



REALTRENDS

THE TRUSTED SOURCE

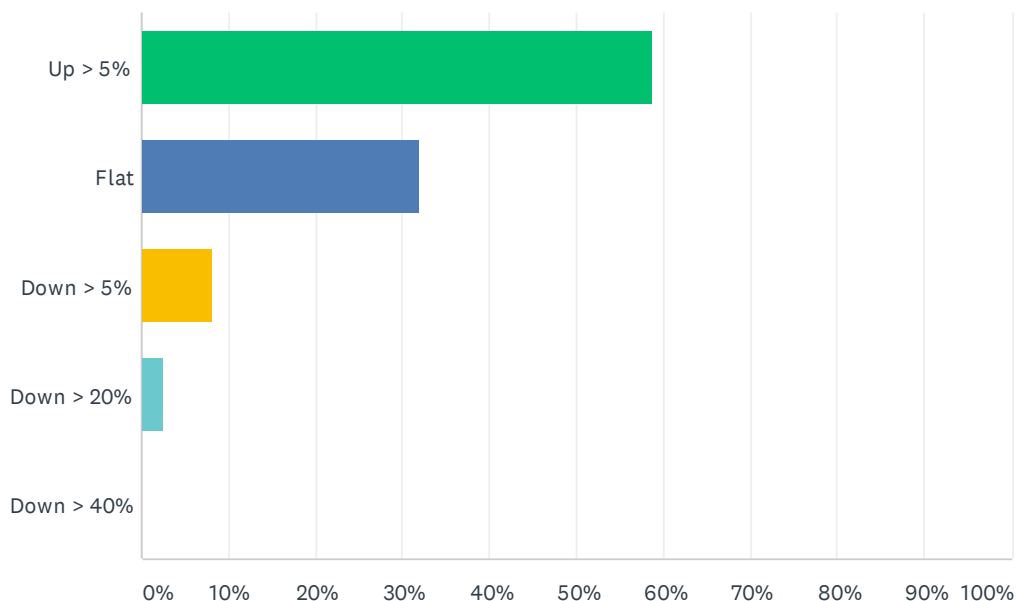
BROKER SENTIMENT RESULTS

Q4 2020



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

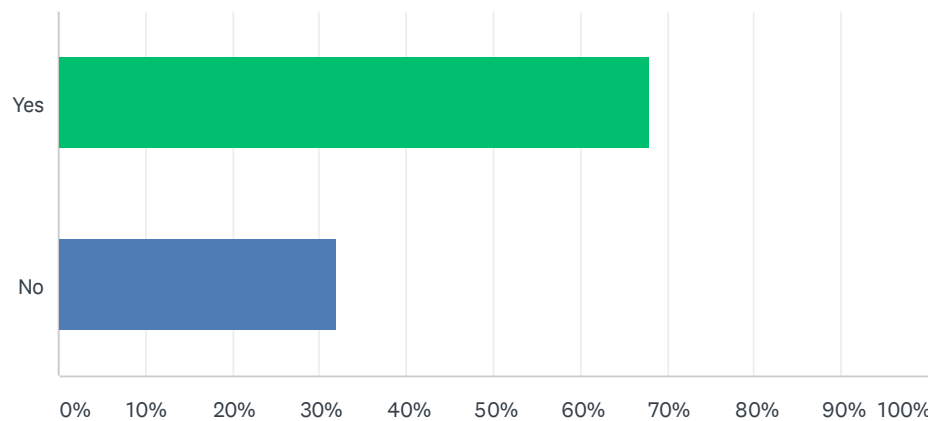
Answered: 194 Skipped: 0



ANSWER CHOICES	RESPONSES	
Up > 5%	58.76%	114
Flat	31.96%	62
Down > 5%	8.25%	16
Down > 20%	2.58%	5
Down > 40%	0.00%	0
Total Respondents: 194		

Q3 Has your company put a greater emphasis on diversity and inclusion?

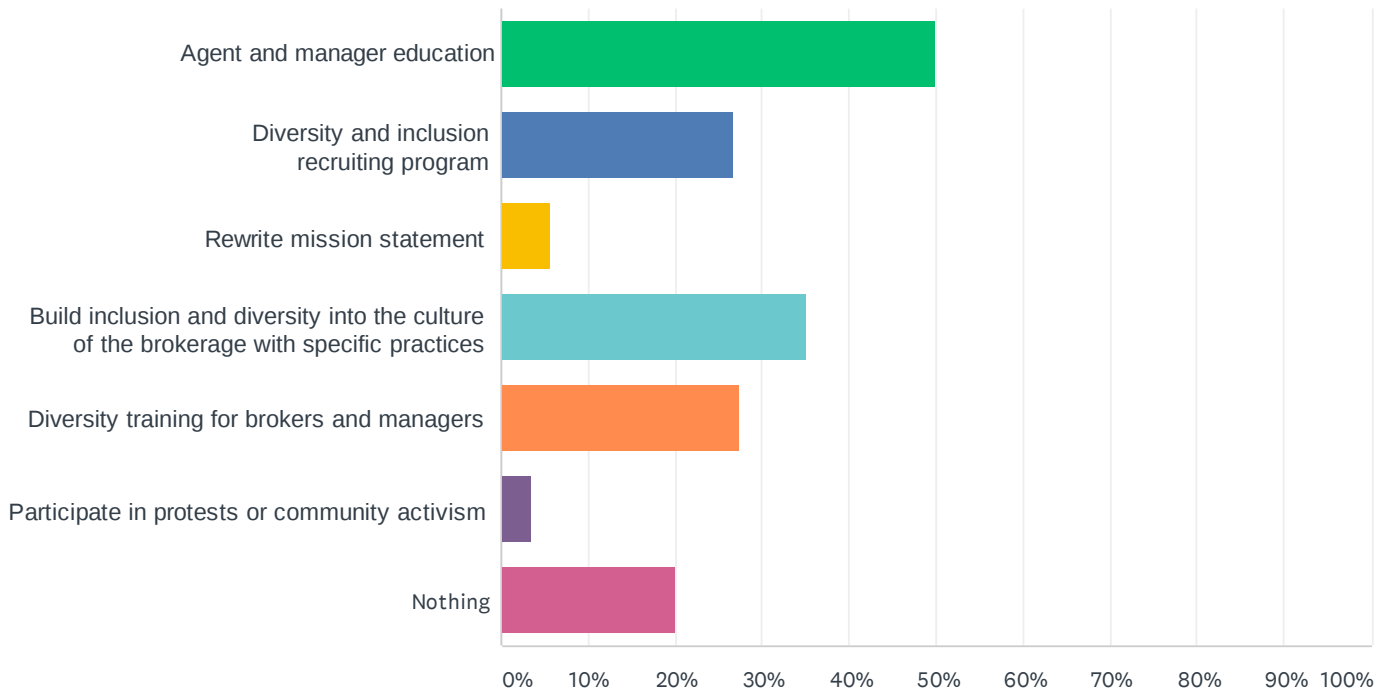
Answered: 194 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes		68.04%	132
No		31.96%	62
TOTAL			194

Q4 What are you doing to promote diversity and inclusion? Remember that diversity and inclusion are about more than race.

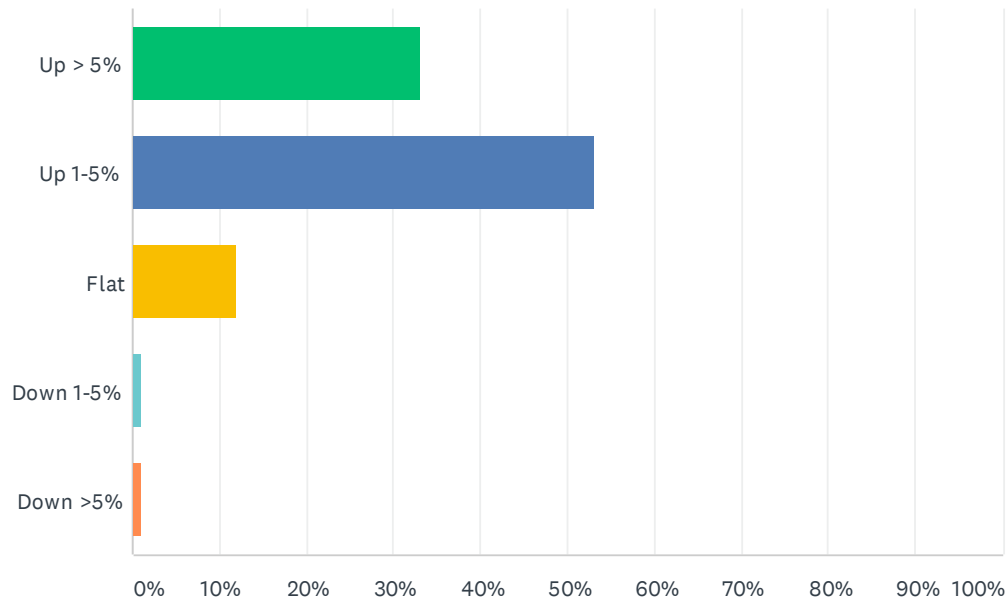
Answered: 194 Skipped: 0



ANSWER CHOICES	RESPONSES	
Agent and manager education	50.00%	97
Diversity and inclusion recruiting program	26.80%	52
Rewrite mission statement	5.67%	11
Build inclusion and diversity into the culture of the brokerage with specific practices	35.05%	68
Diversity training for brokers and managers	27.32%	53
Participate in protests or community activism	3.61%	7
Nothing	20.10%	39
Total Respondents: 194		

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

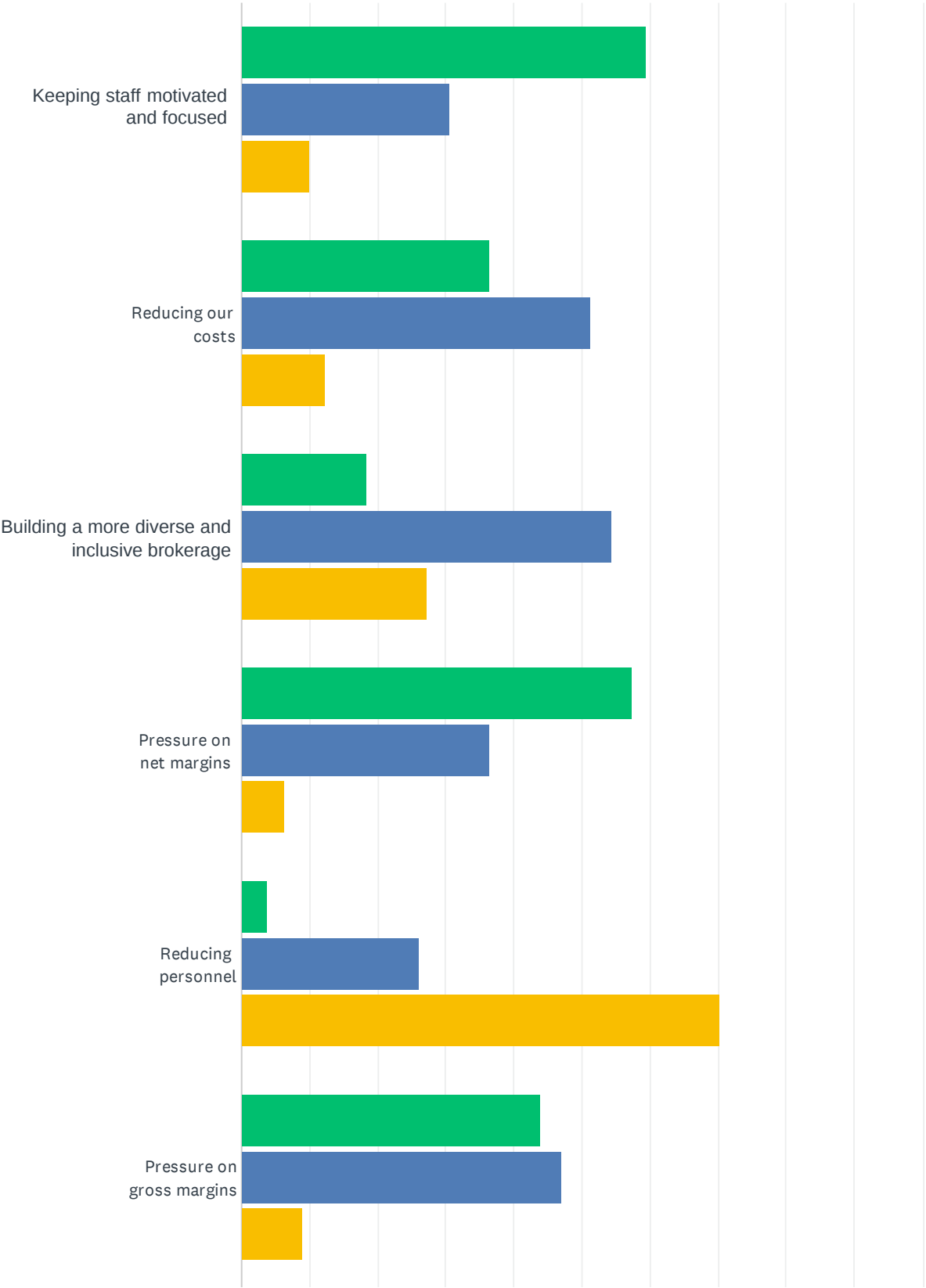
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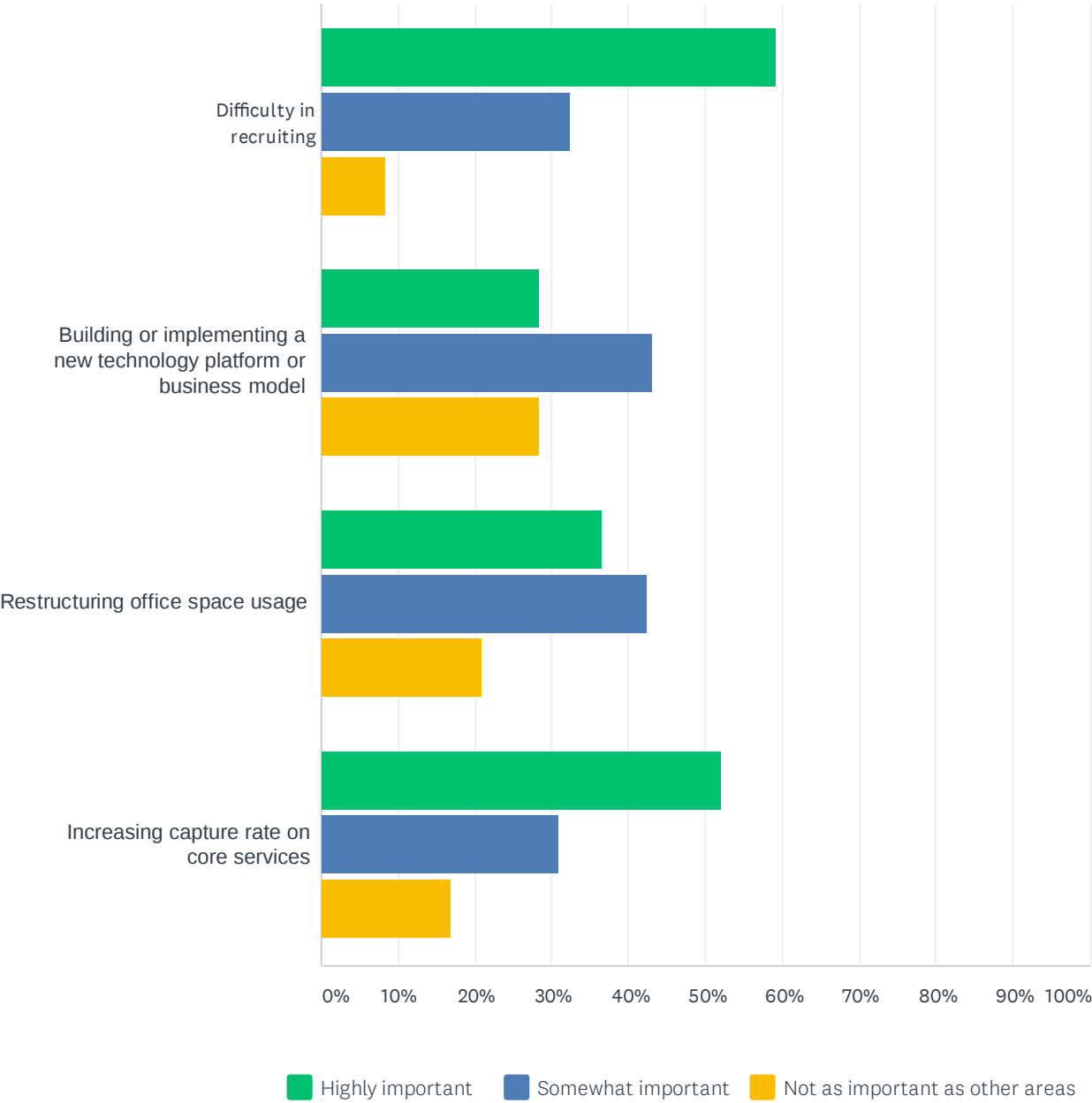
ANSWER CHOICES	RESPONSES	
Up > 5%	32.99%	64
Up 1-5%	53.09%	103
Flat	11.86%	23
Down 1-5%	1.03%	2
Down >5%	1.03%	2
TOTAL		194

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

Answered: 193 Skipped: 1



REAL Trends Quarterly Broker Sentiment Poll—Q4 (October, November, December) 2020

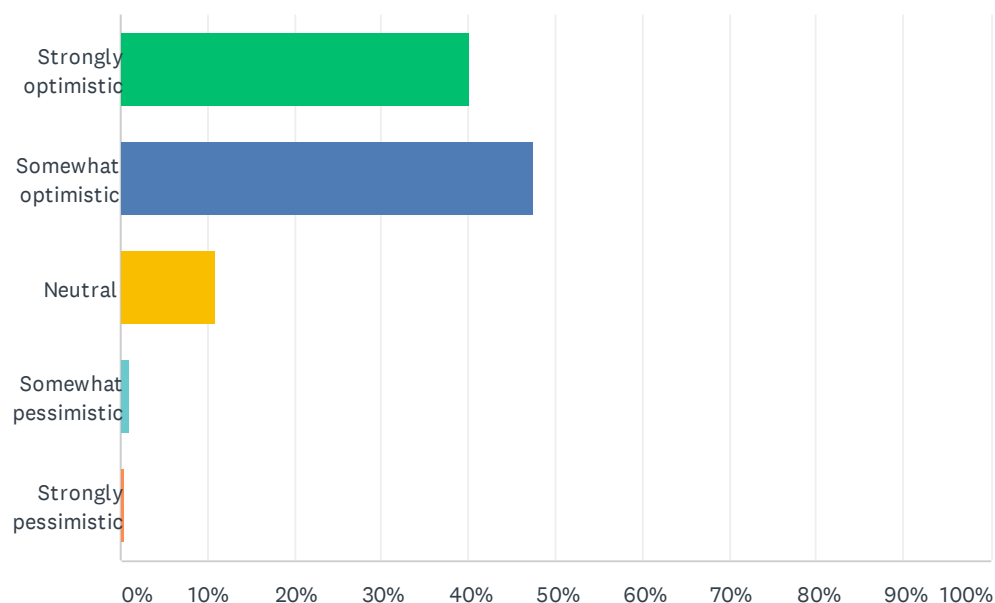


REAL Trends Quarterly Broker Sentiment Poll—Q4 (October, November, December) 2020

	HIGHLY IMPORTANT	SOMEWHAT IMPORTANT	NOT AS IMPORTANT AS OTHER AREAS	TOTAL	WEIGHTED AVERAGE
Keeping staff motivated and focused	59.47% 113	30.53% 58	10.00% 19	190	1.51
Reducing our costs	36.36% 68	51.34% 96	12.30% 23	187	1.76
Building a more diverse and inclusive brokerage	18.32% 35	54.45% 104	27.23% 52	191	2.09
Pressure on net margins	57.37% 109	36.32% 69	6.32% 12	190	1.49
Reducing personnel	3.72% 7	26.06% 49	70.21% 132	188	2.66
Pressure on gross margins	43.85% 82	47.06% 88	9.09% 17	187	1.65
Difficulty in recruiting	59.16% 113	32.46% 62	8.38% 16	191	1.49
Building or implementing a new technology platform or business model	28.42% 54	43.16% 82	28.42% 54	190	2.00
Restructuring office space usage	36.65% 70	42.41% 81	20.94% 40	191	1.84
Increasing capture rate on core services	52.11% 99	31.05% 59	16.84% 32	190	1.65

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

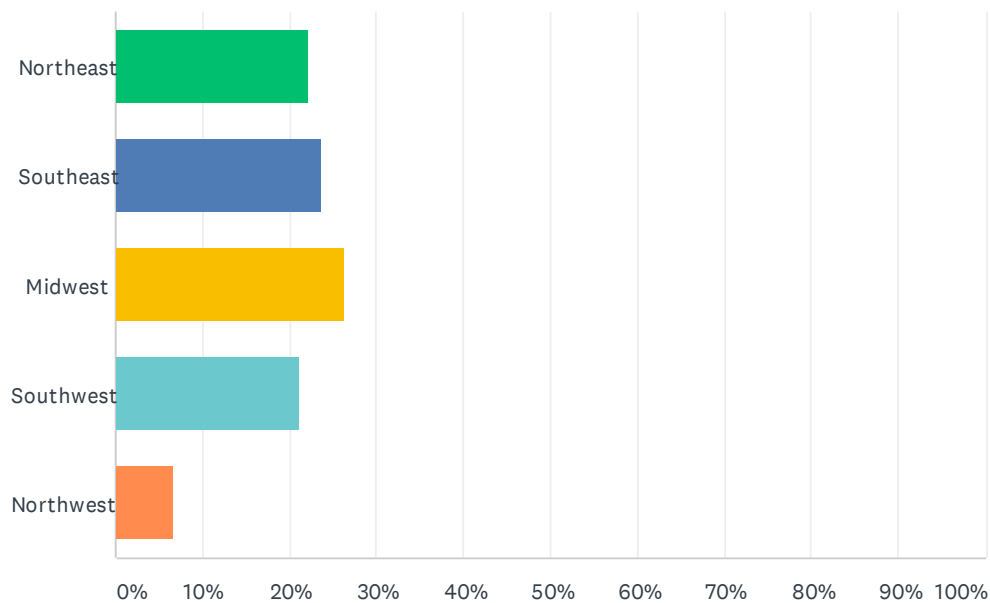
Answered: 194 Skipped: 0



ANSWER CHOICES	RESPONSES	
Strongly optimistic	40.21%	78
Somewhat optimistic	47.42%	92
Neutral	10.82%	21
Somewhat pessimistic	1.03%	2
Strongly pessimistic	0.52%	1
TOTAL		194

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

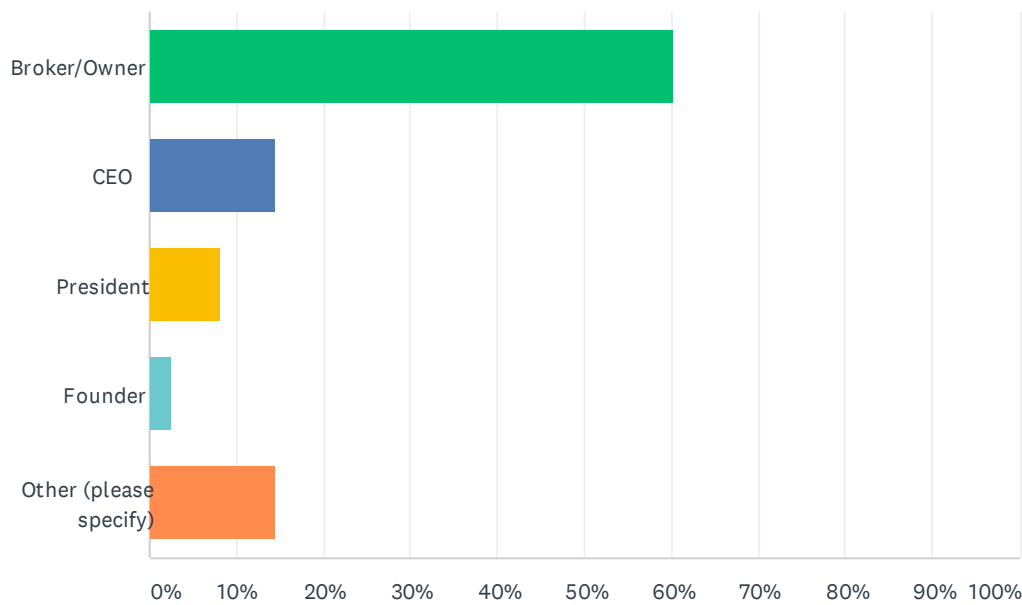
Answered: 194 Skipped: 0



ANSWER CHOICES	RESPONSES	
Northeast	22.16%	43
Southeast	23.71%	46
Midwest	26.29%	51
Southwest	21.13%	41
Northwest	6.70%	13
TOTAL		194

Q9 Your title:

Answered: 194 Skipped: 0



ANSWER CHOICES	RESPONSES	
Broker/Owner	60.31%	117
CEO	14.43%	28
President	8.25%	16
Founder	2.58%	5
Other (please specify)	14.43%	28
TOTAL		194

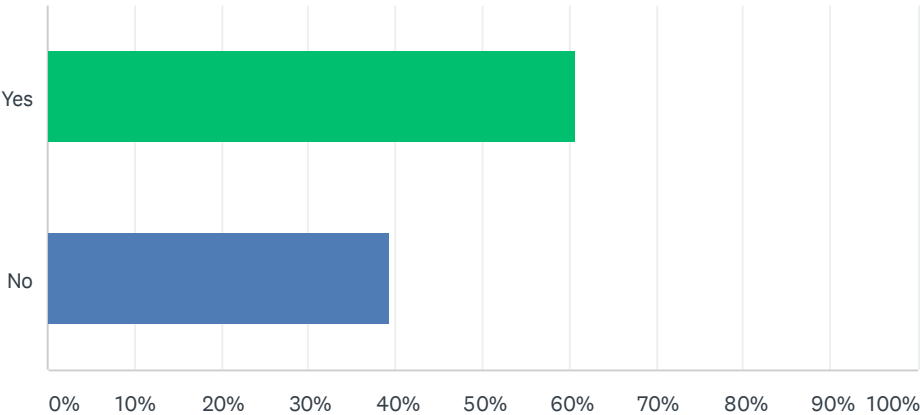
Q10 How do you think the election will impact housing?

Answered: 182 Skipped: 12

Find out what the brokers surveyed had to say about the outcome of the election and its impact on housing [here](#).

Q11 Are you with a national franchise brand?

Answered: 191 Skipped: 3



ANSWER CHOICES	RESPONSES	
Yes	60.73%	116
No	39.27%	75
TOTAL		191