



# Keepin' it Real

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This is no time to go it alone — the value of a REALTOR<sup>®</sup> has never been greater!

**MRIS**<sup>®</sup>  
Real Estate in Real Time<sup>™</sup>

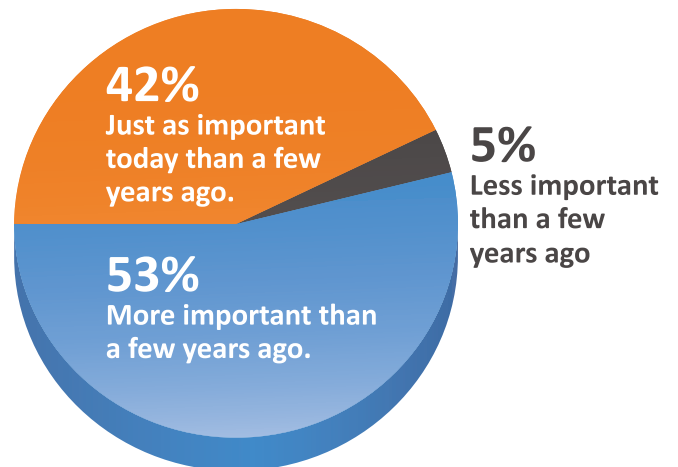
# Curious about what recent homebuyers and sellers think about you and other real estate professionals in our area? Of course you are!

We have the answers to what consumers' value in their real estate agent from a landmark survey we gave to 300 recent homebuyers and sellers in the Mid-Atlantic area. We've highlighted the need-to-know facts for you in this overview of the research study.

## CLIENT SATISFACTION IS RATED EXCELLENT:

Survey says... real estate agents like you are more valuable than ever before!

In fact, **53%** believe that working with an agent is more **important today** than a few years ago.



**95%** of buyers and sellers believe that working with a real estate agent is important. So what does that mean? It means your high level of customer service, industry knowledge, and overall guidance is viewed as critical to a successful home buying or selling experience.

Even better news for real estate agents in the Mid-Atlantic is that **80%** of consumers state that they would **recommend their agent** to a friend or family member, especially those that purchased or sold a home in the past 12 months.

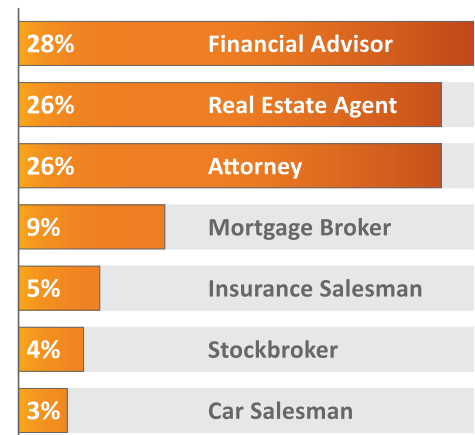
# Agents are Highly Valued

Knowledgeable, Trustworthy, Experienced, Responsive and Reliable are all words used to describe you!

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

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

Real Estate Agents Highly Trustworthy



You're doing a great job at utilizing housing market data and industry resources to position yourself as a trusted expert in your area. It's working. Buyers and sellers rank Mid-Atlantic real estate agents as **highly trustworthy** when compared with other professionals.

## Top 5 reasons homebuyers value you:

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

## Top 5 reasons sellers value you:

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



## How They're Finding You

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

**35%** 35% of consumers found their agent through online resources including agent websites as well as home search sites such as HomesDatabase.com. Websites are growing in popularity as a referral source. Consider updating your website with free valuable market statistics offered from RBIntel.com (an MRIS company) and making sure your photo and contact information is appearing in HomesDatabase.com through the "My Account" link on MRIS.com.

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

**Keep up the great work – consumers value you for it and as a result are passing your name to their friends and family. And remember, MRIS is your indispensable partner to help you grow your business. We're real estate in real time™.**

### ABOUT MRIS

MRIS is real estate in real time™, enabling its customers to list and sell nearly \$300 million in real estate each day. A leading developer of real estate information technology, MRIS connects its customers with timely, accurate and actionable data. MRIS offers a growing portfolio of technology solutions, including broker and agent software products and an industry-leading consumer portal, HomesDatabase.com. Behind the scenes, the CURE Solutions Group subsidiary of MRIS provides back-end technology to other MLS systems through CURE, a proprietary solution. MRIS serves nearly 50,000 real estate professionals spanning a 22,000 square mile section of the Mid-Atlantic region, including Maryland, Virginia, Washington, D.C. and markets located in Pennsylvania, Delaware and West Virginia. Visit us at [mris.com](http://mris.com), "Like" us on [Facebook.com/MRISonFB](https://www.facebook.com/MRISonFB), and follow us on Twitter, [@MRIS\\_Real\\_News](https://twitter.com/MRIS_Real_News).