

2020 AGENT PRIORITIES REPORT

What Matters to Real Estate Agents Today

 COLDWELL BANKER

WE SET OUT TO GAIN A DEEPER UNDERSTANDING OF REAL ESTATE AGENTS

As a company that's led the real estate industry for over a century, we'd like to think we know a thing or two about what matters to real estate agents. Because right now, over 95,000 agents around the globe call the Coldwell Banker® brand their home. But the mission of understanding and catering to those in the real estate profession never stops. The world we live in is in a state of constant technological and cultural change (a fact made all too clear in the year 2020), and with that comes changing priorities for agents to which real estate companies must adapt.

That's why, **in August 2020, we commissioned a survey of 1200 residential real estate agents** via Quester Research (half of the interviews were conducted among Coldwell Banker affiliated agents and half were conducted among a nationally representative panel of real estate agents). This report contains the key insights we learned from that effort — if you're a broker, we hope it provides information that's helpful for recruiting new agents or continuing to keep your agents happy and productive.

A GROWING LANDSCAPE OF AGENT OPTIONS

Agents have a widening range of choices as to which companies they can affiliate with, far more than in the past. While there may have been three or four major real estate brands ten years ago, that number has multiplied today and the potential destinations for an agent have now become further diversified by boutiques and aggregators.

So, what is influencing which company agents choose to affiliate with? What specific attributes correlate with agent satisfaction today? What makes them happy or unhappy with the brands they are currently associated with? In other words, what matters most to real estate agents?

What do agents report as their top priorities when choosing a brand to affiliate with?*

All quotes are from industry agents participating in the survey

1. Best in class service

“They are dedicated to the highest standards, systems, and performance.”

2. Company recognized by buyers & sellers

“National brand recognition the customer knows before contacting us.”

3. Best equipped to navigate the future of real estate

“The world doesn’t sit still... It is an evolving company, adapting to the times.”

4. Is a local expert

“Strong presence in my local market... our for sale signs are all over the metro area.”

5. Leading edge technology & tools

“Innovation, information, tools and support that is needed to foster our success.”

* Percentage rating Very Important + Important

THE QUALITIES AGENTS LOOK FOR IN A REAL ESTATE BRAND

Our research showed that **91% of agents surveyed say their affiliation's ability to provide best in class service was a high priority.** But just about equally as important to the agents surveyed was belonging to a company recognized by buyers and sellers. In the aforementioned real estate environment of bountiful boutique and alternative options for agents, this is an interesting insight that might speak to the value of the stability a long-running nationwide brand offers, especially in times as uncertain as ours. One agent interviewed said about their affiliation:

"I like that it is an established company with a long history. COVID 19 was a shock to many, but we were able to navigate through the challenges effectively. Our company has openly embraced diversity which goes hand in hand with the recent movements in this country for more equality."

- Coldwell Banker Affiliated Agent

Of similarly high importance to agents was being a part of a company that is "best equipped to navigate the future of real estate." This suggests the benefits brands might see by investing in forward-looking initiatives and opportunities and effectively communicating to agents why their efforts are positioning them more advantageously than the competition.

Additional factors weighing significantly on agents' evaluations of their real estate company included the tools and training offered to help them succeed at what they do (high priorities for 88% of agents), local expertise (89%), and all-around knowledgeability (88%). Agents who valued the technology suites provided to them by their company made that particularly clear in their interviews:

"The training and the support they provide and the technology and tools they have is amazing. There is such a good communication between the broker and the agents and the office leader is super-supportive. Regarding technology, they are always trying to stay ahead of everybody else and provide the agents what they need."

- Coldwell Banker Affiliated Agent

ONE IN TWO AGENTS



ARE VERY SATISFIED WITH
THEIR CURRENT COMPANY

ONE IN SIX AGENTS



ARE PLANNING TO SWITCH
AFFILIATION WITHIN TWO YEARS

WHY AGENTS SWITCH AFFILIATION

It's good to know that over half of all agents surveyed were very satisfied with their current companies. That said, 15% of agents are considering switching their affiliation in the next two years. So what can a brand do to best retain its agents, and how can it attract the best agents who are ready to make a change?

There's a common industry belief that agents typically switch for a better commission structure. However, **while finances play a role in every agent's decision, there are even bigger contributing factors that lead agents to change affiliation.** Our research indicated that the desire to have innovative tools and technology to help make them more successful agents is key. In addition, training is also critical in keeping agents from considering a move. Finally, a supportive culture is more important than ever in keeping agents happy.

Over half of all agents interviewed have switched affiliation at some point in their careers. It's useful to look at why agents say they left compared to what they are looking for in joining a new company. While many have left for better-perceived training and tools, a supportive atmosphere and cultural fit have played into their decision to move on. **Interestingly, commission structure ranked sixth in the reasons agents left their prior company.**

Relatedly, those considering making a change say they are looking for better tools, team support and commission structure. Additional reasons cited were a greater global brand presence followed by luxury and local expertise.

The top reasons agents left their previous company:

1. Wanted better training/coaching
2. Lack of team support
3. Unsupportive culture
4. Local manager
5. Lack of tools

What agents were looking for in new company:

1. Better tools/training
2. More team support
3. Better commission structure
4. Better training
5. Greater global presence

KEY TAKEAWAY:

Agents are looking to brands to supply them with the best tools, training and support they need to grow their businesses, and if a company can successfully do so, that can outweigh the importance of commission structure alone.

WHICH AGENTS ARE LIKELY TO SWITCH?

Experienced agents (10+ years) and top producers (20+ sides) are more likely to consider switching affiliation, which often surprises brokers. This shows the importance of keeping these agents satisfied as they provide necessary support and inspiration to those with lower productivity and experience. Top knowledgeable agents also tend to attract other top agents and are deeply appreciated by agents who seek mentoring.

RECRUITING AND RETENTION INSIGHTS

- 1.** Experienced Coldwell Banker affiliated agents (10+ years) are more satisfied with their brand than experienced agents from other brands.
- 2.** For agents that have less than 10 years of experience, agents from other brands are twice as likely to switch affiliation in the next two years compared to Coldwell Banker affiliated agents.
- 3.** High production Coldwell Banker affiliated agents (20+ sides) are more satisfied with their brands than high production agents from other brands.

WHAT ATTITUDES BEST REFLECT AGENTS TODAY?

Agents were asked a series of questions regarding their personal attitudes, beliefs and priorities. Given the high value placed on trust, taking charge and striving to be the best they can be, it's logical they want and expect the highest level of both rational (innovative tech, tools and training) and emotional support (environment, more team support and inspiring culture/diversity desires) necessary to accomplish their missions.

Agent attitudes, beliefs & work-life priorities:

*Percent of agents who agree with the following statements

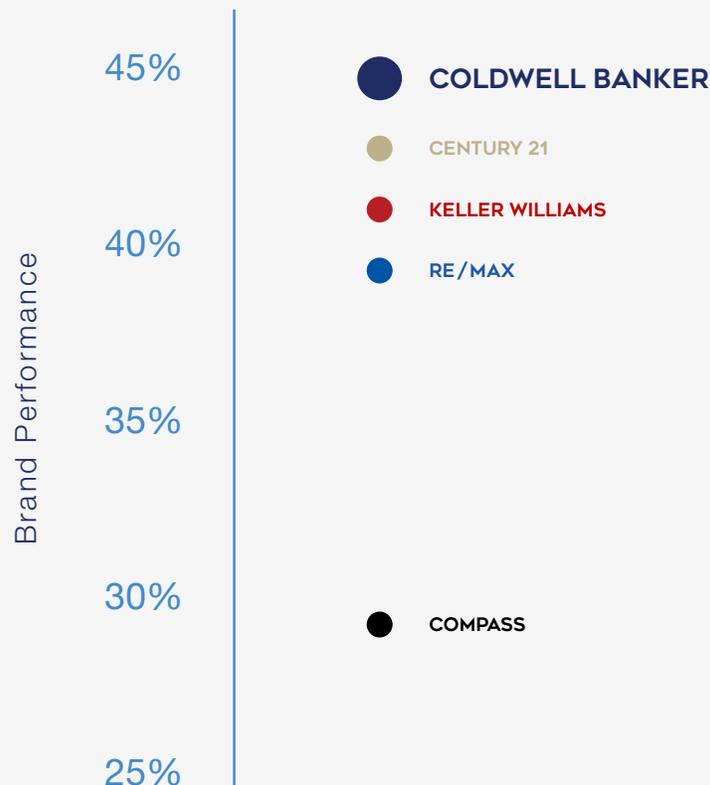
I place a high value on trust	82%
I am willing to take charge to get things done	71%
I strive to be the best I can be	68%
I am service oriented/put others ahead	60%
I am ambitious/strive to get ahead	58%
I make time for myself every day	35%
I don't mind giving up my personal time for work	31%
I never let work get in the way of family	23%

A COLDWELL BANKER BRAND PERSPECTIVE

The research provided a valuable look at where the Coldwell Banker brand stands in the landscape of real estate companies and our ability to recruit and foster satisfied and successful agents now and into the future.

The Coldwell Banker brand ranked number one in perceived luxury expertise. Agents also perceived the Coldwell Banker brand to lead the industry when it came to the knowledgeability of our agent base, which bodes well when considering the importance of culture and mentorship that agents cite when considering making an affiliation change.

What brand has the most knowledgeable agents?



COLDWELL BANKER: HOME OF THE MOST SATISFIED AGENTS

One of the highlights of the research was affirming just how satisfied Coldwell Banker affiliated agents are compared to agents from other brands. This finding comes from a series of questions we asked of all agents: their likelihood of recommending their brand to others, opinion of their brands, and the likelihood of changing to another brand in the next two years. Across the board, it all added up to Coldwell Banker leading the pack.

A Net Promoter Score® is an index ranging from -100 to +100 that measures the willingness to recommend a company to others. It is used as a proxy for gauging overall satisfaction with a company or brand and the loyalty to the brand. Assigning a 9 or 10 to a brand indicates a very high level of satisfaction. We're proud to say the Coldwell Banker brand received a higher percentage of 9's and 10's than anyone else and **no one scored higher than the Coldwell Banker brand on overall Net Promoter Score.**

NET PROMOTER SCORE

Not at all likely

Neutral

Extremely likely



Net Promoter Score (NPS) is calculated using the answer to a key question, using a 0-10 scale: How likely is it that you would recommend [brand] to a friend or colleague?

KEY TAKEAWAY:

Overall, 96% of Coldwell Banker affiliated agents had a positive or very positive opinion of the brand, while other brands averaged a 70% rate of positive or very positive agent opinions. This impressive satisfaction level also dovetails with the fact that the Coldwell Banker brand has a 42% lower rate of agents considering switching affiliation within the next two years than the industry average.

NET PROMOTER SCORE BY BRAND:

COLDWELL BANKER	78
RE / MAX	72
CENTURY 21	60
KELLER WILLIAMS	51
ALL OTHERS	56

IN CONCLUSION

We hope this report is useful in helping our brokers connect with agents about the things that matter to them, and inspires thoughtfulness and creativity as we grow the Coldwell Banker brand. Whether recruiting new talent or retaining existing agents, **we should have confidence knowing that Coldwell Banker affiliated agents are more satisfied than agents of other brands**, and that the industry holds an esteemed perception of our brand and agents. But the work doesn't stop here.

We're thrilled to continue putting this research to use to benefit the Coldwell Banker brand, brokers, and agents, helping us respond to the desires and needs of real estate professionals better than any other company, now and into the future.



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