

REAL ESTATE AGENTS

A Modern Approach to Lead Generation and Acquisitions



In our LO 360° Study, "The State of the Real Estate/Mortgage Industry," we asked Real Estate Agents how they find success in lead generation and making sales. The results of our survey show that Top Producers have specific strategies when it comes to lead generation, while younger agents are leveraging technology in new ways.

1 GETTING STRATEGIC LEAD GENERATION

6 IN 10 Real Estate Agents generate leads from existing client referrals.

Beyond that, however, Top Producers' main methods of lead generation are increasingly digital:

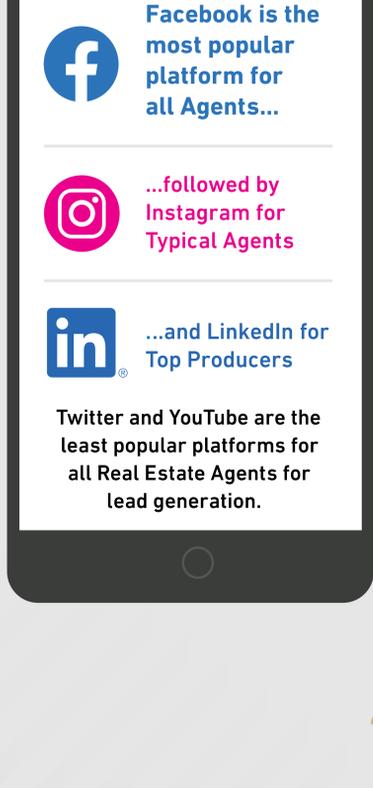


And Top Producers are invested online:

- **56% of Top Producers' business comes from online sources** (vs. 52% Typical Agents).
- **61% of Millennial Top Producers' business comes from online sources** (vs. 37% Baby Boomer Top Producers).

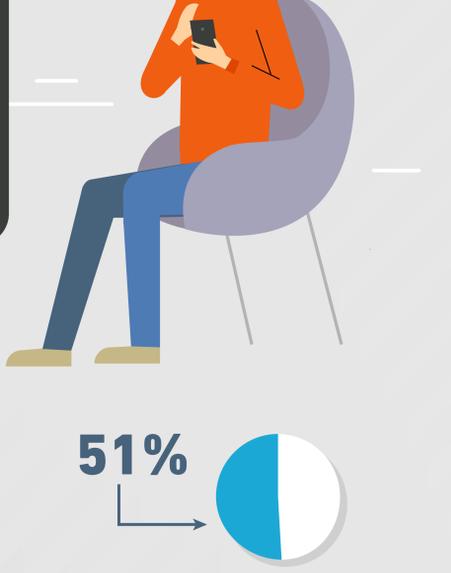


2 LEVERAGING NEW TOOLS SOCIAL MEDIA



Top Producers are highly active on social media:

- 89% post on Facebook
- 62% post on LinkedIn
- 59% post on Instagram
- 49% post on Twitter
- 43% post on a personal blog/website
- 29% post on YouTube



of all Real Estate Agents agree that "most successful Agents have a strong presence on social media"



of Top Producers create their own content (vs. 44% Typical Agents).

3 SPENDING MONEY TO MAKE MONEY ADVERTISING



Top Producers' median spend is **\$3,800/YR** with **88%** spending their own budget.

vs.

Typical Agents' median spend is only **\$1,500/YR** with **84%** spending their own budget.

Where do the majority of Top Producers favor advertising?

- #1 Zillow
- #2 Facebook
- #3 Realtor.com

Top Producers spend a bigger percentage of their budget on **social media advertising (18%)** and **home listing sites (16%)**.

4 TRIED AND TRUE BUILDING RELATIONSHIPS

94% OF TOP PRODUCERS believe having strong relationships with industry professionals is essential to success.



Most important relationships for all Real Estate Agents:

1. Loan Officers
2. Closing Agents
3. Real Estate Developers



The majority of all Real Estate Agents prefer to work with the same Loan Officers, however, **Top Producers are more open to working with someone new if they offer a variety of products (84%) or always make the closing date (86%).**

REACHING OUT...

The top preferred methods of communication (among all Real Estate Agents) are:



...IN NEW WAYS

In addition to these communication methods overall, Millennial Real Estate Agents are introducing new digital methods, including direct messaging on social media and instant messaging apps.

Favored strategies to build relationships:

1. Social media
2. Industry networking events
3. Community events



5 ADAPTING TO THE MARKET STAYING AHEAD

While Real Estate Agents can count on building strong relationships and implementing smart advertising tactics to drive success, their strategies are shifting as the industry continues to change.

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