace a tablet like the iPad, Xoom, PlayBook, Galaxy, or G-slate in the next 12 months.

Fax/printer/copier and 'undetermined' tablet were mentioned most often under 'other.'



Technology in General

What smartphone device do you primarily use for business purposes?



Technology in General

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

■ Agents ■ Brokers

50% of agents and 47% of brokers spent between \$501 - \$2,000 on technology for their business in the last 12 months.

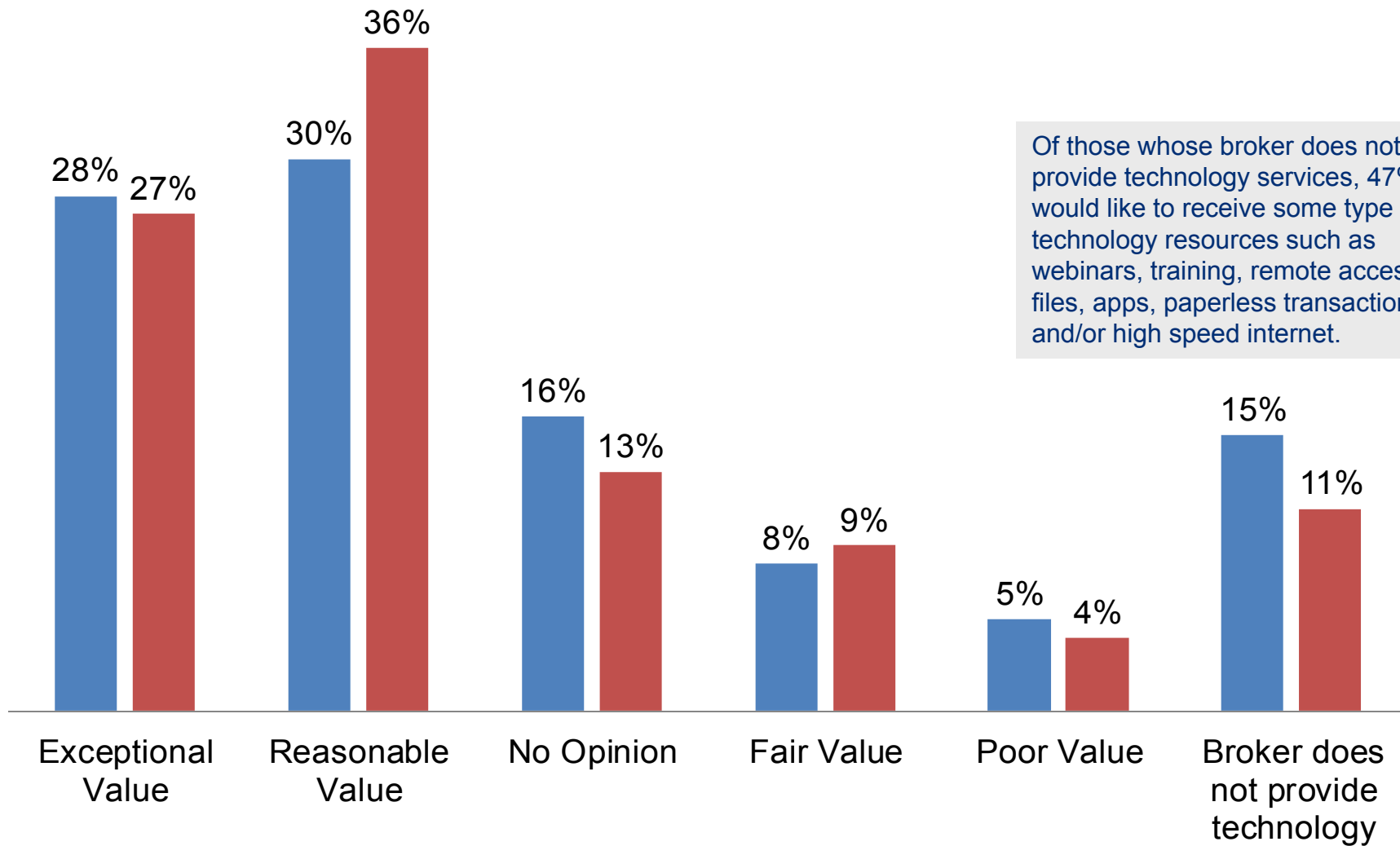


Technology in General

Value of broker-supplied technology

■ 2011 ■ 2010 Report

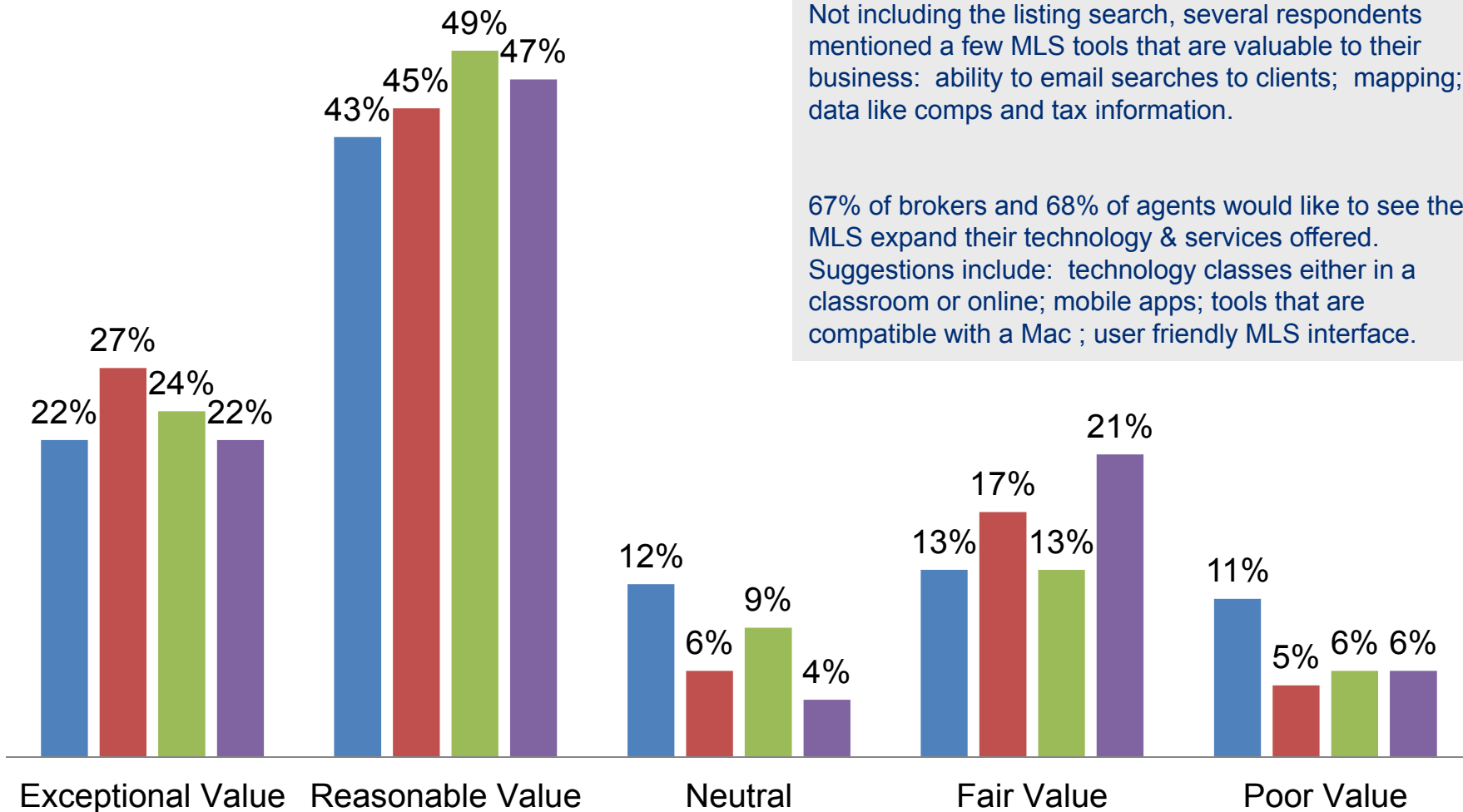
Question asked of agents and broker-associates.



Technology in General

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

■ Brokers (2011) ■ Brokers (2010 report) ■ Agents (2011) ■ Agents (2010 report)



Not including the listing search, several respondents mentioned a few MLS tools that are valuable to their business: ability to email searches to clients; mapping; data like comps and tax information.

67% of brokers and 68% of agents would like to see their MLS expand their technology & services offered. Suggestions include: technology classes either in a classroom or online; mobile apps; tools that are compatible with a Mac ; user friendly MLS interface.

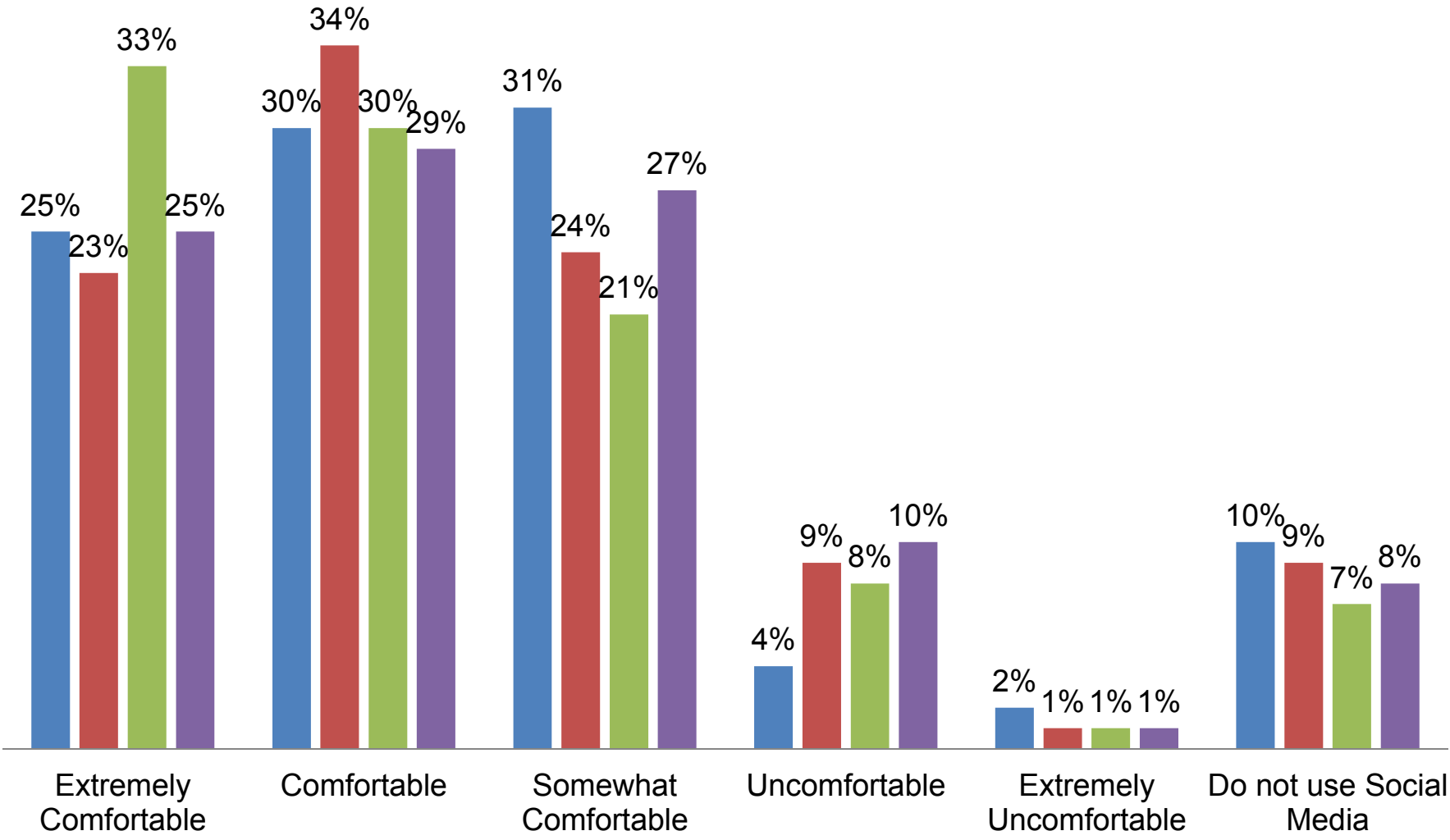
Social Networking

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Social Networking

How comfortable are you using social media?

■ Brokers (2011) ■ Brokers (2010 report) ■ Agents (2011) ■ Agents (2010 report)

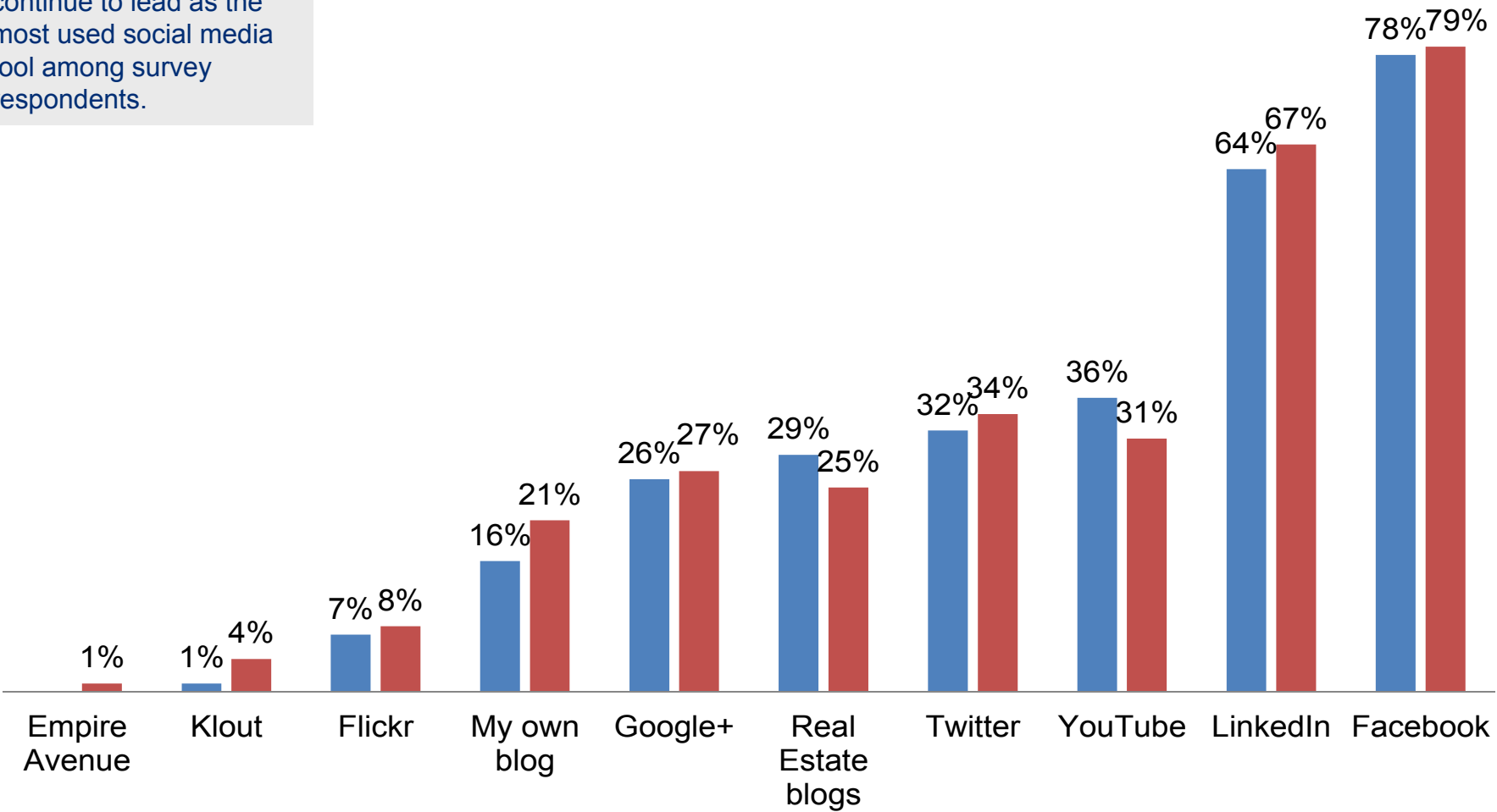


Social Networking

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

■ Brokers ■ Agents

Facebook and LinkedIn continue to lead as the most used social media tool among survey respondents.



Lead Generation

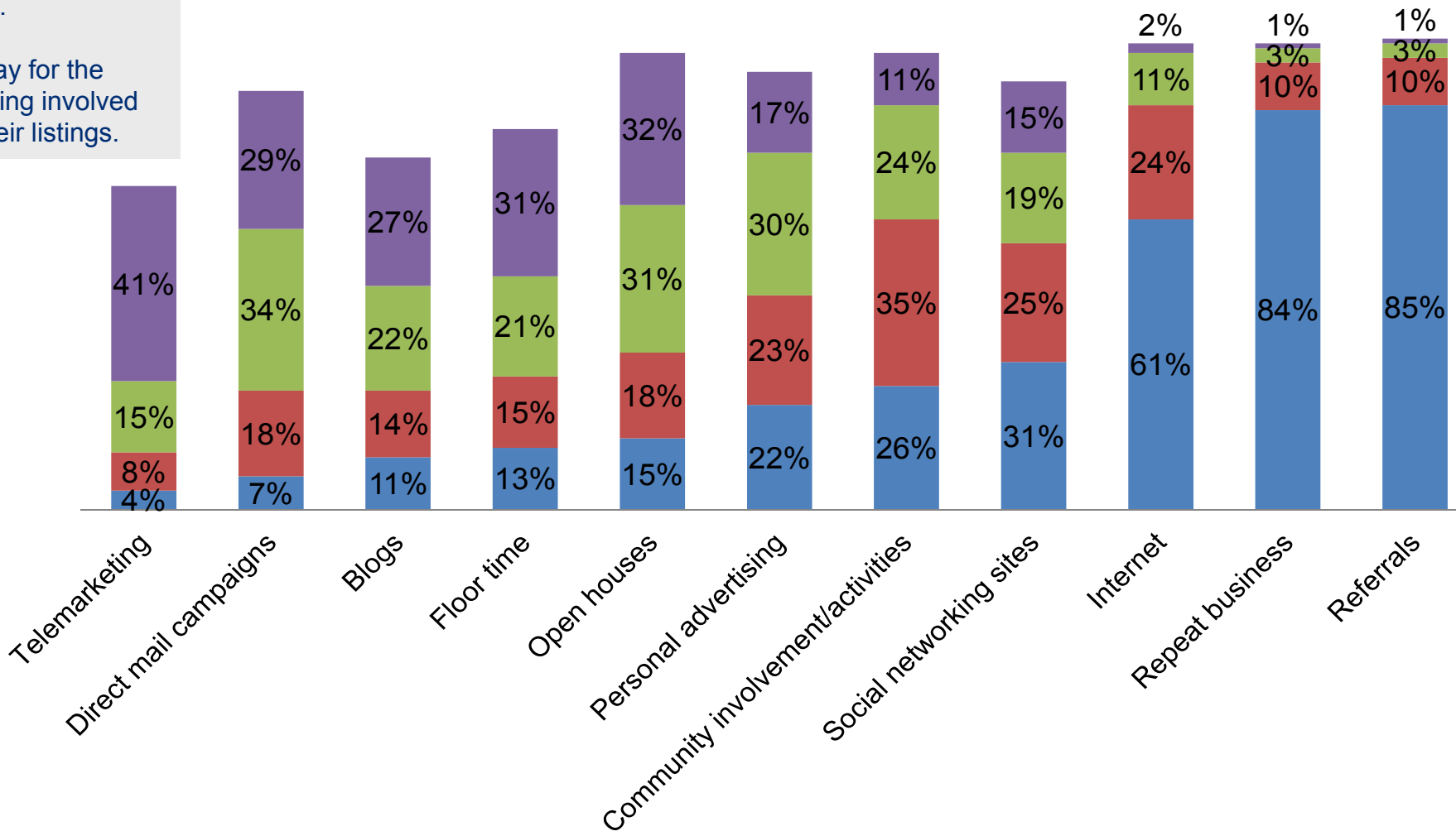
How important are the following in generating leads?

(Asked of agents & broker associates)

■ Very Important
 ■ Important
 ■ Somewhat Important
 ■ Not Very Important

79% indicate that they are in charge of marketing their own listings.

75% pay for the marketing involved with their listings.

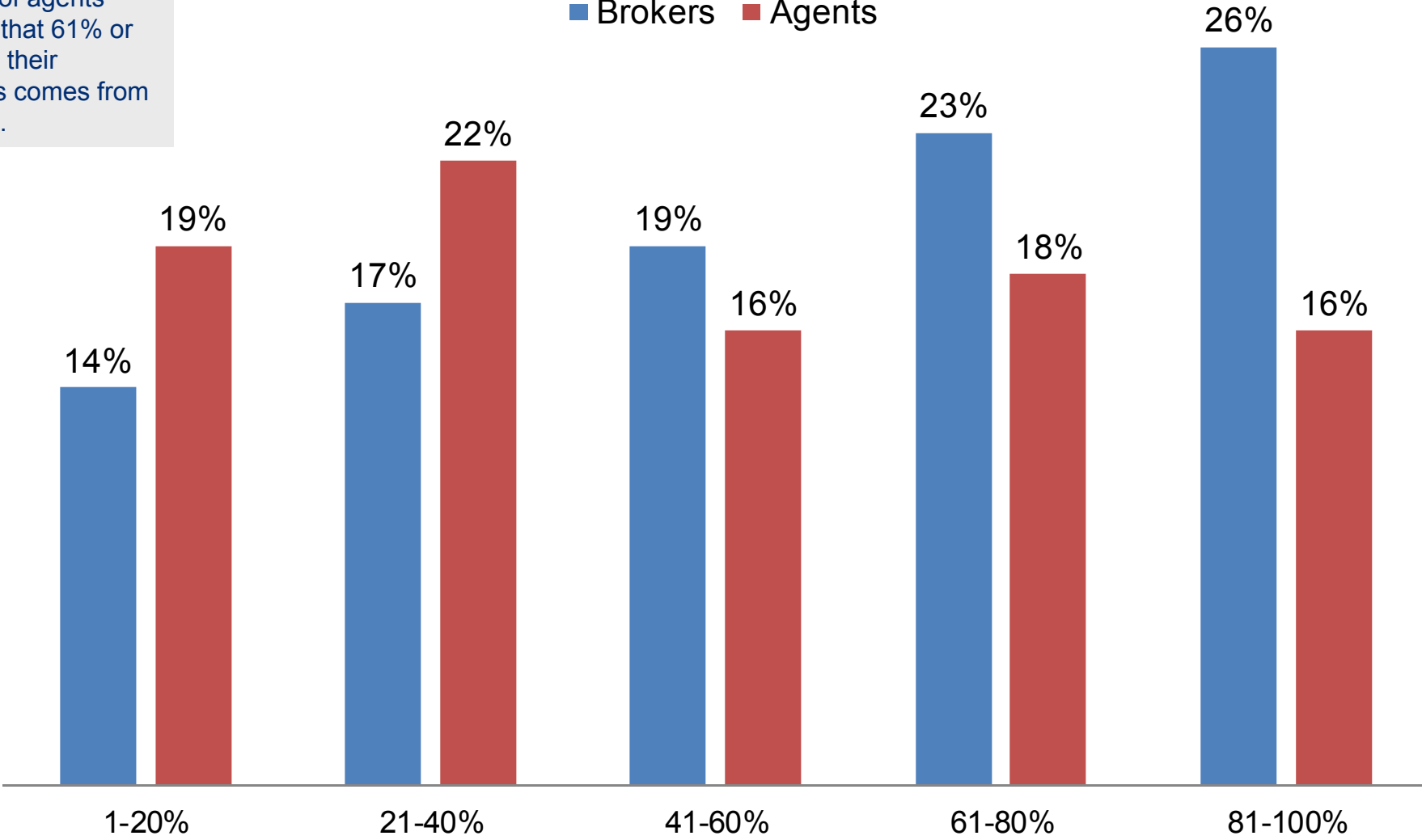


Lead Generation

Forty-nine percent of brokers and thirty-four percent of agents indicate that 61% or more of their business comes from referrals.

What percent of your business is from referral clients?

■ Brokers ■ Agents



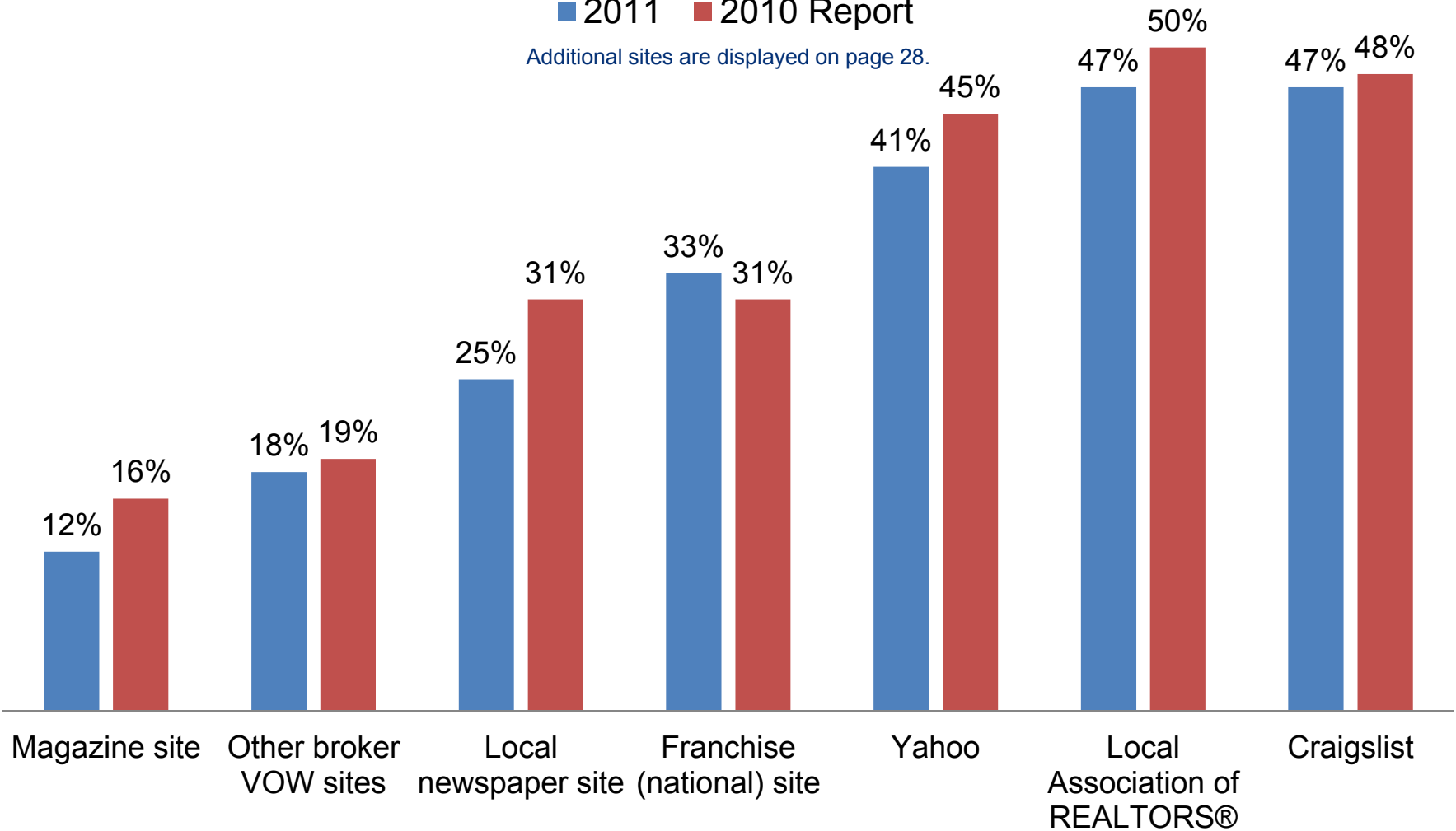
Lead Generation

Web sites where listings are displayed

Respondents could select more than one answer. Therefore, percentages do not add up to 100%.

■ 2011 ■ 2010 Report

Additional sites are displayed on page 28.



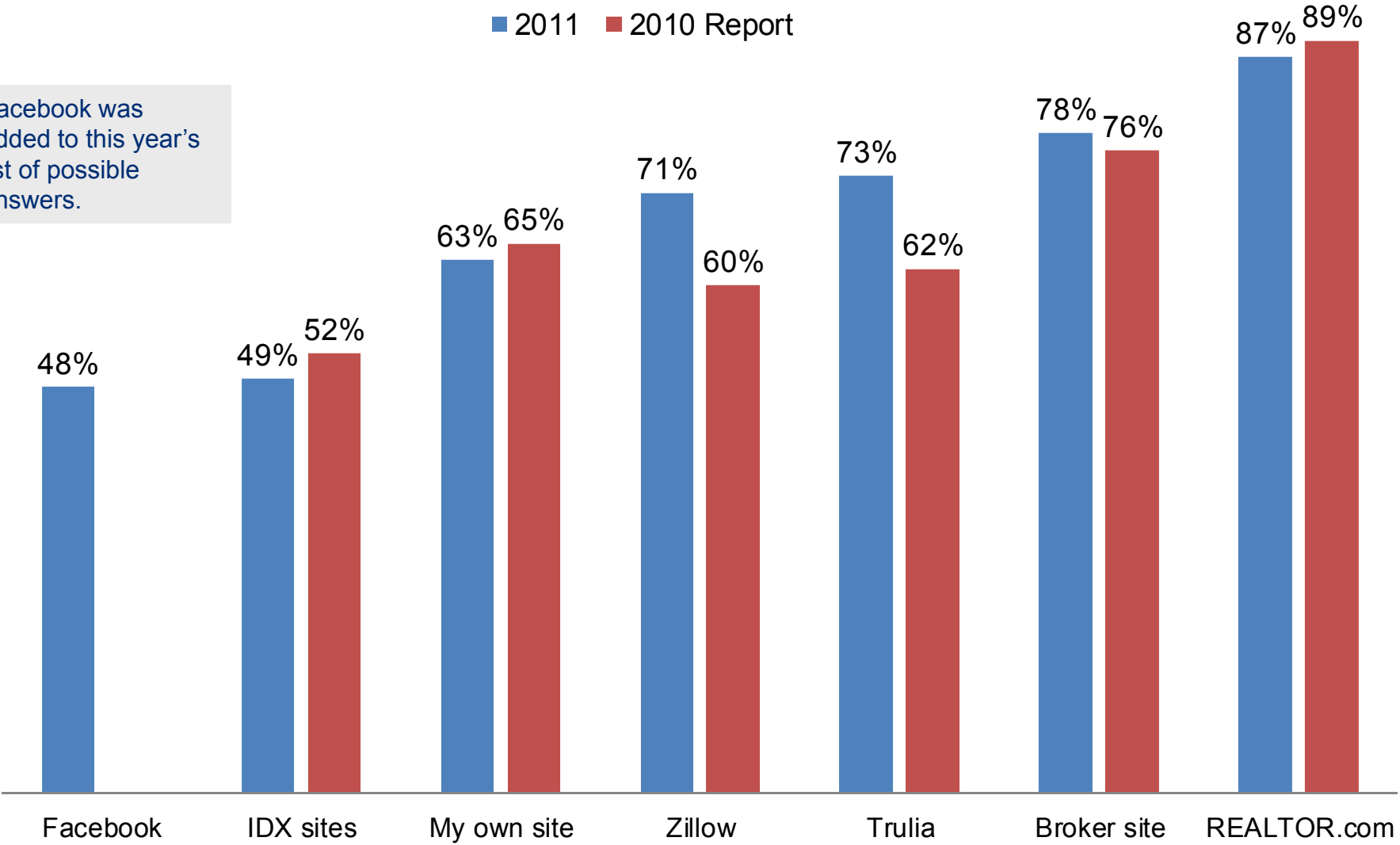
Lead Generation

Web sites where listings are displayed

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■ 2011 ■ 2010 Report

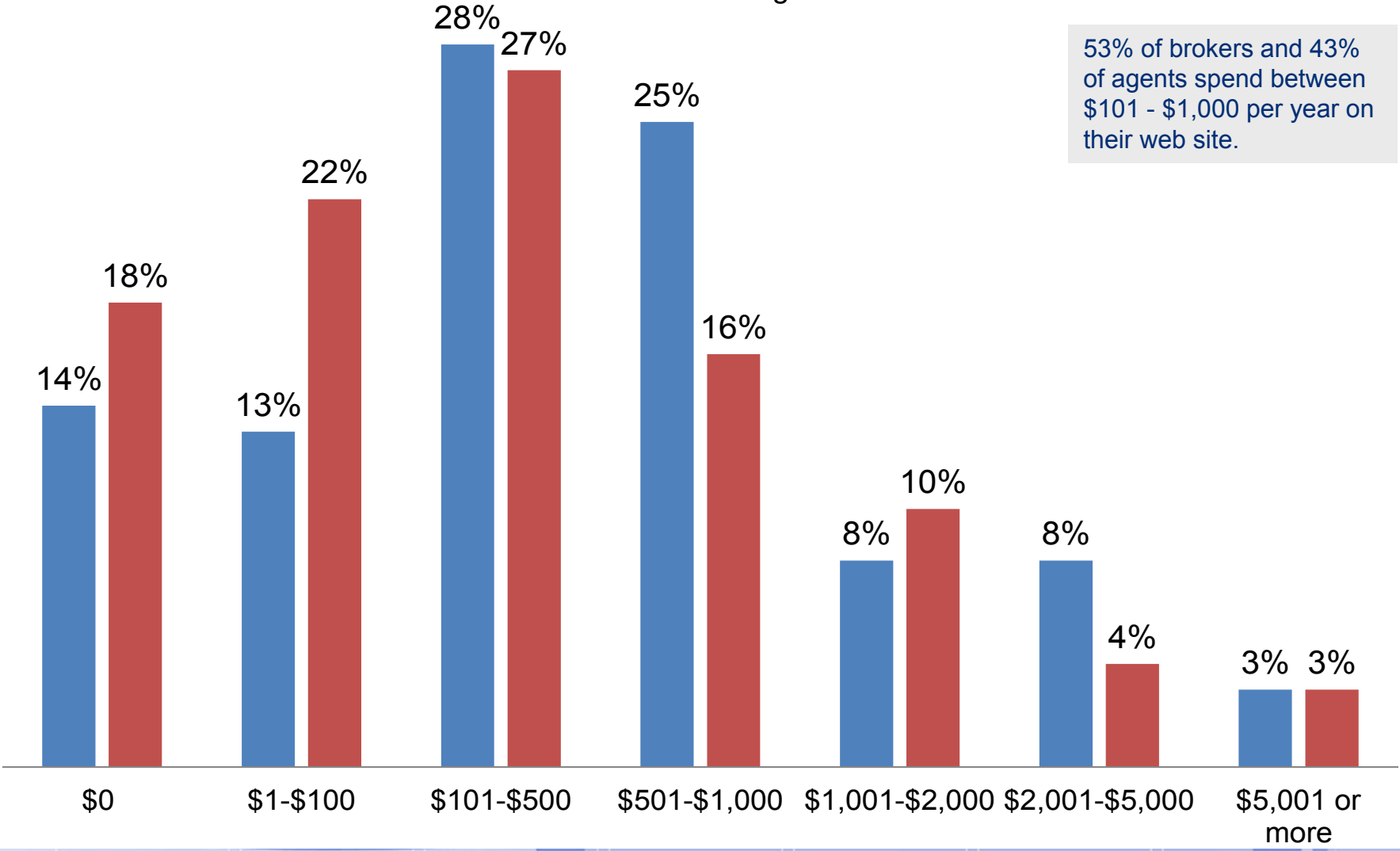
Facebook was added to this year's list of possible answers.



Lead Generation

How much do you spend annually on your web site?

■ Brokers ■ Agents



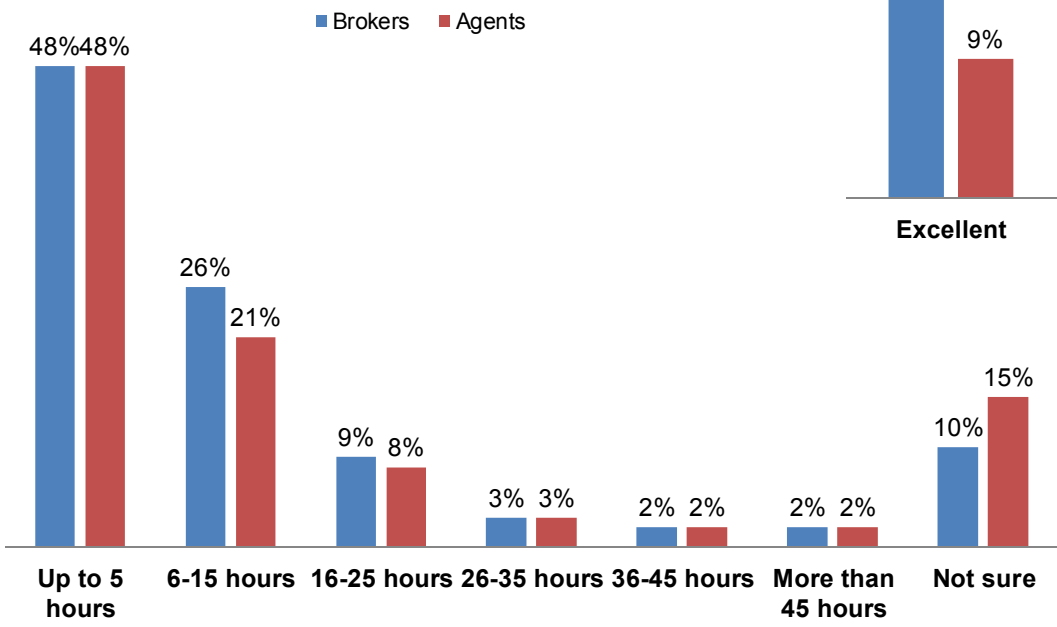
53% of brokers and 43% of agents spend between \$101 - \$1,000 per year on their web site.

Lead Generation

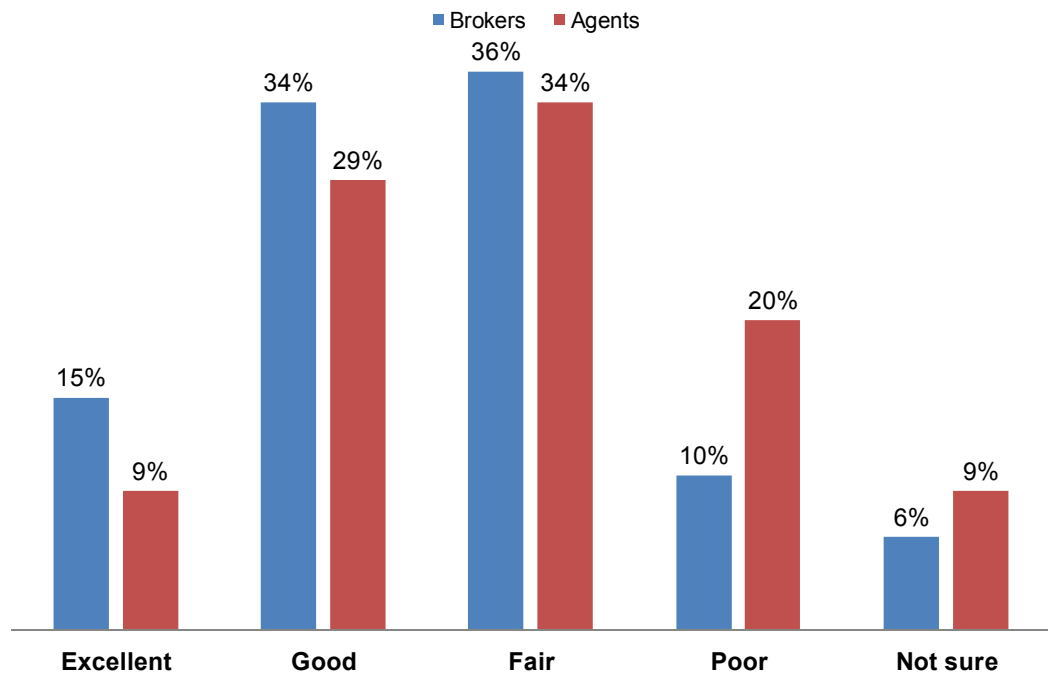
Almost half of respondents invest up to 60 hours a year on their web site.

Brokers rate the ROI on their web site higher than agents.

How much time is invested on your web site on a monthly basis?



What kind of ROI do you receive from your web site?

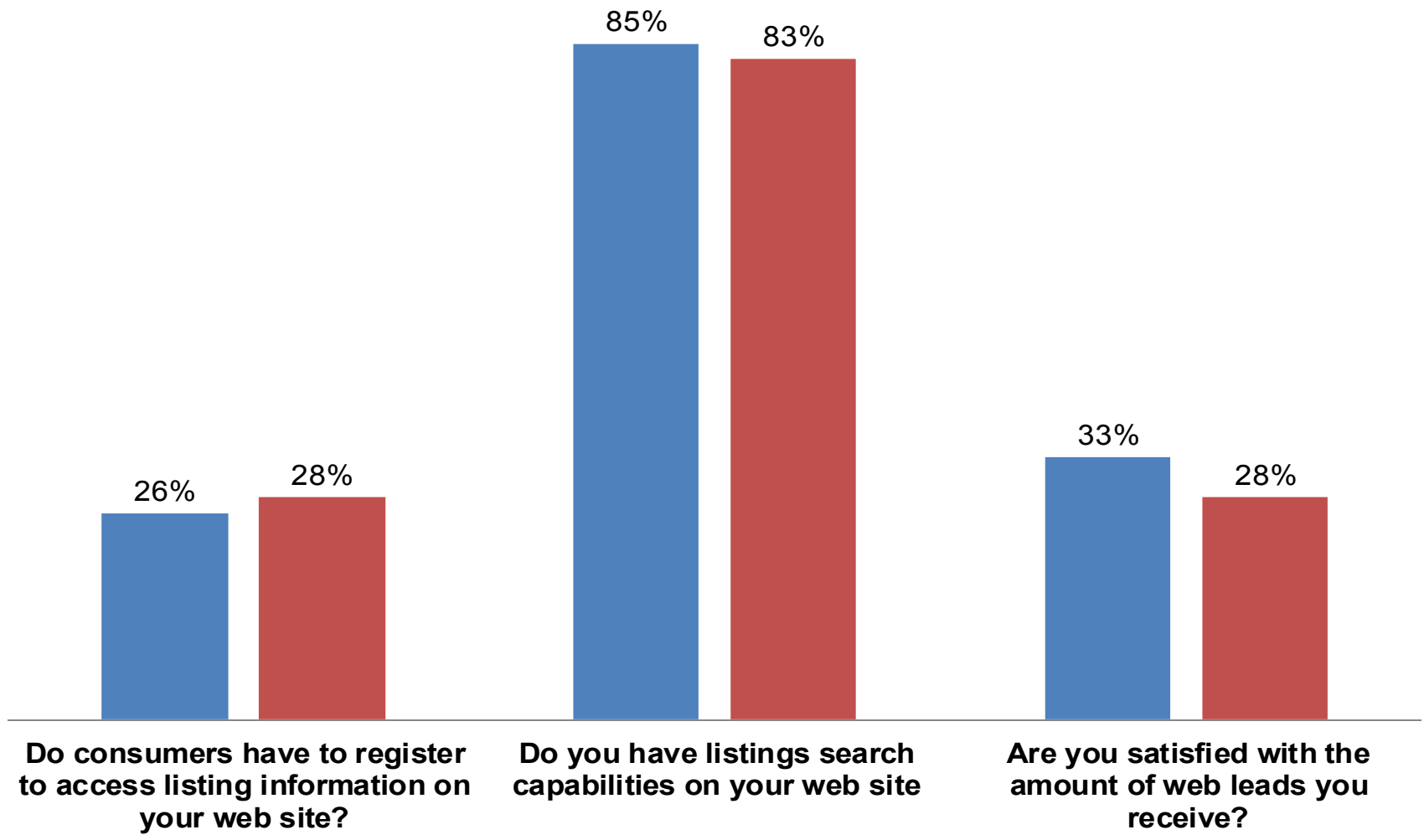


Lead Generation

About your web site...

Percentages represent 'yes' responses to each question.

■ brokers ■ agents



Several technology resources and applications, specific to real estate brokers, agents, & associations, are provided by CRT at no cost. To learn more about CRT and the many technology resources available through CRT, visit www.REALTOR.org/CRT.