# HAR Online
# Lead Generation Survey
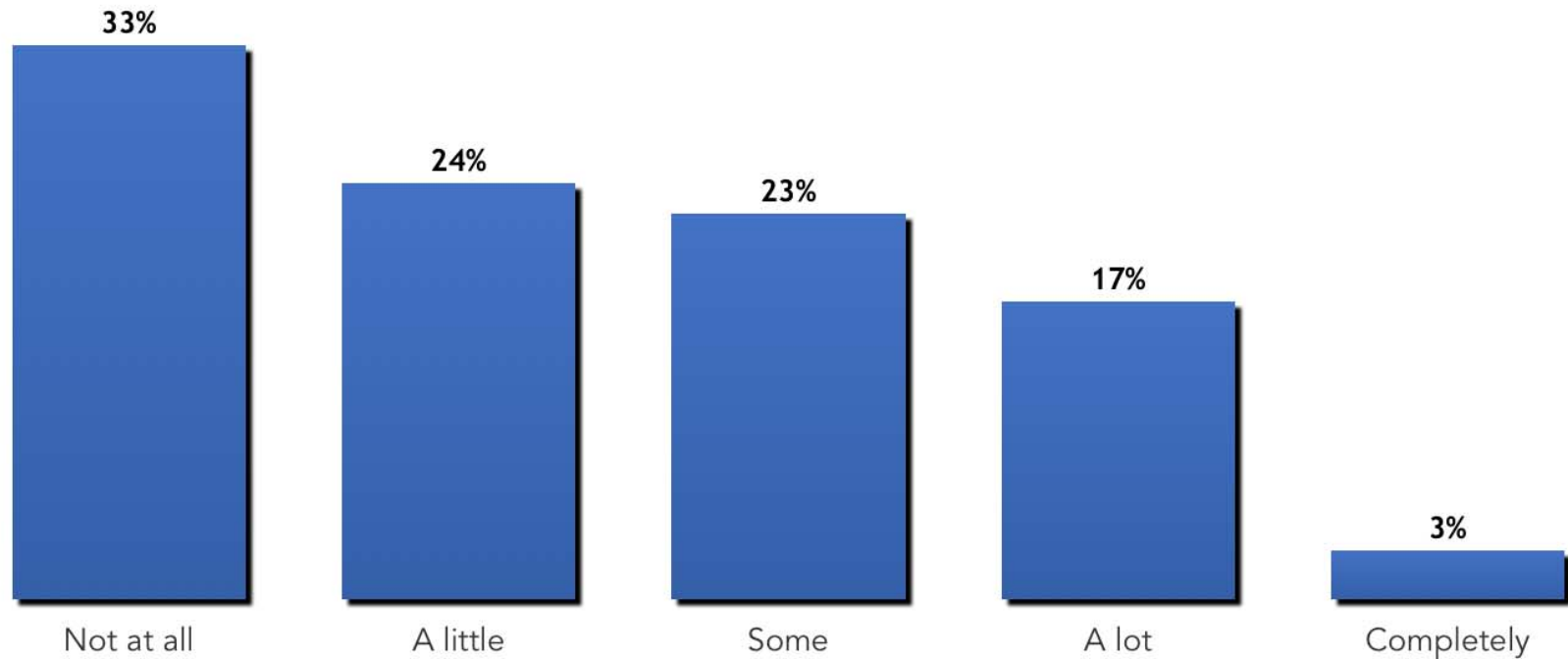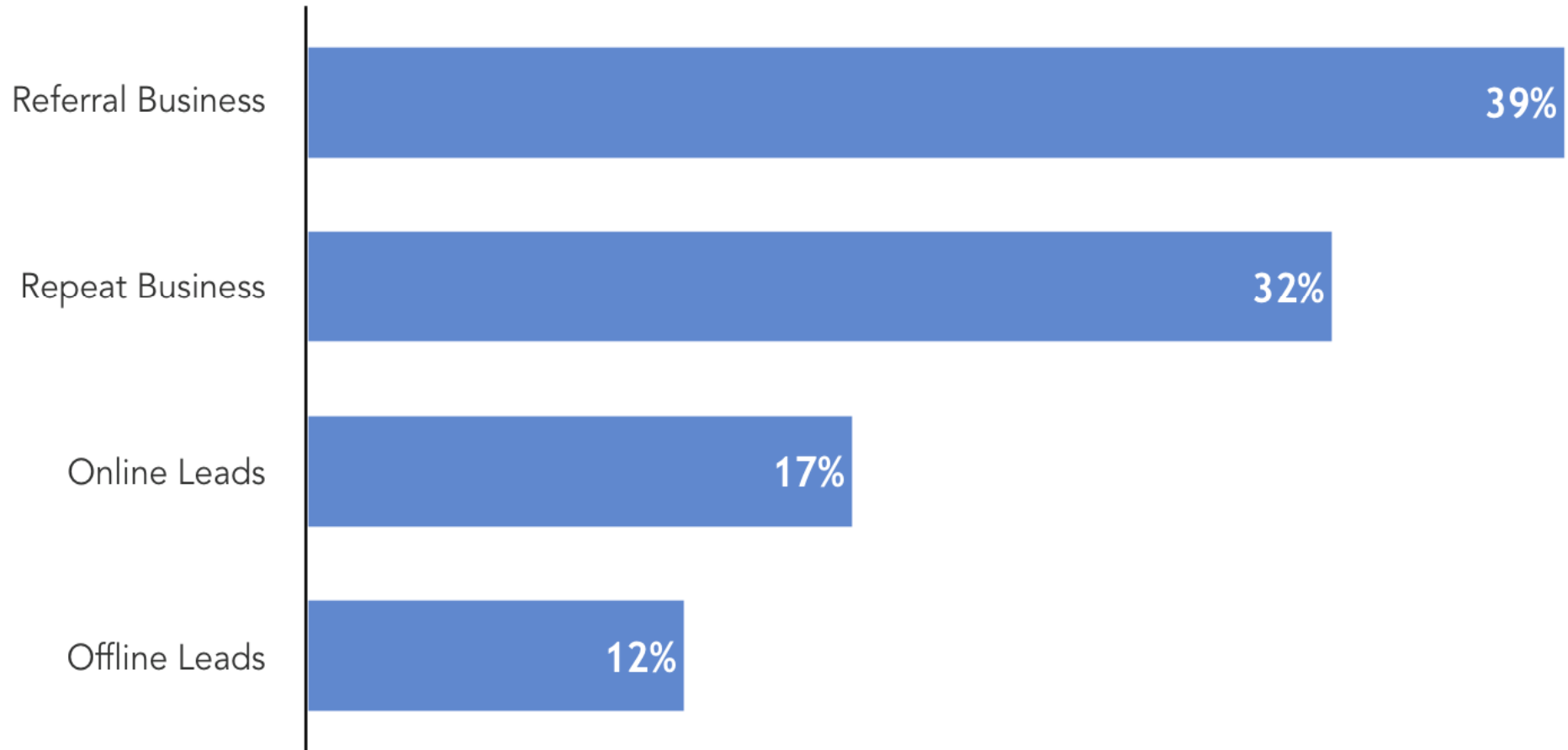
## August 2017

**1383 Responses**
**7.6% Response Rate**

# 20% rely a LOT/completely on online leads to generate business

**How much do you rely on online leads to generate new business?**



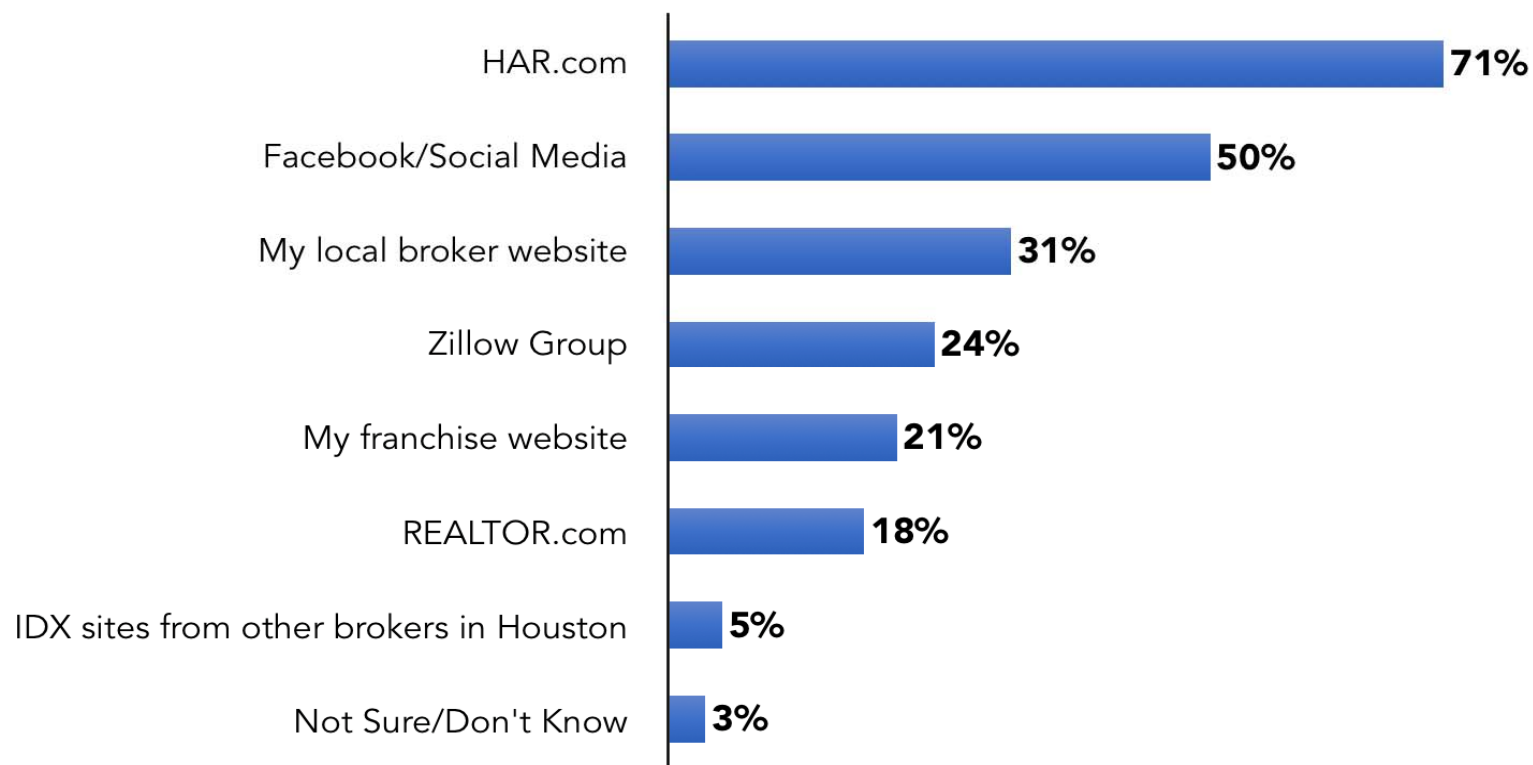| Not at all | A little | Some | A lot | Completely |
|------------|----------|------|-------|------------|
| 33% | 24% | 23% | 17% | 3% |

# Highly experienced group – 71% of their business is repeat and referral

**What percentage of your business comes from each of the following sources?**

| Source | Percentage |
|---|---|
| Referral Business | 39% |
| Repeat Business | 32% |
| Online Leads | 17% |
| Offline Leads | 12% |

# HAR.com is BY FAR the strongest FREE lead generation source

**Where do you receive online leads that you DO NOT pay for?**

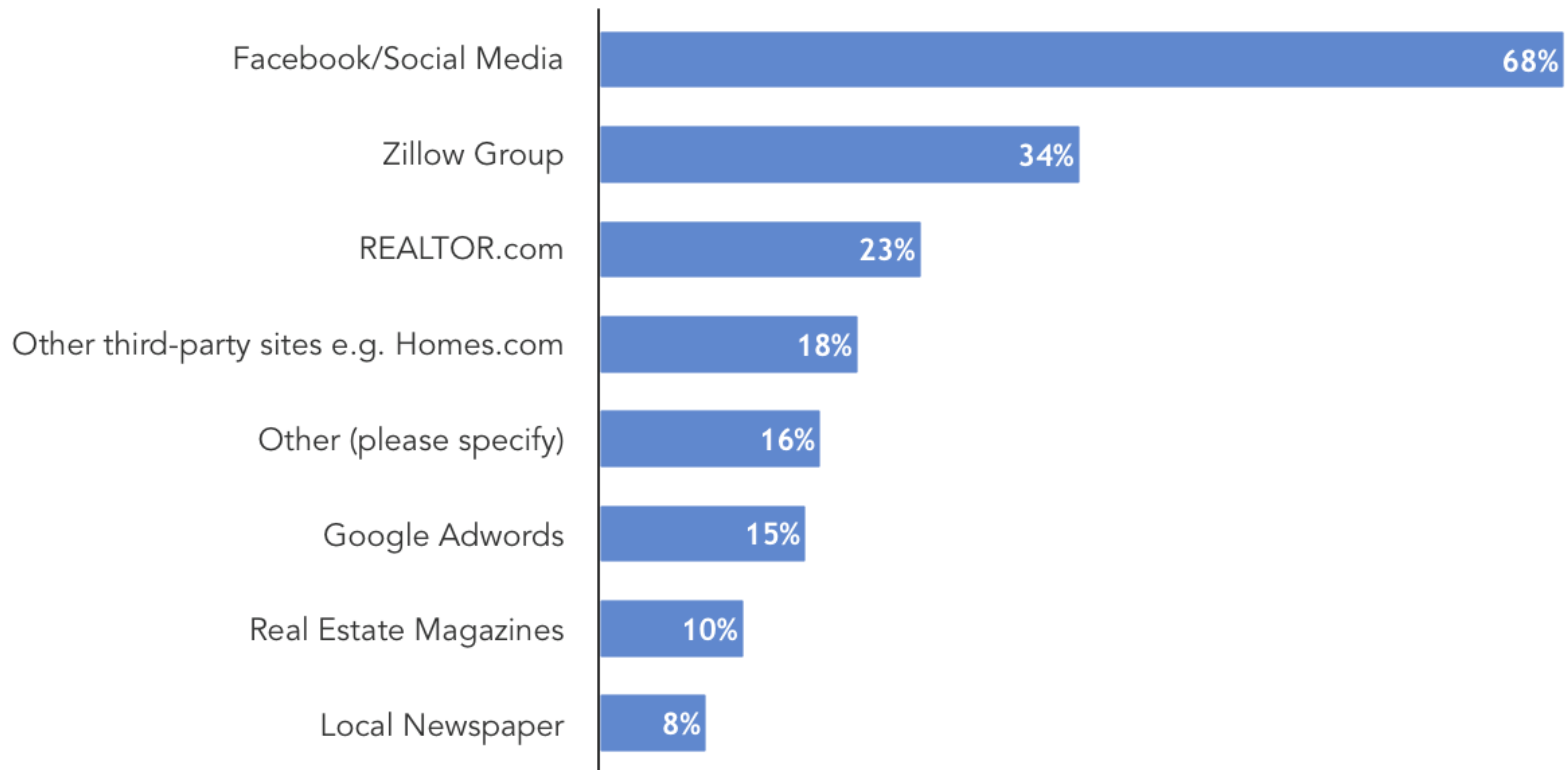| Source | Percentage |
|---|---|
| HAR.com | 71% |
| Facebook/Social Media | 50% |
| My local broker website | 31% |
| Zillow Group | 24% |
| My franchise website | 21% |
| REALTOR.com | 18% |
| IDX sites from other brokers in Houston | 5% |
| Not Sure/Don't Know | 3% |

# 41% of respondents spend money to generate leads online – Average is 10%
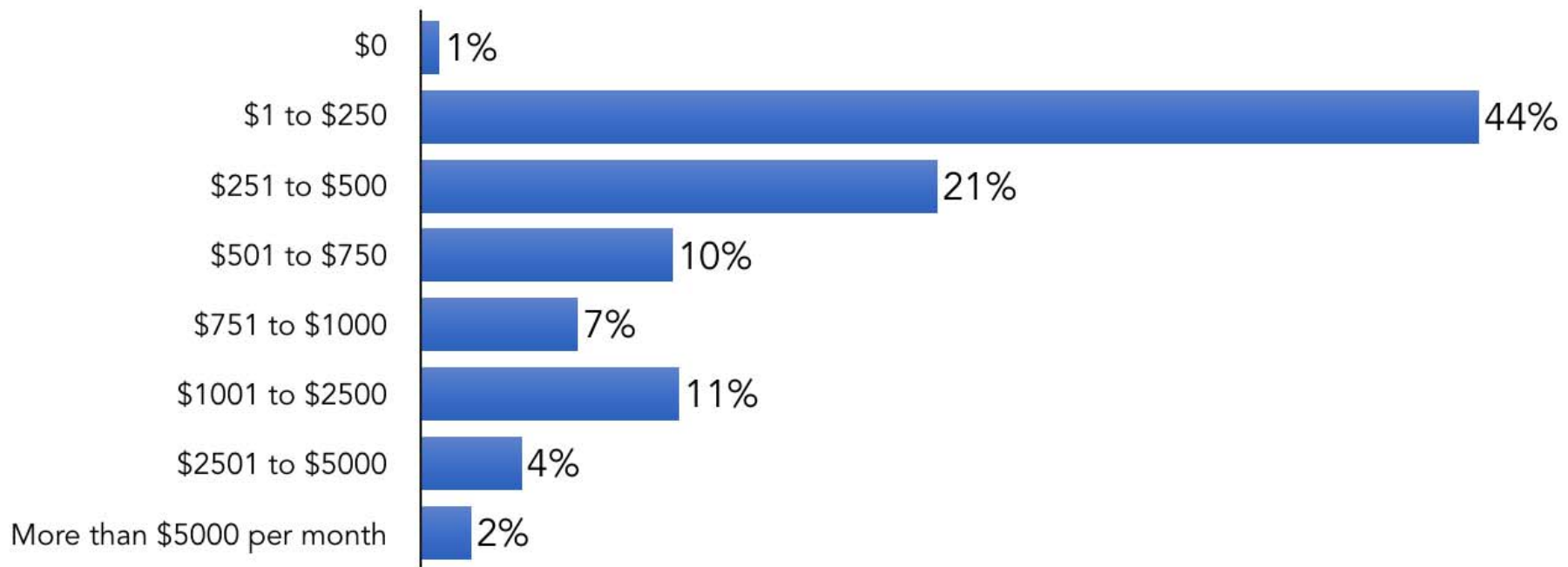


Do you spend money to generate leads online?

YES 41%

NO 59%
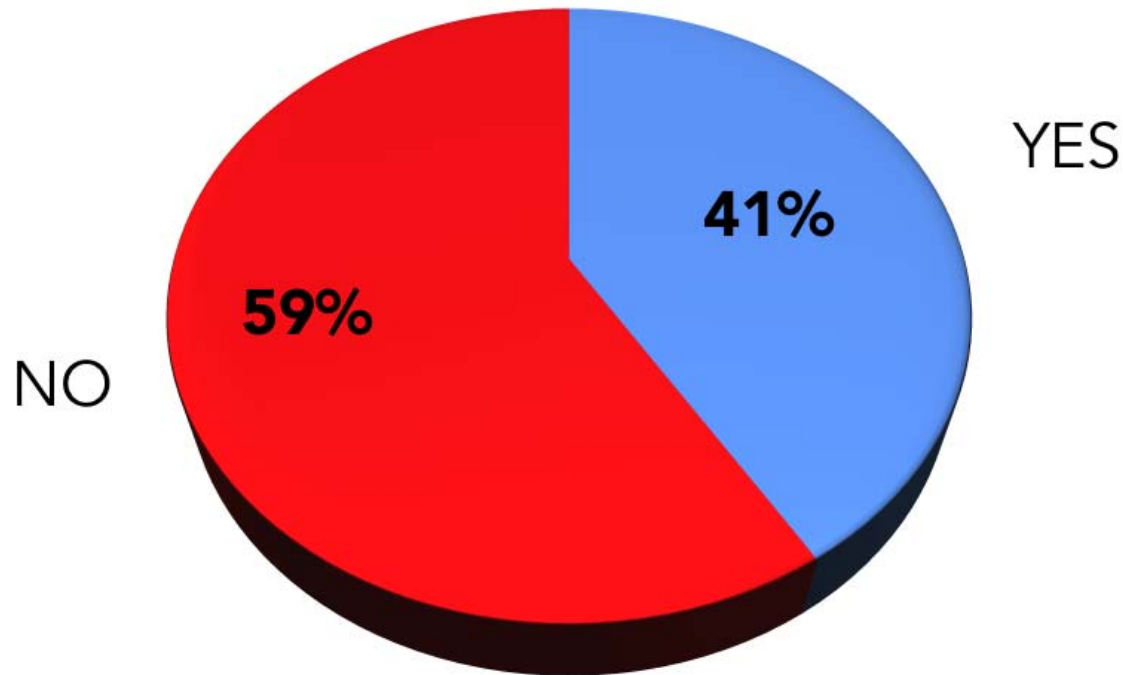
# Facebook is the largest partner for paid online lead generation

**Where do you spend money online to promote your brand and your listings?**

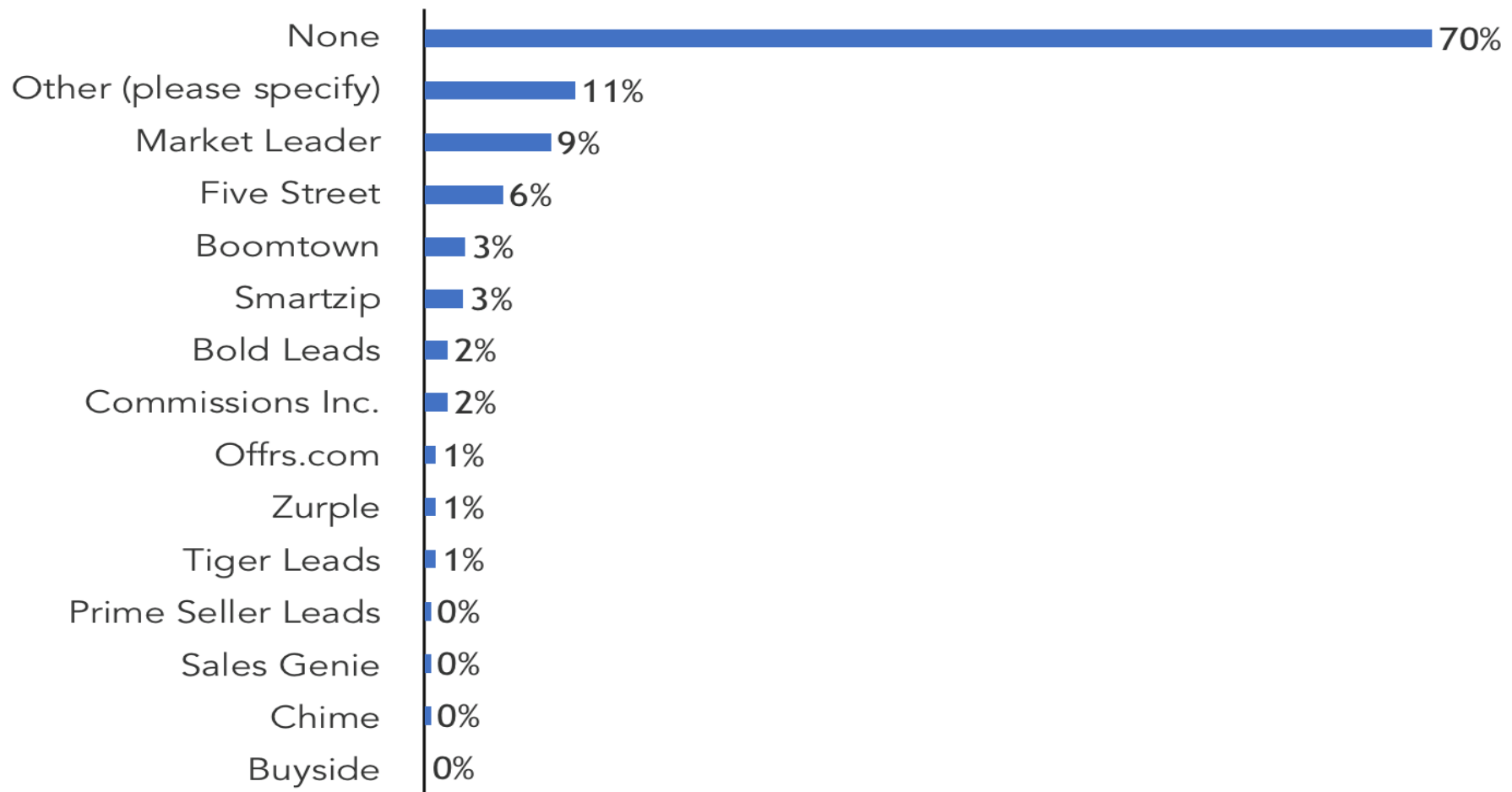| Source | Percentage |
|---|---|
| Facebook/Social Media | 68% |
| Zillow Group | 34% |
| REALTOR.com | 23% |
| Other third-party sites e.g. Homes.com | 18% |
| Other (please specify) | 16% |
| Google Adwords | 15% |
| Real Estate Magazines | 10% |
| Local Newspaper | 8% |

# Nearly 1 in 5 are spending more than $750 per month to generate leads

**Approximately how much per month do you spend on sites to generate leads?**
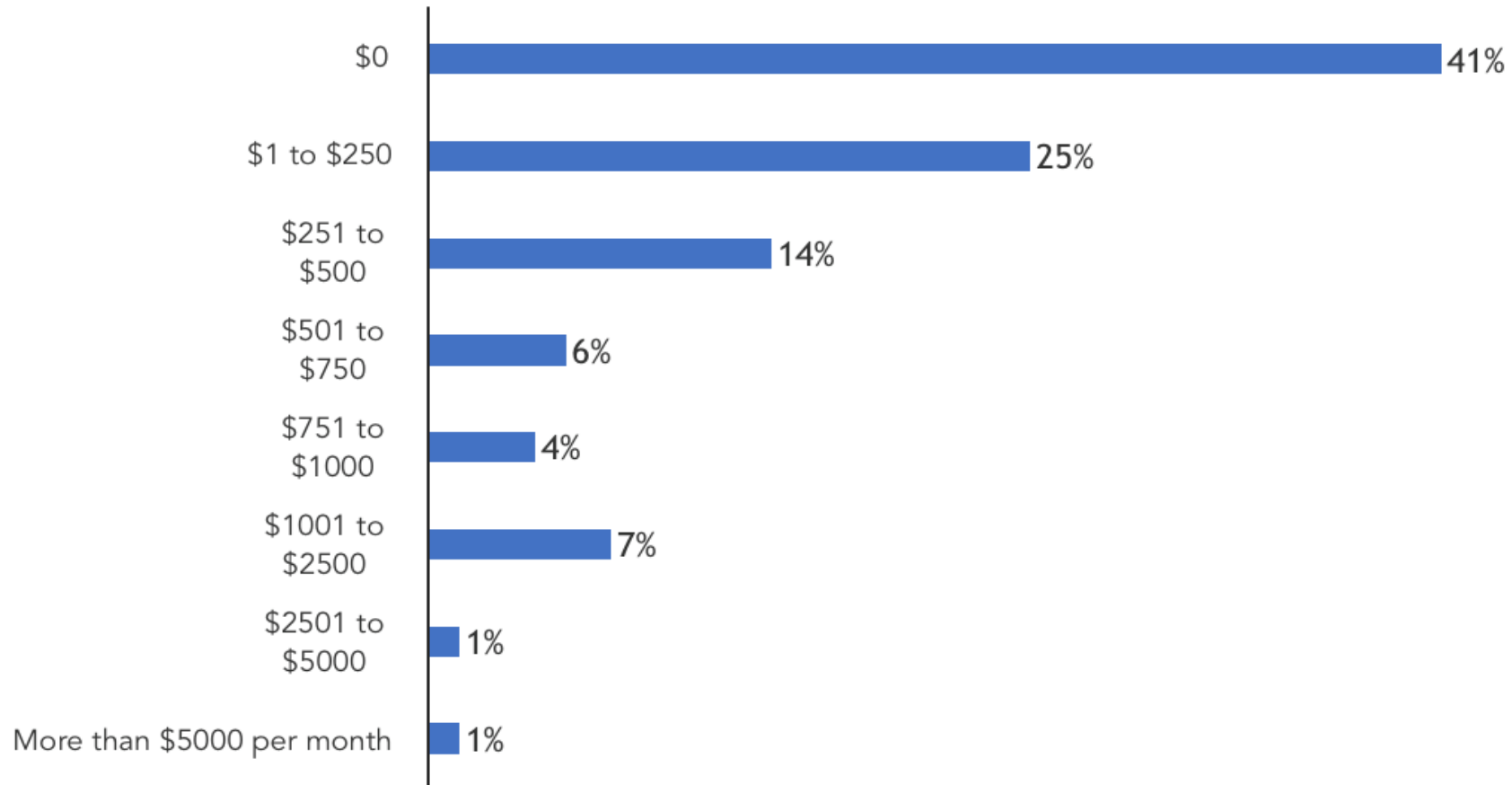
| Spending | Percentage |
|---|---|
| $0 | 1% |
| $1 to $250 | 44% |
| $251 to $500 | 21% |
| $501 to $750 | 10% |
| $751 to $1000 | 7% |
| $1001 to $2500 | 11% |
| $2501 to $5000 | 4% |
| More than $5000 per month | 2% |

# 70% do not use a
# lead generation system

**Which of the following, if any, of these lead generation systems do you use?**

| System | Percentage |
|---|---|
| None | 70% |
| Other (please specify) | 11% |
| Market Leader | 9% |
| Five Street | 6% |
| Boomtown | 3% |
| Smartzip | 3% |
| Bold Leads | 2% |
| Commissions Inc. | 2% |
| Offrs.com | 1% |
| Zurple | 1% |
| Tiger Leads | 1% |
| Prime Seller Leads | 0% |
| Sales Genie | 0% |
| Chime | 0% |
| Buyside | 0% |

# 12% of those that use lead generation systems are spending more than $750/mo.

**Of those who use lead generation systems (30%), approximately how much per month do you spend on these lead generation systems?**

| Spend per month | Percentage |
|---|---|
| $0 | 41% |
| $1 to $250 | 25% |
| $251 to $500 | 14% |
| $501 to $750 | 6% |
| $751 to $1000 | 4% |
| $1001 to $2500 | 7% |
| $2501 to $5000 | 1% |
| More than $5000 per month | 1% |

# Most respondents want BOTH buyer and seller leads

**Are you most interested in generating buyer leads or seller leads?**
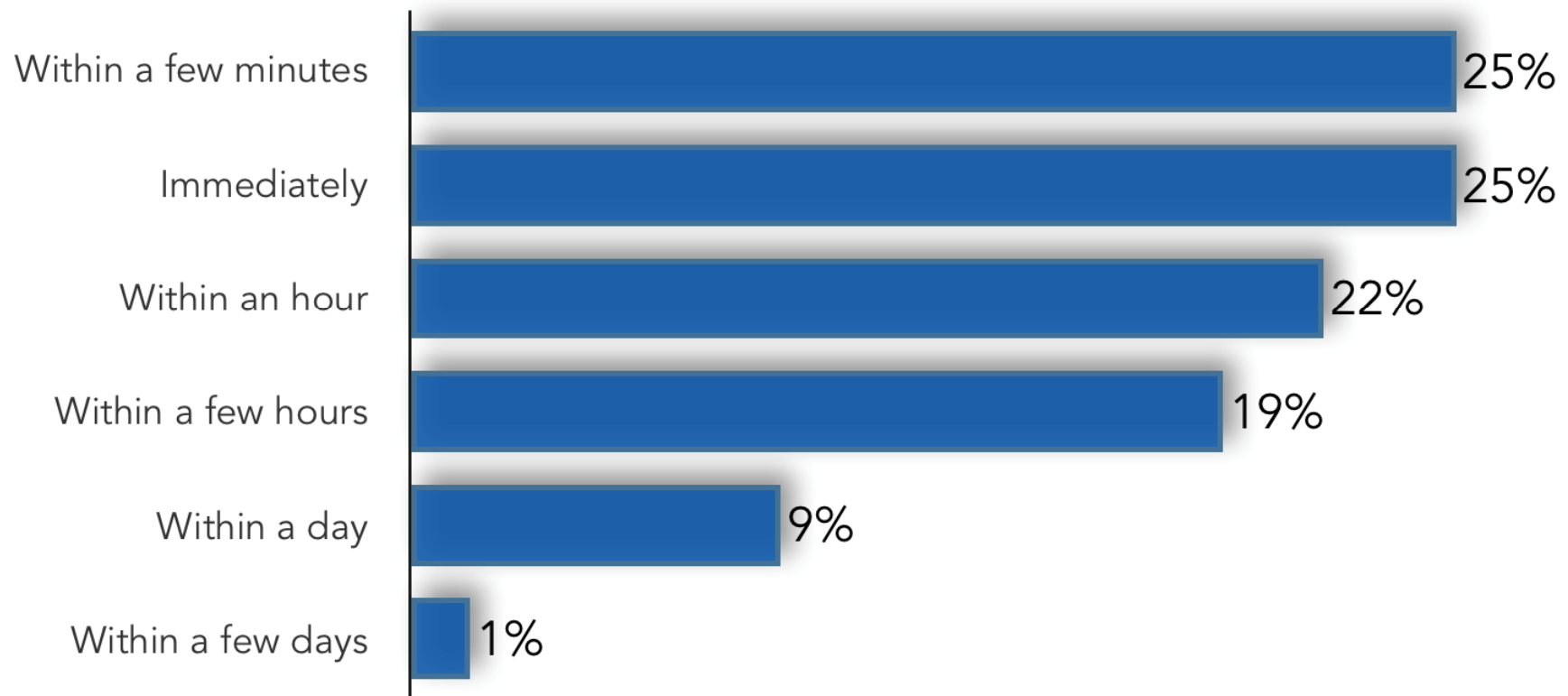


Buyer Leads

6%

Seller Leads

21%

73%

Both
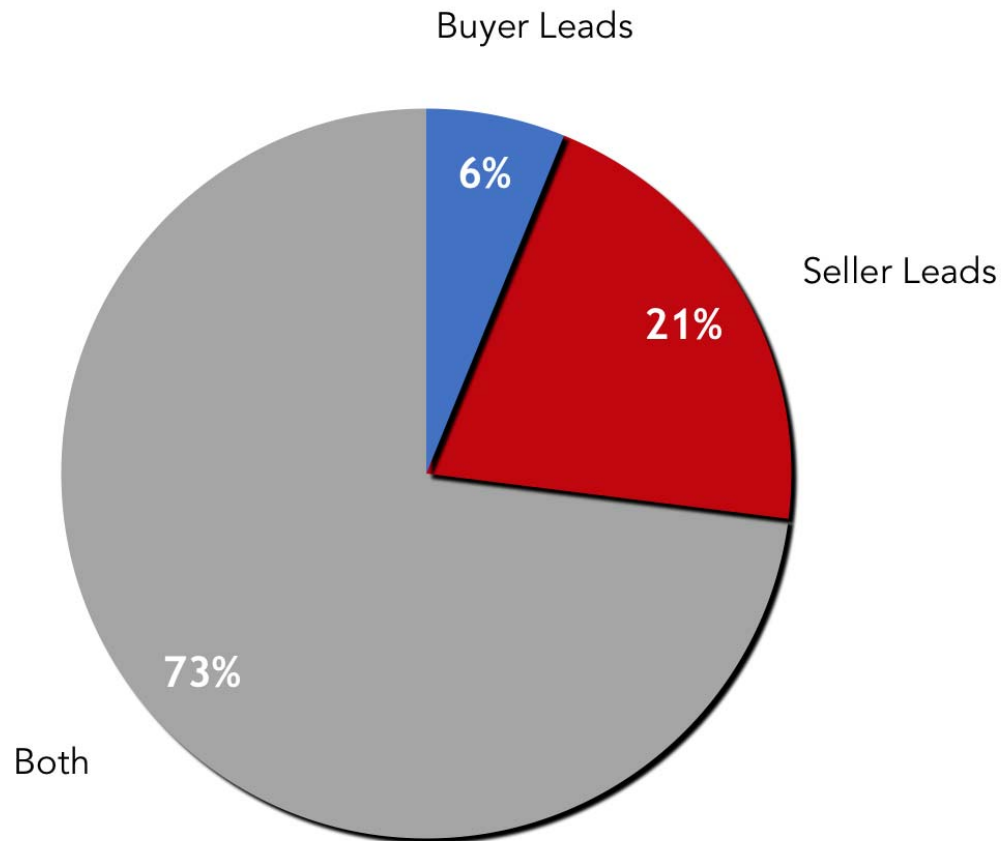
# 72% believe
## online leads contribute to their success

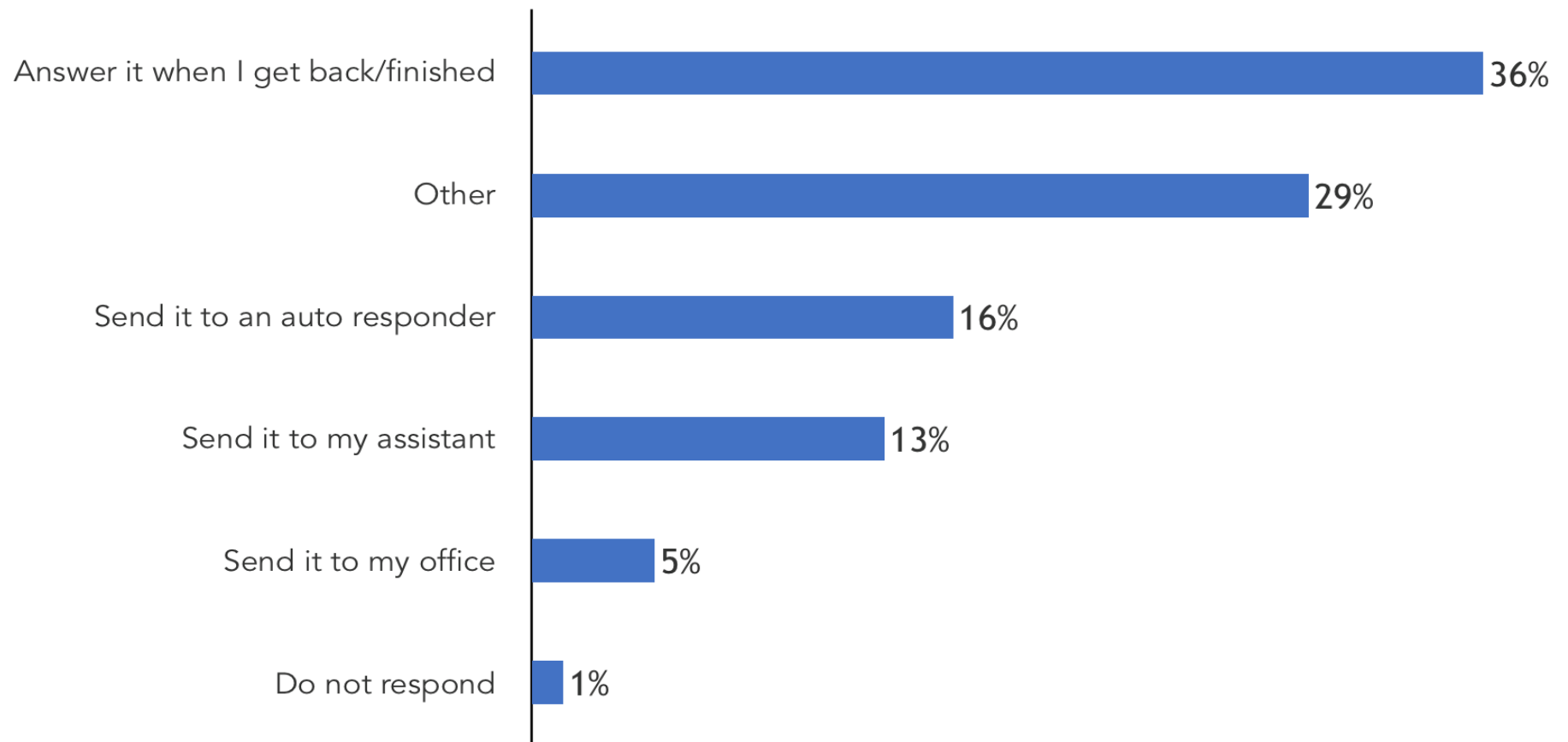**How much do you believe online leads contribute to your success?**
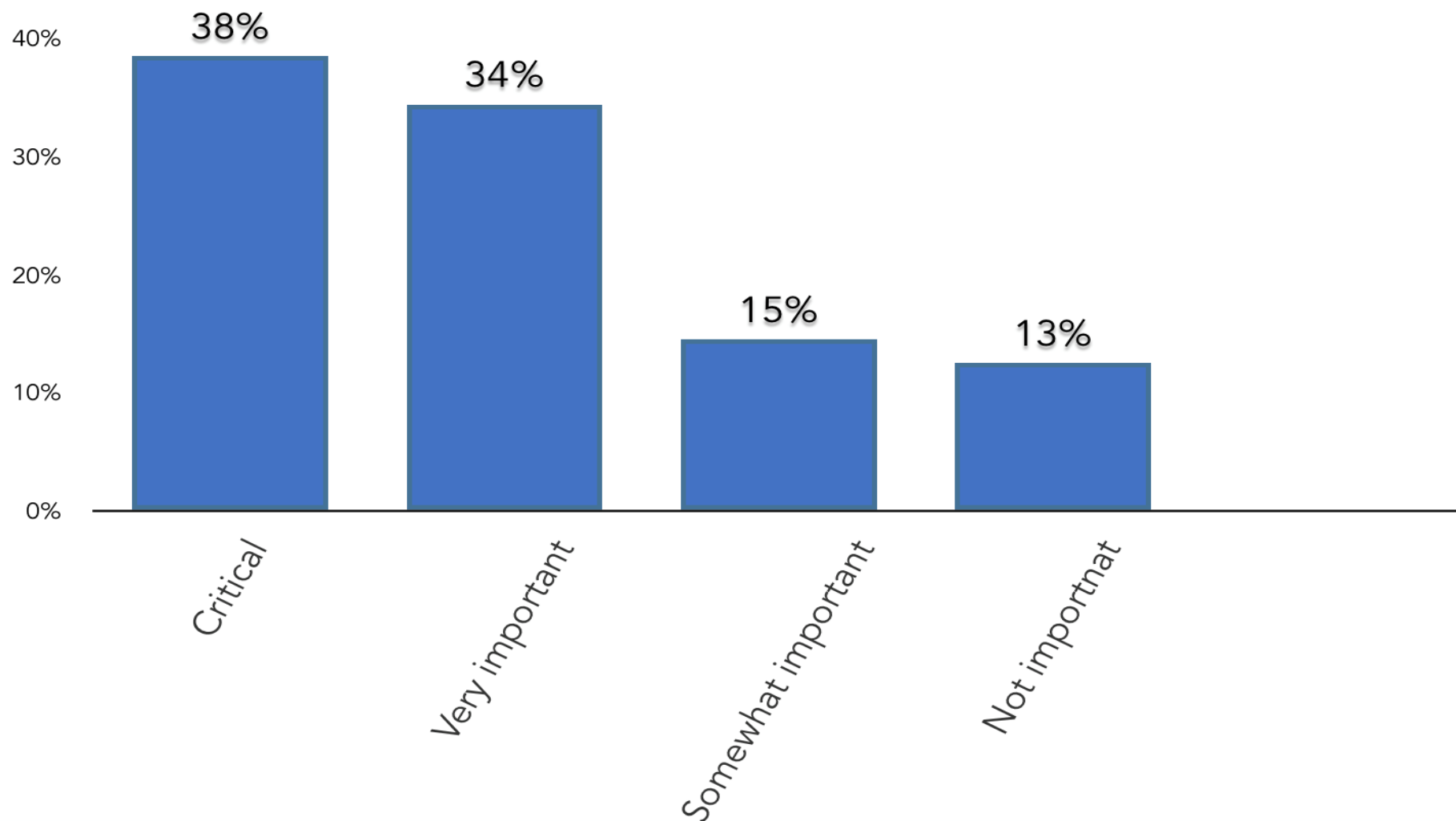
# Nearly ¾ say they respond immediately or within an hour

**How quickly do you respond to an online lead?**

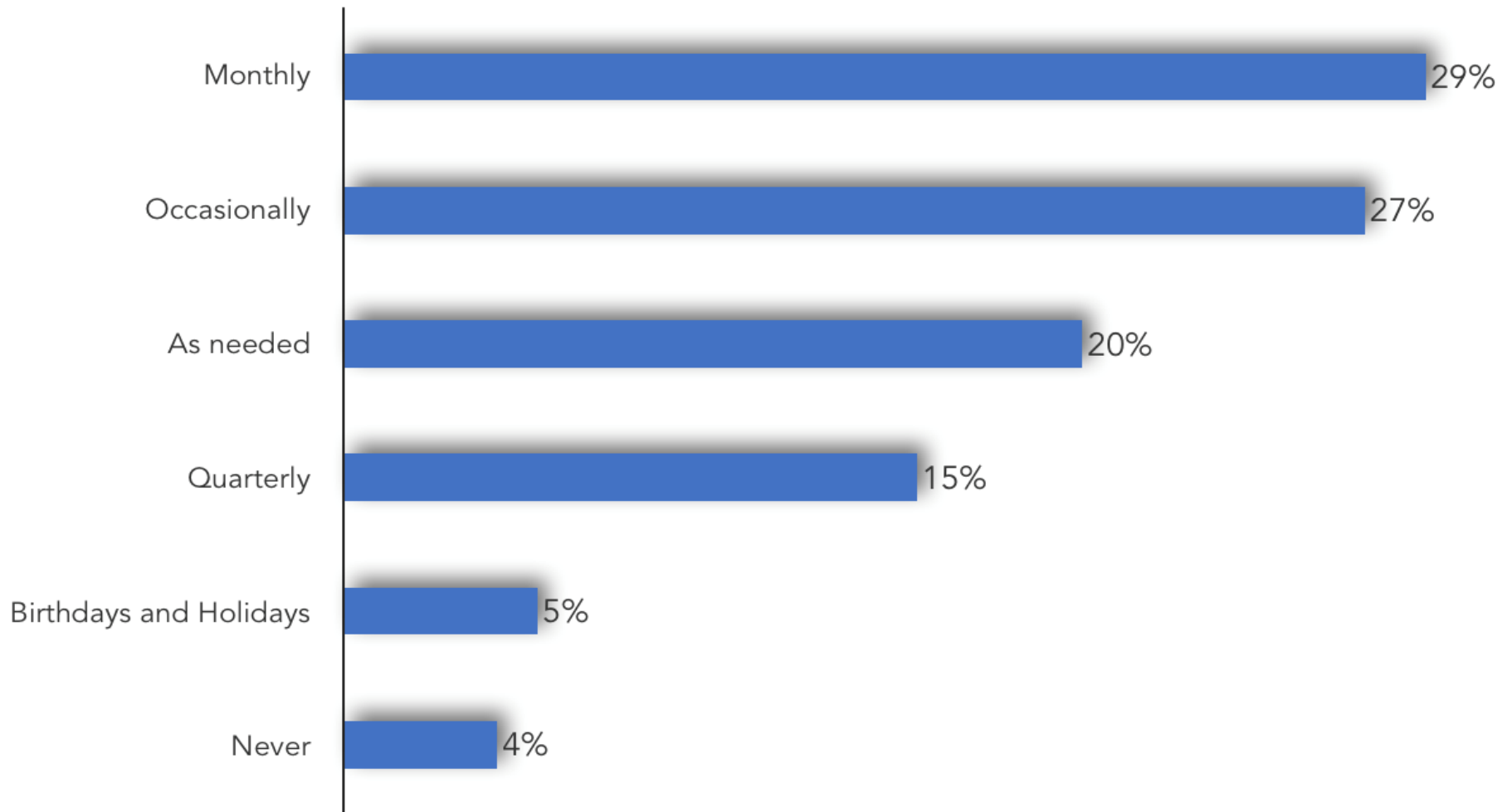| Response time | Percentage |
|---|---|
| Within a few minutes | 25% |
| Immediately | 25% |
| Within an hour | 22% |
| Within a few hours | 19% |
| Within a day | 9% |
| Within a few days | 1% |

# 36% respond once they are finished with their appointment or return from out of town

**How do you respond to leads when you're in an appointment or out of town?**



| Response | Percentage |
|---|---|
| Answer it when I get back/finished | 36% |
| Other | 29% |
| Send it to an auto responder | 16% |
| Send it to my assistant | 13% |
| Send it to my office | 5% |
| Do not respond | 1% |

# Communicating with your prospects/clients

**How often do you reach out to your database of prospects, clients?**

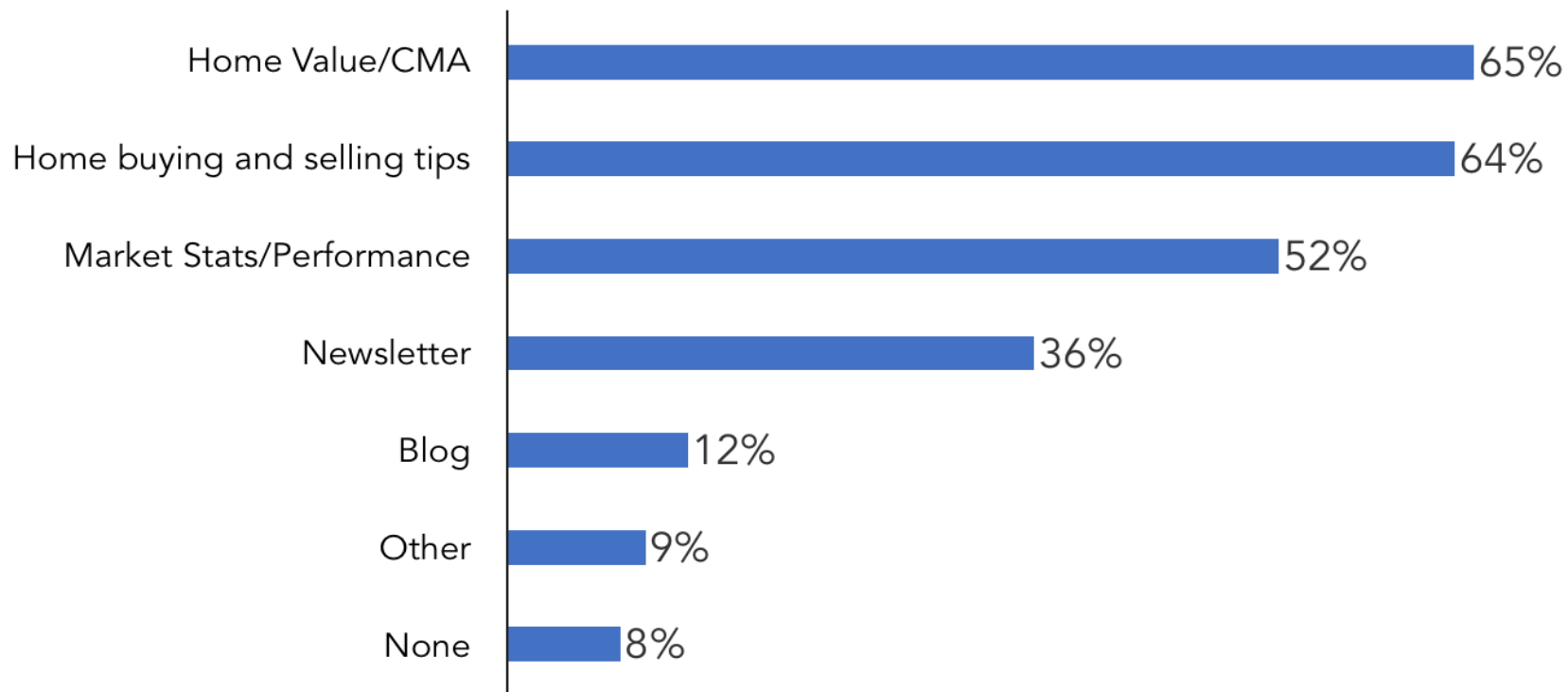| Category | Percentage |
|---|---|
| Monthly | 29% |
| Occasionally | 27% |
| As needed | 20% |
| Quarterly | 15% |
| Birthdays and Holidays | 5% |
| Never | 4% |

# 84% use email to
# contact prospects or clients

**What method do you use to reach out to your prospects and clients?**

- Email — 84%
- Phone — 65%
- Text — 58%
- Newsletter — 28%
- Other — 22%
- Video Email — 8%
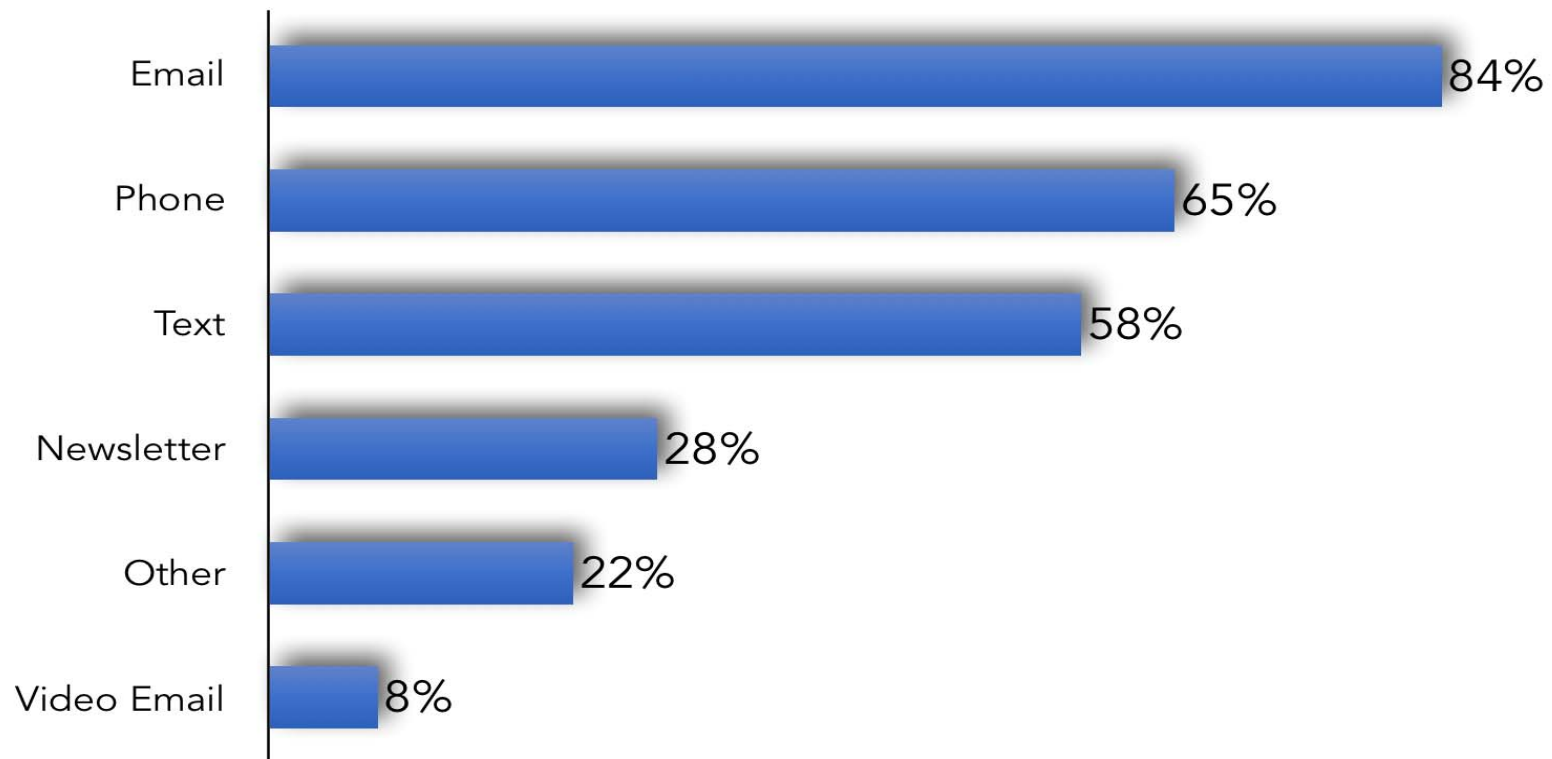
# Just over ½ offer market stats; confirm importance of stats in open end comments

**Which of the following do you provide to your clients and prospects?**

| Category | Percentage |
|---|---|
| Home Value/CMA | 65% |
| Home buying and selling tips | 64% |
| Market Stats/Performance | 52% |
| Newsletter | 36% |
| Blog | 12% |
| Other | 9% |
| None | 8% |

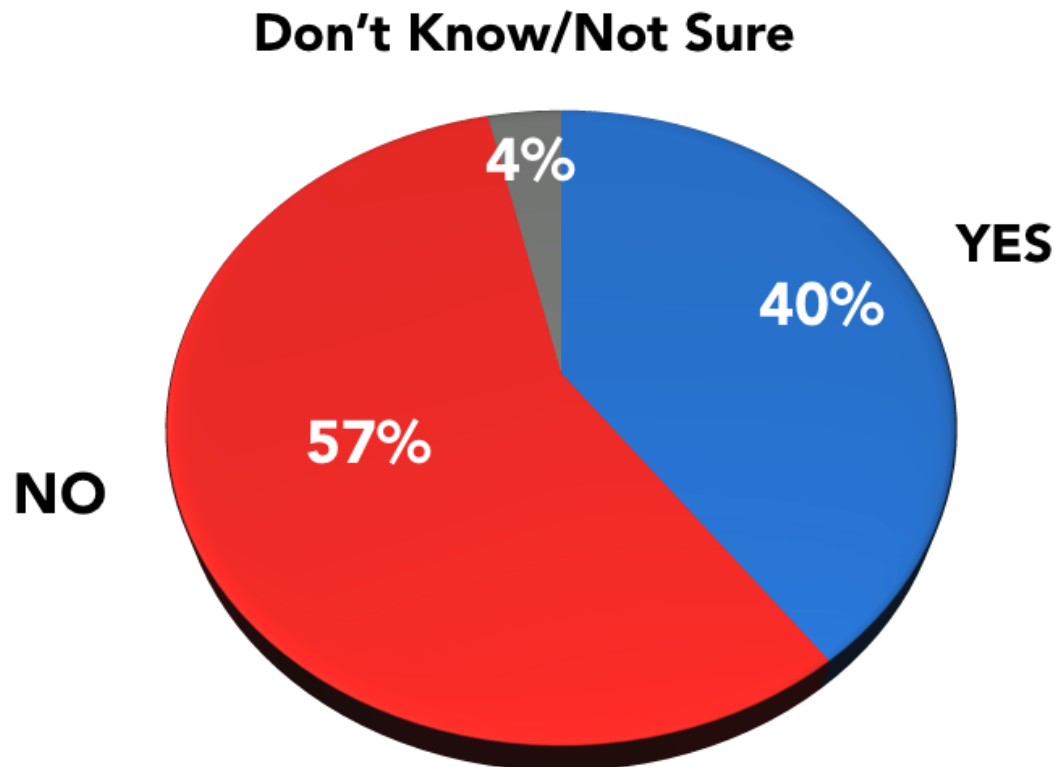# Home Valuation/Market Stats most effective tools

## How effective are each of these with your clients/prospects?

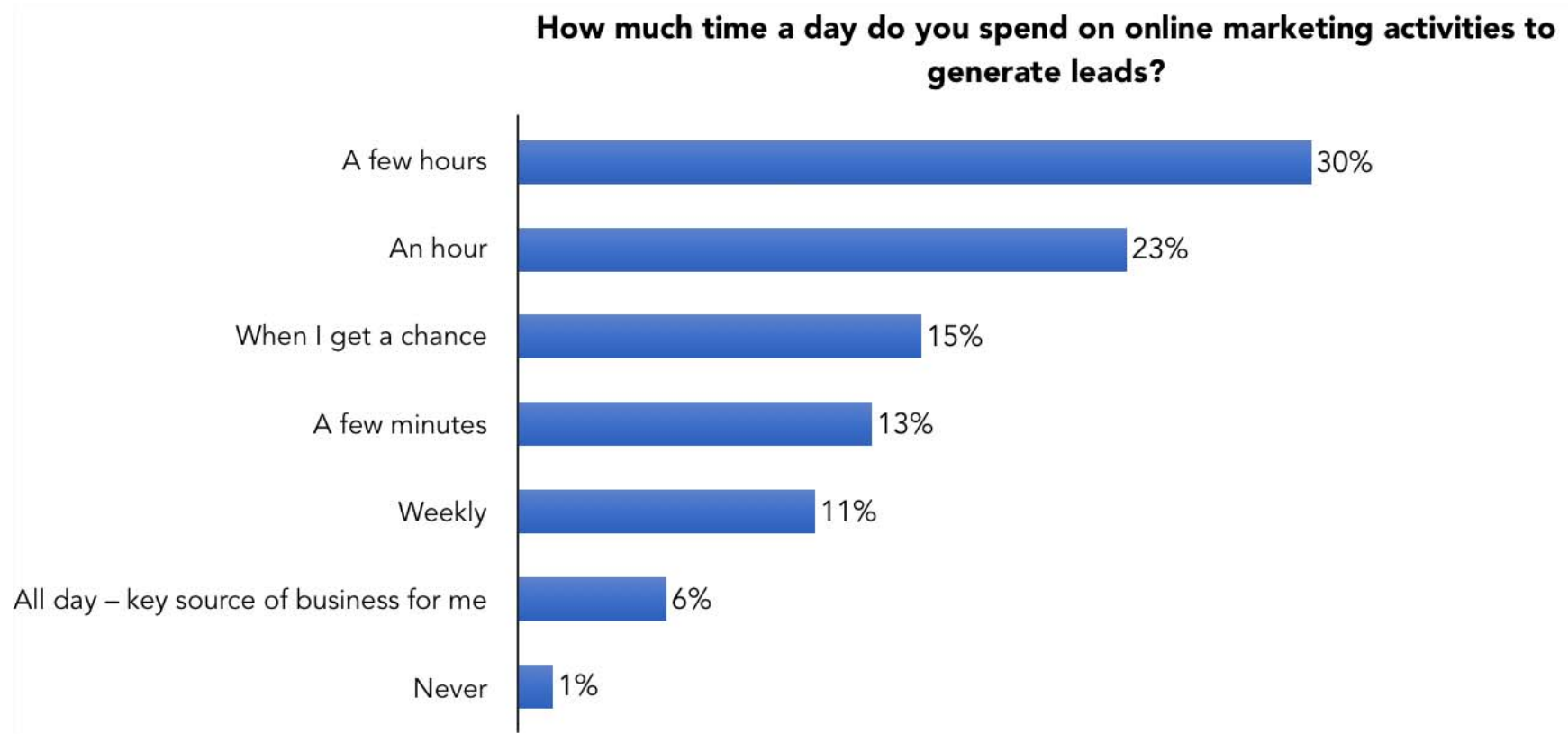| | Very effective | Somewhat effective | Not very effective | Not Sure / Don't Know |
|---|---|---|---|---|
| Newsletter | 18% | 44% | 20% | 18% |
| Blog | 9% | 31% | 29% | 32% |
| Home Value/CMA | 39% | 46% | 7% | 8% |
| Market Stats/Performance | 33% | 49% | 9% | 9% |
| Home buying and selling tips | 21% | 54% | 14% | 11% |
| None | 9% | 23% | 25% | 44% |

# 4 out of 10 use a CRM system today

**Do you use a Client Relationship Management System?**

Don't Know/Not Sure



4%

YES

40%

57%

NO

# Respondents are more engaged with online marketing than average

**How much time a day do you spend on online marketing activities to generate leads?**

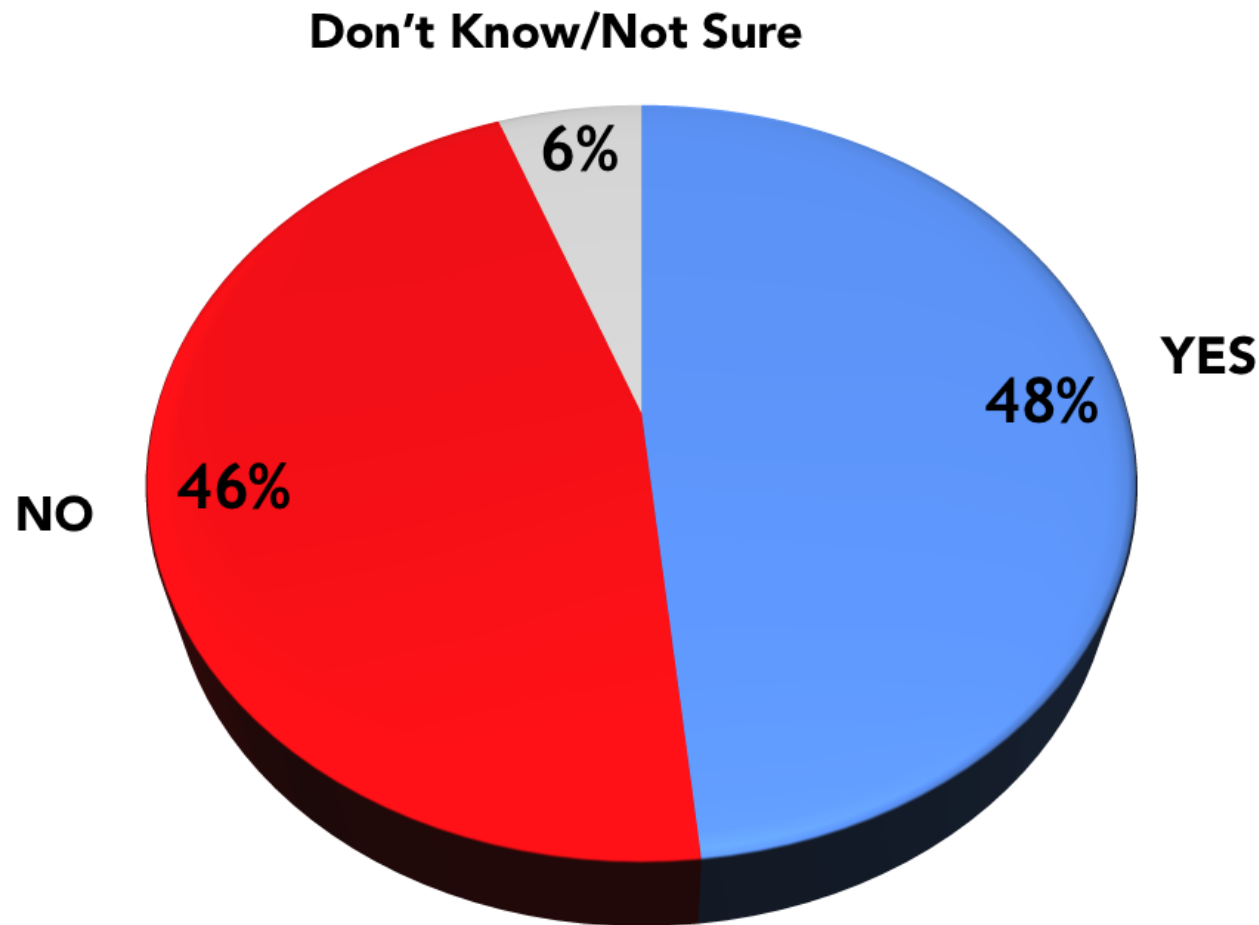| Response | Percentage |
|---|---|
| A few hours | 30% |
| An hour | 23% |
| When I get a chance | 15% |
| A few minutes | 13% |
| Weekly | 11% |
| All day – key source of business for me | 6% |
| Never | 1% |

# About ½ have integrated their online leads with their CRM system

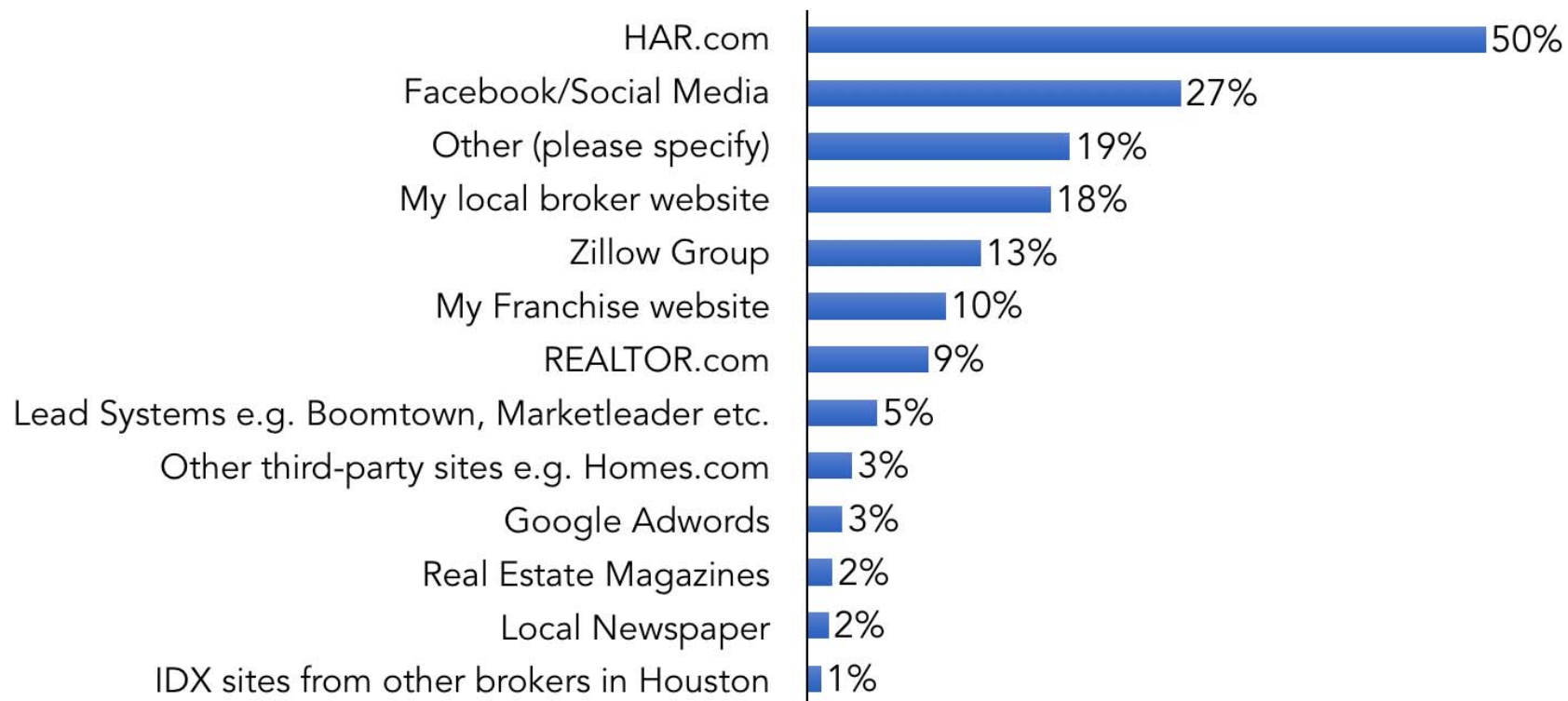**Do all the leads you receive from all online sources get added to your CRM system automatically?**



- 4%
- 48%
- 48%

Legend:
- Yes
- No
- Don't Know/Not Sure
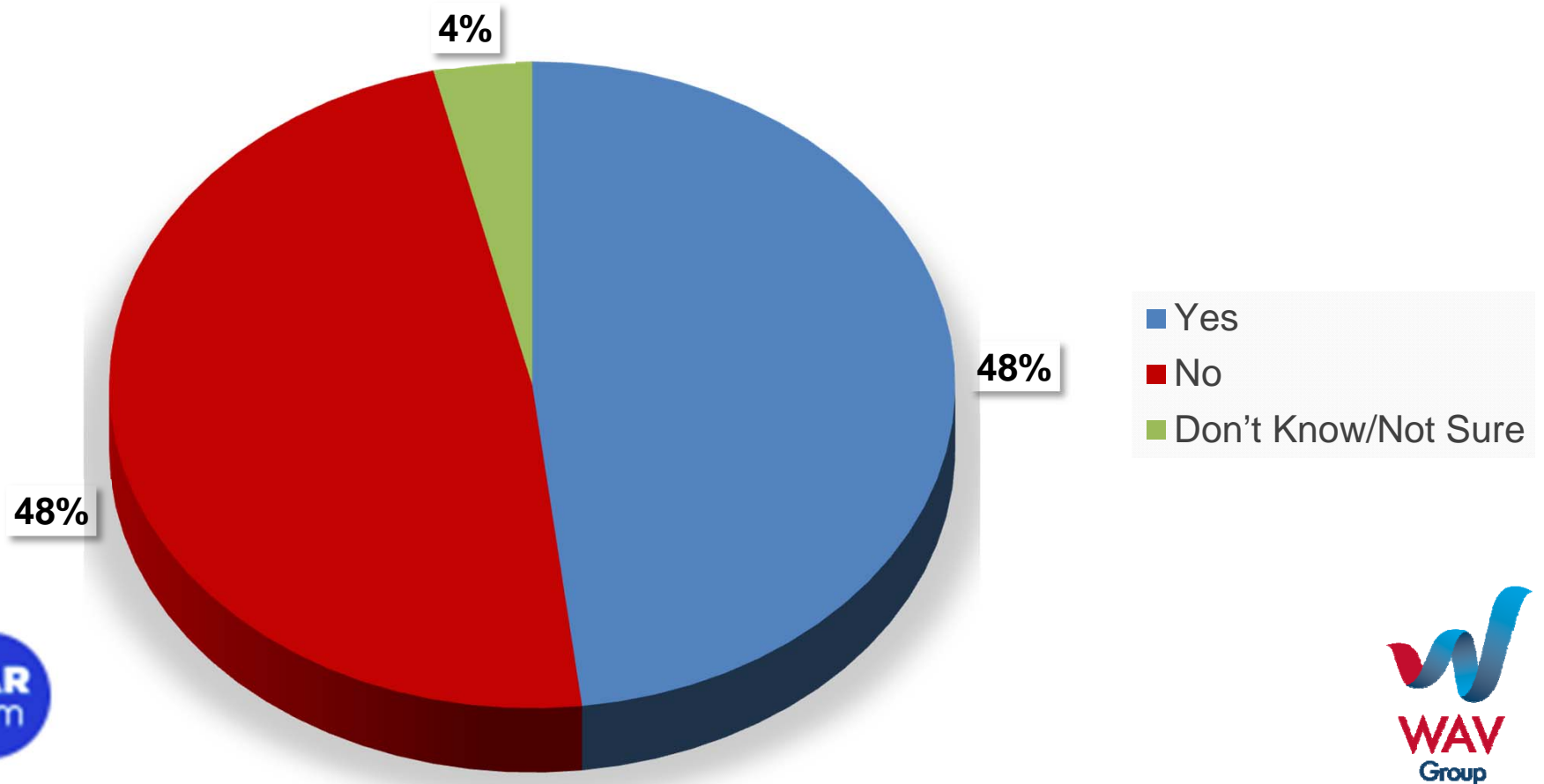
# Just under 1/2 track conversion rates

**Do you track conversion rates?**

**Don't Know/Not Sure**

6%

NO

46%

**YES**

48%

# HAR.com leads BY FAR convert the best over other sources

**Which of your lead sources converts best?**

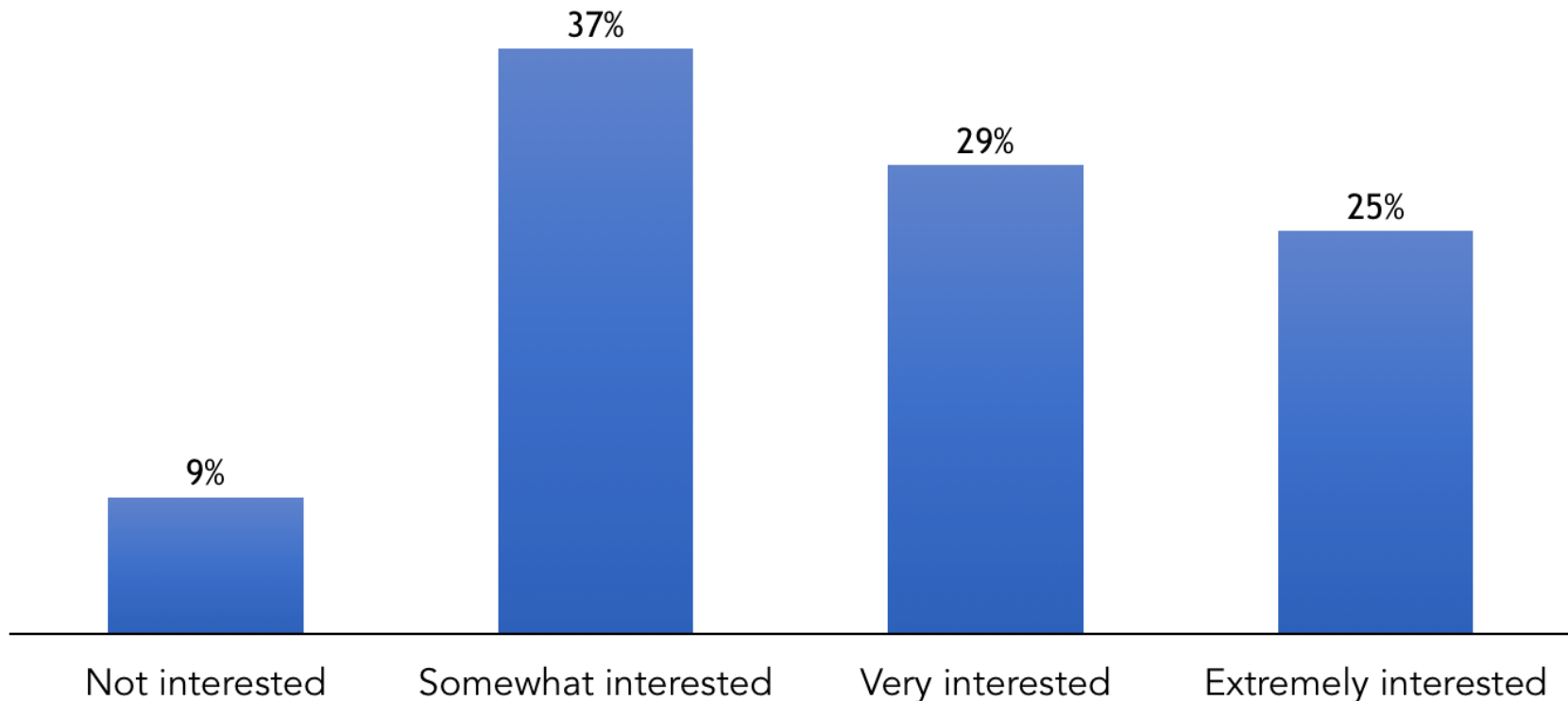| Lead Source | % |
|---|---|
| HAR.com | 50% |
| Facebook/Social Media | 27% |
| Other (please specify) | 19% |
| My local broker website | 18% |
| Zillow Group | 13% |
| My Franchise website | 10% |
| REALTOR.com | 9% |
| Lead Systems e.g. Boomtown, Marketleader etc. | 5% |
| Other third-party sites e.g. Homes.com | 3% |
| Google Adwords | 3% |
| Real Estate Magazines | 2% |
| Local Newspaper | 2% |
| IDX sites from other brokers in Houston | 1% |

# Nearly ½ are VERY/EXTREMELY interested in a system to keep track of all of their leads

How interested would you be in a system that helped you keep track of all of the leads you receive from all of your online lead sources to help you respond more quickly and help you convert them into clients?



| Not interested | Somewhat interested | Very interested | Extremely interested |
|---|---|---|---|
| 10% | 41% | 26% | 23% |
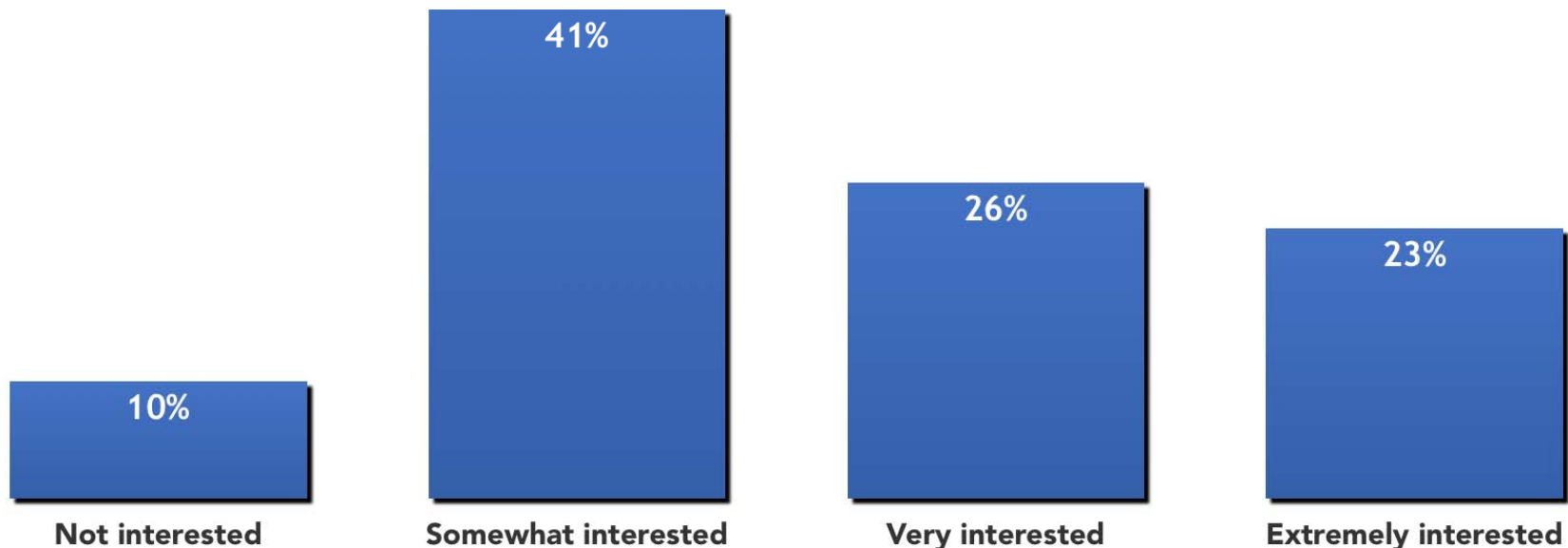
# 54% are VERY/EXTREMELY interested in recommendations about where to invest online

**How interested would you be in recommendations about where to spend your online marketing budget based on successful campaigns of other agents?**



| Not interested | Somewhat interested | Very interested | Extremely interested |
|---|---|---|---|
| 9% | 37% | 29% | 25% |

# Do you have any suggestions about ways that HAR can help you generate and convert more online leads?

- Help me understand the quality/quantity of leads they receive
- Stop syndicating to third parties
- Offer a HAR CRM solution
- Integrate HAR leads into my CRM solution
- Better qualify leads – require phone number, scrub them for me
- Automate sending listings to Facebook – VERY strong lead source
- Make it easier for me to frame ALL listings on HAR with my info for my clients
- Have me included in searches where I do business, NOT just where my office is located

# Do you have any suggestions about ways that HAR can help you generate and convert more online leads?

- Offer a WordPress IDX widget; make it easier for me to have IDX on my FB page
- More paid search on HAR.com to compete more effectively with Zillow
- Promote value of HAR to consumers new to buying/selling
- Promote HAR OUTSIDE of Houston in spots where people relocate from most
- Promote Q and A section of the site more effectively
- Promote ability to get text notifications when a lead comes in
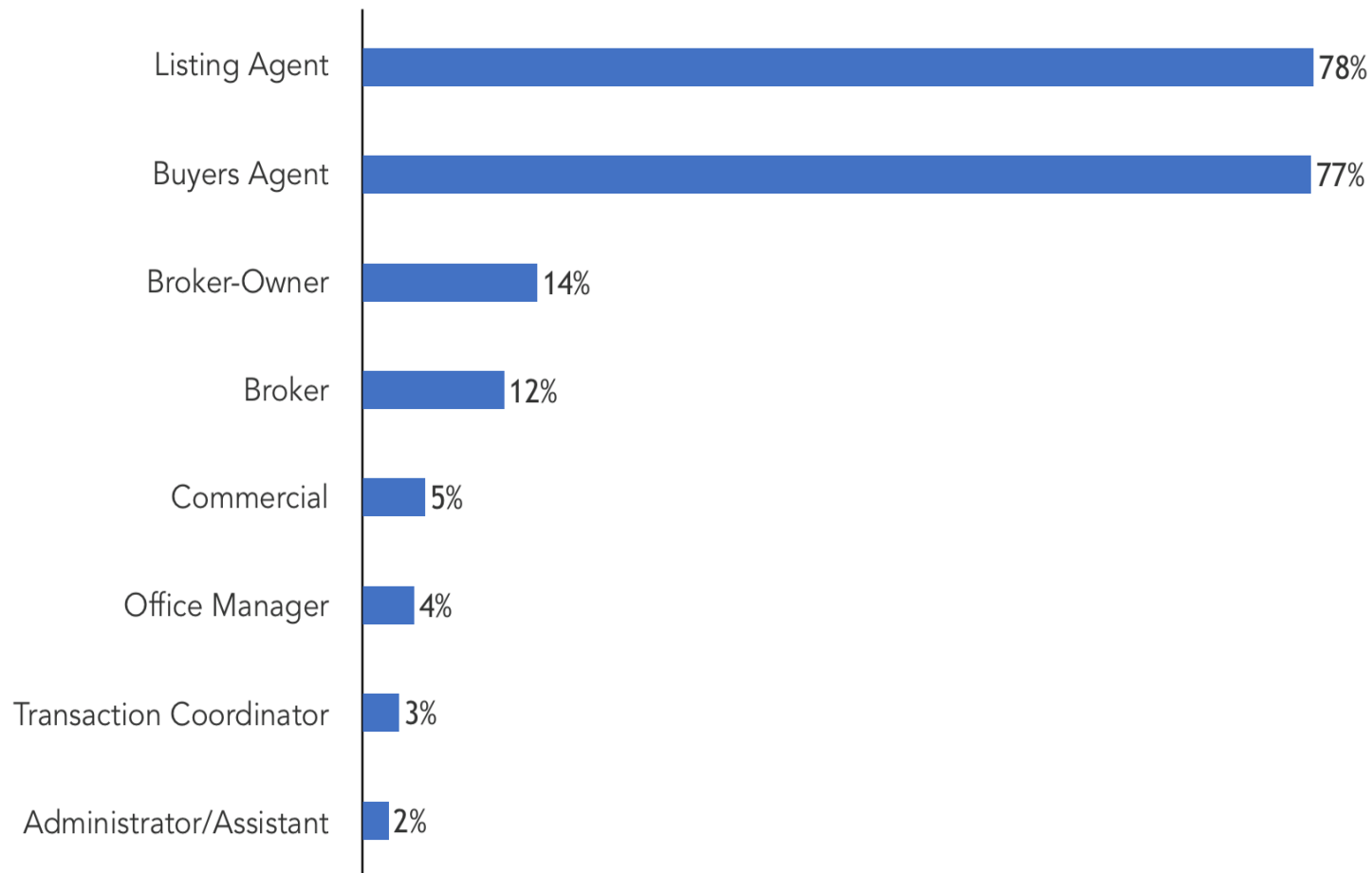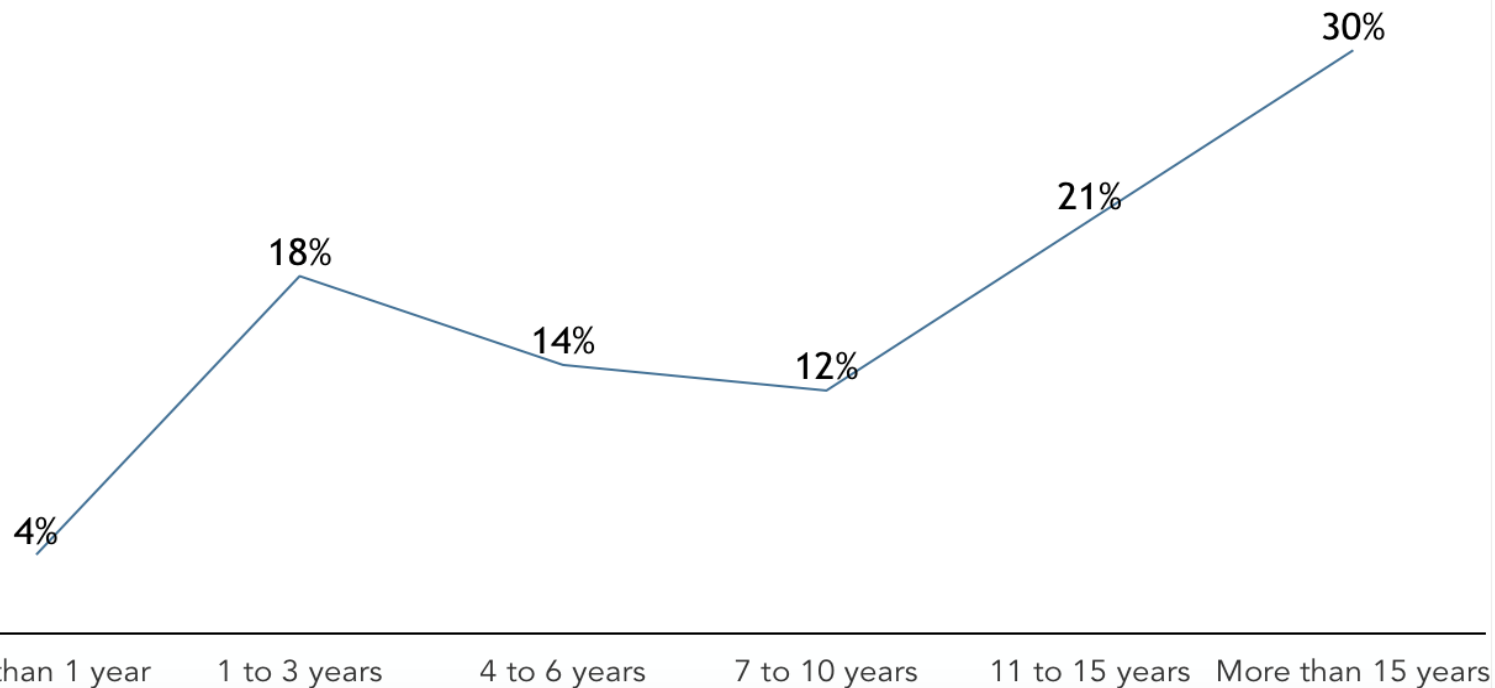- Add a Concierge Service like Zillow

Demographics

# Equal balance of listing/buying agents

**What best describes your role in real estate?**
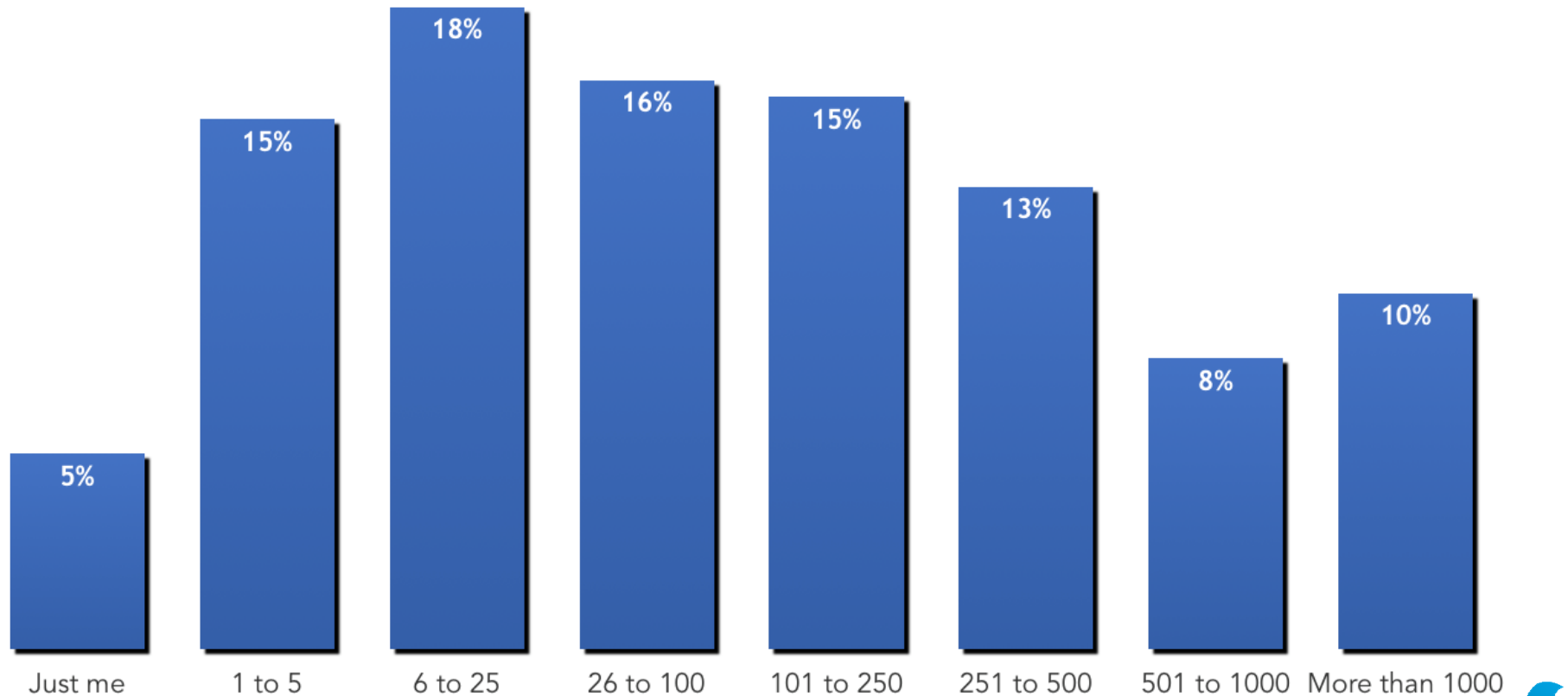


| Role | Percentage |
|------|-----------|
| Listing Agent | 78% |
| Buyers Agent | 77% |
| Broker-Owner | 14% |
| Broker | 12% |
| Commercial | 5% |
| Office Manager | 4% |
| Transaction Coordinator | 3% |
| Administrator/Assistant | 2% |

# More than half have been in business for 11+ years



How long have you been a REALTOR®?

- Less than 1 year: 4%
- 1 to 3 years: 18%
- 4 to 6 years: 14%
- 7 to 10 years: 12%
- 11 to 15 years: 21%
- More than 15 years: 30%

# More respondents from smaller brokerages

**Approximately how many agents are in your brokerage?**

| Just me | 1 to 5 | 6 to 25 | 26 to 100 | 101 to 250 | 251 to 500 | 501 to 1000 | More than 1000 |
|---------|--------|---------|-----------|------------|------------|-------------|----------------|
| 5% | 15% | 18% | 16% | 15% | 13% | 8% | 10% |

# More than 1/2 are from independent companies

**Are you a part of an independent brokerage or franchise?**



- 8%
- 38%
- 54%

- ● Independent
- ● Franchise – Traditional model
- ● Franchise – Flat Fee Model
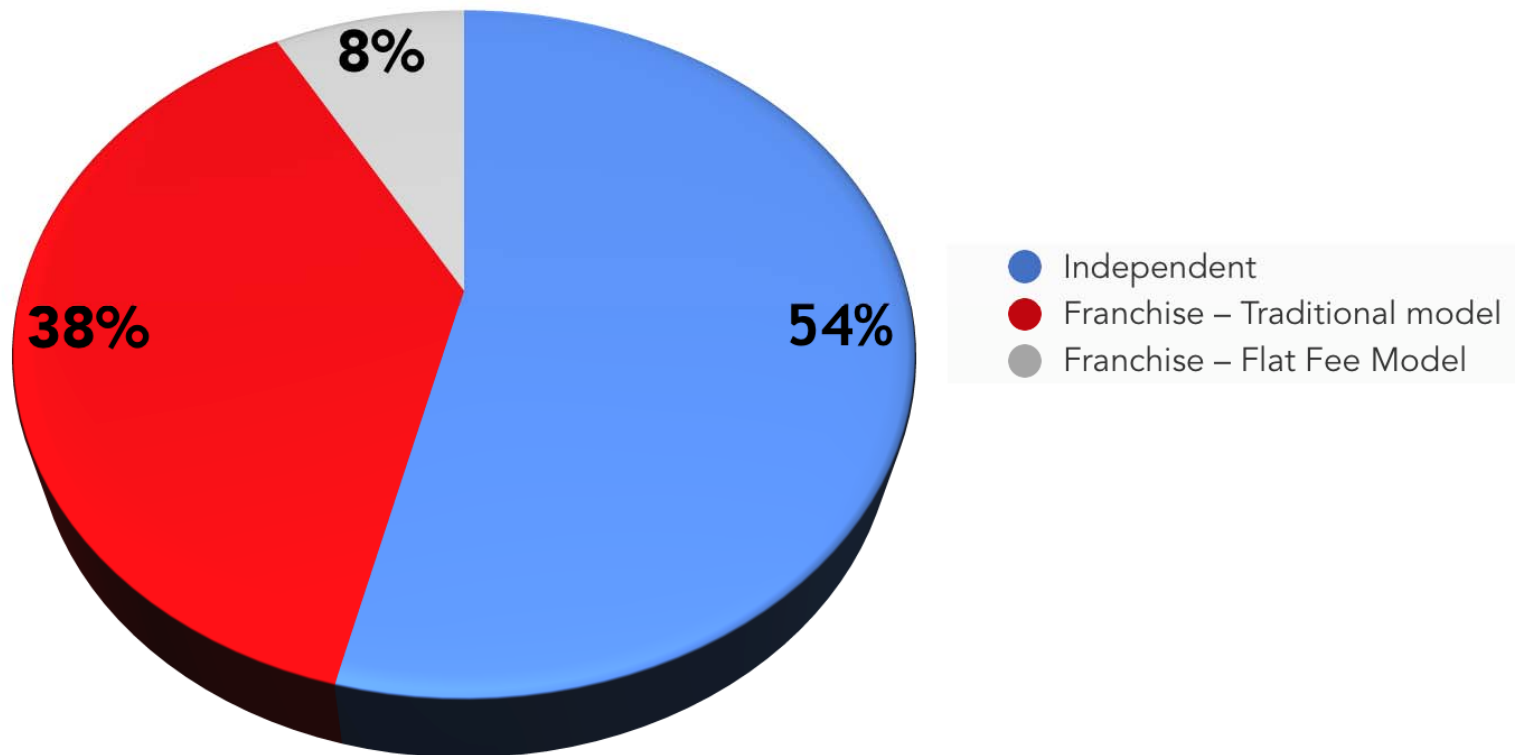
# Teams are over-represented in the survey; 1 in 5 are part of a team

**Are you a part of a team?**



YES 19%

NO 81%
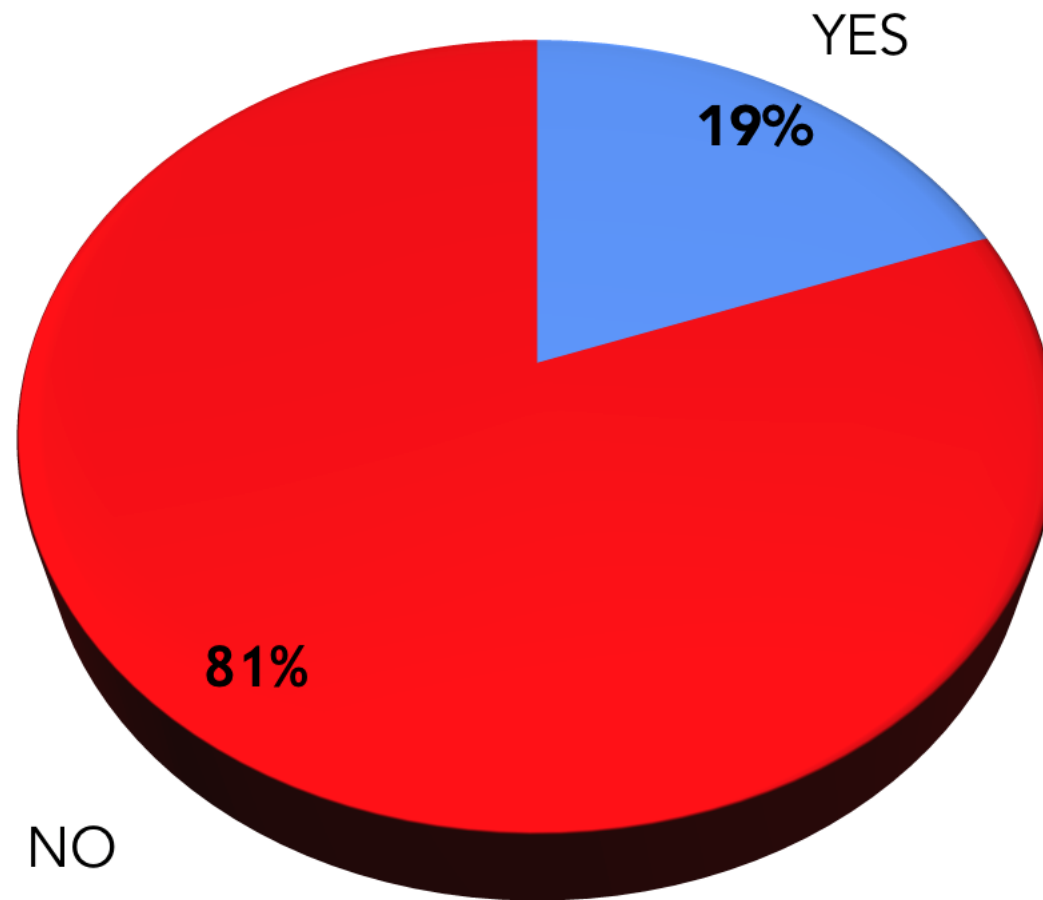
# Observations

- HAR.com is BY FAR the strongest FREE online lead source available; Not a clear understanding of lead quality/quantity from HAR, however
- Facebook has become a VERY important promotional tool – stronger than Zillow/Portals
- Respondents are much more active in online lead gen than average
- Lead Gen systems are not prevalent; perceived as ineffective
- Market Stats/CMA – very effective lead gen tools
- Interest in better ways to qualify online leads; require phone no.
- Strong interest in ways to leverage online leads more effectively
  - Integration with CRM systems
  - HAR-offered CRM
  - Recommendations for online marketing opps.

# Recommendations

- Much more emphasis on promoting lead quality and quantity via easy to read, outbound regular listing exposure/lead gen reports. E.g. Listtrac

- Consider offering an HAR CRM as an add-on product

- Seamlessly integrate leads into current CRM system and offer a new comprehensive lead tracking/conversion program as an add-on

- Further investigate the idea of offering online marketing recommendation service

# Recommendations

- Create online lead generation/conversion course
- Work with Brokers to offer private labelled CRM integrated with HAR/Facebook leads
- Partner with Facebook to autopopulate listings and upsell to promotional campaigns from HAR dashboard
- Offer IDX Widget for Websites and Social Media