



## Constant Contact's 2007 Real Estate Agent Survey

**What percent of your customers/active prospects do you have email addresses for?**

1 - 10%	4%
11 - 25%	8%
26-50%	13%
51-75%	24%
76-100%	50%

**How large is your permission-based email list?**

0-100 email addresses	15%
101-500 email addresses	32%
501-1,000 email addresses	19%
1,001-5,000 email addresses	22%
5,000+ email addresses	11%

**What is the title of the person in your organization responsible for your email marketing communications (this can be your title)?**

Agent/Broker	40%
Agency/Brokerage (Owner)	17%
Marketing Manager (VP, Director)	13%
Marketing Associate/Assistant	6%
Office Administrator	4%
Office Manager	4%
Other	15%



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### Who do you communicate with using email marketing?

Customers (past home buyers)	25%
Brokers/agents	22%
Potential home/time share buyers	22%
Complementary business owners (mortgage, insurance etc.)	11%
Community members	10%
Regional teams (if multi-site brokerage)	2%
Other	8%

### How often do you communicate with your customers using email marketing?

Daily	9%
Weekly	27%
Bi-weekly	15%
Monthly	35%
Quarterly	4%
Other	8%

### What other methods do you use to market your business?

Website	30%
Direct Mail (postcards, self-mailers, brochures)	25%
Print ads (real estate pubs, newspapers etc.)	23%
Paid Search (i.e. Google AdWords)	8%
Yellow page ads	5%
Radio ads	2%
Other	6%

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### Which marketing method has been the most effective for your business?

Website	30%
Email marketing	27%
Direct mail (postcards, self-mailers, brochures)	13%
Print ads (real estate publications, newspapers, etc.)	10%
Paid search (i.e. Google AdWords)	2%
Radio	1%
Yellow Pages	0%
Other	14%

### How has using email marketing made a difference in your organization's communications (compared with other methods)?

Less expensive	26%
Faster	24%
Easier	18%
More professional looking	16%
Higher response rates	12%
Other	4%

### What is the greatest business challenge you face?

Finding new clients (buyers)	32%
Finding new clients (sellers)	20%
Selling properties	16%
Generating referrals	15%
Renting properties	1%
Other - please list below	10%
No response	6%



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**Have you sold or rented a property directly as a result of an email marketing campaign?**

Yes	37%
No	58%
No response	5%

**Do you feel that the housing market is poised to rebound or continue to decline?**

Rebound	42%
Decline	23%
Level off	31%
No response	4%

**What types of communications do you send with Constant Contact?  
(please check all that apply)**

Featured property listings	20%
New listings	18%
Event Announcements (training, speaking events)	12%
Neighborhood newsletters	12%
Broker open house announcements	11%
Open house Listings	11%
Anniversary cards	5%
Time share rentals	1%
Other	9%

## Survey Methodology

Constant Contact's 2007 Real Estate Agent survey was conducted from August 23 – September 25 through targeted online distribution to U.S. small businesses who are current customers of Constant Contact. Results were recorded from more than 300 respondents. Some percentages may not total 100 percent due to rounding.