

REALTOR® vs Licensee Performance Metrics Study University of Denver



Introduction

- **Purpose**
- **Research Team**
- **Research Methodology**
- **Findings**
- **Conclusions**



Purpose

- Gain an **In-Depth Understanding** of our Customers
- **Compare Performance Metrics** between REALTOR[®] and Licensee Agents
- **Analyze Member Data** using an objective, third party, statistical approach
- Understand the **REALTOR[®] Value Proposition**



Research Team



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Research Methodology

- **No assumptions** made about differences between REALTORS and Licensees
- **Statistical analysis techniques** used to support any conclusions
- The study used Metrolist data from **2009 through June 2014**

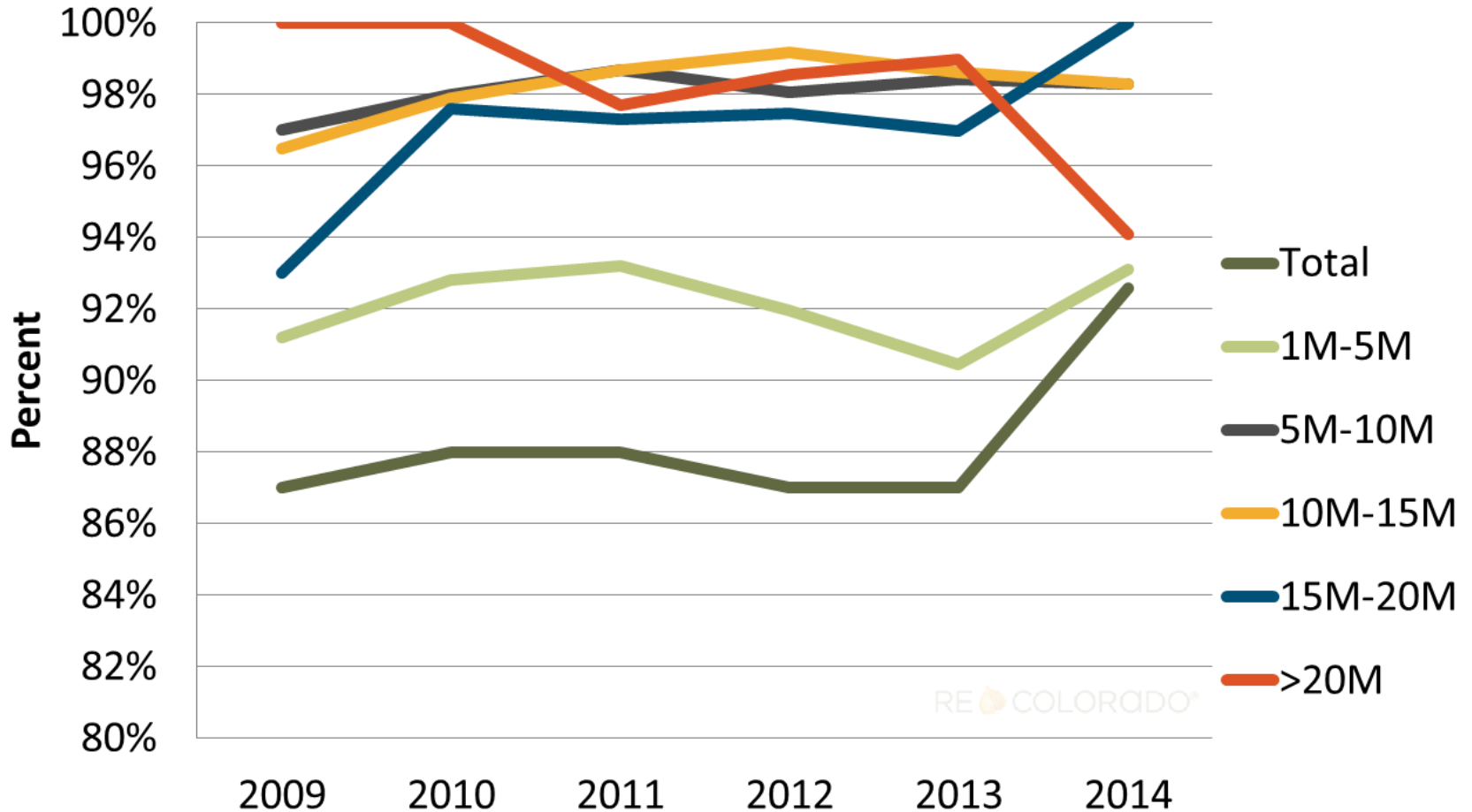
Metrolist Membership

- Metrolist Licensees membership is growing
 - 9% in 2011
 - 12% in 2012
 - 18% in 2013
 - 22% in 2014



REALTORS: 98% of Top Producers

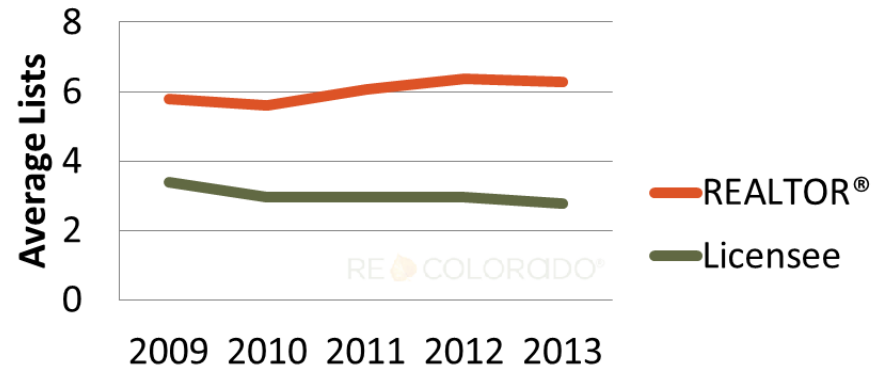
REALTOR® Top-Producer Price Points



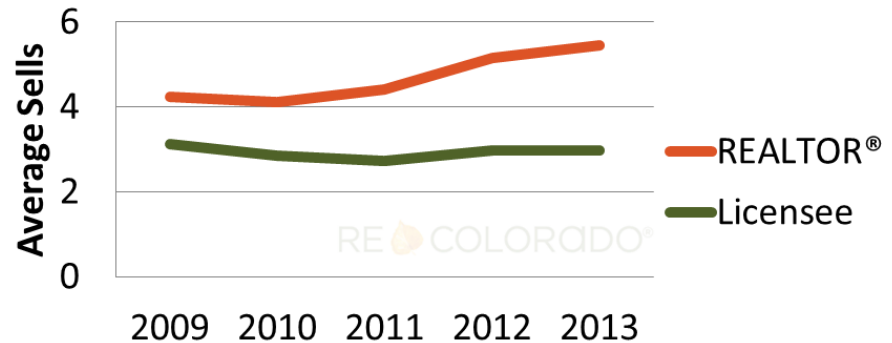
REALTORS: Average Twice the Sides

- REALTORS have 92% of list sides
- 94% of sell sides by REALTORS

Average List Volume by Agent



Average Sell Volume by Agent

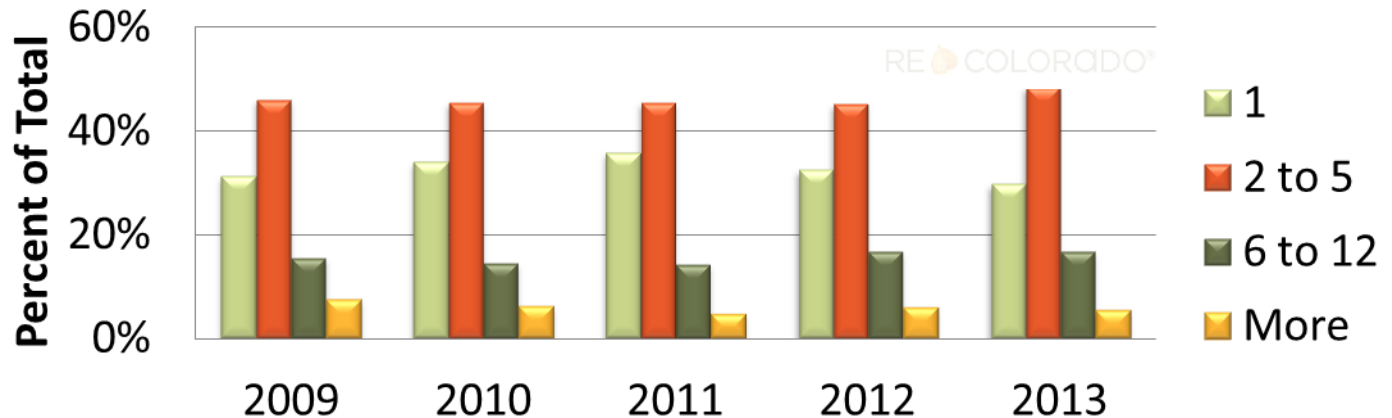


REALTORS: Twice the Transactions

Percent Total Transactions by REALTOR

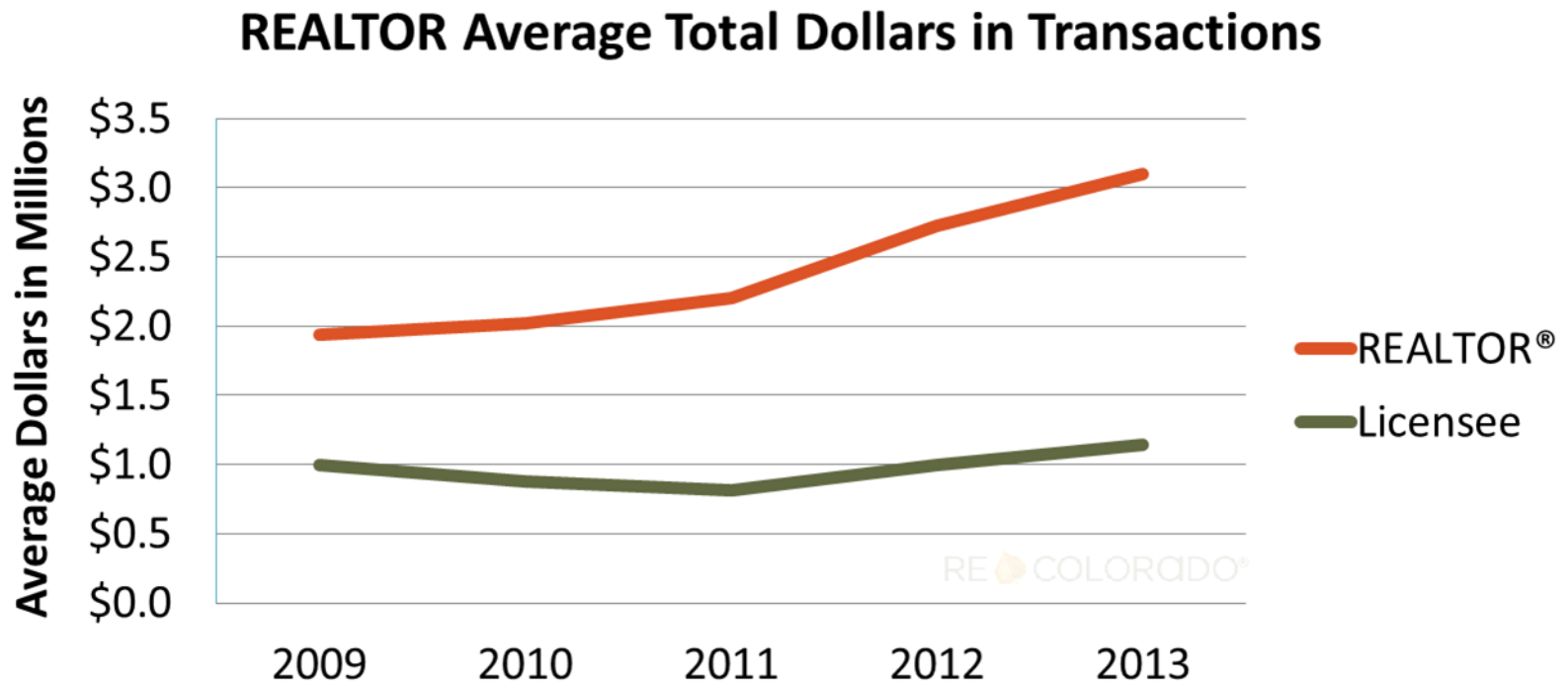


Percent Total Transactions by Licensee



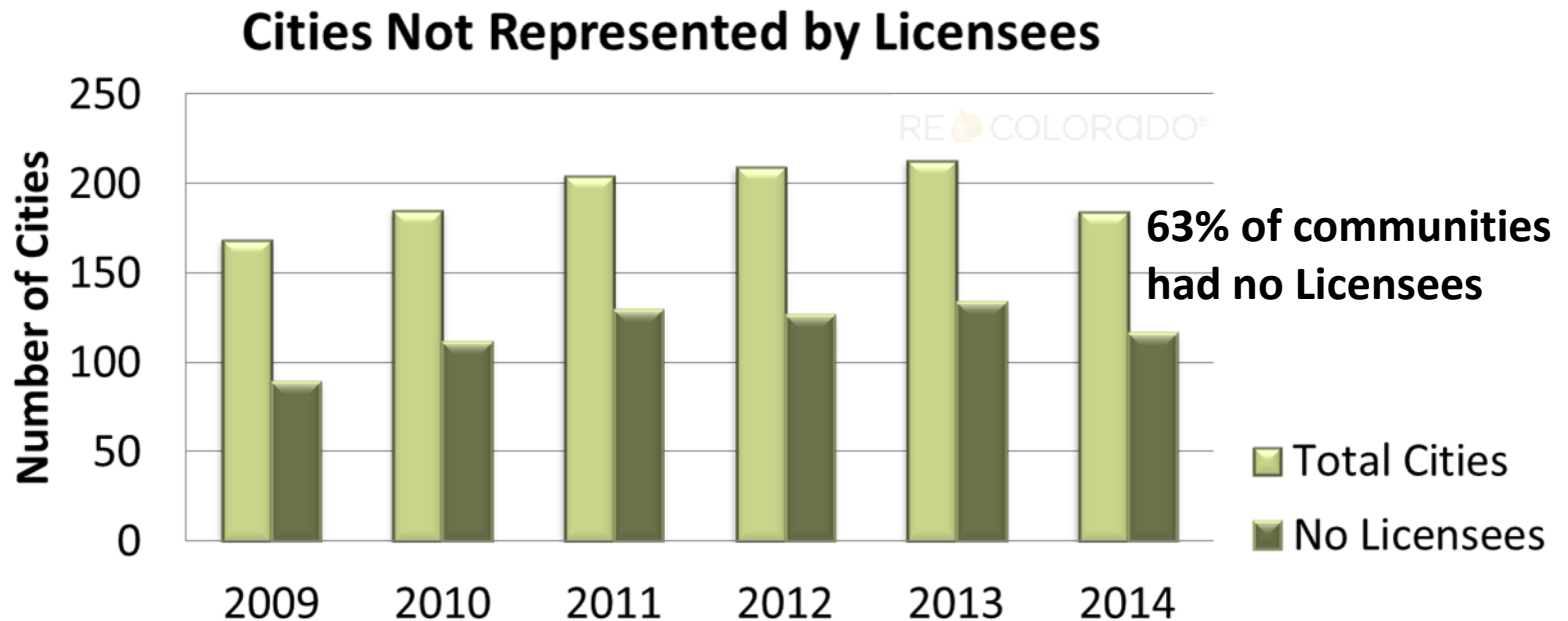
REALTORS: Higher Dollar Volume

- Average dollar volume for REALTORS was three times higher

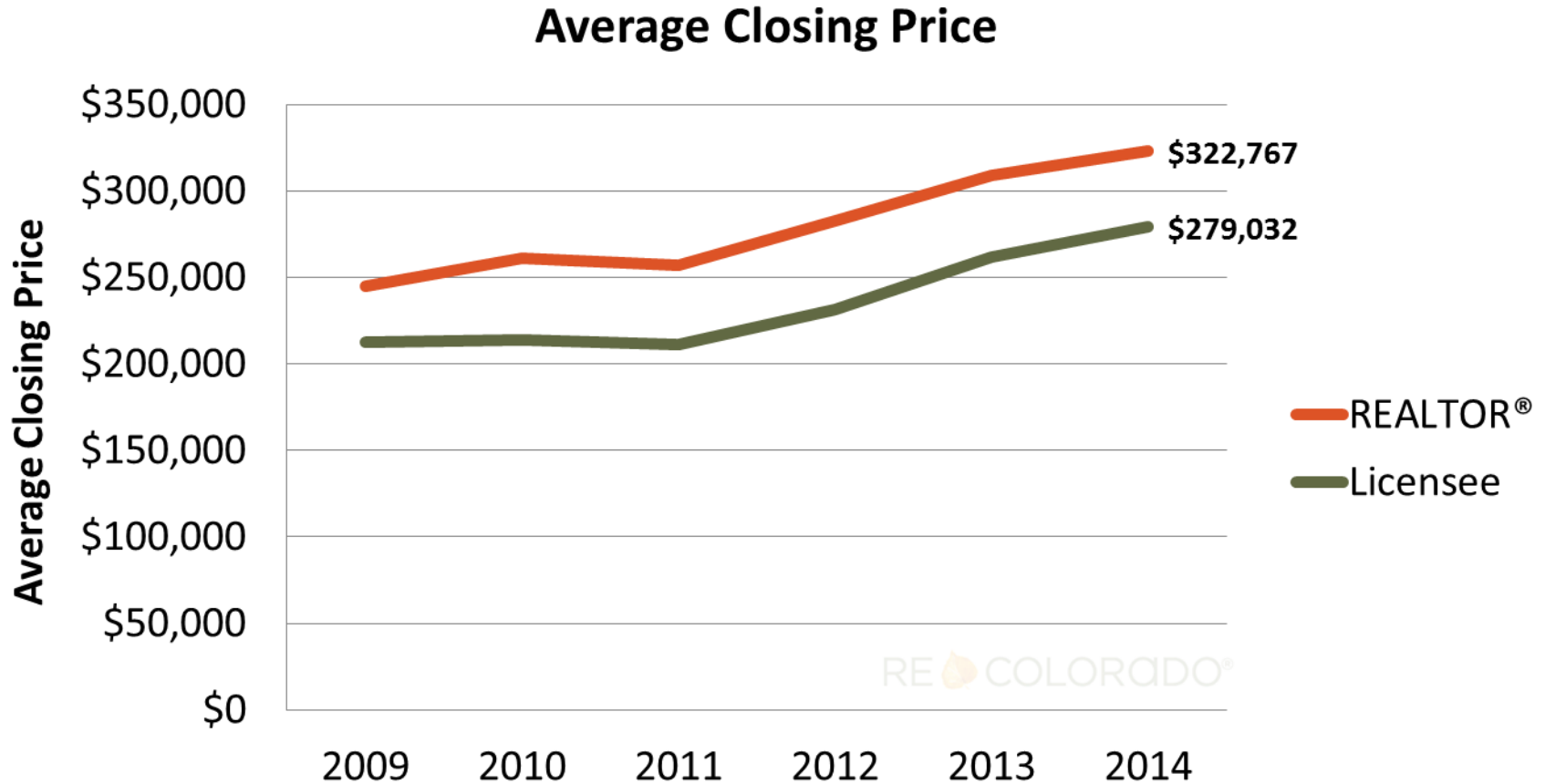


REALTORS: In More Communities

- Almost 60% of active Colorado communities had no Licensees, with most higher-priced communities served exclusively by REALTORS

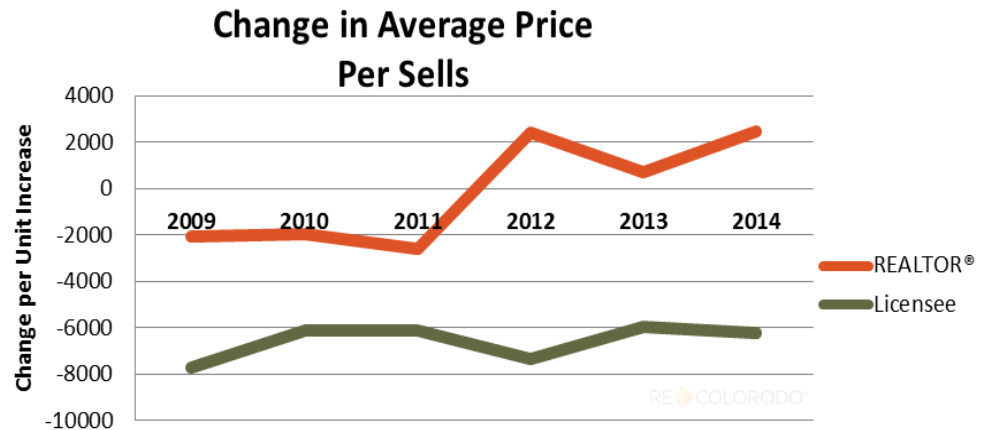
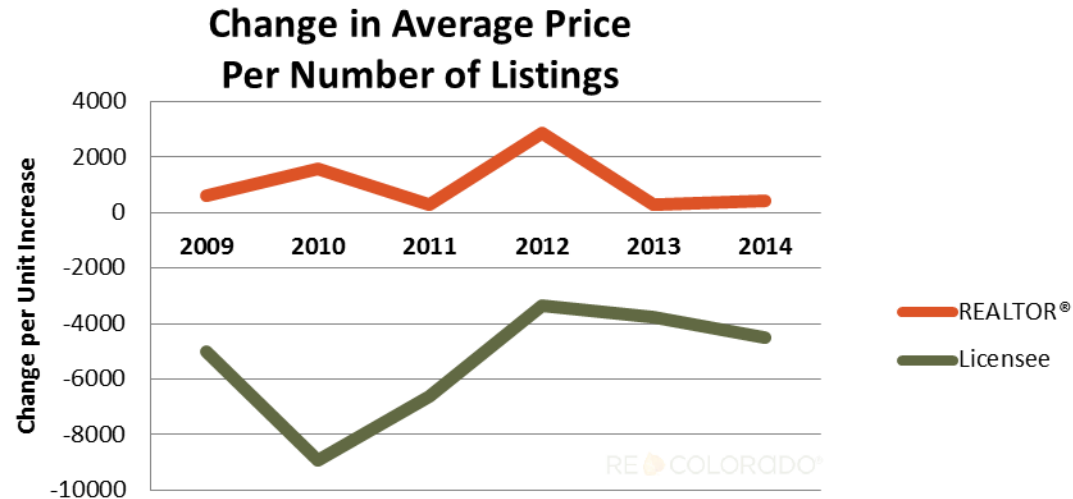


REALTOR: Higher Closing Prices



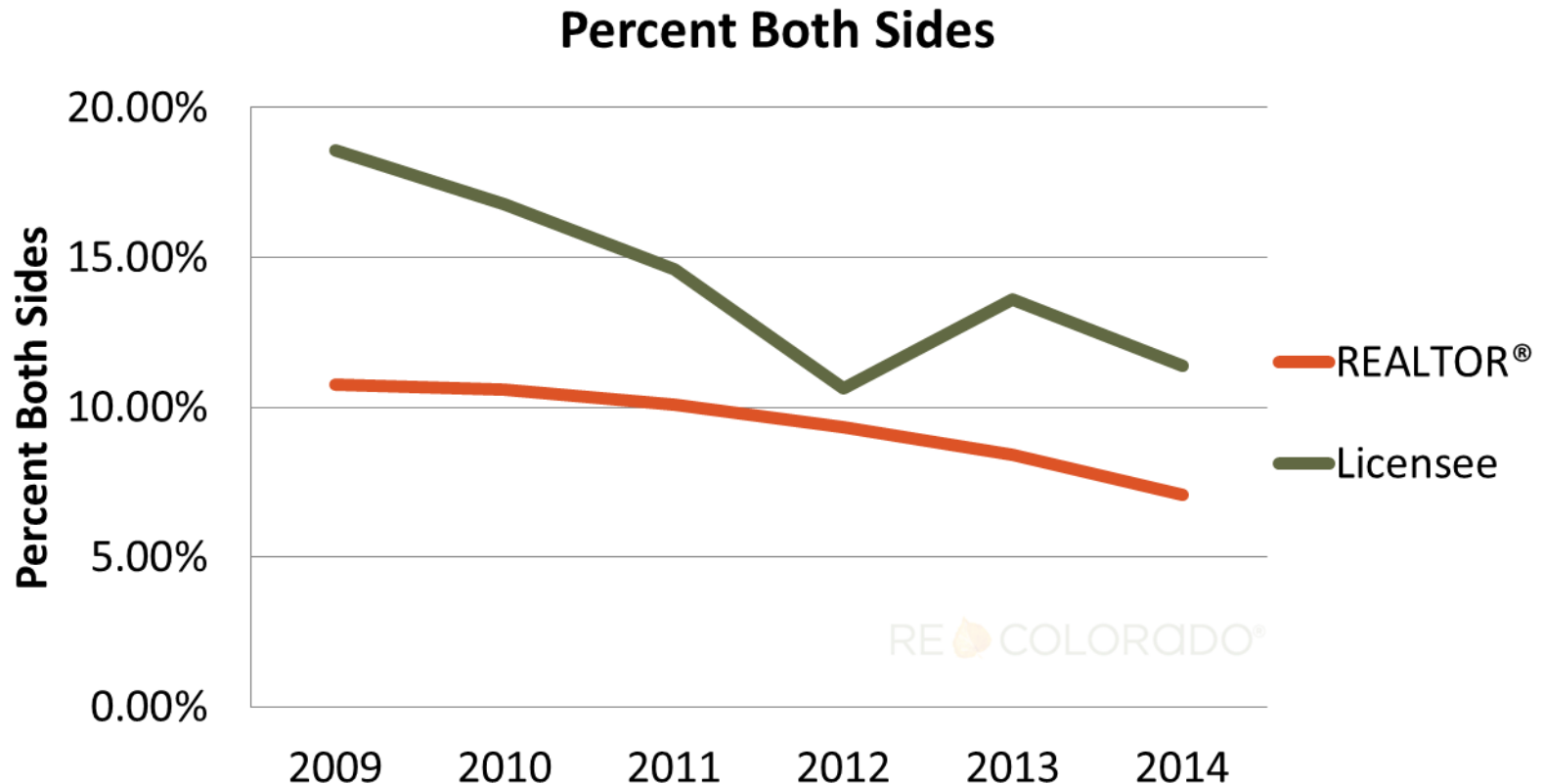
REALTOR: Higher Average Price

- REALTORS' average closing prices increase as listing volume increases
- Higher volume Licensees tend towards the lower-end markets



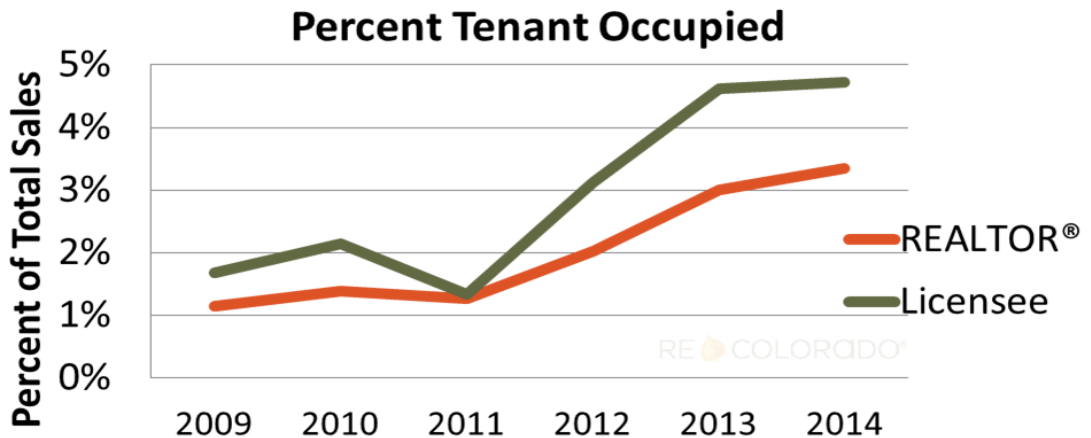
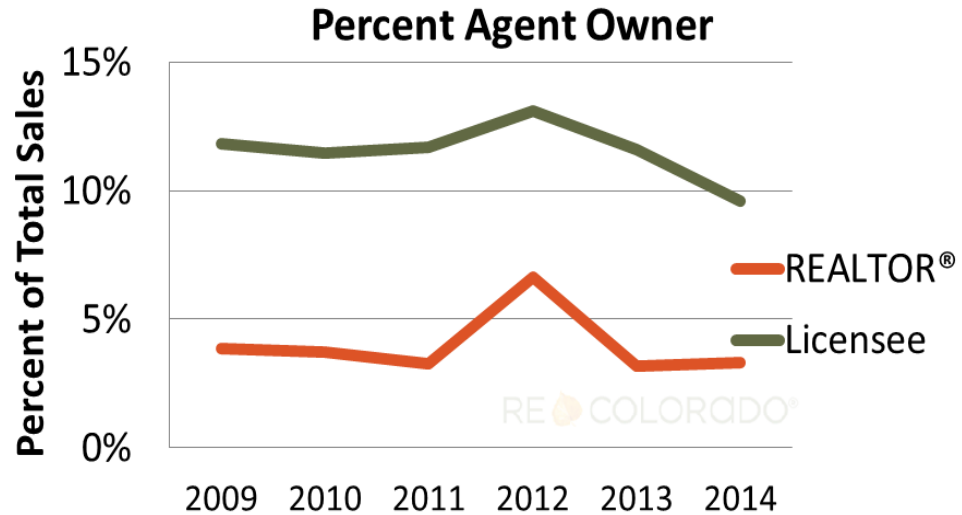
Licenseses: Listing and Selling Agent

- Licensees were twice as likely to act as both the **listing and the selling agent** for their transactions

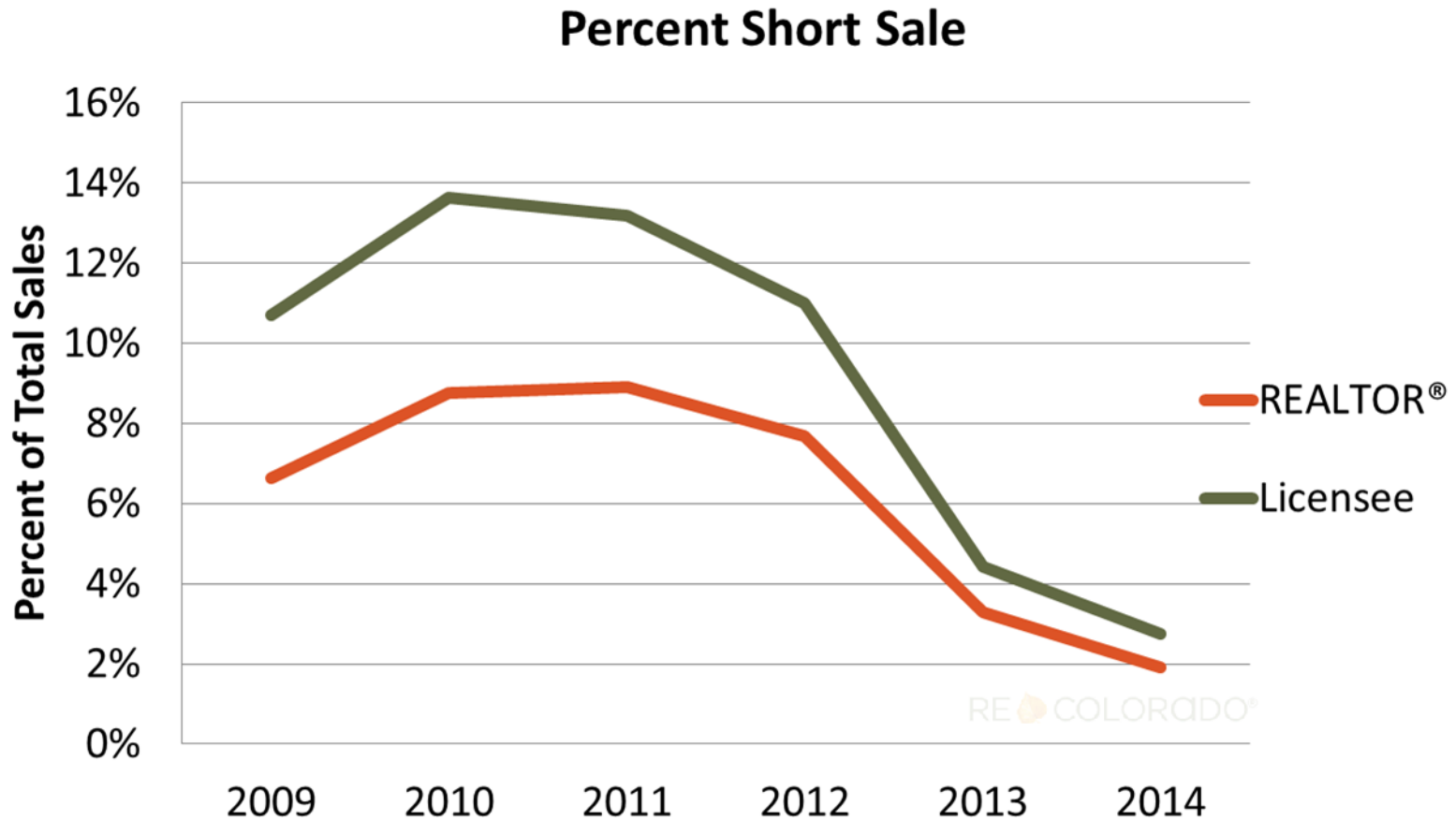


Licenseses: Sell Own Home

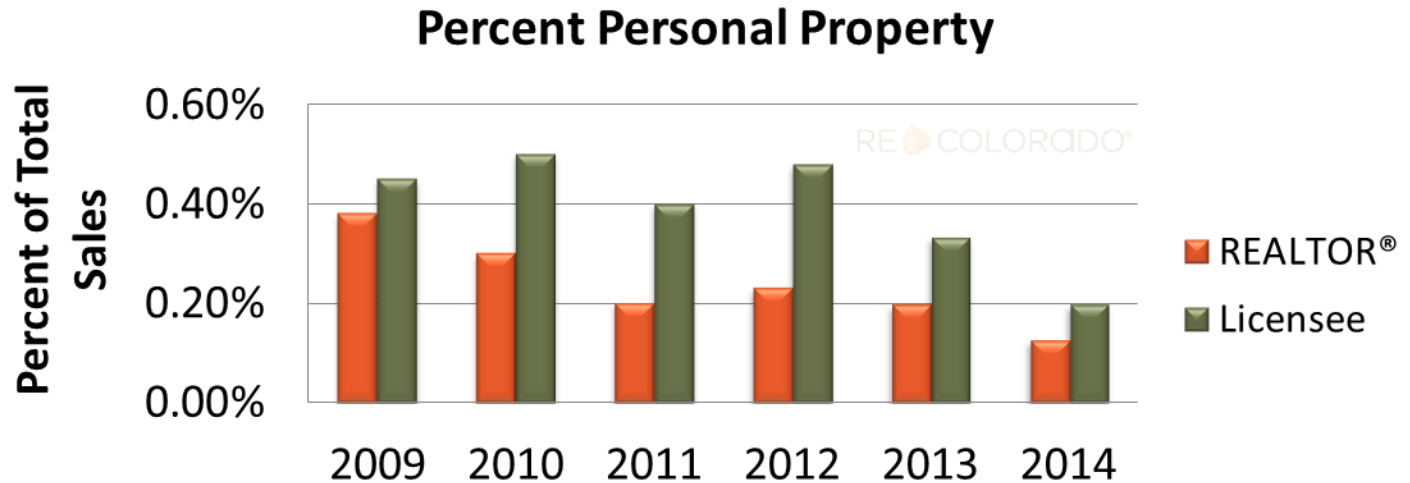
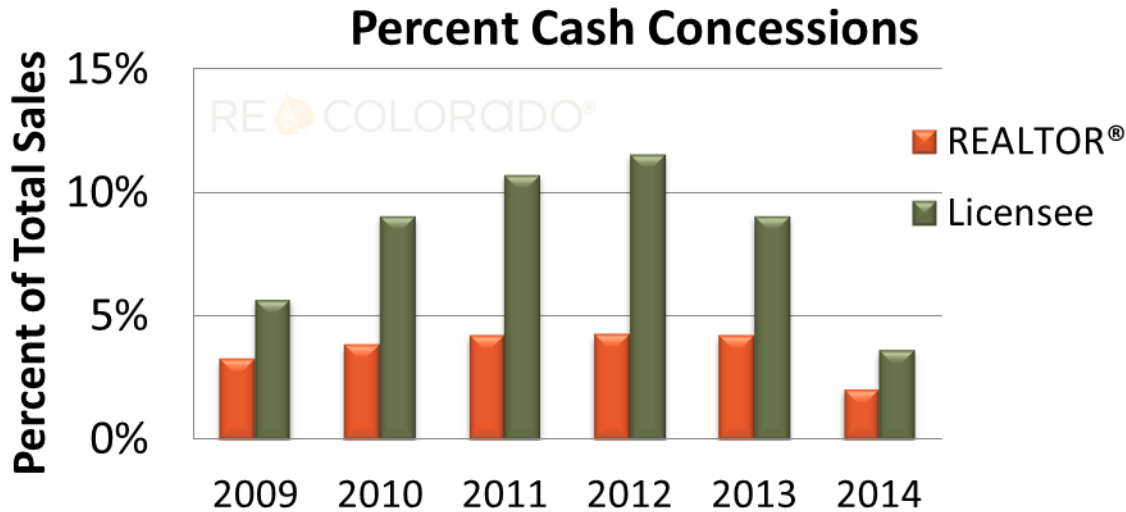
- Licensees are more likely to sell their own homes or tenant-occupied homes



Licensees: More Likely to List a Short Sale



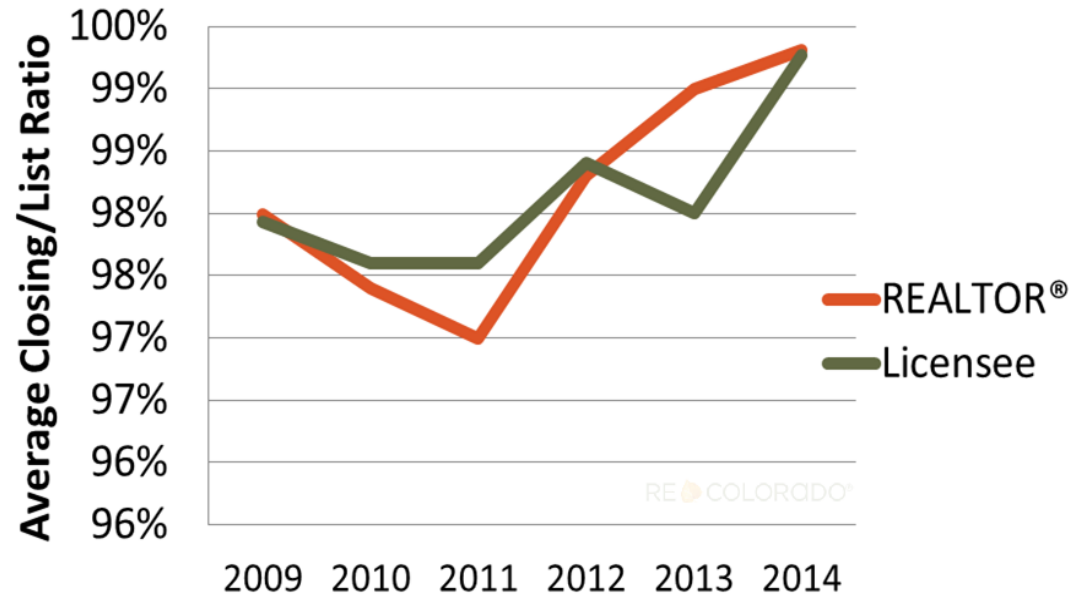
Licensees: Offer More Concessions



List Agent Performance

- Same average Days On Market
- No difference in closing price as a percent of list price
- Similar price reductions

Average Closing as Percent of List



Conclusion: Similarities

Metrolist Licensee members have grown from 13% in 2009 to 22% in 2014

- REALTOR and Licensees are similar in terms of:
 - Days on market
 - Sale price as a percent of list price
 - Contract characteristics

Conclusion: Differences

- 98% of top producers are REALTORS
- REALTORS list and sell twice as many properties
- REALTORS operate in a higher-priced market
- REALTORS are more reactive to market conditions, with Licensees showing similar behavior from year to year
- Licensees tend to pursue a lower-cost model

Contact



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