



# Real Estate Professionals Survey

Prepared by GfK for Freddie Mac

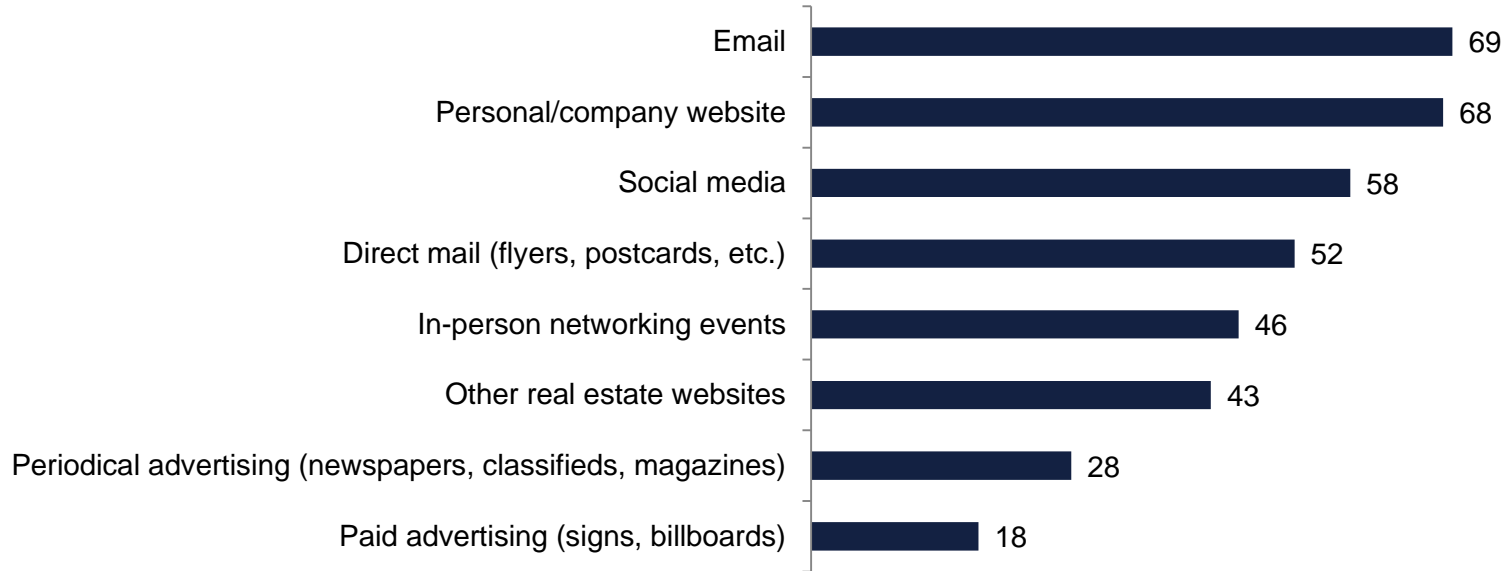
# How was the poll conducted?

- From September 6-20, 2016, a total of 502 interviews were conducted with licensed US real estate agents
- In order to qualify, real estate agents had to be focused on residential real estate (or residential and commercial equally) and be at least somewhat knowledgeable of the mortgage process
- The interview took just over 8 minutes on average to administer

# Real Estate Agents' Greatest Challenges And Information Needs Center On Marketing

# Real estate agents currently use a myriad of marketing approaches...

Most popular tools real estate agents use to market themselves (%)



Q: Please indicate what tools you currently use to market yourself. Multiple responses allowed. Responses of under 10% not shown.  
Base: All respondents (N=502)

## ...But, many of their top challenges center on marketing

In fact, 17% and 14% of real estate agents surveyed select attracting potential sellers and buyers, respectively, as their #1 challenge

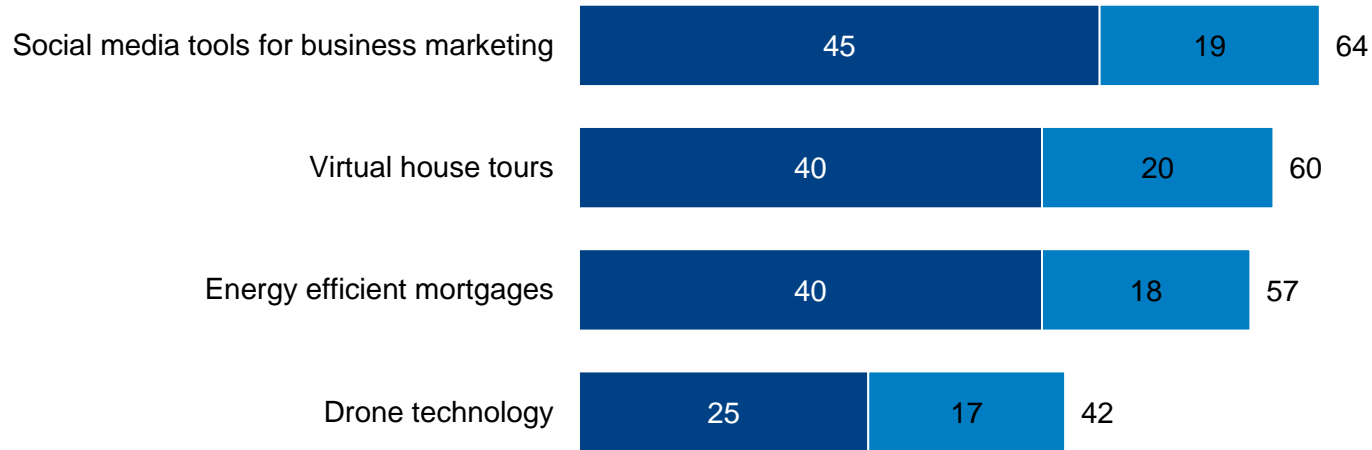


Q: What are some of the challenges you are currently experiencing in your profession? Multiple responses allowed. Base: All respondents (N=502)  
Q: Looking at the list of challenges you just selected, which would you say have the biggest impact on you as a real estate agent today? Multiple responses allowed. Base: Currently experiencing multiple challenges in profession and/or with homebuyers (N=486)



# Real estate agents are most interested in social media tools for marketing

Industry trends of interest (%)



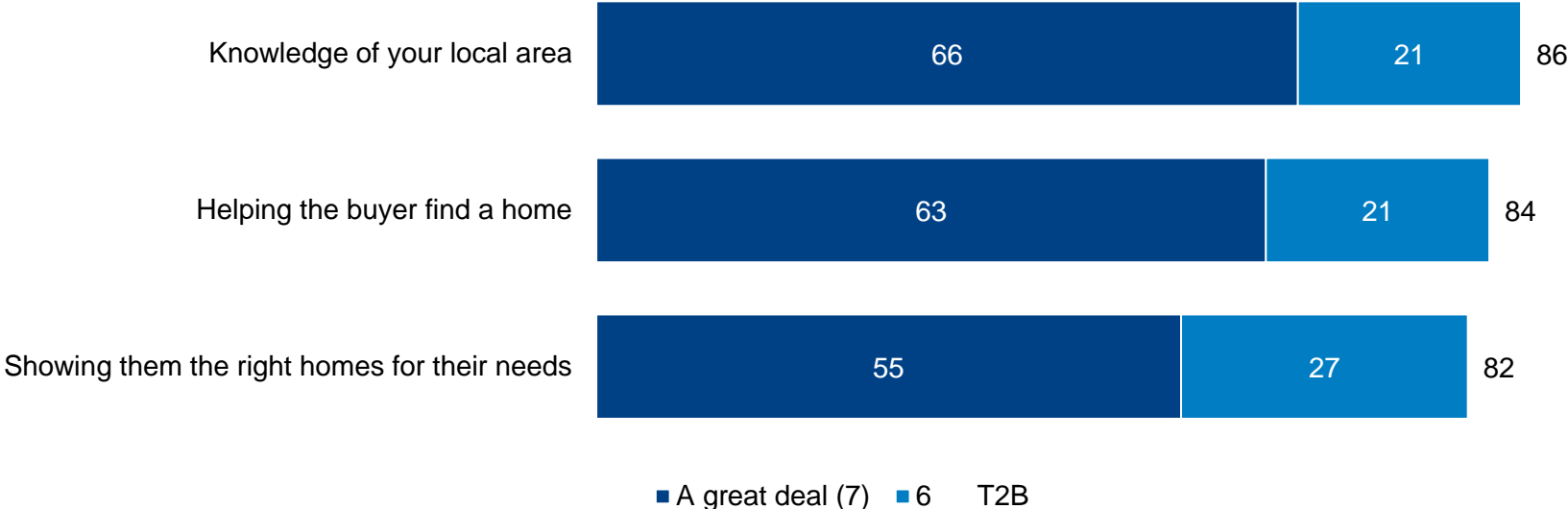
■ Extremely interested (6-7) ■ Moderately interested (5) T3B

Q: Please indicate how interested you are in knowing more about each of the following industry trends. - Summary for T3B (5,6,7) Base: All respondents (N=502)

# Confidence Gap When It Comes To Educating Potential Home Buyers On The Buying Process – And Mortgages In Particular

# Real estate agents take pride in their local knowledge – and in finding homes that are suited to buyers’ needs

Areas where clients find real estate agents to be a trusted advisor (%)



Q: To what extent do you feel your clients find you to be a trusted advisor on the following? Base: All respondents (N=502)

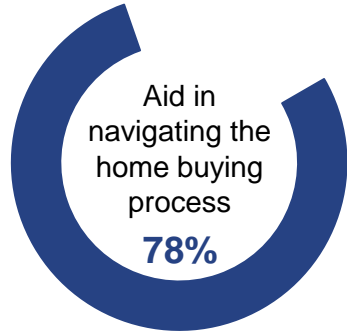




# There is a bit of a disconnect, though, when it comes to helping buyers navigate the home buying process

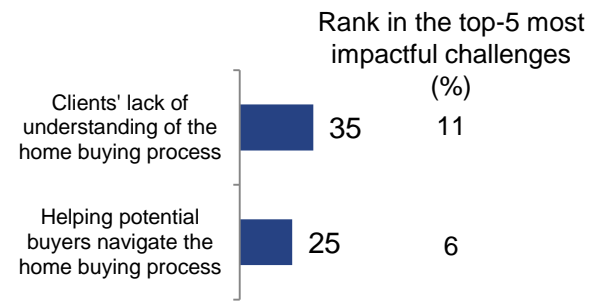
On one hand, real estate agents give themselves high marks for helping clients navigate this process....

Area where clients find real estate agents to be a trusted advisor (%)



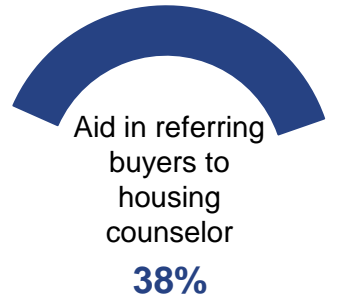
...Yet, on the other hand, buyers' lack of understanding of the home buying process and the ability for real estate agents to help them are each middle-tier challenges

Selected as challenges facing real estate agents (%)



And, real estate agents are less confident in their ability to refer buyers for housing counseling if more education on this process is needed or wanted

Area where clients find real estate agents to be a trusted advisor (%)

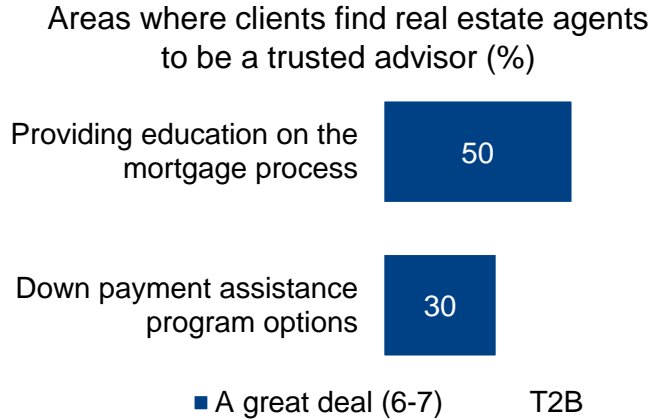


Q: To what extent do you feel your clients find you to be a trusted advisor on the following? Base: All respondents (N=502)  
 Q: What are some of the challenges you are currently experiencing in your profession? Multiple responses allowed. Base: All respondents (N=502)  
 Q: What are some of the challenges you are experiencing with potential homebuyers? Multiple responses allowed. Base: All respondents (N=502)  
 Q: Looking at the list of challenges you just selected, which would you say have the biggest impact on you as a real estate agent today? Multiple responses allowed. Base: Currently experiencing multiple challenges in profession and/or with homebuyers (N=486)

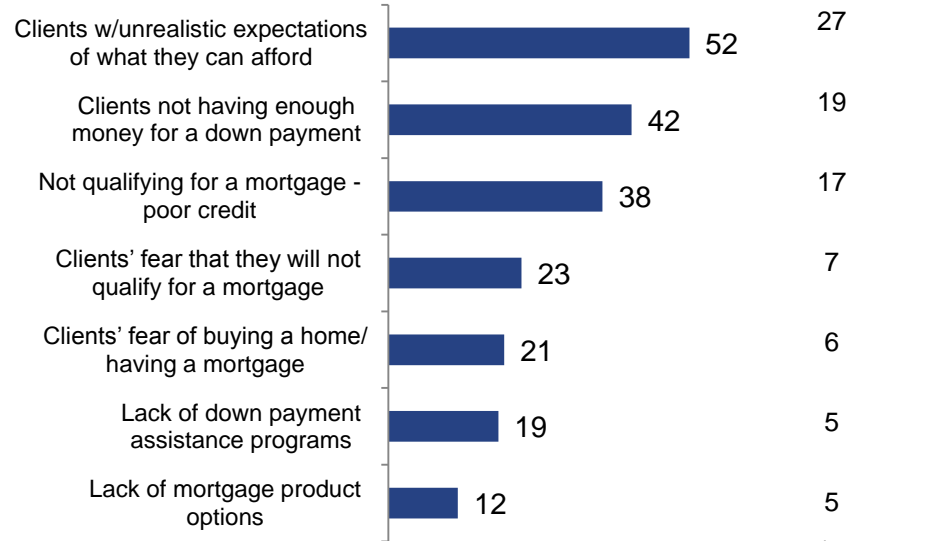


# There is also a confidence gap when it comes to educating buyers on mortgages and down payment assistance

Just one in four or fewer give themselves a top score on these measures – and many professional challenges stem from buyers not having enough information in these areas



## Selected as challenges facing real estate agents (%)



Q: To what extent do you feel your clients find you to be a trusted advisor on the following? Base: All respondents (N=502)

Q: What are some of the challenges you are experiencing with potential homebuyers? Multiple responses allowed. Base: All respondents (N=502)

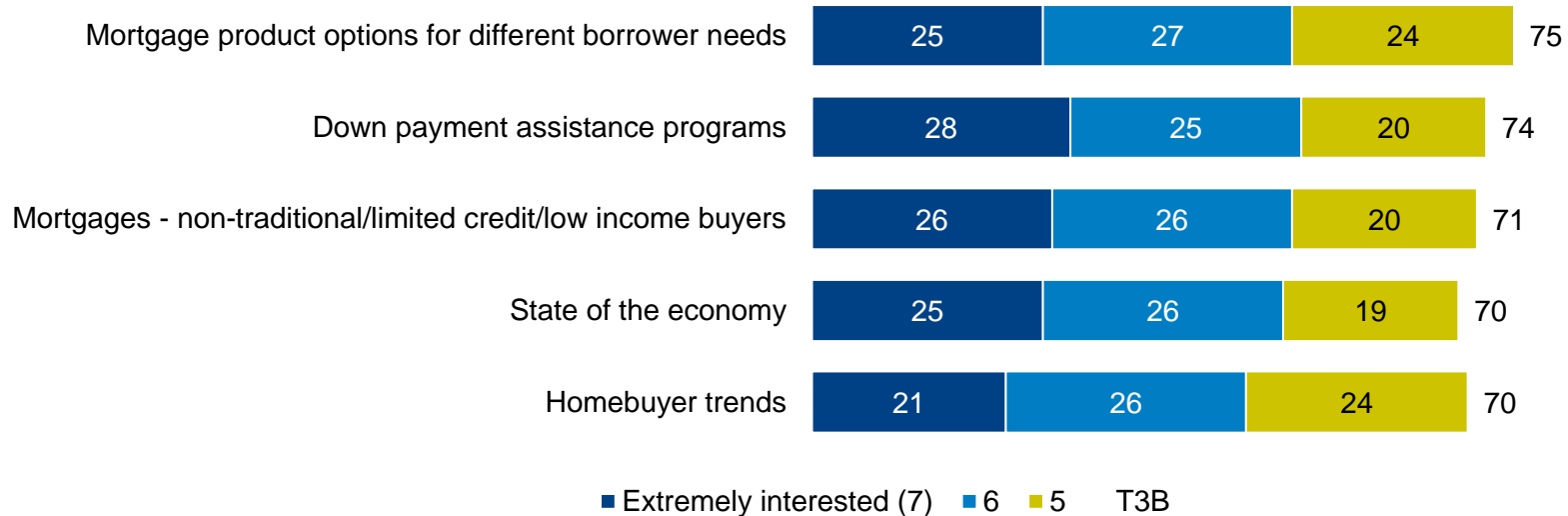
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# Given their challenges, real estate agents are eager to know more

Of greatest interest are mortgage options for different borrower needs, including low-income buyers or those with limited credit, as well as down payment assistance programs

Topics of interest to real estate agents (%)

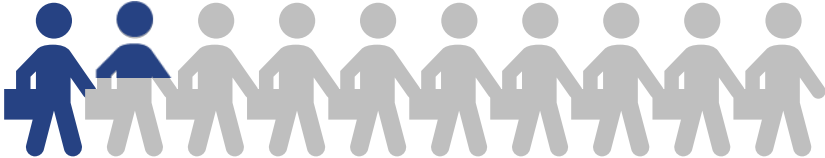


Q: Please indicate how interested you are in knowing more about each of the following topics. Base: All respondents (N=502)

# Lender Networks Seem To Be Working For Real Estate Agents



# Few real estate agents express frustration with developing industry relationships and networks



Just 14% each cite a limited business network or developing relationships with other industry professionals as challenges

In fact, most view lender or loan officer recommendations as an area where they excel in advising clients

Area where clients find real estate agents to be a trusted advisor (%)

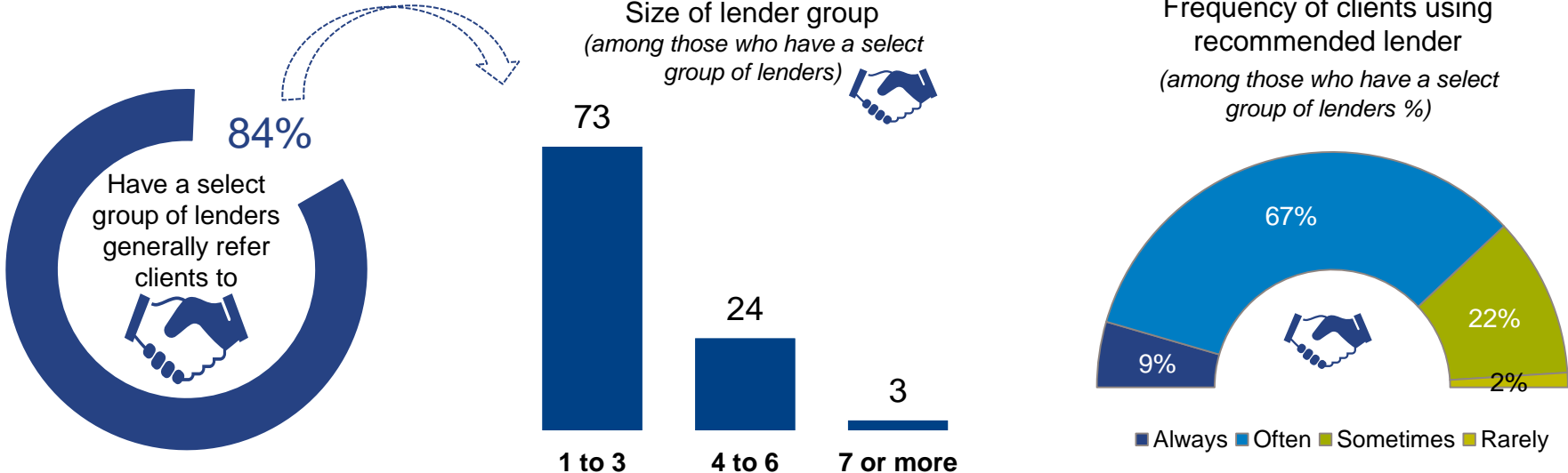
Referring the buyer to a loan officer and/or lender



■ A great deal (6-7) T2B

Q: To what extent do you feel your clients find you to be a trusted advisor on the following? Base: All respondents (N=502);  
Q: What are some of the challenges you are currently experiencing in your profession? Multiple responses allowed. Base: All respondents (N=502):

# Most have a select group of lenders for client referrals, typically just 1 to 3 individuals, of which they feel their lender referrals are typically used



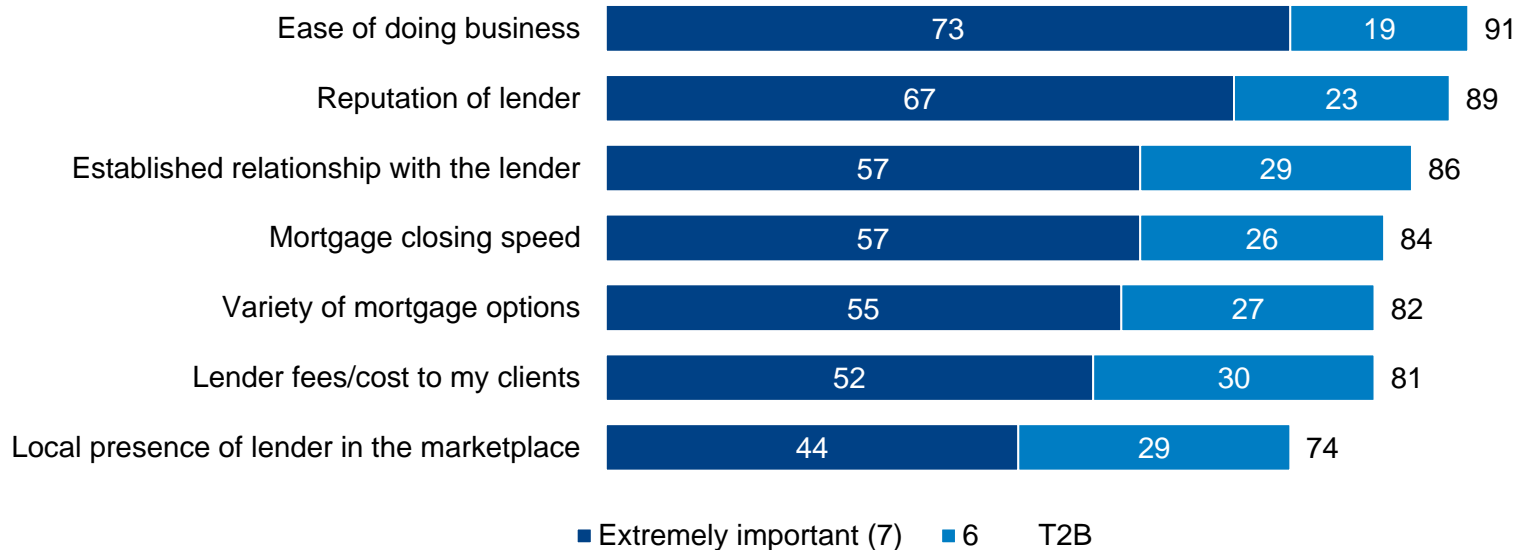
Q: Do you have a select group of lenders to which you generally refer your clients (e.g., loan officer, bank)? Base: All respondents (N=502)  
 Q: And about how many lenders are in this select group that you refer to your clients? Base: Those respondents who have a select group of lenders who they refer their clients (N=421)  
 Q: How frequently do your clients USE your recommended lender (e.g., loan officer, bank)? Base: Those respondents who have a select group of lenders who they refer their clients (N=421)



# Ease of doing business, reputation, and relationship with lenders prove most important in lender referrals

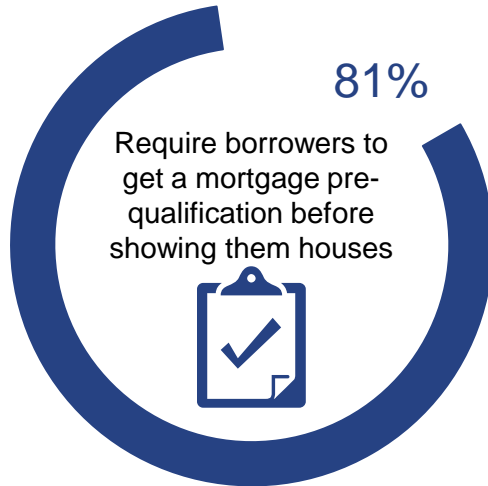


Important factors in choosing lender referral sources  
(among those who have a select group of lenders %)



Q: How important are each of the following factors to you when choosing your lender referral sources? Base: Those respondents who have a select group of lenders who they refer their clients (N=421)

# Most require a mortgage pre-qualification before showing houses



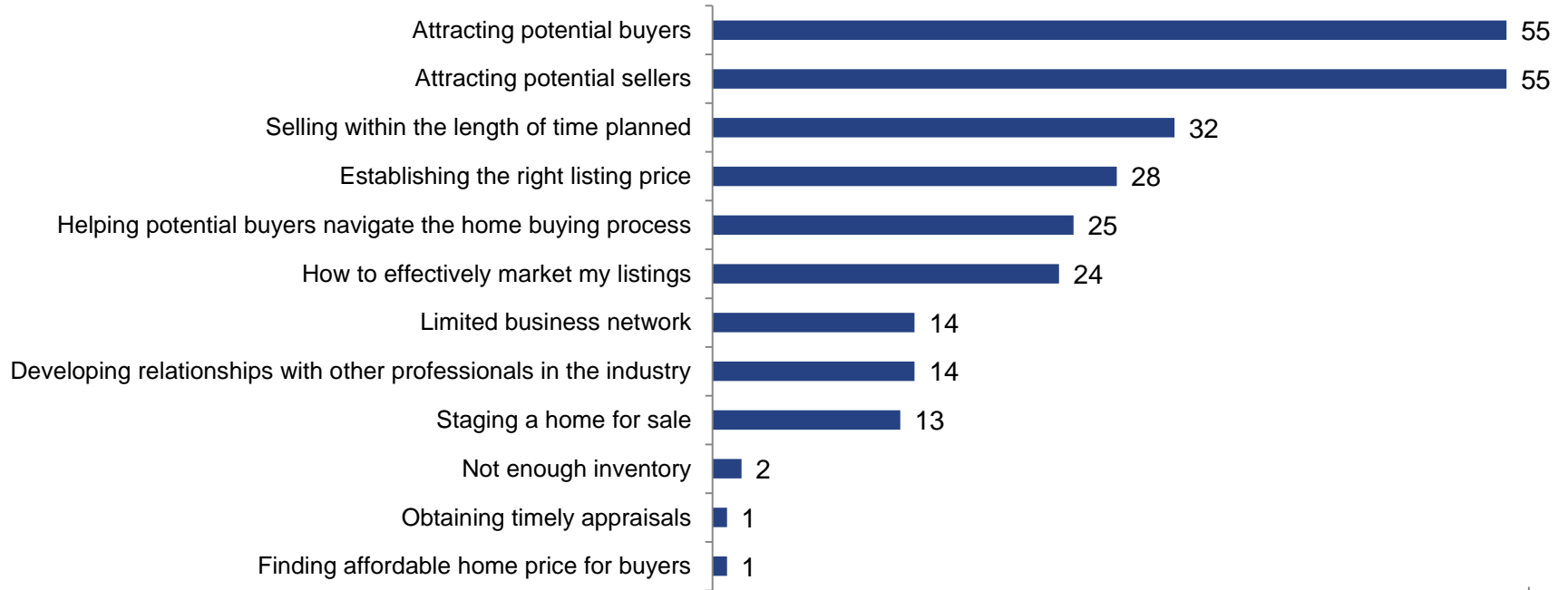
Among those who do NOT require this mortgage pre-qualification, most make sure borrowers are qualified after the first couple of showings (29%), upon submitting an offer (26%), or when they find a house they like (6%)

Q: Do you require your borrower to get a mortgage pre-qualification before you begin showing them houses? Base: All respondents (N=502)  
Q: When in the process do you make sure your borrower is qualified to purchase the property? Base: Those respondents who do not require their client to get a mortgage pre-qualification before showing them houses (N=93)



# Appendix

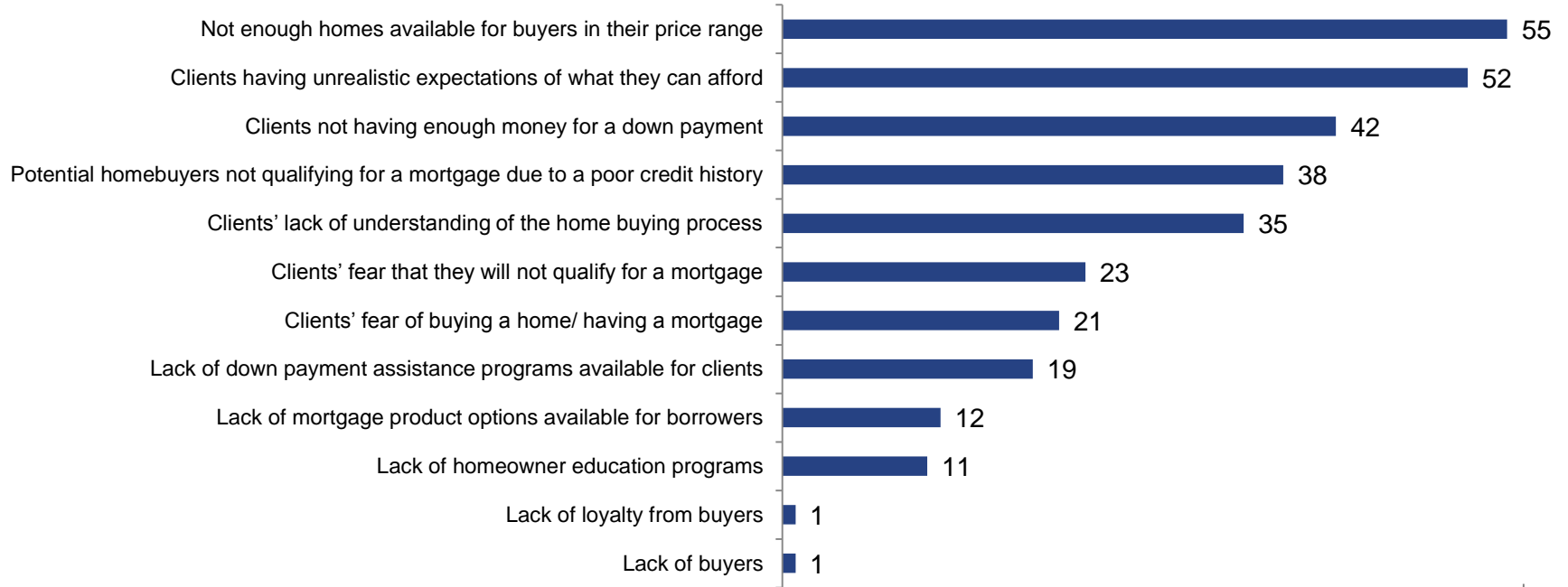
# Challenges real estate agents are experiencing in their profession



Q: What are some of the challenges you are currently experiencing in your profession? Multiple responses allowed. Base: All respondents (N=502)

Statement in %; Other, None not shown

# Challenges real estate agents are experiencing with potential homebuyers



Q: What are some of the challenges you are experiencing with potential homebuyers? Multiple responses allowed. Base: All respondents (N=502)  
Statement in %; Other, None not shown

# Most impactful challenges

	Top 5 Selection	Top Selection
Not enough homes available for buyers in their price range	37	20
Attracting potential sellers	29	17
Attracting potential buyers	28	14
Clients having unrealistic expectations of what they can afford	27	9
Clients not having enough money for a down payment	19	7
Potential homebuyers not qualifying for a mortgage due to a poor credit history	17	6
Selling within the length of time planned	11	2
Clients' lack of understanding of the home buying process	11	2
Establishing the right listing price	9	2
Clients' fear that they will not qualify for a mortgage	7	2
How to effectively market my listings	7	1
Clients' fear of buying a home/ having a mortgage	6	1
Helping potential buyers navigate the home buying process	6	1
Lack of down payment assistance programs available for clients	5	1
Lack of mortgage product options available for borrowers	5	1
Developing relationships with other professionals in the industry	3	2
Lack of homeowner education programs	3	1
Staging a home for sale	2	0
Limited business network (connections with lenders, loan officers, housing counselors)	2	0

Q: Looking at the list of challenges you just selected, which would you say have the biggest impact on you as a real estate agent today?  
Multiple responses allowed.

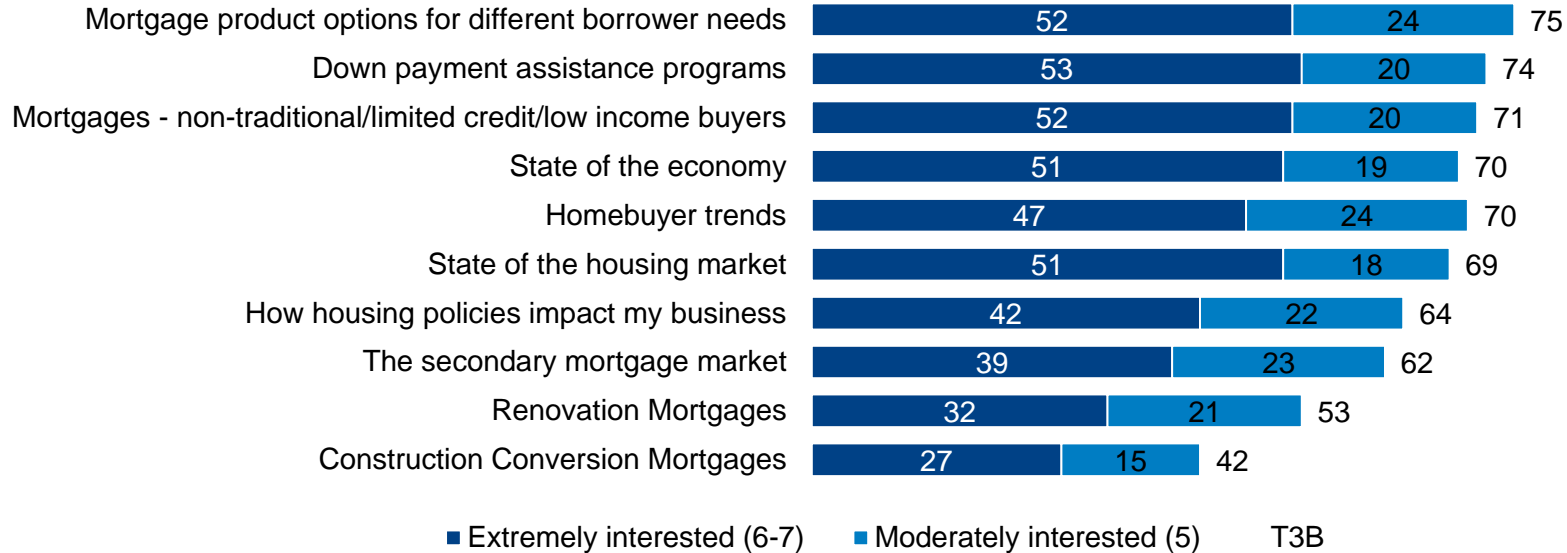
Q: Now please rank order your top challenges in terms of their impact on you.

Base: Currently experiencing multiple challenges in profession and/or with homebuyers (N=486)

Statement in %; Other, None not shown



# Interested in knowing more about these topics

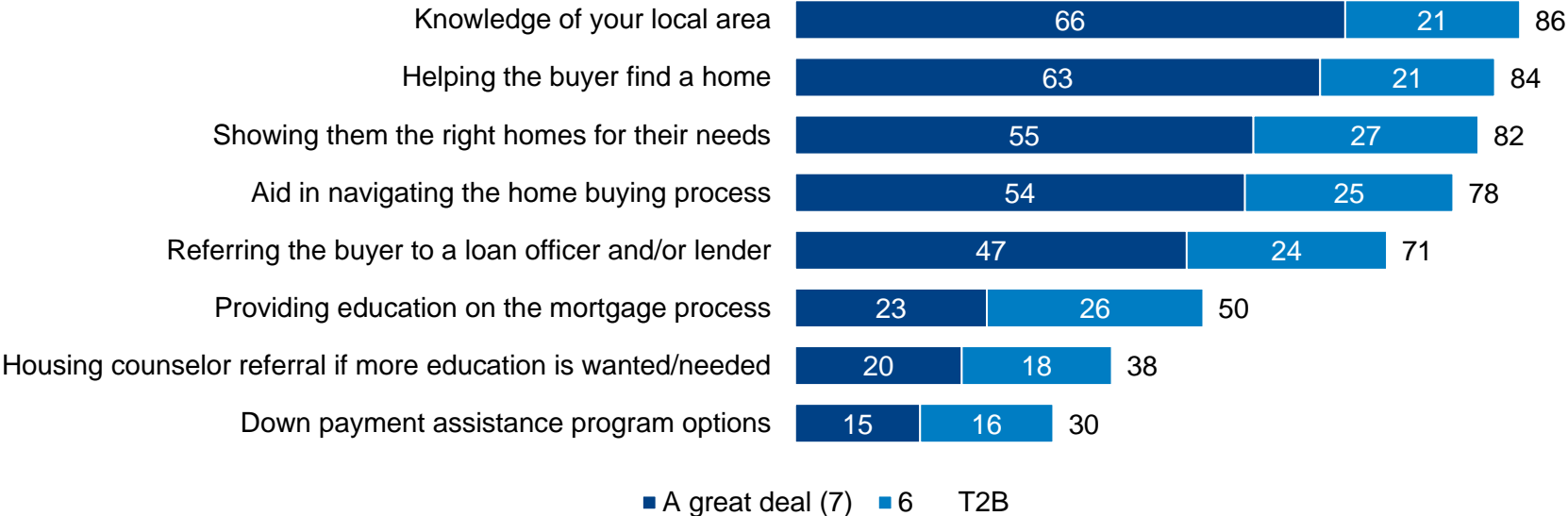


Q: Please indicate how interested you are in knowing more about each of the following topics. - Summary for T3B (5,6,7) Base: All respondents (N=502)

Statement in %



# Areas where real estate agents feel clients view them as trusted advisors

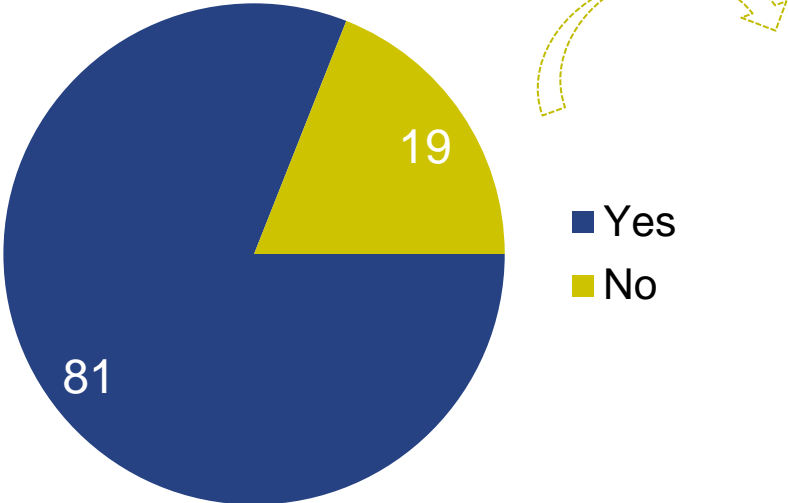


Q: To what extent do you feel your clients find you to be a trusted advisor on the following? - Summary for T2B (6,7) Base: All respondents (N=502)

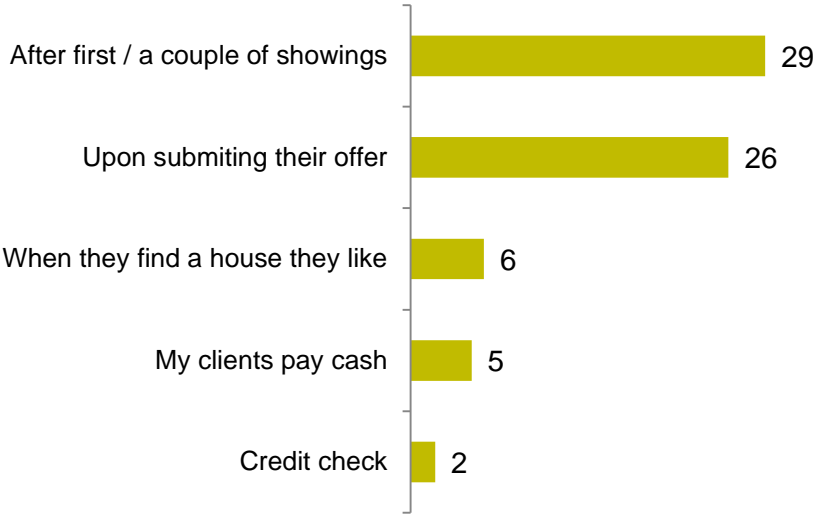


# When real estate agents ensure borrower is qualified to purchase the property

Require a mortgage pre-qualification before showing homes



When ensure borrowers are qualified (among those who do not require their client to get a mortgage pre-qualification before showing them houses)

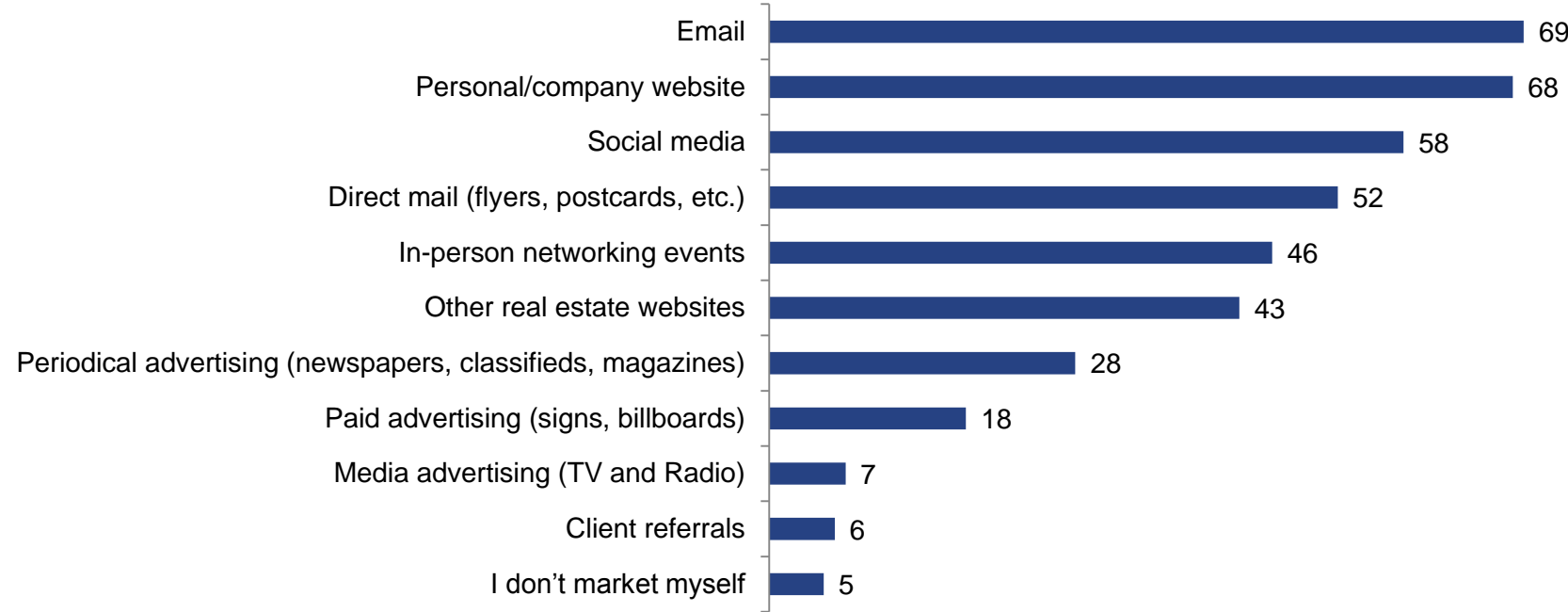


Q: Do you require your borrower to get a mortgage pre-qualification before you begin showing them houses? Base: All respondents (N=502)  
 Q: When in the process do you make sure your borrower is qualified to purchase the property? Base: Those respondents who do not require their client to get a mortgage pre-qualification before showing them houses (N=93)

Statement in %; Don't know, No answer, Nothing, Other not shown



# Tools real estate agents currently use to market themselves



Q: Please indicate what tools you currently use to market yourself. Multiple responses allowed. Base: All respondents (N=502)  
Statement in %; Other not shown

