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Real Estate Technology
Benchmark Report

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Introduction

Thank you for downloading Propertybase's annual Real Estate Technology Benchmark Report.

In our annual report, we surveyed over 500 leaders from across the global real estate community to better understand their technology strategy.

The resulting report is a glimpse into how leading brokerages and teams are approaching digital marketing , lead generation, competition from tech-enabled brokerages, and the influx of disruptive technology in the industry.

Three Key Takeaways:

1. Your Website Matters
Good News! Your website can, and should, compete with Zillow and Trulia. With a little focus, it can become a top lead generation machine for your business. **In fact, 35% of respondents already say it is their top source of quality leads!**

2. With Tech, Less is More
First, it was gather all the latest and greatest tech tools to woo agents. Now it's, a thoughtful approach to creating a single-sign-on (SSO) ecosystem.

3. Agents Need More Support
There is still much work to do here, but increasing numbers of brokerages are creating strategic technology and marketing training programs for their agents.

Demographics

Who took this survey?
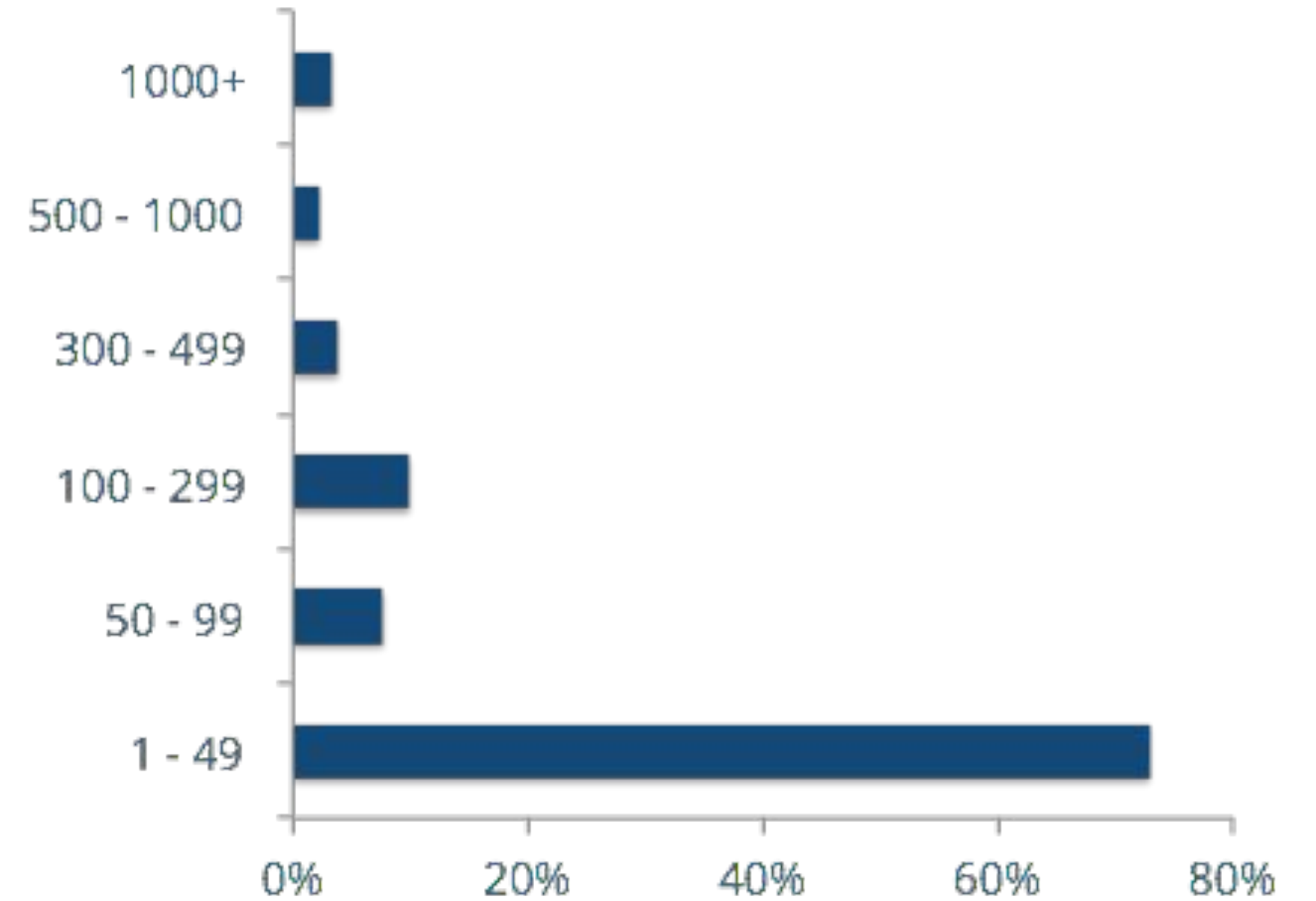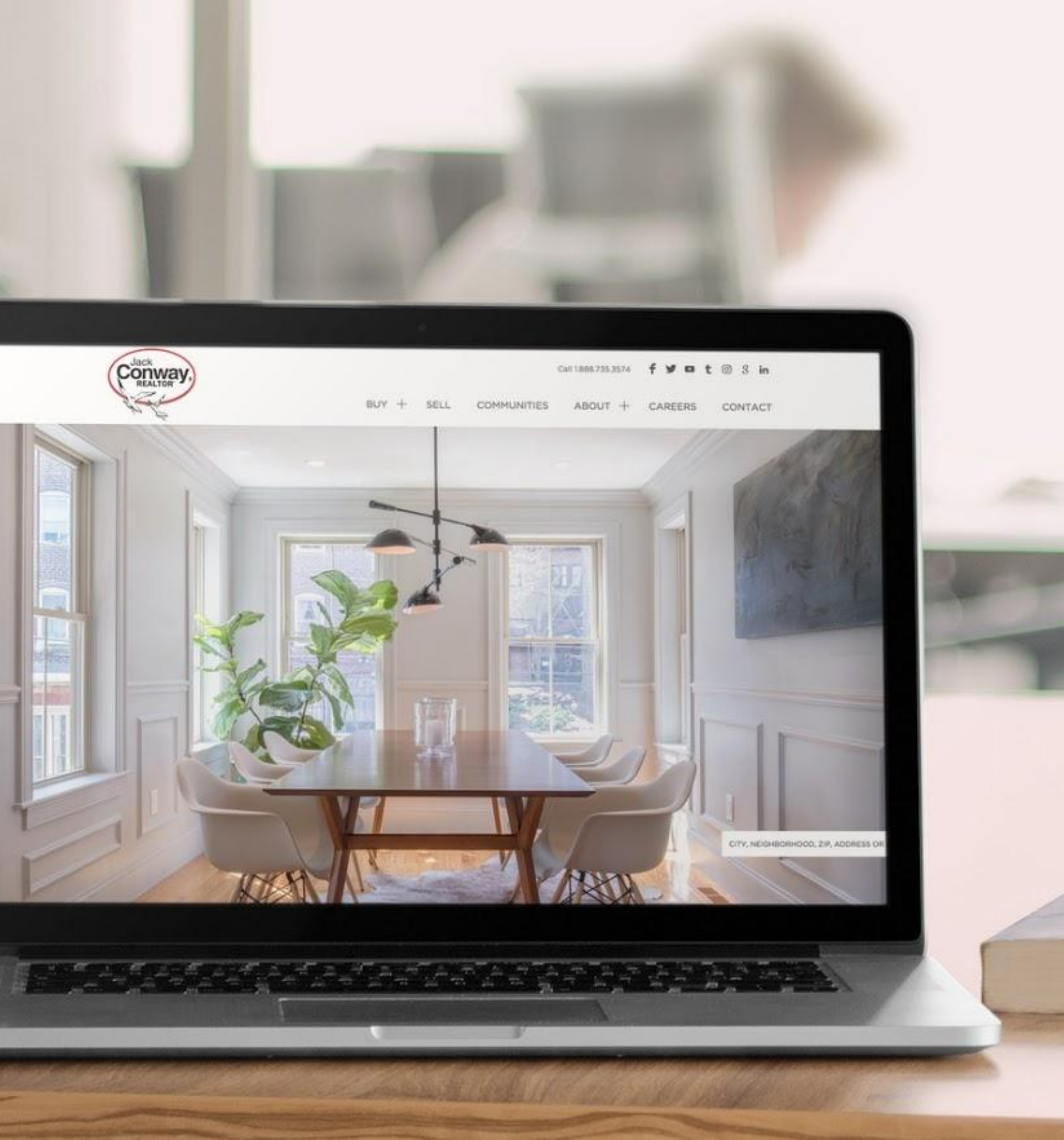

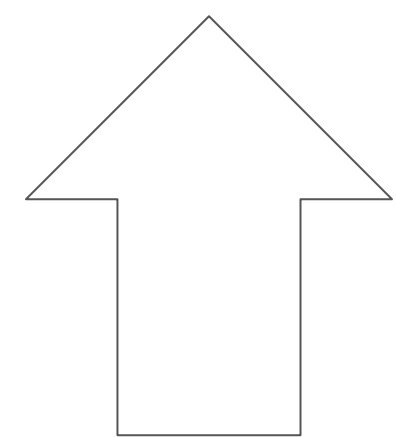| Brokerage	Team	Single Agent	Vendor
55%	**19%**	**15%**	**11%**

Company Size

CHAPTER 1
**The Real Estate
Tech Landscape**

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The Real Estate Technology Landscape

280%

Investment in Real Estate Technology

Venture capital invested in private market real estate tech companies continues to set record levels. Year-to-year (July 2018 & July 2019), venture capital investments in real estate tech companies increased by 280%.

*Source: CRE Tech Research July 2019

How many **different real estate technology tools do you use** across your brokerage?

1-2 Tools	**19%**	
3-5 Tools	**51%**	
6-9 Tools	**21%**	
10+ Tools	**9%**	
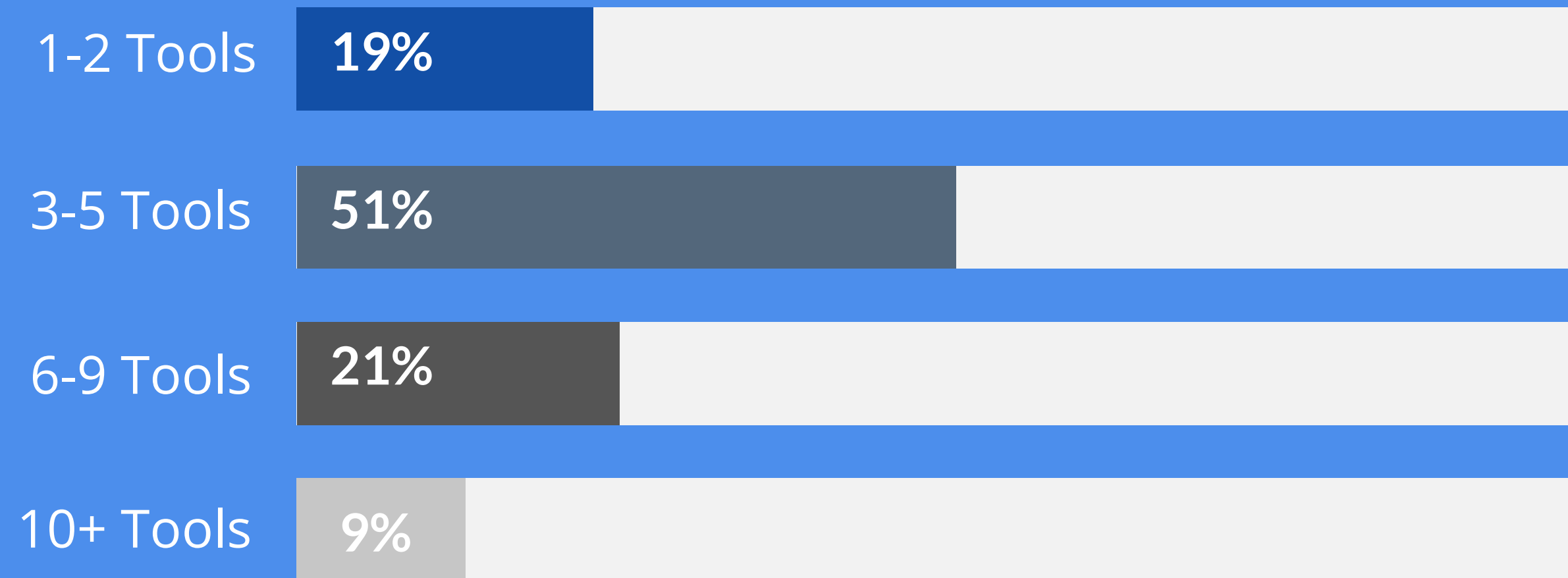
Brokerage Tech Offerings

An Ecosystem of Tech Vs. Individual Tools

Many brokerages are working hard to present an integrated ecosystem of technology- a move from the past 5 years where the focus was on collecting a-la-carte tools. With **51% of brokerages offering at least 3-5 pieces of software**, creating a single-sign-on (SSO) experience is critical to success. Additionally, it offers many advantages including:

- **Centralized data and reporting**
- **Reduced lost login credentials**
- **Improved agent experience and loyalty**

"We've decided to present our tech stack to agents as a full platform with SSO (single-sign-on) access vs. a "set of tools." We added SSO to the additional tools we needed to complement our core platform. This way, we present our agents with one go-to place for all their needs. It has created an empowered agents base who remain loyal to our brokerage and helped decrease forgotten login credentials."

  - **Rachael Joyner Meyer, Joyner Fine Properties**

Annual Planned Technology Spend
by Size

1-49 Agents

$22,542

50-299 Agents

$47,307

300-499 Agents

$122,500

500+ Agents

$167,857+
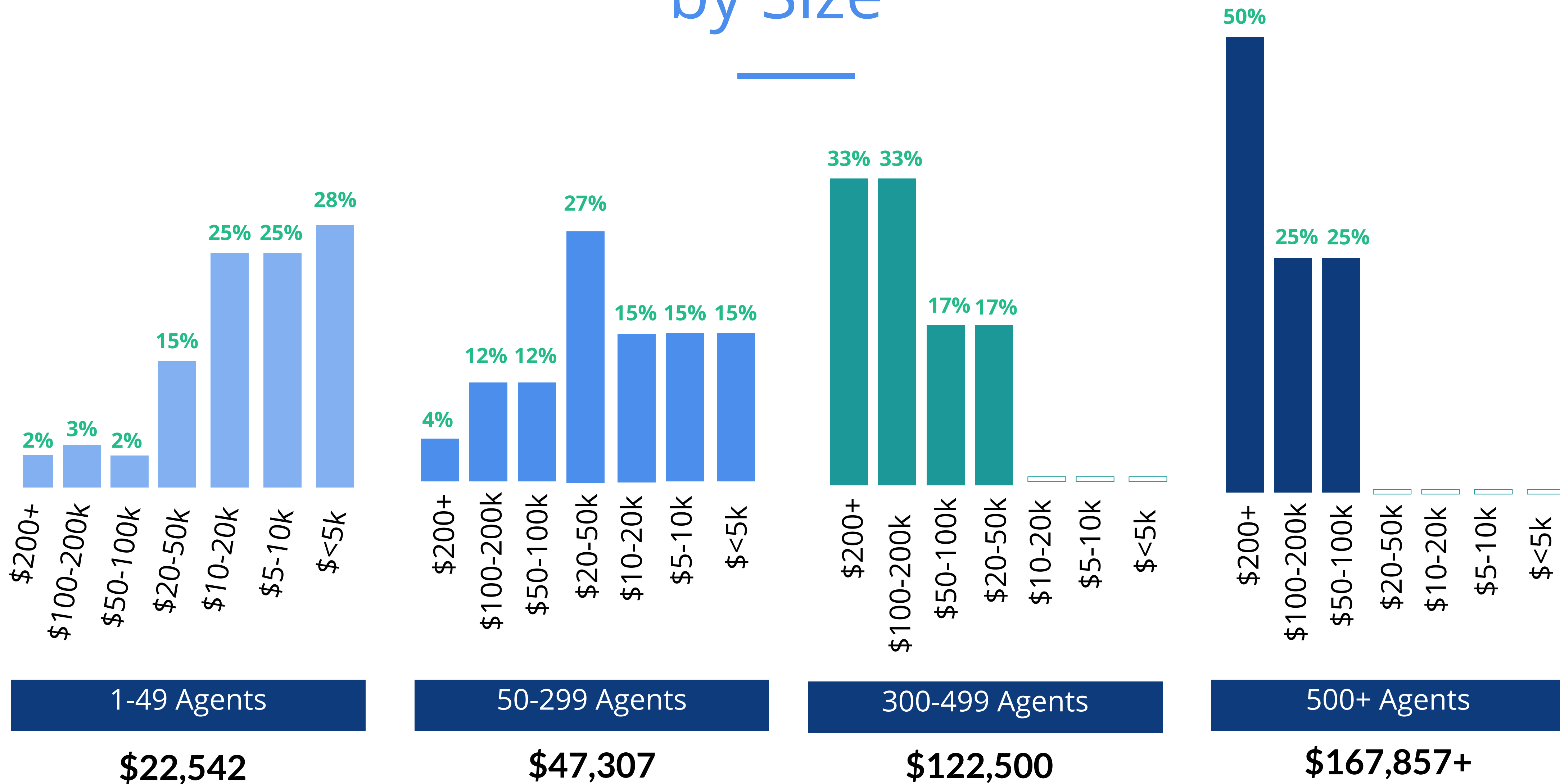
38%

of respondents said that their **biggest long-term threat is "falling behind the tech curve"**

23%   Listing portals (Zillow, Trulia)

17%   Large companies like Amazon, Google, and Facebook jumping into real estate

12%   Tech-enabled brokerages (Compass, Redfin)

OVERHEARD
What's the smartest technology decision you made in the past year?

Digital Strategy

"We've Implemented a company-wide digital strategy. We promote our value propositions and cutting-edge technology to home buyers and sellers on howardhanna.com. We've launched digital advertising campaigns on paid search, display, and social media that utilize market insights data coupled with persona targeting and keywords. We've seen extraordinary results that are out-pacing industry benchmarks."

- **Jennifer Reider, Howard Hanna Real Estate**

Data Security

"Two-factor authentication and cybersecurity training requirements for all agents -- this has cut down on the number of email hacks and also creates a competitive advantage for our agents when they can educate their sellers about fraud and best practices."

- **Brooke Churas, Mott & Chace Sotheby's International Realty**

The Platform Play

"We used various providers for email, website, CRM, etc. We decided to move to one single platform that covers all of our previous solutions. Now, almost a year later, we're very happy that we have everything in one system from one provider."

-**Tom Bruijnzeel, Nardia Real Estate**

Landing Pages

"I stopped pushing paid search ads to my generic website and started building out landing pages based on neighborhoods and area profiles. The content is gated, so visitors have to fill out a form (name/email) to view details and browse listings. I'm getting significantly more leads. My next step is to add qualification questions to the form."

- **Simon Muhl, Exit Excel Realty**

Transaction Management

"We added BackAgent, which is powerful transaction and compliance software. Before, keeping up with task progress was a daily, manual process. Now, I have a clear view of our active listings and escrows and can easily remind co-workers when deadlines are due, or if they need to extend listing agreements."

- **Jessica Pearson, Hawaii Pacific Brokers**

CRM / Lead Routing

"We've created a complex, fully automated lead routing system that I truly believe was only possible with the Propertybase platform. We sort leads by geographic location and distribute them to agents based on areas they have opted into. It's first come first serve, and if a lead goes unclaimed after a certain number of minutes, they're immediately started on an SMS-email combo drip campaign. Everything is 100% automated and extremely scalable."
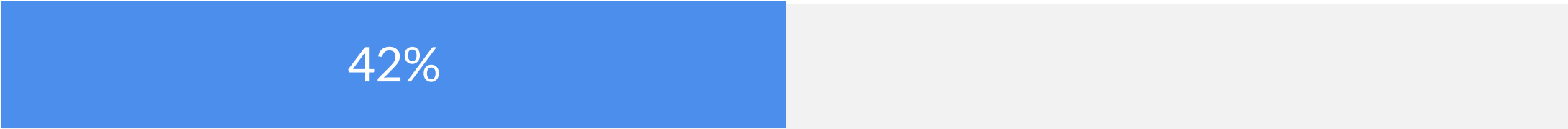
- **Nate Schmidgall, RE/MAX Results**

Predictive Analytics

"I stopped chasing leads and started looking at predictive analytics. Once I realized that 95% of sellers were also going to be buyers, it became possible to pursue prospects 12 months out. We gather data from ProspectNow, Offrs, and others to identify people 'likely to sell in x months' and nurture them. It's the ongoing nurturing that converts them from prospect to client."

- **Michael Lissack, VRG Washington Realty Group**
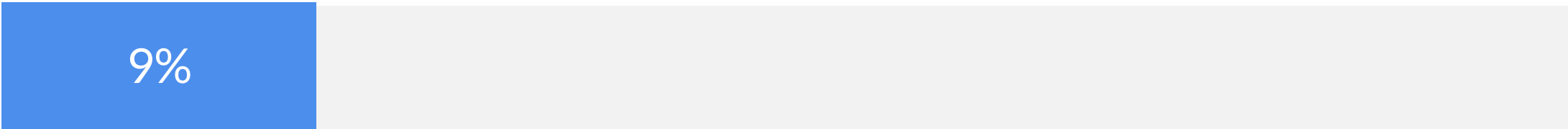
CHAPTER 2
Tools & Foundational Software

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The Top 5 Tools Real Estate Pros Can't Live Without

CRM

42%

Email & Marketing Automation
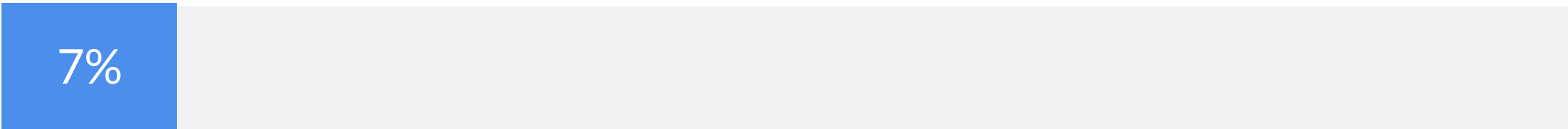
9%

Mobile Phone

9%

Listing Portals

8%
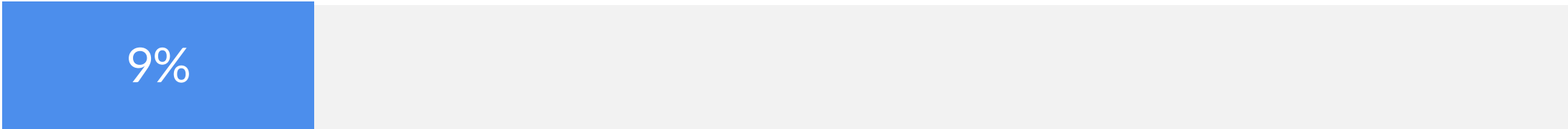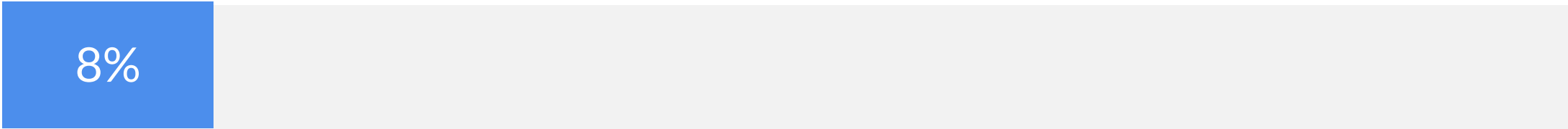
MLS/IDX Integration

7%

The Importance of a Strong Foundation

CRM, Email Marketing, and Transaction Management are the most adopted software tools within a real estate organization. Additionally, **when asked what the one tool they couldn't live without - *42% of respondents named CRM as their choice.***

What does this mean for you as a brokerage or team?
For one, you need to provide a solid foundation of tools for your agents. All-in-one platforms, like Propertybase, should be your target as they offer the tools your agents want the most - *all from a single location.*

With your most used tools in one platform, you can:
- Reduce the number of logins
- Speed up the learning curve
- Increase productivity. One system = tighter integrated products = less risk of discrepancies and no double data entry

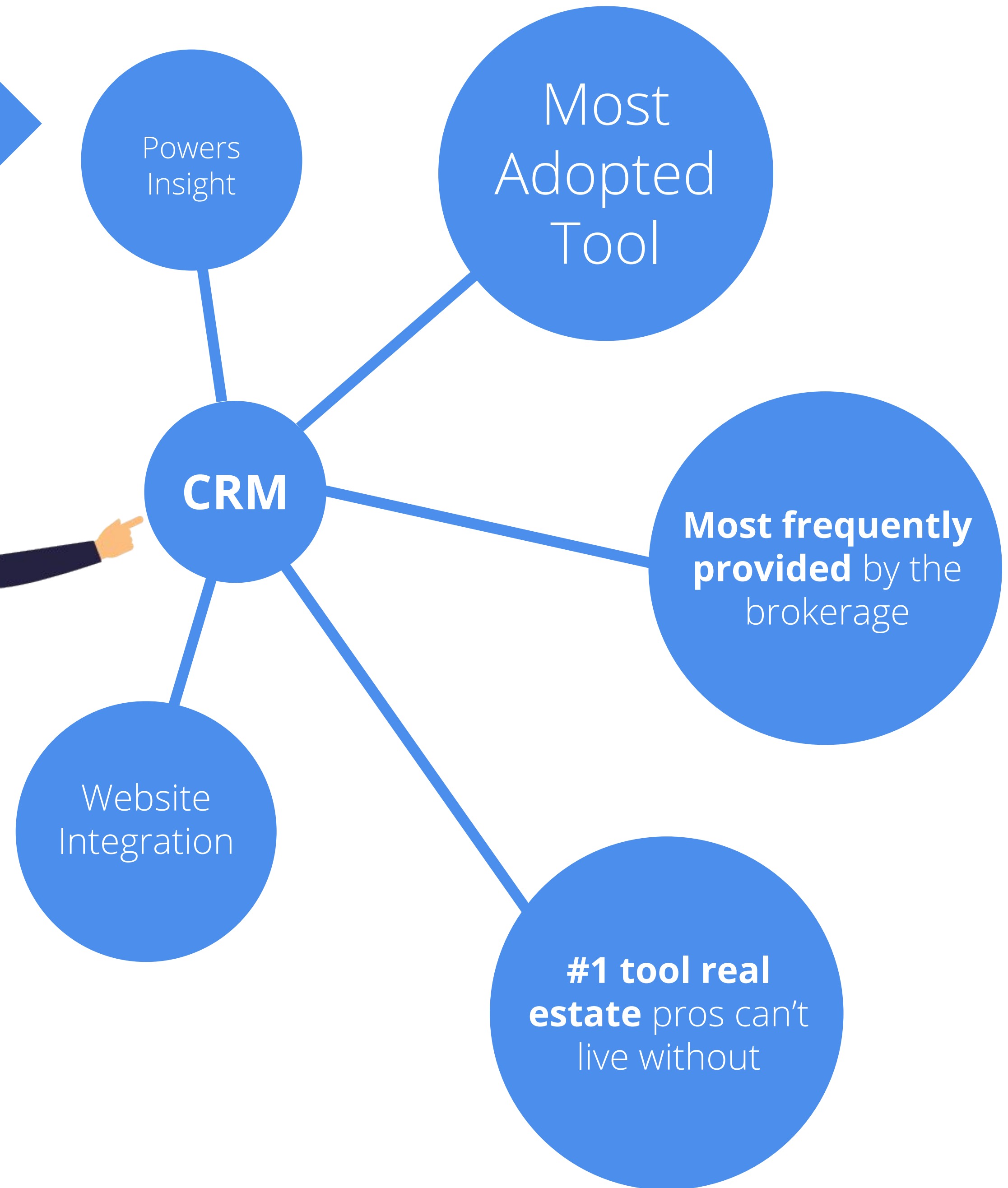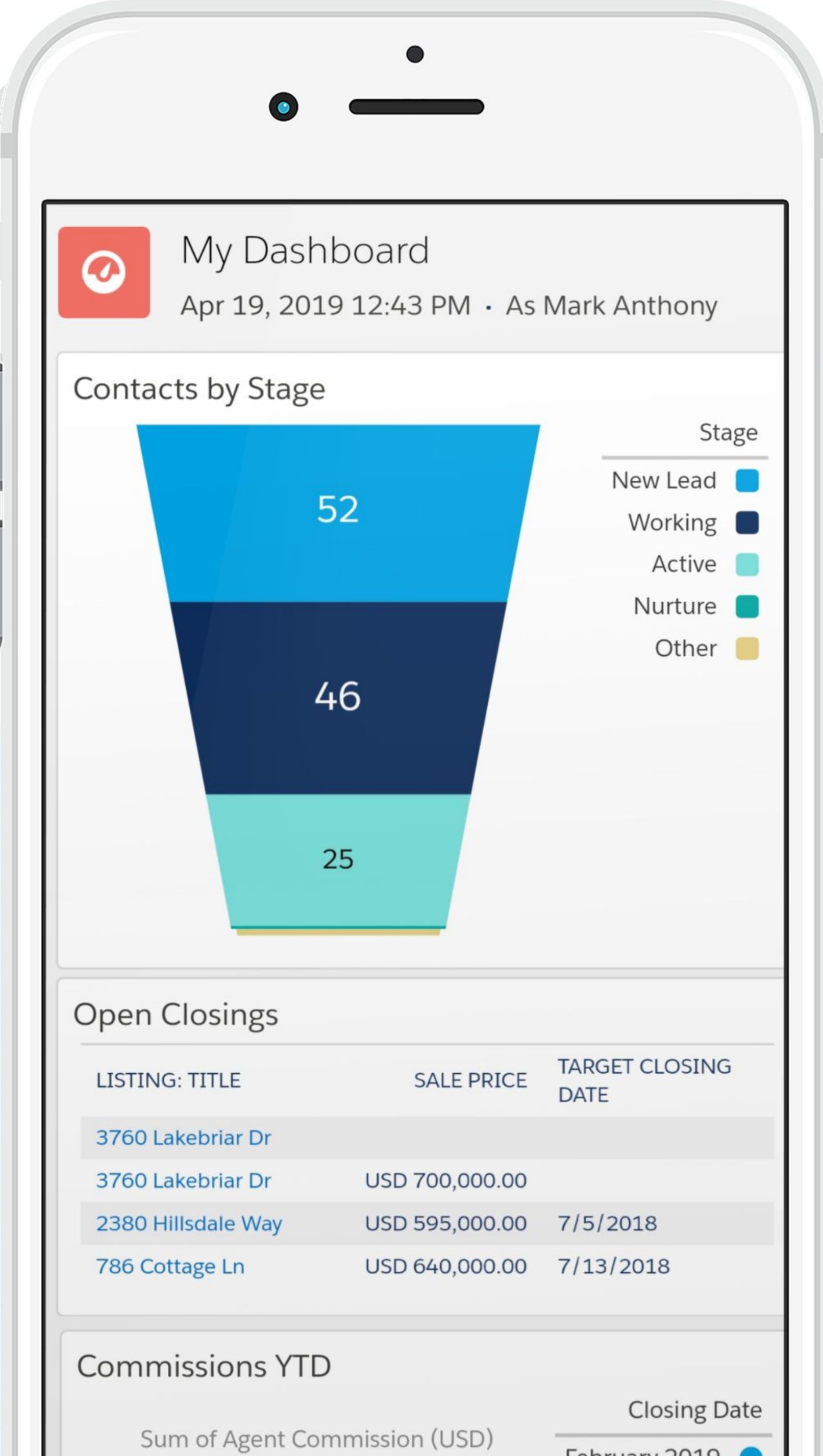| MOST ADOPTED |
| --- |
| CRM |
| Email Marketing |
| Transaction Management |
| Agent Websites |
| CMA |
| Print/Direct Mail |
| Visual Tools (photo, video, floor plans) |
| Lead Generation Service |
| Intranet/Internal Chat |
| Open House Tools |
| Showing Sheets |
| Testimonial Software |
| LEAST ADOPTED |

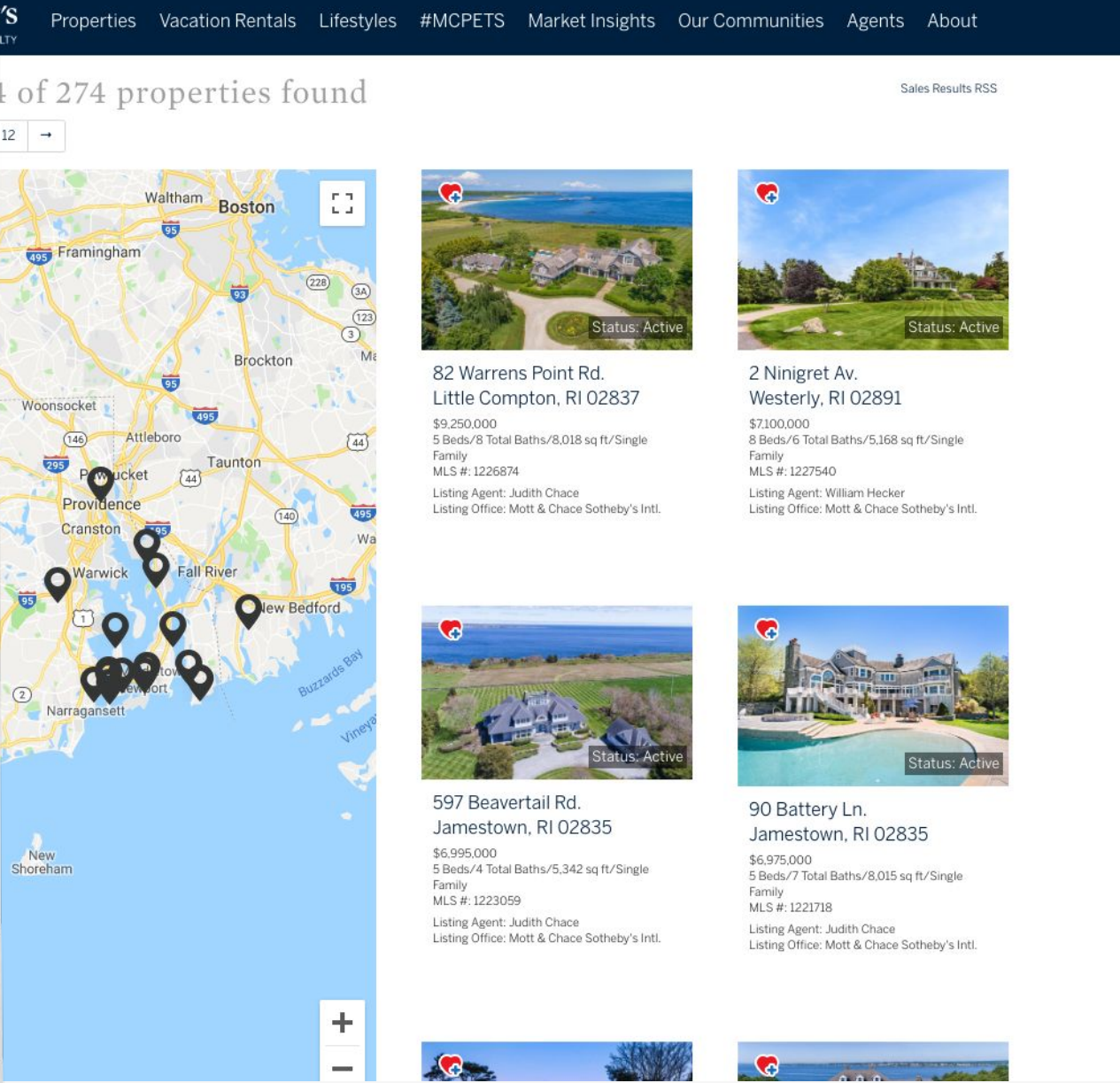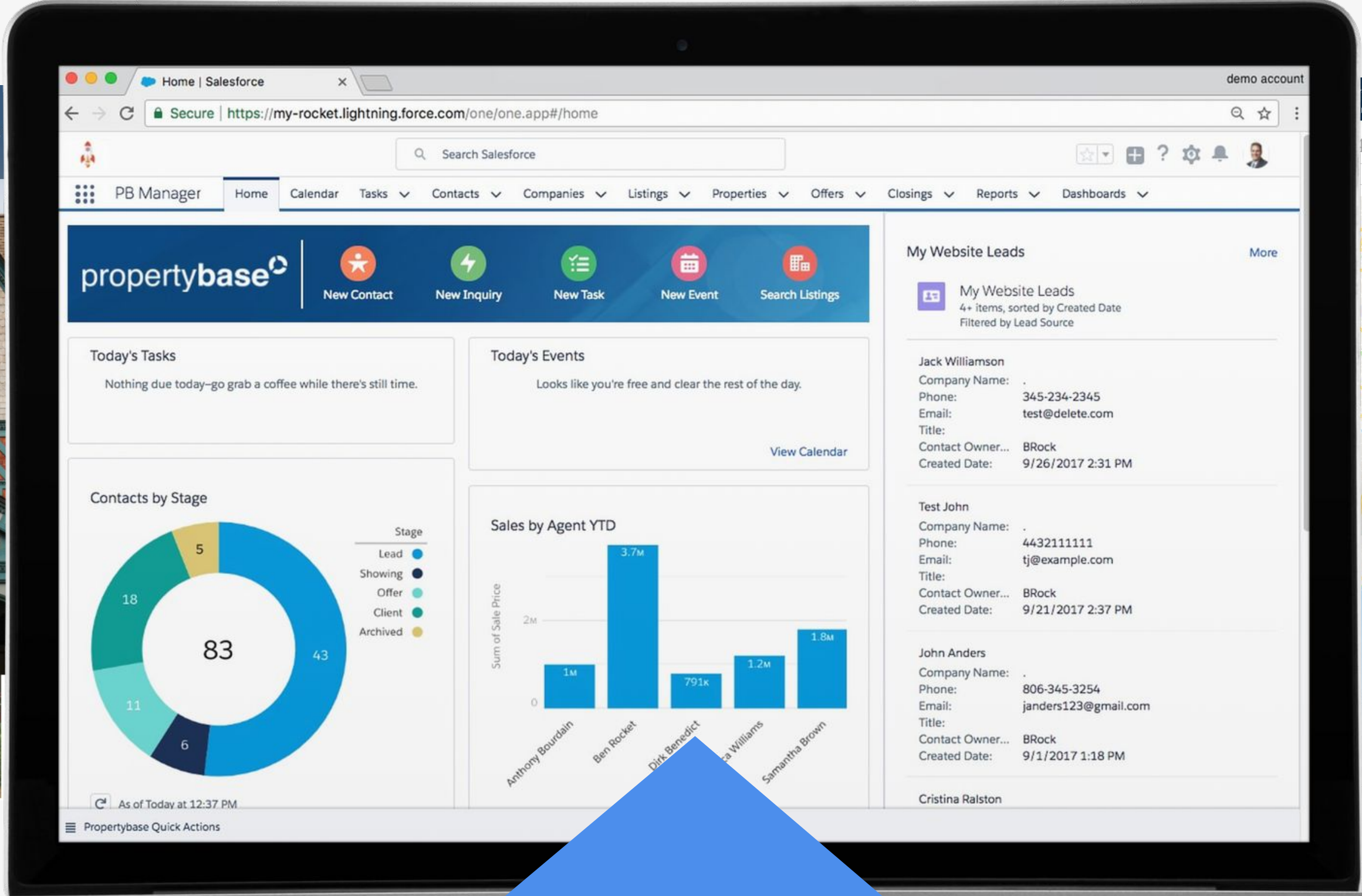# Your CRM is The Foundation of Your Tech Ecosystem

Your CRM needs to be connected and integrated with other tools to fully provide the value you and your agents are looking for. If it isn't, agents can just piece together tech at any other brokerage.

"Agents can take individual tools with them elsewhere. If another company woos them away and doesn't provide a particular tool you offered the agent, they can just get it themselves! When we provide a full "platform" that works for agents, the result is an empowered agent base who remain loyal to the brokerage."

Powers Insight

Most Adopted Tool

CRM

Most frequently provided by the brokerage

Website Integration

#1 tool real estate pros can't live without

My Dashboard

Apr 19, 2019 12:43 PM · As Mark Anthony

Contacts by Stage

Stage	
New Lead	🟦
Working	🟦
Active	🟦
Nurture	🟩
Other	🟨

52

46

25

Open Closings

LISTING: TITLE	SALE PRICE	TARGET CLOSING DATE
3760 Lakebriar Dr		
3760 Lakebriar Dr	USD 700,000.00	
2380 Hillsdale Way	USD 595,000.00	7/5/2018
786 Cottage Ln	USD 640,000.00	7/13/2018

Commissions YTD

Closing Date

Sum of Agent Commission (USD)   February 2019

71%

of real estate businesses can access their CRM as a mobile app.

When your CRM is available as a mobile app, you help your agents perform seamlessly without any hindrance, wherever they are. Think about it, what happens if a lead calls during an open house? With all the data right in front of them, agents can instantaneously render customers the information they want.

31%

of real estate businesses still operate on a CRM that does not integrate with their website. Yet, data about lead activity and engagement is one of the top insights real estate pros want to get their hands on.

A Focus on Training

More and more brokerages are investing resources into creating extensive training programs that help agents not only to adopt new technology, but get excited about tech and feel inspired to try things on their own.

"Providing weekly training on our technology has created ***a whole new breed of agents closing*** *in our company."*

- Keri Sweetland, Centre Realty Group

What are brokerages doing to help their agents achieve more with tech?

✓ Hold weekly trainings

✓ Create plug-and-play email templates

✓ Send 'how-to' drip campaigns

✓ Offer a library of best practices

✓ Inspire beyond your own technology
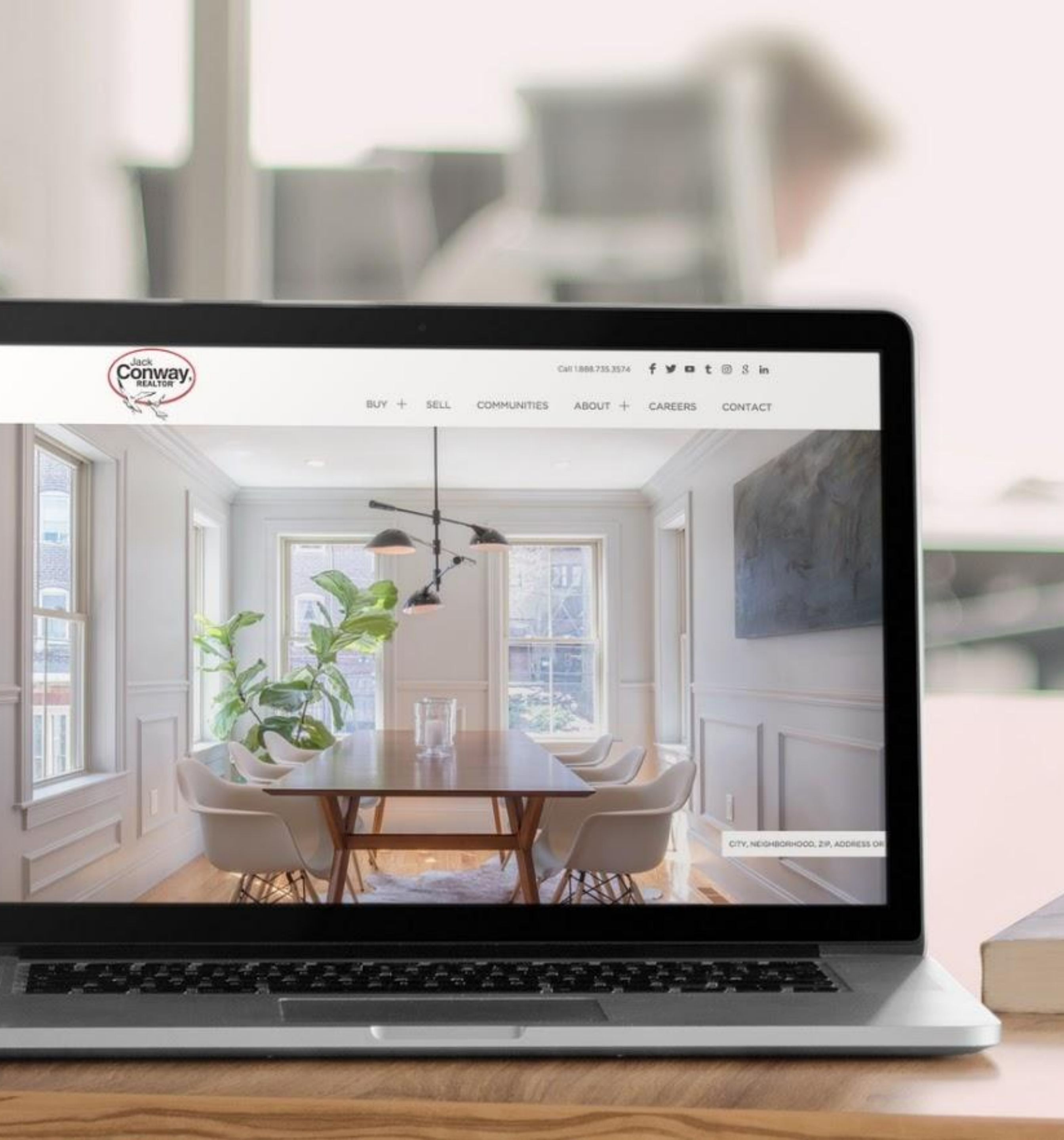
CHAPTER 3
Websites
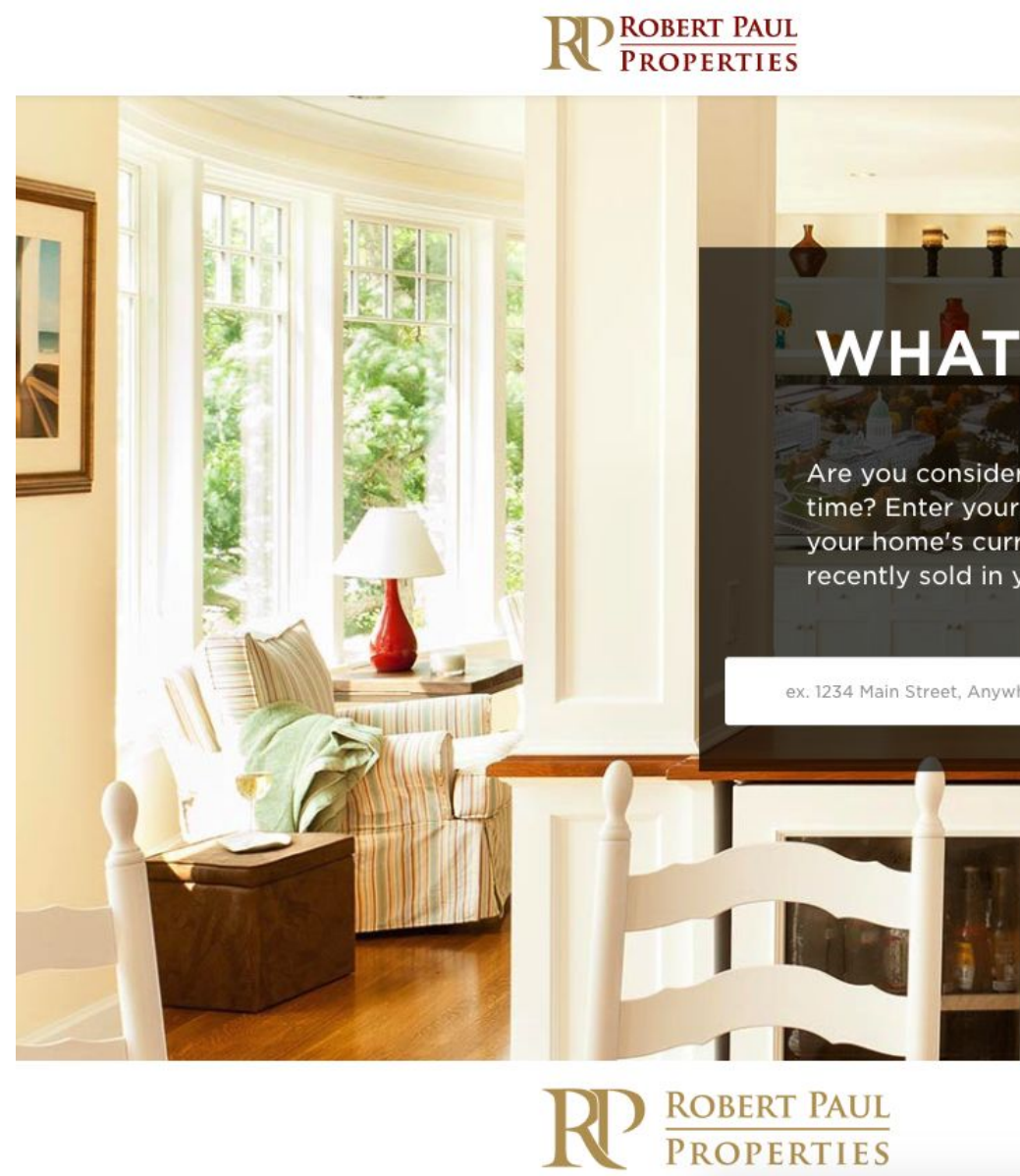
35%

of real estate businesses see their website as the **number one driver of quality leads.**

Most Used Website Lead Generators

17%

11%

24%

16%

21%

11%

Home Valuation

Content Downloads

Lead Forms

Blog

Saved Search

Mortgage Estimates
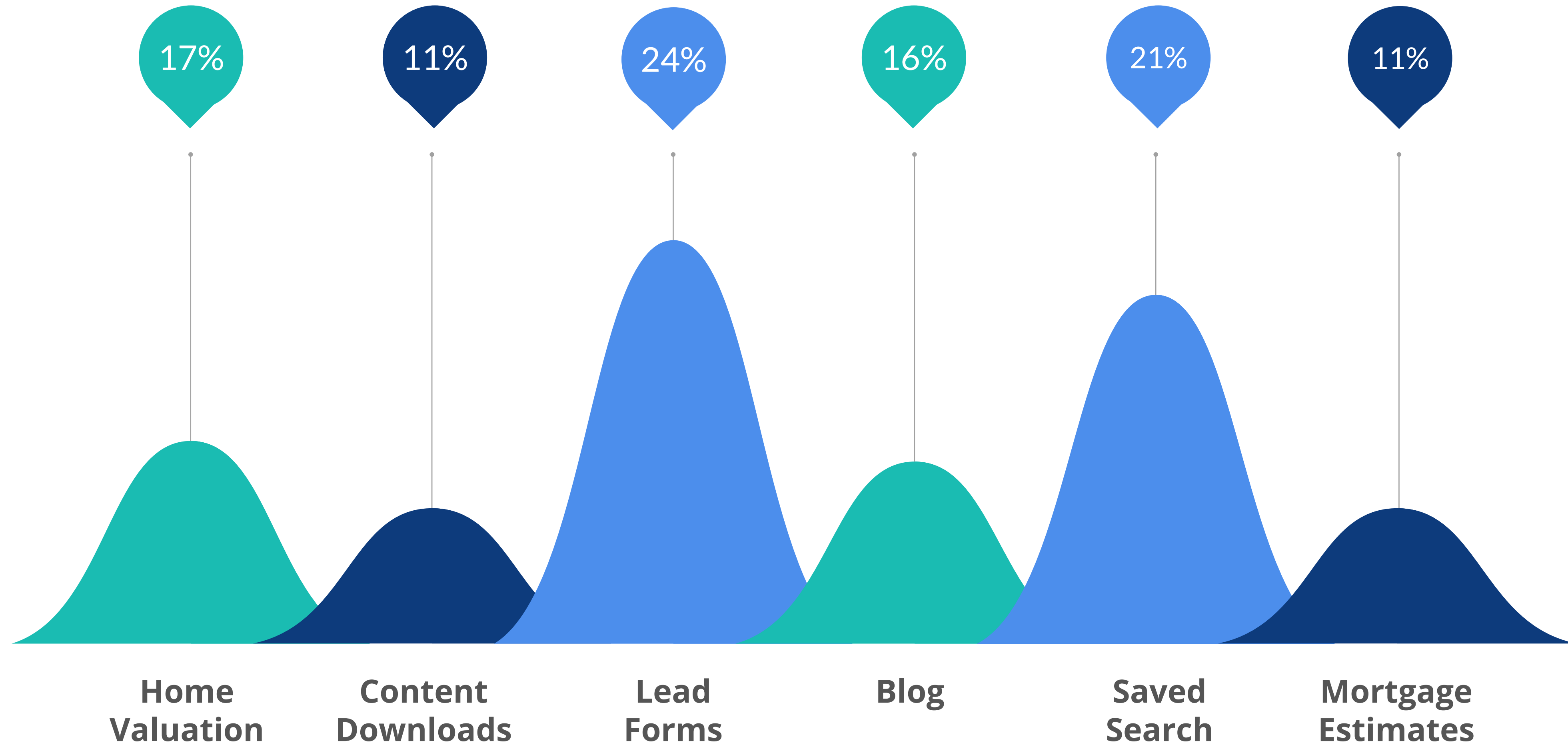
Calculators & Conversions

There is arguably no better tool for capturing potential buyer and seller leads than "What's My Home Worth?" and "Mortgage Estimator" calculators. This is an easy conversion opportunity that can deliver genuinely active leads, but you will want to test where and when to gate the content in exchange for contact information.

Content is Still King

How often you add new content to your site directly affects its ability to produce quality leads.

Weekly Updates

Respondents who add new content to their site daily or weekly see the **website as the number one driver of quality leads for their business.**

Infrequent Updates

Respondents who rarely update their website see direct mail/postcards as the best driver of leads. **19% say they cannot self-edit their website and must send changes to a vendor/ developer.**

61% of respondents update their website weekly or more.

Making Your Mark

Why Your Website is More Important than Ever

Fact: The top 10 real estate websites get nearly half of traffic (Zillow, Trulia, Realtor.com,etc.)
They are going big, so you need to go small. You know the niche neighborhoods that people in your area are searching. Zillow doesn't.

Fact: Tech-Enabled Brokerages will continue to forge ahead in their market takeovers
Compass is on pace to complete 16,000 transactions and $350M in revenue by the end of the year. So, how do you compete? Start by building a company culture that is worth more than a big signing bonus. Then, fight their big tech budget with your own unique suite of tools (all plugged into a solid website/CRM foundation) that costs less and fits your brokerage and agents needs.

Additional Resources:

The Definitive Guide to a Winning Real Estate Website
A practical how-to guide on how to create the best real estate website on the market.

DOWNLOAD NOW

More than just a pretty face.
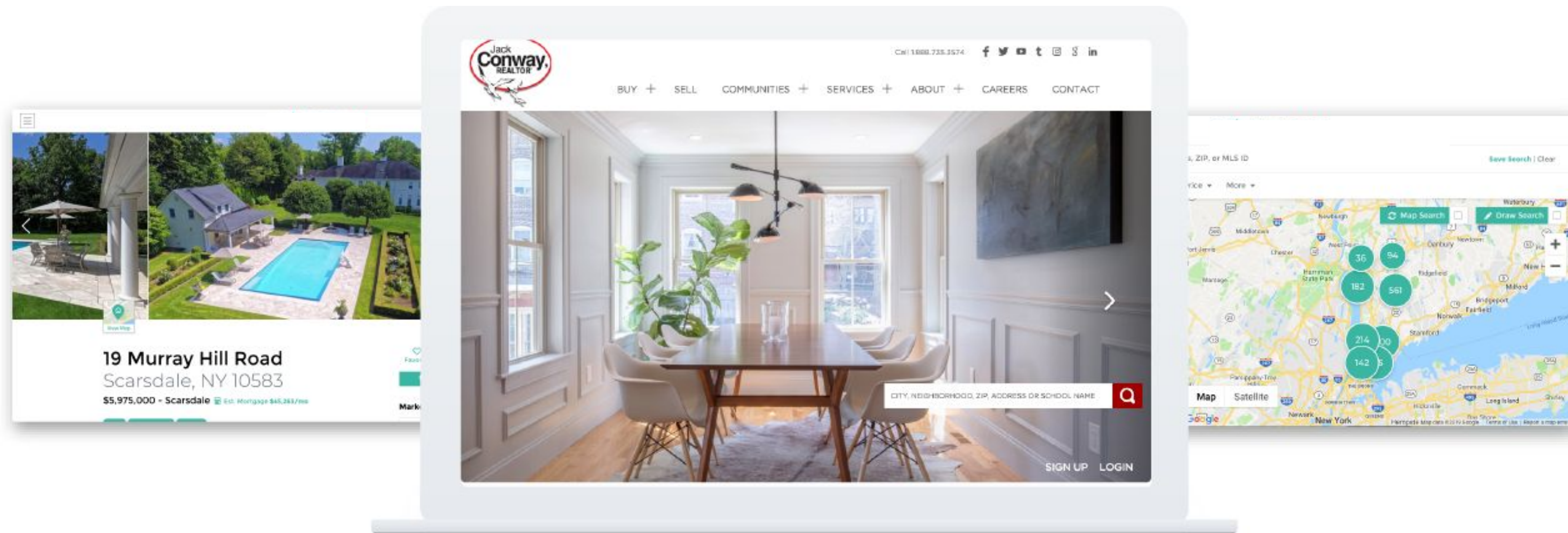
Propertybase Websites

Beautiful on the front-end and packed with tools to attract and convert more leads- hyper-local SEO, custom forms, dynamic market insights, and the best MLS and IDX-integrated property search on the market.
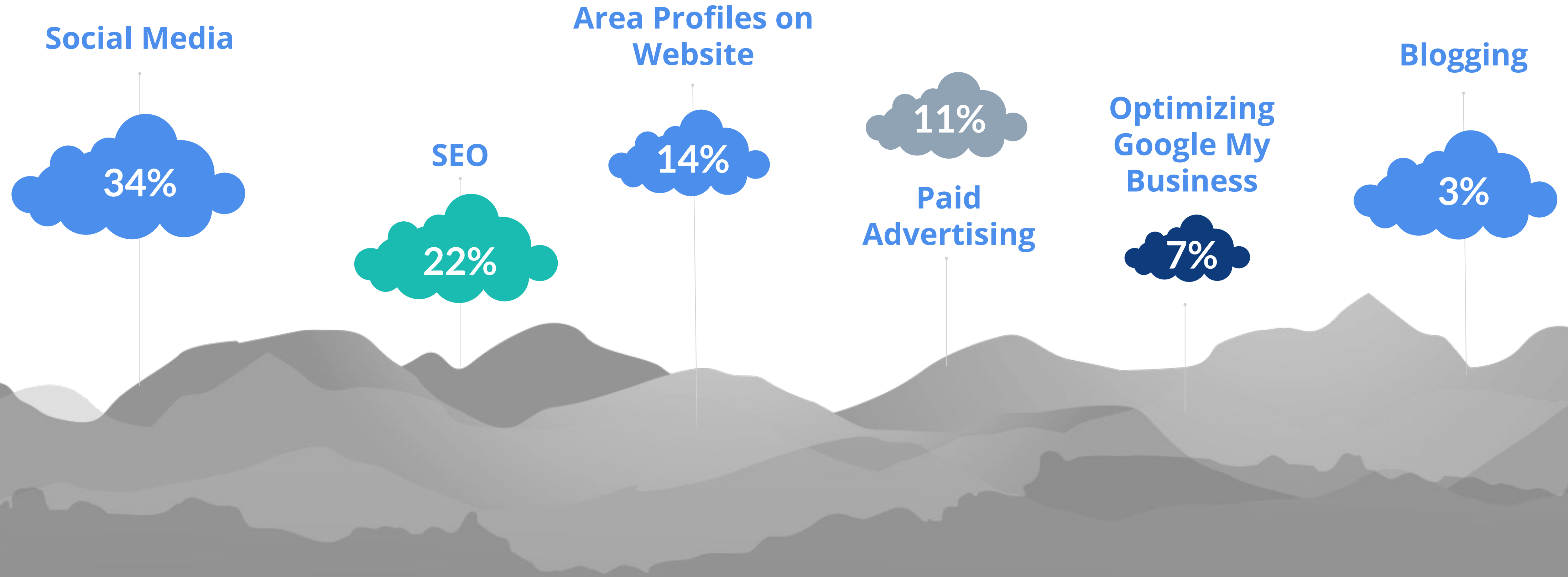
Learn More

CHAPTER 4
Marketing & Lead Generation

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How Do You Establish an Online Presence in Your Local Market?

While SEO is the cornerstone of any good website strategy, there are many other factors that play a role in ensuring that consumers can find you in the search results for your local market. Here's how real estate pro's ranked their top strategies;

Social Media
34%

SEO
22%

Area Profiles on Website
14%

Paid Advertising
11%

Optimizing Google My Business
7%

Blogging
3%

LEAD GENERATION

What is the number one driver of quality leads for your business?

35% Website

16% Listing Portals

13% Facebook Ads

13% Lead Gen Service

10% Email Marketing

9% Direct Mail/Postcards

4% Google PPC

24%
Ranked understanding lead sources as the most valuable insight they could gain from their technology

Speed to Lead

The very first step of almost half of all buyers is to search online. Online consumers can be a fickle (and impatient) group- and many times, the agent who wins their business is the one with the quickest response time.
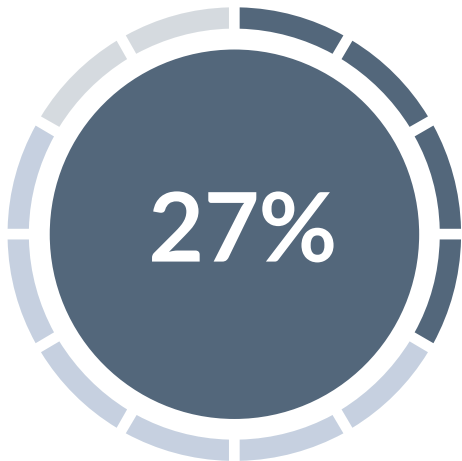
Did You Know?

- Waiting more than 10 minutes to respond to an online lead drops your conversion rate by 400%
- Real estate agents that focus on responding to web-generated leads in 5 minutes or less, could increase their contact rates by 900%
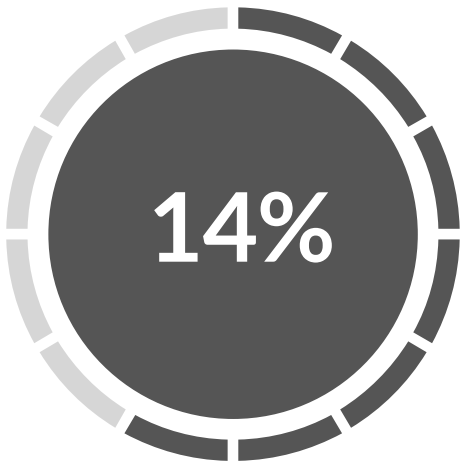
Average Lead Response Time of Respondents

30%	**27%**	**18%**	**14%**
0-5 Min.	5-20 Min.	20 Min.- 3 hrs.	> 3 Hrs.

11% of respondents don't track or don't know their lead response time.
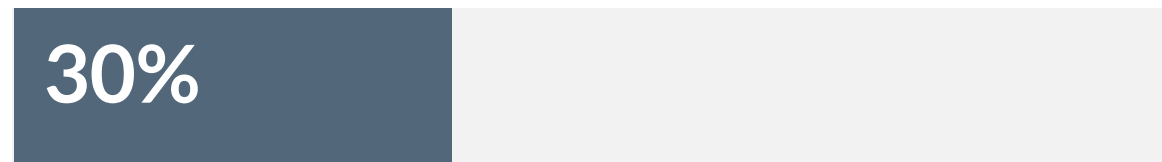
Email Marketing

We asked Brokerages:

In what ways do you use your marketing system to support agents' success?

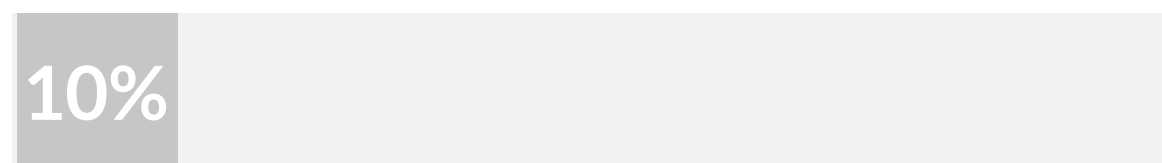I create pre-made email templates that agents can quickly plug-and-play

41%

I send emails on behalf of my agents that look completely branded to them

30%

I send drip campaigns to new agents informing them how to use the email marketing, and provide ideas for campaigns they should try

18%

None of the above

10%
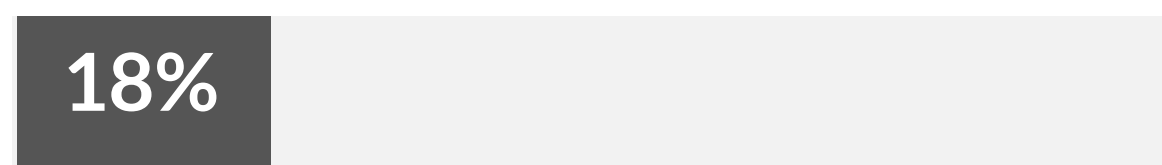
Brokerages with 100+ agents are **3X more likely than brokerages with <50 agents to create create pre-made email templates** that agents can quickly plug-and-play.

Marketing Automation

Did You Know? 31% of real estate professionals do not have a marketing automation system.
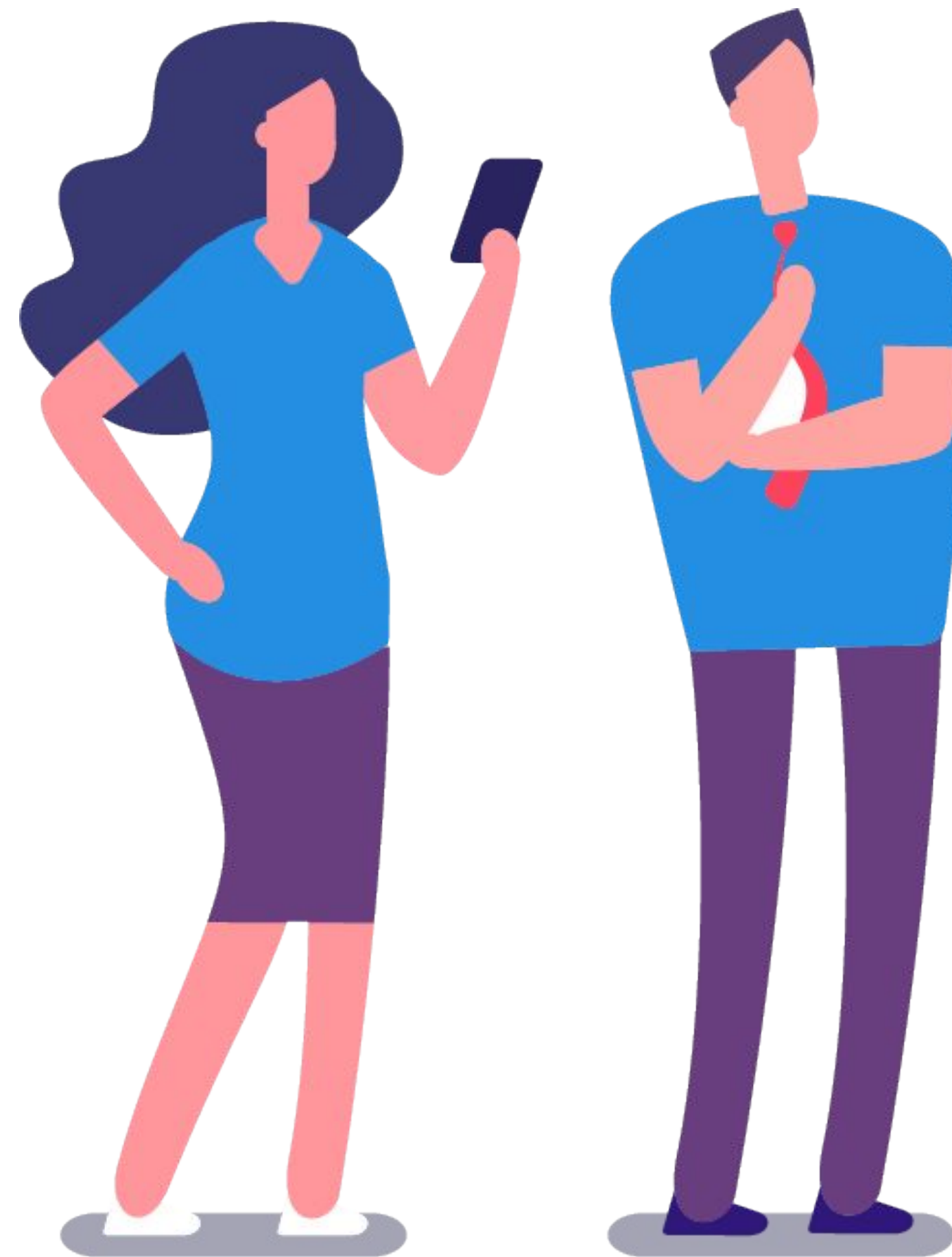
For those considering a new system, here are

8 features that your new marketing automation system should have the ability to do:

- ❏ Create and send drip campaigns (multi-touch email nurtures)
- ❏ Create custom workflows (a series of alerts, emails and tasks to nurture specific contacts)
- ❏ Auto-route your online leads and send instant email and text notifications to follow up
- ❏ Allow you to build custom lead capture forms and landing pages
- ❏ Provide extensive lead intelligence (i.e. lead scoring, activity history tracking, etc.)
- ❏ Work on all web and mobile devices
- ❏ Integrate with your website
- ❏ Open API (so you can plug in all your important systems- i.e. transaction management, testimonial tools, etc.)
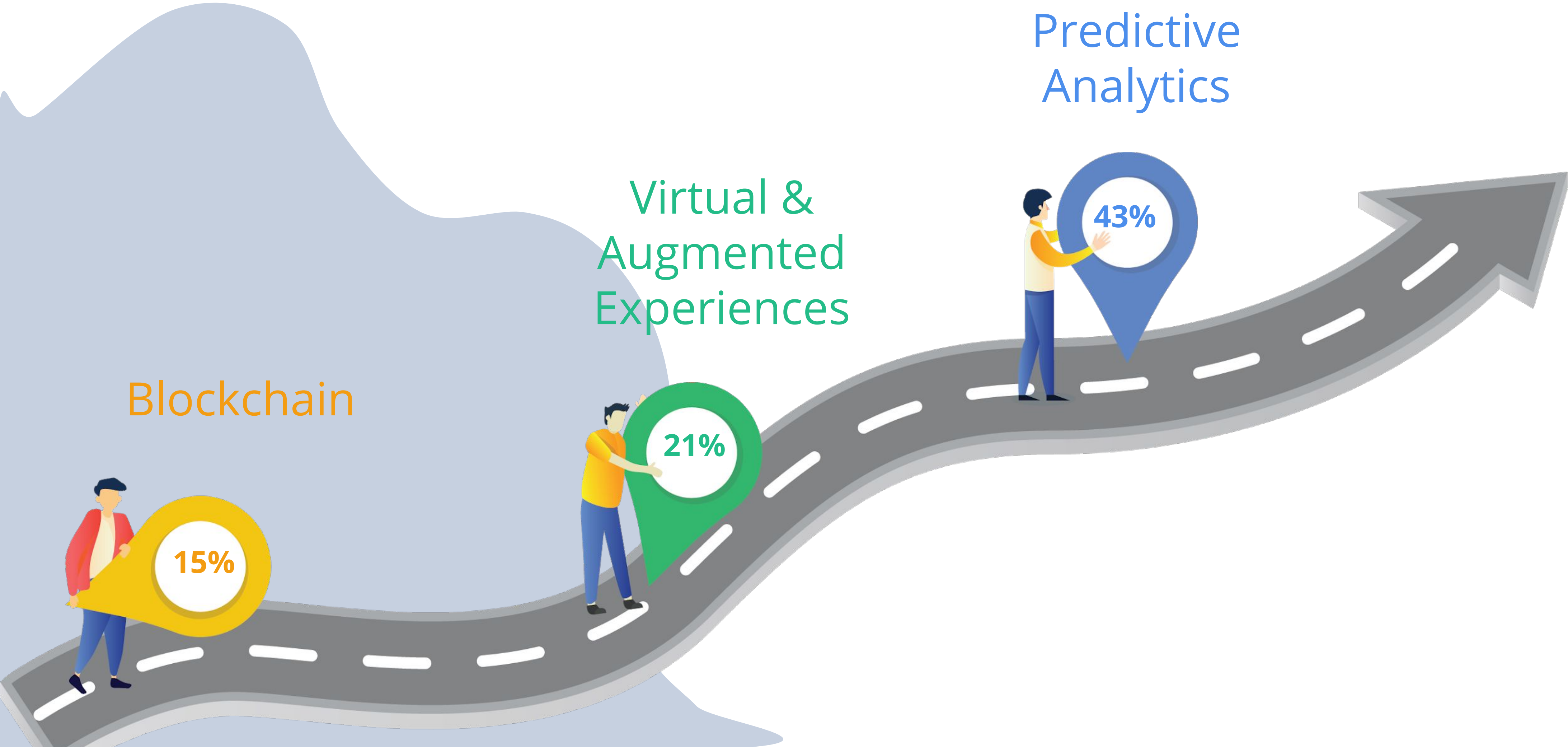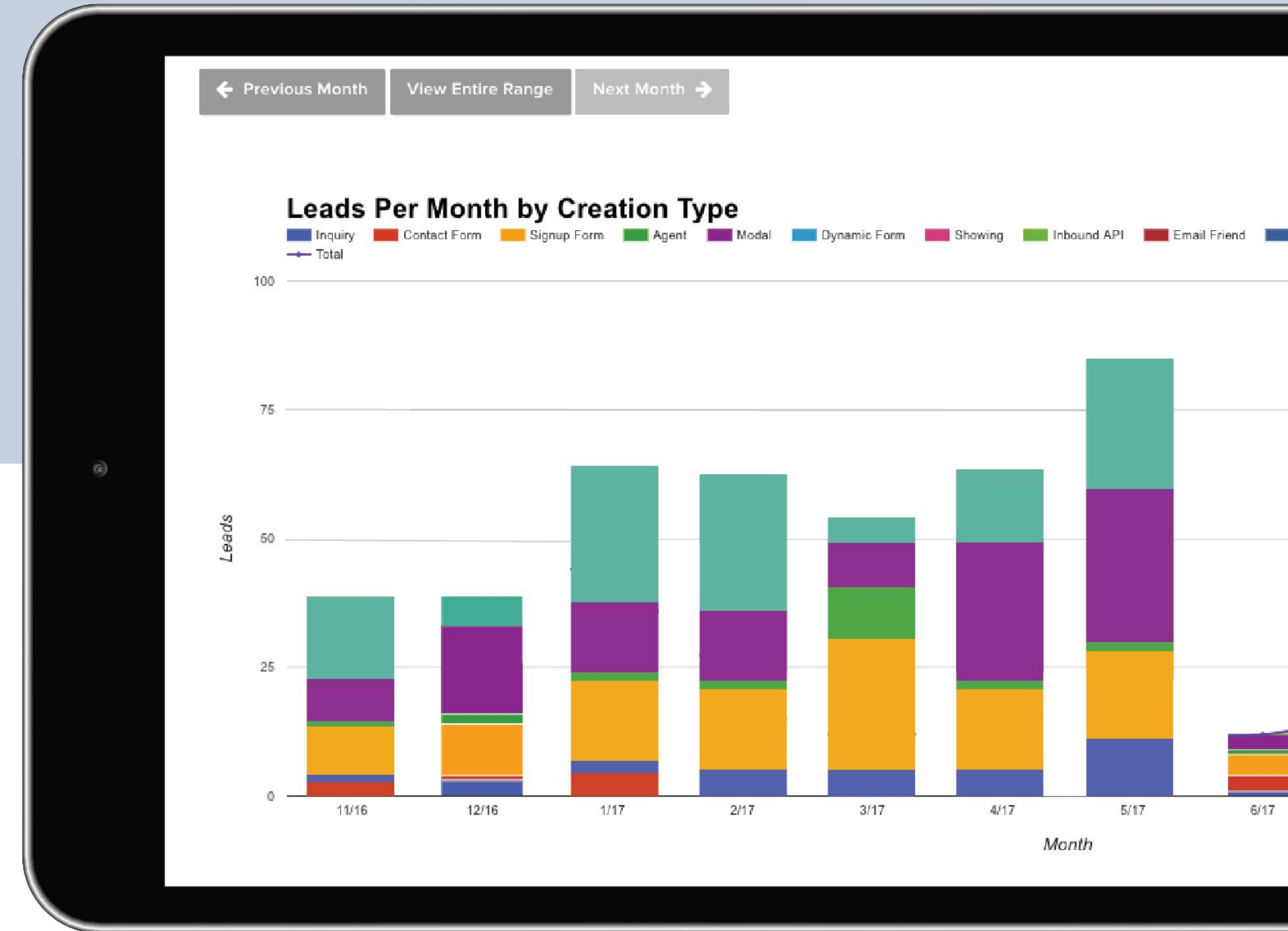
CHAPTER 5
Thinking to the Future

The Future of Real Estate Tech
What next-gen tools are you most excited about?

Predictive Analytics

Virtual & Augmented Experiences

Blockchain

43%

21%

15%

What would be the most valuable insights you could gain from your tech?

25% Lead Sources

24% Lead Activity/Engagement

22% Marketing ROI

16% Website Analytics

13% Agent Activity

You Sell the Dream

Open air home by the sea

We take care of the rest.

propertybase

Websites• CRM • Marketing • Transaction Management • Lead Generation

We help real estate brands reach their market and get more done by simplifying the tools they use every day.

Learn More

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