

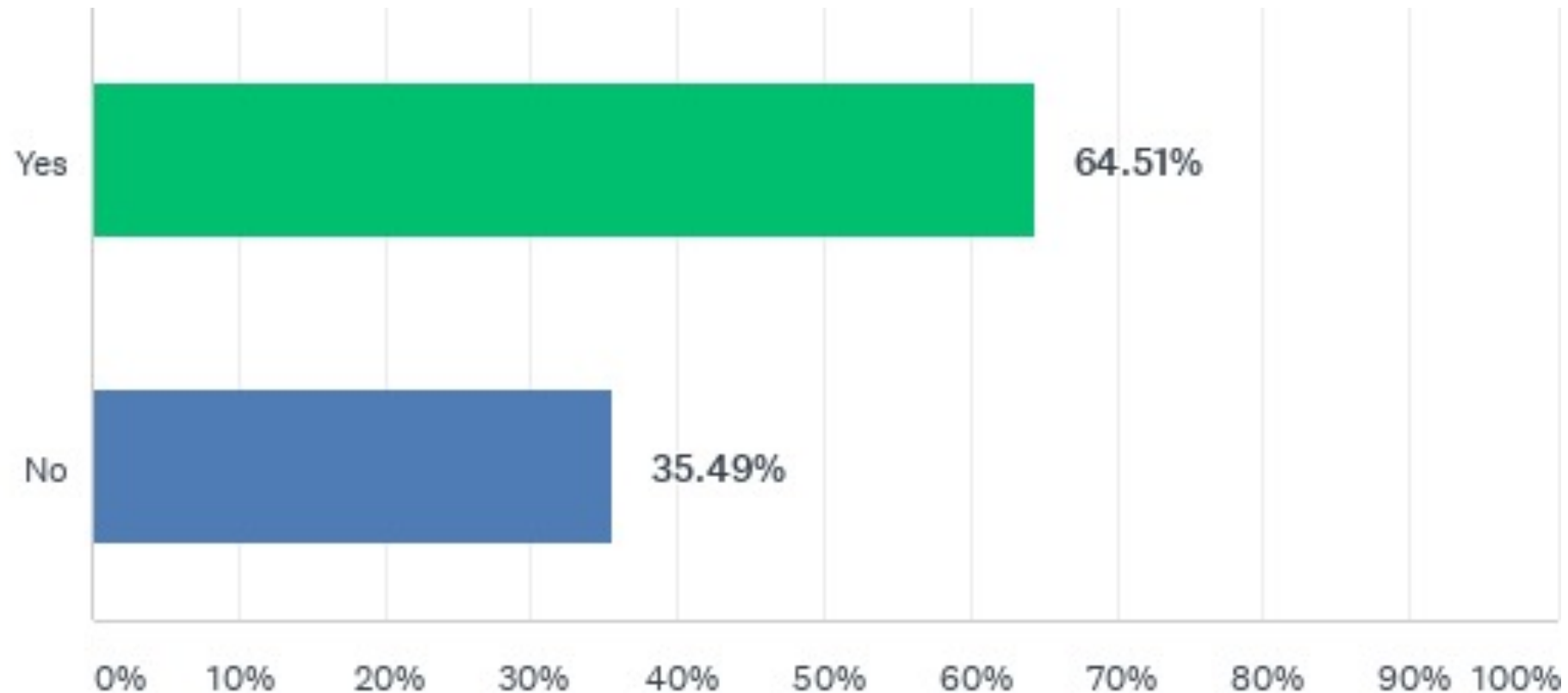


RPR

2021 State of the Listing Presentation

Q1: Do you provide a pre-listing presentation package to the seller prior to the listing presentation?

Answered: 803 Skipped: 0



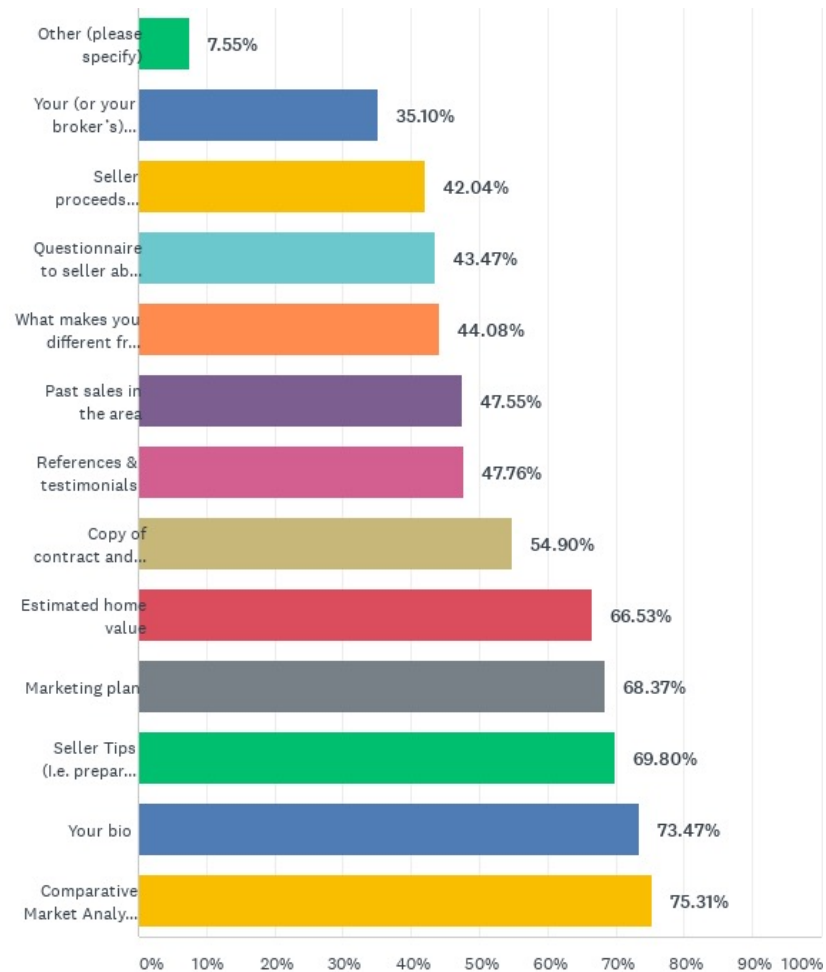
Q1: Do you provide a pre-listing presentation package to the seller prior to the listing presentation?

Answered: 803 Skipped: 0

ANSWER CHOICES	RESPONSES	
Yes	64.51%	518
No	35.49%	285
TOTAL		803

Q2: What information do you include in the pre-listing presentation package? (choose all that apply)

Answered: 490 Skipped: 313



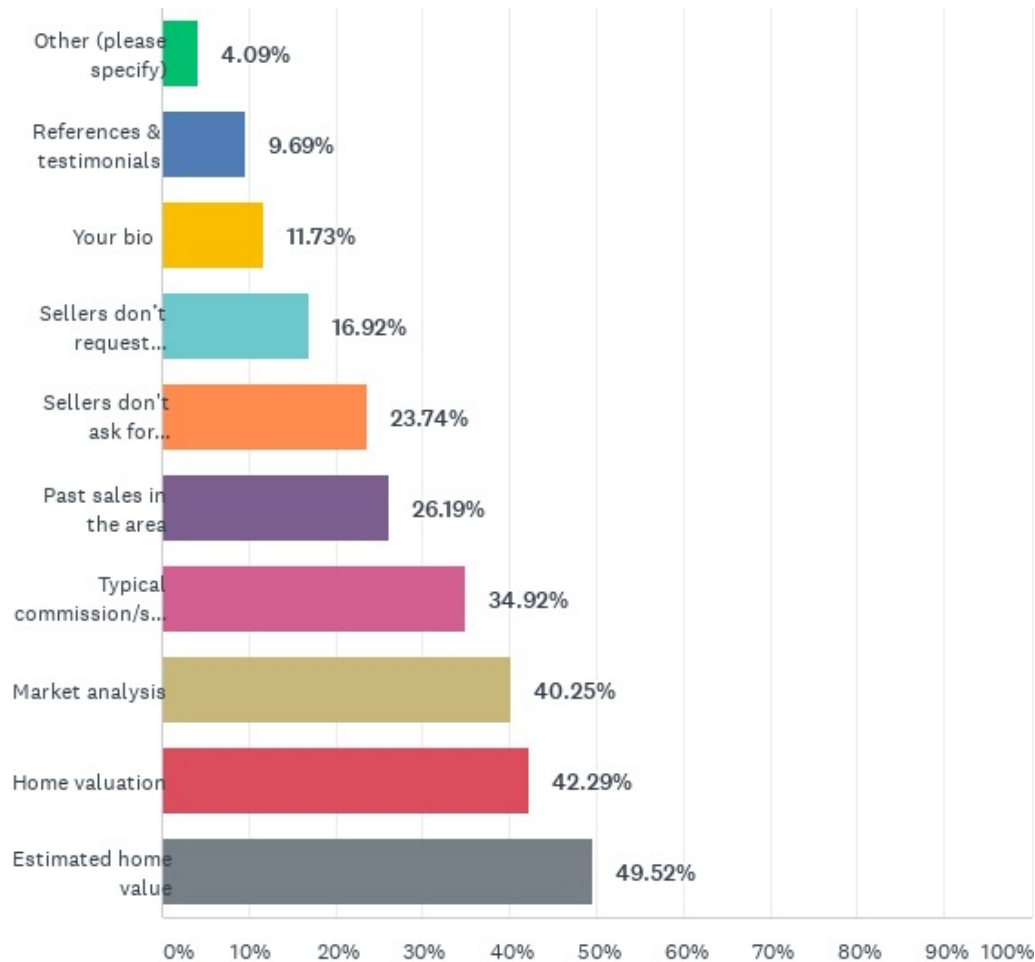
Q2: What information do you include in the pre-listing presentation package? (choose all that apply)

Answered: 490 Skipped: 313

ANSWER CHOICES	RESPONSES	
Other (please specify)	7.55%	37
Your (or your broker's) service levels / commission rates	35.10%	172
Seller proceeds worksheet	42.04%	206
Questionnaire to seller about the needs of their home	43.47%	213
What makes you different from another agent	44.08%	216
Past sales in the area	47.55%	233
References & testimonials	47.76%	234
Copy of contract and agency disclosure	54.90%	269
Estimated home value	66.53%	326
Marketing plan	68.37%	335
Seller Tips (I.e. prepare your home for sale)	69.80%	342
Your bio	73.47%	360
Comparative Market Analysis (CMA)	75.31%	369
Total Respondents: 490		

Q3: What information do sellers request ahead of a listing presentation? (choose all that apply)

Answered: 733 Skipped: 70



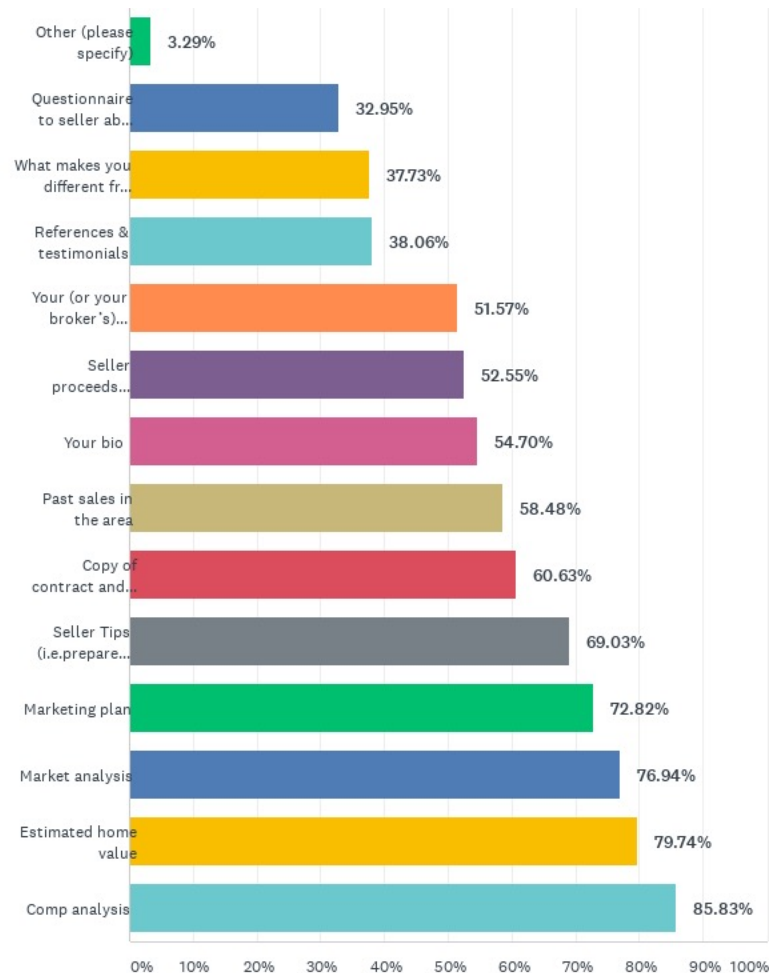
Q3: What information do sellers request ahead of a listing presentation? (choose all that apply)

Answered: 733 Skipped: 70

ANSWER CHOICES	RESPONSES	
Other (please specify)	4.09%	30
References & testimonials	9.69%	71
Your bio	11.73%	86
Sellers don't request information ahead of time	16.92%	124
Sellers don't ask for information ahead of the listing presentation	23.74%	174
Past sales in the area	26.19%	192
Typical commission/service levels	34.92%	256
Market analysis	40.25%	295
Home valuation	42.29%	310
Estimated home value	49.52%	363
Total Respondents: 733		

Q4: What information do you always provide during the listing presentation? (choose all that apply)

Answered: 607 Skipped: 196



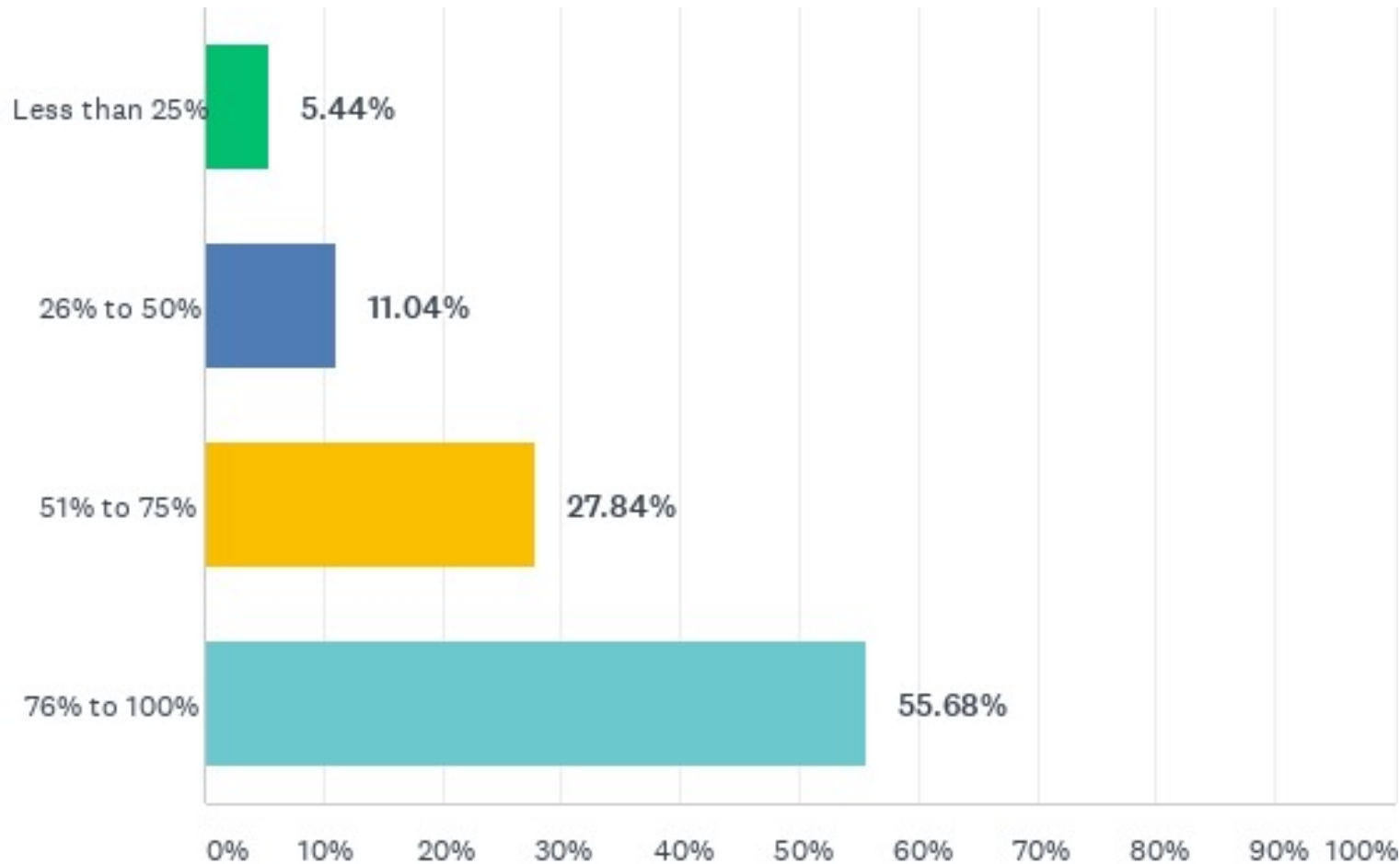
Q4: What information do you always provide during the listing presentation? (choose all that apply)

Answered: 607 Skipped: 196

ANSWER CHOICES	RESPONSES	
Other (please specify)	3.29%	20
Questionnaire to seller about the needs of their home	32.95%	200
What makes you different from another agent	37.73%	229
References & testimonials	38.06%	231
Your (or your broker's) service levels / commission rate	51.57%	313
Seller proceeds worksheet	52.55%	319
Your bio	54.70%	332
Past sales in the area	58.48%	355
Copy of contract and agency disclosure	60.63%	368
Seller Tips (i.e.prepare your home for sale)	69.03%	419
Marketing plan	72.82%	442
Market analysis	76.94%	467
Estimated home value	79.74%	484
Comp analysis	85.83%	521
Total Respondents: 607		

Q5: What percentage of your listing presentations result in a signed contract?

Answered: 607 Skipped: 196



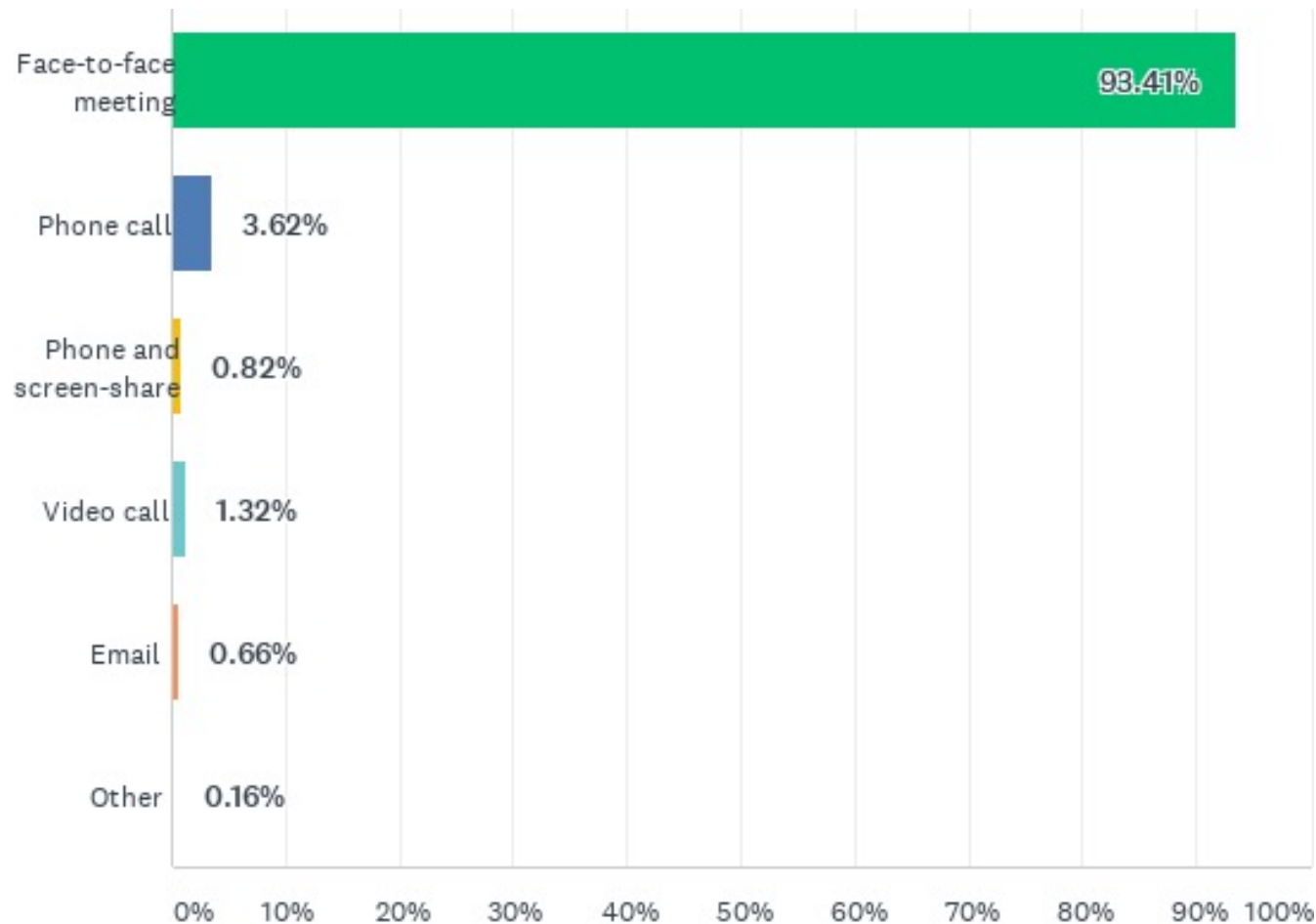
Q5: What percentage of your listing presentations result in a signed contract?

Answered: 607 Skipped: 196

ANSWER CHOICES	RESPONSES	
Less than 25%	5.44%	33
26% to 50%	11.04%	67
51% to 75%	27.84%	169
76% to 100%	55.68%	338
TOTAL		607

Q6: How do you typically “meet” with a prospective client for a listing presentation?

Answered: 607 Skipped: 196



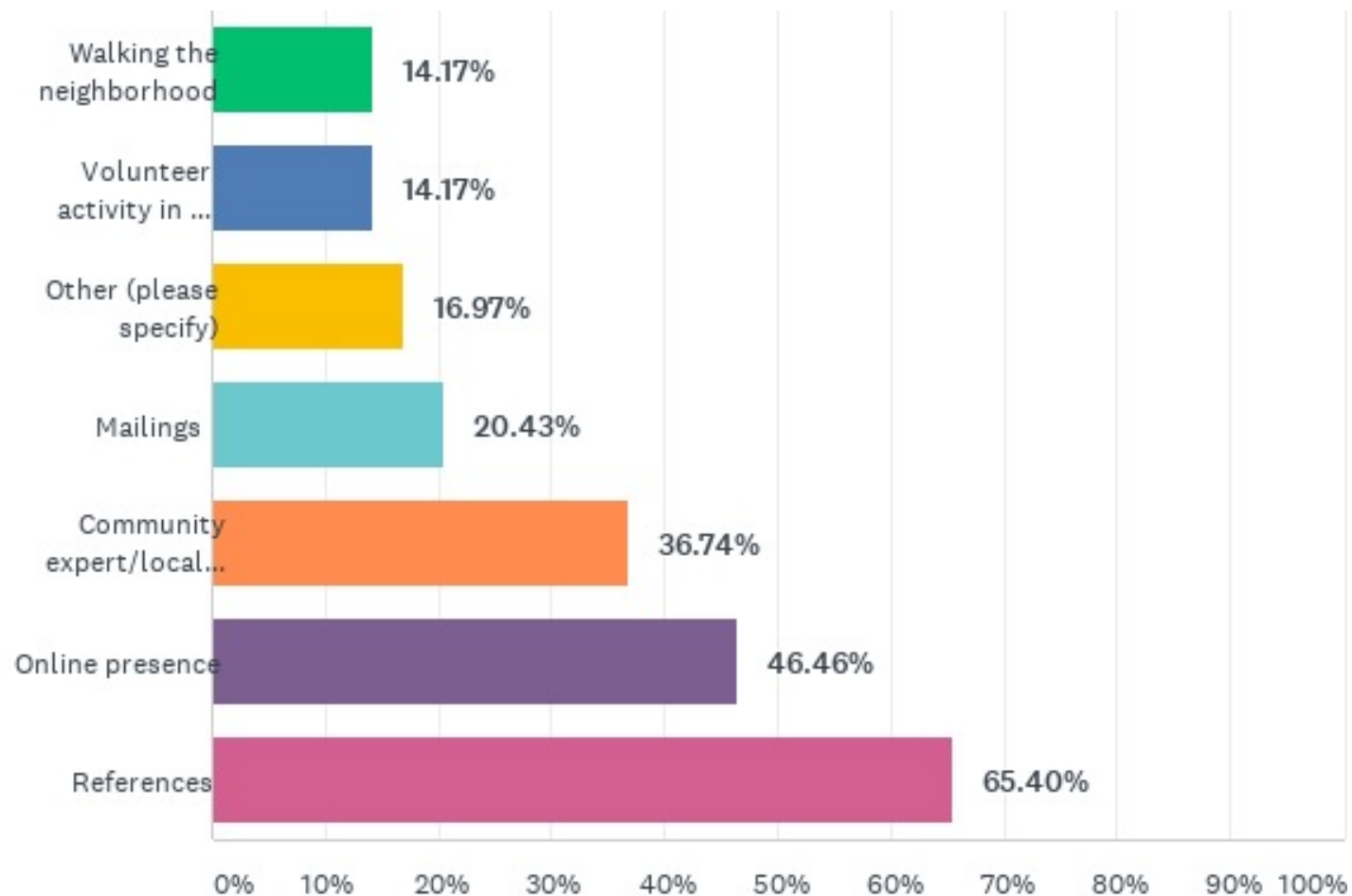
Q6: How do you typically “meet” with a prospective client for a listing presentation?

Answered: 607 Skipped: 196

ANSWER CHOICES	RESPONSES	
Face-to-face meeting	93.41%	567
Phone call	3.62%	22
Phone and screen-share	0.82%	5
Video call	1.32%	8
Email	0.66%	4
Other	0.16%	1
TOTAL		607

Q7: Which of the following positively impacts the number of listings you secure? (choose all that apply)

Answered: 607 Skipped: 196



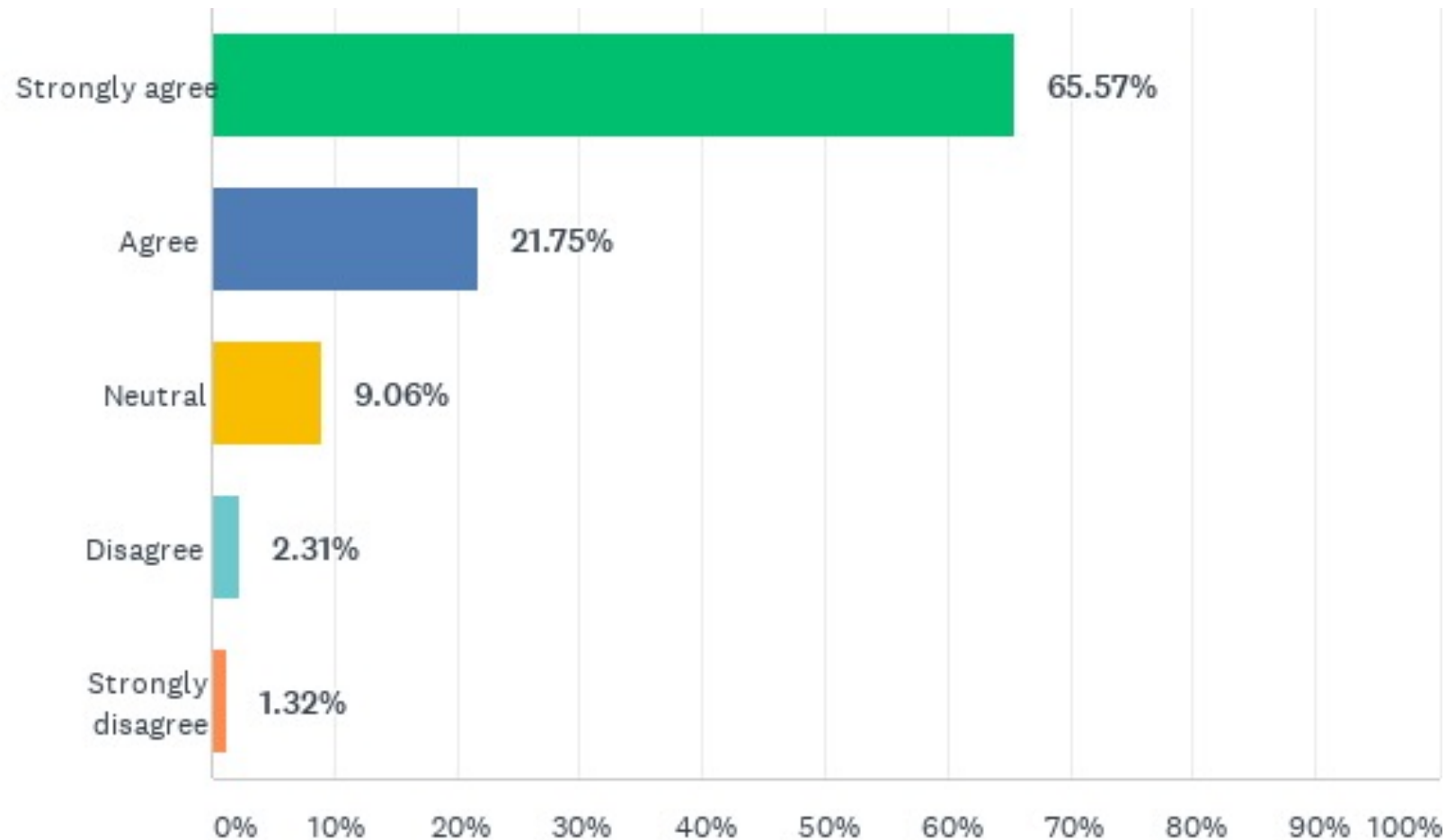
Q7: Which of the following positively impacts the number of listings you secure? (choose all that apply)

Answered: 607 Skipped: 196

ANSWER CHOICES	RESPONSES	
Walking the neighborhood	14.17%	86
Volunteer activity in the community	14.17%	86
Other (please specify)	16.97%	103
Mailings	20.43%	124
Community expert/local expert	36.74%	223
Online presence	46.46%	282
References	65.40%	397
Total Respondents: 607		

Q8: It is extremely important to present an accurate valuation model in the first meeting with a seller.

Answered: 607 Skipped: 196



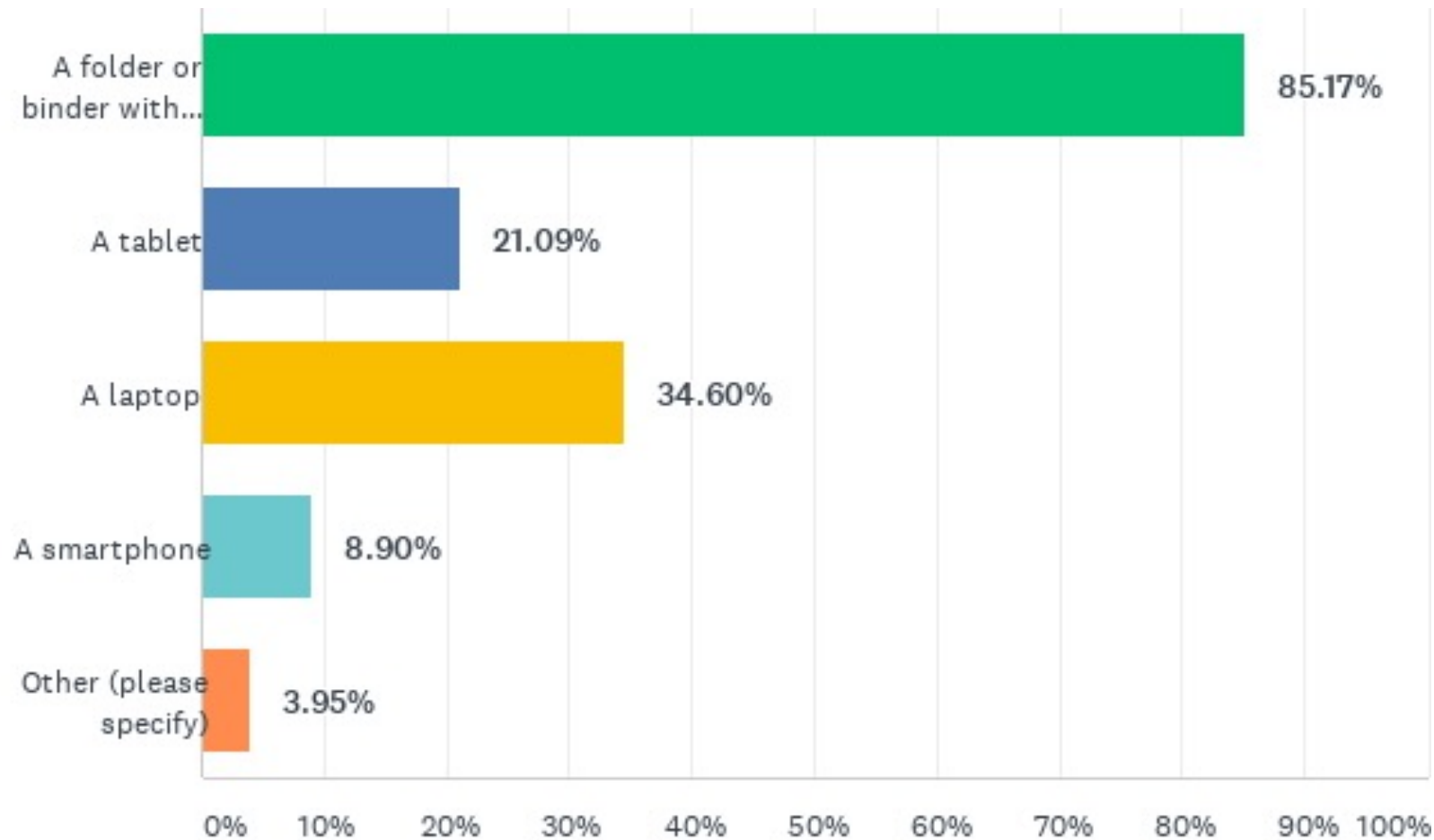
Q8: It is extremely important to present an accurate valuation model in the first meeting with a seller.

Answered: 607 Skipped: 196

ANSWER CHOICES	RESPONSES	
Strongly agree	65.57%	398
Agree	21.75%	132
Neutral	9.06%	55
Disagree	2.31%	14
Strongly disagree	1.32%	8
TOTAL		607

Q9: When delivering your listing presentation, do you use (choose all that apply):

Answered: 607 Skipped: 196



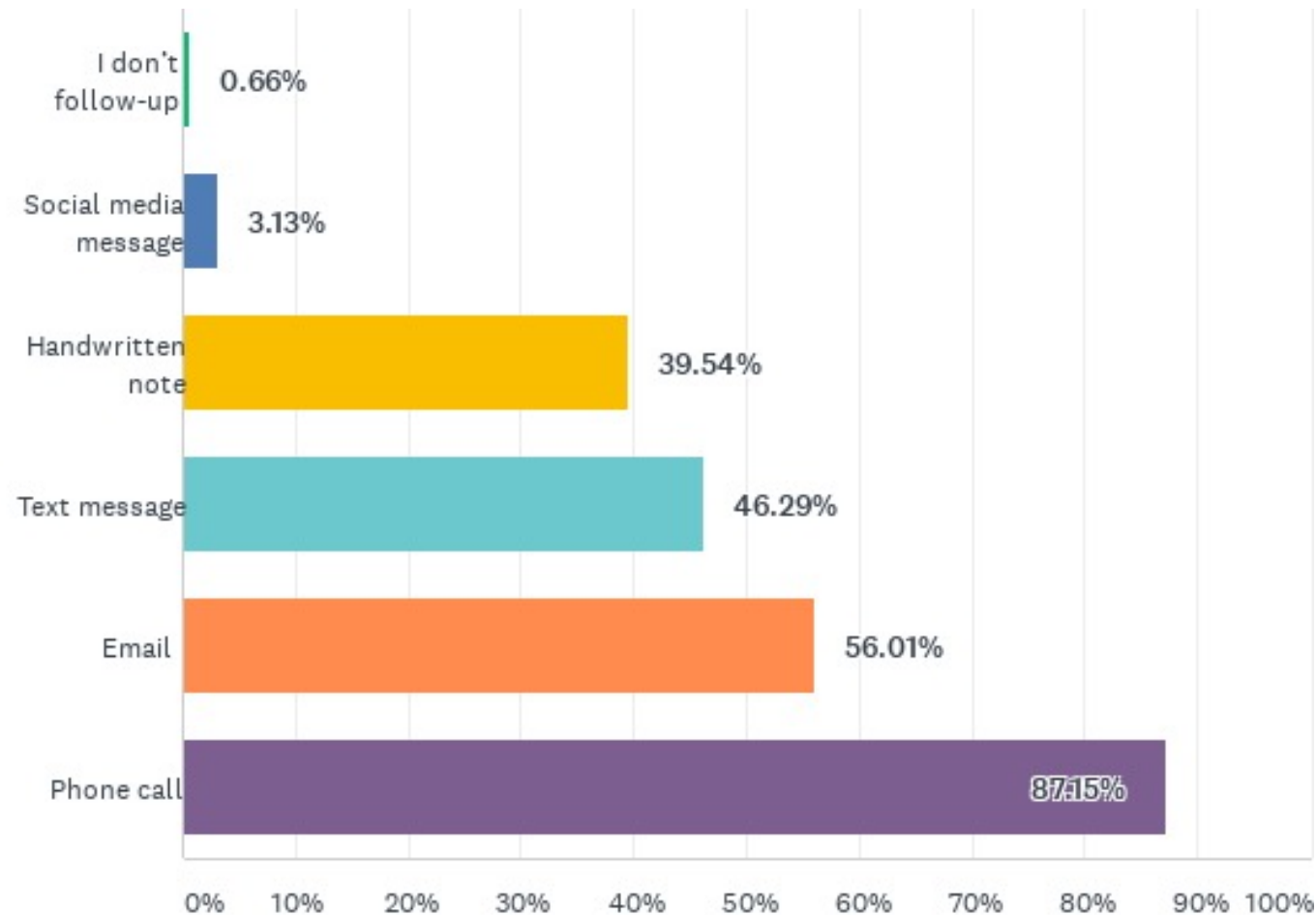
Q9: When delivering your listing presentation, do you use (choose all that apply):

Answered: 607 Skipped: 196

ANSWER CHOICES	RESPONSES	
A folder or binder with hard copies	85.17%	517
A tablet	21.09%	128
A laptop	34.60%	210
A smartphone	8.90%	54
Other (please specify)	3.95%	24
Total Respondents: 607		

Q11: How do you follow up after a listing presentation? (choose all that apply)

Answered: 607 Skipped: 196



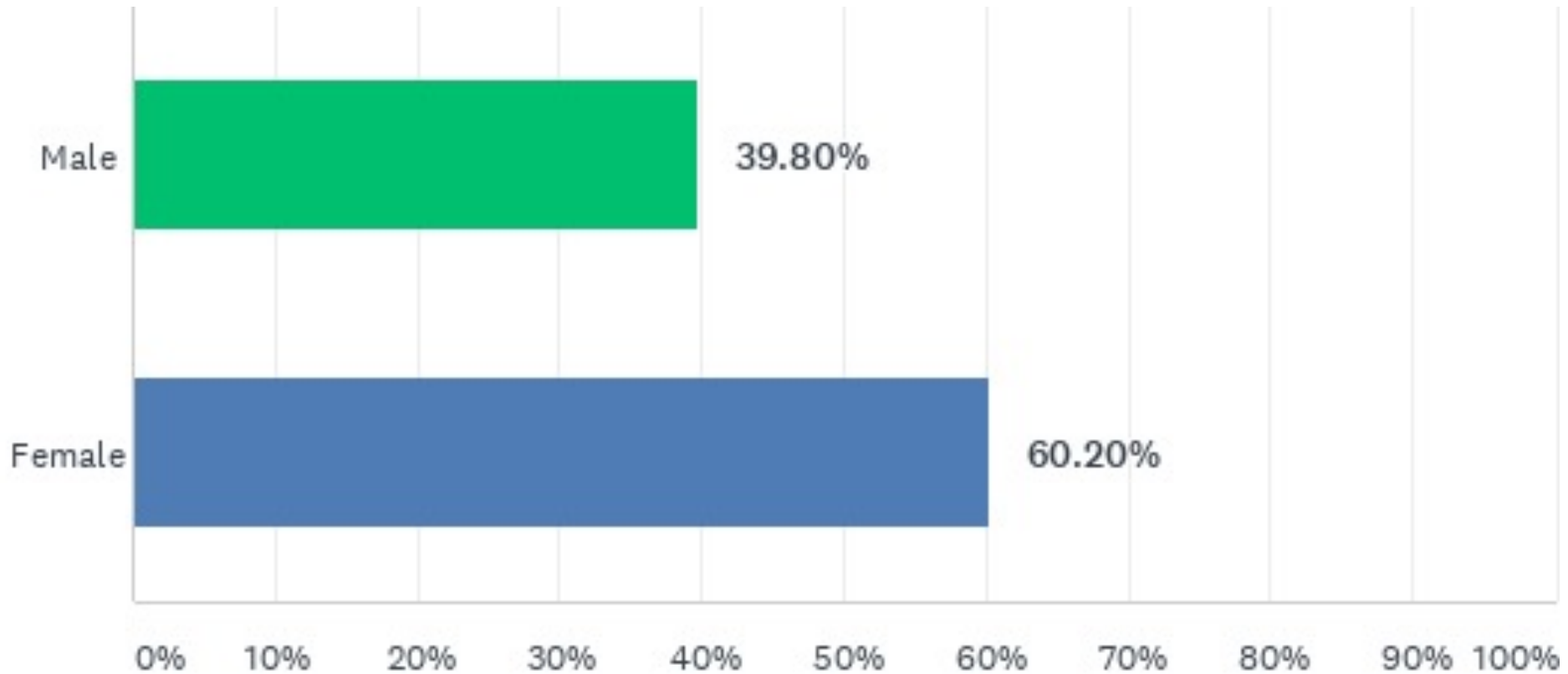
Q11: How do you follow up after a listing presentation? (choose all that apply)

Answered: 607 Skipped: 196

ANSWER CHOICES	RESPONSES	
I don't follow-up	0.66%	4
Social media message	3.13%	19
Handwritten note	39.54%	240
Text message	46.29%	281
Email	56.01%	340
Phone call	87.15%	529
Total Respondents: 607		

Q14: Gender

Answered: 598 Skipped: 205



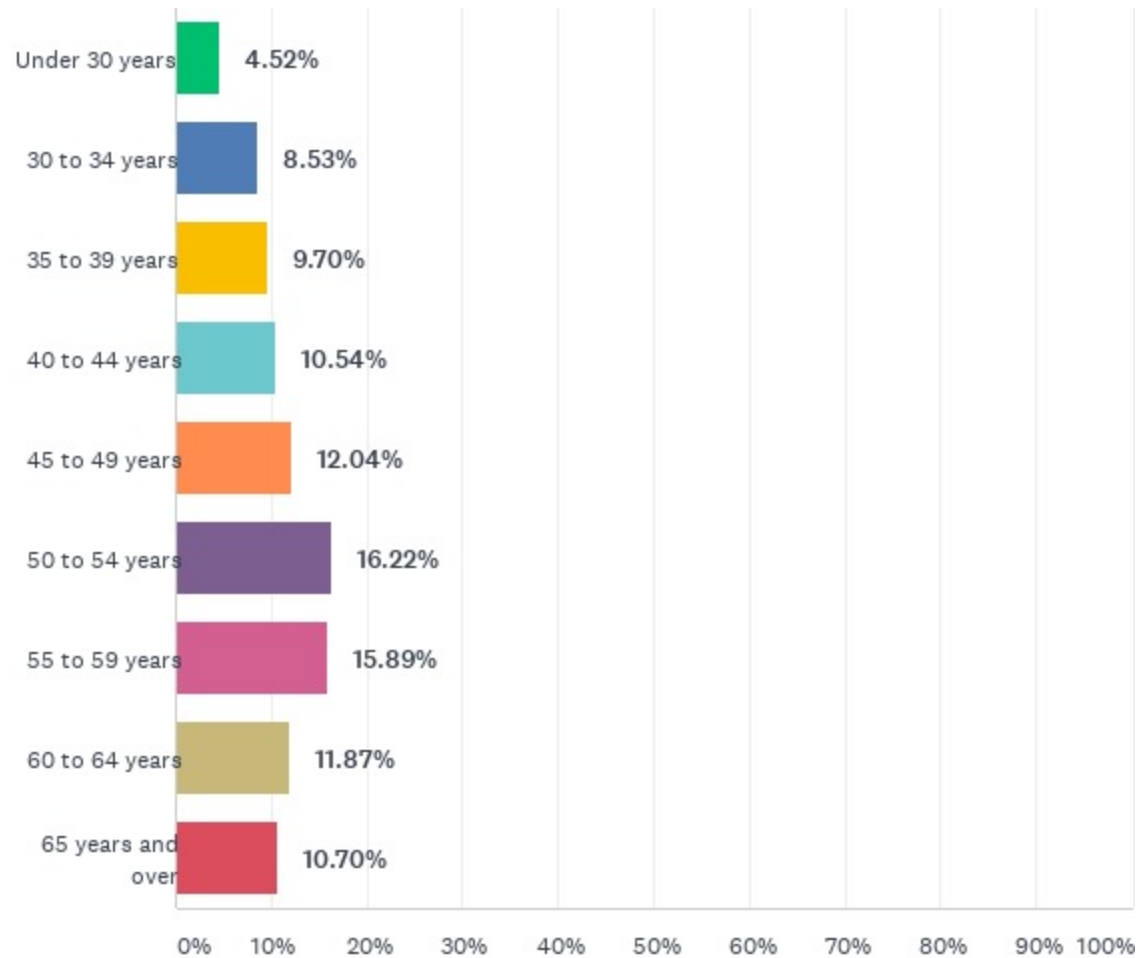
Q14: Gender

Answered: 598 Skipped: 205

ANSWER CHOICES	RESPONSES	
Male	39.80%	238
Female	60.20%	360
TOTAL		598

Q15: What is your age?

Answered: 598 Skipped: 205



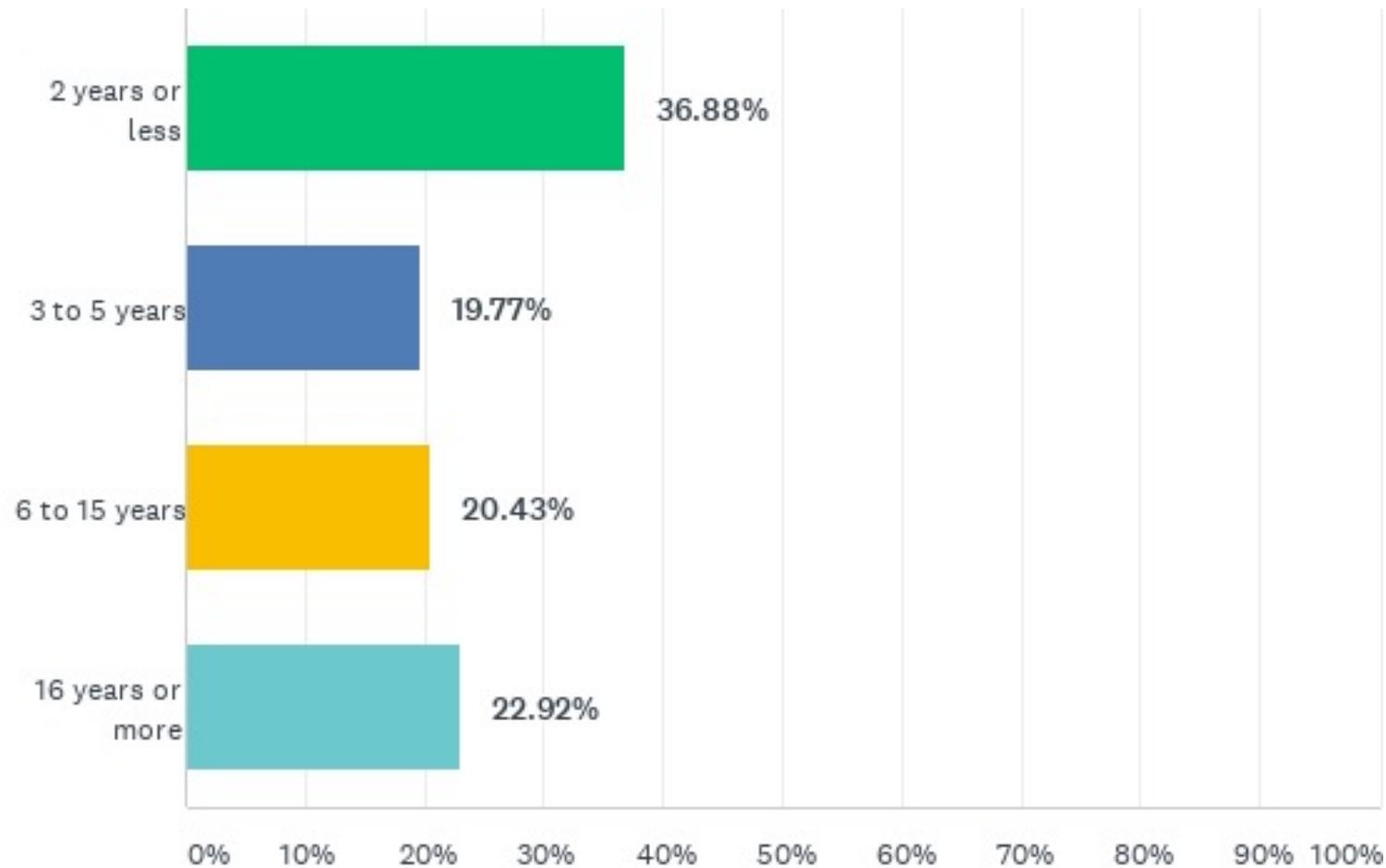
Q15: What is your age?

Answered: 598 Skipped: 205

ANSWER CHOICES	RESPONSES	
Under 30 years	4.52%	27
30 to 34 years	8.53%	51
35 to 39 years	9.70%	58
40 to 44 years	10.54%	63
45 to 49 years	12.04%	72
50 to 54 years	16.22%	97
55 to 59 years	15.89%	95
60 to 64 years	11.87%	71
65 years and over	10.70%	64
TOTAL		598

Q16: How many years have you been active in the real estate industry

Answered: 602 Skipped: 201



Q16: How many years have you been active in the real estate industry

Answered: 602 Skipped: 201

ANSWER CHOICES	RESPONSES	
2 years or less	36.88%	222
3 to 5 years	19.77%	119
6 to 15 years	20.43%	123
16 years or more	22.92%	138
TOTAL		602