

2010 Realtor Survey Report What Realtor's Want



TORONTO WEBHOST.com

Specializing in marketing & advertising programs designed to reach the Realtor / Broker Community, our services utilize our exclusive agent database of just over 30,000 GTA Real Estate Agents in order to provide you with cost effective, results trackable ways to reach Realtors® via email blasts, fax blasts & direct mail campaigns.

We have found that their eblast services are the fastest and most effective way to reach local real estate agents.

Mirella Sarapochiello
Director, Sales and Marketing; High-Rise Division
Monarch Corporation



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Reaching the Realtor/Broker Community – one inbox at a time



:: 2010 Survey Results ::

Did you know that while **most Realtors® are aware** that some Builders offer a co-operating broker program to Realtors®, **less than half currently promote** new home/condominium communities to their client base!!

And the Survey Says:

94% said YES when asked "Are you aware that many builders offer a co-operating broker commission to Realtors®?"

60% said NO when asked "Do you currently promote any new home/condominium projects to your client database?"

"How do you currently find out about co-operating broker programs?"

54% of our subscribers said they **were never** contacted by a Builder directly!

29% of respondents said the **BuilderBlasts.com Newsletter** was their source!

And the Survey Says:

46% said the Builder Contacts them directly

29% said the BuilderBlasts.com Newsletter

18% said a New Homes / Condo Magazine

13% said Newspaper

38% said Realnet link on TREB

17% said Other – Answers included: clients request info, I don't find out, through my broker, etc

Note: Respondents were allowed to select as many sources as applied to them.

94% of our Realtor® subscribers **want to increase** the number of sales they currently do in the new home / condominium market!

And the Survey Says:

94% said YES when asked "Would you like to increase the percentage of your sales in the new home/condo market?"

6% said NO when asked "Would you like to increase the percentage of your sales in the new home/condo market?"

“94% of Realtors want to receive information by email!!”

And the Survey Says:

“How would you prefer to receive information on co-operating broker programs from a new home builder?”

94% said Email

7% said Phone

6% said Fax

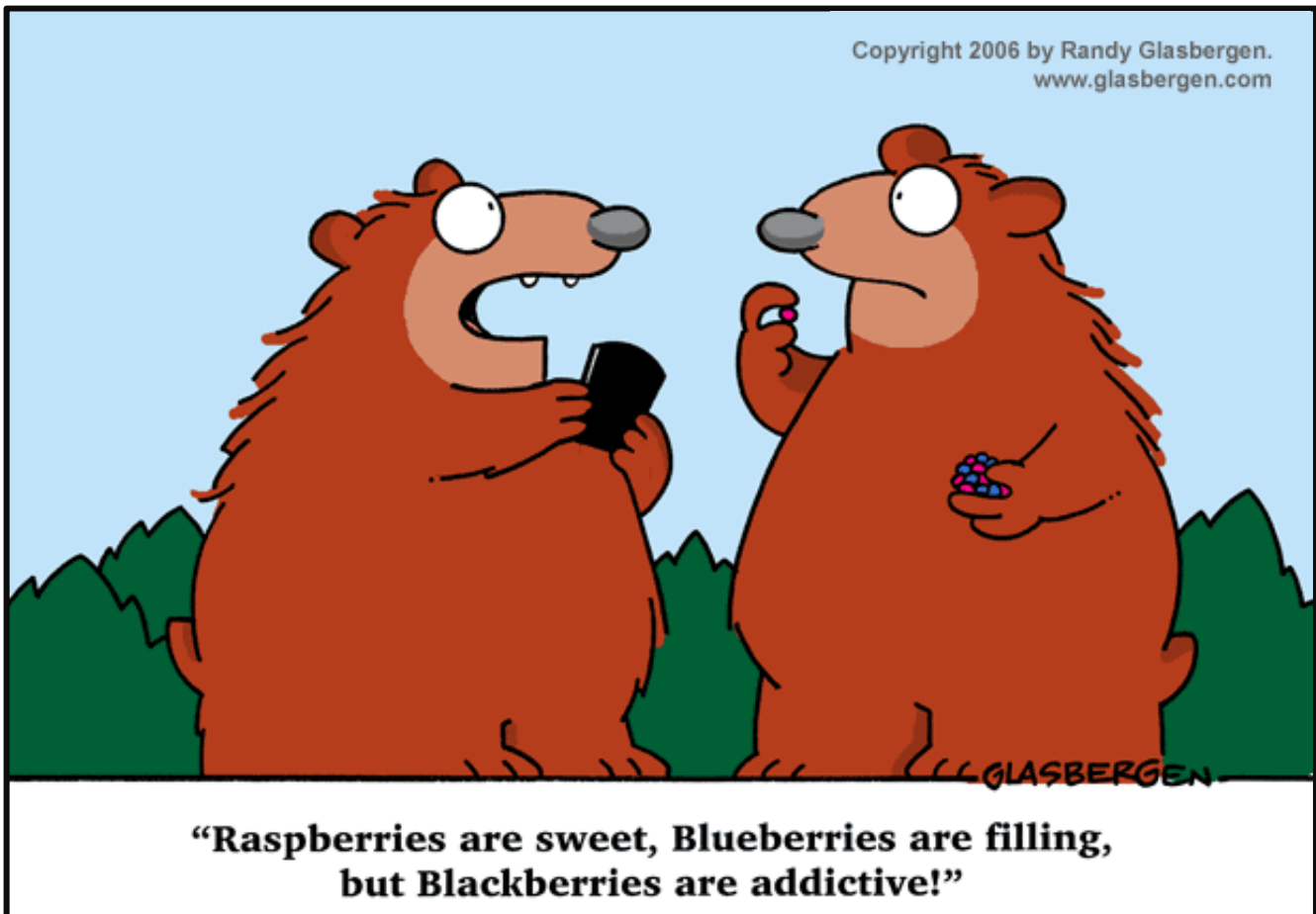
9% said Snail Mail

4% said Text Message

4% said Social Media (twitter, facebook, etc)

1% said Other

Note: Respondents were allowed to select as many ways as applied to them.



98% of Realtors® want advance information prior to a broker preview event!

And the Survey Says:

“Do you find it helpful when the builder provides you with a broker package (floorplans, pricing, building amenities, etc) prior to the broker event?”

98% said YES

2% said NO

89% of Realtors® want ongoing information!

And the Survey Says:

“Would you find it helpful if builders provided you with marketing materials to promote their buildings on an ongoing basis to your clients?”

89% said YES

11% said NO

Detailed Information About the GTA based Realtor® Respondents:

- 78% are Sales Representatives vs. 22% Brokers
- 45% have been licensed for more than 10 years, 71% for more than 5 years
- 91% are working full time as a Realtor®

Want to know more? We also asked:

- How Realtors® really feel about co-broke commission amounts
 - Is a higher commission more attractive?
- What is the Realtors® preference for a Broker Preview Event?
 - Do they want a Realtor® only event, an appointment system or do they prefer to submit worksheets?
- How your co-broke program can stand out from the rest
 - Find out which incentives Realtors® said motivate them!

**For the full results on those survey questions -
please contact Bob Sabourin at 647-990-8127**

The 2010 Realtor Survey was conducted by Toronto Web Host between October and November of 2010.
The complete survey can be viewed online: www.builderblasts.com/surveys/RealtorSurveyOct2010.html
For full survey details – speak to a sales representative.

Have a Question for Realtors®?

Submit your question via **fax: 905-665-3491** or by **email: info@torontowebhost.com** and we will find out what the GTA Realtors® think!

Your survey question may be featured in the “We Want to Know” section of the monthly BuilderBlasts.com newsletter or included in our 2011 Realtor Survey*.

*see sales representative for full details



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**BROKER
BLASTS.COM**

Owned and operated by Toronto Web Host

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BuilderBlasts.com publishes a monthly e-newsletter for Realtors containing updated information on the Co-Operating Broker Programs at select New Home & Condominium Communities in Toronto and around the GTA.

With over 30,000 subscribers, the newsletter is the largest of its kind geared specifically to the Realtor / Broker Market.

Priced from \$490, the BuilderBlasts.com newsletter is the most economical way to get your message out to over 30,000 agents.



BrokerBlasts.com is a great marketing tool for New Home Builders & Developers to effectively market their new site grand opening / broker preview event or to promote an on-going co-operating broker program for a new home or condominium community.

Quickly email over 30,000 GTA Real Estate Agents utilizing this exclusive database. **Unlock their Inbox with BrokerBlasts.com**

Custom email blasts are sent to your target area for \$0.20 per email address. Unlimited subscription plans are also available.

TORONTO WEBHOST.com

Additional TorontoWebHost.com services:

- Web Hosting & Design
- Domain Registration
- SMS / Text Marketing
- Voice Broadcasting
- Builder Registration Forms
- Email & Web Marketing
- Consulting Services
- Tarion Compliant - Purchaser Email Systems
- Preview Appointment & Appointment Scheduling Systems



**Are Realtors[®]
Part of Your
Target Market??**

**Reach over 30,000
GTA Realtors[®] with
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WEBHOST.com**

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