



"CONSUMER PERCEPTIONS OF REAL ESTATE AGENTS"

Participant Outline

3 Hours of General Continuing Education
by Internet Delivery

Approved by the Arizona Department of Real Estate

JOSEPH R. FITZPATRICK

MEET JOE:

Joe Fitzpatrick graduated from The University of Nevada, Las Vegas in 1985 and began his career with Coldwell Banker in Margate, Florida, listing and selling real estate. Joe went on to manage the North Miami office and opened Century 21 Fitzpatrick Realty with family. The firm became the top-ranked Century 21 company in Broward County, Florida.



In 1991, Joe returned to Las Vegas where he began teaching and authoring real estate courses. He also continued as Vice-President of Century 21 MoneyWorld, which was consistently ranked among the top 10 Century 21 firms in the world where he led the education division among other duties.

Joe has authored and published over 30 real estate licensing textbooks and courses available on Amazon.com and which have been approved for utilization in several states. He made a few stops along the way including being the Education Director at LVR. You may recognize his voice from other online sites. Living through sellers' markets and buyer's markets, Joe has experienced interest rate fluctuations of 17.5% and 2%. He knows what it takes to stay successful in the business no matter what the market conditions may be.

Joe opened Fitzpatrick Real Estate School in Nevada and Arizona both. He continues to practice real estate in addition to his other responsibilities. We trust you will find Mr. Fitzpatrick's courses to be informative, interesting, and entertaining too.

HOW IT WORKS

The student participant must:

- view all hours of the video presentation (links are located on the website under the Internet course title).
- direct attention to the instruction being provided and refrain from engaging in activities unrelated to the instruction and distracting.
- complete the “Online Video Worksheet” included in the course outline as you view the presentation, filling in the “Checkpoints” as they are displayed throughout the videos.
- take the quiz found in the outline.
- complete the course evaluation upon the conclusion of the course.
- submit the (1) Quiz answers, (2) Online View Worksheet, and the (3) Course Evaluation using the links provided directly above the videos.
- obtain a score of 80% or more on the quiz and a score of 80% on the Online Video Worksheet. A student, who tries to skip through the course and not devote the required hours, will not pass. The answers for the worksheet are sprinkled throughout the presentation.
- With a passing score on the quiz and worksheet, along with the submitted evaluation, a certificate will be emailed to you promptly.

ONLINE VIDEO WORKSHEET

The Arizona Department of Real Estate holds CE course sponsors, such as Fitzpatrick Real Estate School, accountable for the following regarding online/distance learning courses:

- verify that students watch the complete presentation and spend the appropriate time required to earn the certificate;
- verify that students did not start the presentation and leave the presentation to run on its own without the student viewing it;
- evaluate the student mastery of the material;
- provide the student with support services and interaction;
- having a method to assess student performance during instruction.

To accomplish these goals, we have developed this "Online Video Worksheet" to accompany the videos we use to teach CE courses online. Throughout the videos, have embedded "checkpoints" that will prompt you to fill in the answers below.

In order to receive credit for the online course, you must answer the checkpoints correctly with a score of 80% and submit using the Online Video Worksheet link located above the videos.

CHECKPOINT #1: _____

CHECKPOINT #2: _____

CHECKPOINT #3: _____

CHECKPOINT #4: _____

CHECKPOINT #5: _____

CHECKPOINT #6: _____

CHECKPOINT #7: _____

CHECKPOINT #8: _____

CHECKPOINT #9: _____

CHECKPOINT #10: _____

Student Name: _____ Date: _____

Course Title: Consumer Perceptions of Real Estate Agents

COURSE OBJECTIVES:

The primary objective of this 3-HR C.E. course is to discuss how consumers perceive real estate agents in terms of integrity and professionalism. We start by discussing polls that were taken by Gallup and others and where real estate agents rank in those polls. We discuss why some consumers are unhappy with us as professionals and what consumers expect from real estate agents. The Pathways to Professionalism document created by a *Professional Standards Committee* is covered for open discussion on what we can do to be truly professional in the consumers' eye. We included recent licensee disciplinary actions to illustrate some of the violations the less than scrupulous agents have committed. Lastly, we share more survey results reflecting the consumer's perception of real estate agents. As a result of completing this course, the licensee will be able to relate to how consumers perceive real estate agents and monitor their behaviors to act consistently with what the consumer expects. We have also included the NAR Home Buyer and Seller Survey Results.

- I. So why are some consumers unhappy with us as professionals?
- II. What do consumers expect from real estate agents?
- III. Pathways to Professionalism
- IV. Licensee Disciplinary Actions
- V. NAR Home Buyer and Seller Survey

I. Reasons Buyers and Sellers are Unhappy with Their Agent:

1. Trust

The number one quality consumers seek in an agent is trust. Buyers and sellers always want full disclosure about every document. They want to be given the heads up about important changes to housing regulations and mortgage rules. They want to be advised of realistic expectations to selling or buying their home, and dislike last-minute changes. Your pre-listing package should be comprehensive and provide clients with a thorough plan for selling or buying their dream home.

2. Responsiveness

Responding to emails and texts immediately is a sign to your prospects that you are dedicated to their success. 47% of buyers, and 44% of sellers, ranked responsiveness ahead of professionalism and expertise as desirable traits in an agent.

3. Missed Appointments

Sure, there are always extenuating circumstances for missing an appointment, but clients don't want to know about them. They want to be advised of any change in schedule so they can avoid wasted commutes, additional childcare costs, and stress. If you miss your appointment, for any reason other than an act of God, you're chipping away at your client's confidence in your ability to follow through. Set reasonable expectations for yourself and others when it comes to planning meetings, especially when third parties are involved.

4. Poor Communication

Miscommunications by email and text are common complaints held by prospective homebuyers and sellers who were unhappy with their agents. Faulty directions, confusing email conversations, and texts are not only annoying but suggest a lack of organizational skill. Invest in a robust CRM to keep track of your communications, schedule appointments, and follow-ups with prospective clients.

5. Lack of Personal Touch

Common courtesy goes a long way. Handwritten notes thanking your clients can leave a favorable impression on clients that will earn you referrals. Instead of texting, shoot your client a quick phone call to reassure them of your personal commitment to helping them reach their goal. Bring cookies or a game for the children, and keep important personal dates in mind (anniversaries, birthdays, etc.) if you want to build rapport with your clients.

6. Poor Negotiating Skills

Among sellers and buyers alike, negotiating skills are important when it comes to renewing their listing with an agent. A consumer survey that was released suggests that 16% of consumers wanted an agent who “fought harder” for their interests during negotiations.

Summary

Technology-based alternatives for buying or selling or home haven’t quite replaced the need for real estate agents yet. While most agents are investing heavily in lead generation, branding, and social media, the real challenge is retaining the clients you do get during the challenging stages of homeownership.

Your success as a real estate agent will always depend, to a large degree, on the reputation you develop locally, through your sphere of influence. Past clients make the best referrals, and few prospects will interview more than one agent. Use technology to make you more efficient, but your personal touch and attention will earn you more referrals than a sophisticated IDX website.

So, if you’re investing time and energy to generate leads, spend the effort to retain those clients by delivering an exceptional, personalized experience.

II. What do consumers expect from real estate agents?

From most important down, below are the skills and qualities of real estate agents that actual home buyers and sellers said they valued:

- Honesty and integrity
- Knowledge of purchase process
- Responsiveness
- Knowledge of real estate market
- Communication skills
- Negotiation skills

III. Pathways to Professionalism

While the Code of Ethics and Standards of Practice of the National Association establishes objective, enforceable ethical standards governing the professional conduct of REALTORS®, it does not address issues of courtesy or etiquette.

Based on input from many sources, the *Professional Conduct Working Group of the Professional Standards Committee* developed the following list of professional courtesies for use by REALTORS® on a voluntary basis. This list is not all-inclusive and may be supplemented by local customs and practice.

A. Respect for the Public

1. Follow the Golden Rule: “Do unto other as you would have them do unto you.”
2. Respond promptly to inquiries and requests for information.
3. Schedule appointments and showings as far in advance as possible.
4. Call if you are delayed or must cancel an appointment or showing.
5. If a prospective buyer decides not to view an occupied home, promptly explain the situation to the listing broker or the occupant.
6. Communicate with all parties in a timely fashion.
7. When entering a property ensure that unexpected situations, such as pets, are handled appropriately.
8. Leave your business card if not prohibited by local rules.
9. Never criticize property in the presence of the occupant.
10. Inform occupants that you are leaving after showings.
11. When showing an occupied home, always ring the doorbell or knock—and announce yourself loudly before entering. Knock and announce yourself loudly before entering any closed room.
12. Always present a professional appearance; dress appropriately and drive a clean car.
13. If occupants are home during showings, ask their permission before using the telephone or bathroom.
14. Encourage the clients of other brokers to direct questions to their agent or representative.
15. Communicate clearly; don’t use jargon or slang that may not be readily understood.
16. Be aware of and respect cultural differences.
17. Show courtesy and respect to everyone.
18. Be aware of—and meet—all deadlines.
19. Promise only what you can deliver—and keep your promises.
20. Identify your REALTOR® and your professional status in contacts with the public.
21. Do not tell people what you think—tell them what you know.

B. Respect for Property

1. Be responsible for everyone you allow to enter listed property.
2. Never allow buyers to enter listed property unaccompanied.
3. When showing property, keep all members of the group together.
4. Never allow unaccompanied access to property without permission.
5. Enter property only with permission even if you have a lockbox key or combination.
6. When the occupant is absent, leave the property as you found it (lights, heating, cooling, drapes, etc.) If you think something is amiss (e.g., vandalism), contact the listing broker immediately.

7. Be considerate of the seller's property. Do not allow anyone to eat, drink, smoke, dispose of trash, use bathing or sleeping facilities, or bring pets. Leave the house as you found it unless instructed otherwise.
8. Use sidewalks; if weather is bad, take off shoes and boots inside property.
9. Respect sellers' instructions about photographing or video graphing their properties' interiors or exteriors.

C. Respect for Peers

1. Identify your REALTOR® and professional status in all contacts with other REALTORS®.
2. Respond to other agents' calls, faxes, and e-mails promptly and courteously.
3. Be aware that large electronic files with attachments or lengthy faxes may be a burden on recipients.
4. Notify the listing broker if there appears to be inaccurate information on the listing.
5. Share important information about a property, including the presence of pets, security systems, and whether sellers will be present during the showing.
6. Show courtesy, trust, and respect to other real estate professionals.
7. Avoid the inappropriate use of endearments or other denigrating language.
8. Do not prospect at other REALTORS®' open houses or similar events.
9. Return keys promptly.
10. Carefully replace keys in the lockbox after showings.
11. To be successful in the business, mutual respect is essential.
12. Real estate is a reputation business. What you do today may affect your reputation—and business—for years to come.

IV. Recent Disciplinary Actions

V. VIDEO: Why Do People Hate REALTORS?

VI. NAR Buyer and Seller Profile Report

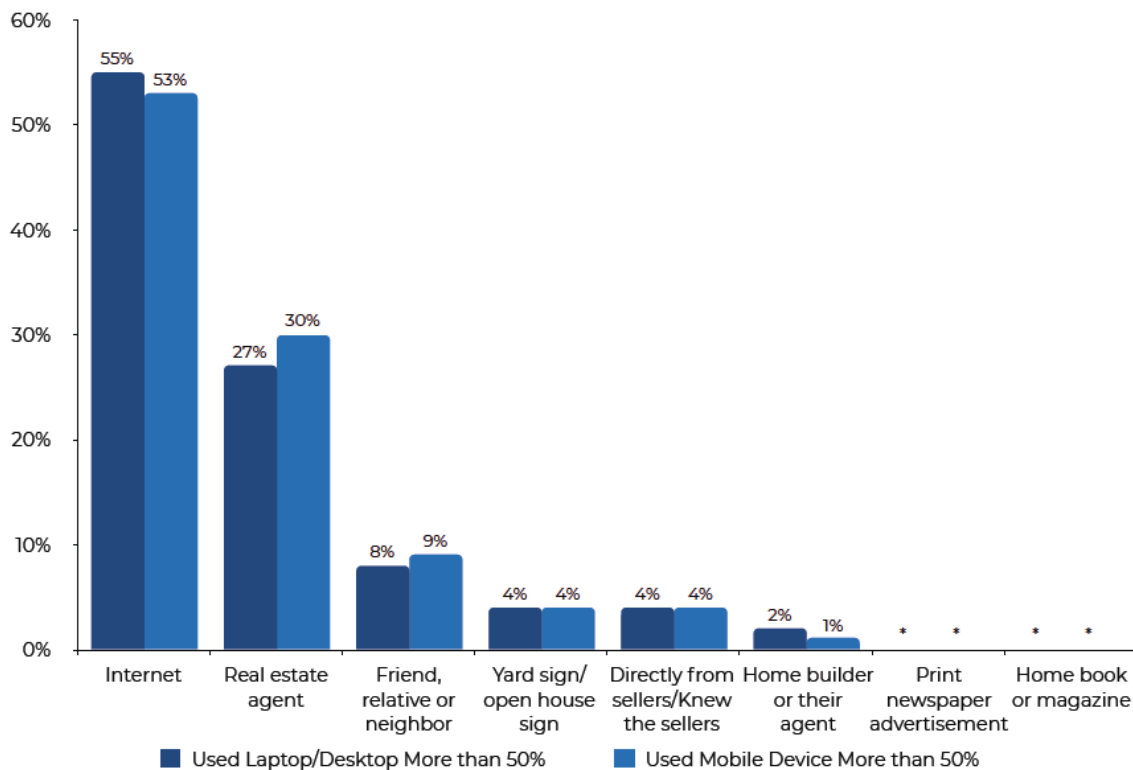
- 86% of buyers recently purchased their home through a real estate agent or broker, and 10% purchased directly through the previous owner.
- Having an agent to help them find the right home was what buyers wanted most when choosing an agent at 49%.
- 38% of buyers used an agent that was referred to them by a friend, neighbor, or relative, 12% used an agent that they had worked with in the past to buy or sell a

home, and 10% found their agent when inquiring about a specific property found online.

- 89% percent of buyers would use their agent again or recommend their agent to others.
- The typical seller has recommended their agent once since selling their home. 27% percent of sellers recommended their agent four or more times since selling their home.
- 85% said that they would definitely recommend their agent for future services.
- 47% of home buyers looked online for properties for sale as their first step in the home buying process, while 18% of buyers first contacted a real estate agent.
- Throughout the home search process, real estate agents continue to be the most used resource (86%)
- Buyers typically spent 10 weeks searching for the home they purchased and looked at a median of five homes before finding the home they purchased, four of which they viewed only online.
- Buyers who used an agent typically spent three weeks searching before they contacted an agent. First-time buyers searched for a median amount of 10 weeks, as well as repeat buyers and buyers who used an agent who also searched for a median of 10 weeks.

Profile of Home Buyers and Sellers

Exhibit 3-17 Where Buyers Found the Home They Purchased, by Use of Internet
(Percentage Distribution)



* Less than 1 percent

Satisfaction in Buying Process

60% of recent buyers were very satisfied with their recent home buying process. 31% percent of buyers were somewhat satisfied with the buying process. Only 10% percent of recent buyers were at least somewhat dissatisfied with the buying process.

- 56% of recent buyers signed an agent representation disclosure, either at the first meeting, when the contract was written or at some other time.
- The most common arrangement was a written agreement at 35%
- 34% of buyers had no representation arrangement with their agent, which is up from last year.
- Generally, real estate agents were compensated through the seller at 48% whereas only 28% of agents were compensated by the buyer only.
- When the agent was compensated by the buyer, they were most commonly paid a percentage of the sales price as opposed to a flat fee.
- What recent buyers wanted most from their agent was finding the right home to buy (49%).
- Buyers were also looking for someone who could help them negotiate the terms of sale (13%) and help with price negotiations (11%).
- First-time buyers were more interested in receiving help from their agents with paperwork than repeat buyers.
- There were many benefits for buyers using a real estate agent, with the foremost reported being that the buyer(s) received help in understanding the buying process (53%).
- Pointing out unnoticed features or faults with the property was the next most important benefit (52%)
- Other benefits that the real estate agent contributed that were also important to buyers: improving knowledge of search areas, providing a better list of service providers, and negotiating better sales terms.

Satisfaction with Agent

In general, buyers were very satisfied with their real estate agent's skill and qualities, with 90% saying that they were very satisfied with their knowledge of the purchase process, as well as 89% saying that they were very satisfied with their agent's honesty and integrity and knowledge of the real estate market. When asked if they would use their real estate agent again or recommend them to others, 89% of buyers would definitely or probably recommend their agent to others. Buyers have typically already recommended their agent once since purchasing their home.

Exhibit 4-15 Most Important Factors When Choosing an Agent

(Percentage Distribution)

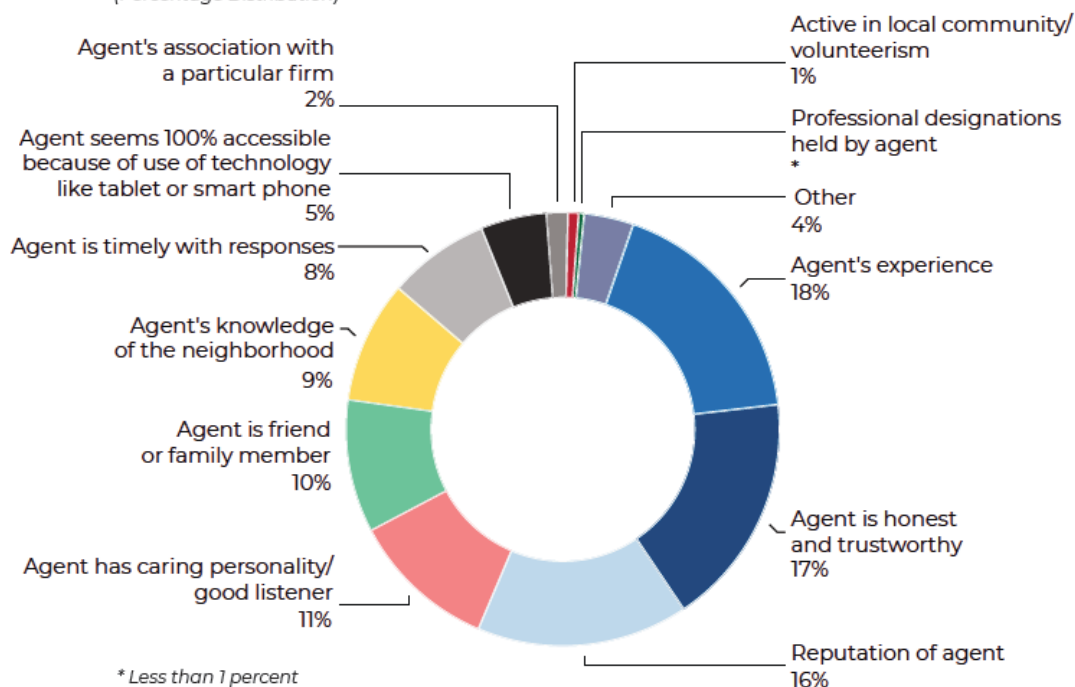
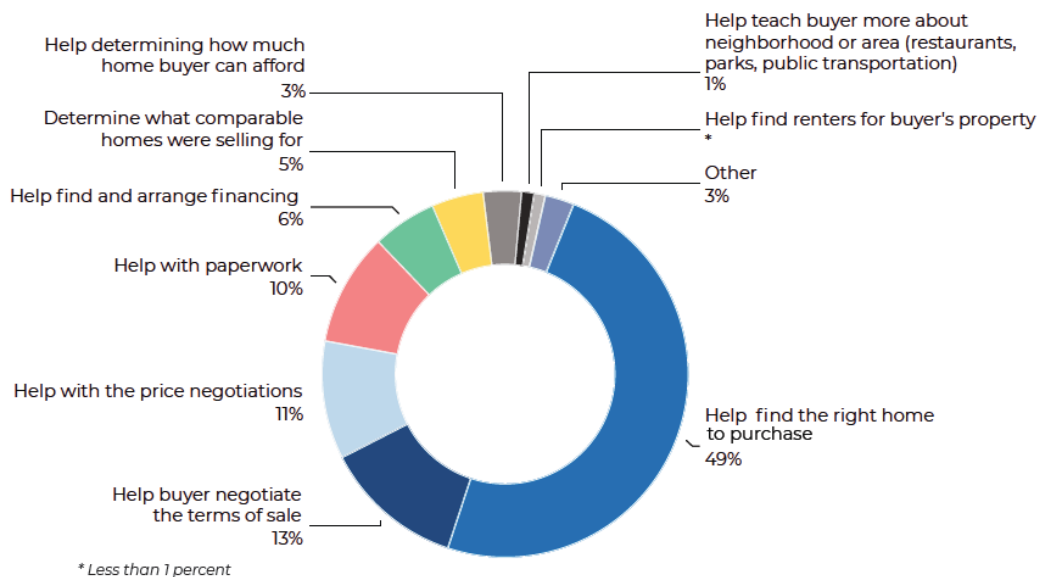


Exhibit 4-7 What Buyers Want Most From Real Estate Agents

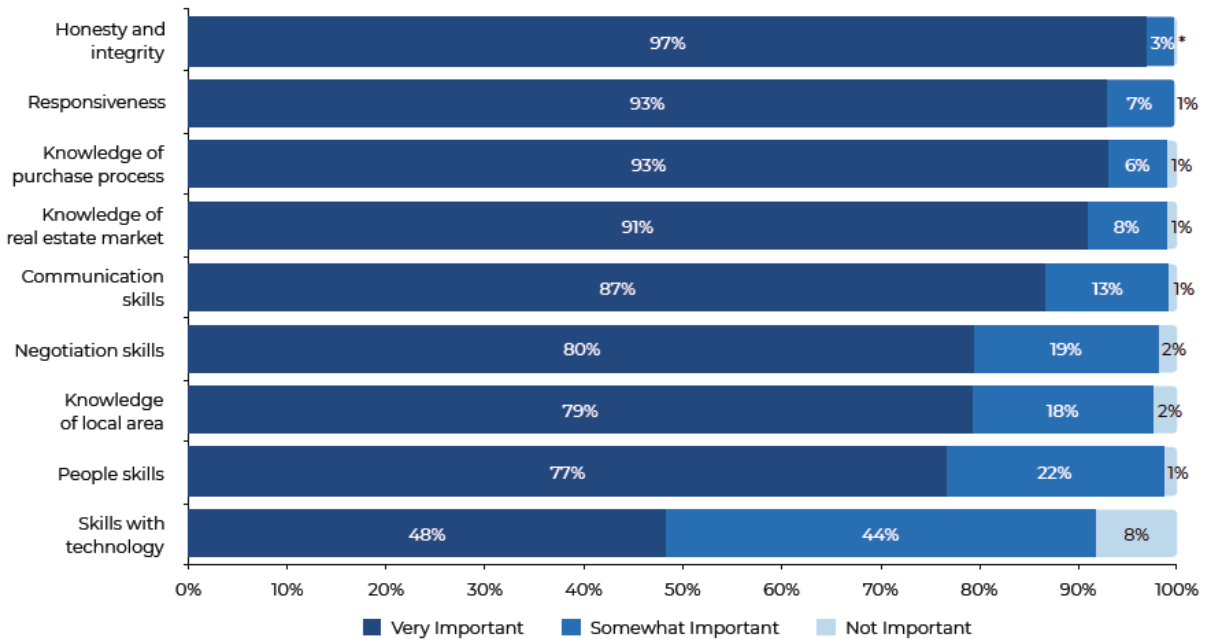
(Percentage Distribution)



Profile of Home Buyers and Sellers

Exhibit 4-16 Importance of Real Estate Agent Skills and Qualities

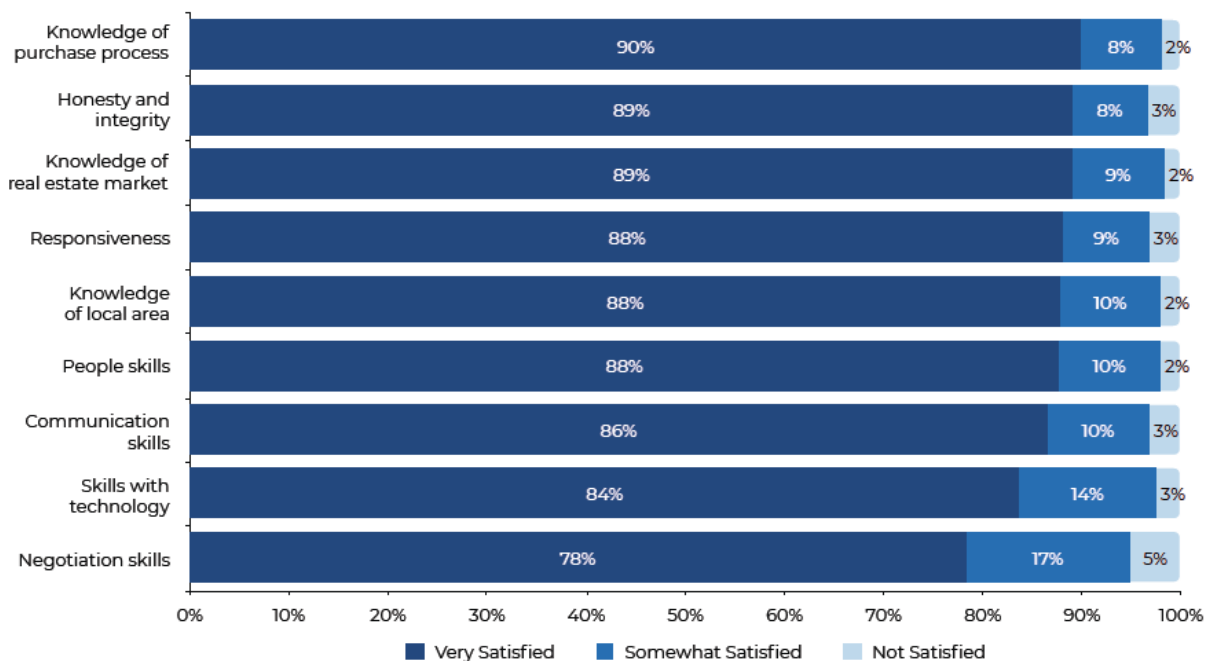
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Profile of Home Buyers and Sellers

Exhibit 4-20 Satisfaction With Real Estate Agent Skills and Qualities

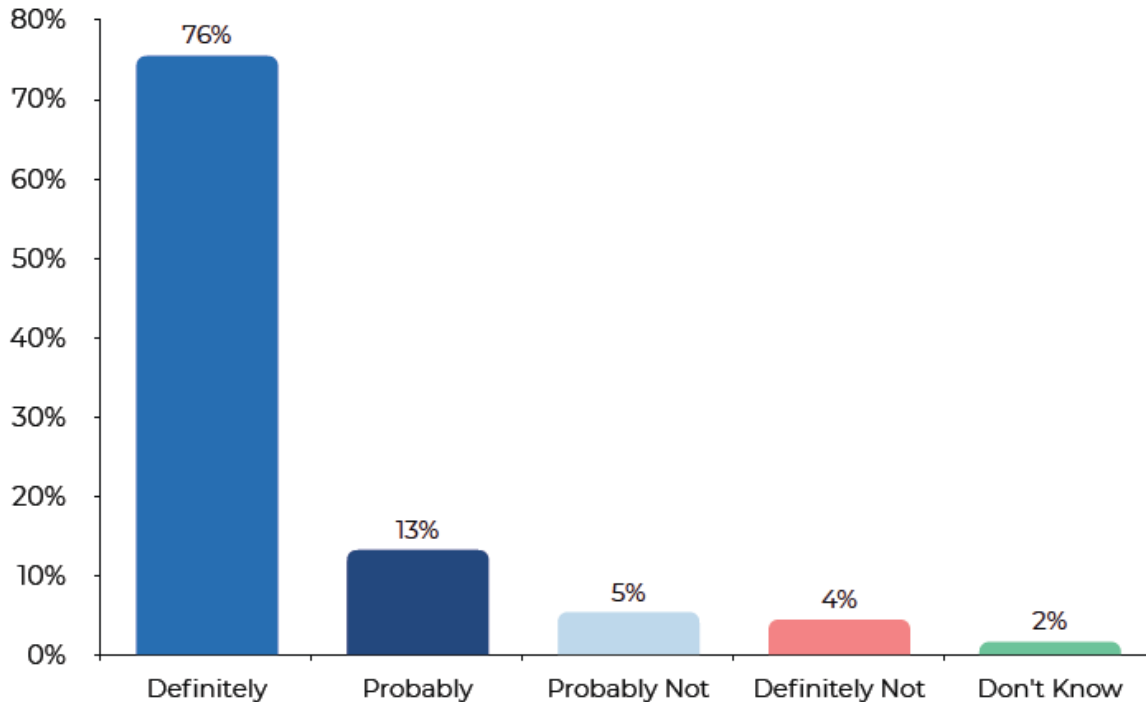
(Percentage Distribution)



Chapter 4: Home Buying and Real Estate Professionals

Exhibit 4-21 Would Buyer Use Real Estate Agent Again or Recommend to Others

(Percentage Distribution)



VII. Ranking Activity

From the Above Lists, How Would You Rate Other Agents On: (1-10)

1. Respond promptly to inquiries and requests for information.
2. Call if you are delayed or must cancel an appointment or showing.
3. Communicate with all parties in a timely fashion.
4. Always present a professional appearance; dress appropriately and drive a clean car.
5. Communicate clearly; don't use jargon or slang that may not be readily understood.
6. Be aware of and respect cultural differences.
7. Show courtesy and respect to everyone.
8. Be aware of—and meet—all deadlines.
9. Promise only what you can deliver—and keep your promises.
10. Respond to other agents' calls, faxes, and e-mails promptly and courteously
11. Show courtesy, trust, and respect to other real estate professionals.
12. Avoid the inappropriate use of endearments or other denigrating language.

VIII. Consumer Perceptions Video

10-QUESTION QUIZ

1. The number one quality consumers seek of real estate agents is:
 - a. trust.
 - b. knowledge.
 - c. sales volume.
 - d. experience.
2. What is arguably the best source for new business?
 - a. door knocking
 - b. cold calls
 - c. referrals from past clients
 - d. social media
3. Buyers and sellers said they valued which of these as the most important?
 - a. negotiation skills
 - b. knowledge of the real estate market
 - c. honesty and integrity
 - d. communication skills

For the next three questions, we don't expect you to have the percentages memorized. The choices are so far apart, you should get the question correct if you have a general understanding.

4. ____% of buyers recently purchased their home through a real estate agent.
 - a. 86
 - b. 52
 - c. 47
 - d. 21
5. ____% percent of buyers would use their agent again or recommend their agent to others.
 - a. 18
 - b. 32
 - c. 61
 - d. 89

6. ____% of buyers had no buyer representation arrangement with their agent.
- a. 34
 - b. 51
 - c. 72
 - d. 90
7. What is the most common first step in the home buying process?
- a. contacting a real estate agent
 - b. searching online
 - c. driving neighborhoods
 - d. None of these
8. According to the NAR study, buyers looked at a median of _____ homes before finding the home they purchased.
- a. 3
 - b. 5
 - c. 9
 - d. 17
9. According to the NAR survey, benefits of using a real estate agent included:
- a. helped understand the paperwork.
 - b. pointed out faults with the property.
 - c. negotiated better sale terms.
 - d. All of the above
10. When asked, "Would you recommend your real estate agent to others?" the most prominent response was:
- a. definitely.
 - b. probably.
 - c. probably not.
 - d. definitely not.