



Eduting – Dramatically
increase the effectiveness of
your marketing approach

WAV GROUP

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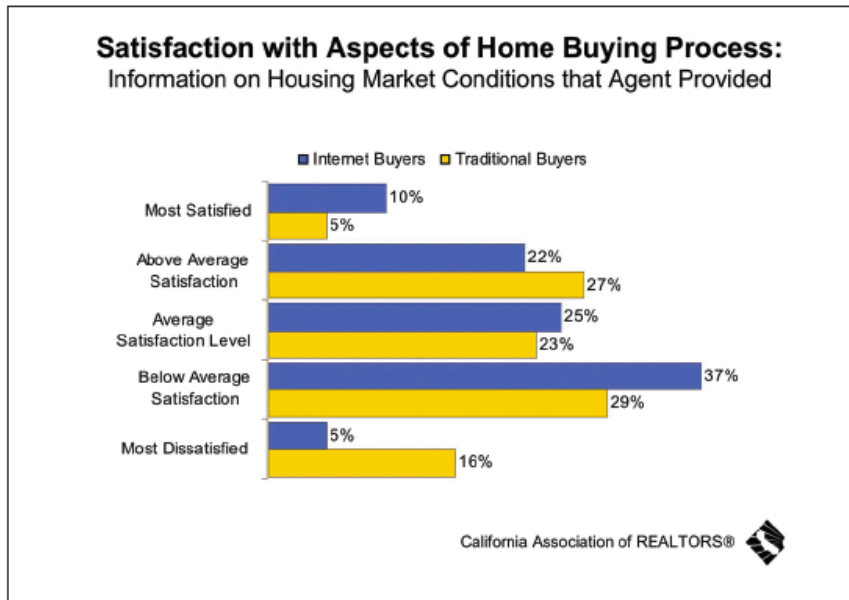
The Advertising Age has Ended - Edutizing Era has Begun

Consumers simply do not want to be “sold” anymore. They have become cynical about advertising claims and “it’s all about me” advertising. They don’t want to hear an agent’s claims of greatness. They want to understand what you can do for them. They want to know that your claims are backed up by legitimate experience and insights you can bring to them. They want you to prove why you are the best agent or broker for them. Simply making promises of greatness is not enough to attract consumers anymore.

Customers trust brands in the same way they trust people. When a company performs consistently against its stated values and follows through on commitments, consumers generally trust them. Those that say one thing and do another, are those who are abandoned after their one chance.

According to the recently released 2009 California Home Buyers and Sellers Survey from the California Association of REALTORS®, consumers are asking REALTORS® to provide more relevant information and support throughout the real estate transaction. They don’t simply want a nice marketing campaign and promises of greatness. They want true support throughout the entire process. They are looking for better information to help arm them with the tools they need to make a sound real estate purchase decision.

They are particularly dissatisfied with the quality of local market statistics and housing conditions. 42% of Internet buyers were dissatisfied with the information provided to them about market conditions. This provides REALTORS® with a huge opportunity to



provide better insights to help a consumer feel more comfortable about their real estate purchase. They can use their deep local knowledge to help a consumer feel confident that the home they purchase will be not only a sound investment, but a joyful, satisfying experience, meeting the physical needs of their whole family.

I was in Florida a few weeks ago and I heard a series of ads from a law firm in Orlando. Instead of telling radio listeners about how great the firm was, the ads were filled with tips about how to avoid some of the legal traps lawyers use in product liability cases. He demonstrated his obvious insider knowledge about the law without ever “selling” his experience. He simply shared interesting information and then let the consumer decide if they believed he had the expertise to work with them. I found myself compelled to listen to the next ad and the next, because I felt I was genuinely learning some interesting legal

tips from an industry expert. It was the most breakthrough radio advertising I have heard in a long time.

Today, consumers are looking for service providers that support them and educate them about the most important elements to make an educated decision about their purchase. They will be attracted to agents who are not “selling” to them. Instead they are looking for potential vendors that demonstrate expertise, professionalism and guidance about the real estate process. Consumers are attracted to agents who seek to provide insight and information that will help better prepare them to make an educated real estate decision. Real estate professionals have a ton of interesting insider knowledge they can share. This paper will help outline some ways to deliver information to attract consumers without overtly selling to them – Edutizing.

What is Edutizing?

Edutizing is a term describing a new method of promoting your services to potential customers. Instead of overtly promoting an agent’s photos and property listings, edutizing is much more subtle. An edutizing campaign provides meaningful, localized information to help educate consumers about the current state of real estate, and the “ins and outs” of buying and selling real estate. Edutizing does not overtly promote the skills of an agent. Instead, edutizing campaigns share insight and information that will attract a consumer to an agent because they connect in some way to the information being shared.

Edutizing allows an agent to provide information and real estate education to build a relationship with a consumer BEFORE trying to sell them something. It follows the more natural order of the way we build relationships in general. Someone who quickly tries to “cozy up” to us usually puts us off. Nobody wants to be sold to before there is some rapport built.

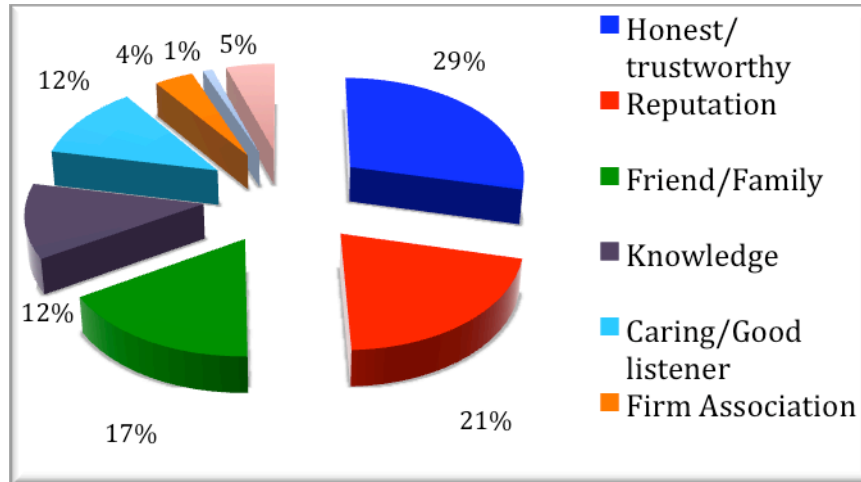
Edutizing can also draw from third parties to share objective information and references to allow a consumer to do their own research and then contact an agent after they have reviewed the data. Recent WAV Group consumer focus groups indicated that consumers are very interested in reviewing the financial performance of agents issued by a MLS or other third party. They are also extremely interested in reviewing ratings and verbatim comments from past customers.

Why is Edutizing Important - Reputation is a key factor in choosing a REALTOR®

The two reasons cited for choosing a REALTOR® in the 2008 NAR Home Buyers and Sellers Survey center around reputation. The first is the agent’s honesty and trustworthiness followed by overall reputation. Consumers are making decisions about

their real estate professionals using the same types of measures we use to choose friends or other types of colleagues. It makes sense for REALTORS® to figure out a way to share these

important elements with consumers in every way they can. By consistently sharing their expertise and focusing on educating consumers instead of selling them,



agents will enhance your reputation. The more open and honest agents are about their strengths and expertise, the more they will be perceived as honest and trustworthy as well. Information driven advertising offers consumer education about real estate Edutizing.

What kinds of Edutizing information are effective?

Begin with Brand Positioning

Before a real estate professional can decide what type of Edutizing information may be effective, they must first decide what they uniquely deliver in their real estate business. An agent that is focused on the luxury market, for example may include information luxury events, news from luxury brands and economic information interesting to high net worth individuals. Wealthy real estate consumers are very savvy purchasers and many times look at a real estate purchase with more focus of the potential return on investment of a property. [Marquette Turner](#) Real Estate in Australia, for example, does a great job highlighting unique and interesting luxury content on their website, blog, and newsletter.

For agents targeting green consumers, your Edutizing focus would be consistent with your positioning. You could talk about energy-saving tips, green building materials and retailers, green legislation and other relevant green topics. Dena Calivas, secured a great URL, [Floridaecobroker.com](#). At the center of her site is a blog that talks about her passion about green and provides valuable green resources and tips for consumers. She is using Edutizing to position herself as “the” green expert in Jacksonville. Her informational focus not only builds her credibility within the green community, but also positions her as an expert to outsiders who are just beginning interest in green living.

[Better Homes and Gardens Real Estate](#) recently re-launched their website to take full advantage of the equity of the Better Homes and Gardens brand. Now the site has much more depth of home and garden content, true to the brand it is aligned with. It makes the site more interesting and gives consumers more reasons to come and visit. At the same time the site does an even better job of highlighting property search, arguably the most important type of content.

Agents with a focus in a particular neighborhood or subdivision they would likely talk about neighborhood issues like school activities, zoning changes, town events etc. The more specific the information and the more “inside” information shared the more valuable the Edutizing will be. It is also important to share neighborhood real estate market statistics. The more local the information the better. One of the REALTORS® in our area, [Lenny Jones](#), shares a monthly neighborhood trends report. It is always one of the hot topics at neighborhood cocktail parties. It creates a more brand recognition for him than any recipe card or sports schedule could do. It positions his company as the local expert, and he wins a lot of business because of the unique position he has carved out. He also provides a variety of [reports](#) from his website to help attract consumers to his company.

[Century 21 First Realty](#) in Tallahassee, Florida uses their website to provide regular, neighborhood-level market updates. They provide content on a variety of topics to help educate consumers about buying and selling real estate in Tallahassee.

Market Statistics

No matter what type of market or niche an agent specializes in local market statistics are a very valuable Edutizing tool. Just about every consumer is interested in recent trends in their local neighborhood or town. Every Edutizing campaign should be grounded with local market statistics.

[Share Market Trends – The Good, Bad and the Ugly](#)

With strong local market statistics tools, an agent can provide monthly updates to their sphere of influence. They may review the information and interpret the positive trends they are seeing. The data might show a particular neighborhood is heating up, or that days on market are decreasing. While the entire market area might still be declining, an agent can point out the early indicators of a turnaround. This data can be really helpful in positioning a REALTOR® as the “go to” resource. These reports can also help counter the constant barrage of negative press coming from traditional media sources.

Local market statistics can also be shared by the MLS to build traffic to counter bad press and to drive traffic to their consumer-facing websites.

But what if the news isn’t so positive? What if the local market is being flooded with REO’s or the plant closings are decimating housing demand? While nobody in the real estate profession wants to focus on negative market news, sometimes sharing this type of information can do more to build your credibility as a relevant news source than good news can.

Balanced providers of information who can forewarn a consumer about a market problem will earn more friends than those that simply paint a rosy picture when the news simply is not good.

Consumers will likely read the information coming from an information source more than those that minimize or even hide bad news. Consumers will trust a source that tells the “whole truth”. They will also look to content providers who not only share the balanced news, but also provide observations about how to “ride it out” or how to minimize the negative impact. They may share resources to help homeowners stay in their homes by refinancing or by helping them to reduce their utility bills. They are looking for “partners” in both the bad times as well as the good. If an agent can recognize the tough times and proactively provide answers to help consumers survive until the market turns, they can earn long-time loyal followers. [Prudential Georgia Realty](#), for example does a great job sharing comprehensive, yet easy to understand market information to educate consumers and outline a strong story why it is a good time to purchase a home. They use a site called [AtlantaRealEstate2009.com](#) to outline national real estate trends and local highlights from the Atlanta market. Dan Foresman, CEO of Prudential Georgia is a great example of a credible narrator.

For Homeowners

Homeowners of course want to know how much value their home has lost or gained. They want to understand prices for comparable homes on the market. An agent can continue to build their brand and reputation with homeowners simply by keeping them informed of the latest valuation trends in their market. With today’s market statistic tools, an agent could even prepare a customized report for each person in their database simply by completing three fields and then emailing them the report. Real Estate agents today can send a monthly asset report in the same way that a securities firm sends you a stock portfolio report.

For Home Sellers

While consumers are well aware that home prices have dropped in most markets in the past couple of years, many are still unrealistic about what their home is worth and how long it will take to sell. Local Market Statistics can help an agent educate a consumer about realistic pricing trends for their home, so that their home can be priced right without several price reductions. Localized market statistics can also help a consumer better understand the relationship between pricing a home right and the amount of time it will take to sell. If a seller’s expectations are set correctly, the listing agent will have a much better chance of meeting or exceeding them.

For Home Buyers

Local market statistics can help educate potential homebuyers about the relative values in a market they are interested in looking at. They can also help you compare the relative value of a variety of neighborhoods they may be considering. It can help them understand actual selling prices of homes so they can submit realistic offers that will be accepted quickly.

Market statistics can also help point out “hot spot” neighborhoods where selling activity has picked up and values may be trending upward. Remember, consumers buy on emotion and justify their choice with logic. If you show someone a home they love, but fail to convince them of the logical justification – the sale may not happen.

Target Information by Segment

It is important to tailor the presentation of market statistics to meet the needs of each type of client. The more the information is presented addressing the needs of the individual audience, the more relevant the information will become.

The type of market statistics interesting to a luxury buyer will likely be much different than a first time homebuyer, for example. Luxury buyers are likely to be more sophisticated so they may require more in-depth financial analyses. They may own multiple homes in multiple locations. They may want to understand how one luxury market compares to another, for example.

First Time Home Buyer Information

With the government incentives and increased affordability of homes, the first time buyer is really heating up. There are a lot of opportunities to target them by providing with support and guidance through what can be a very scary process. You can provide them with information about the latest on qualifying for a mortgage, first time home buyer tax credits or key steps for creating a hassle-free home purchase.

Century 21 First Realty uses their [blog](#) to help consumers understand the intricacies of the qualifications for the first time homebuyer tax credit. The Berkshire Group REALTORS in Denver do a great job of providing resources to help a first time homebuyers understand [how to qualify for a mortgage](#).

Neighborhood information can also be helpful. For example, if a first time homebuyer has young children, they may be interested in learning about the family activities in the neighborhood as well as parks and the demographic make-up of the area. They may even want to begin their home search by looking first for family-friendly neighborhoods. An agent could create a blog post entitled Top Ten Family Friendly Neighborhoods in San Francisco, for example. There’s a new website called [Neighborhood Scout](#) that allows you to search for family-friendly neighborhoods surrounding a region. An agent could perform a search for their neighborhood and then publish a blog post promoting the top 10 family-friendly neighborhoods. This site allows you to conduct searches on the best-rated schools, hottest price turnarounds, crime rates, and a variety of other tools that can also be helpful for creating content valuable to consumers.

Refinancing Trends

Edu-tizing needs to be looked at both as a long and short-term strategy. In order to build a strong reputation and leadership position in a local market an agent needs to share insights on all key elements of a transaction in that area. If there are state or county tax incentives available it is great to share those. While a consumer may not necessarily buy or sell a home if they refinance, they can get to know you if you provide them with valuable tools to be able to stay in their homes or maintain an investment property. Consumers appreciate REALTORS® that provide them with the straight scoop without trying to immediately sell them something. [Amy Broghamer](#) from ReMax Preferred in Cincinnati, Ohio, references [government websites](#) to help consumers understand refinancing assistance available to help them stay in their homes. She uses her blog to talk about a variety of topics important to potential Cincinnati homebuyers and sellers.

If there is a topic you believe would be interesting to your clients, you can set up a [Google Alert](#) and watch for news about that area. You will receive information in your inbox regularly with a summary of an article pertaining to the subject you are interested in. You can use interesting articles as a basis for content you can repurpose for your own blog. While a blog is not absolutely critical to an Edu-tizing campaign, they are the best tools to use to provide you with an easy way to continually share your expertise with current and potential clients.

Going Green

Many consumers are interested in learning about ways to save money and the environment by adopting green practices. REALTORS® have a terrific opportunity to position themselves as experts by sharing information about the best ways to save energy and money with Energy Star appliances, energy efficient windows, and other cost-saving measures. Agents can also position themselves as experts with consumers who are more highly sensitized to living a completely green lifestyle by discussing developments in local green legislation, sustainable living and even organic products.

There are some new case studies just being published from the [Earth Advantage Institute](#) that demonstrate how green homes sell more quickly at a higher average per square foot price. This type of research can be very valuable to help consumers understand the value of going green.

For agents that would like to continue to look for new insights about going green simply set up a Google alert for keywords like “green home trends”, “green home”, “green home legislation (your town)”, etc. These alerts will arrive via email.

Business Performance/Customer Satisfaction

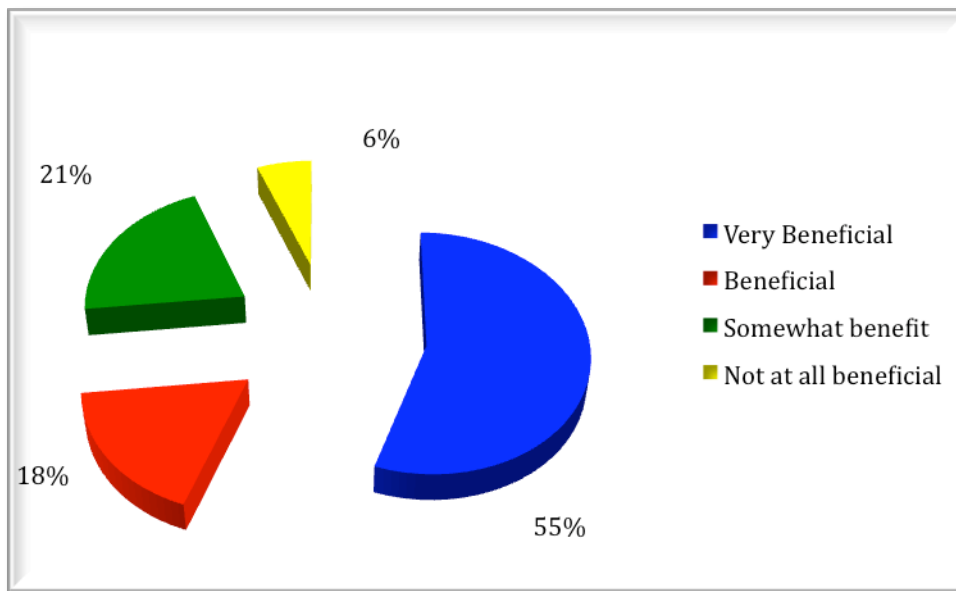
Consumers are looking for better ways to choose their REALTOR® other than just referrals. Since their home is the largest and most important purchase or sale for most households, choosing the right real estate professional to work with is a very important decision. They are looking for objective feedback from past customers to verify the quality level of service they will receive.

Consumers are looking for more transparency than ever these days. They are used to receiving performance feedback about hotels, lawyers, books, websites, digital cameras, and just about everything else these days. Successful real estate professionals work really hard to complete many transactions while deliver superior levels of customer service.

Consumers are looking for ways to evaluate satisfaction levels from past customers. They also would like to evaluate the number of transactions an agent has completed as well as a clear demonstration of their areas of expertise.

According to the 2008 Survey of Home Buyers and Sellers conducted by the University of Houston, consumers are very interested in the ability to review feedback from past customers before choosing to work with a real estate professional. 74% of consumers would like to review the feedback from past customers before choosing a REALTOR®.

How beneficial would it be to be able to review comments from past customers?

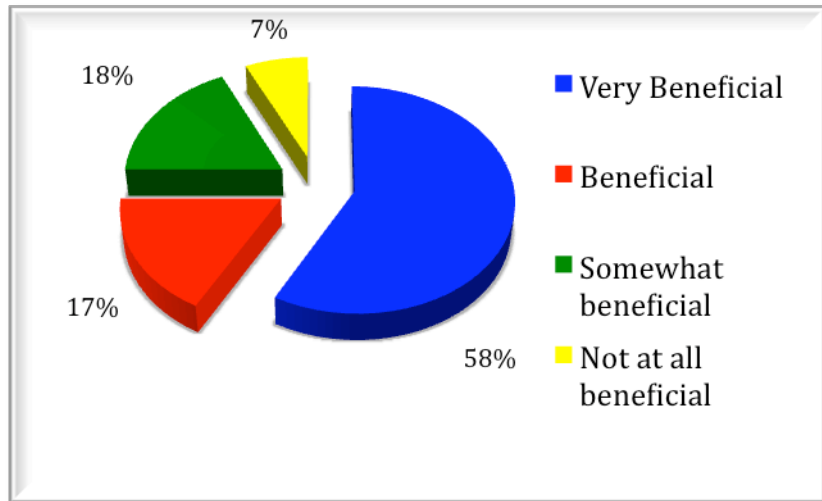


2008 Houston Home Buyers and Sellers Survey

How beneficial would it be to be able to access satisfaction ratings from past clients?

75% of consumers who responded to the Houston survey would like to access consumer ratings from previous customers.

[Carol Chapman](#) of TomieRaines Realty takes advantage of her strong reputation by sharing her quality service ratings on-line so that clients can see how strong her performance has been.



Edutizing Tools

Blogs

There are a variety of tools that can be used to convert your advertising efforts into Edutizing programs. First and foremost, it makes sense to use your website and blog to share your unique insights about the market. Once an agent writes a blog post, they can post it on Twitter, Linked In, Facebook, and other places where they connect with their client base. There are now several ways for agents to identify local customers through these tools as well so they can conduct outreach to potential new customers. There are companies who offer real estate specific blogs like [Kinetic Knowledge](#), [Real Estate Tomato](#), [Realtown](#), and [ActiveRain](#). Some of these companies also offer “ghost-writing” services and blog writing coaching to help an agent get started or to provide continuous contributions to their blog during busy times.

Market Statistics Software

Local Market Statistics and Housing trends are one of the most important elements for any edutizing campaign. There are several market statistics programs available now that can help you provide localized, relevant, and easy to understand information to consumers. For agents there are products like [Clarus Market Metrics](#), [Altos Research](#), [TrendGraphix](#), [10K](#) and others. These tools provide graphics to clearly demonstrate short and longer-terms market performance trends. Clarus MarketMetrics, for example integrates with MLS data and provides trending information for local neighborhoods. The level of granularity is only limited by the level of granularity provided by the MLS system in a specific area. Many Associations are now offering this product as a member

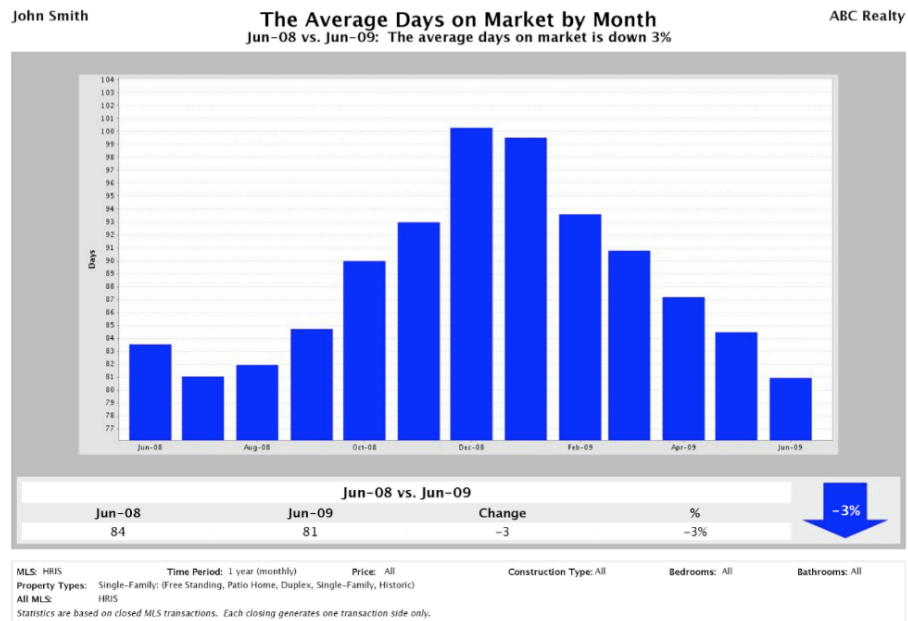
benefit so you may want to check with your local association to see if you can take advantage of this terrific benefit.

Many of these tools provide the agent with an easy way to share local market pricing trends, days on market, percentage of original list price at sale, supply/demand ratios and others. Some also offer quarterly reports on foreclosures and housing supply that can make for interesting blog posts and website articles as well.

Here are some examples of how you can use local market statistics to help edutize your client base. The following examples are from the Houston market for the June of 2009.

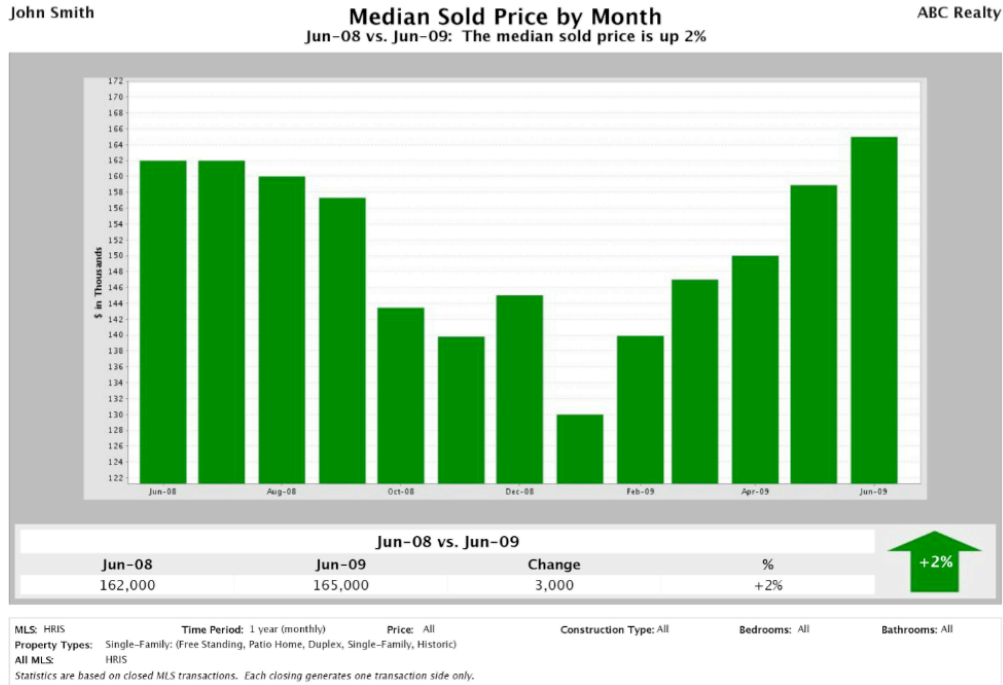
Positive Days on Market Trends

While sales volume is still down versus last year, the days on market of property is decreasing slightly in Houston. An agent could use this to help set proper expectations for a home seller about how long it will realistically take to sell their home.



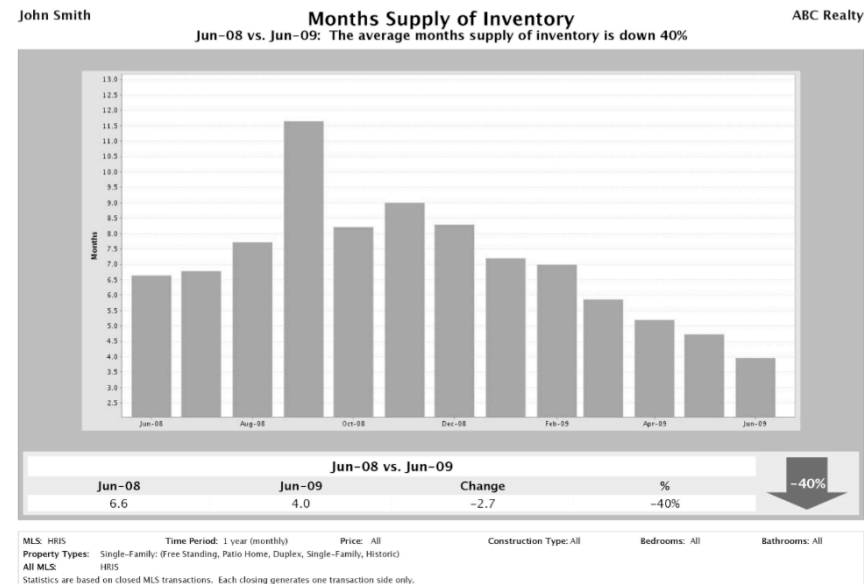
Median Home Price Improvements

An agent could also local market metrics to demonstrate how the time is now. This chart shows how the median home price has actually increased slightly in the past year by suggesting the market may have ‘bottomed out’. This type of data could help encourage the “fence sitters” to make a decision and buy a home.



Inventory Improvements

Market statistics packages can also clearly demonstrate how real estate inventory levels are decreasing to help convince a seller to list their home or to help build confidence that the market is starting to clear out and adjust to more normal inventory levels.



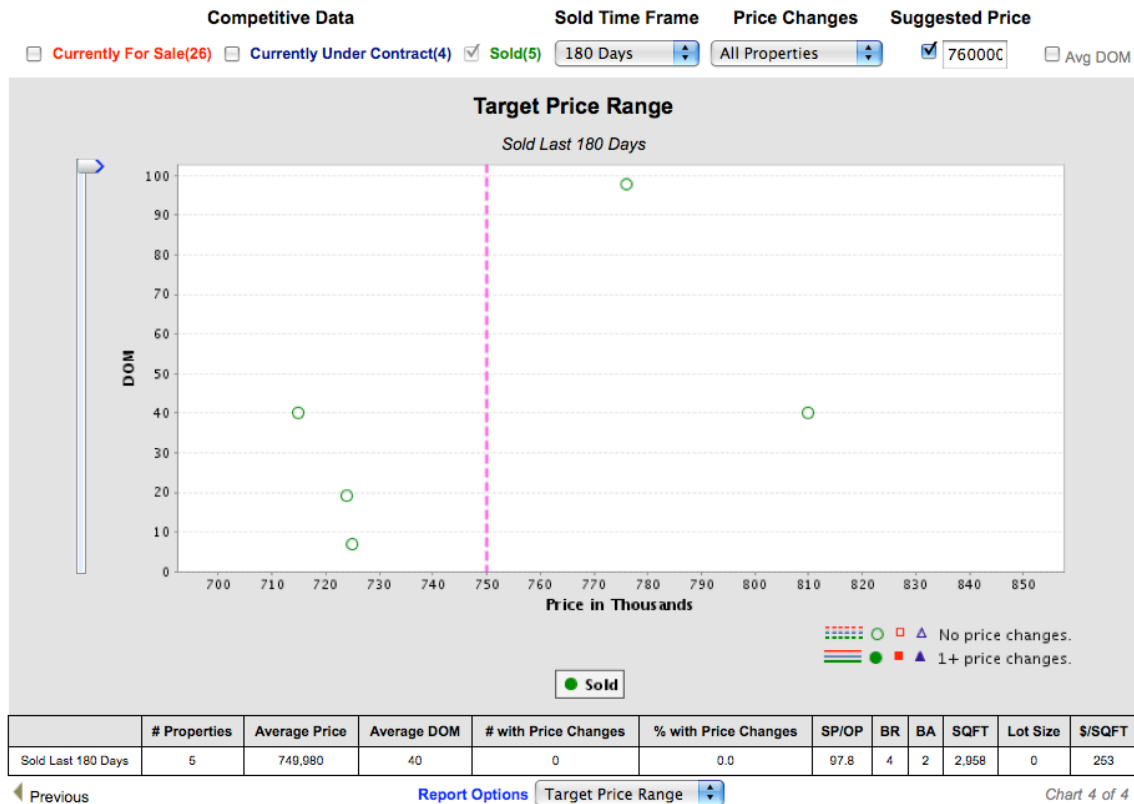
Support for “Right Pricing” a Home

Local Market statistics can also help an agent demonstrate how they know how to price a home correctly. Using an analysis of home price vs. days on market analysis, an agent can demonstrate an intimate pricing knowledge of the local marketplace. They can also demonstrate how homes they have listed have sold more quickly because of the thorough pricing analysis they offered to their clients. In the example shown below, let’s say the client wanted to price their home at \$750,000. They are relocating and they need to sell their home within 60 days.

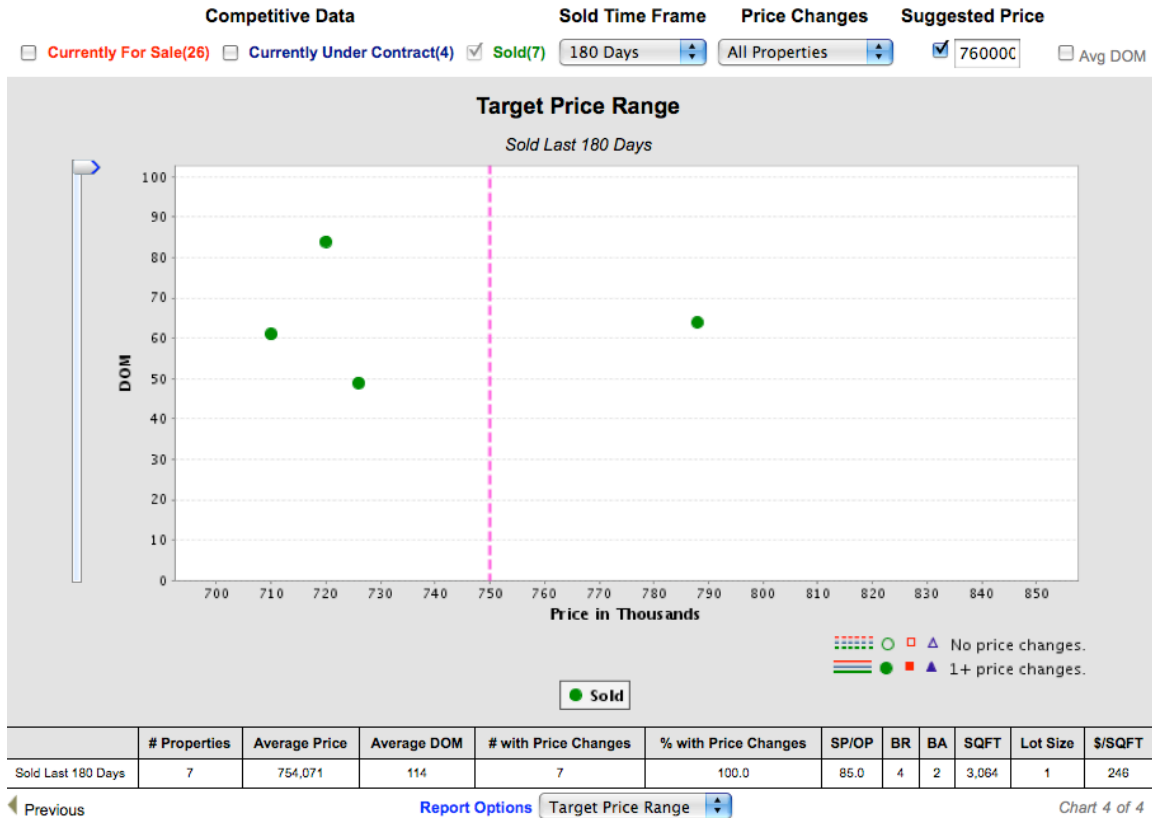
The chart from Clarus MarketMetrics, for example demonstrates that the homes that sold priced right at approximately \$750,000 and \$250 per square sold in approximately half the time that were priced higher than that amount. This type of intelligence can help an agent position themselves as experts in the market as well as convince the home seller to price the home right without having to take price reductions down the road.

AN EXAMPLE

Let’s take a look at an example in Arroyo Grande, California to illustrate how local market statistics can help an agent price a home right.



In this example, homes sold without price reductions sold for an average of \$749,000 and sold in approximately 40 days for \$253 per square foot.



Conversely, homes priced above the average price per square foot ultimately sold for a slightly lower cost per foot and took 114 days on average to sell. It took almost 3 times as long to sell a home that was priced out of the standard pricing range.

Broker Applications

There are also products available for Brokers to conduct market analysis. There are robust products like [Broker Metrics](#) and [Real Data Strategies](#) that offer not only tools to evaluate and share market trends. They also offer terrific methods for evaluating a broker's market performance relative to competition. It also allows an agent to evaluate the business performance trends of individual agents, offices as well as look at overall company performance. This data can also provide terrific educating opportunities.

Wireless Applications

The world of wireless applications for real estate is exploding. There are many types of information available now that an agent can share with consumers on their cell phones.

Market Statistics

The California Association of REALTORS® has recently launched an excellent application to allow REALTORS® to share monthly regional market statistics with their clients. The application allows an agent to share monthly market statistics with their clients. They can email the information in a branded email as well.



Mobile Search Tools

There are a variety of companies now providing property search from mobile phones. According to research WAV Group completed recently many consumers, especially those with smartphones are very interested in receiving detailed property information about a property while they are standing in front of it. Companies like [VoicePad](#), [SmarterAgent](#), [Kurio](#) and others are offering methods for consumers to use their phone to

received detailed property information. Once a consumer registers for one of these services, the agent associated with the registration has a terrific opportunity to continue to educate the client about market trends and properties of interest.

“On-Location” Expertise

The dawn of social networking now allows REALTORS® to share their insights and expertise in “real-time”. For example an agent may be attending a session discussing economic trends in their area. They can share information they are hearing in real-time so they can be the first with the “scoop”. Just like a reporter, the agent who shares information gets a jump on their competition. Over time, real estate consumers will look to the agent who provides the most relevant information in the timeliest fashion.

Twitter

While much has been written about Twitter, it is important to remember that this is an ideal educating resource. Agents can provide quick 140 character snippets of information with links to a blog post they just posted. They can build a follower group targeted to their local area. Consumers can follow you on Twitter and you can use the real-time nature of the medium to share a financial report you just read, your new listing, and new legislation for your area. Agents can also “retweet” information about real estate or other topics they are interested in like green living, great educational software for kids, great a new website you’ve found, or anything else you find of interest. Just be careful not to share posts like “just had a great cup of coffee” or “just dropped the kids off at school”. While your closest friends may be interested in these types of updates, it will bore your customers and they may stop following you. Also, remember not to post too many issues

or new people will be hesitant to follow you. A good rule of thumb is no more than 2 to 3 posts per day.

Facebook/Linked In

Social Networks like Facebook and Linked In are ideal locations to deliver edutizing. Instead of spending money on an ad promoting their brand, an agent can share information about local legislation, or topics that are important to homebuyers today. They can publish overtly educational information with articles like the “*Top Ten Mistakes made by first time buyers and how to avoid them.*” Since financing is so hard to come by these days, any information about tips for securing a mortgage or line of credit is very valuable these days. Agents can write an article something like “*Five Tips for Securing a Mortgage in Today’s Financial Market.*”

These types of articles will resonate with potential buyers and will help align you with knowledge about the most important needs of homebuyers today.

Traditional Marketing Tools

Traditional marketing tools work well to deliver edutizing content as well. Postcards can be used to promote a local market report which can be downloaded from the agent’s website, for example.

Newsletters are a great tool for promoting local market trends or provide relevant neighborhood information to demonstrate local expertise. Companies like [Sharper Agent](#), [Home Actions](#) and others provide excellent tools to distribute electronic newsletters and communications. Home Actions, for examples provides agents and brokers the ability to deliver news about government legislation related to home ownership.

5 Steps to Launching an Edutizing campaign

Edutizing is a very valuable way to attract new clients and enhance your relationship with current clients. So how do you get started?

1. Identify your unique position in the marketplace and stick to it!

Identify what you do best and what you like the most in real estate and then find a way to own that niche! When we focus on the part of the business we like best we are much more likely be more successful. Specifically define your unique position in the marketplace by completing the following statement: For (target audience), XYZ Realty (Company Name), is the only (competitive set) that (key benefit). Define the unique services you deliver or the unique way you work with customers. Define your “secret sauce” and then focus on it in all of your communications.

2. Focus on the marketing tools you think will be best for your audience

Not all customer bases are alike. If you work with younger first time home buyers your communication tools will need to be more focused online with social networking. If you work with an older, more traditional audience, newsletters, postcards and radio ads might work better.

3. Provide valuable information to your readers

Instead of thinking of yourself as a marketing professional, begin to think of yourself as a journalist. Bring stories to your audience that they will find interesting, newsworthy, and thought provoking. Search for research or insights not readily available in other places. Piece together stories to build your own theory about the market turnaround or the future of your town or neighborhood. Put yourself out there so that your unique insights will be found and enjoyed. Be careful to always be respectful of others, however, There is nothing that will turn off a potential customer more quickly than “rants” or “bad-mouthing”.

4. Give your client a way they can share you with people they know

Make it easy for your customers to share your insights by forwarding your story or inviting others to join your LinkedIn Group or Facebook page. If you can start contributing to your local newspaper, start a radio show, and comment on local blogs. Make it easy for your customers to find you and share your insights with their network. If you make it easy for your clients, they can help make your message go “viral.” Sending links using free online tools like [Su.pr](#), [ShareThis.com](#) or [ow.ly](#) easily accomplishes this goal, and even allows you to measure the number of times your link was clicked.

5. Deliver great service and the rest will follow

It’s not enough to just promise great service. Incredible customer service is the best way to build your reputation and credibility. Exceed expectations. Anticipate your customer’s needs. Go the extra mile. Excellent service will deliver more long-term results than anything else you can do. In today’s market help your customers buy a foreclosure, secure a loan, and negotiate a great deal. Completing a successful transaction given the challenges facing consumers today will buy you a lot of short and long-term goodwill.

For More Information – Content Sources

Below are a variety of websites to source information relevant to be shared with consumers. The easiest way to leverage these tools is to simply comment about an article you read and then attach a link to the original document. Some of the websites can also be embedded in articles. For example an article about first time homebuyer tax credit could feature a link to the government’s page describing how the tax credit works.

If you would like to track a topic you are interested set up a [Google Alert](#) and simply type in the keywords you would like to track. You will receive

emails regularly highlighting articles matching your keywords. Be sure to include your local market in the keyword description where appropriate so that you can get localized information.

Here are some other resources you can use to get started.

Mortgage/Financing Resources

[First Time Homebuyer Tax Credit](#)

[Government Refinancing Assistance](#)

[Mortgage Rate Projections and Analysis](#)

[Bankrate.com](#)

[Mortgage Blog](#)

[Case-Shiller Index](#)

Local Market Statistics Software

[Clarus Market Metrics](#)

[Broker Metrics](#)

[Altos Research](#)

[TrendGraphix](#)

[10K](#)

Green Home Content

[MyGreenHomeBlog](#)

[GreenHomeBuilding.com](#)

Go Green Books

[Green to Gold by Daniel C. Esty and Andrew S. Winston](#)

[Greening Your Business – The Hands On Guide to Creating a Successful and Sustainable Business by Daniel Sitarz](#)

Green REALTOR® Designations

[ecoBroker](#)

[Green Designation by NAR](#)

Green tools for Consumers

[Agilewaves.com](#)

[GetHipGetGreen.com](#)

[TheGreenGuide.com](#)

Blog Software

[Kinetic Knowledge](#)

[Real Estate Tomato](#)

[Realtown](#)

[Active Rain](#)

Mobile Applications

[MyCAR Application](#)

[VoicePad](#)

[Kurio](#)

[SmarterAgent](#)

[mobiManage](#)

Online Newsletter Software

[Sharper Agent](#)

[Home Actions](#)

About the Authors

WAV Group is a leader in providing consulting services to the real estate industry and is comprised of corporate executives with a depth of expertise in both the real estate market as well as the consumer market. The company has conducted studies for some of the largest organizations in the industry including the National Association of REALTORS® and others. It has also authored several of its own studies including its annual MLS Technology Survey, Mid-Year Technology Update and many others.

The company works with Multiple Listing Services, real estate firms, franchise organizations and technology vendors in the US, Canada and Europe. WAV Group has expertise in the areas of content development, market research, strategic planning, product development, distribution, marketing, and technology evaluation, selection and implementation.

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