

2021 STATE OF THE REAL ESTATE AGENT

A Special Report From



Who Is Home ASAP?

Home ASAP has been helping real estate agents market themselves on Facebook since 2011. In that time, our Real Estate Agent Directory has grown to over 600,000 members, and we've generated millions of leads for agents nationwide.

As official Facebook Marketing Partners, we have run millions of dollars in Facebook ads on behalf of real estate agents. With an IDX integration network spanning over 200 MLSs across the US comprising about 94% of all active listings, we are able to offer innovative new products like Dynamic Listing Ads. Each day, we help thousands of agents access tools once available only to huge corporations.

For more information on how we can help you generate leads visit about.homeasap.com.



Data compilation and analysis written by Jonathan Walker

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Introduction

Back in 2011, Home ASAP started the Real Estate Agent Directory. At the time, the housing market was bottoming out from the Great Recession. The iPhone was less than 4 years old, and few, if any, agents used Facebook ads.

Needless to say, real estate has changed in the ten years since then. Rates have dropped to record lows. Tight housing supply has pushed home prices through the roof. Plus, a worldwide pandemic has forced real estate agents to find ways to sell while social distancing.

The Real Estate Agent Directory has changed a lot since 2011, too. We now offer IDX integrations to over 200 MLS organizations and access to 94% of all home listings, and agents can now import and share their listings for free. Not only have we continued adding features, but we have grown to over 630,000 agent members from every corner of the US.

A Big Idea

After an incredibly stressful year, we wanted see how agents were handling the challenges, and, with so many agents in our Real Estate Agent Directory, we were in the unique position to find out.

That's how our first-ever State of the Real Estate Agent survey was born. With this report, we focus on understanding the everyday experiences of real estate agents across the US and

try to understand how agents' attitudes towards the events shaping our nation over the past year.

We are grateful to all of the agents who took the time to share their insights. Without them, this report would not be possible. We hope to continue to grow this industry survey in the years to come, but for now let's dig into what we learned from this year's State of the Real Estate Agent survey!

About the Real Estate Agent Directory

The Real Estate Agent Directory is a free service that allows real estate agents to create free profiles. Profiles can be searched through a Facebook app available at facebook.com/realestateagentdirectory.

Members can also import their listings onto their profile through one of our more than 200 MLS integrations. Other free benefits include:

- Nationwide referral network
- Free agent website
- Digital business card for mobile phone
- And much more!

Visit about.homeasap.com/read/ to learn more.

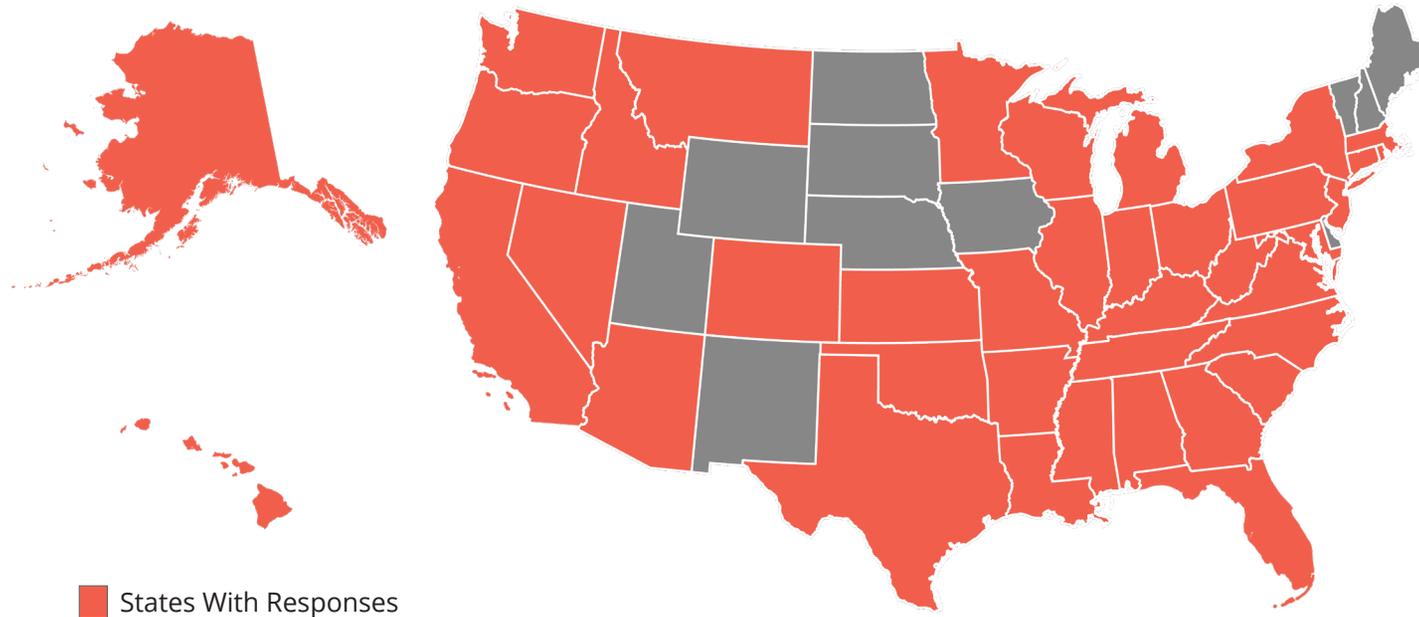
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Who We Surveyed

The State of the Real Estate Agent survey was conducted from mid-November through December 2020. Survey invitations were sent to segments of the Real Estate Agent Directory and the survey was made available on social media properties owned by Home ASAP.

During that time we received 275 survey responses from real estate agents and brokers from 39 states and Washington, DC.

Where Respondents Live



States With Responses

States With the Most Responses

1. Florida



2. Texas



3. California



4. North Carolina

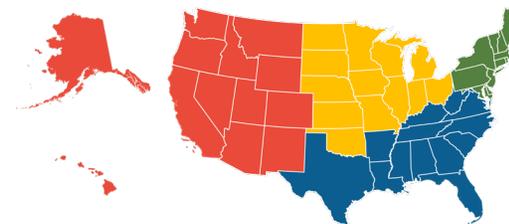
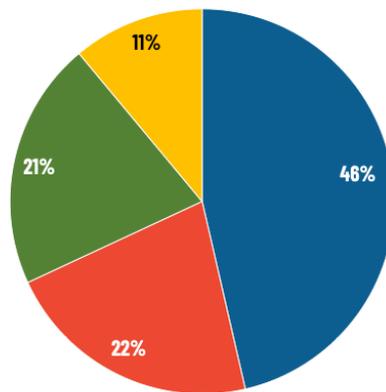


5. Pennsylvania



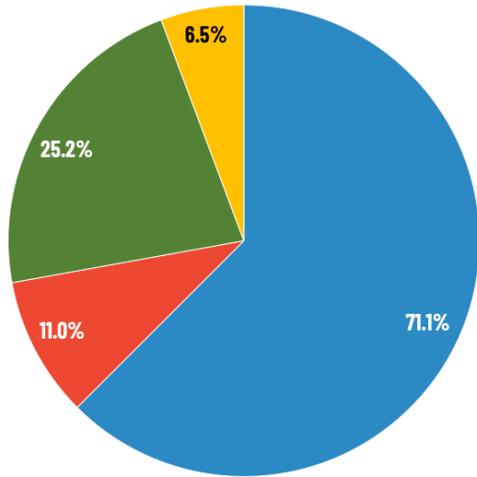
Responses By Region

- Southeast
- West
- Northeast
- Midwest



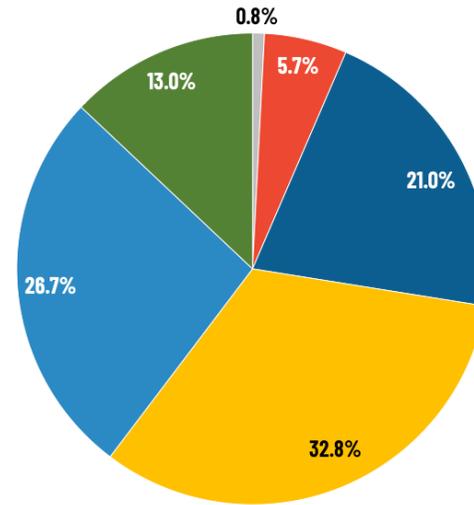
Regions used for this report were defined as shown above.

Demographic Information



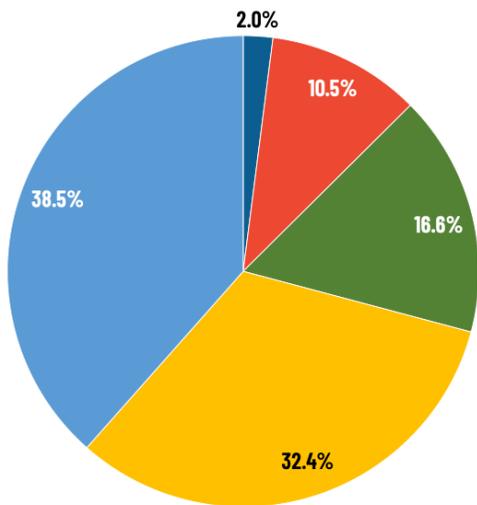
Primary Job Positions

- Agent / Salesperson
- Team Leader
- Broker
- Other



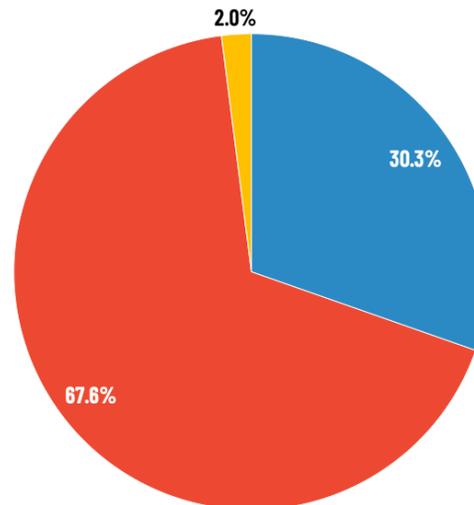
Age

- 20-29 years old (0.8%)
- 30-39 years old (5.7%)
- 40-59 years old (21.0%)
- 50-59 years old (32.8%)
- 60-69 years old (26.7%)
- 70 or older (13.0%)



Experience Level

- Less than 1 year
- 1-2 years
- 3-10 years
- 10-20 years
- More than 20 years



Sex

- Male
- Female
- Prefer Not to Say

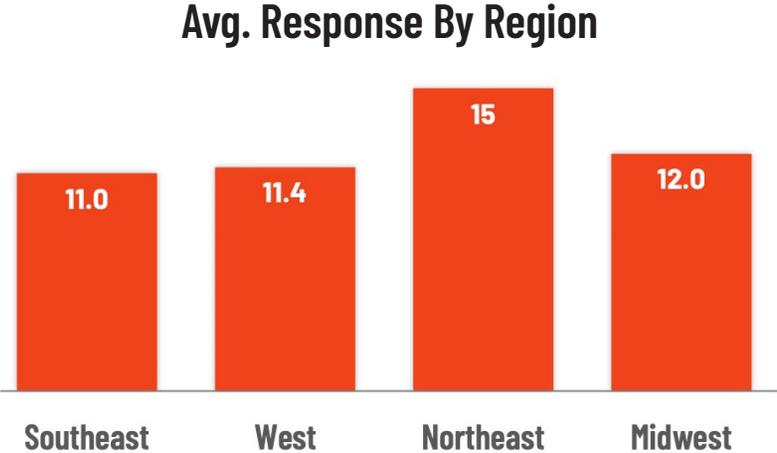
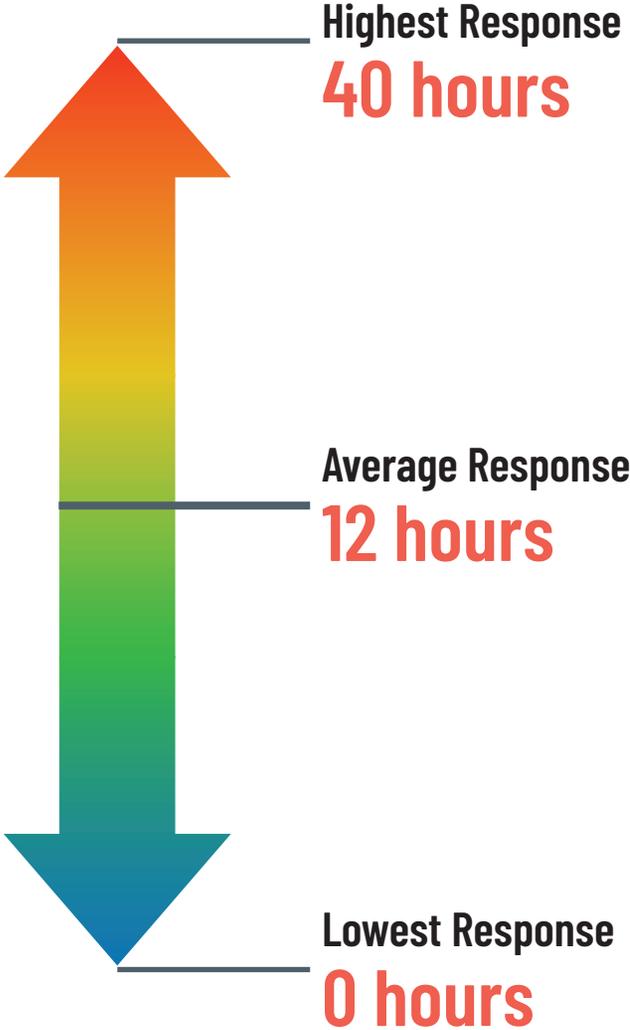
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How Agents Work In 2021

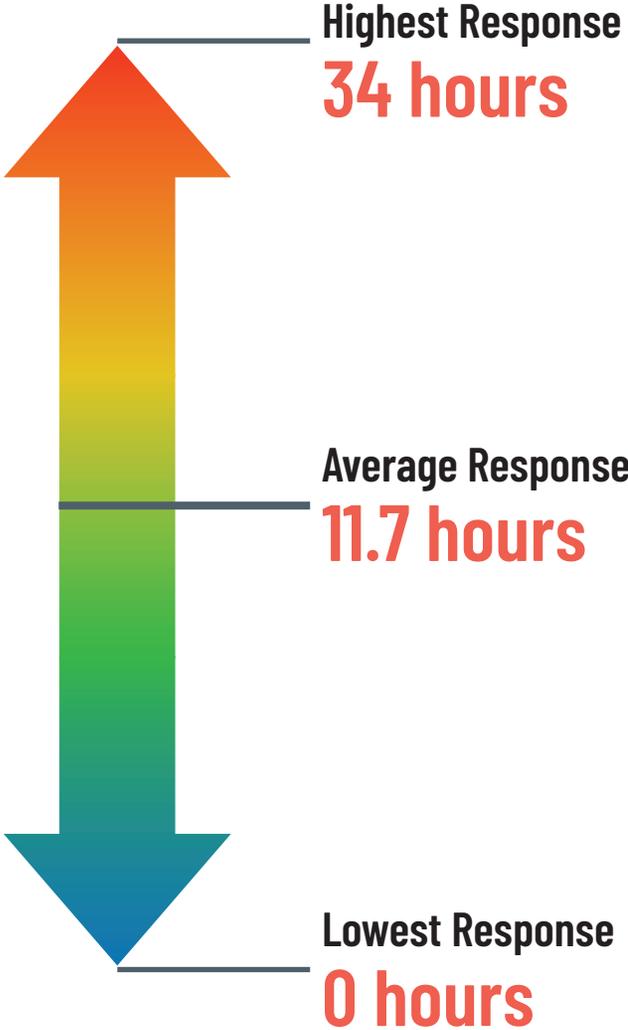
We all know that real estate agents often have unpredictable schedules, but many people fail to appreciate just how much time goes into being a successful real estate agent.

In this section, we attempt to see what a typical agents' workweek actually looks like. Of course, this will vary greatly depending on a person's specific role, so we also break up responses by position through this section.

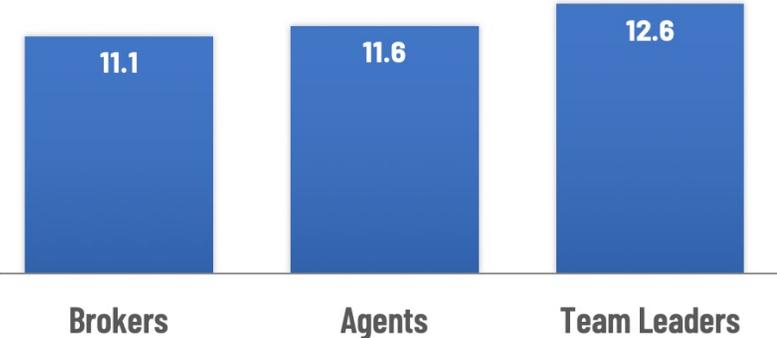
How many hours a week do you spend on showing or listing presentations?



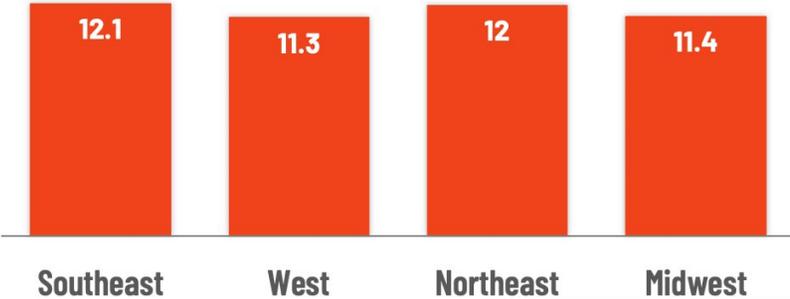
How many hours a week do you spend on marketing or prospecting?



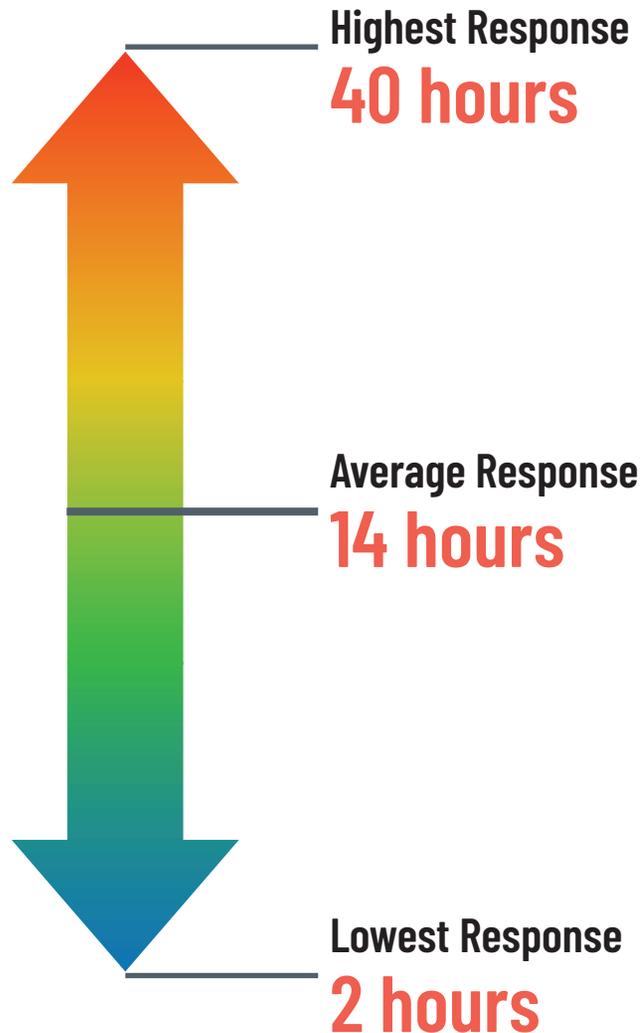
Avg. Response By Position



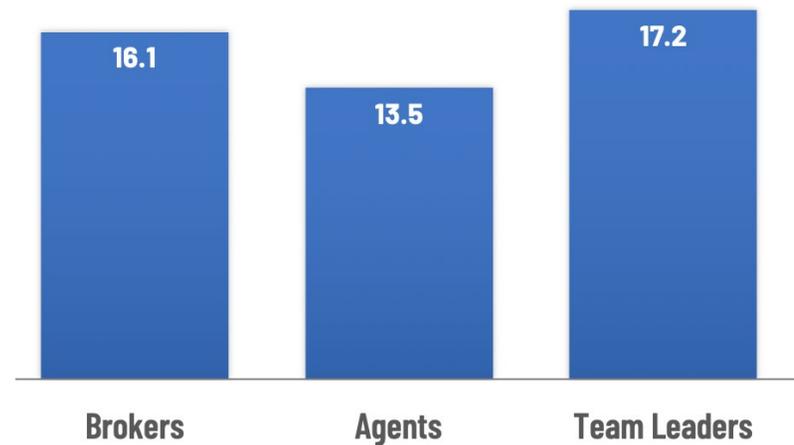
Avg. Response By Region



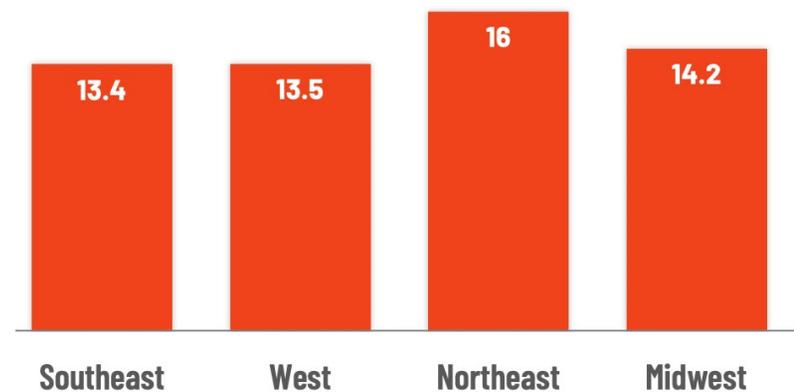
How many hours a week do you spend talking to clients?



Avg. Response By Position



Avg. Response By Region



How many hours a week do you spend on managing employees?



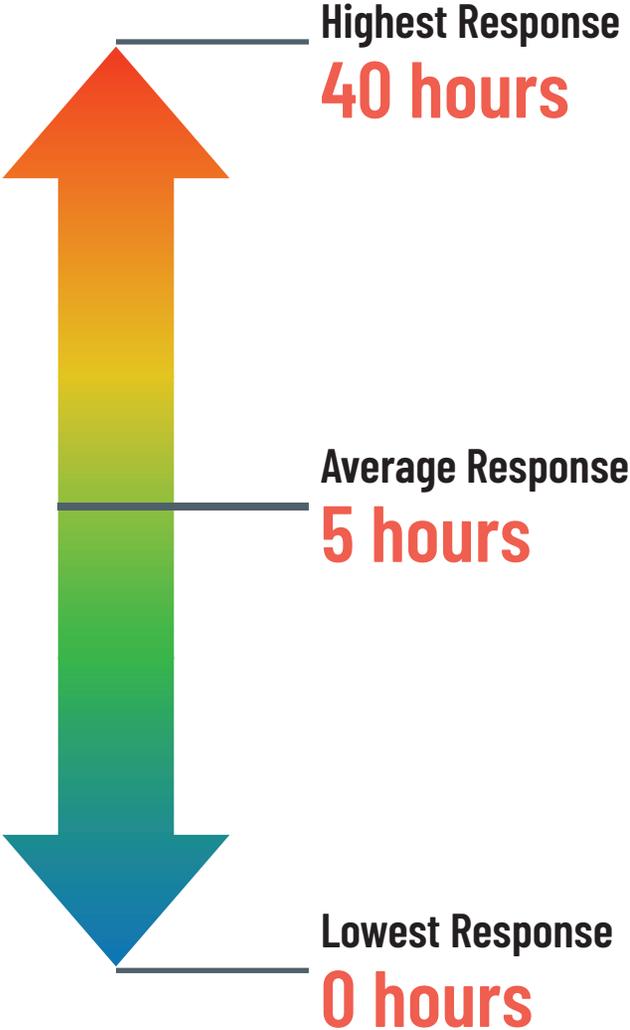
Avg. Response By Position



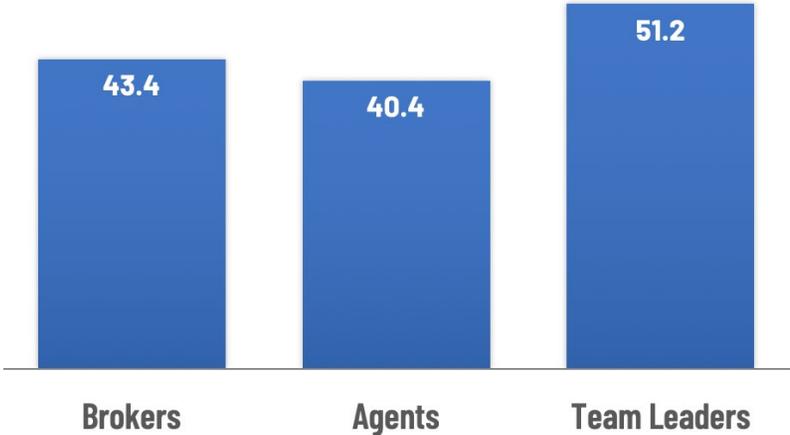
Avg. Response By Region



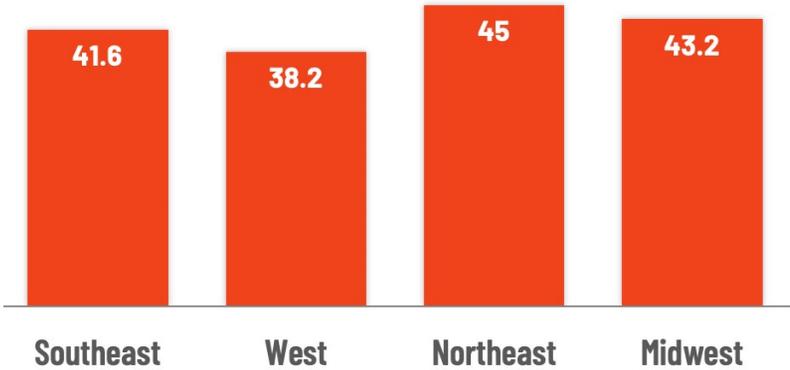
How Many Hours Do You Work Each Week?



Avg. Response By Position



Avg. Response By Region



The Average Work Week

For Real Estate Agents



Key

- Reported Total Hours
- Showings/Listing Presentations
- Prospecting & Marketing
- Managing Employees
- Talking To Clients

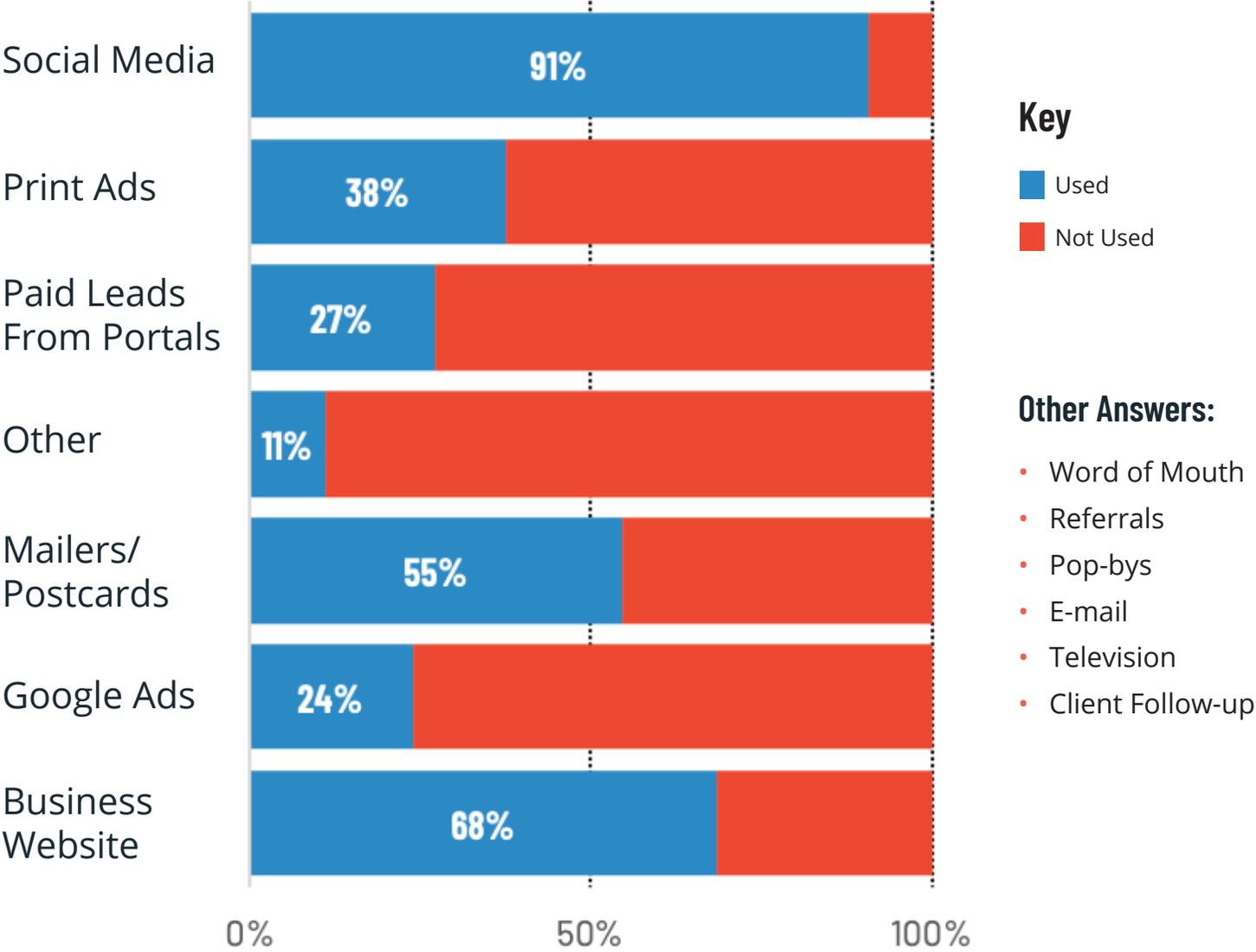
For Real Estate Brokers



For Team Leads



How Do Agents Market Themselves?



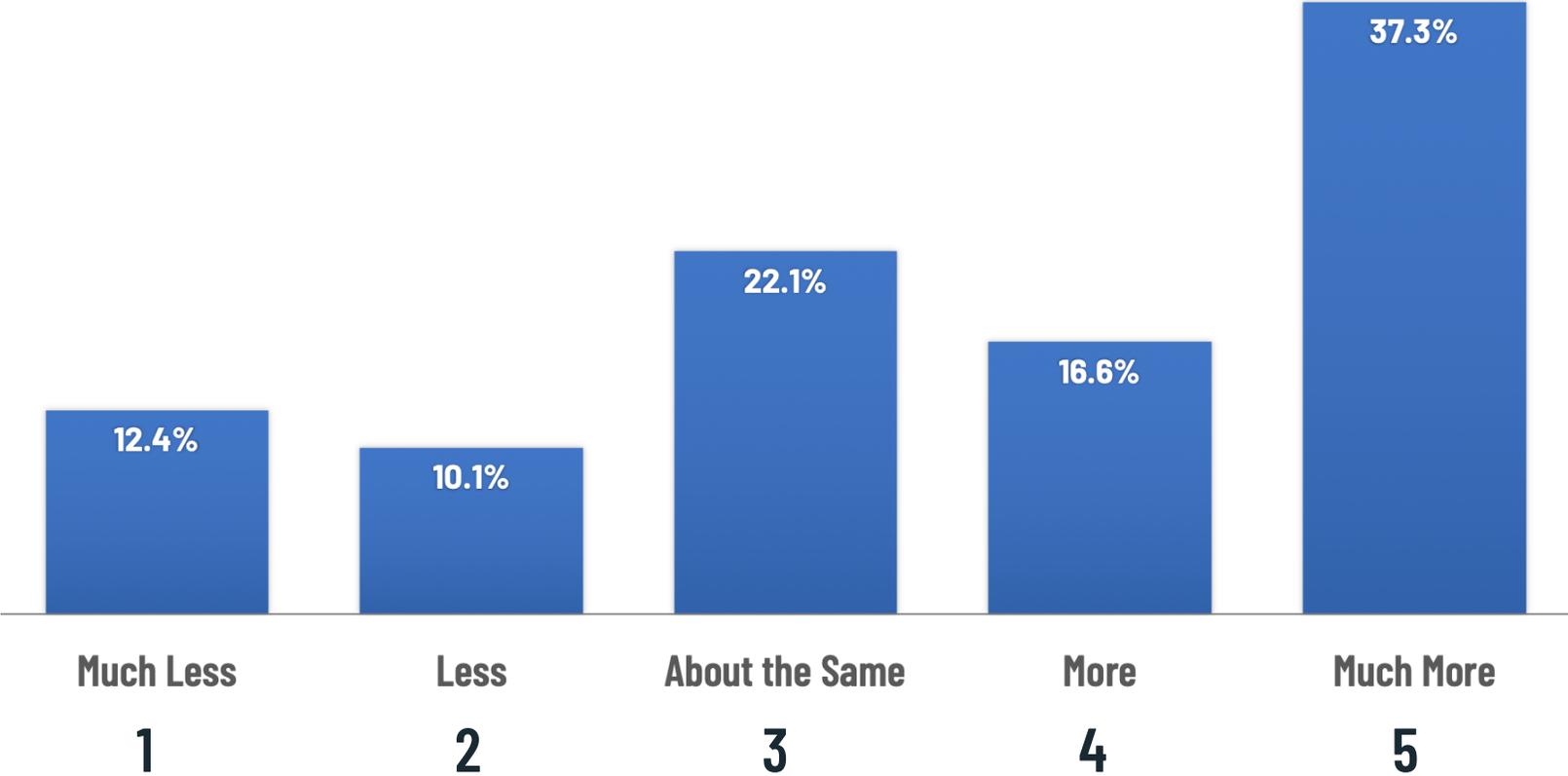
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The Market In 2021

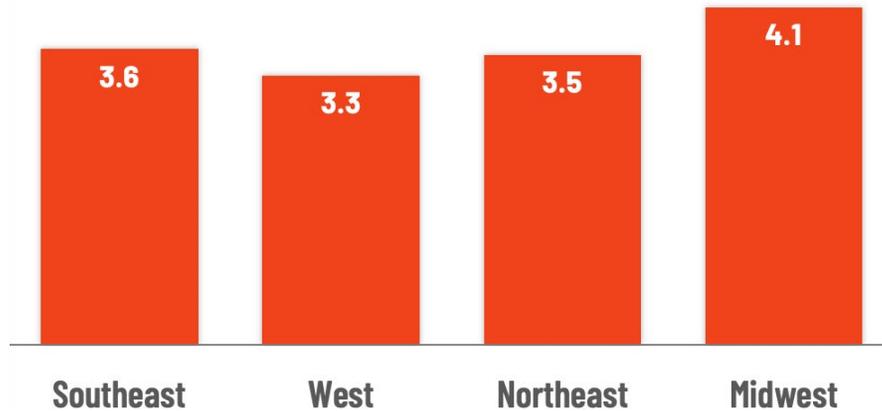
After a strong start in 2020, the market went through tremendous upheaval in the aftermath of Covid-19. When the dust settled, record-low interest rates and low housing inventory created a historic sellers market to start 2021.

In this section, we explore agents thoughts and attitudes about the market in 2021.

Business Volume In 2020 Compared To Past Years

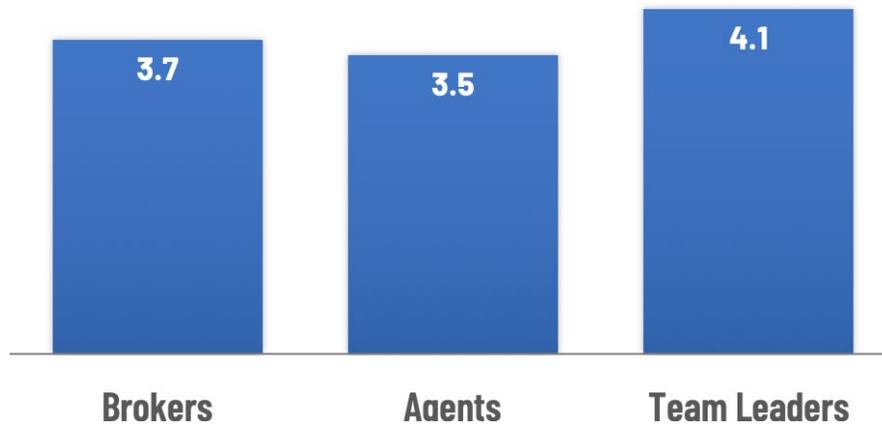


Avg. Response By Region



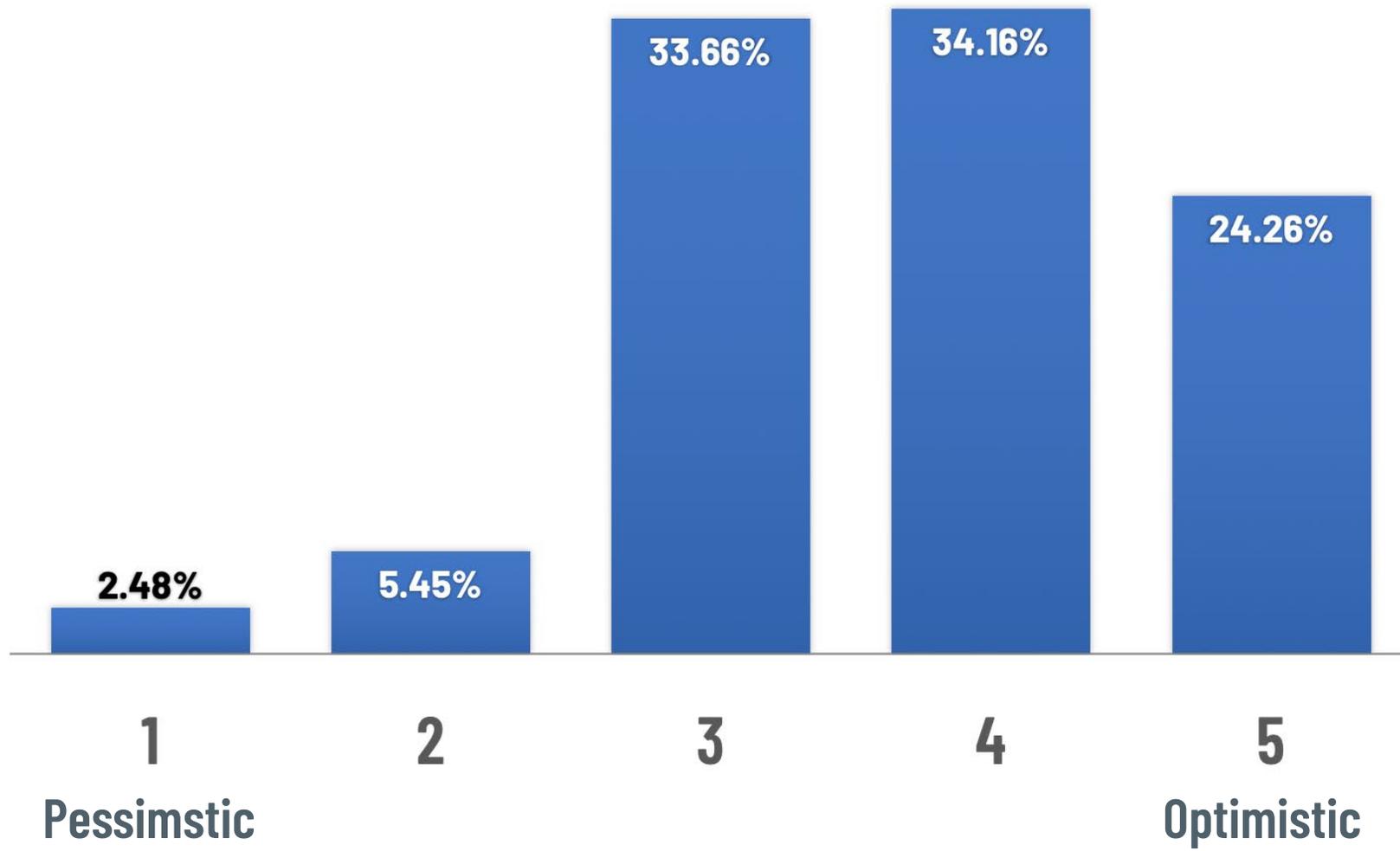
Despite the headwinds from Covid-19 lockdowns, 2020 appeared to be a surprisingly good year for many agents. In fact, over 75% of respondents indicated they did as much or more business than past years.

Avg. Response By Position

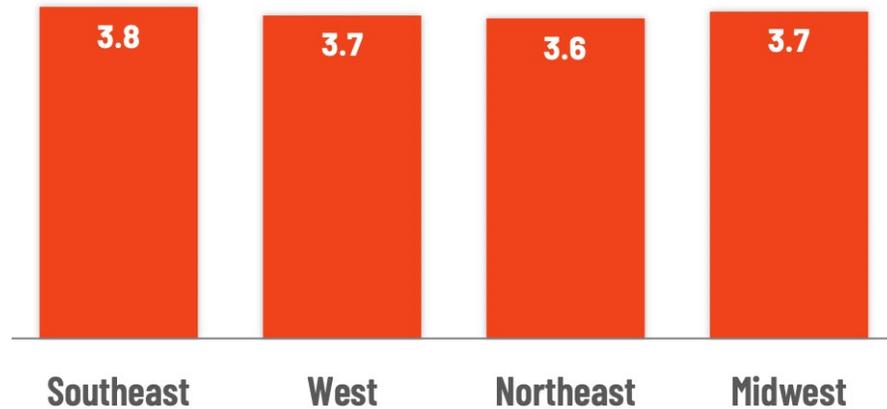


Looking at regional data, we see similar trends. Interestingly, more agents in the Midwest reported a having a more volume in 2020. We speculate that this may be fueled an acceleration in the migration to the Sunbelt states that we have seen over the past several years.

Attitude Towards the Housing Market in 2021



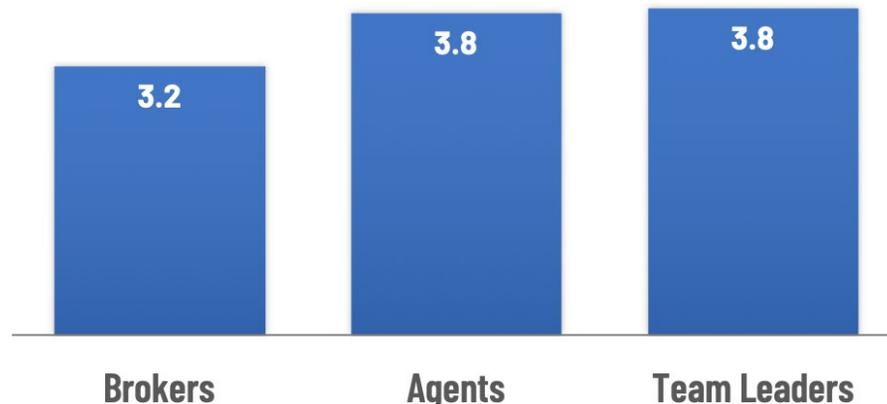
Avg. Response By Region



After weathering 2020, agents around the country appear to be overwhelmingly optimistic about the prospects for 2021.

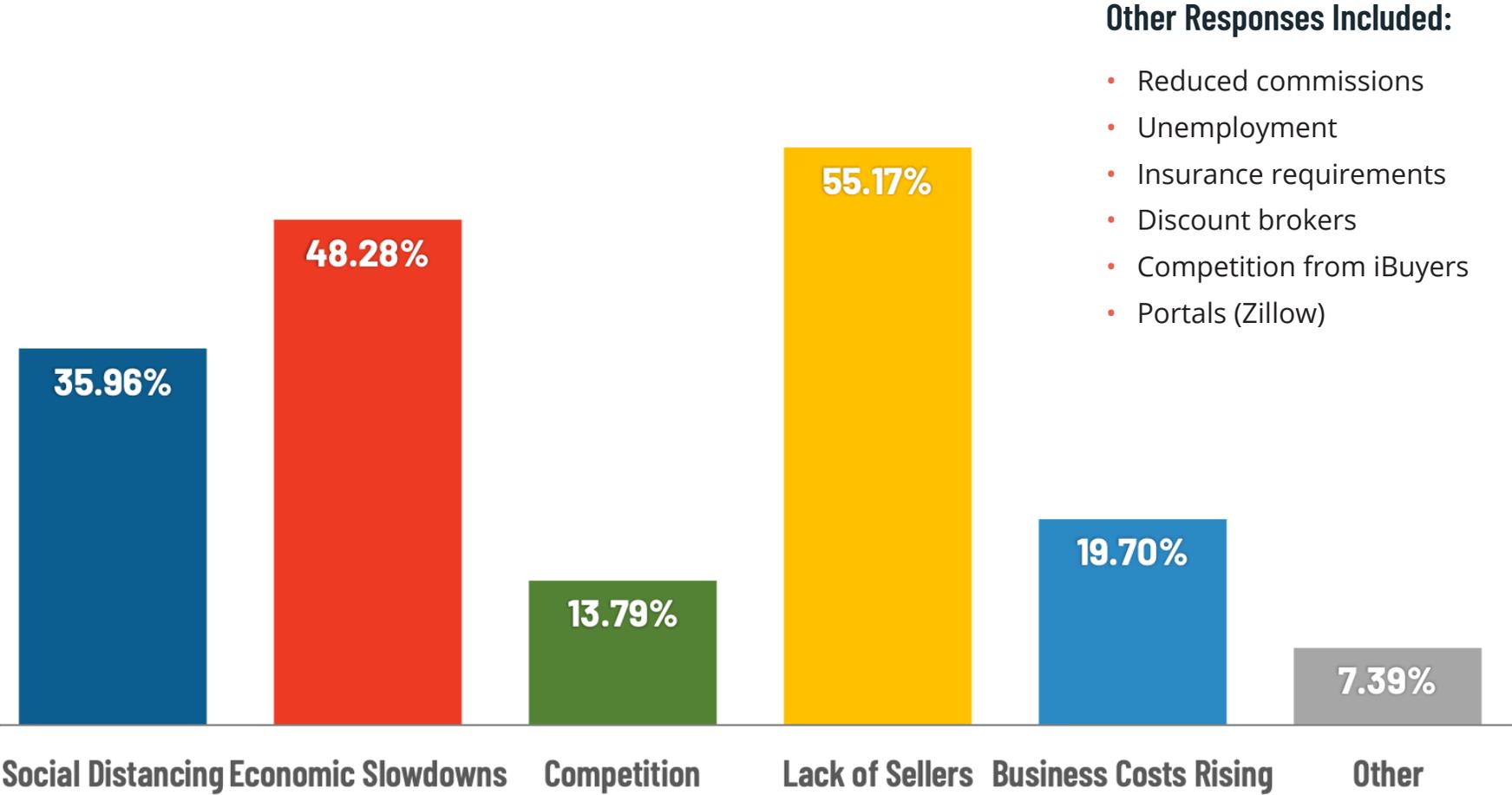
We asked to rate how they feel about the housing market in 2021 on a 5 point scale. Less than 8% indicated they were pessimistic about the housing market. These attitudes held up across every region as well.

Avg. Response By Position



When looking at these attitudes by agents' roles, we see that brokers tended to be a little more cautious than salespeople or team leaders.

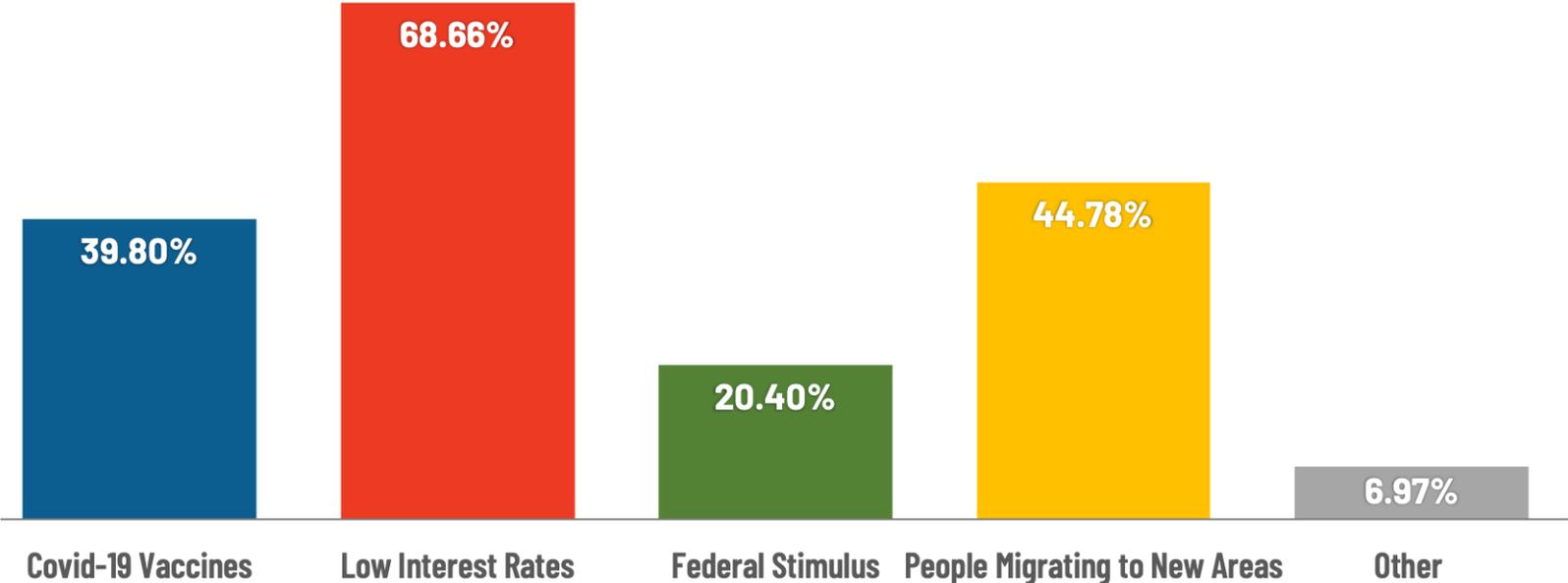
Biggest Obstacles Agents Face in 2021



Biggest Helps to Agents in 2021

Other Responses Include:

- More housing inventory
- Passage of Prop 19



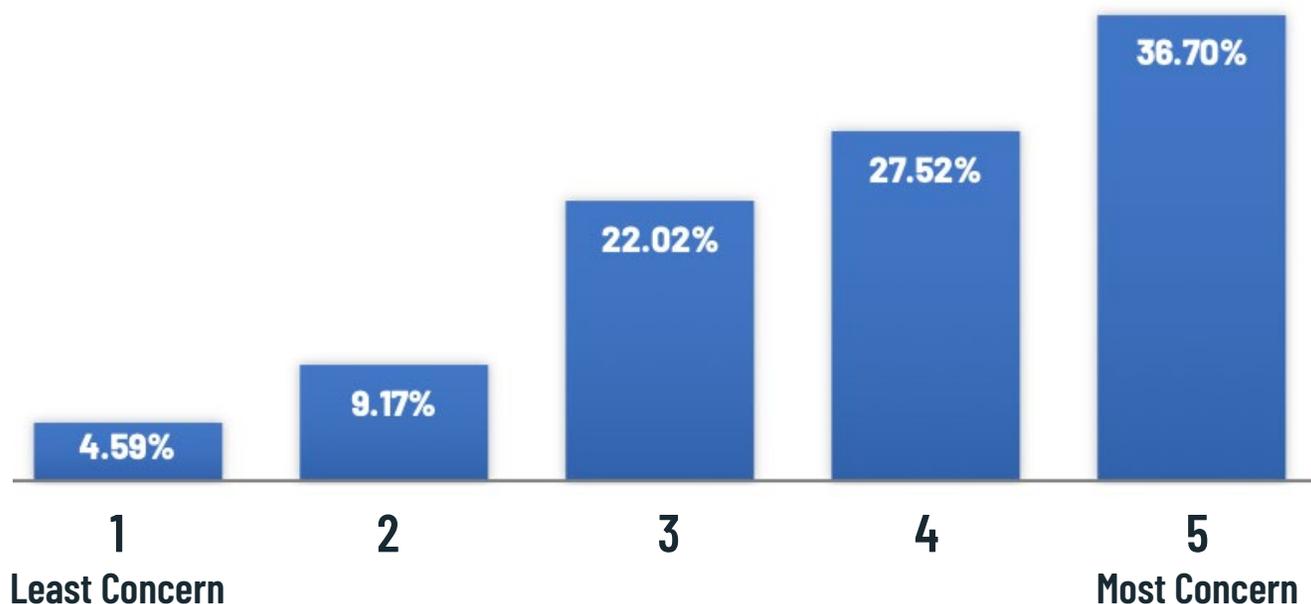
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Agents On the Issues

Almost nothing is more central to humans than the places we live, and so it should be no surprise that real estate made the headlines quite a bit in 2020.

In this section, we explore agents' attitudes towards the big stories shaping the industry and the world at large. Then asked agents to look into the future to see what is on their radars for 2021.

Concern Over Level of Housing Inventory



In Their Own Words

“There are lots of programs for buyers to get down payment assistance, and rates are really low. But what we really need are affordable options for seniors so they will move and sell their homes!”

— Agent, Minnesota

“Have plenty of buyers, but cannot find what they are looking for due to shortage of inventory”

— Agent, Florida

Concern Over Level of Housing Inventory

By Role

Most Concern



× Brokers

△ Agents

○ Team Leaders

Least Concern

By Region

Most Concern



× Southeast

△ West

○ Northeast

◇ Midwest

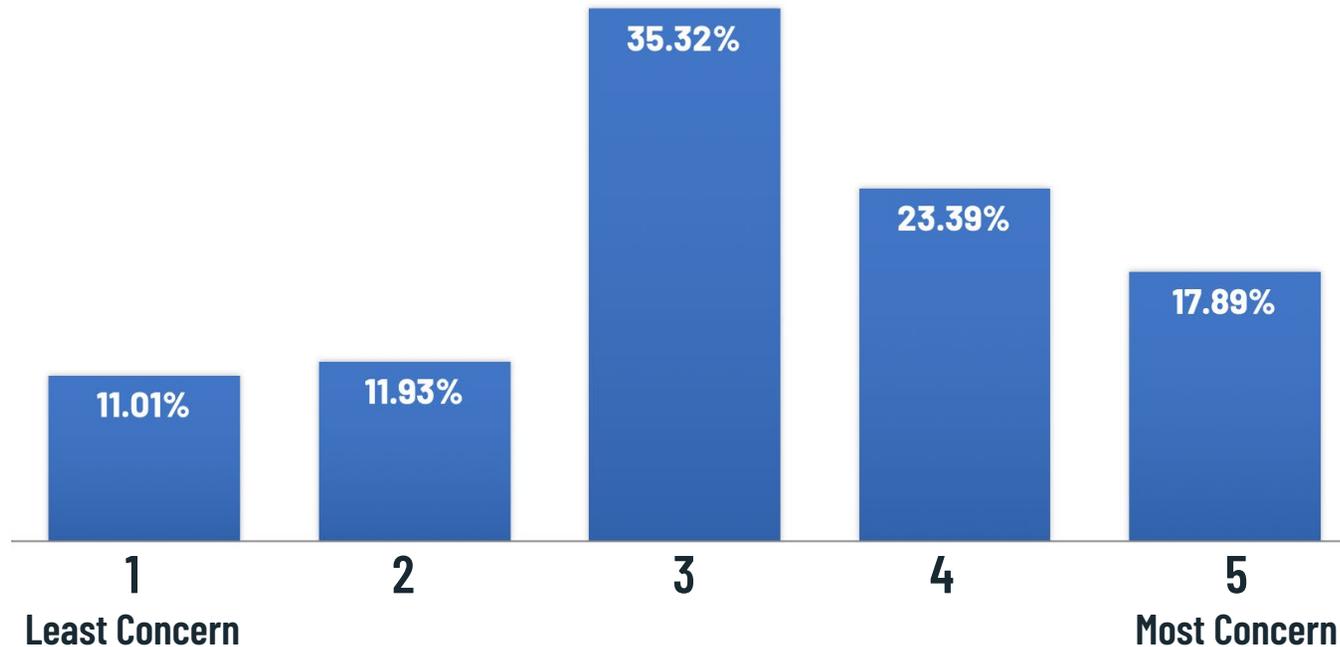
Least Concern

Without a doubt, low housing inventory ranks as the biggest concern for agents in 2021. Over 85% of agents indicated at least moderate concern over current inventory levels. In fact, more agents rated themselves as very concerned for this issue than any issue we addressed in this survey.

Agents across the nation expressed difficulty in finding sellers despite a glut of buyers looking to take advantage of record low interest rates. Yet with the rise in home prices, many local buyers in sunbelt cities cannot afford to outbid out-of-state buyers coming from areas with higher income.

As a result of these trends, many agents have adjusted their strategy to focus on new construction and investor clients.

Concern Over the Impacts of Covid-19



In Their Own Words

"If people start to have major layoffs then we could have major turn. That is the concern. They talk like that is not going to happen but if does we could see another avalanche."

— Team Leader, Missouri

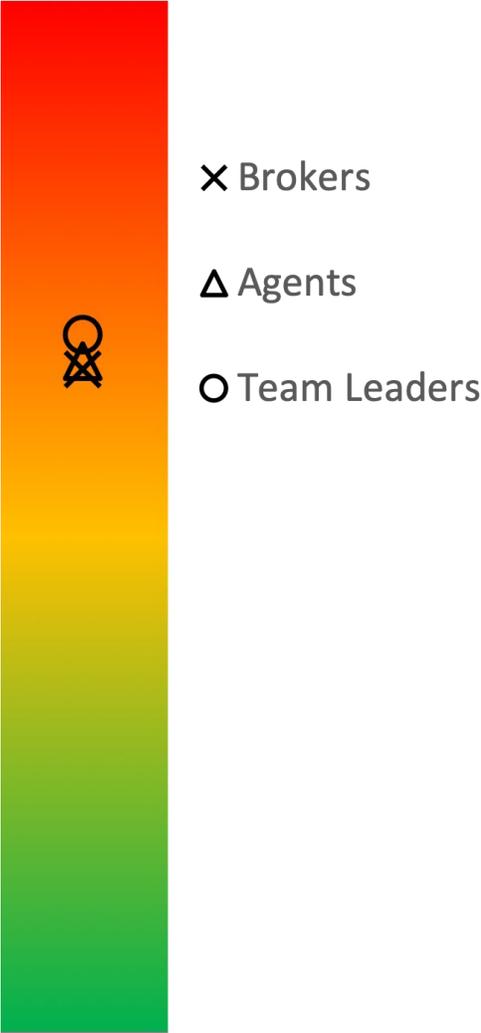
"With so many out of work and the banks letting people do a forbearance and now telling many they have to pay back the months that they missed, I think we will be going into a lot of foreclosures in the near future with no one having a place to live and no income"

— Broker, New York

Concern Over Impacts of Covid-19

By Role

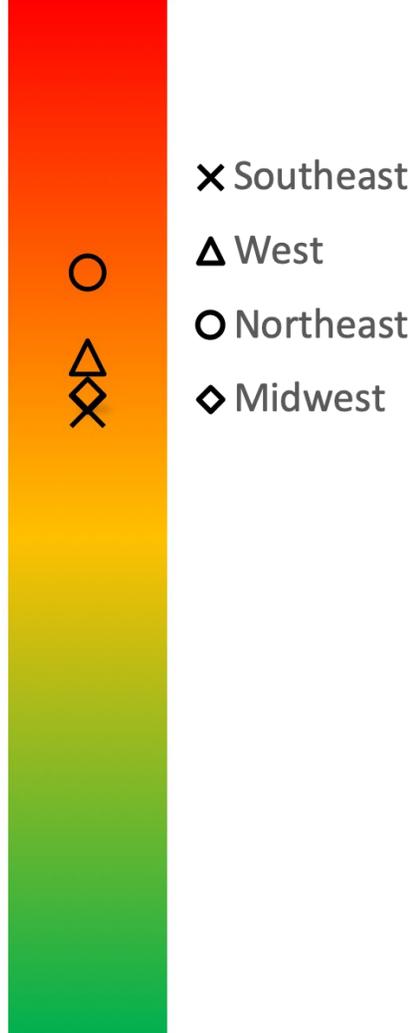
Most Concern



Least Concern

By Region

Most Concern



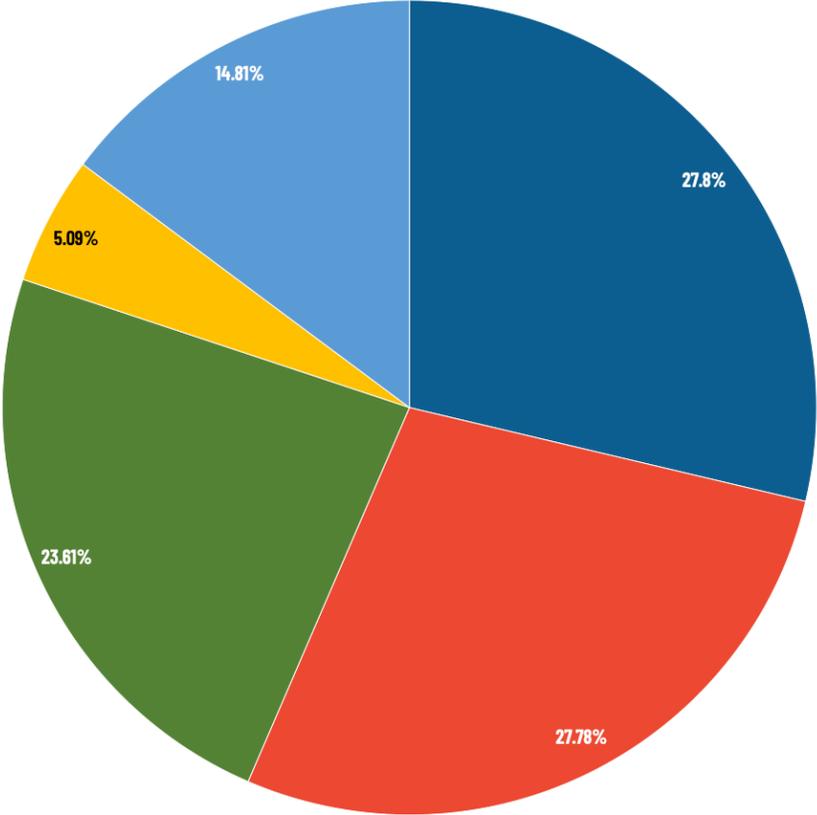
Least Concern

Covid-19 remains a concern for most agents across the nation. Unsurprisingly, agents in the Northeast have a significantly higher level of concern versus other areas. This likely reflects the trend of people leaving densely populated areas after the horrible scenes we saw in New York City last spring.

Several agents also raised the possibility of another crash fueled by high unemployment. These agents fear that forbearance on loans may have only delayed an inevitable rash of foreclosures.

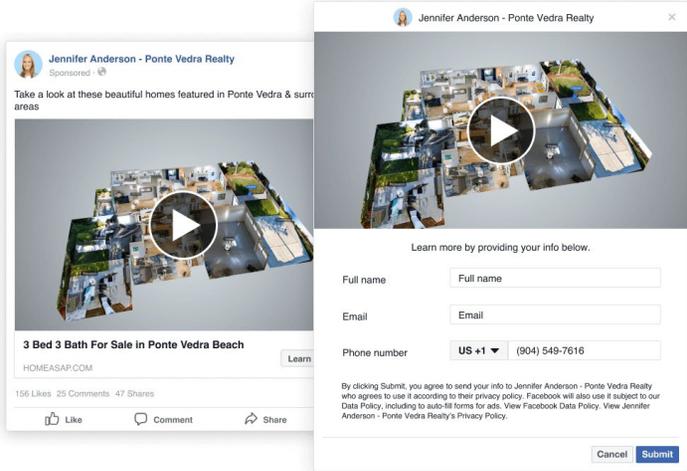
Finally, a significant portion of agents suggested that coverage of Covid-19 may be overblown. In fact, several agents cited the pandemic as a positive for their business as people migrate from cities to the less densely populated sunbelt.

Usage of Virtual Tours Among Agents



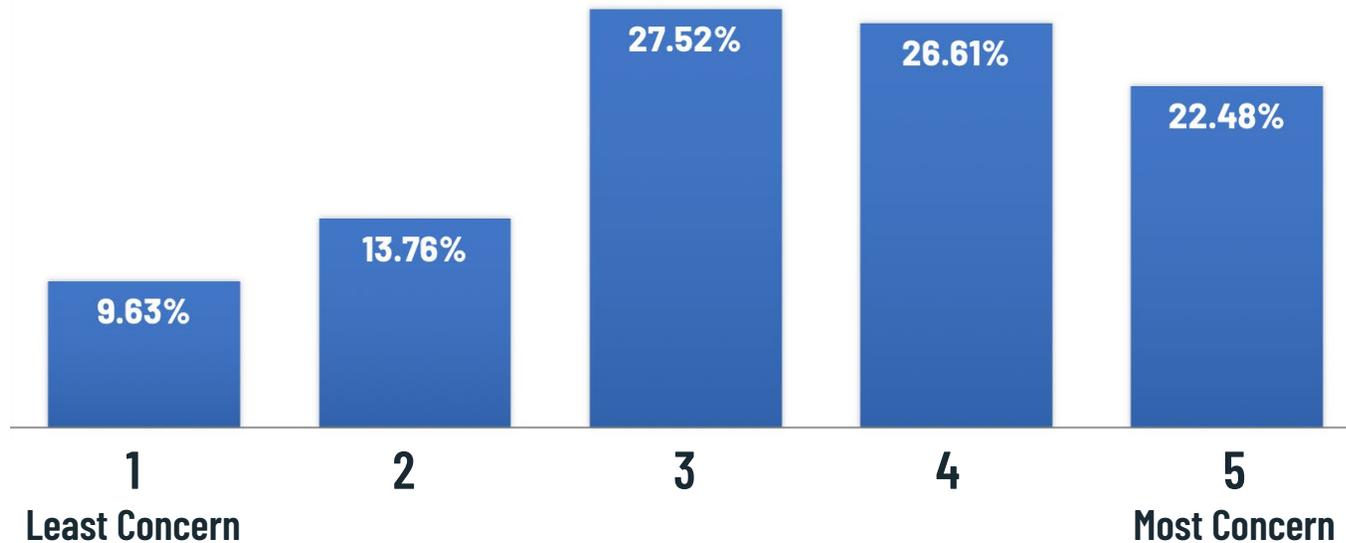
Key

- Video Walkthroughs Only (27.80%)
- No Listings (5.09%)
- Virtual Tour Software (27.78%)
- Other (14.81%)
- Do Not Use (23.61%)



As communities locked down during the Covid-19 outbreak, real estate agents were forced to find new ways to show homes to potential buyers. Many turned to emerging software such as Asteroom (shown above) and Matterport to create virtual tours. Others found creative ways to use their smart phones for video walkthroughs.

Concern Over the Impact of iBuyers



In Their Own Words

"[I'm] concerned for seller leaving money on the table and/or buyers paying too much. When you take out experienced professionals there is bound to be trouble."

— Agent, Georgia

"You still can't replace humans"

— Team Leader, Pennsylvania

"Their model limits their market because they can't offer fair market. They have to have a spread that end users don't."

— Agent, Maryland

"I think any outlet that attempts to undermine/replace the services of a legit, accomplished full-time realtor endangers us all, realtors and customers alike."

— Agent, Virginia

Concern Over Impact of iBuyers

By Role

Most Concern



- × Brokers
- △ Agents
- Team Leaders

Least Concern

By Region

Most Concern



- × Southeast
- △ West
- Northeast
- ◇ Midwest

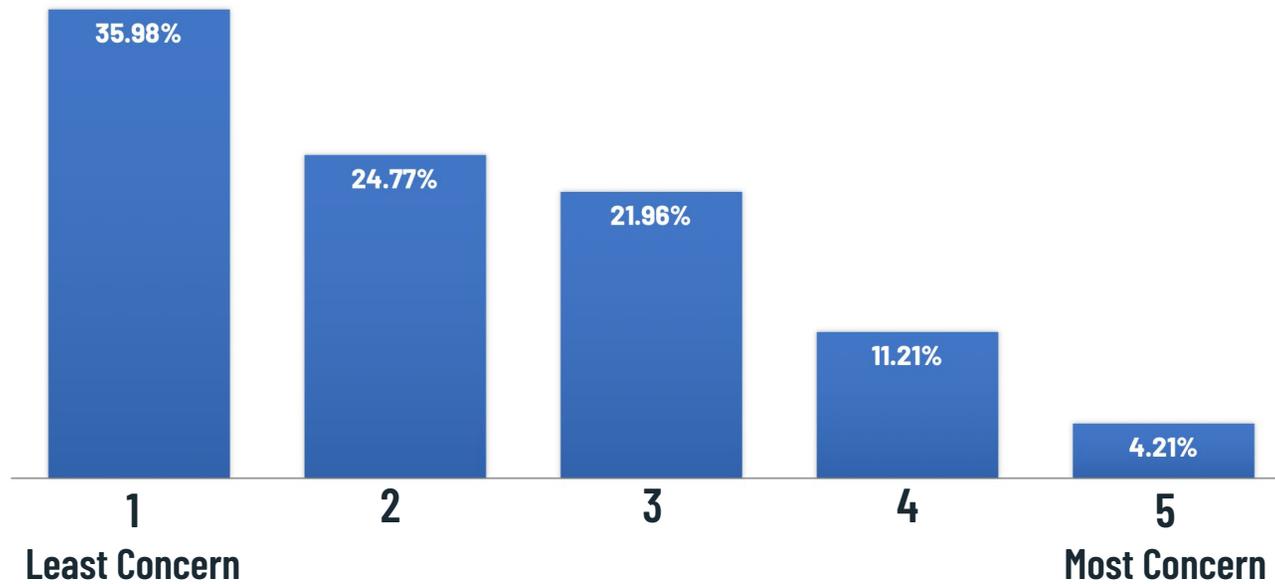
Least Concern

Investors have long been a part of the real estate industry, but in recent years larger corporations such as Zillow and Opendoor have entered the investment space. These 'iBuyers' use deep pockets and computer algorithms to give homeowners instant cash offers for their home.

Our survey results indicate that agents have at least a moderate level of concern of the rise of iBuyers overall. Many agents suggested outlawing the practice altogether based on the risk to consumers and the unfairness of regulations surrounding the iBuyers versus traditional agents.

However, many agents also pointed out that this trend tends to only affect agents in large metro areas. This trend will likely be a story to watch for the next several years.

Concern Over the Racial Discrimination in Real Estate



In Their Own Words

"In my area of North Carolina, we are quite diverse and I don't believe that racial discrimination is much of an issue here."

— Agent, North Carolina

"Have not seen it in my area but is an issue elsewhere. Of course, since I am Caucasian, I am not subjected to it."

— Agent, Florida

"Depends on location but here in Minnesota it is shocking how few people of color are selling real estate. I have attended conventions for Realtors in Minnesota and seen one person of color out of 300-500 attendees. This has to translate to people buying."

— Agent, Minnesota

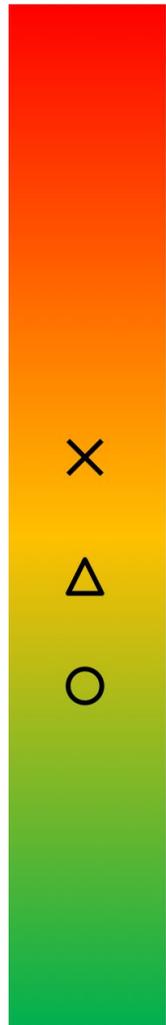
"I don't see it or experience it, but I'm sure it's there in other parts of the country."

— Agent, Kansas

Concern Over the Racial Discrimination in Real Estate

By Role

Most Concern



× Brokers

△ Agents

○ Team Leaders



Least Concern

By Region

Most Concern



× Southeast

△ West

○ Northeast

◇ Midwest



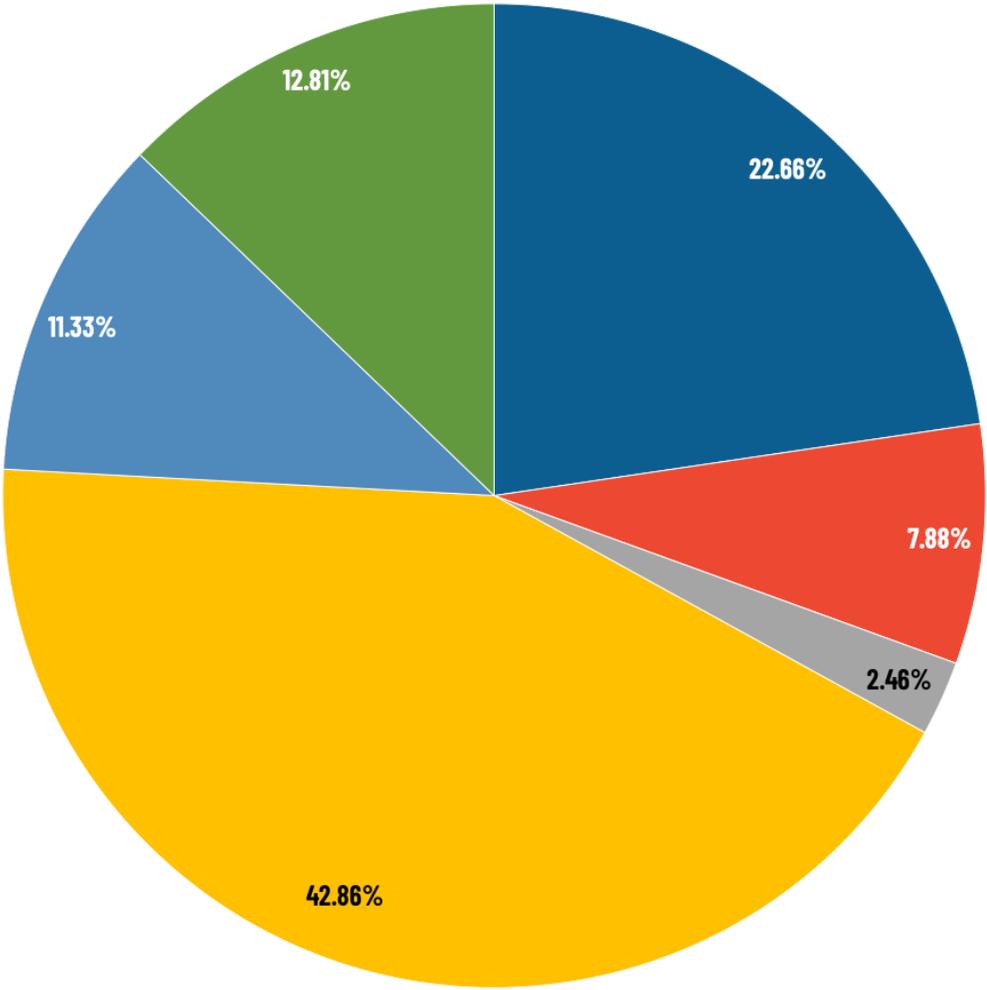
Least Concern

In Their Own Words

“As a black realtor I have faced discrimination in the field, as a prospect looking for a place and as a agent showing places. The sphere doesn’t tilt much in either way as one being experienced more than the other, because being in an industry like real estate for 15 yrs, you’ve experienced it all almost. Systematic racism, judgemental racism, and more to be named. They all are wrong no matter what name you give it. I’ve been denied as a real estate agent for properties because of my color, straight like that. When you go to view, it is like a despair look when they see you’re not Caucasian. They don’t give you the chance they would give the white counterparts. I’ve had agents that had to take their test 3 times before passing it, literally asking me how did I pass? Yea, so it’s real. The racism is there and it’s noticeable!”

— Agent, Texas

Top Real Estate Stories to Watch in 2021



Key

- Interest Rates (22.66%)
- iBuyers (7.88%)
- Racial Discrimination (2.46%)
- Market Effects of Covid (42.86%)
- Search Portals Becoming Brokerages (11.33%)
- Other (12.81%)

Other Responses Included:

- Inventory Shortages
- Possible Crash/Foreclosures
- Stable Market
- Migration to Sunbelt

Acknowledgements

We would like to once again thank the agents who took the time to share their thoughts and opinions. We know how much time you already invest in representing your clients and growing your business. Home ASAP is honored to serve the people who make home possible.

To join the Real Estate Agent Directory visit:
bit.ly/read-agent.

To search for agents in your area visit:
bit.ly/search-agents.



Media Inquiries

Please contact:

James Sparkman

Director of Marketing
marketing@homeasap.com
904-800-1811

Appendix:

About TurnKey Suite

TurnKey Suite is a full-service social media marketing built especially for real estate agents. In this section, we'll share some essential info about TurnKey Suite including what is included and how well it works. That way you can decide if it is a service is a good investment for you.

What Is TurnKey Suite?

At its core, TurnKey Suite is about helping real estate agents grow their business using cutting edge marketing tools. When you purchase a TurnKey Suite package, you receive a dedicated account manager that creates a system to funnel new leads into your sales pipeline through social media.

With TurnKey Suite, you get the expertise and experience of marketers who work in social media day in and day out. This allows you to ramp up your social media marketing much more quickly than if you were to do it yourself, and so TurnKey Suite ultimately saves you both time and money while growing sales.

What's Included With TurnKey Suite?

TurnKey Suite includes a host of tools and features that help you take command of your social media and save you time:

- Dedicated Account Manager
- Monthly ad budget for Facebook or Instagram
- IDX Home Search For Facebook and WordPress
- Automatic Facebook content posting
- Automatic listing posts to Facebook
- Facebook page remodel and optimization
- Fully managed social media contests
- Pro level membership to the Real Estate Agent Directory
- Premium listing landing pages



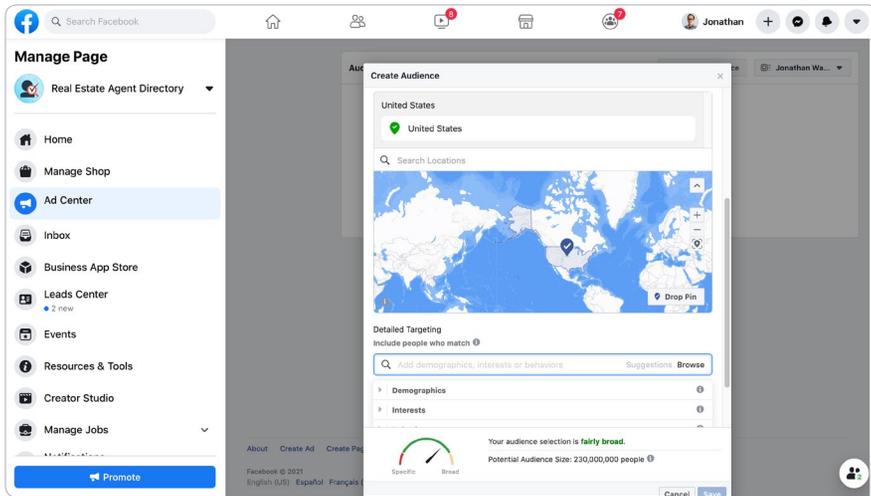
Above: Allysya Warren, Director of TurnKey Suite, leads a meeting of TurnKey Suite Account Managers.

What Does My Account Manager Do?

Our Account Managers are the heart and soul of TurnKey Suite. Each new agent receives a welcome call from their account manager where you can discuss what is important to you and how we can support you.

From there, they help make sure that your tools and features get activated properly, and get you connected to a member of our design team who will remodel and optimize your Facebook Page. If you don't have a Facebook page, don't worry. We can create one for you!

From there, your account manager will create and manage ad campaigns on Facebook or Instagram for you each month. Since your ad budget is included in your subscription, you pay nothing extra out of pocket unless you want to increase your ad spend.

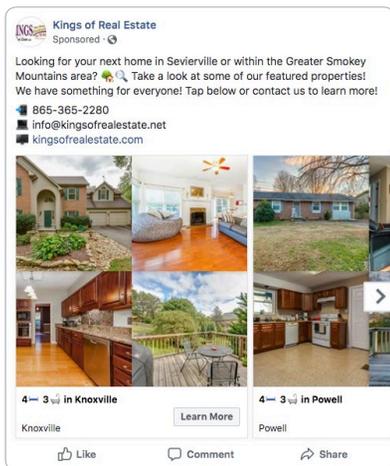


Ad Management

We understand that Facebook ads can be confusing and time consuming for agents. Facebook offers a ton of choices on its ads platform and constantly makes changes. That's why it's important to have someone who is experienced to do the work for you.

Our account managers have the training and experience to help you get the best results from your ad budget. Plus, they can unlock powerful features such as dynamic ads that would be next to impossible to do on your own.

Dynamic ads are a powerful type of ad used by successful companies like Amazon to display a carousel of items tailored to the consumer. With over 200 powerful MLS integrations, we can pull in listings directly through IDX feeds to lure potential buyers which means new leads for you!



Above: Facebook Ads manager is used to create audiences, set bids, and create campaigns when running your own campaign. TurnKey Suite account managers do this for you as part of your subscription.

Left: Example of a Dynamic Ad campaign run by a TurnKey Suite account manager on a customer's behalf.

Facebook Page Creation or Remodel

After reading this report, you already appreciate how a well-crafted Facebook page makes such a difference in marketing your business. That's why TurnKey Suite includes a page remodel or creation. Our professional designers work with you to design custom graphics that bring out your unique brand.

They can also craft custom graphics for your Google My Business or YouTube channel. That way you keep a consistent look across every major platform.

Even more than that, TurnKey Suite's team of experts will also fully optimize your page to ensure you get the best search rankings possible. Then they'll optimize your page to convert more leads each time people find your page.

Automatic Facebook Posts

You know you need to regularly post engaging content to have a successful social media page, but finding that content can be difficult and time consuming. Fortunately, TurnKey Suite does the work for you.

Use our automatic Facebook posts up to 7 days a week to create a baseline of engaging content you can build on. You can even post your listings in an attractive carousel format to generate buyer leads. No listings? No worries! You can also set up automatic listing posts for listings from your brokers' office.

How Does TurnKey Suite Generate Leads?

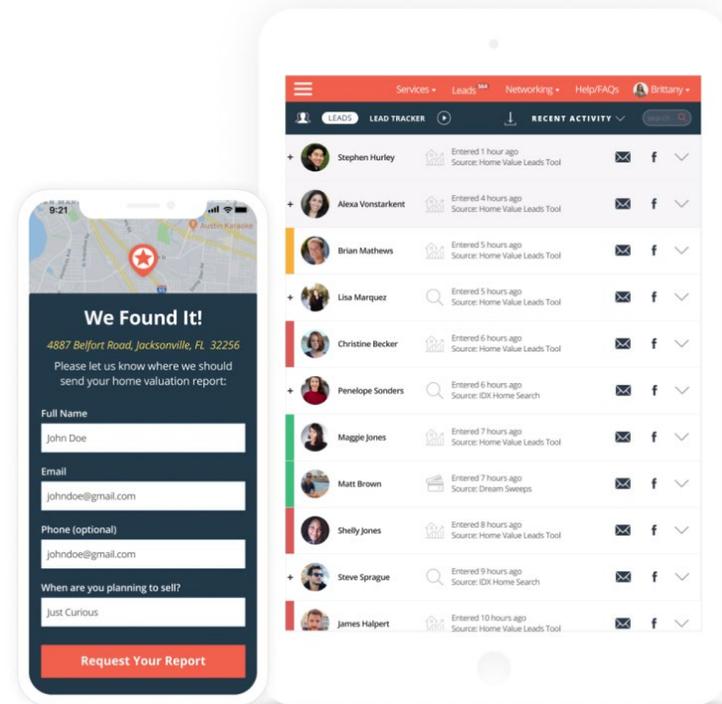
Speaking of leads, your TurnKey Suite subscriptions contains tools to help you generate both buyer and seller leads.

Our IDX network includes over 94% of active U.S. listings from over 200 MLS's. This network powers our best in class IDX Home Search which can integrate with both Facebook and WordPress. This means you can have one tool generate buyer leads for both your website and your social media.

For seller leads, you also have access to our Home Value Leads Tool. This tool encourages your Facebook followers to request a free home value report, so that you can connect with people

interested in selling their home. Plus, each lead includes contact info and timeline for selling to help you prioritize your follow-up.

Your TurnKey Suite subscription also comes with innovative lead generation tools like hassle-free Facebook contests and premium listing landing pages. Most important of all, your account manager will run targeted ad campaigns to reach thousands of potential leads. In fact, TurnKey Suite has delivered over 4 million leads for our agents!

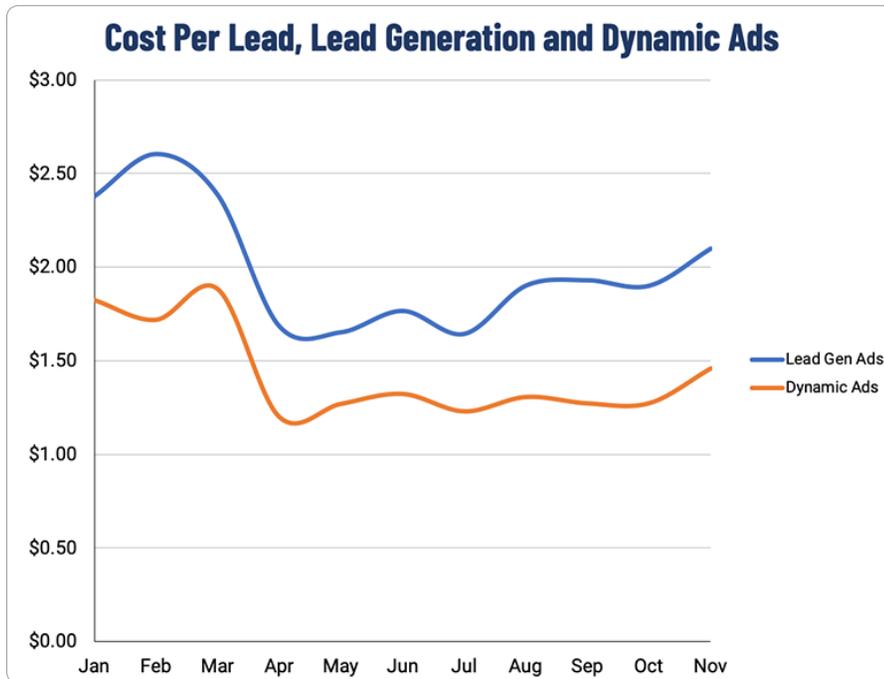


Above: A mobile friendly lead capture form used with the Home Value Leads Tool included in TurnKey Suite. Leads are sent to a leads dashboard and by e-mail.

How Effective Is TurnKey Suite?

TurnKey Suite offers incredible value and performance. Over the course of 2020, the average cost per lead for Facebook lead ads was well under \$3 per lead every single month, and as low as \$1.60 per lead in July 2020. This translates into more leads for your money, especially compared to other marketers running Facebook ads.

Our Dynamic ads performed even better with an average cost per lead under \$2. That's roughly two-thirds the cost of the already affordable lead ads! Plus, with both ad types, lead forms can be customized to gather the info you need to convert leads down your sales funnel.



What TurnKey Suite Customers Say

Of course, the numbers are only half the story. TurnKey Suite clients from across the country have taken to social media to share their thoughts. Here's what they had to say about TurnKey Suite.



Caprice Kitchen

4 reviews

★★★★★ a year ago

As a previous user of Turnkey Suite, we had ventured off to try other opportunities; but, upon learning of advanced services we came back and thus far have been very impressed. I think the real difference this time is the level of engagement and one on one service we have with our account manager, who is fantastic! Our account manager is very responsive, makes great suggestions and super personable and easy to work with. We truly feel like we're literally working on the same team and working toward the same goals. Since reconnecting with Turnkey Suite, and it's only been a brief period, we've seen an increase in Facebook and lead activity. The ads shared are engaging and our followers enjoy them. Our account manager has prepared some great lead generating content and they are working better than we could have expected. We're excited to be back with Turnkey Suite and look forward to what the future has in store for continued growth.



Lee Cohen

4 reviews

★★★★★ a week ago

Positive: Professionalism, Quality, Responsiveness, Value

Working with Home ASAP for the past years was one of my best business decision. Professional, affordable, high quality contents and very responsive to my needs. Thank you Home ASAP for great service.



Deborah Citarella

2 reviews

★★★★★ 2 weeks ago

Positive: Professionalism, Quality, Responsiveness, Value

Gwen is my account manager. She is phenomenal. She always has my best interest at heart and strives to make everything perfect. It has been a pleasure working with her. I can't tell you how important it is to have someone advocate your strengths and success to social media for your business. We have been working together for so long now, I don't need to do anything. It's a well oiled machine. She just knows what I need and does a great job! Love you Gwen! Thank you for everything.

About TurnKey Suite



Mike n Rosalie Pedraza

1 review

★★★★★ 2 months ago

Positive: Professionalism, Quality, Responsiveness, Value

Originally was unsure of the product and services, but turns out to be a very useful and productive tool! Definitely worth the investment! The staff has been exceptional in handling every question and providing input and guidance. Their diligence has been outstanding! Excellent product overall!



John Watts

2 reviews

★★★★★ 3 months ago

Positive: Professionalism, Quality, Responsiveness, Value

I have been using Turnkey Suite for less than 2 months. My Account Manager/Marketing Consultant is Ashley Meyers. Ashley has done an outstanding job providing me 32 leads. She is very professional and prompt whenever I need assistance for my business needs. Daily, she provides facebook marketing material, as well as has developed an excellent post advertising Austin, Texas to attract leads. She works with me to develop a marketing plan that provides quality leads.



Linda Hill Hughes

4 reviews

★★★★★ 3 months ago

Positive: Professionalism, Quality, Responsiveness, Value

I can't say enough about Home ASAP. Gwen handles my account. She cares about my business and helping me grow. She goes above and beyond always. Their FB postings get attention. I've used other companies and nothing. They also get me page LIKES! I know she's got my back and I trust her to care for my business!



Andrew Arild

3 reviews

★★★★★ 11 months ago

I've had a phenomenal experience with Home ASAP and my personal account rep, Kate. The service is great, keeps my page updated and current but what stands out above all else is the service Kate provides. I am not a social media natural and she has helped me learn all while continuously optimizing ads that have grown the followers on my page by huge amounts. I highly recommend the service and, if you're lucky, you will get to work with Kate like I do.



Barbara C. Henderson

Local Guide · 22 reviews

★★★★★ 10 months ago

Steven Hubbard has been very responsive and helpful with my leads from Homeasap. So far, out of the 19 leads I've received, I've spoken to 3 individuals and have an appointment with one and a "promise" of an appointment with another - we'll see how that turns out. Thanks, Steven!



Juliette Sherrill

7 reviews

★★★★★ 2 months ago

I am super impressed with the price and the level of service I've gotten from this company. They've done everything they said they would and communicate with me super fast when I need something. I love the product and the price! I Already doubled my likes on FB in the first day!



Niki Vale - Los Angeles Real Estate

10 reviews · 1 photo

★★★★★ a year ago

The Turnkey Suite at Home ASAP provides extraordinary service, consistently and persistently reaching out to offer solutions and white glove setup! I now have a laser-focused marketing strategy to build my business and gain new listings. Great service, great value. Blair, my account manager is excellent.



Pam Donohue

6 reviews

★★★★★ 3 months ago

Positive: Professionalism, Quality, Responsiveness, Value

As a full time Real Estate Agent I am not sure how many people really understand that we work all the time. We cannot predict how long we will actually be out when trying to help our clients find that perfect property. All of our attention is on them, as it should be. Social Media can be overwhelming at the end of day, especially when you have to think of something to post. That is why I LOVE Home ASAP! Having their team take that task off my shoulders is awesome. Plus they are professionals that really post great stuff! Yes I still throw in my own posts sometimes, but I would never go back to just taking care of it myself for our team.

They are the best!

Pam Donohue

Coldwell Banker Sea Coast Advantage



Sapphire Realty Partners

1 review

★★★★★ 11 months ago

We have been with the Turnkey Suite family for a few years now, and with the great assistance of Ashley Meyers, we appreciate all of your help in getting our real estate company ready for social media. Ashley has been a great help in assisting and collaborating with us to implement our vision whenever we needed her to. We thank Ashley and your entire team for the quality of service and dedication you have provided us and we look forward to our continued partnership.



For more information about ad performance and customer reviews, visit turnkeysuite.homeasap.com or call (904) 549-7616 to schedule a free demo.



How To Get Started With TurnKey Suite

If you're ready to start using social media to grow your real estate business, you owe it to yourself to try TurnKey Suite by Home ASAP. No one else can match the expertise, service, and effectiveness of our marketing pros.

To schedule a free demo of TurnKey Suite:

- Call (904) 549-7616
- E-mail sales@homeasap.com
- Visit turnkeysuite.homeasap.com