

**RT**

# REALTRENDS

**BROKERPULSE**

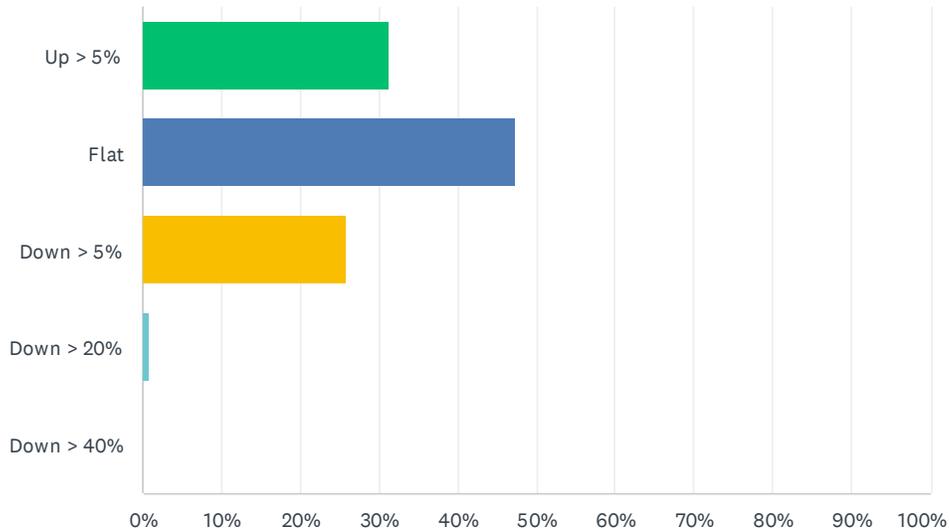
Q4 2021

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## What do you think the direction of home sales will be in your market for the next three months?

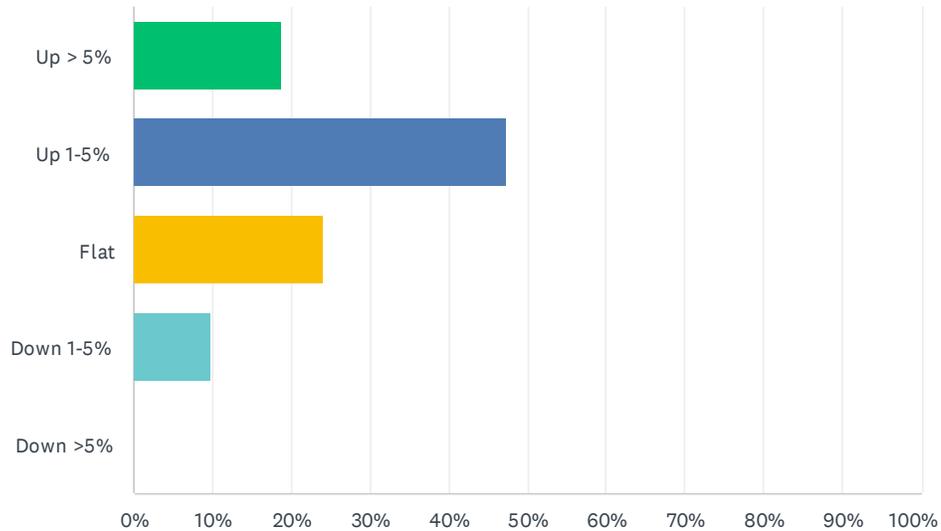
Answered: 112 Skipped: 0



ANSWER CHOICES	RESPONSES	
Up > 5%	31.25%	35
Flat	47.32%	53
Down > 5%	25.89%	29
Down > 20%	0.89%	1
Down > 40%	0.00%	0
Total Respondents: 112		

## What do you think the direction of home price changes will be in your market for the next three months?

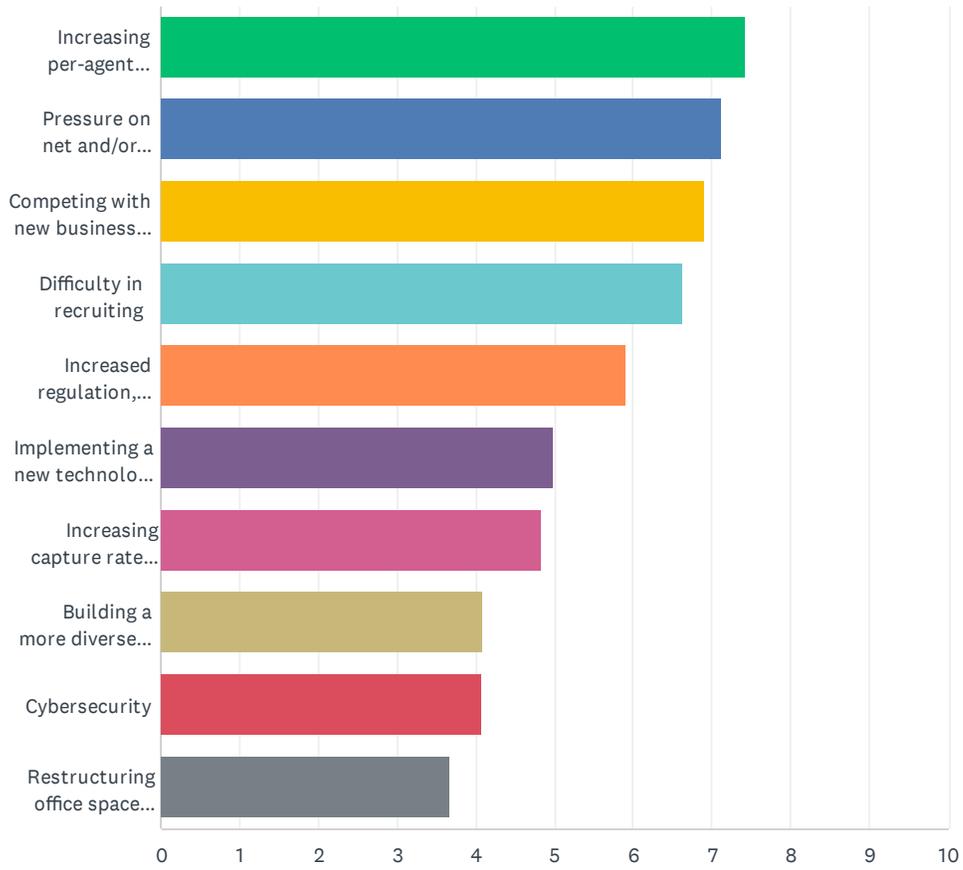
Answered: 112 Skipped: 0



ANSWER CHOICES	RESPONSES	COUNT
Up > 5%	18.75%	21
Up 1-5%	47.32%	53
Flat	24.11%	27
Down 1-5%	9.82%	11
Down > 5%	0.00%	0
<b>TOTAL</b>		<b>112</b>

## What are the biggest challenges you are facing over the next three months?

Answered: 110 Skipped: 2

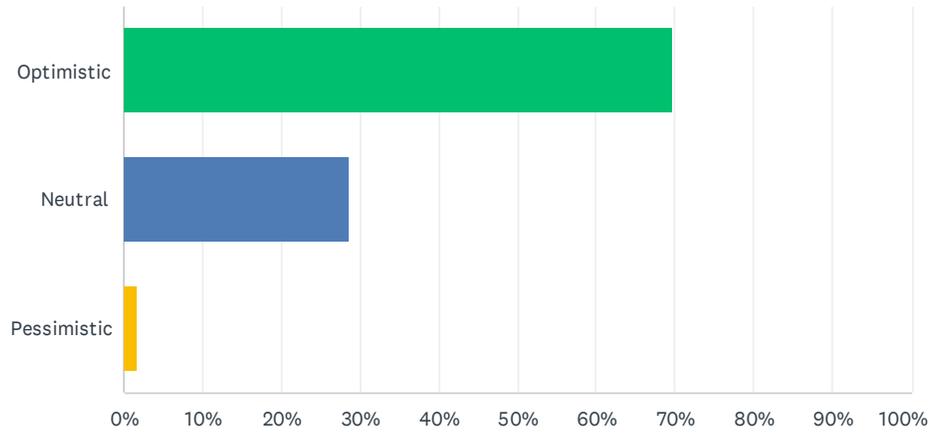


RealTrends BrokerPulse Survey—Q4 2021

	1	2	3	4	5	6	7	8	9	10	TOTAL	SCC
Increasing per-agent production	28.57% 30	14.29% 15	15.24% 16	12.38% 13	5.71% 6	9.52% 10	3.81% 4	4.76% 5	1.90% 2	3.81% 4	105	7
Pressure on net and/or gross margins	16.50% 17	15.53% 16	16.50% 17	15.53% 16	8.74% 9	12.62% 13	7.77% 8	6.80% 7	0.00% 0	0.00% 0	103	7
Competing with new business models	15.53% 16	22.33% 23	14.56% 15	8.74% 9	8.74% 9	11.65% 12	3.88% 4	6.80% 7	2.91% 3	4.85% 5	103	6
Difficulty in recruiting	17.14% 18	12.38% 13	17.14% 18	10.48% 11	9.52% 10	8.57% 9	8.57% 9	7.62% 8	3.81% 4	4.76% 5	105	6
Increased regulation, rising interest rates & inflation	10.89% 11	7.92% 8	8.91% 9	12.87% 13	18.81% 19	9.90% 10	10.89% 11	6.93% 7	9.90% 10	2.97% 3	101	5
Implementing a new technology platform	5.10% 5	8.16% 8	4.08% 4	12.24% 12	11.22% 11	11.22% 11	15.31% 15	15.31% 15	9.18% 9	8.16% 8	98	5
Increasing capture rate on core services	2.94% 3	8.82% 9	12.75% 13	10.78% 11	9.80% 10	7.84% 8	7.84% 8	8.82% 9	11.76% 12	18.63% 19	102	4
Building a more diverse and inclusive brokerage	1.03% 1	3.09% 3	6.19% 6	8.25% 8	15.46% 15	8.25% 8	12.37% 12	10.31% 10	14.43% 14	20.62% 20	97	4
Cybersecurity	3.03% 3	6.06% 6	4.04% 4	5.05% 5	8.08% 8	8.08% 8	17.17% 17	15.15% 15	18.18% 18	15.15% 15	99	4
Restructuring office space usage	2.94% 3	5.88% 6	2.94% 3	2.94% 3	4.90% 5	9.80% 10	11.76% 12	14.71% 15	25.49% 26	18.63% 19	102	3

## Overall, how do you feel about the next three months in the residential brokerage business?

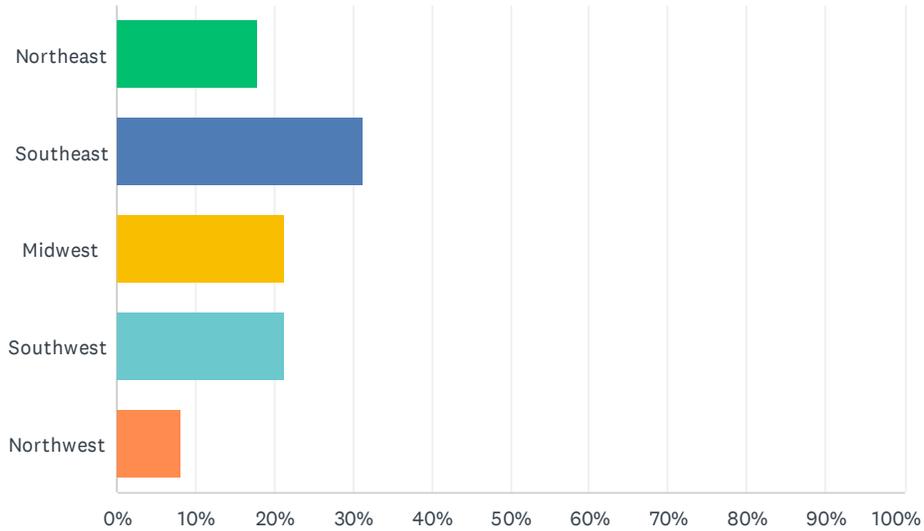
Answered: 112 Skipped: 0



ANSWER CHOICES	RESPONSES	
Optimistic	69.64%	78
Neutral	28.57%	32
Pessimistic	1.79%	2
<b>TOTAL</b>		<b>112</b>

## In which region of the U.S. does your brokerage operate?

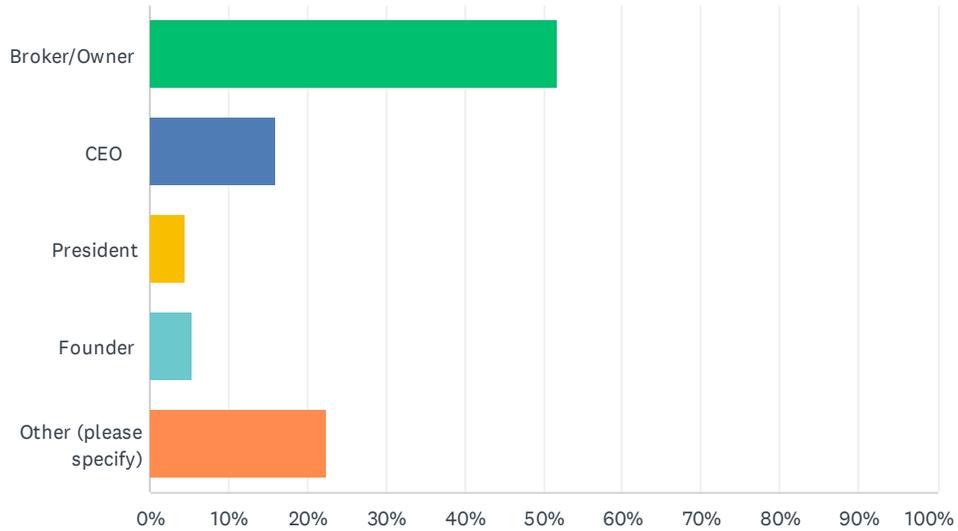
Answered: 112 Skipped: 0



ANSWER CHOICES	RESPONSES
Northeast	17.86% 20
Southeast	31.25% 35
Midwest	21.43% 24
Southwest	21.43% 24
Northwest	8.04% 9
<b>TOTAL</b>	<b>112</b>

### Q10 Your title:

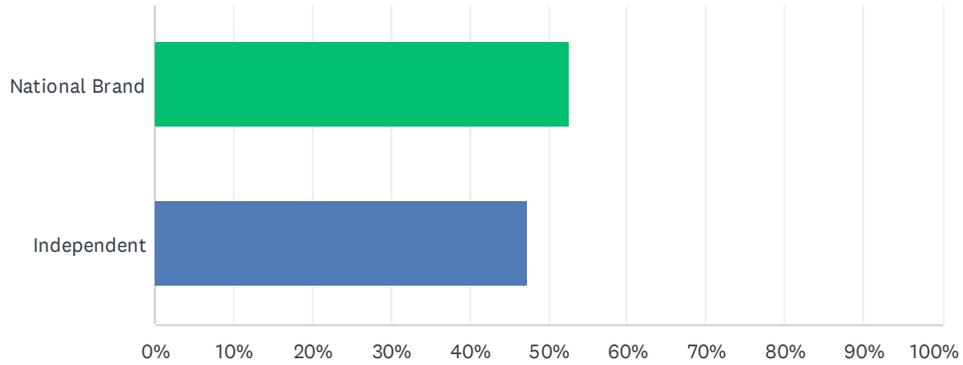
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ANSWER CHOICES	RESPONSES	
Broker/Owner	51.79%	58
CEO	16.07%	18
President	4.46%	5
Founder	5.36%	6
Other (please specify)	22.32%	25
<b>TOTAL</b>		<b>112</b>

## Are you with:

Answered: 112 Skipped: 0



ANSWER CHOICES	RESPONSES
National Brand	52.68% 59
Independent	47.32% 53
TOTAL	112