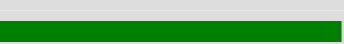



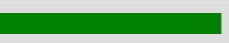



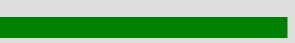







2008 Survey – Real Estate

Conducted by www.realtysold.com

Helping real estate agents write incredible advertisements online in seconds

1. I have had a good experience with a real estate agent		% of Respondents	Number of Respondents
Yes, in my lifetime		57.46%	285
Yes, in the past 12 months		31.45%	156
No, not ever		7.66%	38
I have never dealt with a real estate agent		3.43%	17
		Number of respondents	496
		Number of respondents who skipped this question	4
2. I have had an exceptional experience with a real estate agent that would make me want to tell others about that experience and recommend the agent		% of Respondents	Number of Respondents
Yes, in my lifetime		36.84%	182
Yes, in the past 12 months		19.84%	98
No, not ever		39.88%	197
I have never dealt with a real estate agent		3.44%	17
		Number of respondents	494
		Number of respondents who skipped this question	6
3. I have had a bad experience with a real estate agent		% of Respondents	Number of Respondents
Yes, in my lifetime		47.88%	237
Yes, in the past 12 months		23.43%	116
No, not ever		25.25%	125
I have never dealt with a real estate agent		3.43%	17
		Number of respondents	495
		Number of respondents who skipped this question	5
4. I remember the name of the real estate company (eg: ABC Realty Swan Hill) I last dealt with (sold, bought, leased or rented).		% of Respondents	Number of Respondents
Yes		88.46%	437
No		7.69%	38

I have never dealt with a real estate agent	3.85%	19
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Number of respondents 494

Number or respondents who skipped this question 6

5. I remember the name of the last real estate person (eg: Jane Smith) I dealt with (sold, bought, leased or rented).

	% of Respondents	Number of Respondents
Yes	78.30%	386
No	18.26%	90

I have never dealt with a real estate agent	3.45%	17
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Number of respondents 493

Number or respondents who skipped this question 7

6. I think real estate agents are generally trustworthy

	% of Respondents	Number of Respondents
I agree with this statement	36.09%	179
I am not sure	38.71%	192
I disagree with this statement	25.20%	125

Number of respondents 496

Number or respondents who skipped this question 4

7. If you were looking for a real estate agent to sell your home which of the following would be the ONE MOST important factor in assisting you make your decision? End this sentence with your answer: "I would choose..."

	% of Respondents	Number of Respondents
The agent who told me they could sell my home for the most	0.00%	0
The agent who convinced me they could get me the best price in today's market	8.67%	43
The agent with the lowest commission	1.21%	6
The agent with the highest commission	0.20%	1
The agent who had the lowest additional costs (marketing, internet etc)	0.81%	4
The agent who I felt cared the most	17.34%	86
The agent who I felt was the most trustworthy	27.62%	137
The agent with the best quality advertisements and marketing	3.63%	18

The agent with the best brand / franchise group / company reputation		5.24%	26
The agent I had previously dealt with		9.68%	48
The agent who had been recommended by a friend or family member		19.35%	96
Other		6.25%	31

Number of respondents 496

Number of respondents who skipped this question 4

8. If you were looking for a real estate agent to sell your home which of the following would be the ONE LEAST important factor in assisting you make your decision? End this sentence with your answer: "I would be least likely to choose..."

% of Respondents Number of Respondents







The agent who told me they could sell my home for the most		30.43%	150
The agent who convinced me they could get me the best price in today's market		7.10%	35
The agent with the lowest commission		15.82%	78
The agent with the highest commission		21.30%	105
The agent who had the lowest additional costs (marketing, internet etc)		5.07%	25
The agent who I felt cared the most		2.03%	10
The agent who I felt was the most trustworthy		1.62%	8
The agent with the best quality advertisements and marketing		4.06%	20
The agent with the best brand / franchise group / company reputation		5.27%	26
The agent I had previously dealt with		3.04%	15
The agent who had been recommended by a friend or family member		1.01%	5
Other		3.25%	16

Number of respondents 493

Number of respondents who skipped this question 7

9. When I think of the advertisements real estate agents write for the properties they are selling (in newspaper, on the internet and in brochures) I think that they are mostly:







% of Respondents Number of Respondents

High quality		3.02%	15
Good quality		48.39%	240
Below average quality		30.04%	149
Poor quality		6.25%	31
I don't look at real estate advertisements		5.24%	26
Other		7.06%	35

Number of respondents 496

Number of respondents who skipped this question 4





10. When I think of the photographs real estate agents use to promote the properties they are selling (in newspaper, on the internet and in brochures) I think that they are mostly:

		% of Respondents	Number of Respondents
High quality		5.84%	29
Good quality		53.72%	267
Below average quality		26.96%	134
Poor quality		3.82%	19
I don't look at real estate advertisements		3.22%	16
Other		6.44%	32

Number of respondents 497

Number of respondents who skipped this question 3


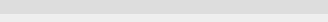



11. How important is the quality of a real estate agent's marketing and advertising in your decision of which agent to hire?

		% of Respondents	Number of Respondents
Very important		45.44%	224
Important		44.22%	218
Not very important		9.13%	45
Not at all important		1.22%	6

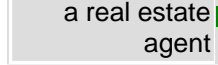






Number of respondents 493

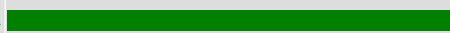




Number of respondents who skipped this question 7

12. If you saw a spelling mistake in a real estate agents advertisements would you:

		% of Respondents	Number of Respondents
Definitely not hire them as your agent		11.94%	59
Be less inclined to hire them as your agent		54.66%	270
Still consider hiring them as your agent		14.17%	70
Hire them if you wanted to based on their other qualities, it wouldn't make a difference		17.00%	84
Other		2.23%	11

Number of respondents 494

		Number of respondents who skipped this question	6
13. If you were looking to sell your home, how many different real estate agents would you call in to give you their opinion?		% of Respondents	Number of Respondents
0, I wouldn't use a real estate agent		1.81%	9
1		4.44%	22
2		23.19%	115
3		57.06%	283
4		8.06%	40
5		2.22%	11
6 or more		3.23%	16

		Number of respondents	496
14. Where are you located?		% of Respondents	Number of Respondents
Australia		75.05%	373
New Zealand		6.84%	34
United States		13.28%	66
Canada		2.41%	12
Other		2.41%	12

Number of respondents 497
Number of respondents who skipped this question 3

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