



REALTOR.ca Insights Report

Market trends, consumer statistics, and hands-on tips to help your business grow.

2018 UPDATE

VIEW THE FULL REPORT AT insights.REALTOR.ca



2018 BY THE NUMBERS:

92%

A whopping 92% of Canadians are aware of REALTOR.ca, according to a Nanos research study conducted on Canadians who are in the market for a new home.

\$162 BILLION

Average total value of REALTOR.ca listings.

2.7+ MILLION

More than 2.7 million leads were sent to REALTORS® in 2018—available to you as a benefit of your CREA membership.

That's an average of 26 leads sent to REALTORS® every five minutes!



Consumers and REALTORS® Trust REALTOR.ca

REALTOR.ca, Canada's No. 1 real estate website, is owned by REALTORS® and has one primary objective: to support your business.

For more hands-on REALTOR® tips access the complete REALTOR.ca Insights report at insights.REALTOR.ca

Consumer Highlights

REALTOR.ca visitors are the foundation of our business.



42 million
visitors



260 million
visits



6 million
profile views



885 million
property views

an average of 101,000 property
views per hour!

Who are REALTOR.ca's Visitors?



7%

Renters



49%

Repeat Buyers



2%

First-Time Seller



5%

Investors



36%

First-Time Home Buyers



1%

Repeat Seller



As a result of REALTOR.ca's high level of brand recognition, **42%** of REALTOR.ca visitors come directly to REALTOR.ca to begin their property search, rather than starting with a search engine like Google.

The proportion of those who have come directly to REALTOR.ca has increased by 4% since 2017.

Home Buying Stages

Let's take a closer look at how REALTOR.ca visitors behave in different home buying stages:



Just Browsing

Visitors at the start of the buying process with no specific purchase timeline, often checking the value of their home or homes around them.

42% of all visitors are in the Just Browsing stage

71% looking to complete their transaction in the next year or more

23% currently working with a REALTOR®



Getting Started

Those in the early stages of a property buying process that are looking to purchase in the next four months to two years.

21% of all visitors are in the Getting Started stage

82% looking to complete their transaction in the next four months – two years

32% currently working with a REALTOR®



Serious Hunters

Visitors looking for property to purchase in the next six months.

32% of all visitors are in the Seriously Hunting stage

77% looking to complete their transaction in the next six months

56% currently working with a REALTOR®



Just Purchased

Visitors who identify as having just purchased a property.

4% of all visitors just purchased property



When are visitors working with a REALTOR®?

Regardless of whether a visitor is just getting started or seriously looking for real estate, majority of visitors tend to reach out to a REALTOR® when they are ready to view properties.

Working with a REALTOR®

What percentage of visitors in each stage are currently working with a REALTOR®?

 WORKING WITH
A REALTOR®

 PLAN TO WORK
WITH A REALTOR®



All Visitors

37% | 63%



First-Time Buyer/Seller

31% | 68%



Repeat Buyer/Seller

39% | 66%



Home Renter

20% | 60%



Investors

42% | 56%



REALTOR® Tip

As a REALTOR®, you have a REALTOR.ca profile that includes information you entered into your board or association MLS® System. Enhance your profile to make sure you stand out (based on your board or association's MLS® system) :



Make sure your profile includes your preferred email address.



Include testimonials and ratings from your RealSatisfied and RankMyAgent.



Include a high resolution photo.



Include designations.

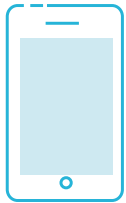


Include your social media profiles and languages.

Device Usage and Breakdown

Average Visit Duration

Device Breakdown



Mobile App

5 min 49 sec.

66%

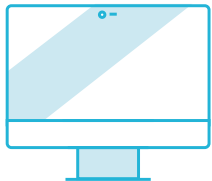
of visits came from
mobile devices
+3% year-over-year

27%

Mobile on
REALTOR.ca
Web

39%

REALTOR.ca
Mobile App



Website

9 min. 47 sec.

34%

of visits came from
desktop devices



+13%

In 2018, mobile site users
average time on site
increased by 13%.



READ THE FULL REPORT AT insights.REALTOR.ca



REALTOR®. Member of The Canadian Real Estate Association and more.

Brought to you by

