

Broker Survey - Part Two

Helping shape the future of real estate in Houston



April 2015

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5% Response Rate
5197 Distributed
302 Responses

- Overview of conclusions drawn from Broker Survey

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Majority of respondents are small brokers

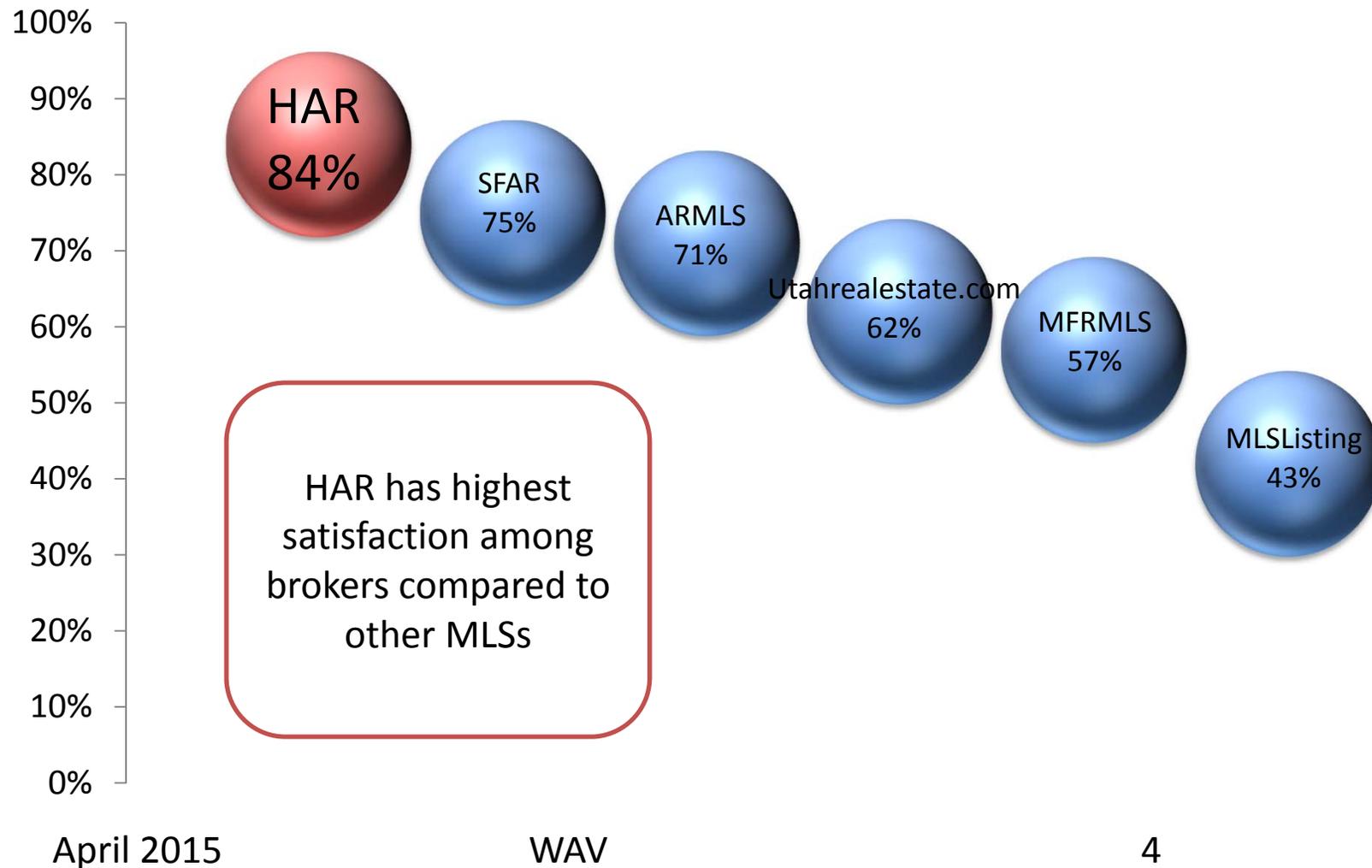
- 90% are broker owners
- 83% have only one office
- 81% have less than 10 agents
- Majority do 100 transaction sides per year

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Broker Satisfaction by Comparison





Transaction Management

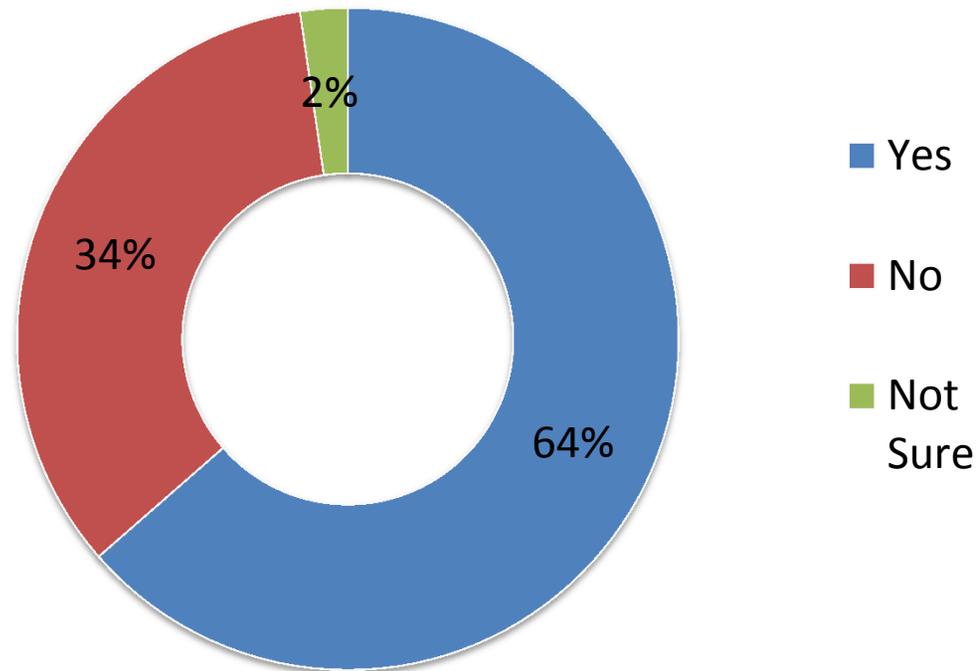
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Over 2/3 of the firms use document/transaction management tools

Does your firm use online document/transaction management tools to process transactions?



The word transaction management isn't always understood

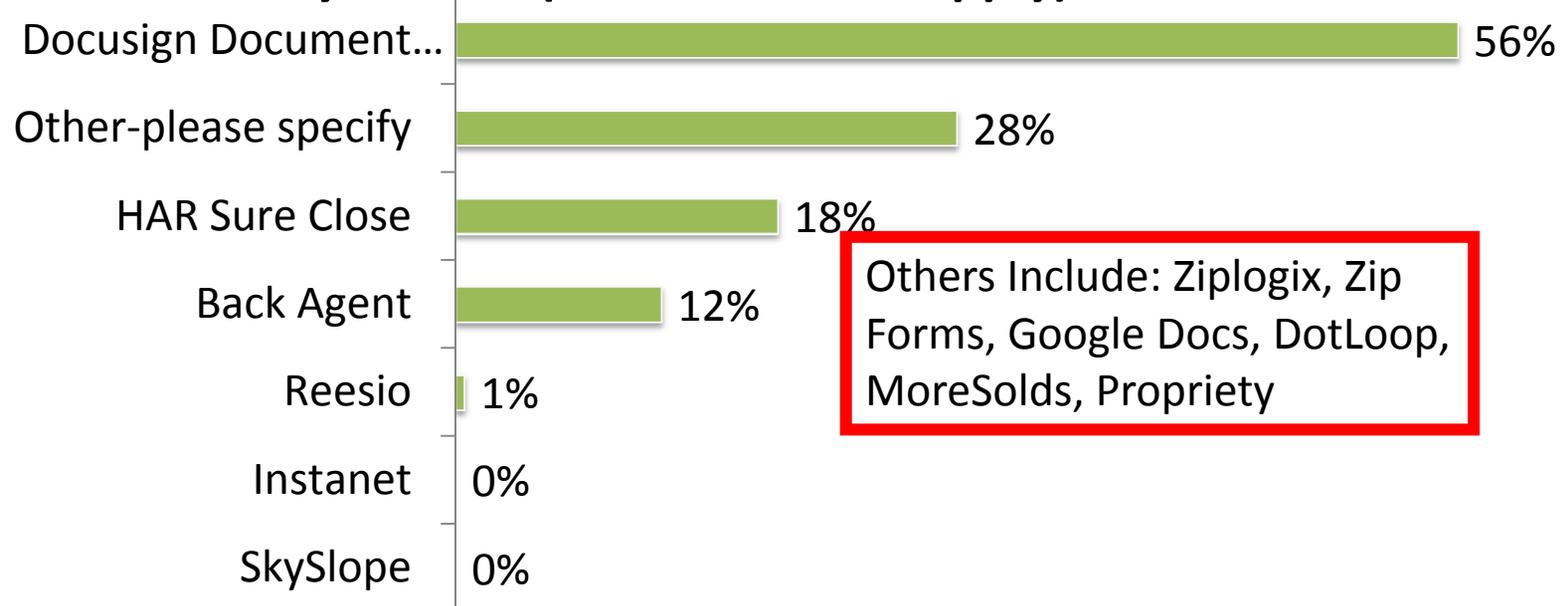
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DocuSign Usage is Primarily Electronic Signatures, not TRUE Document Management

What online document/transaction management tools do you use? (Choose all that apply)



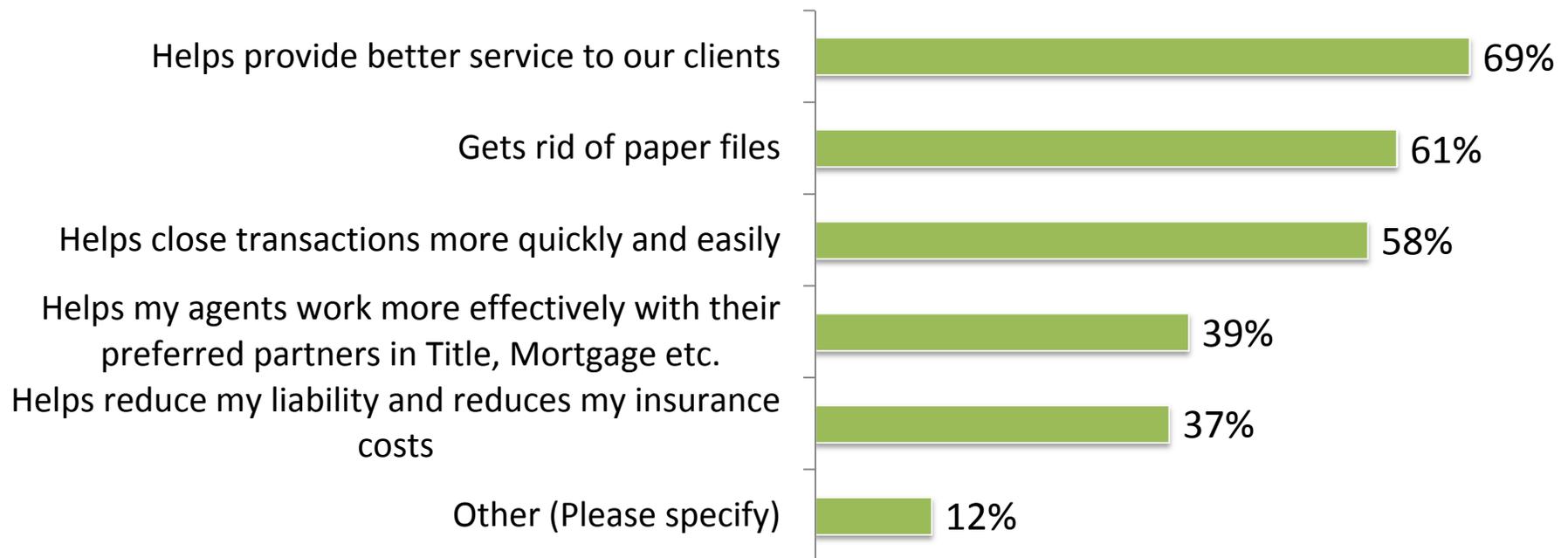
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Primary Benefits – Better Client Service and Going Paperless

What are the reasons you have chosen to use transaction management in your business? (Choose all that apply)

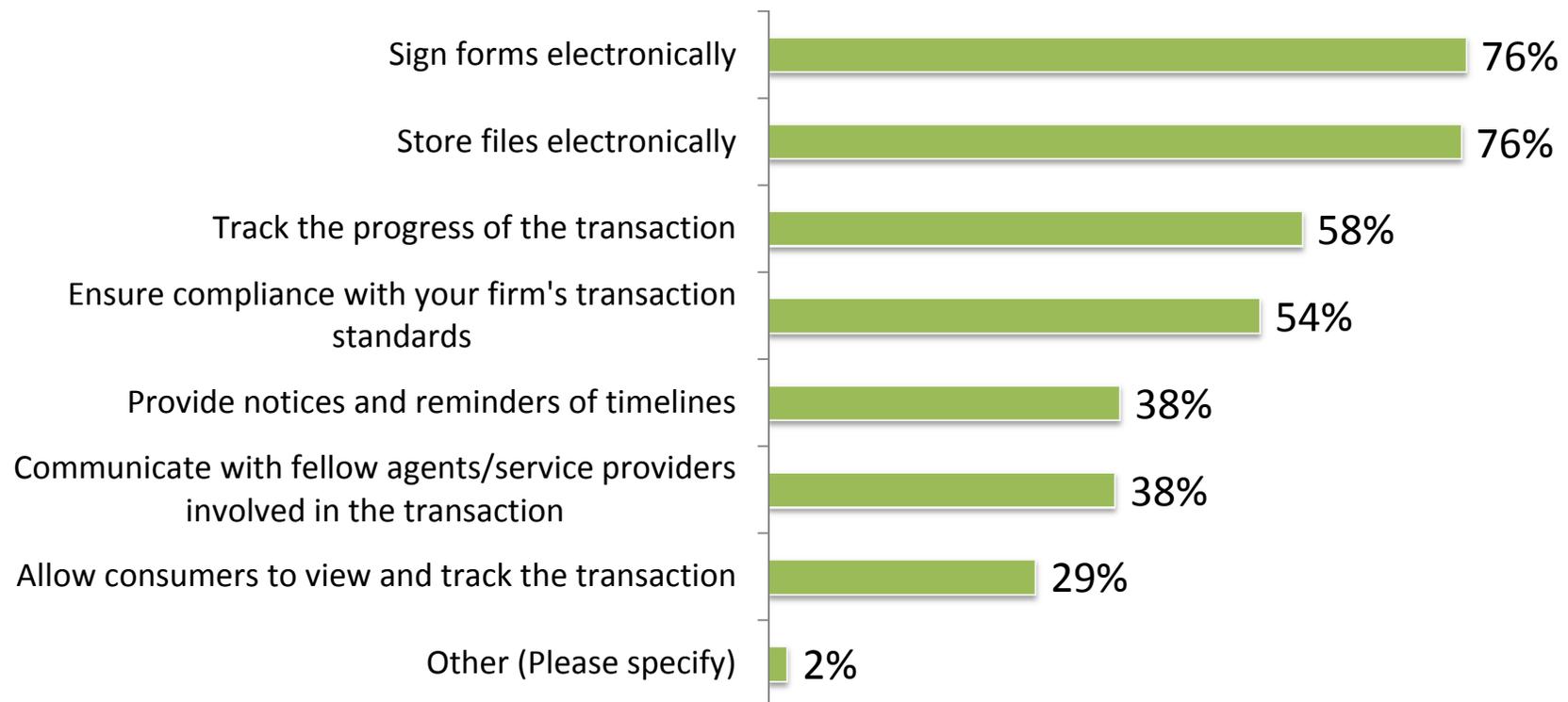


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What does your firm use your transaction processing tools for? (Choose all that apply) *Only those that use tools*



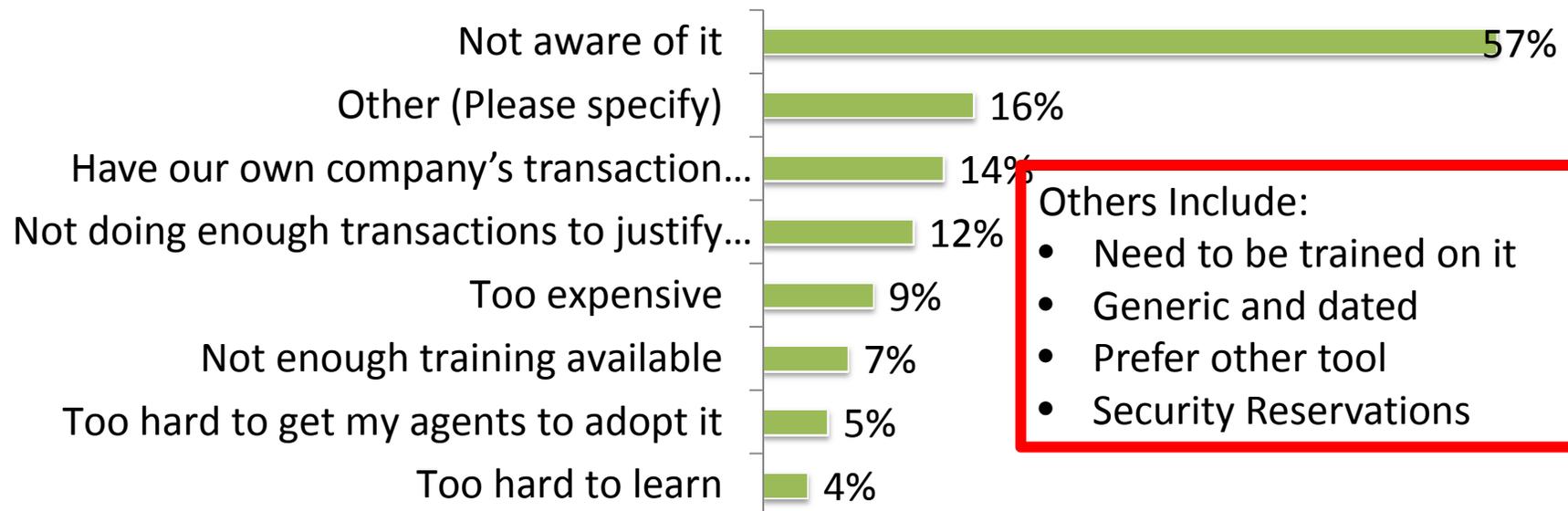
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Opportunity to increase awareness of HAR-ETS

What are the reasons you have NOT chosen to use HAR-ETS Transaction Management in your business? (Choose all that apply)

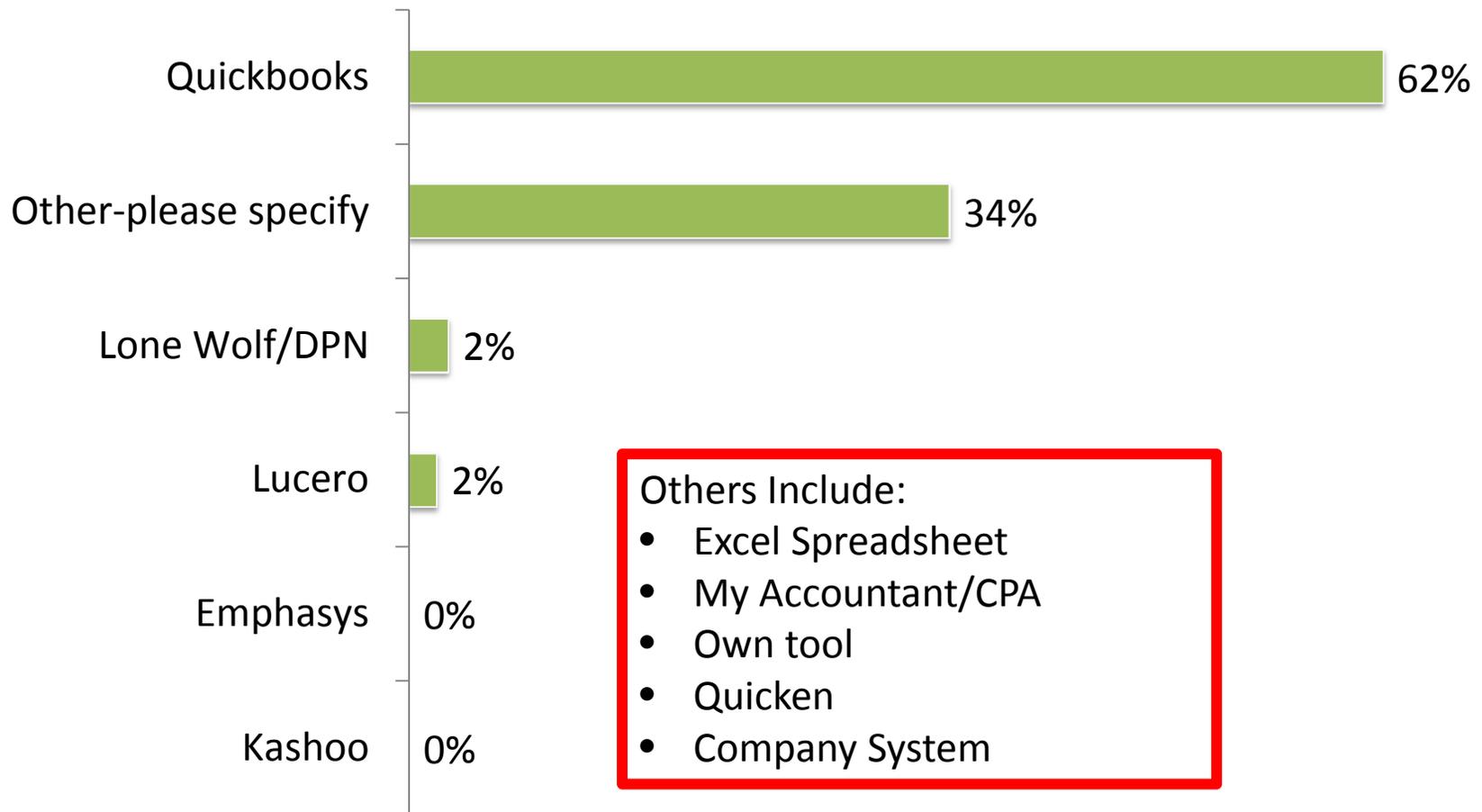


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What accounting system do you use in your business?



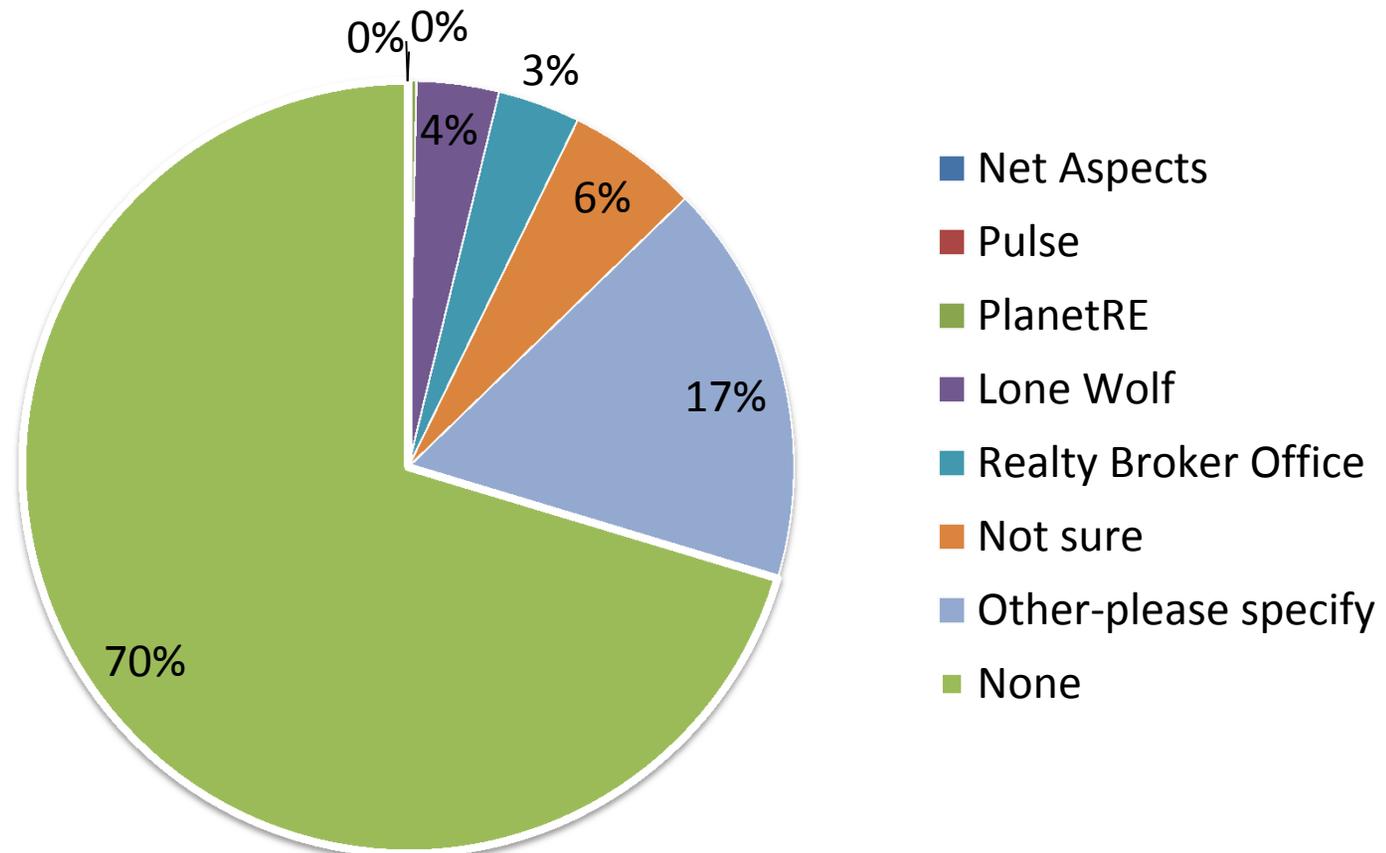
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Most do not use a system to manage their brokerage

What system do you use to manage your brokerage?



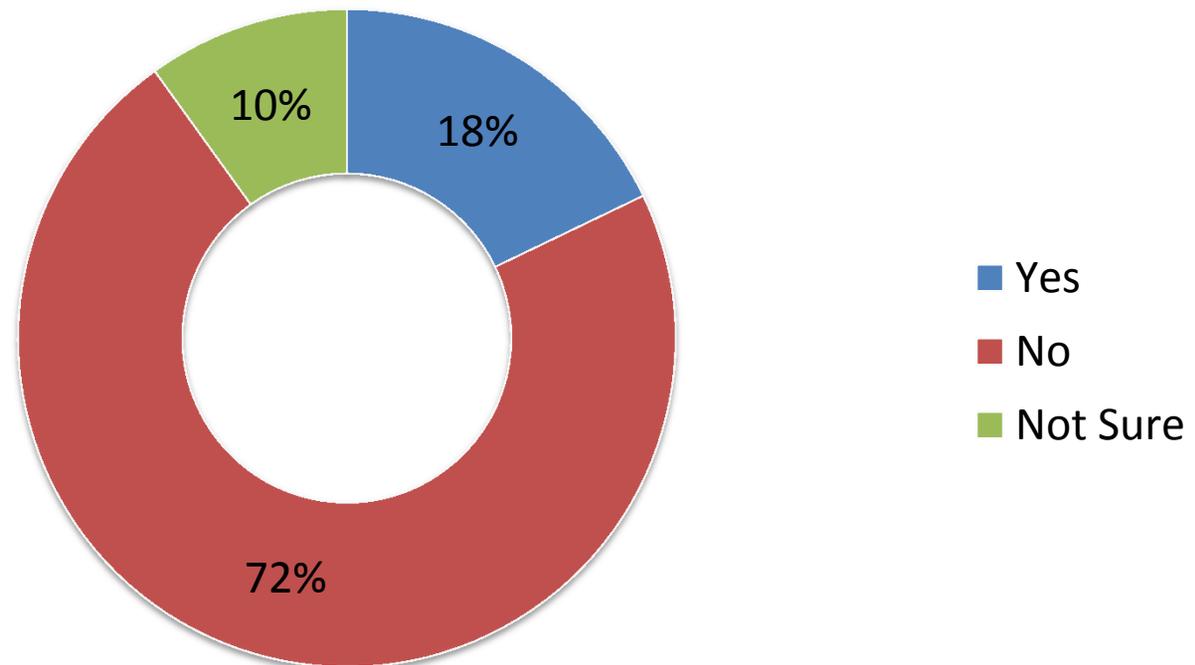
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Less than 1 in 4 offer a
CRM Solution

**Do you offer a Client Relationship Management Solution
to your agents?**

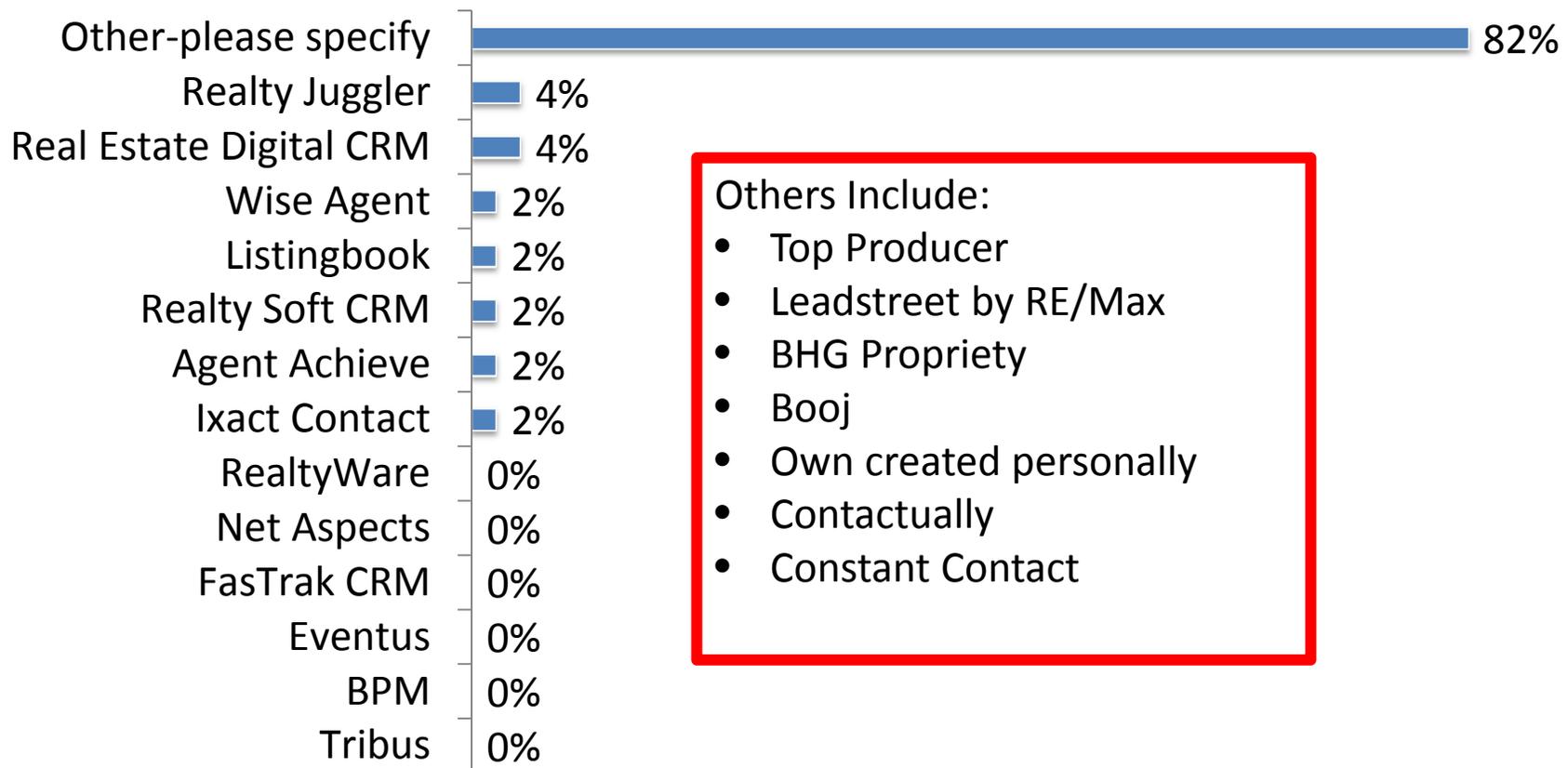


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What Client Relationship Management Solution do you offer to your agents?



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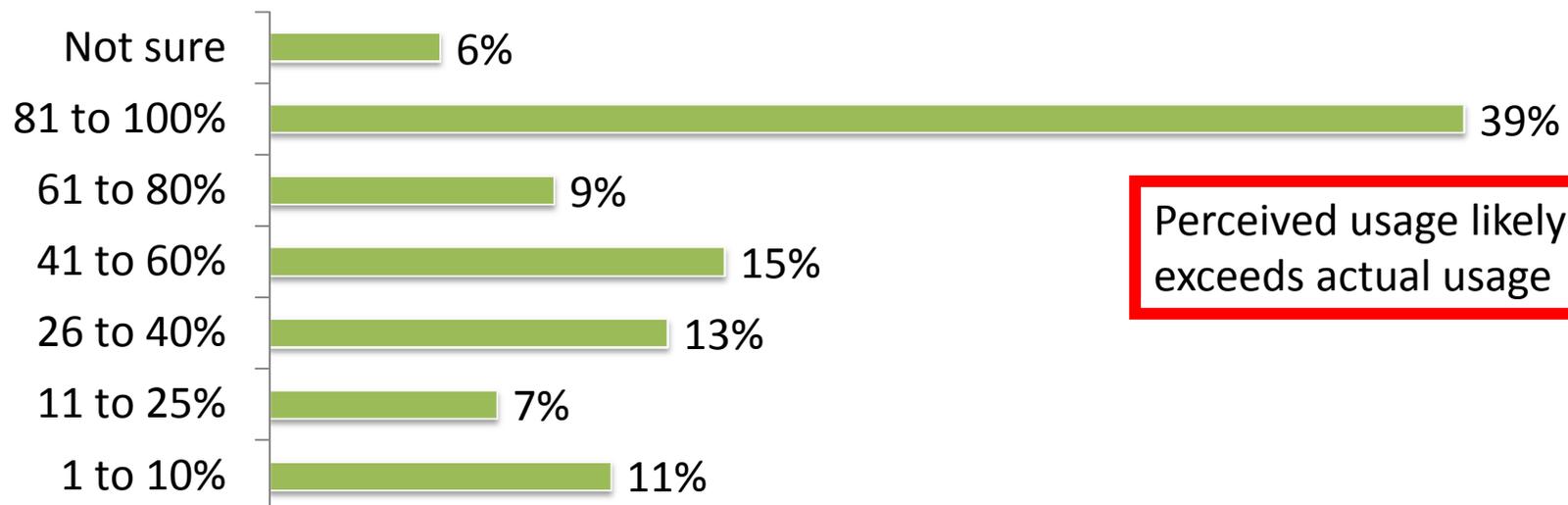
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Those that have CRM are active users

Approximately what percentage of your agents are actively using the CRM solution you have provided to them?

(Of the 18% that use CRM)



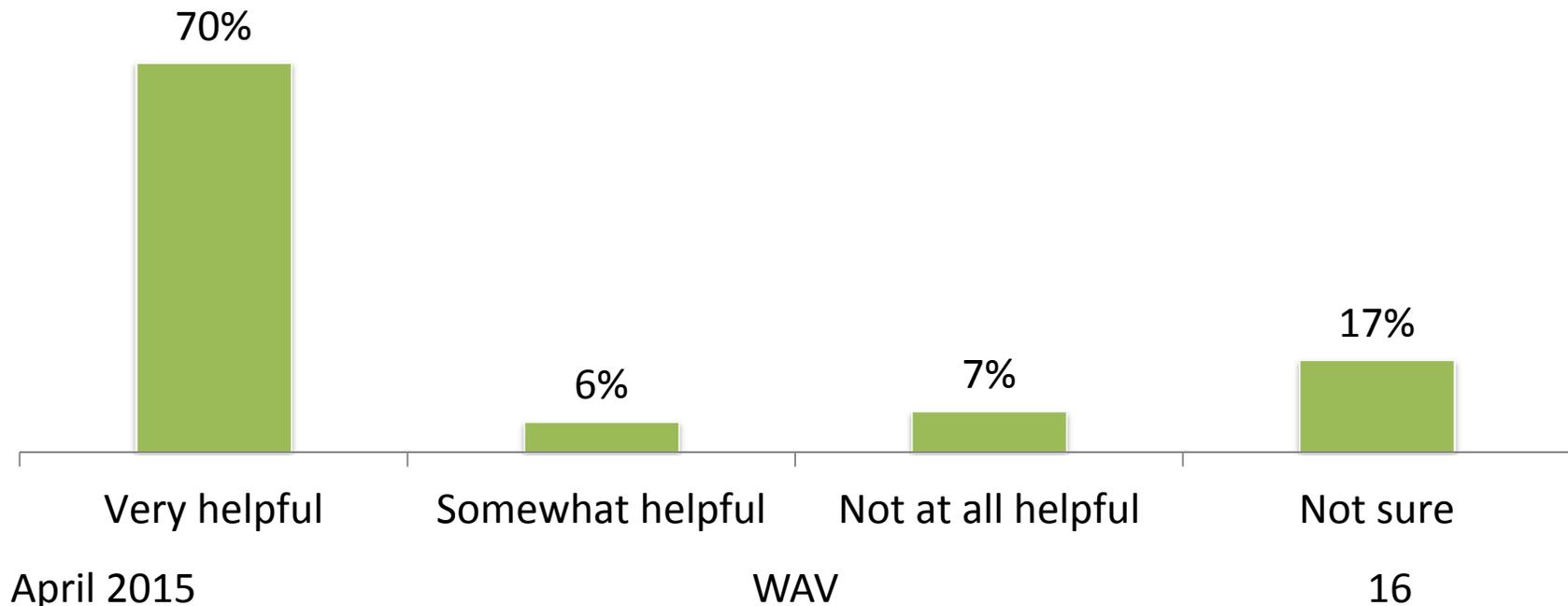
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**¾ feel MLS and CRM
integration would be helpful**

**How helpful would it be to have the ability to integrate
MLS data into your CRM system?
(Of 18% that use CRM)**



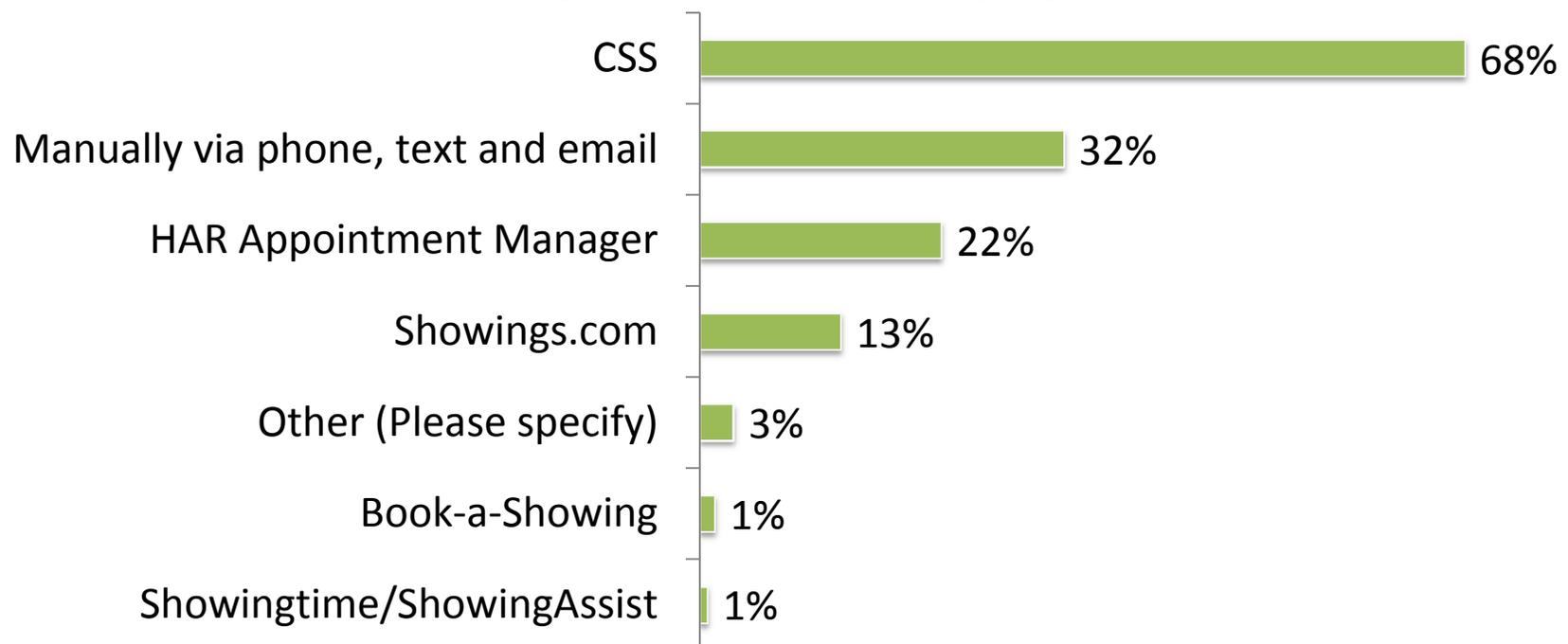
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CSS has a hold on the Showing Appointment Market

**How does your firm schedule showing appointments?
(Choose all that apply)**



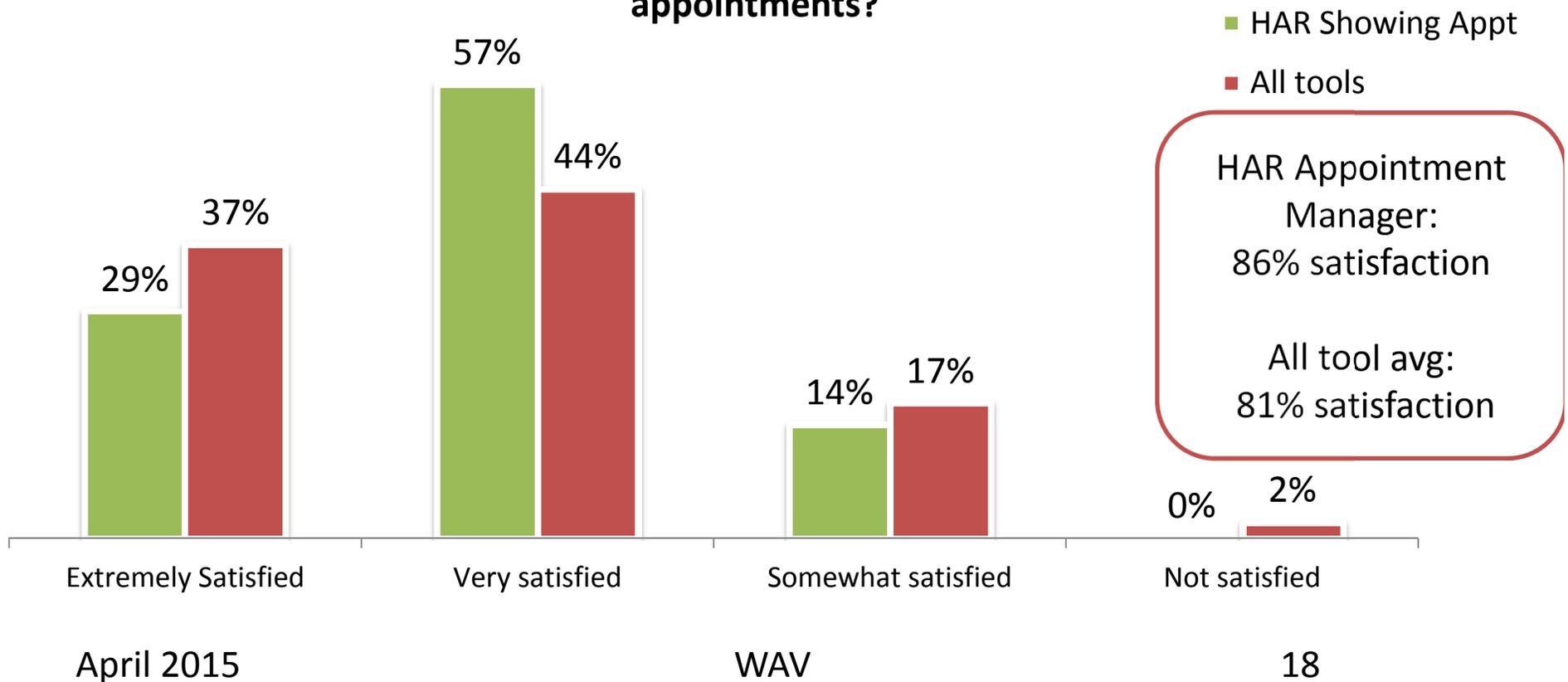
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Satisfaction higher in those that use HAR Appointment Manager

How satisfied are you with your methods for scheduling showing appointments?



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4 out 5 recognize duplicate
data entry

Nearly ½ believe integration with brokerage
tools and MLS data would improve efficiency

81% agree that eliminating
redundancy will increase efficient
and profitability

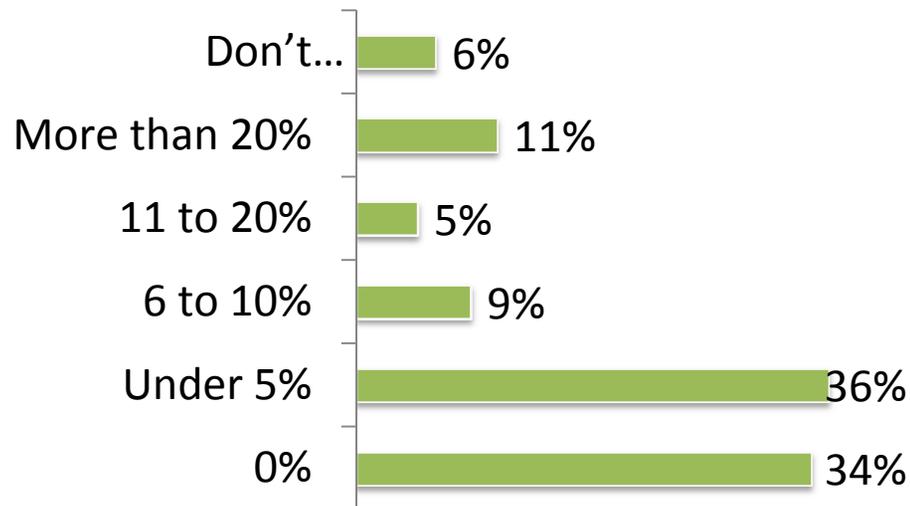
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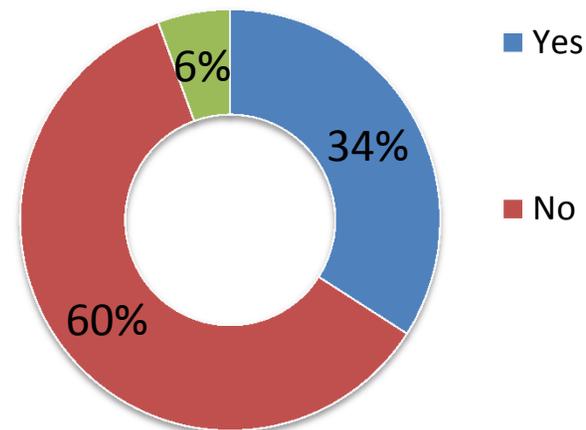


Off MLS Listings is not a big problem in this market

What percentage of your office's transactions are Off MLS?



Has the percentage of Off MLS Listings in your firm increased over the past year?



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High satisfaction with IDX and widgets

How satisfied are you with each of the current HAR services available for brokers?

	Respondents	Very satisfied	Satisfied	Not satisfied
Company IDX website and widgets	191	41%	50%	8%
Distribution of your active listings to: Homes.com, Zillow.com, Trulia.com, Realtor.com, chron.com	266	39%	42%	19%
Client Experience Rating Survey System	187	35%	41%	24%
HAR Appointment Manager	136	29%	60%	10%
Transaction Management – SureClose	60	23%	52%	25%

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Strong interest in Listing Exposure Report

**How valuable are the following services?
(rank 1 to 5, 5 being most valuable):**

