



# Use of Smart Technology and Social Media by REALTORS®

A telephone interview survey of 800 REALTORS® nationally.



REALTOR®

# Technology and Social Media Tools Used as an Important Part of Your Residential Real Estate Business

- Usage of technology and social media tools is inversely correlated with age.
- The usage of technology and social media tools is very age sensitive, with Gen Y leading the way in all categories.

	Total	Gen Y	Gen X	Boomer	Senior
N =	800	244	256	248	52
Total	100%	31%	32%	31%	7%
Smartphone	74%	93%	72%	65%	42%
Social media	71%	91%	68%	60%	42%
iPad or other tablet computer	42%	60%	42%	31%	15%
QR codes	33%	56%	34%	16%	0%
Cloud computing	32%	49%	31%	22%	0%



# Technology and Social Media Tools Used as an Important Part of Your Residential Real Estate Business

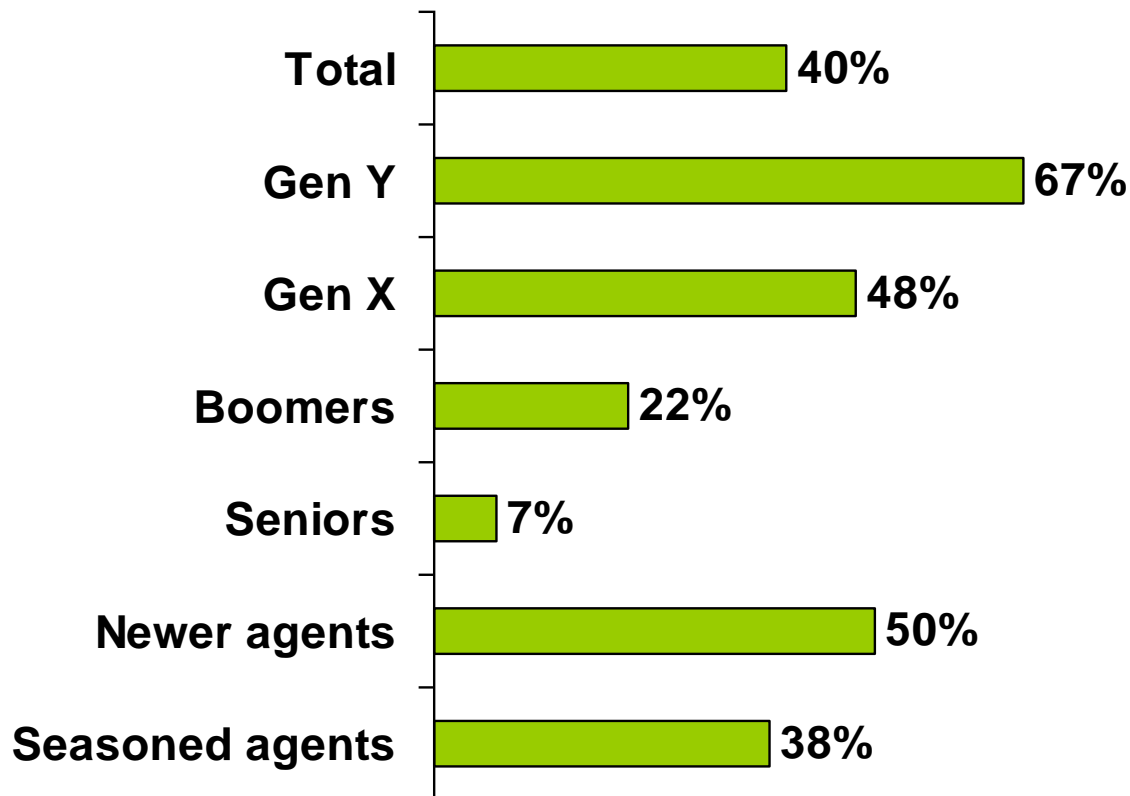
- Newer REALTORS® are **more likely** than seasoned REALTORS® to embrace technology and social media.

	Total	Newer agents (3 yrs or less)	Seasoned agents (>3 yrs)
N =	800	194	606
Total	100%	24%	76%
Smartphone	74%	85%	71%
Social media	71%	86%	66%
iPad or other tablet computer	42%	56%	38%
QR codes	33%	42%	30%
Cloud computing	32%	46%	27%



# Plan to Start Using Social Media in 2014

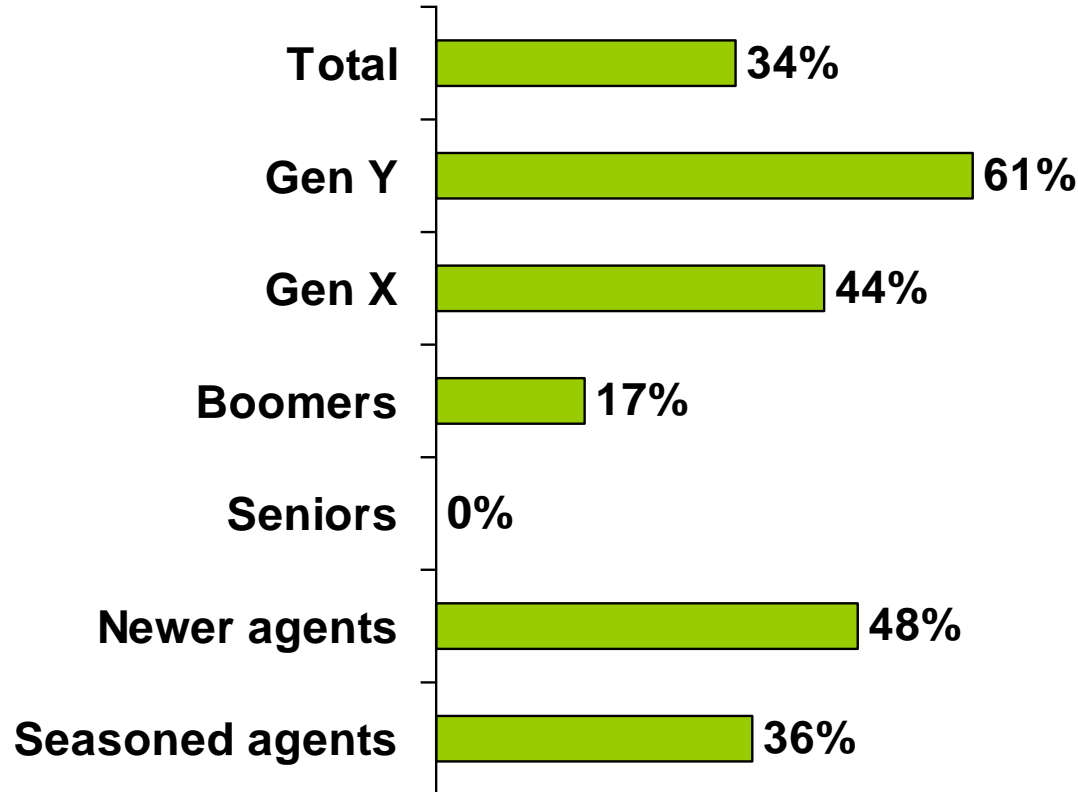
(Among REALTORS® who do not now use social media as an important part of their residential real estate business. (N =234)



- Younger REALTORS® and those that have less experience are the ones who plan to start using social media in their residential real estate business.

# Plan to Start Using Cloud Computing in 2014

(Among REALTORS® who do not now use cloud computing as an important part of their residential real estate business. (N =546))



- Younger REALTORS® and those that have less experience are the ones who plan to start using cloud computing in their residential real estate business.

# Methodology

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- All 800 surveys were completed by telephone with REALTORS® nationally.
- Survey respondents were selected on a random probability basis.
- To participate in the survey, REALTORS® needed to have closed a minimum of two transaction sides in 2013.
- The sampling error for total sample is +/-3.5% at two standard deviations (a 95% confidence level). Subsets of the total sample will have a higher sampling error.
- The assessment of technology and social media was done based on “aided” categories only that were asked on a rotated order basis.

