2015

Rockford Area REALTORS
Communication Survey

237 Members out of 777

participated in our

16-QUESTION SURVEY

That is a 31% Response Rate!

Who Responded?

183 Brokers

24 Managing Brokers

33% 41-55 Years Old

2% Under 30 Years Old

46% Worked in Real Estate 11-25 Years

71% Have Not Served on a RAR Committee

SOCIAL CHANNELS

70% Use Facebook for Business Purposes

40% Use Linkedin for Business Purposes

COMMUNICTION TOOLS

Top 3 Communication Tools Used by Your Business Associates for Business Purposes

EMAIL 97%

TEXT 90.7%

PHONE 81.3%

71.3% Would Welcome the Association Using Text to Communicate

Don't FORGET!

REALTOR SAFETY PROGRAM

Event Reminders   *Safety Alerts*

ASSOCIATION

ANNUAL REPORT
90.7% Said Yes

BUILD REALTOR BRAND
Important

Overall **ABOVE AVERAGE** Rating