

2021

# Technology Survey

National Association of REALTORS®  
Research Group



**NATIONAL  
ASSOCIATION OF  
REALTORS®**

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# Executive Summary

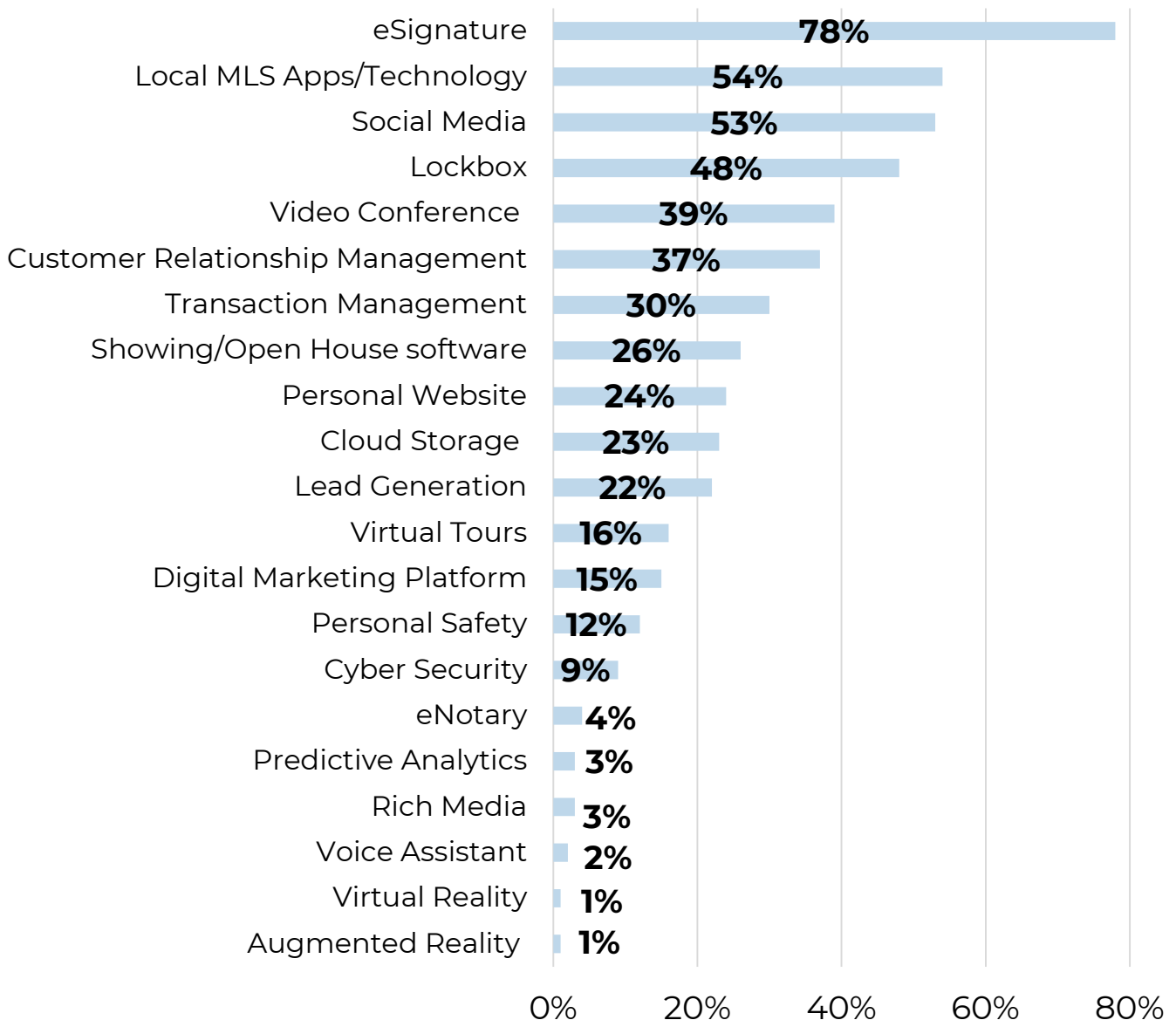
## Highlights:

- Thinking back on the last 12 months, respondents found that the five most valuable technology tools used in their business were eSignature (78 percent), local MLS apps/technology (54 percent), social media (53 percent), lockboxes (48 percent), and video conferencing (39 percent).
- In the next 12 months, respondents believe that the five technology tools they will use in their business will be eSignature (73 percent), social media (53 percent), local MLS apps/technology (47 percent), customer relationship management (44 percent), and lockboxes (43 percent).
- In the next 24 months, respondents believed that the most impactful emerging technologies to their businesses will be drones (37 percent), cyber security (34 percent), 5G (31 percent), and virtual reality (30 percent).
- Thirty-seven percent of respondents agree that their Brokerage provides them with all the technology tools they need to be successful in their job, and 27 percent strongly agree.
- Sixty-two percent of respondents said that their Brokerage does provide agents with websites, and 33 percent said their Brokerage does not provide agent websites.
- Not including listing search, the single most valuable technology tool provided by their MLS was comps/CMAs at 29 percent. Respondents also found automated emails to clients/prospects (17 percent), and property data and history (12 percent) to be valuable.
- Ninety percent of respondents use Facebook in their real estate business, 52 percent use Instagram, 48 percent use LinkedIn, and 24 percent use YouTube.
- Fifty-four percent of respondents said the main reason for social media use in their real estate business was because they are expected to have a presence on social media.
- The top three tech tools that have given respondents (or their agents) the highest number of quality leads in the last 12 months were: social media (52 percent), customer relationship management (CRM) (31 percent), and their MLS site (28 percent).

# Most Valuable Technology Tools Used in Business

- Thinking back on the last 12 months, respondents found that the five most valuable technology tools used in their business were eSignature (78 percent), local MLS apps/technology (54 percent), social media (53 percent), lockboxes (48 percent), and video conferencing (39 percent).

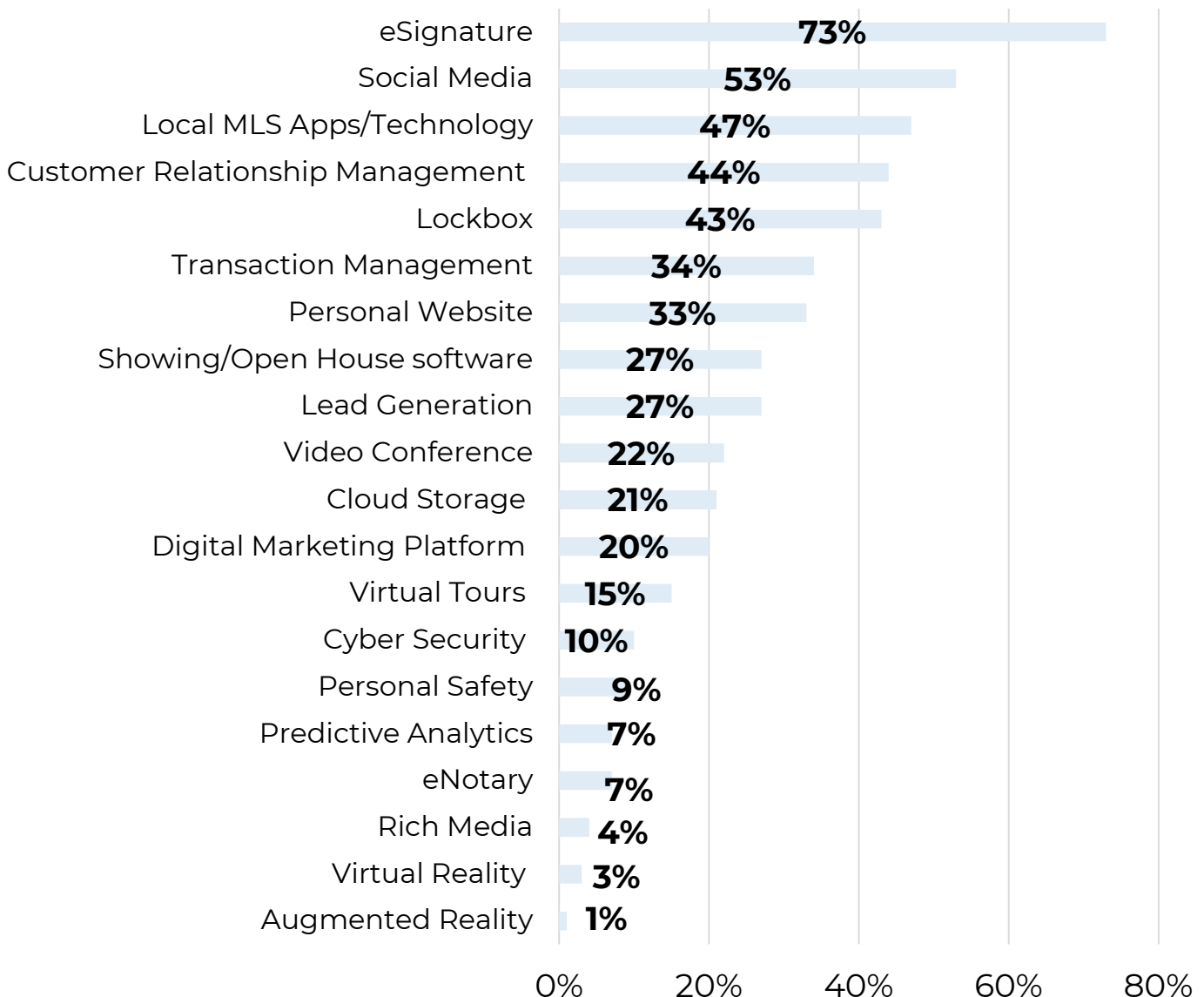
## Most Valuable Technology Tools Used in Business



# Predicted Use of Technology Tools in the Next 12 Months

- Thinking about the next 12 months, respondents believe that the five technology tools they will use in their business will be eSignature (73 percent), social media (53 percent), local MLS apps/technology (47 percent), customer relationship management (44 percent), and lockboxes (43 percent).

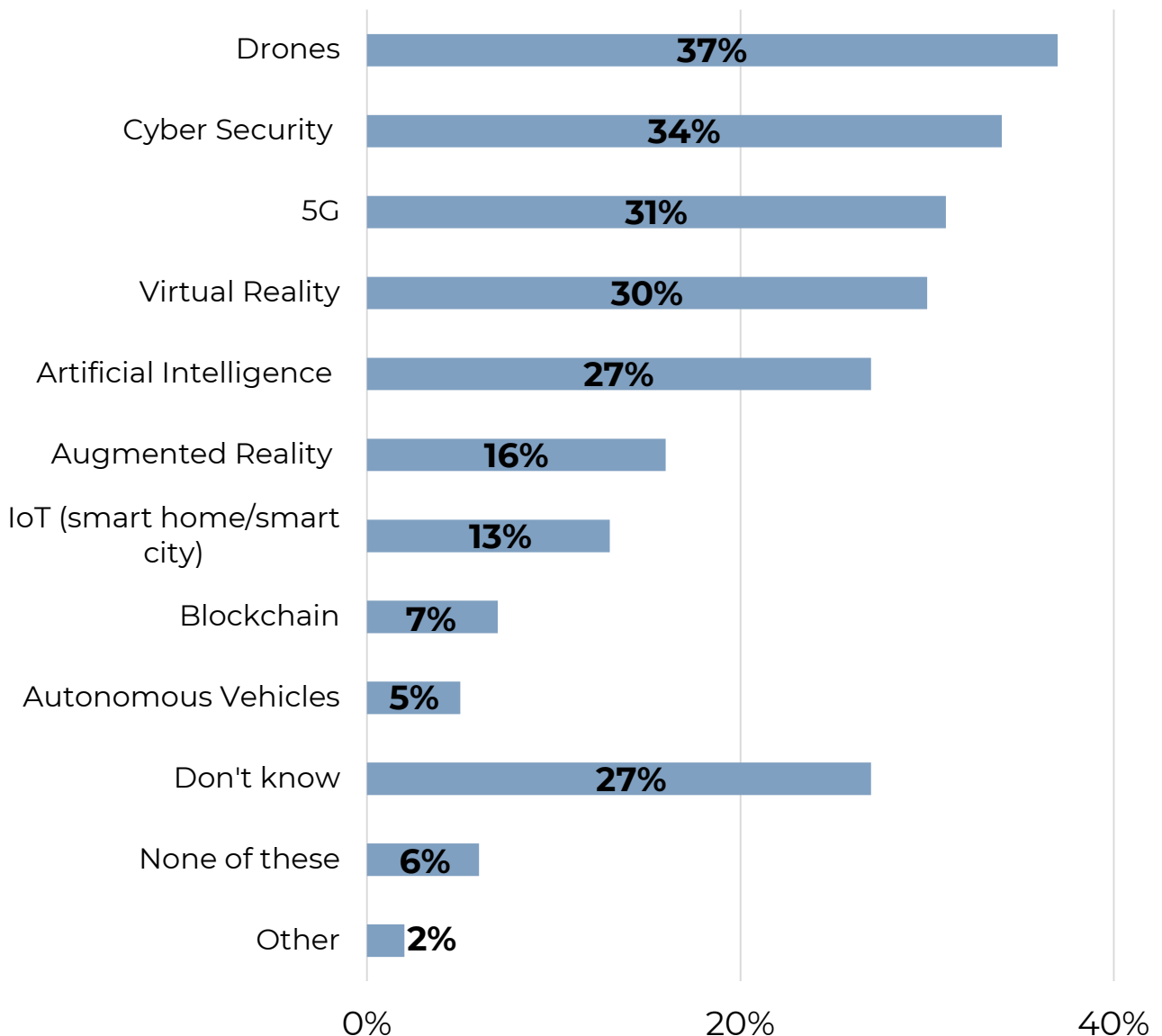
## Predicted Use of Technology Tools in the Next 12 Months



# Emerging Technology in the Next 24 Months

- In the next 24 months, respondents believed that the most impactful emerging technologies to their businesses will be drones (37 percent), cyber security (34 percent), 5G (31 percent), and virtual reality (30 percent).

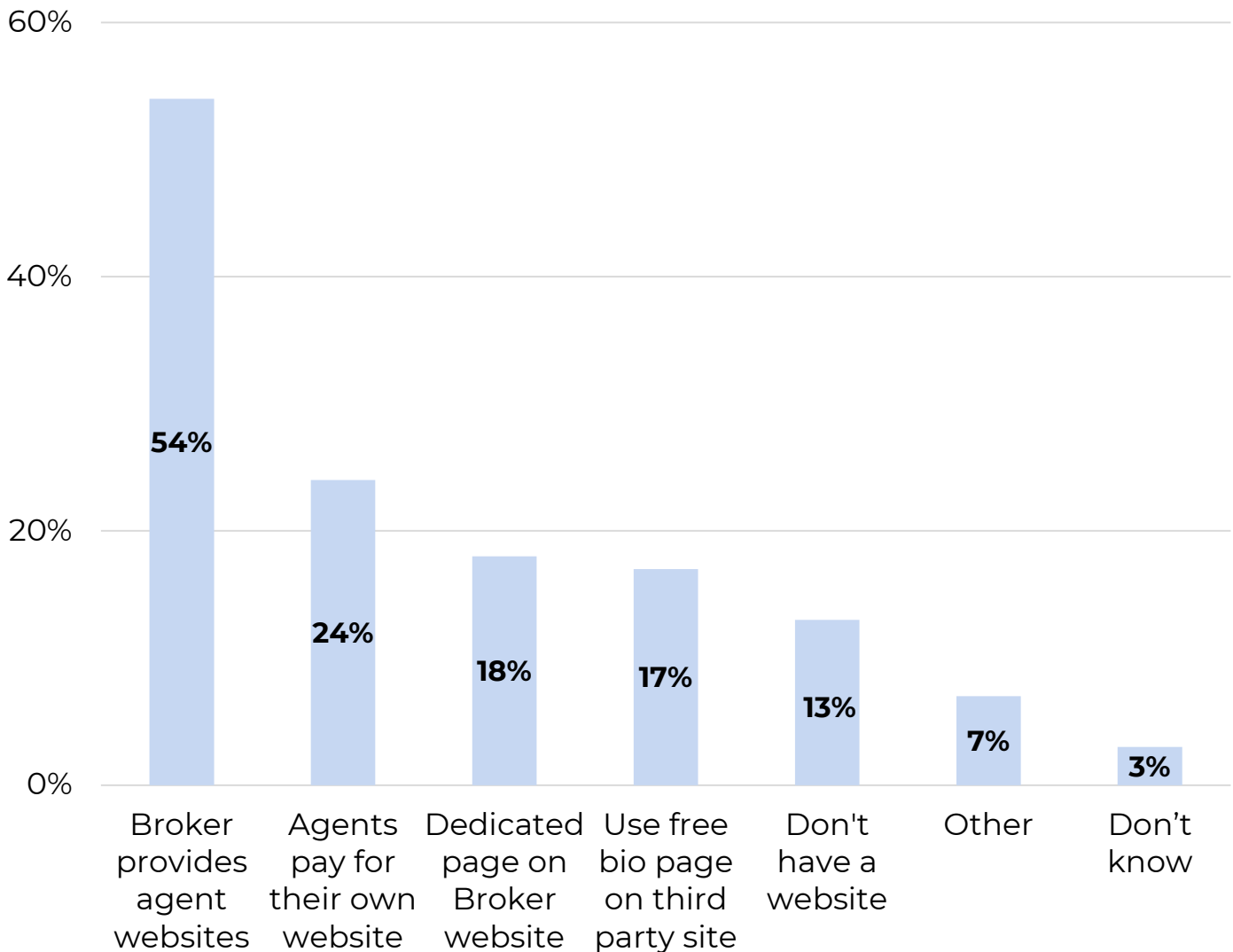
## Emerging Technology in the Next 24 Months



# How Website is Paid For

- Fifty-four percent of respondents said their Broker provides agent websites, 24 percent said that agents pay for their own website, and 18 percent had a dedicated page on their Broker's website.
- Seventeen percent of respondents use a free bio page on a third-party site, and 13 percent don't have a website.

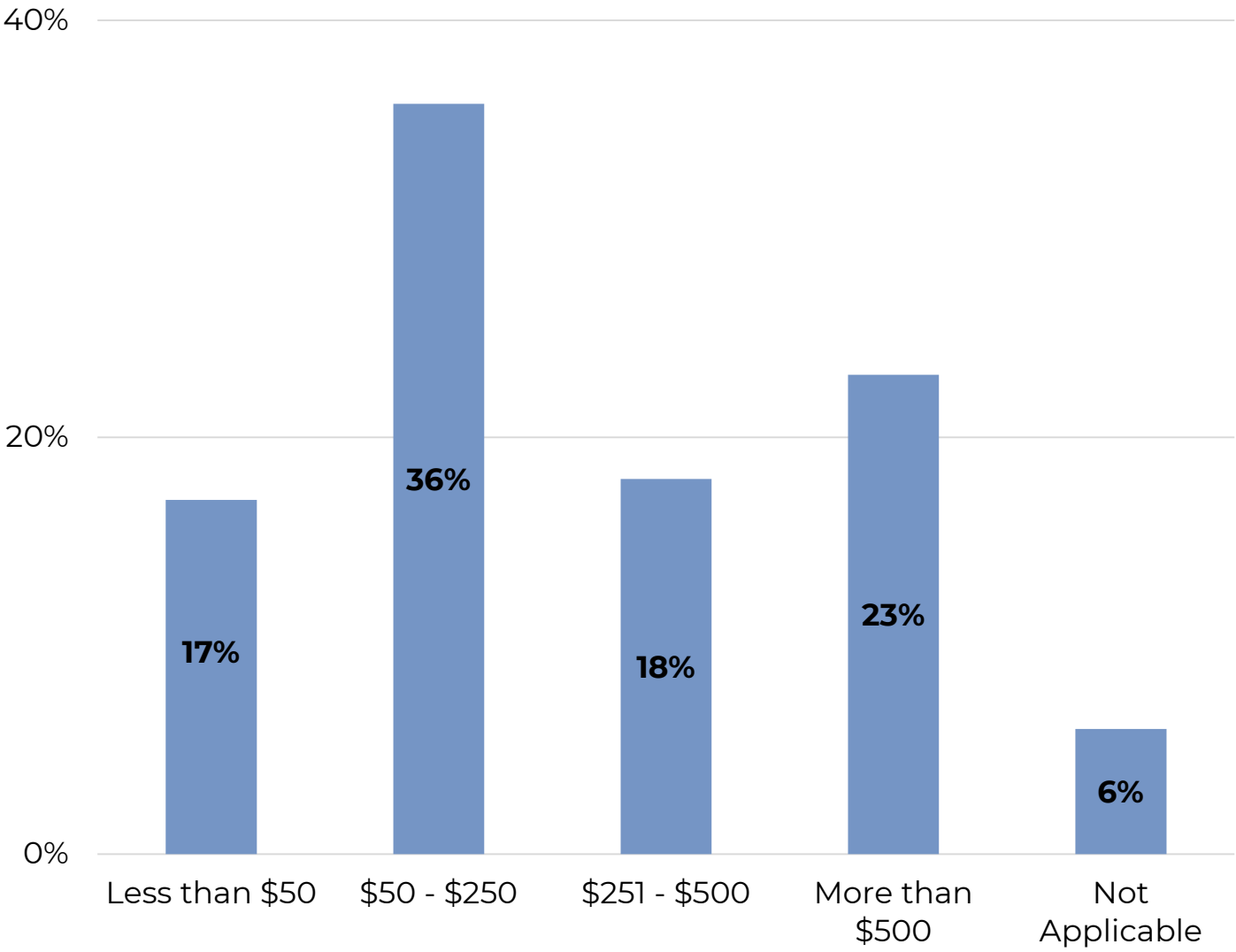
## Web Presence



# Average Monthly Spending Over Past 12 Months on Technology Tools

- Over the past 12 months, respondents spent on average between \$50-\$250 (36 percent) monthly on technology to use in their individual real estate business.
- Twenty-three percent of respondents spend more than \$500 on technology monthly to use in their business.

### Average Monthly Spending on Technology Tools

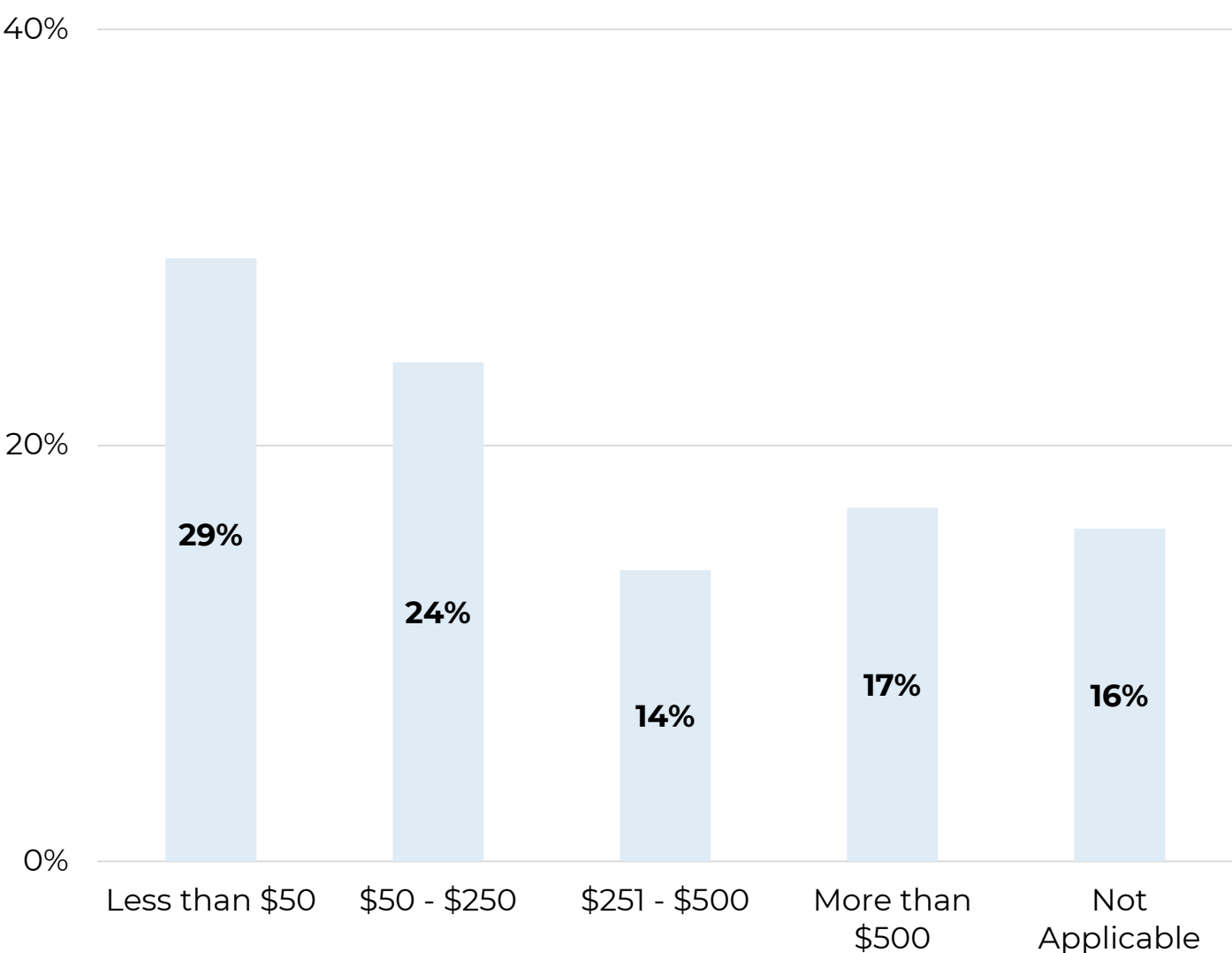




# Average Monthly Spending Over Last 12 Months on Lead Generation

- Over the last 12 months, respondents spent on average less than \$50 (29 percent) monthly on lead generation.
- Twenty-four percent of respondents spend between \$50-\$250 monthly on lead generation.

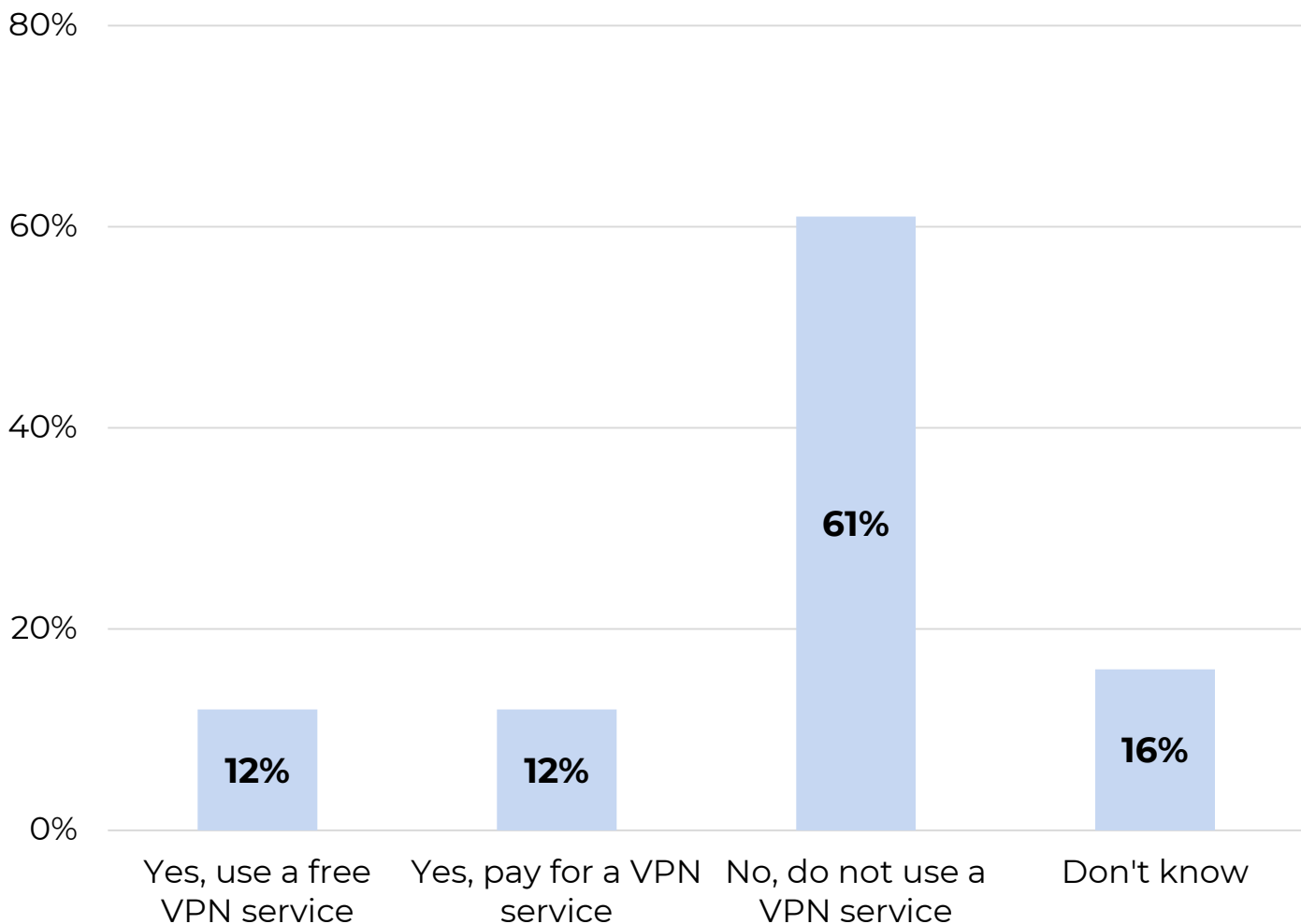
## Average Monthly Spending on Lead Generation



# Use of a VPN to Protect Desktop or Laptop

- Sixty-one percent of respondents said they do not use a VPN service (virtual private network) to protect their desktop or laptop.
- Twelve percent said that they use a free VPN service, and 12 percent also said they pay for a VPN service.

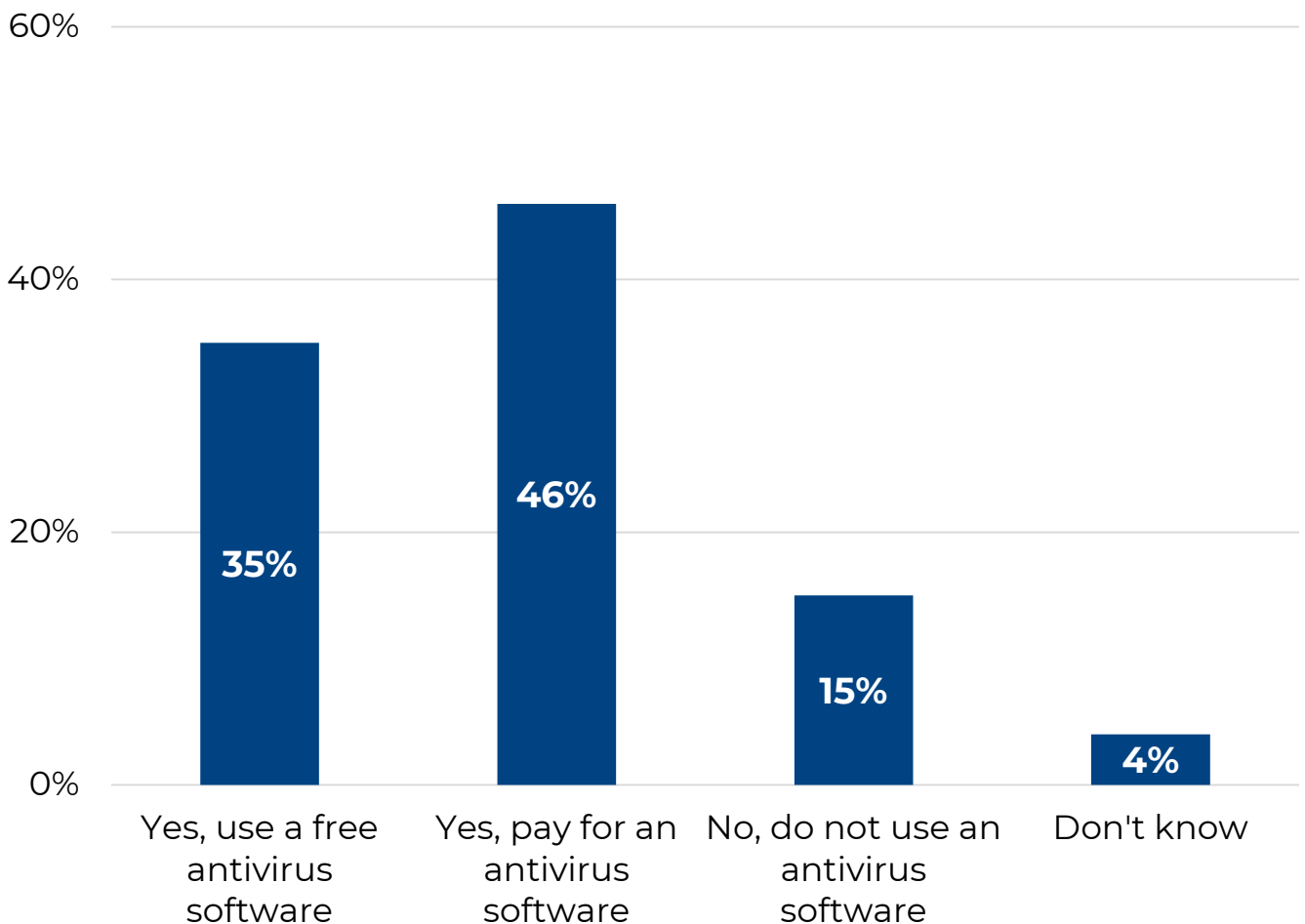
**Use of a VPN**



# Use of an Antivirus Software to Protect Desktop or Laptop

- Forty-six percent of respondents said they pay for an antivirus software to protect their desktop or laptop.
- Thirty-five percent said that they use a free antivirus software, and 15 percent said they do not use an antivirus software.

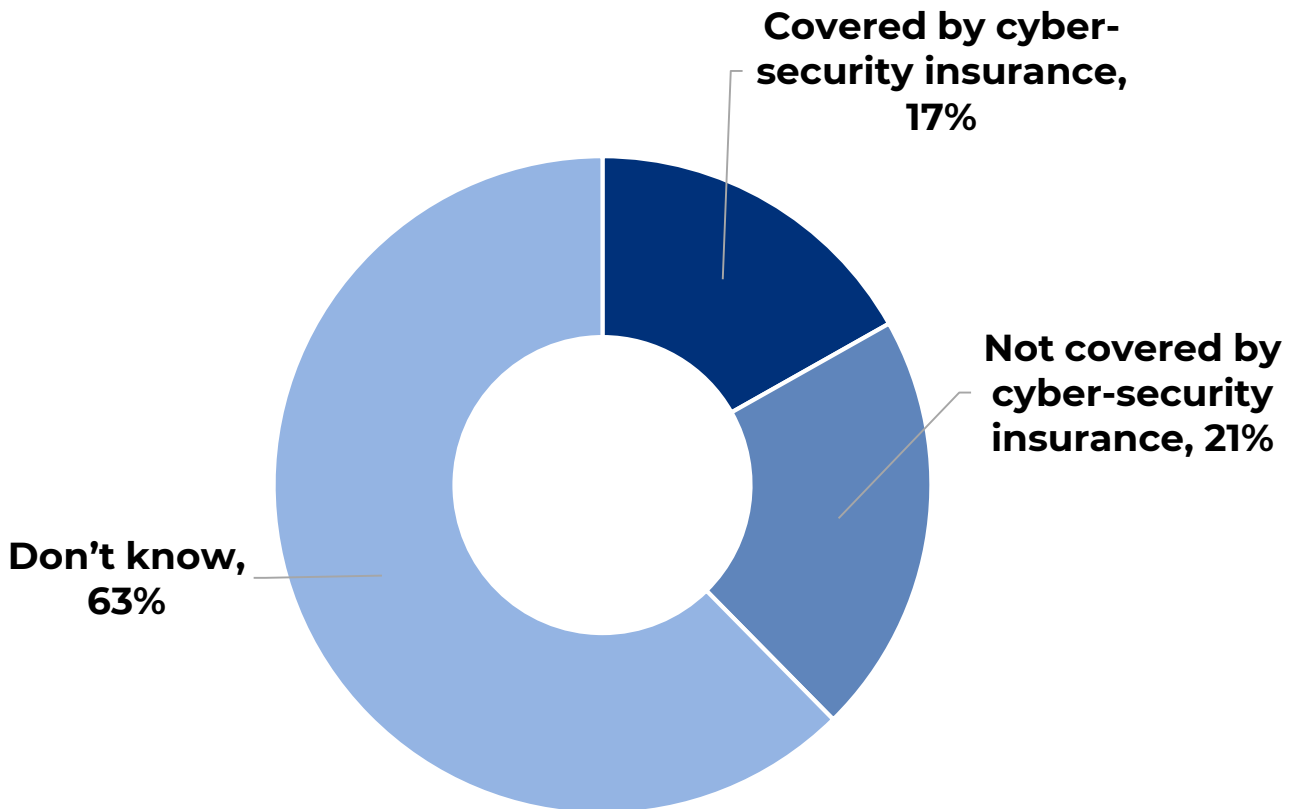
## Use of an Antivirus Software



# Coverage by Cyber-Security Insurance

- Seventeen percent of respondents said that either they or their Brokerage are covered by cyber-security insurance, and 21 percent said neither they nor their Brokerage are covered.
- Sixty-three percent reported that they don't know if they or their Brokerage are covered by cyber-security insurance.

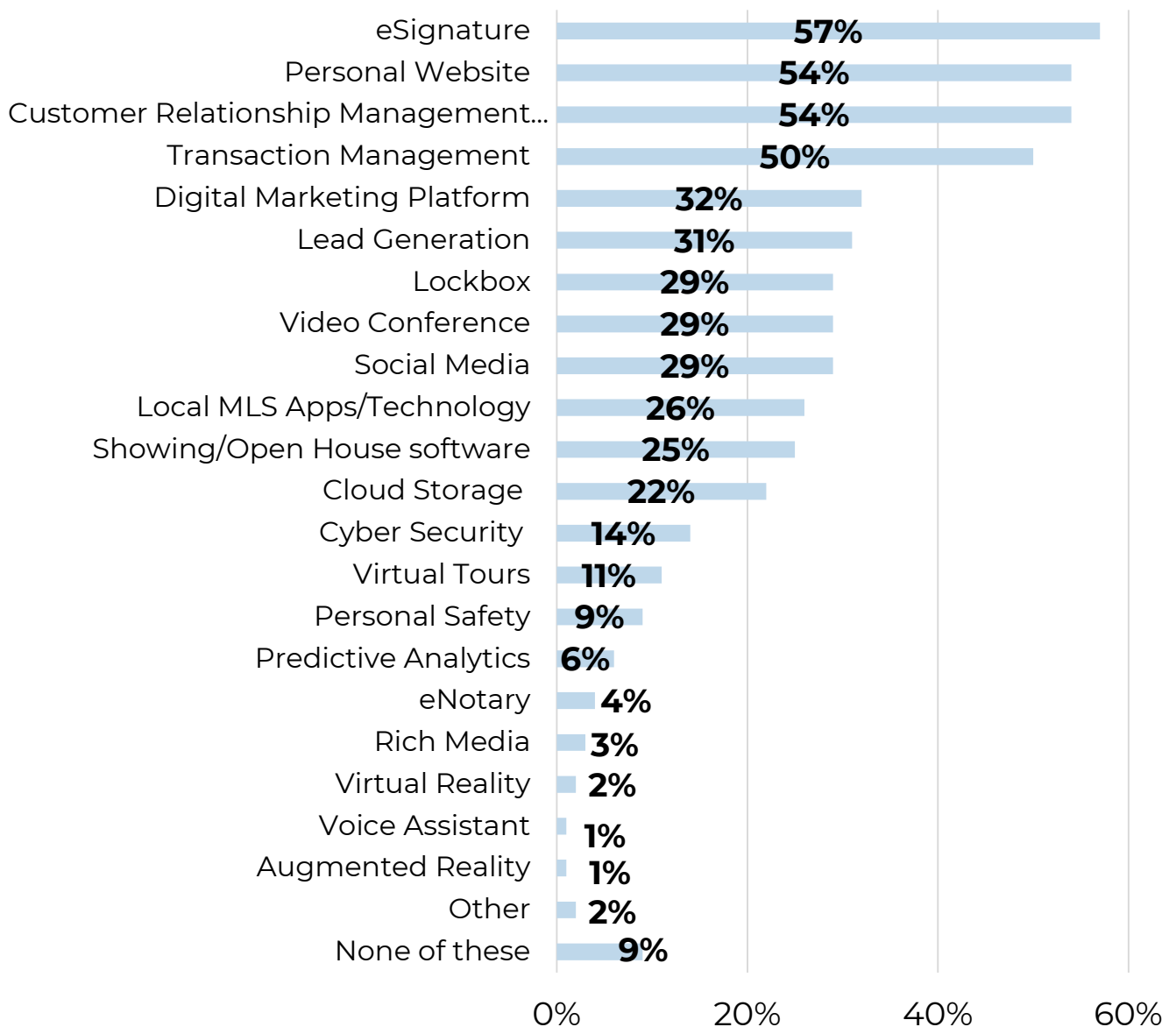
## Coverage by Cyber-Security Insurance



# Technology Tools Provided by Brokerage

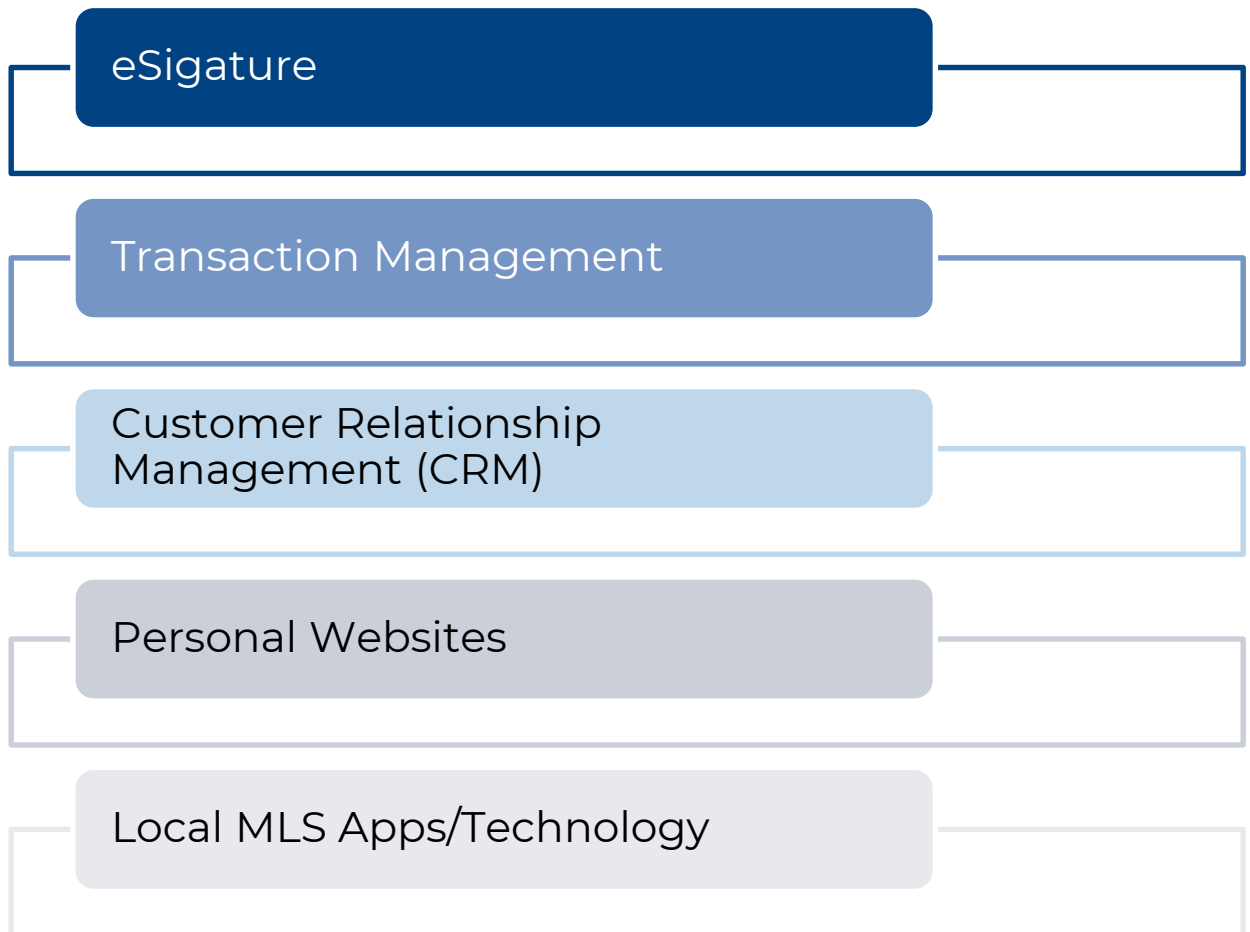
- Respondents said that the technology tools provided by their Broker included: eSignature (57 percent), personal websites (54 percent), customer relationship management (CRM) (54 percent), and transaction management (50 percent).

## Technology Tools Provided by Brokerage



# Technology Tools Most Satisfied With, That Are Provided by Broker

- When asked to rank the technology tools currently provided by their Broker that they were most satisfied with, respondents said those tools were: eSignature, transaction management, customer relationship management (CRM), personal websites, and local MLS apps/technology.



# Technology Tools Least Satisfied With, That Are Provided by Broker

- When asked to rank the technology tools currently provided by their Broker that they were least satisfied with, respondents said those tools were: personal websites, customer relationship management (CRM), showing/open house software, cyber security, and transaction management.

Personal Websites

Customer Relationship Management (CRM)

Showing/Open House Software

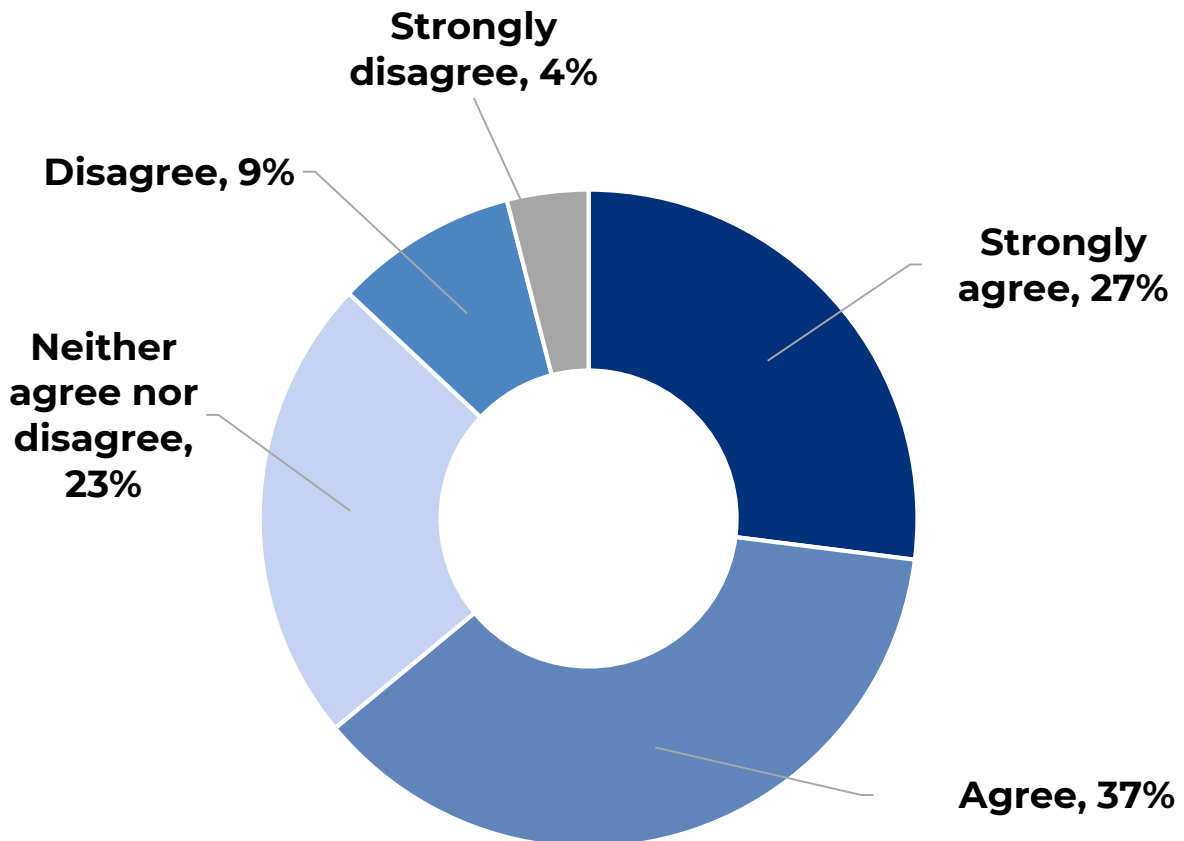
Cyber Security

Transaction Management

# Brokerage Provides Technology Tools Needed to be Successful

- Thirty-seven percent of respondents agree that their Brokerage provides them with all the technology tools they need to be successful in their job, and 27 percent strongly agree.
- Twenty-three percent of respondents neither agree nor disagree.

## Brokerage Provides Technology Tools Needed to be Successful

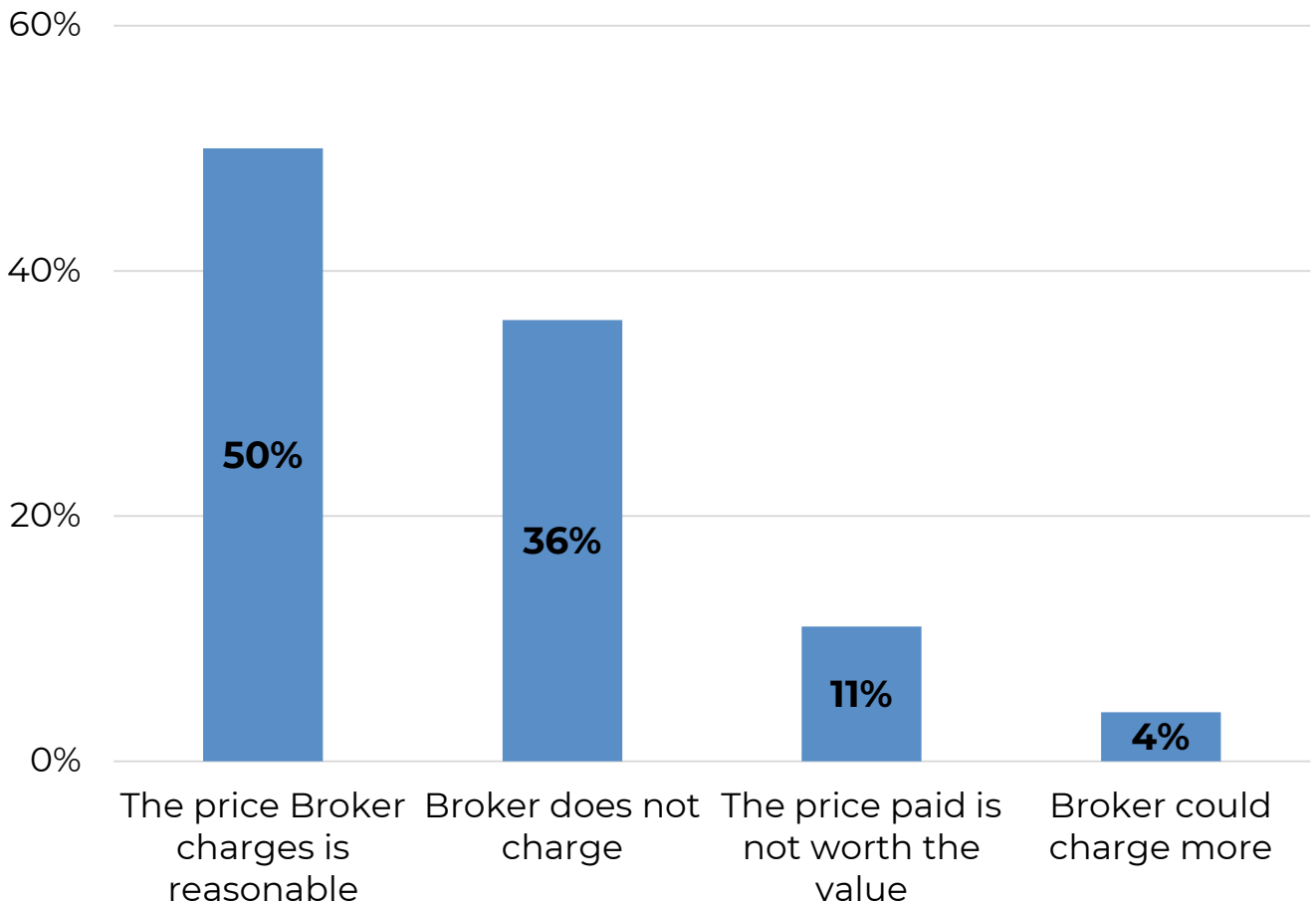




# Technology Fees Charged by Broker

- Fifty percent of respondents said that the price their Broker charges for technology fees is reasonable, and 36 percent said their Broker does not charge them a technology fee.
- Eleven percent said that the price they pay is not worth the value.

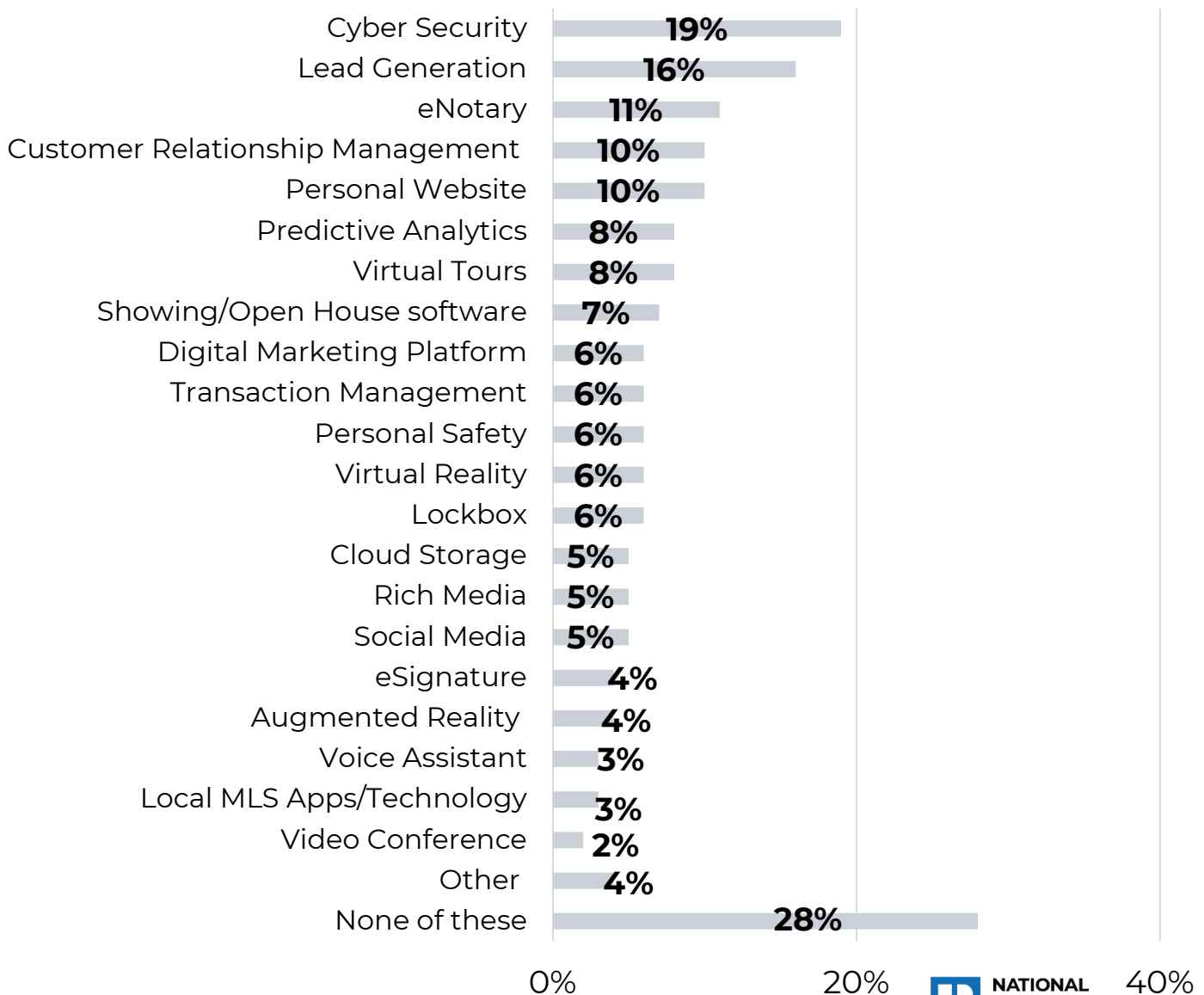
## Technology Fees Charged by Broker



# Technology Tools Currently Not Provided by Brokerage That They Should

- Respondents said that the technology tools currently not provided by their Broker, but that they think should included are cyber security (19 percent), lead generation (16 percent), eNotary (11 percent), customer relationship management (CRM) (10 percent), and personal websites (10 percent).

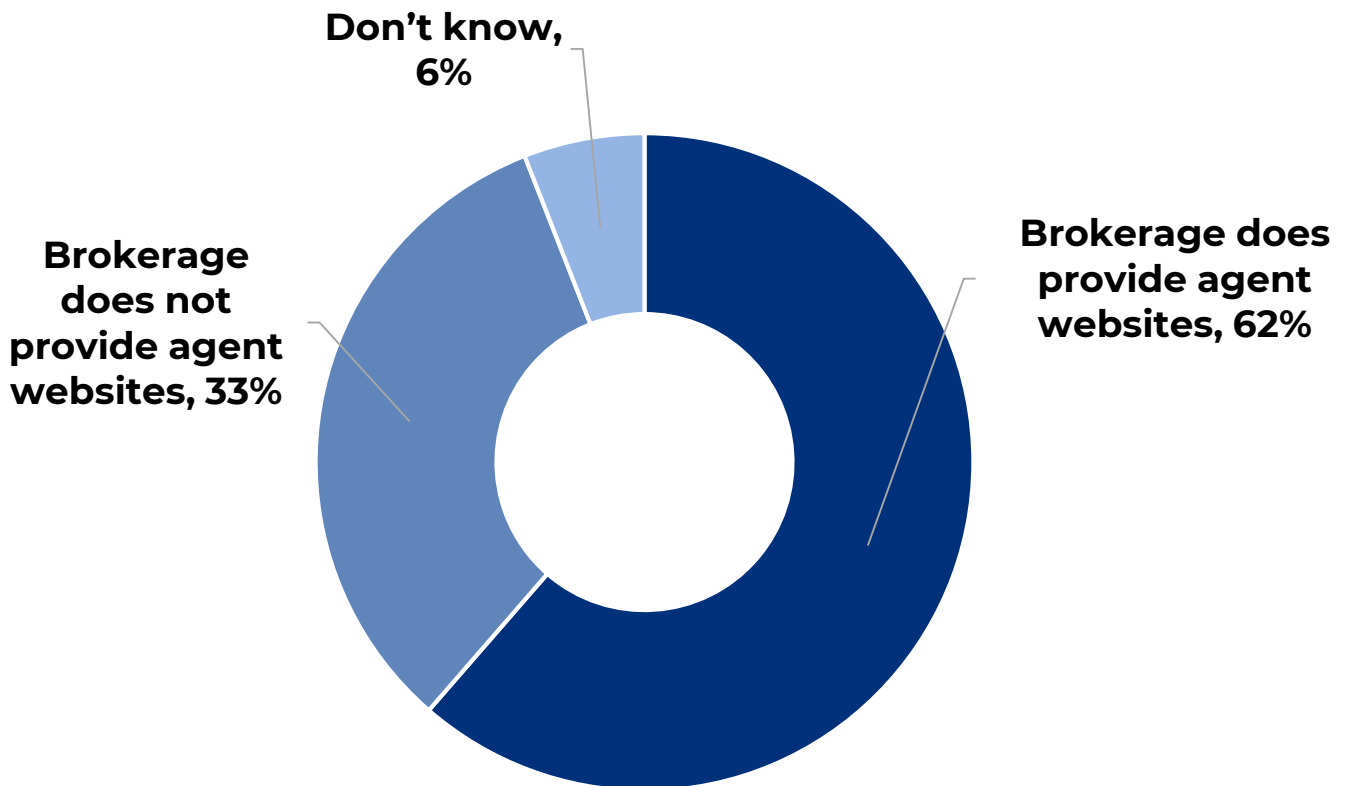
## Technology Tools Currently Not Provided by Brokerage



# Brokerage Provides Agent Websites

- Sixty-two percent of respondents said that their Brokerage does provide agents with websites, and 33 percent said their Brokerage does not provide agent websites.

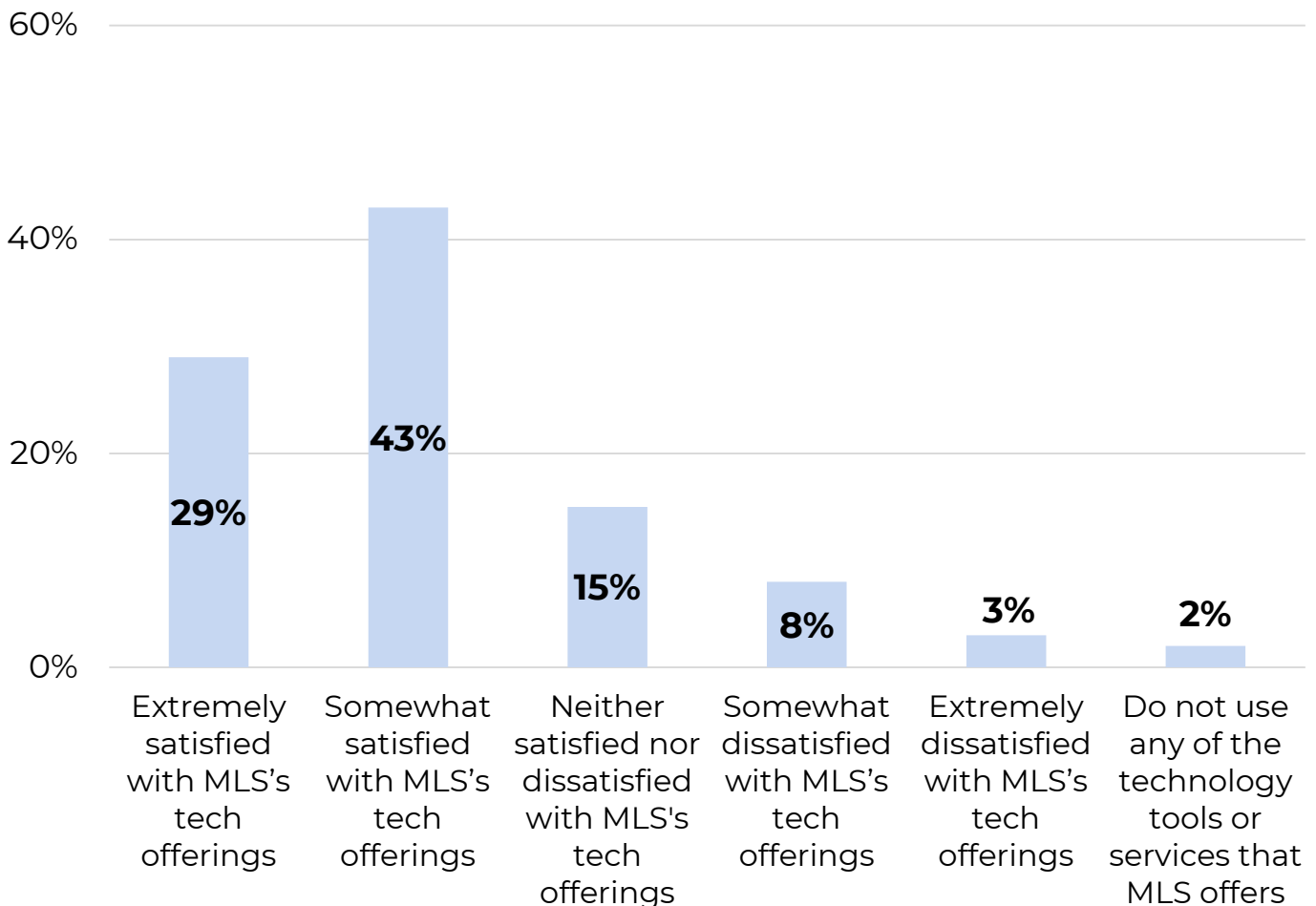
## Brokerage Provides Agent Websites



# Satisfaction with Technology Provided by MLS

- Forty-three percent of respondents stated that they are somewhat satisfied with their MLS's technology offerings.
- Twenty-nine percent of respondents were extremely satisfied with their MLS's technology offerings, and 15 percent were neither satisfied nor dissatisfied.

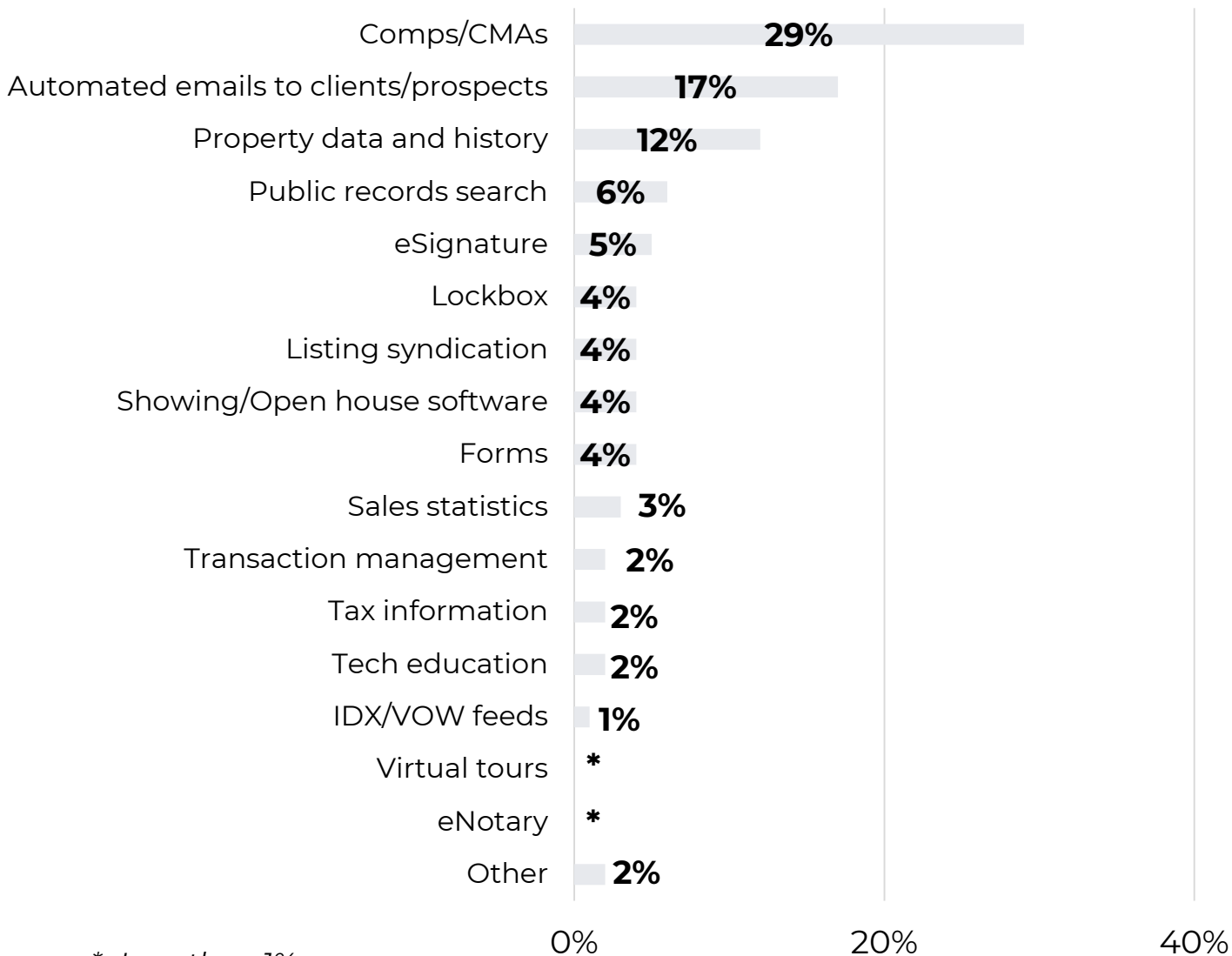
## Satisfaction with Technology Provided by MLS



# Most Valuable Technology Tool Provided by MLS

- Not including listing search, the single most valuable technology tool provided by their MLS was comps/CMAAs at 29 percent.
- Respondents also found automated emails to clients/prospects (17 percent), and property data and history (12 percent) to be valuable.

## Most Valuable Technology Tool Provided by MLS

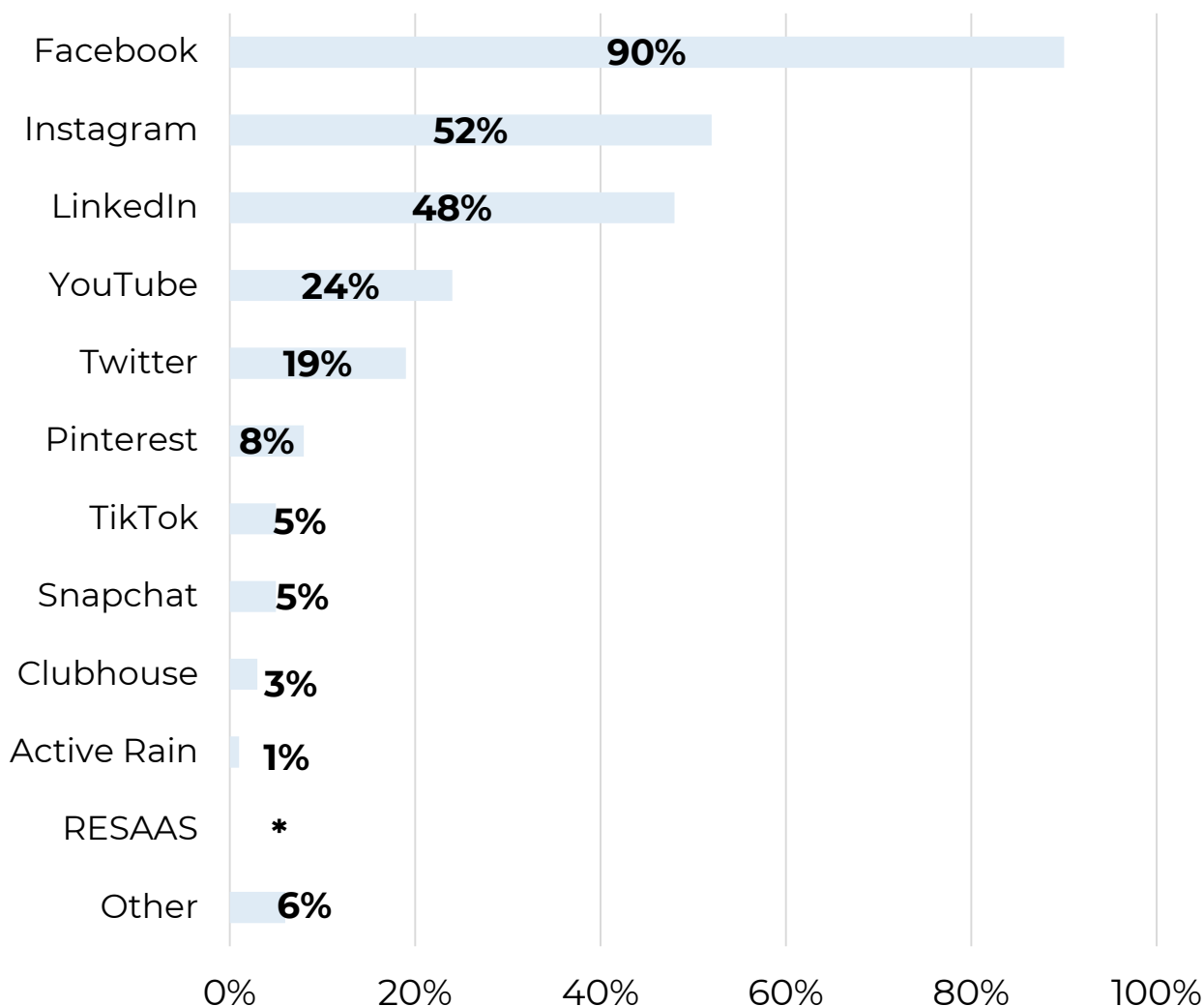


\*- Less than 1%

# Social Media Networks Used in Real Estate Business

- Ninety percent of respondents use Facebook in their real estate business, 52 percent use Instagram, 48 percent use LinkedIn, and 24 percent use YouTube.

## Social Media Networks Used in Real Estate Business

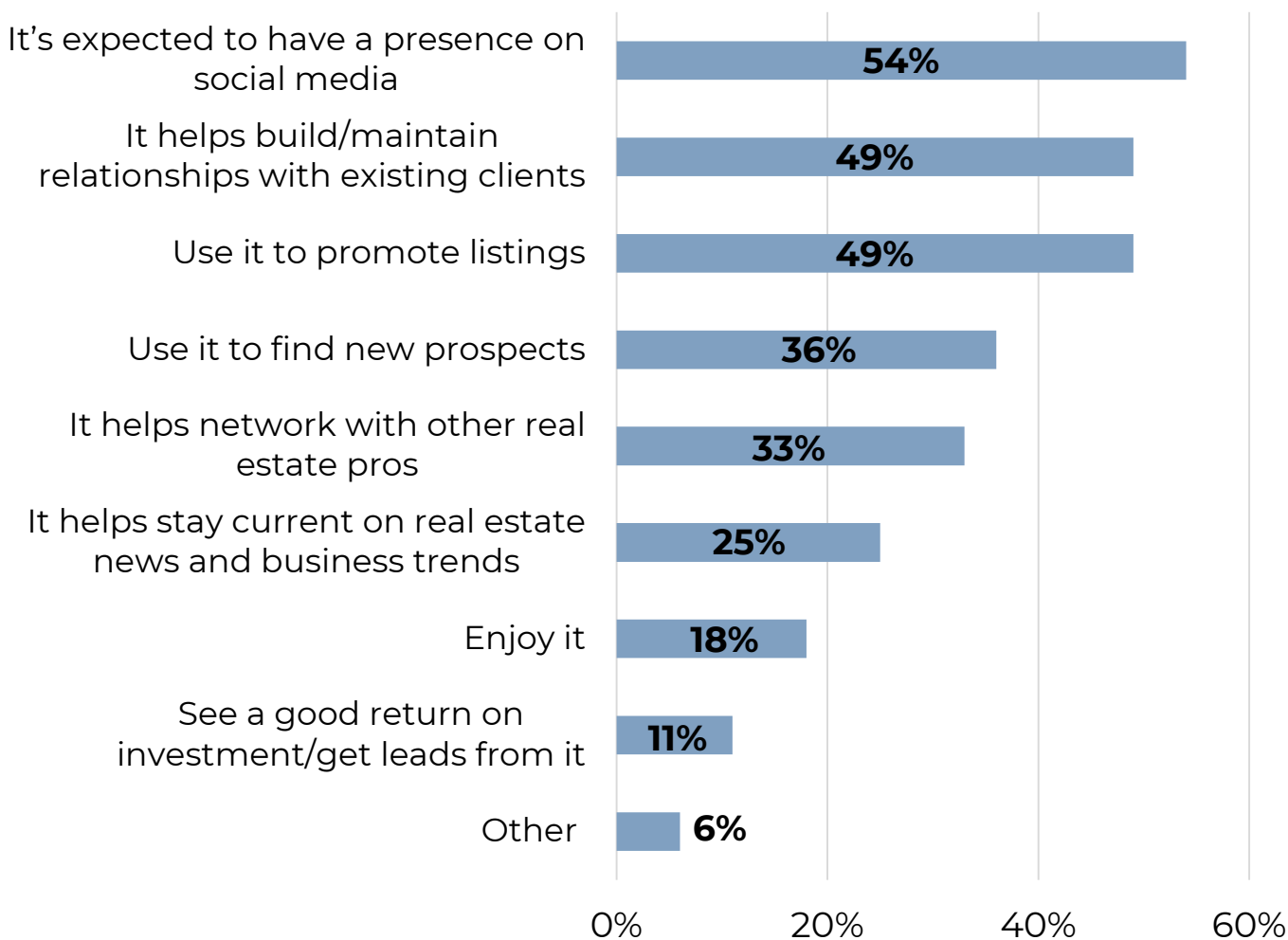


\*- Less than 1%

# Main Reason for Social Media Use in Real Estate Business

- Fifty-four percent of respondents said the main reason for social media use in their real estate business was because they are expected to have a presence on social media.
- Forty-nine percent said social media helps them build/maintain relationships with existing clients, and 49 percent also said they use social media to promote listings.

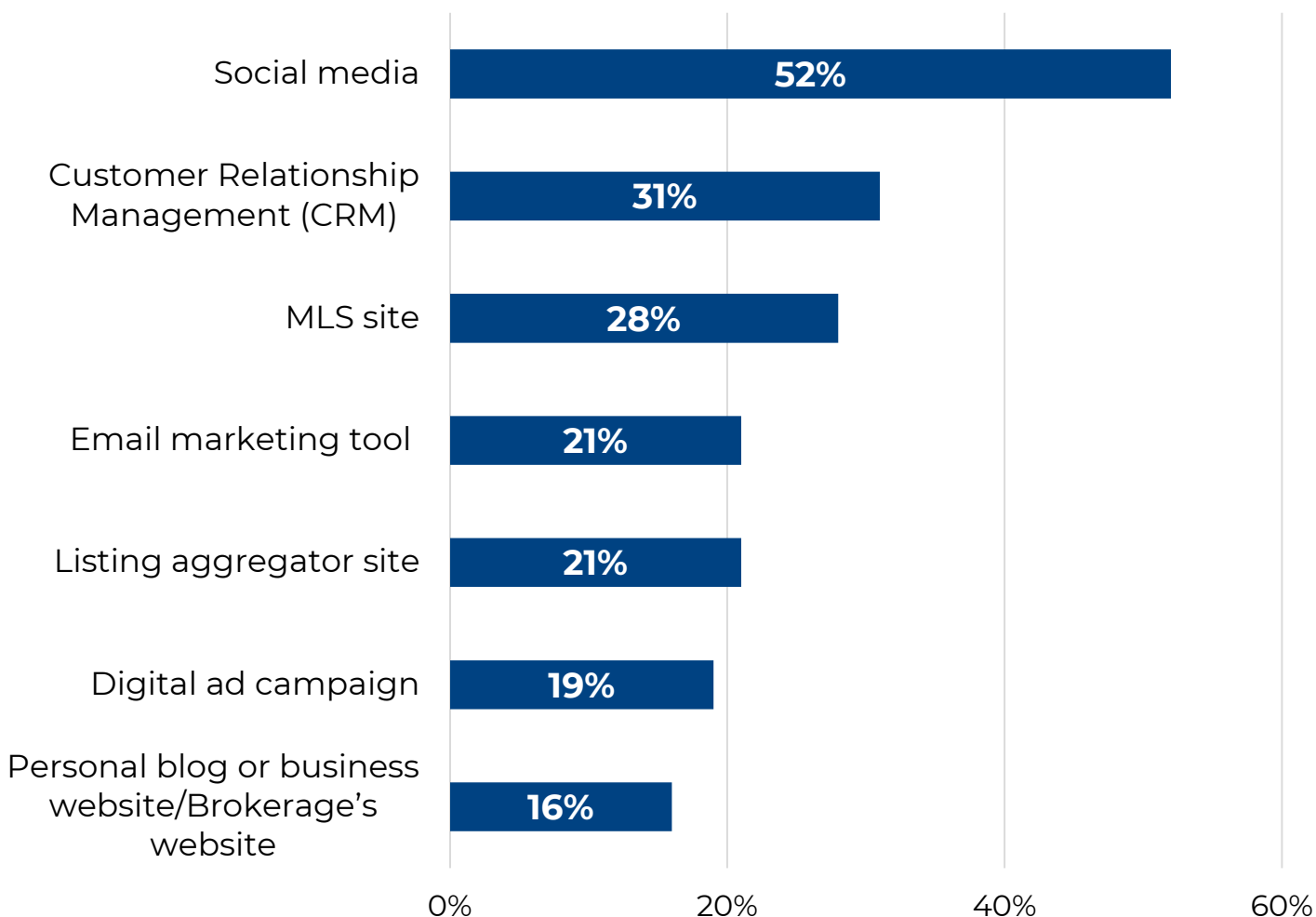
## Main Reason for Social Media Use in Real Estate Business



# Tech Tools That Have Given the Highest Number of Quality Leads in the Last 12 Months

- The top three tech tools that have given respondents (or their agents) the highest number of quality leads in the last 12 months were: social media (52 percent), customer relationship management (CRM) (31 percent), and their MLS site (28 percent).

## Tech Tools That Have Given the Highest Number of Quality Leads

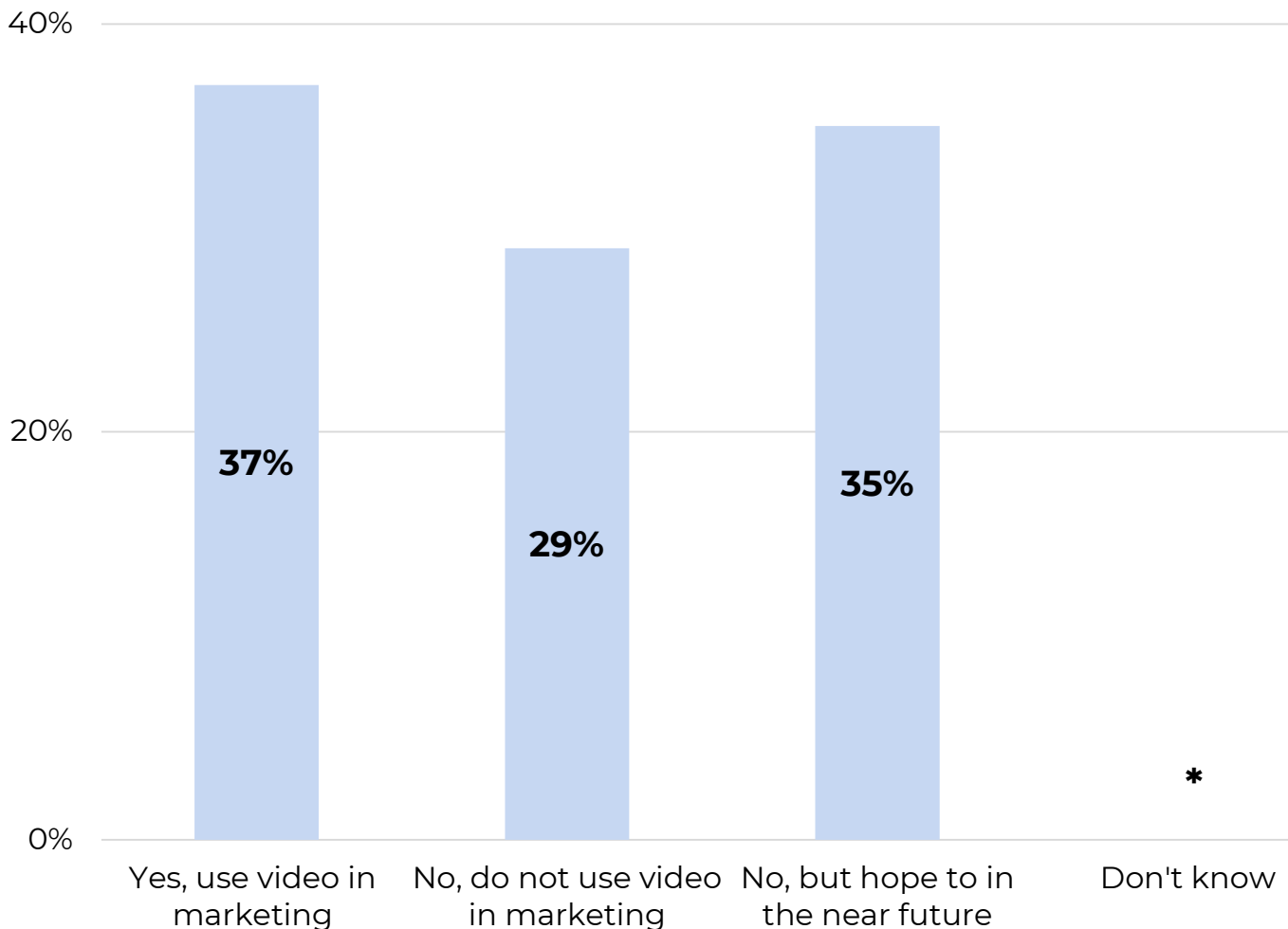




# Use of Video in Marketing

- Thirty-seven percent of respondents said they use video in their marketing, while 29 percent do not use video in their marketing.
- Thirty-five percent said while they do not use video in their marketing currently, they hope to in the near future.

## Use of Video in Marketing



\*- Less than 1%

# Methodology

In June 2021, NAR invited a random sample of 49,081 active REALTORS® to fill out an online survey. A total of 3,104 useable responses were received for an overall response rate of 6.3 percent. At the 95 percent confidence level, the margin of error is plus-or-minus 1.76 percent.

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The term REALTOR® is a registered collective membership mark that identifies a real estate professional who is a member of the National Association of REALTORS® and subscribes to its strict Code of Ethics.

Working for America's property owners, the National Association provides a facility for professional development, research and exchange of information among its members and to the public and government for the purpose of preserving the free enterprise system and the right to own real property.

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