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.
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.
# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Report Highlights</td>
<td>5</td>
</tr>
<tr>
<td>Respondent Profile</td>
<td>6 – 9</td>
</tr>
<tr>
<td>Technology in General</td>
<td>10 – 20</td>
</tr>
<tr>
<td>Social Media</td>
<td>21 – 23</td>
</tr>
<tr>
<td>Lead Generation</td>
<td>24 – 31</td>
</tr>
<tr>
<td>CRT Contact Information</td>
<td>32</td>
</tr>
</tbody>
</table>
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

Current Role
60% of survey respondents describe their current role as sales agent.

Full time or part time?
53% indicate that they work over 40 hours per week.

Which of the following best describes your current role?
- Sales Agent
- Associate Broker
- Broker
- Broker-Owner (no selling)
- Broker-Owner (some selling)
- Manager (no selling)
- Manager (some selling)
- Other

How many hours per week do you typically work?
- 10 hours or less
- 11-20 hours
- 21-30 hours
- 31-40 hours
- 41-50 hours
- 51-60 hours
- 61 or more hours
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)?

- Less than one year: 7%
- 1 to 2 years: 10%
- 3 to 5 years: 19%
- 6 to 10 years: 11%
- More than 10 years: 25%

Which of the following best represents your age?

- 25 years or less: 2%
- 26-30 years: 7%
- 31-35 years: 10%
- 36-40 years: 19%
- 41-45 years: 16%
- 46-50 years: 11%
- 51-55 years: 15%
- 56-60 years: 6%
- 61-65 years: 11%
- 66 years or more: 2%

Age
39% 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.
**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: 8%
- 1-4: 22%
- 5-9: 20%
- 10-14: 20%
- 15-19: 18%
- 20 or more: 3%

**How many agents are in your office?**
- 0: 1%
- 1 to 5: 18%
- 6 to 10: 8%
- 11 to 25: 10%
- 26 to 50: 19%
- 51 to 100: 18%
- 101 to 250: 8%
- 251 to 500: 8%
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: 31%
- independent, franchised company: 16%
- subsidiary of national or regional corporation, non-franchised company: 5%
- subsidiary of national or regional corporation, franchised company: 48%
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%.

Colleagues: 62%
Real estate news websites: 55%
NAR: 47%
Friends: 41%
Broker: 40%
Local association newsletter/e-mail: 36%
Magazine advertisements: 33%
Real estate conferences: 32%
Real estate blogs: 31%
State association newsletter/e-mail: 29%
Local association meeting: 25%
Trade shows: 19%
Other: 14%
Direct mail: 11%
State association meeting: 9%

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

- Comcast: 4%  2%
- AT&T: 3%  2%
- Hotmail: 5%  3%
- Apple Mail: 4%  3%
- AOL: 8%  5%
- Other: 9%  8%
- Company’s Email: 9%  10%
- Outlook Express: 12%  11%
- Yahoo: 26%  15%
- Gmail: 27%  15%
- Outlook: 32%  10%

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?

- Symbian: 1%
- Windows Mobile OS: 2%
- Palm/Web OS: 2%
- Not sure: 2%
- Don't use a smartphone: 12%
- BlackBerry OS: 18%
- iPhone OS: 28%
- Android OS: 35%
How much did you spend on technology for your business in the last 12 months?

<table>
<thead>
<tr>
<th>Range</th>
<th>Agents</th>
<th>Brokers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $100</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>$100-$250</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>$251-$500</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>$501-$1,000</td>
<td>29%</td>
<td></td>
</tr>
<tr>
<td>$1,001-$2,000</td>
<td>25%</td>
<td></td>
</tr>
<tr>
<td>$2,001-$3,000</td>
<td>21%</td>
<td>22%</td>
</tr>
<tr>
<td>$3,001-$5,000</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>More than $5,000</td>
<td>4%</td>
<td>6%</td>
</tr>
</tbody>
</table>

50% of agents and 47% of brokers spent between $501 - $2,000 on technology for their business in the last 12 months.
Of those whose broker does not provide technology services, 47% would like to receive some type of technology resources such as webinars, training, remote access to files, apps, paperless transactions, and/or high speed internet.
**Technology in General**

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

<table>
<thead>
<tr>
<th>Exceptional Value</th>
<th>Reasonable Value</th>
<th>Neutral</th>
<th>Fair Value</th>
<th>Poor Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brokers (2011)</td>
<td>22%</td>
<td>12%</td>
<td>13%</td>
<td>11%</td>
</tr>
<tr>
<td>Brokers (2010 report)</td>
<td>24%</td>
<td>9%</td>
<td>13%</td>
<td>5%</td>
</tr>
<tr>
<td>Agents (2011)</td>
<td>22%</td>
<td>4%</td>
<td>13%</td>
<td>6%</td>
</tr>
<tr>
<td>Agents (2010 report)</td>
<td>24%</td>
<td>4%</td>
<td>6%</td>
<td>6%</td>
</tr>
</tbody>
</table>

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
How comfortable are you using social media?

- Extremely Comfortable
- Comfortable
- Somewhat Comfortable
- Uncomfortable
- Extremely Uncomfortable
- Do not use Social Media

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

Facebook and LinkedIn continue to lead as the most used social media tool among survey respondents.
Lead Generation
79% indicate that they are in charge of marketing their own listings.

75% pay for the marketing involved with their listings.
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?

<table>
<thead>
<tr>
<th>Percentage Range</th>
<th>Brokers</th>
<th>Agents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-20%</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>21-40%</td>
<td>17%</td>
<td>22%</td>
</tr>
<tr>
<td>41-60%</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td>61-80%</td>
<td>23%</td>
<td>18%</td>
</tr>
<tr>
<td>81-100%</td>
<td>26%</td>
<td>16%</td>
</tr>
</tbody>
</table>
Lead Generation

Web sites where listings are displayed

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

- Magazine site: 12% (2011), 16% (2010)
- Other broker VOW sites: 18% (2011), 19% (2010)
- Local newspaper site: 25% (2011), 31% (2010)
- Franchise (national) site: 31% (2011), 33% (2010)
- Local Association of REALTORS®: 50% (2010), 47% (2011)
- Craigslist: 47% (2010), 48% (2011)

Additional sites are displayed on page 28.
Lead Generation

Web sites where listings are displayed

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

<table>
<thead>
<tr>
<th>Web site</th>
<th>2011</th>
<th>2010 Report</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>48%</td>
<td>49%</td>
</tr>
<tr>
<td>IDX sites</td>
<td>49%</td>
<td>52%</td>
</tr>
<tr>
<td>My own site</td>
<td>63%</td>
<td>65%</td>
</tr>
<tr>
<td>Zillow</td>
<td>71%</td>
<td>60%</td>
</tr>
<tr>
<td>Trulia</td>
<td>73%</td>
<td>62%</td>
</tr>
<tr>
<td>Broker site</td>
<td>78%</td>
<td>76%</td>
</tr>
<tr>
<td>REALTOR.com</td>
<td>87%</td>
<td>89%</td>
</tr>
</tbody>
</table>

Facebook was added to this year’s list of possible answers.
How much do you spend annually on your web site?

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

<table>
<thead>
<tr>
<th></th>
<th>Brokers</th>
<th>Agents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 5 hours</td>
<td>48%</td>
<td>48%</td>
</tr>
<tr>
<td>6-15 hours</td>
<td>26%</td>
<td>21%</td>
</tr>
<tr>
<td>16-25 hours</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>26-35 hours</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>36-45 hours</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>More than 45 hours</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Not sure</td>
<td>10%</td>
<td>15%</td>
</tr>
</tbody>
</table>

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

Brokers: Excellent 15%, Good 34%, Fair 36%, Poor 10%, Not sure 6%
Agents: Excellent 9%, Good 29%, Fair 34%, Poor 20%, Not sure 9%
Do consumers have to register to access listing information on your web site?

- Brokers: 26%
- Agents: 28%

Do you have listings search capabilities on your web site?

- Brokers: 85%
- Agents: 83%

Are you satisfied with the amount of web leads you receive?

- Brokers: 33%
- Agents: 28%
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.