



Professional, Knowledgeable, Helpful, Experienced

The top four words used to describe real estate agents.



1 in 4
Ohio residents follow real estate agents on social media.

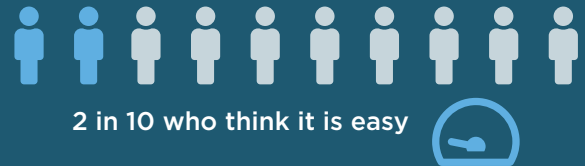


First-hand experiences and **friends/family/neighbors** most influence opinions about real estate agents.

(1 in 5 are influenced by social media).



VS.



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.

*excludes lifelong renters