2013-14
REALTOR® Technology
Survey Report
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.
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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:

• Technology in General, p. 5-12
• Broker-Provided Technology, p. 13-15
• MLS-Provided Technology, p. 16-17
• Mobile Use in Business, p. 18-19
• Technology and REALTOR® Associations, p. 20-21
• Social Media & Networking, p. 22-24
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• Real Estate Websites, p. 28-30
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.

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.

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.

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.
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.

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

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

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

<table>
<thead>
<tr>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Colleagues, 54</strong></td>
<td><strong>51</strong></td>
</tr>
<tr>
<td><strong>Real Estate News Websites, 45</strong></td>
<td><strong>44</strong></td>
</tr>
<tr>
<td><strong>NAR, 43</strong></td>
<td><strong>42</strong></td>
</tr>
<tr>
<td><strong>Friends, 42</strong></td>
<td><strong>39</strong></td>
</tr>
<tr>
<td><strong>Brokers, 35</strong></td>
<td><strong>38</strong></td>
</tr>
<tr>
<td><strong>Real Estate Conferences, 32</strong></td>
<td><strong>32</strong></td>
</tr>
<tr>
<td><strong>Local Association Newsletter, 28</strong></td>
<td><strong>29</strong></td>
</tr>
<tr>
<td><strong>Magazine Ads, 28</strong></td>
<td><strong>28</strong></td>
</tr>
<tr>
<td><strong>Real Estate Blogs, 23</strong></td>
<td><strong>23</strong></td>
</tr>
<tr>
<td><strong>State Association Newsletter, 20</strong></td>
<td><strong>21</strong></td>
</tr>
<tr>
<td><strong>Trade Shows, 19</strong></td>
<td><strong>21</strong></td>
</tr>
<tr>
<td><strong>Other, 12</strong></td>
<td><strong>12</strong></td>
</tr>
<tr>
<td><strong>Direct Mail, 10</strong></td>
<td><strong>11</strong></td>
</tr>
<tr>
<td><strong>State Association Meeting, 10</strong></td>
<td><strong>10</strong></td>
</tr>
</tbody>
</table>

**COLOR KEY**
- Increase
- Decrease
- No Change

The following were mentioned most often under “Other”: Classes, company Meetings, and internet searches.
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%.
Technology in General

Which web browser do you use? (by Percent)

<table>
<thead>
<tr>
<th>Browser</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet Explorer (IE)</td>
<td>50</td>
<td>38</td>
</tr>
<tr>
<td>Google Chrome</td>
<td>21</td>
<td>32</td>
</tr>
<tr>
<td>Firefox</td>
<td>13</td>
<td>16</td>
</tr>
<tr>
<td>Safari</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>Don’t Know</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Other</td>
<td>3</td>
<td>2</td>
</tr>
</tbody>
</table>

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%.

Which email client do you use? (by Percent)

<table>
<thead>
<tr>
<th>Email Client</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gmail</td>
<td>28</td>
<td>32</td>
</tr>
<tr>
<td>Outlook Desktop</td>
<td>25</td>
<td>23</td>
</tr>
<tr>
<td>Yahoo, outlook.com</td>
<td>14</td>
<td>17</td>
</tr>
<tr>
<td>Company email</td>
<td>10</td>
<td>9</td>
</tr>
<tr>
<td>Other</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Aol, Service Provider</td>
<td>5</td>
<td>5</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Operating System</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>iOS</td>
<td>45</td>
<td>52</td>
</tr>
<tr>
<td>Android</td>
<td>37</td>
<td>36</td>
</tr>
<tr>
<td>Don't use</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>BlackBerry</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Not Sure</td>
<td>2</td>
<td>33</td>
</tr>
<tr>
<td>Windows</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

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.”

Which of the following do you plan on purchasing this year?

<table>
<thead>
<tr>
<th>Device</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td></td>
<td>37</td>
</tr>
<tr>
<td>iPad</td>
<td></td>
<td>16</td>
</tr>
<tr>
<td>Smartphone</td>
<td></td>
<td>15</td>
</tr>
<tr>
<td>Digital Camera</td>
<td></td>
<td>12</td>
</tr>
<tr>
<td>Windows Laptop</td>
<td></td>
<td>12</td>
</tr>
<tr>
<td>Windows Desktop</td>
<td></td>
<td>8</td>
</tr>
<tr>
<td>Android Tablet</td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>Mac Laptop</td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>Surface</td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>Video Camera</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Wireless Card</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Mac Desktop</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>GPS</td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>Kindle</td>
<td></td>
<td>2</td>
</tr>
</tbody>
</table>

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

- **< $100**: 30% Agents, 18% Brokers
- **$100-250**: 15% Agents, 15% Brokers
- **$251-500**: 17% Agents, 16% Brokers
- **$501-1,000**: 21% Agents, 20% Brokers
- **$1,001-2,000**: 11% Agents, 16% Brokers
- **$2,001-3,000**: 4% Agents, 8% Brokers
- **$3,001-5,000**: 2% Agents, 2% Brokers
- **> $5,000**: 1% Agents, 4% Brokers

**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%.

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

- **< $100**: 8% Agents, 4% Brokers
- **$100-250**: 9% Agents, 5% Brokers
- **$251-500**: 15% Agents, 11% Brokers
- **$501-1,000**: 27% Agents, 21% Brokers
- **$1,001-2,000**: 22% Agents, 22% Brokers
- **$2,001-3,000**: 12% Agents, 19% Brokers
- **$3,001-5,000**: 5% Agents, 8% Brokers
- **> $5,000**: 3% Agents, 9% Brokers

**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
Broker-Provided Technology

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

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

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?

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

- 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:

<table>
<thead>
<tr>
<th>Feature</th>
<th>Expectation</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Good CRM Database</td>
<td>A more professional website</td>
</tr>
<tr>
<td>A better computer</td>
<td>Ease of use</td>
</tr>
<tr>
<td>Reliable &amp; faster internet</td>
<td>Cutting-edge technology</td>
</tr>
<tr>
<td>Keeping agents up-to-date on technology trends</td>
<td>More technology support/training</td>
</tr>
</tbody>
</table>
Do you want your MLS to expand the technology and services offered?

- 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

48% of all REALTORS® find reasonable value in their MLS; 24% find exceptional value in it. This is essentially unchanged from 2012.
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)?

REALTORS® spend a median 44% of their time corresponding with and doing work for their clients on mobile devices.

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.

Which of the following activities do you engage in for work purposes using a mobile device?

- Communicate w/clients, 94%
- Take/post photos, 60%
- Read news, 59%
- Manage documents, 41%
- CRM, 32%
- Take/post videos, 27%
- Create listings, 13%
- Other, 4%
- Rarely Use, 2%

(Data Labels by Percent)
Technology & REALTOR® Associations
What are the most important functions that REALTOR® associations can offer electronically via the web?

- 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.

- Desktop/Laptop: 79% (1), 14% (2), 8% (3)
- Mobile: 50% (1), 36% (2), 14% (3)
- Tablet: 36% (1), 56% (2), 7% (3)

Which of your REALTOR® association websites do you access the most? Please rank these from 1 to 3, where 1 = MOST and 3 = LEAST.

- Local: 77% (1), 10% (2), 13% (3)
- State: 59% (1), 30% (2), 12% (3)
- National: 31% (1), 58% (2), 11% (3)
How comfortable are you using social media?

- Extremely Comfortable: 25%
- Comfortable: 29%
- Somewhat Comfortable: 23%
- Uncomfortable: 11%
- Extremely Uncomfortable: 2%
- Do not use: 9%

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%

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

- 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%

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

- 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%

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.

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%).

2013-14 REALTOR® Technology Survey Report
Lead Generations & Listings
# Lead Generation & Listings

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

<table>
<thead>
<tr>
<th>Service</th>
<th>5 - Very Important</th>
<th>4 - Important</th>
<th>3 - Somewhat Important</th>
<th>2 - Not Very Important</th>
<th>1 - Not at all important</th>
<th>Not Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Referrals</td>
<td>88</td>
<td>8</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Repeat Business</td>
<td>83</td>
<td>11</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community Involvement</td>
<td>21</td>
<td>31</td>
<td>28</td>
<td></td>
<td></td>
<td>11</td>
</tr>
<tr>
<td>Personal Advertising</td>
<td>24</td>
<td>26</td>
<td>24</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Direct Mail</td>
<td>11</td>
<td>21</td>
<td>25</td>
<td></td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>Open Houses</td>
<td>13</td>
<td>19</td>
<td>24</td>
<td></td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>Floor Time</td>
<td>11</td>
<td>14</td>
<td>15</td>
<td></td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>Telemarketing</td>
<td>6</td>
<td>8</td>
<td>13</td>
<td></td>
<td></td>
<td>2</td>
</tr>
</tbody>
</table>

## Who does the marketing for your listings?

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I do</td>
<td>81%</td>
</tr>
<tr>
<td>A dept. in our brokerage</td>
<td>17%</td>
</tr>
<tr>
<td>My broker</td>
<td>15%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
</tr>
<tr>
<td>A vendor</td>
<td>2%</td>
</tr>
<tr>
<td>Not sure</td>
<td>1%</td>
</tr>
</tbody>
</table>

## Who pays for the marketing of your listings?

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I pay</td>
<td>76%</td>
</tr>
<tr>
<td>My broker</td>
<td>28%</td>
</tr>
<tr>
<td>My franchise</td>
<td>8%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
</tr>
<tr>
<td>Not sure</td>
<td>2%</td>
</tr>
</tbody>
</table>

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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%

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%
Real Estate Websites
Do you have a real estate agent website?

- Yes, 72
- No, 28

Do you have a real estate company website?

- Yes, 82
- No, 18

How much do you spend annually on your website?

- $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

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?

- 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

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?

<table>
<thead>
<tr>
<th>Rating</th>
<th>Agents</th>
<th>Brokers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>Good</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>Fair</td>
<td>21</td>
<td>21</td>
</tr>
<tr>
<td>Not Good Enough</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Poor</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>Not Sure</td>
<td>9</td>
<td>9</td>
</tr>
</tbody>
</table>

Do consumers have to register to access listing information on your web site?

<table>
<thead>
<tr>
<th>Register Required</th>
<th>Agents</th>
<th>Brokers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>38</td>
<td>26</td>
</tr>
<tr>
<td>No</td>
<td>62</td>
<td>74</td>
</tr>
</tbody>
</table>

Do you have listing search capabilities on your web site?

<table>
<thead>
<tr>
<th>Search Capabilities</th>
<th>Agents</th>
<th>Brokers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>93</td>
<td>87</td>
</tr>
<tr>
<td>No</td>
<td>7</td>
<td>13</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Leads Satisfied</th>
<th>Agents</th>
<th>Brokers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>28</td>
<td>36</td>
</tr>
<tr>
<td>No</td>
<td>72</td>
<td>64</td>
</tr>
</tbody>
</table>
Contact Information for This Report

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