

ActiveRain and Market Leader conducted a survey of more than 2,000 real estate agents to help real estate agents determine where they should be spending their money and how much they should be paying. Below are monthly figures based on prices actually paid by real estate agents and data from the 2012 National Association of Realtors® Member Survey.

# The Price is Right!

Real Estate Marketing & Software 2012

## HOW MUCH DO REALTORS® Work, Earn & Spend?

	Struggling	Average	Proficient	Successful
Median Hours Per Week	Less Than 40	40	40	More Than 50
Annual Gross Income	<\$20k	\$35k	\$55k	\$100k
Average Annual Expenses	<\$3k	\$4.5k	\$7k	\$15k

### Car Expenses



### Cars are the LARGEST Realtor® expense

Realtors® spend \$1,770/year on vehicle expenses. That's 39% of their total annual budget and 65% MORE than they spend on marketing.

20% of Realtors® spend more than \$5k per year on their vehicles.

### Real Estate Technology Trends



The average Realtor® only spends \$630/year or \$53/month on technology.



63% of agents have an IDX website with home listings & 51% of agents use CRM.



Agents earning more than \$100k spend 79% and 22% more on their website & CRM respectively than agents earning less than \$35k



Only 21% of agents use paperless transaction or e-signature software.



The average Realtor® generated only 4 leads from their website in 2011, but that's up from 3 leads in 2010.

### Monthly Software & Technology Expenses



## 2011 Sources of Realtor® Business

- 20% Referrals
- 19% Past Clients
- 3% Personal Website
- 0% Open Houses

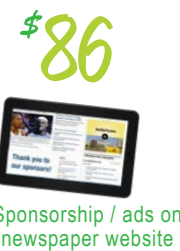
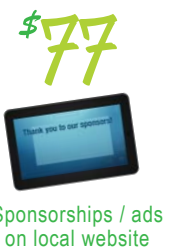
The average Realtor® only spends \$1,070 / year or \$89 / month on marketing

Top producing agents earning more than \$100k per year spend 5-10x more on marketing

SEO, blogging, & social media are the areas of largest participation, but low monthly spend

### Monthly Marketing & Advertising Expenses

#### ONLINE MARKETING →



32% 16% 26% 10% 9% 45% percent of realtor usage

Agents are using free online tools to enhance their marketing efforts

#### PRINT ADVERTISING →



11% 10% 14% 40%

Direct mail is the largest offline spend with highest participation

Newspapers are surviving by getting agents to spend on print and their online websites

#### BROADCAST ADVERTISING →



5%

3%

Top agents continue to spend money on traditional offline marketing, despite high monthly pricing

#### SERVICES →



17%

16%

Top agents augment their team with a marketing assistant and professional training

### References

- 2012 National Association of Realtors® Member Survey, May 2012
- ActiveRain "Rich Real Estate Agent, Poor Real Estate Agent" survey, 2011
- ActiveRain / Market Leader "Real Estate Marketing & Software: The Price is Right 2012" survey, 2012

Check out [www.activerain.com/real-estate-marketing](http://www.activerain.com/real-estate-marketing) to see the full results!

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