

2007 Top Producer Survey

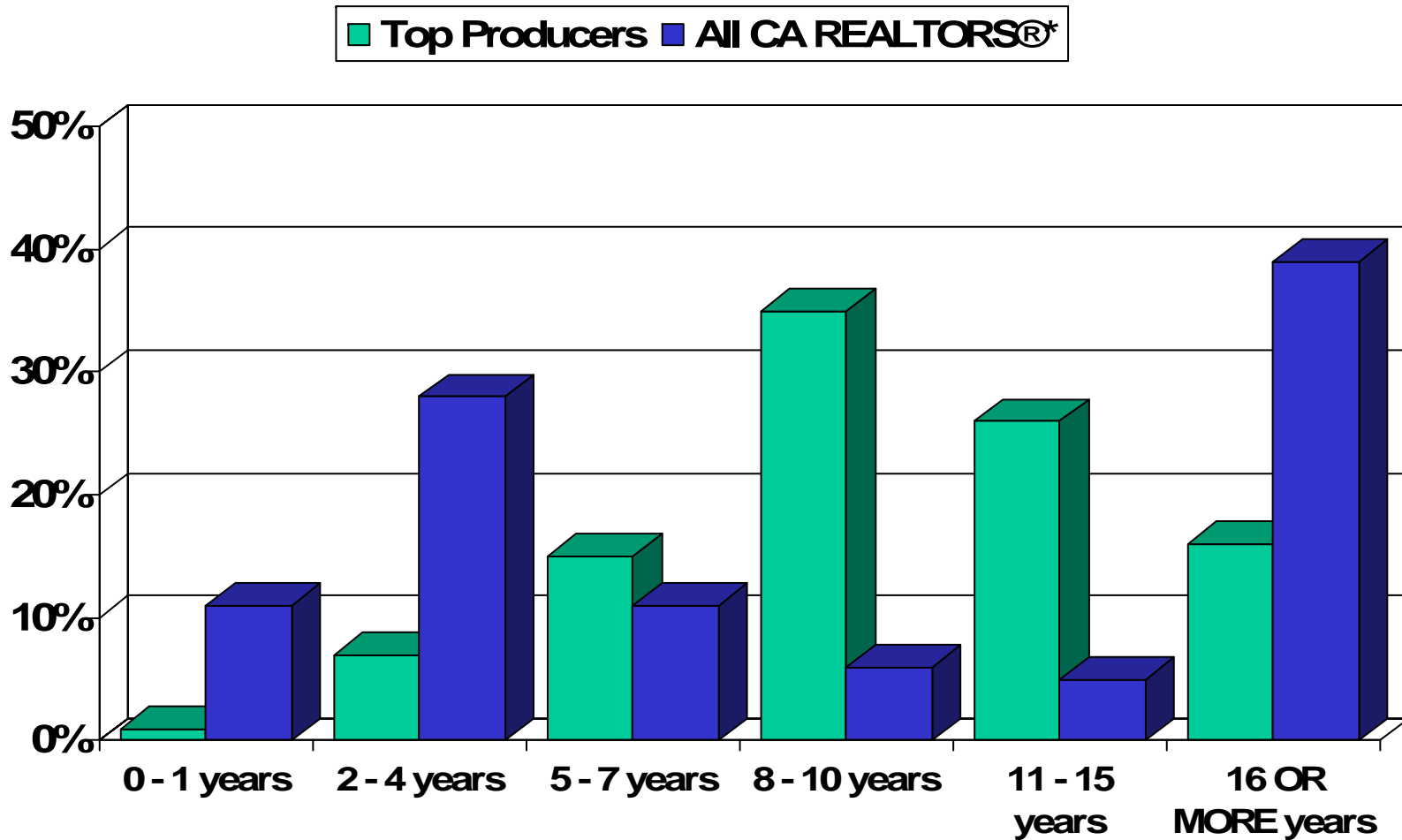
*Draft Version
SPF Committee*



Who Are Top Producers?



Tenure of Working in Real Estate



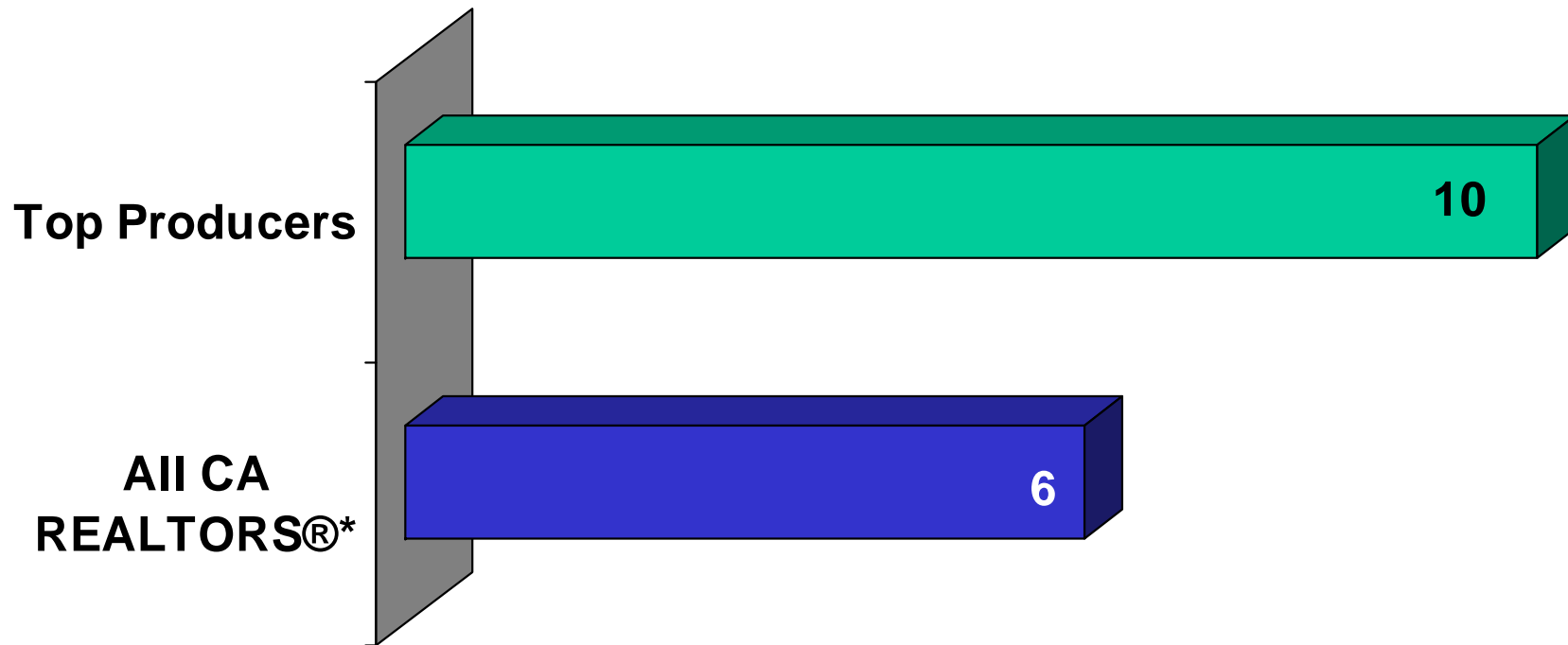
*C.A.R. 2006 Member Profile Survey

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Years Licensed To Sell Real Estate

-Top Producers Versus All CA REALTORS®-



Only 8% of top producers have less than 5 years of experience versus 38% for all California REALTORS®

Q: About how many years have you been licensed to sell residential real estate?

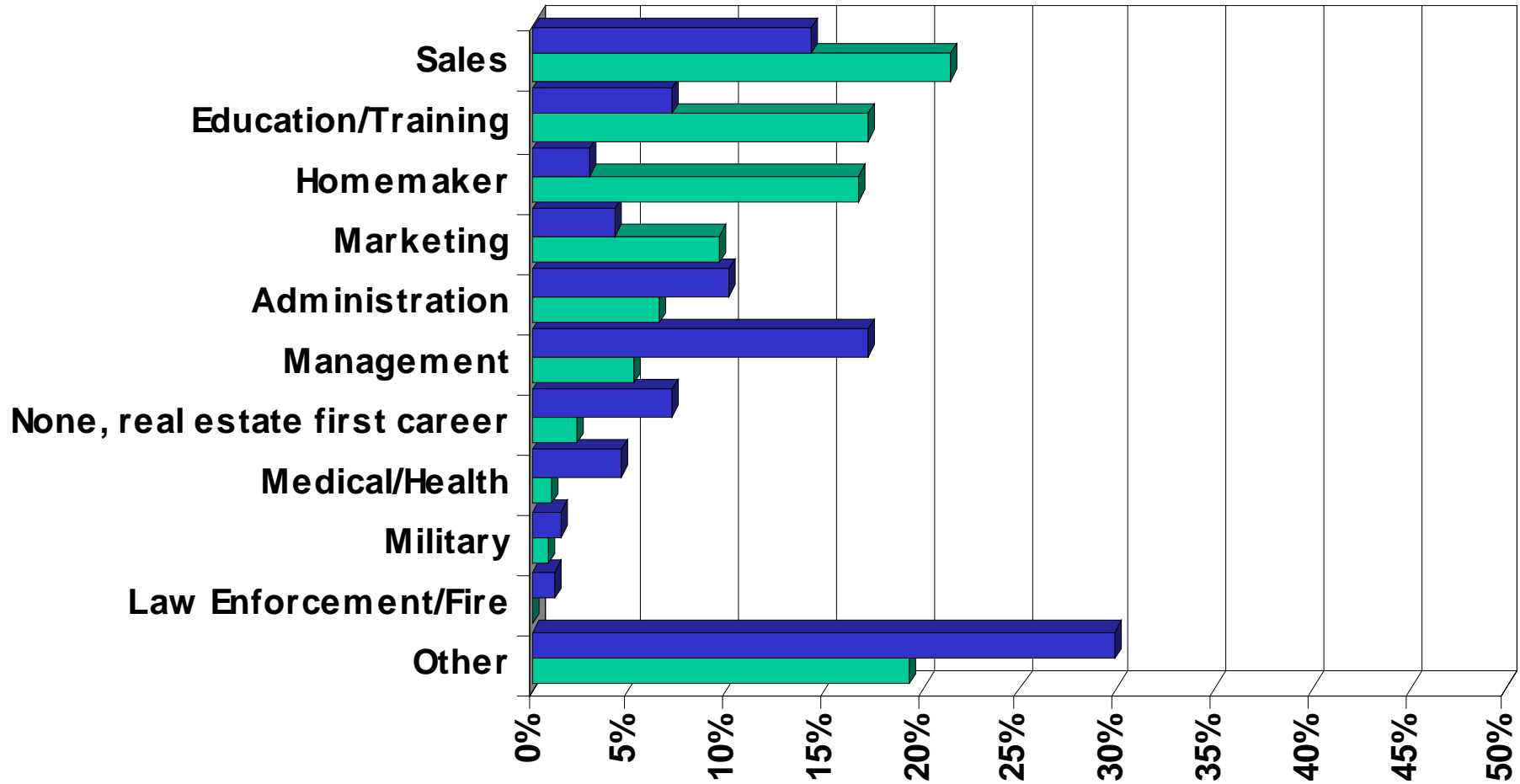
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Last Full-Time Career Prior To Real Estate

■ Top Producers ■ ALL CA REALTORS®*

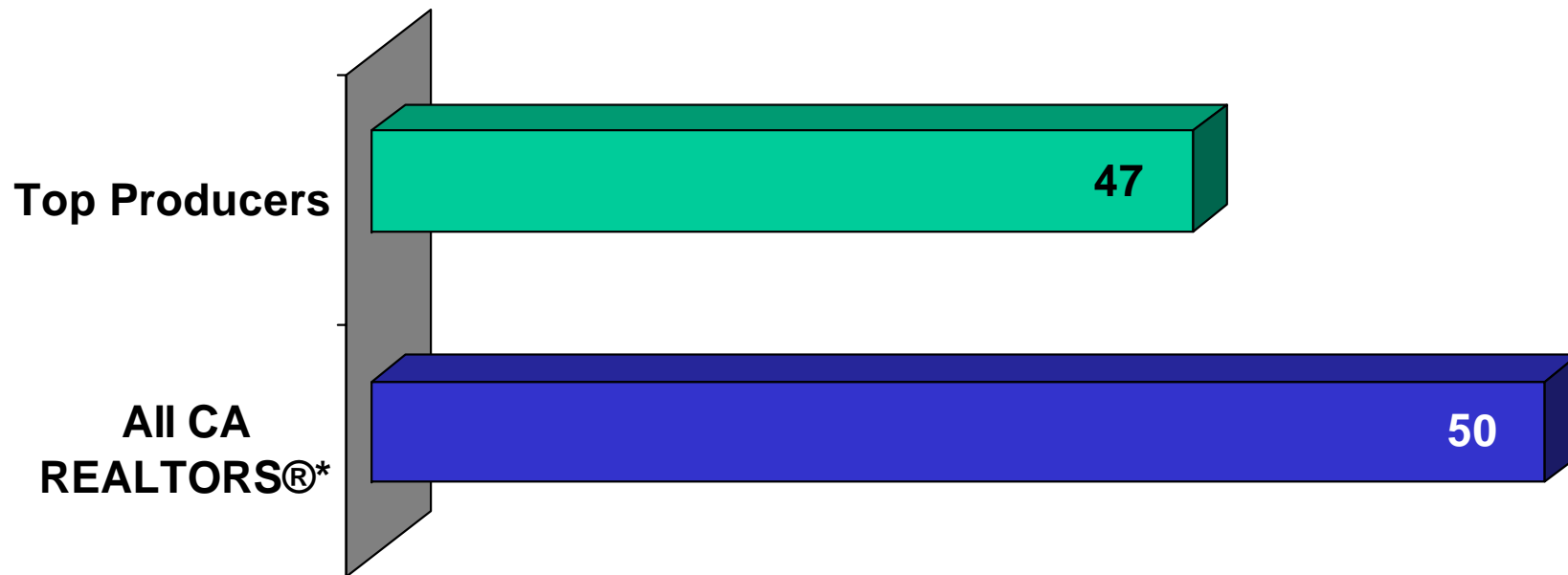


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Age of Top Producers

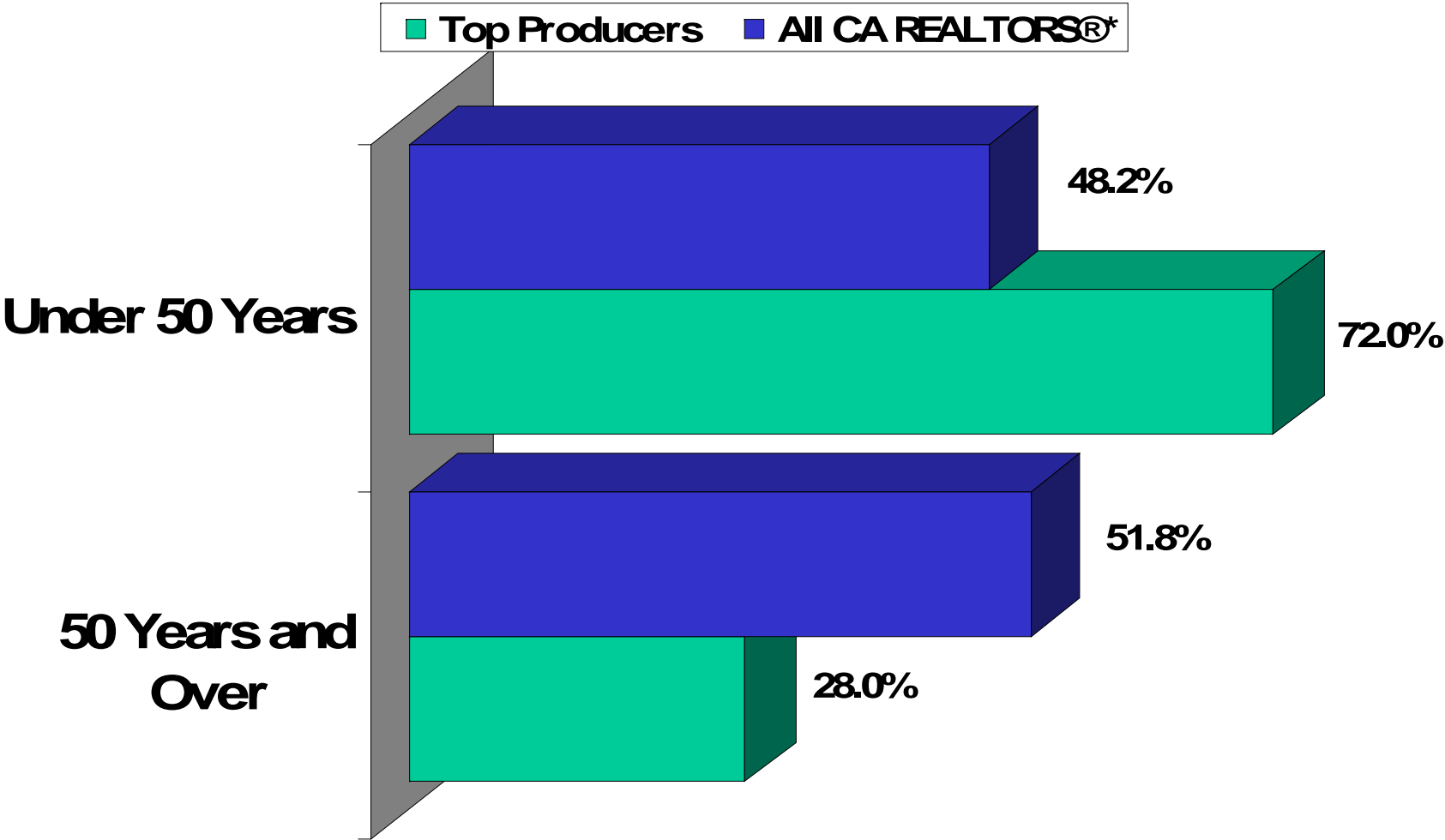


Q: What is your age?

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Age of Top Producers

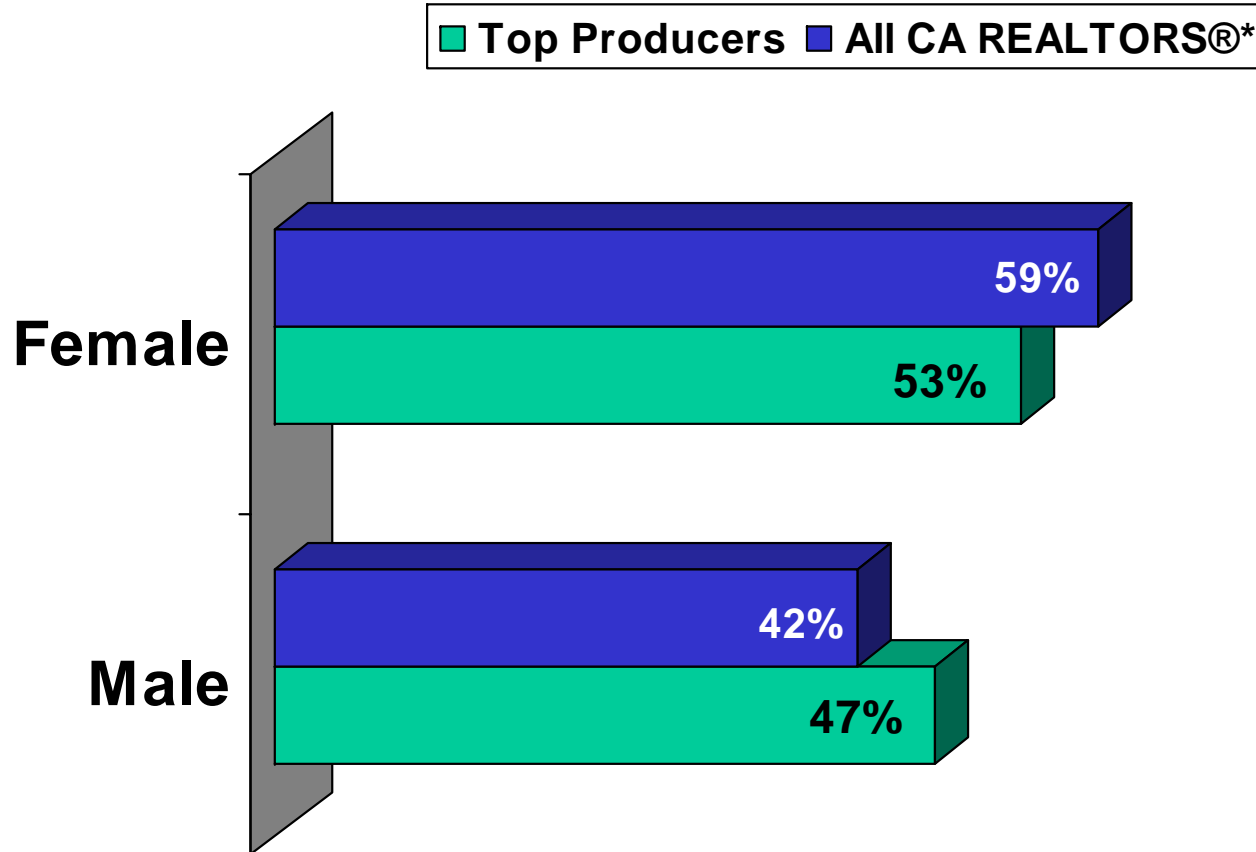


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Gender of Top Producers



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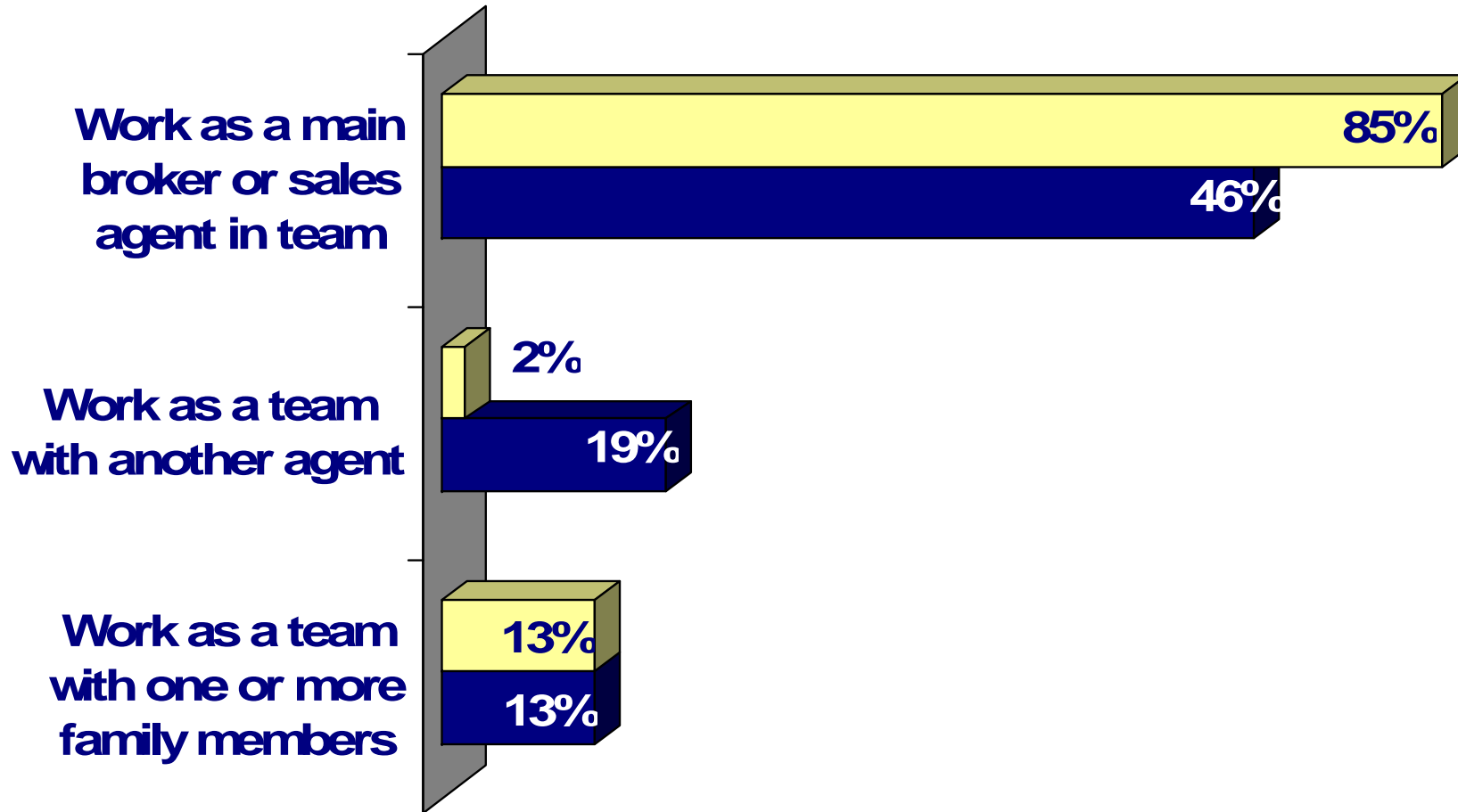


Q: What is your age?

Top Producers' Business Strategy



Top Producer Business Model

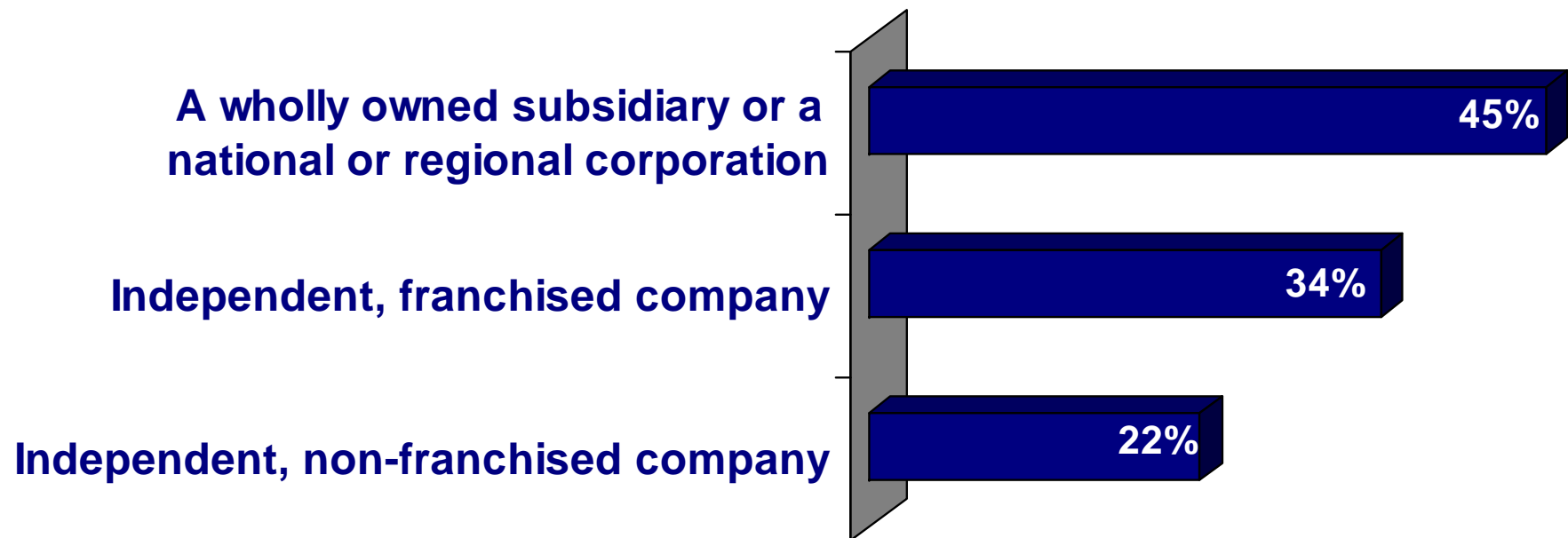


Q: Which of the following best describes the way you conduct your real estate business?

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Type of Firm Top Producers Work With

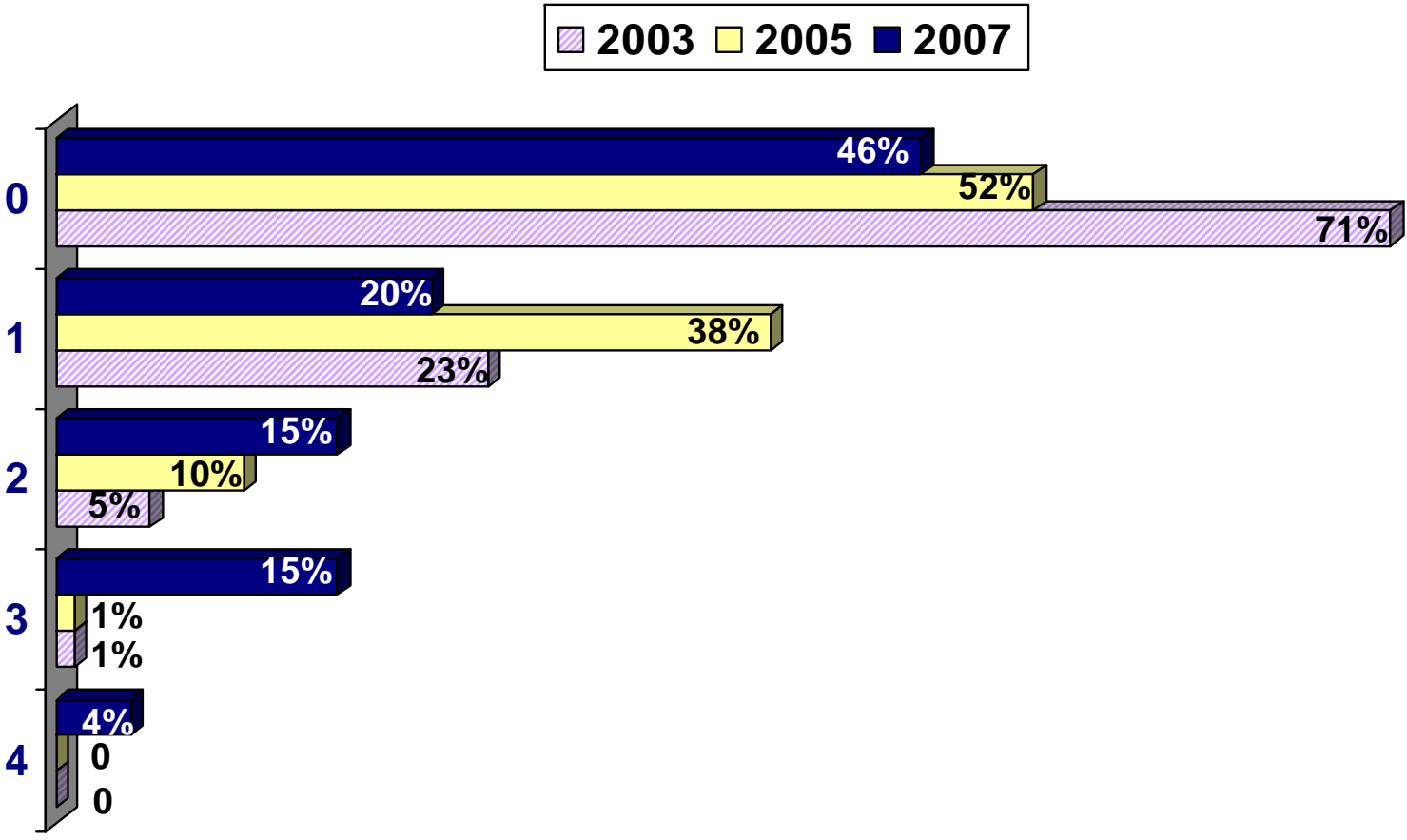


Q: Which of the following best describes the office where you work?

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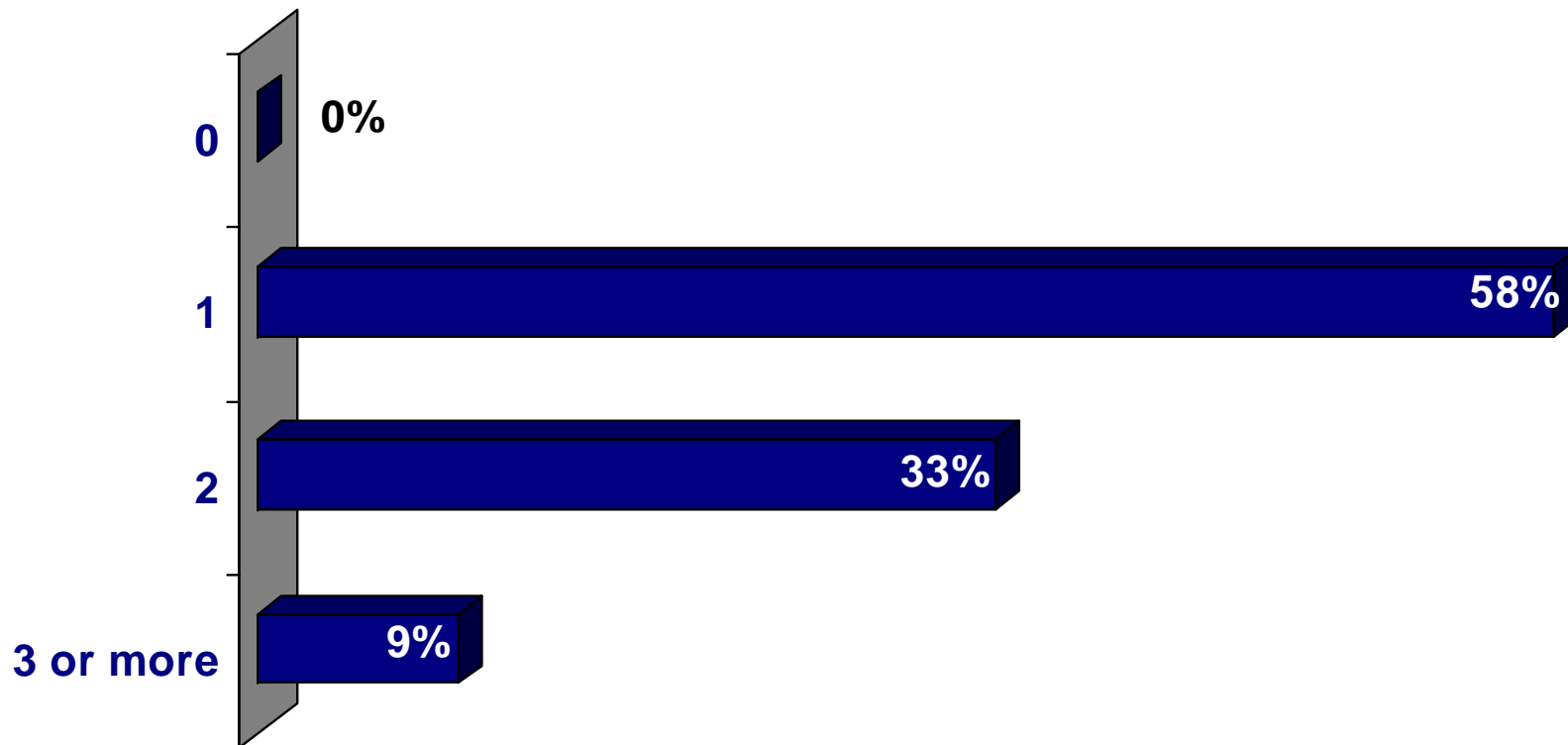
Licensed Agents Working for Top Producers



Q: How many licensed agents work for you?



Number Of Personal Assistants



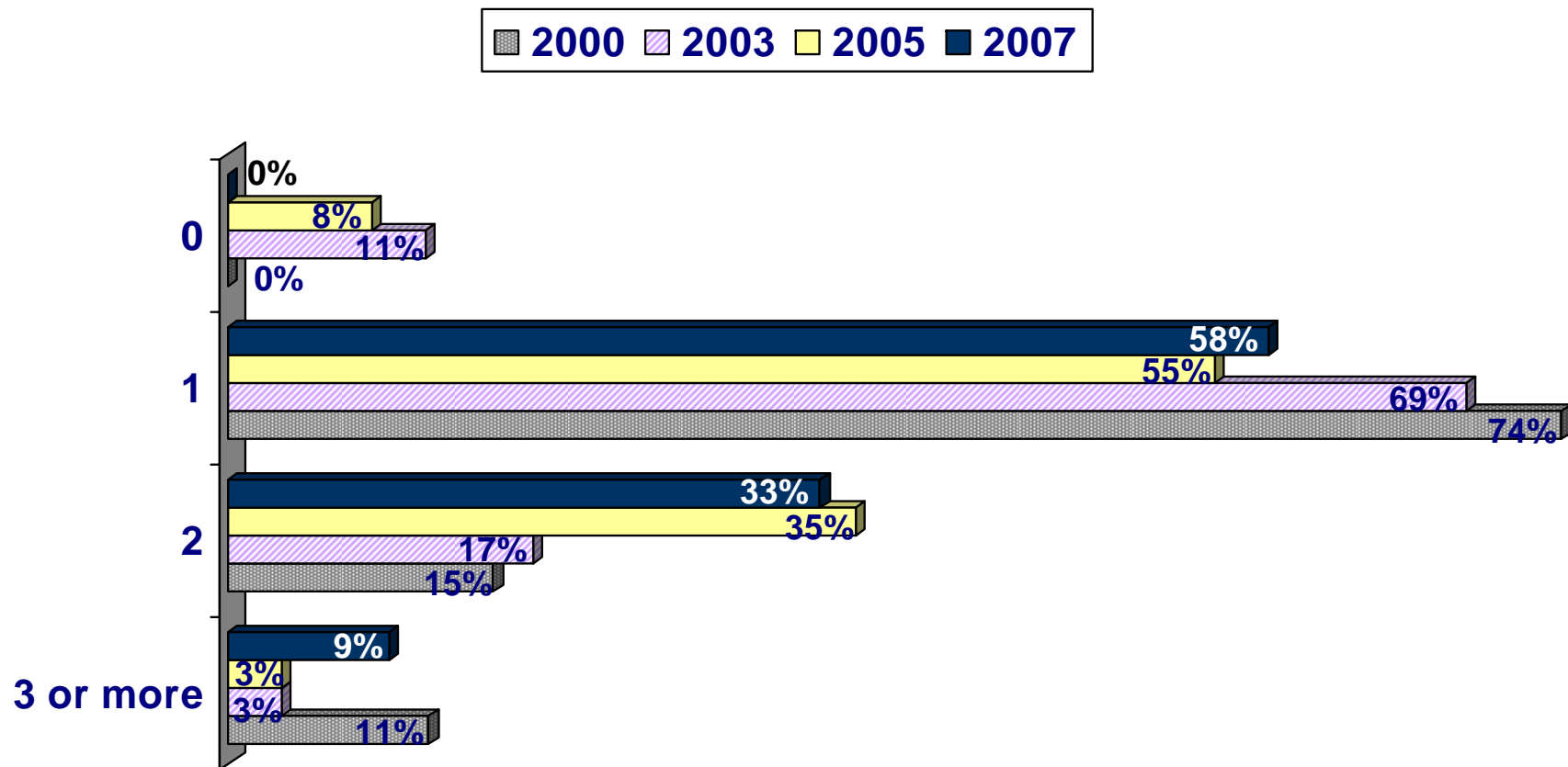
Q: How many personal assistants work for you either full or part-time?

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Number Of Personal Assistants

-Historical Trend-



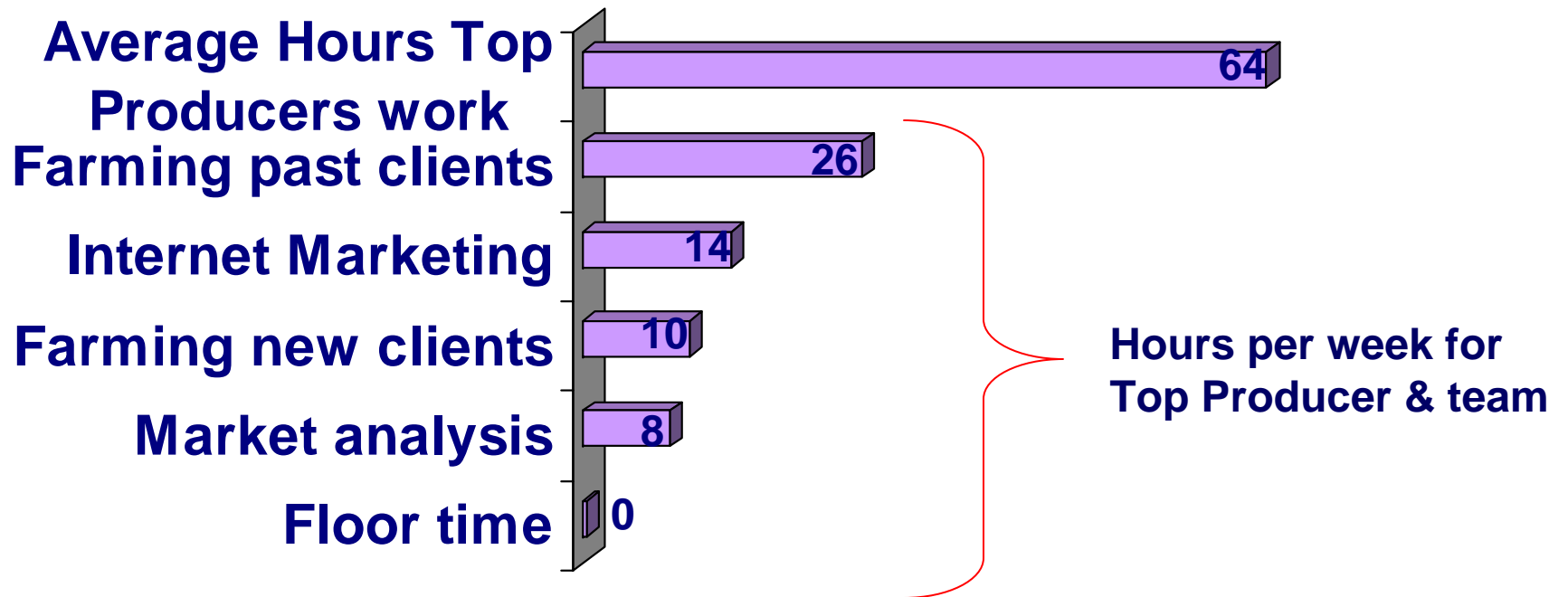
Q: How many personal assistants do you have?

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Top Producers & Their Team Invest Time In Business

Top Producers work between 45 and 85 hours per week



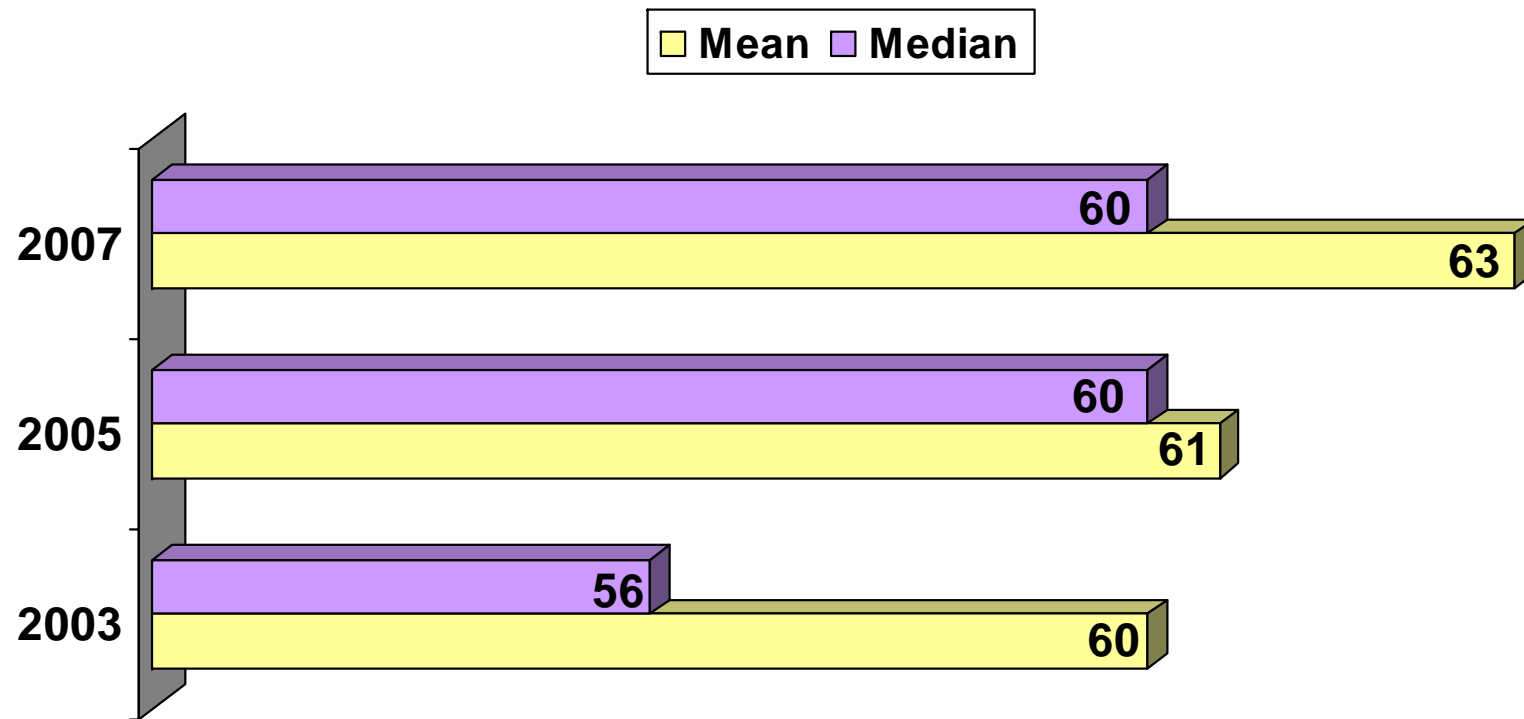
Q: About how many hours per week do you typically spend on your residential real estate business?

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Number Of Hours Worked Per Week

-Historical Comparison-

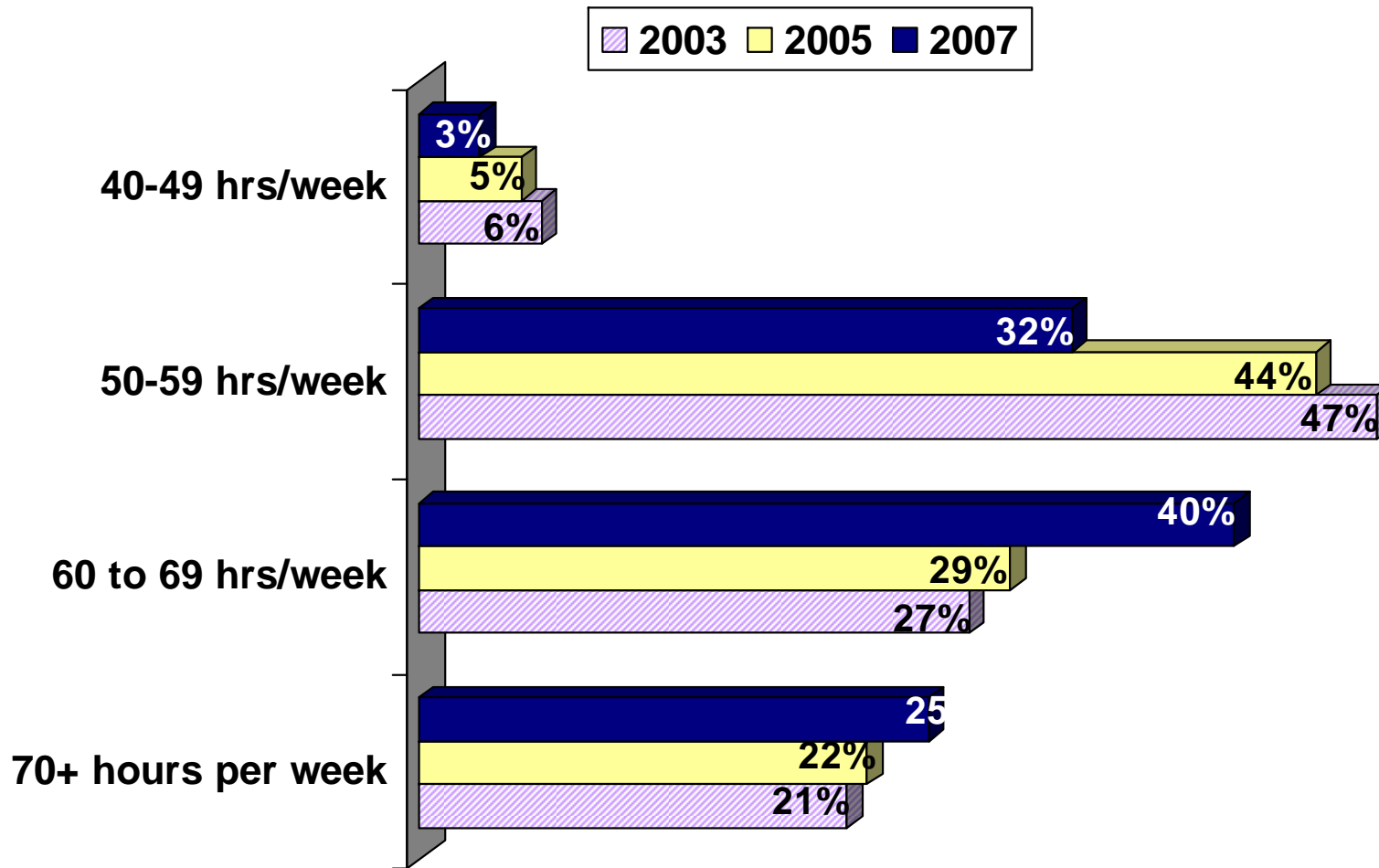


Q: About how many hours per week do you typically spend on your residential real estate business?

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Number Of Hours Worked Per Week



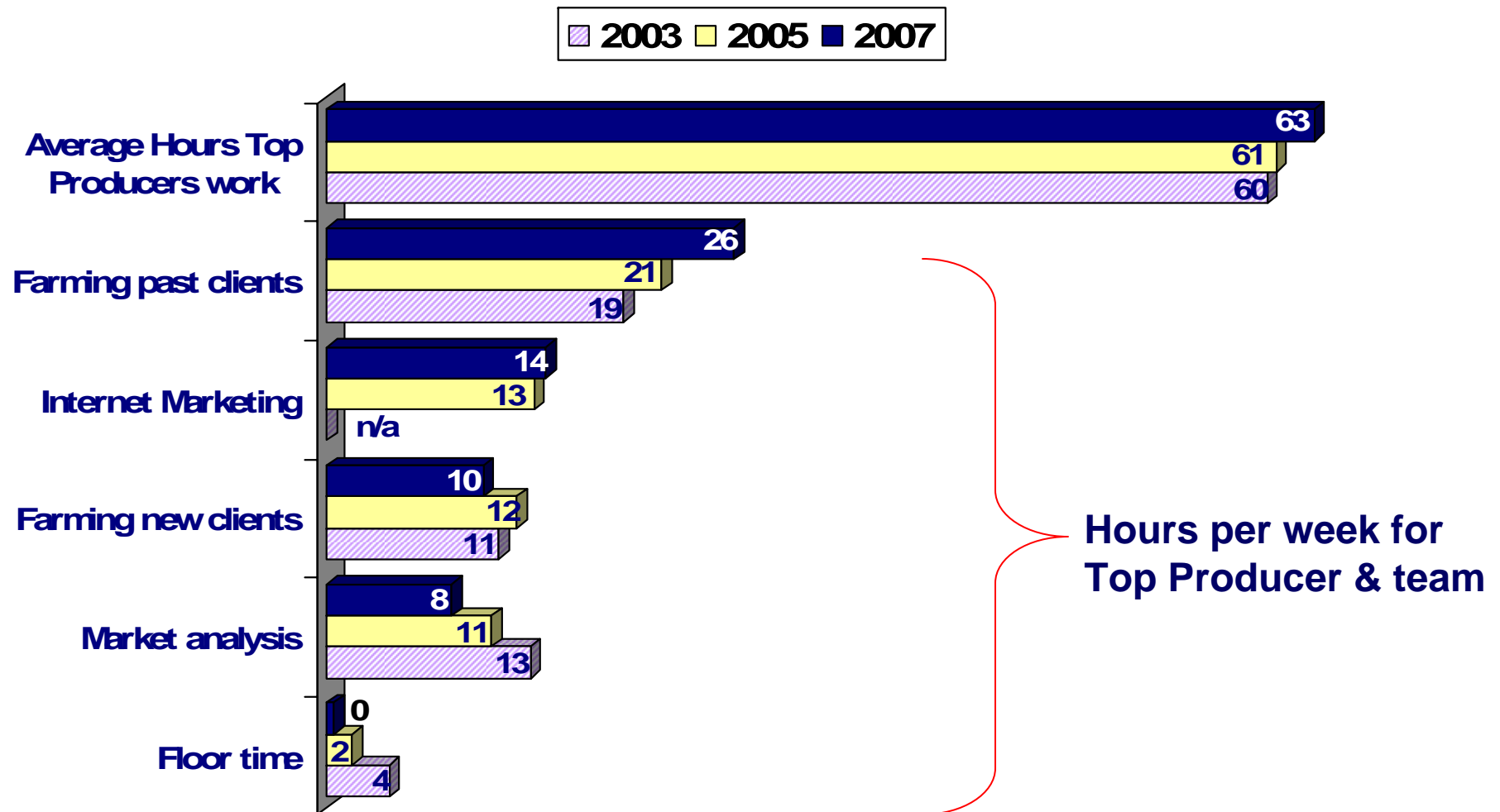
Q: About how many hours per week do you typically spend on your residential real estate business?

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Top Producers Invest Time In Business

-Historical Comparison-

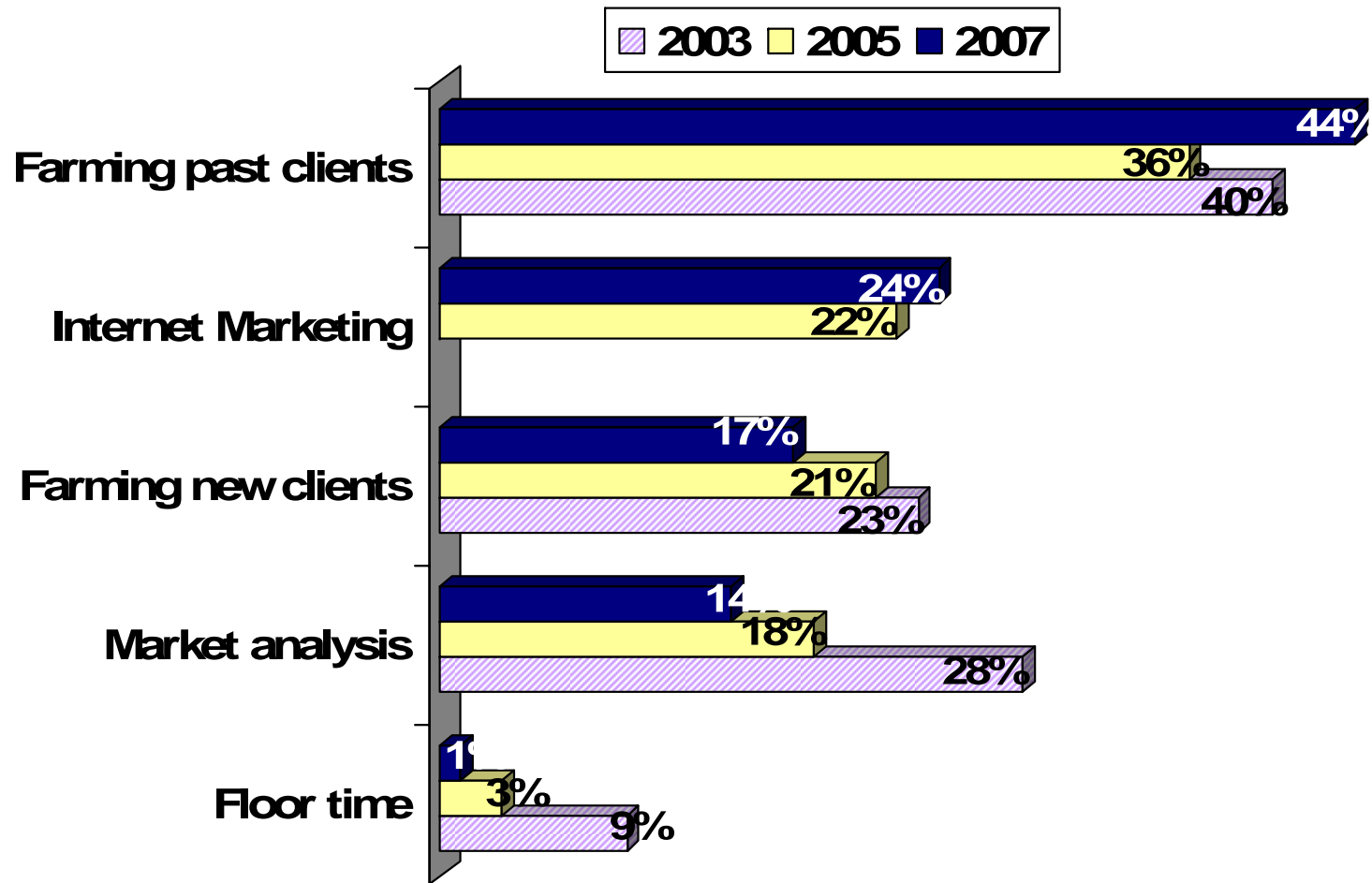


Q: About how many hours per week do you typically spend on your residential real estate business?

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% of Time Devoted

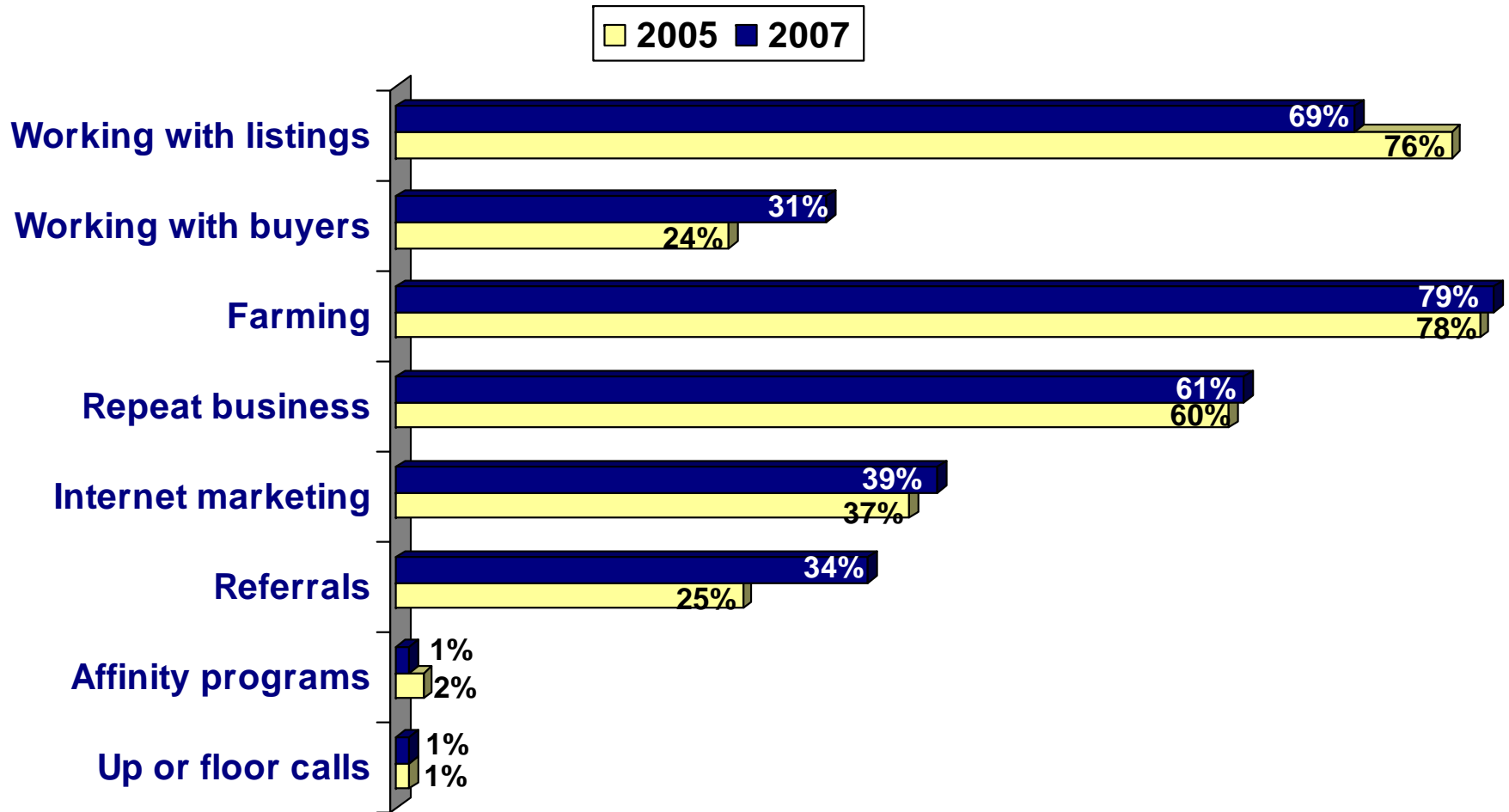


Q: About how many hours per week do you typically spend on your residential real estate business?

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How Top Producers Generate Business



Referrals, repeat business, and farming categories overlap

Q: About what percentage of your real estate business involves ... ?

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How Top Producers Generate Business

-Historical Trend-

	2003	2005	2007
Working with Sellers	76%	76%	69%
Working with Buyers	25%	24%	31%
% of Business Generated from Internet	22%	30%	39%
Farming	79%	78%	79%
Repeat business	57%	60%	61%
Internet marketing	n.a.	37%	39%
Referrals	24%	25%	34%
Affinity programs	3%	2%	1%
Up or floor calls	2%	1%	1%

Q: About what percentage of your real estate business involves...? ...receive from sources?

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How Top Producers Generate Business

-By Age Group-

	Under 50	50 & Over
Working with Sellers	69%	71%
Working with Buyers	31%	29%
<hr/>		
% of Business Generated from Internet	37%	29%
<hr/>		
Farming	80%	79%
Repeat business	59%	66%
Internet marketing	40%	38%
Referrals	34%	37%
Affinity programs	1%	7%
Up or floor calls	1%	0%

Q: About what percentage of your real estate business involves...? ...receive from sources?

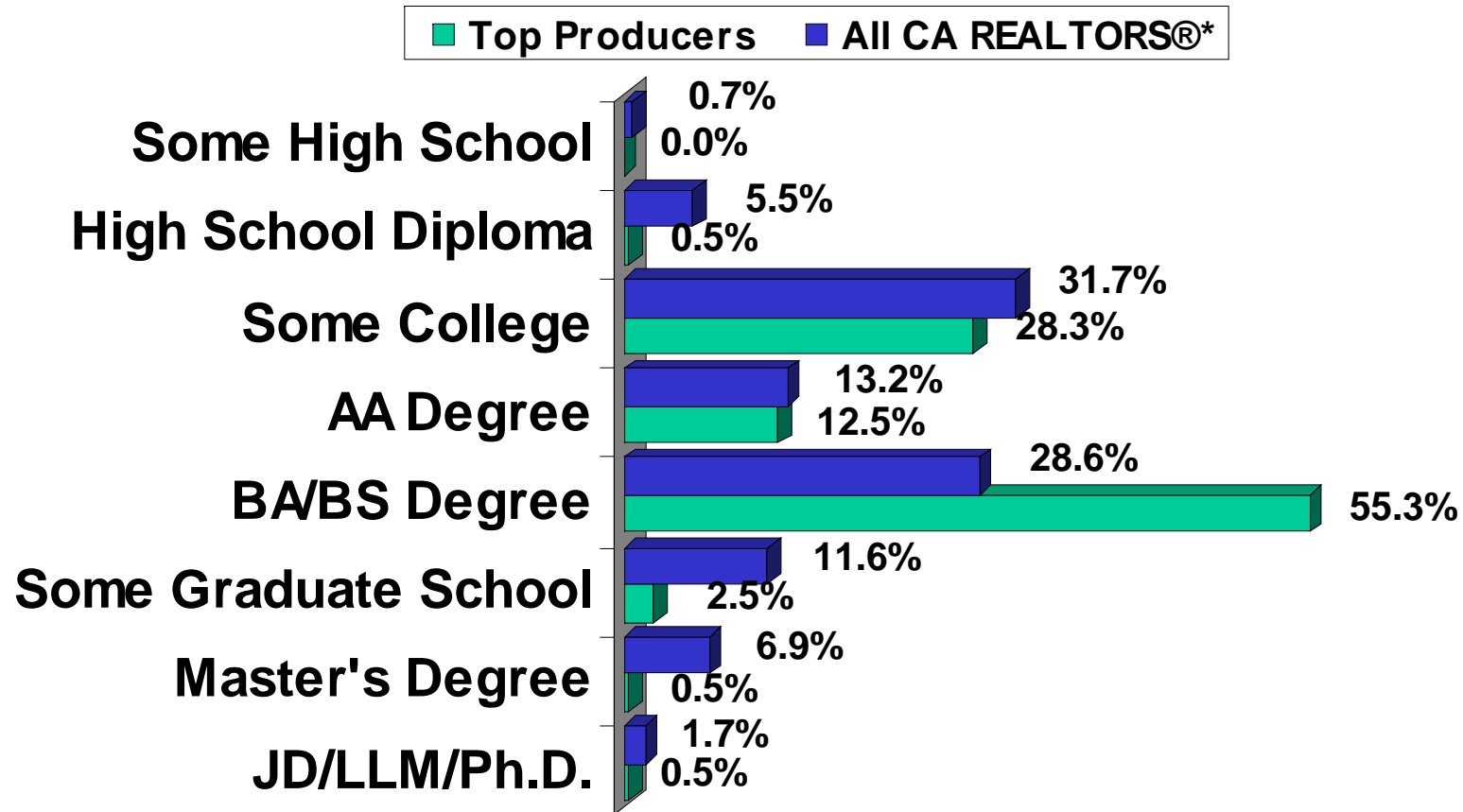
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Top Producers Invest in Education & Training



Highest Level of Education Completed

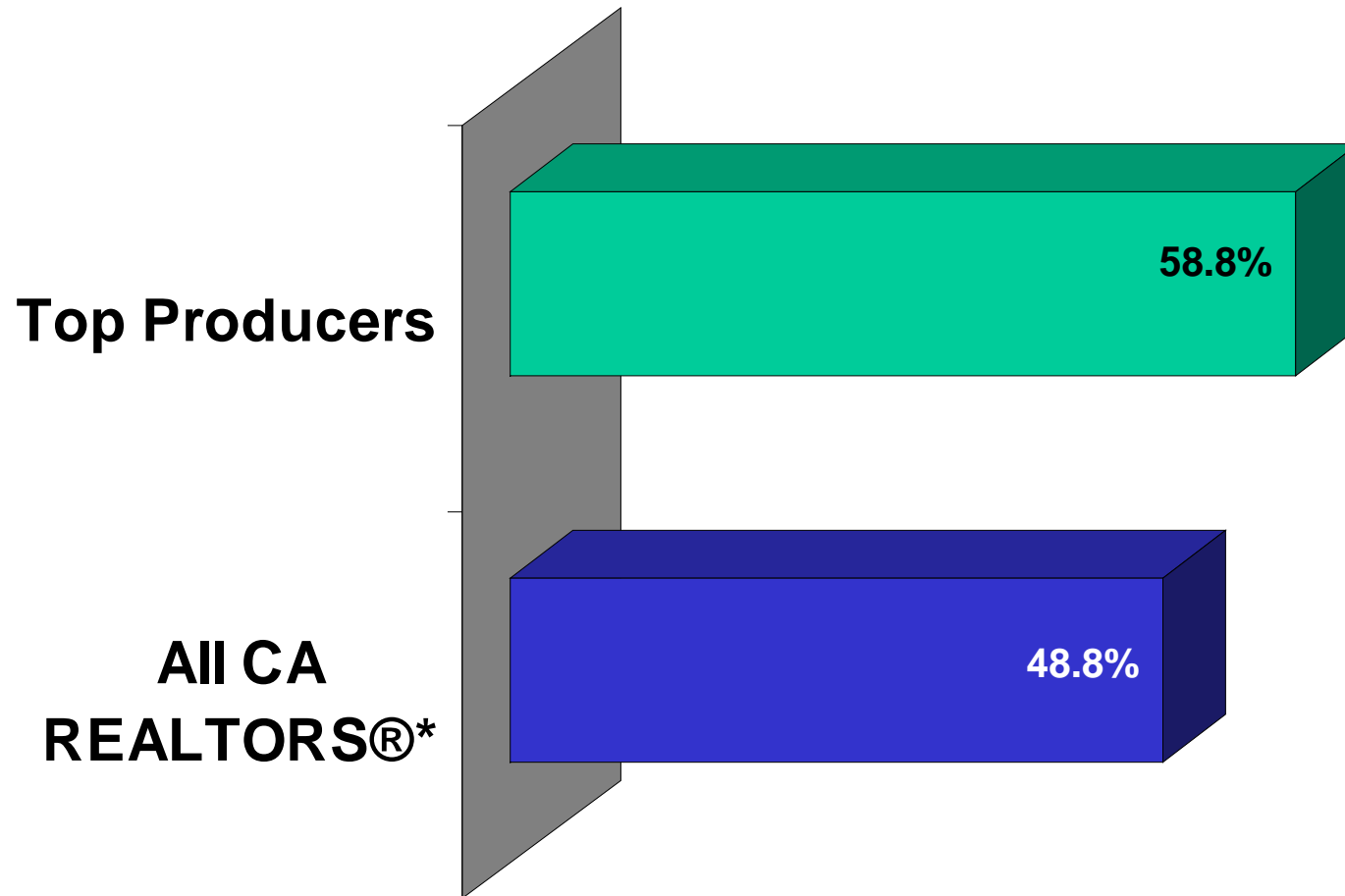


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Majority of Top Producers Hold Bachelor's Degree or Higher

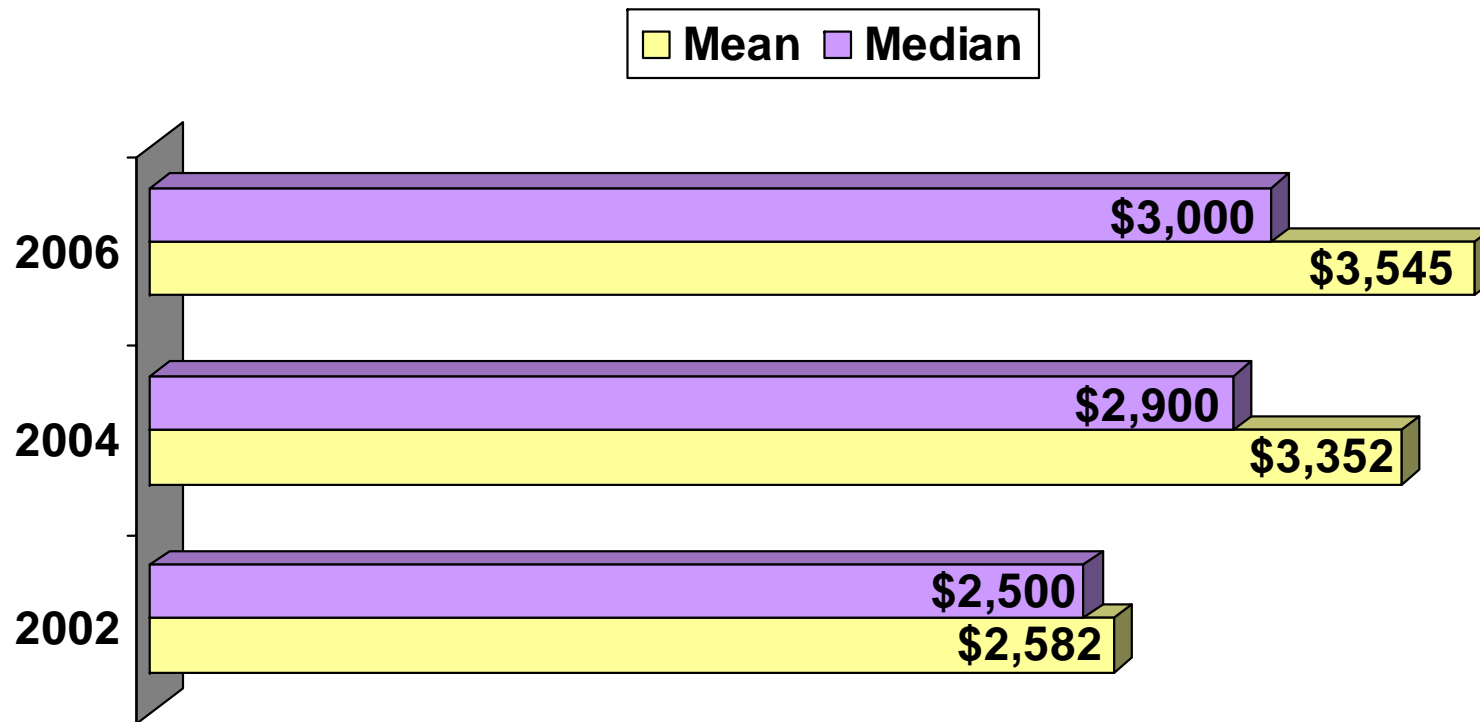


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Top Producers Invest \$ in Education & Training

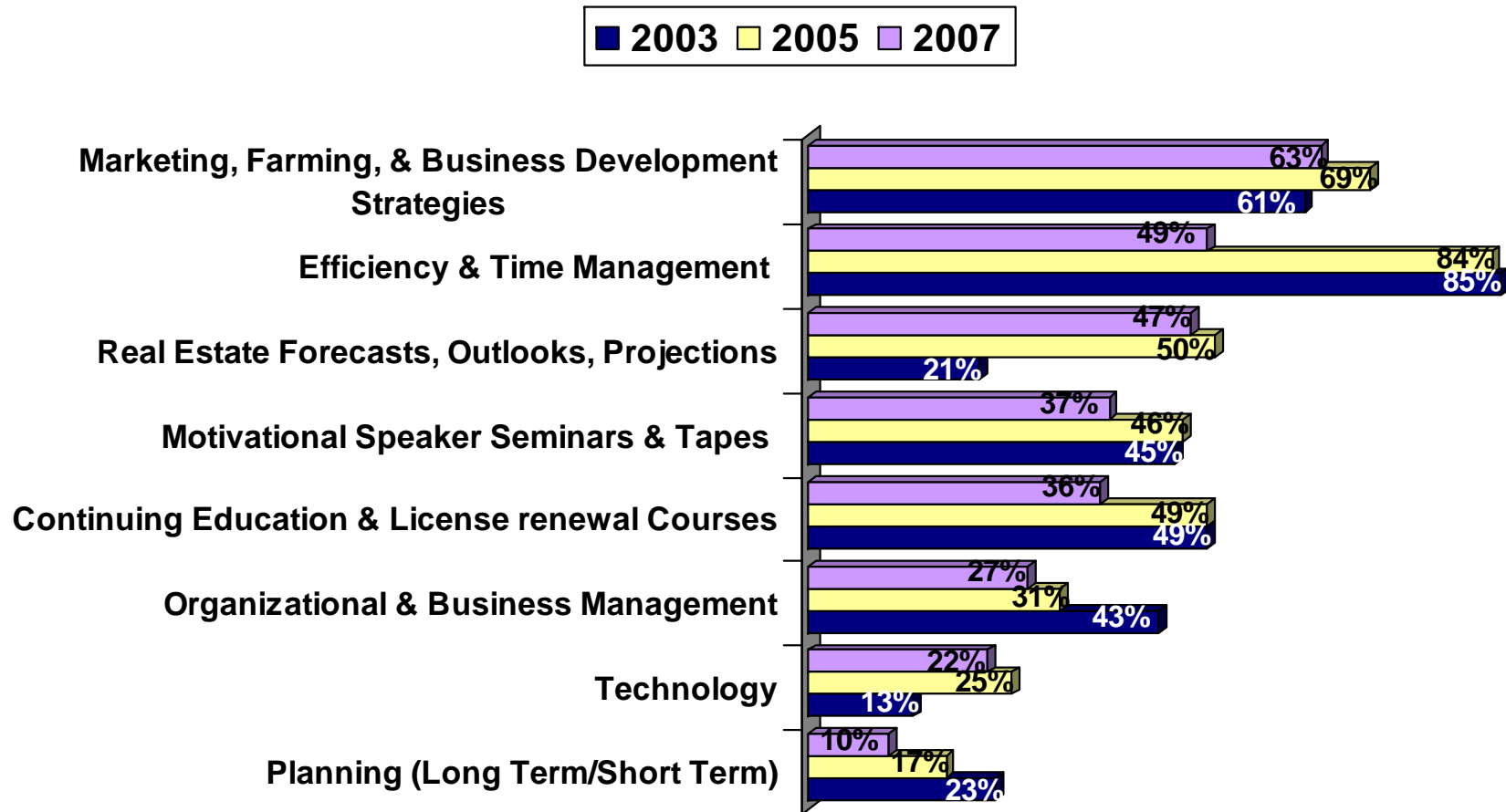


Q: In 2006, about how much did you spend on education and training courses and/or seminars?

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Type Of Courses Top Producers Attend

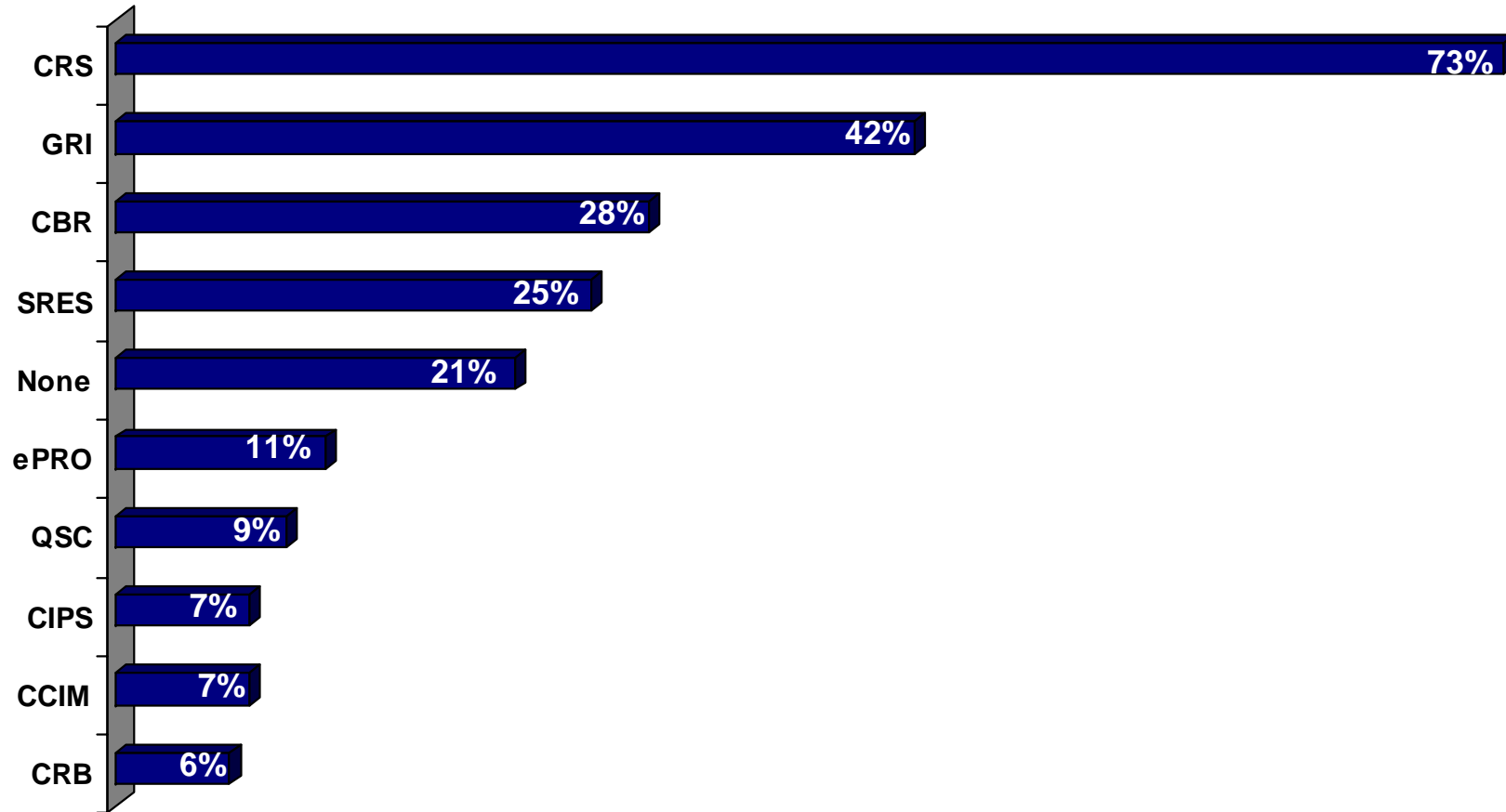


Q: What were the general topics of the courses and/or seminars you attended in 2006?

Selected listing of highest frequency responses.
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Professional Designations



Unaided Responses

Q: What real estate specialty or other designations do you currently have?

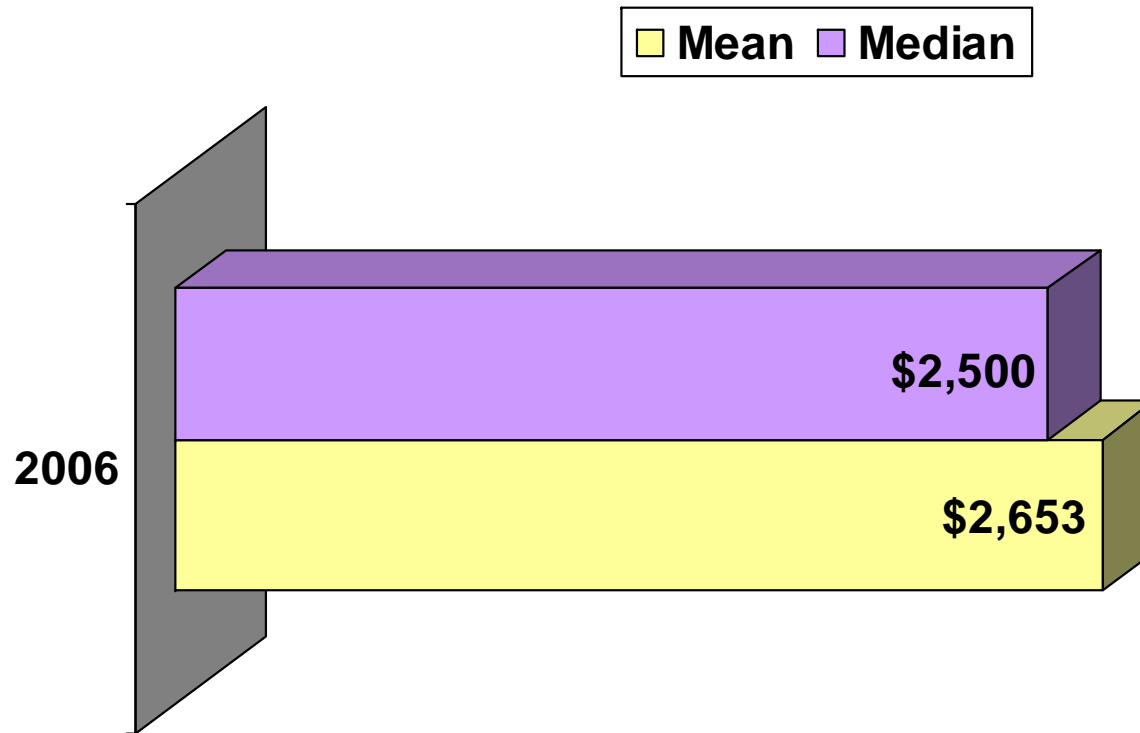
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Top Producers Invest in Technology



Top Producers Invest \$ in Technology

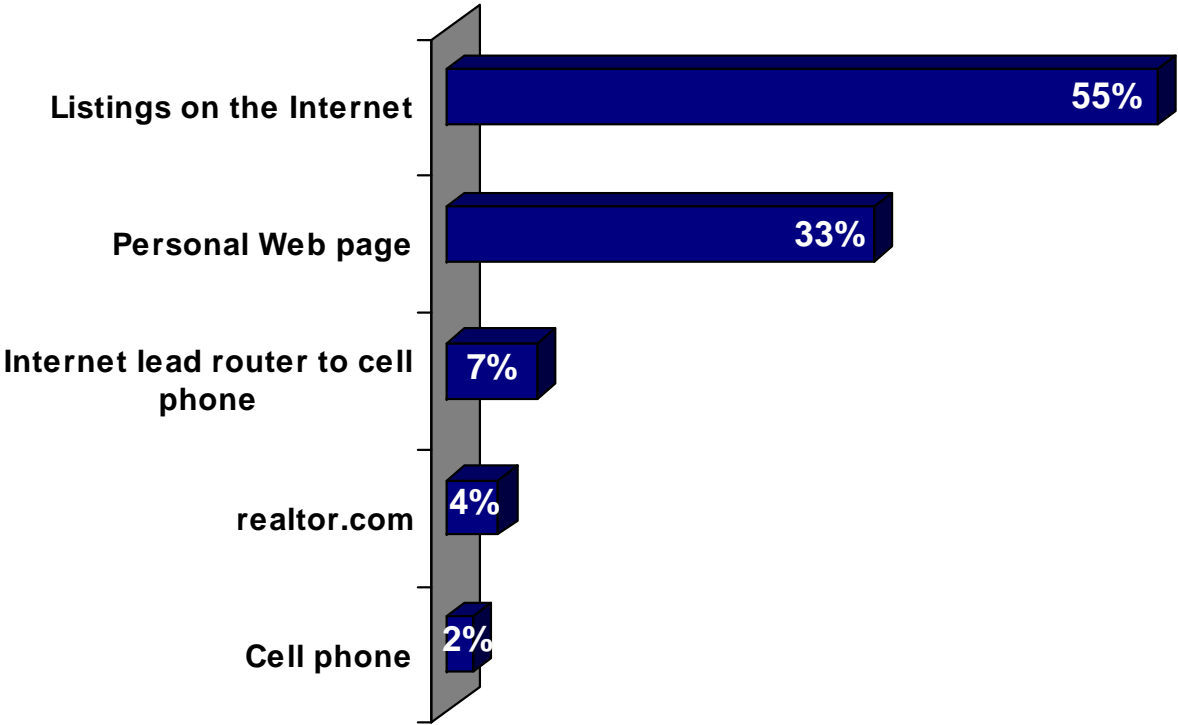


Q: In 2006, about how much did you spend on technology tools for your business?

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Technology Tools Utilized by Top Producers -First Response-



Unaided Responses

Q: What technology tools do you find the most important in improving your business?

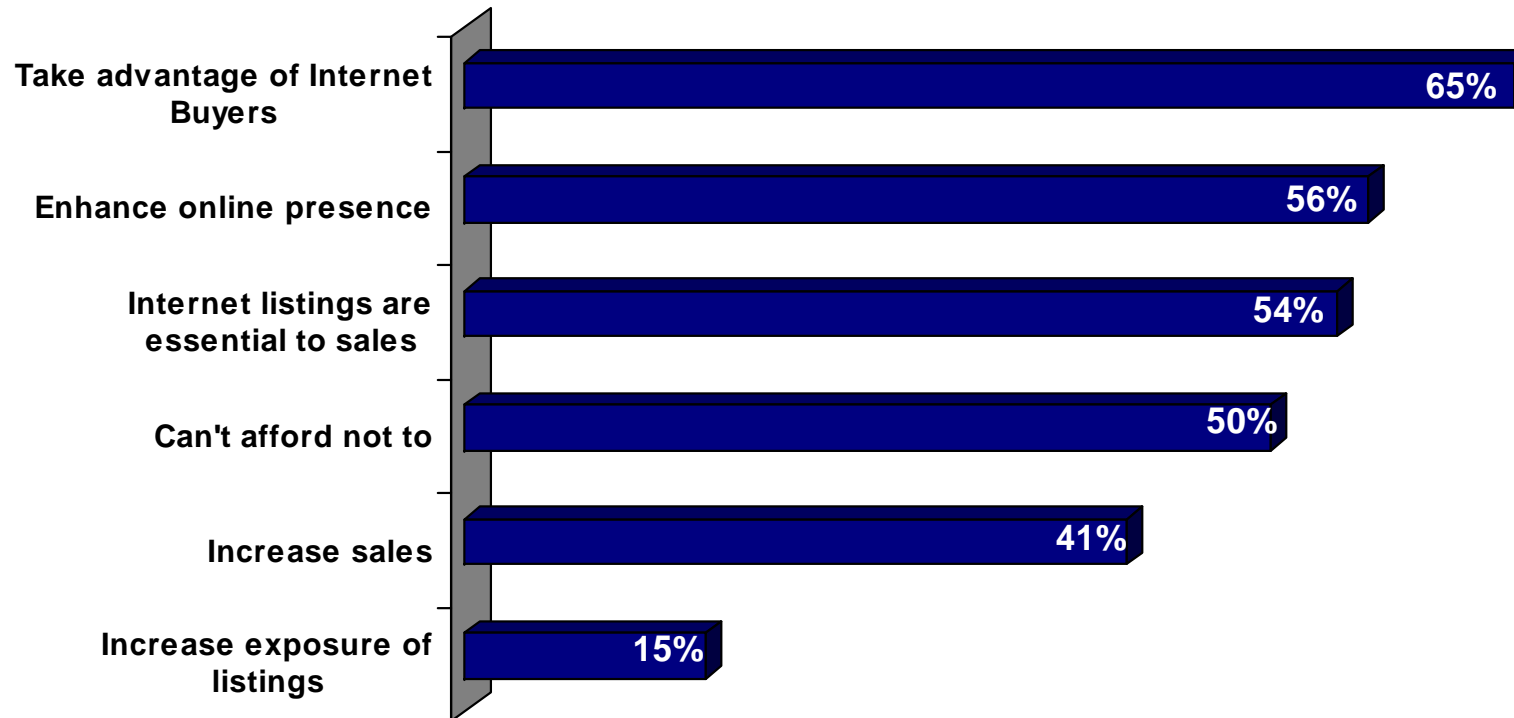
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How Top Producers Used Technology

-Listings On The Internet-

N=220



Q: How have you employed “Listings on the Internet” in your real estate business?

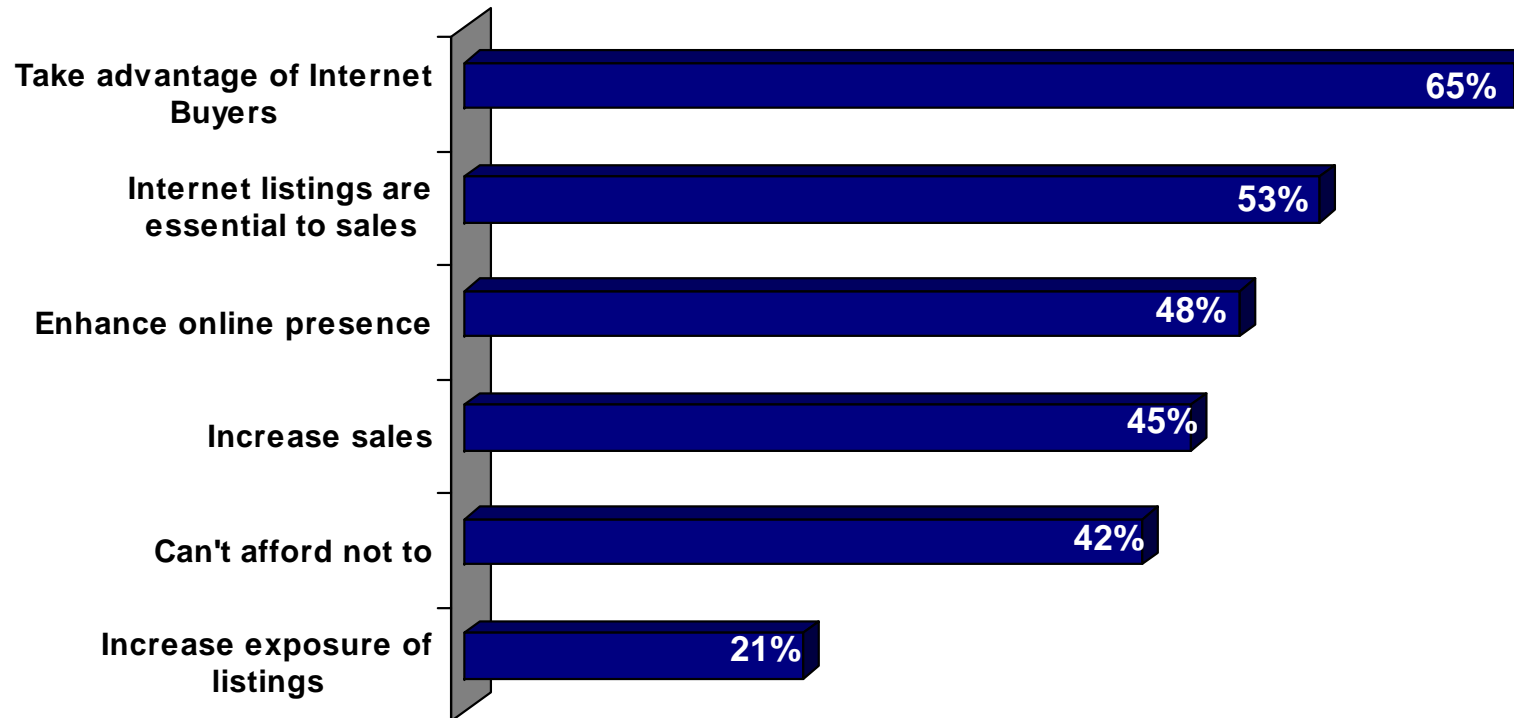
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How Top Producers Used Technology

-Personal Web Page-

N=130



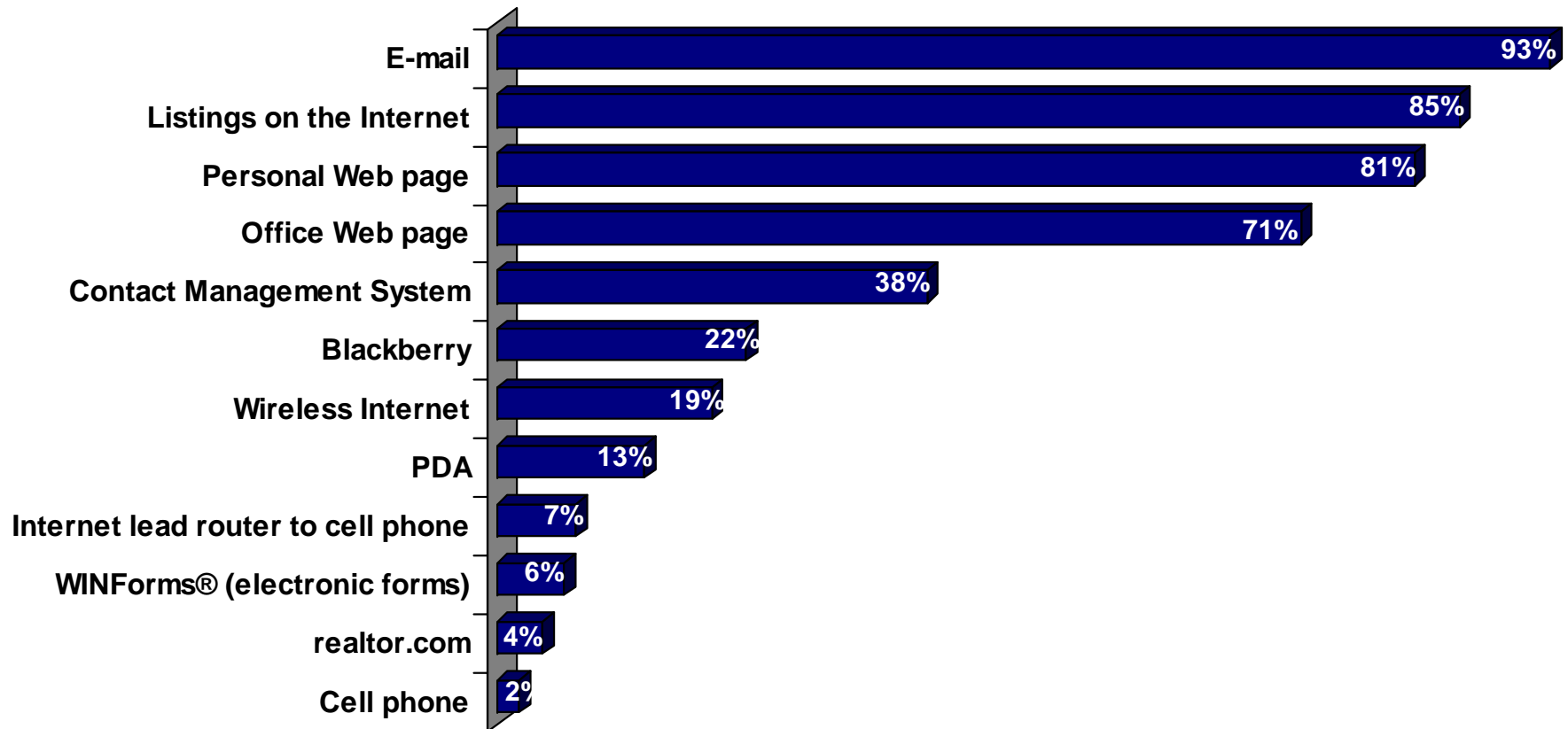
Q: How have you employed “Personal Web Page” in your real estate business?

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Technology Tools Utilized by Top Producers

-All Responses-



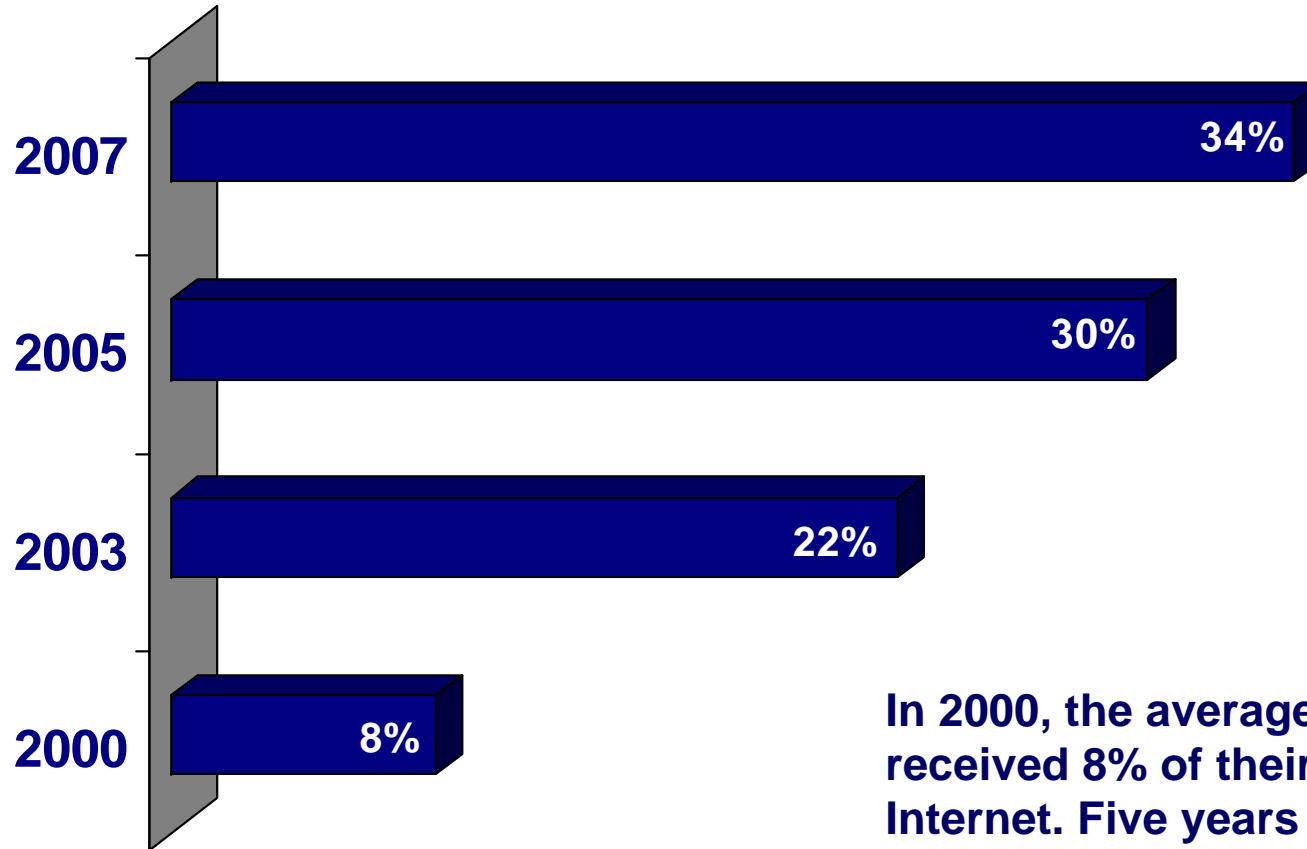
Unaided Responses

Q: What technology tools do you find the most important in improving your business?

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Business Originated From Internet Has Increased



In 2000, the average Top Producer received 8% of their business from Internet. Five years later, that has more than quadrupled.

Q: What percentage of your business was generated from the Internet in the past 12 months?

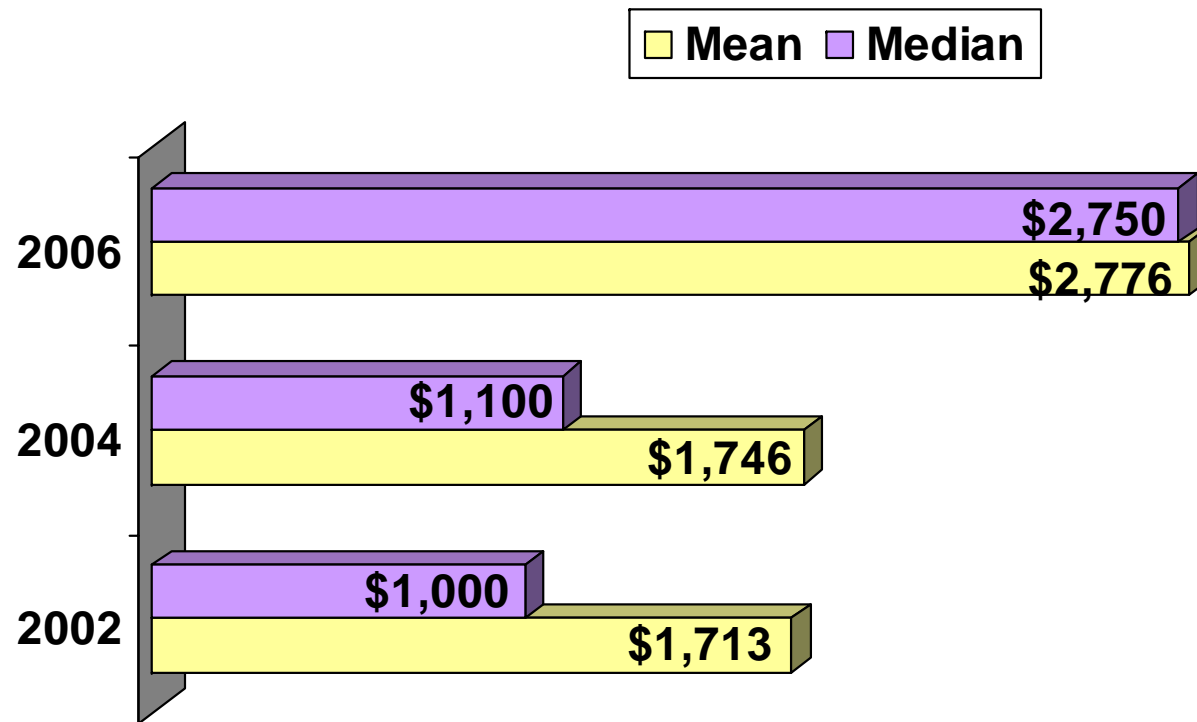
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Top Producers Marketing Strategies



Top Producers Invest \$ in Marketing & Promoting

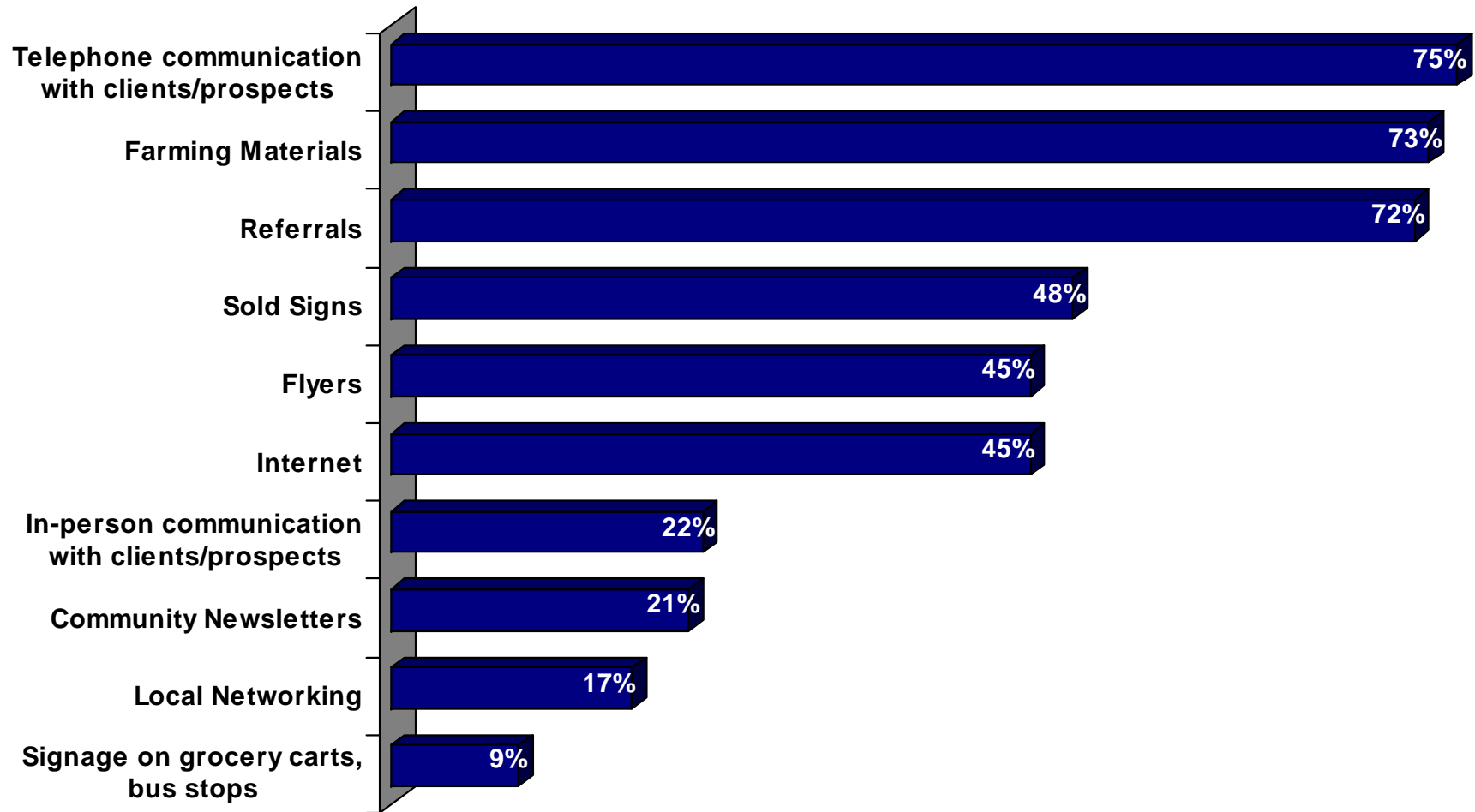


Q: In 2006, about how much did you spend on marketing, advertising and promoting your name in the community to support your real estate business?

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Media Used to Market Real Estate Business



Unaided Responses

Q: What media do you use to market yourself and your business?

Selected listing of highest frequency responses.
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Internet Important Part of Marketing Strategy

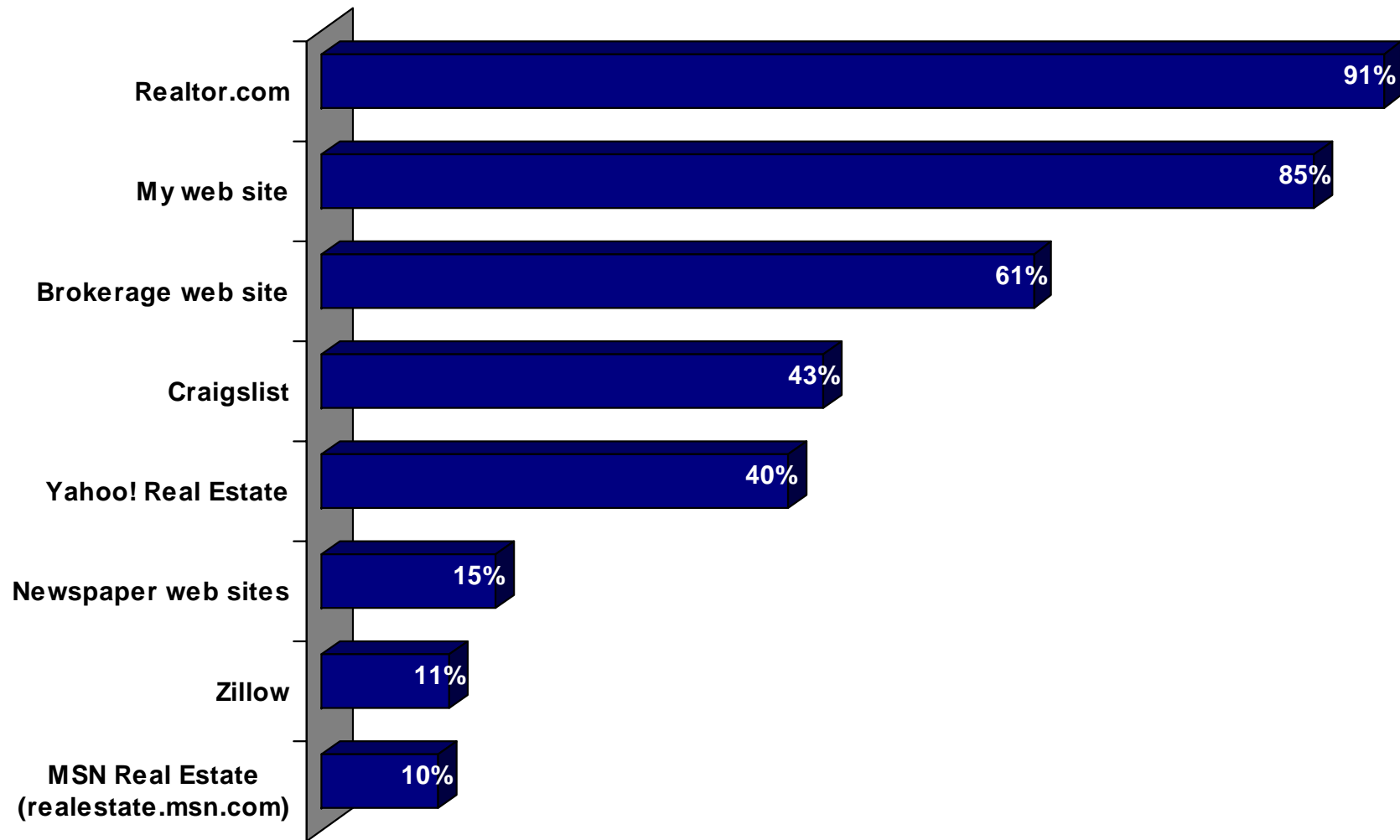


Q: Do you utilize the Internet as an important part of your marketing strategy?

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Web Sites Used in Marketing Strategy



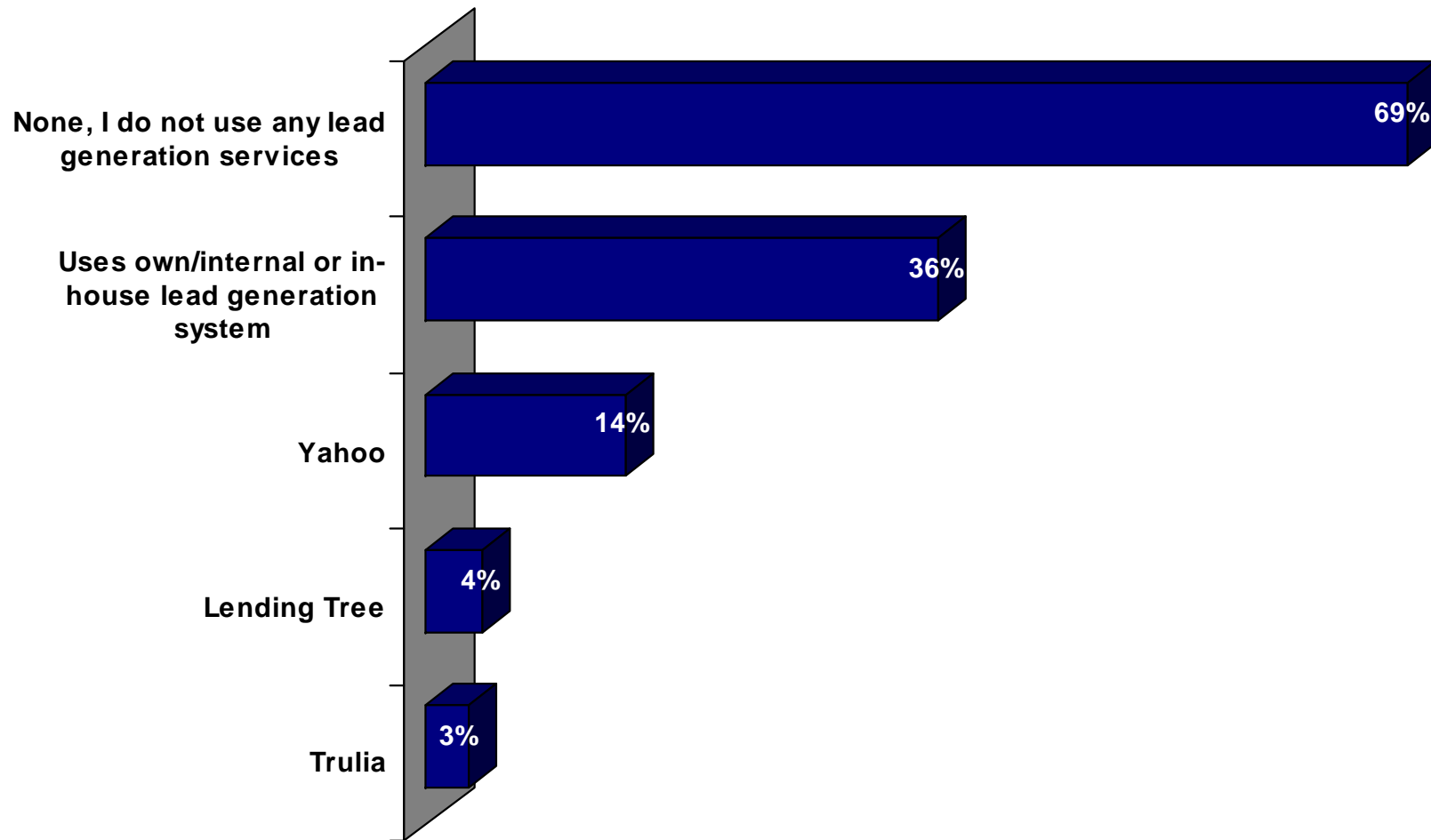
Unaided Responses

Q: What Web sites do you utilize for your marketing strategy?

Selected listing of highest frequency responses.
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Lead Generation Services Used

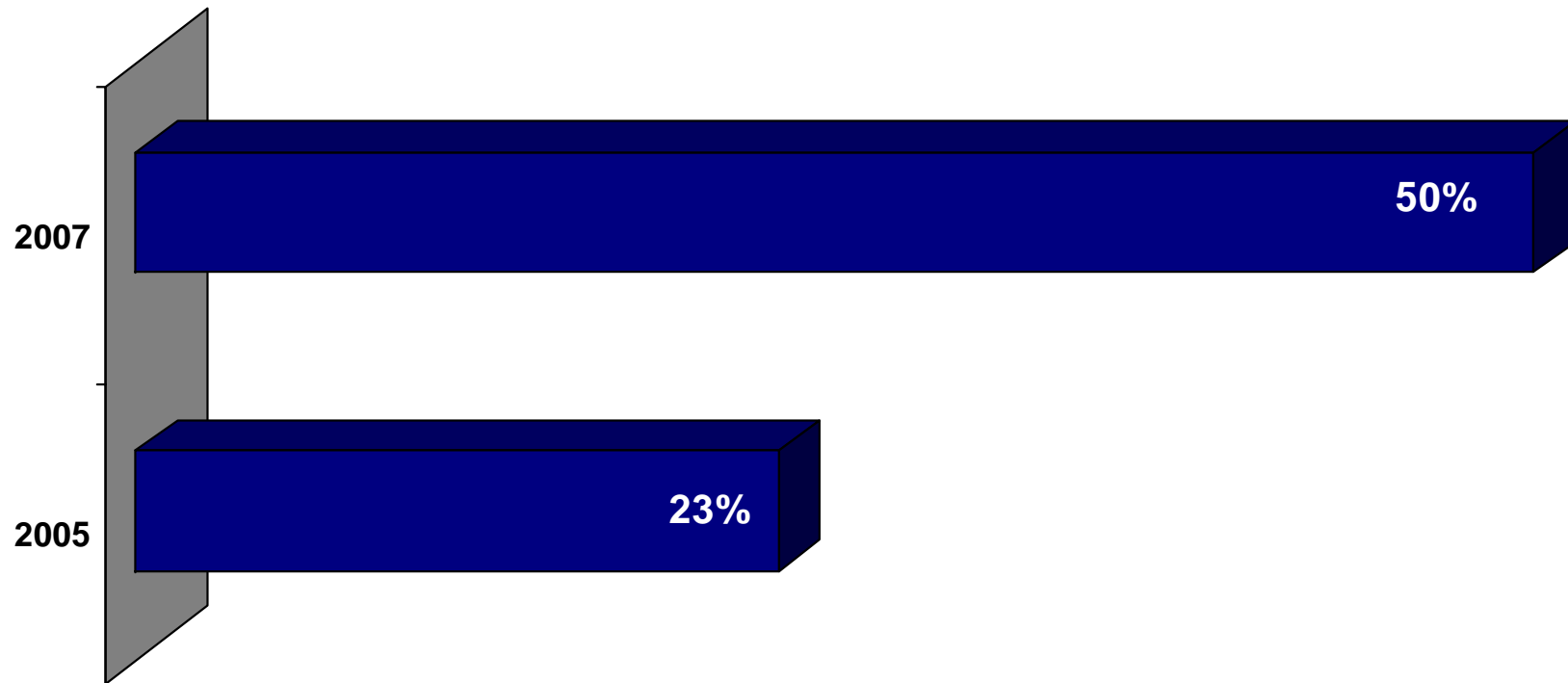


Q: What type of lead generation service do you use?

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Top Producers Utilize Client Feedback



Q: Do you or your personal assistants formally survey your clients after the close of escrow to see how satisfied they were with the transaction?

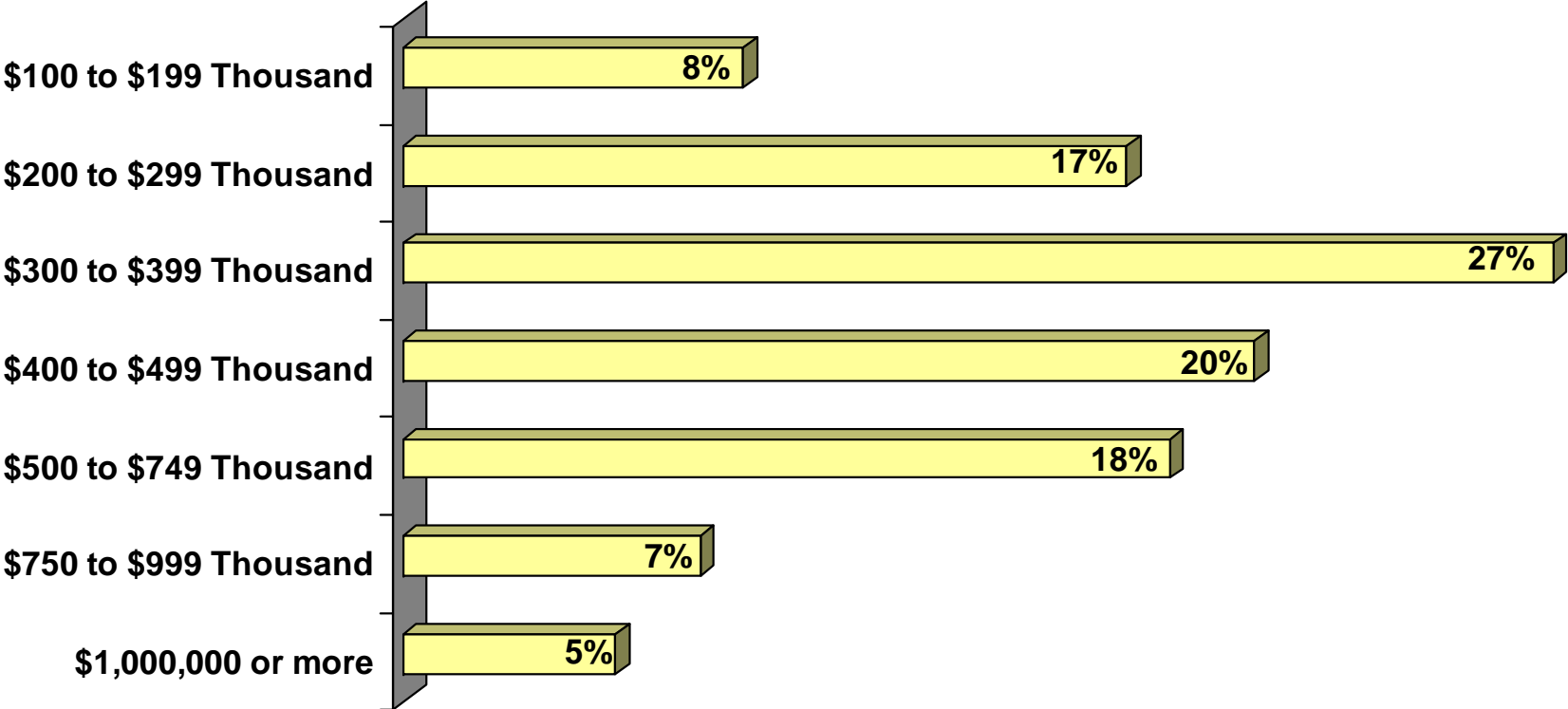
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Income and Sales



Net Income

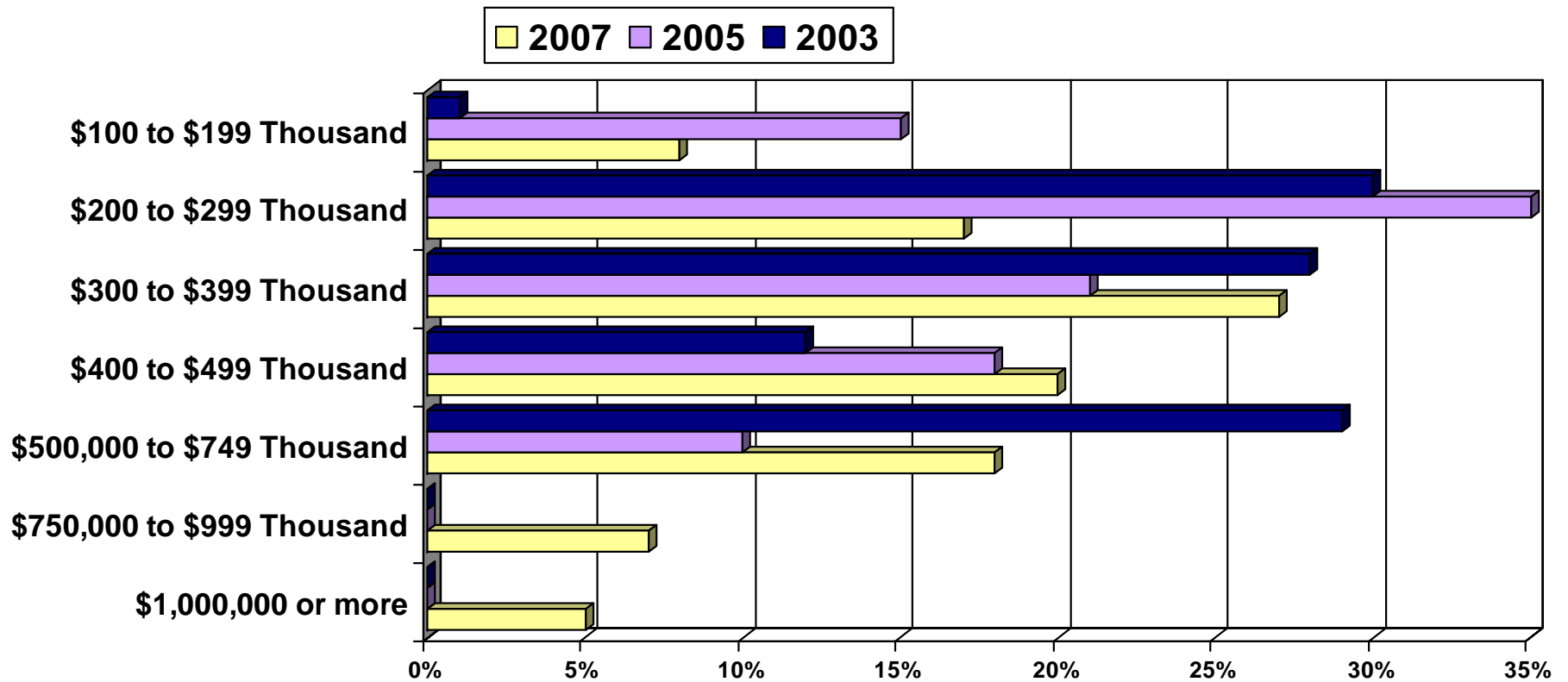


Q: In 2006, which of the following best describes your Net Income as a broker or salesperson?

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Net Income -Historical Trend-



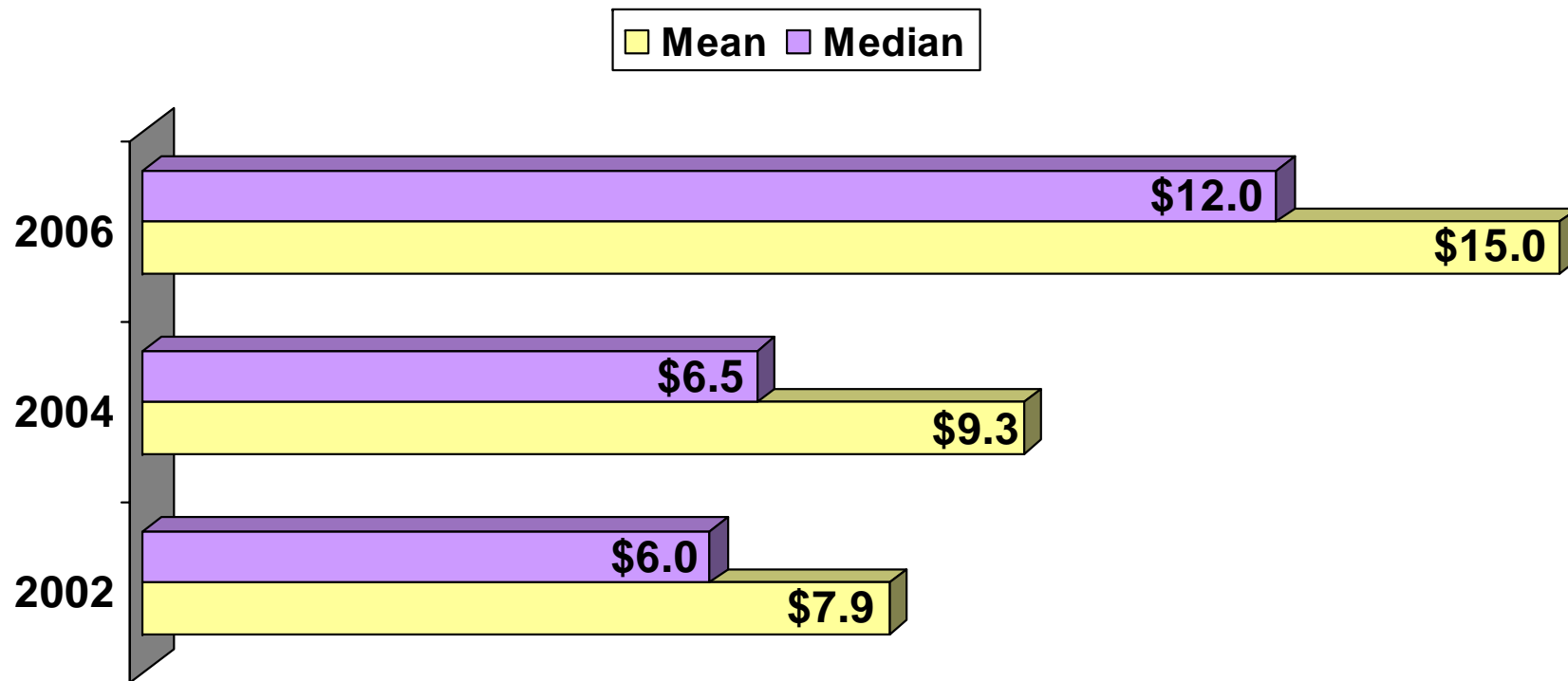
Q: In 2006, which of the following best describes your Net Income as a broker or salesperson?

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Residential Real Estate Volume

In Millions

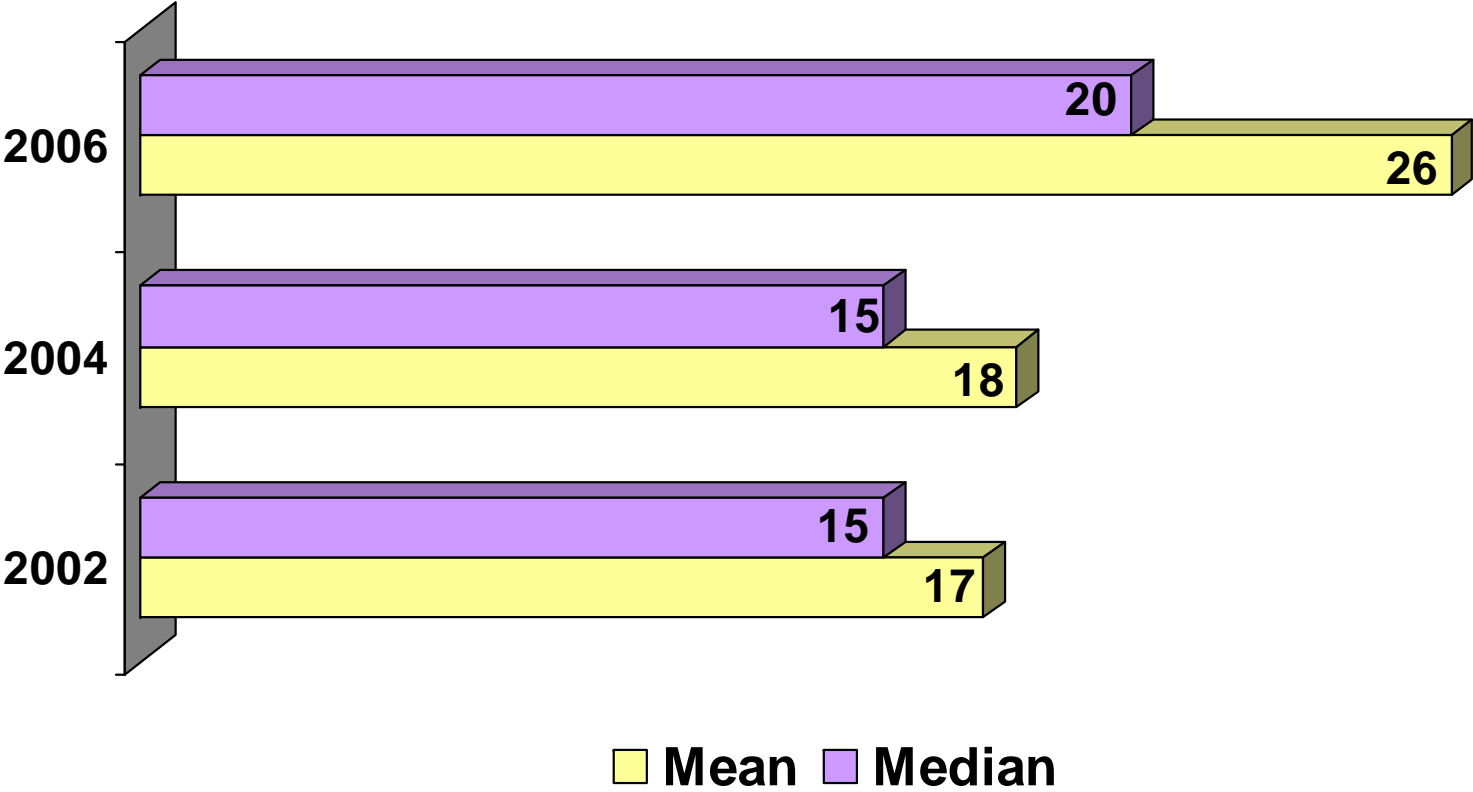


Q: What was your total residential real estate dollar volume for 2006 (\$Millions)?

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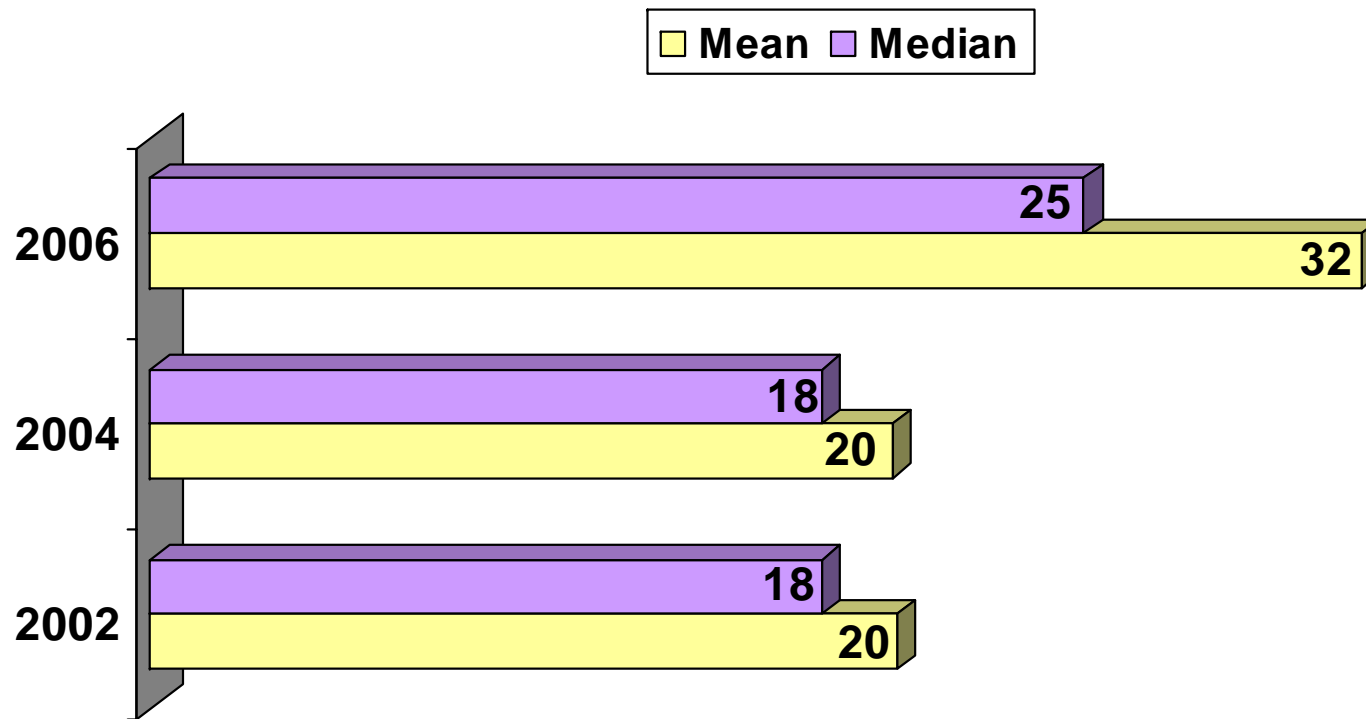
Number Of Listings



Q: How many listings did you have in 2006?

Number Of Escrows

Top Producers Closed Escrow Sales Ranged from 15 to 400 in 2006



Q: How many escrows did you close in 2006?

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Top Producers Strengths & Challenges



Greatest Strengths As A Real Estate Agent



Selected listing of highest frequency mentions

Q: What would you say are your greatest strengths as a real estate agent?

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Greatest Strengths As A Real Estate Agent

-Historical Comparison-

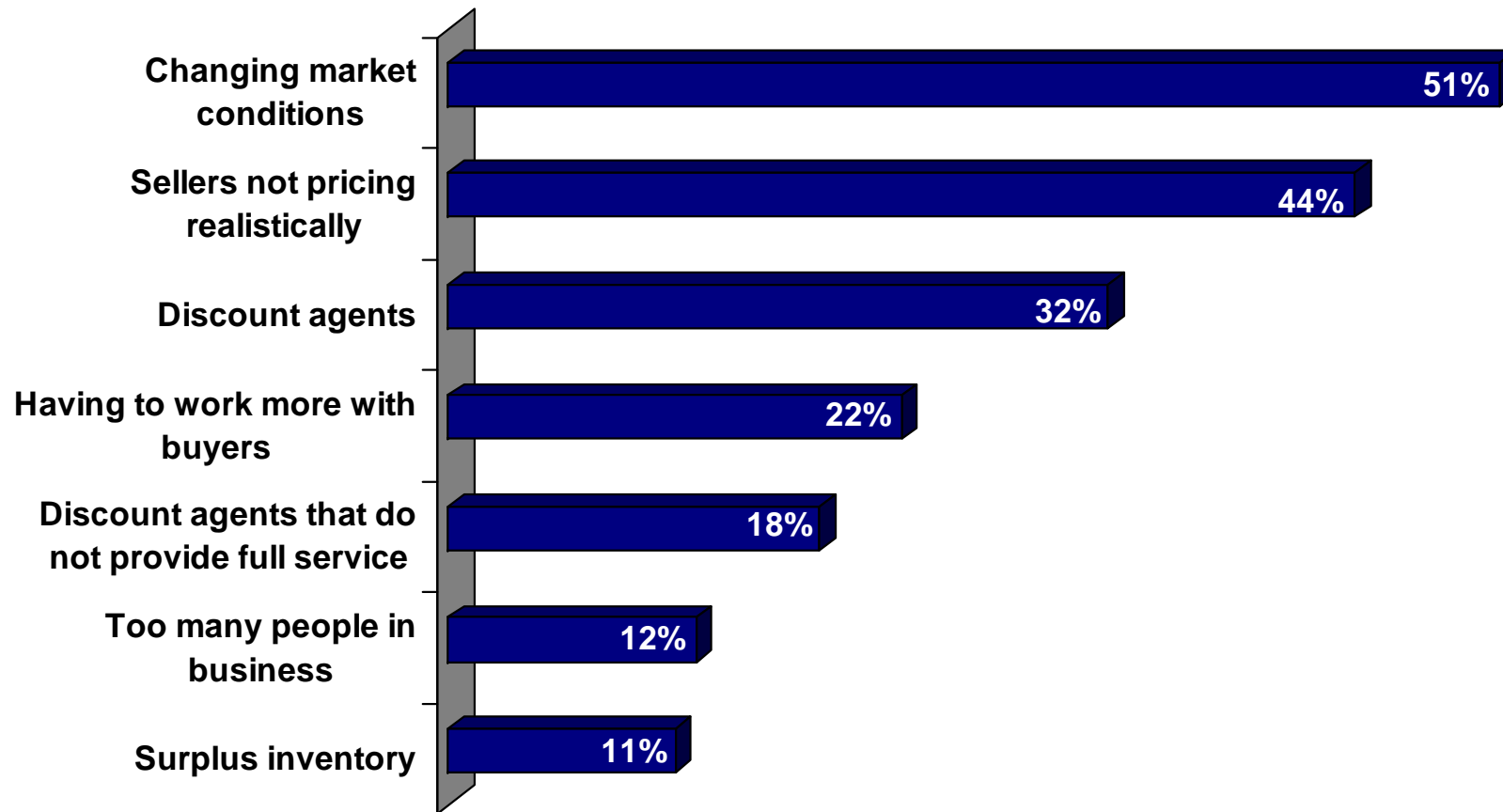
	2003	2005	2007
Strong work ethic	79%	81%	83%
Invest in my business	-	-	73%
Experience lets me adapt to different business climate	-	-	72%
Invest in professional development, growth	-	-	63%
Experience, record of success	74%	75%	59%
Commitment to be the very best	64%	63%	56%
Excellent marketing, farming skills	4%	76%	54%
Dedicated to 100% client satisfaction	54%	74%	27%
Can relate to, get along with a wide variety of people	34%	31%	18%
Professionalism	20%	32%	17%
Negotiating skills	58%	57%	-
Good listener	22%	15%	-
People are comfortable with me	17%	14%	-
Come across as honest, sincere	20%	13%	-

Q: What would you say are your greatest strengths as a real estate agent?

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Greatest Challenges In Real Estate



Selected listing of highest frequency mentions

Q: What do you consider to be your single biggest challenge or opportunity in real estate over the next year or so?

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Greatest Challenges In Real Estate

-Historical Comparison-

	2000	2003	2005	2007
Changing market conditions	0%	0%	0%	51%
Issues with discount agents	0%	35%	47%	50%
Sellers unrealistic expectations	0%	0%	0%	44%
Having to work with more buyers	0%	0%	0%	22%
Non-REALTORS®/Unethical or Poor Agents	0%	34%	35%	18%
Surplus inventory	0%	0%	0%	11%
Lenders who don't deliver	0%	5%	5%	5%
New, Inexperienced Agents	0%	0%	16%	0%
Lack of inventory	51%	51%	3%	0%
High-end of market is slowing down	0%	11%	3%	0%
Maintaining consistent level of listings	0%	5%	1%	0%
Increasing market share	25%	0%	0%	0%
Time management	12%	0%	0%	0%

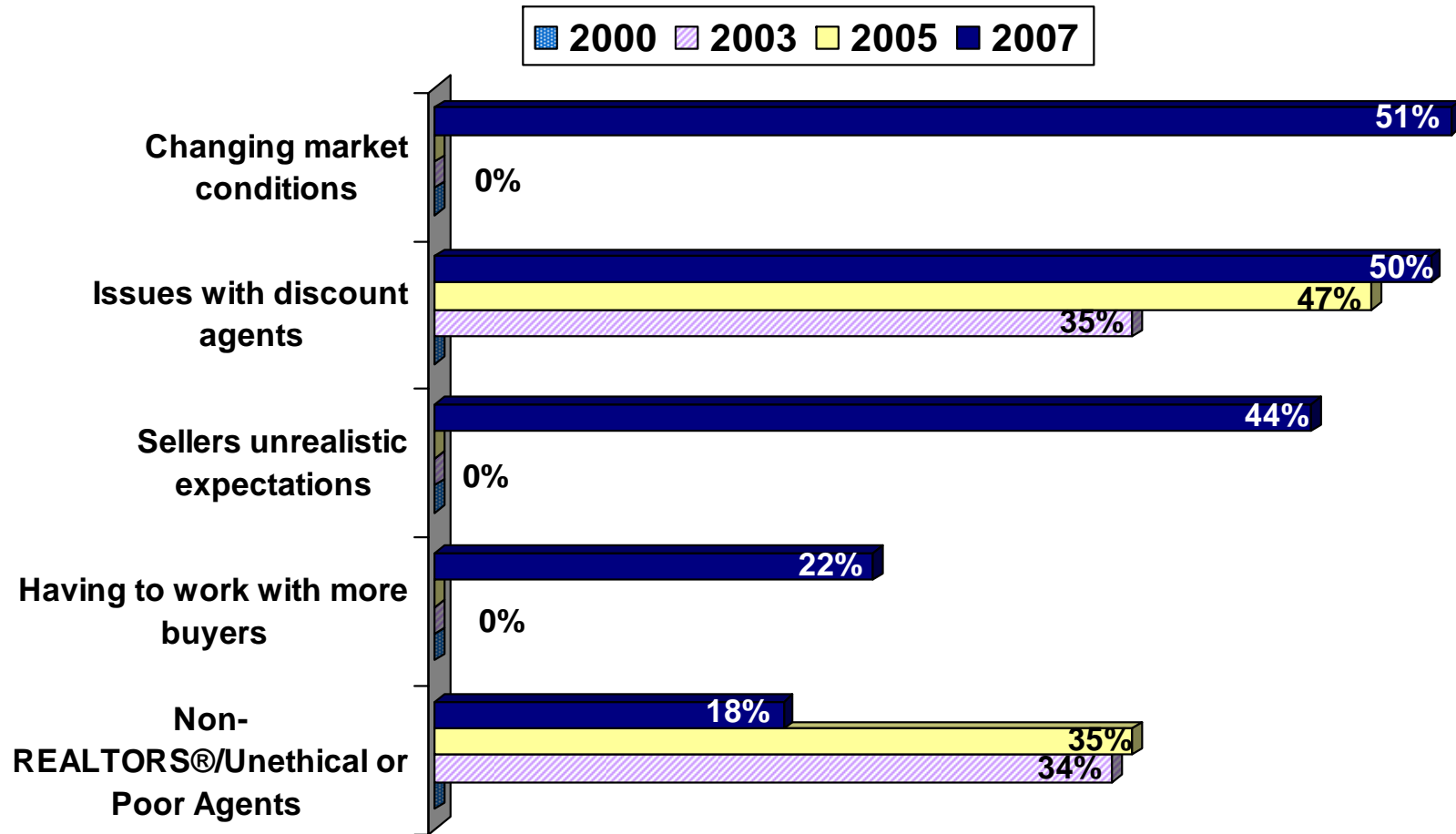
Q: What is the one biggest challenge facing you in residential real estate?

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Greatest Challenges In Real Estate

-Top 5 in 2007-

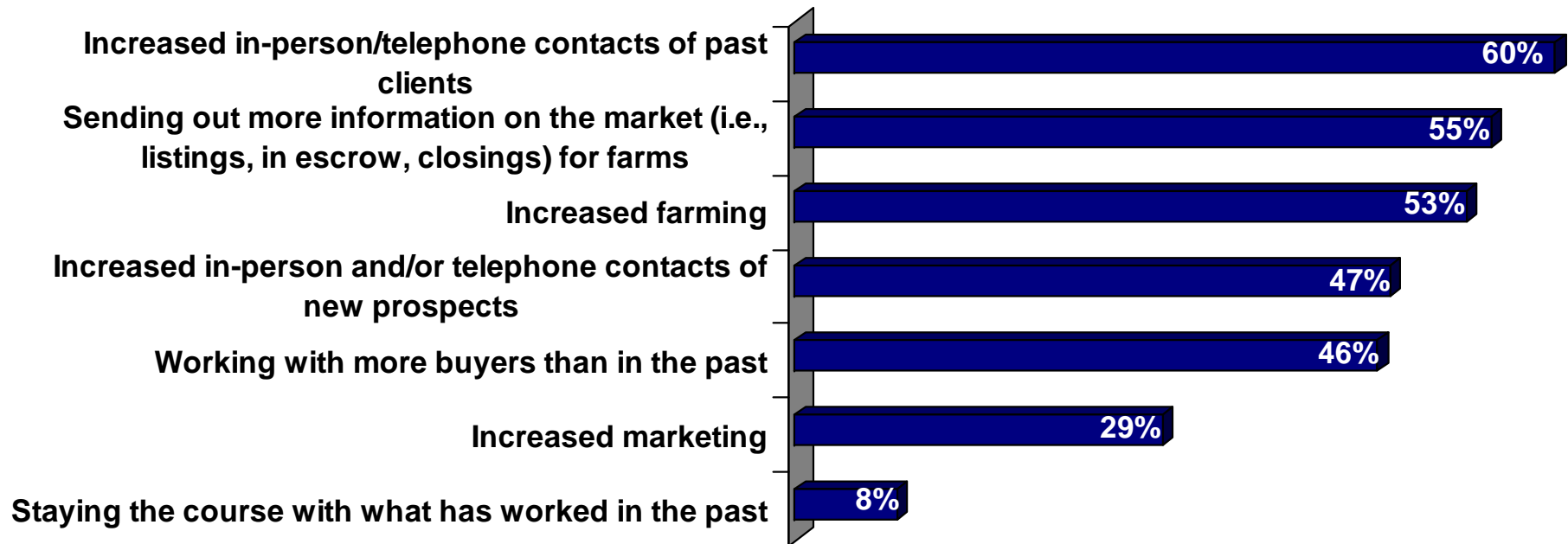


Q: What do you consider to be your single biggest challenge or opportunity in real estate over the next year or so?

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Strategies Used To Cope With The Market Slowdown



Selected listing of highest frequency mentions

Q: What kinds of strategies and business practices have you employed in order to succeed during the market slowdown of the past couple of years?

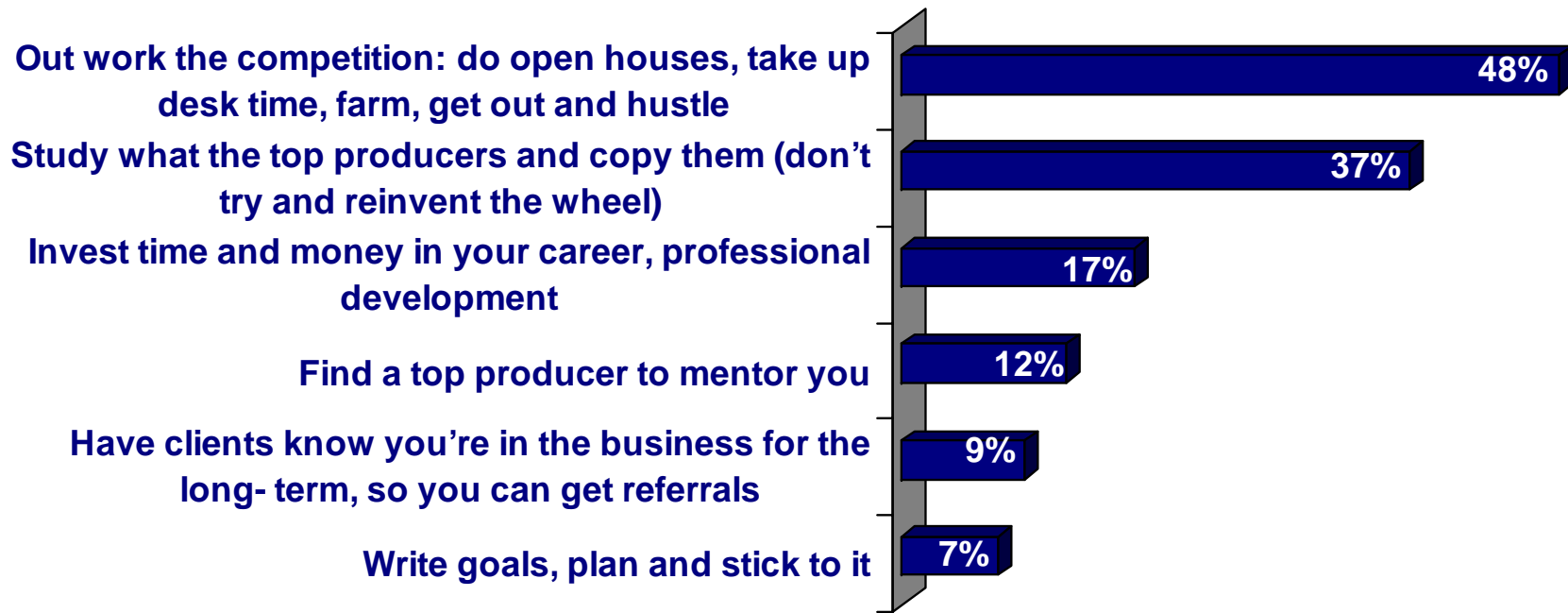
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Advice For New Agents



Top Producers Lend Advice To New Agents



Selected listing of highest frequency mentions

Q: If you could provide just one piece of advice to a new agent coming into the business, what would it be?

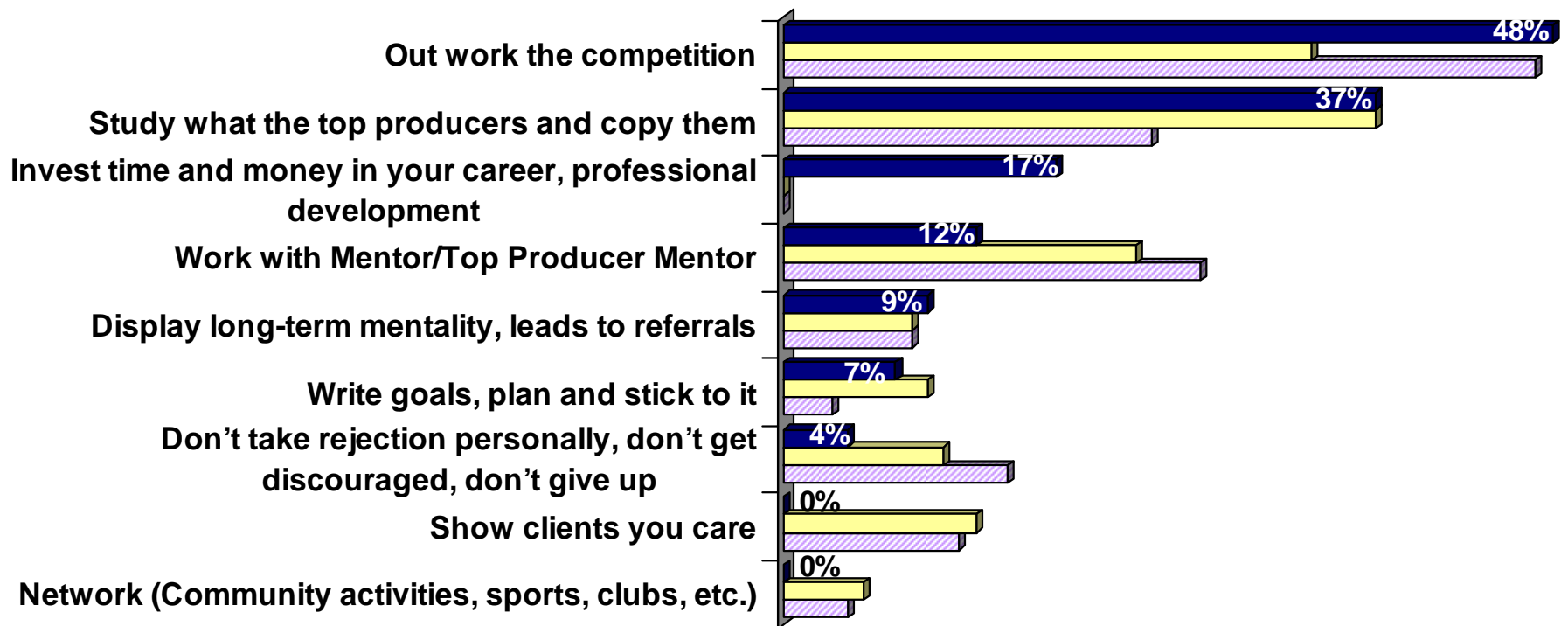
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Top Producers Lend Advice To New Agents

-Historical Comparison-

2003 2005 2007



Selected listing of highest frequency mentions

Q: If you could provide just one piece of advice to a new agent coming into the business, what would it be?

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Top Producers Lend Advice To New Agents

-Historical Comparison-

	2003	2005	2007
Out work the competition	47%	33%	48%
Study what the top producers and copy them	23%	37%	37%
Invest time and money in your career, professional development	0%	0%	17%
Work with Mentor/Top Producer Mentor	26%	22%	12%
Display long-term mentality, leads to referrals	8%	8%	9%
Write goals, plan and stick to it	3%	9%	7%
Don't take rejection personally, don't get discouraged, don't give up	14%	10%	4%
Show clients you care	11%	12%	0%

Q: If you could provide just one piece of advice to a new agent coming into the business, what would it be?

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