



# REALstats:

## Summer 2011 Consumer Survey Results

This is no time to go it alone -  
The value of a REALTOR® has never been greater!





## Survey Says ...

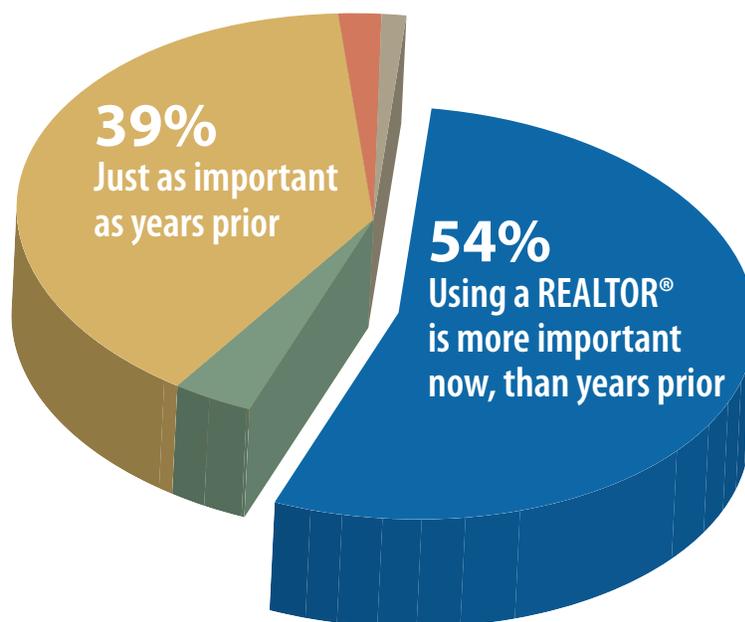
Curious about what recent home buyers and sellers think about you and other real estate professionals in the area? We have the answers to what consumers value in their real estate agent from a landmark survey we gave to 300 recent home buyers and sellers in South Carolina.

We've highlighted these facts and consumer comments for you in this overview of the research study.

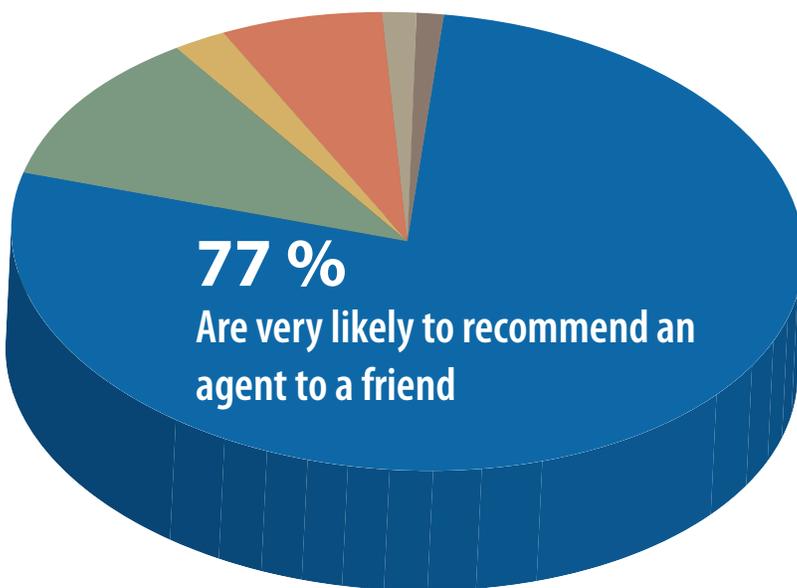
# REALTORS® like you, are more valuable than ever before!

In fact, **54%** of survey respondents believe that working with a REALTOR® is more important today, than a few years ago.

**93%** of buyers and sellers believe that working with a REALTOR® is important. So what does that mean? It means your high level of customer service, industry knowledge and guidance is viewed as critical to a successful home buying or selling experience.

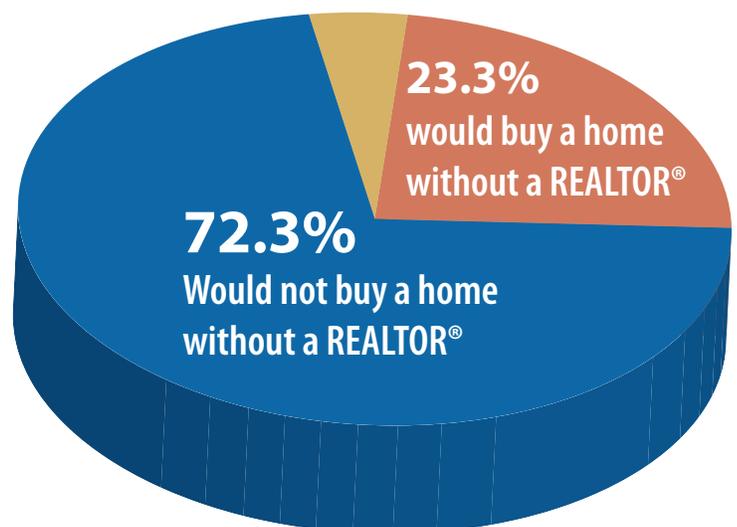


Even better news for REALTORS® in South Carolina, is that **89%** of consumers state that they would **recommend their agent** to a friend or family member ... especially those that purchased or sold a home in the past 12 months.



“The extra effort she put into everything. Time was not a problem no matter what time, she would get back in touch -- any day of the week any hour. An asset to the profession.”

When asked if they would consider buying or selling a house without a REALTOR®, participants said no.



# Knowledgeable, trustworthy, experience, responsive reliable

When crafting your marketing messages, keep your most **valued qualities** in mind including:

- Trustworthiness (75%)
- Experience in buying and selling (72%)
- Willingness to look out for their best interest (71%)
- Expertise in negotiating contracts (63%)
- Responsiveness (62%)
- Familiarity with real estate contracts and legal documents (61%)
- Knowledge of the local community (56%)

You're doing a great job of utilizing housing market data and industry resources to position yourself as a trusted expert in your area. It's working. Buyers and Sellers rank South Carolina agents as **highly trustworthy**, compared with other professionals.

## Top 5 reasons home buyers value YOU!

1. Knowledge of closing procedures
2. Negotiating the best price
3. Understanding needs and wants
4. Knowledge of the community
5. Responsive to their emails and calls

## Top 5 reasons sellers value YOU!

1. Setting the right price
2. Effectively marketing their property
3. Understanding their needs and wants
4. Negotiating the best price
5. Knowledge of closing procedures



# How they're finding YOU!

**48%** Nearly half of consumers found their agent through a referral from a friend, neighbor or family member. Word of mouth is still king! But, don't underestimate the power of social media as a way to gain referrals and to tap into your network to forge deeper relationships. Learn how to leverage this new medium and put it to your advantage!

**35%** of consumers found their agent through online resources including agent websites, as well as home search sites. Websites are growing in popularity as a referral source. Consider updating your website with free valuable market statistics from SCR and your local boards, and make sure your photo and contact information are recent.

In our area, 68% of recent buyers and sellers rated their agent a 6 or 7 on a seven-point satisfaction scale. Now more than ever, consumers state that they need YOUR expertise to help them navigate the current housing market.

**Keep up the great work - consumers value you for it and as a result are passing your name to their friends and family. And remember, SCR is your indispensable partner to help you grow your business!**



## ABOUT SCR

South Carolina REALTORS® (SCR) is the largest professional trade association in the state, serving as the voice of real estate for more than 14,000 members involved in all aspects of the residential and commercial real estate industries. REALTOR® is a registered trademark that identifies a professional in real estate who subscribes to a strict code of ethics as a member of SCR and the National Association of REALTORS®. Follow us on Facebook and get all of the latest real estate news!



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