



# 2018 HAR Communications Survey

2,263 Respondents  
8% Response Rate



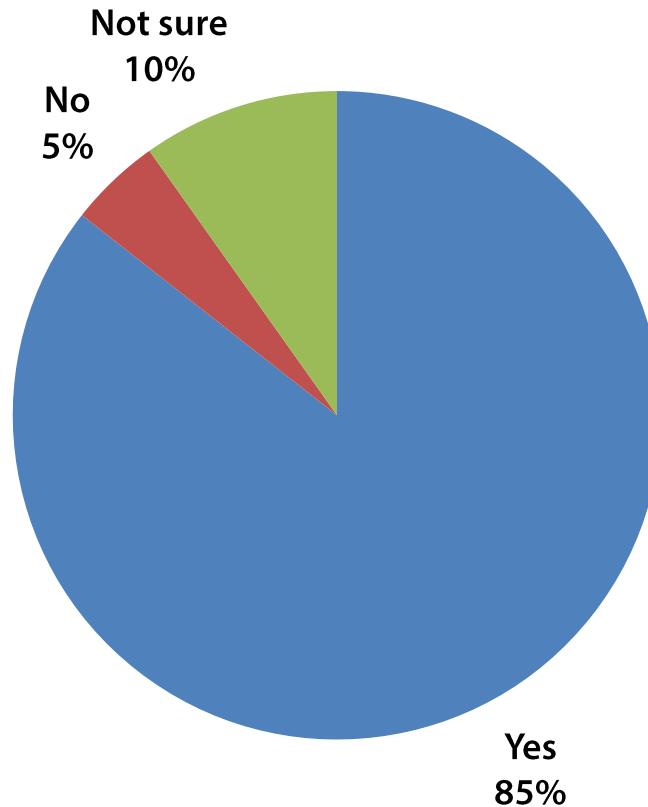
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# Objective

Identify and evaluate member awareness and effectiveness of HAR's communications channels

# 85% have recently received the 5 Minute REALTOR® Newsletter

Have you received the weekly 5 Minute REALTOR® newsletter from HAR over the past several months?

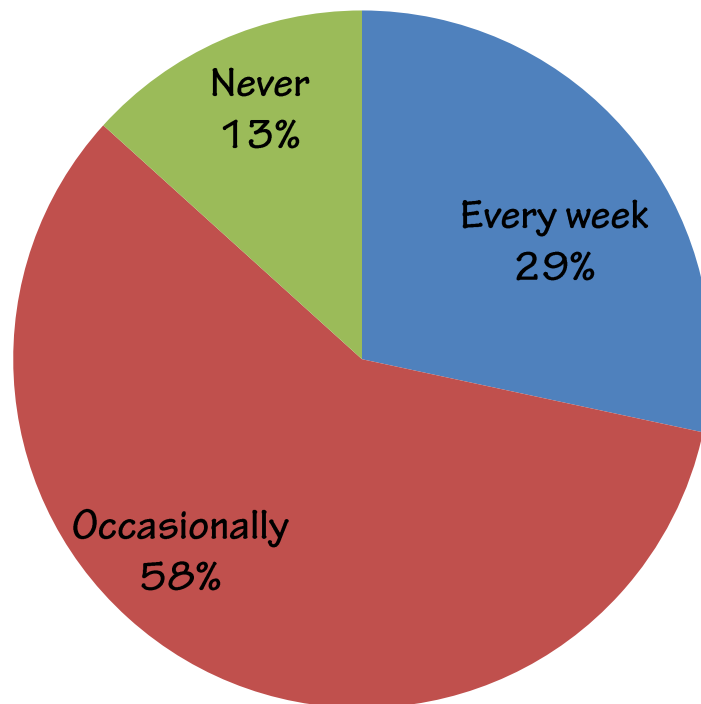


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# 29% read the 5 Minute REALTOR® every week

How often do you read the 5 Minute REALTOR® newsletter?

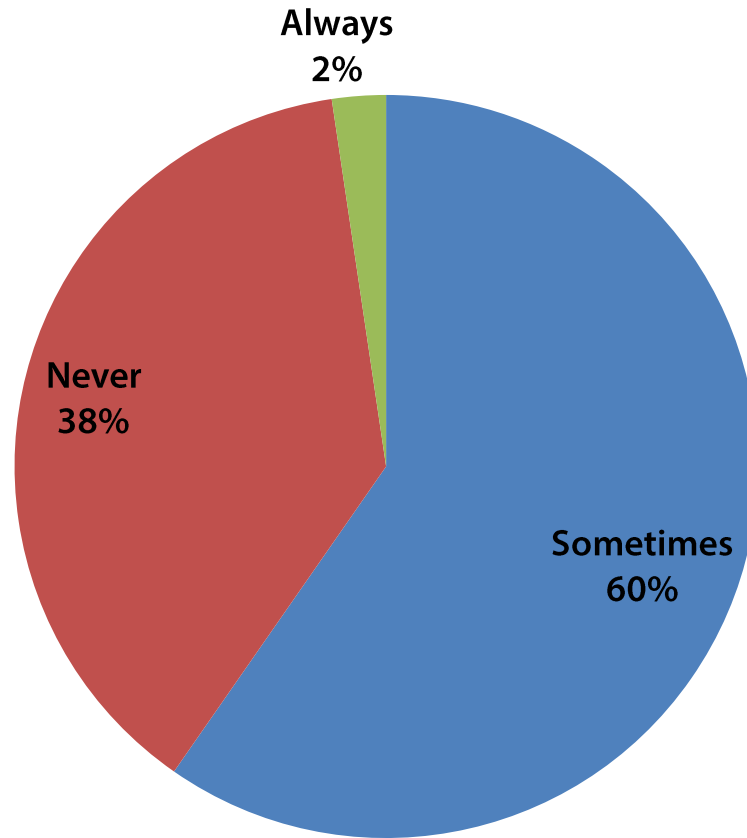


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# 62% hit the delete key sometimes/always

How often do you hit the “delete” key without reading the 5 Minute  
REALTOR® ?

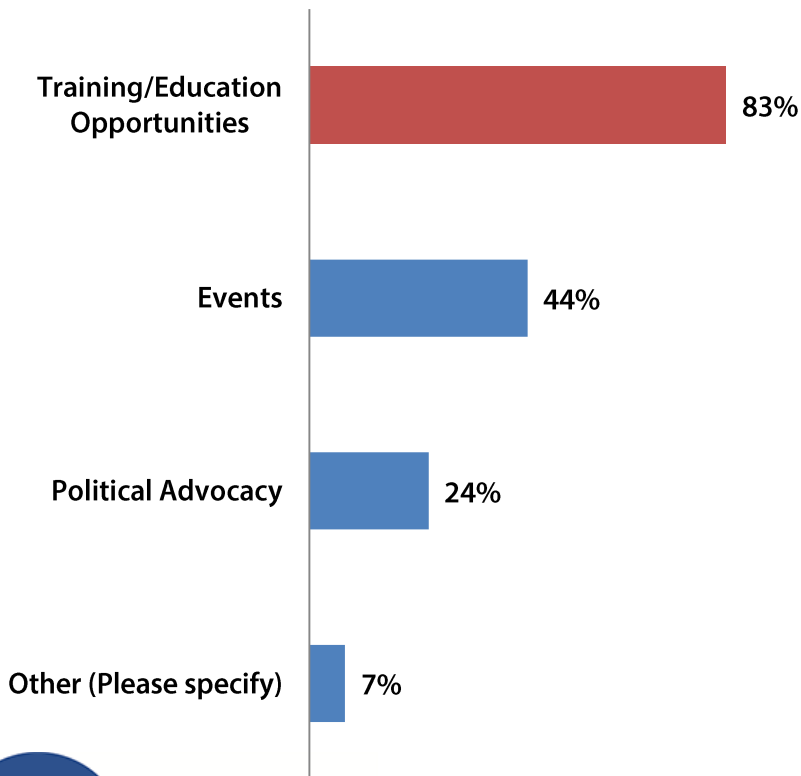


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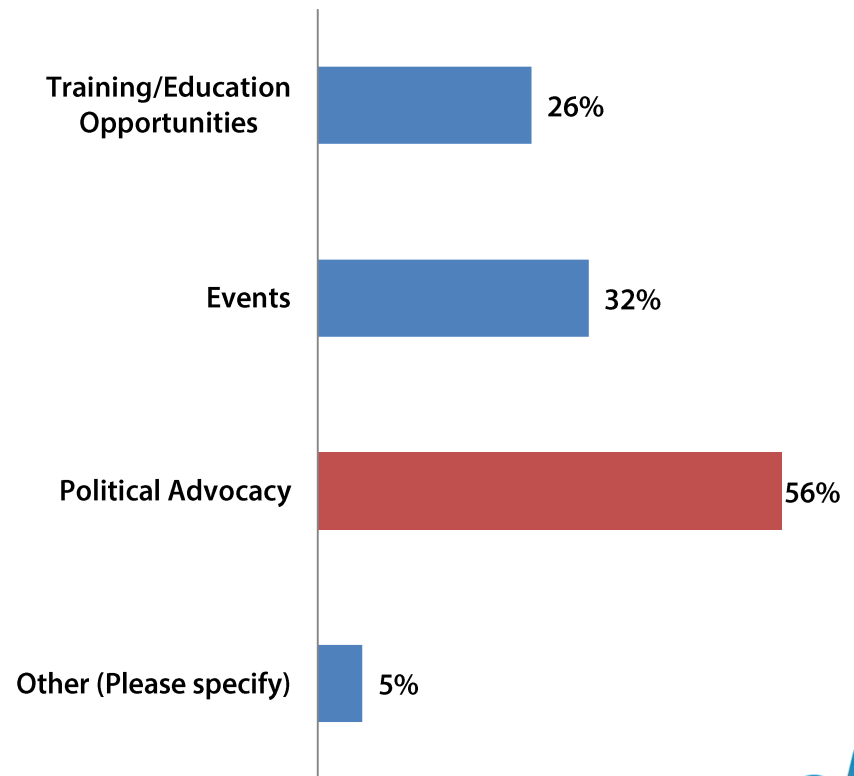


# Training/Education articles most popular; Political/Advocacy articles least popular

What types of articles do you read the **MOST** in the 5 Minute REALTOR® ?

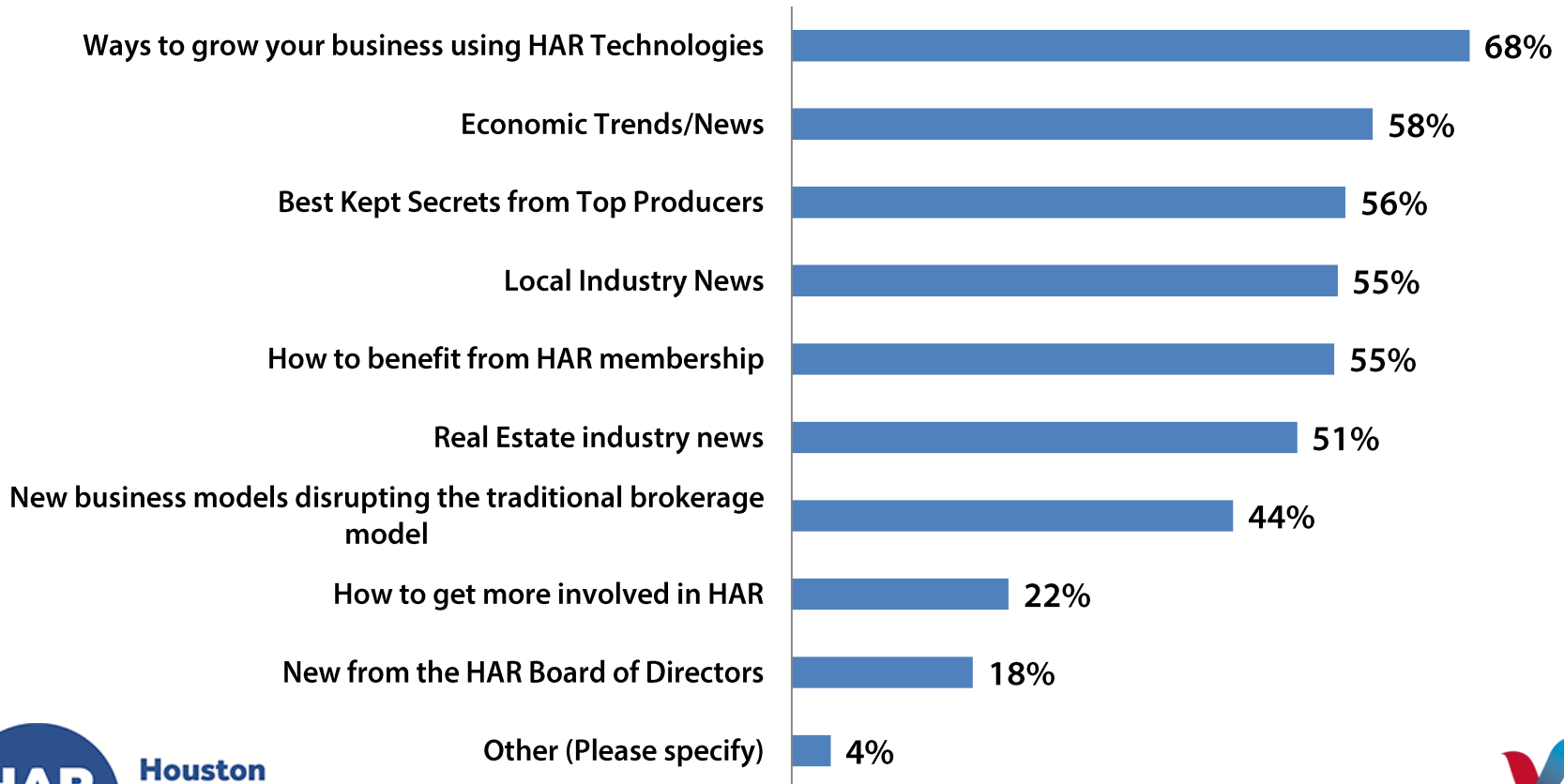


What types of articles do you read the **LEAST** in the 5 Minute REALTOR® ?



# Most interest in finding out ways to grow business using HAR Technologies

How interested would you be in the 5 Minute REALTOR® including the following types of articles?



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# Solid satisfaction on topics offered in 5 Minute REALTOR®

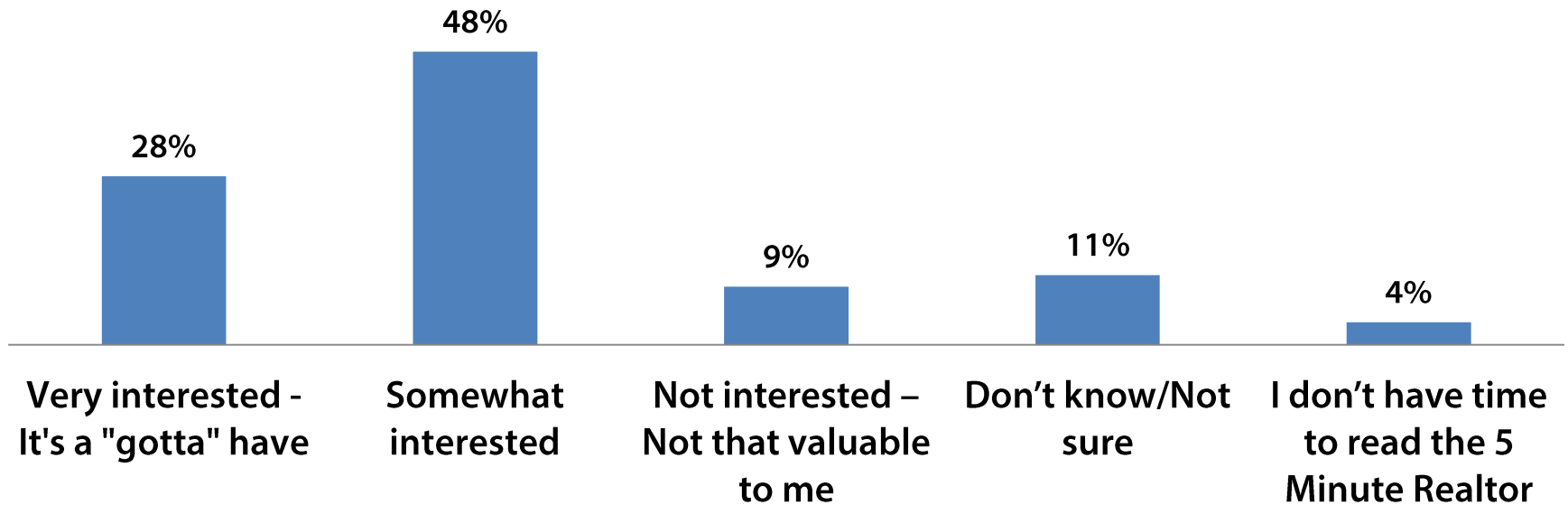
How satisfied are you with the 5 Minute REALTOR® weekly newsletter on the following factors?

	Extremely satisfied	Very satisfied	Somewhat satisfied	Not satisfied	Not sure/Don't know	Top 2
Keeps me up to speed on key issues about Houston and national real estate industry	13%	32%	32%	6%	18%	44%
Articles/Topics are interesting and relevant	11%	30%	36%	5%	17%	41%
Gives me practical tips about how to get more value from my HAR membership	10%	26%	36%	8%	20%	36%
Helps me learn practical ways to be more successful with HAR	10%	26%	37%	7%	21%	36%



# 28% believe the 5 Minute REALTOR® is a “gotta have”

How interested are you in HAR continuing to publish the 5 Minute REALTOR® Weekly Newsletter?



# 65% read the inbox messages from HAR.com dashboard

Do you read the inbox message on your Members Only HAR.com dashboard?

Don't know what it is  
11%

No  
24%

Yes  
65%

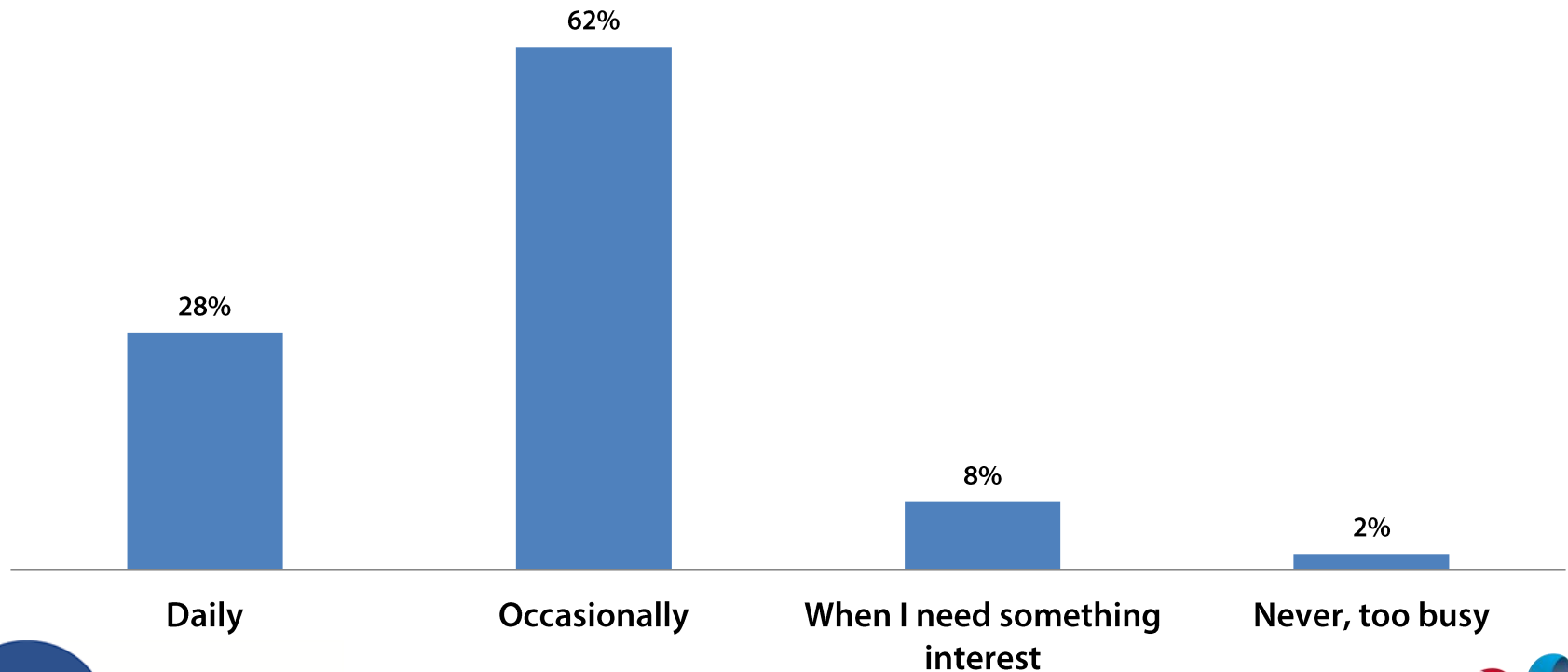


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# Just over 1 in 4 read real estate news daily

How often do you read about news and trends about real estate?

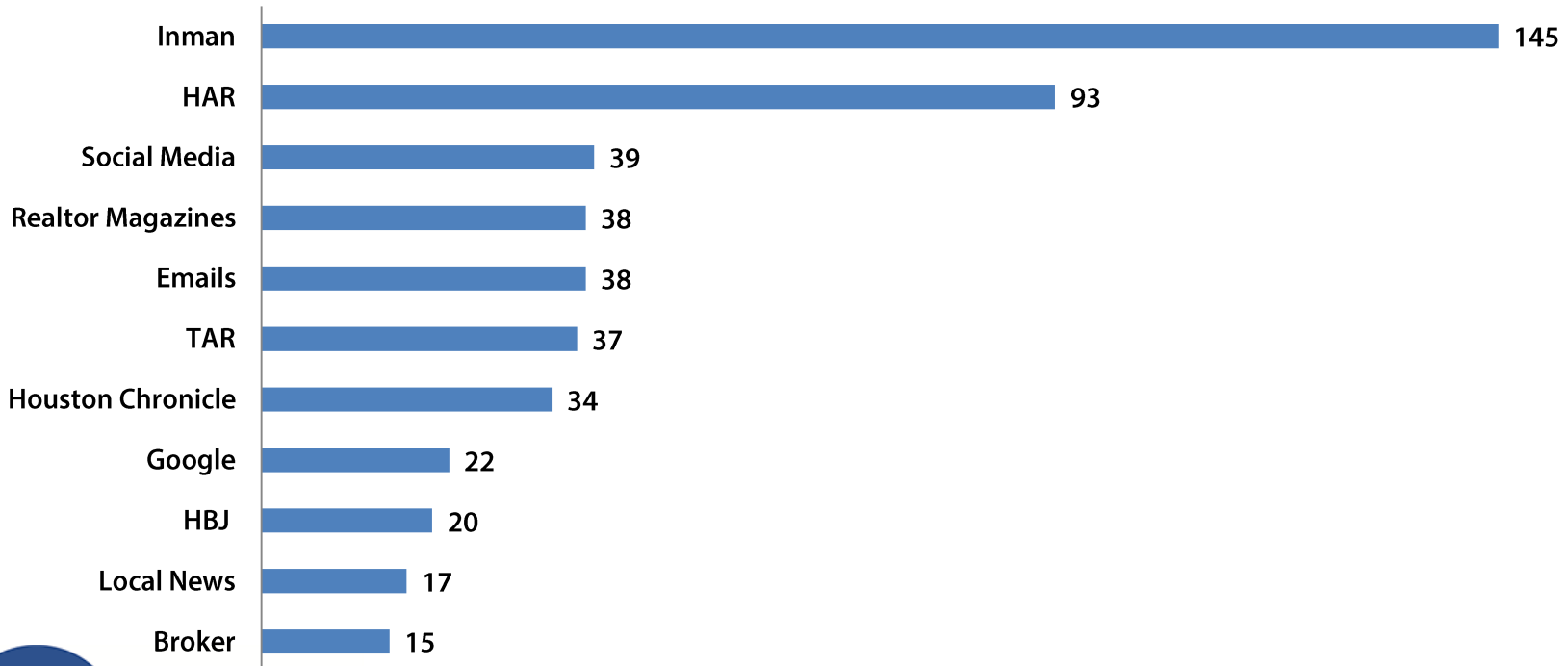


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# Inman and HAR are top 2 sources for real estate news/trends

Where do you usually find news and trends about real estate? (for 28% that read industry news)

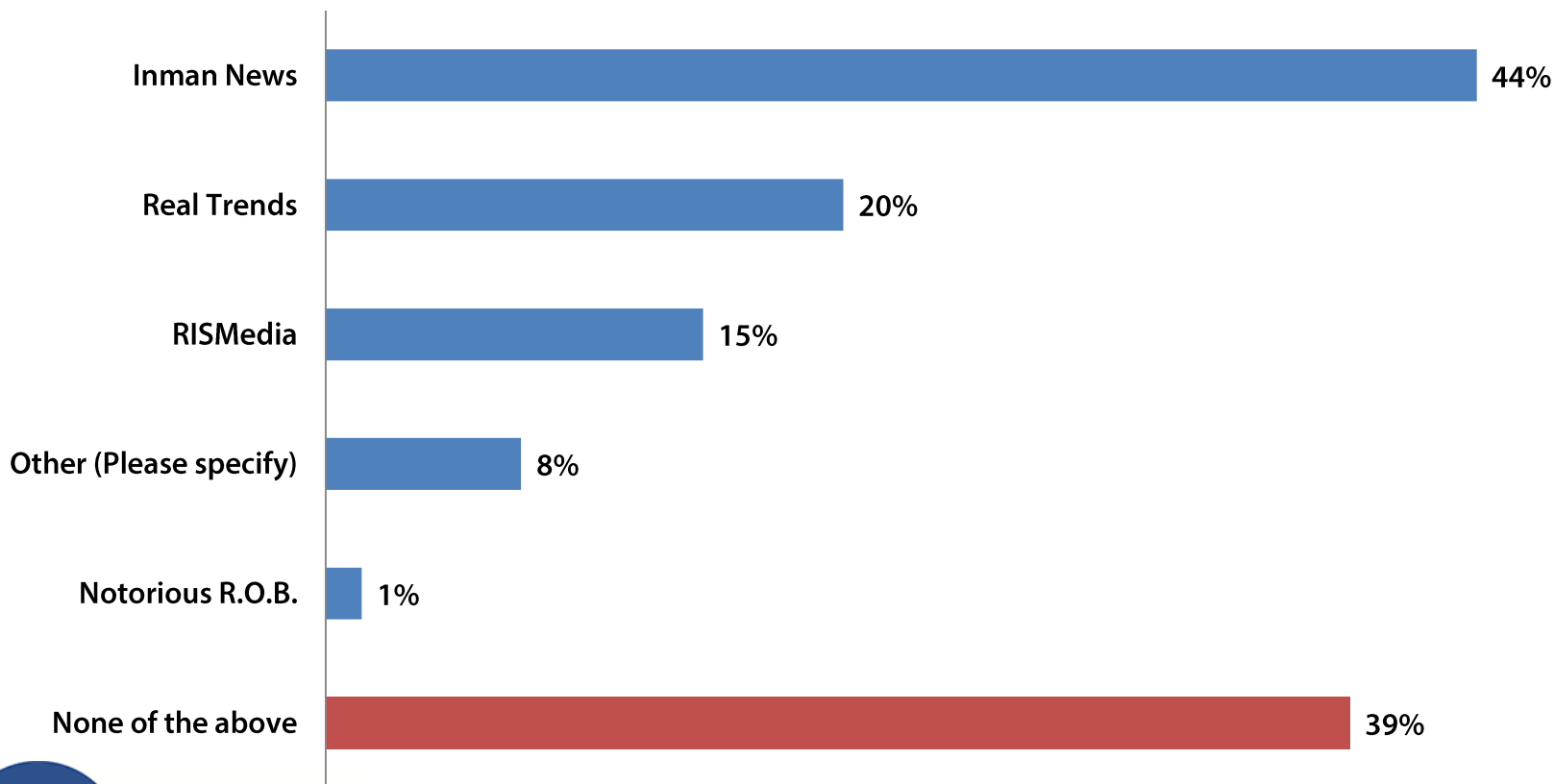


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# Industry news not critical to the group

Which of the industry news sources do you read most often?



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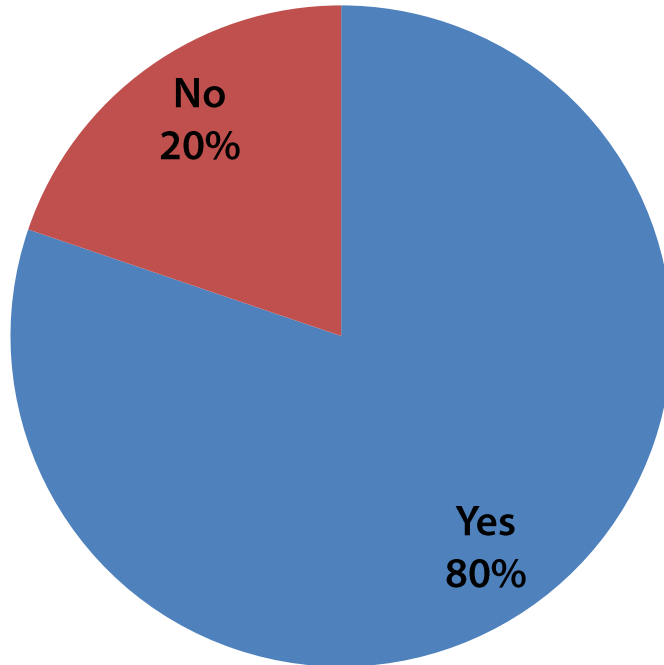
# Information received from Brokers most valuable followed by HAR

How valuable is the information you receive from each of the following sources:

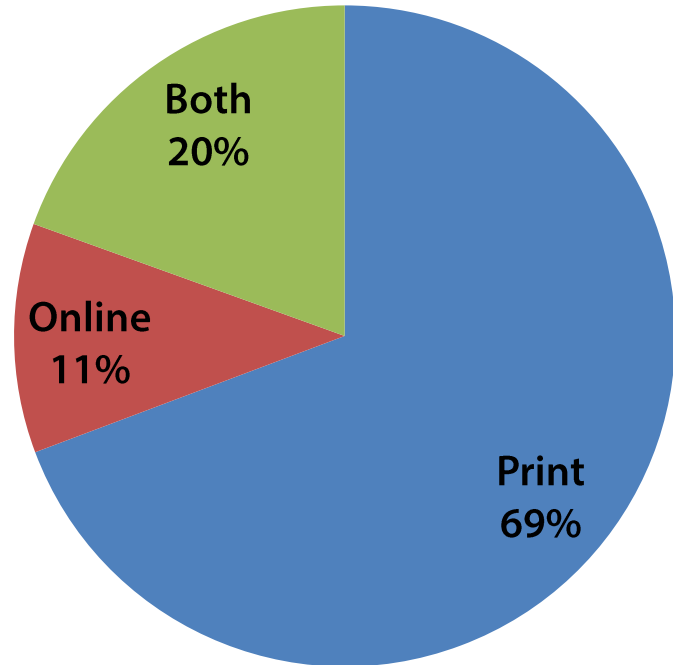
	Very valuable	Somewhat valuable	Not valuable	Not sure/Don't know
My Broker/Franchise	55%	29%	8%	8%
HAR	51%	43%	4%	3%
TAR	42%	43%	8%	6%
Industry News Sources	33%	56%	5%	6%

# 80% reads the Houston REALTOR® - Majority read in print

Do you read the Houston  
REALTOR®?



Do you read Houston REALTOR®  
in print or online?



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# Solid satisfaction with topics covered in Houston REALTOR®

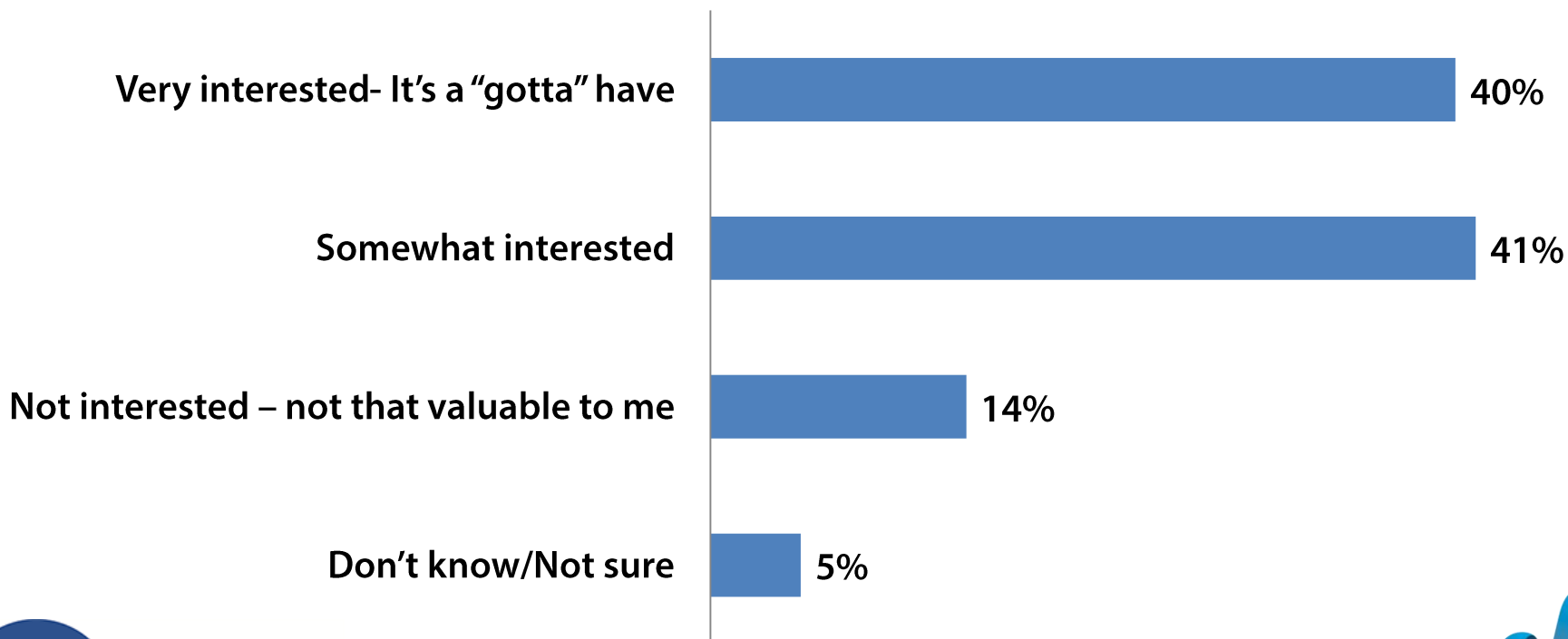
How satisfied are you with Houston REALTOR® on the following factors?

	Very satisfied	Somewhat satisfied	Not satisfied	Not Sure/Don't know
Keeps me up to speed on key issues about Houston and national real estate	41%	51%	5%	3%
Includes relevant articles on topics I care about	36%	55%	6%	2%
Helps me learn practical ways to be more successful	35%	55%	6%	4%
Gives me practical tips about how to get more value from my HAR membership	32%	55%	8%	4%



# 40% Houston REALTOR® is a gotta have

How interested are you in HAR continuing to publish the Houston REALTOR®?

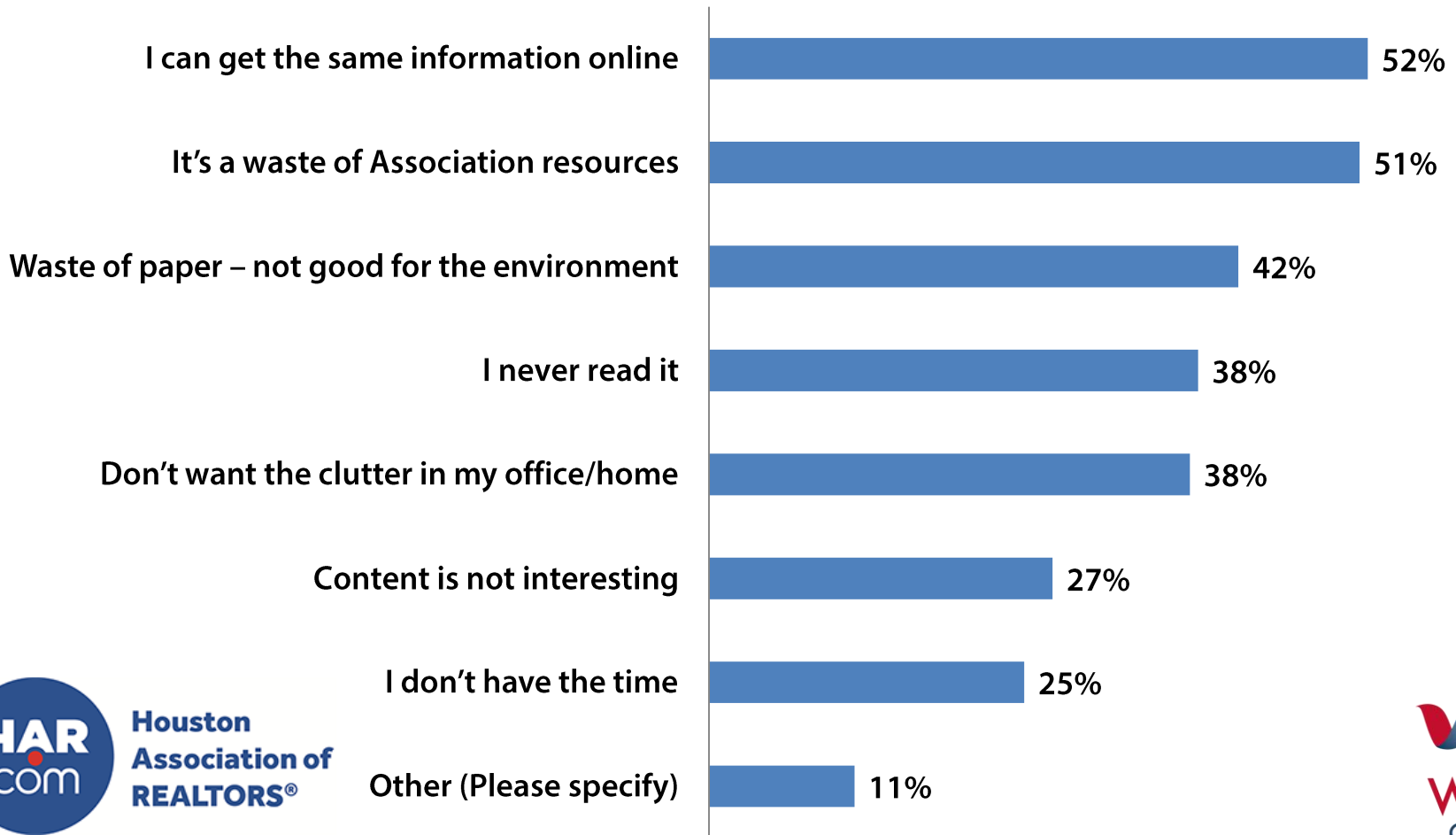


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# Reason for advising discontinuation – Information available online / Waste of resources

Why would you advise HAR to discontinue the Houston REALTOR®? (14% recommending discontinuation)

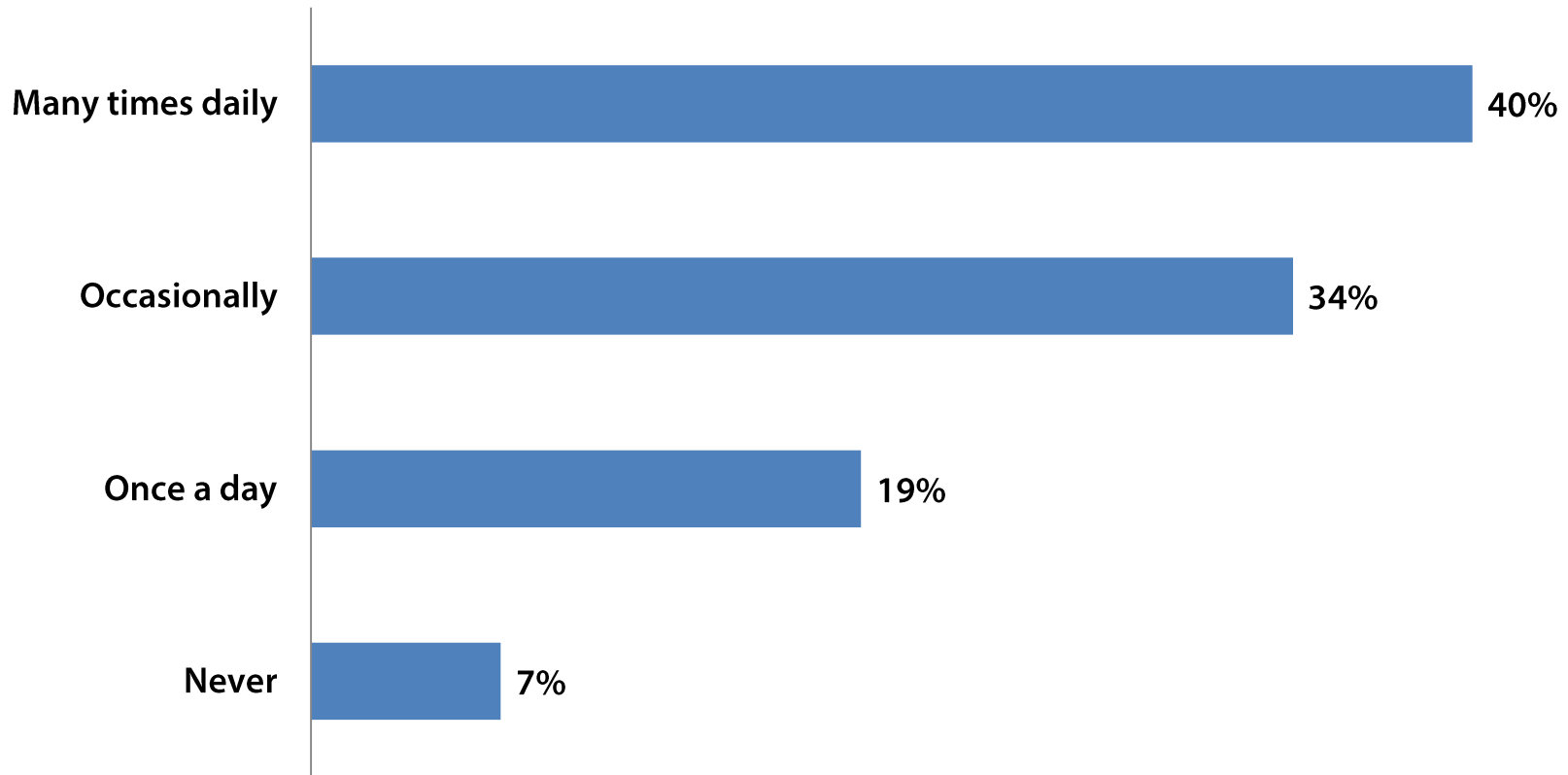


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# 40% actively participate in social media

How often do you participate in social media?



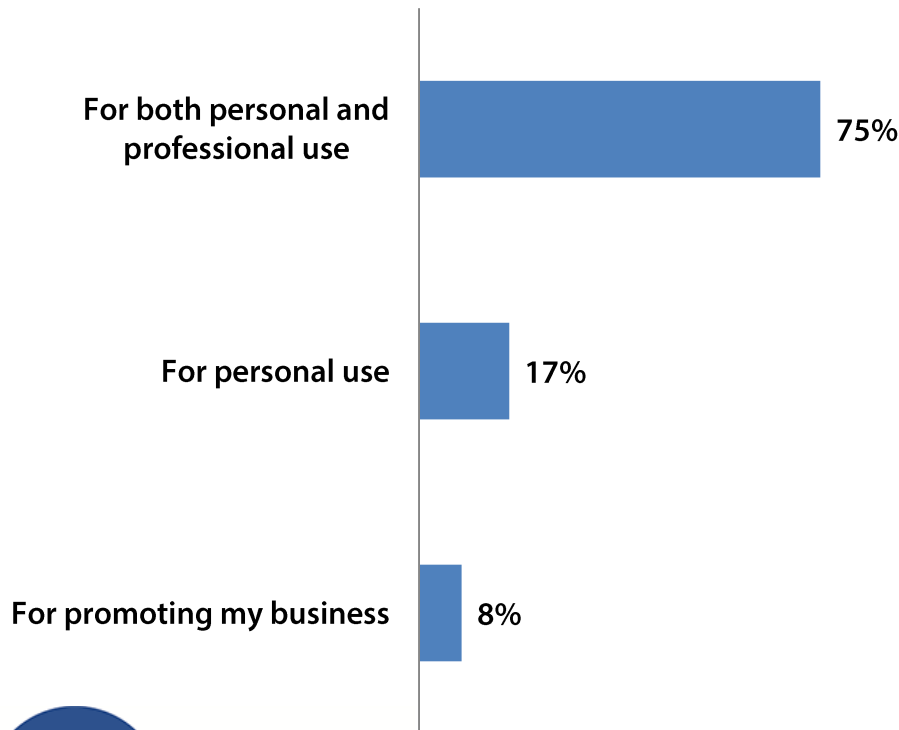
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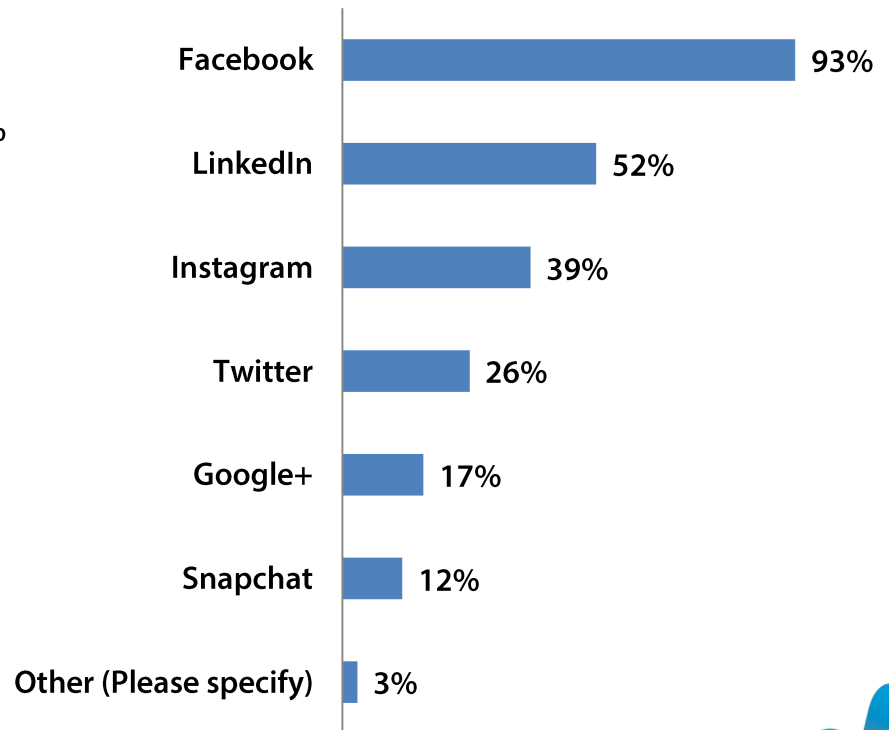
# 75% use Social Media for both business/personal

## Facebook is the most used social media

### What do you use social media for?

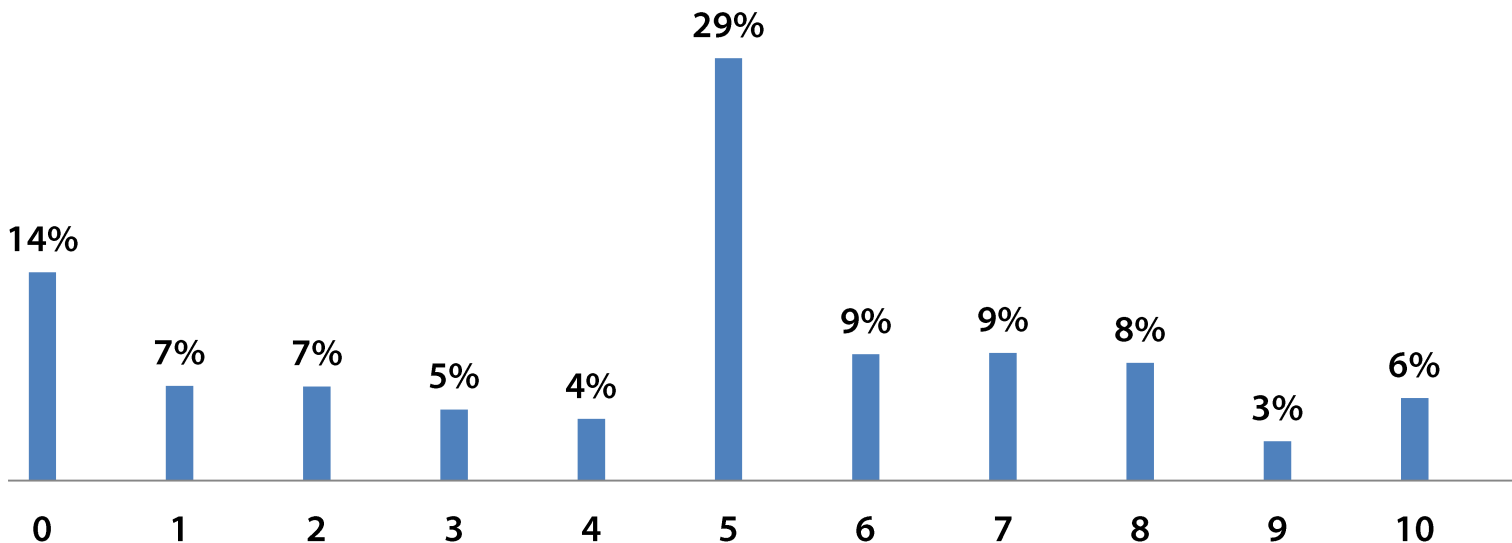


### What specific social media do you use most?



# Fewer than 2 in 10 believe Facebook is a great source for generating leads

On a scale of 1 – 10, 10 being the most effective, how effective do you find Facebook in generating leads/new business?

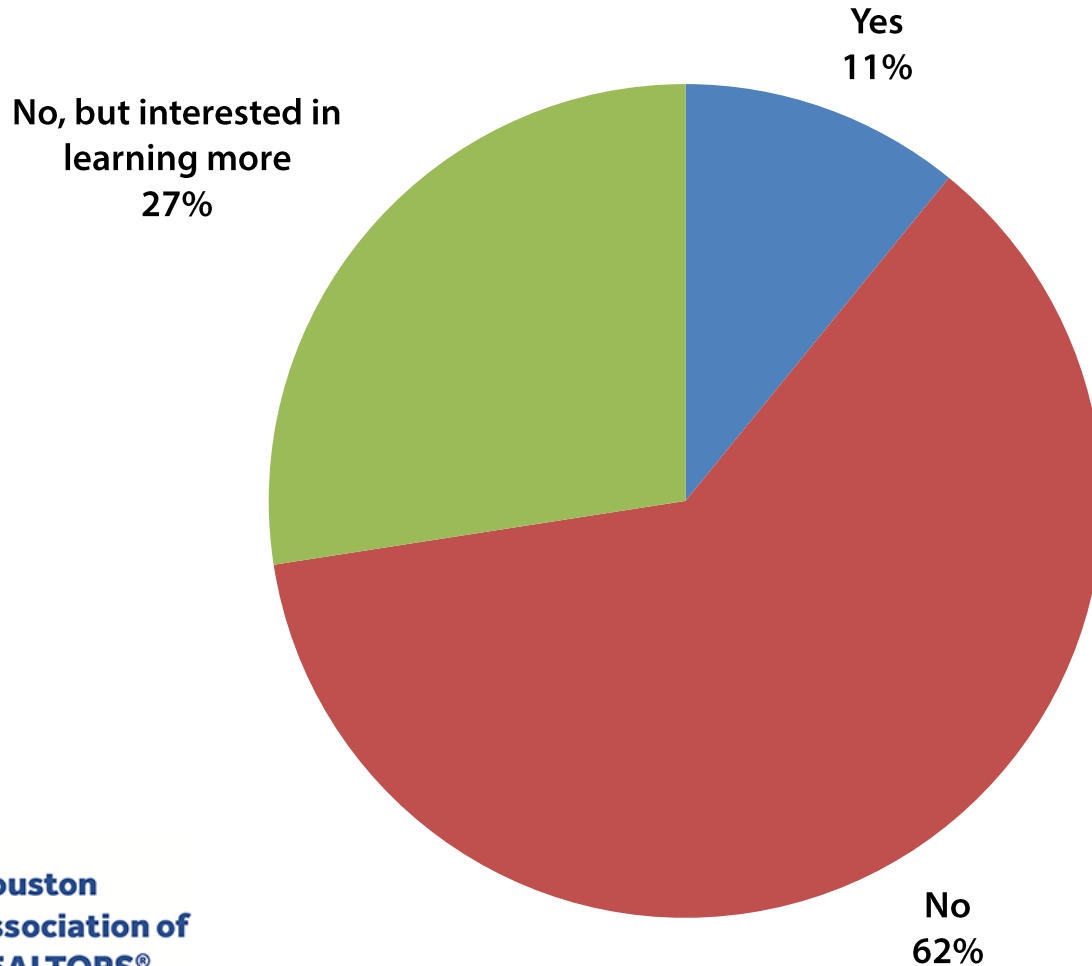


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# 1 in 10 have attended HAR Facebook Live Training

Have you attended one of HAR's Facebook Live Training sessions?



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# Other suggested means / topics of communication

**Are there other means of communication and topics you would prefer to those we have mentioned in this survey? Please describe.**

## Means

- Text messages
- Phone apps
- Would prefer daily emails from HAR on relevant market issues and stats
- Make the Edge easier to open & read . . .
- Podcast
- Webinars preferred over sitting in a classroom.
- Love HAR on social media, wish we got more!!!
- HAR Client Rating System
- Youtube/virtual live
- Text with valuable links
- The 'News & Alerts' column on the HAR Matrix Homepage is the perfect place to post news and alerts
- Facebook event reminders, Twitter marketing

## Topics

- Supply and demand forecasts, construction and pricing trends. I like analytical information.
- Commercial topics without joining commercial gateway. Then, maybe more of us would consider joining.
- Tips on how to use websites (HAR, zipform plus, etc.) more efficiently
- I don't like all politics topics in the 5 minutes neither in the magazine
- Keep fighting for the younger agents/brokers to take more education, ethics, legal and strive to be honorable people to raise professionalism. it is not a free for all game.
- More classes for Realtors, too many changes
- Lead generation for rookie agents
- Anything appraisal related



# Brokers Only Section

HAR's The Edge newsletter

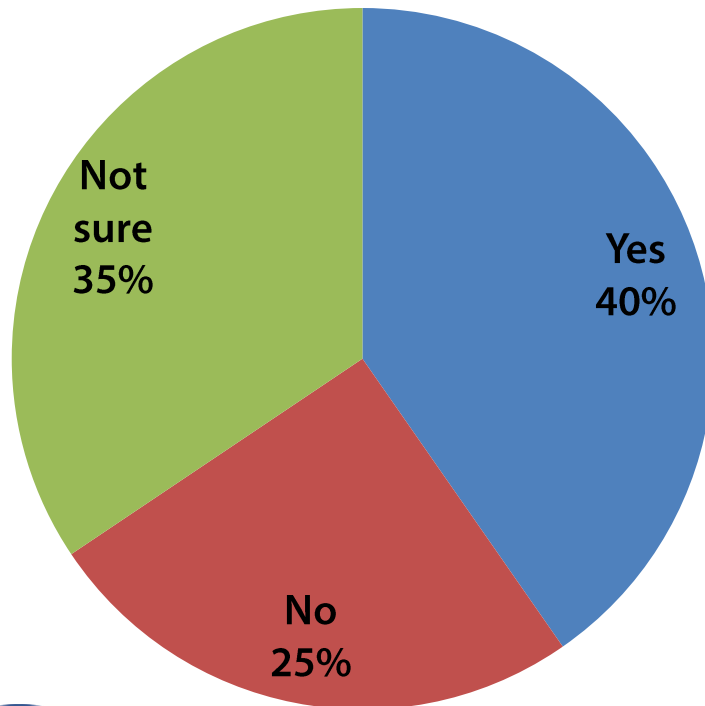


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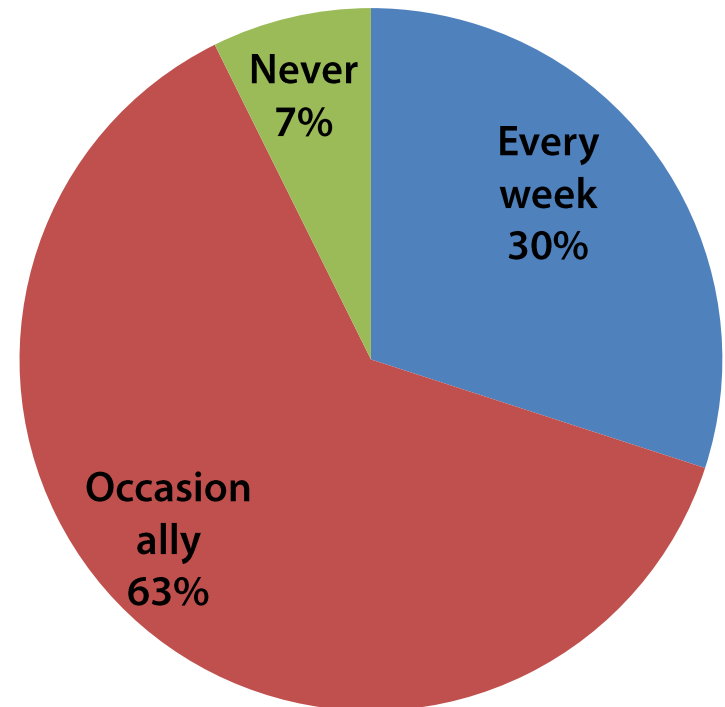
# Only 40% of brokers believe they receive The Edge newsletter

Do you receive HAR's The Edge newsletter?



How often do you read HAR's The Edge newsletter?

(\*Answered only by ones who receive The Edge)

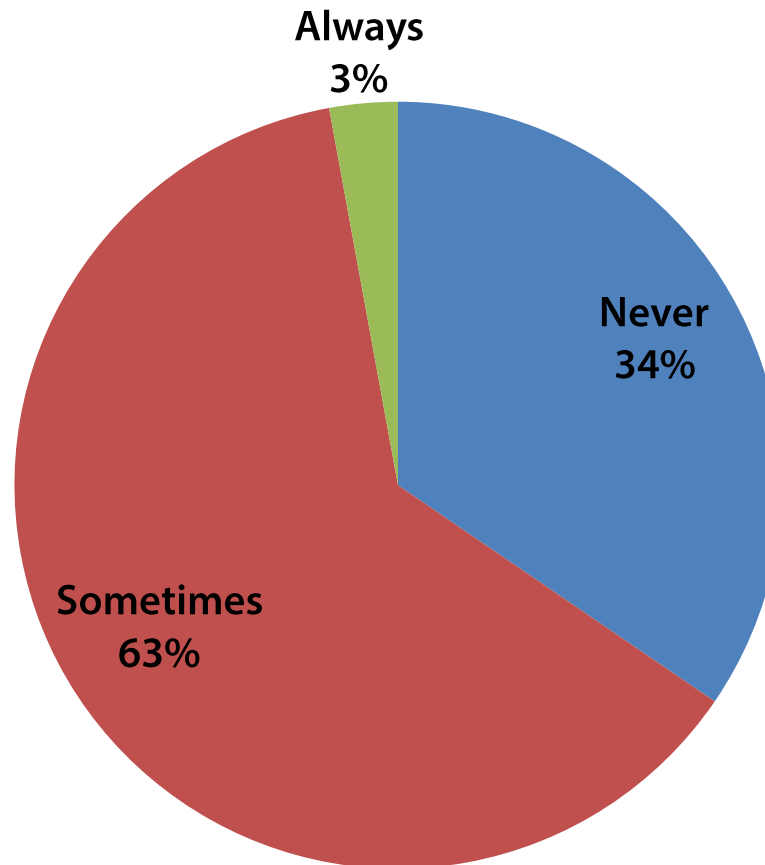


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# 63% sometimes delete the Edge without reading it

How often do you hit the “delete” key without reading HAR’s The Edge newsletter?  
(\*Answered only by 40% who receive The Edge)

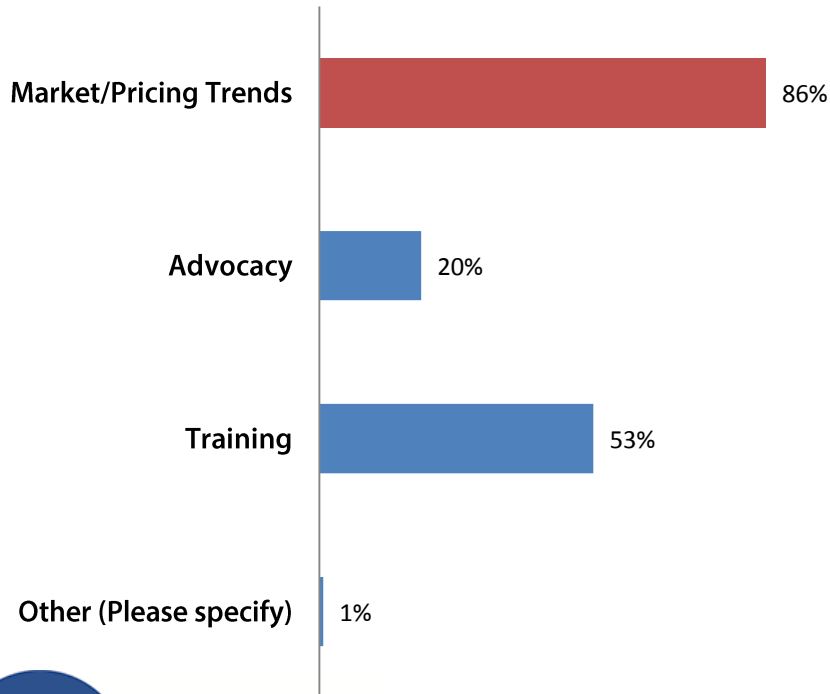


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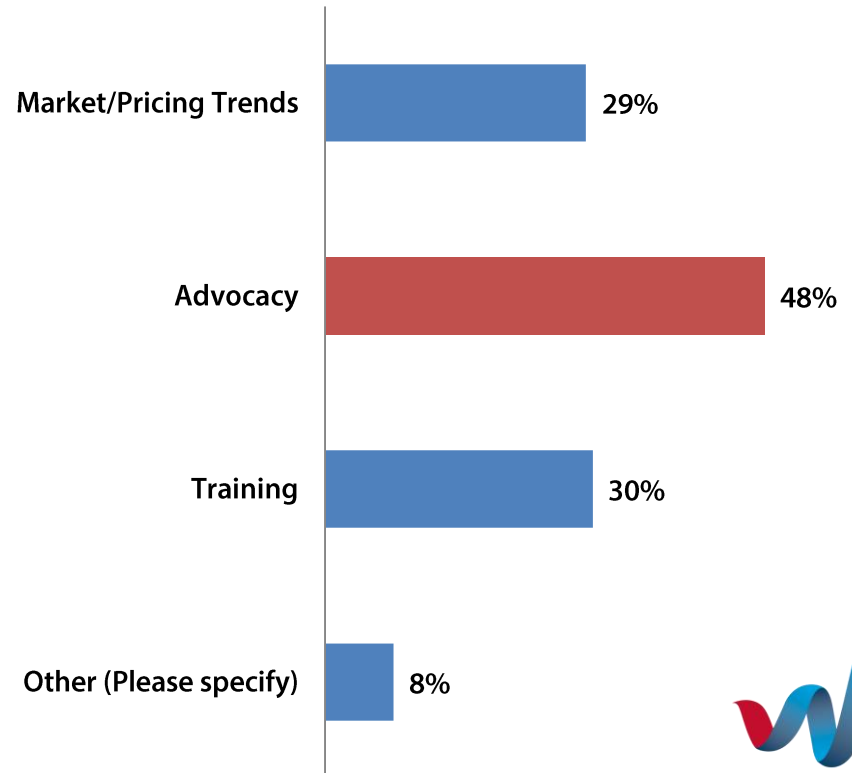


# Market/Pricing Trends the most read, Advocacy the least read

What types of articles do you read the **MOST** in The Edge newsletter from HAR?



What types of articles do you read the **LEAST** in The Edge newsletter from HAR?



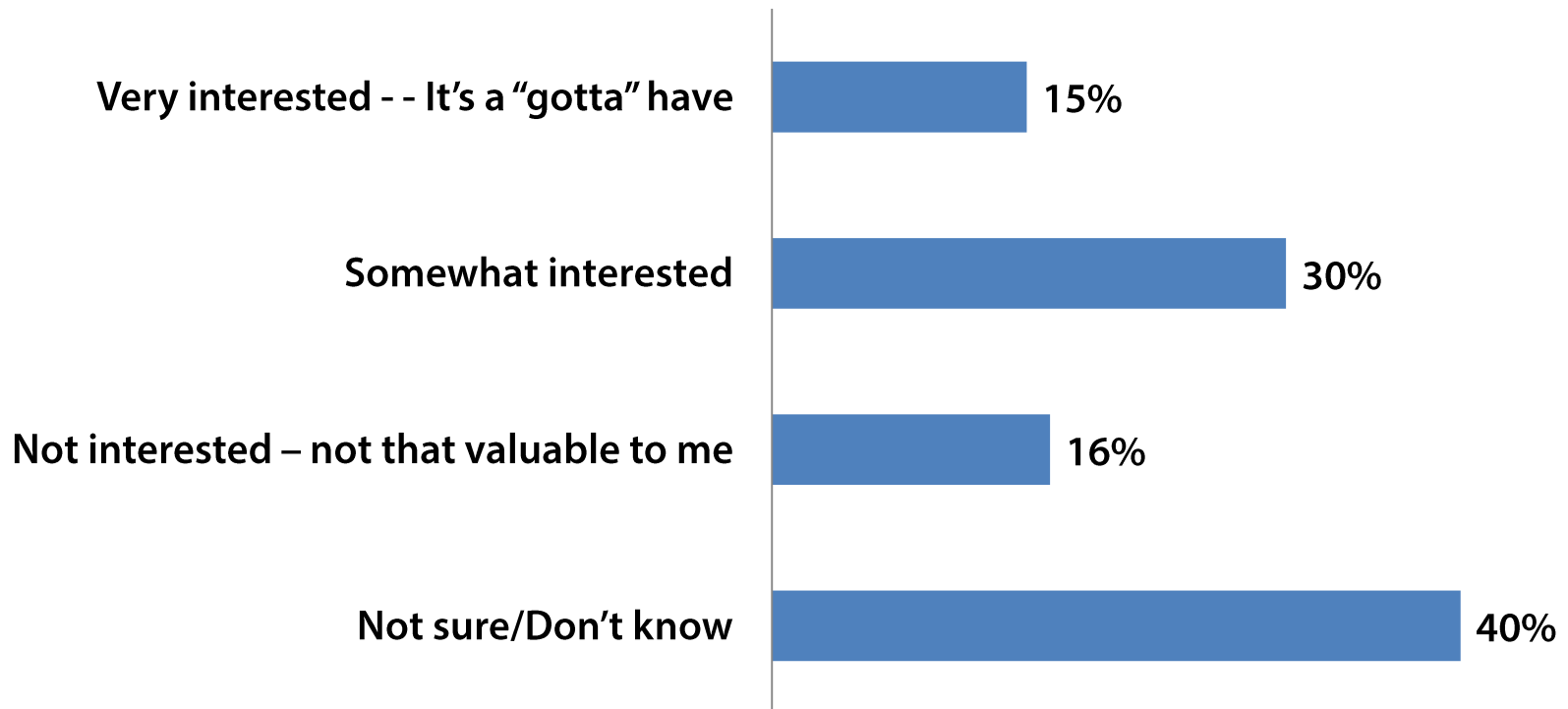
# About 1 in 3 brokers that read the Edge are very satisfied (40% read it)

How satisfied are you with The Edge weekly newsletter on the following factors?

	Very satisfied	Somewhat satisfied	Not satisfied	Not sure/Don't know
Keeps me up to speed on key issues about Houston and national real estate	33%	56%	5%	6%
Helps me be a better broker	32%	49%	9%	10%
Includes relevant articles on topics I care about	32%	58%	5%	6%
Gives me tips about how to help my agents be more successful with HAR programs	26%	47%	8%	19%

# 40% say they are not sure or don't know if they are interested in continuing the Edge weekly newsletter

How interested are you in HAR continuing to publish The Edge Weekly Newsletter?





# Recommendations



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# 5 Minute REALTOR®

- Continue 5 Minute REALTOR®
- Focus more on tangible ways to be more successful using HAR Technologies
- Promote Training/Education Opportunities tied to sales success
- Rethink ways to promote Advocacy Successes/Calls to Action
- Focus on compelling subject lines to increase open rate

# Houston REALTOR® Magazine

- Continue to publish print/online magazine
- Focus more energy on success stories using HAR tech/services
- Promote success of HAR.com and number of leads generated
- Focus Group exposing new content types/titles/columns to increase engagement



# The Edge Newsletter

- Promote value to brokers to increase subscription base
- Promote success of HAR.com in generating listing exposure and leads
- Promote option for HAR attendance at office meetings
- Promote ways for brokers to monitor market with HAR tools
- Provide articles brokers can repurpose

# Inbox Messages on HAR.com dashboard

- Continue to offer Inbox messages
- Dial up focus on practical ways agents can succeed with HAR.com tech/services
- Create a promotional tone with communications
- A/B test subject lines to increase click through rates
- Create options for customization of content received

# Dial up focus on How to be Successful with HAR Technologies

- #1 interest in content – Ways to grow your business using HAR Technologies
- Build a spectrum of articles that are framed in the best ways to address sales challenges e.g. lead gen, lead conversion etc.



# Additional suggestions to increase member engagement via Communications



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Focus on Testimonials and word  
of mouth to demonstrate value  
of HAR Services

**USAGE**

**PERSUSASION**

**ENGAGEMENT**

**DISCOVERY**





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