



# *What is today's REALTOR® buying, and from whom?*

*WCAA 2010 Conference*

*A presentation by Dave Hiebeler, Freedom Communications, September 27, 2010*

*Are you ready to price it to sell the space?*



## Today's Agenda

- Current Conditions for Realtors
- N.A.R. facts about Realtors and their business
- How much money do they really have to spend?
- What products and services are they buying?
- Some best practice examples
- Your turn, best practice audience discussions



## Current Conditions

- ❑ Existing home sales increased 7.6% August
- ❑ Distressed properties 34% of transactions.
- ❑ Sales prices rose slightly under 1%
- ❑ First time buyers 31%
- ❑ Won't return to normal year until 2013



*Source: National Association of Realtors, September 23, 2010*



## Current REALTOR® Conditions



- ❑ Less Realtors with listings
- ❑ Many veteran Realtors having career years with short sales but work hard at it.
- ❑ Marginal agents have left industry, others in credit trouble.
- ❑ Some very jaded about online results promises
- ❑ Return back to basics like print and open houses
- ❑ Will return to newspaper if price/value is right
- ❑ Packages below \$100 per month have huge appeal.
- ❑ Luxury market is tough.

*Source: National Association of Realtors, September 23, 2010*

# About Realtors



- Median gross income of REALTORS® fell 14 percent to \$36,700 in 2008
- Average had 7 transactions in 2008.
- Work with average of 23 other agents.
- Most are independent contractors.
- Realtors Median age of 54 years.



*National Association of Realtors®, Member Profile, 2009*

# About Realtors



- Typical Realtor has 10 years experience.
- 35 percent used one or more social networking web sites. (nearly 50% use or plan to use)
- 7 percent of REALTORS® have their own blog
- Les than 50% said primary source of income.
- 40% of Realtors do have their own Web site.



*National Association of Realtors®, Member Profile, 2009*

# About Realtors



- REALTORS® in the business for 16 or more years reported that 23 percent of their business originated with referrals from past clients.
- 39% of REALTORS® reported having generated business from holding an open house.
- Seventy percent of REALTORS® indicated that they were compensated with a percentage split commission.



*National Association of Realtors®, Member Profile, 2009*

# About Realtors



- The typical REALTOR® reported business expenses of \$5,810 in 2008 (that is \$484 per month for everything).
- For REALTORS® with 2 years or less experience, median gross income in 2008 was \$8,600 while those in the business at least 16 years reported a median income of \$53,900.
- 60% of all REALTORS® are female.
- 83% do not have personal assistants.



*National Association of Realtors®, Member Profile, 2009*



# Realtor Commissions

## Agent Commission Worksheet

□ Average Sale Price	<b>\$161,515</b>
□ 6% Commission	\$9,691
□ 50% Split w/buyer's agent	<b>-\$4,845</b>
□ 80% Split w/his broker	\$3,876
□ 38% Income Taxes	<b>-\$1,473</b>
□ 25% Overhead	<b><u>-\$368</u></b>
<b>Agent Net on sale</b>	<b>\$2,035</b>



## Ask the question....?

- “Are you an Agent for the seller primarily or for buyers?”
- If seller’s agent ask: “How many listings do you have right now and what are the listings prices?”



## Realtors are buying from Newspapers

- ❑ Open House ads
- ❑ Enhanced online agent packages
- ❑ Home builder ads as exclusive marketing agent
- ❑ Monthly glossy Magazines
- ❑ Listings ad to promote the seller's home
- ❑ Image ads
- ❑ Online videos, banner ads and power positions
- ❑ SEO Directory packages
- ❑ "Rapid Seller" showcase packages
- ❑ Direct Mail to first time home buyers
- ❑ Yahoo BT
- ❑ Facebook Managed campaigns
- ❑ TMC Shoppers



## Realtors are buying from competitors...

- Billboards, bus benches
- Homes and Land, Real Estate Book glossy magazines
- National sites Trulia, Zillow, Realtor.com
- Online banners, directory content
- SEM and SEO
- Mobi sites
- Direct Mail
- TV, Radio, Cable
- Shoppers
- And more...



# Sharpen your pencils and have a product priced below \$100 per month any Realtor can use

Blowwater Bay					Newarre						
Property Address	Price	Time	Bed	Bath	Agent	Property Address	Price	Time	Bed	Bath	Agent
133 Elm Street	\$525,000	12-4pm	4	2	Chuck Davis	132 Elm Street	\$555,000	12-4pm	4	2	Chuck Davis
57 Taylor Drive	\$480,000	11-2pm	3	2	Chuck Davis	57 Taylor Drive	\$480,000	11-2pm	3	2	Chuck Davis
45 9th Street	\$480,000	12-5pm	4	2.5	Nancy Leighton	45 9th Street	\$480,000	12-5pm	4	2.5	Nancy Leighton
1248 Phoenix	\$425,000	1-5pm	3	2	Rae Dufresh	1248 Phoenix	\$425,000	1-5pm	3	2	Rae Dufresh
21 York Street	\$460,000	12-4pm	4	3	Jason Pooley	21 York Street	\$460,000	12-4pm	4	3	Jason Pooley
11 Savannah Avenue	\$345,000	12-4pm	4	2	Liz Hahn	11 Savannah Avenue	\$345,000	12-4pm	4	2	Liz Hahn
4049 Woodland Circle	\$200,000	1-4pm	3	2	Linda Williams	4049 Woodland Circle	\$200,000	1-4pm	3	2	Linda Williams
604 Goldenrod Road	\$179,000	1-3pm	3	2	Susan Vair	604 Goldenrod Road	\$179,000	1-3pm	3	2	Susan Vair

## Print

- Open Houses are the new showroom, citywide
- Neighborhood experts
- Rapid seller listings ads for short sales, sellers
- Direct mail to Renters, First Timers
- Orange County Sunday edition
- Weekly 2 x 4" Frequency displays, for \$200 - \$300/mo.

### Meet Your Neighborhood Experts!

To Find your dream agent  
Go to [www.OCRegister.com/agents](http://www.OCRegister.com/agents)

THE ORANGE COUNTY REGISTER  
[www.ocregister.com](http://www.ocregister.com)

<b>Ellen Parker</b> Tel: 714.366.5256 Specializing in the Orange County area Call & Receive Your Free Report	<b>Lee Ann Canaday</b> Tel: 714.366.5256 Specializing in the Orange County area Call & Receive Your Free Report	<b>Judy Bonomi</b> Tel: 714.366.5256 Specializing in the Orange County area Call & Receive Your Free Report	<b>Dainie Oymer</b> Tel: 714.366.5256 Specializing in the Orange County area Call & Receive Your Free Report	<b>Peggy DiStasio</b> Tel: 714.366.5256 Specializing in the Orange County area Call & Receive Your Free Report	<b>Ethel &amp; Colin Kravitz</b> Tel: 714.366.5256 Specializing in the Orange County area Call & Receive Your Free Report
<b>Mike McElroy</b> Tel: 714.366.5256 Specializing in the Orange County area Call & Receive Your Free Report	<b>Amy Levinson</b> Tel: 714.366.5256 Specializing in the Orange County area Call & Receive Your Free Report	<b>Bette Stone</b> Tel: 714.366.5256 Specializing in the Orange County area Call & Receive Your Free Report	<b>The Harris Team</b> Tel: 714.366.5256 Specializing in the Orange County area Call & Receive Your Free Report	<b>Josana Kough</b> Tel: 714.366.5256 Specializing in the Orange County area Call & Receive Your Free Report	<b>Jeremiah Seibert</b> Tel: 714.366.5256 Specializing in the Orange County area Call & Receive Your Free Report
<b>David Buckingham Smith</b> Tel: 714.366.5256 Specializing in the Orange County area Call & Receive Your Free Report	<b>Mina Gitter</b> Tel: 714.366.5256 Specializing in the Orange County area Call & Receive Your Free Report	<b>Charlene Berg, CMAA</b> Tel: 714.366.5256 Specializing in the Orange County area Call & Receive Your Free Report	<b>Carole Sturim</b> Tel: 714.366.5256 Specializing in the Orange County area Call & Receive Your Free Report	<b>Diane Waldacker</b> Tel: 714.366.5256 Specializing in the Orange County area Call & Receive Your Free Report	<b>Elaine Gray</b> Tel: 714.366.5256 Specializing in the Orange County area Call & Receive Your Free Report

what you need to know about the available \$8,000 tax credit

first-time homebuyers guide

Montgomery Advertiser



# Sharpen your pencils and have a product priced below \$100 per month any Realtor can use

### The Enhanced Agent Package

- Agent photo appear on all listings and search results.
- Appear in our agent directory with your career highlights.
- Access to full results reporting by property, phone calls, emails etc.
- Inclusion on our Facebook Fan page: "Look which Realtor just joined [SpringHouses.com](#)"

Agents that have this package are getting 5 times the leads as those that just have their listings on our site!

**\$25 per month**  
no set up fees  
no contract

**REAL ESTATE AUCTION** Auction Date: May 23 | **TOSCANO & VILLAGE OF SONOMA AT FLYING HORSE** | [See More Good & Common](#)

**SUNFLOWER MANAGEMENT, LLP**  
FROM APARTMENTS TO SINGLE FAMILY HOMES  
• DOWNTOWN • SUBURBS [CLICK HERE](#)

**Home Values**  
Enter an address to evaluate a home address. (city, state) or zip. [Go](#)

**springshouses.com**

Home | Homes for Sale | Rentals | Open Houses | Find a REALTOR® | Gazette.com | Jobs | Autos | Real Estate | Classifieds | Place an Ad

SEARCH BY REGION: Divide, TriLakes, Black Forest, Northgate, Woodland Park, Air Force Academy, Brangas, Peyton, Old Colorado City, Falcon, Ute Pass, Manitou Springs, Central, Powers, Broadmoor, Summit, Fountain Valley, Rock Creek, Fort Carson, Fountain Valley

RESALE | Rentals | New Homes

COLORADO SPRINGS, CO SEARCH

Select Source:  MLS / Broker  Classifieds  Foreclosures

Price Min. (\$) | Price Max. (\$) | Bedrooms | Bathrooms | Type  
Any Price | Any Price | Any | Any | Any

SEARCH BY VENDOR / MLS# [GO](#)  Show Only Open Houses

**SPOTLIGHT AGENT**  
Pam Gordon  
Keller Williams Hope Realty

**NEIGHBORHOOD TOURS**  
Mike Casey  
719-651-1367  
Website | Video

**MERIT CO. CELEBRATING 40 YEARS!**  
SEARCH FOR HOMES!  
OVER 200 HOMES AVAILABLE

FEATURED VIDEOS [more videos >>](#)



## Online

- Enhanced Agent Packages bundle with Facebook
- "Until it sells" with your call center
- Power Positions and banners
- SEO Directories
- Open Houses
- Text ads in print that drive to smartphone
- iPhone, Smartphone app for your web site

## RUN IT UNTIL IT SELLS

**FOR SOLD**

**Attention REALTORS®:**  
Introducing our new Run it Until it Sells Program from [monitorhomes.com!](#) Spotlight your current listings for a one time low rate and it runs in *The Monitor* and online until it sells! It's that easy!

**\$195** ← 5 LINE AD & BW PHOTO & VIDEO  
ALL OF THIS UNTIL IT SELLS:

- Ad is automatically online
- Ad may have price revision
- Each address must be a separate ad
- Regular online deadlines apply

**INCLUDES: Online Property Video!**

The Monitor reaches 78% of adults over the course of five weekdays and 77% of adults over the course of 4 days. 2009 FreedomMedia Research. 57% of adults have internet access. 44% of online adults have broadband access. 50% increased traffic to [themonitor.com](#) year over year. Source: iMedia Research 2009. Freedom Comm. Statistical records.

Call your Account Executive or 956-683-4111

**THE MONITOR**

2000 dep. A/C, garage, Broadway & Harbor Call 714-778-3933 Text 9243854 to 56654

★ A MI 2BR, Gar, Cat OK,

★ BEAUT Quiet crn \$950/Mo. Text: 924

1Br, 2Br/2Ba, EZ access to 5/57/91, cntrl air, gar sep for ea. unit. 714-520-0204 For more info text: 9243854 to 56654

\$299 1st Month's Rent! Upper: 1Br, gar, \$850 OCMgmt.com 714-840-1700

★ 2BD 2BA. LRG! ★ Central Air, No Pets \$1250/m. 1-714-895-8000





## What are your best practices in selling to Realtors?



- Any “Aha” moments?
- Who does well with Open Houses?
- Editorial in your core product?
- Short Sales?
- Online?
- Mobile?



# Thank you!

- Dave Hiebeler,  
National Real Estate  
Sales Development Manager  
Newspapers & Interactive  
Freedom Communications, Inc.

[dhiebeler@freedom.com](mailto:dhiebeler@freedom.com)

(949) 378-2163