

Real Estate Marketing Spend Survey

Spring 2008





Summary of Findings

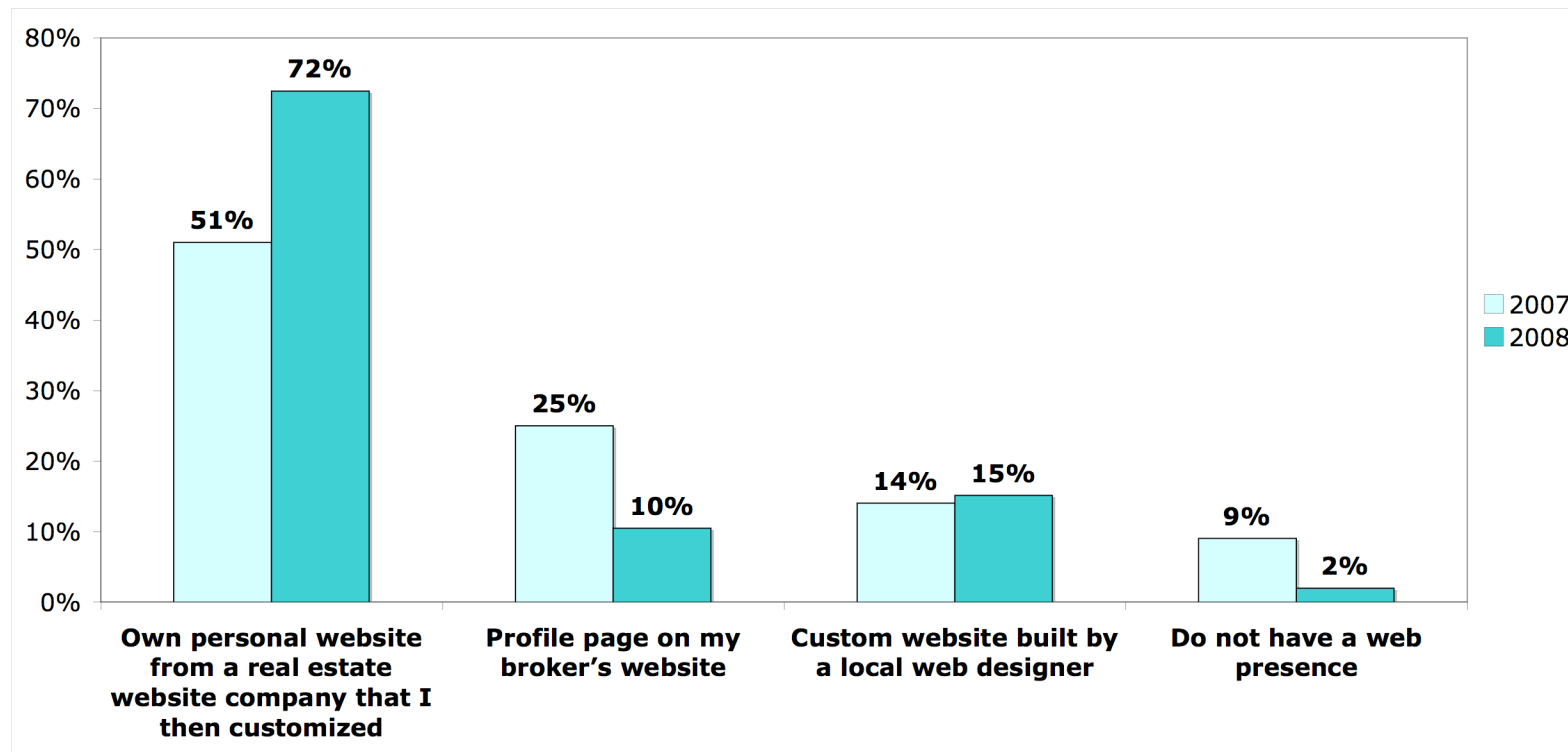
iHOUSE Web Solutions surveyed 263 randomly selected real estate agents across the USA to better understand their marketing practices

- **Growth of 21% in agents with their own personal website. Respondents realize a simple profile page on broker site is not enough**
- **70% of real estate agents spend at least \$250 per month on marketing. Nearly one-third spend over \$500**
- **Agents have clearly recognized that online marketing is more effective compared to off-line channels**
- **Online dollars are being focused on websites, email and posting listings on 3rd party real estate sites**
- **Agents who spent more on online marketing reported better overall success than those who spent less**



There has been a 21% growth in those with their own personal website. Agents realize a simple profile page through their broker is not enough

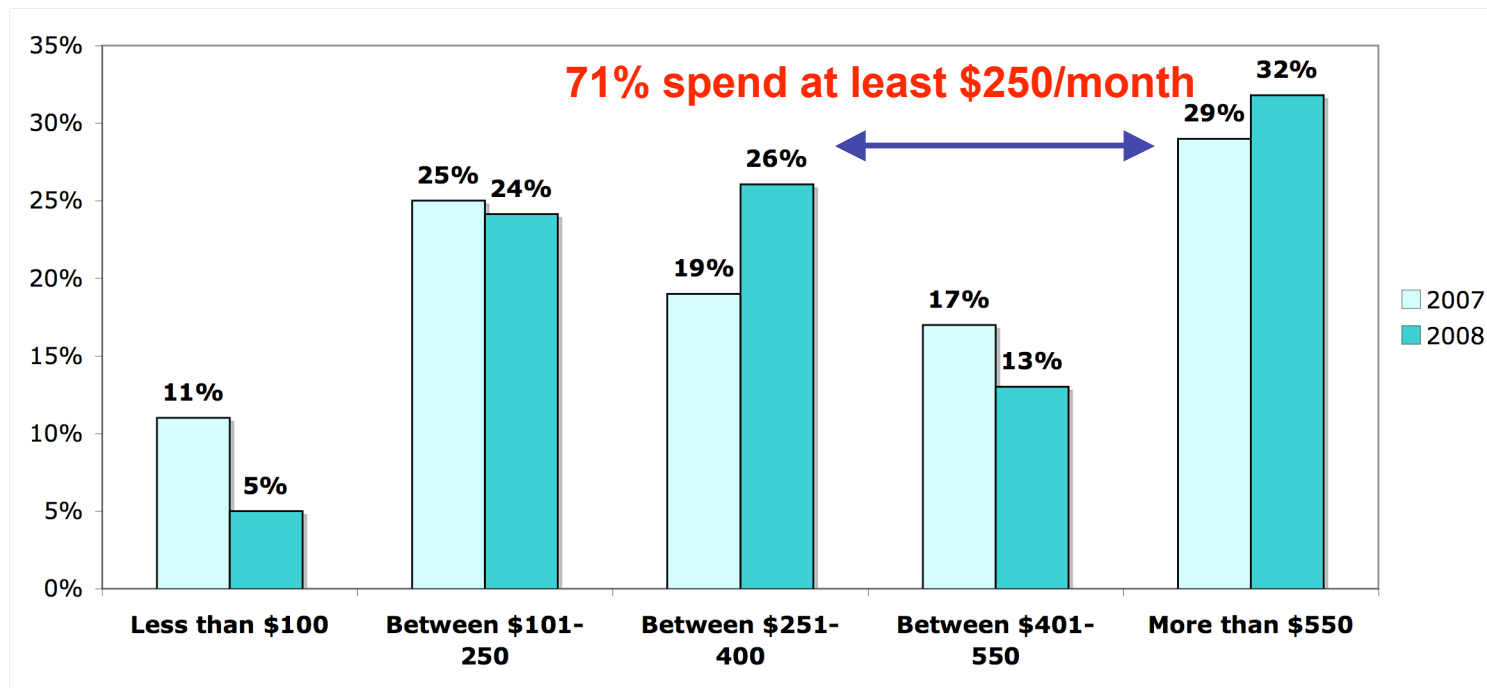
What kind of web presence do you have?





Over two-thirds of real estate agents spend at least \$250 per month on marketing

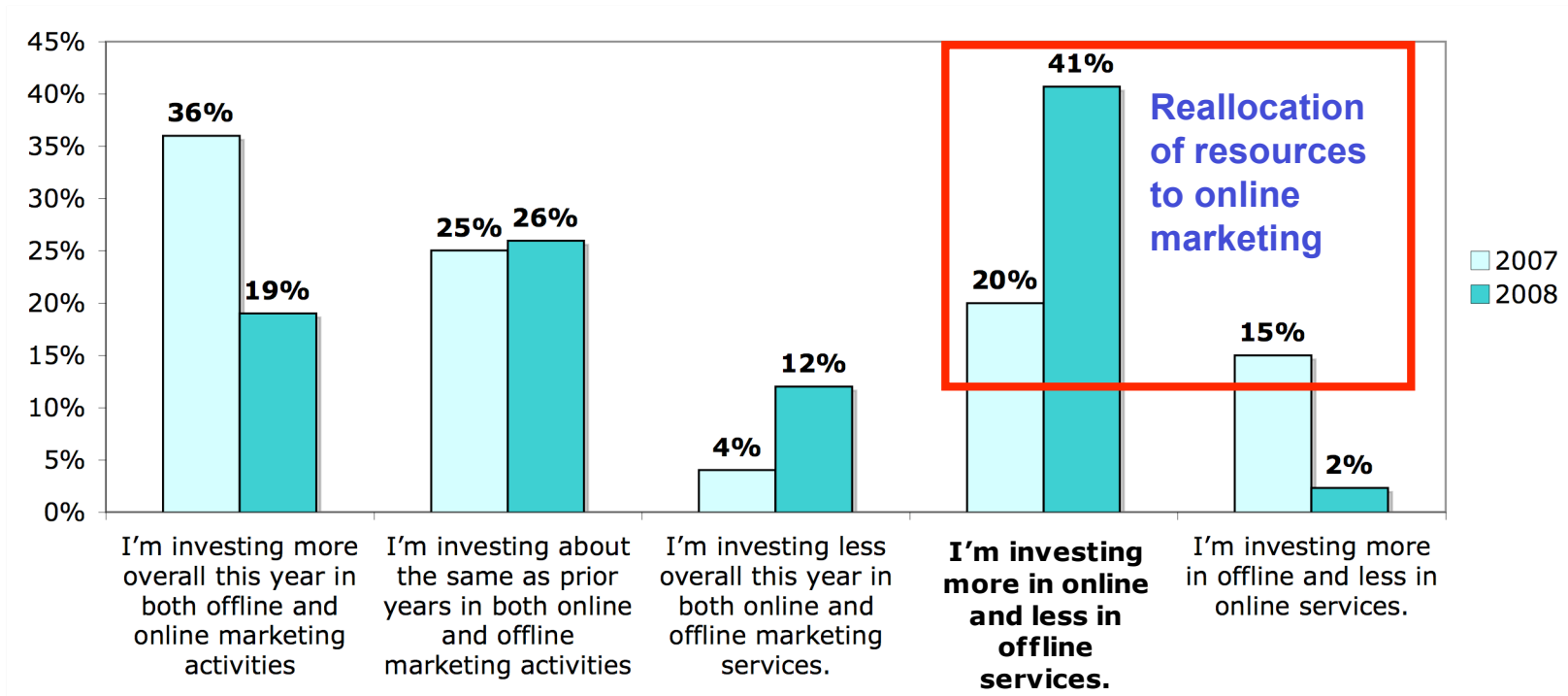
How much on average do you spend each month on marketing activities?



Of those spending \$550 or more per month, 50% are planning to invest more in their personal website this year.

Agents recognize that online marketing is more effective (than off-line)

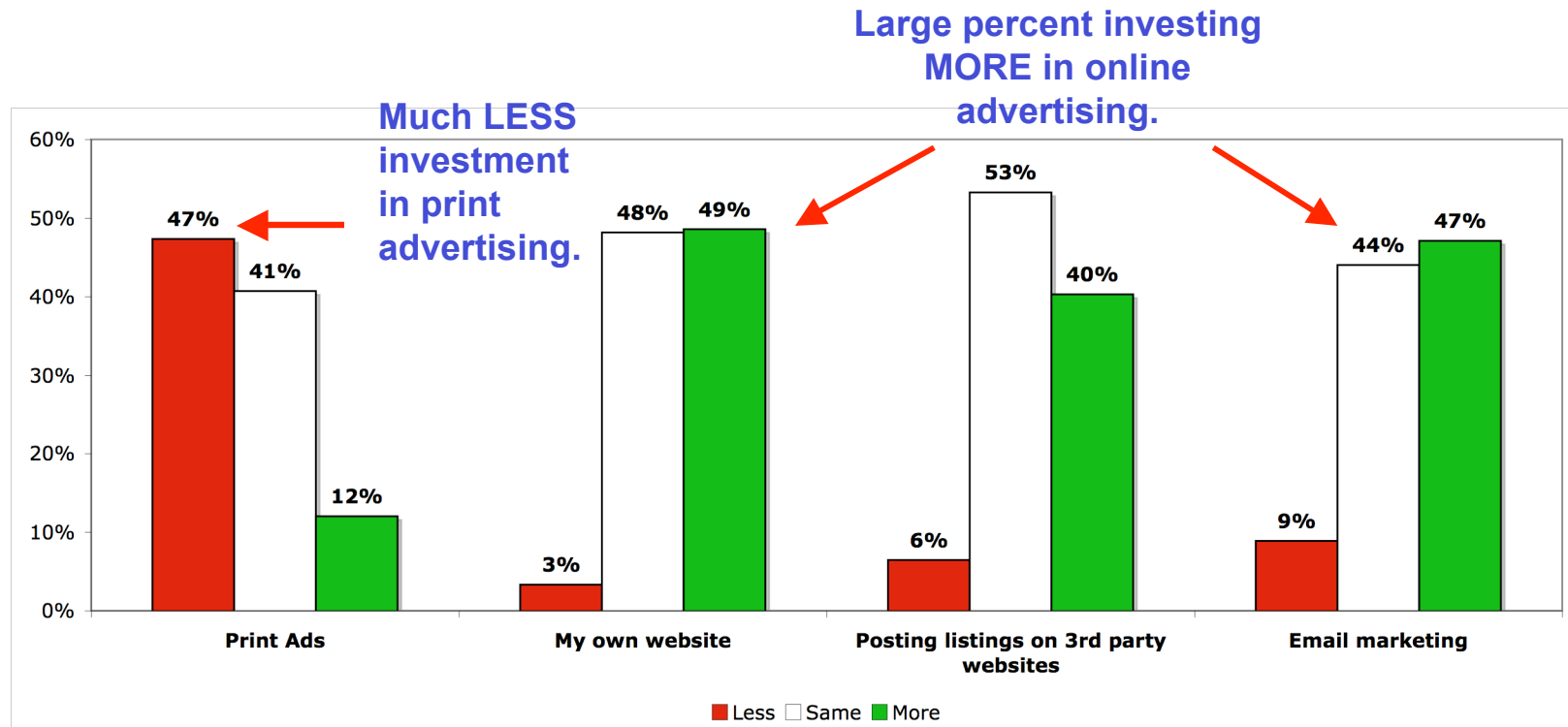
How is your marketing investment changing this year compared to prior years?





Online dollars are being focused on websites, email and posting listings on 3rd party real estate portals

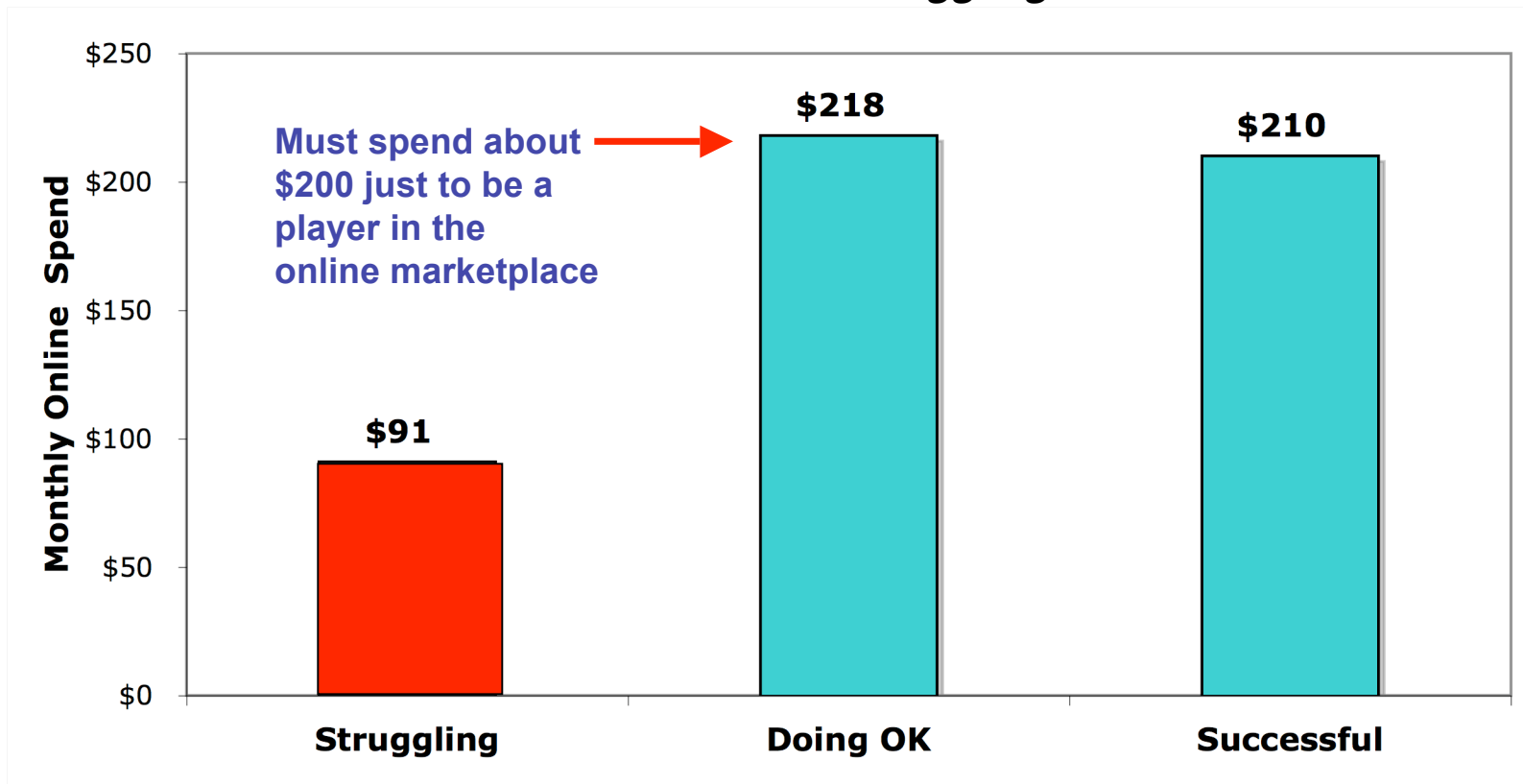
Are you planning to invest MORE, LESS or the SAME in these marketing channels compared to prior years?





Agents who spent more on online marketing, reported better overall success than those who spent less

Agents who stated they were “OK” or “Successful” spend, on average, more than double the dollars in online marketing than those who identified themselves as “Struggling”





What should You be doing?

- Have a plan! 88% of those surveyed develop some kind of marketing plan
- If you don't have a personal website, get one! Invest time into making it work for you
- Invest where the vast majority of buyers (and sellers) are looking - the **INTERNET!** Even established and highly successful agents are aggressively investing in their web presence
- Research new ideas to jump-start your marketing initiatives



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