

RICH REAL ESTATE AGENT, POOR REAL ESTATE AGENT

	Average Real Estate Agent	Poor Real Estate Agent	Rich Real Estate Agents	% Difference Between Rich & Poor	# Rich / # Poor Factor
Demographics					
Total Number of Respondents	1758	363	379		
Percentage of Respondents	100%	21%	22%	1%	
Annual income from real estate	\$55-65k	=<\$35k/yr	=>\$100k/yr	>\$75k	
Age?	51-60	51-60	51-60	-	
Years in the real estate industry?	6-10	4-5	11-20	7-15	
Male / Female? (Male response)	47%	40%	58%	19%	1.54x
Highest level of education?	College Grad	College Grad	College Grad	-	
Technology Sophistication	Moderate Exp	Moderate Exp	Moderate Exp	-	

Technology					
Average Technology Budget	\$1-3k	\$0.5-1k	\$3-5k	5-6x	
Do you have an IDX web site? (Yes)	61%	48%	71%	23%	1.54x
Do you use a lead management or CRM tool? (Yes)	46%	34%	60%	27%	1.87x
Do you use an email newsletter? (Yes)	45%	37%	54%	17%	1.54x

Social Media					
Do you use any of the following blogging services to market your business?					
ActiveRain	54%	48%	62%	14%	1.35x
Blogger	22%	20%	26%	6%	1.36x
WordPress	46%	40%	52%	12%	1.36x
Do you use any of the following social media sites to market your business?					
FaceBook	90%	90%	91%	2%	1.06x
Twitter	59%	54%	65%	11%	1.25x
LinkedIn	81%	76%	84%	8%	1.15x
YouTube	44%	31%	54%	22%	1.78x
Do you advertise on or use the following real estate web sites to market your business?					
Realtor.com / Move.com	61%	63%	65%	2%	1.08x
Zillow	60%	60%	60%	-0%	1.04x
Trulia	64%	66%	64%	-2%	1.02x
Craigslist	68%	65%	66%	1%	1.06x
Homes.com	26%	25%	27%	2%	1.11x

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	Average Real Estate Agent	Poor Real Estate Agent	Rich Real Estate Agents	% Difference Between Rich & Poor	# Rich / # Poor Factor
Marketing & Advertising					
Average Marketing Budget	\$1-3k	\$0.5-1k	\$5-10k	10x	
Do you purchase Internet leads? (Yes)	12%	8%	18%	10%	2.31x
Do you personally buy Internet marketing or clicks from search engines? (Yes)	14%	8%	21%	13%	2.75x
Do you have an assistant or agency					
that helps with your Internet advertising? (Yes)	16%	11%	26%	15%	2.53x
that helps with your SEO or blogging? (Yes)	15%	8%	26%	18%	3.30x
Do you use direct mail? (Yes)	61%	60%	62%	2%	1.07x
Do you personally advertise in the regional or local newspaper? (Yes)	26%	22%	29%	7%	1.39x
Do you advertise in a rack publication? (Homes & Land, Harmon, TREB) (Yes)	21%	20%	19%	-1%	1.00x
Do you use cold calling or door knocking? (Yes)	26%	31%	23%	-8%	0.78x

Coaching & Training					
Do you use group coaching? (Yes)	21%	20%	23%	4%	1.23x
Do you use personal coaching? (Yes)	20%	20%	25%	5%	1.29x

What is the most effective marketing or advertising that you do? (write in)	
	1. Personal Referrals / Word of Mouth
	2. Blogging
	3. Business to Business Professional Referrals