



Types of help REALTORS® Want from Organized Real Estate with Social Media

A Telephone Interview Study

Types of help REALTORS® Want from Organized Real Estate with Social Media

- 76% (multiple responses) of REALTORS® requested help from organized real estate on something having to do with social media, quick response smart phone app's, getting listings on social media, and/or integration of same.
- The desire to use social media, quick response smart phone app's, get listings on social media, and/or integration of same in the REALTORS® real estate business is viewed as an extremely high priority
- Social Media, etc. are not technology for the sake of having the latest technology. Instead, it is underpinned by three core beliefs (with the third being the most important):
 1. Get more information to buyers faster (i.e., instantaneously)
 2. Gain a competitive advantage
 3. Put money in their pockets (i.e., increase sales)
 - It appears that the REALTORS® with social media are on the cusp of what Malcolm Gladwell referred to in his book The Tipping Point: How Little Things Can Make a Big Difference.

A difference of 4.1% is necessary for there to be a statistically significant difference between two responses. N = 600 among REALTORS® who have had at least three transaction sides in 2011.



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Program to get listings, virtual tours, etc. on social media	54%
Teach how to use QR technology for clients' and prospects' smart phones	43%
Help on how to take advantage of social media	41%
Programs on how to get barcodes (QR codes), smart phones, smart phone app's, social media, listings to work to together	31%
Develop smart phone app's that link to my social media	28%
Education on how to better use social media	25%
Get smart phones, social media, listings, etc. to work seamlessly together	25%
Programs on how to better leverage smart phone app's	18%
Learn how to use bar code app's for listings, for sale signs	14%

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Major Changes REALTORS® Plan to Make in the Use of Social Media over the Next 12 Months

Incorporate or increase the use of social media in my business	53%
Quick response technology for clients' and prospects' smart phones [app's like QR (Quick Response codes) , QuickMark, Biz Barcode	43%
Get listings, virtual tours, etc. on social media	28%
Find out if texting, tweeting, blogging, etc. will help my business	21%

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