

## **Methodology**

### Data Collection Method

This survey consists of 6 questions delivered in person. Student volunteers will be utilized to seek out participants. The survey will be distributed via a one sided sheet of paper and participants in the study select their answers with pen.

The 7th question and final question will be included and distributed as a part of a separate study. This survey will consist of a 14 question survey delivered in person; however, we will only be concerned with one question from this study for this particular research. Student volunteers will also be utilized to seek out participants. This survey will be distributed via a two sided sheet of paper and participants will select their answers with a pen.

### Sample

Participants are required to be licensed and active realtors. These realtors must be at least 18 years of age. The total sample size for this study must be at least 250. Limiting this study to realtors will give us unique thoughts and opinions within this specific cohort as the questions apply directly to their cohort.

Participants in the study that included the 7th and final question are required to be 18 years of age or older. There are no further requirements to participate. The total sample size for the second study must exceed 300 participants.

### Data Analyses Strategy

Data will be interpreted using univariate frequency analyses and bivariate analyses.

## **Results**

The total number of participants in this study totaled 257. 59% of the respondents were male, while the remaining 41% were female. The age range of participants was 20-71. The average age was 37.

The second survey of which we will be addressing only one of the questions and responses had a total of 304 participants. 52% of the respondents were female, while 48% were male. The age range of participants was 18-68. The average age was 34.

These realtors were asked what percentage of their sellers raise questions about their commission after a listing was sold. Realtors responded that 73%, almost 3 out of 4 of their sellers, raised questions in reference to their commission.

In addition to just simply asking questions, realtors were asked what percent of sellers actually complained about their commission in some way. Though it was not as high as those who simply raised questions, it still remained as a high majority. Participants responded that 64% of sellers complaining about the commission.

Next the study moved on to asking these realtors if they kept an active list of all the work they do for each property listing. Only 11% responded that they in fact did always keep an active list. 15% of participants said though they did not always do this, they did sometimes keep an active list of some kind. The majority of respondents, 74%, selected that they did not keep an active list.

We then asked these realtors how often they updated their sellers on what they are doing on their listing. Respondents had 7 choices from which they could select as an answer. Multiple times a day, Daily, Several times a week, Weekly, A few times in one month, Monthly, or No updates at all. A third of respondents responded that they updated their seller several times a week. While just over a third said they gave updates once weekly. Only 2% said they did this multiple times a day and 12% said daily.

Another question was addressed under the topic of updating. When the realtor passed along these updates did they provide the updates primarily from memory? 79% of respondents confirmed that their updates were passed along primarily from memory.

Finally, the last question that realtors were asked was if they wished they had a better method of keeping track of all the things they do across each property. 69% responded that, yes, they wish they had a better method. 20% said no, while 11% said they already had a good method.

As addressed earlier, one question was included in a separate survey that was distributed amongst the general population. We wanted to know if non-realtors, the general public, felt that realtor do enough to justify the commission that they make on a listing. Only 26% responded yes to this. 74% felt that realtors do NOT do enough to justify their commission.

