Abstract
This whitepaper documents the results of a nationwide survey of agents discussing their current experience, challenges, and concerns in today’s real estate market.
The results of our Agent Survey are in and you had a LOT to say about the challenges of the industry, your fears for the future and what a day in the life of your business looks like! In these results you’ll see how agents like yourself are coping in today’s market and read responses on several topics that vary widely, some based on market and some based on the experience level of the individual agent.

The first thing we wanted to know was what your biggest concern for the real estate industry was going into 2017 and it was a dead heat between the election and the changing market, with the changing market just barely squeezing out the top spot:

![Bar Chart]

Which of these concerns you the most in relation to the real estate industry for 2017?

Within the category of “Other,” a consistent response we saw was a concern for government policies, the lack of growth in the economy, unemployment, Dodd Frank & TRID, and even global exchange rates and the world economy. One respondent from Canada commented that recent federal government changes to the mortgage qualification rules was a factor for him. On another note, comments about Trulia & Zillow also appeared here:

“The significance of Zillow/Trulia and their presence that makes buyers and sellers feel that they don’t need a Realtor to complete their transaction.”
“Consumers may not need us anymore.”

When we dug deeper into your thoughts on the changing market, we were pleasantly surprised to see the majority of agents with a positive attitude towards the opportunity that it presents.

“Isn’t it always a changing market? It’s a dynamic industry which is what makes it so exciting” commented one agent. Many said that they would “roll with it” and others felt that if interest rates stayed low then their market would be Ok.

Regarding your Brokers, again, it was pleasing to see how many of you credited your broker with being a quality individual who contributed positively to your success. Coming in second was those of you with brokers who were good, but weren’t exactly considered ‘cutting edge.’ In the “other” category, we had a lot of “I AM the Broker!” which is encouraging to have so many brokers participating and engaging. However, there were a few comments here that were unfortunate:
“Supportive, when he chooses to call me back!”
“Competitive”
“Adversarial”
“Supportive, but aloof.”
When it comes to financial health, it was a close race between being rock solid and having almost nothing to fall back on. The latter is always a concern for us. Those of you who fall into the little or nothing category, we strongly encourage you to make increased financial stability in 2017 a goal. Begin with Dave Ramsey’s “Total Money Makeover” book or seek out the “Financial Peace University” course at local church near you. The results speak for themselves here:

If something happened to me and I couldn’t work (illness/injury etc), my finances would:

- Crumble. I have little ...
- Be ok for 90 days, but it...
- Make it for 6 months or mo...
- Be fine. I have a secon...

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%
When it came to the challenges of going to the ‘next level’ in your business, this was one of the Top 3 questions that had a wide variety of responses! The big ‘winner’ here was lack of discipline. And even those who answered “Other” with things like ‘sticking to a schedule’, the reality is that that too is a lack of discipline!

My biggest challenge in taking my business to the next level is:

- My lack of discipline
- My family demands/lack...
- My fear of failure (or...)
- My financial situation is...
- Other (please specify)

Other responses straight from the survey were:

“I’m tired”
“My lack of energy after being in the business 30 years. The technology is very challenging too!”
“Wow, all these things are my challenges!”
“Attracting and hiring the right agents/team.”
“Finding the right tools & systems for my market that will make a difference.”
The reason we’re so passionate about fighting back on buyer leads is because we know how much of a challenge this is for you, and you proved us right! Buying leads was the #1 answer in what you feel the most pressure to do in your business, followed very closely by social media advertising. One of the most insightful comments was “I don’t feel pressure from the outside, just inside.”

The thing I feel the most outside 'pressure' to do in my business is:
Tis the Season and you guys had many differing thoughts on what your ‘dreaded’ season was. Many of the “other” responses turned out to be weather driven; either being too hot or too cold affected buyers and sellers willingness (and sometimes YOURS!) Thankfully, the #1 answer was that your business doesn’t change from season to season. One agent commented “It used to be the Holidays, but my business is growing and it could be the busiest time for me!”

The season I dread the most in my real estate business is:

- The Holidays - everybody...
- The 1st Quarter - it...
- Back to School - nobody is...
- My business doesn't chan...
- Other (please specify)
When it came to business expenses, advertising and marketing was the overwhelming answer. The “other” category revealed everything from office fees, Realtor Board, MLS and Supra Key fees to gas and personal insurance due to being an independent contractor. One agent wrote, “Fuel. I drive 37 miles to the office every day in the hopes of getting a new lead.” Another fessed up to their biggest expense being “Zillow, by far!”
Coaching was a topic that revealed that there are just as many people that think coaching is essential as there are those who want to do it, but can’t afford it right now. Sadly, there were almost as many who had no interest in being coached. Those of you who are being coached, you’ll have the edge in your market! Some even mentioned that they don’t have the ‘time’ to do coaching with all the other Realtor/Board activities they are participating in. Service to your local board and even your brokerage is great, but could this be an area of “put on your own mask before helping someone else?” Those who were in coaching had great advice for others including “It’s essential…but you have to follow it and find what works for you!” A recent coaching member said, “Something I just committed to and think will make a HUGE difference!” We think so too!
And finally, those who are reaping the benefits of coaching said that practical/tactical ideas from their coach were the most valuable takeaways, followed by accountability and mindset! One agent said, “(Coaching) keeps me focused, with a positive mindset, and informed about changes in the market and how to prepare. With any issues, I get top notch advice immediately. A “slump” is a day; not a week or a month! They take me to the next level, keep me competitive and not complacent.”

If you are currently being coached, what do you like best?

- Accountability and/or Mindset
- Help with business...
- The practical ideas and...
- Other (please specify)

Thanks to everyone who participated in the 2016 Autumn Agent Survey! Your responses help us keep up with what’s on your minds and is critical in shaping the content we provide to you in both coaching and on the air! Here’s to another great year in real estate and we hope to hear from you again soon!

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