



SPECIAL REPORT
THE BOTTOM LINE ON ONLINE LEADS



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Online leads often deliver a poor return on investment for real estate agents, but they can also work wonders for agents who take a disciplined approach to harvesting and nurturing them, according to a recent Inman survey that explores the payoff of online leads.



Real estate agents frequently find little value in leads that they purchase or acquire organically from sources including real estate websites, social networks and “big data” lead generators, and report that online leads generally account for just a small fraction of their business, the survey found.



Yet a small but distinct group of agents appear to have built their businesses on the back of online leads.



No doubt that’s largely because these agents have learned how to engage online leads better than many of their peers. But they also may be making better decisions about where they get their online leads from, as some types tend to bear much more fruit than others, according to the survey.

Online leads often deliver a poor return on investment for real estate agents, but they can also work wonders for agents who take a disciplined approach to harvesting and nurturing them, according to a recent Inman survey that explores the payoff of online leads.

Agents frequently find little value in leads that they purchase or acquire organically from sources including real estate websites, social networks and “big data” lead generators, and report that online leads generally account for just a small fraction of their business, the survey found.

But there are glaring exceptions to this rule. Some respondents revealed that they have built their businesses on the back of online leads.

No doubt that’s largely because these agents have learned how to engage online leads better than many of their peers.

But agents powering their businesses through online marketing channels may also be making better decisions about where they get their online leads from, as some types tend to bear much more fruit than others, according to our survey.

Major findings of this report include:

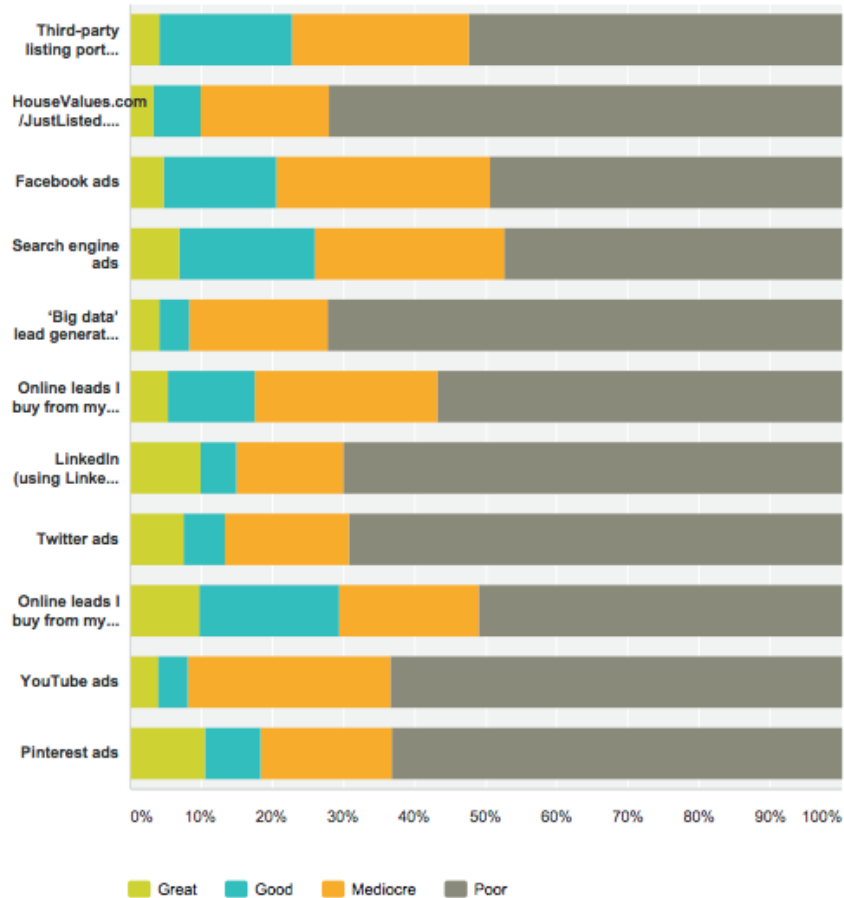
- Search engine and Facebook ads generally yield the paid leads that deliver the highest return on investment (among lead types included in the survey) for agent respondents, but agent respondents invest in leads from those sources half as often as they invest in paid leads from listing portals.
- Online leads accounted for 5 percent or less of most agent respondents’ deals in 2014.
- One out of 10 respondents attribute 46 percent or more of their deals in 2014 to online leads and say they convert online leads at a rate that is more than triple the rate claimed by a majority of agent respondents.
- Five out of 10 agent respondents have bought leads from third-party listing portals and about the same share currently do so.
- The vast majority of respondents think one word-of-mouth referral is more valuable than 10 online leads.
- Respondents see more promise in investing in unpaid online leads than investing in paid online leads.

Many agents believe they could benefit more from spending more time trying to tap marketing channels for unpaid online leads, such as by beefing up their agent profiles on listing portals or interacting with consumers on Facebook, instead of shelling out more cash for online leads.

But if agents choose to purchase online leads, Inman’s survey suggests agents should first turn their eyes towards Facebook, search engines and their brokers, as those sources deliver the best return on investment for respondents.

Q42 How would you rate the return on investment of PAID online leads from the following sources, rating only the sources that you have used?

Answered: 228 Skipped: 108



	Great	Good	Mediocre	Poor	Total
Third-party listing portal ads	4.12% 7	18.82% 32	24.71% 42	52.35% 89	170
HouseValues.com/JustListed.com leads sold by Market Leader (check "Never tried them" if you gets leads from Market Leader through other sources)	3.37% 3	6.74% 6	17.98% 16	71.91% 64	89
Facebook ads	4.76% 6	15.87% 20	30.16% 38	49.21% 62	126
Search engine ads	7.09% 9	18.90% 24	26.77% 34	47.24% 60	127
'Big data' lead generators (Benutech, SmartZip, etc.)	4.17% 3	4.17% 3	19.44% 14	72.22% 52	72
Online leads I buy from my franchisor	5.41% 4	12.16% 9	25.68% 19	56.76% 42	74
LinkedIn (using LinkedIn Premium or ads)	10.00% 6	5.00% 3	15.00% 9	70.00% 42	60
Twitter ads	7.69% 4	5.77% 3	17.31% 9	69.23% 36	52
Online leads I buy from my broker	9.84% 6	19.67% 12	19.67% 12	50.82% 31	61
YouTube ads	4.08% 2	4.08% 2	28.57% 14	63.27% 31	49
Pinterest ads	10.53% 4	7.89% 3	18.42% 7	63.16% 24	38

Next on their lists should be third-party listing portals, according to agent respondents.

Real estate search sites such as Zillow, Trulia and realtor.com were the most common sources of paid leads for survey respondents, eliciting both the most praise and the most criticism from respondents.

For every respondent that declared paid leads from listing portals worthless -- or worth less than they used to be -- another seemed to cast such leads as an important source of their business.

A staple of agents' marketing strategy

What's inarguable is that purchasing online leads is now a staple of many real estate agents' marketing strategies: More than 7 out of 10 agent respondents indicated they buy online leads.

But many aren't sure whether they're getting their money's worth.

Close to half of agent respondents said they think they overinvest in paid online lead generation, and more than 7 out of 10 said they believe online leads are generally overrated.

"The online leads are buyers and sellers who try to get as much information at no cost as possible before they sign with the agent they know or who was referred to them," was one respondent's bleak assessment of online leads. "It is very rare when Internet leads become true clients."

One word-of-mouth referral is worth more than 10 online leads in the eyes of about 7 out of 10 agent respondents.

"One or two GOOD leads can pay for a year's worth of leads," said one respondent. "That said, you do get a lot of useless leads. Have to kiss a lot of toads to get to the prince."

While most agent respondents indicated that they buy online leads, only half invest more than \$200 in them a month.

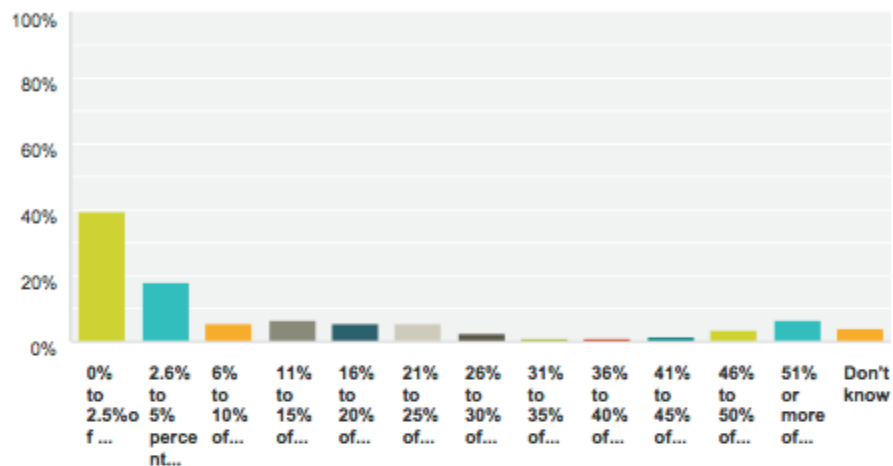
Online buyer and seller leads cost roughly the same, the survey found. About half of respondents put the average cost of each type at \$5 or less.

Small fraction of deals grow out of online leads

Online leads generally convert into deals at a very low rate, and play only a marginal role in the businesses of most respondents.

Q41 In 2014, I estimate that online leads converted into:

Answered: 228 Skipped: 108



Answer Choices	Responses
0% to 2.5% of my deals	39.47% 90
2.6% to 5% percent of my deals	17.98% 41
6% to 10% of my deals	5.70% 13
11% to 15% of my deals	6.58% 15
16% to 20% of my deals	5.26% 12
21% to 25% of my deals	5.26% 12
26% to 30% of my deals	2.63% 6
31% to 35% of my deals	0.88% 2
36% to 40% of my deals	0.88% 2
41% to 45% of my deals	1.32% 3
46% to 50% of my deals	3.51% 8
51% or more of my deals	6.58% 15
Don't know	3.95% 9
Total	228

Most agent respondents reported that 4 percent or less of their online leads convert into closed deals, with the largest share (40 percent) putting that rate at less than 2 percent.

Online leads made a measly contribution to the business of most respondents in 2014, accounting for 5 percent or less of a majority of agent survey participants' closed deals. Four out of 10 agent respondents said online leads accounted for 2.5 percent or less of their closed deals last year.

But to conclude that online leads can't boost an agent's bottom line would be a mistake.

The all-stars

A small but distinct group of agents, teams and broker-owners appears to have mastered the art of tapping online leads for business, and largely built their businesses around it.

"In three years, I have grossed over \$1 million from online leads," said one agent respondent.

Around 1 in 10 agent respondents said they shell out more than \$1,000 a month on online leads.

About the same share of respondents report that online leads (paid and unpaid) accounted for 46 percent or more of their closed deals in 2014, and claim to convert 13.1 percent or more of their online leads into sales -- more than triple the conversion rate cited by most respondents (0 to 4 percent).

This cohort's success with online leads bolsters the view that the return on investment of online leads hinges largely on how an agent engages online leads.

"It takes much more proactive effort on an agent's behalf to be successful with Internet leads than most other lead sources," said one team leader respondent. "A specific follow-up game plan is essential to be successful."

Return on investment of paid online leads

The techniques that these agents use to cultivate online leads likely power their success.

But agents who've cracked the code of online leads also may be making better decisions about the sources they choose to harvest them from.

"... There are a lot of companies trying to sell programs to agents for online leads that are just a money grab," said one respondent. "You have to decipher which programs work and which don't."

Indeed, the results of Inman's survey suggest that different online lead types offer varying levels of return on investment.

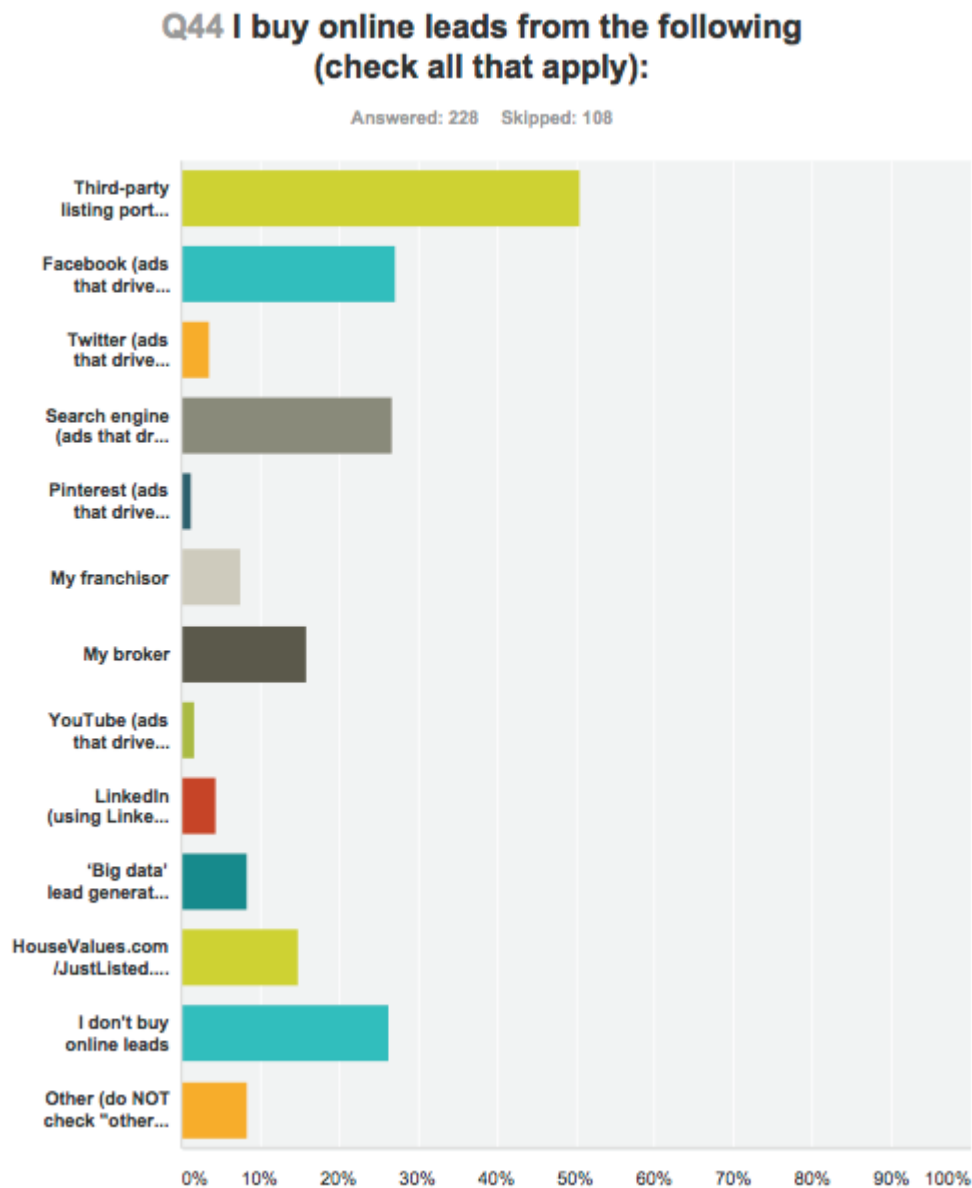
Leads generated by search engine and Facebook ads generally provide the best return on investment among paid online leads included in Inman's survey, according to agent respondents. These were the only types of online leads to earn more ratings of "great," "good" and "mediocre" collectively than ratings of "poor."

Online leads sold by brokers placed third, with 48 percent of agent respondents who rated the lead type saying it's ROI is "mediocre," "good" or "great" (and the rest rating it "poor").

Facebook ads received a notable number of plaudits from respondents for their targeting capabilities.

"Even though the response rate is low, it is higher than Zillow, Trulia or realtor.com, and the cost is much lower," said one broker-owner respondent. "It also allows us to market our listings to specific demographics without having a buyer agent's face on our listings."

The survey's findings suggest that respondents may be underinvesting in paid leads from Facebook, search engines and brokers.



Answer Choices	Responses
Third-party listing portals (buyer agent leads, sponsored/featured listings)	50.44% 115
Facebook (ads that drive traffic to my agent website or broker website subdomain)	27.19% 62
Twitter (ads that drive traffic to my agent website or broker website subdomain)	3.51% 8
Search engine (ads that drive traffic to my agent website or broker website subdomain)	26.75% 61
Pinterest (ads that drive traffic to my agent website or broker website subdomain)	1.32% 3
My franchisor	7.46% 17
My broker	15.79% 36
YouTube (ads that drive traffic to my agent website or broker website subdomain)	1.75% 4
LinkedIn (using LinkedIn Premium or ads)	4.39% 10
'Big data' lead generators (Benutech, SmartZip, etc.)	8.33% 19
HouseValues.com/JustListed.com leads sold by MarketLeader (do NOT check if you get leads from other sources through Market Leader)	14.91% 34
I don't buy online leads	26.32% 60
Other (do NOT check "other" to indicate that your team/office uses lead-gen or marketing software to buy most of its online leads. Instead, choose or specify the source that you use such software to buy the most leads from)	8.33% 19
Total Respondents: 228	

Respondents were about twice as likely to say that they get paid leads from portals as they were to say that they get paid leads from Facebook or Google, and cited brokers as a source of paid leads about a third as often as they cited portals.

Listing portals

Listing portal ads offer the fourth-highest return on investment of the online lead sources included in the survey, according to agent respondents.

Forty-seven percent rated the ROI of paid leads from portals either “mediocre,” “good” or “great,” with the rest scoring it “poor.”

Close to 5 out of 10 agent respondents indicated they had bought leads from third-party listing portals, and the same share report currently doing so.

Listing portals were also the most polarizing type of paid leads among respondents.

Some agents boasted of their ability to convert leads from listing portals into business.

“While many bitch about them and condemn them, I learn how to make it [work] for me and laugh my way to the bank,” said one agent respondent.

“I’ve mastered using both Zillow and Trulia and in my first year closed 35 sales using only those portals,” added another.

On the other hand, plenty of respondents also reported disappointing results with paid leads from listing portals.

“Spent over \$25,000 in an 18-month period and received very few leads and of those we did receive, not one closed,” said one team leader respondent about buying leads from Zillow. “Not one.”

A number of respondents also claimed that the return on investment of leads sold by portals has seemed to drop off.

“Zillow was great, but over the last 18 to 24 months [it] became a waste, canceled six months ago,” said one respondent. Another reported being “too dependent on portals where quality and quantity has decreased while costs continue to increase.”

Some respondents griped about listing portals tacking ads for competing real estate agents onto their listings even after they had paid for such ads not to appear. Portals also took grief for sending the same leads to multiple agents.

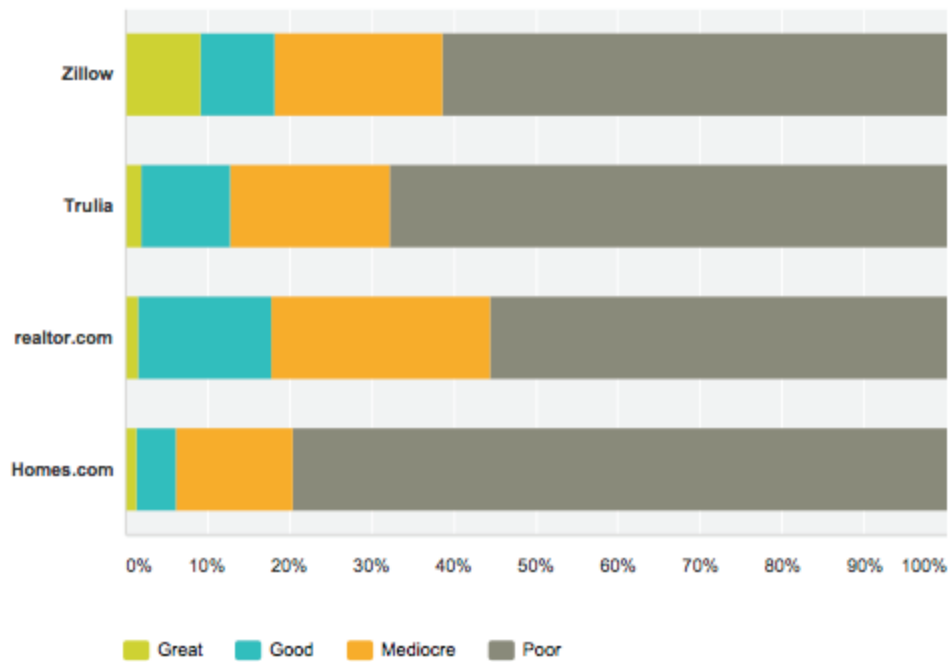
Online leads from listing portals pay off only if the agent buying leads from a portal has beefed up their profile on the portal, others said.

“Unless you have a ton of feedback and good history of sales, you won’t show well to consumers and won’t be chosen out of a list of potential agents to assist [buyers],” said one respondent.

When their return on investment was rated individually by agents, all four listing portals included in the survey -- Zillow, Trulia, realtor.com and Homes.com -- received more ratings of “poor” than all their ratings of “mediocre,” “good” and “great” put together.

Q58 How would you rate the return on investment of purchasing leads from the following third-party listing portals, rating only the portals you've purchased leads from?

Answered: 228 Skipped: 108



	Great	Good	Mediocre	Poor	Total
Zillow	9.14% 18	9.14% 18	20.30% 40	61.42% 121	197
Trulia	1.98% 4	10.89% 22	19.31% 39	67.82% 137	202
realtor.com	1.63% 3	16.30% 30	26.63% 49	55.43% 102	184
Homes.com	1.36% 2	4.76% 7	14.29% 21	79.59% 117	147

Realtor.com scored the best among agent respondents in terms of ROI, with 45 percent rating the ROI of the portal's paid leads higher than "poor," followed by Zillow (38 percent), Trulia (30 percent) and Homes.com (20 percent).

Among respondents who identified as broker-owners, team leaders, sales managers or in-house marketers working for them, Zillow was rated the best in terms of ROI, with realtor.com placing second.

Zillow notably bagged a considerably larger share of "great" ratings among all groups of respondents, including agent respondents.

Worst-rated paid lead sources

But while paid leads from listing portals tended to receive lackluster ratings overall, they still generally deliver a considerably better return on investment than some other online lead sources, the survey suggests.

Paid leads from big “big data” lead generators, HouseValues.com or JustListed.com, and LinkedIn ranked as the worst-rated types of online leads by return on investment among agent respondents.

More than 7 out of 10 agent respondents said leads from each of those sources provide a “poor” return on investment.

A number of respondents complained of being locked into one-year contracts with Market Leader and SmartZip, a “big data” lead generator.

Return on investment of unpaid online leads

Unpaid online leads appear to generally offer more promise in the eyes of agent respondents.

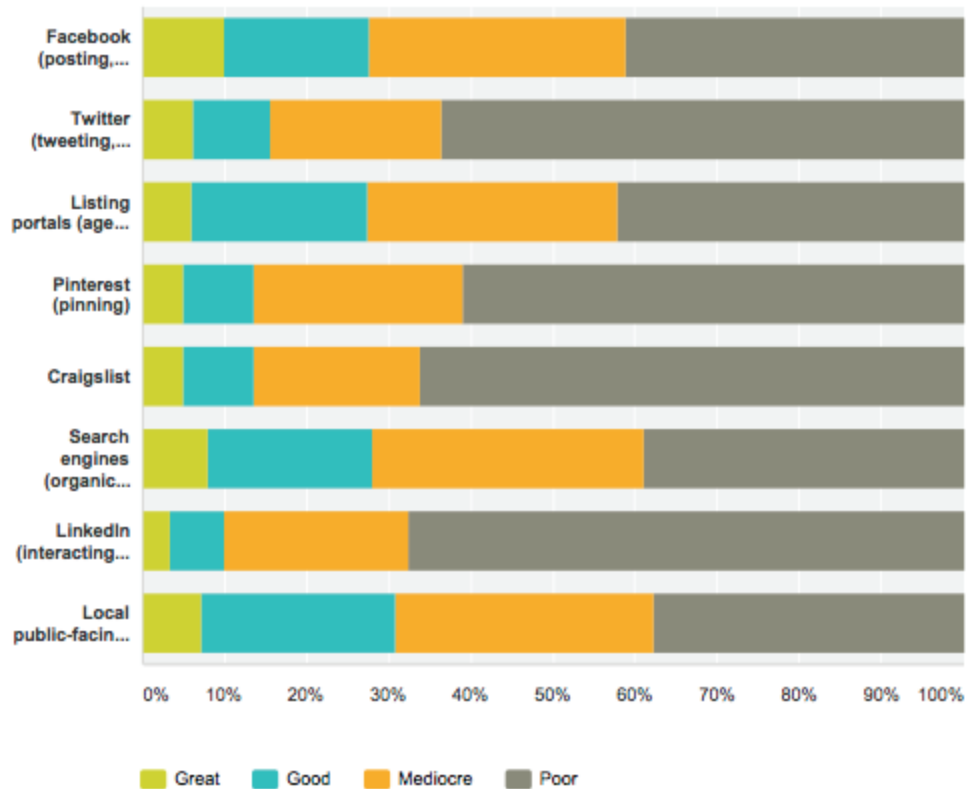
Agent respondents were more than twice as likely to say that they underinvest in unpaid online lead generation as they were to say that they underinvest in paid online lead generation.

And they tended to rate the return on investment of unpaid online leads -- with “investment” referring to time and resources invested in generating such leads -- higher than they rated online paid leads.

Real estate agents looking to dredge up more leads organically might want to focus the most energy on interacting on Facebook, attracting organic traffic through search engines and reeling in visitors through agent profiles, property details pages and discussion forums on listing portals, as unpaid leads that grow out of these activities generally deliver the highest return on investment, according to agent respondents.

Q43 How would you rate the return on investment (time and resources invested) of UNPAID leads from the following sources, rating only the sources that you have used?

Answered: 228 Skipped: 108



	Great	Good	Mediocre	Poor	Total
Facebook (posting, messaging, etc.)	10.00% 17	17.65% 30	31.18% 53	41.18% 70	170
Twitter (tweeting, messaging, etc.)	6.25% 6	9.38% 9	20.83% 20	63.54% 61	96
Listing portals (agent profile, discussion forums, property details pages of nonsponsored listings, etc.)	6.10% 10	21.34% 35	30.49% 50	42.07% 69	164
Pinterest (pinning)	5.08% 3	8.47% 5	25.42% 15	61.02% 36	59
Craigslist	5.04% 7	8.63% 12	20.14% 28	66.19% 92	139
Search engines (organic traffic from Google, Bing, etc.)	8.00% 14	20.00% 35	33.14% 58	38.86% 68	175
LinkedIn (interacting using basic account, NOT LinkedIn Premium)	3.33% 4	6.67% 8	22.50% 27	67.50% 81	120
Local public-facing multiple listing service website(s)	7.27% 12	23.64% 39	31.52% 52	37.58% 62	165

About 6 out of 10 respondents said the return on investment of unpaid leads from the multiple listing service and search engines is either “mediocre,” “good” or “great.” The other two unpaid online lead types that bagged more ratings of “mediocre,” “good” or “great” than ratings of “poor” come from Facebook (58 percent) and listing portals (56 percent), according to agent respondents.

Less than 4 out of 10 agent respondents said that unpaid leads from LinkedIn, Twitter, Pinterest and Craigslist delivered better than a “poor” return on investment.

Facebook is the most common source of unpaid leads among agent respondents.

Providing another indication that agents can benefit from interacting on discussion forums hosted by listing portals or polishing their profiles on such websites, unpaid leads from listing portals ranked as the second most often cited source of unpaid leads captured by agent websites, with search engines following close behind.

Respondents cited Facebook most often as their biggest source of unpaid leads, followed by search engines and listing portals.

Agent websites

Though 7 out of 10 agent respondents indicated that they pay for online leads, only 4 out of 10 pay money to drive traffic to their websites that they then convert into leads.

One quarter of respondents didn’t know what percentage of unique visitors to their websites convert into leads.

But of those who could offer such a conversion rate, 7 out of 10 put it at 3 percent or less.

The most common sources of paid traffic for agent websites are search engine and Facebook ads, with Facebook delivering the best return on investment, according to the survey.

Best ad types

Inman also polled respondents about different advertising products offered by listing portals, Facebook and Twitter.

The survey suggests that the return on investment of featured or sponsored listings does not differ substantially from the ROI of buyer agent ads.

Facebook has three main ad products: Facebook desktop news feed ads, Facebook right-hand column ads and Facebook mobile ads.

Only 44 percent of respondents said they had bought any of these products.

But of those who indicated that they had purchased Facebook advertising and noticed a difference between its ad products, the largest share of respondents rated Facebook desktop news feed ads as the best product.

Asked which Twitter ad product provides the most ROI -- “promoted tweets,” “promoted accounts” “or promoted trends” -- 9 out of 10 indicated they have never bought ads on Twitter.

Of those who said that they had purchased Twitter advertising and noticed a difference between Twitter’s ad products, most said promoted tweets offered the best ROI.

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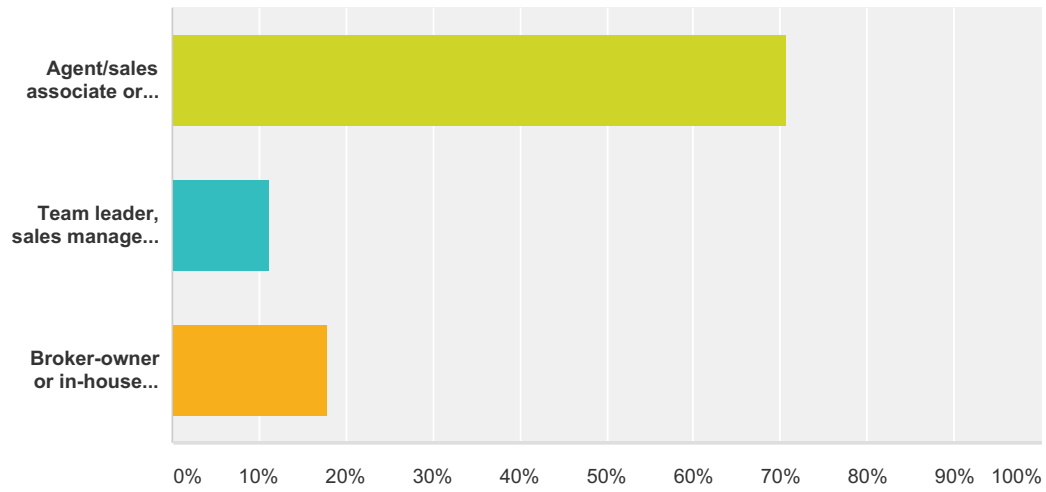


SURVEY RESULTS

Online lead generation

Q1 I am a/an:

Answered: 1,260 Skipped: 0

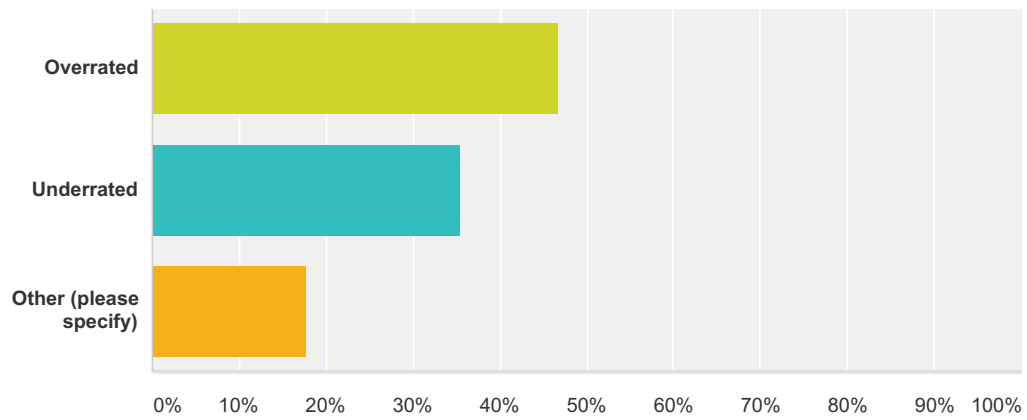


Answer Choices	Responses	
Agent/sales associate or broker associate/associate broker	70.71%	891
Team leader, sales manager, or in-house marketer for an office/team	11.35%	143
Broker-owner or in-house marketer for a broker	17.94%	226
Total		1,260

Online lead generation

Q2 Do you think online leads are generally overrated or underrated?

Answered: 45 Skipped: 1,215

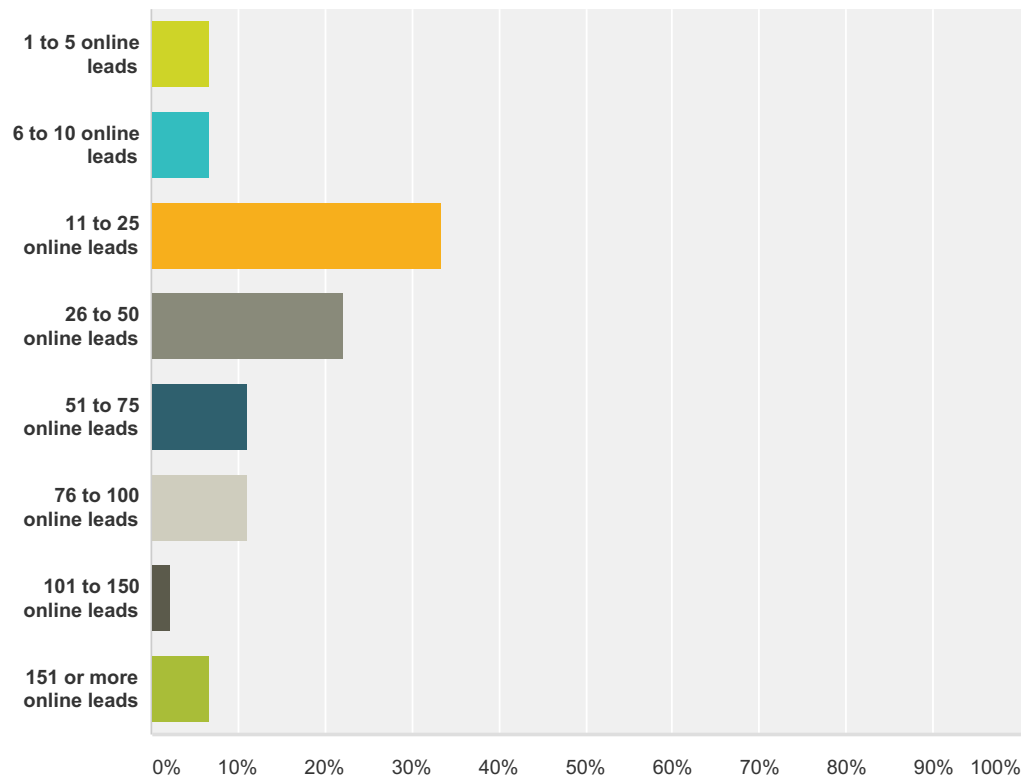


Answer Choices	Responses	
Overrated	46.67%	21
Underrated	35.56%	16
Other (please specify)	17.78%	8
Total		45

Online lead generation

Q3 I believe one word-of-mouth referral is as valuable as:

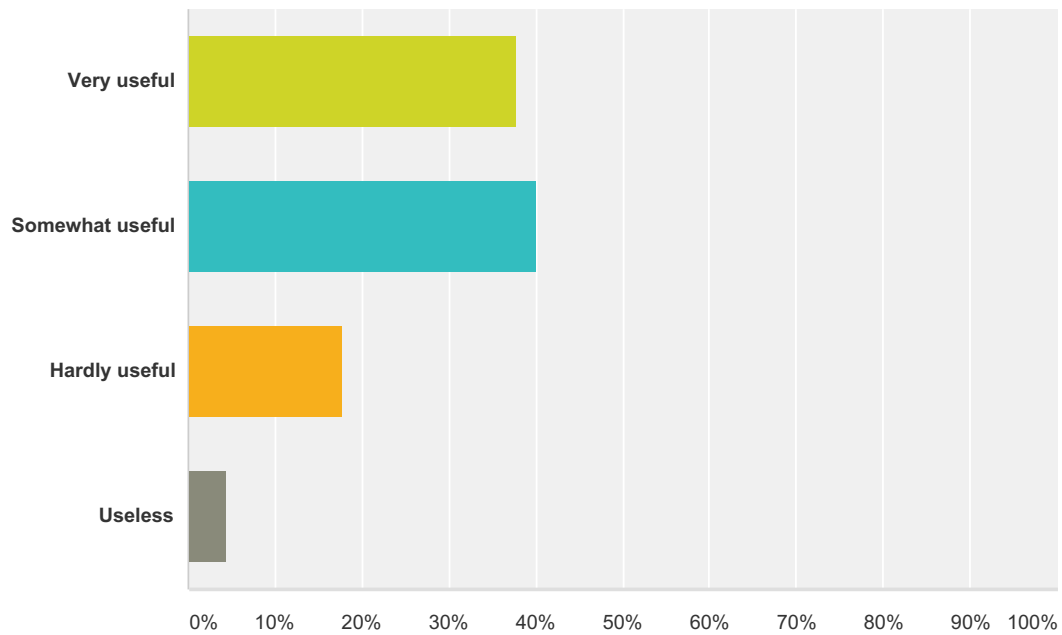
Answered: 45 Skipped: 1,215



Answer Choices	Responses
1 to 5 online leads	6.67% 3
6 to 10 online leads	6.67% 3
11 to 25 online leads	33.33% 15
26 to 50 online leads	22.22% 10
51 to 75 online leads	11.11% 5
76 to 100 online leads	11.11% 5
101 to 150 online leads	2.22% 1
151 or more online leads	6.67% 3
Total	45

Q4 How useful are online leads to your team/office?

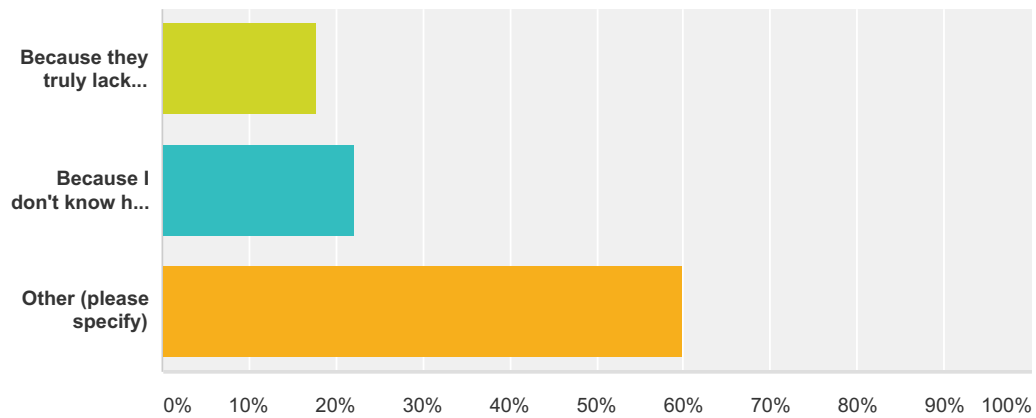
Answered: 45 Skipped: 1,215



Answer Choices	Responses	
Very useful	37.78%	17
Somewhat useful	40.00%	18
Hardly useful	17.78%	8
Useless	4.44%	2
Total		45

Q5 If you find online leads useless, why do you think that is?

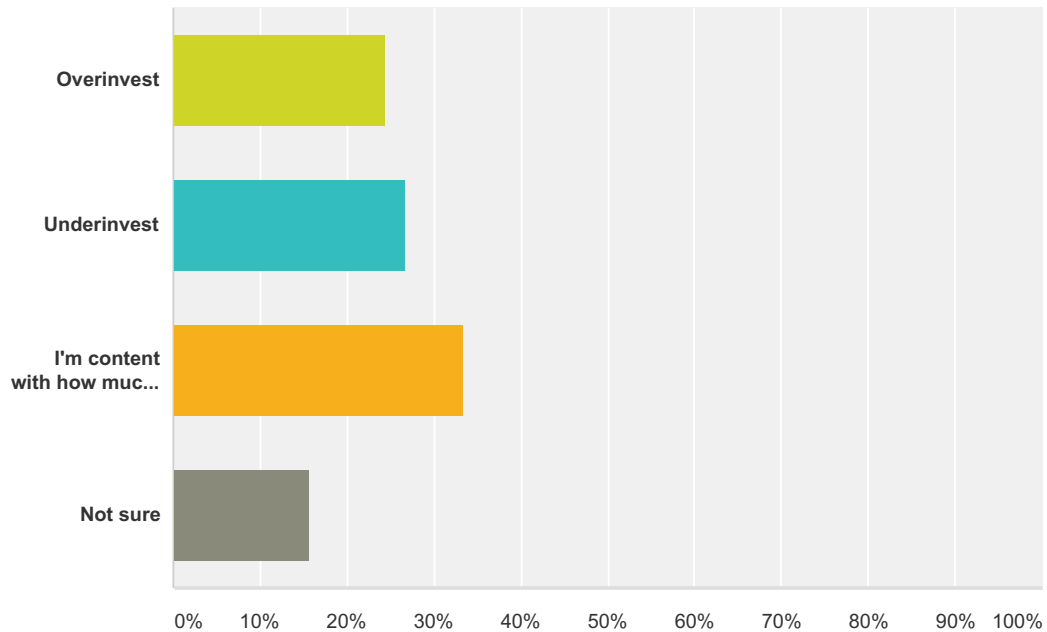
Answered: 45 Skipped: 1,215



Answer Choices	Responses	
Because they truly lack value	17.78%	8
Because I don't know how to extract their value	22.22%	10
Other (please specify)	60.00%	27
Total		45

Q6 Do you feel like you overinvest or underinvest (time and resources) in UNPAID lead generation online (e.g., finding prospective clients by interacting on social media)?

Answered: 45 Skipped: 1,215

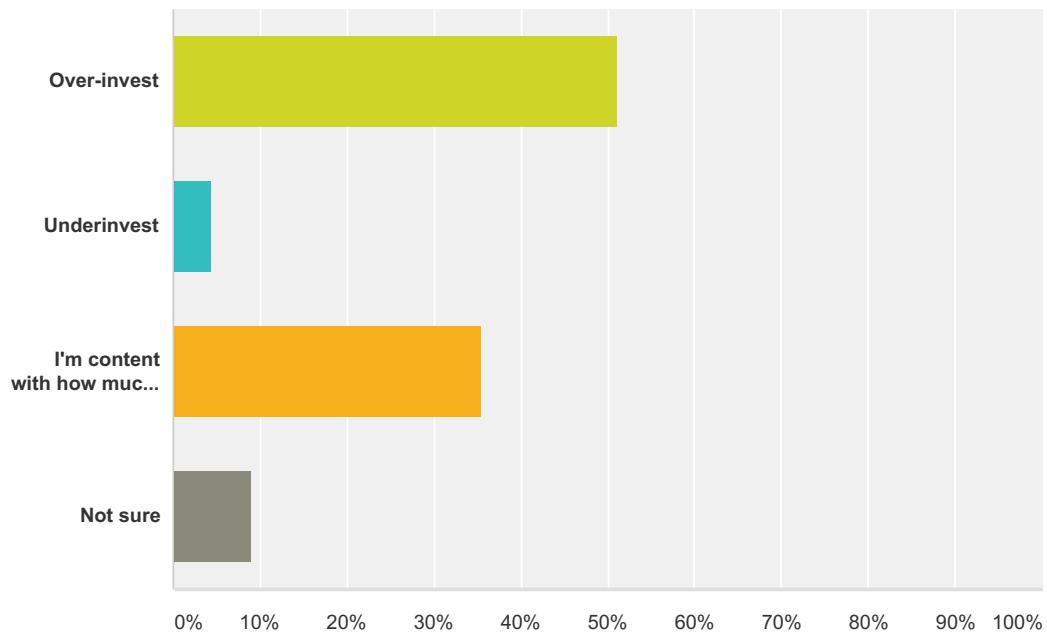


Answer Choices	Responses	
Overinvest	24.44%	11
Underinvest	26.67%	12
I'm content with how much I invest (time and resources) in unpaid online lead generation	33.33%	15
Not sure	15.56%	7
Total		45

Online lead generation

Q7 Do you feel like you overinvest or underinvest in PAID online lead generation?

Answered: 45 Skipped: 1,215

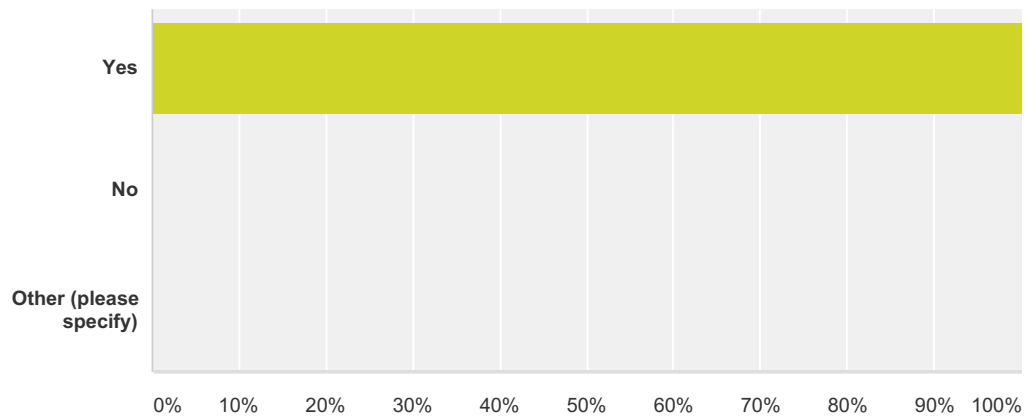


Answer Choices	Responses	
Over-invest	51.11%	23
Underinvest	4.44%	2
I'm content with how much I invest in paid online lead generation	35.56%	16
Not sure	8.89%	4
Total		45

Online lead generation

Q8 Do you track the sources of your online leads?

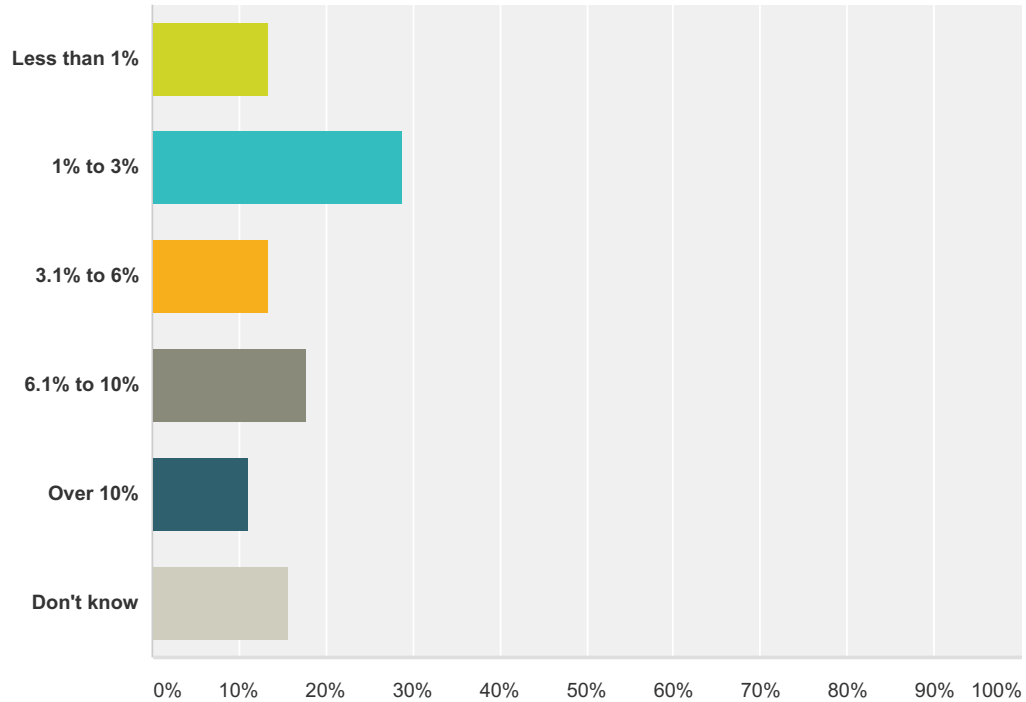
Answered: 45 Skipped: 1,215



Answer Choices	Responses
Yes	100.00% 45
No	0.00% 0
Other (please specify)	0.00% 0
Total	45

Q9 What is your team/office website's conversion rate from unique visitors to leads?

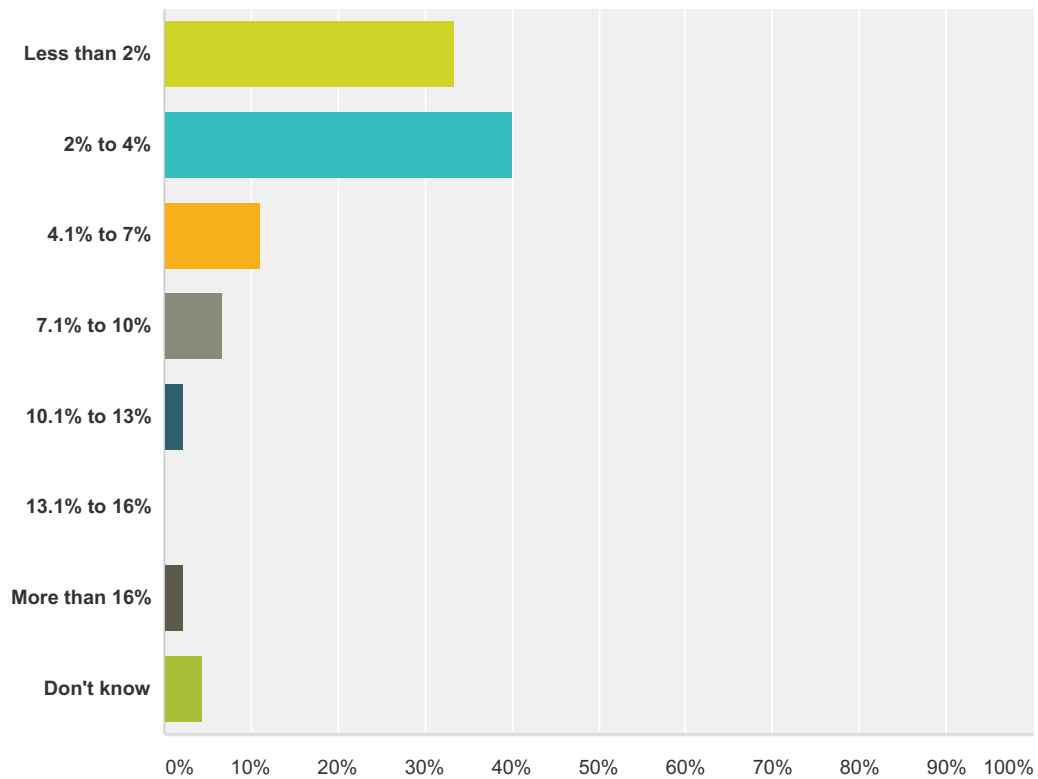
Answered: 45 Skipped: 1,215



Answer Choices	Responses	
Less than 1%	13.33%	6
1% to 3%	28.89%	13
3.1% to 6%	13.33%	6
6.1% to 10%	17.78%	8
Over 10%	11.11%	5
Don't know	15.56%	7
Total		45

Q10 What is your team/office's conversion rate from ONLINE leads to closed deals?

Answered: 45 Skipped: 1,215

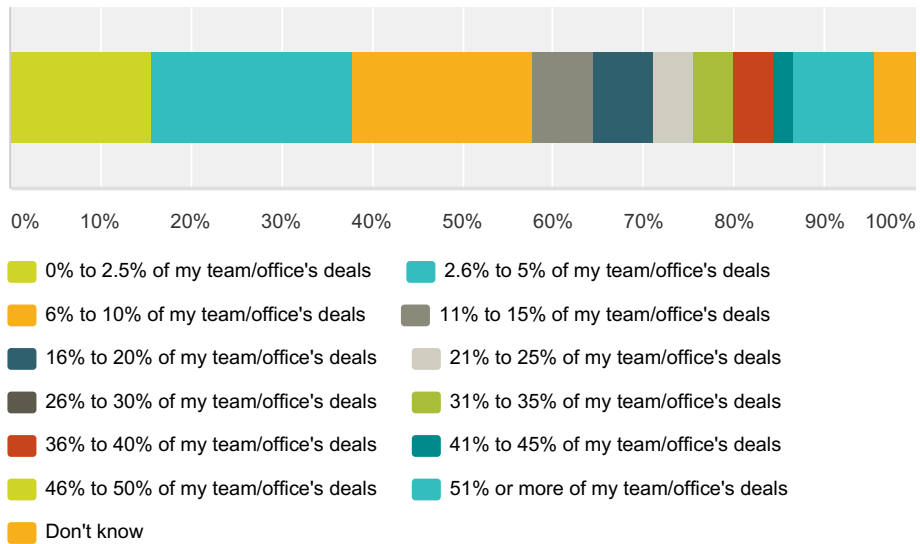


Answer Choices	Responses	
Less than 2%	33.33%	15
2% to 4%	40.00%	18
4.1% to 7%	11.11%	5
7.1% to 10%	6.67%	3
10.1% to 13%	2.22%	1
13.1% to 16%	0.00%	0
More than 16%	2.22%	1
Don't know	4.44%	2
Total		45

Online lead generation

Q11 In 2014, I estimate that online leads converted into:

Answered: 45 Skipped: 1,215

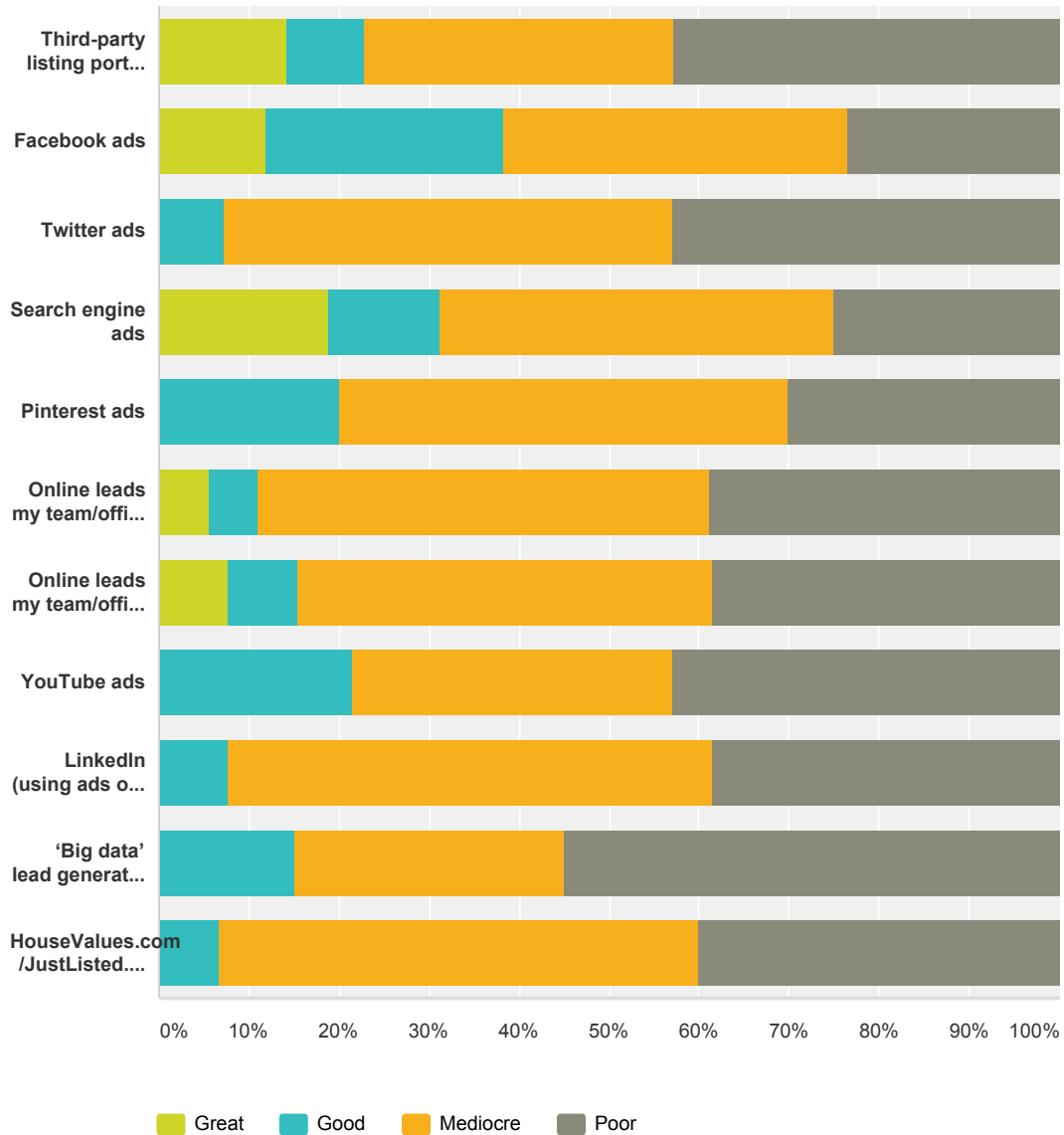


Answer Choices	Responses	
0% to 2.5% of my team/office's deals	15.56%	7
2.6% to 5% of my team/office's deals	22.22%	10
6% to 10% of my team/office's deals	20.00%	9
11% to 15% of my team/office's deals	6.67%	3
16% to 20% of my team/office's deals	6.67%	3
21% to 25% of my team/office's deals	4.44%	2
26% to 30% of my team/office's deals	0.00%	0
31% to 35% of my team/office's deals	4.44%	2
36% to 40% of my team/office's deals	4.44%	2
41% to 45% of my team/office's deals	2.22%	1
46% to 50% of my team/office's deals	0.00%	0
51% or more of my team/office's deals	8.89%	4
Don't know	4.44%	2
Total		45

Online lead generation

Q12 How would you rate the return on investment of PAID online leads from the following sources, rating only the sources that your team/office has used?

Answered: 43 Skipped: 293



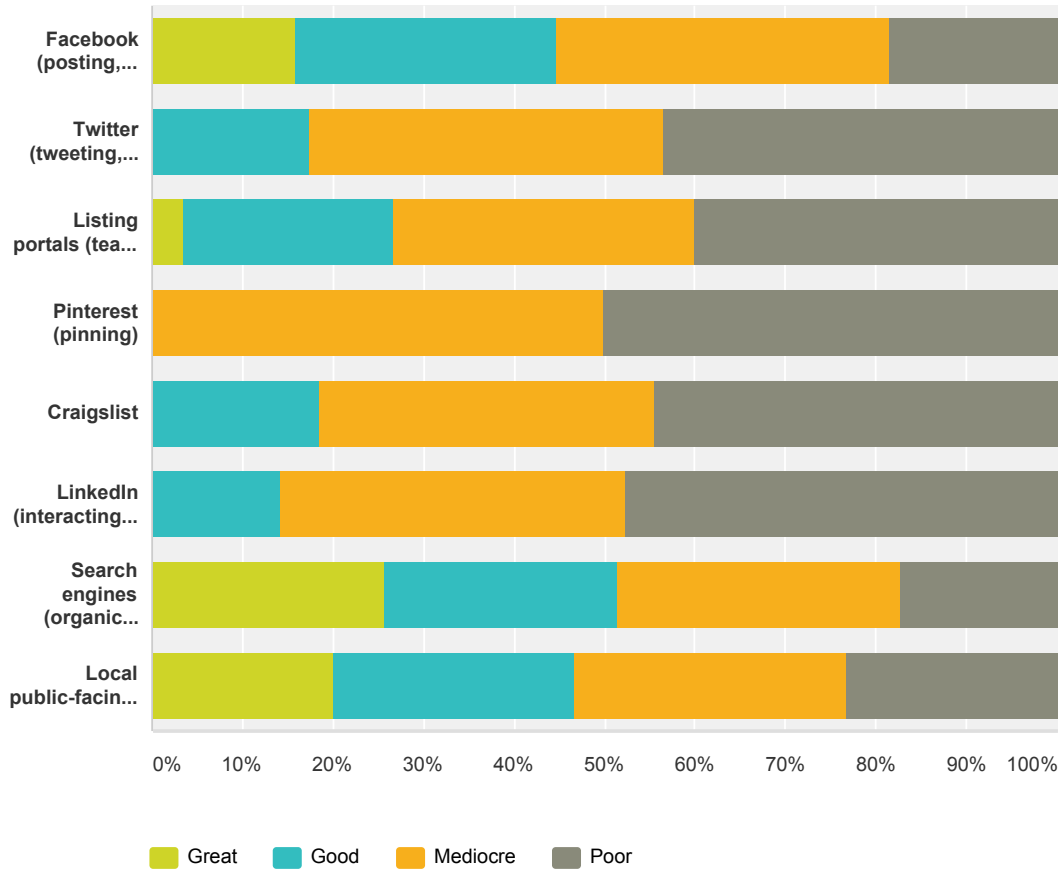
Online lead generation

	Great	Good	Mediocre	Poor	Total
Third-party listing portal ads	14.29% 5	8.57% 3	34.29% 12	42.86% 15	35
Facebook ads	11.76% 4	26.47% 9	38.24% 13	23.53% 8	34
Twitter ads	0.00% 0	7.14% 1	50.00% 7	42.86% 6	14
Search engine ads	18.75% 6	12.50% 4	43.75% 14	25.00% 8	32
Pinterest ads	0.00% 0	20.00% 2	50.00% 5	30.00% 3	10
Online leads my team/office buys from my franchisor	5.56% 1	5.56% 1	50.00% 9	38.89% 7	18
Online leads my team/office buys from my broker	7.69% 1	7.69% 1	46.15% 6	38.46% 5	13
YouTube ads	0.00% 0	21.43% 3	35.71% 5	42.86% 6	14
LinkedIn (using ads or LinkedIn Premium)	0.00% 0	7.69% 1	53.85% 7	38.46% 5	13
'Big data' lead generators (Benutech, SmartZip, etc.)	0.00% 0	15.00% 3	30.00% 6	55.00% 11	20
HouseValues.com/JustListed.com leads sold by Market Leader (check "Never tried them" if your team/office gets leads from Market Leader through other sources)	0.00% 0	6.67% 1	53.33% 8	40.00% 6	15

Online lead generation

Q13 How would you rate the return on investment (time and resources invested) of UNPAID online leads from the following sources, rating only the sources that your team/office has used?

Answered: 43 Skipped: 293

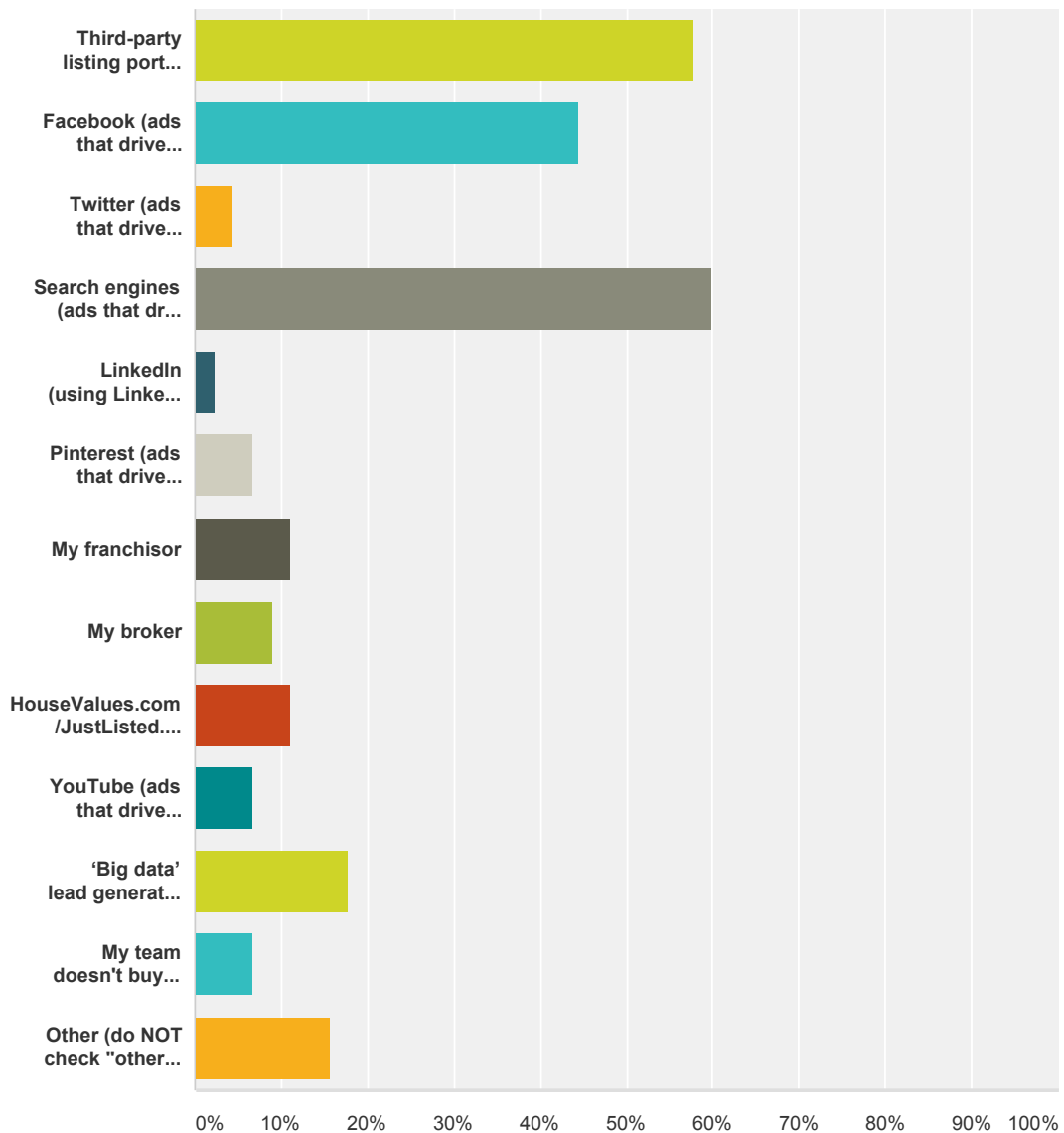


Online lead generation

	Great	Good	Mediocre	Poor	Total
Facebook (posting, interacting, etc.)	15.79% 6	28.95% 11	36.84% 14	18.42% 7	38
Twitter (tweeting, messaging, etc.)	0.00% 0	17.39% 4	39.13% 9	43.48% 10	23
Listing portals (team profile, discussion forums, property details pages of nonsponsored listings, etc.)	3.33% 1	23.33% 7	33.33% 10	40.00% 12	30
Pinterest (pinning)	0.00% 0	0.00% 0	50.00% 6	50.00% 6	12
Craigslist	0.00% 0	18.52% 5	37.04% 10	44.44% 12	27
LinkedIn (interacting using basic account, NOT LinkedIn Premium)	0.00% 0	14.29% 3	38.10% 8	47.62% 10	21
Search engines (organic traffic from Google, Bing, etc.)	25.71% 9	25.71% 9	31.43% 11	17.14% 6	35
Local public-facing multiple listing service website(s)	20.00% 6	26.67% 8	30.00% 9	23.33% 7	30

Q14 My team/office buys online leads from the following (check all that apply):

Answered: 45 Skipped: 1,215

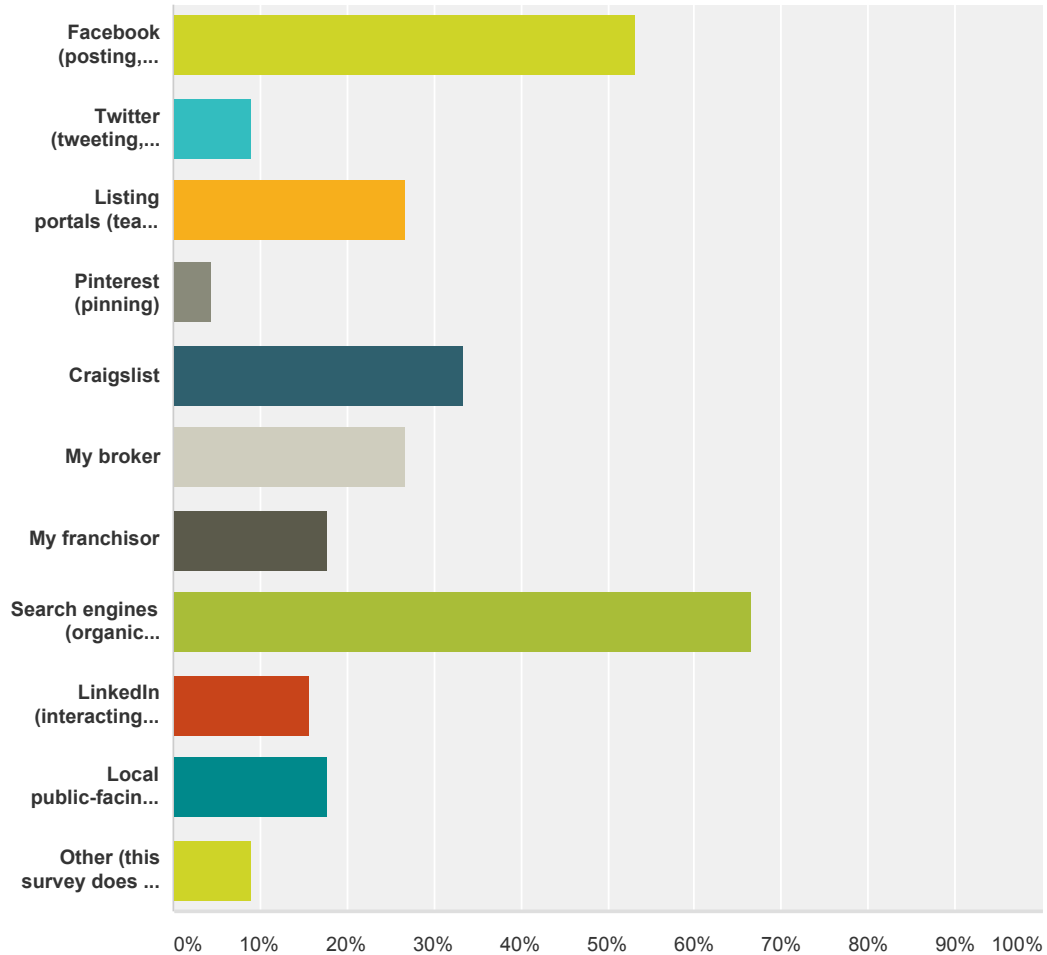


Online lead generation

Answer Choices	Responses
Third-party listing portals (buyer agent leads, sponsored/featured listings)	57.78% 26
Facebook (ads that drive traffic to my team/office website)	44.44% 20
Twitter (ads that drive traffic to my team/office website)	4.44% 2
Search engines (ads that drive traffic to my team/office website)	60.00% 27
LinkedIn (using LinkedIn Premium or ads that drive traffic to my team/office website)	2.22% 1
Pinterest (ads that drive traffic to my team/office website)	6.67% 3
My franchisor	11.11% 5
My broker	8.89% 4
HouseValues.com/JustListed.com leads sold by MarketLeader (do NOT check if your team/office gets leads from other sources through Market Leader)	11.11% 5
YouTube (ads that drive traffic to my team/office website)	6.67% 3
'Big data' lead generators (Benutech, SmartZip, etc.)	17.78% 8
My team doesn't buy online leads	6.67% 3
Other (do NOT check "other" to indicate that your team/office uses lead-gen or marketing software to buy most of its online leads. Instead, choose or specify the source that you use such software to buy the most leads from)	15.56% 7
Total Respondents: 45	

**Q15 My team/office regularly gets UNPAID
online leads from the following sources
(check all that apply):**

Answered: 45 Skipped: 1,215

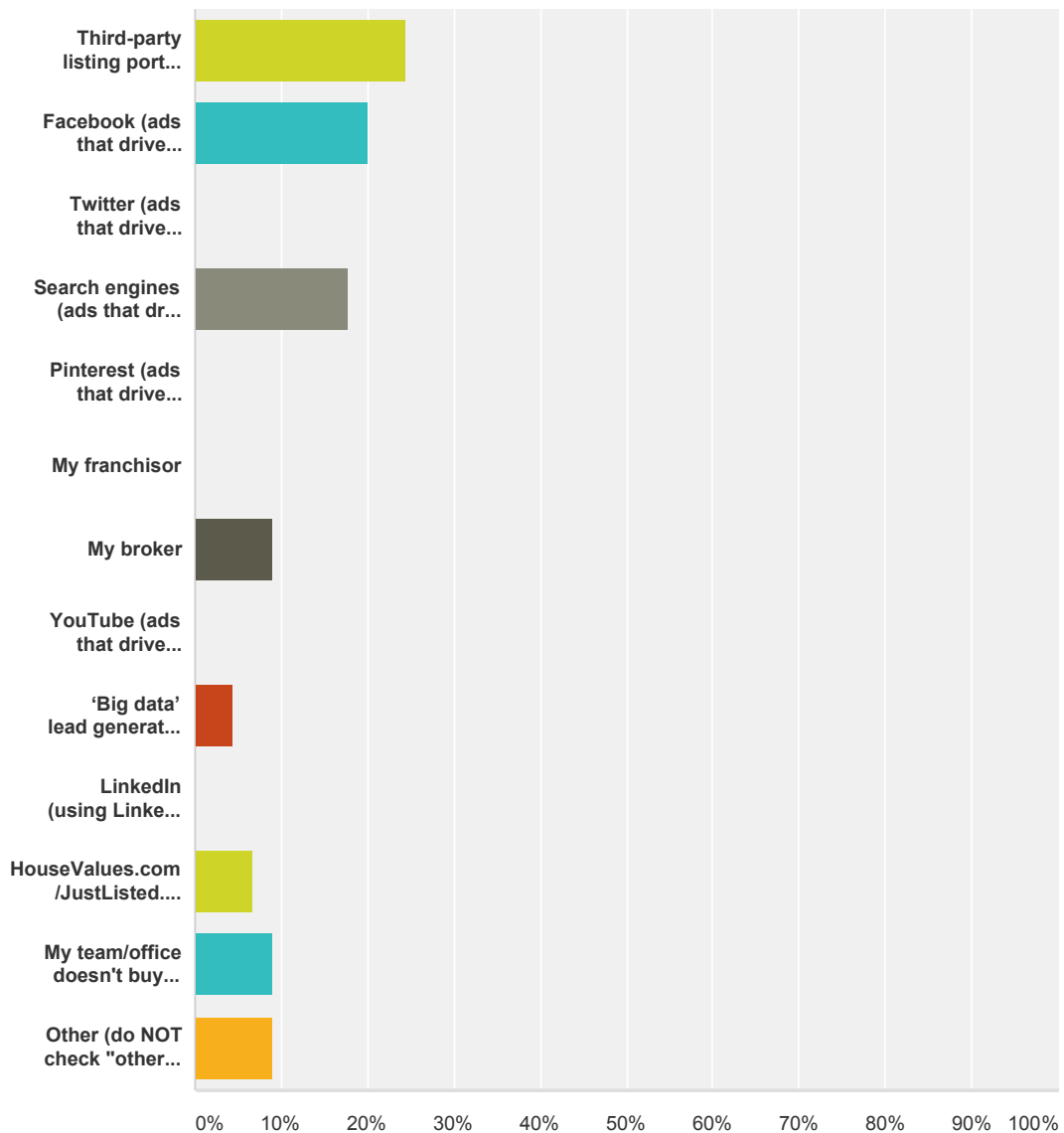


Online lead generation

Answer Choices	Responses	
Facebook (posting, interacting, etc.)	53.33%	24
Twitter (tweeting, messaging, etc.)	8.89%	4
Listing portals (team profile, discussion forums, property details pages of nonsponsored listings, etc.)	26.67%	12
Pinterest (pinning)	4.44%	2
Craigslist	33.33%	15
My broker	26.67%	12
My franchisor	17.78%	8
Search engines (organic traffic from Google, Bing, etc.)	66.67%	30
LinkedIn (interacting using basic account, NOT LinkedIn Premium)	15.56%	7
Local public-facing multiple listing service website(s)	17.78%	8
Other (this survey does NOT consider a team/office website to be a lead source)	8.89%	4
Total Respondents: 45		

Q16 Where does your team/office buy the most online leads from?

Answered: 45 Skipped: 1,215

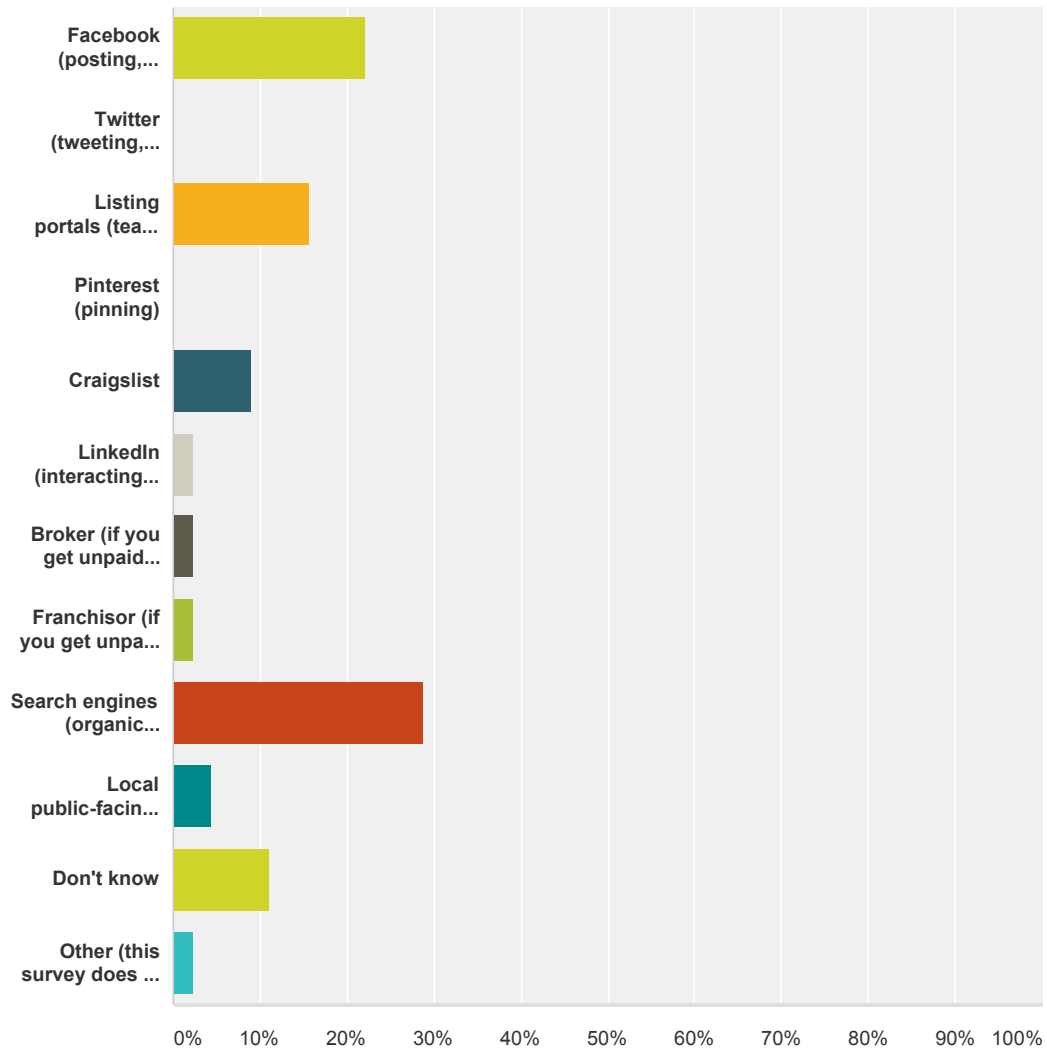


Online lead generation

Answer Choices	Responses
Third-party listing portals (buyer agent leads, featured/sponsored listings)	24.44% 11
Facebook (ads that drive traffic to my team/office website)	20.00% 9
Twitter (ads that drive traffic to my team/office website)	0.00% 0
Search engines (ads that drive traffic to my team/office)	17.78% 8
Pinterest (ads that drive traffic to my team/office)	0.00% 0
My franchisor	0.00% 0
My broker	8.89% 4
YouTube (ads that drive traffic to my team/office website)	0.00% 0
'Big data' lead generators (Benutech, SmartZip, etc.)	4.44% 2
LinkedIn (using LinkedIn Premium or ads that drive traffic to my team/office website)	0.00% 0
HouseValues.com/JustListed.com leads sold by Market Leader (do NOT check if your team/office gets leads from Market Leader through other sources)	6.67% 3
My team/office doesn't buy online leads	8.89% 4
Other (do NOT check "other" to indicate that your team/office uses lead-gen or marketing software to buy most of its online leads. Instead, choose or specify the source that you use such software to buy the most leads from)	8.89% 4
Total	45

Q17 Which of the following generate the most UNPAID online leads for your team/office?

Answered: 45 Skipped: 1,215



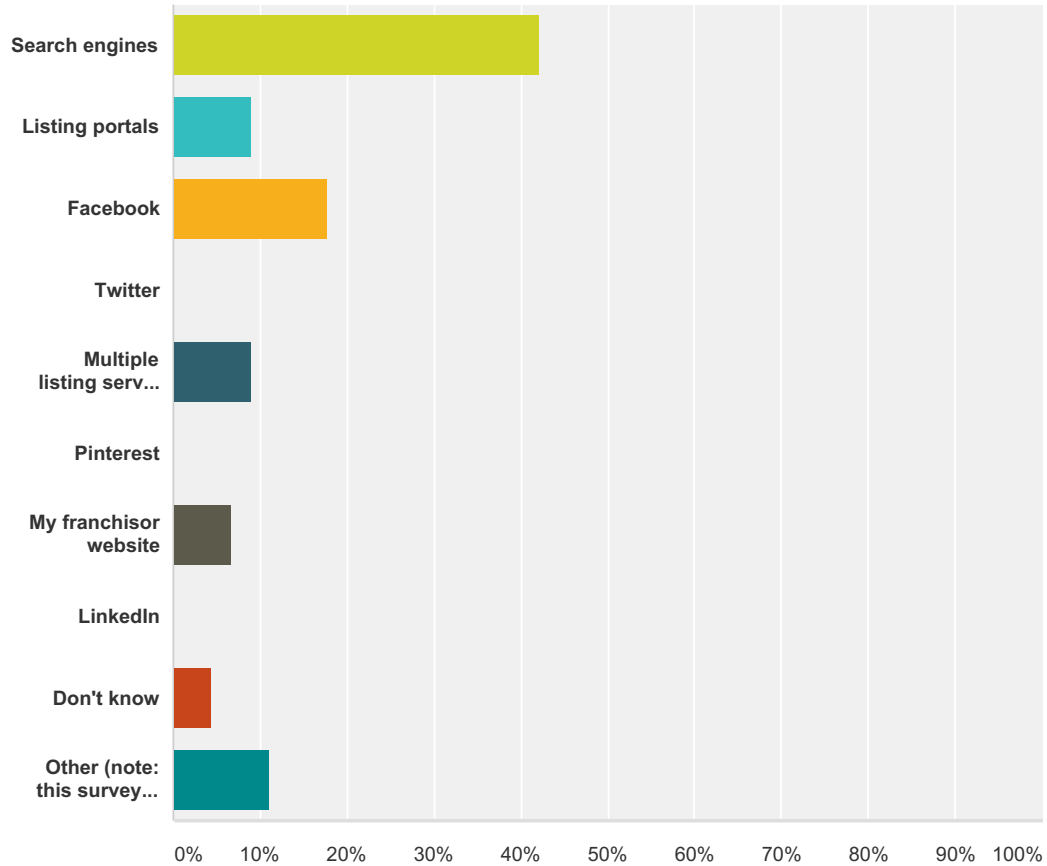
Online lead generation

Answer Choices	Responses	
Facebook (posting, interacting, etc.)	22.22%	10
Twitter (tweeting, messaging, etc.)	0.00%	0
Listing portals (team profile, discussion forums, property details pages of nonsponsored listings, etc.)	15.56%	7
Pinterest (pinning)	0.00%	0
Craigslist	8.89%	4
LinkedIn (interacting using basic account, NOT LinkedIn Premium)	2.22%	1
Broker (if you get unpaid online leads from your broker)	2.22%	1
Franchisor (if you get unpaid online leads from a franchisor)	2.22%	1
Search engines (organic traffic from Google, Bing, etc.)	28.89%	13
Local public-facing multiple listing service website(s)	4.44%	2
Don't know	11.11%	5
Other (this survey does NOT consider a team/office website to be a lead source)	2.22%	1
Total		45

Online lead generation

Q18 Of all the leads (paid and unpaid) captured by my team/office website, the most come from:

Answered: 45 Skipped: 1,215



Answer Choices	Responses	
Search engines	42.22%	19
Listing portals	8.89%	4
Facebook	17.78%	8
Twitter	0.00%	0
Multiple listing service public-facing website(s)	8.89%	4
Pinterest	0.00%	0
My franchisor website	6.67%	3
LinkedIn	0.00%	0
Don't know	4.44%	2
Other (note: this survey does not consider lead-gen or marketing software to be a source of leads)	11.11%	5
Total		45

Online lead generation

Q19 Which type of online marketing or online lead generation do you regret paying for the most and why? (TOP 3)

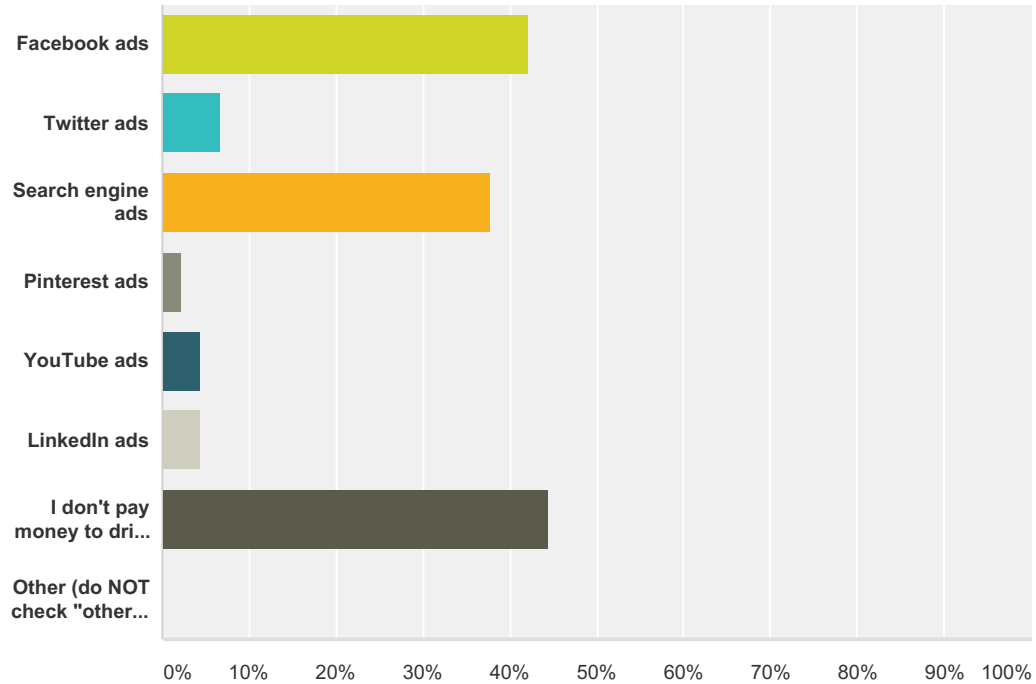
Answered: 45 Skipped: 1,215

#	Responses	% of Responses
1	Zillow	30%
2	Trulia	25%
3	SmartZip	10%

Online lead generation

Q20 My team/office captures PAID leads through its website by purchasing website traffic through (choose all that apply):

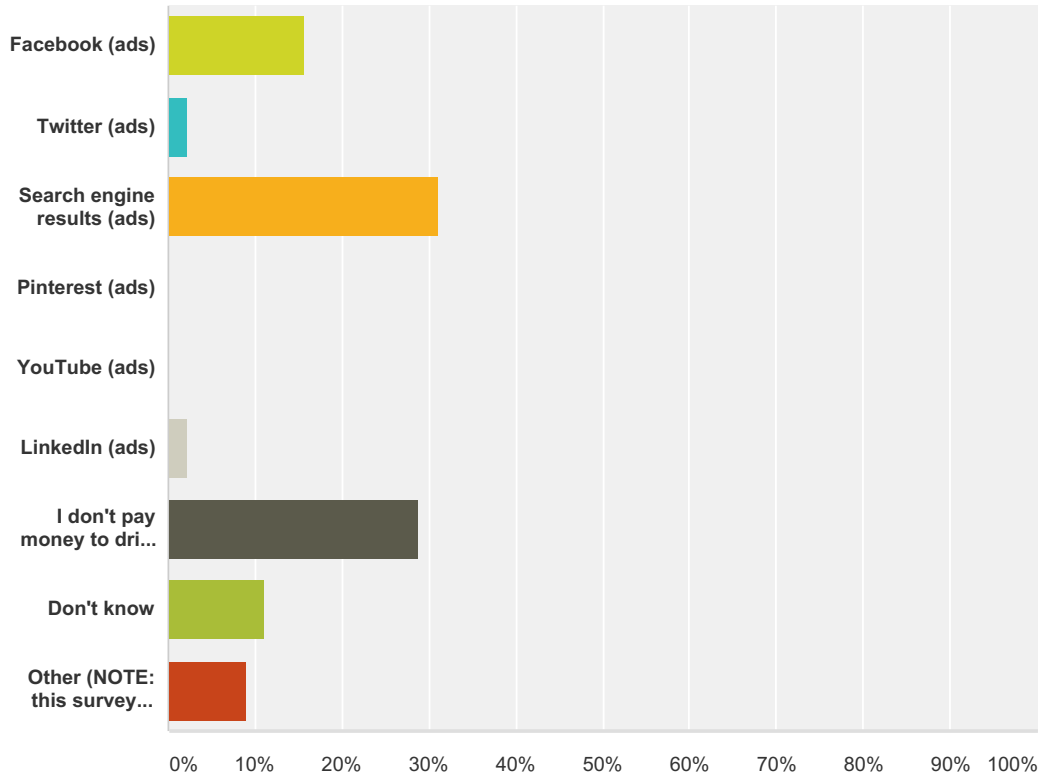
Answered: 45 Skipped: 1,215



Answer Choices	Responses
Facebook ads	42.22% 19
Twitter ads	6.67% 3
Search engine ads	37.78% 17
Pinterest ads	2.22% 1
YouTube ads	4.44% 2
LinkedIn ads	4.44% 2
I don't pay money to drive traffic to my team/office website	44.44% 20
Other (do NOT check "other" to indicate that your team/office uses lead-gen or marketing software to buy traffic. Instead, choose or specify the sources that your team/office uses such software to buy traffic from)	0.00% 0
Total Respondents: 45	

Q21 Of the sources from which my team/office has bought traffic for its website, the source that has delivered the best return on investment in terms of cost per lead is:

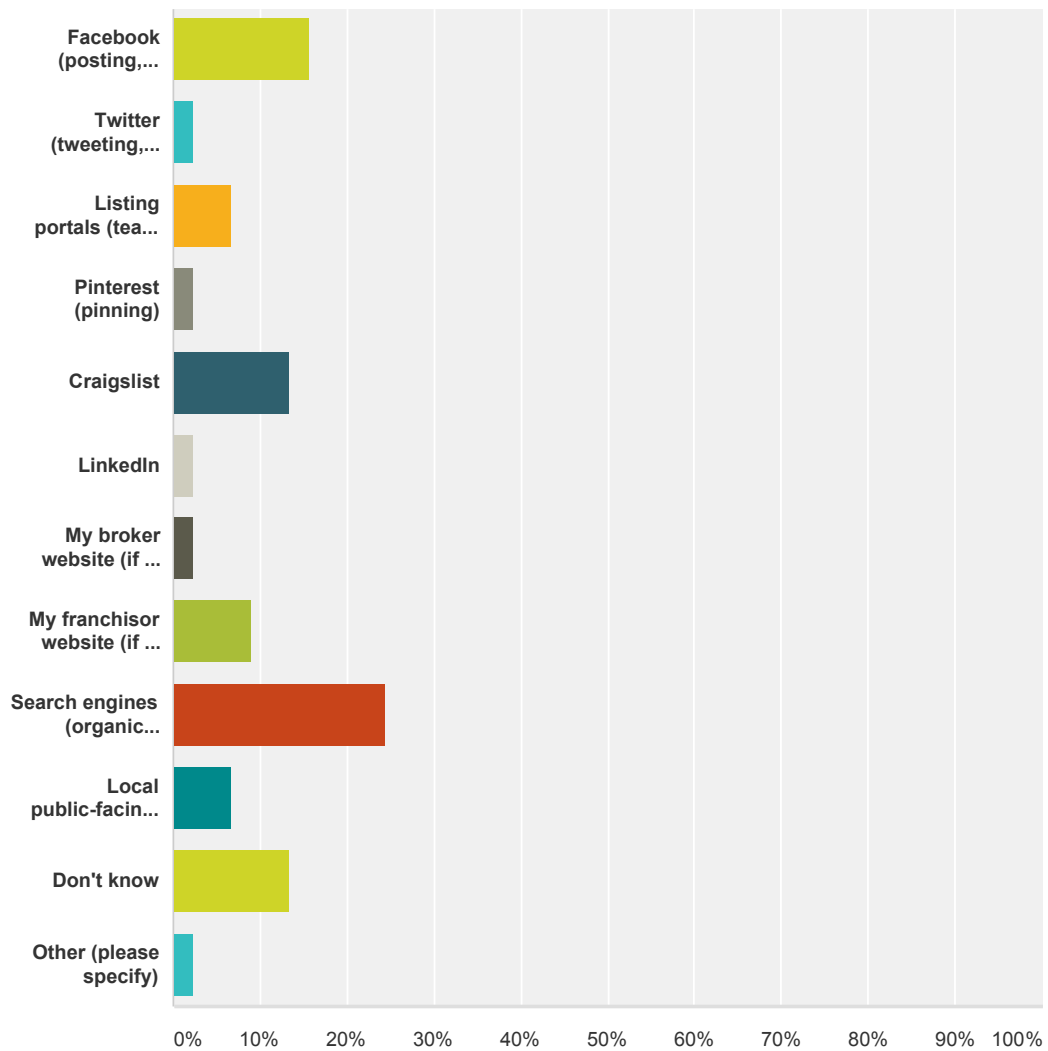
Answered: 45 Skipped: 1,215



Answer Choices	Responses	
Facebook (ads)	15.56%	7
Twitter (ads)	2.22%	1
Search engine results (ads)	31.11%	14
Pinterest (ads)	0.00%	0
YouTube (ads)	0.00%	0
LinkedIn (ads)	2.22%	1
I don't pay money to drive traffic to my team/office website	28.89%	13
Don't know	11.11%	5
Other (NOTE: this survey does not consider lead-gen or marketing software to be a source of website traffic)	8.89%	4
Total		45

Q22 Of the UNPAID leads captured by my team/office website, the most come from:

Answered: 45 Skipped: 1,215

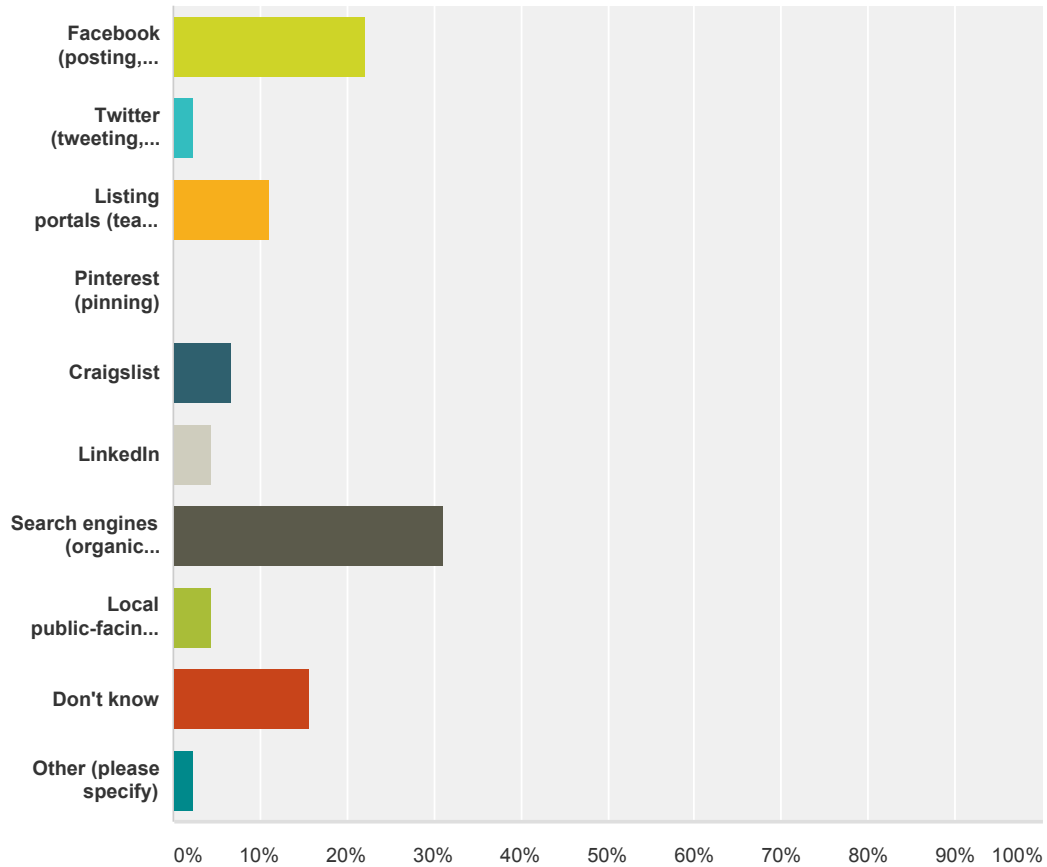


Online lead generation

Answer Choices	Responses	
Facebook (posting, interacting, etc.)	15.56%	7
Twitter (tweeting, messaging, etc.)	2.22%	1
Listing portals (team profile, discussion forums, property details pages of nonsponsored listings, etc.)	6.67%	3
Pinterest (pinning)	2.22%	1
Craigslist	13.33%	6
LinkedIn	2.22%	1
My broker website (if you get Web traffic your broker)	2.22%	1
My franchisor website (if you get Web traffic from your franchise)	8.89%	4
Search engines (organic traffic from Google, Bing, etc.)	24.44%	11
Local public-facing multiple listing service website(s)	6.67%	3
Don't know	13.33%	6
Other (please specify)	2.22%	1
Total		45

Q23 Of the sources that drive UNPAID traffic to my team/office website, the source that has delivered the best return on investment in terms of time and resources spent per lead is:

Answered: 45 Skipped: 1,215



Online lead generation

Answer Choices	Responses	
Facebook (posting, interacting, etc.)	22.22%	10
Twitter (tweeting, messaging, etc.)	2.22%	1
Listing portals (team profile, discussion forums, property details pages of nonsponsored listings, etc.)	11.11%	5
Pinterest (pinning)	0.00%	0
Craigslist	6.67%	3
LinkedIn	4.44%	2
Search engines (organic traffic from Google, Bing, etc.)	31.11%	14
Local public-facing multiple listing service website(s)	4.44%	2
Don't know	15.56%	7
Other (please specify)	2.22%	1
Total		45

Online lead generation

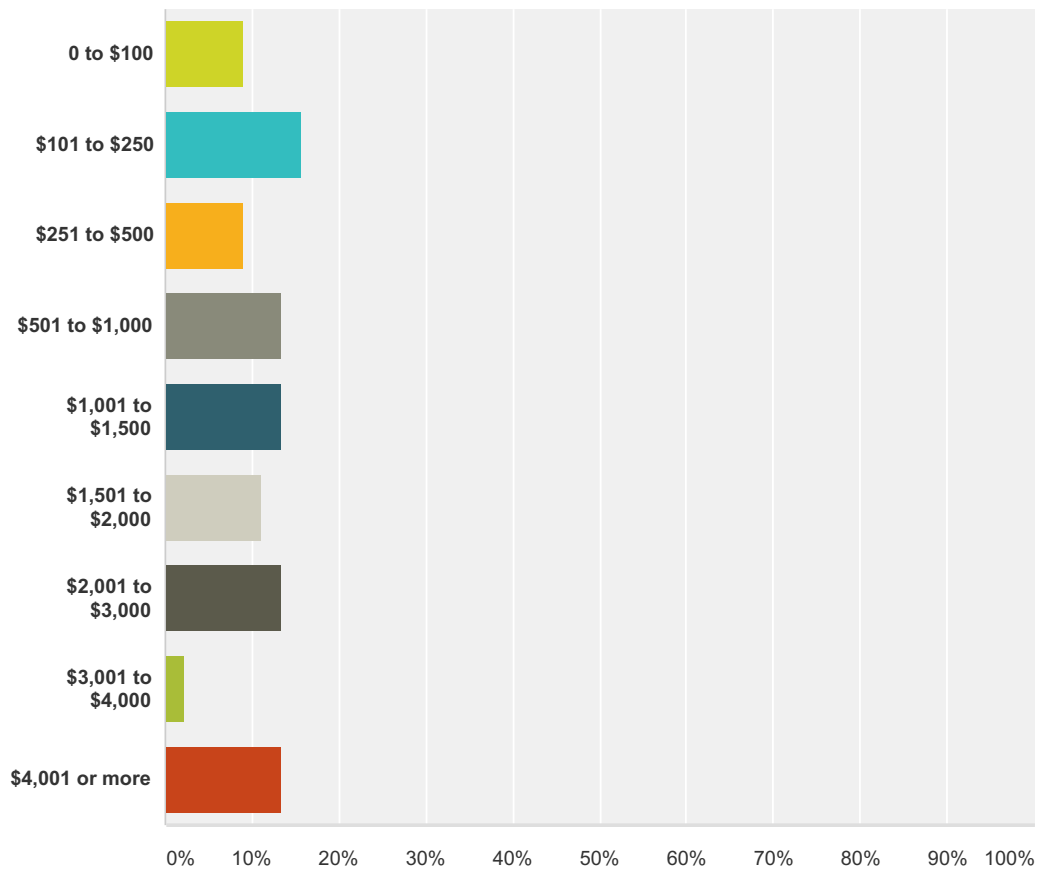
Q24 Which type of online marketing or lead generation are you most happy about paying for and why? (TOP 3)

Answered: 45 Skipped: 1,215

#	Responses	% of Responses
1	Facebook	25%
2	Zillow	15%
3	Trulia	12%

Q25 How much money does your team spend on paid ONLINE leads every month?

Answered: 45 Skipped: 1,215

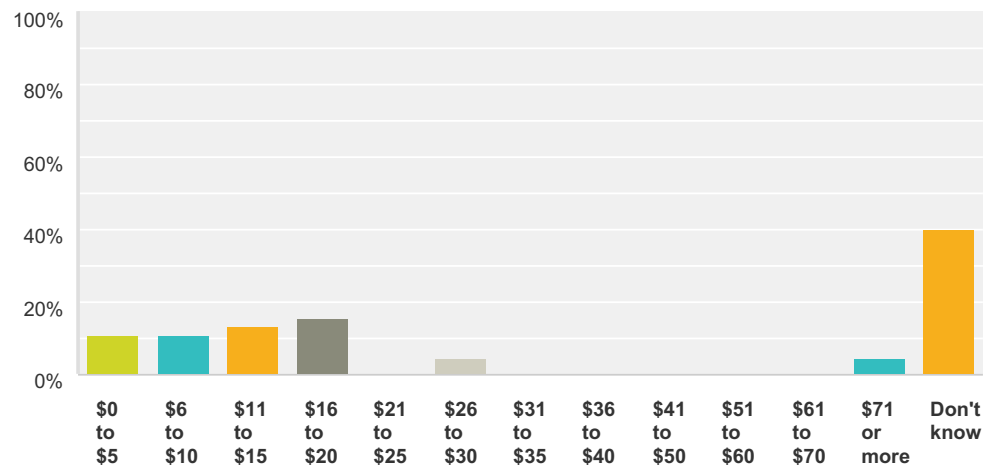


Answer Choices	Responses
0 to \$100	8.89% 4
\$101 to \$250	15.56% 7
\$251 to \$500	8.89% 4
\$501 to \$1,000	13.33% 6
\$1,001 to \$1,500	13.33% 6
\$1,501 to \$2,000	11.11% 5
\$2,001 to \$3,000	13.33% 6
\$3,001 to \$4,000	2.22% 1
\$4,001 or more	13.33% 6
Total	45

Online lead generation

Q26 On average, how much does your team/office pay for an online buyer lead?

Answered: 45 Skipped: 1,215

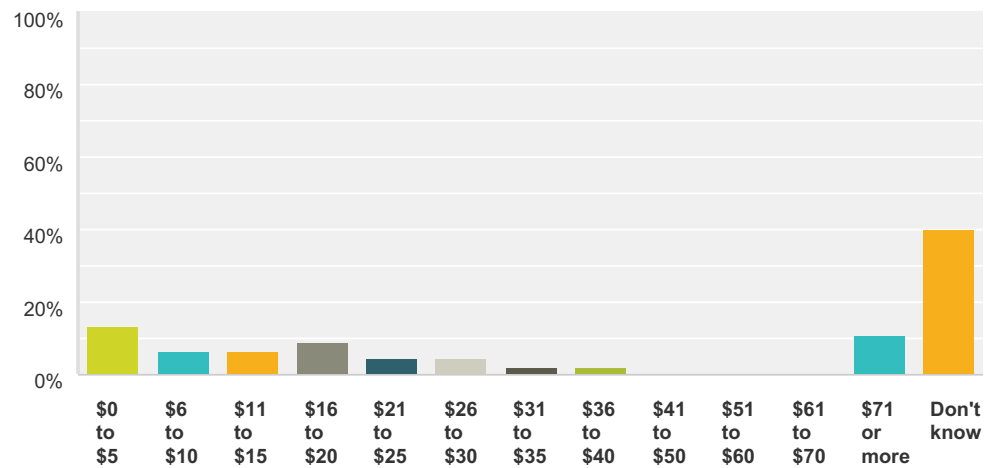


Answer Choices	Responses
\$0 to \$5	11.11% 5
\$6 to \$10	11.11% 5
\$11 to \$15	13.33% 6
\$16 to \$20	15.56% 7
\$21 to \$25	0.00% 0
\$26 to \$30	4.44% 2
\$31 to \$35	0.00% 0
\$36 to \$40	0.00% 0
\$41 to \$50	0.00% 0
\$51 to \$60	0.00% 0
\$61 to \$70	0.00% 0
\$71 or more	4.44% 2
Don't know	40.00% 18
Total	45

Online lead generation

Q27 On average, how much does your team/office pay for an online seller lead?

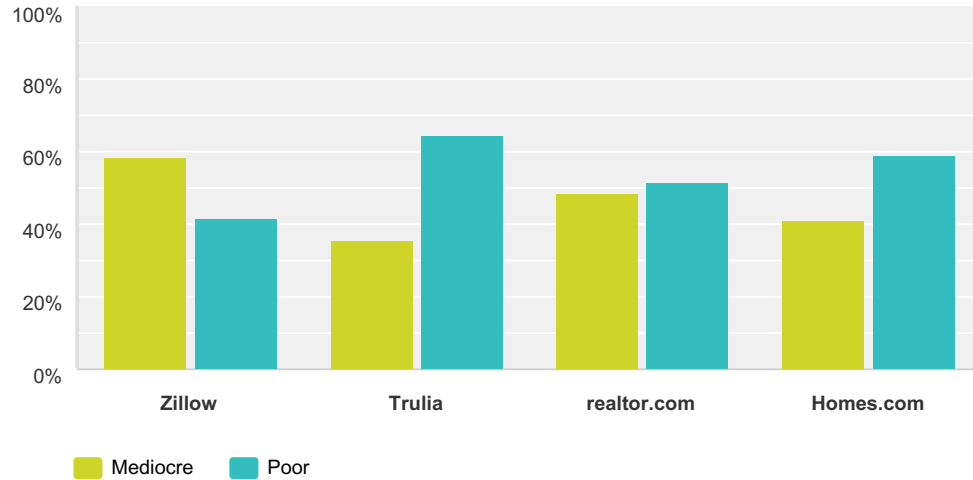
Answered: 45 Skipped: 1,215



Answer Choices	Responses
\$0 to \$5	13.33% 6
\$6 to \$10	6.67% 3
\$11 to \$15	6.67% 3
\$16 to \$20	8.89% 4
\$21 to \$25	4.44% 2
\$26 to \$30	4.44% 2
\$31 to \$35	2.22% 1
\$36 to \$40	2.22% 1
\$41 to \$50	0.00% 0
\$51 to \$60	0.00% 0
\$61 to \$70	0.00% 0
\$71 or more	11.11% 5
Don't know	40.00% 18
Total	45

Q28 How would you rate the return on investment of purchasing leads from the following third-party listing portals, rating only the portals your team/office has purchased leads from?

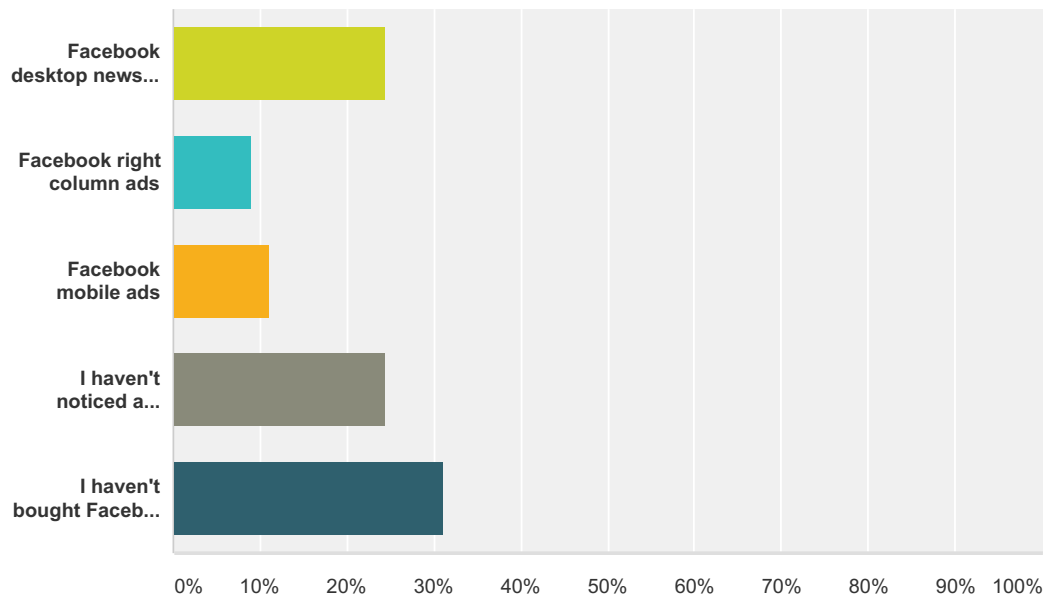
Answered: 45 Skipped: 1,215



	Mediocre	Poor	Total
Zillow	58.33% 21	41.67% 15	36
Trulia	35.29% 12	64.71% 22	34
realtor.com	48.39% 15	51.61% 16	31
Homes.com	40.91% 9	59.09% 13	22

Q29 Which Facebook ads deliver the most return on investment?

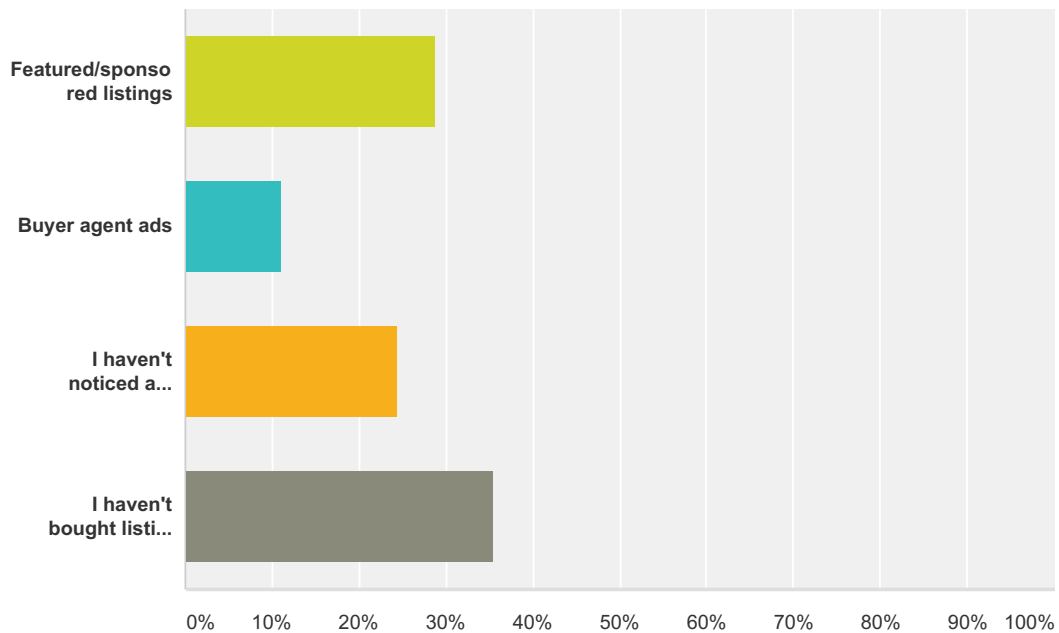
Answered: 45 Skipped: 1,215



Answer Choices	Responses	
Facebook desktop news feed ads	24.44%	11
Facebook right column ads	8.89%	4
Facebook mobile ads	11.11%	5
I haven't noticed a difference	24.44%	11
I haven't bought Facebook ads	31.11%	14
Total		45

Q30 Which type of third-party listing portal ad delivers the most return on investment?

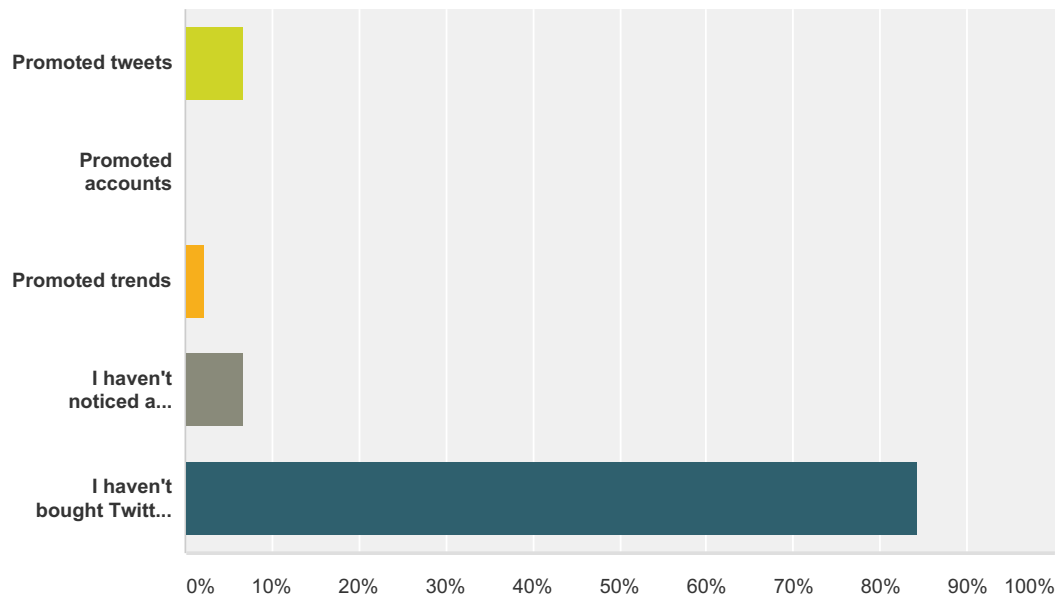
Answered: 45 Skipped: 1,215



Answer Choices	Responses	
Featured/sponsored listings	28.89%	13
Buyer agent ads	11.11%	5
I haven't noticed a difference	24.44%	11
I haven't bought listing portal ads	35.56%	16
Total		45

Q31 Which type of Twitter ad delivers the most return on investment?

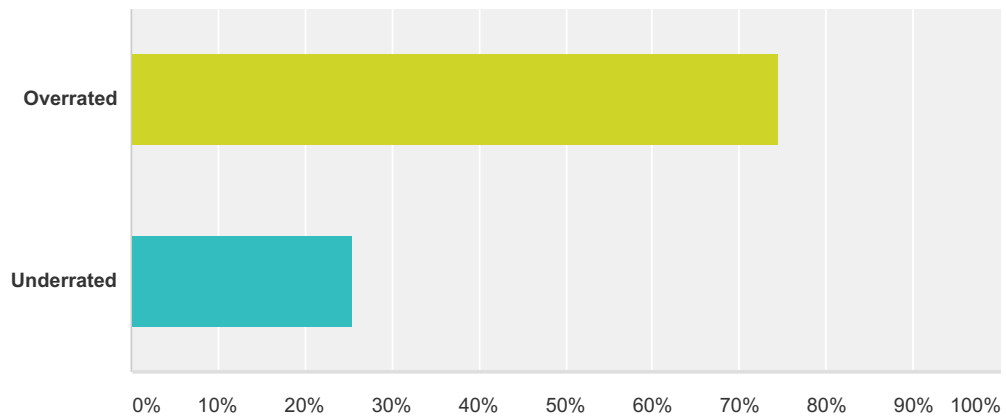
Answered: 45 Skipped: 1,215



Answer Choices	Responses	
Promoted tweets	6.67%	3
Promoted accounts	0.00%	0
Promoted trends	2.22%	1
I haven't noticed a difference	6.67%	3
I haven't bought Twitter ads	84.44%	38
Total		45

Q32 Do you think online leads are generally overrated or underrated?

Answered: 228 Skipped: 108

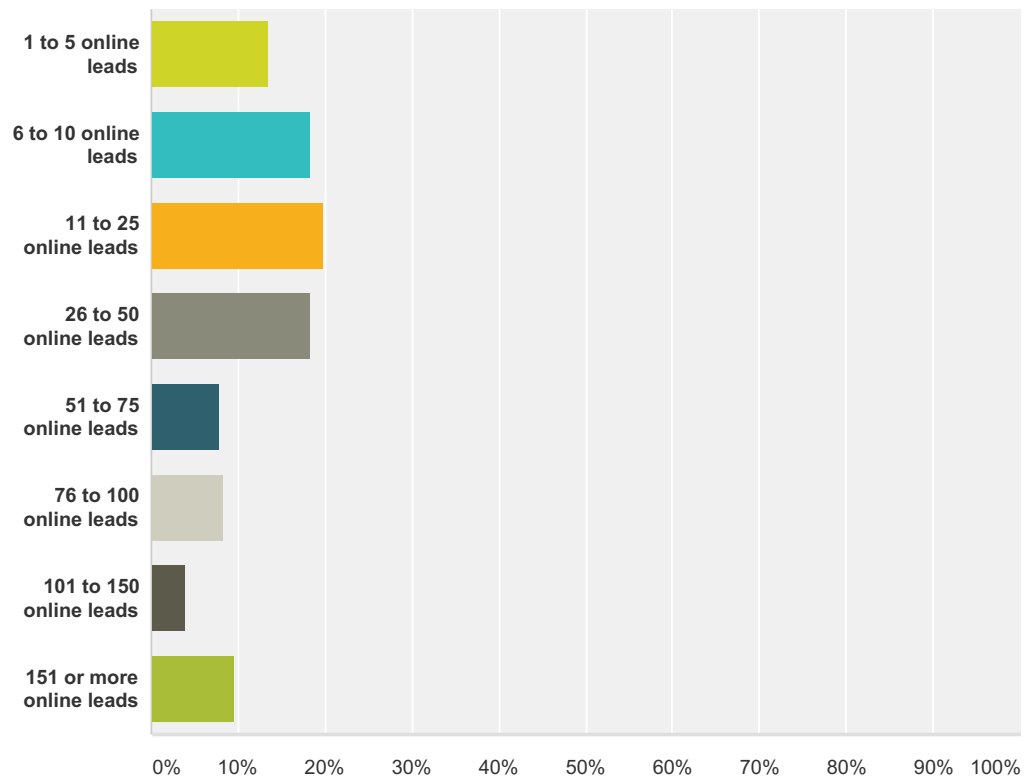


Answer Choices	Responses	
Overrated	74.56%	170
Underrated	25.44%	58
Total		228

Online lead generation

Q33 I believe one word-of-mouth referral is as valuable as:

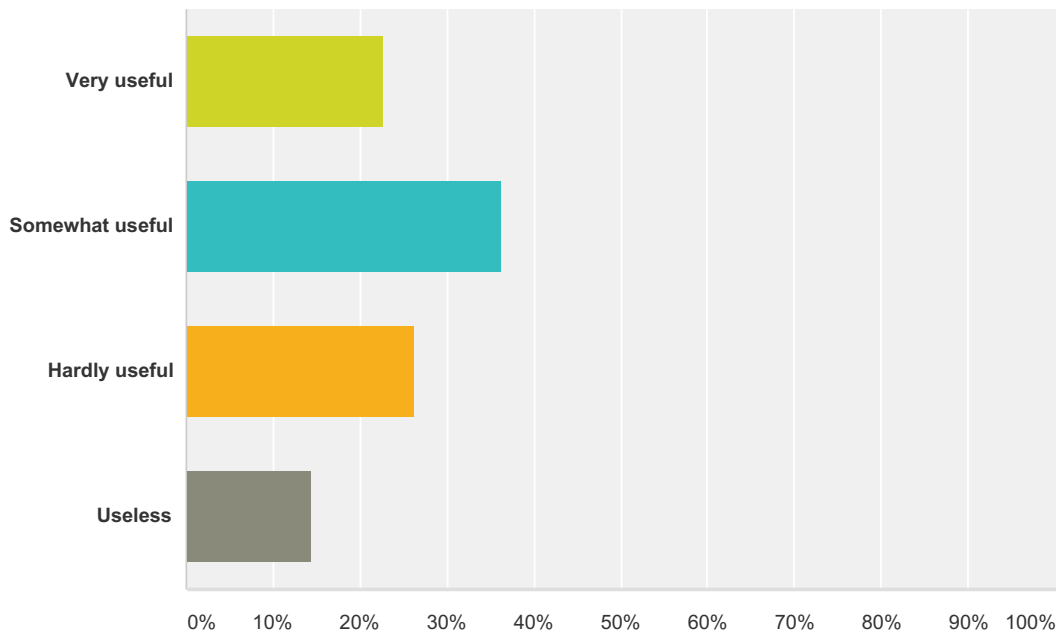
Answered: 228 Skipped: 108



Answer Choices	Responses	
1 to 5 online leads	13.60%	31
6 to 10 online leads	18.42%	42
11 to 25 online leads	19.74%	45
26 to 50 online leads	18.42%	42
51 to 75 online leads	7.89%	18
76 to 100 online leads	8.33%	19
101 to 150 online leads	3.95%	9
151 or more online leads	9.65%	22
Total		228

Q34 How useful are online leads to your business?

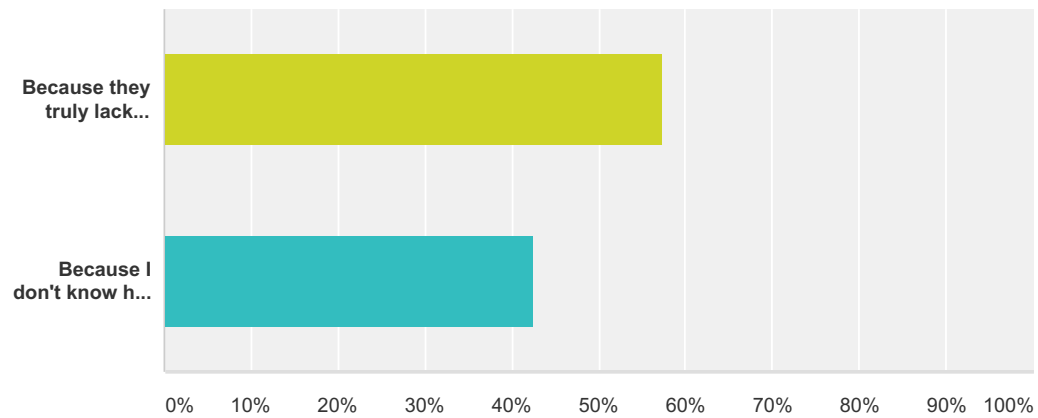
Answered: 228 Skipped: 108



Answer Choices	Responses	
Very useful	22.81%	52
Somewhat useful	36.40%	83
Hardly useful	26.32%	60
Useless	14.47%	33
Total		228

Q35 If you find online leads useless, why do you think that is?

Answered: 228 Skipped: 108

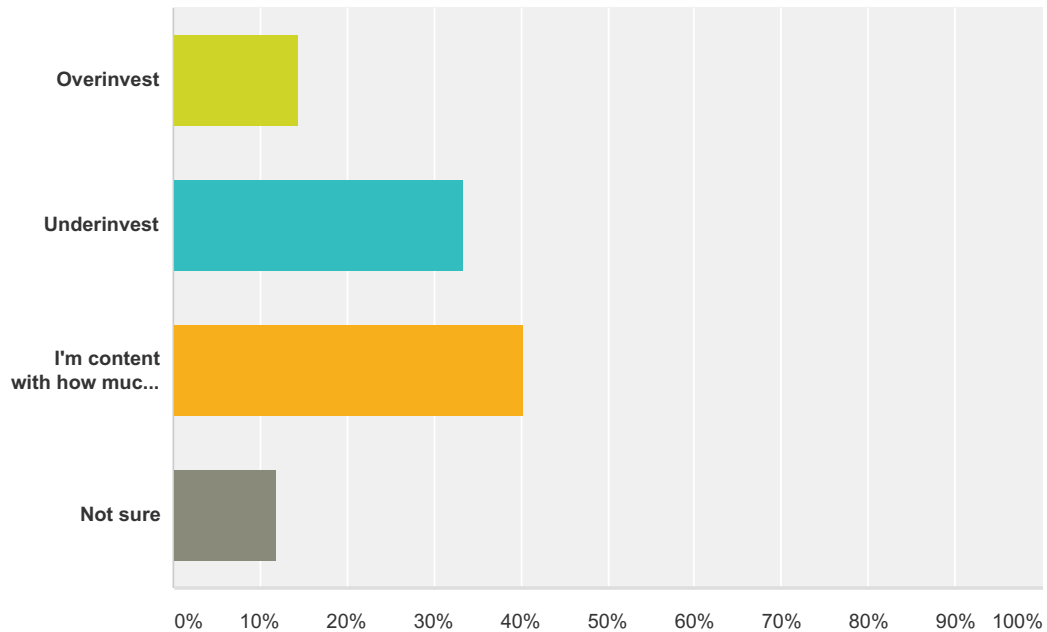


Answer Choices	Responses	
Because they truly lack value	57.46%	131
Because I don't know how to extract their value	42.54%	97
Total		228

Online lead generation

Q36 Do you feel like you overinvest or underinvest (time and resources) in UNPAID lead generation online (e.g., finding prospective clients by interacting on social media)?

Answered: 228 Skipped: 108

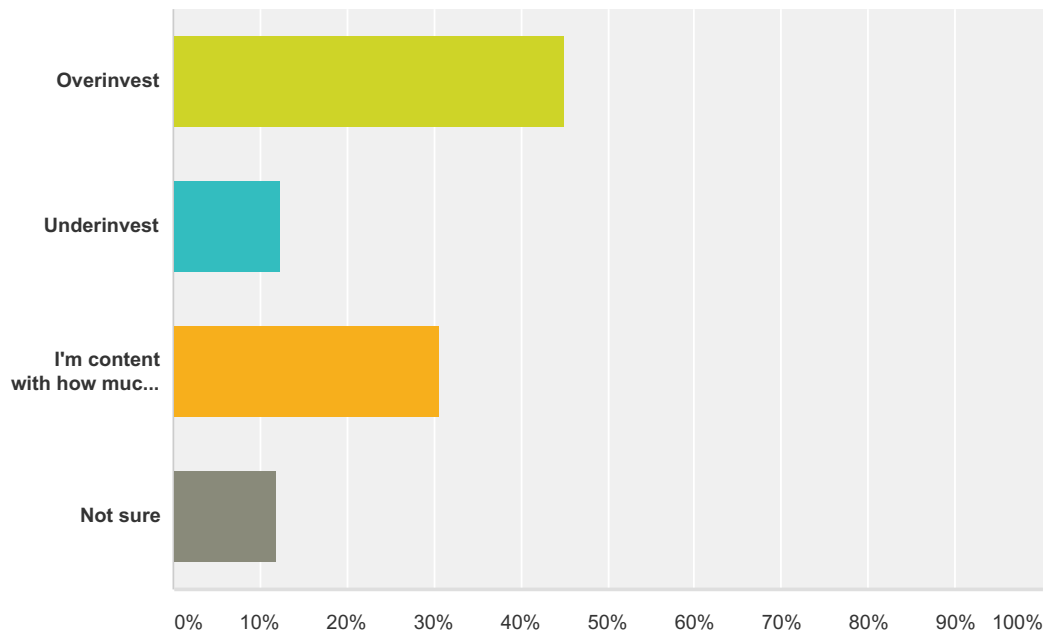


Answer Choices	Responses	
Overinvest	14.47%	33
Underinvest	33.33%	76
I'm content with how much I invest (time and resources) in unpaid online lead generation	40.35%	92
Not sure	11.84%	27
Total		228

Online lead generation

Q37 Do you feel like you over-invest or underinvest in PAID online lead generation?

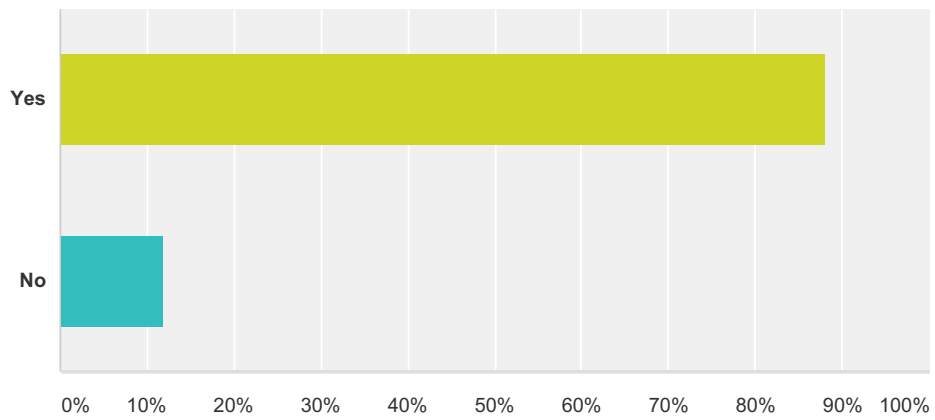
Answered: 228 Skipped: 108



Answer Choices	Responses	
Overinvest	45.18%	103
Underinvest	12.28%	28
I'm content with how much I invest in paid online lead generation	30.70%	70
Not sure	11.84%	27
Total		228

Q38 Do you track the sources of your online leads?

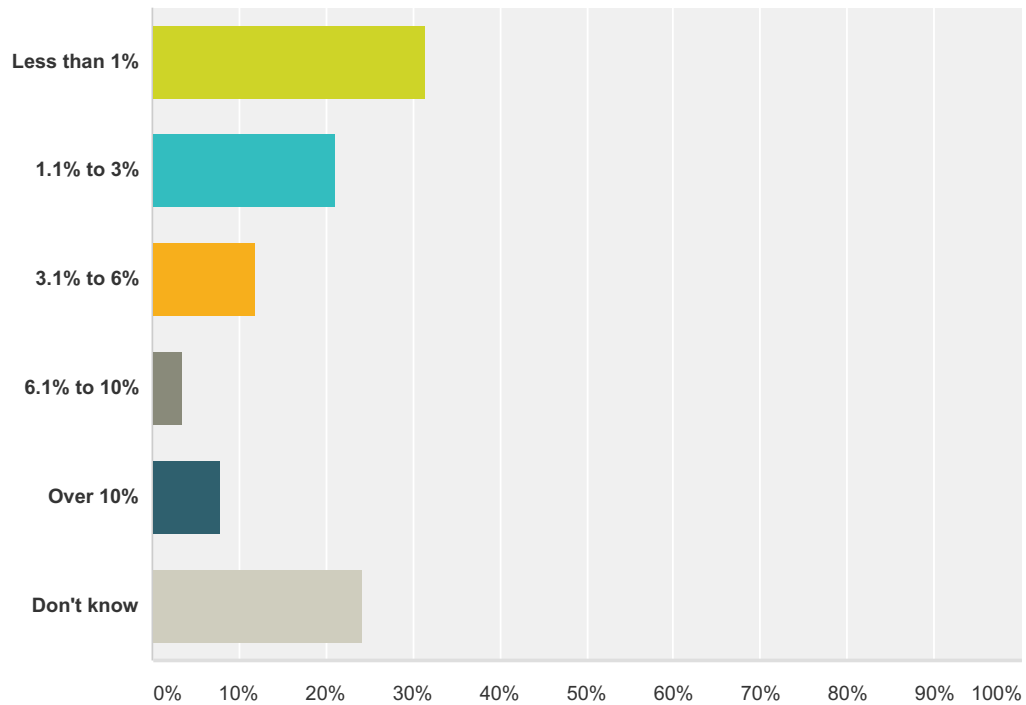
Answered: 228 Skipped: 108



Answer Choices	Responses	
Yes	88.16%	201
No	11.84%	27
Total		228

Q39 What is your agent website or broker subdomain's conversion rate from unique visitors to leads?

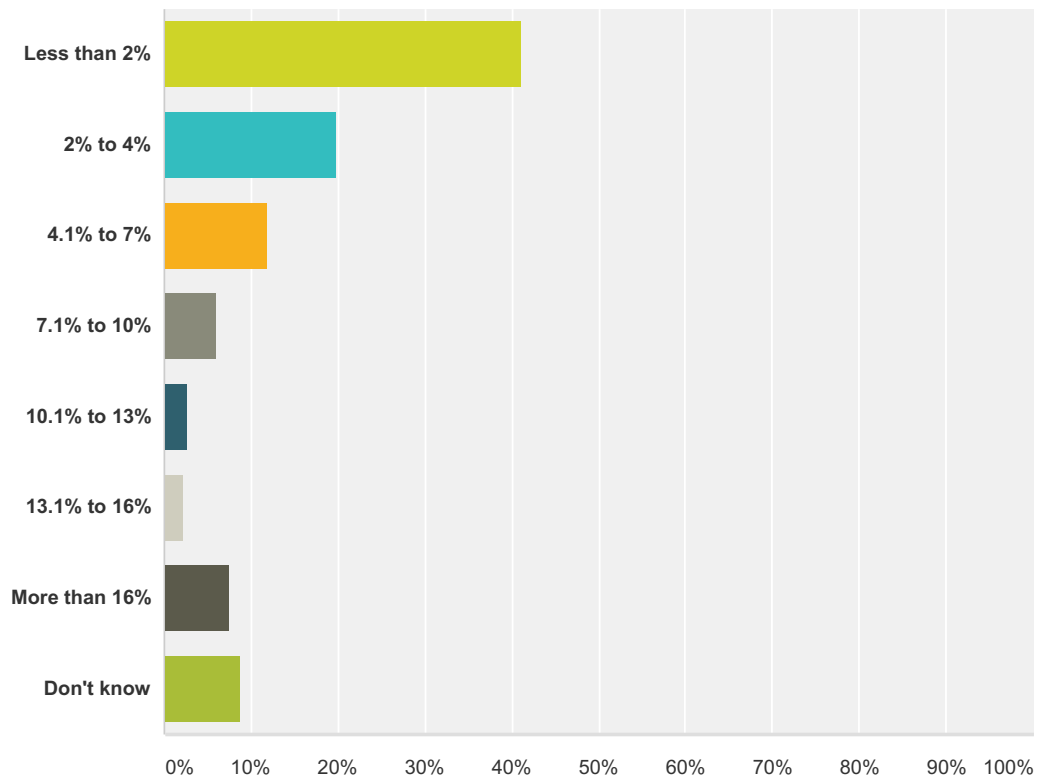
Answered: 228 Skipped: 108



Answer Choices	Responses	
Less than 1%	31.58%	72
1.1% to 3%	21.05%	48
3.1% to 6%	11.84%	27
6.1% to 10%	3.51%	8
Over 10%	7.89%	18
Don't know	24.12%	55
Total		228

Q40 What is your conversion rate from ONLINE leads to closed deals?

Answered: 228 Skipped: 108

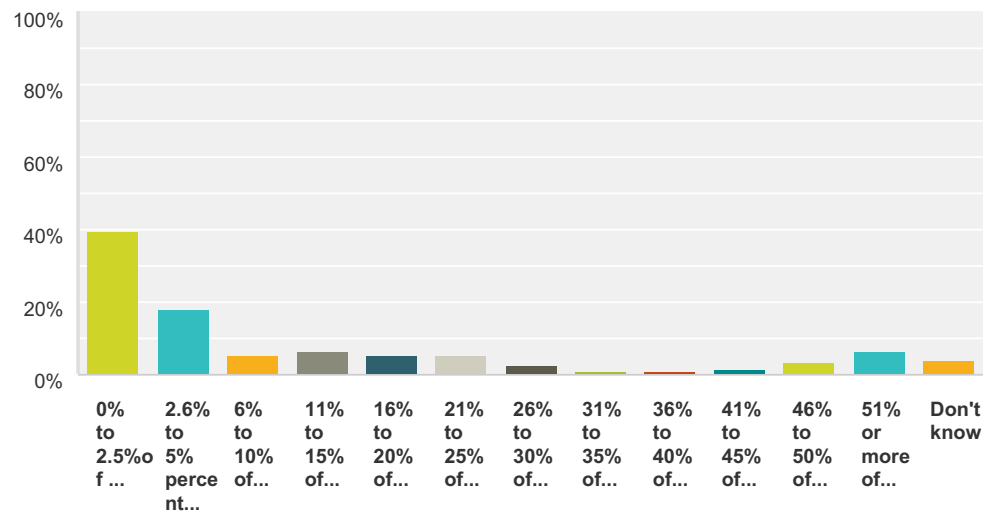


Answer Choices	Responses	
Less than 2%	41.23%	94
2% to 4%	19.74%	45
4.1% to 7%	11.84%	27
7.1% to 10%	6.14%	14
10.1% to 13%	2.63%	6
13.1% to 16%	2.19%	5
More than 16%	7.46%	17
Don't know	8.77%	20
Total		228

Online lead generation

Q41 In 2014, I estimate that online leads converted into:

Answered: 228 Skipped: 108

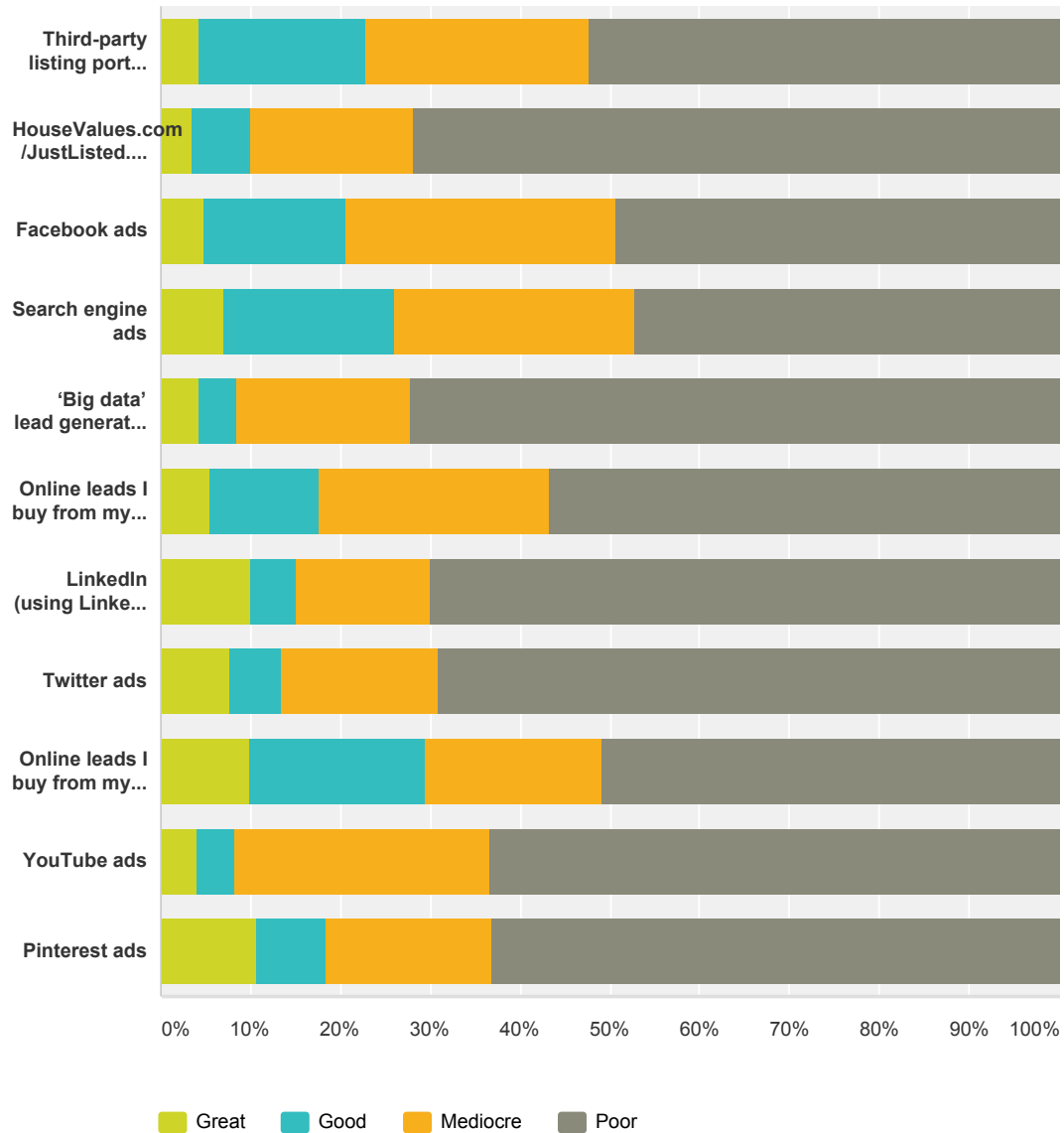


Answer Choices	Responses	
0% to 2.5% of my deals	39.47%	90
2.6% to 5% percent of my deals	17.98%	41
6% to 10% of my deals	5.70%	13
11% to 15% of my deals	6.58%	15
16% to 20% of my deals	5.26%	12
21% to 25% of my deals	5.26%	12
26% to 30% of my deals	2.63%	6
31% to 35% of my deals	0.88%	2
36% to 40% of my deals	0.88%	2
41% to 45% of my deals	1.32%	3
46% to 50% of my deals	3.51%	8
51% or more of my deals	6.58%	15
Don't know	3.95%	9
Total		228

Online lead generation

Q42 How would you rate the return on investment of PAID online leads from the following sources, rating only the sources that you have used?

Answered: 228 Skipped: 108

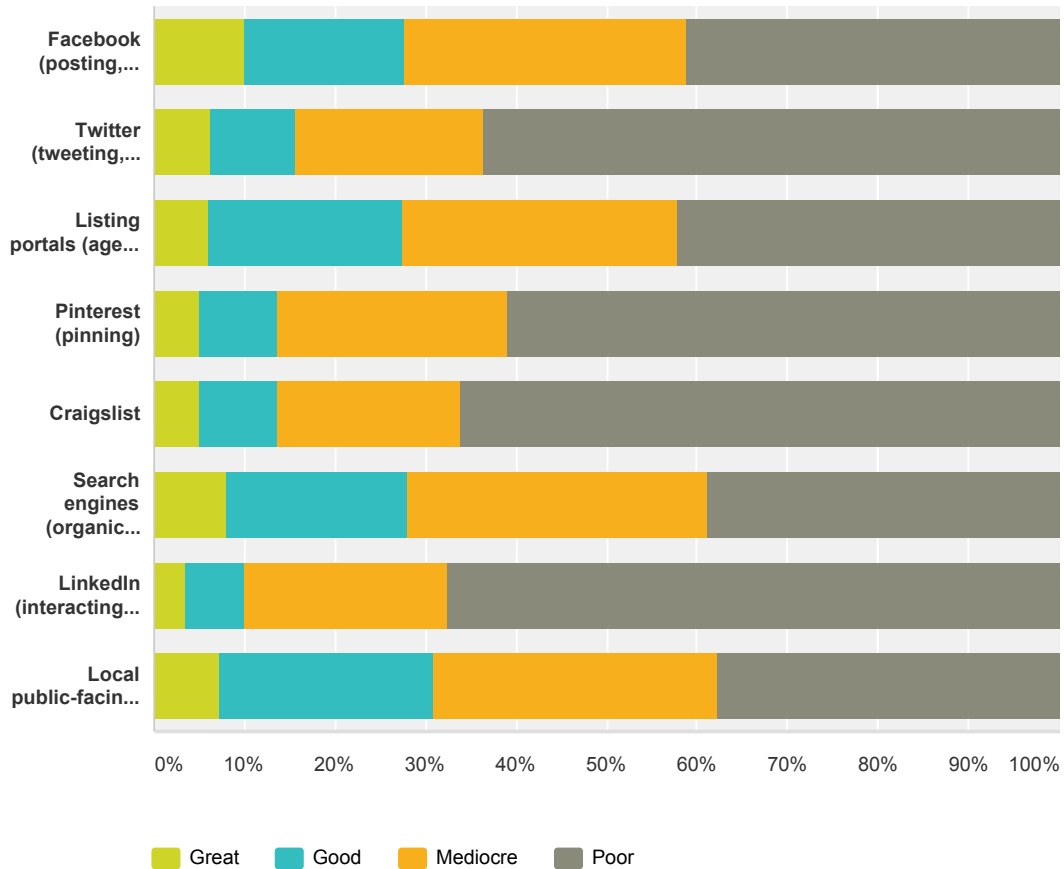


Online lead generation

	Great	Good	Mediocre	Poor	Total
Third-party listing portal ads	4.12% 7	18.82% 32	24.71% 42	52.35% 89	170
HouseValues.com/JustListed.com leads sold by Market Leader (check "Never tried them" if you gets leads from Market Leader through other sources)	3.37% 3	6.74% 6	17.98% 16	71.91% 64	89
Facebook ads	4.76% 6	15.87% 20	30.16% 38	49.21% 62	126
Search engine ads	7.09% 9	18.90% 24	26.77% 34	47.24% 60	127
'Big data' lead generators (Benutech, SmartZip, etc.)	4.17% 3	4.17% 3	19.44% 14	72.22% 52	72
Online leads I buy from my franchisor	5.41% 4	12.16% 9	25.68% 19	56.76% 42	74
LinkedIn (using LinkedIn Premium or ads)	10.00% 6	5.00% 3	15.00% 9	70.00% 42	60
Twitter ads	7.69% 4	5.77% 3	17.31% 9	69.23% 36	52
Online leads I buy from my broker	9.84% 6	19.67% 12	19.67% 12	50.82% 31	61
YouTube ads	4.08% 2	4.08% 2	28.57% 14	63.27% 31	49
Pinterest ads	10.53% 4	7.89% 3	18.42% 7	63.16% 24	38

Q43 How would you rate the return on investment (time and resources invested) of UNPAID leads from the following sources, rating only the sources that you have used?

Answered: 228 Skipped: 108



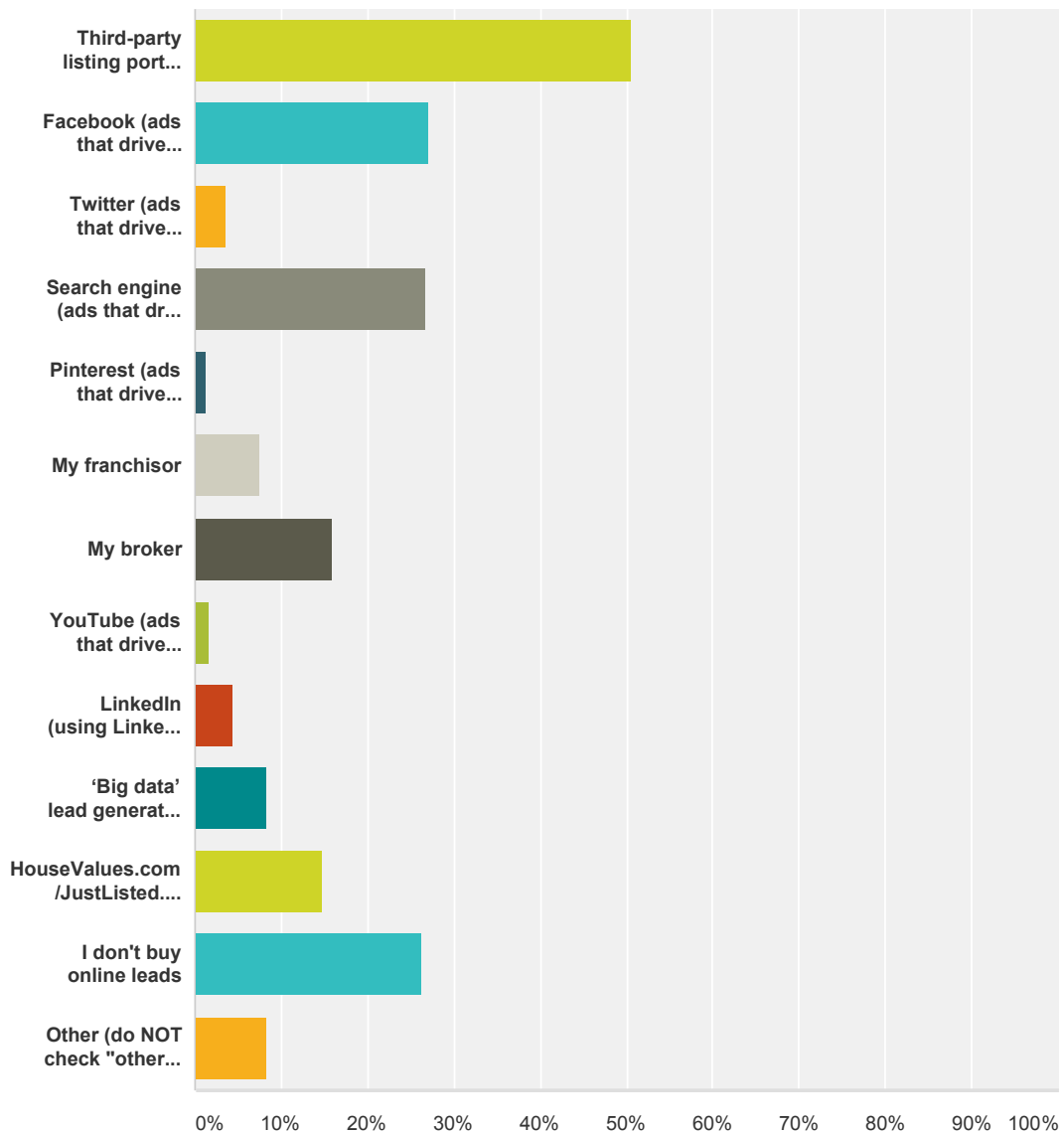
Online lead generation

	Great	Good	Mediocre	Poor	Total
Facebook (posting, messaging, etc.)	10.00% 17	17.65% 30	31.18% 53	41.18% 70	170
Twitter (tweeting, messaging, etc.)	6.25% 6	9.38% 9	20.83% 20	63.54% 61	96
Listing portals (agent profile, discussion forums, property details pages of nonsponsored listings, etc.)	6.10% 10	21.34% 35	30.49% 50	42.07% 69	164
Pinterest (pinning)	5.08% 3	8.47% 5	25.42% 15	61.02% 36	59
Craigslist	5.04% 7	8.63% 12	20.14% 28	66.19% 92	139
Search engines (organic traffic from Google, Bing, etc.)	8.00% 14	20.00% 35	33.14% 58	38.86% 68	175
LinkedIn (interacting using basic account, NOT LinkedIn Premium)	3.33% 4	6.67% 8	22.50% 27	67.50% 81	120
Local public-facing multiple listing service website(s)	7.27% 12	23.64% 39	31.52% 52	37.58% 62	165

Online lead generation

Q44 I buy online leads from the following (check all that apply):

Answered: 228 Skipped: 108



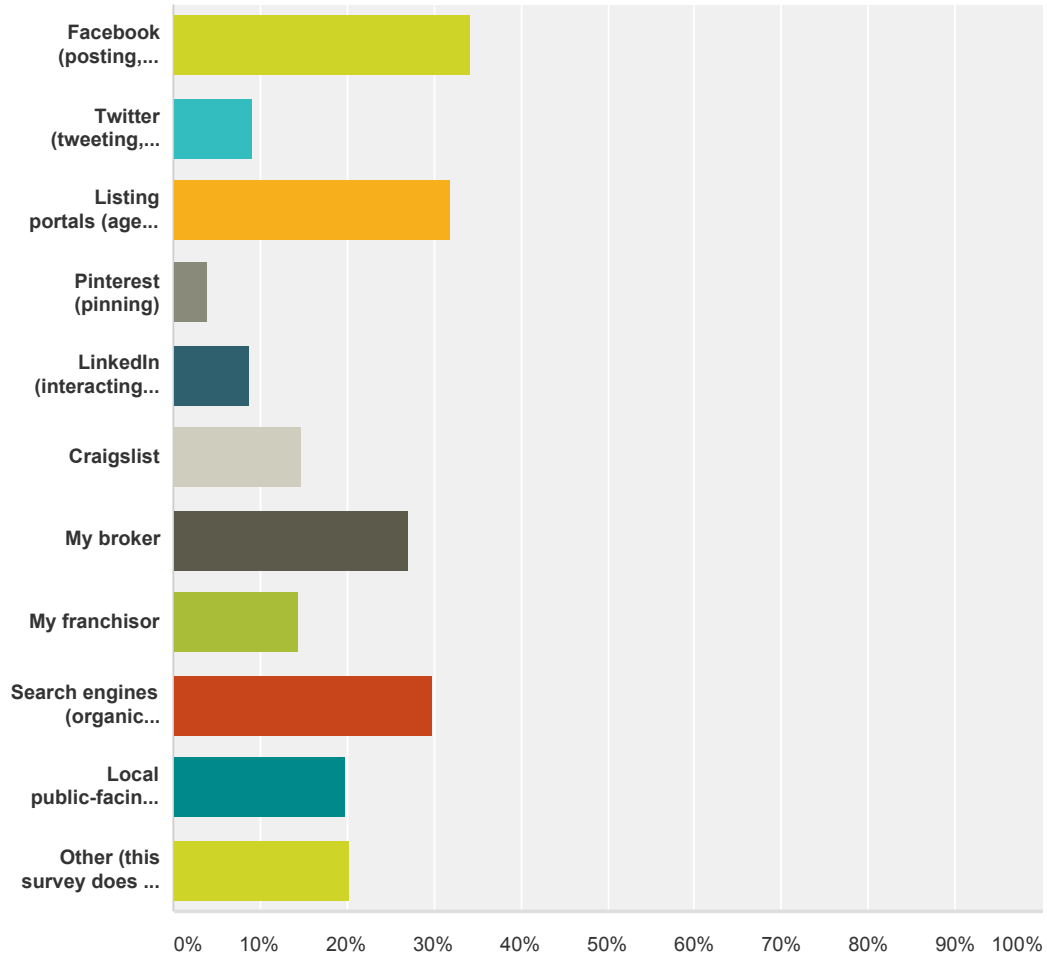
Online lead generation

Answer Choices	Responses
Third-party listing portals (buyer agent leads, sponsored/featured listings)	50.44% 115
Facebook (ads that drive traffic to my agent website or broker website subdomain)	27.19% 62
Twitter (ads that drive traffic to my agent website or broker website subdomain)	3.51% 8
Search engine (ads that drive traffic to my agent website or broker website subdomain)	26.75% 61
Pinterest (ads that drive traffic to my agent website or broker website subdomain)	1.32% 3
My franchisor	7.46% 17
My broker	15.79% 36
YouTube (ads that drive traffic to my agent website or broker website subdomain)	1.75% 4
LinkedIn (using LinkedIn Premium or ads)	4.39% 10
'Big data' lead generators (Benutech, SmartZip, etc.)	8.33% 19
HouseValues.com/JustListed.com leads sold by MarketLeader (do NOT check if you get leads from other sources through Market Leader)	14.91% 34
I don't buy online leads	26.32% 60
Other (do NOT check "other" to indicate that your team/office uses lead-gen or marketing software to buy most of its online leads. Instead, choose or specify the source that you use such software to buy the most leads from)	8.33% 19
Total Respondents: 228	

Online lead generation

Q45 I regularly get UNPAID online leads from the following sources (check all that apply):

Answered: 228 Skipped: 108

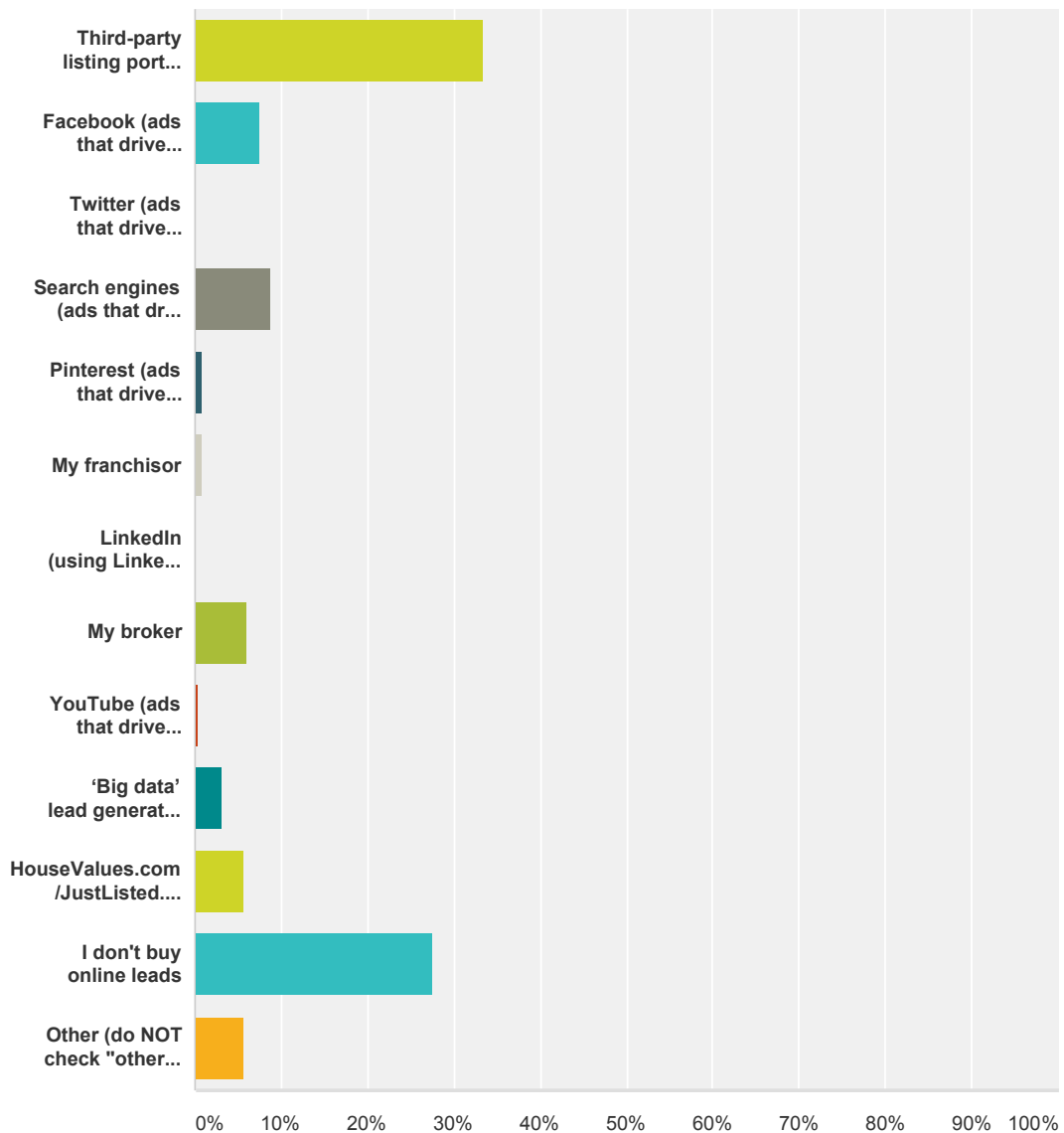


Online lead generation

Answer Choices	Responses	
Facebook (posting, interacting, etc.)	34.21%	78
Twitter (tweeting, messaging, etc.)	9.21%	21
Listing portals (agent profile, discussion forums, property details pages of nonsponsored listings, etc.)	32.02%	73
Pinterest (pinning)	3.95%	9
LinkedIn (interacting using basic account, NOT LinkedIn Premium)	8.77%	20
Craigslist	14.91%	34
My broker	27.19%	62
My franchisor	14.47%	33
Search engines (organic traffic from Google, Bing, etc.)	29.82%	68
Local public-facing multiple listing service website(s)	19.74%	45
Other (this survey does NOT consider agent or broker website subdomains to be lead sources)	20.18%	46
Total Respondents: 228		

Q46 Where do you buy the most online leads from?

Answered: 228 Skipped: 108

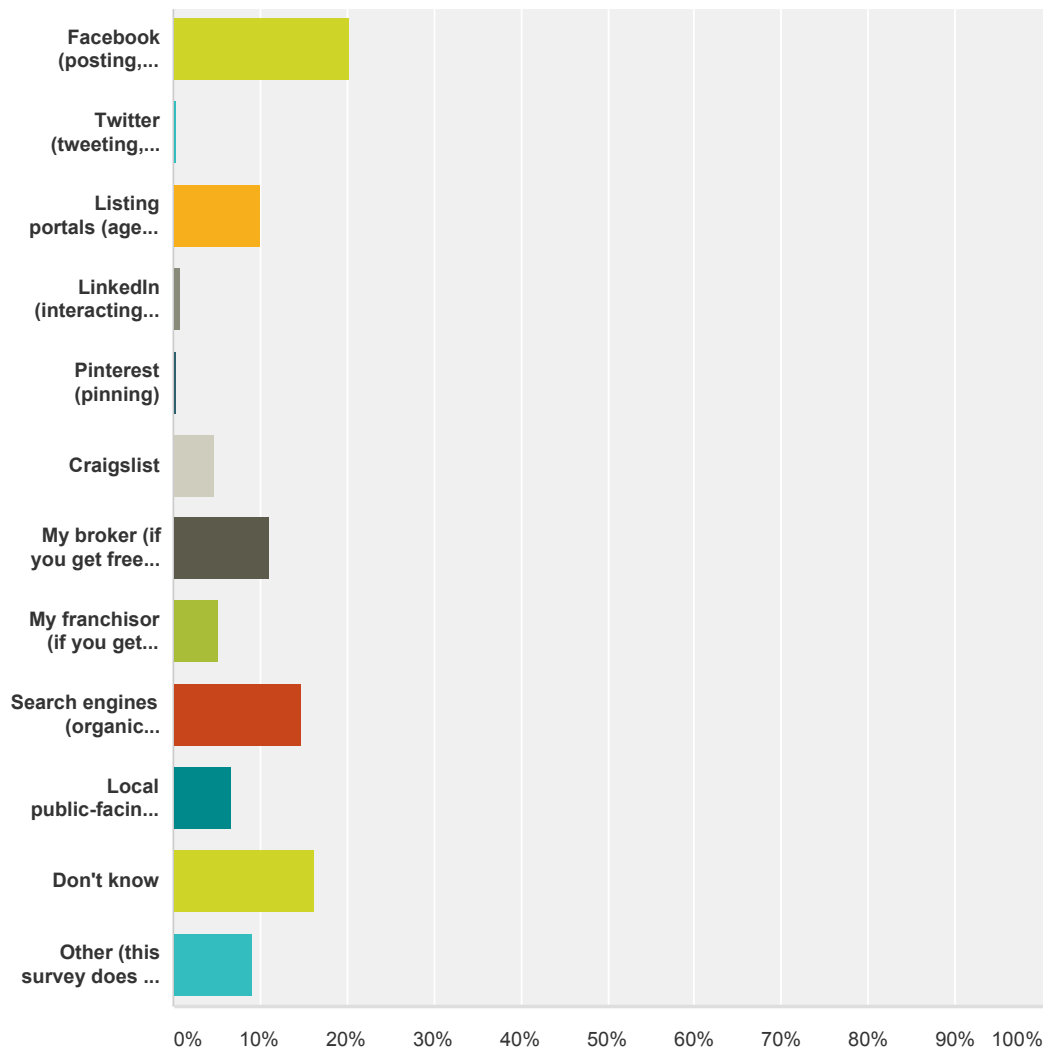


Online lead generation

Answer Choices	Responses
Third-party listing portals (buyer agent leads, featured/sponsored listings)	33.33% 76
Facebook (ads that drive traffic to my agent website or my broker website subdomain)	7.46% 17
Twitter (ads that drive traffic to my agent website or my broker website subdomain)	0.00% 0
Search engines (ads that drive traffic to my agent website or my broker website subdomain)	8.77% 20
Pinterest (ads that drive traffic to my agent website or my broker website subdomain)	0.88% 2
My franchisor	0.88% 2
LinkedIn (using LinkedIn Premium or ads that drive traffic to my agent website or broker website subdomain)	0.00% 0
My broker	6.14% 14
YouTube (ads that drive traffic to my agent website or my broker website subdomain)	0.44% 1
'Big data' lead generators (Benutech, SmartZip, etc.)	3.07% 7
HouseValues.com/JustListed.com leads sold by MarketLeader (do NOT check if your agent website or broker website subdomain gets leads from other sources through Market Leader)	5.70% 13
I don't buy online leads	27.63% 63
Other (do NOT check "other" to indicate that you use lead-gen or marketing software to buy most of your online leads. Instead, choose or specify the source that you use such software to buy the most leads from)	5.70% 13
Total	228

Q47 Which of the following generates the most UNPAID online leads for you?

Answered: 228 Skipped: 108

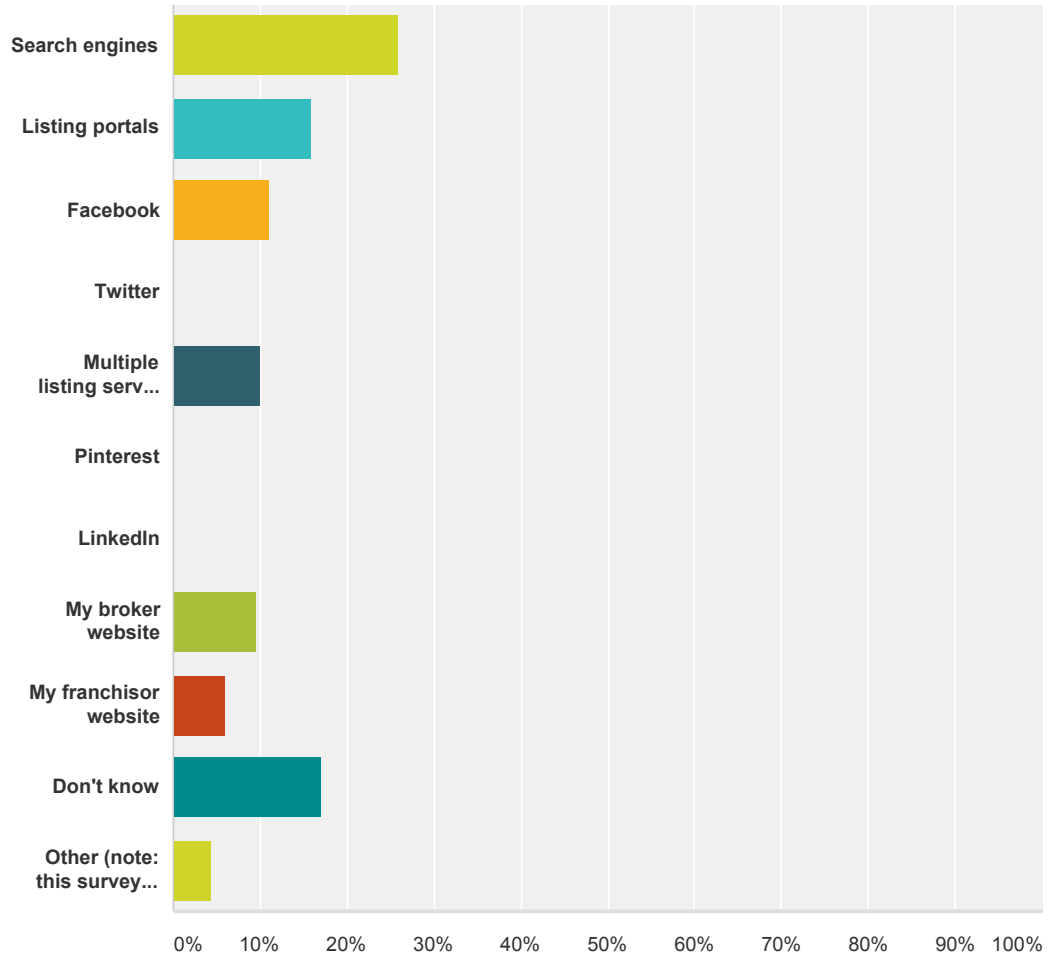


Online lead generation

Answer Choices	Responses	
Facebook (posting, interacting, etc.)	20.18%	46
Twitter (tweeting, messaging, etc.)	0.44%	1
Listing portals (agent profile, discussion forums, property details pages of nonsponsored listings, etc.)	10.09%	23
LinkedIn (interacting using basic account, NOT LinkedIn Premium)	0.88%	2
Pinterest (pinning)	0.44%	1
Craigslist	4.82%	11
My broker (if you get free online leads from your broker)	10.96%	25
My franchisor (if you get free online leads from your franchisor)	5.26%	12
Search engines (organic traffic from Google, Bing, etc.)	14.91%	34
Local public-facing multiple listing service website(s)	6.58%	15
Don't know	16.23%	37
Other (this survey does NOT consider an agent website or broker website subdomain to be a lead source)	9.21%	21
Total		228

Q48 Of all the leads (paid and unpaid) captured by my agent website or broker website subdomain, the most come from:

Answered: 228 Skipped: 108



Online lead generation

Answer Choices	Responses	
Search engines	25.88%	59
Listing portals	15.79%	36
Facebook	10.96%	25
Twitter	0.00%	0
Multiple listing service public-facing website(s)	10.09%	23
Pinterest	0.00%	0
LinkedIn	0.00%	0
My broker website	9.65%	22
My franchisor website	6.14%	14
Don't know	17.11%	39
Other (note: this survey does not consider lead-gen or marketing software to be a source of leads)	4.39%	10
Total		228

**Q49 Which type of online marketing or
online lead generation do you regret paying
for the most and why?**

Answered: 228 Skipped: 108

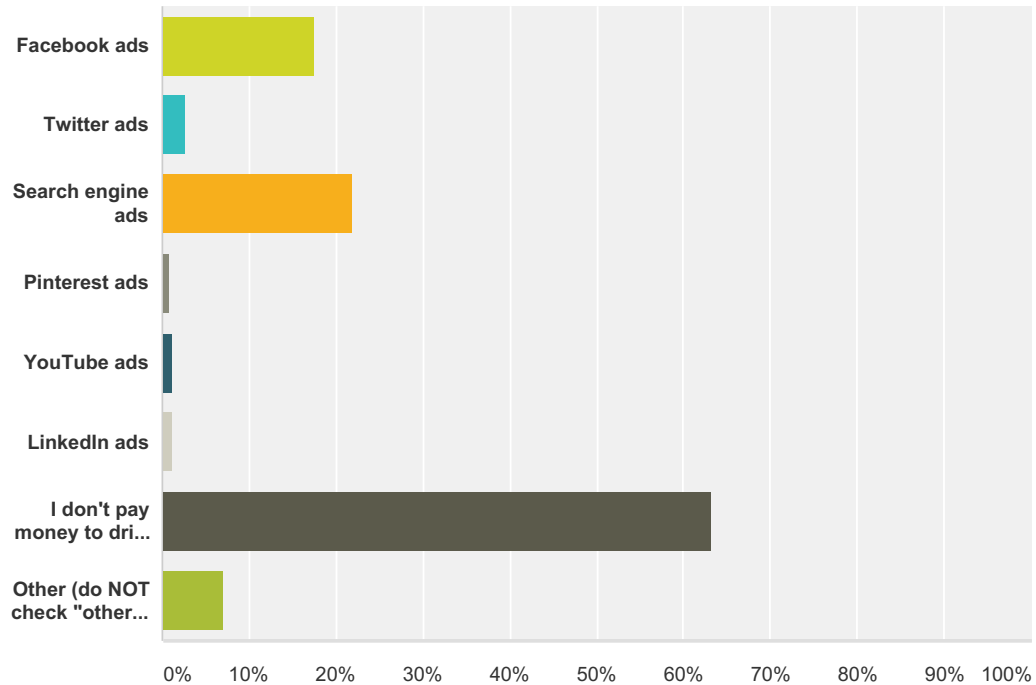
(TOP 3 answers below)

#	Responses	% of Responses
1	Zillow	30%
2	Trulia	25%
3	MarketLeader	5%

Online lead generation

Q50 I capture PAID leads through my agent website or broker website subdomain by purchasing website traffic through (choose all that apply):

Answered: 228 Skipped: 108

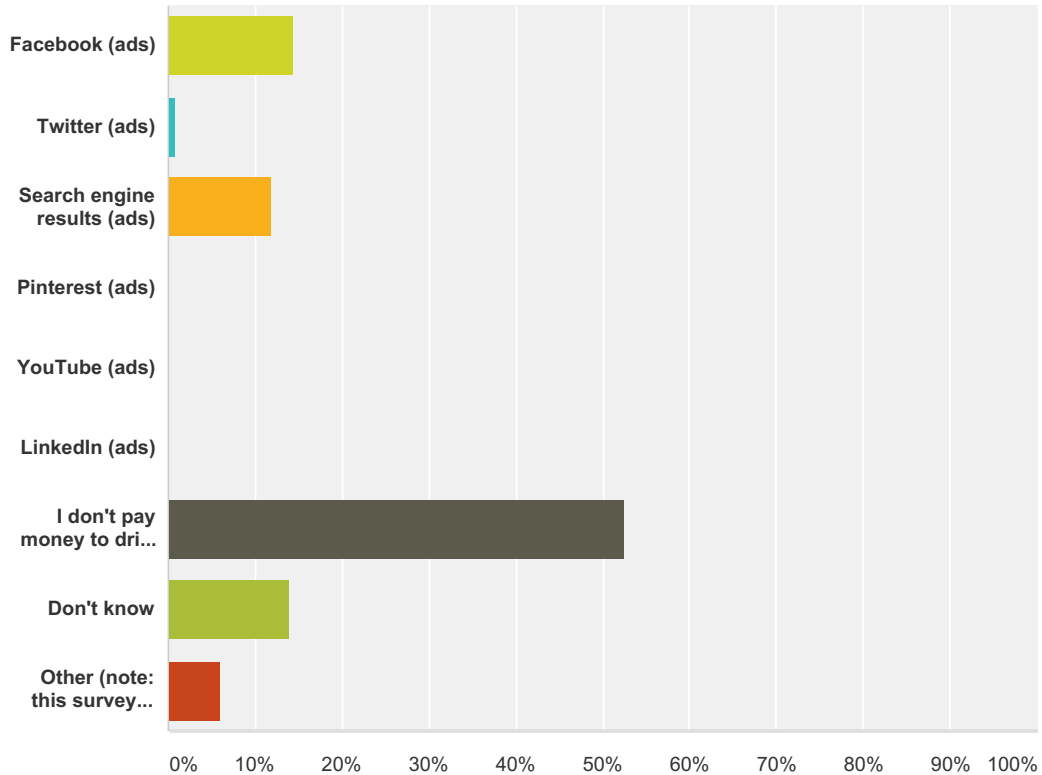


Answer Choices	Responses
Facebook ads	17.54% 40
Twitter ads	2.63% 6
Search engine ads	21.93% 50
Pinterest ads	0.88% 2
YouTube ads	1.32% 3
LinkedIn ads	1.32% 3
I don't pay money to drive traffic to my agent website or broker website subdomain	63.16% 144
Other (do NOT check "other" to indicate that you use lead-gen or marketing software to buy traffic. Instead, choose or specify the sources that you use such software to buy traffic from)	7.02% 16
Total Respondents: 228	

Online lead generation

Q51 Of the sources from which I have bought traffic for my agent website or broker website subdomain, the source that has delivered the best return on investment in terms of cost per lead is:

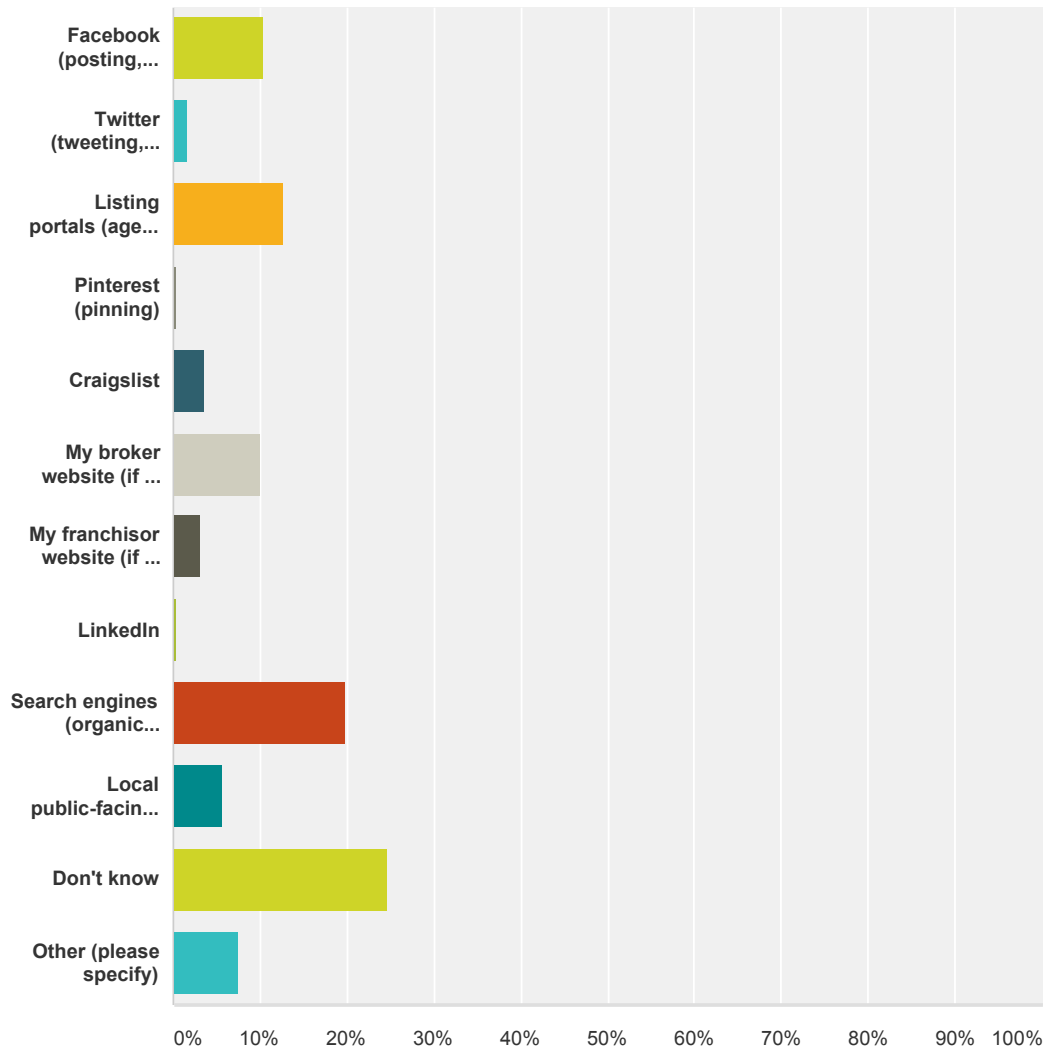
Answered: 228 Skipped: 108



Answer Choices	Responses	
Facebook (ads)	14.47%	33
Twitter (ads)	0.88%	2
Search engine results (ads)	11.84%	27
Pinterest (ads)	0.00%	0
YouTube (ads)	0.00%	0
LinkedIn (ads)	0.00%	0
I don't pay money to drive traffic to my agent website or broker website subdomain	52.63%	120
Don't know	14.04%	32
Other (note: this survey does not consider lead-gen or marketing software to be a source of website traffic)	6.14%	14
Total		228

Q52 Of the UNPAID leads I capture through my agent website or broker website subdomain, the most come from:

Answered: 228 Skipped: 108

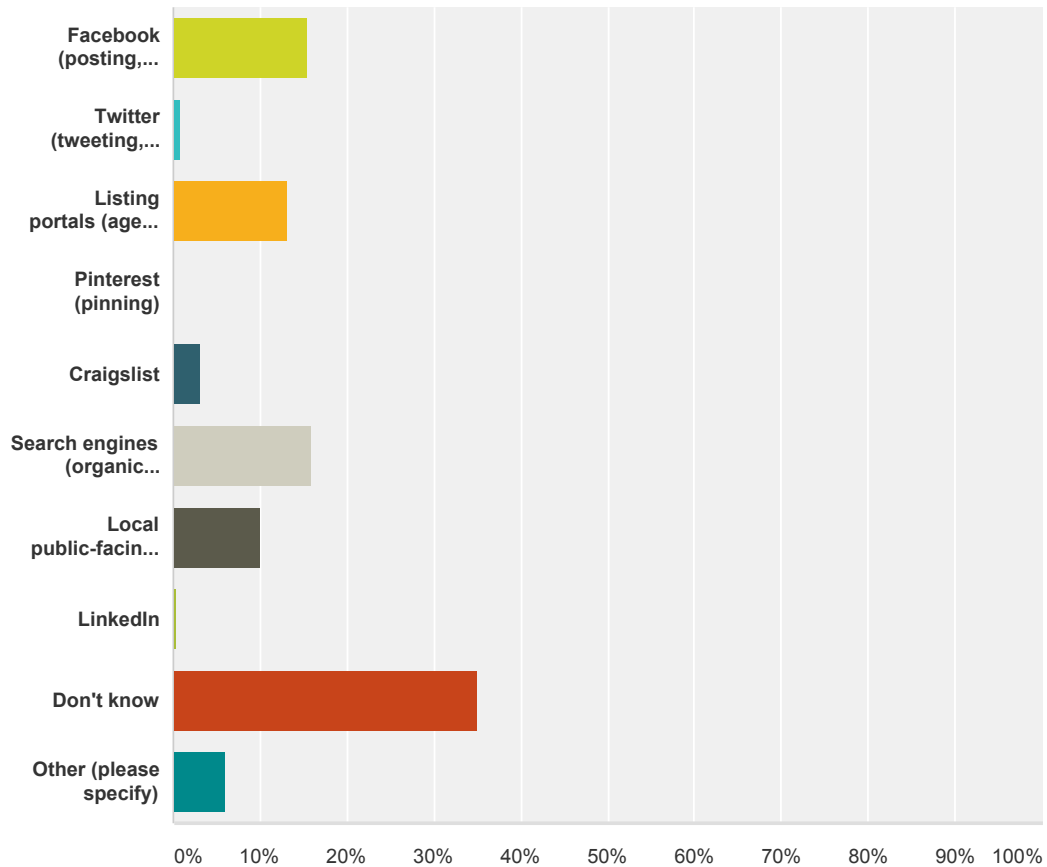


Online lead generation

Answer Choices	Responses	
Facebook (posting, interacting, etc.)	10.53%	24
Twitter (tweeting, messaging, etc.)	1.75%	4
Listing portals (agent profile, discussion forums, property details pages of nonsponsored listings, etc.)	12.72%	29
Pinterest (pinning)	0.44%	1
Craigslist	3.51%	8
My broker website (if you get Web traffic from your broker)	10.09%	23
My franchisor website (if you get Web traffic from your franchisor)	3.07%	7
LinkedIn	0.44%	1
Search engines (organic traffic from Google, Bing, etc.)	19.74%	45
Local public-facing multiple listing service website(s)	5.70%	13
Don't know	24.56%	56
Other (please specify)	7.46%	17
Total		228

Q53 Of the sources that drive UNPAID traffic to my agent website or broker website subdomain, the source that has delivered the best return on investment in terms of time and resources spent per lead is:

Answered: 228 Skipped: 108



Online lead generation

Answer Choices	Responses	
Facebook (posting, interacting, etc.)	15.35%	35
Twitter (tweeting, messaging, etc.)	0.88%	2
Listing portals (agent profile, discussion forums, property details pages of non-sponsored listings, etc.)	13.16%	30
Pinterest (pinning)	0.00%	0
Craigslist	3.07%	7
Search engines (organic traffic from Google, Bing, etc.)	15.79%	36
Local public-facing multiple listing service website(s)	10.09%	23
LinkedIn	0.44%	1
Don't know	35.09%	80
Other (please specify)	6.14%	14
Total		228

Q54 Which type of online marketing or lead generation are you most happy about paying for and why?

Answered: 228 Skipped: 108

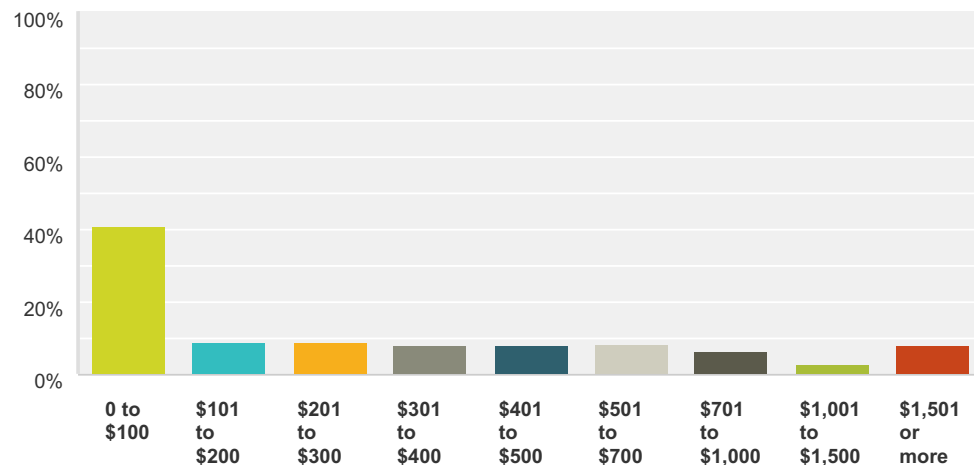
(TOP 3 answers below)

#	Responses	% of Responses
1	Zillow	20%
2	Facebook	15%
3	realtor.com	10%

Online lead generation

Q55 How much money do you typically spend on paid ONLINE leads every month?

Answered: 228 Skipped: 108

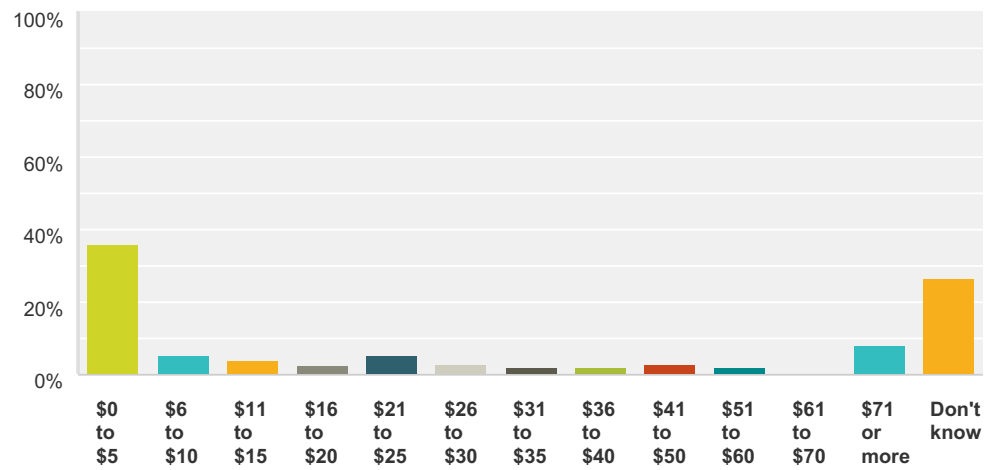


Answer Choices	Responses
0 to \$100	40.79% 93
\$101 to \$200	8.77% 20
\$201 to \$300	8.77% 20
\$301 to \$400	7.89% 18
\$401 to \$500	7.89% 18
\$501 to \$700	8.33% 19
\$701 to \$1,000	6.58% 15
\$1,001 to \$1,500	3.07% 7
\$1,501 or more	7.89% 18
Total	228

Online lead generation

Q56 On average, how much do you pay for an online buyer lead?

Answered: 228 Skipped: 108

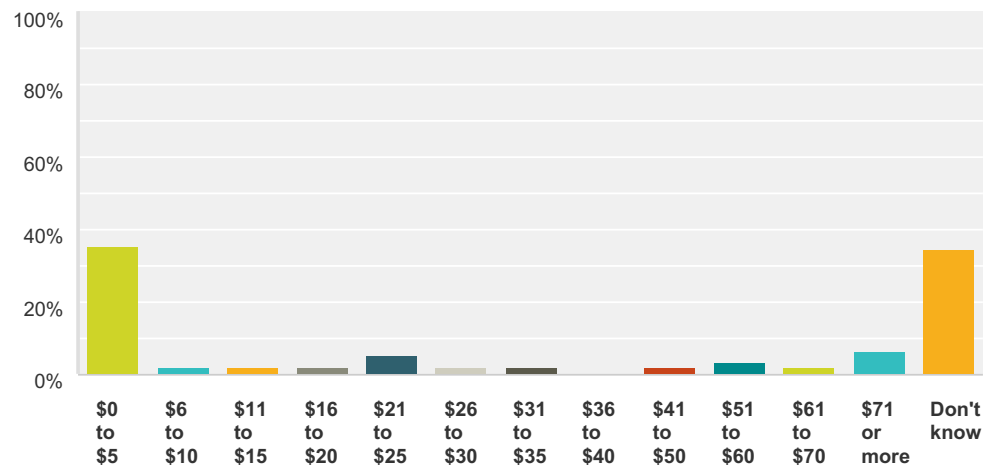


Answer Choices	Responses	
\$0 to \$5	35.96%	82
\$6 to \$10	5.70%	13
\$11 to \$15	3.95%	9
\$16 to \$20	2.63%	6
\$21 to \$25	5.70%	13
\$26 to \$30	3.07%	7
\$31 to \$35	1.75%	4
\$36 to \$40	2.19%	5
\$41 to \$50	3.07%	7
\$51 to \$60	1.75%	4
\$61 to \$70	0.00%	0
\$71 or more	7.89%	18
Don't know	26.32%	60
Total		228

Online lead generation

Q57 On average, how much do you pay for an online seller lead?

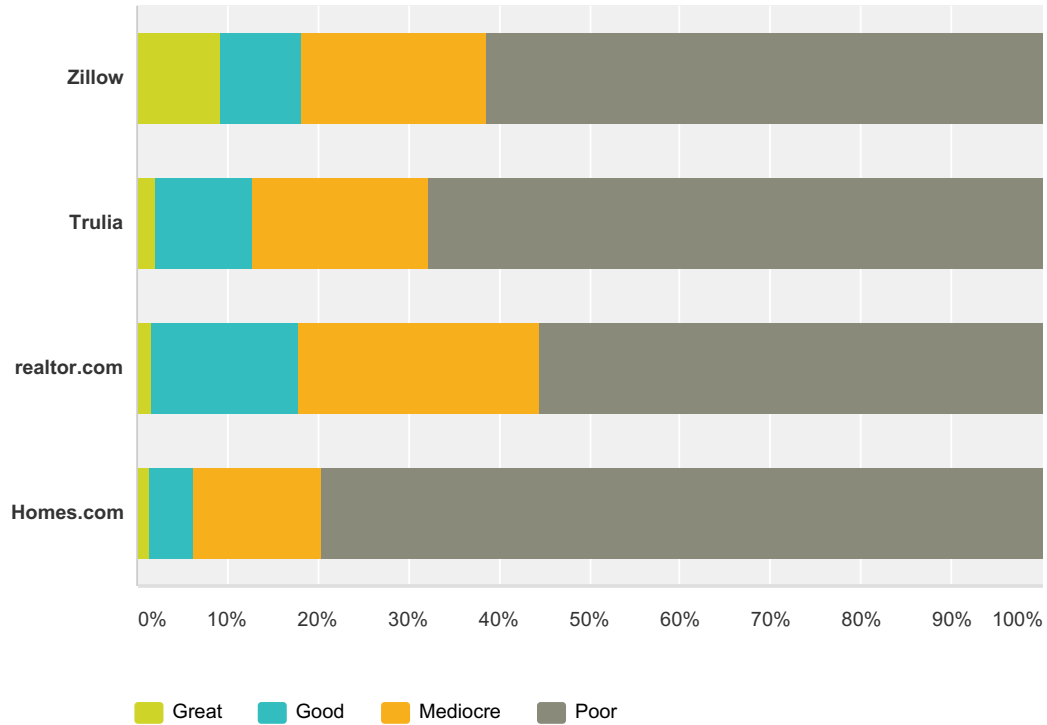
Answered: 228 Skipped: 108



Answer Choices	Responses
\$0 to \$5	35.53% 81
\$6 to \$10	2.19% 5
\$11 to \$15	1.75% 4
\$16 to \$20	2.19% 5
\$21 to \$25	5.26% 12
\$26 to \$30	1.75% 4
\$31 to \$35	1.75% 4
\$36 to \$40	0.44% 1
\$41 to \$50	2.19% 5
\$51 to \$60	3.51% 8
\$61 to \$70	2.19% 5
\$71 or more	6.58% 15
Don't know	34.65% 79
Total	228

Q58 How would you rate the return on investment of purchasing leads from the following third-party listing portals, rating only the portals you've purchased leads from?

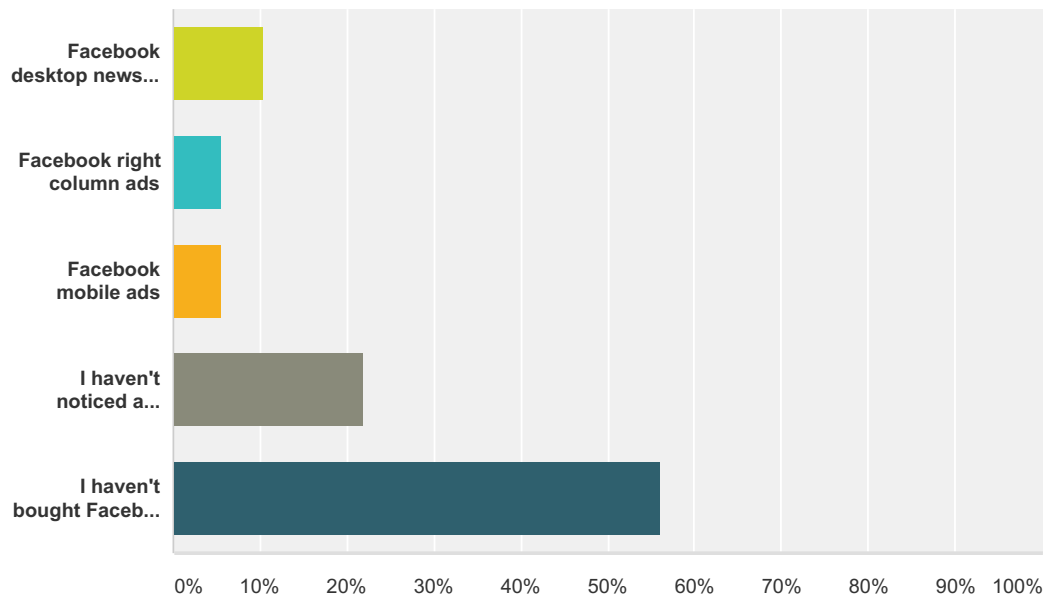
Answered: 228 Skipped: 108



	Great	Good	Mediocre	Poor	Total
Zillow	9.14% 18	9.14% 18	20.30% 40	61.42% 121	197
Trulia	1.98% 4	10.89% 22	19.31% 39	67.82% 137	202
realtor.com	1.63% 3	16.30% 30	26.63% 49	55.43% 102	184
Homes.com	1.36% 2	4.76% 7	14.29% 21	79.59% 117	147

Q59 Which Facebook ads deliver the most return on investment?

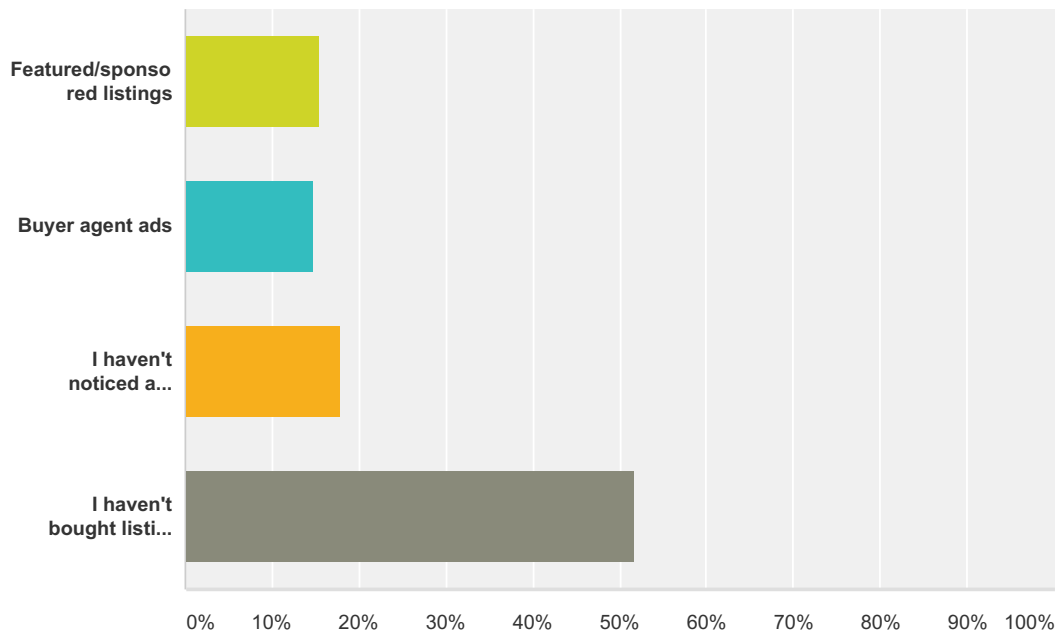
Answered: 228 Skipped: 108



Answer Choices	Responses	
Facebook desktop news feed ads	10.53%	24
Facebook right column ads	5.70%	13
Facebook mobile ads	5.70%	13
I haven't noticed a difference	21.93%	50
I haven't bought Facebook ads	56.14%	128
Total		228

Q60 Which type of third-party listing portal ad delivers the most return on investment?

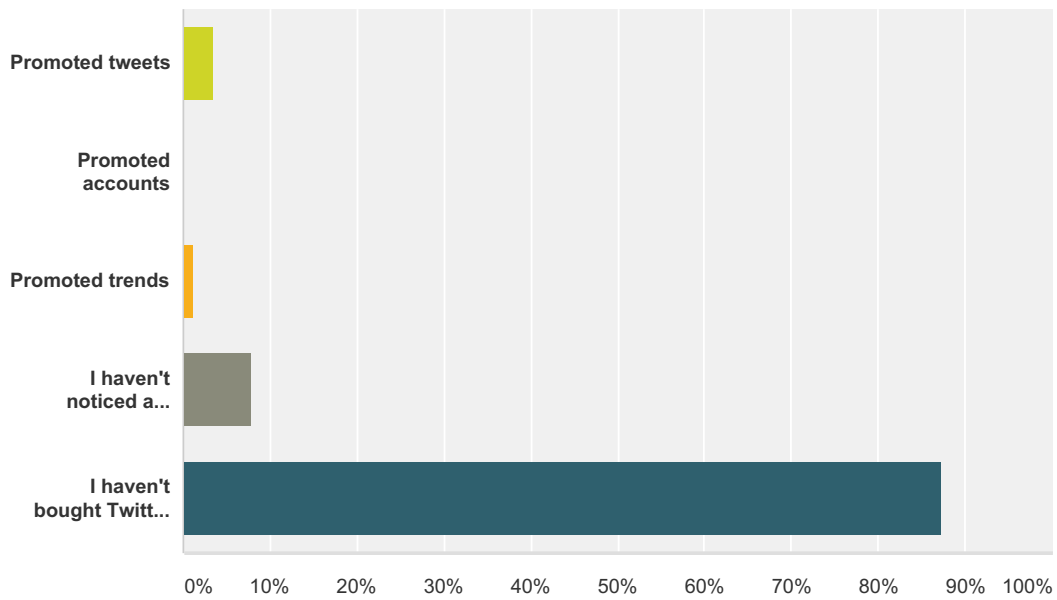
Answered: 228 Skipped: 108



Answer Choices	Responses	
Featured/sponsored listings	15.35%	35
Buyer agent ads	14.91%	34
I haven't noticed a difference	17.98%	41
I haven't bought listing portal ads	51.75%	118
Total		228

Q61 Which type of Twitter ad delivers the most return on investment?

Answered: 228 Skipped: 108

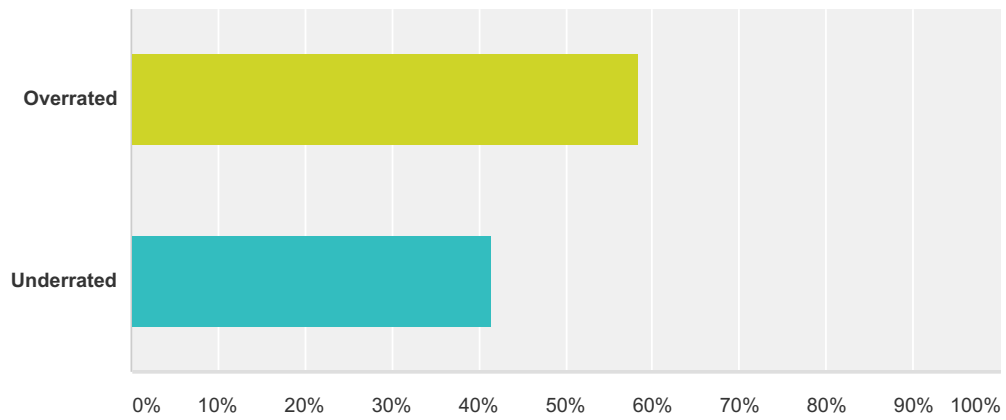


Answer Choices	Responses	
Promoted tweets	3.51%	8
Promoted accounts	0.00%	0
Promoted trends	1.32%	3
I haven't noticed a difference	7.89%	18
I haven't bought Twitter ads	87.28%	199
Total		228

Online lead generation

Q62 Do you think online leads are generally overrated or underrated?

Answered: 65 Skipped: 271

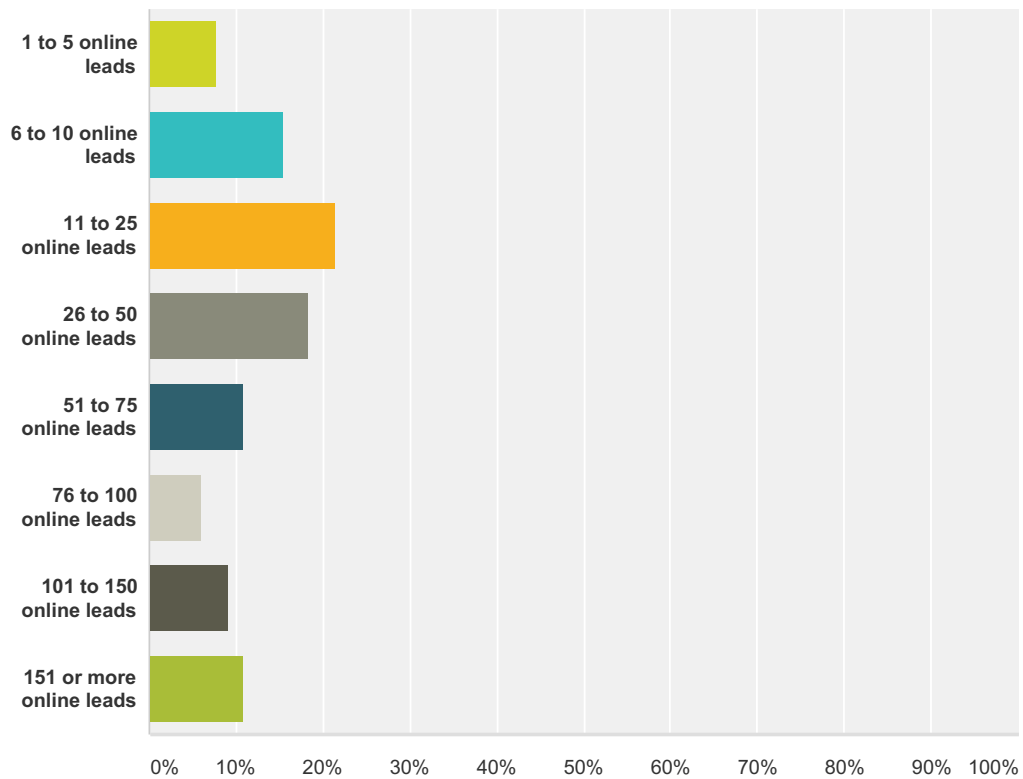


Answer Choices	Responses	
Overrated	58.46%	38
Underrated	41.54%	27
Total		65

Online lead generation

Q63 I believe one word-of-mouth referral is as valuable as:

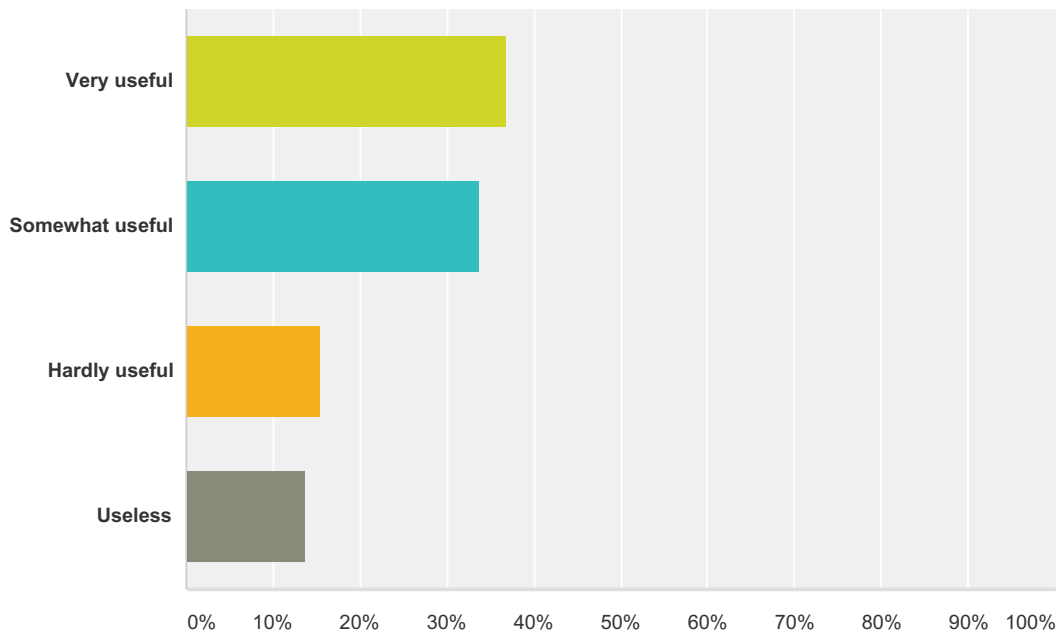
Answered: 65 Skipped: 271



Answer Choices	Responses
1 to 5 online leads	7.69% 5
6 to 10 online leads	15.38% 10
11 to 25 online leads	21.54% 14
26 to 50 online leads	18.46% 12
51 to 75 online leads	10.77% 7
76 to 100 online leads	6.15% 4
101 to 150 online leads	9.23% 6
151 or more online leads	10.77% 7
Total	65

Q64 How useful are online leads to your broker?

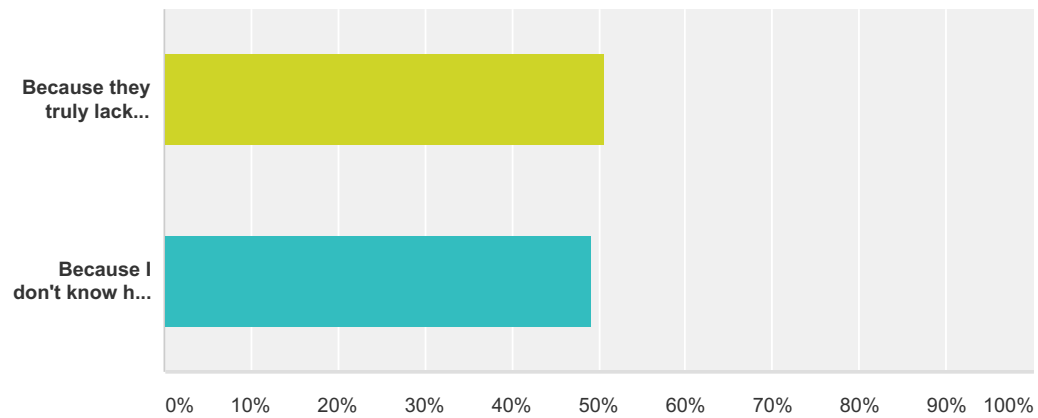
Answered: 65 Skipped: 271



Answer Choices	Responses	
Very useful	36.92%	24
Somewhat useful	33.85%	22
Hardly useful	15.38%	10
Useless	13.85%	9
Total		65

Q65 If you find online leads useless, why do you think that is?

Answered: 65 Skipped: 271

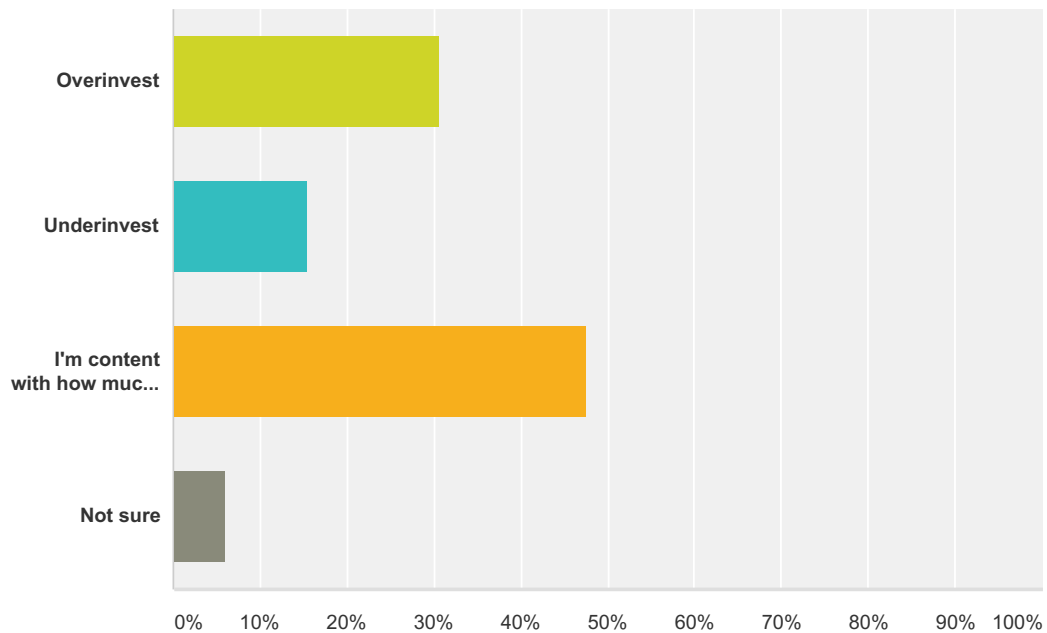


Answer Choices	Responses	
Because they truly lack value	50.77%	33
Because I don't know how to extract their value	49.23%	32
Total		65

Online lead generation

Q66 Do you feel like you overinvest or underinvest in PAID online lead generation?

Answered: 65 Skipped: 271

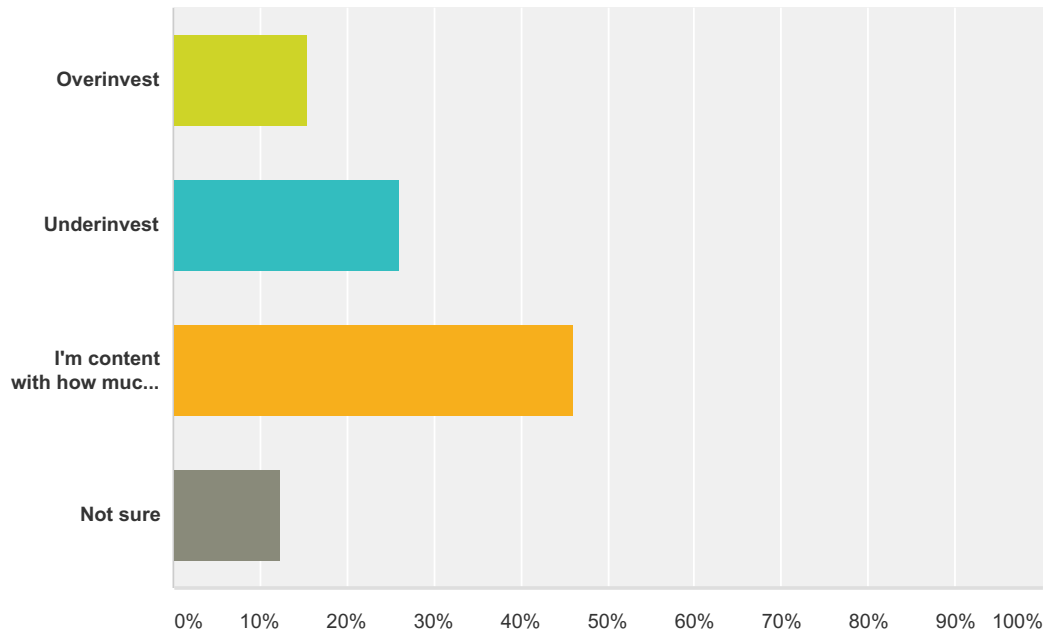


Answer Choices	Responses	
Overinvest	30.77%	20
Underinvest	15.38%	10
I'm content with how much I invest in paid online lead generation	47.69%	31
Not sure	6.15%	4
Total		65

Online lead generation

Q67 Do you feel like you overinvest or underinvest (time and resources) in UNPAID lead generation online (e.g., finding prospective clients by interacting on social media)?

Answered: 65 Skipped: 271

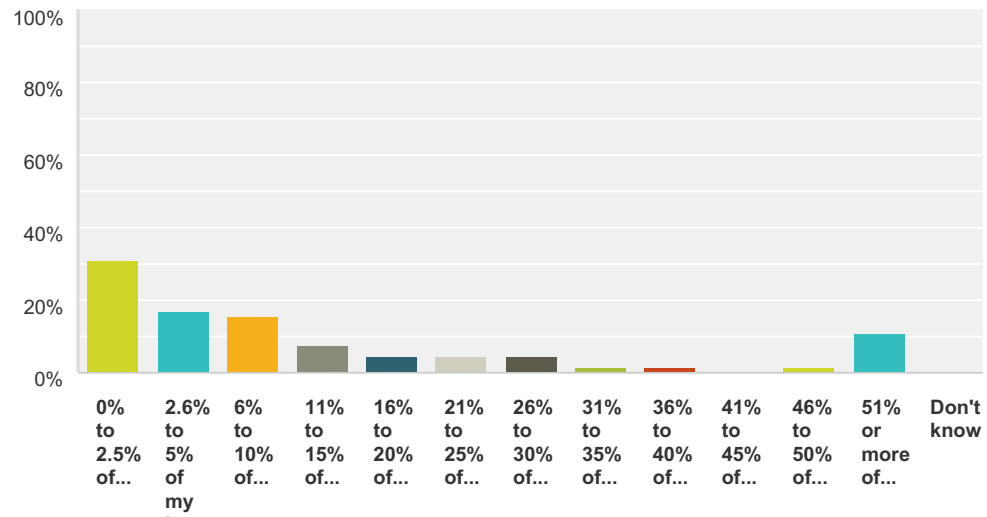


Answer Choices	Responses	
Overinvest	15.38%	10
Underinvest	26.15%	17
I'm content with how much I invest (time and resources) in unpaid online lead generation	46.15%	30
Not sure	12.31%	8
Total		65

Online lead generation

Q68 In 2014, I estimate that online leads converted into:

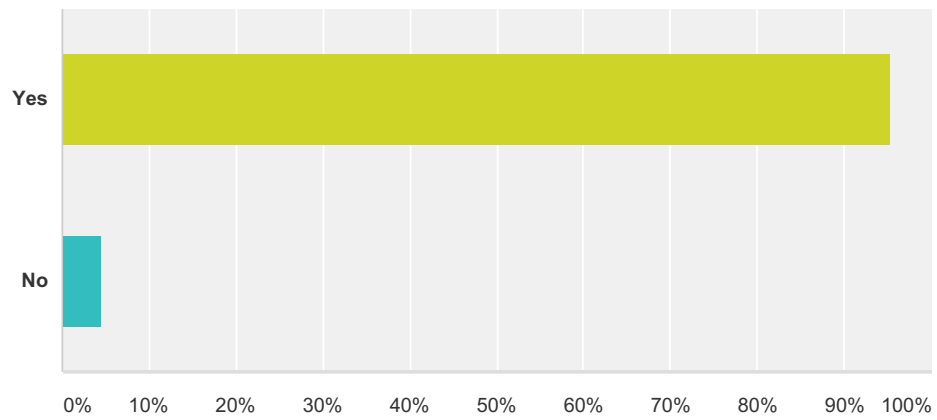
Answered: 65 Skipped: 271



Answer Choices	Responses
0% to 2.5% of my brokerage's deals	30.77% 20
2.6% to 5% of my brokerage's deals	16.92% 11
6% to 10% of my brokerage's deals	15.38% 10
11% to 15% of my brokerage's deals	7.69% 5
16% to 20% of my brokerage's deals	4.62% 3
21% to 25% of my brokerage's deals	4.62% 3
26% to 30% of my brokerage's deals	4.62% 3
31% to 35% of my brokerage's deals	1.54% 1
36% to 40% of my brokerage's deals	1.54% 1
41% to 45% of my brokerage's deals	0.00% 0
46% to 50% of my brokerage's deals	1.54% 1
51% or more of my brokerage's deals	10.77% 7
Don't know	0.00% 0
Total	65

Q69 Do you track the sources of your online leads?

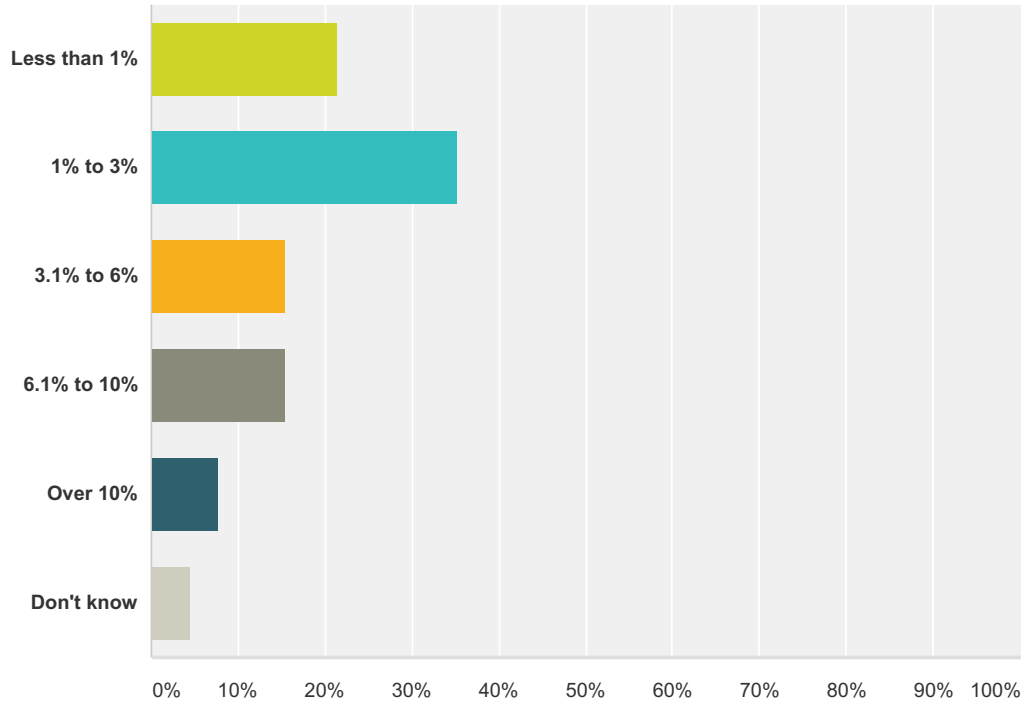
Answered: 65 Skipped: 271



Answer Choices	Responses	
Yes	95.38%	62
No	4.62%	3
Total		65

Q70 What is your broker website's conversion rate from unique visitors to leads?

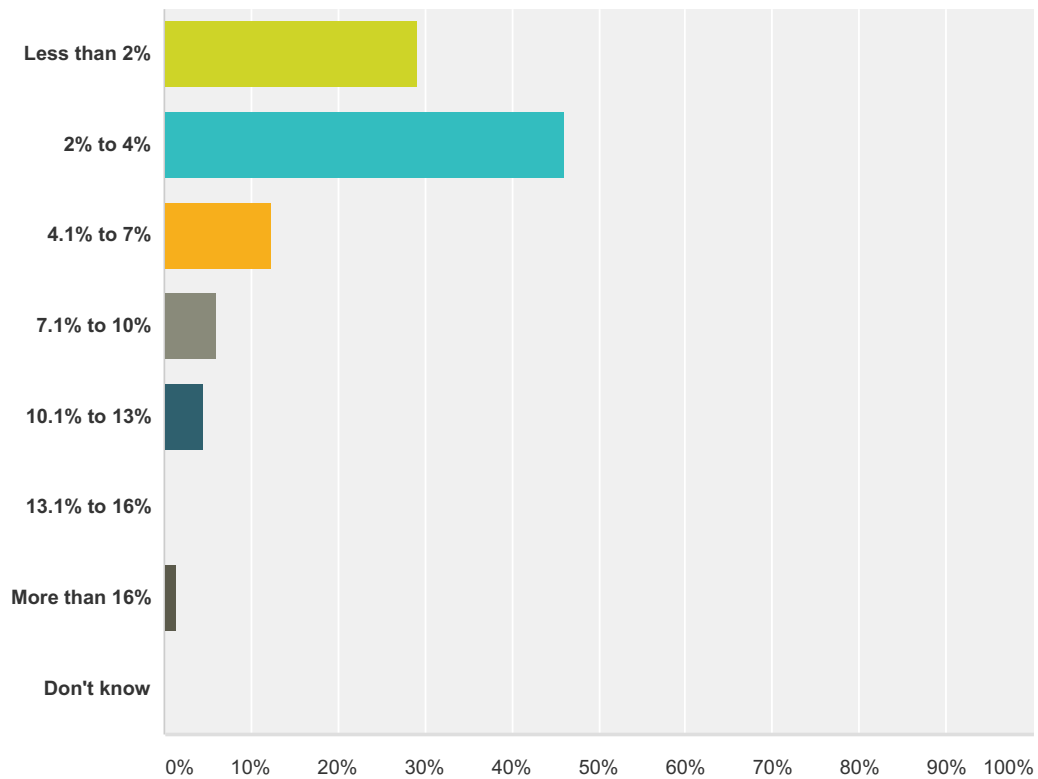
Answered: 65 Skipped: 271



Answer Choices	Responses	
Less than 1%	21.54%	14
1% to 3%	35.38%	23
3.1% to 6%	15.38%	10
6.1% to 10%	15.38%	10
Over 10%	7.69%	5
Don't know	4.62%	3
Total		65

Q71 What is your broker's conversion rate from ONLINE leads to closed deals?

Answered: 65 Skipped: 271

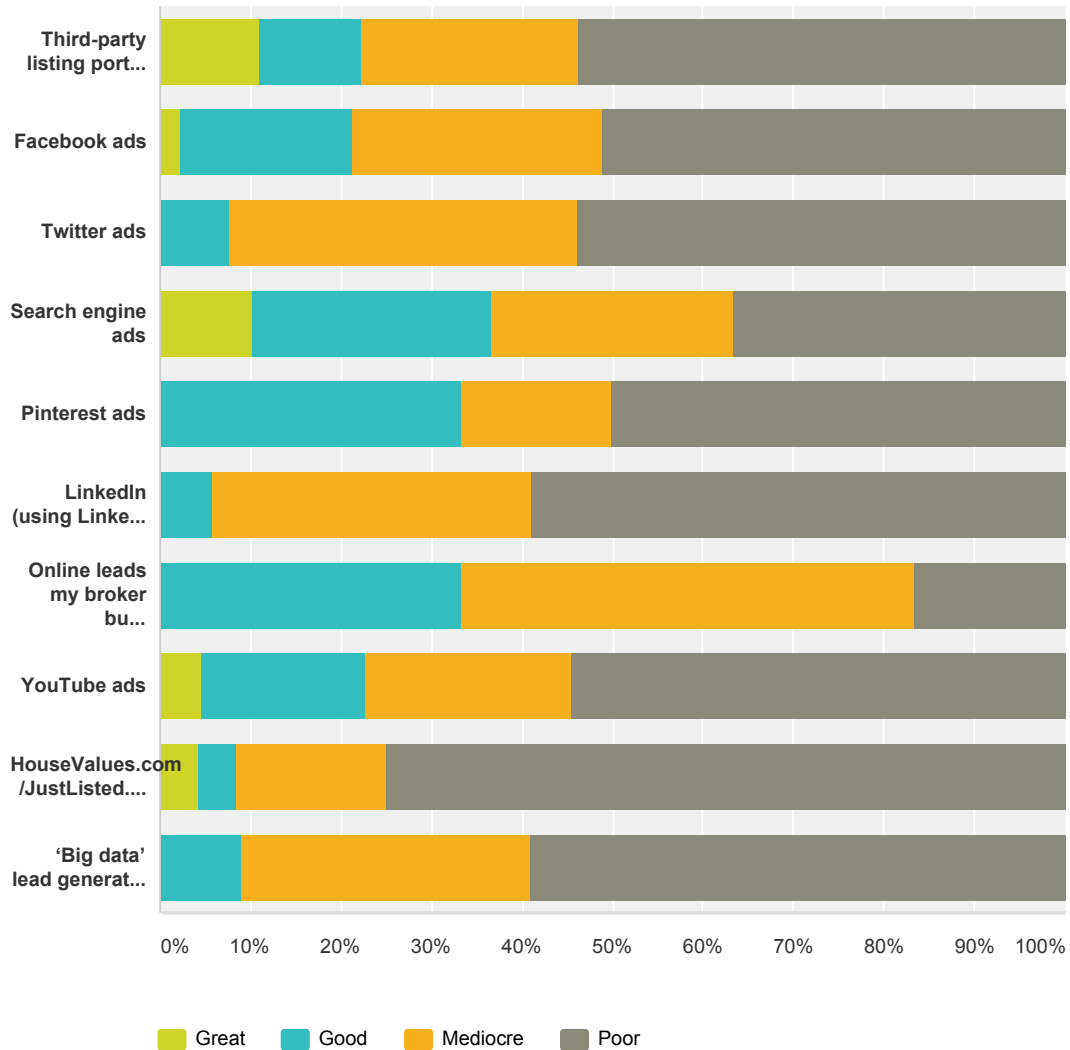


Answer Choices	Responses	
Less than 2%	29.23%	19
2% to 4%	46.15%	30
4.1% to 7%	12.31%	8
7.1% to 10%	6.15%	4
10.1% to 13%	4.62%	3
13.1% to 16%	0.00%	0
More than 16%	1.54%	1
Don't know	0.00%	0
Total		65

Online lead generation

Q72 How would you rate the return on investment of PAID online leads from the following sources, rating only the sources that your broker has used?

Answered: 65 Skipped: 271

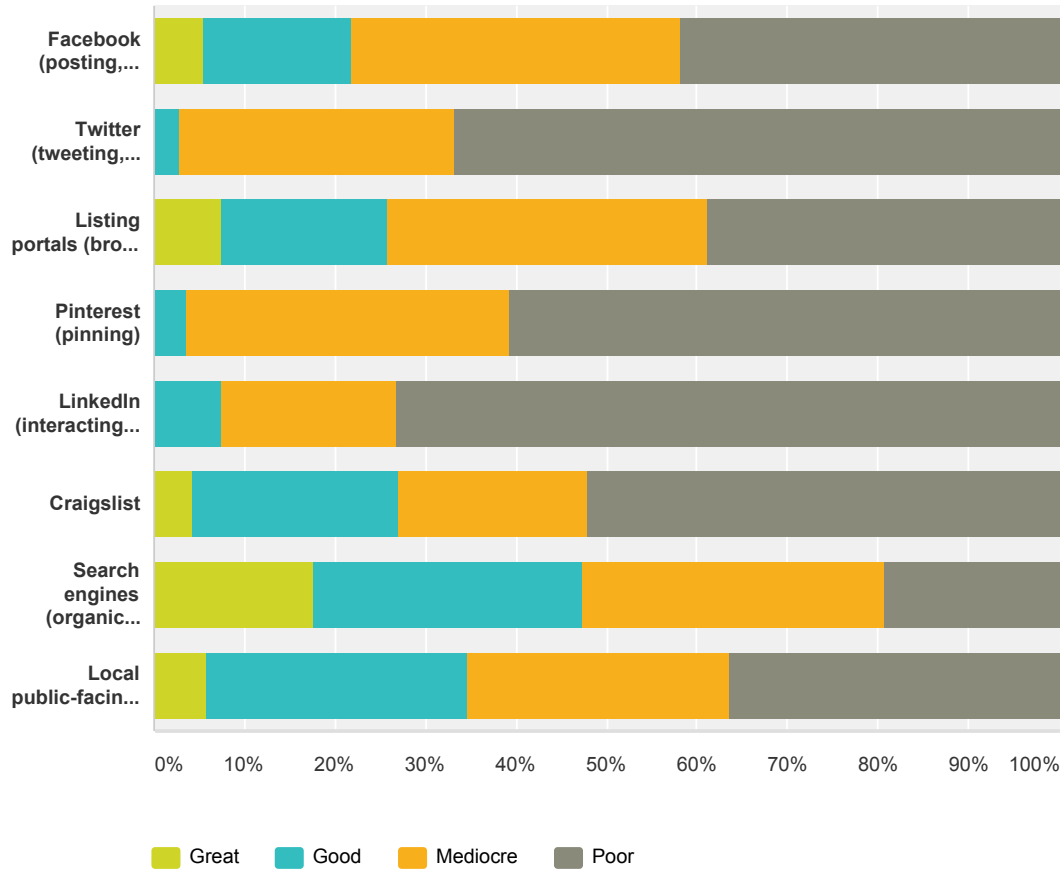


Online lead generation

	Great	Good	Mediocre	Poor	Total
Third-party listing portal ads	11.11% 6	11.11% 6	24.07% 13	53.70% 29	54
Facebook ads	2.13% 1	19.15% 9	27.66% 13	51.06% 24	47
Twitter ads	0.00% 0	7.69% 1	38.46% 5	53.85% 7	13
Search engine ads	10.20% 5	26.53% 13	26.53% 13	36.73% 18	49
Pinterest ads	0.00% 0	33.33% 2	16.67% 1	50.00% 3	6
LinkedIn (using LinkedIn Premium or ads)	0.00% 0	5.88% 1	35.29% 6	58.82% 10	17
Online leads my broker buys from my franchisor	0.00% 0	33.33% 4	50.00% 6	16.67% 2	12
YouTube ads	4.55% 1	18.18% 4	22.73% 5	54.55% 12	22
HouseValues.com/JustListed.com leads sold by Market Leader (check "Never tried them" if your broker gets leads from Market Leader through other sources)	4.17% 1	4.17% 1	16.67% 4	75.00% 18	24
'Big data' lead generators (Benutech, SmartZip, etc.)	0.00% 0	9.09% 2	31.82% 7	59.09% 13	22

Q73 How would you rate the return on investment (time and resources invested) of UNPAID leads from the following sources, rating only the sources that your broker has used?

Answered: 65 Skipped: 271



Online lead generation

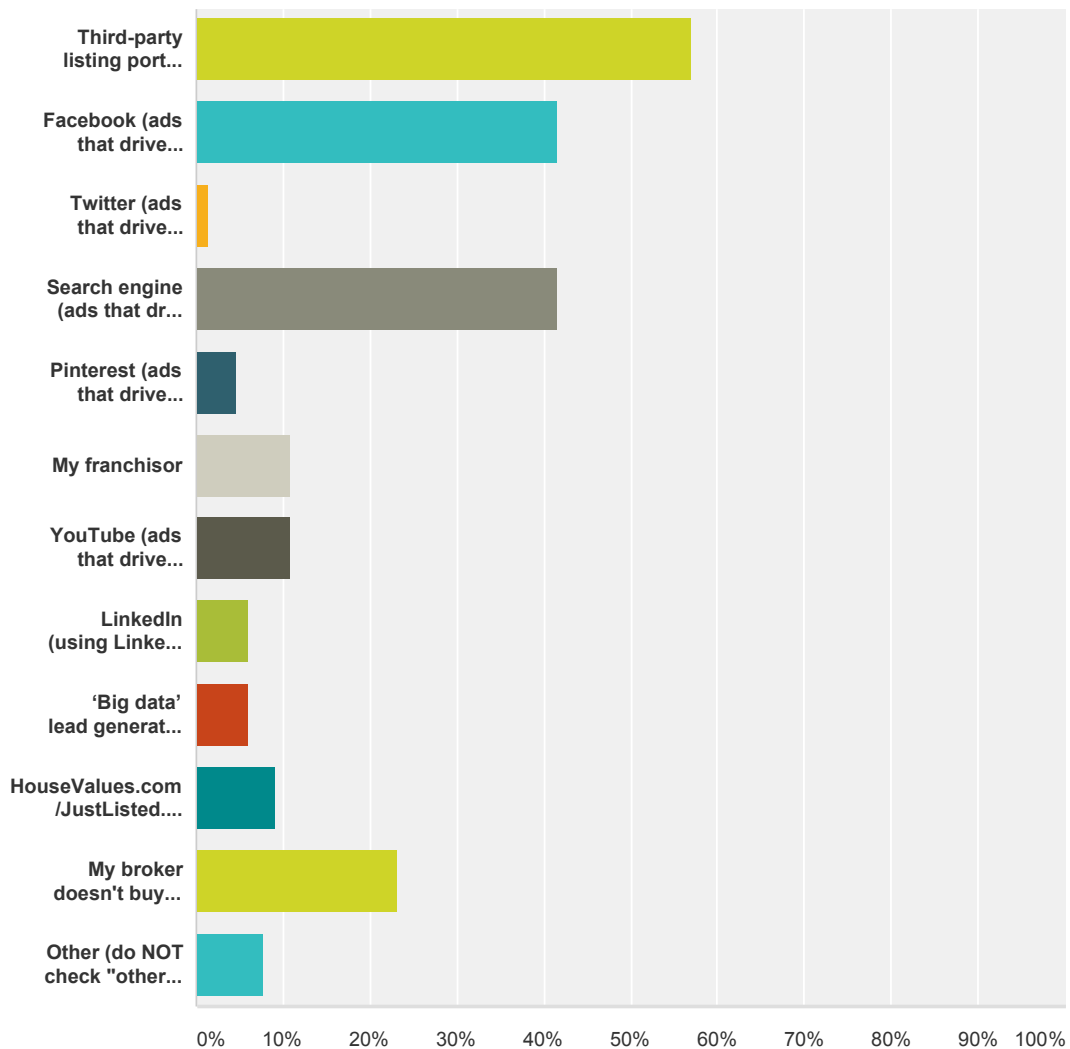
	Great	Good	Mediocre	Poor	Total
Facebook (posting, messaging, etc.)	5.45% 3	16.36% 9	36.36% 20	41.82% 23	55
Twitter (tweeting, messaging, etc.)	0.00% 0	2.78% 1	30.56% 11	66.67% 24	36
Listing portals (broker profile, discussion forums, property details pages of nonsponsored listings, etc.)	7.41% 4	18.52% 10	35.19% 19	38.89% 21	54
Pinterest (pinning)	0.00% 0	3.57% 1	35.71% 10	60.71% 17	28
LinkedIn (interacting using basic account, NOT LinkedIn Premium)	0.00% 0	7.32% 3	19.51% 8	73.17% 30	41
Craigslist	4.17% 2	22.92% 11	20.83% 10	52.08% 25	48
Search engines (organic traffic from Google, Bing, etc.)	17.54% 10	29.82% 17	33.33% 19	19.30% 11	57
Local public-facing multiple listing service website(s)	5.77% 3	28.85% 15	28.85% 15	36.54% 19	52

Online lead generation

Answer Choices	Responses
Third-party listing portals (buyer agent leads, sponsored/featured listings)	56.92% 37
Facebook (ads that drive traffic to my broker website)	41.54% 27
Twitter (ads that drive traffic to my broker website)	1.54% 1
Search engine (ads that drive traffic to my broker website)	41.54% 27
Pinterest (ads that drive traffic to my broker website)	4.62% 3
My franchisor	10.77% 7
YouTube (ads that drive traffic to my broker website)	10.77% 7
LinkedIn (using LinkedIn Premium or ads)	6.15% 4
'Big data' lead generators (Benutech, SmartZip, etc.)	6.15% 4
HouseValues.com/JustListed.com leads sold by MarketLeader (do NOT check if your broker gets leads from other sources through Market Leader)	9.23% 6
My broker doesn't buy online leads	23.08% 15
Other (do NOT check "other" to indicate that your broker uses lead-gen or marketing software to buy most of its online leads. Instead, choose or specify sources that your broker uses such software to buy the leads from)	7.69% 5
Total Respondents: 65	

Q74 My broker buys online leads from the following (check all that apply):

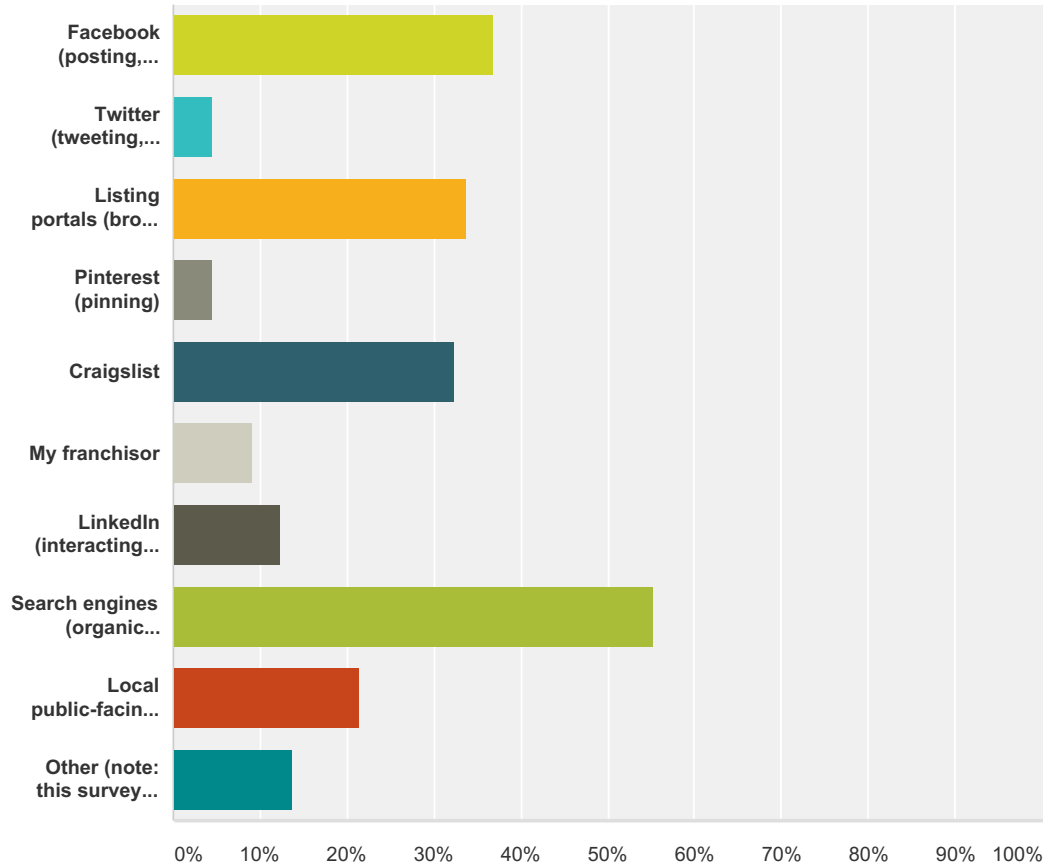
Answered: 65 Skipped: 271



Online lead generation

Q75 My broker regularly gets UNPAID online leads from the following sources (check all that apply):

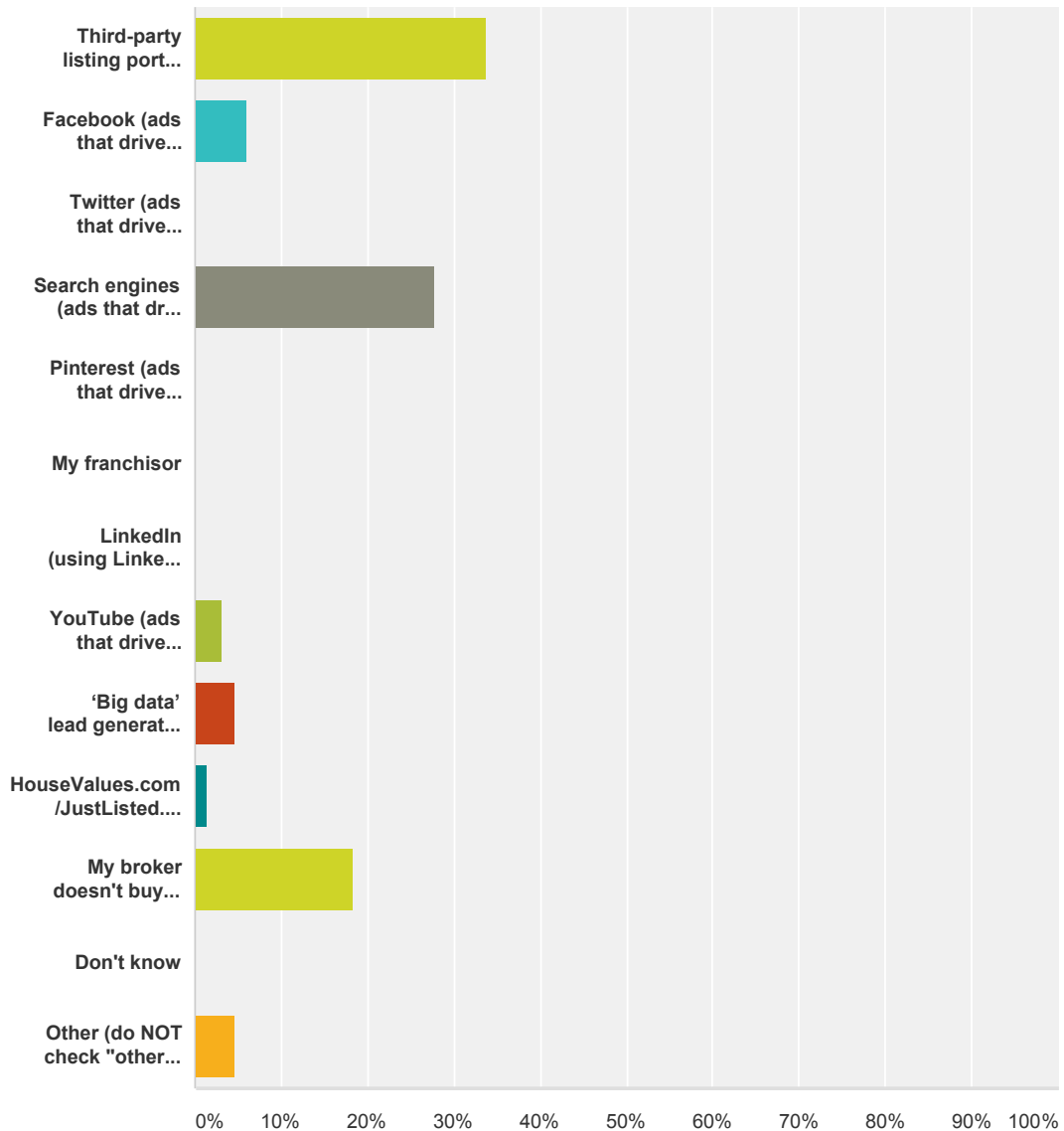
Answered: 65 Skipped: 271



Answer Choices	Responses	
Facebook (posting, interacting, etc.)	36.92%	24
Twitter (tweeting, messaging, etc.)	4.62%	3
Listing portals (broker profile, discussion forums, property details pages of nonsponsored listings, etc.)	33.85%	22
Pinterest (pinning)	4.62%	3
Craigslist	32.31%	21
My franchisor	9.23%	6
LinkedIn (interacting using basic account, NOT LinkedIn Premium)	12.31%	8
Search engines (organic traffic from Google, Bing, etc.)	55.38%	36
Local public-facing multiple listing service website(s)	21.54%	14
Other (note: this survey does NOT consider a broker website to be a lead source)	13.85%	9
Total Respondents: 65		

Q76 Where does your broker buy the most online leads from?

Answered: 65 Skipped: 271

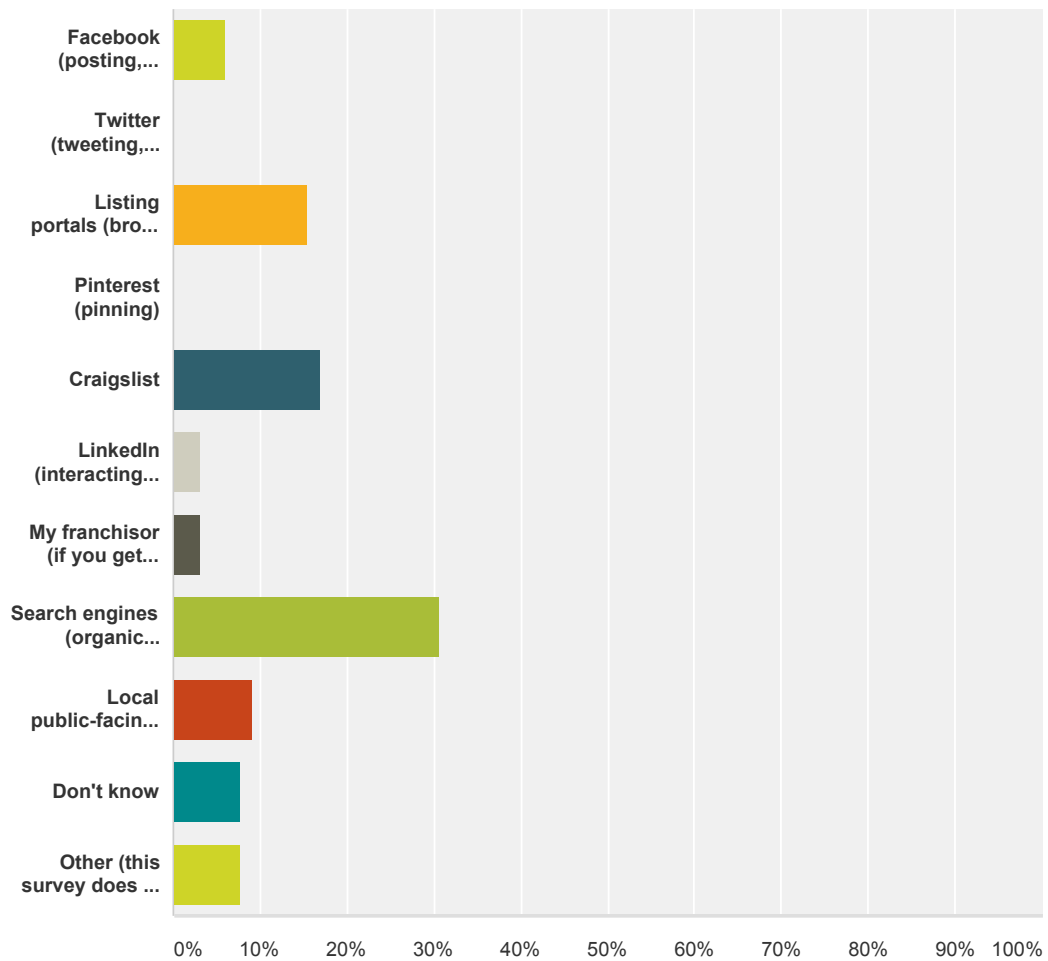


Online lead generation

Answer Choices	Responses
Third-party listing portals (buyer agent leads, featured/sponsored listings)	33.85% 22
Facebook (ads that drive traffic to my broker website)	6.15% 4
Twitter (ads that drive traffic to my broker website)	0.00% 0
Search engines (ads that drive traffic to my broker website)	27.69% 18
Pinterest (ads that drive traffic to my broker website)	0.00% 0
My franchisor	0.00% 0
LinkedIn (using LinkedIn Premium or ads that drive traffic to my broker website)	0.00% 0
YouTube (ads that drive traffic to my broker website)	3.08% 2
'Big data' lead generators (Benutech, SmartZip, etc.)	4.62% 3
HouseValues.com/JustListed.com leads sold by MarketLeader (do NOT check if your broker gets leads from other sources through Market Leader)	1.54% 1
My broker doesn't buy online leads	18.46% 12
Don't know	0.00% 0
Other (do NOT check "other" to indicate that your broker uses lead-gen or marketing software to buy most of its online leads. Instead, choose or specify the source that your broker uses such software to buy the most leads from)	4.62% 3
Total	65

Q77 Which of the following generates the most UNPAID online leads for your broker?

Answered: 65 Skipped: 271



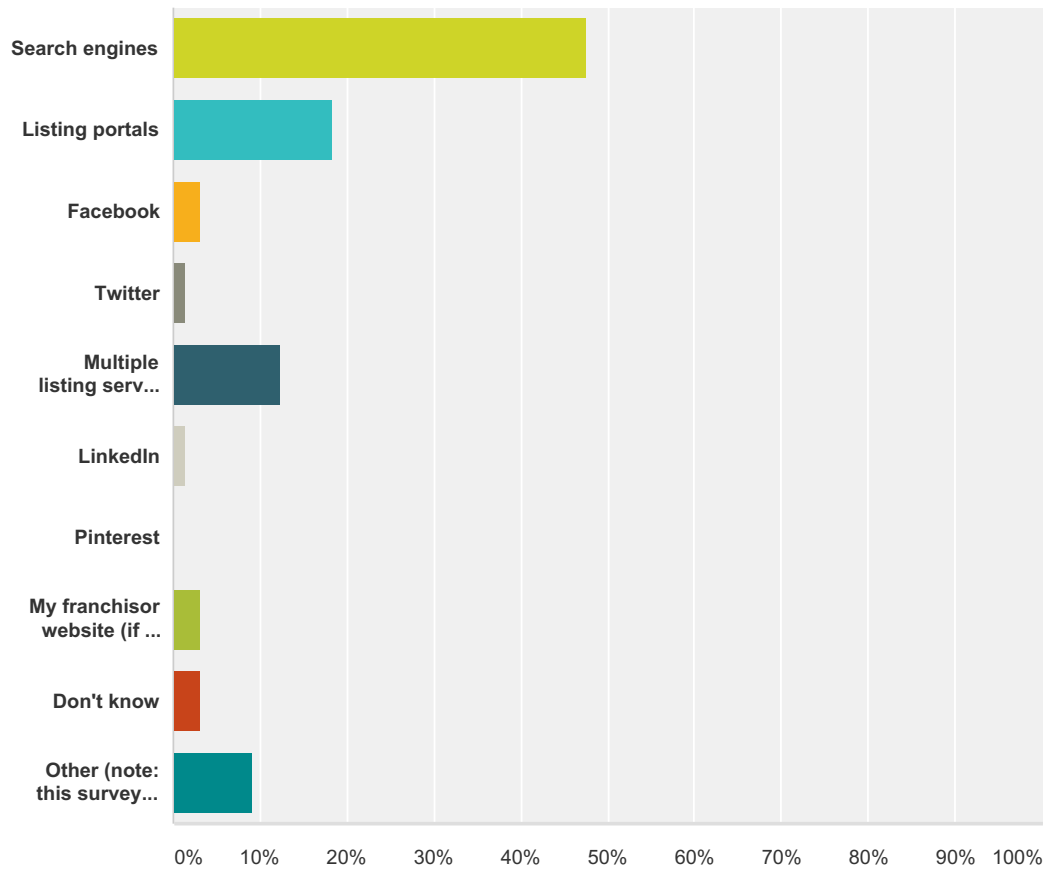
Online lead generation

Answer Choices	Responses	
Facebook (posting, interacting, etc.)	6.15%	4
Twitter (tweeting, messaging, etc.)	0.00%	0
Listing portals (broker profile, discussion forums, property details pages of nonsponsored listings, etc.)	15.38%	10
Pinterest (pinning)	0.00%	0
Craigslist	16.92%	11
LinkedIn (interacting using basic account, NOT LinkedIn Premium)	3.08%	2
My franchisor (if you get unpaid online leads from your franchisor)	3.08%	2
Search engines (organic traffic from Google, Bing, etc.)	30.77%	20
Local public-facing multiple listing service website(s)	9.23%	6
Don't know	7.69%	5
Other (this survey does NOT consider a broker website be a lead source)	7.69%	5
Total		65

Online lead generation

Q78 Of all the leads (paid and unpaid) captured by my broker website, the most come from:

Answered: 65 Skipped: 271



Answer Choices	Responses	
Search engines	47.69%	31
Listing portals	18.46%	12
Facebook	3.08%	2
Twitter	1.54%	1
Multiple listing service public-facing website(s)	12.31%	8
LinkedIn	1.54%	1
Pinterest	0.00%	0
My franchisor website (if you get Web traffic from your franchisor)	3.08%	2
Don't know	3.08%	2
Other (note: this survey does not consider lead-gen or marketing software to be a source of leads)	9.23%	6
Total		65

**Q79 Which type of online marketing or
online lead generation do you regret paying
for the most and why?**

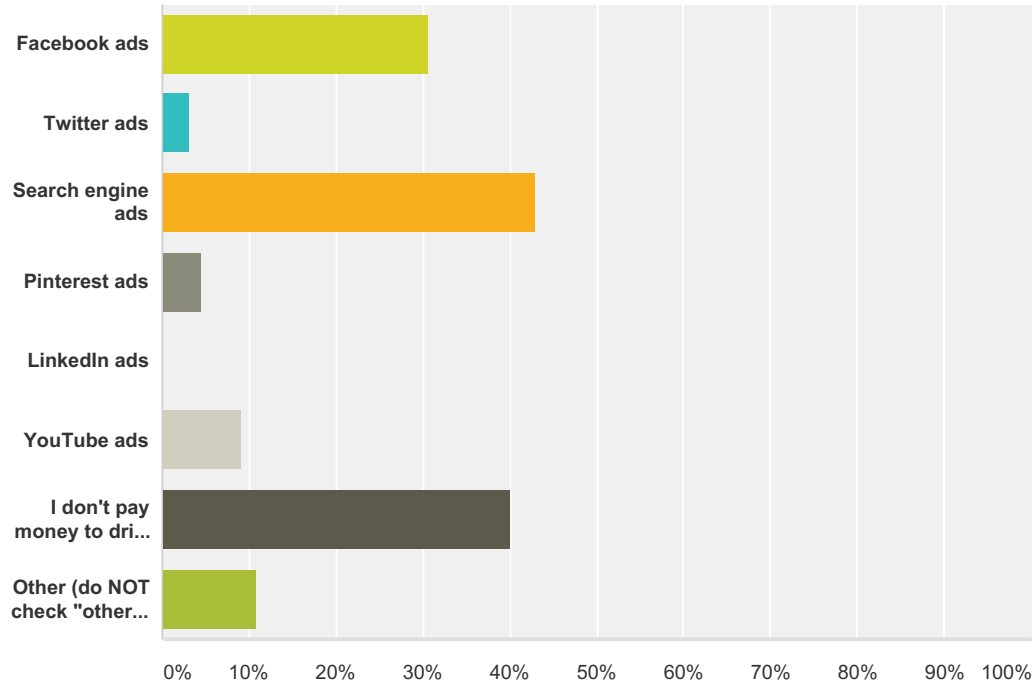
Answered: 65 Skipped: 271

(TOP 3 answers below)

#	Responses	% of Responses
1	Zillow	40%
2	Trulia	20%
3	SmartZip	5%

Q80 My broker captures PAID leads through my broker website by purchasing website traffic through (check all that apply):

Answered: 65 Skipped: 271

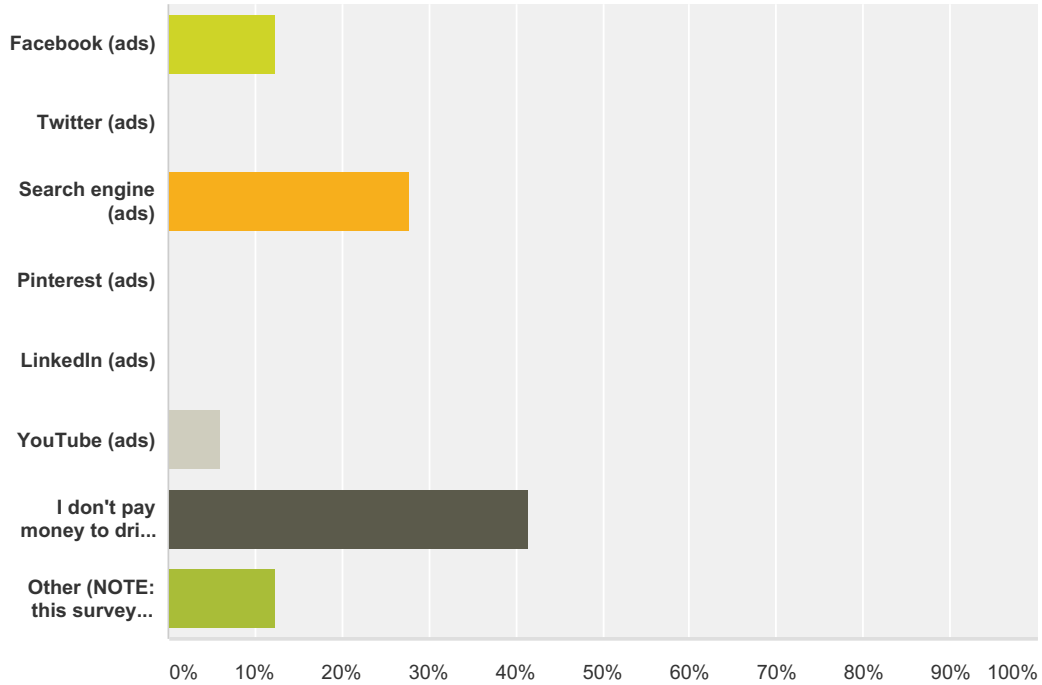


Answer Choices	Responses
Facebook ads	30.77% 20
Twitter ads	3.08% 2
Search engine ads	43.08% 28
Pinterest ads	4.62% 3
LinkedIn ads	0.00% 0
YouTube ads	9.23% 6
I don't pay money to drive traffic to my broker website	40.00% 26
Other (do NOT check "other" to indicate that your broker uses lead-gen or marketing software to buy traffic. Instead, choose or specify the sources that your broker uses such software to buy traffic from)	10.77% 7
Total Respondents: 65	

Online lead generation

Q81 Of the sources from which I have bought traffic for my broker website, the source that has delivered the best return on investment in terms of cost per lead is:

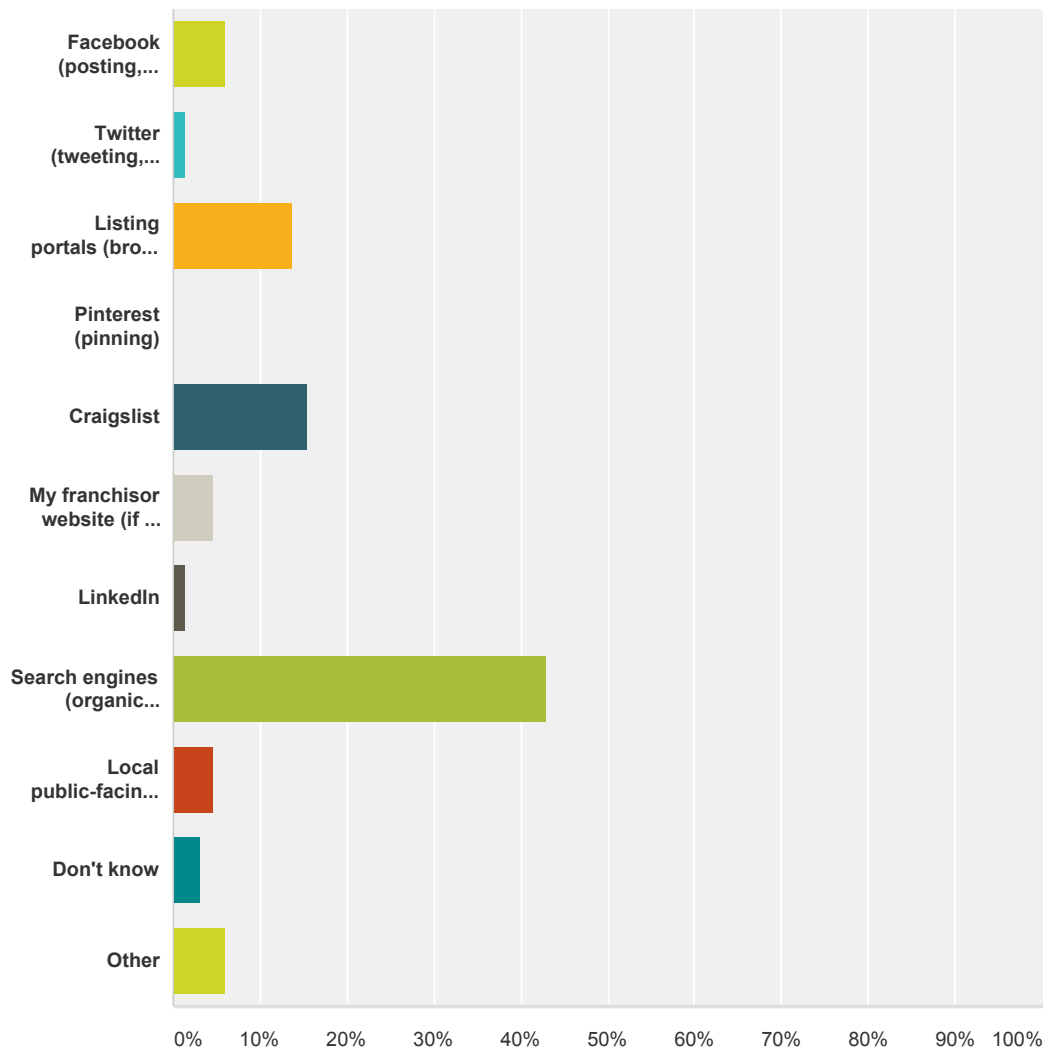
Answered: 65 Skipped: 271



Answer Choices	Responses	
Facebook (ads)	12.31%	8
Twitter (ads)	0.00%	0
Search engine (ads)	27.69%	18
Pinterest (ads)	0.00%	0
LinkedIn (ads)	0.00%	0
YouTube (ads)	6.15%	4
I don't pay money to drive traffic to my broker website	41.54%	27
Other (NOTE: this survey does not consider lead-gen or marketing software to be a source of website traffic)	12.31%	8
Total		65

Q82 Of the UNPAID leads I capture through my broker website, the most come from:

Answered: 65 Skipped: 271

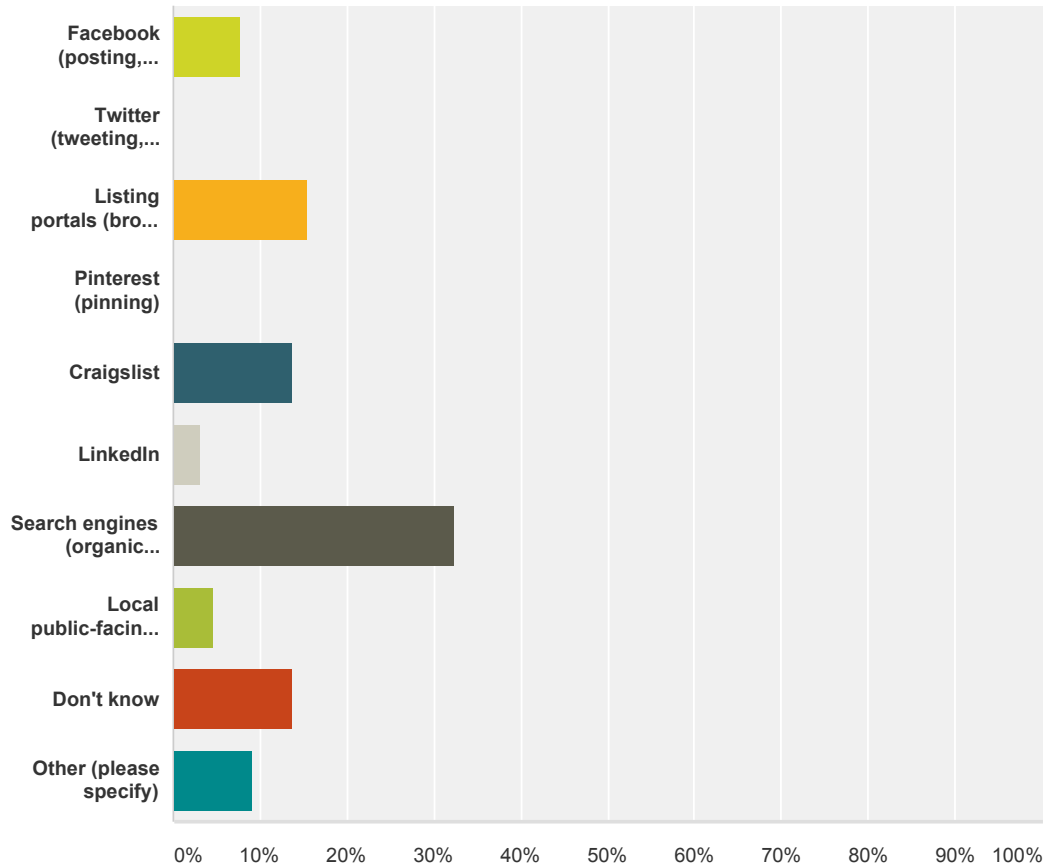


Online lead generation

Answer Choices	Responses	
Facebook (posting, interacting, etc.)	6.15%	4
Twitter (tweeting, messaging, etc.)	1.54%	1
Listing portals (broker profile, discussion forums, property details pages of nonsponsored listings, etc.)	13.85%	9
Pinterest (pinning)	0.00%	0
Craigslist	15.38%	10
My franchisor website (if you get Web traffic from your franchisor)	4.62%	3
LinkedIn	1.54%	1
Search engines (organic traffic from Google, Bing, etc.)	43.08%	28
Local public-facing multiple listing service website(s)	4.62%	3
Don't know	3.08%	2
Other	6.15%	4
Total		65

Q83 Of the sources that drive UNPAID traffic to my broker website, the source that has delivered the best return on investment in terms of time and resources spent per lead is:

Answered: 65 Skipped: 271



Online lead generation

Answer Choices	Responses	
Facebook (posting, interacting, etc.)	7.69%	5
Twitter (tweeting, messaging, etc.)	0.00%	0
Listing portals (broker profile, discussion forums, property details pages of nonsponsored listings, etc.)	15.38%	10
Pinterest (pinning)	0.00%	0
Craigslist	13.85%	9
LinkedIn	3.08%	2
Search engines (organic traffic from Google, Bing, etc.)	32.31%	21
Local public-facing multiple listing service website(s)	4.62%	3
Don't know	13.85%	9
Other (please specify)	9.23%	6
Total		65

Q84 Which type of online marketing or lead generation are you most happy about paying for and why?

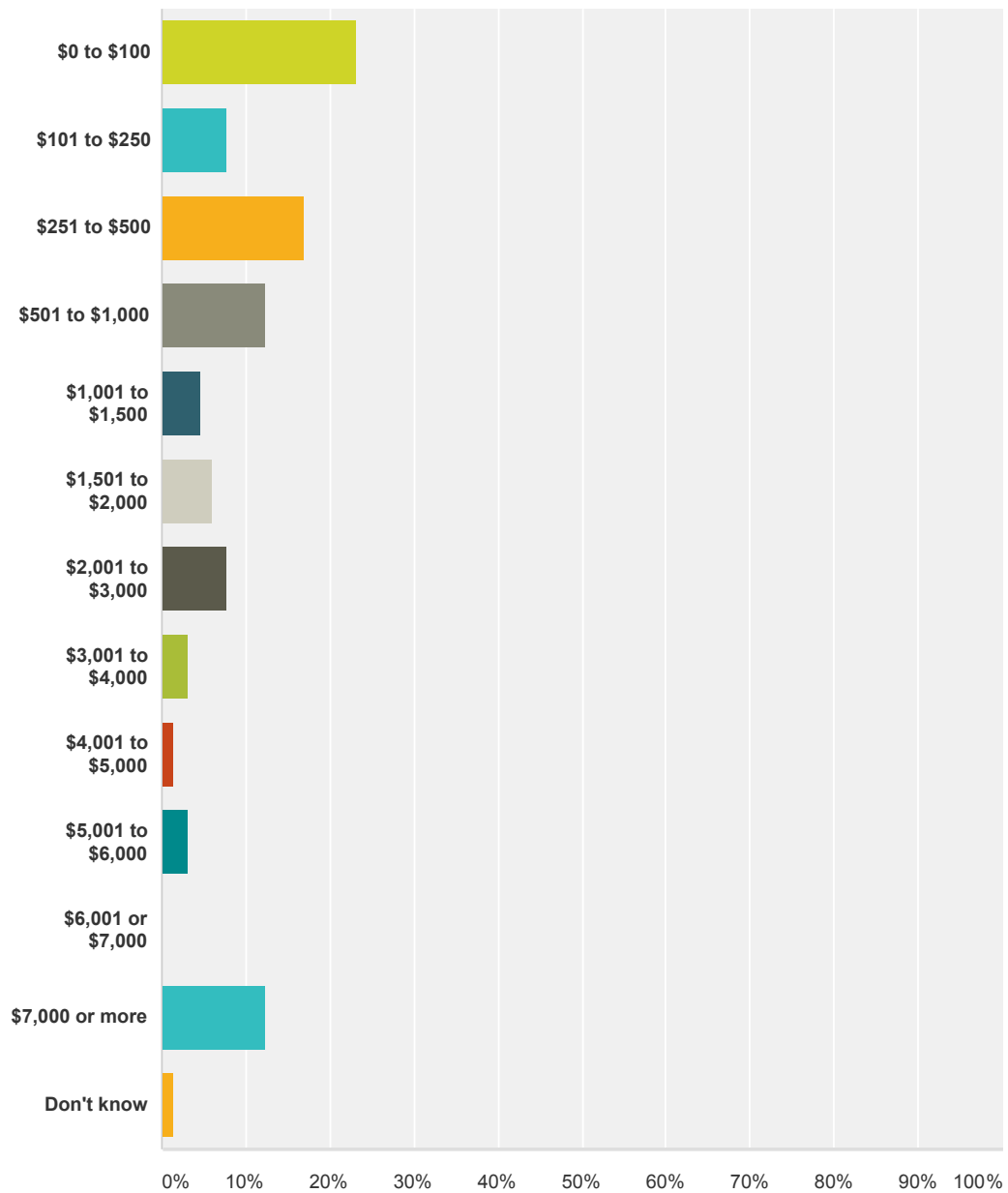
Answered: 65 Skipped: 271

(TOP 3 answers below)

#	Responses	% of Responses
1	Zillow/Trulia	35%
2	SEO	15%
3	Search Engine/Google	15%

Q85 How much money does your broker spend on paid ONLINE leads every month?

Answered: 65 Skipped: 271



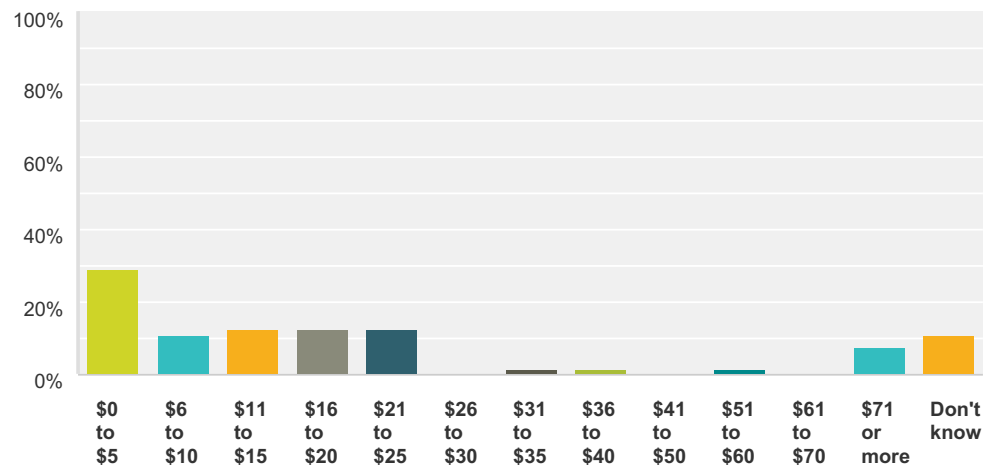
Online lead generation

Answer Choices	Responses	
\$0 to \$100	23.08%	15
\$101 to \$250	7.69%	5
\$251 to \$500	16.92%	11
\$501 to \$1,000	12.31%	8
\$1,001 to \$1,500	4.62%	3
\$1,501 to \$2,000	6.15%	4
\$2,001 to \$3,000	7.69%	5
\$3,001 to \$4,000	3.08%	2
\$4,001 to \$5,000	1.54%	1
\$5,001 to \$6,000	3.08%	2
\$6,001 or \$7,000	0.00%	0
\$7,000 or more	12.31%	8
Don't know	1.54%	1
Total		65

Online lead generation

Q86 On average, how much does your broker pay for an online buyer lead?

Answered: 65 Skipped: 271

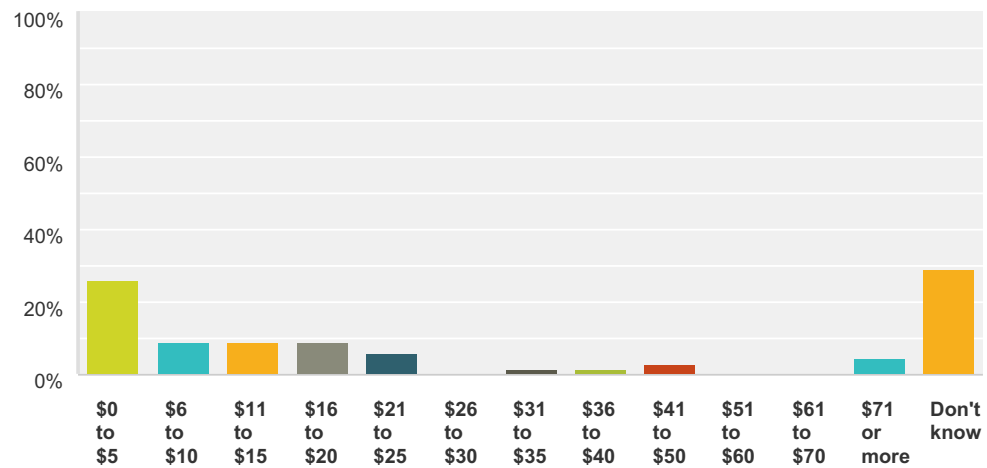


Answer Choices	Responses
\$0 to \$5	29.23% 19
\$6 to \$10	10.77% 7
\$11 to \$15	12.31% 8
\$16 to \$20	12.31% 8
\$21 to \$25	12.31% 8
\$26 to \$30	0.00% 0
\$31 to \$35	1.54% 1
\$36 to \$40	1.54% 1
\$41 to \$50	0.00% 0
\$51 to \$60	1.54% 1
\$61 to \$70	0.00% 0
\$71 or more	7.69% 5
Don't know	10.77% 7
Total	65

Online lead generation

Q87 On average, how much does your broker pay for an online seller lead?

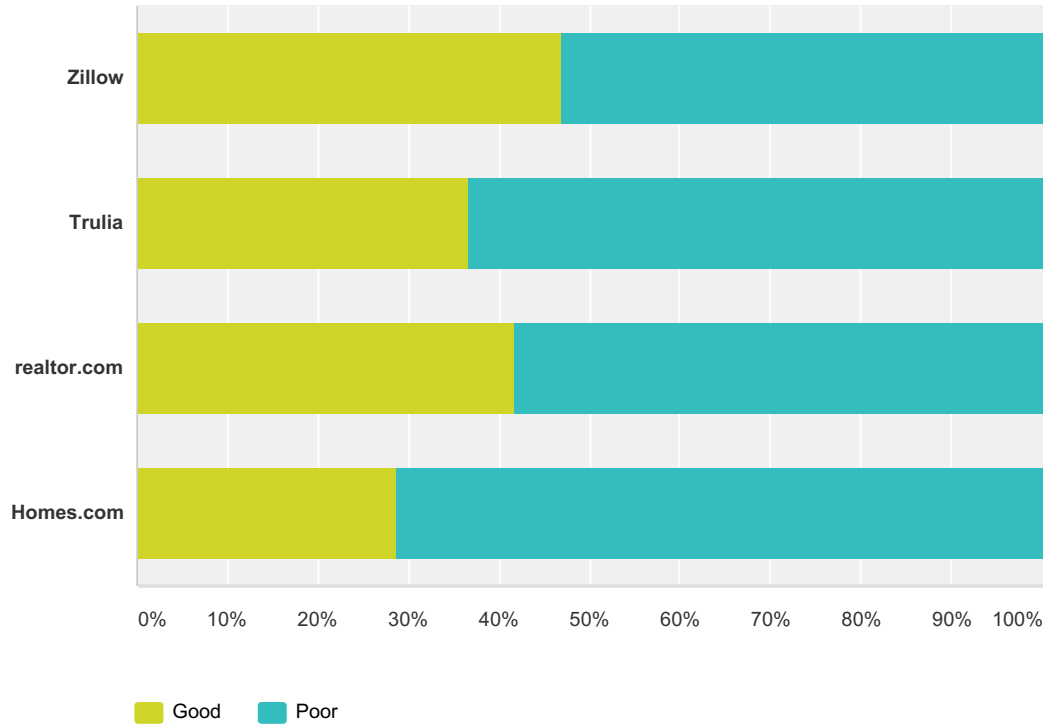
Answered: 65 Skipped: 271



Answer Choices	Responses
\$0 to \$5	26.15% 17
\$6 to \$10	9.23% 6
\$11 to \$15	9.23% 6
\$16 to \$20	9.23% 6
\$21 to \$25	6.15% 4
\$26 to \$30	0.00% 0
\$31 to \$35	1.54% 1
\$36 to \$40	1.54% 1
\$41 to \$50	3.08% 2
\$51 to \$60	0.00% 0
\$61 to \$70	0.00% 0
\$71 or more	4.62% 3
Don't know	29.23% 19
Total	65

Q88 How would you rate the return on investment of purchasing leads from the following third-party listing portals, rating only the portals your broker has purchased leads from?

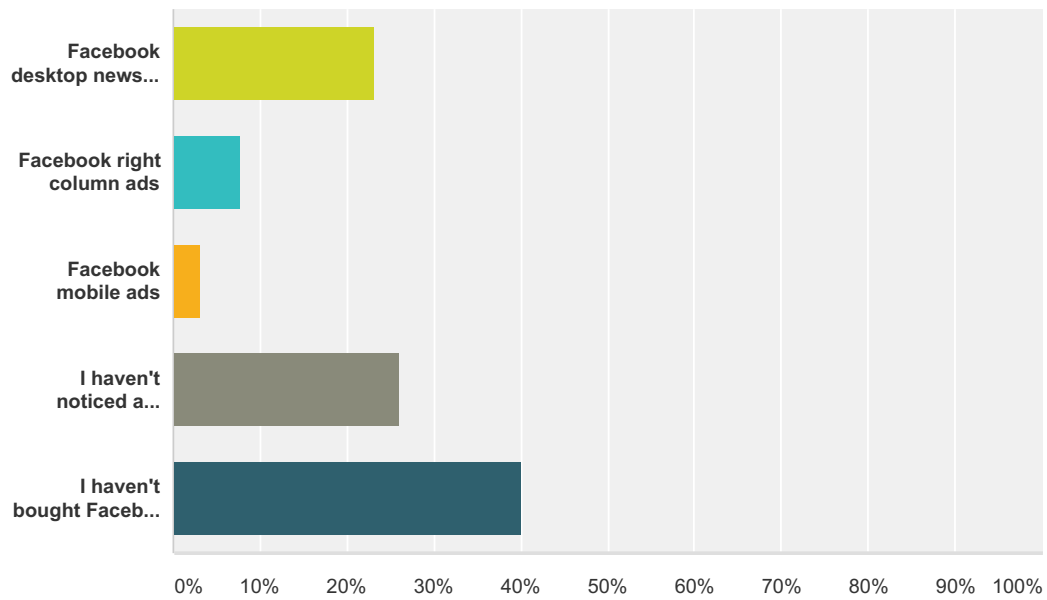
Answered: 65 Skipped: 271



	Good	Poor	Total
Zillow	46.94% 23	53.06% 26	49
Trulia	36.73% 18	63.27% 31	49
realtor.com	41.67% 20	58.33% 28	48
Homes.com	28.57% 10	71.43% 25	35

Q89 Which Facebook ads deliver the most return on investment?

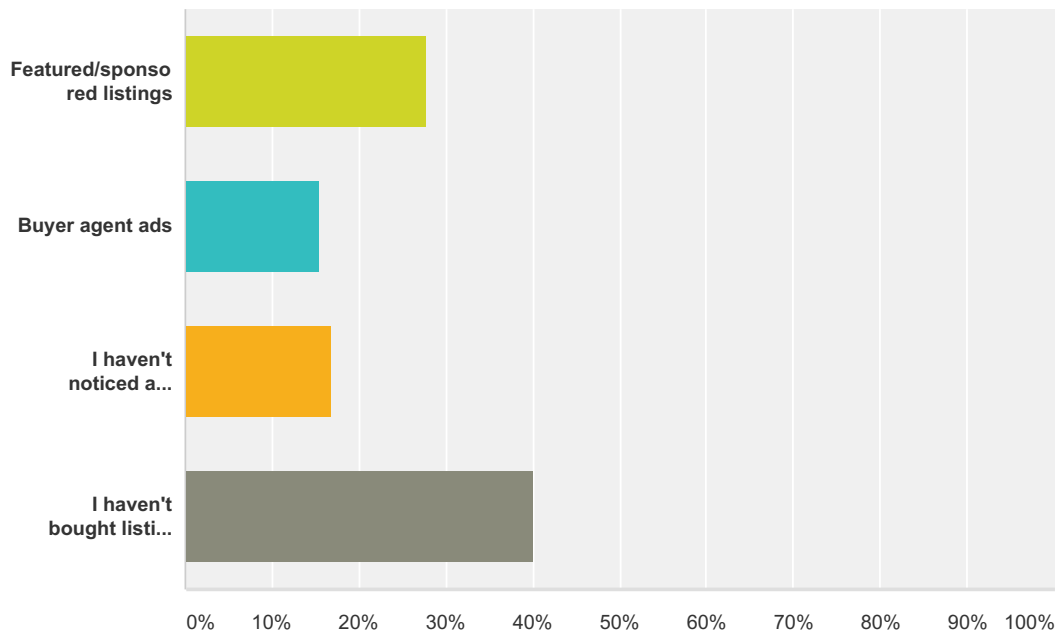
Answered: 65 Skipped: 271



Answer Choices	Responses	
Facebook desktop news feed ads	23.08%	15
Facebook right column ads	7.69%	5
Facebook mobile ads	3.08%	2
I haven't noticed a difference	26.15%	17
I haven't bought Facebook ads	40.00%	26
Total		65

Q90 Which type of third-party listing portal ad delivers the most return on investment?

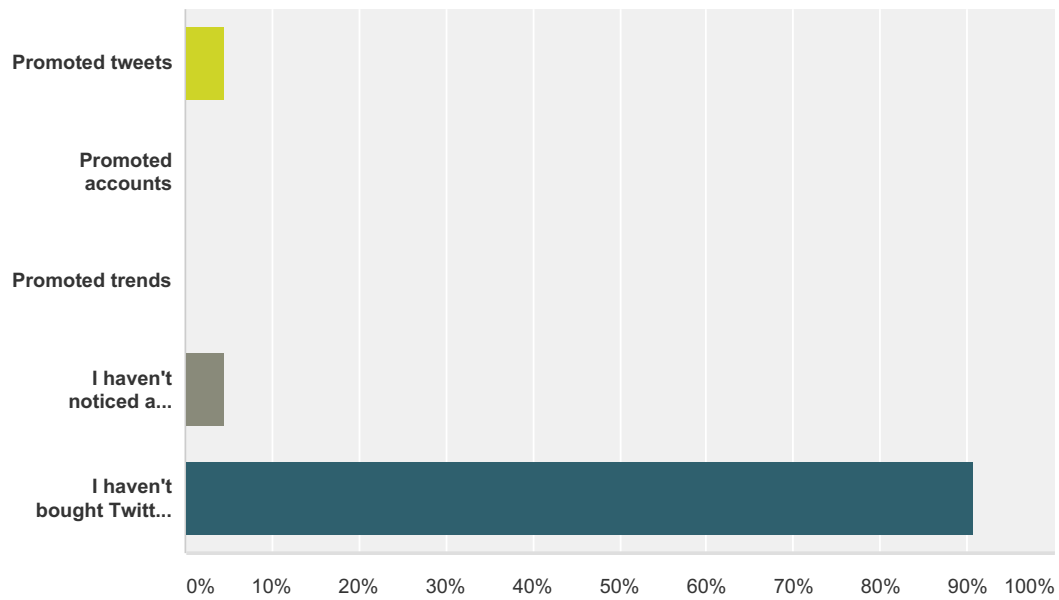
Answered: 65 Skipped: 271



Answer Choices	Responses	
Featured/sponsored listings	27.69%	18
Buyer agent ads	15.38%	10
I haven't noticed a difference	16.92%	11
I haven't bought listing portal ads	40.00%	26
Total		65

Q91 Which type of Twitter ad delivers the most return on investment?

Answered: 65 Skipped: 271



Answer Choices	Responses	
Promoted tweets	4.62%	3
Promoted accounts	0.00%	0
Promoted trends	0.00%	0
I haven't noticed a difference	4.62%	3
I haven't bought Twitter ads	90.77%	59
Total		65