

RICH REAL ESTATE AGENT, POOR REAL ESTATE AGENT

ActiveRain conducted a survey of 1,758 real estate professionals to find out what separates the top professionals (those earning over \$100,000 a year, the 'Rich Real Estate Agents') from the struggling professionals (those earning under \$35,000 a year, the 'Poor Real Estate Agents').

RICH AGENTS ARE:

Technology



54%

more likely to use an **email newsletter**



87%

more likely to use **CRM**

54%

more likely to use an **IDX** website with listings

Social Media



35%

more likely to **blog**



RICH AGENTS:

- Spend **10X** more on **MARKETING**
- Spend **6X** more on **TECHNOLOGY**
- **BROADCAST** social media



78%

more likely to use **online video**



153%

more likely to use an **assistant** to help with advertising

Internet Advertising



175%

more likely to use **Internet Advertising**



RICH VS. POOR

REAL ESTATE AGENTS

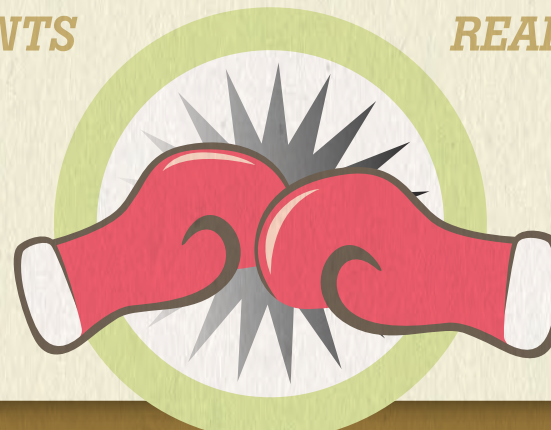
REAL ESTATE AGENTS

58% male

60% female

11-20 years experience

4-5 years experience



What Doesn't Matter

Rich & poor real estate agents use the following equally:

facebook

90% use **FaceBook**

UNITED STATES POSTAL SERVICE

61% use **Direct Mail**

Zillow.com
Your Edge in Real Estate

trulia

craigslist

move

REALTOR.com

60%+ advertise on **Real Estate Web Sites**

Source: **ActiveRain.com** 2011

Find full survey results and methodology at www.activerain.com/rich-real-estate-agent