

# Broker Survey - Part One

*Helping shape the future of real estate in Houston*



September 2014



11% Response Rate  
5197 Distributed  
559 Responses

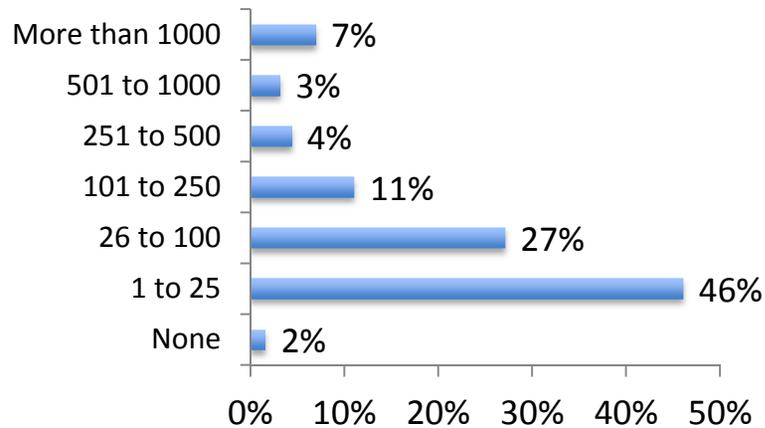
- Overview of conclusions drawn from Broker Survey



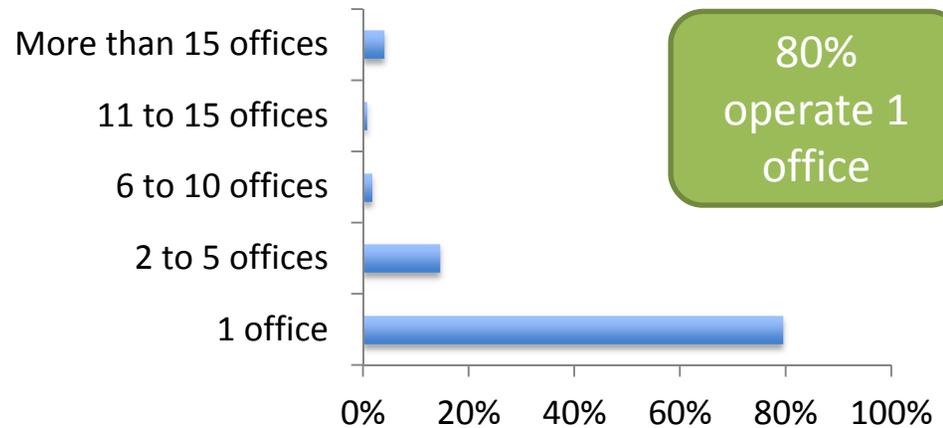
# Respondent Profile



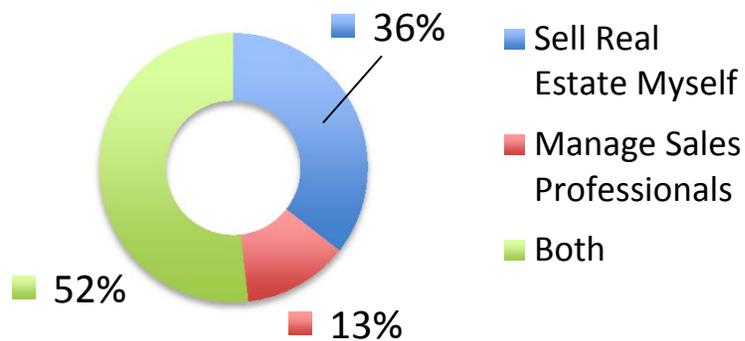
### 100 transactions or fewer



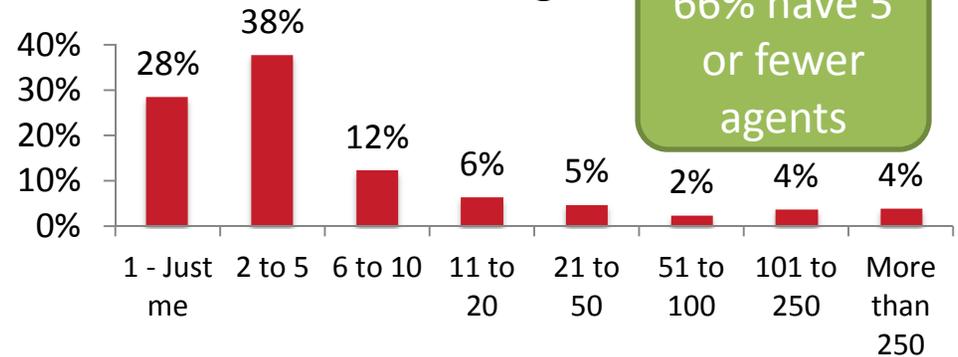
### Predominantly 1 Shop Brokers



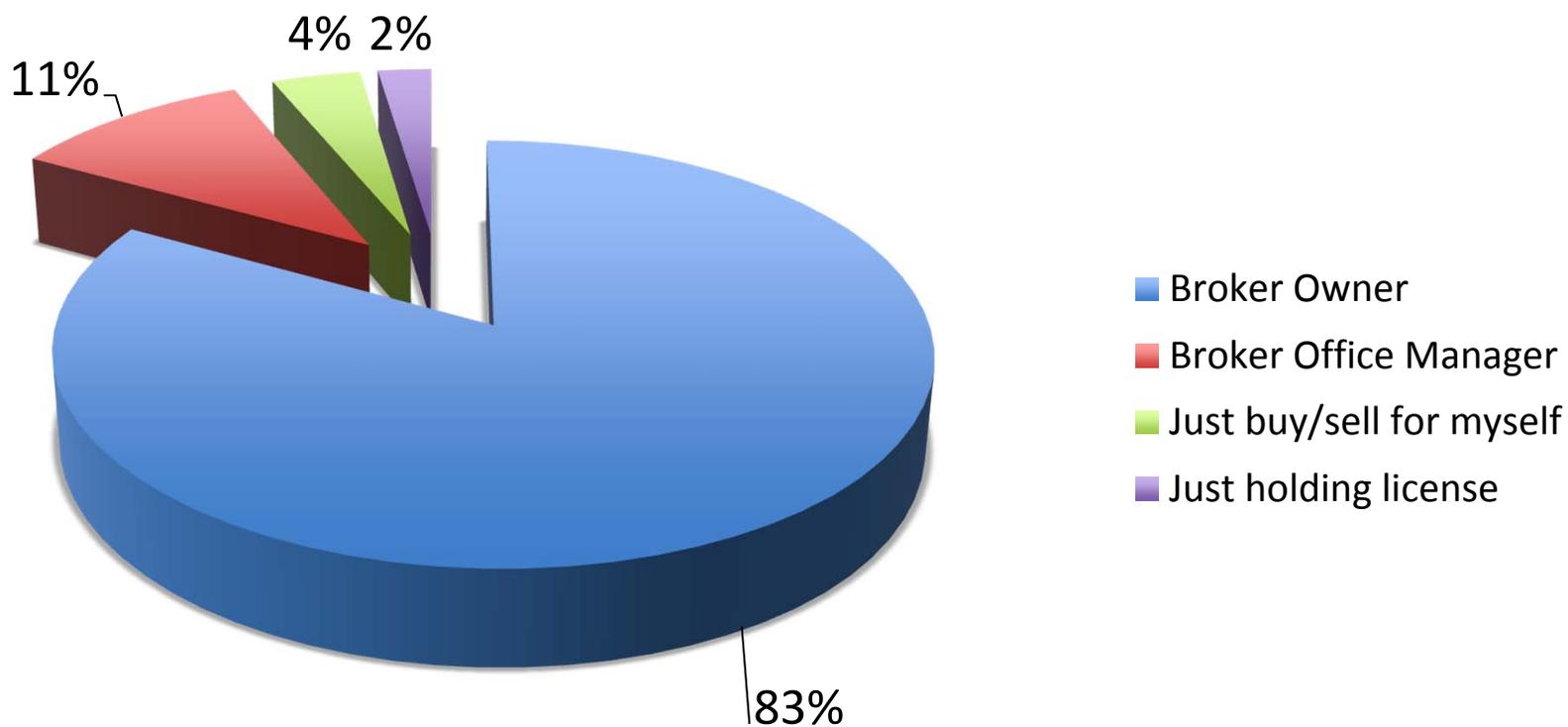
### More than 1/2 sell AND manage



### How many agents do you have in your brokerage?



## 4 out of 5 are Broker-Owners





# Key Observations

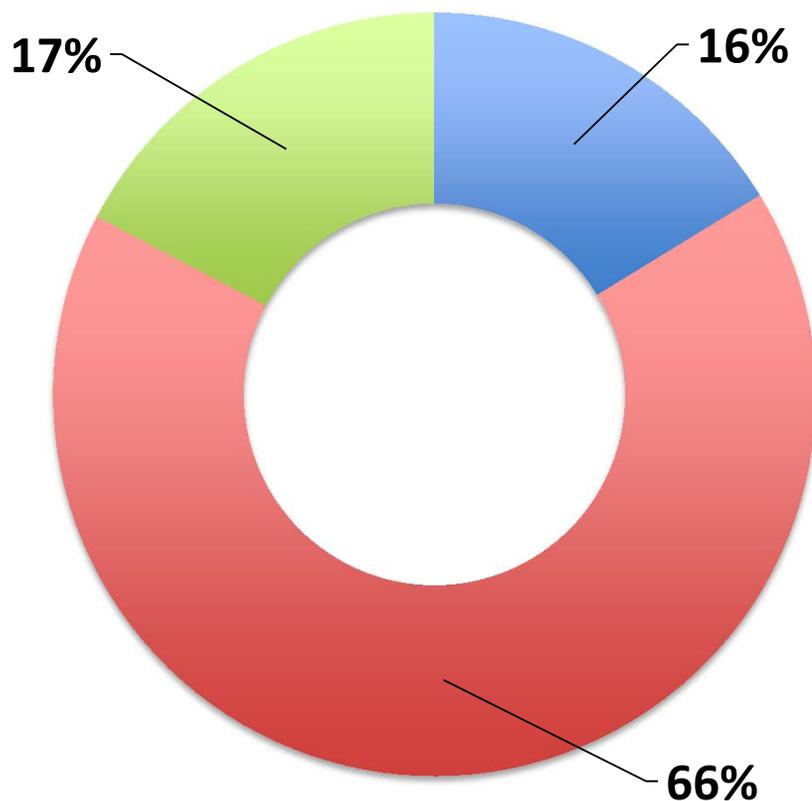




## Key Observations

- **Professionalism** – strong belief that the industry needs to improve professionalism
- **Client Experience Rating** – clear preference for HAR vs. third party programs; Perceived benefits of Client Experience Rating program are mixed
- **Transaction History** – growing interest in sharing transaction history; 50 points lower than consumer interest
- **Neighborhood Focus** – mixed interest
- **Increased Regulation** – strong concerns

Only **1 in 5** very satisfied with industry professionalism

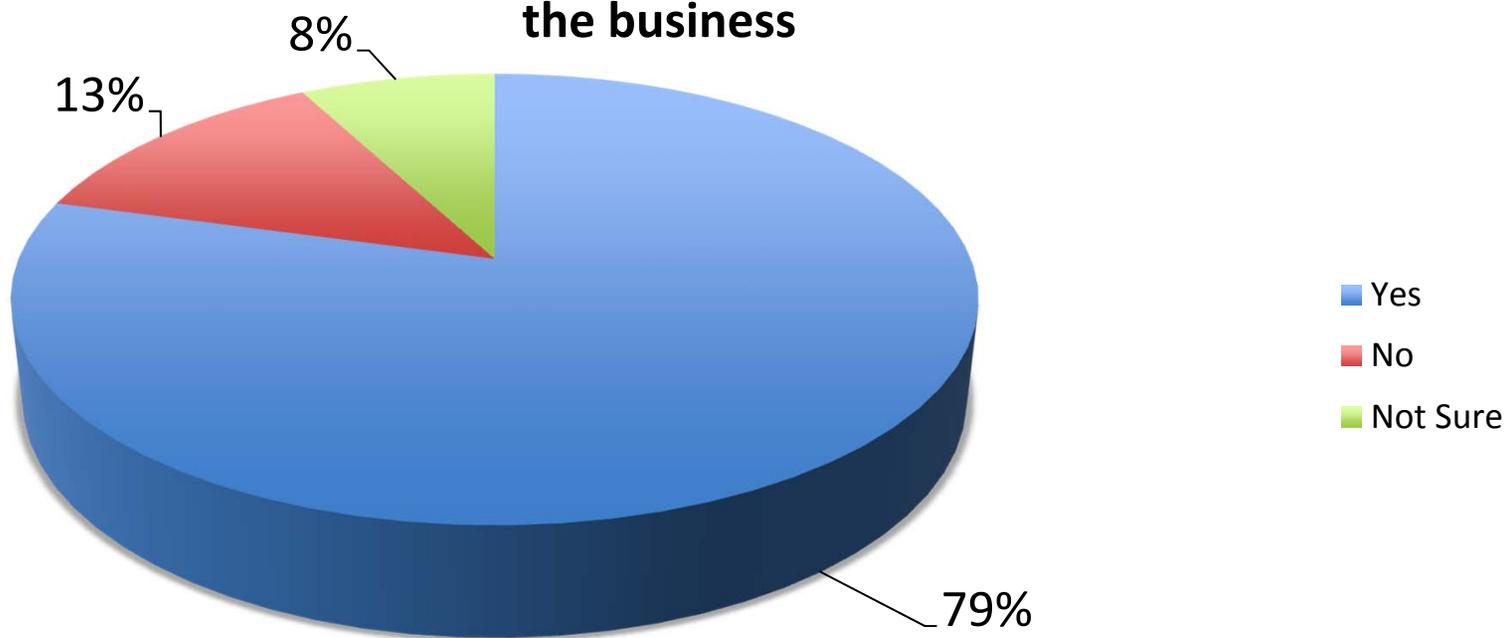


How satisfied are you with the level of professionalism exhibited by your fellow real estate professionals?

- Very Satisfied
- Somewhat Satisfied
- Not Satisfied

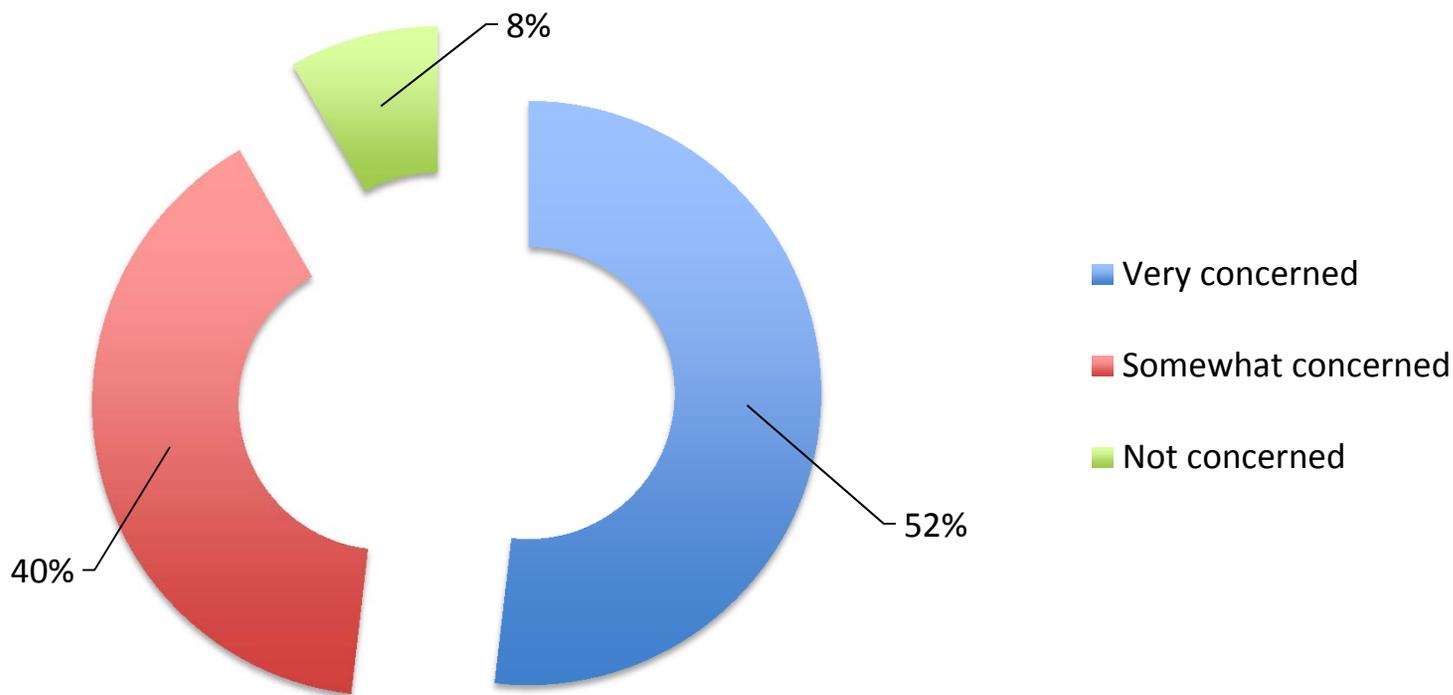
Have you or your agents worked with fellow agents that you believe did not follow the code of ethics and should not be allowed to be in the business?

**4 out of 5** have worked with someone who has not followed the code of ethics and should NOT be allowed to be in the business

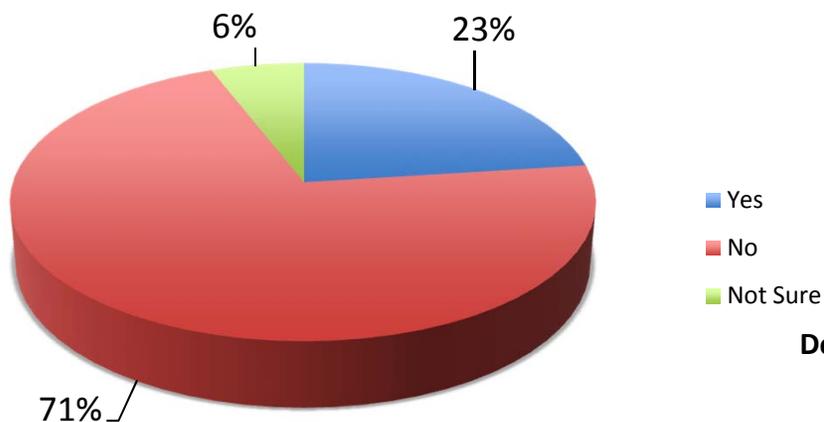


## More Than Half are Concerned about increased Regulation

How concerned are you about the potential for increased local, state, and federal regulations and legislation in the industry?



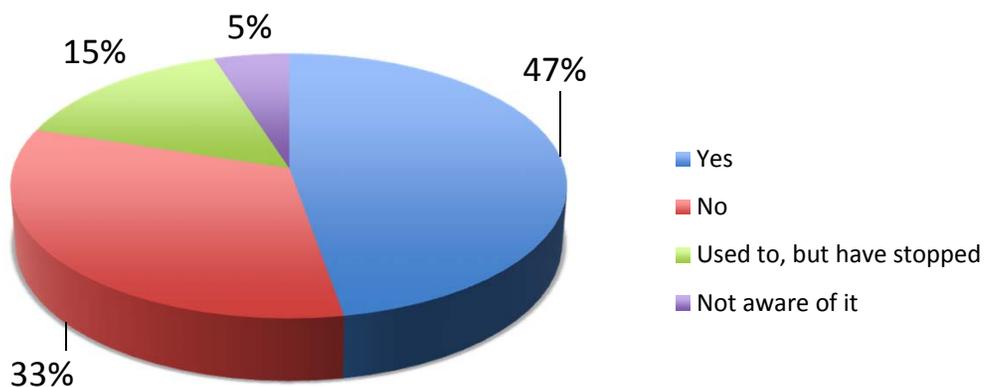
Do you use or do you recommend your agents use rating sites like Yelp/Trip Advisor/Zagat?



Nearly ½ of respondents are participating in Client Experience Ratings;

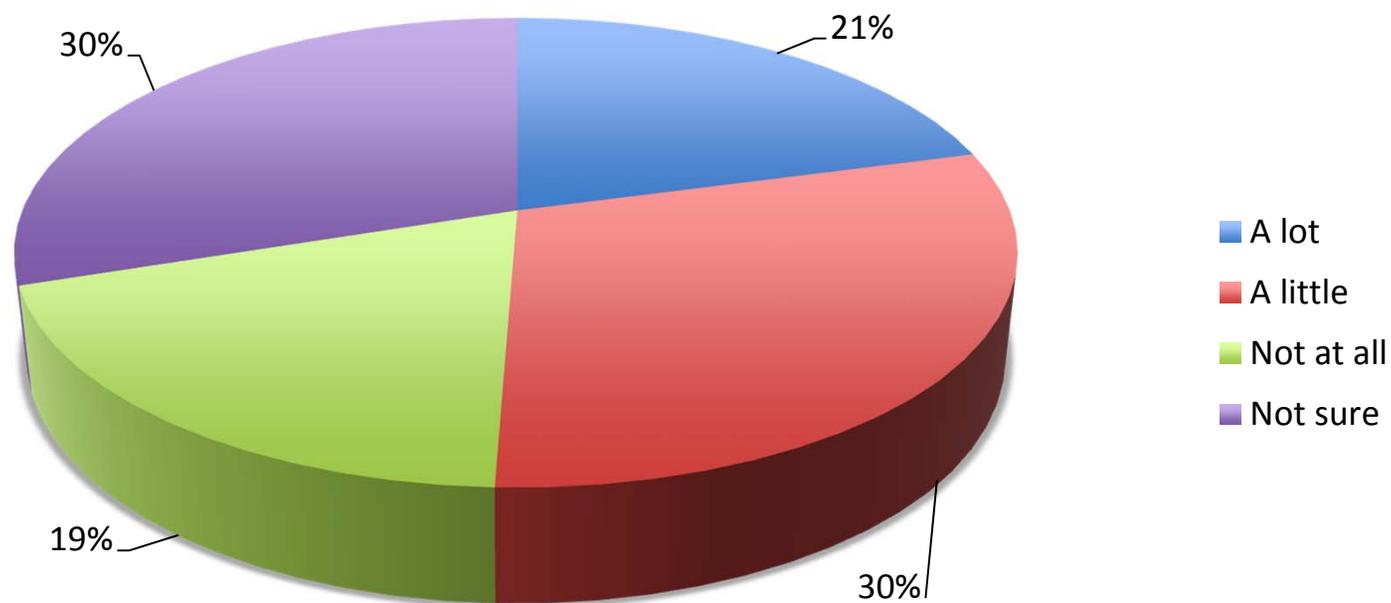
Less than 1 in 4 use or recommend Yelp/Trip Advisor etc.

Do you participate in or encourage your agents to participate in HAR's Client Experience Rating?



## Absolute Benefit of CER Program is still unclear even among nearly 50% of Participants

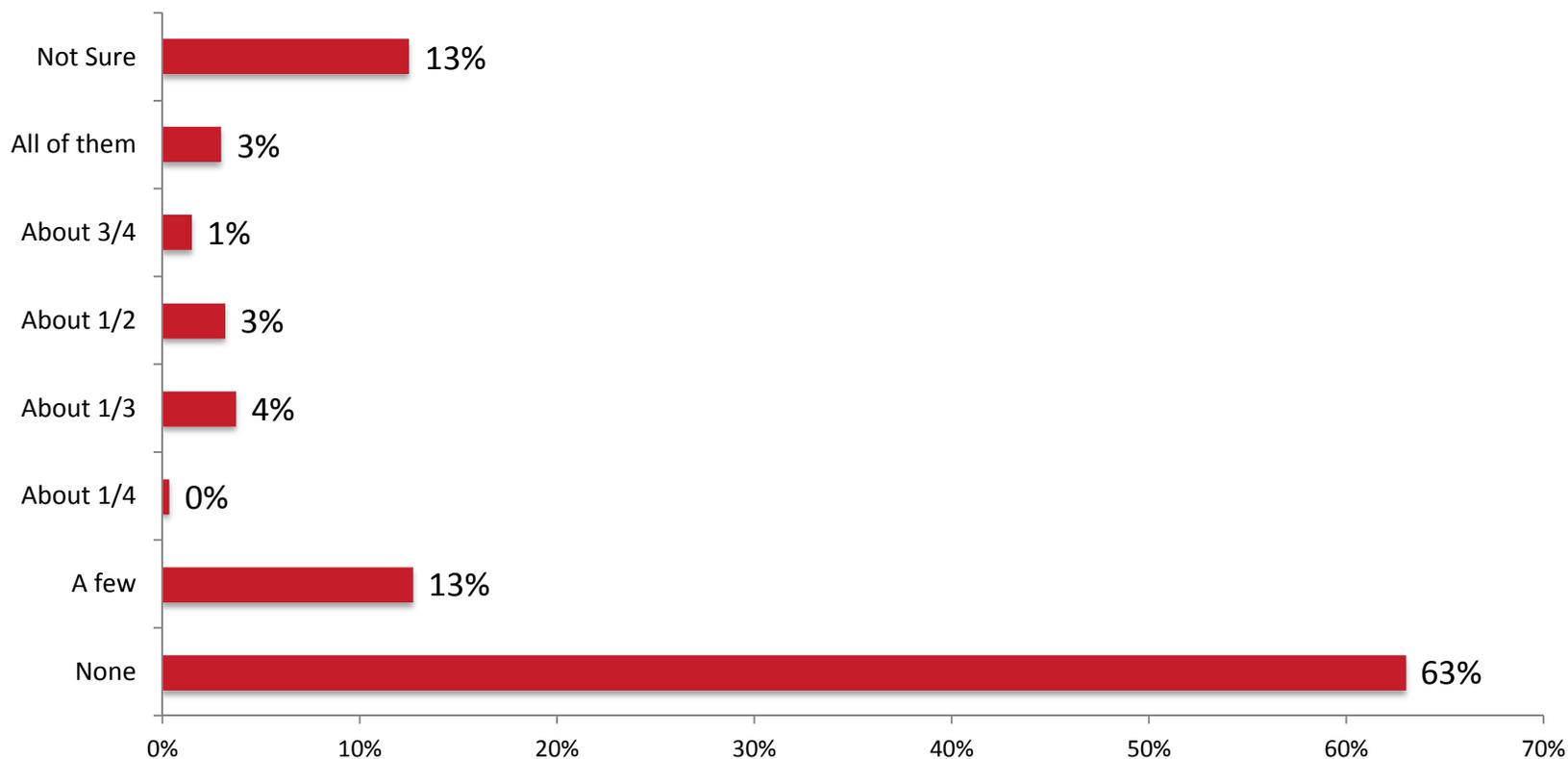
How much do you believe the Client Experience Ratings program has helped your agents secure new clients?





## 2 out of 3 believe their agents are NOT participating in Zillow's Ratings Program

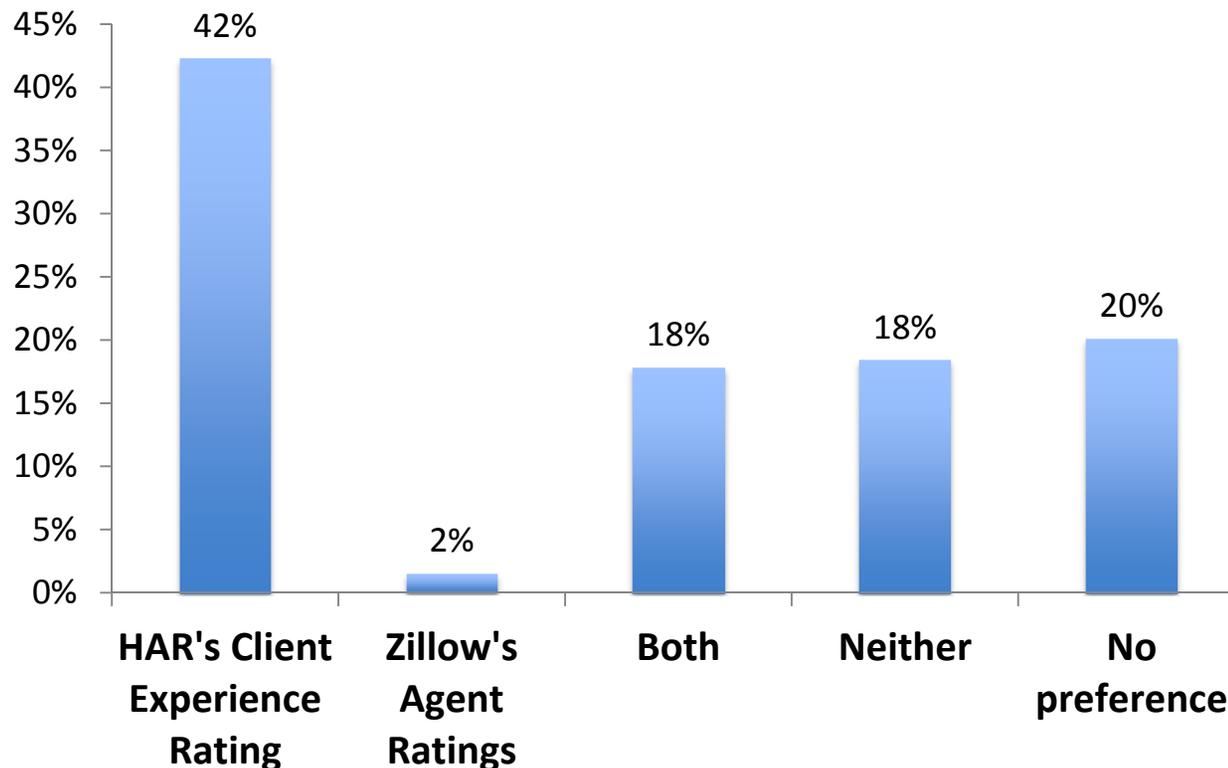
To date there are almost 6,000 reviews from the Houston area shown on Zillow's Agent Ratings program. What percentage of your agents are participating in the program?





## Clear Preference to Participate in HAR's Client Experience Rating

Which programs would you prefer that your agents participate in?



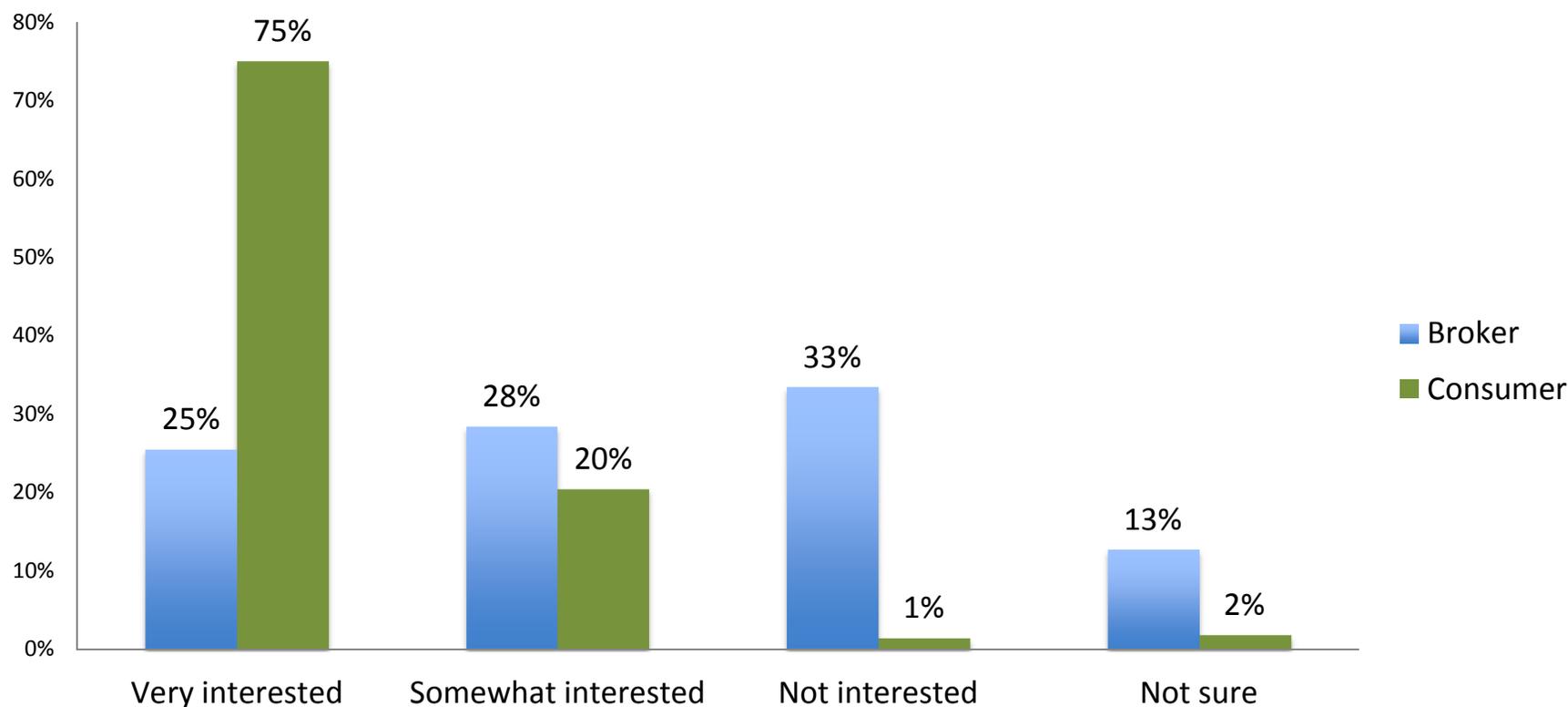
1 out of 5 Believe Agents should participate in BOTH HAR and Zillow programs

Higher than average reported participation in larger companies



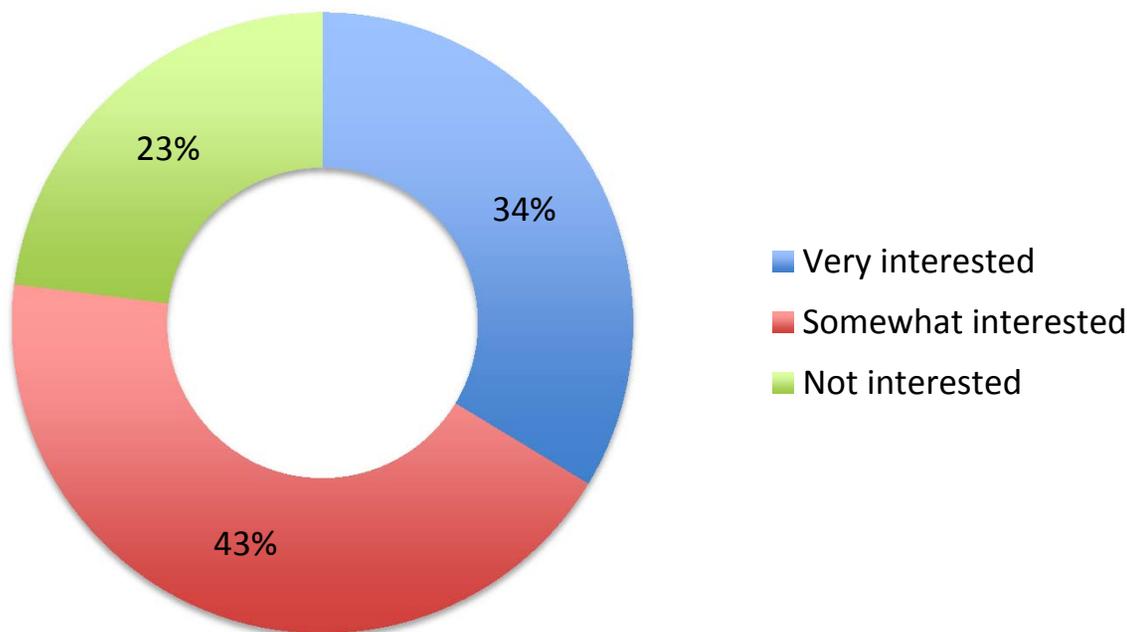
## Consumers **WANT** Transaction History **3X** Stronger than Broker Interest

Broker vs Consumer interest in sharing transaction history



## Mixed interest in HAR Adding Neighborhoods to HAR.com Agent Directory

How interested are you in HAR adding neighborhoods your agents specialize in to the Agent Directory on HAR.com?



- *“It would create a battle for the highest priced neighborhoods”*
- *“HAR does not need to be a marketing company”*
- *“Limit business for agents”*
- *“No way to test who really specializes in the area, agents could just say that”*



# Recommendations

# Key Recommendations

## Client Experience Ratings

- Create case studies to prove out business value; continue to educate about ease of participation
- Collect data on ALL properties to create REALTOR® Satisfaction Index; voluntary sharing of data; share results with brokers WITHOUT showing it to consumers
- Educate value of program to consumers with press campaign; repeat consumer survey on this topic

# Key Recommendations

## Transaction History/Neighborhood Focus

- Promote ability to share transaction history
- Promote it to consumers along with Client Experience Rating
- Consider adding neighborhood focus based on past transactions; Allow for an opt-out for those that don't want to use it
- Promote ability to search for agents by neighborhood; not available on third parties yet.