Member Interest in an NAR Smart Home Certification

- Respondents who are interested in a smart home certification:
  - Have a median of 7 years experience
  - Work a median of 40 hours per week
  - Are a median age of 52 years old

- Interest in a designation by years of experience:
  - 23% of agents with one year experience or less
  - 54% of agents with more than 16 years of experience

- Interest in a designation by age:
  - 30% of agents 45 years or younger
  - 47% of agents over 55 years old

Are Clients Asking About Smart Home Technology?

- Yes: 15%
- No: 82%
- Don’t Know: 3%
# Importance of Smart Home Devices to Clients

37% of REALTORS® said clients find smart locks very important, followed by lights at 29%, and thermostats at 26%

43% reported clients being neutral about voice control features and 38% for smart appliances and doorbells

<table>
<thead>
<tr>
<th>Device</th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Neutral</th>
<th>Not Very Important</th>
<th>Not at All Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Locks</td>
<td>37%</td>
<td>25%</td>
<td>24%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Lights</td>
<td>29%</td>
<td>32%</td>
<td>25%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Thermostats</td>
<td>26%</td>
<td>34%</td>
<td>25%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Cameras</td>
<td>19%</td>
<td>32%</td>
<td>31%</td>
<td>11%</td>
<td>7%</td>
</tr>
<tr>
<td>Doorbells</td>
<td>13%</td>
<td>22%</td>
<td>38%</td>
<td>15%</td>
<td>11%</td>
</tr>
<tr>
<td>Smart Appliances</td>
<td>11%</td>
<td>25%</td>
<td>38%</td>
<td>16%</td>
<td>10%</td>
</tr>
<tr>
<td>Voice Control</td>
<td>7%</td>
<td>19%</td>
<td>43%</td>
<td>18%</td>
<td>13%</td>
</tr>
</tbody>
</table>

2016 Smart Home Survey
### Importance of Smart Home Functions to Clients

#### 2016 Smart Home Survey

<table>
<thead>
<tr>
<th>Function</th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Neutral</th>
<th>Not Very Important</th>
<th>Not at All Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Security</td>
<td>51%</td>
<td>30%</td>
<td>13%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Privacy</td>
<td>45%</td>
<td>30%</td>
<td>18%</td>
<td>4%</td>
<td>4%</td>
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<tr>
<td>Cost Savings</td>
<td>44%</td>
<td>33%</td>
<td>16%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Energy Savings</td>
<td>42%</td>
<td>36%</td>
<td>15%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Comfort</td>
<td>38%</td>
<td>33%</td>
<td>20%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Energy Monitoring</td>
<td>22%</td>
<td>36%</td>
<td>26%</td>
<td>9%</td>
<td>6%</td>
</tr>
<tr>
<td>Water Management</td>
<td>20%</td>
<td>33%</td>
<td>31%</td>
<td>10%</td>
<td>7%</td>
</tr>
<tr>
<td>Air Quality Monitoring</td>
<td>19%</td>
<td>33%</td>
<td>32%</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>Energy Audits</td>
<td>13%</td>
<td>30%</td>
<td>37%</td>
<td>12%</td>
<td>8%</td>
</tr>
</tbody>
</table>
Smart Home Technology Issues Discussed with Clients

52% of REALTOR® clients were not familiar with what’s available for Smart Home Technology.

Security & privacy were the top issues discussed with clients at 36%, followed by cost at 31%.
Smart Home Technology Clients are Interested In

- **Smart Home Devices**: 42%
- **None of These**: 41%
- **Whole Home Technology**: 22%
- **Smart Home Tech for Specific Rooms**: 13%

42% of REALTORS® said clients were interested in smart home devices.
22% were interested in whole home technology.
3% were interested in smart home technology for specific rooms.
41% were not interested in any of the above.

2016 Smart Home Survey
Clients’ Smart Home Technology Preference

- 65% of clients did not have a preference.
- 12% of REALTORS® said clients were interested in Do-It-Yourself options.
- 7% were interested in security companies and service providers.

Bars represent the following categories:
- No Preference: 65%
- DIY (Do-It-Yourself): 12%
- Security Companies (Ex. Alarm.com): 7%
- Service Providers (Ex. AT&T): 7%
- Retail (Ex. Best Buy): 5%
- Other: 4%

2016 Smart Home Survey
Familiarity With Smart Home Products

- 43% of REALTORS® said clients were familiar with Nest products
- 38% were familiar with Apple products
- 32% were not familiar with any particular brand

Brands:
- Nest
- Apple
- None of These
- Amazon
- Google
- Ring
- Belkin WeMo
- Philips Hue
- Wink
- SmartThings
- Canary
- Ecobee
- Skybell
- August
- Awair
- Lifx
- NetAtmo
- Withings

2016 Smart Home Survey
Have Given a Smart Device as A Closing Gift

- Yes: 2%
- No: 98%

Price Range of Smart Home Closing Gifts

- $400+: 1%
- $300-399: 2%
- $200-299: 5%
- $100-199: 26%
- < $99: 66%

2016 Smart Home Survey
Methodology

- This survey was open between September 27 and October 19, 2016, and was sent to a sample of 56,127 residential REALTORS®
- There were 3,495 respondents for a response rate of 6.2%
- At the 95 percent confidence level the confidence interval is plus-or-minus 1.66%
- 32% of respondents were active as a real estate agent for 16 years or more
- 69% of respondents’ main function at their firm was as a sales agent
- Respondents had a median of 10 years of experience
- The median age of respondents was 54 years old
The National Association of REALTORS®, “The Voice for Real Estate,” is America’s largest trade association, representing 1.2 million members, including NAR’s institutes, societies and councils, involved in all aspects of the real estate industry. NAR membership includes brokers, salespeople, property managers, appraisers, counselors and others engaged in both residential and commercial real estate.

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® and subscribes to its strict Code of Ethics.

Working for America’s property owners, the National Association provides a facility for professional development, research and exchange of information among its members and to the public and government for the purpose of preserving the free enterprise system and the right to own real property.

NATIONAL ASSOCIATION OF REALTORS®
RESEARCH DIVISION
The Mission of the National Association of REALTORS® Research Division is to collect and disseminate timely, accurate and comprehensive real estate data and to conduct economic analysis in order to inform and engage members, consumers, and policymakers and the media in a professional and accessible manner.

To find out about other products from NAR’s Research Division, visit www.REALTOR.org/research-and-statistics.

NATIONAL ASSOCIATION OF REALTORS®
Research Division
500 New Jersey Avenue, NW
Washington, DC 20001
202-383-1000
data@realtors.org
The Mission of the National Association of REALTORS® Center for REALTOR® Technology is to track emerging technologies that will affect real estate, educate its members, advocate for the proper use of technology, and innovate when there is a gap between what is needed and what is available. In 2015, CRT established a lab to investigate smart home/internet of things devices, renewable energy, urban agriculture and building materials, as well as any other emerging technologies as they become evident. CRT is working with national laboratories, universities, government and non-governmental organizations, and vendors to help promote NAR as an agent for technology research and innovation.

To find out about other initiatives from NAR’s Center for REALTOR® Technology & CRT Labs, visit http://crt.realtor.

Social Media channels:

Twitter: @crtlabs
Facebook: https://facebook.com/crtlabs

CRT will use this report to benchmark their efforts in educating members on smart home technology. The intent of this work is to help REALTORS® help their clients understand the market and advocate for their proper and safe use of these products and devices.

NATIONAL ASSOCIATION OF REALTORS®
Center for REALTOR® Technology & CRT Labs
430 North Michigan Ave
Chicago, IL 60611
312-329-8596
connect@crtlabs.org