



REALTRENDS

THE TRUSTED SOURCE

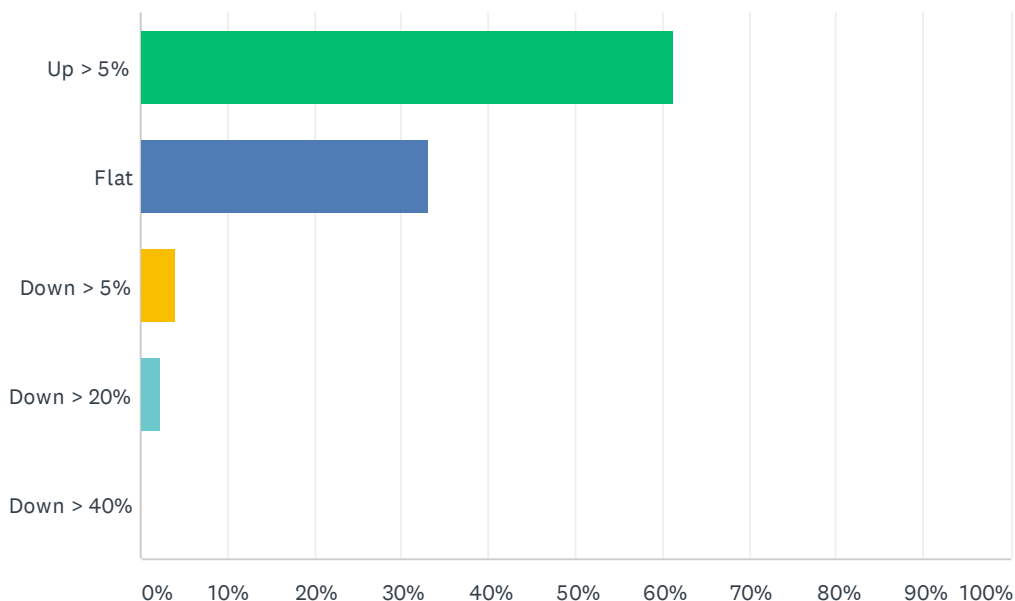
BROKER SENTIMENT RESULTS

Q1 2021



Q2 What do you think the direction of home sales will be in your market for the next three months?

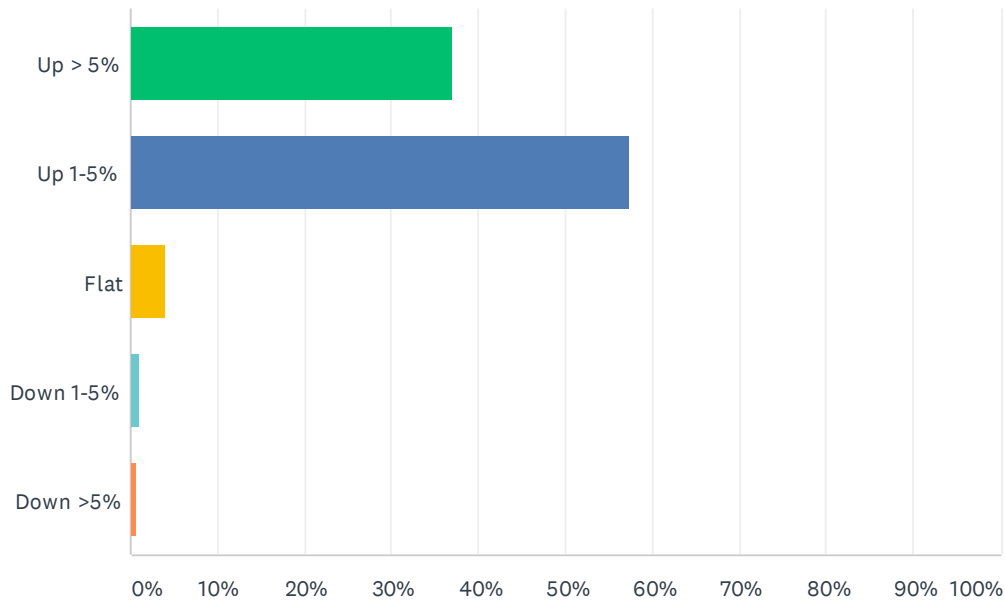
Answered: 176 Skipped: 0



ANSWER CHOICES	RESPONSES	
Up > 5%	61.36%	108
Flat	32.95%	58
Down > 5%	3.98%	7
Down > 20%	2.27%	4
Down > 40%	0.00%	0
Total Respondents: 176		

Q3 What do you think the direction of home price changes will be in your market for the next three months?

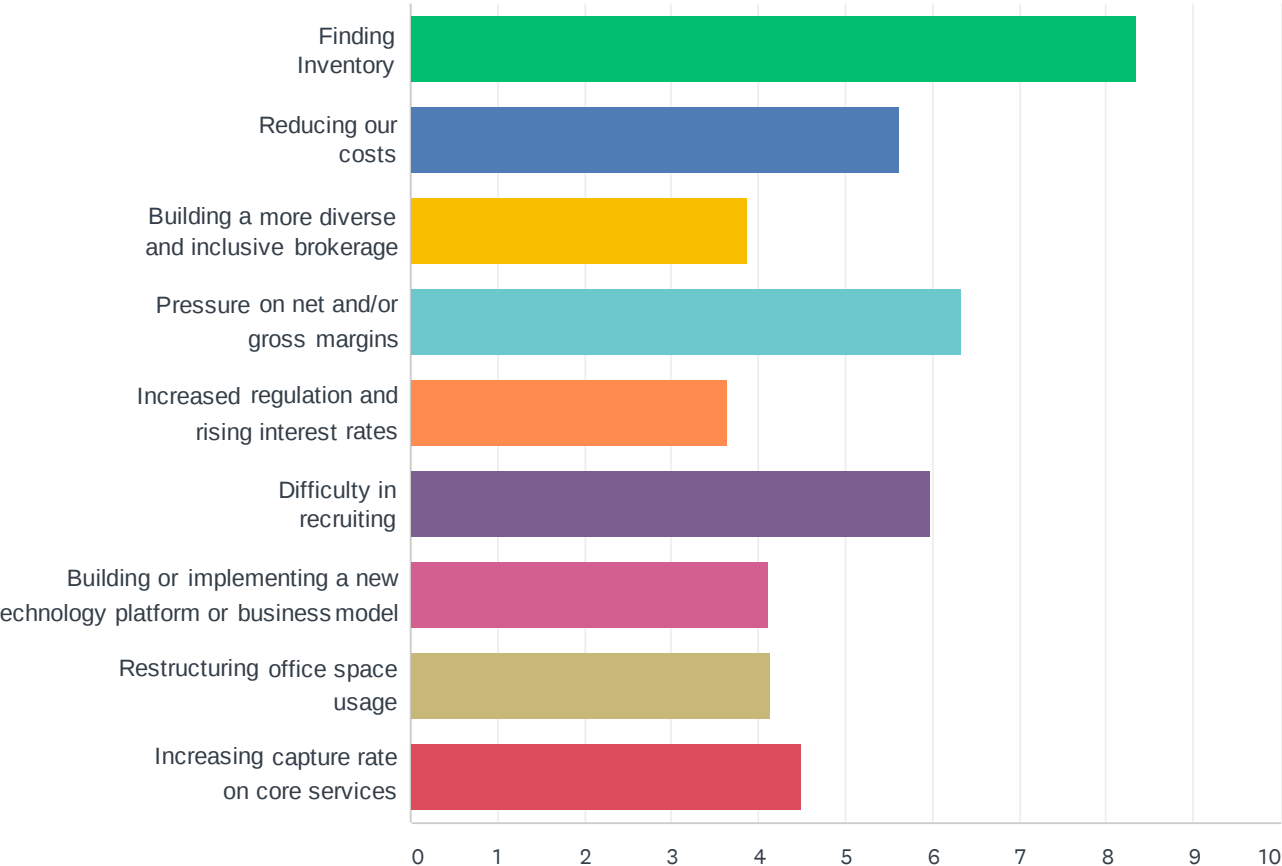
Answered: 176 Skipped: 0



ANSWER CHOICES	RESPONSES
Up > 5%	36.93% 65
Up 1-5%	57.39% 101
Flat	3.98% 7
Down 1-5%	1.14% 2
Down >5%	0.57% 1
TOTAL	176

Q4 What are the biggest challenges you are facing over the next three months?

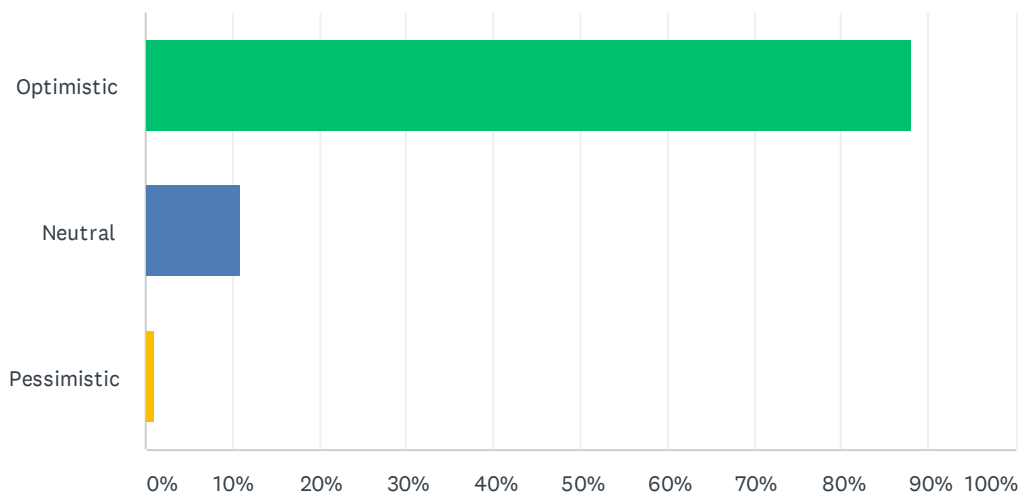
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	1	2	3	4	5	6	7	8	9	TOTAL	SCORE
Finding Inventory	86.05% 148	2.91% 5	1.16% 2	1.74% 3	1.16% 2	1.16% 2	0.58% 1	1.16% 2	4.07% 7	172	8.35
Reducing our costs	1.53% 2	22.90% 30	10.69% 14	20.61% 27	15.27% 20	12.98% 17	9.16% 12	4.58% 6	2.29% 3	131	5.63
Building a more diverse and inclusive brokerage	0.78% 1	5.43% 7	11.63% 15	11.63% 15	12.40% 16	7.75% 10	10.85% 14	20.93% 27	18.60% 24	129	3.88
Pressure on net and/or gross margins	3.45% 5	33.79% 49	19.31% 28	16.55% 24	9.66% 14	5.52% 8	5.52% 8	4.83% 7	1.38% 2	145	6.34
Increased regulation and rising interest rates	1.52% 2	6.06% 8	8.33% 11	9.09% 12	8.33% 11	12.12% 16	12.12% 16	18.94% 25	23.48% 31	132	3.63
Difficulty in recruiting	2.78% 4	25.69% 37	26.39% 38	8.33% 12	12.50% 18	8.33% 12	9.03% 13	2.78% 4	4.17% 6	144	5.98
Building or implementing a new technology platform or business model	1.49% 2	5.97% 8	11.94% 16	12.69% 17	8.96% 12	11.94% 16	17.91% 24	17.16% 23	11.94% 16	134	4.13
Restructuring office space usage	1.44% 2	3.60% 5	12.23% 17	10.07% 14	14.39% 20	16.55% 23	15.83% 22	14.39% 20	11.51% 16	139	4.14
Increasing capture rate on core services	3.52% 5	11.97% 17	8.45% 12	11.27% 16	15.49% 22	13.38% 19	10.56% 15	7.04% 10	18.31% 26	142	4.49

Q5 Overall, how do you feel about the next three months in the residential brokerage business?

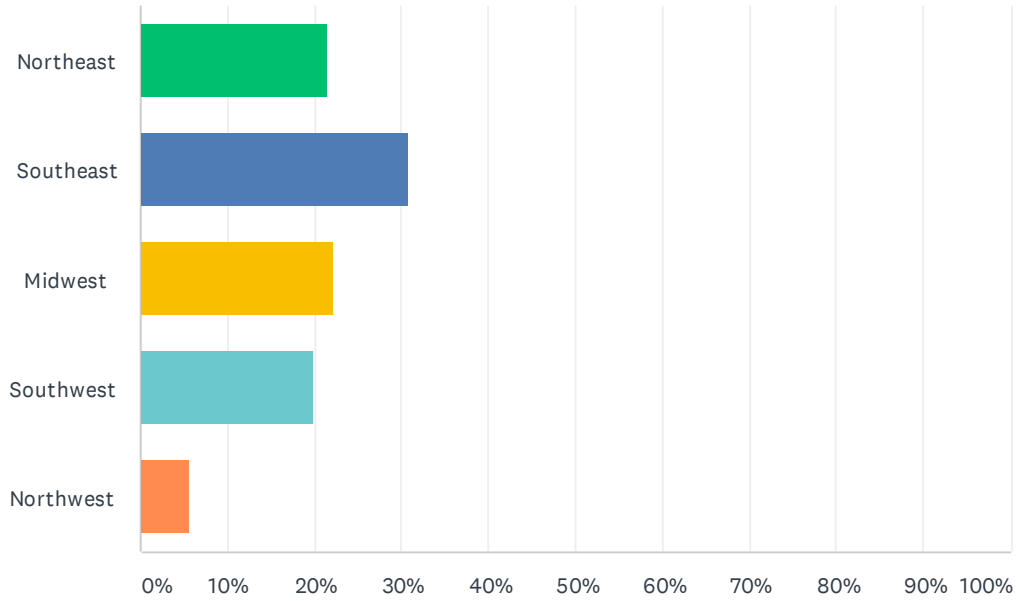
Answered: 176 Skipped: 0



ANSWER CHOICES		RESPONSES	
Optimistic		88.07%	155
Neutral		10.80%	19
Pessimistic		1.14%	2
TOTAL			176

Q6 In which region of the U.S. does your brokerage operate?

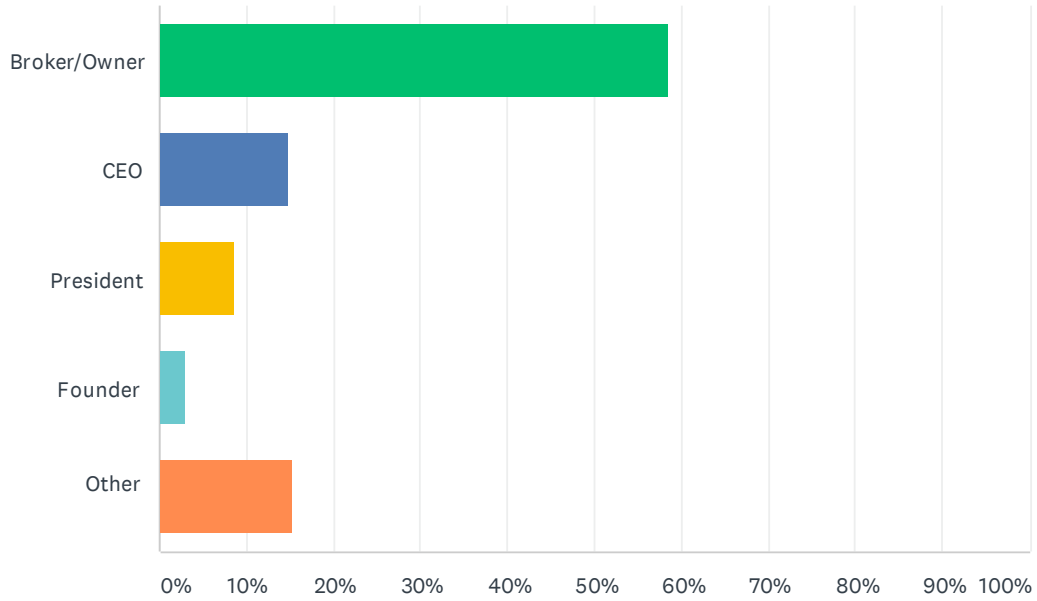
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ANSWER CHOICES	RESPONSES	
Northeast	21.59%	38
Southeast	30.68%	54
Midwest	22.16%	39
Southwest	19.89%	35
Northwest	5.68%	10
TOTAL		176

Q9 Your title:

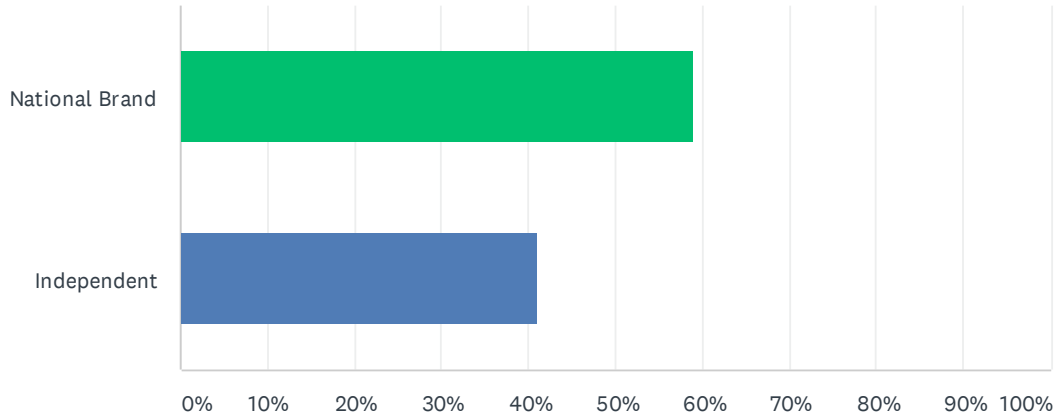
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ANSWER CHOICES	RESPONSES	
Broker/Owner	58.52%	103
CEO	14.77%	26
President	8.52%	15
Founder	2.84%	5
Other (please specify)	15.34%	27
TOTAL		176

Q10 Are you with:

Answered: 176 Skipped: 0



ANSWER CHOICES	RESPONSES
National Brand	59.09% 104
Independent	40.91% 72
TOTAL	176