



REALTRENDS

THE TRUSTED SOURCE

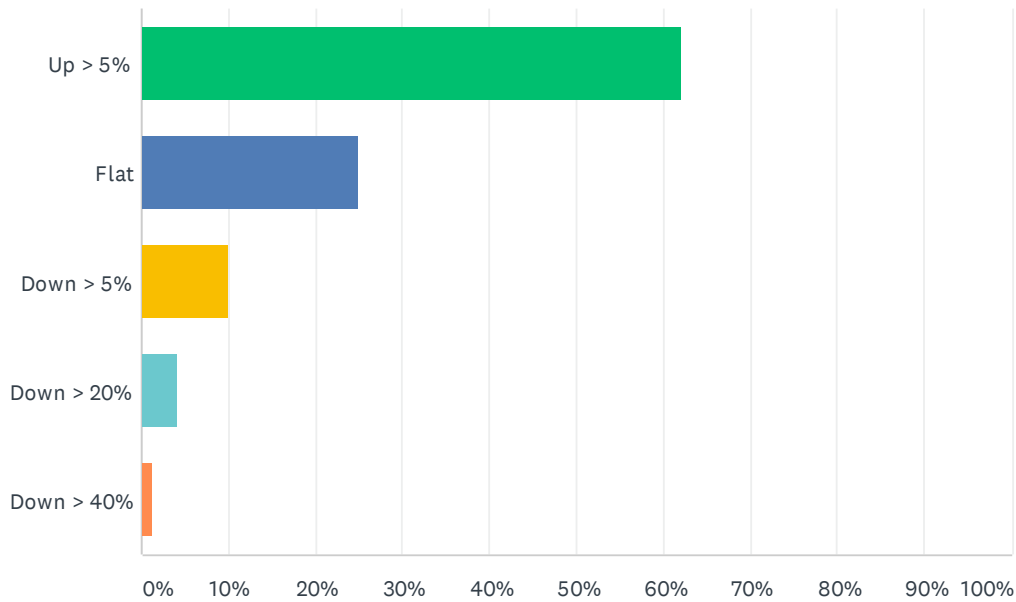
BROKER SENTIMENT RESULTS

Q3 2020



Q2 What do you think the direction of home sales will be in your market for the next three months?

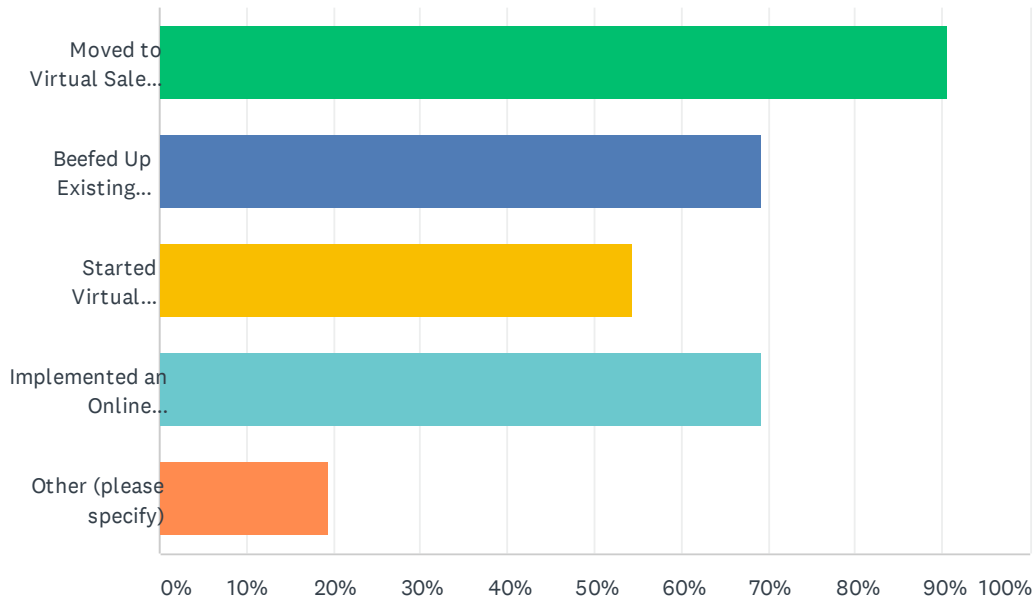
Answered: 169 Skipped: 0



ANSWER CHOICES	RESPONSES	
Up > 5%	62.13%	105
Flat	24.85%	42
Down > 5%	10.06%	17
Down > 20%	4.14%	7
Down > 40%	1.18%	2
Total Respondents: 169		

Q3 What changes have you made because of COVID-19?

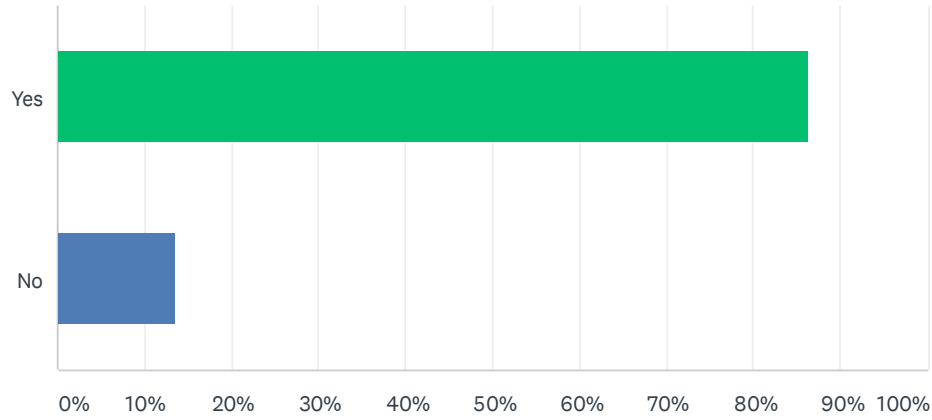
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ANSWER CHOICES	RESPONSES	
Moved to Virtual Sales Meetings	90.53%	153
Beefed Up Existing Technology Tools	69.23%	117
Started Virtual Recruiting	54.44%	92
Implemented an Online Education Series	69.23%	117
Other (please specify)	19.53%	33
Total Respondents: 169		

Q4 Do you think many of the changes you made will be permanent?

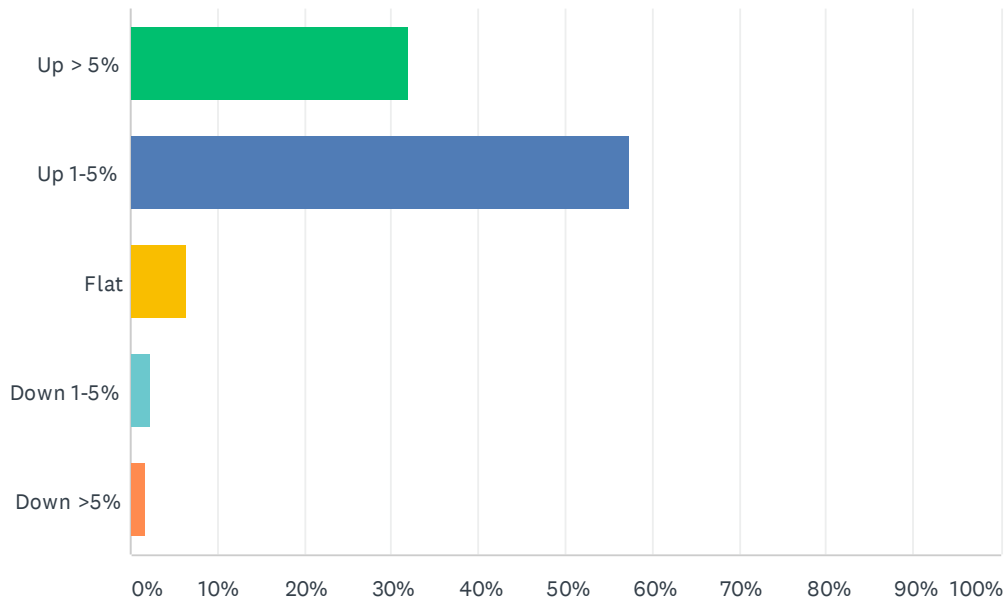
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ANSWER CHOICES	RESPONSES	
Yes	86.39%	146
No	13.61%	23
TOTAL		169

Q5 What do you think the direction of home price changes will be in your market for the next three months?

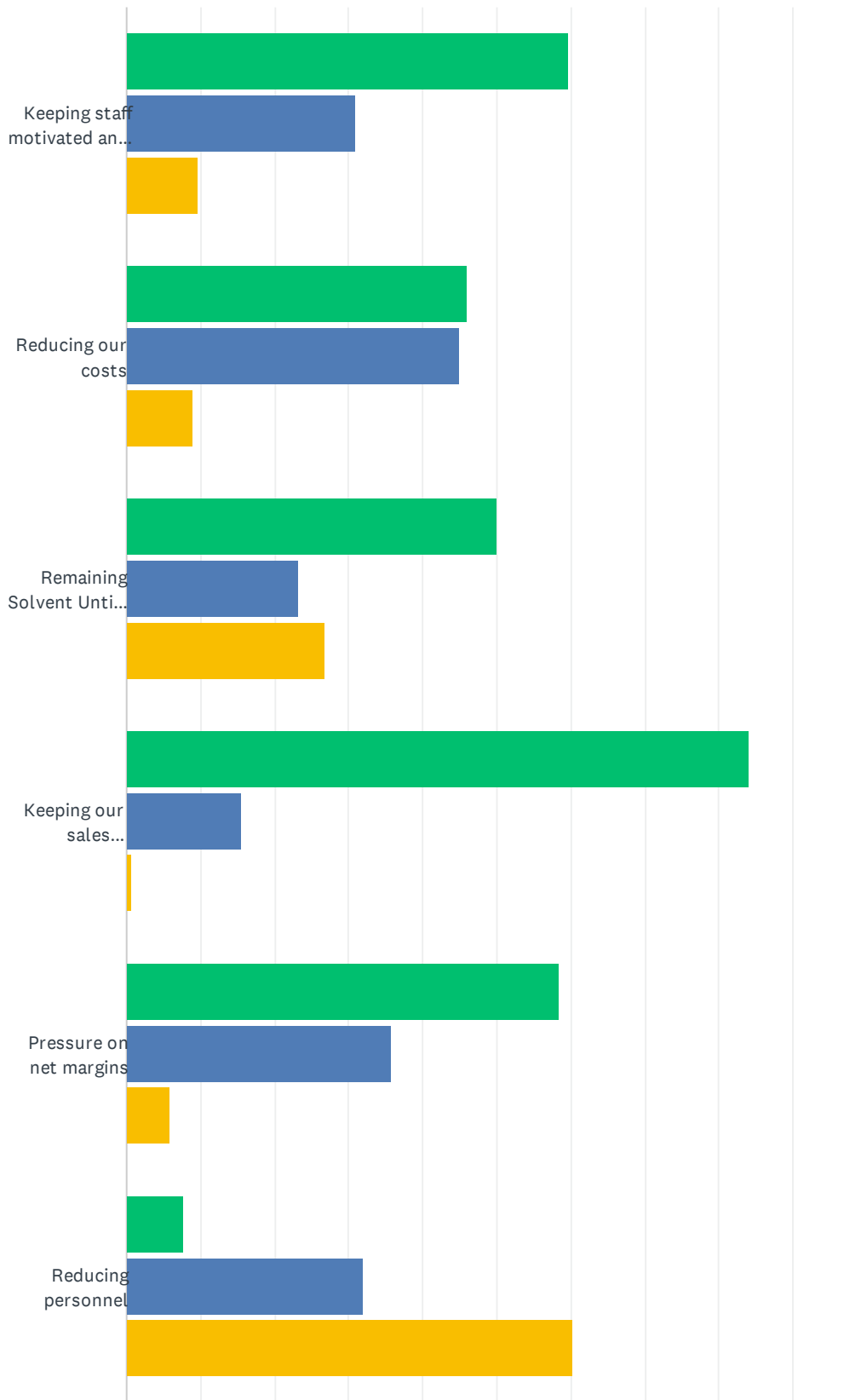
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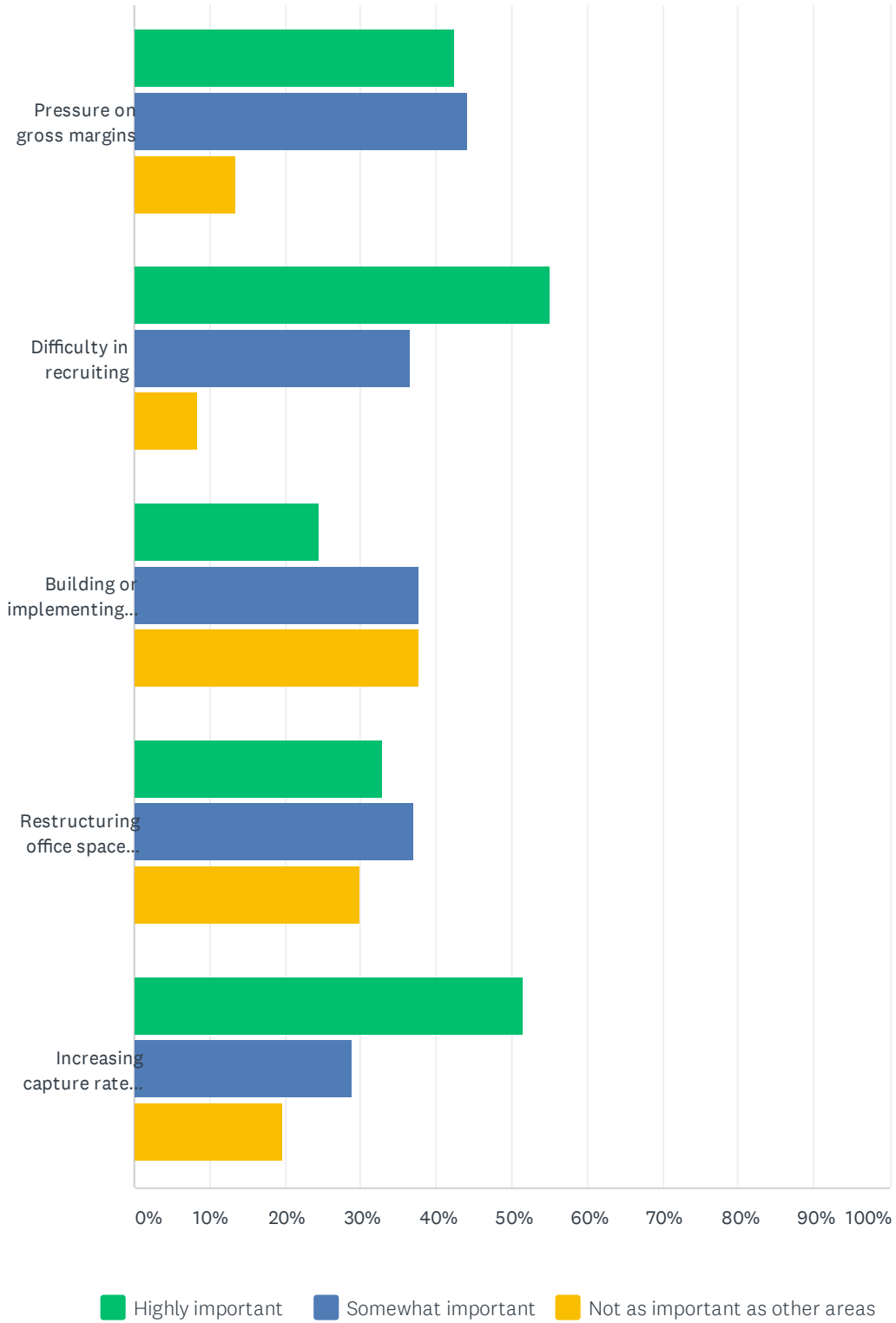
ANSWER CHOICES	RESPONSES	
Up > 5%	31.95%	54
Up 1-5%	57.40%	97
Flat	6.51%	11
Down 1-5%	2.37%	4
Down >5%	1.78%	3
TOTAL		169

Q6 What are the biggest challenges you are facing over the next three months?

Answered: 169 Skipped: 0



REAL Trends Quarterly Broker Sentiment Poll - Q3 (July, August, September) 2020

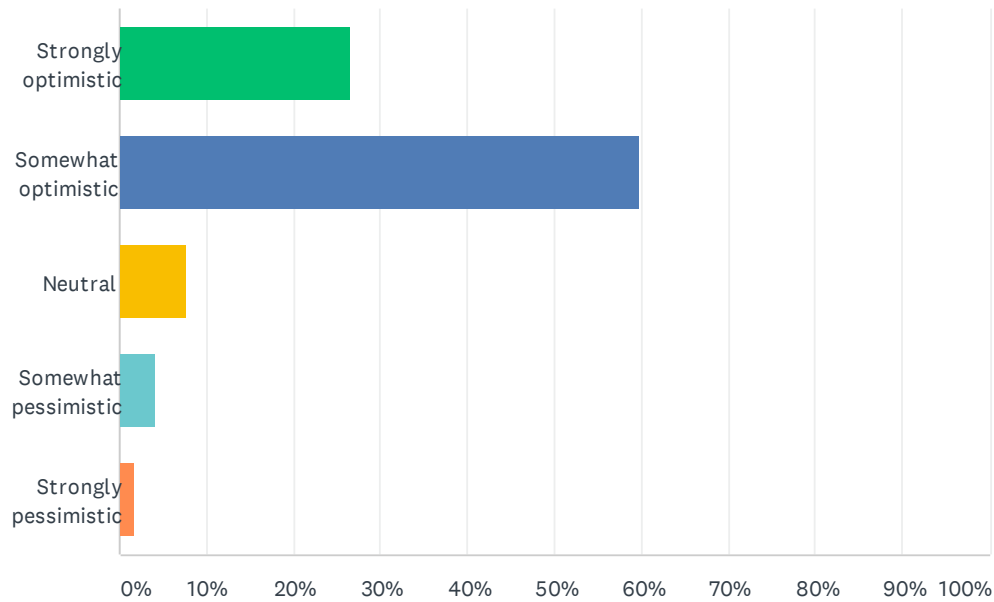


REAL Trends Quarterly Broker Sentiment Poll - Q3 (July, August, September) 2020

	HIGHLY IMPORTANT	SOMEWHAT IMPORTANT	NOT AS IMPORTANT AS OTHER AREAS	TOTAL	WEIGHTED AVERAGE
Keeping staff motivated and focused	59.52% 100	30.95% 52	9.52% 16	168	1.50
Reducing our costs	46.11% 77	44.91% 75	8.98% 15	167	1.63
Remaining Solvent Until Recovery	50.00% 82	23.17% 38	26.83% 44	164	1.77
Keeping our sales associates focused on doing business where possible	84.02% 142	15.38% 26	0.59% 1	169	1.17
Pressure on net margins	58.33% 98	35.71% 60	5.95% 10	168	1.48
Reducing personnel	7.83% 13	31.93% 53	60.24% 100	166	2.52
Pressure on gross margins	42.42% 70	44.24% 73	13.33% 22	165	1.71
Difficulty in recruiting	55.03% 93	36.69% 62	8.28% 14	169	1.53
Building or implementing a new technology platform or business model	24.55% 41	37.72% 63	37.72% 63	167	2.13
Restructuring office space usage	32.93% 55	37.13% 62	29.94% 50	167	1.97
Increasing capture rate on core services	51.53% 84	28.83% 47	19.63% 32	163	1.68

Q7 Overall, how do you feel about the next three months in the residential brokerage business?

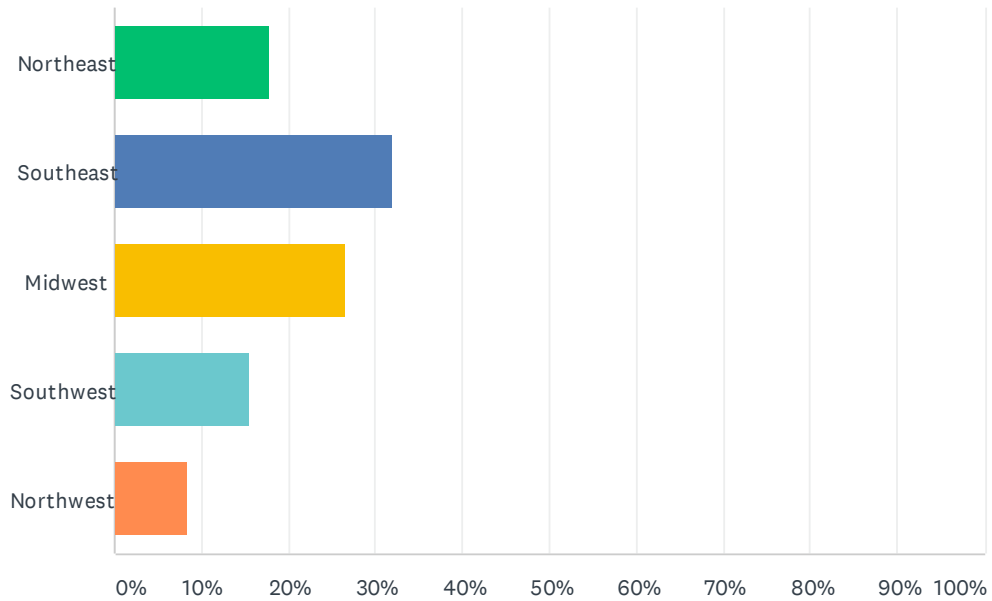
Answered: 169 Skipped: 0



ANSWER CHOICES	RESPONSES	
Strongly optimistic	26.63%	45
Somewhat optimistic	59.76%	101
Neutral	7.69%	13
Somewhat pessimistic	4.14%	7
Strongly pessimistic	1.78%	3
TOTAL		169

Q8 In which region of the U.S. does your brokerage operate?

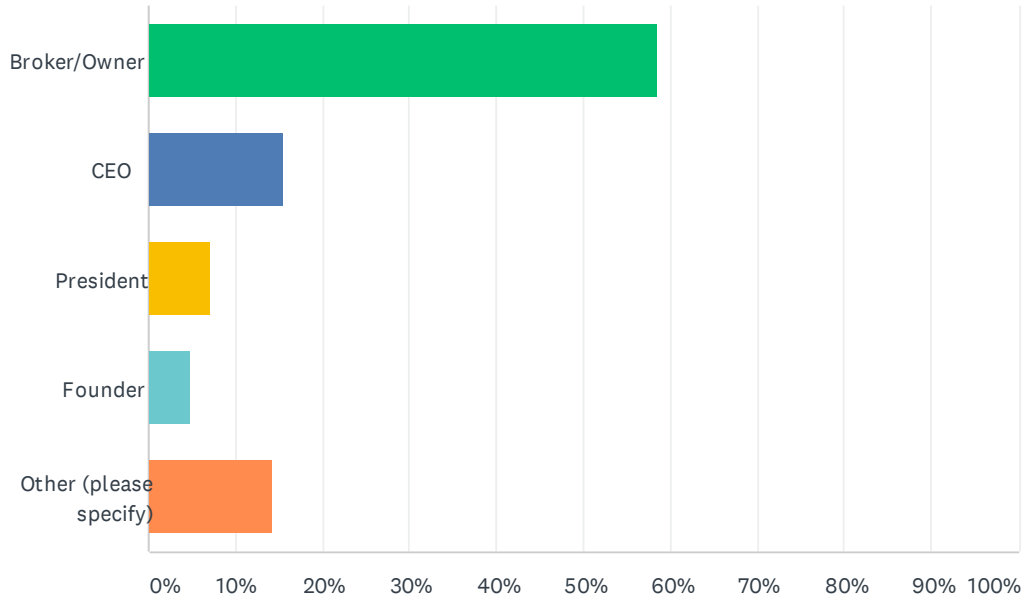
Answered: 169 Skipped: 0



ANSWER CHOICES	RESPONSES	
Northeast	17.75%	30
Southeast	31.95%	54
Midwest	26.63%	45
Southwest	15.38%	26
Northwest	8.28%	14
TOTAL		169

Q9 Your title:

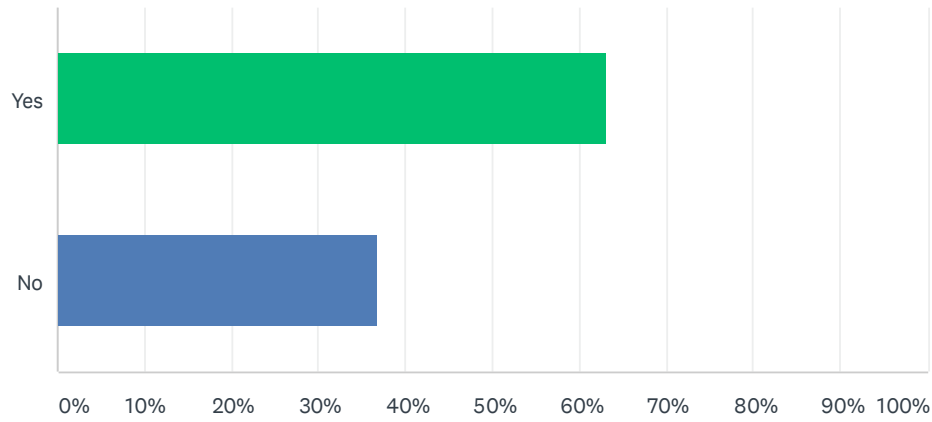
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ANSWER CHOICES	RESPONSES	
Broker/Owner	58.58%	99
CEO	15.38%	26
President	7.10%	12
Founder	4.73%	8
Other (please specify)	14.20%	24
TOTAL		169

Q11 Are you with a national franchise brand?

Answered: 166 Skipped: 3



ANSWER CHOICES	RESPONSES	
Yes	63.25%	105
No	36.75%	61
TOTAL		166