inman SELECT

SPECIAL REPORT

HOW TO DELIVER TECHNOLOGY
AGENTS NEED

Real estate is a tech-heavy business. More than half of agents who completed an Inman survey ticked off nearly a dozen tech tools they use in the course of their work. The vast majority considered the multiple listing service to be their most important tool.

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But in a world where new tools are constantly being launched, what agents need most in the tech realm is a way to sift through the noise, the survey found.

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Brokers, tech companies and real estate associations can help by providing information and support that would help agents choose and use tech tools that will most benefit their business.

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Agents called for resources that would make technologies easier to understand, such as more or better training, plain-language product descriptions and user-friendly interfaces. They also asked for tech-savvy support staff, either from their broker or tech companies themselves.

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In addition, agents expressed a keen desire for a neutral, third-party website offering tech reviews and comparisons, including rankings of products' return on investment.

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Quality is key. Given the common complaint that "everyone has their hand in the agent's pocket," agents are a tough sell when it comes to the tools they are willing to pay for and use.

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Among agents who opted not to use a tool provided by their broker, nearly 4 out of 10 said, "I didn't see the value," and another 3 in 10 said their business was "doing just fine without them."

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Many agents felt the tools chosen by their broker lacked quality and chose to pay for their own. Several agents noted that they would like all of their tech products to interoperate, as many products did not.

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Although half of agents said they did not measure return on investment for tech products, those who did most often said they considered how that product contributed to closed deals and time saved.

Money is pouring into real estate technology, and the sheer number of products available to agents has risen exponentially in recent years.

Whatever the merits of that increase, on a practical level this means that real estate agents are often bombarded by solicitations from tech companies peddling the next big thing.

In that environment, what agents want from the brokers, tech companies and associations surrounding them is help in choosing and using tech tools that will most benefit their business, according to an Inman survey.

"The tech market in real estate is extremely saturated. The biggest obstacle I have is sifting through all of the crap companies to find the ones that actually provide value-added services ," one agent said.

"Reduce the noise, separate yourself from the competition. I get 15-plus emails/calls daily," said another.

Agents are particularly hungry for more and better training; tech-savvy brokerage support staff; a neutral, third-party source of tech reviews and comparisons; and more integration between tools.

MLS VOTED MOST IMPORTANT TECH TOOL

Despite what some may think, agents are not a tech-phobic bunch. More than half of agents who completed the survey ticked off nearly a dozen tech tools they use in their business. Not surprisingly, the multiple listing service was at the top of the list, followed closely by an agent website, smartphone or tablet, electronic forms and signatures, and a comparative market analysis (CMA) tool.

More than half of agents also said they used a broker website; email marketing; a property search mobile app; advertising on one or more of the three biggest portals (Zillow, Trulia, realtor.com); a customer relationship management platform (CRM); and social media management tools.

When it came to picking the top three most important tech tools in their business, agents overwhelmingly chose one that has been around longer than most, if not all, of the others: the MLS, followed somewhat distantly by mobile devices, a CRM platform, and electronic forms and signatures.

Still, some agents noted that most of their leads did not come from tech tools, but rather from referrals and personal contact.

"Face-to-face interaction with client via door knocking and open houses," said one agent.

RETURN ON INVESTMENT

Four in 10 agents surveyed said their biggest technology investment was their website, while just over a quarter said it was their CRM. Under "Other," many cited online lead generation from third-party websites.

Agents spent an average of about $5,600 per year on their biggest tech investment.

About half of agent respondents said they did not measure ROI on the tech products they use. Among those who did, the most commonly cited measurement was the number of closed deals the tool produced. Time saved also counted.

"Tech either has to save time, provide incredible client value, or directly support lead gen or conversion," one agent said.

When asked what the ROI on their tech investments was, most did not know or did not have a specific number, though some were able to give a percentage.

"There are too many variables in building a relationship. The tools are necessary. A carpenter cannot estimate the return on investment of a hammer," said one agent who doesn't measure ROI.

Another agent remarked on the difficulty of estimating ROI when the tech tool is not for lead generation.

"Unless the client responsible for a commission can be tied to a specific tech product, it is difficult to measure," the agent said.

At least one broker used more qualitative methods to measure ROI.

"I wish I could say I spend hours and hours analyzing every dollar spent, but I don't. If something takes too long to master (Contactually, anyone?) or it's not that fun after all (BoomBoom) or the response from our clients is mostly negative (Happy Grasshopper), I make sure to cancel before it's renewed," the broker said.

"Automatic renewing tech or vendor contracts is my No. 1 problem with my business and I absolutely hate that business model."

TOOLS FOR THE COMING YEAR

When agents were asked what tools they would like to adopt in the coming year, the biggest share (33 percent) hoped to take on video software, followed by social media management tools (29 percent) and lead generation tools other than advertising on the three major third-party sites (29 percent).

Tech companies thinking of attracting these agents should note that they spend a considerable amount of their working time on mobile devices. About 3 in 10 agents said they spend between 26 and 50 percent of their time on smartphones and/or tablets, while just under a quarter said they spent 51 to 75 percent of their time on such devices.

Q88 What percentage of the time that you spend on a computer for your business is spent on a mobile device?
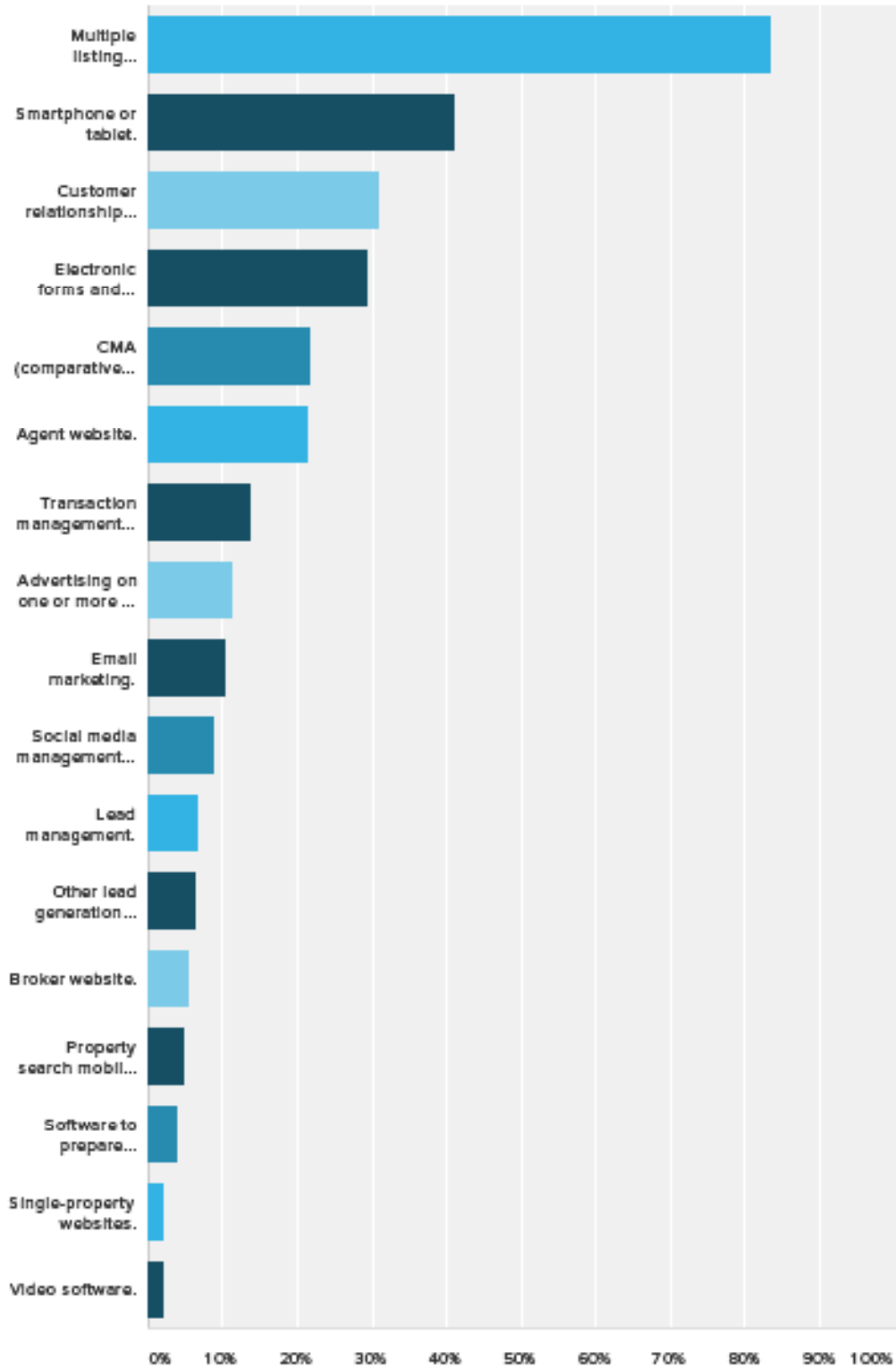
Answered: 207   Skipped: 91
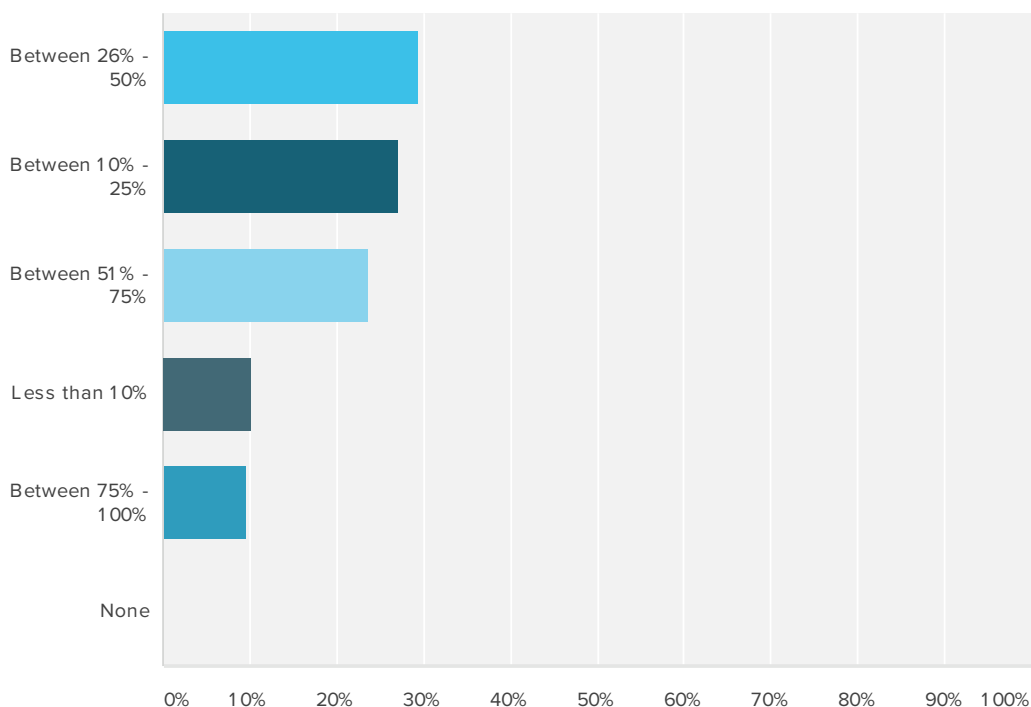
Answer Choices	Responses	
Between 26% - 50%	29.47%	61
Between 10% - 25%	27.05%	56
Between 51% - 75%	23.67%	49
Less than 10%	10.14%	21
Between 75% - 100%	9.66%	20
None	0.00%	0
Total		207

iPhones and iPads were by far the most popular devices, each used by about 6 in 10 agents.

Q63 What are the top 3 most important technologies you use in your business? (Please choose only 3.)

Answered: 207   Skipped: 404

Answer Choices	Responses	
Multiple listing service.	83.57%	173
Smartphone or tablet.	41.06%	85
Customer relationship management platform.	30.92%	64
Electronic forms and signatures.	29.47%	61
CMA (comparative market analysis) tool.	21.74%	45
Agent website.	21.26%	44
Transaction management platform.	13.53%	28
Advertising on one or more of the big portals (Zillow, Trulia, realtor.com).	11.11%	23
Email marketing.	10.14%	21
Social media management tools.	8.70%	18
Lead management.	6.76%	14
Other lead generation tool.	6.28%	13
Broker website.	5.31%	11
Property search mobile app.	4.83%	10
Software to prepare marketing materials.	3.86%	8
Single-property websites.	1.93%	4
Video software.	1.93%	4
Total Respondents: 207		

WHY AGENTS DON'T USE BROKER-PROVIDED TOOLS

The most common tools provided to agents by brokers were broker and agent websites, followed by electronic forms and signatures, a transaction management platform, CRM, email marketing, and/or a property search mobile app.

About a quarter said their broker provided advertising on Zillow, Trulia or realtor.com.

Among the tools offered by their broker, agents are least likely to use a CRM, video software, lead generation tools other than advertising on the three biggest portals, and lead management.

When asked why they had opted not to use a broker-provided tool, nearly 4 out of 10 agents said, "I didn't see the value," and another 3 in 10 said their business was "doing just fine without them."

Q70 Why did you choose not to use those broker-provided tools?
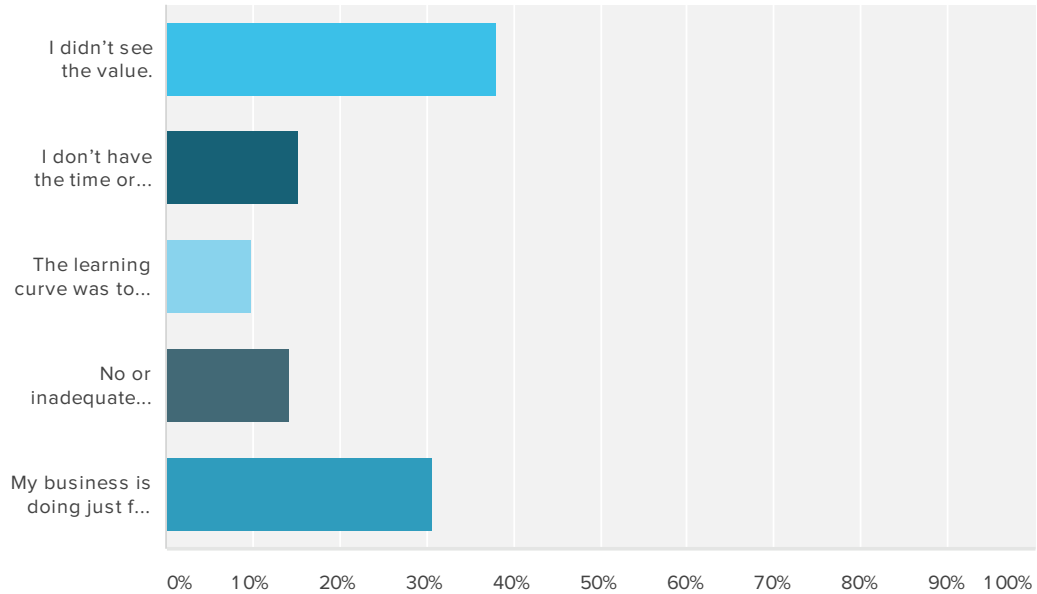
Answered: 163   Skipped: 448

Answer Choices	Responses	
I didn't see the value.	38.04%	62
I don't have the time or desire to learn how to use it/them.	15.34%	25
The learning curve was too high.	9.82%	16
No or inadequate training was offered.	14.11%	23
My business is doing just fine without them.	30.67%	50
Total Respondents: 163		

Many agents felt the tools chosen by their broker lacked quality and chose to pay for their own.

"I have found other companies that do a much better job of providing these vital services," an agent said.

"The broker is subscribed to one or two companies who offer a lot of services, but none of them are very good. The overall functionality of the services provided with my fees are crap."

Others wanted to retain ownership of their own leads.

"In case I change brokerages, I do not like my broker having access to my contacts," an agent said.

WHAT WOULD MAKE CHOOSING TECH EASIER

When asked, on a scale of 1 to 10, how difficult it is to figure out which technology to deploy for their business, both agents and brokers put the level of difficulty at a 6 average.

More than half said they did their own research, relied on word of mouth, and/or attended real estate conferences to decide which technologies to implement. Few hired outside help to help them vet new technology.
In order to make it easier to sift through choices, many agents asked for resources that would make technologies easier to understand, such as more or better training, plain-language product descriptions, and user-friendly interfaces.

"I watch many webinars on all kinds of technology -- that seems to help. The learning curve is so steep, and for every technology or product or social media you have to learn all over again how to use it," one agent said.

"My best advice to any real estate tech supplier is to make their product as simple and interoperable as possible," said another.

Others wished for assistants or other knowledgeable staff to help them navigate tech's murky waters, either from their broker or tech companies themselves.

"Tech companies who solicit us should have professional brokers on staff to advise them. They are clueless, particularly since real estate practices change from state to state, due to state laws and local customs," an agent said.

"Having someone who understands the broker's offerings and working with individual agents to maximize that technology [would help]," said another.

Brokerage tech support was somewhat mixed. Nearly two-thirds of agents said that their broker provided tech training on either a weekly or monthly basis. About the same share said the approximate agent-to-tech support staff ratio at their firm was more than 20 to 1.

Nearly half of agents said there was no formal tech support agreement between them and their broker, while a third said their broker offered support for all brokerage tech tools.

Q84 Which entities do you wish would offer more support to encourage agent adoption of tech products?

Answered: 198   Skipped: 100
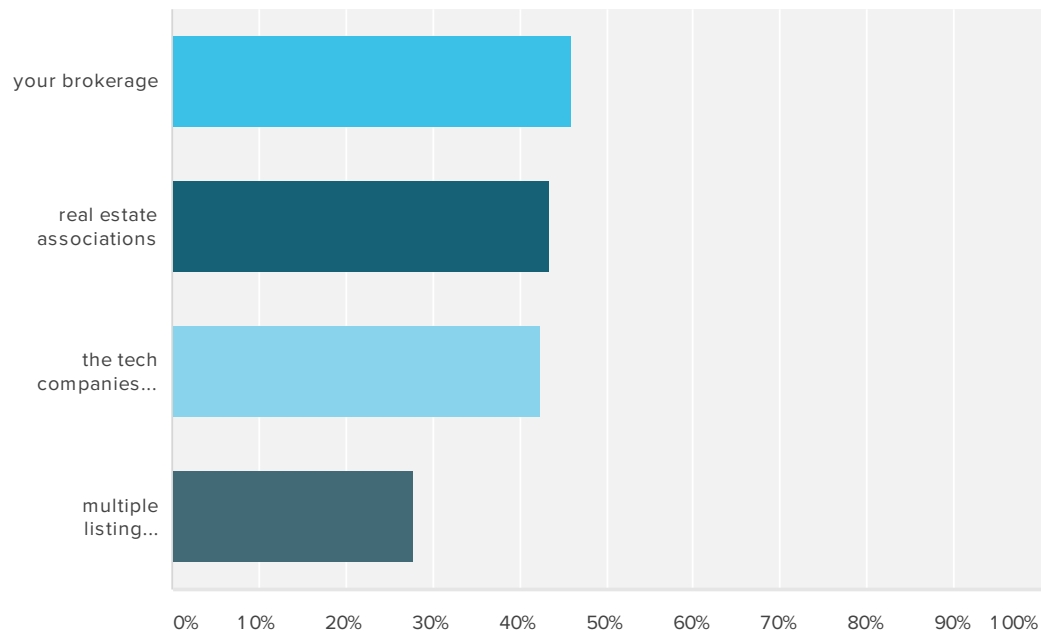
Answer Choices	Responses	
your brokerage	45.96%	91
real estate associations	43.43%	86
the tech companies themselves	42.42%	84
multiple listing services	27.78%	55
Total Respondents: 198		

AGENTS WANT EVIDENCE

Some agents called for tech companies to put their money where their mouth is and offer proof that their product works. One agent said tech firms should offer an initial, less expensive "trial period" during which the firm would also offer training.

"Most won't mind paying if they ... see results," the agent said.

In that vein, agents also clamored for an independent website offering tech reviews and comparisons, including rankings of products' return on investment.

One agent asked for a "reliable third-party source that compares all of the various tech tools with honest pros and cons so we don't have to do all the research ourselves." Another said, "It would be great to see some comparable numbers on where my investment would yield the best ROI."

A couple of agents suggested the National Association of Realtors should play that role, acting as a kind of "Consumer Reports" for real estate and testing and rating products.

When asked which entities they wish would offer more support to encourage agent adoption of tech products, more than 4 in 10 agents said they'd like more support from their brokerage, association and/or tech companies.

Q84 Which entities do you wish would offer more support to encourage agent adoption of tech products?

Answered: 198   Skipped: 100
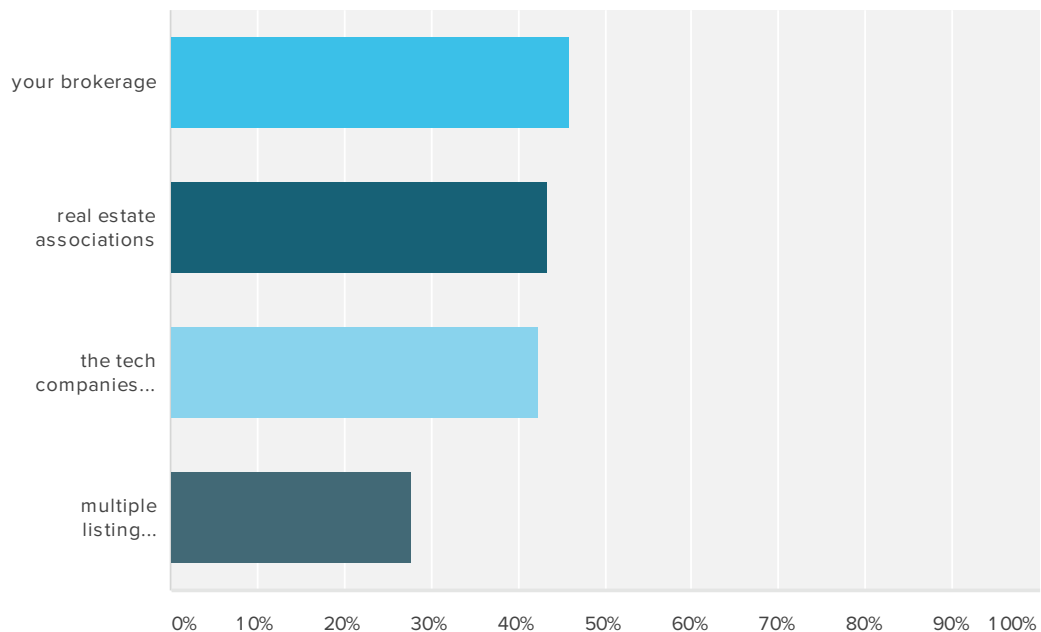
Answer Choices	Responses	
your brokerage	45.96%	91
real estate associations	43.43%	86
the tech companies themselves	42.42%	84
multiple listing services	27.78%	55
Total Respondents: 198		

"Especially my local association. They provide classes, but they should be FREE if they want us to increase our business and attract new members," an agent said.

CALL FOR INTEGRATION

Most agents said that at least some of the tools they use are integrated with each other, but which interoperated with which varied quite a bit. Some involved the combination of two products, such as the MLS and a CMA tool. Others said several or "all" of their tools were integrated.

For instance, one Keller Williams agent noted that his or her CRM, transaction management platform, email marketing service, broker and agent websites, e-signature product and marketing materials software were integrated.

Nonetheless, many agents suggested that products leave much to be desired when it comes to integration.

"[There are] too many choices that do not work well together to provide seamless transactions for clients," one agent said.

Another agent asked for a "true contract-to-close" system, combining lead generation, listing management and transaction management.

Others wanted their social media accounts, email and MLS to interconnect, or their CRM to talk to their transaction management platform.

"All of our 'stuff ' is either disjointed or takes a full-time, patient tech nerd to use," an agent said.

Another agent lamented that they "waste so much time entering in [the] same information on different platforms."

Too many different vendors provide the same service but make it difficult for their platforms to talk to one another, said another.

"I'd like all of them to work together. Email with CRM with Zillow with my website with the MLS and DocuSign," an agent said.

## THIRD-PARTY SITES GET MIXED REVIEWS

When agents were asked what tools they tried but did not find useful for their business, most responses centered around lead generation: 31 percent said they did not find advertising on one of the three big portals useful, followed by 19 percent who named "other lead generation tool," 19 percent who said single-property websites and 13 percent who said broker website.

"Numerous companies ... claim they can put you on the first page of Google. [Those offer] expensive lessons because they always have a reason later as to why you did not show up on the first page," an agent said.

The verdict on third-party sites is more nuanced, however, because they were voted the second most effective lead generator among tech products, after social media. Single-property websites and video were the least likely to deliver the most leads.

Q64 What kinds of tech products give you the most leads?
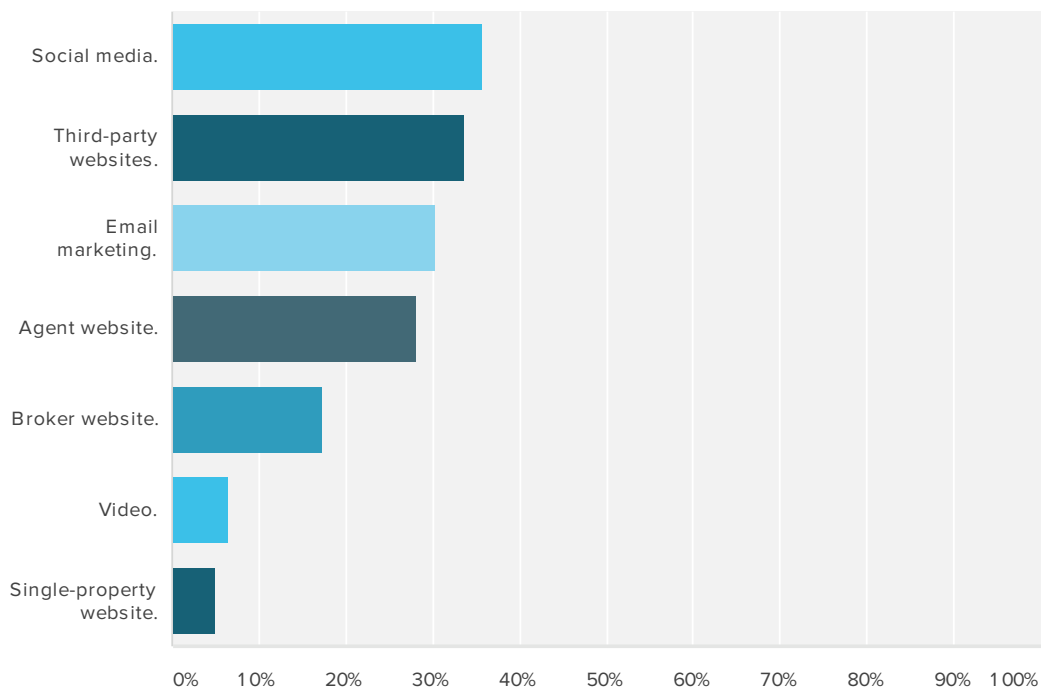
Answered: 202   Skipped: 409

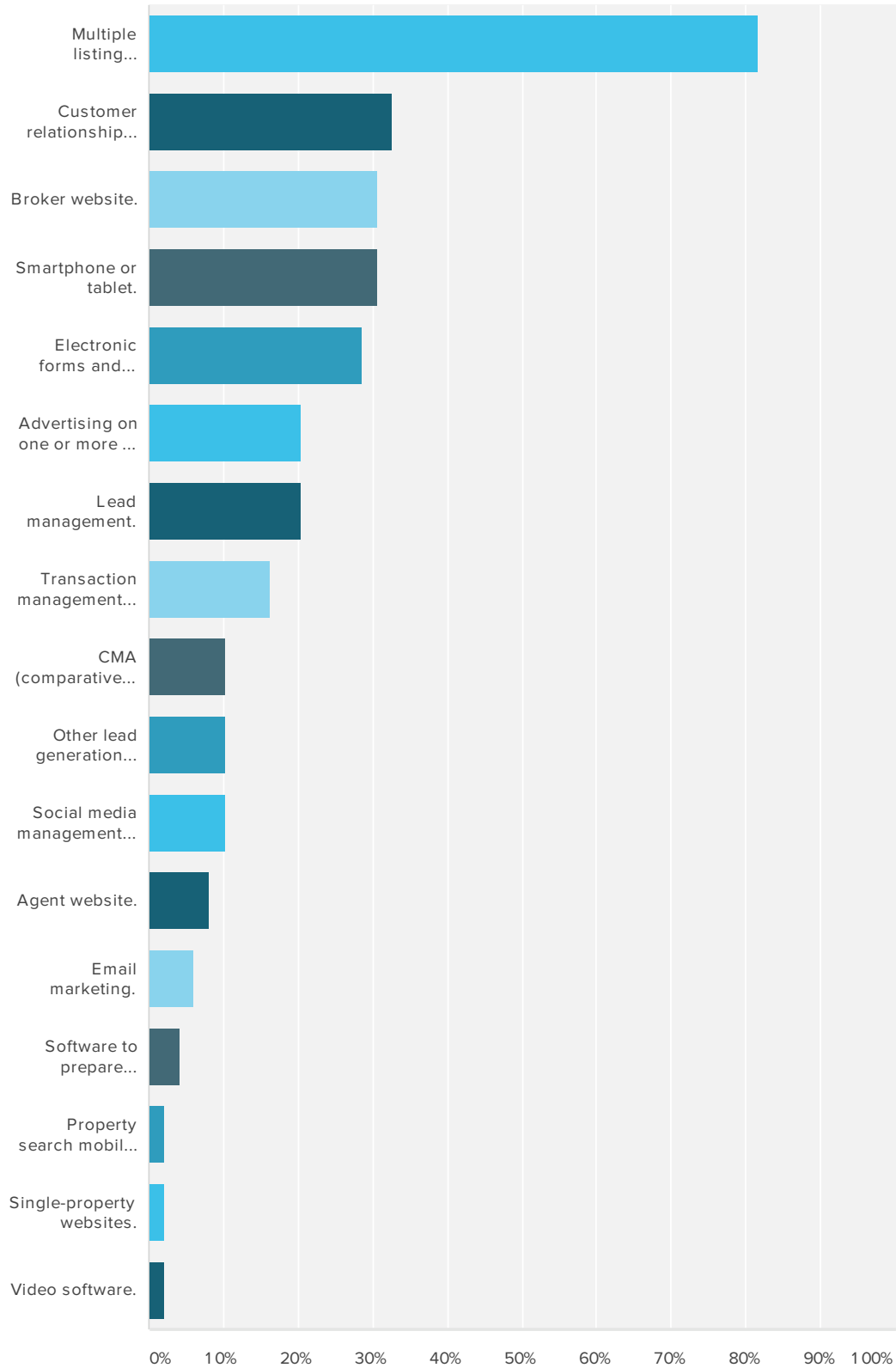| Answer Choices	Responses	
Social media.	35.64%	72
Third-party websites.	33.66%	68
Email marketing.	30.20%	61
Agent website.	28.22%	57
Broker website.	17.33%	35
Video.	6.44%	13
Single-property website.	4.95%	10
Total Respondents: 202		

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TECH SURVEY RESULTS

Q2 What are the top 3 most important technologies you use in your business? (Please choose only 3.)

Answered: 49   Skipped: 249

Category	
Multiple listing...	
Customer relationship...	
Broker website.	
Smartphone or tablet.	
Electronic forms and...	
Advertising on one or more ...	
Lead management.	
Transaction management...	
CMA (comparative...	
Other lead generation...	
Social media management...	
Agent website.	
Email marketing.	
Software to prepare...	
Property search mobil...	
Single-property websites.	
Video software.	

0%   10%   20%   30%   40%   50%   60%   70%   80%   90%   100%

Answer Choices	Responses	
Multiple listing service.	81.63%	40
Customer relationship management platform.	32.65%	16
Broker website.	30.61%	15
Smartphone or tablet.	30.61%	15
Electronic forms and signatures.	28.57%	14
Advertising on one or more of the big portals (Zillow, Trulia, realtor.com).	20.41%	10
Lead management.	20.41%	10
Transaction management platform.	16.33%	8
CMA (comparative market analysis) tool.	10.20%	5
Other lead generation tool.	10.20%	5
Social media management tools.	10.20%	5
Agent website.	8.16%	4
Email marketing.	6.12%	3
Software to prepare marketing materials.	4.08%	2
Property search mobile app.	2.04%	1
Single-property websites.	2.04%	1
Video software.	2.04%	1
Total Respondents: 49		

Q3 What kinds of tech products give you the most leads?

Answered: 46   Skipped: 252
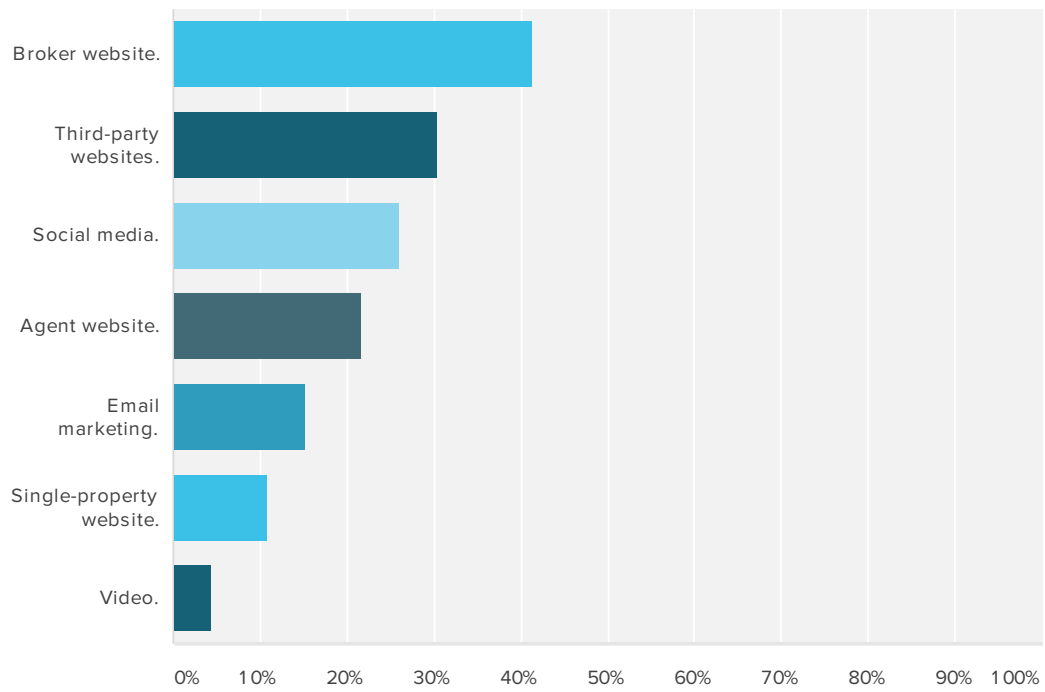
Answer Choices	Responses	
Broker website.	41.30%	19
Third-party websites.	30.43%	14
Social media.	26.09%	12
Agent website.	21.74%	10
Email marketing.	15.22%	7
Single-property website.	10.87%	5
Video.	4.35%	2
Total Respondents: 46		

# Q4 Which of the following technologies do you provide to your agents? (Choose all that apply)

Answered: 49   Skipped: 249
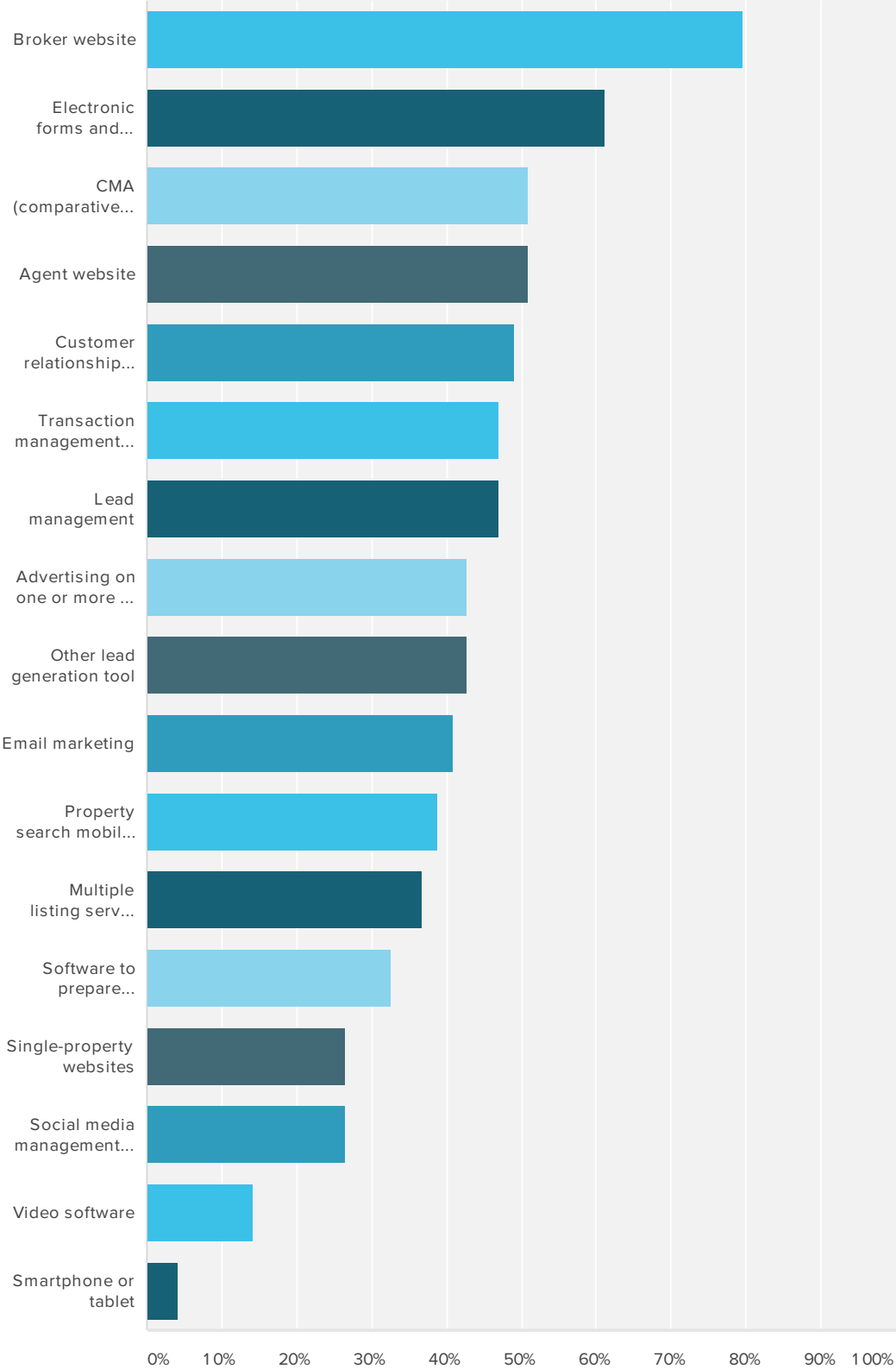
Answer Choices	Responses	
Broker website	79.59%	39
Electronic forms and signatures	61.22%	30
CMA (comparative market analysis) tool	51.02%	25
Agent website	51.02%	25
Customer relationship management platform	48.98%	24
Transaction management platform	46.94%	23
Lead management	46.94%	23
Advertising on one or more of the big portals (Zillow, Trulia, realtor.com)	42.86%	21
Other lead generation tool	42.86%	21
Email marketing	40.82%	20
Property search mobile app	38.78%	19
Multiple listing service dues	36.73%	18
Software to prepare marketing materials	32.65%	16
Single-property websites	26.53%	13
Social media management tools	26.53%	13
Video software	14.29%	7
Smartphone or tablet	4.08%	2
Total Respondents: 49		

Q5 Do any of these tools integrate with/speak to each other?

Answered: 49   Skipped: 249
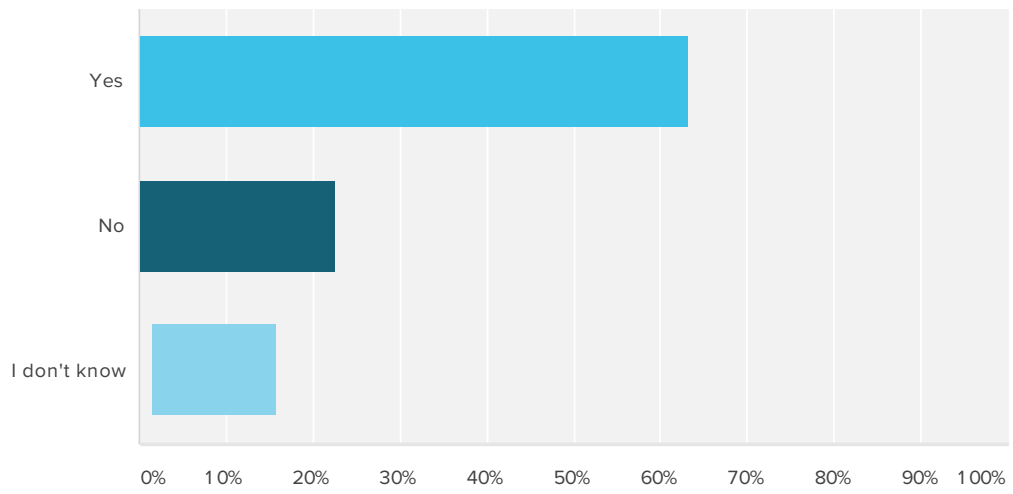
Answer Choices	Responses	
Yes	63.27%	31
No	22.45%	11
I don't know	14.29%	7
Total		49

Q8 What percentage of agents use the technologies you offer?

Answered: 49   Skipped: 249
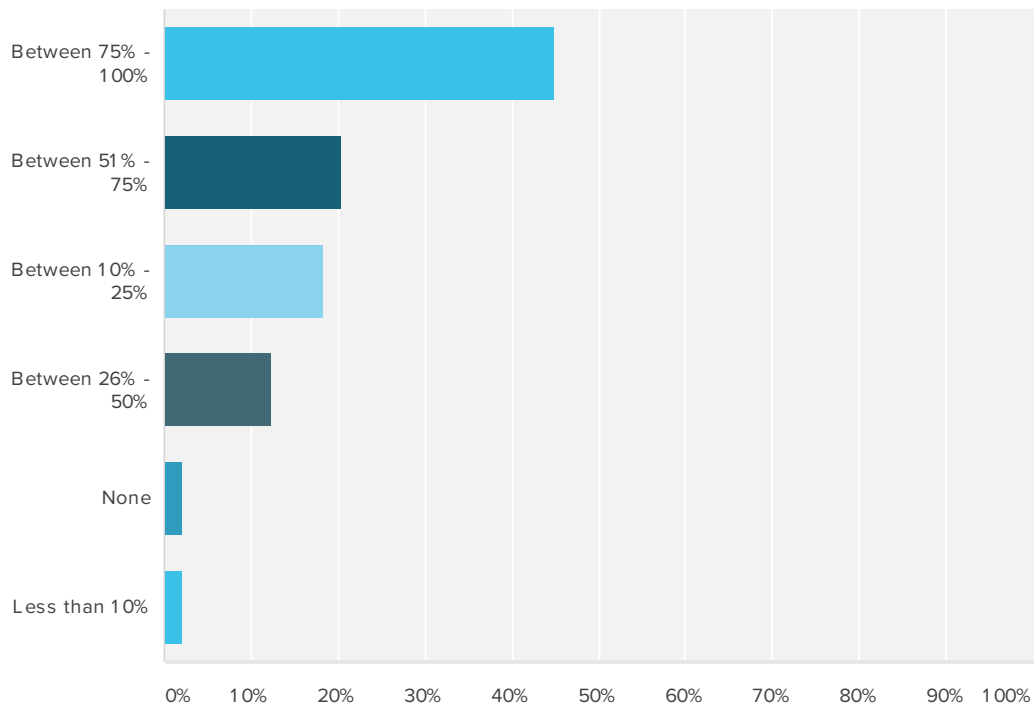
Answer Choices	Responses	
Between 75% - 100%	44.90%	22
Between 51% - 75%	20.41%	10
Between 10% - 25%	18.37%	9
Between 26% - 50%	12.24%	6
None	2.04%	1
Less than 10%	2.04%	1
Total		49

Q9 How much do you spend per agent monthly on technology?

Answered: 49   Skipped: 249
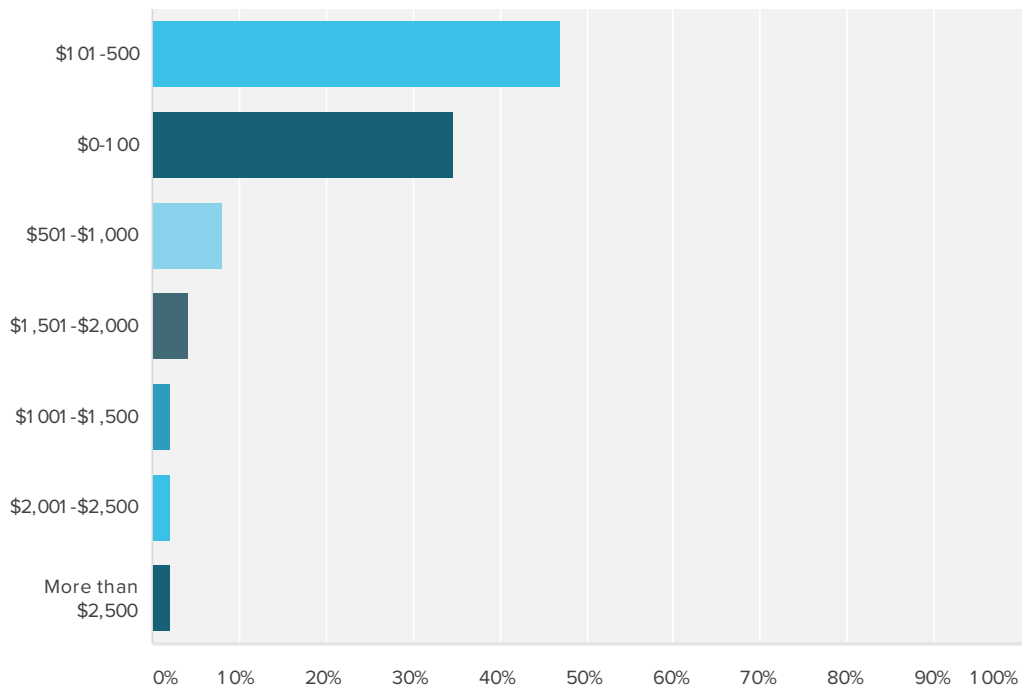
Answer Choices	Responses	
$101-500	46.94%	23
$0-100	34.69%	17
$501-$1,000	8.16%	4
$1,501-$2,000	4.08%	2
$1001-$1,500	2.04%	1
$2,001-$2,500	2.04%	1
More than $2,500	2.04%	1
Total		49

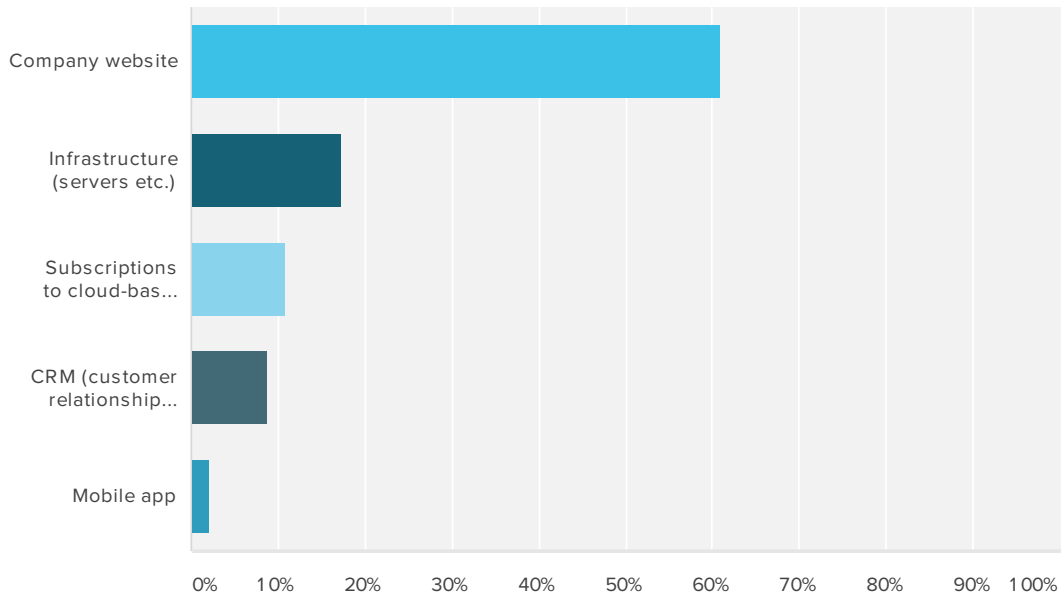# Q10 How much do you spend per agent monthly specifically on lead generation for your agents?

Answered: 48   Skipped: 250
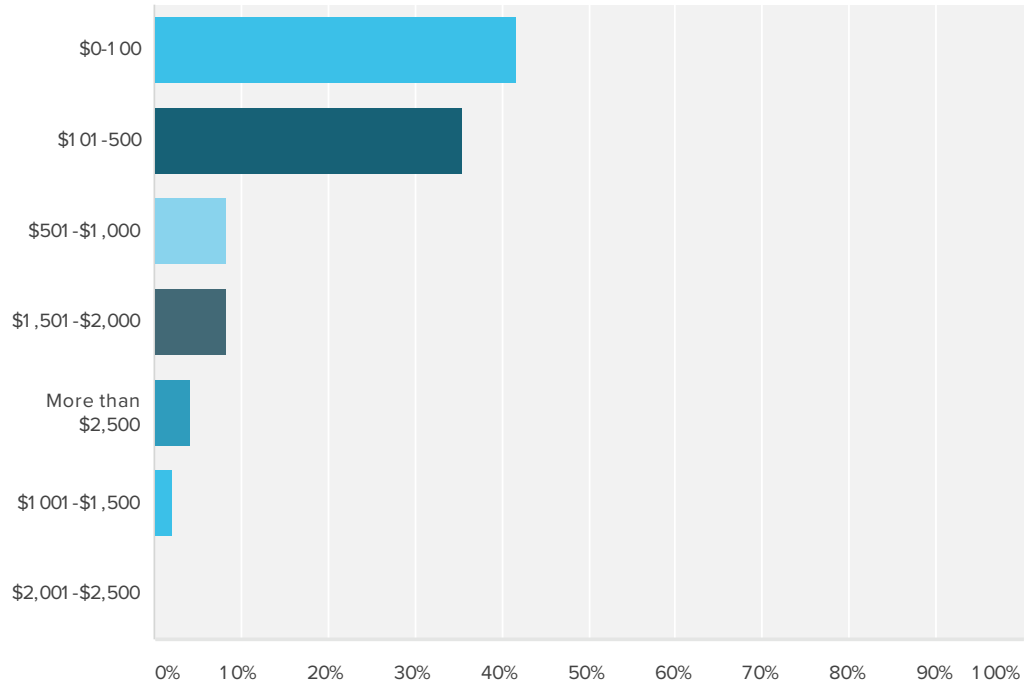
Answer Choices	Responses	
$0-100	41.67%	20
$101-500	35.42%	17
$501-$1,000	8.33%	4
$1,501-$2,000	8.33%	4
More than $2,500	4.17%	2
$1001-$1,500	2.08%	1
$2,001-$2,500	0.00%	0
Total		48

Q11 What is your biggest technology investment for your business?

Answered: 46   Skipped: 252

Answer Choices	Responses	
Company website	60.87%	28
Infrastructure (servers etc.)	17.39%	8
Subscriptions to cloud-based services	10.87%	5
CRM (customer relationship management) tool	8.70%	4
Mobile app	2.17%	1
Total		46

Q13 Are your agents financially responsible for any of their tech costs?

Answered: 47   Skipped: 251
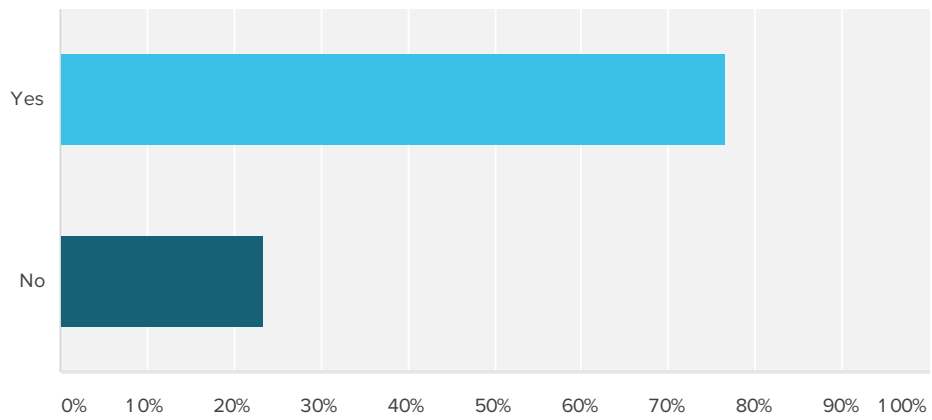
Answer Choices	Responses	
Yes	76.60%	36
No	23.40%	11
Total		47

Q14 Of the tools you provide, what are the top 3 most popular tools among your agents in terms of adoption? (Please choose only 3.)

Answered: 48   Skipped: 250

Video software.

Property
search mobil...

	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
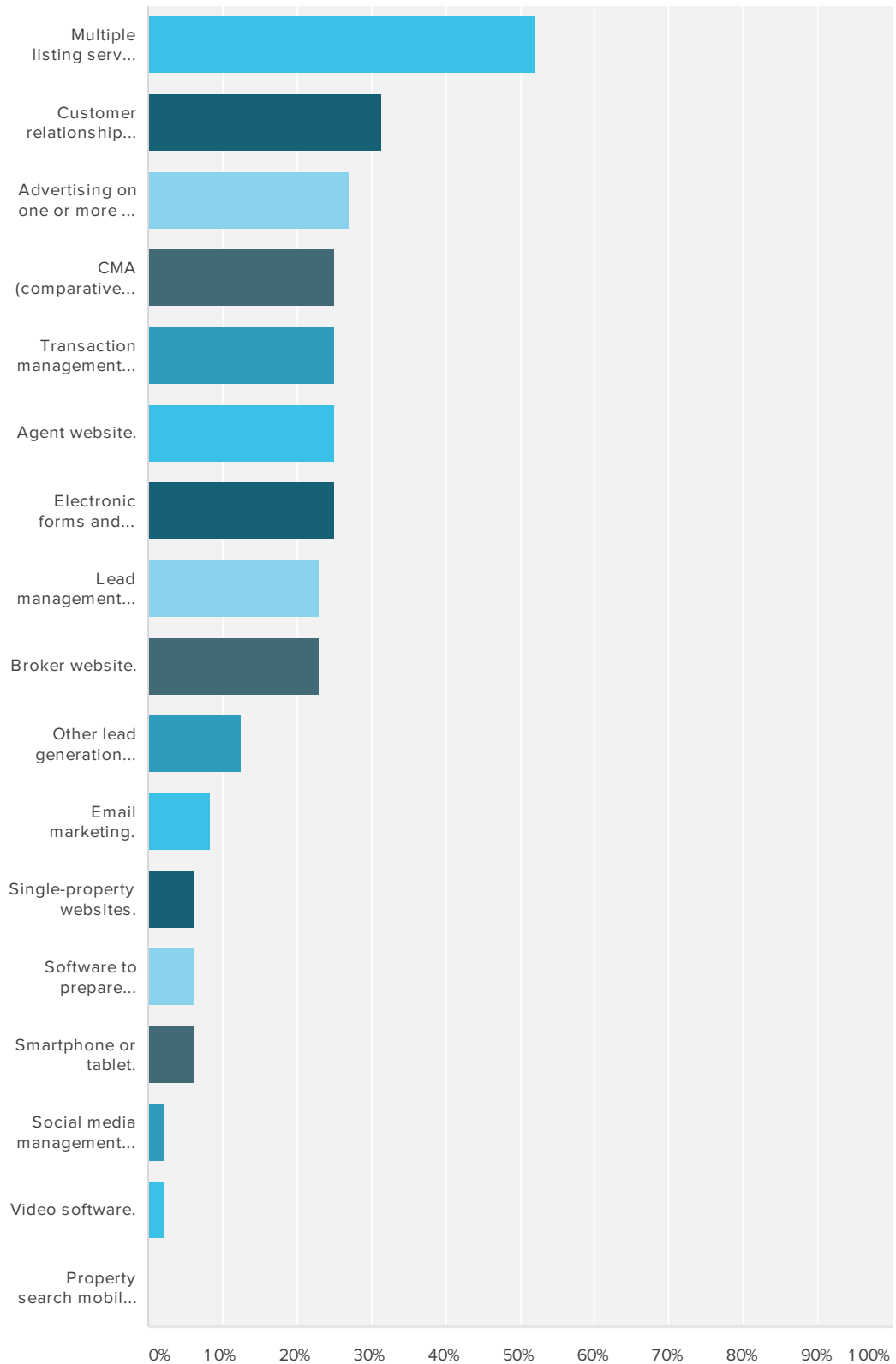
Answer Choices	Responses	
Multiple listing service dues.	52.08%	25
Customer relationship management platform.	31.25%	15
Advertising on one or more of the big portals (Zillow, Trulia, realtor.com).	27.08%	13
CMA (comparative market analysis) tool.	25.00%	12
Transaction management platform.	25.00%	12
Agent website.	25.00%	12
Electronic forms and signatures.	25.00%	12
Lead management tool.	22.92%	11
Broker website.	22.92%	11
Other lead generation tool.	12.50%	6
Email marketing.	8.33%	4
Single-property websites.	6.25%	3
Software to prepare marketing materials.	6.25%	3
Smartphone or tablet.	6.25%	3
Social media management tools.	2.08%	1
Video software.	2.08%	1
Property search mobile app.	0.00%	0
Total Respondents: 48		

Q15 Of the tools you provide, what are the top 3 least popular tools among your agents in terms of adoption? (Please choose only 3.)
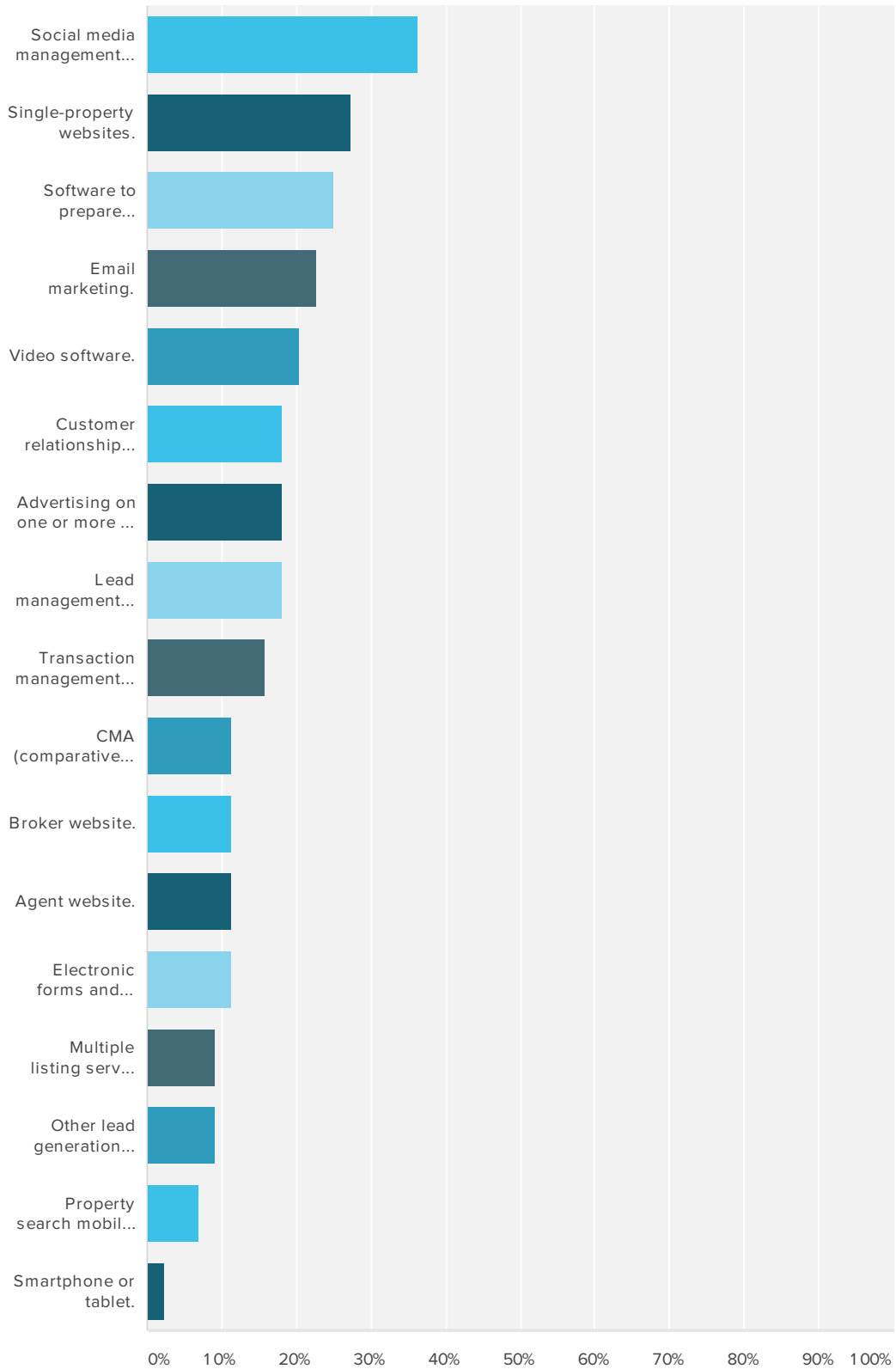
Answered: 44   Skipped: 254

Social media management...	
Single-property websites.	
Software to prepare...	
Email marketing.	
Video software.	
Customer relationship...	
Advertising on one or more ...	
Lead management...	
Transaction management...	
CMA (comparative...	
Broker website.	
Agent website.	
Electronic forms and...	
Multiple listing serv...	
Other lead generation...	
Property search mobil...	
Smartphone or tablet.	

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Property
search mobil...

Smartphone or
tablet.

0%   10%   20%   30%   40%   50%   60%   70%   80%   90% 100%

Answer Choices	Responses	
Social media management tools.	36.36%	16
Single-property websites.	27.27%	12
Software to prepare marketing materials.	25.00%	11
Email marketing.	22.73%	10
Video software.	20.45%	9
Customer relationship management platform.	18.18%	8
Advertising on one or more of the big portals (Zillow, Trulia, realtor.com).	18.18%	8
Lead management tool.	18.18%	8
Transaction management platform.	15.91%	7
CMA (comparative market analysis) tool.	11.36%	5
Broker website.	11.36%	5
Agent website.	11.36%	5
Electronic forms and signatures.	11.36%	5
Multiple listing service dues.	9.09%	4
Other lead generation tool.	9.09%	4
Property search mobile app.	6.82%	3
Smartphone or tablet.	2.27%	1
Total Respondents: 44		

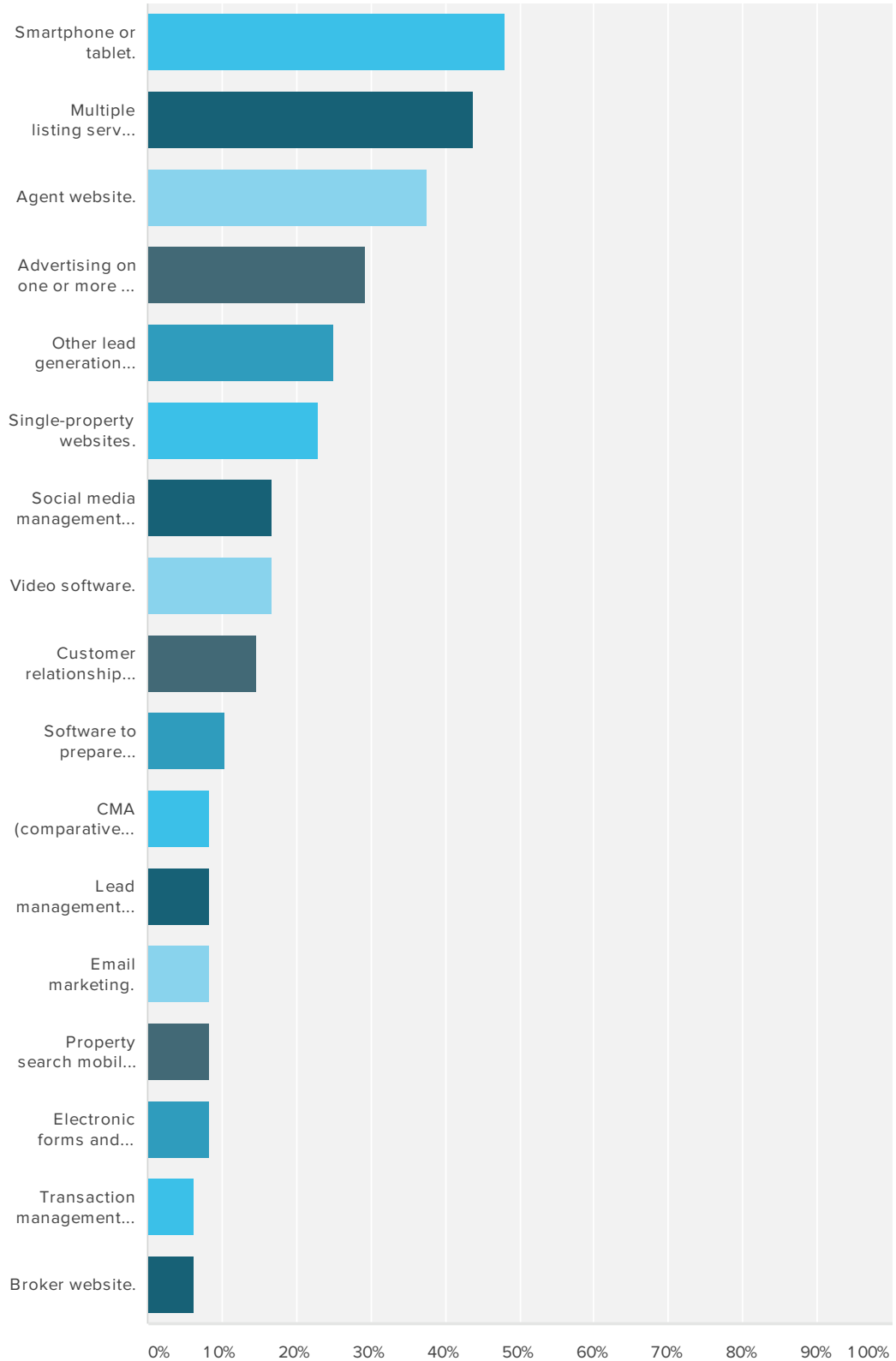# Q16 What is the primary reason you will not offer a tech tool to all of your agents?

Answered: 43   Skipped: 255
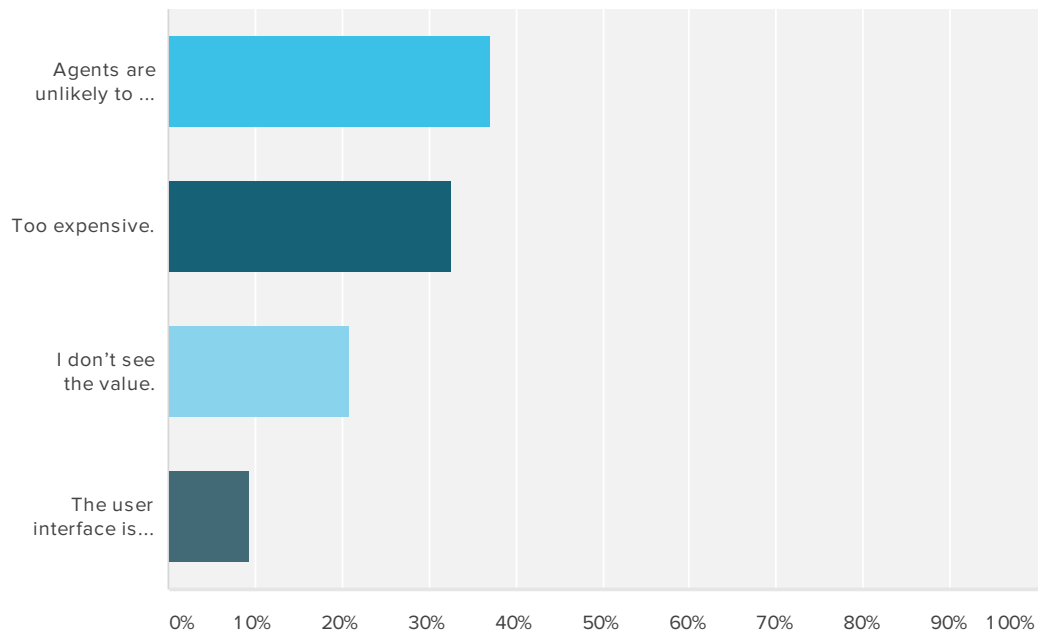
Answer Choices	Responses	
Agents are unlikely to use it.	37.21%	16
Too expensive.	32.56%	14
I don't see the value.	20.93%	9
The user interface is not intuitive.	9.30%	4
Total		43

Q17 Of the tools you don't provide, which are agents most likely to go out and buy themselves? (Choose all that apply.)

Answered: 48   Skipped: 250

Category	
Smartphone or tablet.	
Multiple listing serv...	
Agent website.	
Advertising on one or more ...	
Other lead generation...	
Single-property websites.	
Social media management...	
Video software.	
Customer relationship...	
Software to prepare...	
CMA (comparative...	
Lead management...	
Email marketing.	
Property search mobil...	
Electronic forms and...	
Transaction management...	
Broker website.	

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

0%   10%   20%   30%   40%   50%   60%   70%   80%   90% 100%

Answer Choices	Responses	
Smartphone or tablet.	47.92%	23
Multiple listing service dues.	43.75%	21
Agent website.	37.50%	18
Advertising on one or more of the big portals (Zillow, Trulia, realtor.com).	29.17%	14
Other lead generation tool.	25.00%	12
Single-property websites.	22.92%	11
Social media management tools.	16.67%	8
Video software.	16.67%	8
Customer relationship management platform.	14.58%	7
Software to prepare marketing materials.	10.42%	5
CMA (comparative market analysis) tool.	8.33%	4
Lead management tool.	8.33%	4
Email marketing.	8.33%	4
Property search mobile app.	8.33%	4
Electronic forms and signatures.	8.33%	4
Transaction management platform.	6.25%	3
Broker website.	6.25%	3
Total Respondents: 48		

Q18 What is your biggest challenge with agent tech adoption?

Answered: 49   Skipped: 249
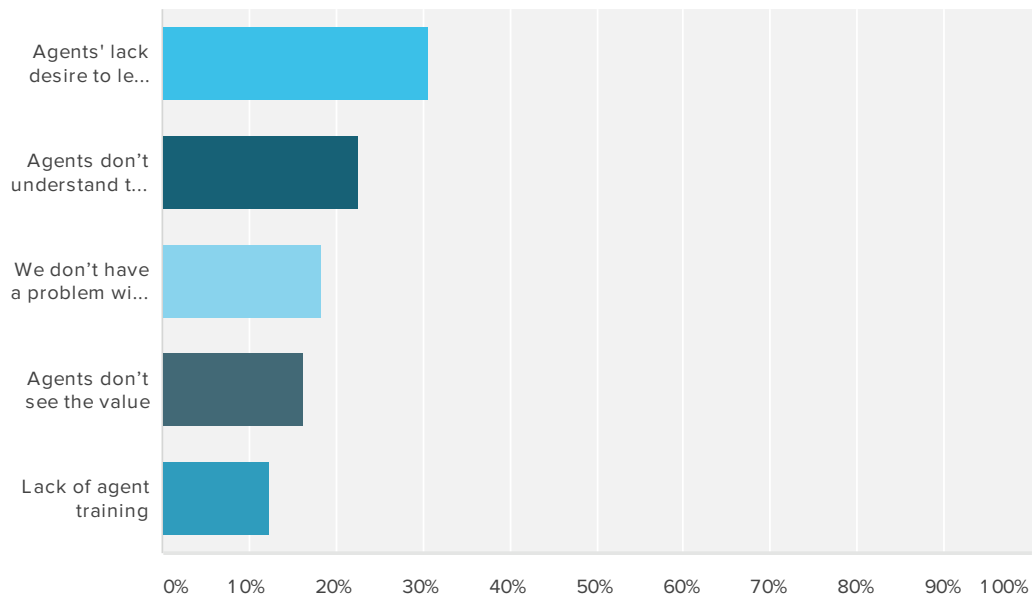
Answer Choices	Responses	
Agents' lack desire to learn new things	30.61%	15
Agents don't understand the technology	22.45%	11
We don't have a problem with agent tech adoption because our support staff deals with all tech and marketing.	18.37%	9
Agents don't see the value	16.33%	8
Lack of agent training	12.24%	6
Total		49

Q19 Do you or have you built any of your own tech tools?

Answered: 48   Skipped: 250
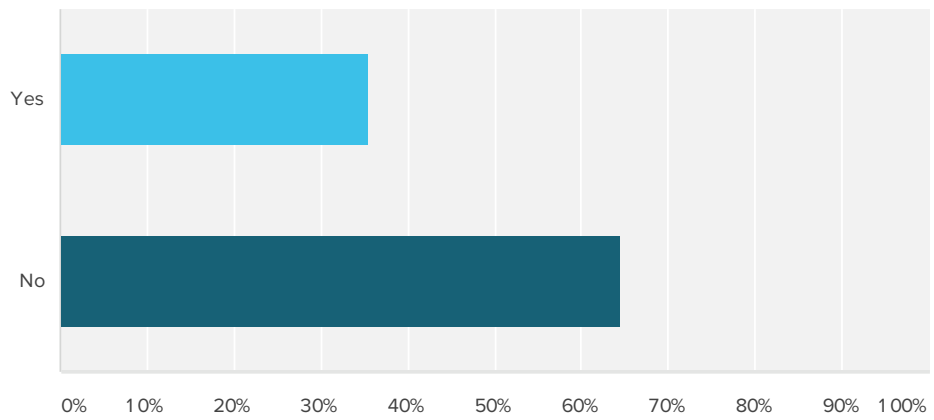
Answer Choices	Responses	
Yes	35.42%	17
No	64.58%	31
Total		48

Q20 If yes, which ones? (Choose all that apply.)

Answered: 17   Skipped: 281

Category	
Broker website.	
Customer relationship...	
Lead generation...	
Agent website.	
Transaction management...	
Lead management...	
Property search mobil...	
Social media management...	
CMA (comparative...	
Email marketing tool	
Single-property websites.	
Electronic forms and...	
Software to prepare...	
Video software.	
Smartphone or tablet.	

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Video software.

Smartphone or
tablet.

0%   10%   20%   30%   40%   50%   60%   70%   80%   90% 100%

Answer Choices	Responses	
Broker website.	52.94%	9
Customer relationship management platform.	35.29%	6
Lead generation tool.	35.29%	6
Agent website.	29.41%	5
Transaction management platform.	23.53%	4
Lead management tool.	17.65%	3
Property search mobile app.	11.76%	2
Social media management tools.	11.76%	2
CMA (comparative market analysis) tool.	5.88%	1
Email marketing tool	5.88%	1
Single-property websites.	5.88%	1
Electronic forms and signatures.	5.88%	1
Software to prepare marketing materials.	5.88%	1
Video software.	5.88%	1
Smartphone or tablet.	0.00%	0
Total Respondents: 17		

Q21 If you have not built any of your own tech tools, do you tend to:

Answered: 34   Skipped: 264
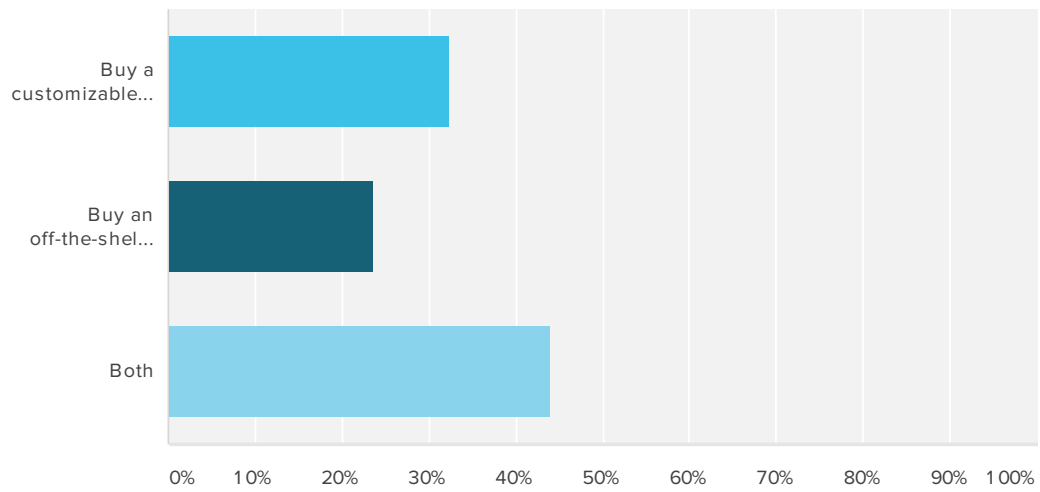
Answer Choices	Responses	
Buy a customizable one from a third party.	32.35%	11
Buy an off-the-shelf generic version.	23.53%	8
Both	44.12%	15
Total		34

Q22 When introducing a new technology to your agents, is your staff required to learn and support each one?
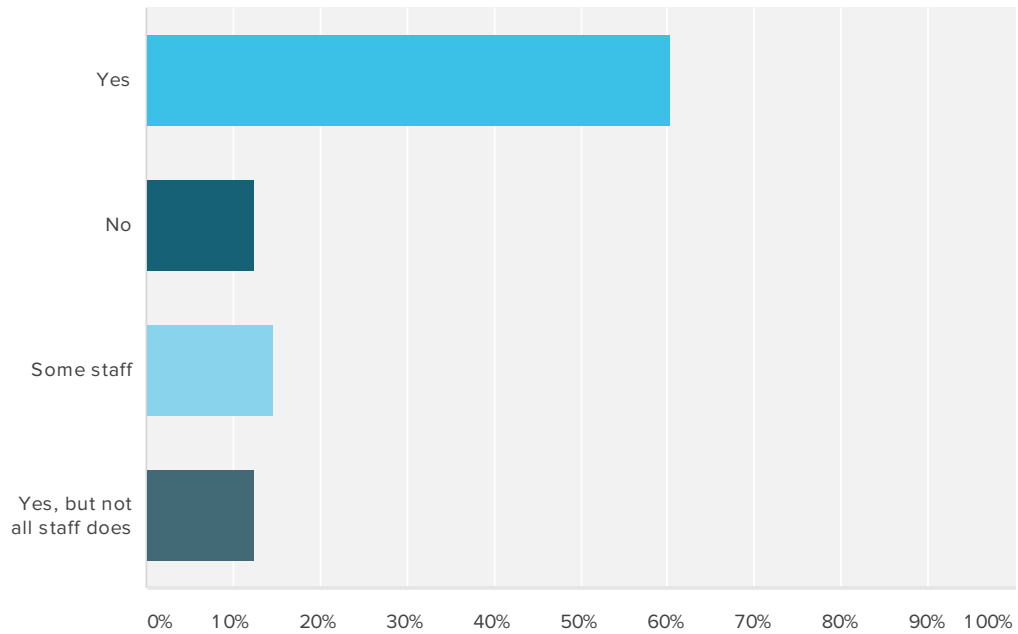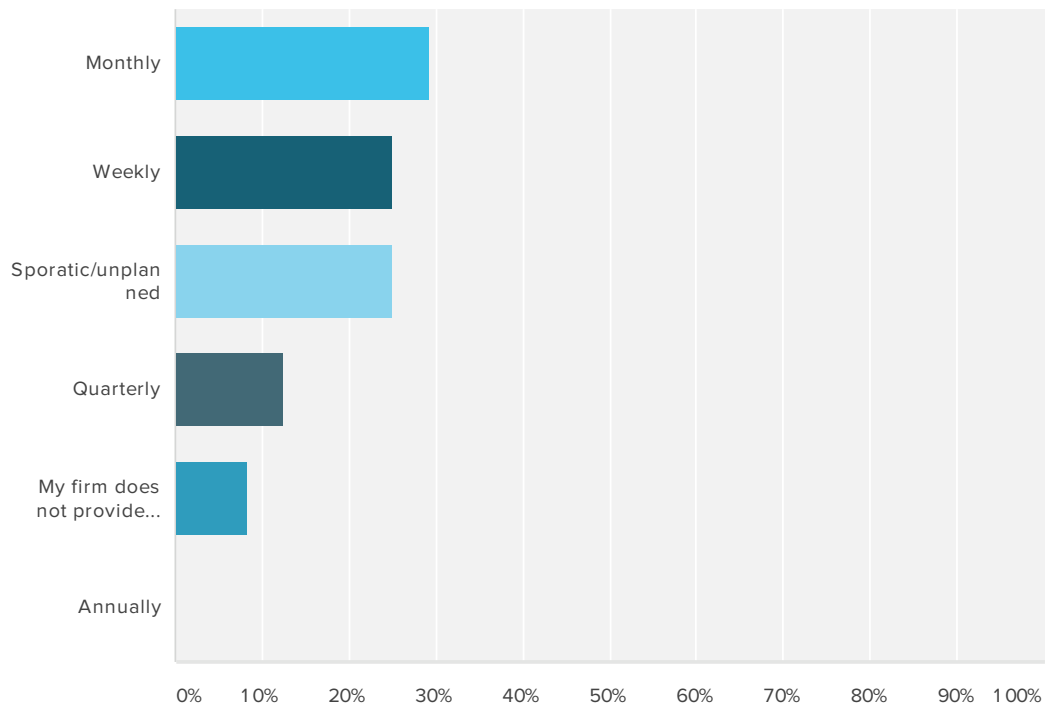
Answer Choices	Responses	
Yes	60.42%	29
No	12.50%	6
Some staff	14.58%	7
Yes, but not all staff does	12.50%	6
Total		48

Q23 Does your firm provide agent technology training? If so, how often?

Answer Choices	Responses	
Monthly	29.17%	14
Weekly	25.00%	12
Sporatic/unplanned	25.00%	12
Quarterly	12.50%	6
My firm does not provide agent technology training	8.33%	4
Annually	0.00%	0
Total		48

Q24 What department is the primary "go-to" to support and train on new technology?

Answered: 46   Skipped: 252
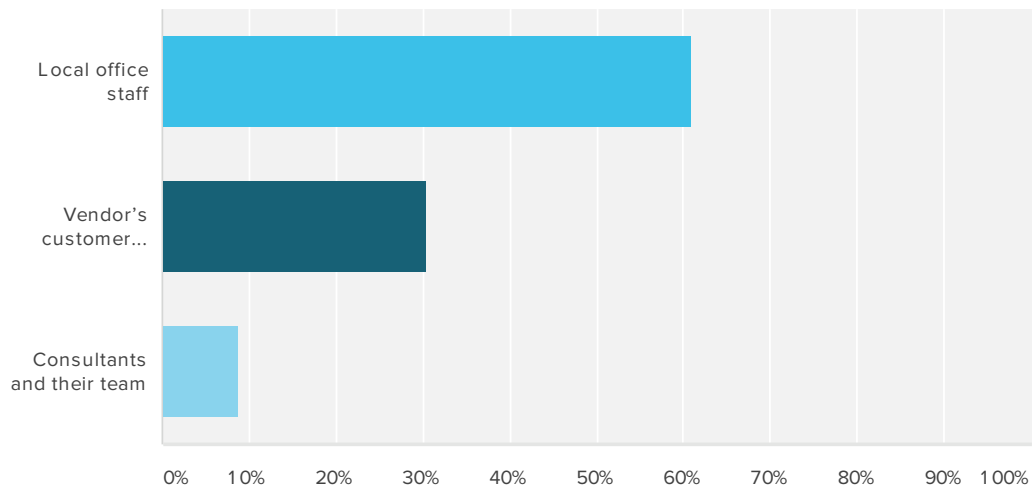
Answer Choices	Responses	
Local office staff	60.87%	28
Vendor's customer support	30.43%	14
Consultants and their team	8.70%	4
Total		46

Q25 Do you hire outside support (contractors) when launching a new technology?
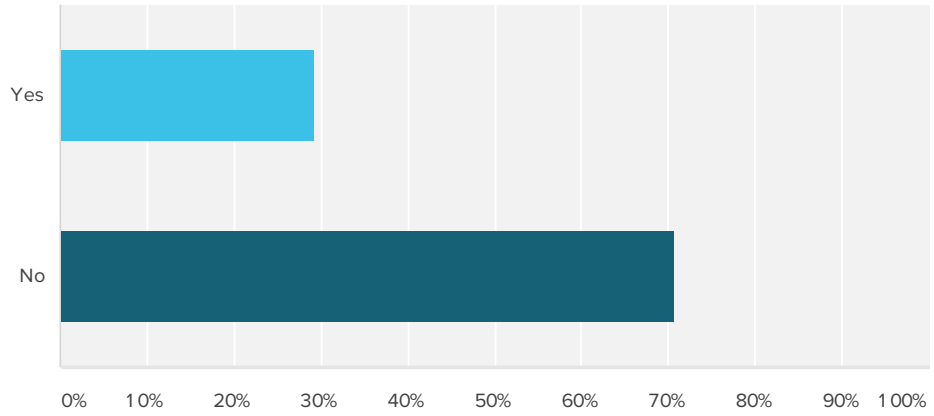
Answer Choices	Responses	
Yes	29.17%	14
No	70.83%	34
Total		48

Q26 Do you keep either a marketing and/or technology consultant on contract year-round?

Answered: 48   Skipped: 250
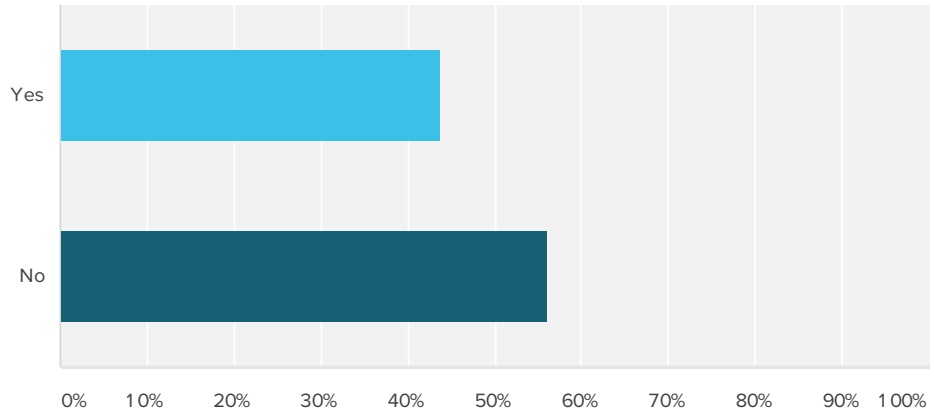
Answer Choices	Responses	
Yes	43.75%	21
No	56.25%	27
Total		48

Q27 Do you receive adequate tech support and customer service from your respective tech vendors?

Answered: 48   Skipped: 250
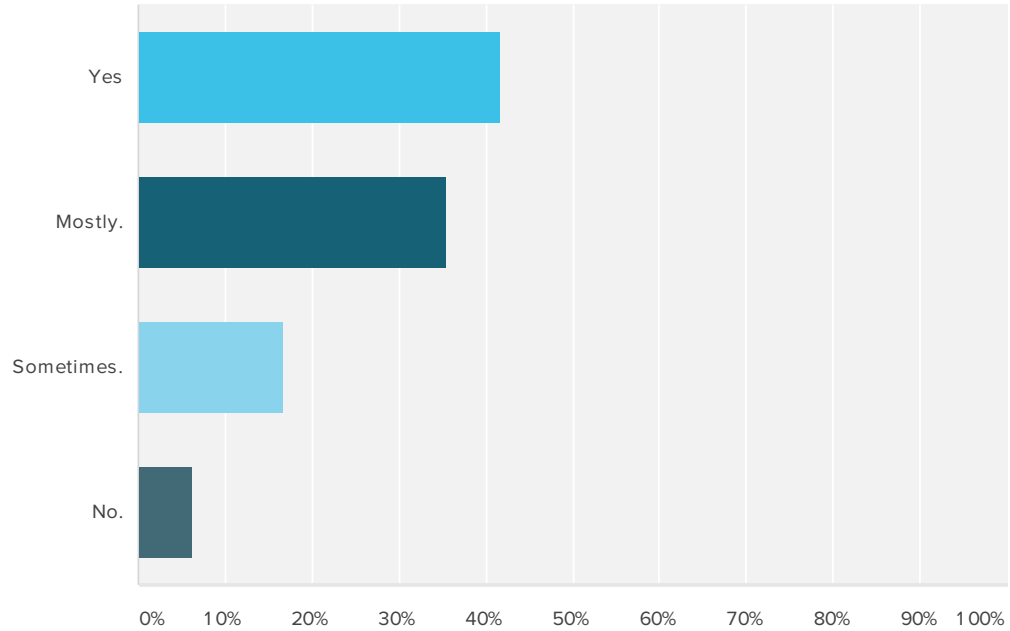
Answer Choices	Responses	
Yes	41.67%	20
Mostly.	35.42%	17
Sometimes.	16.67%	8
No.	6.25%	3
Total		48

Q28 Do you receive adequate in-person agent and staff training from your vendors?

Answered: 48   Skipped: 250
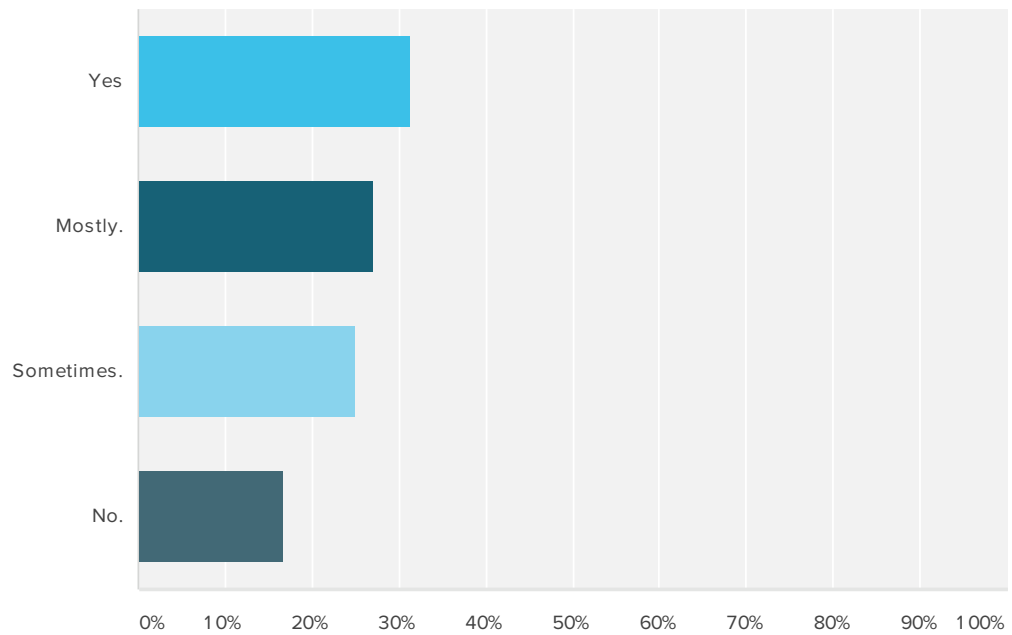
Answer Choices	Responses	
Yes	31.25%	15
Mostly.	27.08%	13
Sometimes.	25.00%	12
No.	16.67%	8
Total		48

Q29 Do you offer a monetary incentive to agents that adopt certain tech products?

Answered: 47   Skipped: 251
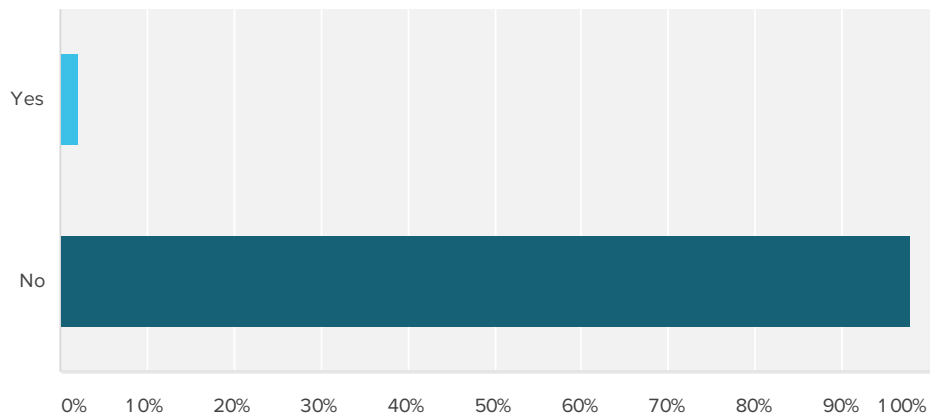
Answer Choices	Responses	
Yes	2.13%	1
No	97.87%	46
Total		47

Q32 Do you measure the overall success of each tech tool?

Answered: 48   Skipped: 250
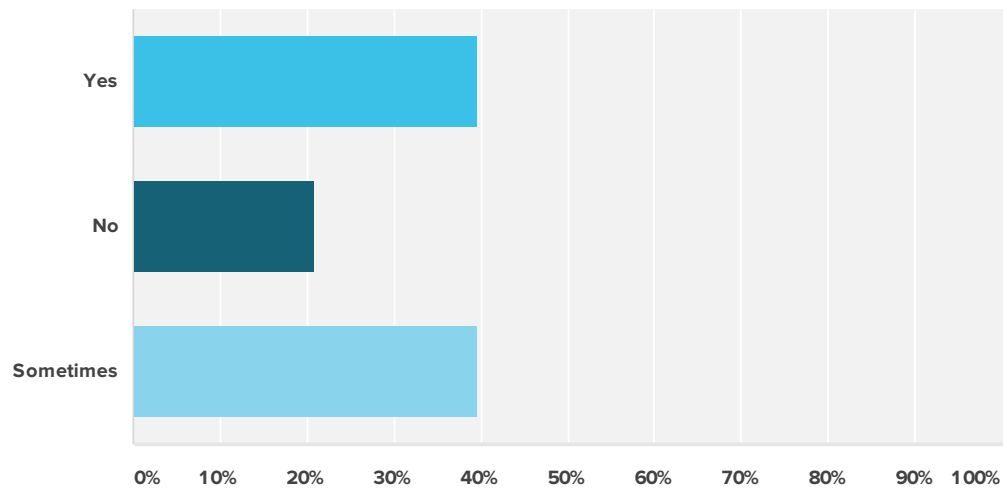
Answer Choices	Responses	
Yes	39.58%	19
No	20.83%	10
Sometimes	39.58%	19
Total		**48**

Q33 If so, how? (Choose all that apply.)

Answered: 38   Skipped: 260
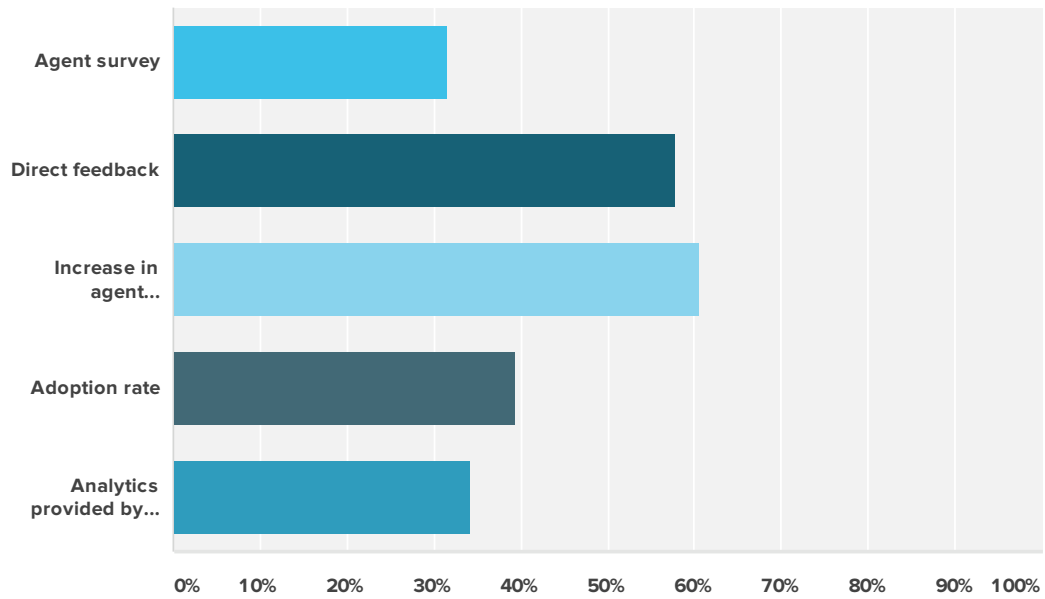
Answer Choices	Responses	
Agent survey	31.58%	12
Direct feedback	57.89%	22
Increase in agent productivity	60.53%	23
Adoption rate	39.47%	15
Analytics provided by respective vendors	34.21%	13
Total Respondents: 38		

# Q34 How do you decide when it's time to replace or upgrade a current technology? (Choose all that apply.)

Answered: 46   Skipped: 252
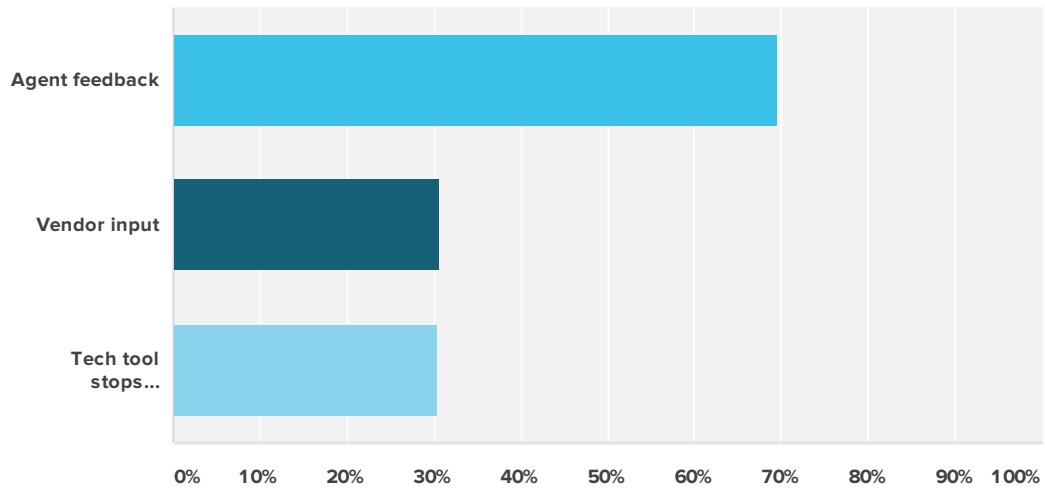
Answer Choices	Responses	
Agent feedback	69.57%	32
Vendor input	30.43%	14
Tech tool stops functioning or never did	30.43%	14
Total Respondents: 46		

# Q43 How do you seek out and decide upon technologies to implement? (Choose all that apply.)

Answered: 45   Skipped: 253
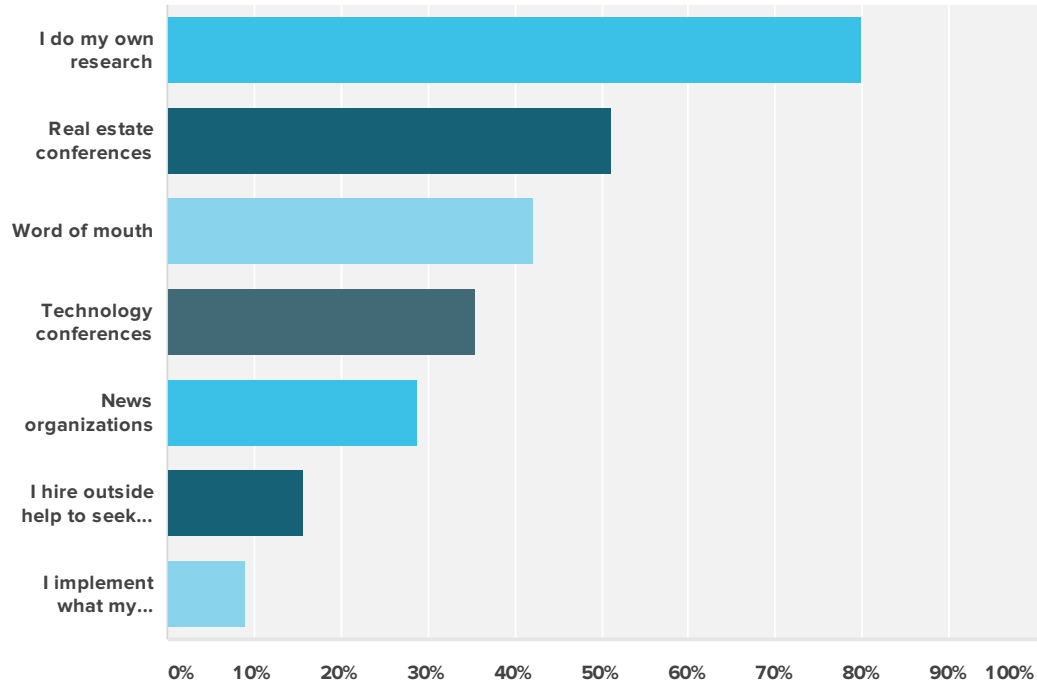
Answer Choices	Responses	
I do my own research	80.00%	36
Real estate conferences	51.11%	23
Word of mouth	42.22%	19
Technology conferences	35.56%	16
News organizations	28.89%	13
I hire outside help to seek out and vet new technology	15.56%	7
I implement what my competitors use	8.89%	4
Total Respondents: 45		

# Q44 Which entities do you wish would offer more support to encourage agent adoption of tech products?

Answered: 41   Skipped: 257
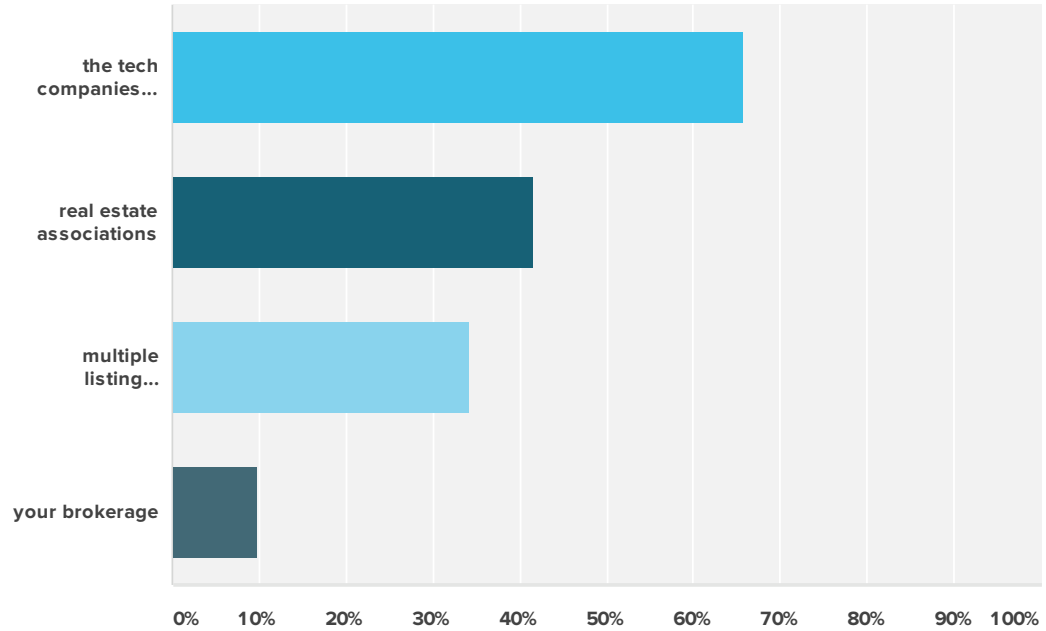
Answer Choices	Responses	
the tech companies themselves	65.85%	27
real estate associations	41.46%	17
multiple listing services	34.15%	14
your brokerage	9.76%	4
Total Respondents: 41		

Q45 What type of laptop do you use for business?

Answered: 48   Skipped: 250
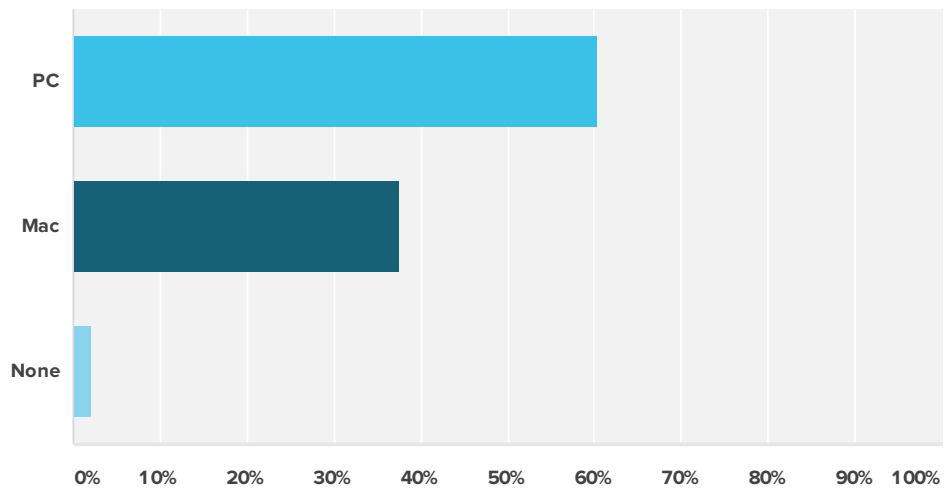
Answer Choices	Responses	
PC	60.42%	29
Mac	37.50%	18
None	2.08%	1
Total		48

Q46 What type of smartphone do you use for business?

Answered: 48   Skipped: 250
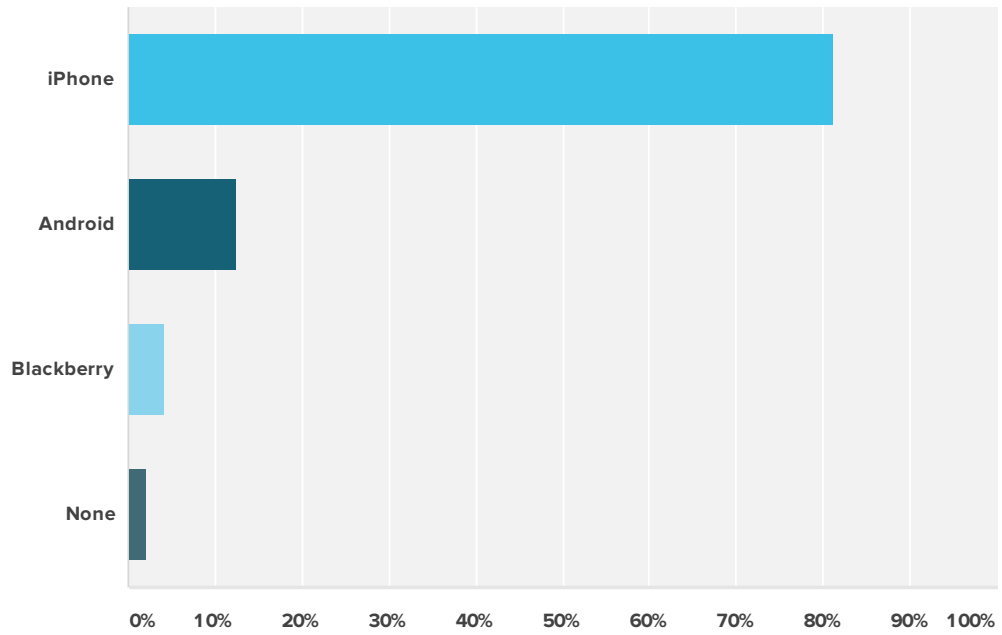
Answer Choices	Responses	
iPhone	81.25%	39
Android	12.50%	6
Blackberry	4.17%	2
None	2.08%	1
Total		48

Q47 What type of tablet do you use for business?

Answered: 48   Skipped: 250

	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
iPad											
None											
Samsung Galaxy											
Microsoft Surface											
Google Nexus											
Kindle Fire											
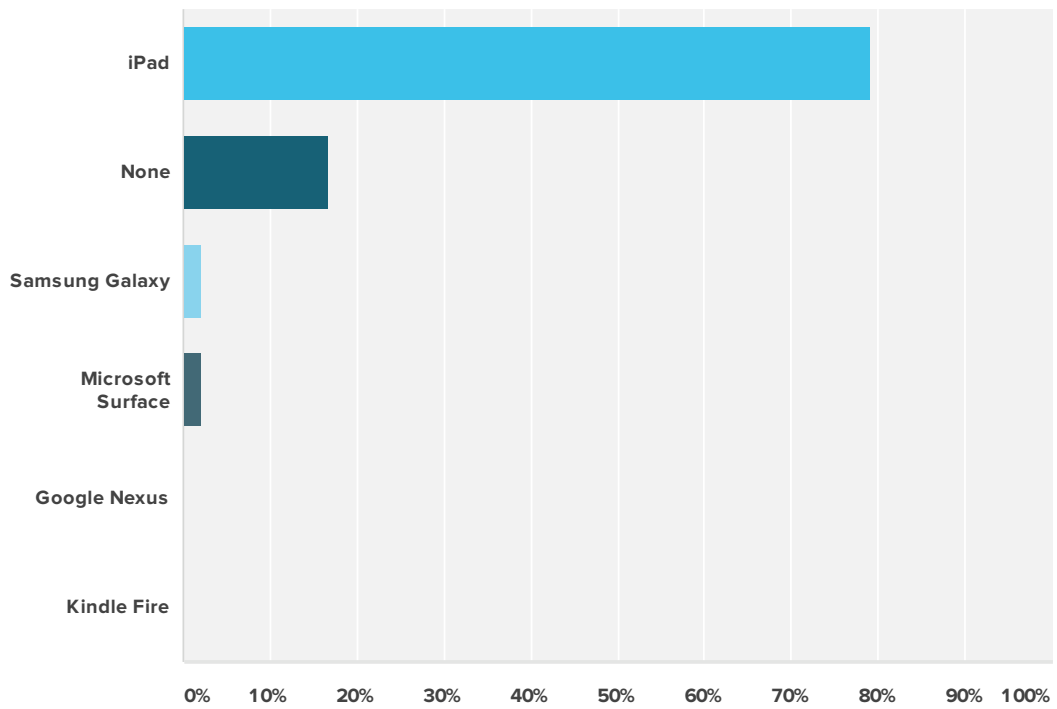
Answer Choices	Responses	
iPad	79.17%	38
None	16.67%	8
Samsung Galaxy	2.08%	1
Microsoft Surface	2.08%	1
Google Nexus	0.00%	0
Kindle Fire	0.00%	0
Total		48

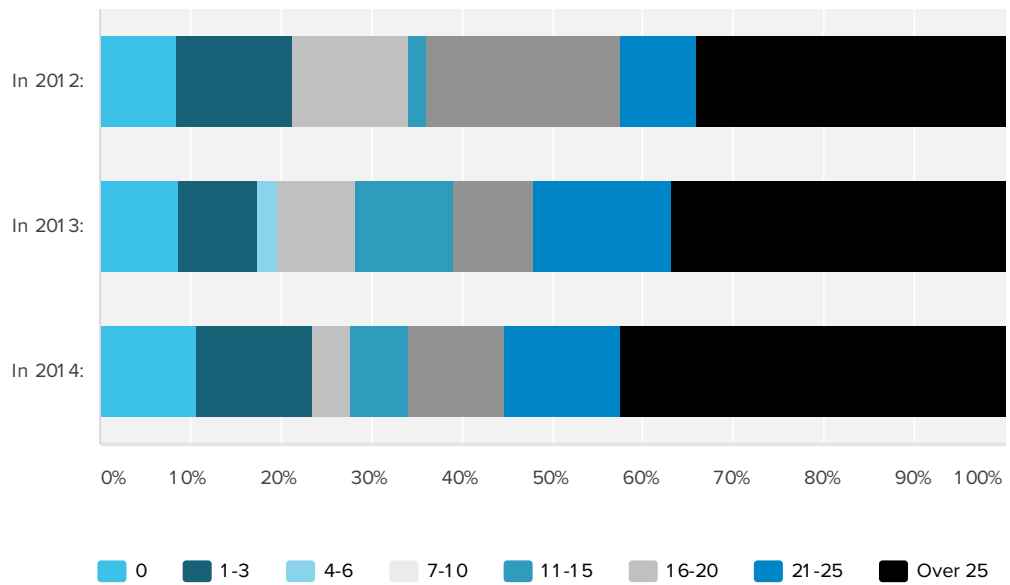# Q48 What percentage of the time that you spent on a computer for your business is spent on a mobile device?

Answered: 48   Skipped: 250
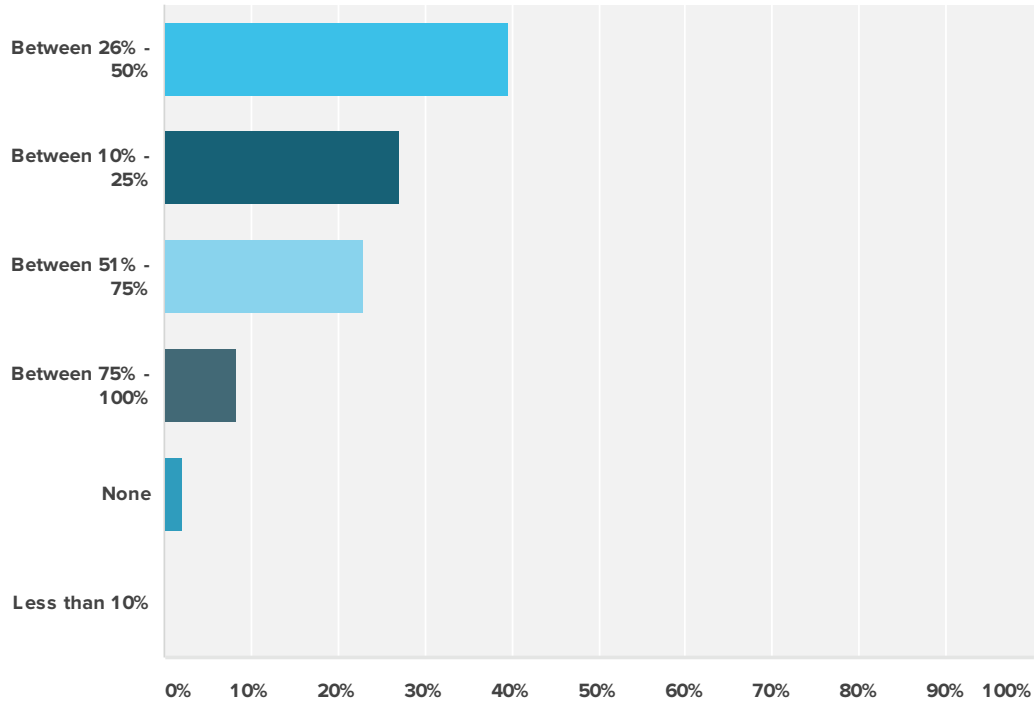
Answer Choices	Responses	
Between 26% - 50%	39.58%	19
Between 10% - 25%	27.08%	13
Between 51% - 75%	22.92%	11
Between 75% - 100%	8.33%	4
None	2.08%	1
Less than 10%	0.00%	0
Total		48

Q56 How many transaction sides did you (personally) close:

Answered: 48   Skipped: 250

	0	1-3	4-6	7-10	11-15	16-20	21-25	Over 25	Total
In 2012:	8.51% 4	12.77% 6	0.00% 0	12.77% 6	2.13% 1	21.28% 10	8.51% 4	34.04% 16	47
In 2013:	8.70% 4	8.70% 4	2.17% 1	8.70% 4	10.87% 5	8.70% 4	15.22% 7	36.96% 17	46
In 2014:	10.64% 5	12.77% 6	0.00% 0	4.26% 2	6.38% 3	10.64% 5	12.77% 6	42.55% 20	47

# Q57 How many transaction sides did you supervise that closed:

Answered: 46 Skipped: 252
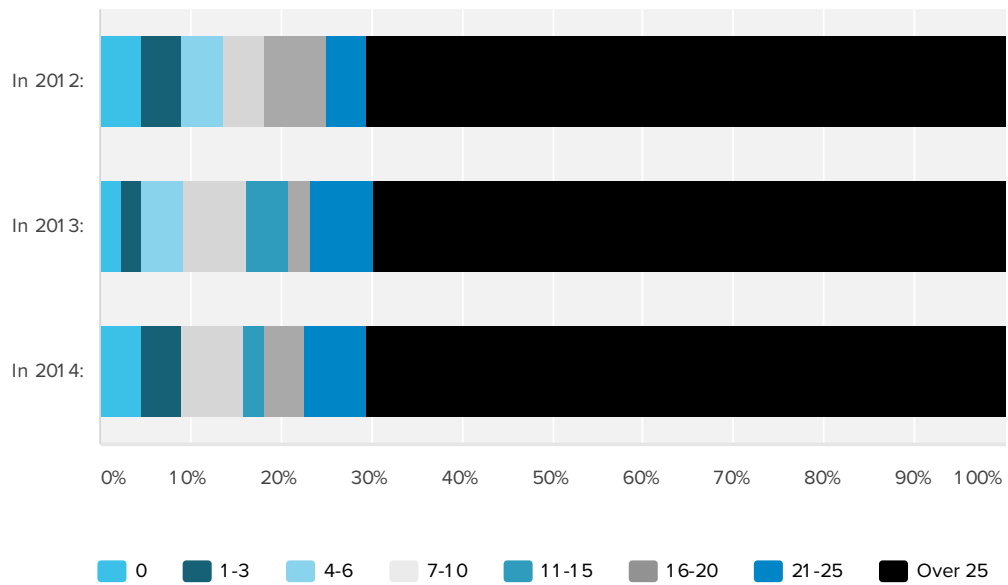
	0	1-3	4-6	7-10	11-15	16-20	21-25	Over 25	Total
In 2012:	4.55% 2	4.55% 2	4.55% 2	4.55% 2	0.00% 0	6.82% 3	4.55% 2	70.45% 31	44
In 2013:	2.33% 1	2.33% 1	4.65% 2	6.98% 3	4.65% 2	2.33% 1	6.98% 3	69.77% 30	43
In 2014:	4.55% 2	4.55% 2	0.00% 0	6.82% 3	2.27% 1	4.55% 2	6.82% 3	70.45% 31	44

# Q58 Your individual gross income from real estate work (before taxes):

Answered: 49   Skipped: 249

Legend: ■ In 2013   ■ In 2014
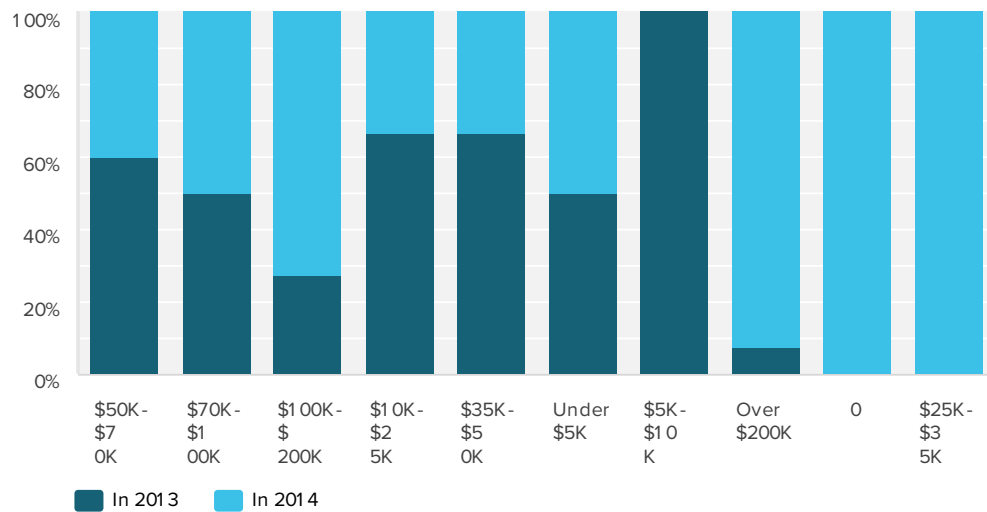
	In 2013	In 2014	Total
$50K-$70K	60.00% 6	40.00% 4	10
$70K-$100K	50.00% 6	50.00% 6	12
$100K-$200K	27.27% 6	72.73% 16	22
$10K-$25K	66.67% 2	33.33% 1	3
$35K-$50K	66.67% 2	33.33% 1	3
Under $5K	50.00% 1	50.00% 1	2
$5K-$10K	100.00% 1	0.00% 0	1
Over $200K	7.69% 1	92.31% 12	13
0	0.00% 0	100.00% 1	1
$25K-$35K	0.00% 0	100.00% 2	2

Q62 Which of the following technologies do you use in your business? (Choose all that apply)
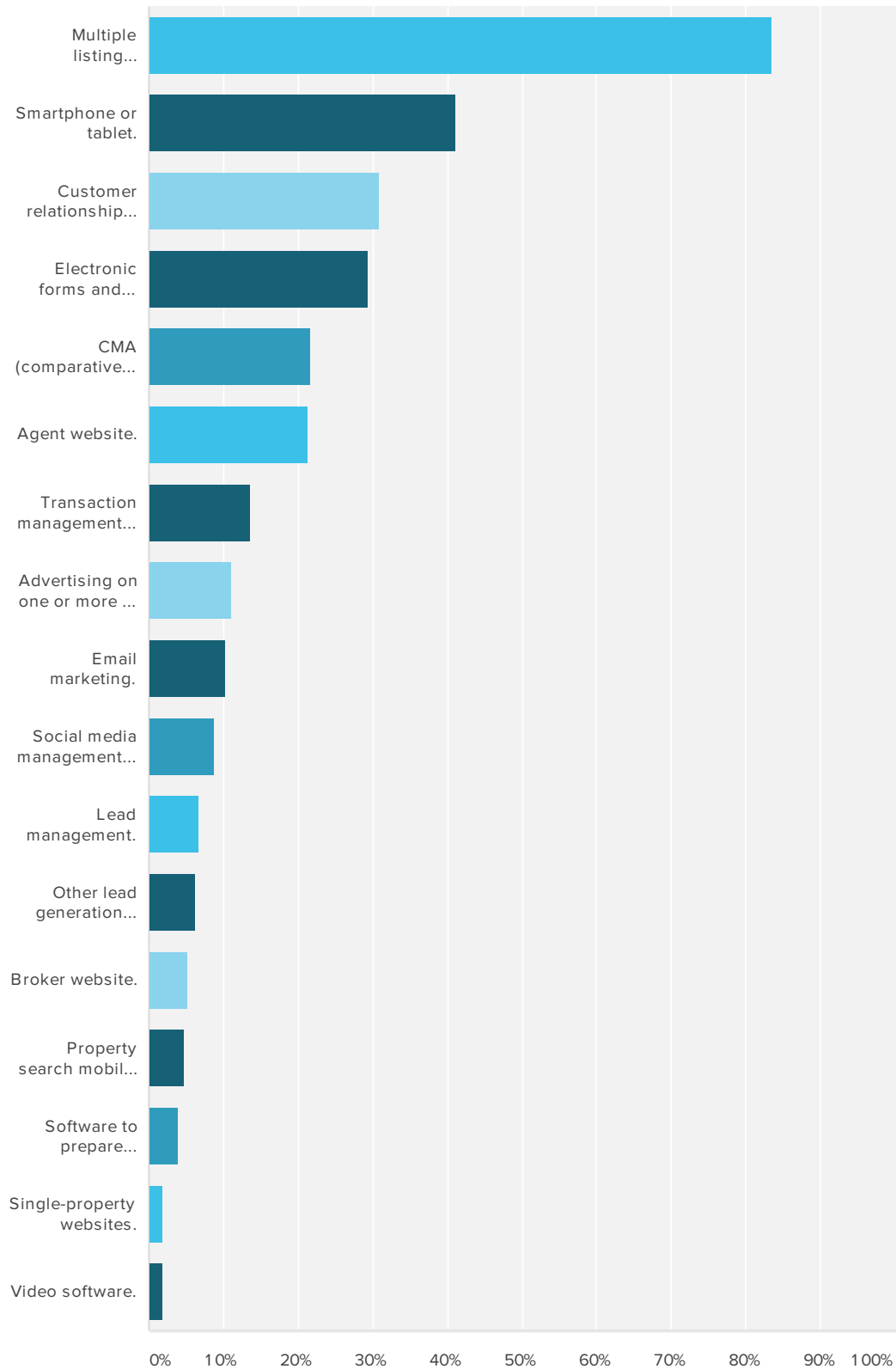
Answered: 207   Skipped: 404
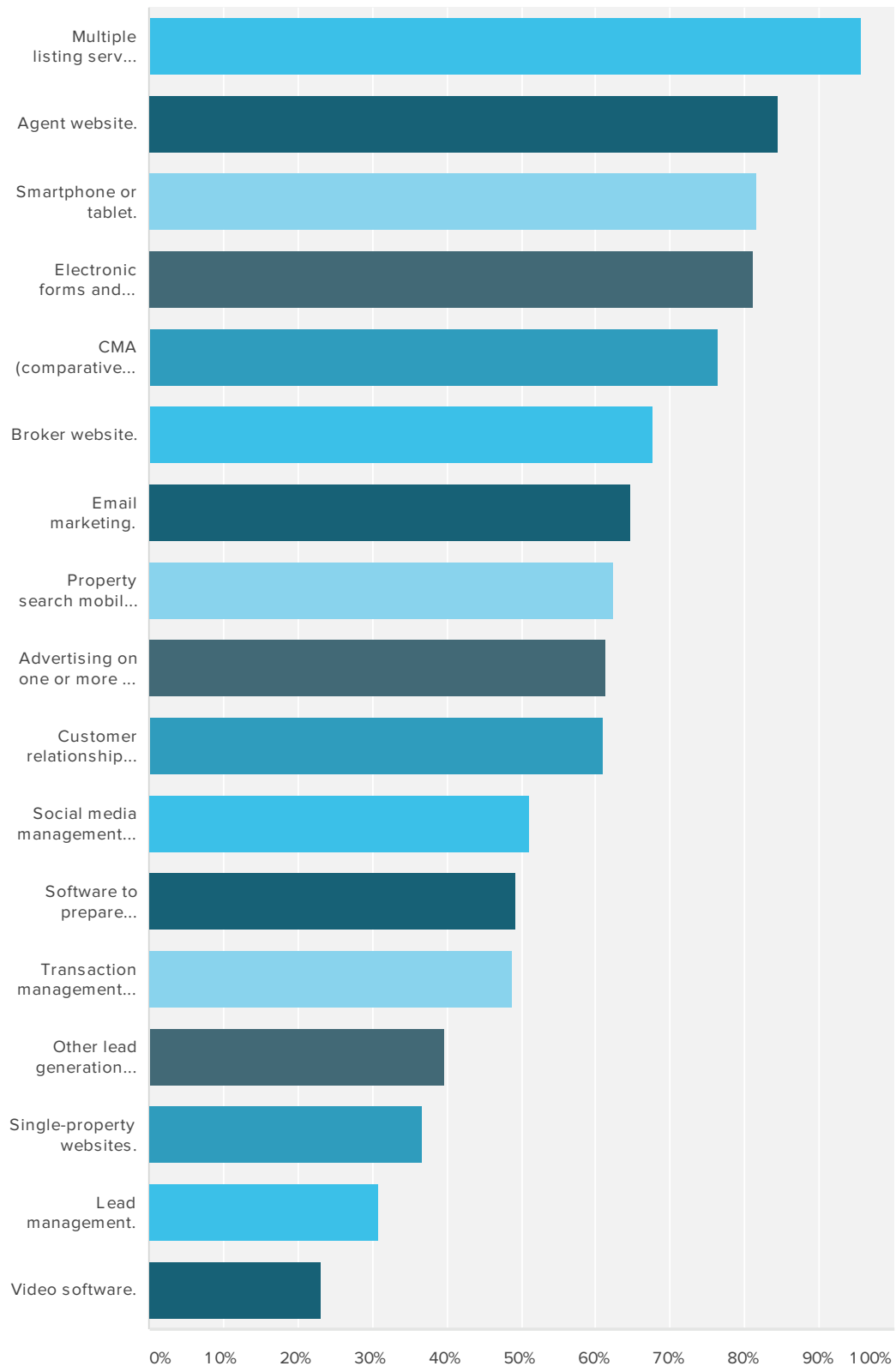
Answer Choices	Responses	
Multiple listing service dues	**95.65%**	198
Agent website.	**84.54%**	175
Smartphone or tablet.	**81.64%**	169
Electronic forms and signatures.	**81.16%**	168
CMA (comparative market analysis) tool.	**76.33%**	158
Broker website.	**67.63%**	140
Email marketing.	**64.73%**	134
Property search mobile app.	**62.32%**	129
Advertising on one or more of the big portals (Zillow, Trulia, realtor.com).	**61.35%**	127
Customer relationship management platform.	**60.87%**	126
Social media management tools.	**51.21%**	106
Software to prepare marketing materials.	**49.28%**	102
Transaction management platform.	**48.79%**	101
Other lead generation tool.	**39.61%**	82
Single-property websites.	**36.71%**	76
Lead management.	**30.92%**	64
Video software.	**23.19%**	48
Total Respondents: 207		

Q63 What are the top 3 most important technologies you use in your business? (Please choose only 3.)

Multiple listing...
Smartphone or tablet.
Customer relationship...
Electronic forms and...
CMA (comparative...
Agent website.
Transaction management...
Advertising on one or more ...
Email marketing.
Social media management...
Lead management.
Other lead generation...
Broker website.
Property search mobil...
Software to prepare...
Single-property websites.
Video software.

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Answer Choices	Responses	
Multiple listing service.	**83.57%**	173
Smartphone or tablet.	**41.06%**	85
Customer relationship management platform.	**30.92%**	64
Electronic forms and signatures.	**29.47%**	61
CMA (comparative market analysis) tool.	**21.74%**	45
Agent website.	**21.26%**	44
Transaction management platform.	**13.53%**	28
Advertising on one or more of the big portals (Zillow, Trulia, realtor.com).	**11.11%**	23
Email marketing.	**10.14%**	21
Social media management tools.	**8.70%**	18
Lead management.	**6.76%**	14
Other lead generation tool.	**6.28%**	13
Broker website.	**5.31%**	11
Property search mobile app.	**4.83%**	10
Software to prepare marketing materials.	**3.86%**	8
Single-property websites.	**1.93%**	4
Video software.	**1.93%**	4
Total Respondents: 207		

Q64 What kinds of tech products give you the most leads?
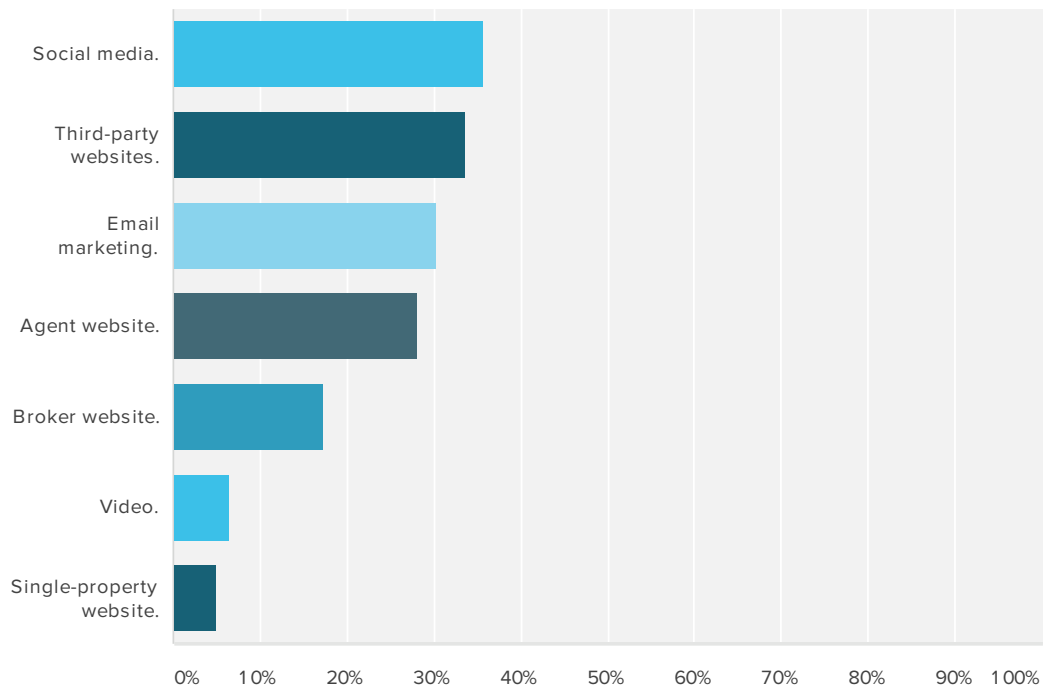
Answered: 202   Skipped: 409

Answer Choices	Responses	
Social media.	35.64%	72
Third-party websites.	33.66%	68
Email marketing.	30.20%	61
Agent website.	28.22%	57
Broker website.	17.33%	35
Video.	6.44%	13
Single-property website.	4.95%	10
Total Respondents: 202		

# Q65 How many tech products that you use in your business are provided by your broker? (Check all that apply)

Answered: 202   Skipped: 409

Category	
Broker website.	
Agent website.	
Electronic forms and...	
Transaction management...	
Customer relationship...	
Email marketing.	
Property search mobil...	
CMA (comparative...	
Advertising on one or more ...	
Software to prepare...	
Lead management.	
Multiple listing serv...	
Other lead generation...	
Single-property websites.	
Social media management...	
Video software.	
Smartphone or tablet.	

0%   10%   20%   30%   40%   50%   60%   70%   80%   90%   100%
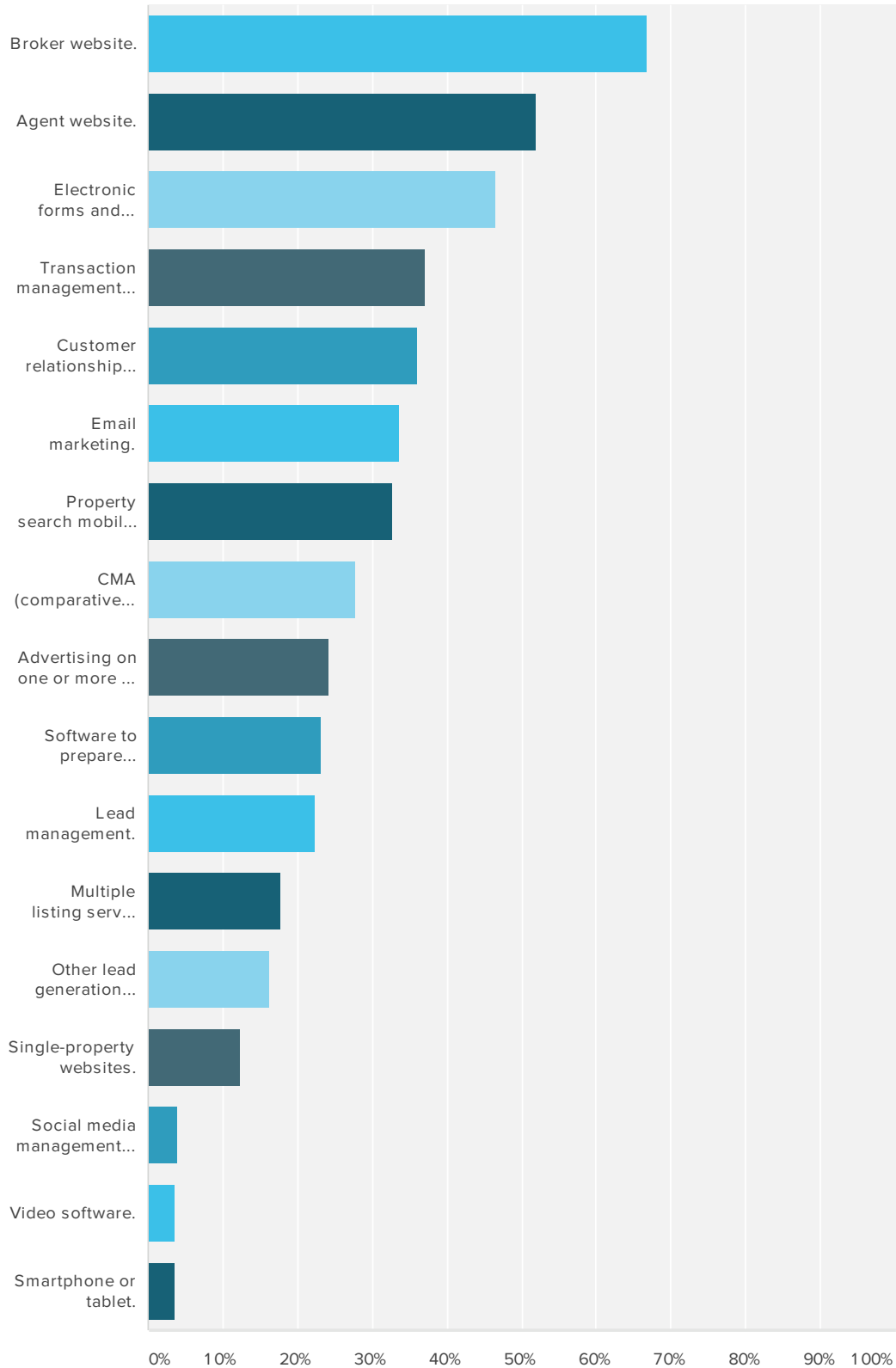
Answer Choices	Responses	
Broker website.	66.83%	135
Agent website.	51.98%	105
Electronic forms and signatures.	46.53%	94
Transaction management platform.	37.13%	75
Customer relationship management platform.	36.14%	73
Email marketing.	33.66%	68
Property search mobile app.	32.67%	66
CMA (comparative market analysis) tool.	27.72%	56
Advertising on one or more of the big portals (Zillow, Trulia, realtor.com).	24.26%	49
Software to prepare marketing materials.	23.27%	47
Lead management.	22.28%	45
Multiple listing service dues	17.82%	36
Other lead generation tool.	16.34%	33
Single-property websites.	12.38%	25
Social media management tools.	3.96%	8
Video software.	3.47%	7
Smartphone or tablet.	3.47%	7
Total Respondents: 202		

Q66 Do any of these tools integrate with/speak to each other?

Answered: 205   Skipped: 406
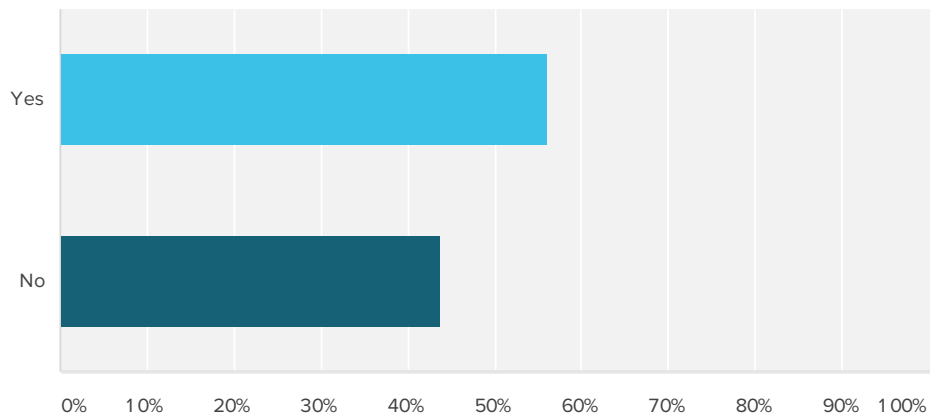
Answer Choices	Responses	
Yes	56.10%	115
No	43.90%	90
Total		205

Q69 Which broker-provided tools have you chosen not to use? (Choose all that apply.)

Answered: 180   Skipped: 431
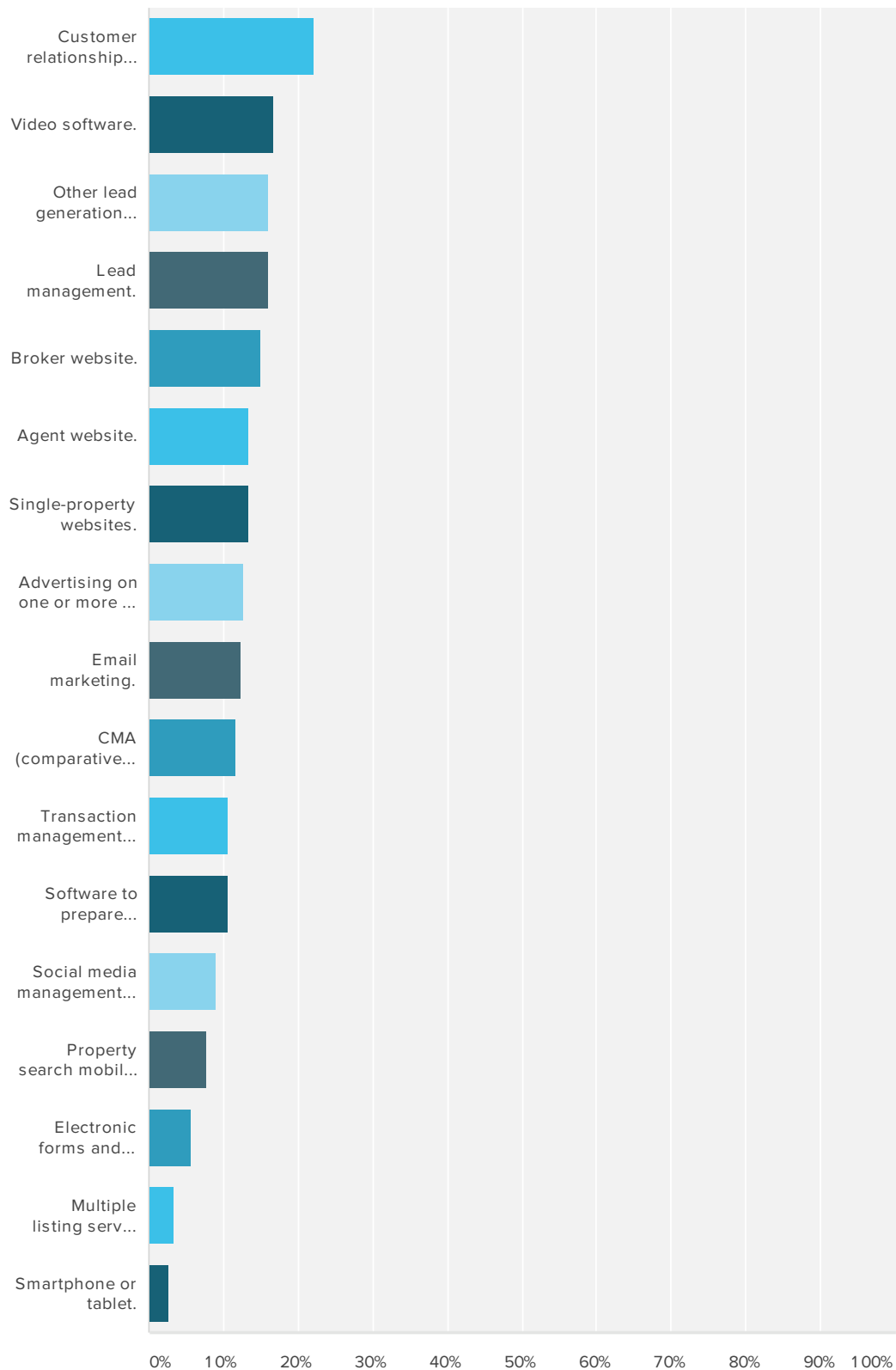
Answer Choices	Responses	
Customer relationship management platform.	22.22%	40
Video software.	16.67%	30
Other lead generation tool.	16.11%	29
Lead management.	16.11%	29
Broker website.	15.00%	27
Agent website.	13.33%	24
Single-property websites.	13.33%	24
Advertising on one or more of the big portals (Zillow, Trulia, realtor.com).	12.78%	23
Email marketing.	12.22%	22
CMA (comparative market analysis) tool.	11.67%	21
Transaction management platform.	10.56%	19
Software to prepare marketing materials.	10.56%	19
Social media management tools.	8.89%	16
Property search mobile app.	7.78%	14
Electronic forms and signatures.	5.56%	10
Multiple listing service dues.	3.33%	6
Smartphone or tablet.	2.78%	5
Total Respondents: 180		

Q70 Why did you choose not to use those broker-provided tools?
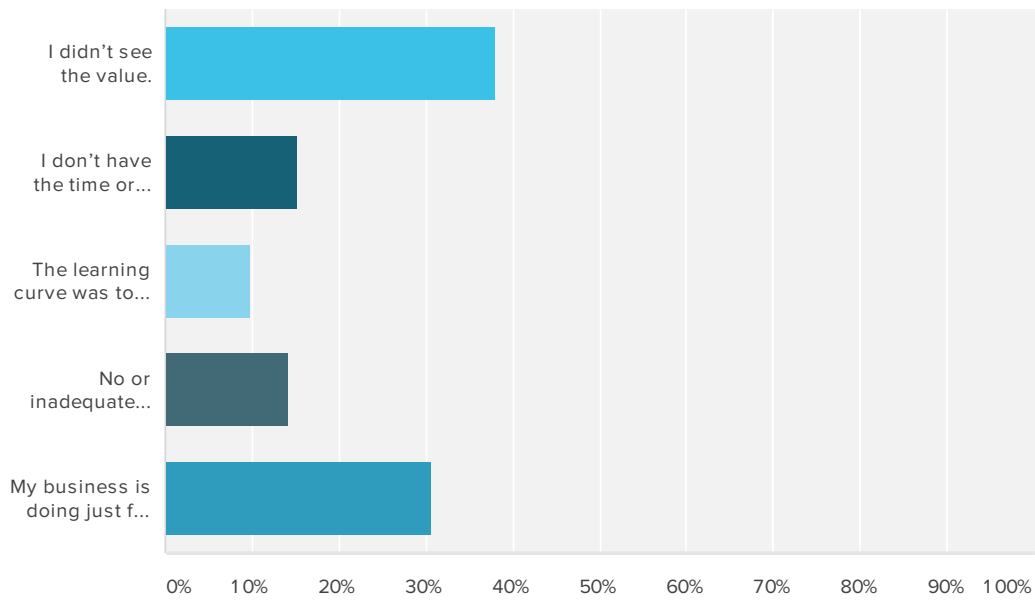
Answered: 163   Skipped: 448

Answer Choices	Responses	
I didn't see the value.	38.04%	62
I don't have the time or desire to learn how to use it/them.	15.34%	25
The learning curve was too high.	9.82%	16
No or inadequate training was offered.	14.11%	23
My business is doing just fine without them.	30.67%	50
Total Respondents: 163		

# Q71 Does your firm provide agent technology training? If so, how often?

Answered: 206   Skipped: 405
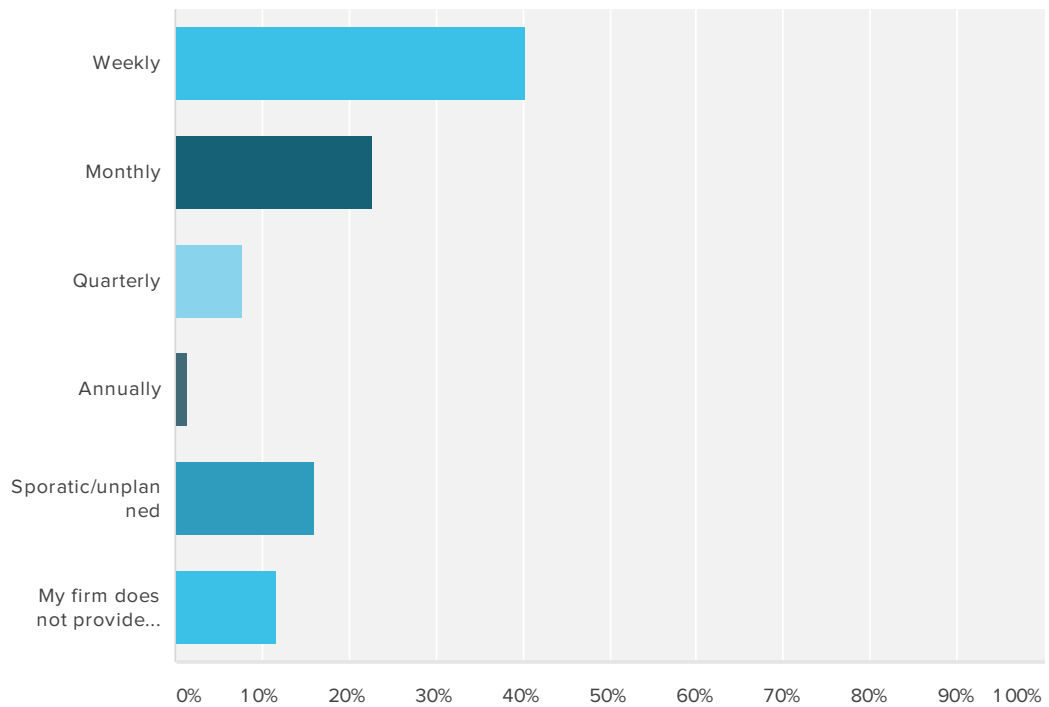
Answer Choices	Responses	
Weekly	40.29%	83
Monthly	22.82%	47
Quarterly	7.77%	16
Annually	1.46%	3
Sporatic/unplanned	16.02%	33
My firm does not provide agent technology training	11.65%	24
Total		206

# Q72 Does your firm have a formal tech support agreement between broker and agents? If so, what does the broker provide?

Answered: 200   Skipped: 411
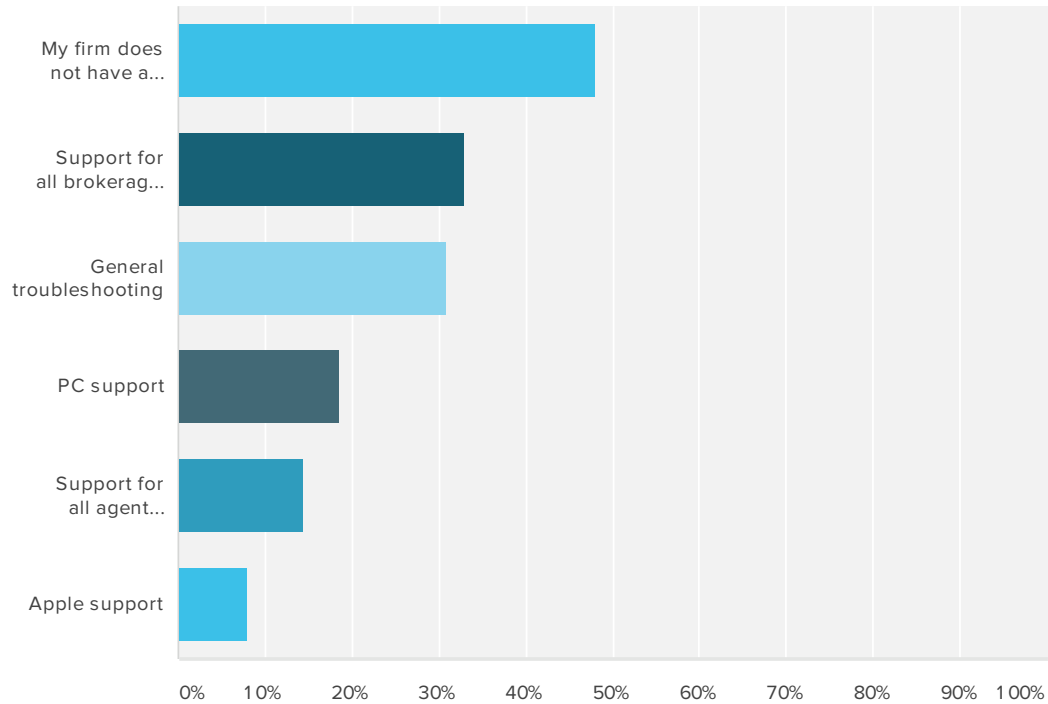
Answer Choices	Responses	
My firm does not have a formal tech support agreement between broker and agents.	48.00%	96
Support for all brokerage tech tools	33.00%	66
General troubleshooting	31.00%	62
PC support	18.50%	37
Support for all agent devices	14.50%	29
Apple support	8.00%	16
Total Respondents: 200		

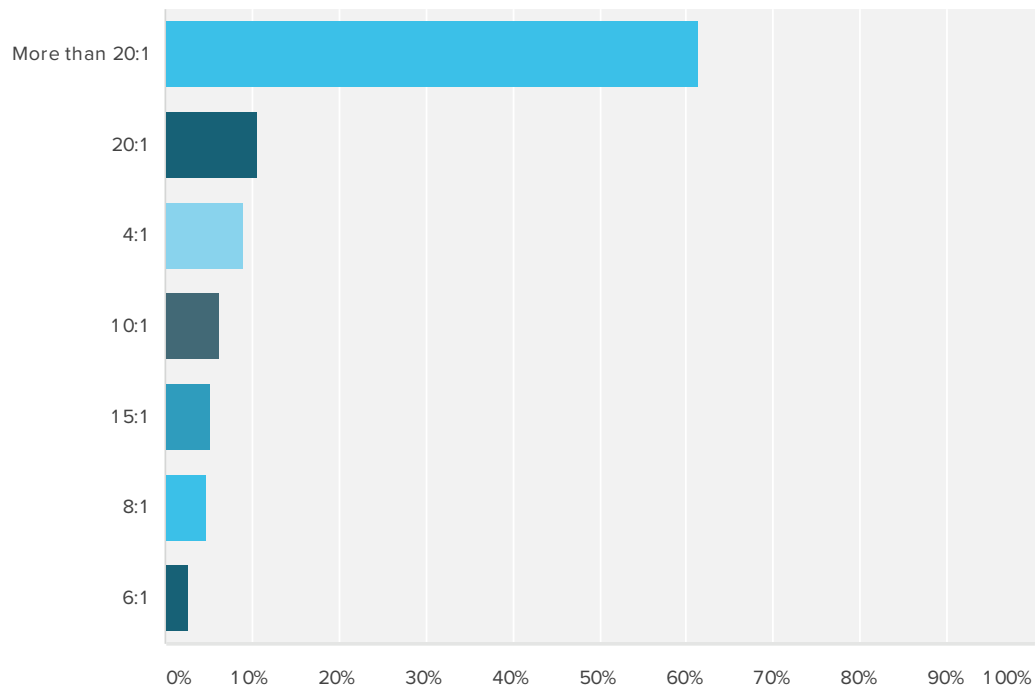# Q73 What is the approximate agent-to-tech support staff ratio at your firm?
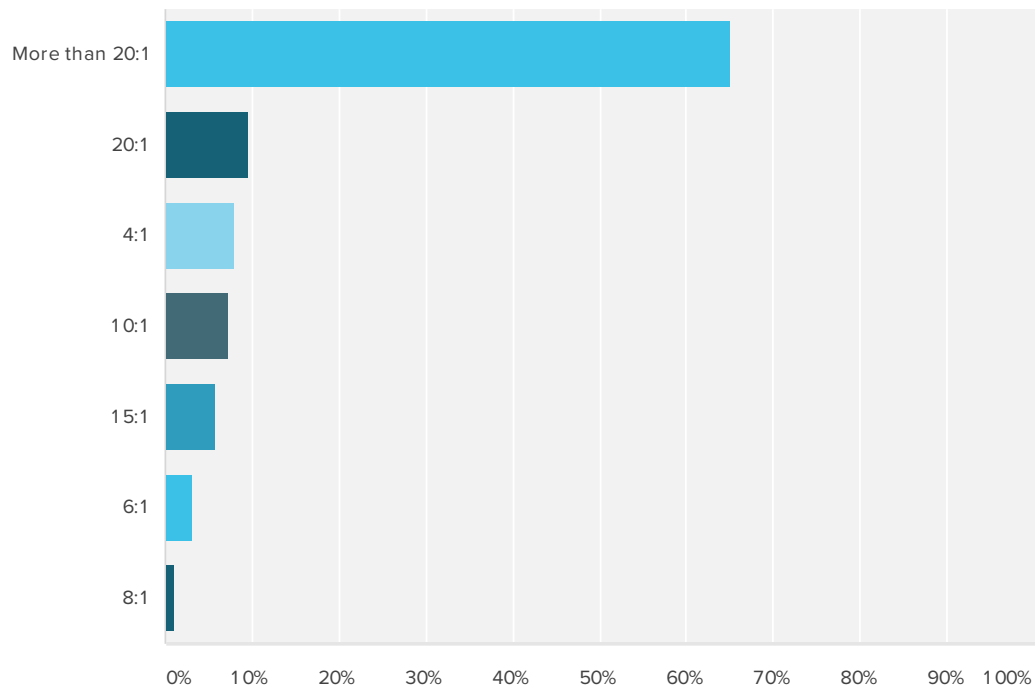
Answered: 189   Skipped: 422

Answer Choices	Responses	
More than 20:1	65.08%	123
20:1	9.52%	18
4:1	7.94%	15
10:1	7.41%	14
15:1	5.82%	11
6:1	3.17%	6
8:1	1.06%	2
Total		189

Q74 What is the approximate agent-to-marketing support staff ratio at your firm?

Answered: 189   Skipped: 422

Answer Choices	Responses	
More than 20:1	61.38%	116
20:1	10.58%	20
4:1	8.99%	17
10:1	6.35%	12
15:1	5.29%	10
8:1	4.76%	9
6:1	2.65%	5
Total		189

Q75 What are your monthly individual paid out-of-pocket technology expenses?

Answered: 205   Skipped: 93
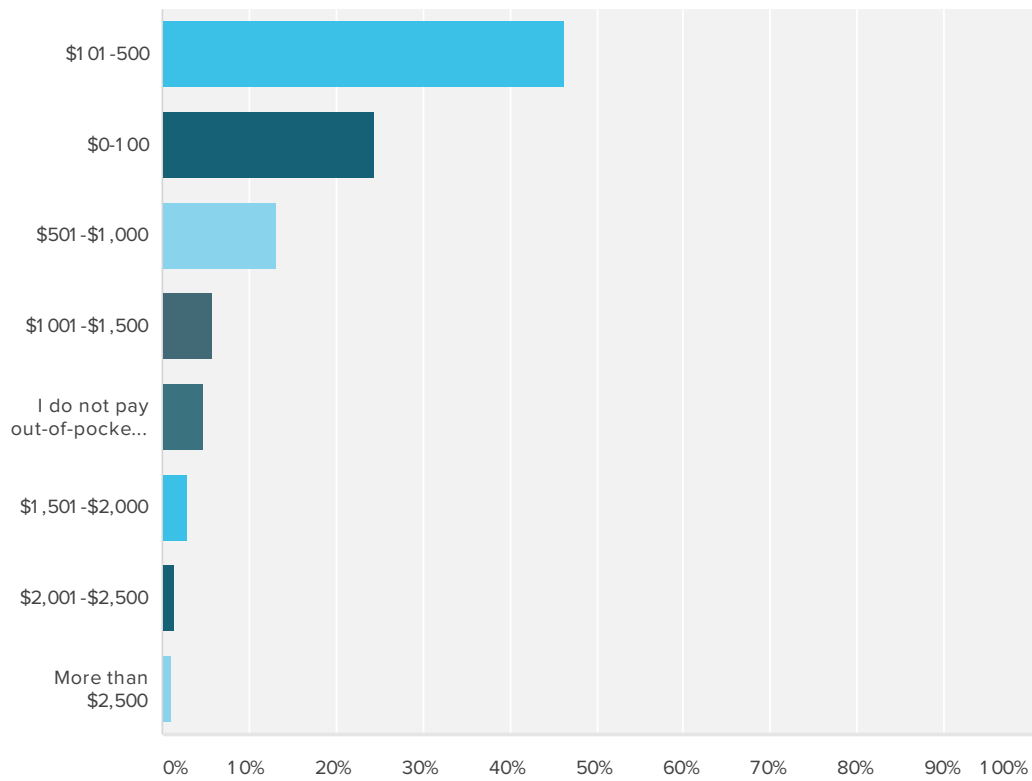
Answer Choices	Responses	
$101-500	46.34%	95
$0-100	24.39%	50
$501-$1,000	13.17%	27
$1001-$1,500	5.85%	12
I do not pay out-of-pocket technology expenses	4.88%	10
$1,501-$2,000	2.93%	6
$2,001-$2,500	1.46%	3
More than $2,500	0.98%	2
Total		205

Q76 How much do you spend per month specifically on lead generation?

Answered: 205   Skipped: 93
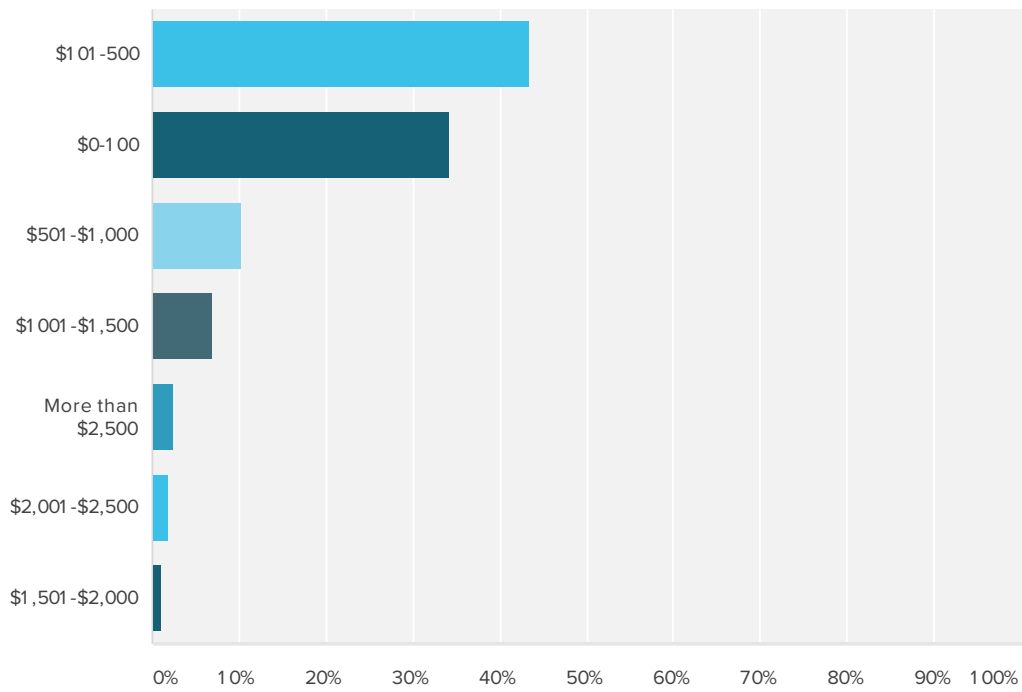
Answer Choices	Responses	
$101-500	43.41%	89
$0-100	34.15%	70
$501-$1,000	10.24%	21
$1001-$1,500	6.83%	14
More than $2,500	2.44%	5
$2,001-$2,500	1.95%	4
$1,501-$2,000	0.98%	2
Total Respondents: 205		

Q77 What is your biggest technology investment for your business?

Answered: 195   Skipped: 103
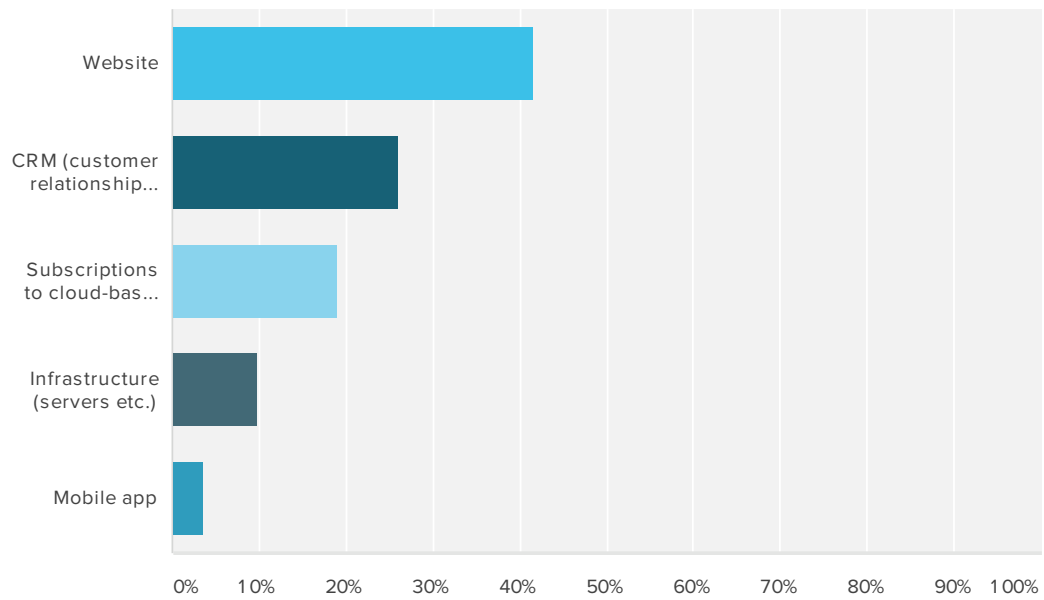
Answer Choices	Responses	
Website	41.54%	81
CRM (customer relationship management) tool	26.15%	51
Subscriptions to cloud-based services	18.97%	37
Infrastructure (servers etc.)	9.74%	19
Mobile app	3.59%	7
Total		195

Q83 How do you seek out and decide upon technologies to implement? (Choose all that apply.)

Answered: 203   Skipped: 95
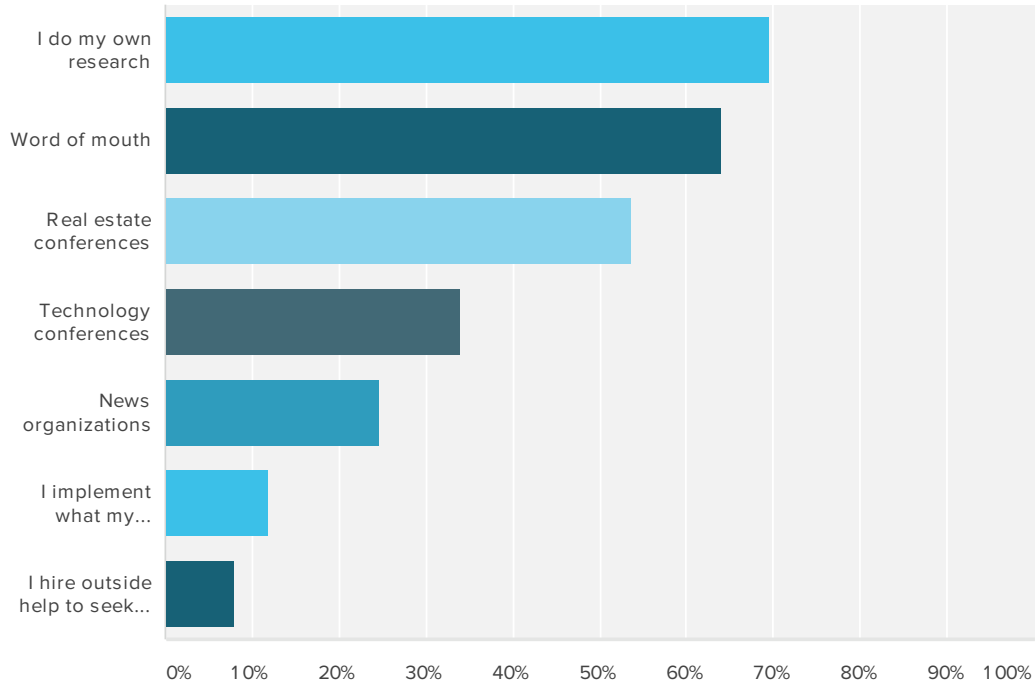
Answer Choices	Responses	
I do my own research	69.46%	141
Word of mouth	64.04%	130
Real estate conferences	53.69%	109
Technology conferences	33.99%	69
News organizations	24.63%	50
I implement what my competitors use	11.82%	24
I hire outside help to seek out and vet new technology	7.88%	16
Total Respondents: 203		

# Q84 Which entities do you wish would offer more support to encourage agent adoption of tech products?

Answered: 198   Skipped: 100
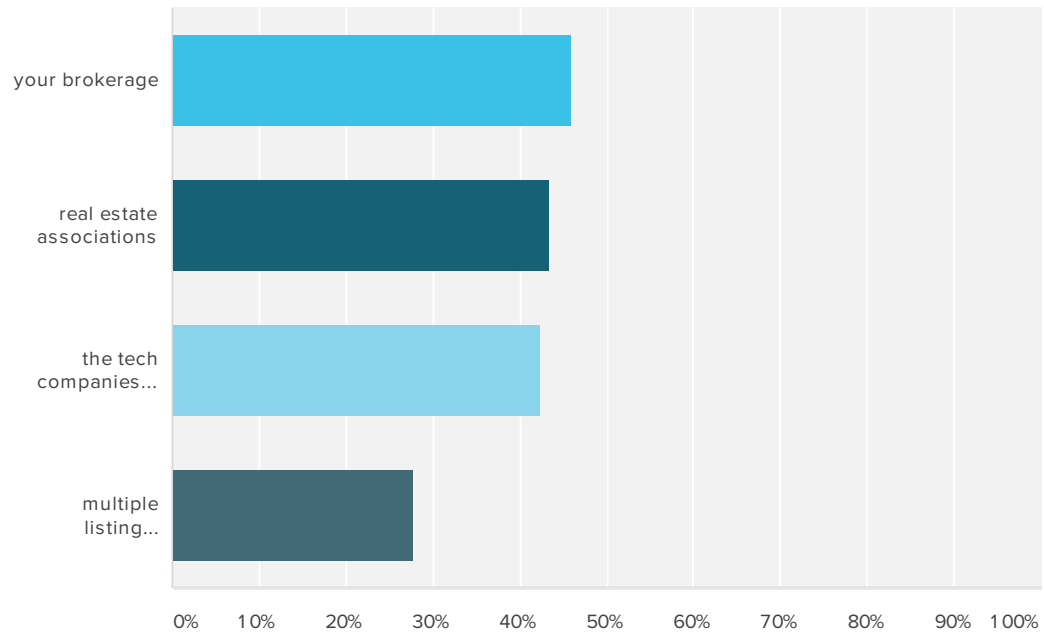
Answer Choices	Responses	
your brokerage	45.96%	91
real estate associations	43.43%	86
the tech companies themselves	42.42%	84
multiple listing services	27.78%	55
Total Respondents: 198		

Q85 What type of laptop do you use for business?

Answered: 204   Skipped: 94
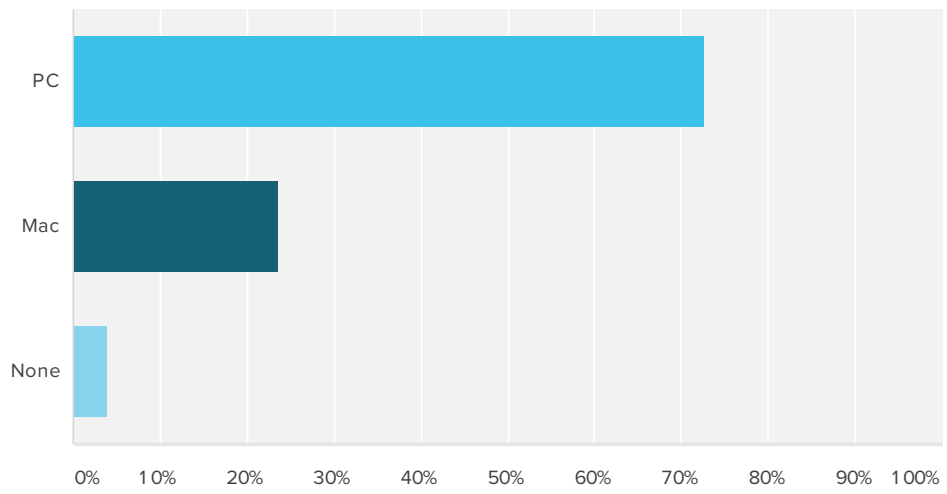
Answer Choices	Responses	
PC	72.55%	148
Mac	23.53%	48
None	3.92%	8
Total		204

Q86 What type of smartphone do you use for business?
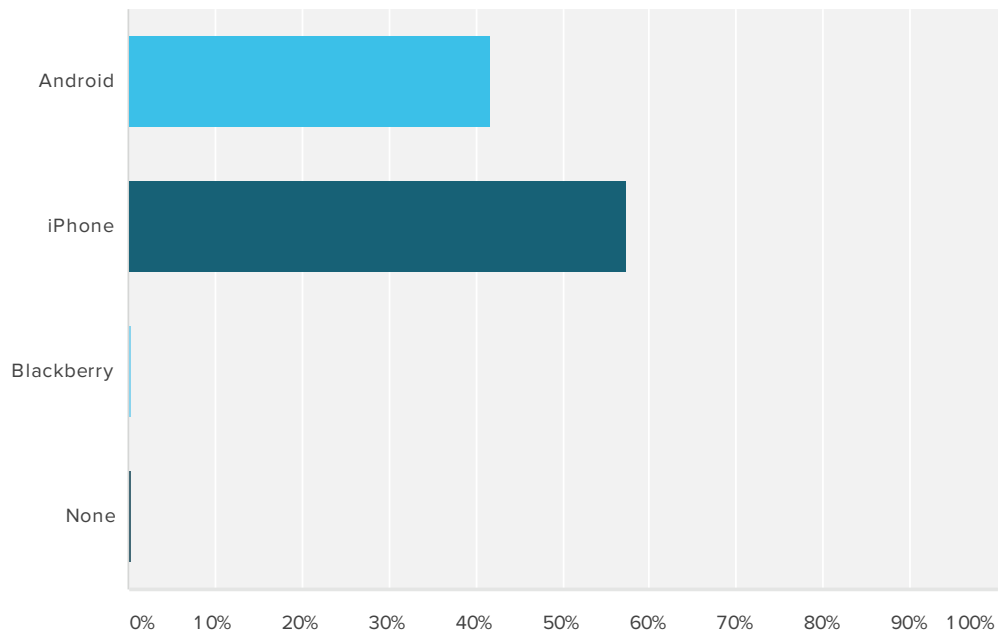
Answer Choices	Responses	
Android	41.67%	85
iPhone	57.35%	117
Blackberry	0.49%	1
None	0.49%	1
Total		204

Q87 What type of tablet do you use for business?

Answered: 203   Skipped: 95
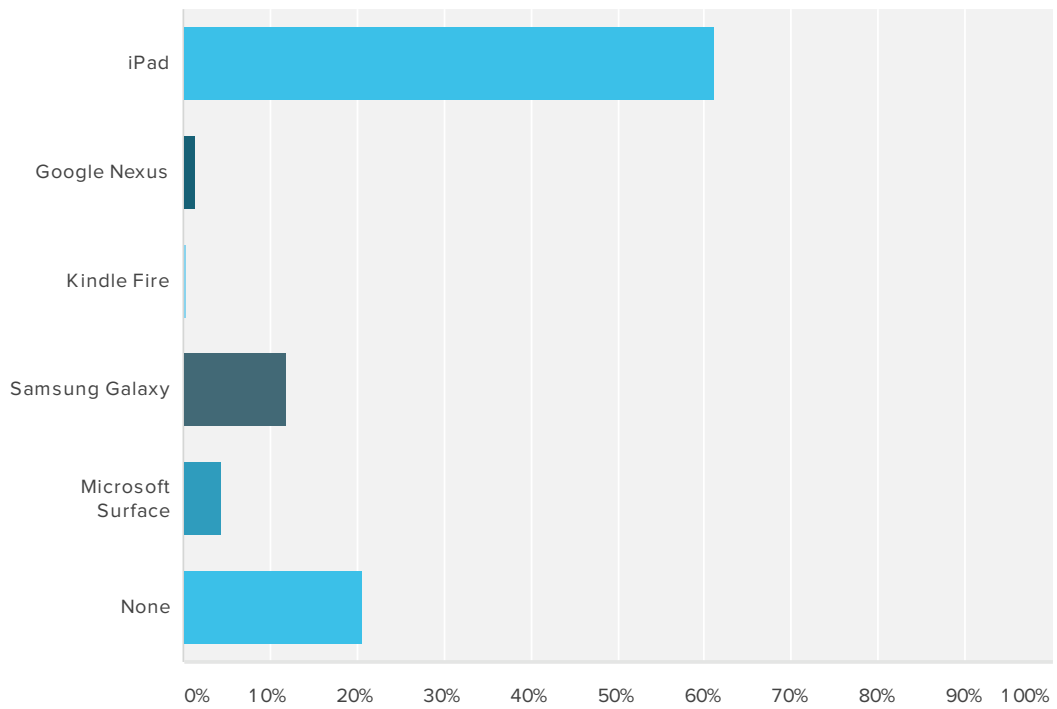
Answer Choices	Responses	
iPad	61.08%	124
Google Nexus	1.48%	3
Kindle Fire	0.49%	1
Samsung Galaxy	11.82%	24
Microsoft Surface	4.43%	9
None	20.69%	42
Total		203

Q88 What percentage of the time that you spend on a computer for your business is spent on a mobile device?

Answered: 207   Skipped: 91
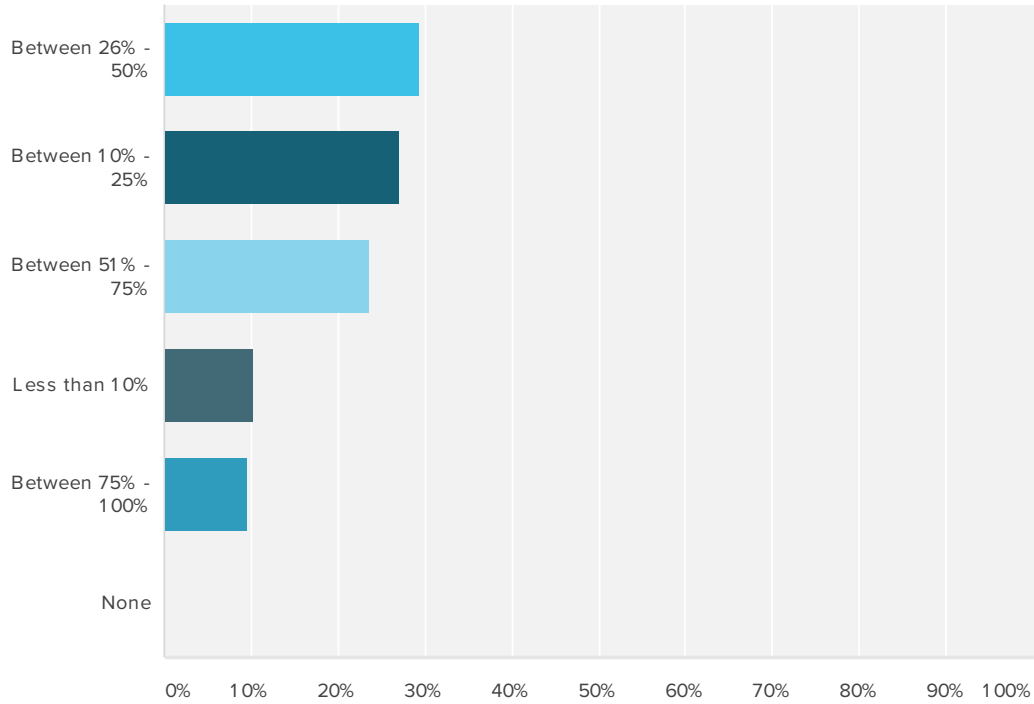
Answer Choices	Responses	
Between 26% - 50%	29.47%	61
Between 10% - 25%	27.05%	56
Between 51% - 75%	23.67%	49
Less than 10%	10.14%	21
Between 75% - 100%	9.66%	20
None	0.00%	0
Total		207

Q89 What technologies would you like to begin to adopt this year?

Answered: 198   Skipped: 100

Technology	
Video software.	
Social media management...	
Other lead generation...	
Customer relationship...	
Software to prepare...	
Email marketing.	
Lead management.	
Transaction management...	
Single-property websites.	
Advertising on one or more ...	
Electronic forms and...	
Agent website.	
CMA (comparative...	
Property search mobil...	
Smartphone or tablet.	
Multiple listing...	
Broker website.	

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Answer Choices	Responses	
Video software.	33.33%	66
Social media management tools.	29.29%	58
Other lead generation tool.	28.79%	57
Customer relationship management platform.	20.71%	41
Software to prepare marketing materials.	20.20%	40
Email marketing.	17.68%	35
Lead management.	15.15%	30
Transaction management platform.	13.13%	26
Single-property websites.	11.62%	23
Advertising on one or more of the big portals (Zillow, Trulia, realtor.com).	10.61%	21
Electronic forms and signatures.	10.61%	21
Agent website.	9.09%	18
CMA (comparative market analysis) tool.	8.08%	16
Property search mobile app.	8.08%	16
Smartphone or tablet.	5.05%	10
Multiple listing service.	3.03%	6
Broker website.	1.52%	3
Total Respondents: 198		

Q90 Which of these tools have you tried but found they were not useful for your business?

Answered: 186   Skipped: 112

Advertising on one or more ...	
Other lead generation...	
Single-property websites.	
Broker website.	
CMA (comparative...	
Customer relationship...	
Email marketing.	
Property search mobil...	
Video software.	
Transaction management...	
Lead management.	
Agent website.	
Social media management...	
Software to prepare...	
Smartphone or tablet.	
Multiple listing...	
Electronic forms and...	

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Answer Choices	Responses	
Advertising on one or more of the big portals (Zillow, Trulia, realtor.com).	30.65%	57
Other lead generation tool.	19.35%	36
Single-property websites.	19.35%	36
Broker website.	12.90%	24
CMA (comparative market analysis) tool.	10.22%	19
Customer relationship management platform.	9.14%	17
Email marketing.	9.14%	17
Property search mobile app.	8.60%	16
Video software.	8.60%	16
Transaction management platform.	8.06%	15
Lead management.	8.06%	15
Agent website.	7.53%	14
Social media management tools.	7.53%	14
Software to prepare marketing materials.	6.45%	12
Smartphone or tablet.	4.30%	8
Multiple listing service.	1.61%	3
Electronic forms and signatures.	1.61%	3
Total Respondents: 186		

Q91 How many agents are in your brokerage?

Answered: 207   Skipped: 91
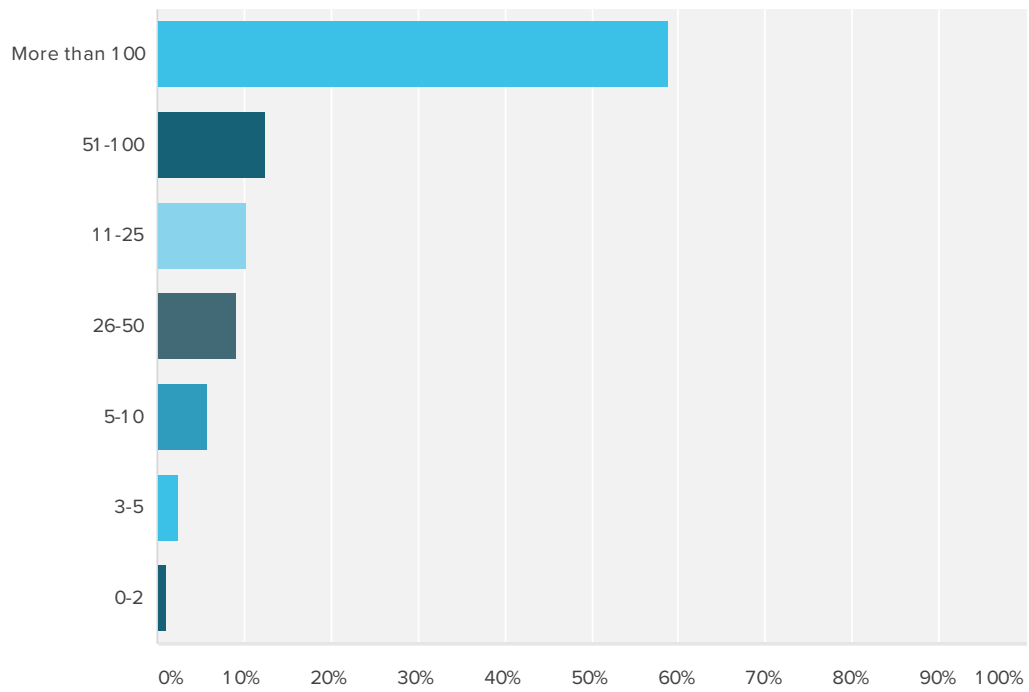
Answer Choices	Responses	
More than 100	58.94%	122
51-100	12.56%	26
11-25	10.14%	21
26-50	9.18%	19
5-10	5.80%	12
3-5	2.42%	5
0-2	0.97%	2
Total		207

Q92 Please state the number of years (round up or down to the nearest year) that you have worked in real estate:
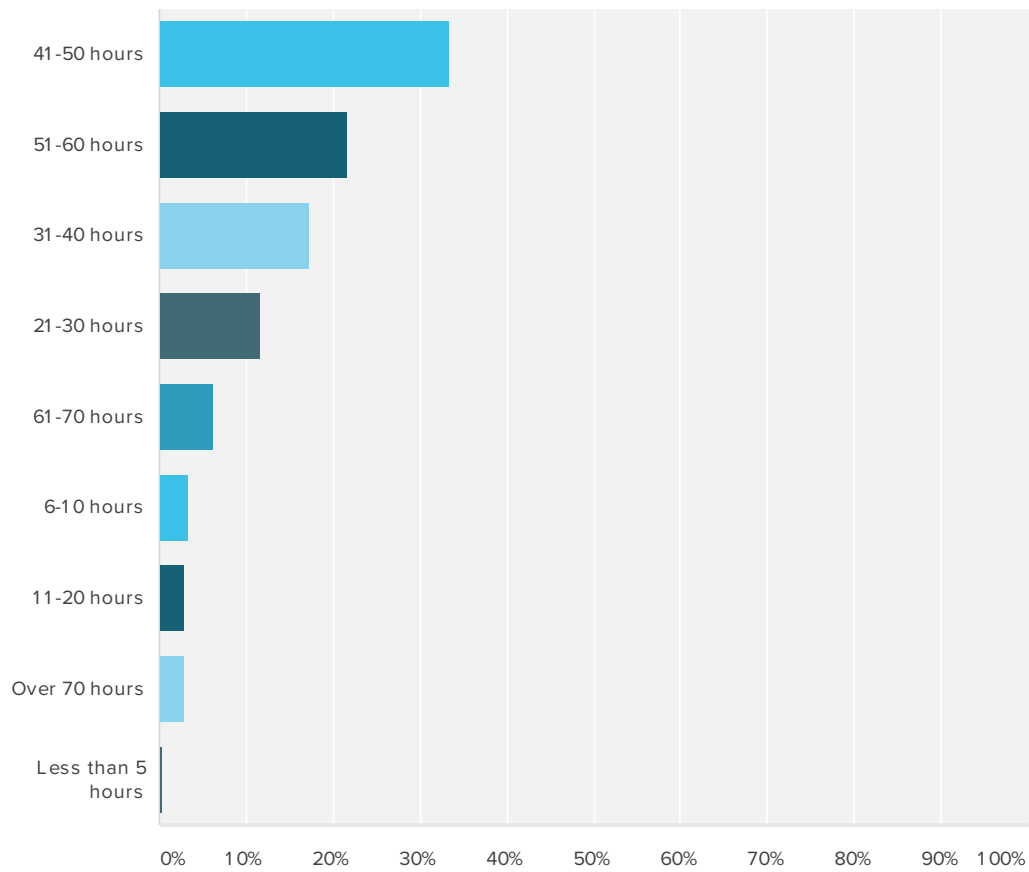
Answered: 207   Skipped: 91
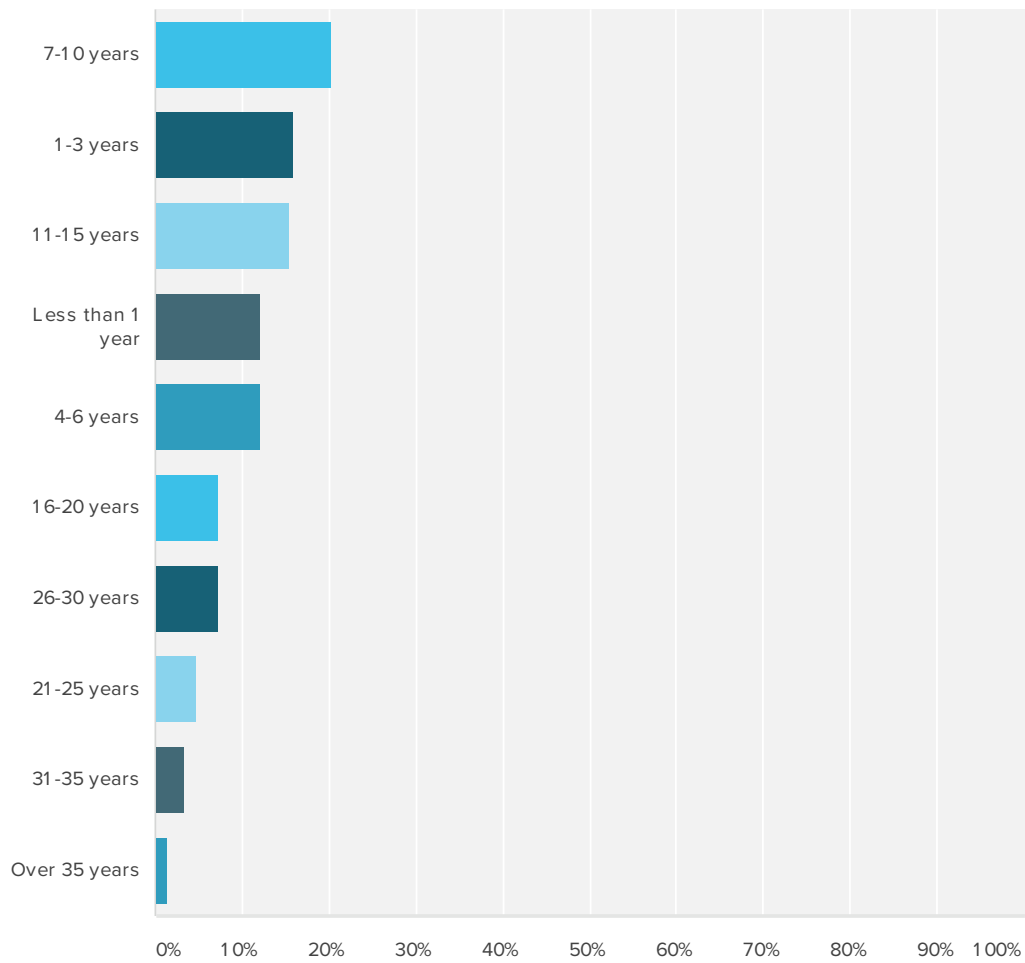
Answer Choices	Responses	
7-10 years	20.29%	42
1-3 years	15.94%	33
11-15 years	15.46%	32
Less than 1 year	12.08%	25
4-6 years	12.08%	25
16-20 years	7.25%	15
26-30 years	7.25%	15
21-25 years	4.83%	10
31-35 years	3.38%	7
Over 35 years	1.45%	3
Total		207

Q93 On average, how many hours do you work per week in real estate?

Answered: 207   Skipped: 91

Answer Choices	Responses	
41-50 hours	33.33%	69
51-60 hours	21.74%	45
31-40 hours	17.39%	36
21-30 hours	11.59%	24
61-70 hours	6.28%	13
6-10 hours	3.38%	7
11-20 hours	2.90%	6
Over 70 hours	2.90%	6
Less than 5 hours	0.48%	1
Total		207

Q96 How many transaction sides did you (personally) close:

Answered: 205   Skipped: 93

Legend: 0 | 1-3 | 4-6 | 7-10 | 11-15 | 16-20 | 21-25 | Over 25

In 2012:
In 2013:
In 2014:

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

■ 0 ■ 1-3 ■ 4-6 ■ 7-10 ■ 11-15 ■ 16-20 ■ 21-25 ■ Over 25
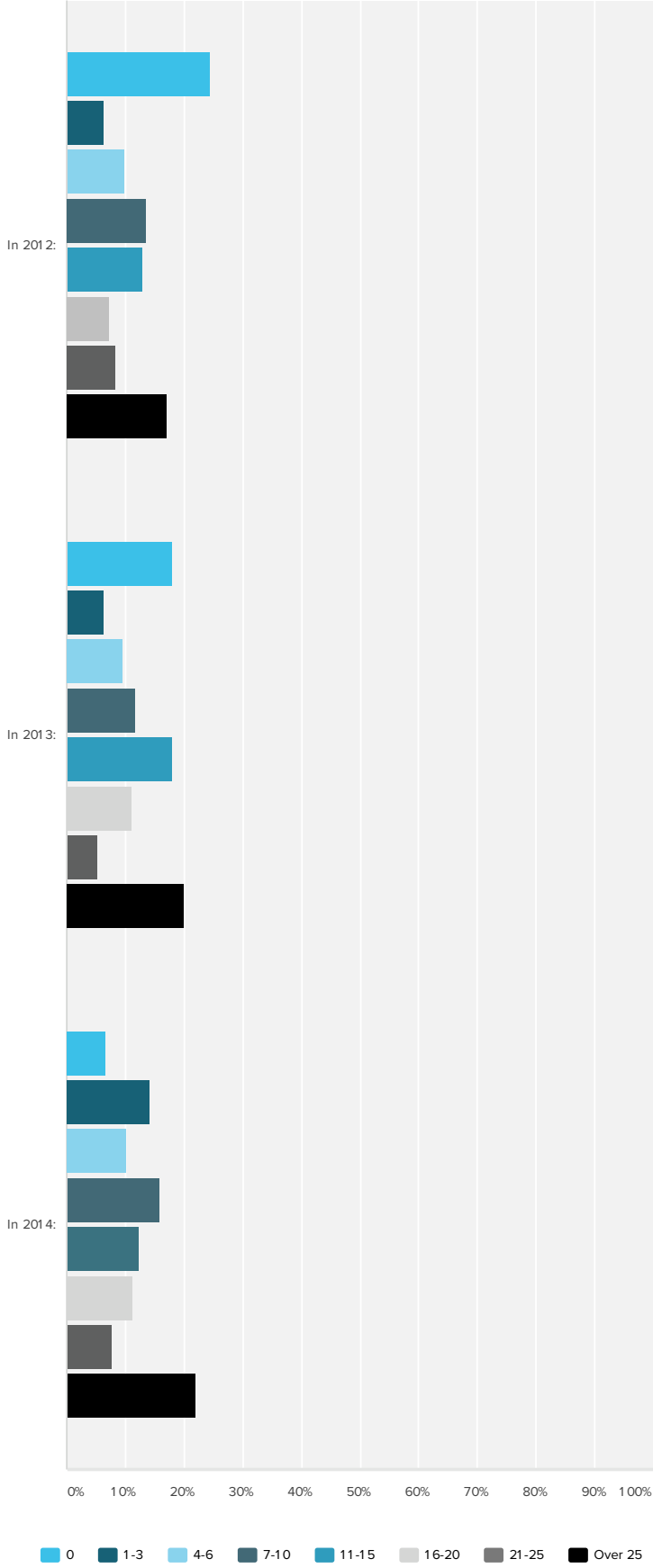
	0	1-3	4-6	7-10	11-15	16-20	21-25	Over 25	Total
In 2012:	24.48% 47	6.25% 12	9.90% 19	13.54% 26	13.02% 25	7.29% 14	8.33% 16	17.19% 33	192
In 2013:	17.99% 34	6.35% 12	9.52% 18	11.64% 22	17.99% 34	11.11% 21	5.29% 10	20.11% 38	189
In 2014:	6.63% 13	14.29% 28	10.20% 20	15.82% 31	12.24% 24	11.22% 22	7.65% 15	21.94% 43	196

Q97 How many transaction sides did you supervise that closed:
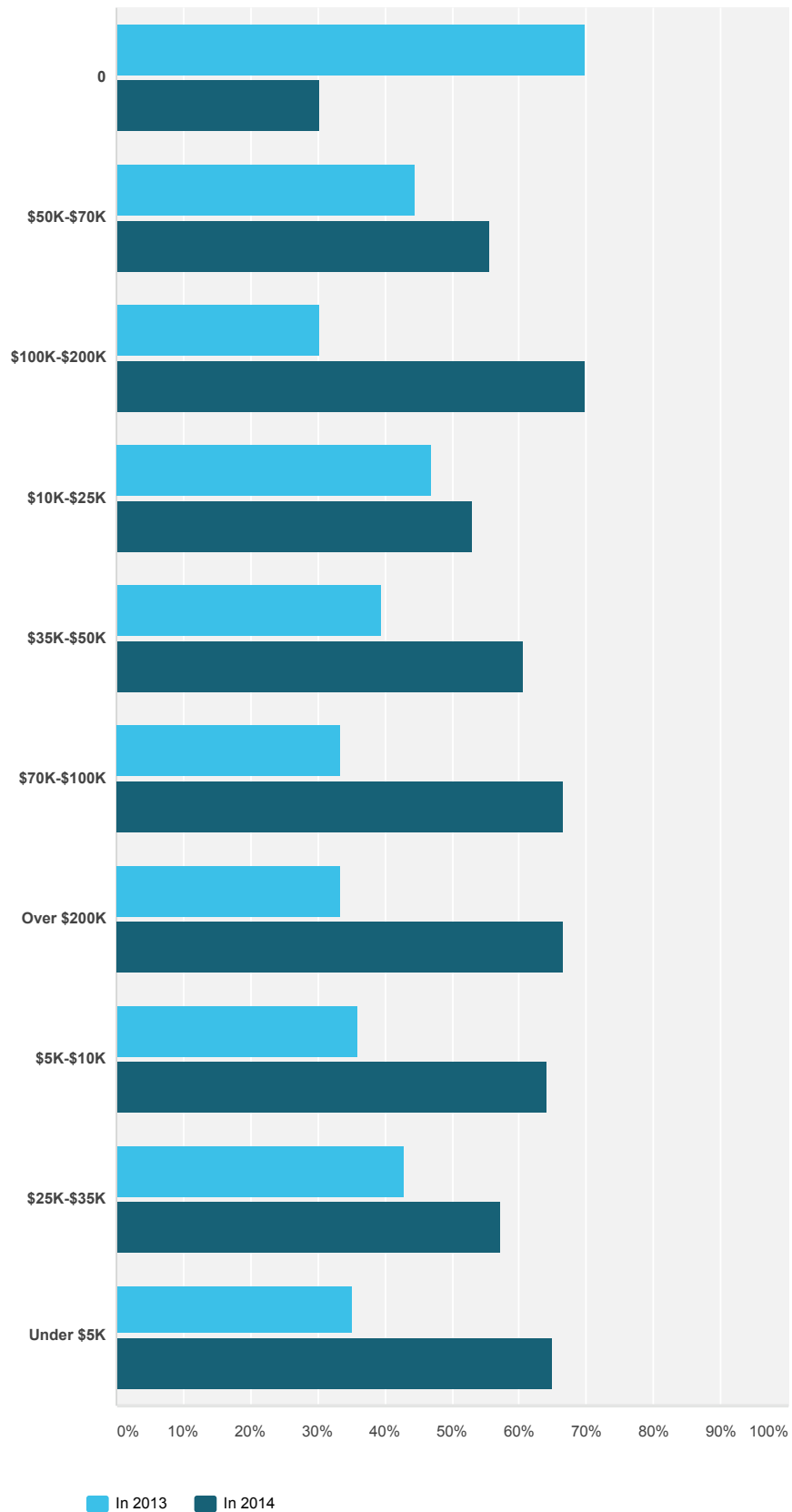
Answered: 189   Skipped: 109
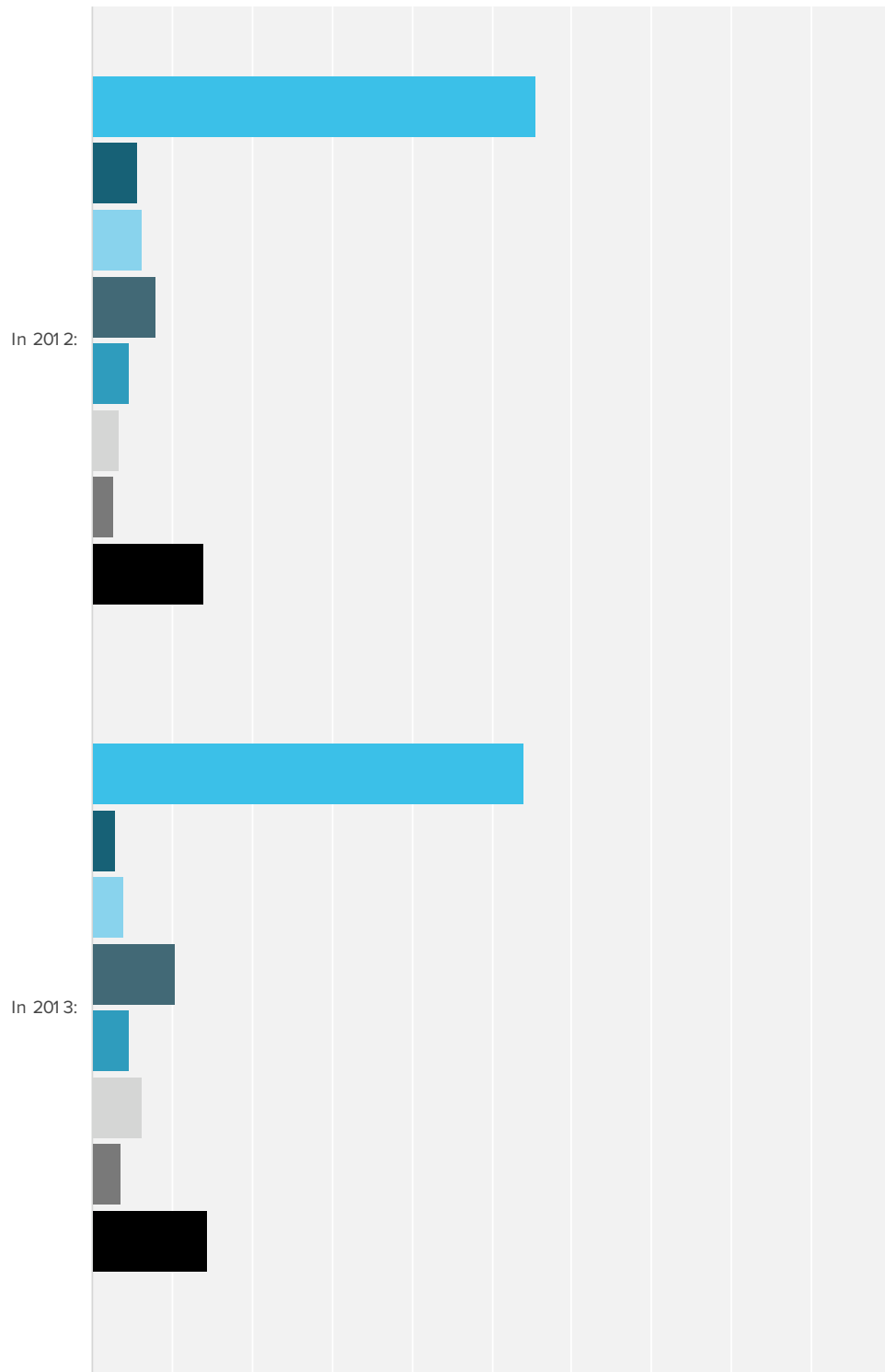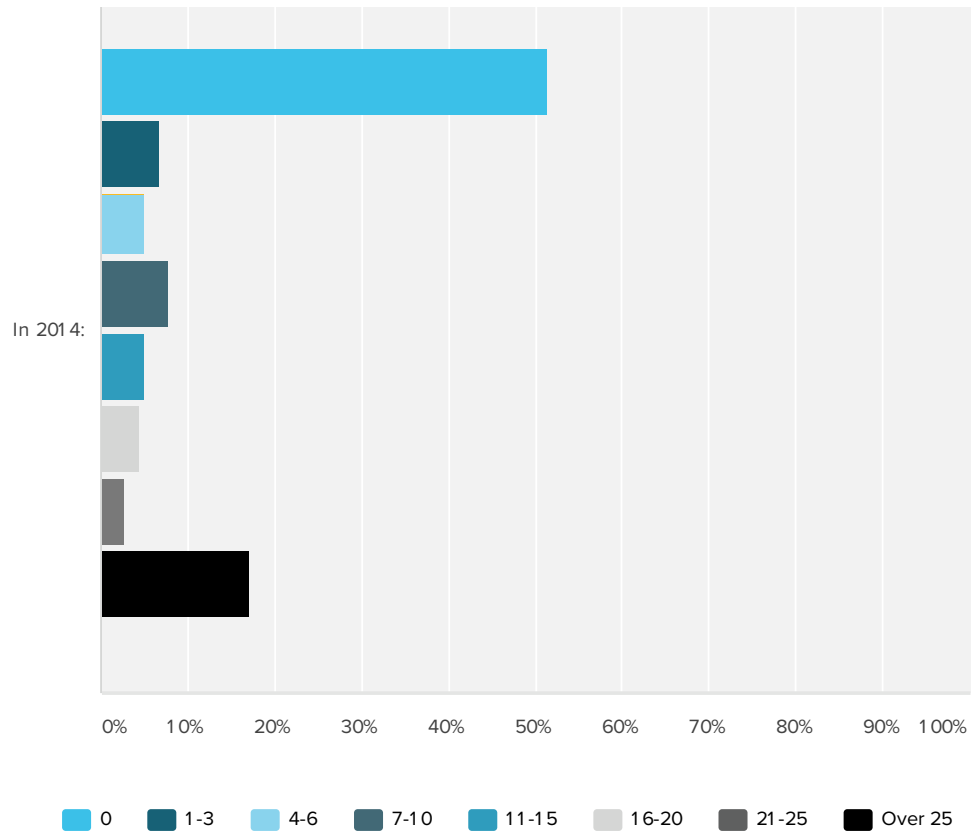
	0	1-3	4-6	7-10	11-15	16-20	21-25	Over 25	Total
In 2012:	55.62% 99	5.62% 10	6.18% 11	7.87% 14	4.49% 8	3.37% 6	2.81% 5	14.04% 25	178
In 2013:	54.02% 94	2.87% 5	4.02% 7	10.34% 18	4.60% 8	6.32% 11	3.45% 6	14.37% 25	174
In 2014:	51.38% 93	6.63% 12	4.97% 9	7.73% 14	4.97% 9	4.42% 8	2.76% 5	17.13% 31	181

# Q98 Your individual gross income from real estate work (before taxes):

Answered: 207   Skipped: 91

Legend: In 2013, In 2014

Categories (top to bottom): 0, $50K-$70K, $100K-$200K, $10K-$25K, $35K-$50K, $70K-$100K, Over $200K, $5K-$10K, $25K-$35K, Under $5K

	In 2013	In 2014	Total
0	**69.70%** 23	**30.30%** 10	33
$50K-$70K	**44.44%** 16	**55.56%** 20	36
$100K-$200K	**30.19%** 16	**69.81%** 37	53
$10K-$25K	**46.88%** 15	**53.13%** 17	32
$35K-$50K	**39.47%** 15	**60.53%** 23	38
$70K-$100K	**33.33%** 14	**66.67%** 28	42
Over $200K	**33.33%** 11	**66.67%** 22	33
$5K-$10K	**36.00%** 9	**64.00%** 16	25
$25K-$35K	**42.86%** 9	**57.14%** 12	21
Under $5K	**35.00%** 7	**65.00%** 13	20

Q102 What is your biggest challenge with agent tech adoption?

Answered: 42   Skipped: 256
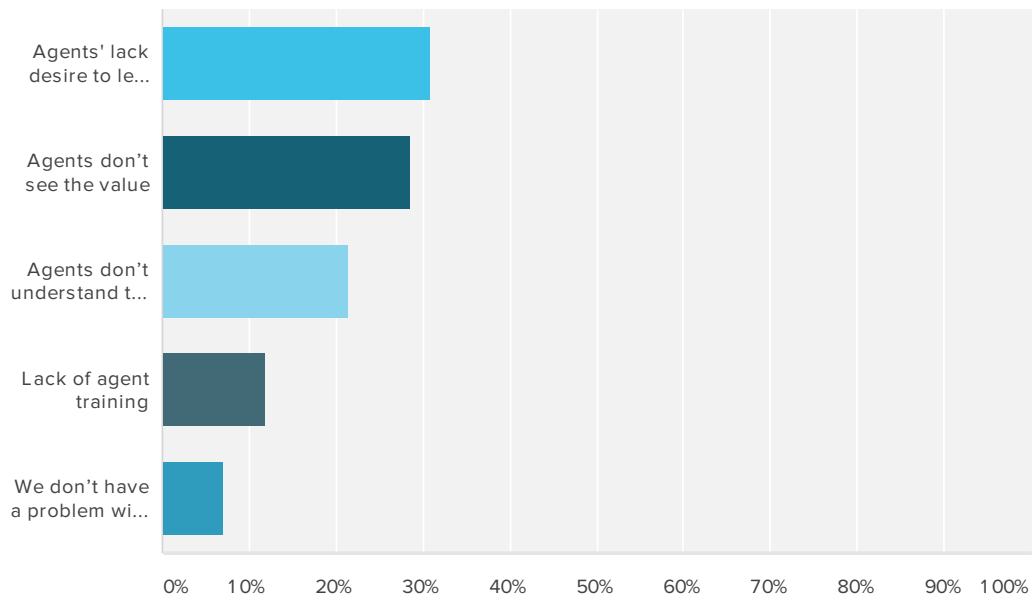
Answer Choices	Responses	
Agents' lack desire to learn new things	30.95%	13
Agents don't see the value	28.57%	12
Agents don't understand the technology	21.43%	9
Lack of agent training	11.90%	5
We don't have a problem with agent tech adoption.	7.14%	3
Total		42

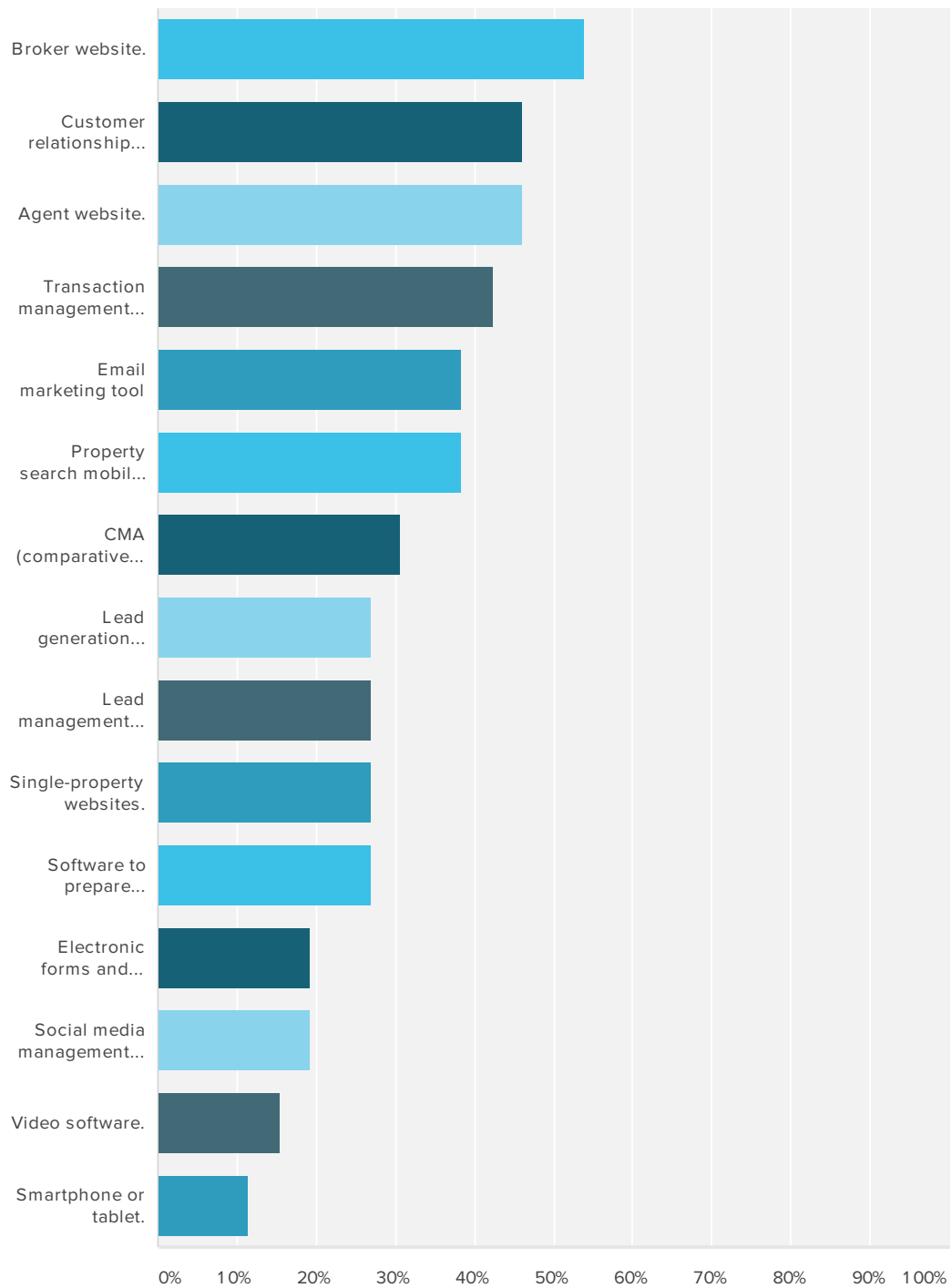# Q103 Do you or have you built any of your own tech tools?

Answered: 41   Skipped: 257
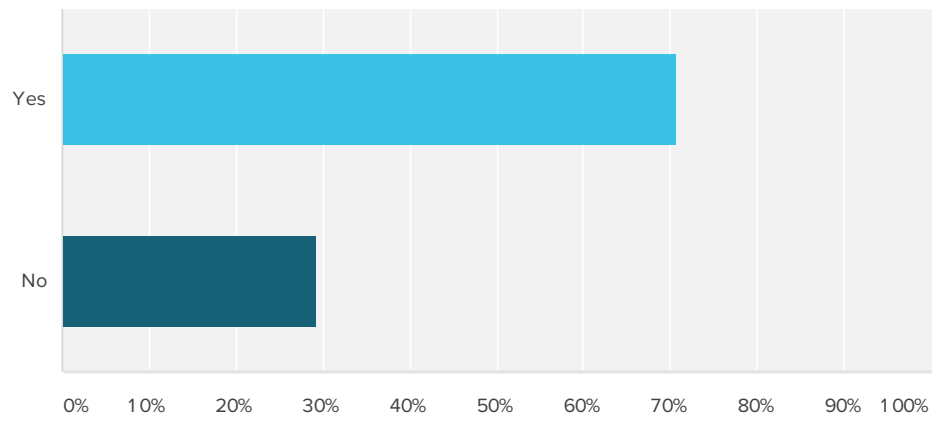
Answer Choices	Responses	
Yes	70.73%	29
No	29.27%	12
Total		41

Q1 04 If yes, which ones? (Choose all that apply.)

Answered: 26   Skipped: 272

Category	
Broker website.	
Customer relationship...	
Agent website.	
Transaction management...	
Email marketing tool	
Property search mobil...	
CMA (comparative...	
Lead generation...	
Lead management...	
Single-property websites.	
Software to prepare...	
Electronic forms and...	
Social media management...	
Video software.	
Smartphone or tablet.	

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Smartphone or
tablet.

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Answer Choices	Responses	
Broker website.	53.85%	14
Customer relationship management platform.	46.15%	12
Agent website.	46.15%	12
Transaction management platform.	42.31%	11
Email marketing tool	38.46%	10
Property search mobile app.	38.46%	10
CMA (comparative market analysis) tool.	30.77%	8
Lead generation tool.	26.92%	7
Lead management tool.	26.92%	7
Single-property websites.	26.92%	7
Software to prepare marketing materials.	26.92%	7
Electronic forms and signatures.	19.23%	5
Social media management tools.	19.23%	5
Video software.	15.38%	4
Smartphone or tablet.	11.54%	3
Total Respondents: 26		

Q105 If you have not built any of your own tech tools, do you tend to:
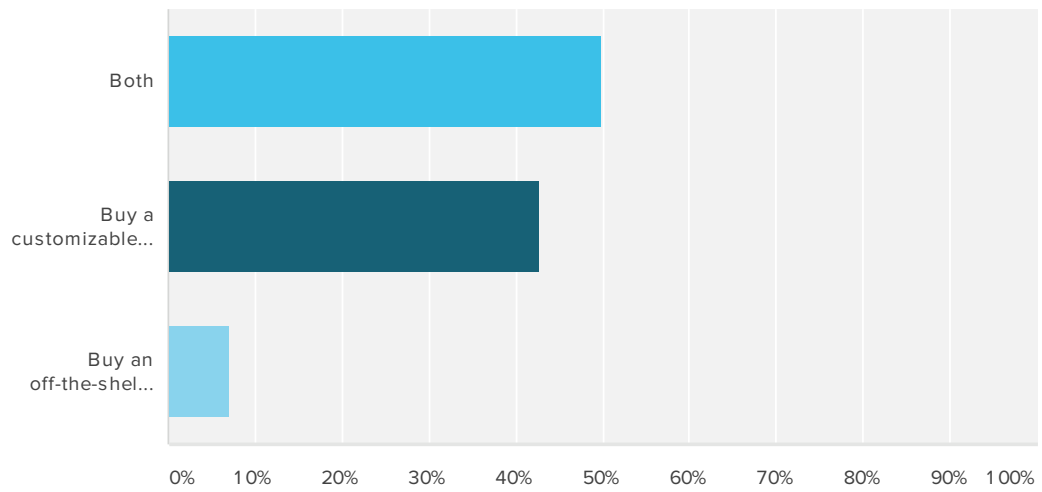
Answer Choices	Responses	
Both	50.00%	14
Buy a customizable one from a third party.	42.86%	12
Buy an off-the-shelf generic version.	7.14%	2
Total		28

# Q106 How do you seek out and decide upon technologies to implement? (Choose all that apply.)

Answered: 41   Skipped: 257
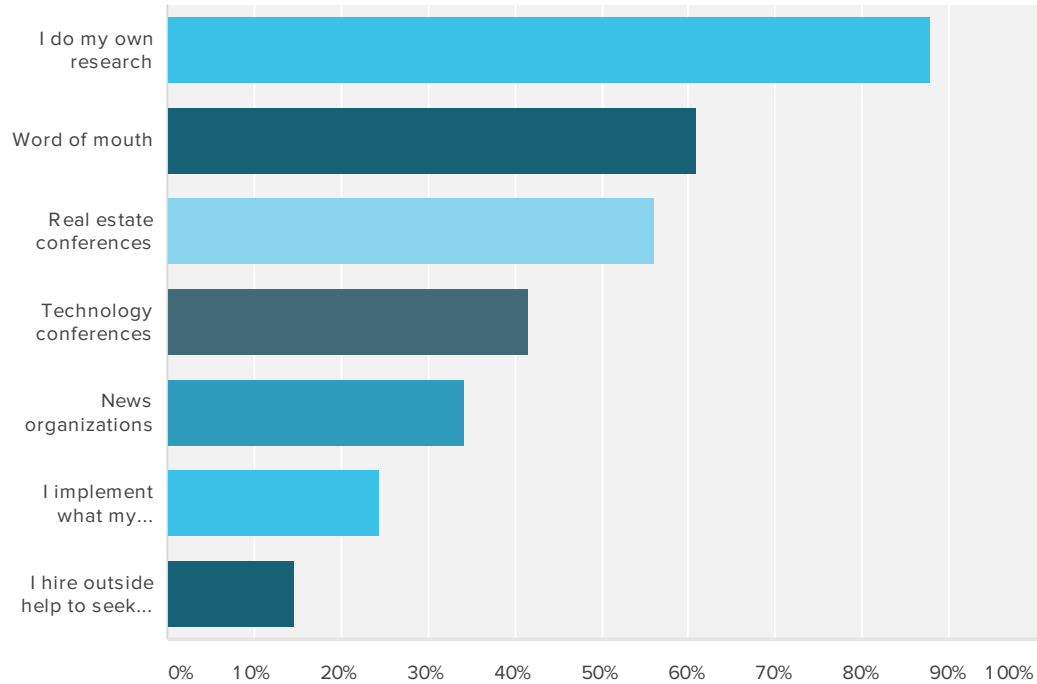
Answer Choices	Responses	
I do my own research	87.80%	36
Word of mouth	60.98%	25
Real estate conferences	56.10%	23
Technology conferences	41.46%	17
News organizations	34.15%	14
I implement what my competitors use	24.39%	10
I hire outside help to seek out and vet new technology	14.63%	6
Total Respondents: 41		

Q107 What type of laptop do you use for business?
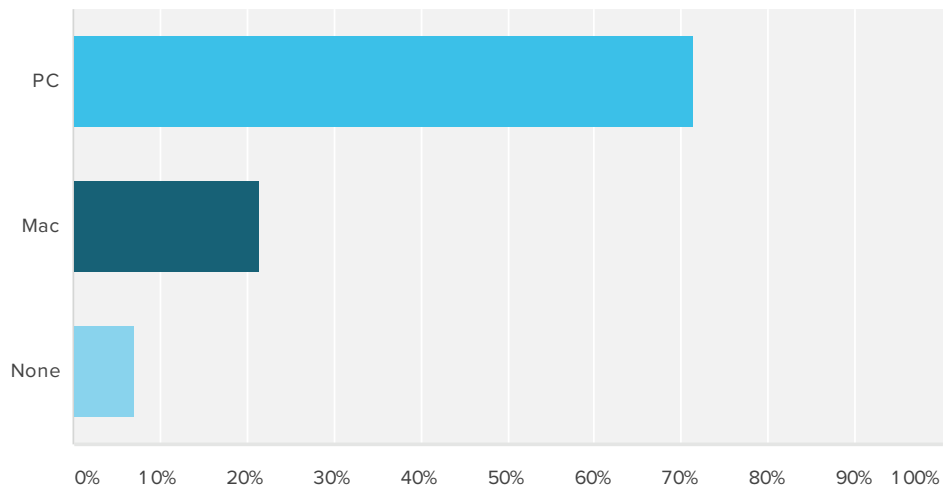
Answer Choices	Responses	
PC	71.43%	30
Mac	21.43%	9
None	7.14%	3
Total		42

Q108 What type of smartphone do you use for business?
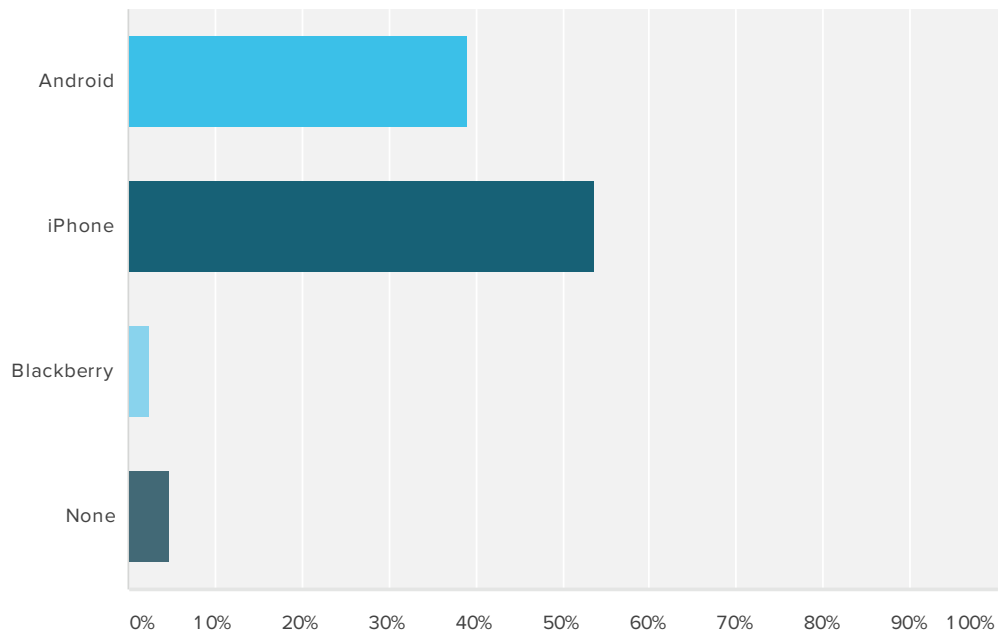
Answer Choices	Responses	
Android	39.02%	16
iPhone	53.66%	22
Blackberry	2.44%	1
None	4.88%	2
Total		41

Q109 What type of tablet do you use for business?
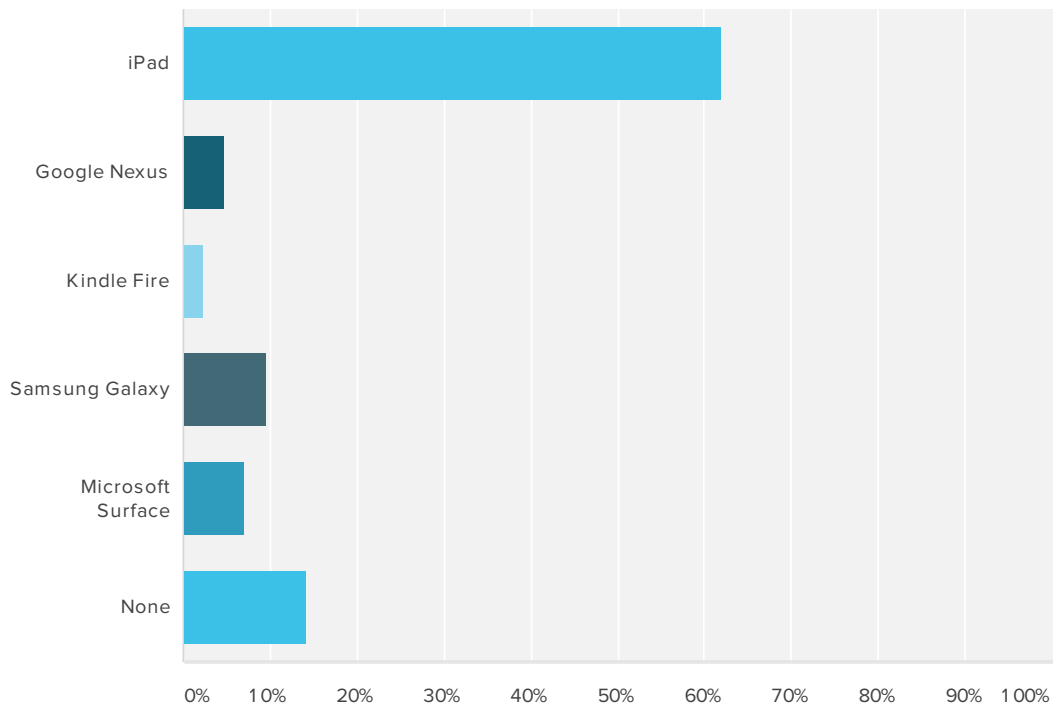
Answer Choices	Responses	
iPad	61.90%	26
Google Nexus	4.76%	2
Kindle Fire	2.38%	1
Samsung Galaxy	9.52%	4
Microsoft Surface	7.14%	3
None	14.29%	6
Total		42

Q110 What percentage of the time that you spend on a computer for your business is spent on a mobile device?
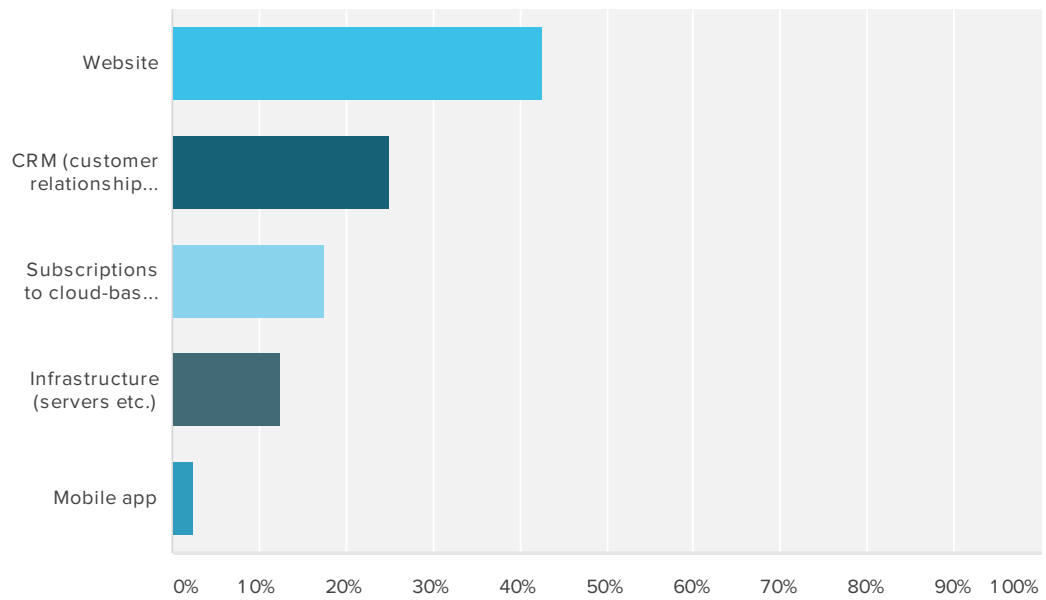
Answered: 42   Skipped: 256
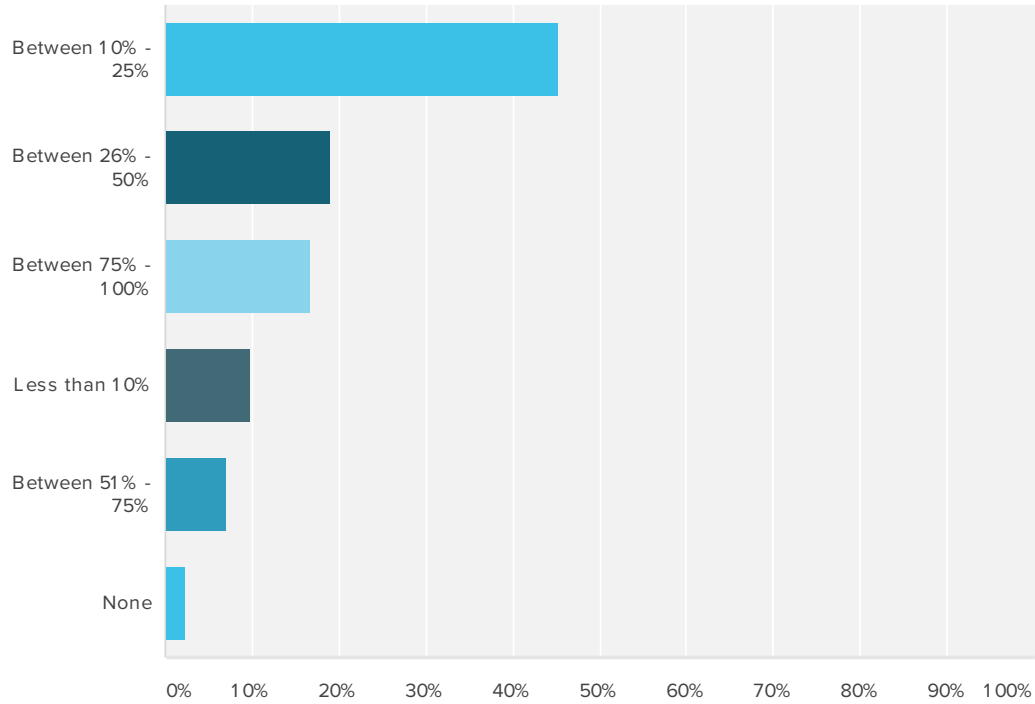
Answer Choices	Responses	
Between 10% - 25%	45.24%	19
Between 26% - 50%	19.05%	8
Between 75% - 100%	16.67%	7
Less than 10%	9.52%	4
Between 51% - 75%	7.14%	3
None	2.38%	1
Total		42

Q113 What is your biggest technology investment for your business?

Answered: 40   Skipped: 258

Answer Choices	Responses	
Website	42.50%	17
CRM (customer relationship management) tool	25.00%	10
Subscriptions to cloud-based services	17.50%	7
Infrastructure (servers etc.)	12.50%	5
Mobile app	2.50%	1
Total		40

# Q117 Please state the number of years (round up or down to the nearest year) that you have worked in real estate:

Answered: 42   Skipped: 256
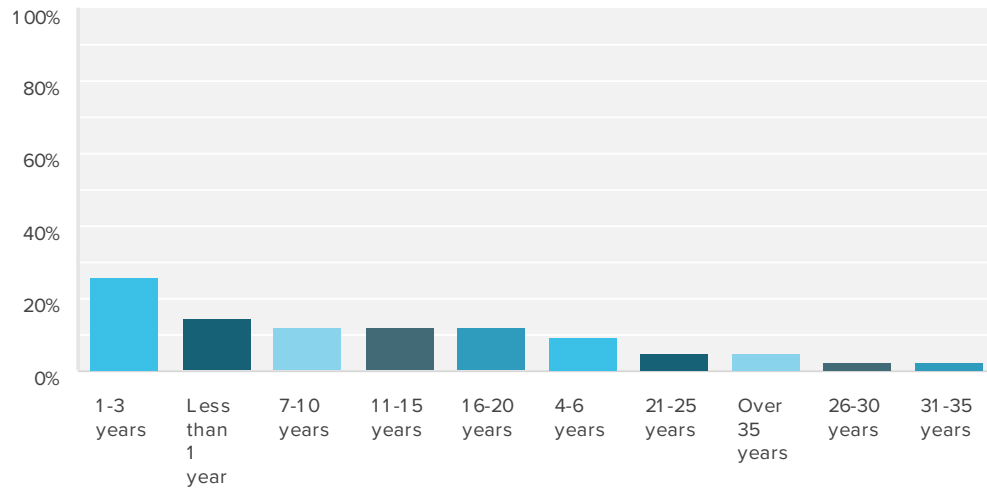
Answer Choices	Responses	
1-3 years	26.19%	11
Less than 1 year	14.29%	6
7-10 years	11.90%	5
11-15 years	11.90%	5
16-20 years	11.90%	5
4-6 years	9.52%	4
21-25 years	4.76%	2
Over 35 years	4.76%	2
26-30 years	2.38%	1
31-35 years	2.38%	1
Total		42

Q118 On average, how many hours do you work per week in real estate?

Answered: 42 Skipped: 256
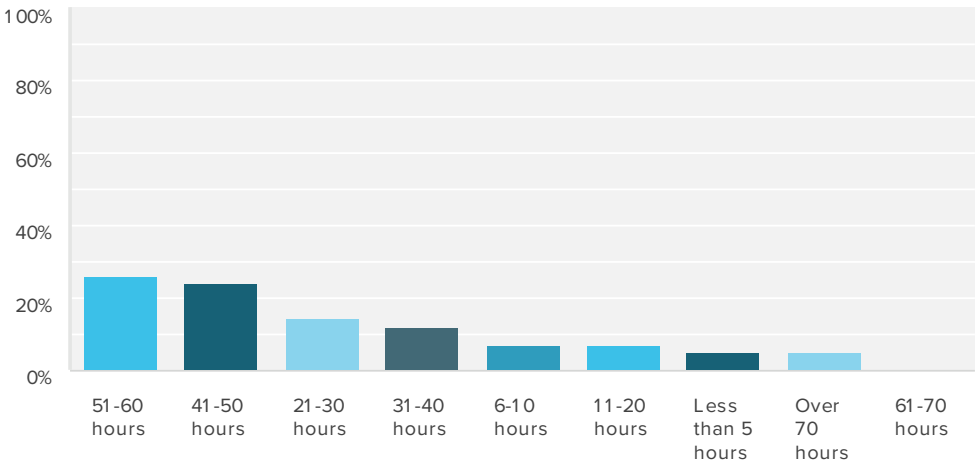
Answer Choices	Responses	
51-60 hours	26.19%	11
41-50 hours	23.81%	10
21-30 hours	14.29%	6
31-40 hours	11.90%	5
6-10 hours	7.14%	3
11-20 hours	7.14%	3
Less than 5 hours	4.76%	2
Over 70 hours	4.76%	2
61-70 hours	0.00%	0
Total		42

Q121 Your individual gross income from real estate work (before taxes):

Answered: 42   Skipped: 256

Legend: ■ In 2013   ■ In 2014
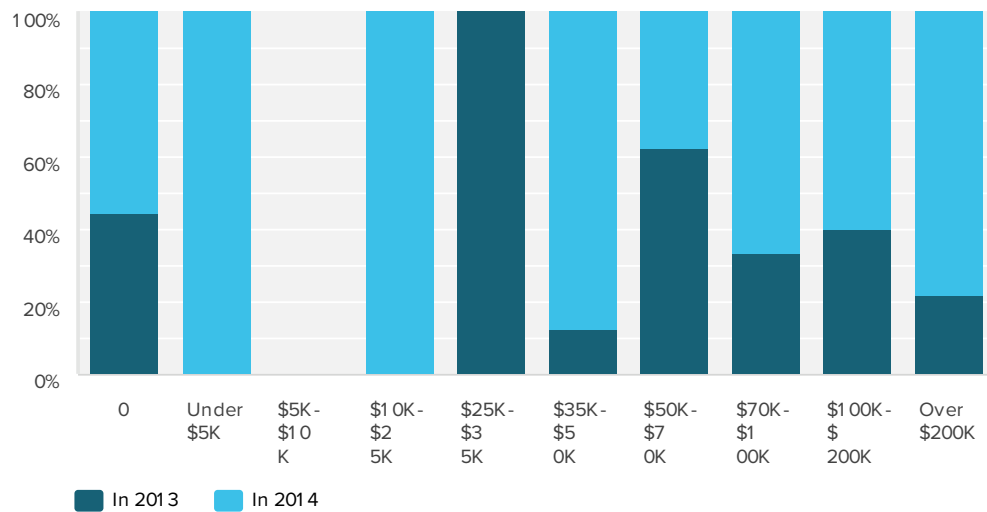
	In 2013	In 2014	Total
0	44.44% 4	55.56% 5	9
Under $5K	0.00% 0	100.00% 2	2
$5K-$10K	0.00% 0	0.00% 0	0
$10K-$25K	0.00% 0	100.00% 4	4
$25K-$35K	100.00% 2	0.00% 0	2
$35K-$50K	12.50% 1	87.50% 7	8
$50K-$70K	62.50% 5	37.50% 3	8
$70K-$100K	33.33% 3	66.67% 6	9
$100K-$200K	40.00% 2	60.00% 3	5
Over $200K	22.22% 2	77.78% 7	9

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