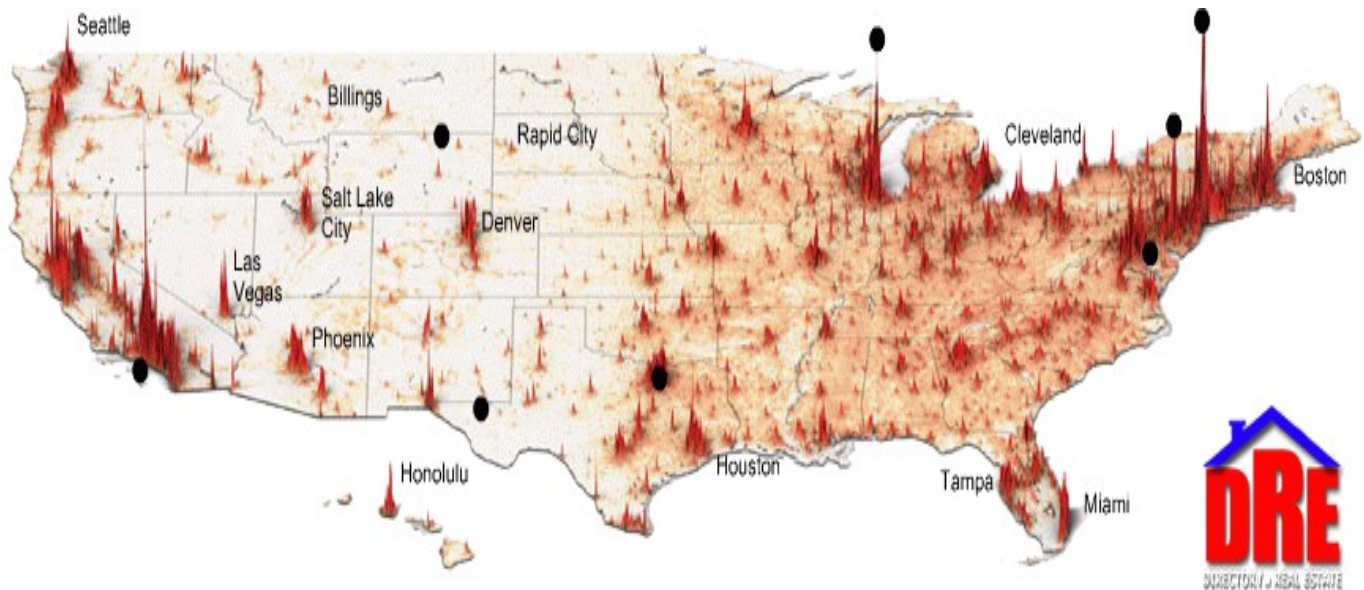




The US Directory of Real Estate is a national search engine that uses a proprietary matching algorithm that pairs buyers and sellers with a qualified real estate agent.

Since 2008 USDRE has had:

- over 10 million total agent searches
- in 50 U.S.A. States



USDRE USER STATS

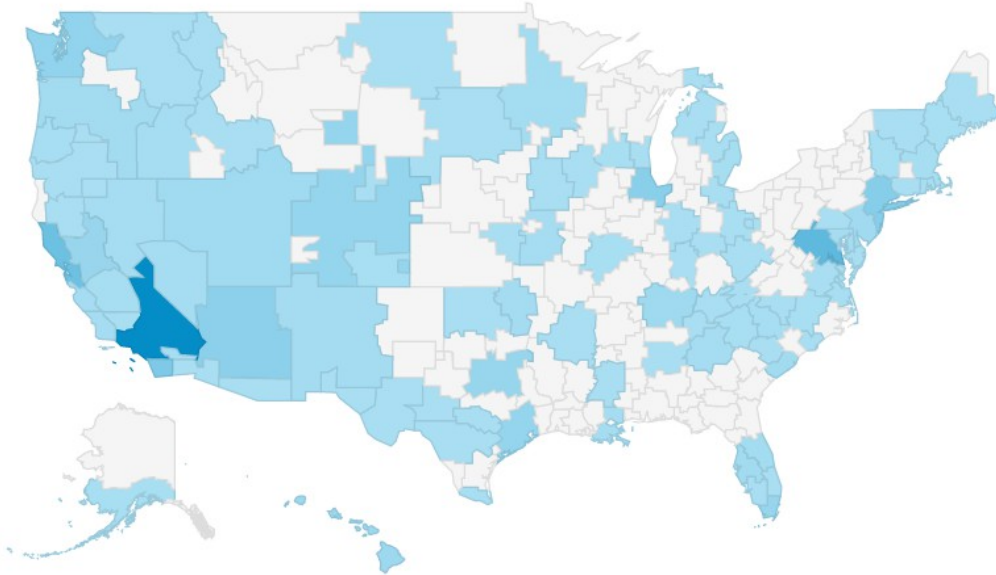
Home buyers use the Internet to search for homes and agents. We have compiled some stats on potential home buyers from the USDRE that are looking for a qualified real estate agent.

- 40% of users will look at 4 agent profiles and contact 2 agents
- 25% of users will look at 5-10 agent profiles and contact only 3 or 4 agents
- About HALF of interviews will lead to a signed representation agreement with the agent
-

WHO USES THE USDRE?

Most of the registered users on USDRE are relocating more than 100 miles. The USDRE allows people to find a real estate agent to help them buy a home in their new city. Other users search the USDRE for an agent to help them sell a home locally before buying in the new city. The USDRE search engine captures both transactions.

- 75% of our users are homeowners that will need to sell locally before moving to a new area where they will be buying a new home.
- 40% of our user base are home-buyers that are relocating from out of the area.



HOW DOES USDRE FIND BUYERS/SELLERS?

Answer: Basically the same way all agents do...

1. We Advertise to FSBO (for sale by owners) & Expired Listings
2. Networks of yard signs and mailers during the year
3. Google and Facebook marketing
4. Google Spydere our Listings
5. Featured on networks like: FOX, ABC, CBS, NBC
6. We get a lot of word of mouth

We are known as the #1 search engine for finding agents

40% OF USDRE REGISTERED USERS ARE SELLING A HOME

Home Sellers on USDRE list these as their TOP needs when looking for their agent:

- Helping find them a buyer
- Sell Their Home Within a Specific Time Frame
- Price Their Home Competitively
- Find Ways to Fix Up Their Home to Sell It for More
- Help With Paperwork, Inspections, and Settlement
- Negotiate and Deal With Buyers

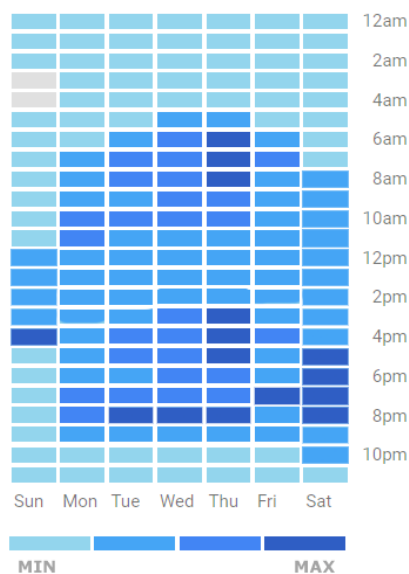
75% OF USDRE REGISTERED USERS ARE SELLING & BUYING

Home Buyers on USDRE want these things from their agent:

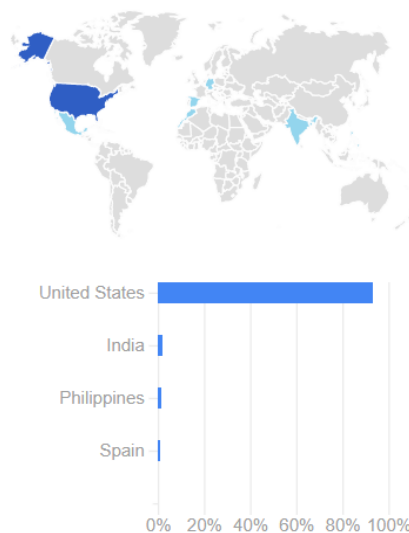
- They want an agent who's tech-savvy
- They want text and email communication almost exclusively
- No pressure sales
- An agent with Local knowledge
- An agent with People skills
- A partner, not just a Real Estate Agent

USDRE USERS – WHEN WHERE & HOW

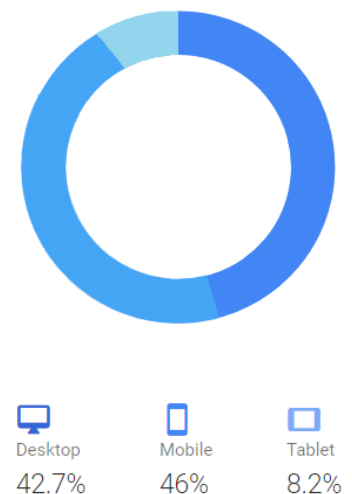
Users by time of day



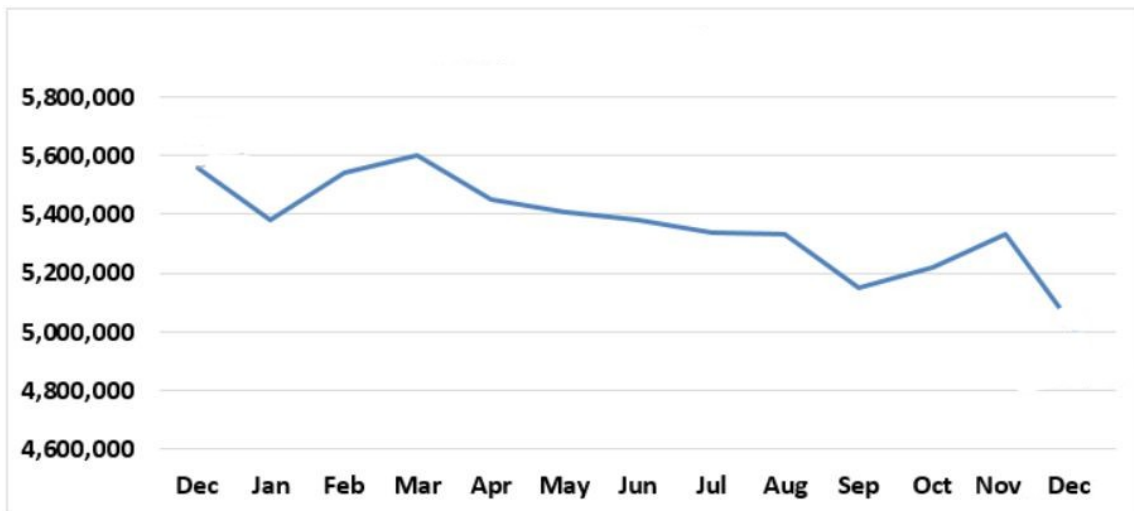
Sessions by country



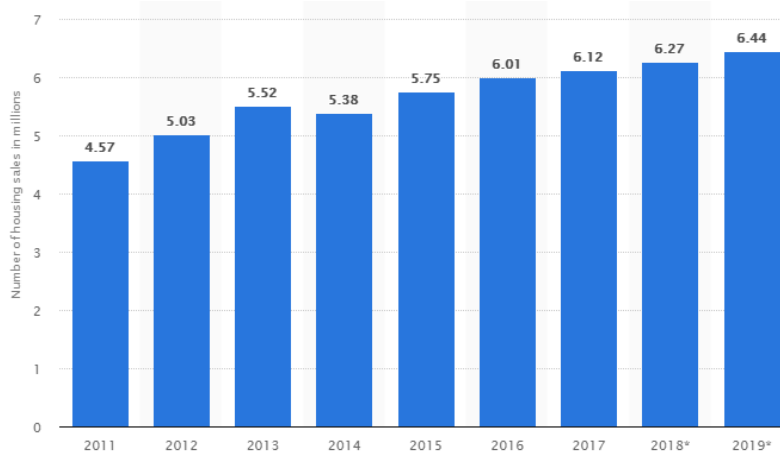
Sessions by device



MOST ACTIVE MONTHS FOR HOMES SALES 10-YEAR AVERAGE (US)



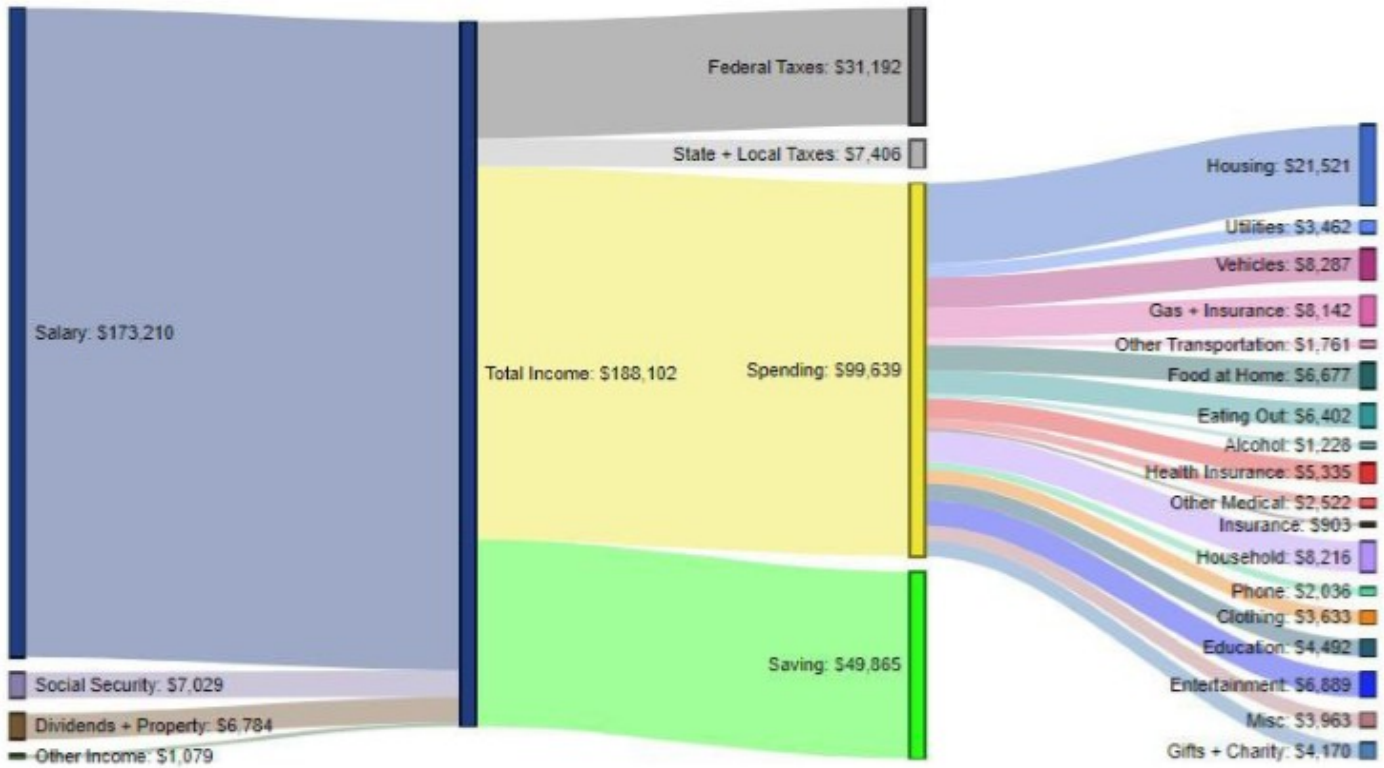
TOTAL HOME SALES BY THE YEAR 2011-2019 (US)



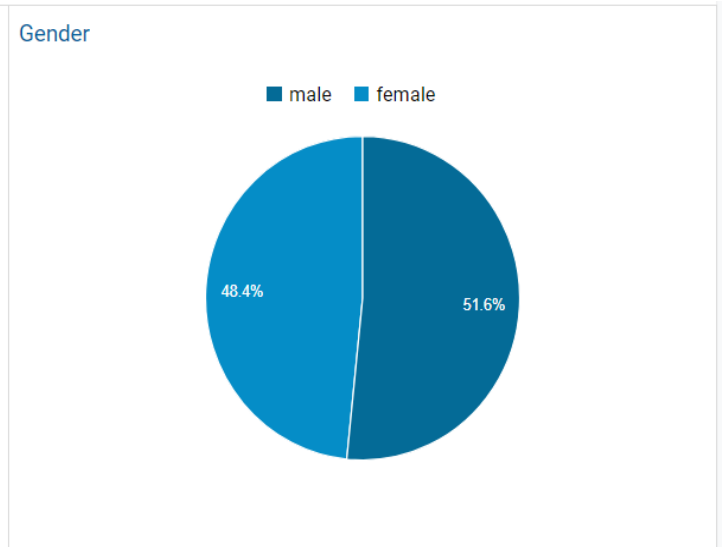
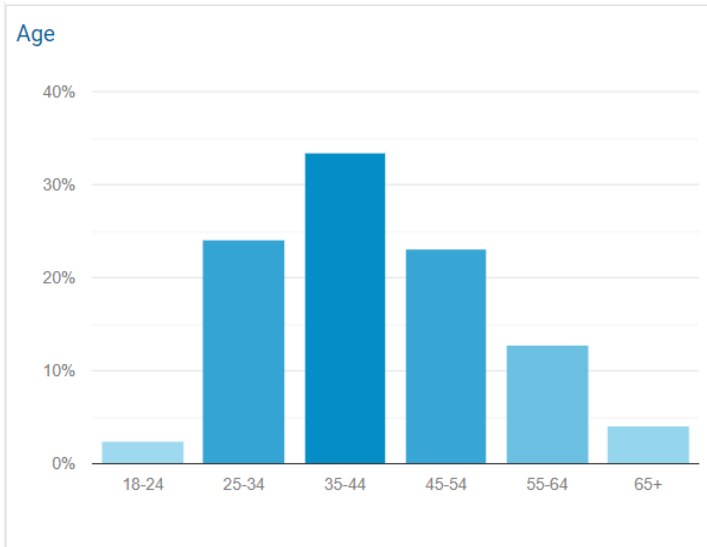
2018 GENERAL HOME SALES STATISTICS

- 90% of buyers purchased their home through an agent
- 95% of home buyers research the housing market online for a home to buy
- 44% turn to the internet first before contacting an agent
- 70% of homebuyers interviewed only 1 agent
- 61% of first-time homebuyers were age 35yrs or younger

USERS OF THE USDRE MAKE AN AVERAGE OF \$173,000 PER YEAR.



60% OF USDRE REGISTERED USERS ARE AGE 32-50 YEARS OLD



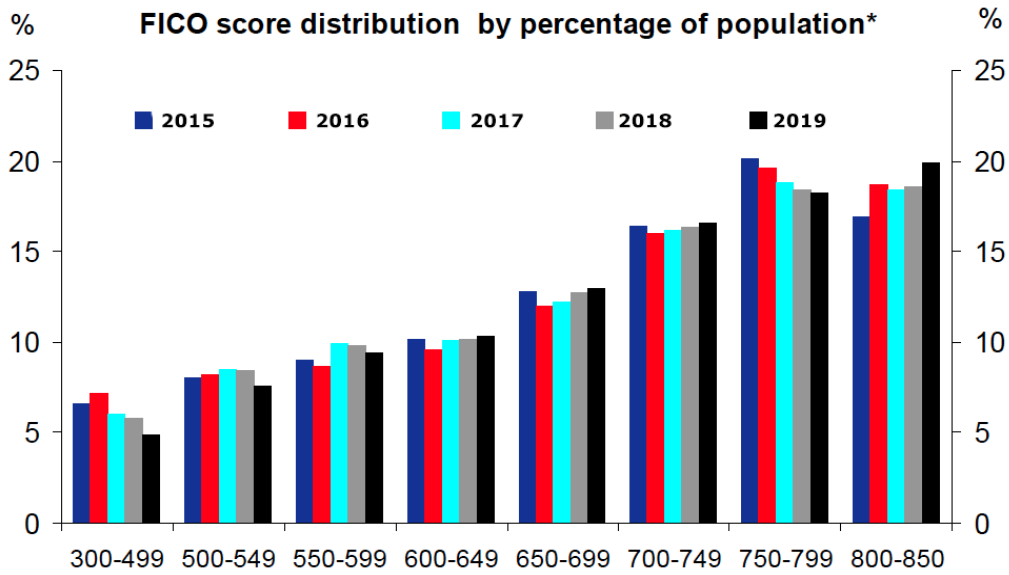
USDRE USER INTERESTS IN SEARCH / SOCIAL / MEDIA

5.86%		Real Estate/Residential Properties/Residential Properties (For Sale)
5.59%		Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Preowned Houses (For Sale)
4.61%		Real Estate/Residential Properties
2.45%		Travel/Hotels & Accommodations
1.96%		Real Estate/Residential Properties/Residential Properties (For Rent)
1.74%		Real Estate/Residential Properties/Residential Properties (For Sale)/Apartments (For Sale)/Preowned Apartments (For Sale)
1.68%		Home & Garden/Home Decor
1.67%		Financial Services/Investment Services
1.62%		Software/Business & Productivity Software
1.55%		Business Services/Advertising & Marketing Services
3.77%		Lifestyles & Hobbies/Business Professionals
3.42%		Shoppers/Value Shoppers
3.34%		Sports & Fitness/Health & Fitness Buffs
3.28%		Banking & Finance/Avid Investors
3.13%		Travel/Travel Buffs
2.74%		Beauty & Wellness/Frequently Visits Salons
2.68%		Technology/Technophiles
2.60%		Shoppers/Luxury Shoppers
2.49%		Travel/Business Travelers
2.42%		Lifestyles & Hobbies/Art & Theater Aficionados
9.74%		Real Estate/Real Estate Listings/Residential Sales
6.77%		Online Communities/Social Networks
3.77%		Real Estate/Real Estate Services/Real Estate Agencies
3.55%		News/Weather
3.13%		Arts & Entertainment/Celebrities & Entertainment News
2.28%		Internet & Telecom/Email & Messaging
2.08%		Shopping/Gifts & Special Event Items/Cards & Greetings
2.05%		Reference/General Reference/Dictionaries & Encyclopedias
1.91%		Arts & Entertainment/TV & Video/Online Video
1.87%		Food & Drink/Cooking & Recipes

USDRE USERS ARE QUALIFIED AND MORE AFFLUENT

USDRE users are usually pre-qualified and experienced homeowners that maintain good credit and good financial relationships.

Distribution of credit scores

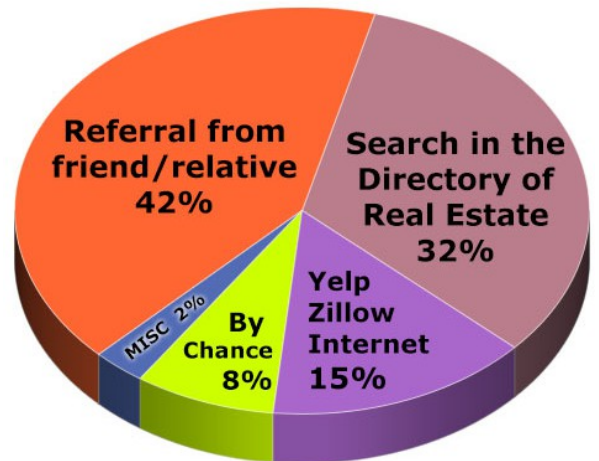


WHERE DO BUYERS AND SELLERS FIND THEIR REAL ESTATE AGENTS?

According to the National Association of Realtors, 42% of home buyers were referred to their agent by a friend or relative.

Referrals are the lifeblood of a real estate business.

You can increase your referrals dramatically by harnessing the Internet to generate NEW clients and then service them to maximize the number of referrals you get. This starts with the USDRE.



WHAT ARE HOMEOWNERS LOOKING FOR?

When we asked buyers and sellers to describe their ideal agent, nearly all respondents spoke to experience and know-how. Many also talked about the emotional nature of purchasing real estate and the perceived value of emotional intelligence in an agent.

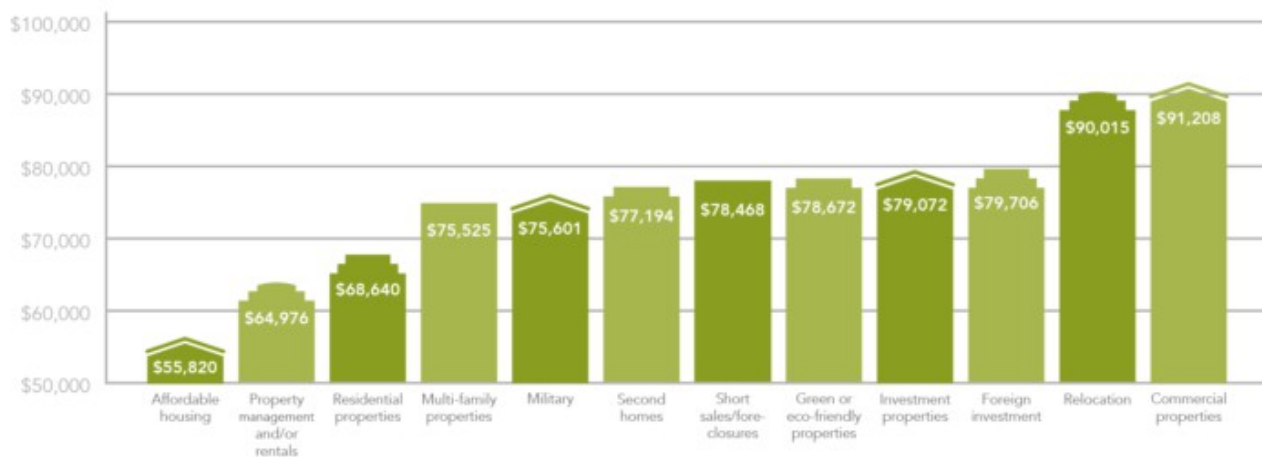
THE CHOICE OF AGENT COMES DOWN TO 7 FACTORS

When researching online, homeowners need to make quick decisions. Based on our research, home buyers and sellers make a decision on an agent after evaluating the following things:

1. Referrals from a trusted source
2. The Agent's photo
3. The Agents name and company name
4. The Agent's website
5. The first phone conversation with the Agent
6. The first in-person meeting with the Agent
7. Agent specializations

It pays to specialize

Most real estate professionals usually pick an area or two to grow their expertise. Here's a look at common specialties, as well as their associated earnings.



IT'S PAYS FOR AN AGENT TO HAVE THEIR OWN WEBSITE

Buyers and sellers on USDRE are looking for agents that have websites that allow them to find homes. The appearance of listings is important and respondents put value in modern media options, including videos and virtual tours. Real estate websites played a critical role in the agent selection process, but not necessarily the one agents might guess. Instead of using websites to make their decisions, buyers and sellers generally use agent website to validate the opinions they were already forming.

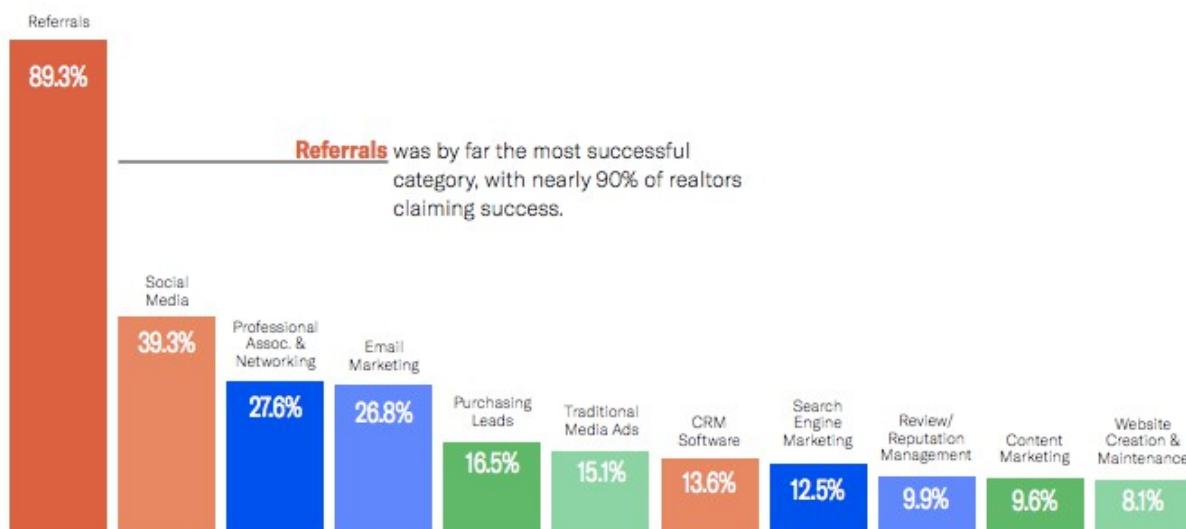
Top 3 things an Agent website should focus on:

1. Ease of use
2. Search functionality
3. Professional listings with detailed descriptions

USDRE USERS REFER MORE BUSINESS THAN OTHER HOMEOWNERS

Users of the USDRE are often relocating more than 100 miles and searching for a Real Estate Agent to help them in their new city. The Agent is often one of their first contacts/friends in the new city. This leads to a much higher referral rate as that homeowner meets more people in the city, they will usually tell the people they meet about the Agent who helped them find their home.

89% of USDRE users say they will refer their real estate Agent to a friend.



DEVELOPING LONG-TERM RELATIONSHIPS

Most homeowners only monitor their real estate market when they plan to be in it. This aligns with what our company USDRE has observed where approximately half of all registered users want to buy or sell within 3 months.

As a result, one of the biggest challenges real estate agents face is maintaining relationships with clients in-between transactions. Buyers and sellers can go years without needing a real estate agent, yet keeping in touch is critical for earning repeat business down the line.

Homeowners want to know what's going on with their home and in their community, keeping a pulse on their local market. The 3 most common pieces of information homeowners say they would be interested in after the sale is:

1. Keeping up on the value of their own home
2. Learning about specific areas and trends
3. Appropriately-timed community insights

REASONS BUYERS AND SELLERS DISLIKE THEIR AGENT

80% of bad agent reviews can be traced back to the homeowner perceiving shortcomings in their agent that is categorized in these 6 statements:

- Lack of trust
- Bad responsiveness
- Missed appointments
- Poor communication
- Lack of personal touch
- Poor negotiating skills

TOP FIBS TOLD BY REAL ESTATE AGENTS

- Amount of Experience
- Active Number of Listings
- Specialties
- The Agents Reputation
- Number of Homes the Agent has sold



USDRE REAL ESTATE AGENT RATING STATISTICS 2019

- | <u>agents rating</u> | <u># of agents</u> |
|----------------------|--------------------|
| • 1 Star Rating: | 950 |
| • 2 Star Rating: | 775 |
| • 3 Star Rating: | 200 |
| • 4 Star Rating: | 7500 |
| • 5 Star Rating: | 9100 |



HOW-TO GET THE BEST REPUTATION AS A REAL ESTATE AGENT

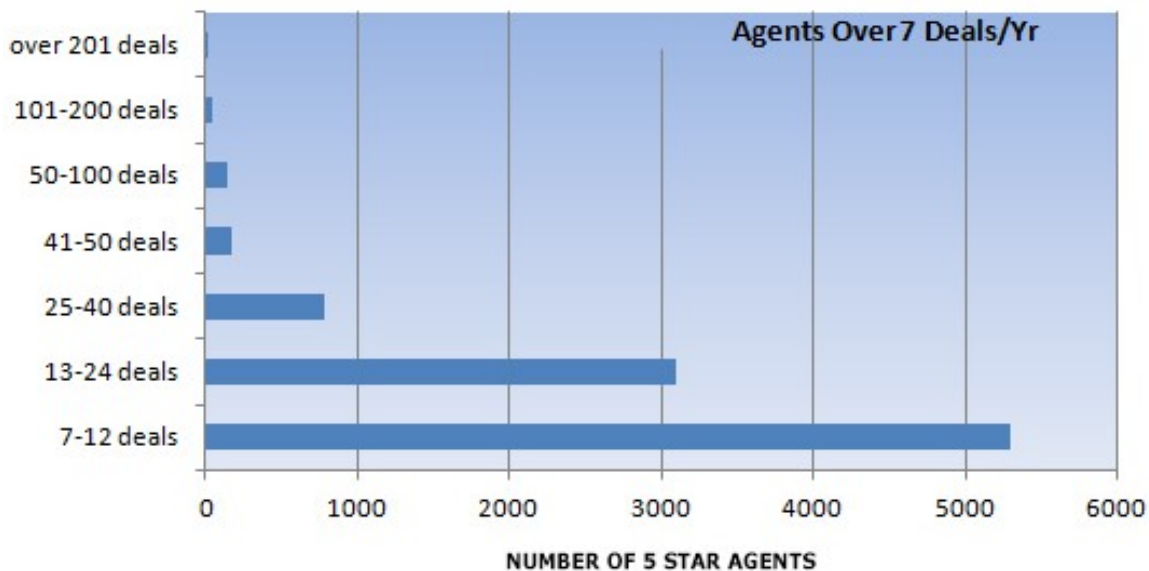
When it comes to 5-Star professionals, the USDRE has almost 10,000 Real Estate Agents, Brokers, & Realtors that have PERFECT ratings by the community. All of them exhibit these following 8 qualities that people praise them for over and over.

1. Being Honest
2. Being Low-Pressure
3. Being Easy to Get Along With
4. Always being On-Time
5. Frequent Communication
6. Responding to All Calls and Messages
7. Setting Expectations Early and Often
8. Meeting and Updating Expectations as Necessary



5-STAR AGENTS CLOSE MORE DEALS, MORE OFTEN

The activity that USDRE analyzed from the last few years reveals that the better reputation the Real Estate Agent has, the more deals they will close. This comes down to ONE main reason – Referrals!



THE USDRE CAN GET YOU MORE DEALS, MORE OFTEN

We do this by matching you with buyers and sellers that are searching for qualified real estate agents.

The USDRE is simply the best search engine for buyers and sellers to find a real estate agent in the USA.

We deliver to you, then you deliver to the buyer/seller, then they will deliver your referrals.

HOW-TO GET MORE LISTINGS AND MORE BUYERS

- Target your market (divorcees, Inherited Homes, Vacant Homes, etc.)
- Partner with Local experts for referrals (local banks, plumbers, electricians, dentists, etc)
- Specialize (relocation, short sales, expired and canceled listings)
- Don't Solicit – Serve!

Obtaining a verified listing in the USDRE and striving for the 8 qualities to get a 5 star rating (listed above) will lead you to more business, more listings, and more exposure . . .

AND MOST IMPORTANTLY - REFERRALS

The #1 best thing about the USDRE is that our users refer their agent to friends upto 10 times more often than other buyers/sellers.**see page 9*

Agents listed in the USDRE will get significantly MORE business within the first 24 months.

###

This is the end of the report.

THIS REPORT WAS PREPARED FOR THE US DIRECTORY OF REAL ESTATE CORPORATION (DE) 2019

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