



Agent Responsiveness Study

The point of all online marketing is to connect homebuyers with properties for sale.

WAV Group has been studying these strategies for a decade

When interested homebuyers inquire about a property displayed on the Internet, the responsiveness is awful. In fact, it is so bad that it casts a shadow on the professionalism of our industry as a whole. WAV Group evaluated agent responsiveness this year by becoming a homebuyer lead across hundreds of brokerages in 11 states. **“Our findings may shock you.”**

There are only a few firms in America who have made buyer responsiveness a chief initiative in their business. They do such a good job that they have been pigeonholed by terms like “alternative business model brokers,” or “online brokers.” Beyond any doubt, ZipRealty, Redfin, and **Weichert** have taken command of online responsiveness in real estate.

Category	Other Companies	Weichert
Percent of inquiries responded to	52%	100%
Number of follow-up attempts after initial contact	3.57 Attempts (1.5 callbacks on average, 2.07 e-mails sent on average)	Between 5 and 11 total attempts.
Average Response Time	917 minutes (or 15.29 hours)	3 minutes

When a customer reaches out through the Web to **Weichert**, their trained Inside Sales Consultants respond within three minutes, 100% of the time. Every lead is responded to within three minutes. The national average is 52% of leads responded to in 15 hours. The average number of leads generated by Weichert per month is 60,663.

The design of the study conducted in 2013, was intended to remove any bias from the results that would allow enterprise solutions to dominate. To accomplish this goal, we outlined three principles.

1. Create data sets that will yield statistically relevant results. To that end, we performed a random sample of 384 broker listings across 11 states.
2. Focus on default lead inquiries presented on consumer search sites. The way that leads are generated could vary. We focused on the “inquire about this listing” form presented on broker websites, and three leading portal websites: Zillow, Trulia, and Realtor.com.
3. No discussion with agents, and no demographic segmentation.

WAV Group is a leader in providing consulting services to the real estate industry. The company is comprised of corporate executives with a depth of expertise in helping large brokers with strategic planning, research, and technology selection.