

HyperLocal Real Estate Study: Exclusive Survey of Agents and Brokers

WAV Group conducted the first-ever survey specifically focused on HyperLocal marketing and strategy in real estate. The survey assessed the status of the HyperLocal movement within real estate, and created a benchmark for the industry.

This survey:

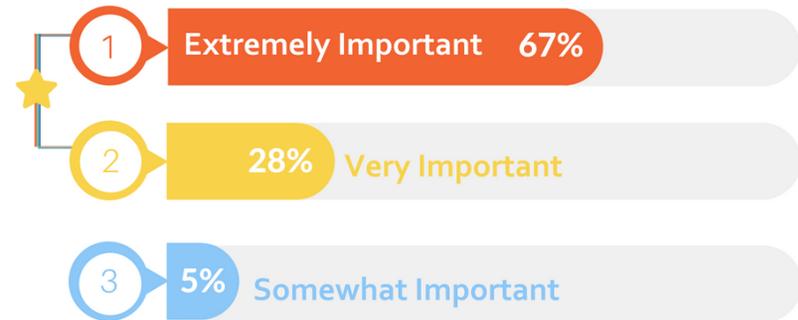
- Determined the geographic areas where agents, teams and brokerages specialized.
- Examined how agents, teams and broker-owners and executives market to neighborhoods and local spheres.
- Gauged the importance each group places local real estate expertise to their businesses overall.
- Assessed the kinds of HyperLocal marketing channels and tools each group employs.
- Ascertained the value each group places on a variety of HyperLocal marketing channels and tools.
- Measured the activity level of each group in HyperLocal marketing channels.
- Collected sales activity of each group, including a range of total annual sales, as well as total annual dollar volume for the last 12 months.

HIGHLIGHTS

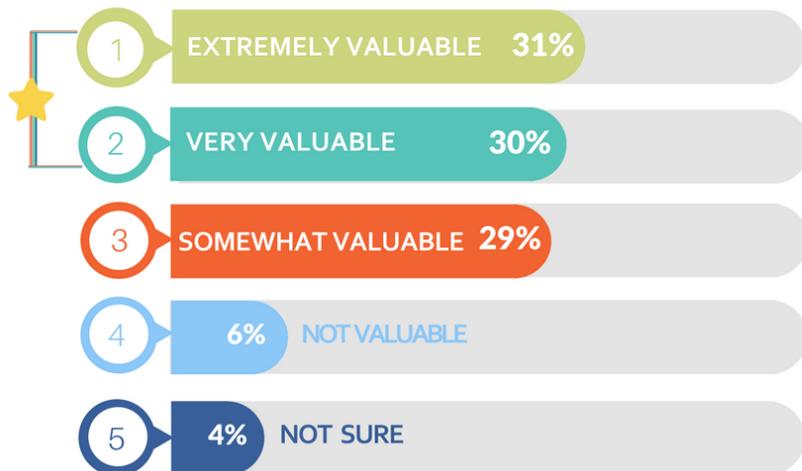
Brokers and Agents Recognize The Value of HyperLocal

A stunning 95% of agents, teams and broker-owners and real estate executives say local market knowledge is either “Very Important” or “Extremely Important” to their clients. Two-

HOW IMPORTANT TO YOUR CLIENTS AND POTENTIAL CLIENTS IS LOCAL MARKET KNOWLEDGE?



HOW VALUABLE DO YOU THINK IT IS TO HAVE CLIENT REVIEWS ON



Moreover, brokers and agents place high value on local recognition and credibility reflected in reviews on sites such as Zillow, Yelp, Nextdoor, and Google, which are widely used by consumers to find agents in specific areas.

More than 60% said reviews on these sites were “Very Important” or “Extremely Important.” However, customer ratings sites are HyperLocal focused.

Zillow weights review rankings based on HyperLocal activity, while Nextdoor is a dedicated HyperLocal platform. On all sites, agents are identified through searches for agents in specific areas.

THE GREAT DISCONNECT

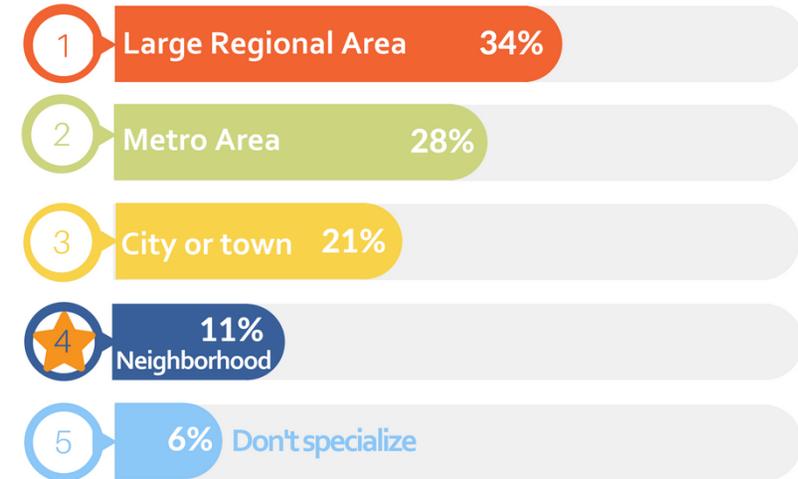
While recognizing the importance of being local, only 11% of all agents, teams and broker-owners and execs say they specialize in neighborhoods.

In fact, most real estate professionals are doing the exact opposite of HyperLocal marketing: they are casting the largest net, drawing their marketing circle as broadly as possible, with more than 60% of individual agents and 65% of teams say they “specialize” in a large regional or metro area. It follows that their marketing activities are not reflecting HyperLocal behavior.

This is the great disconnect: agents, brokers, teams, and executives are saying one thing, but doing another.

Numerous studies, including research by WAV Group, NAR, and Zillow, validates that from the consumer perspective “local” equates to “neighborhood.” HyperLocal agents and teams focus on a neighborhood or group of neighborhoods, typically 3,000 homes or 10,000 people).

WHAT SPECIFIC GEOGRAPHIC AREA DO YOU SPECIALIZE IN?



MORE EVIDENCE OF THE DISCONNECT

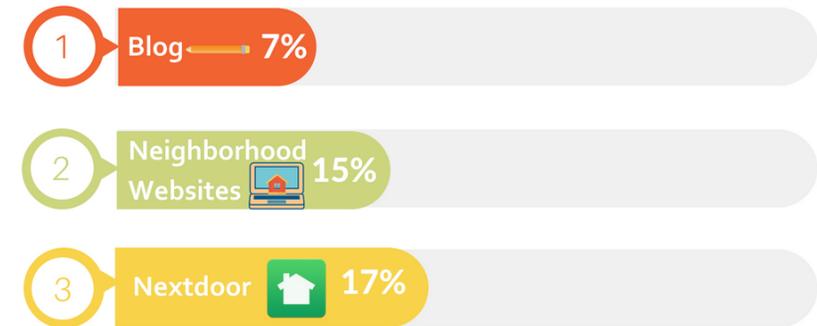
More evidence of the disconnect between the views of agents, teams and brokerages and their behaviors is shown by how few agents and teams report using the social media platform “Nextdoor” and having a “Blog” or a “Neighborhood Website.” These are core tools of a typical HyperLocal agent’s marketing system.

Again, this contrasts with the fact that more than a third — 38% of all respondents — said they were “Extremely Knowledgeable” about local happenings, events, and changes that affect the real estate market, the actual survey was worded as: “No one is more ‘in the know’ than I am.” And 42% said they were “Very Knowledgeable.”

This begs the question, “If all of these agents, teams and brokerages have all this local knowledge, how is anyone going to know it if they are not sharing it through a Blog or on Nextdoor or a Neighborhood Website?”

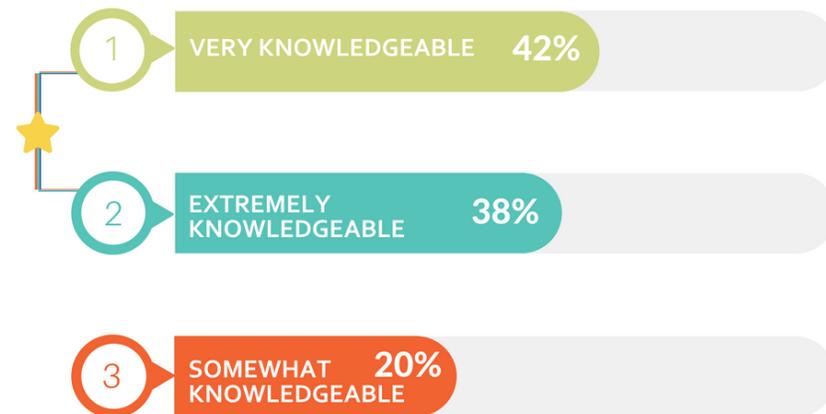
WHAT MARKETING TOOLS DO YOU USE TO

CONNECT WITH LOCAL RESIDENTS?

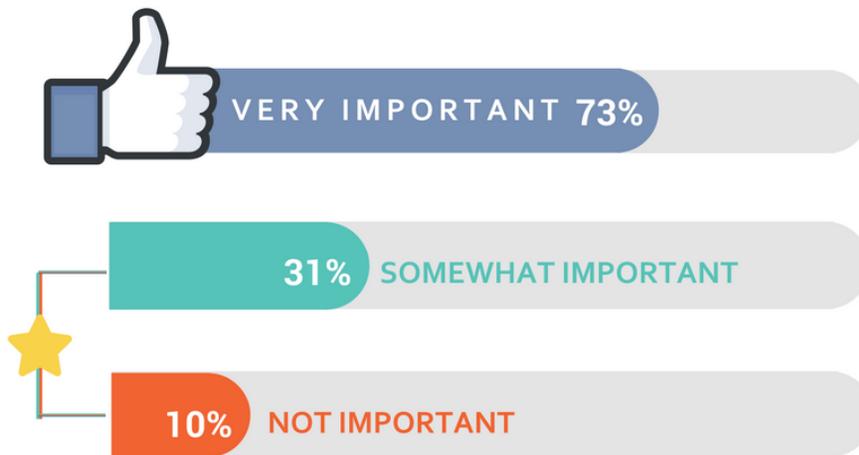


HOW INFORMED ARE YOU

ABOUT LOCAL HAPPENINGS, EVENTS, AND CHANGES THAT AFFECT THE REAL ESTATE MARKET?



IF **facebook** IS FAR AND AWAY THE # 1 LOCAL MARKETING TOOL TO CONNECT WITH CUSTOMERS, WHY DO 41% DOWNPLAY OR DISMISS SOCIAL MEDIA?



A FINAL “DISCONNECT”

One final area that demonstrates the disconnect between agent, team and broker-owner and real estate executive beliefs and their behaviors comes from the survey’s social media findings.

Overall, 73% said Facebook is their #1 marketing tool they use to connect with customers in their local farm area.

However, 41% respondents said that social media is only “Somewhat Important” or “Not Important” to their business.

The bottom five marketing tools: Instagram was selected by only about 1 in 10 and Twitter, was selected by only about 1 in 20.

THE BOTTOM LINE

Nearly all busy agents find it hard to maintain the consistency needed for HyperLocal marketing tools and activities such as Neighborhood Websites and Blogs. But, survey data (to be published in January 2018) shows that HyperLocal Marketing delivers significant results for those that employ it.

Perhaps the most encouraging sign of the survey was the overall positive response to “an automated social media platform focused specifically on the local neighborhoods.” More than two-thirds of respondents expressed some interest in such a system, with an additional 13.5% saying they were “extremely interested.” This suggests the disconnect the survey identifies very well may be related to the amount of effort and discipline a HyperLocal marketing focus requires.