

## RESEARCH SUMMARY

Percentage of Ohio residents who were satisfied with their last experience using a real estate agent. Just 8% were dissatisfied with their last experience.



Percentage of Ohio residents who feel their real estate agent earned their commission. Just 15% said they did not feel their agent earned their commission.

## Professional, Knowledgeable, Helpful, Experienced

The top four words used to describe real estate agents.



real estate agents on social media.



First-hand experiences and friends/family/neighbors most influence opinions about real estate agents.

(1 in 5 are influenced by social media).



Nearly 5 in 10 Ohio residents think being a real estate agent is difficult.









2 in 10 who think it is easy



## SURVEY DETAILS:



7-minute online survey.

Completed by 508 residents. equal men/women.



All live in Ohio.



Live in rural, suburban and urban areas.



Have bought or sold a home or plan to buy a home.\*



Are 25-64 years old.