



# WAV GROUP

## Smartphone Satisfaction Survey

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## Executive Summary

The WAV Group's 2007 Smartphone Satisfaction Survey gathered responses from 1618 REALTORS® around the United States who currently use smartphones. Given the increasing demand for smartphones in the real estate profession and the myriad of smartphone brands and models available, WAV Group designed this study to help real estate professionals with the following issues:

- Understand what type of REALTORS® are using smartphones and why they are using them
- Learn how early adopters are using this technology in their real estate business
- Understand the key differences between available smartphones and how to select the best device for the real estate professional

Key findings are outlined below:

### Smartphone Users

- Smartphone users mirror top producers. They are more experienced than average and sell more real estate than average.

### Smartphone User Attitudes

- 78% of respondents believe their smartphone has helped them become more responsive to their clients.
- 81% of respondents believe their smartphone has helped them project a more professional image.
- 62% of the respondents believe their smartphone has helped them sell more real estate.

### Smartphone Usage

- 95% of survey respondents use email on their smartphone at least once a week.
- 78% of survey respondents have Internet access on their smartphone device.
- 86% use a wireless MLS service and 61% of survey respondents access the wireless MLS at least once a week.
- 54% of survey respondents receive Internet lead requests on their smartphone.

### Smartphone Purchase Dynamics

- 66% of survey respondents are using their first smartphone.
- For those that have purchased more than one smartphone the single largest reason for switching phones was battery life.
- Phone reception, synchronization, ease of use were the top three most important factors considered when purchasing a smartphone followed by wireless MLS and battery life.

## Smartphone Satisfaction

- On average, 67% of users are somewhat or very satisfied with other smart phones.
- BlackBerry® smartphones have the highest satisfaction ratings overall. 78% of survey respondents with either somewhat or very satisfied.
- BlackBerry smartphones ranked highest in 9 of the 10 key satisfaction ratings from the survey.

For more information about how to unleash the power of smartphones in your real estate business, go to the WAV Group white paper, entitled: [Gaining a Competitive Edge in Real Estate with Smartphones](#).

## Overview

The WAV Group's 2007 Smartphone Satisfaction Survey gathered responses from 1618 REALTORS® around the United States who currently use smartphones. Given the increasing demand for smartphones in the real estate profession and the myriad of smartphone brands and models available, WAV Group designed this study to help real estate professionals with the following issues:

- Understand what type of REALTORS® are using smartphones and why they are using them
- Learn how early adopters are using this technology in their real estate business
- Understand the key differences between available smartphones and how to select the best device for the real estate professional

## Smartphone trends

### Becoming the REALTOR® phone standard

According to NAR's 2007 REALTOR® Technology Survey, 58% of REALTORS® currently own or plan to purchase a smartphone in the next 12 months. That statistic means nearly 800,000 REALTORS® will be using a smartphone in the next year indicating a strong growth trend for smartphone usage. There are also several programs now available supporting mobile applications on smart phones including wireless MLS services, Top Producer®, Google Maps mobile, mortgage calculators, lockbox password storage and several other industry-specific programs.

WAV Group Smartphone Satisfaction Survey respondents are satisfied with the convenience that smartphones provide them.

*"It's a wonderful way to be organized. The smartphone is one single piece of equipment that does so much and takes up so little space. I am always in touch with my clients via phone or email, even while I am driving around showing...Very convenient and very much the future."*

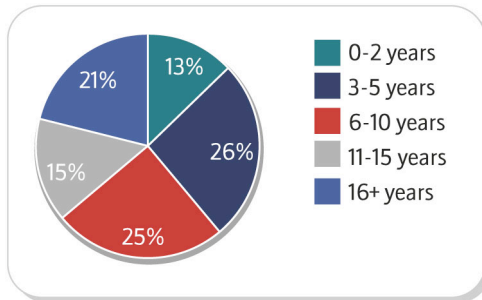
Smart phone users also believe they run a more efficient real estate business. One respondent said,

*"I am able to get things done faster and easier from anywhere. I don't have to go to the office after every appointment anymore. I get access to my email immediately."*

## Profile of Smartphone Users

The profile of smartphone survey respondents mirrors top producer demographics. Smartphone users are seasoned professionals. Two thirds have been in real estate for 6 or more years, slightly higher than national averages according to NAR's 2007 Member Profile. Smartphone survey respondents sell more real estate than average. 53% of survey respondents sell 16 or more while only 33% on average sell 16 or more sides nationally according to NAR's 2007 Member Profile.

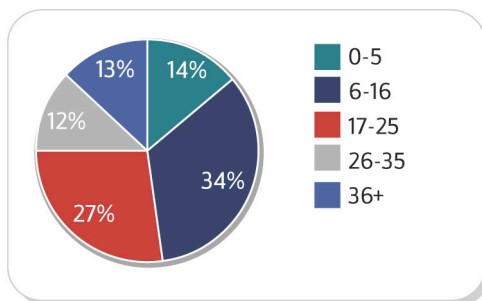
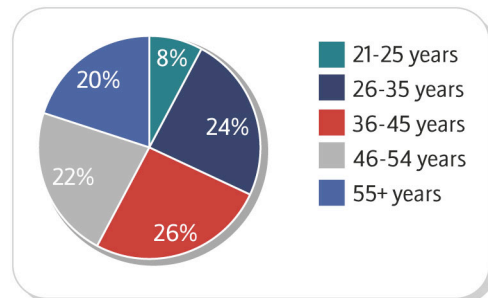
### How long have you been in real estate?



60% of respondents have been in the industry for 6 or more years. There are less smartphone survey respondents that have been in the business for 0 – 2 years than national averages. 23% of NAR members have been in the business for 2 years or less compared with 13% of smartphone survey respondents.

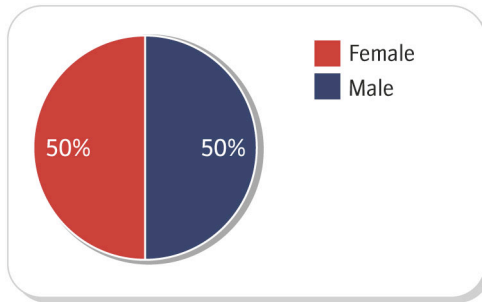
### What is your age?

Smartphone users are younger than the overall REALTOR® population according to NAR's 2007 Member Profile. According to NAR's study, 11% of REALTORS® are 34 and under, while nearly 3 times as many or 32% of smartphone respondents are 34 and under. 69% of REALTORS are 45 and over, while only 48% of smartphone respondents are 45 and over.



### On average, how many sides do you sell per year?

Smartphone survey respondents sell significantly more sides per year than national averages. 53% of respondents sold 16 or more sides, while only 33% sold 16 or more sides nationally according to NAR's 2007 Member Profile.



### What is your sex?

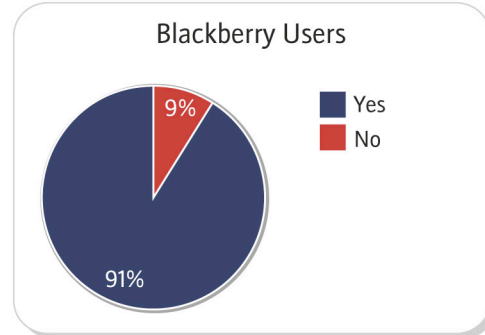
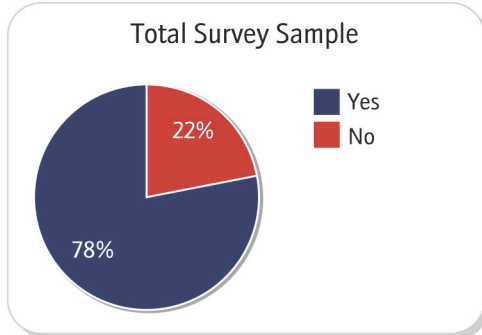
Smartphone users are balanced between male and females. Smartphone survey respondents skew more heavily male than the national average according to the NAR 2007 Member Profile. Overall, 41% of REALTORS are male, yet 50% of smartphone survey respondents are male. 59% of REALTORS® overall are women, but only 50% of the survey respondents were female.

## Smartphone User Attitudes

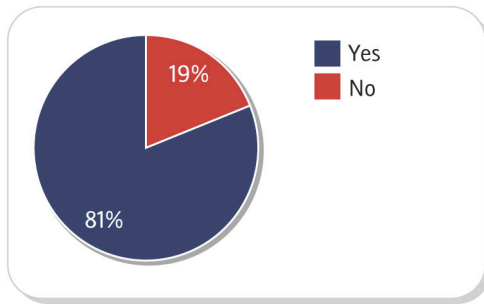
According to WAV Group Smartphone Satisfaction Survey respondents, smartphones are a valuable tool for providing excellent customer care and responsiveness. 78% believe their smartphone has helped them become more responsive to their clients. 62% of respondents believe their smartphone helps them sell more real estate.

### Do you believe using a smartphone has helped you become more responsive to your clients?

78% of respondents believe their smartphone has helped them become more responsive to their clients.

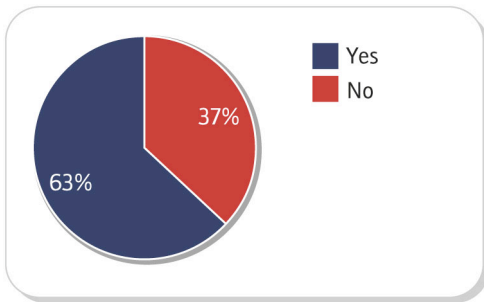


BlackBerry smartphone users are even more adamant that their smartphone has helped them become more responsive to their clients. 91% of BlackBerry smartphone respondents believe their smartphone has helped them become more responsive. This may be due, in part to “push email” technology on BlackBerry smartphones which delivers emails in real-time as they are received.



**Has your smartphone helped you project a more professional image?**

More than 80% of respondents believe their smartphone has helped them project a more professional image.

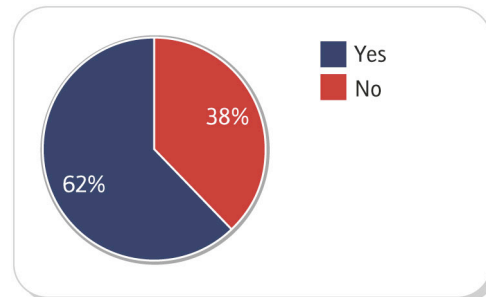


**Have you ever secured a new client because your smartphone helped you respond more quickly than your competition?**

63% of respondents believe their smartphone has helped them respond more quickly than their competition.

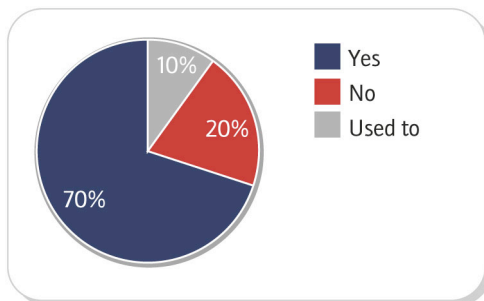
**Do you believe your smartphone has helped you sell more real estate?**

62% of the respondents believe their smartphone has helped them sell more real estate business.



## Smartphone Usage

### Email



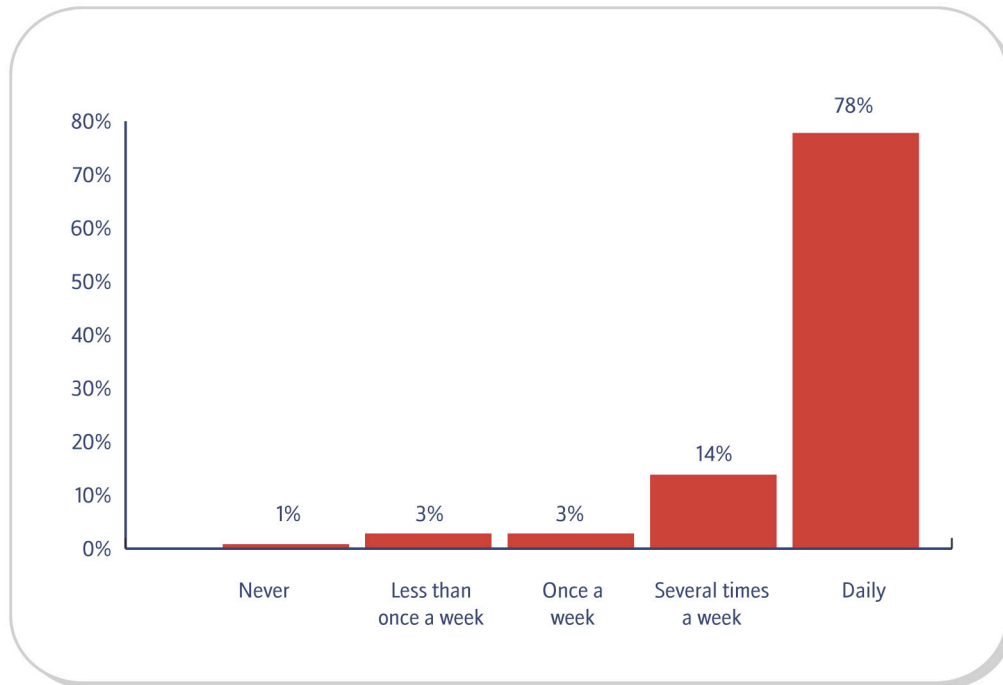
**Do you receive email on your smartphone?**

70% of survey respondents receive email on their smartphone. This is one of the key advantages of a smartphone and the reason many agents believe they can support their clients better because they can stay in constant touch. One respondent said:

*"My email response time is incredible. I have few phone calls from clients now which allow me to respond to more people."*

### How often do you use email on your smartphone?

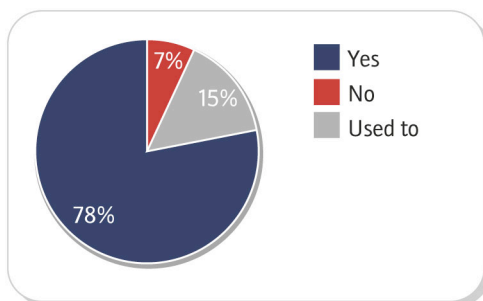
Receiving and reviewing email on a smartphone on a daily basis is nearly ubiquitous with survey respondents since 95% use email at least once a week. In comparison, only 50% of total REALTORS® are using email to communicate at least 50% of the time to their clients, according to the 2007 NAR Member Profile.



78% of survey respondents use email daily and 95% use email at least once a week.

### Internet Access

Nearly 80% of the 2007 WAV Group Smartphone Satisfaction Survey respondents have Internet access on their phone. Nearly three quarters of the respondents use it at least once a week to access MLS listings, maps, directions and general web searches.

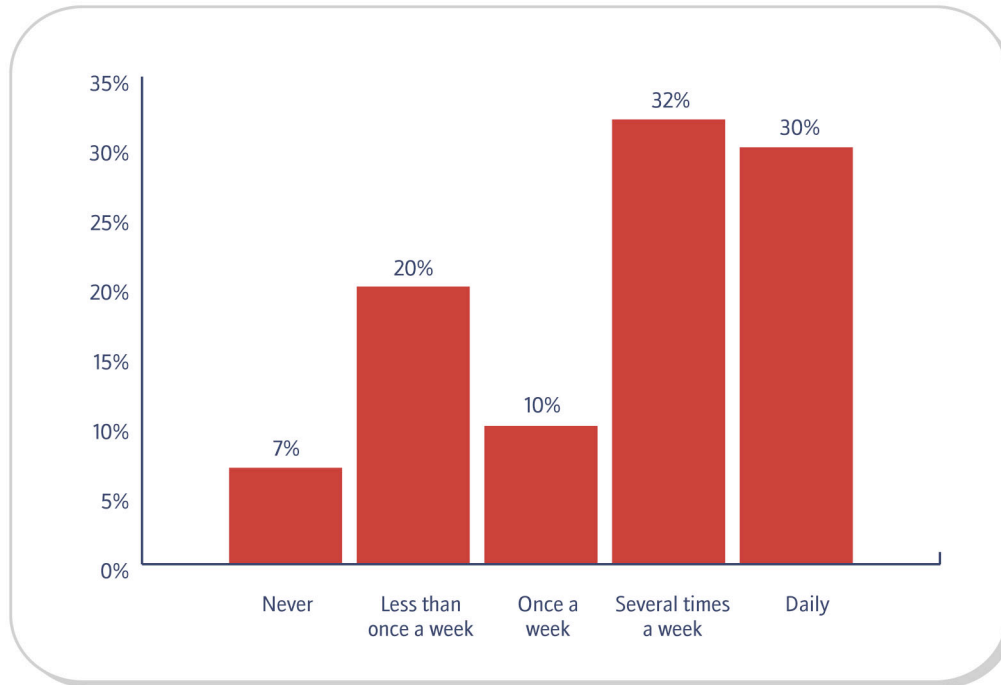


### Do you have Internet access on your smartphone?



### How often do you access the Internet from your smartphone?

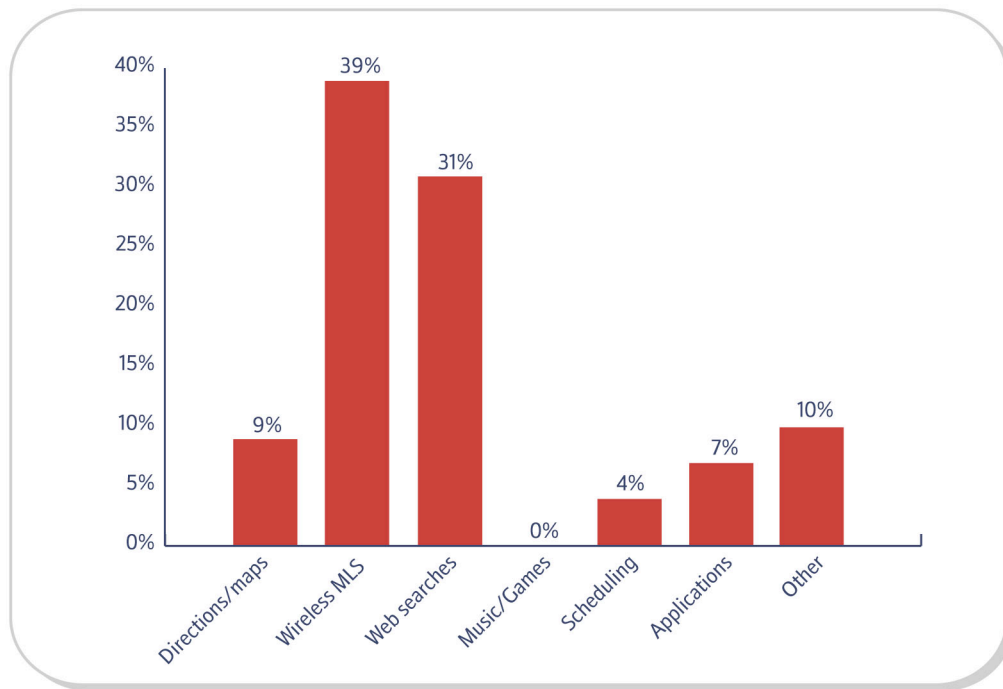
Nearly 2/3 of survey respondents use the Internet at least several times per week. It appears as though a large number of smartphone users are leveraging the technology well.



## Internet Usage

### What do you access the Internet for?

The single largest usage of the Internet from smartphones is wireless MLS access. Smartphone Survey respondents use this service more than twice as much as average according to the NAR 2006 MLS Technology Survey.

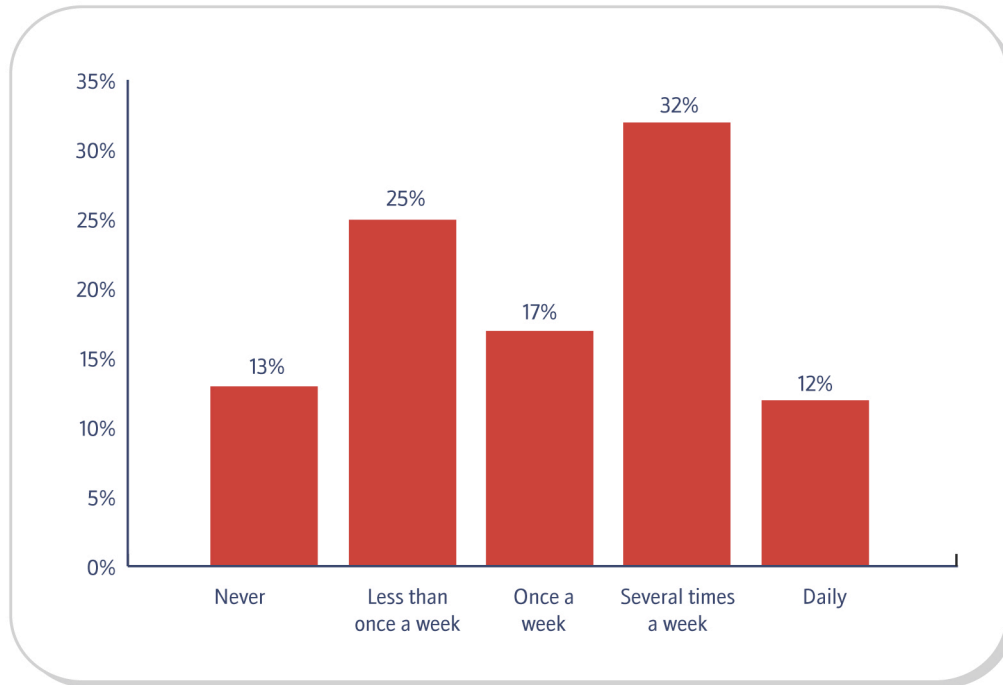


### Wireless MLS Access – Connect to the data virtually

Wireless MLS access is increasing. According to NAR's 2006 MLS Technology Survey conducted by WAV Group, 71% of MLSs now have wireless MLS access available to their members up from 59% in 2005.

### How often do you use your wireless MLS access?

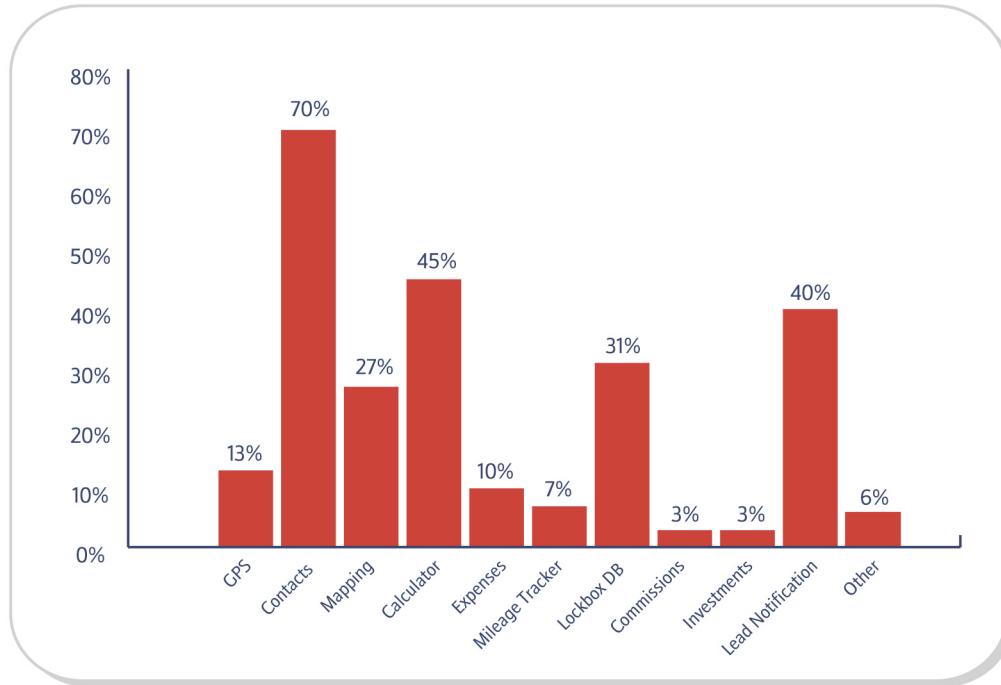
86% use a wireless MLS service and 61% of the survey respondents access the wireless MLS at least once a week. In comparison, according to NAR's 2006 MLS Technology Survey only 35% of the total market accesses the MLS from their wireless device.



## Smartphone Applications

### What applications do you have on your smartphone?

The most popular applications on smartphones are contacts. Nearly half of survey respondents have mortgage calculators on their phones and nearly one third have a database of lockbox codes on their phones. Mapping is also popular. 27% of smartphone survey respondents have mapping software on their devices.



### Contact Management

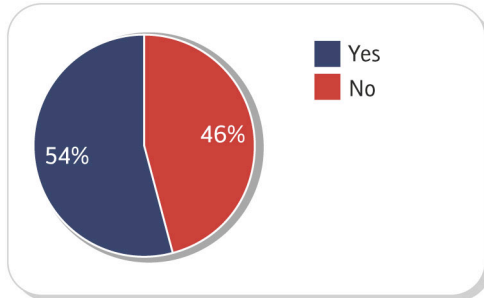
70% of survey respondents use the contacts function on their phone daily. This is one of the key advantages to smartphones. Agents can carry their entire database with them.

### Speakerphone, Text Messaging

46% of respondents say they use the speakerphone function on their phones daily. This feature is great when an agent is on the road. 35% of respondents use text messaging daily.

## Email lead notification

### Do you receive Internet lead requests on your smartphone?



54% of survey respondents receive Internet lead requests on their smartphone. This allows them to respond immediately to lead requests and increase the potential to capture a new client by being the first to respond.

This statistic indicates there is still an opportunity for a large number of agents to leverage their smartphone to respond to lead inquiries more quickly.

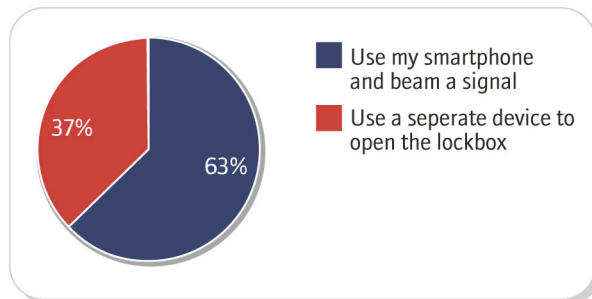
## Mortgage Calculator

Nearly half of smart phone users have a mortgage calculator on their smart phone. They like having ready access during conversations with current or potential clients.

## Lockboxes

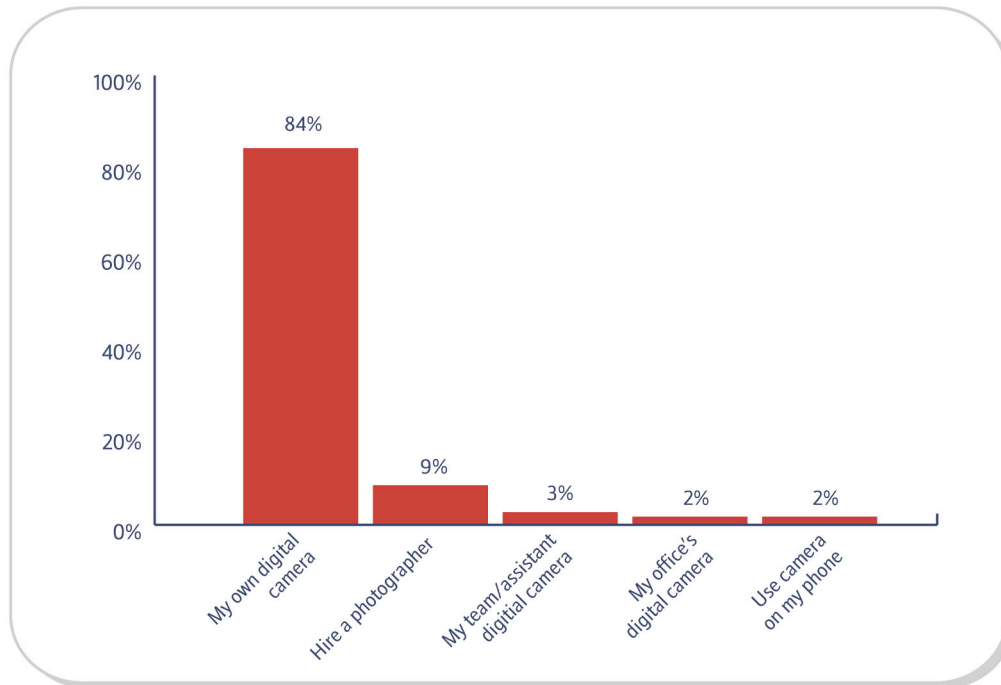
### How do you open the lockbox with your Supra eKey?

63% of smartphone survey respondents use their smartphone with their electronic lock box.



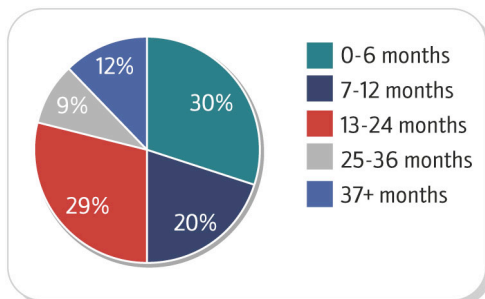
## Camera Usage

**When setting up a property listing, what camera do you use to take the photographs?**



Digital cameras have become the norm for REALTORS®. 84% of WAV Group Smartphone Satisfaction Study respondents state they use their own digital camera for taking property listing pictures. While many smartphones have cameras, only 2% of survey respondents use it for taking listing pictures.

## Smartphone Purchase Dynamics

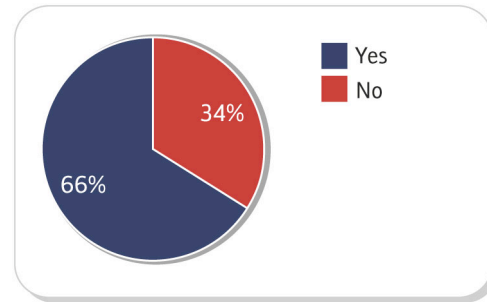


### How long have you owned your smartphone?

50% of smartphone users have purchased their phone in the past 12 months, consistent with the recent growth in smartphone ownership among REALTORS®.

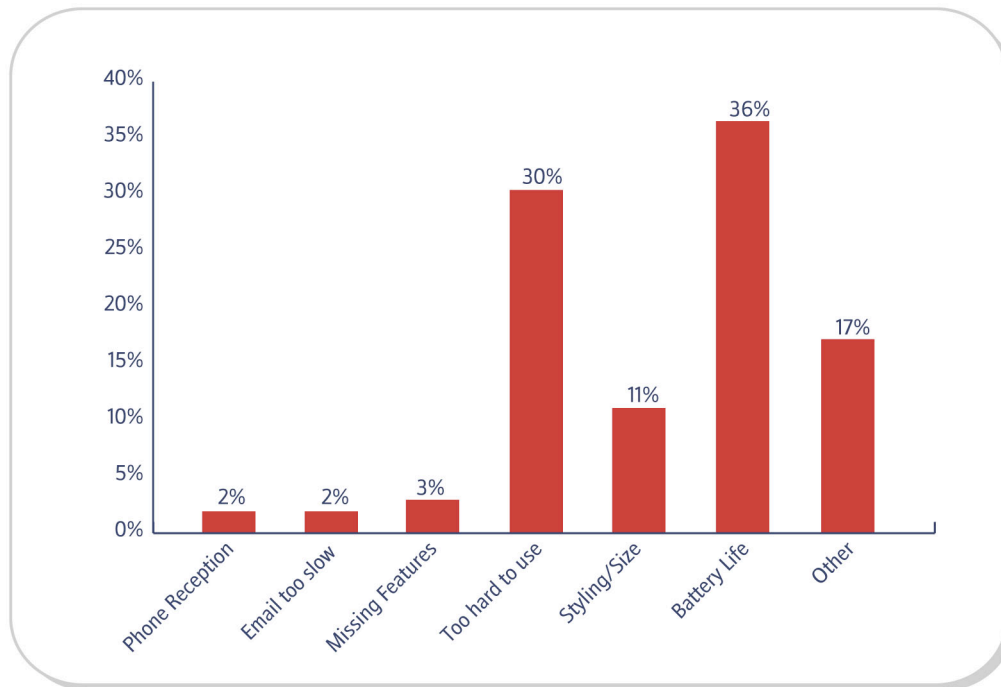
**Is this the first smartphone you have purchased?**

Two thirds of survey respondents are using their first smartphone. 34% have purchased more than one smartphone.



**Why did you switch from your last smartphone to your current one? (choose all that apply) (Multiple smartphone owners only)**

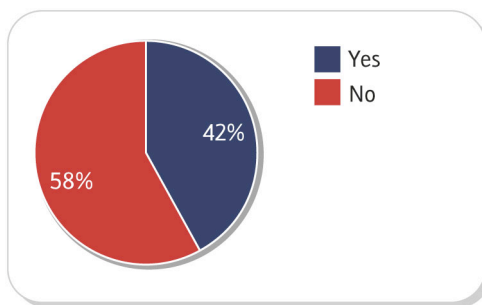
The single largest reason for switching from one smartphone to another is battery life. Nearly 40% of survey respondents felt that they needed to recharge their battery more frequently than desirable. 28% of survey respondents felt their phone was too hard to use. The reasons for the difficulty in use was defined by things like, "the keyboard is too small", "didn't like the touch screen" and "screen was too difficult to read in the sun".



## Battery Drain

Many smart phones have the capability to set the phone for automatic delivery of emails. The phones can be set to receive emails on a range from every 15 minutes to every several hours. If a phone is set to receive email every 15 minutes, it will significantly reduce battery life. For example, if you program a TREO™ 700 to receive emails every 15 minutes, the phone issues you a warning telling you this setting will reduce battery life.

Awareness of this potential battery drain problem is low among REALTORS®. When polled, many were not aware that settings to schedule the receipt of email would reduce battery life. In fact, the majority of respondents said they would have considered or purchased a different phone had they known that setting up a phone to receive emails automatically significantly drained the battery.

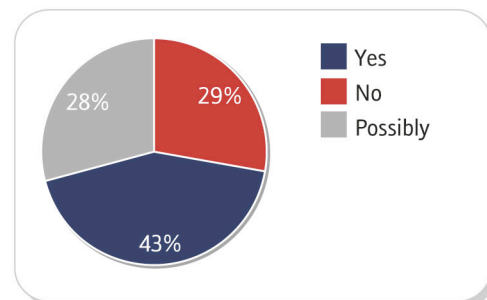


### Did you know that setting your phone to automatically receive email reduces your battery life?

The single largest reason for switching phones was battery life, yet nearly 60% of survey respondents did not know that setting your phone to receive email automatically reduces battery life.

### If you had known that setting up your phone to download emails automatically decreased battery life do you think you may have chosen a phone that sends you email as soon as you receive it without reducing battery life? ie. BlackBerry smartphones

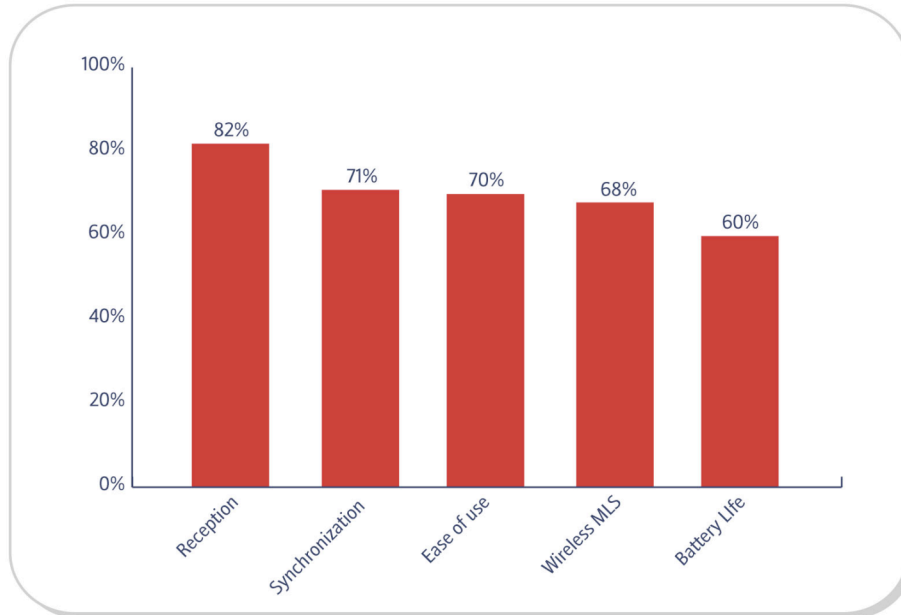
72% of survey respondents said they would have considered or purchased a different phone if they had known that setting up their phone to receive automatically would reduce their battery life.





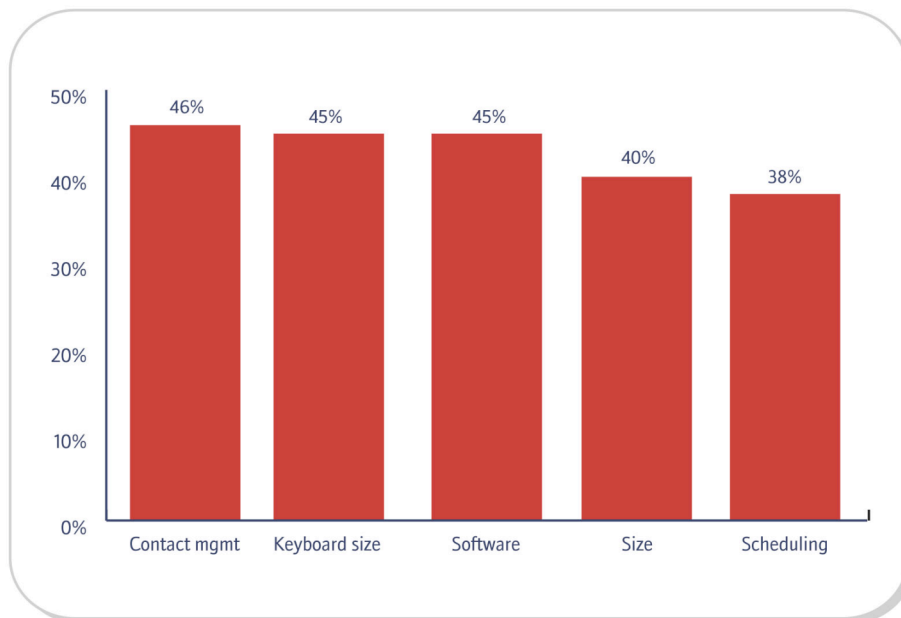
## Most Important Features

**What are the most important features you considered when purchasing your smartphone? (Top 5 features)**



Phone reception, synchronization, ease of use were the top three most important factors considered when purchasing a smartphone followed by wireless MLS and battery life.

**What are the most important features you considered when purchasing your smartphone? (6 – 10 most popular features)**



Management, Keyboard size, software, size and scheduling software were the next five most important factors when purchasing a smartphone.

## Smartphone User Satisfaction

### Overall Satisfaction Levels – BlackBerry rated #1

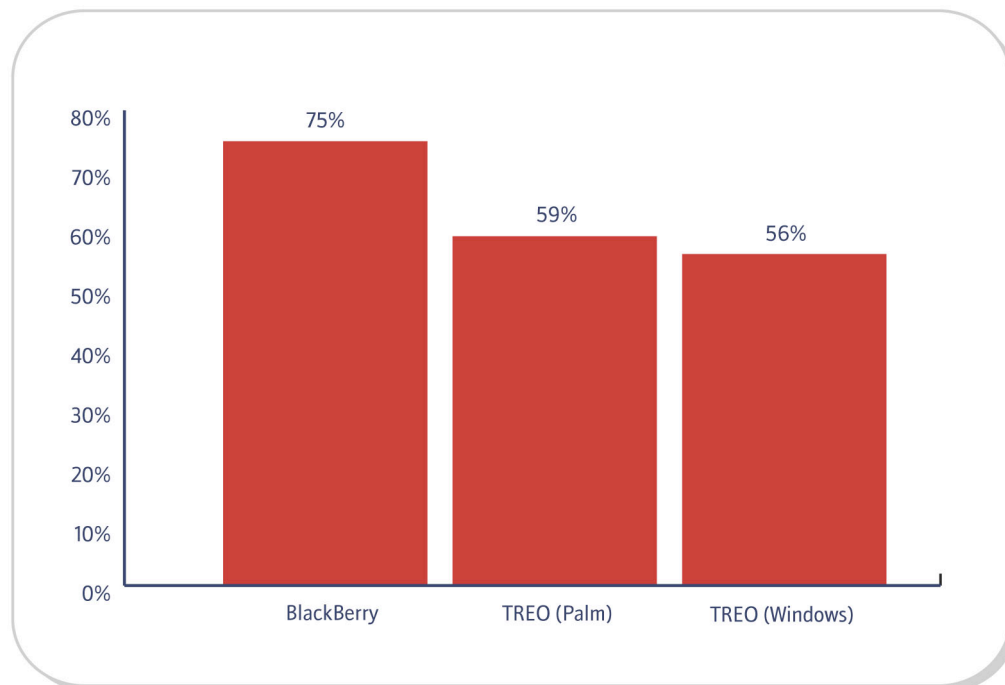
According to WAV Group Smartphone Satisfaction Survey participants, TREO and BlackBerry are, by a large measure, the two most popular brands of smartphones for REALTORS®. The survey also asked about other brands of phones other than TREO and BlackBerry, but the sample sizes were too small to provide statistically relevant data.

Smart phone satisfaction levels are fairly high overall. On average, 67% of users are somewhat or very satisfied with other smart phones.

Satisfaction Factors	TREO™ (Palm)	TREO™ (Windows)	BlackBerry®
Overall	66%	57%	78%

BlackBerry is a standout on satisfaction rankings, however. 78% of BlackBerry survey respondents are either somewhat or very satisfied with their purchase. TREO has lost ground on satisfaction levels from its older versions (600, 650, and 680) with the Palm Operating System to its newer versions (700, 755) with the Windows Operating System. These rankings are consistent with PC Magazine and CNet rankings as well.

### Brand Loyalty – Experienced Smartphone Users



Another key measurement of satisfaction measured was brand loyalty. WAV Group looked at survey respondents who have purchased more than one smartphone and are more experienced with using smartphones in their real estate practice. BlackBerry smartphone respondents demonstrated significantly higher brand loyalty than the total sample.

### **How likely are you to purchase the same smartphone brand in the future? (Purchasers of more than one smartphone)**

Among experienced users, BlackBerry brand users demonstrated the highest brand loyalty. 75% of BlackBerry users indicated they were likely or very likely to purchase the same brand again.

## Satisfaction Rankings by Key Feature

BlackBerry smartphones ranked highest in 9 of the 10 key satisfaction ratings from the survey. The keyboard and size of BlackBerry smartphones receive good marks. Its largest advantages are its email system, battery life and keyboard.

Satisfaction Factors	TREO (Palm)	TREO (Windows)	BlackBerry
Phone reception	63%	72%	72%
Sync with contact database	60%	72%	73%
Ease of Use	72%	74%	75%
Wireless MLS Access	58%	49%	53%
Battery Life	65%	57%	71%
Contact Management Software	59%	64%	62%
Keyboard	57%	59%	74%
Size	52%	51%	73%
Scheduling	55%	48%	56%
Email	55%	64%	78%
Internet Access	42%	46%	54%

### TREO (Palm)

The TREO with Palm Operating system scored highest for Wireless MLS access and Scheduling software. This may be due, in part to the fact that many Palm PDA users migrated to the TREO phone which has a very similar interface to the Palm PDA's they were used to.

## TREO (Windows)

The TREO with the Windows operating system showed improvement in satisfaction levels over the earlier TREO versions in terms of phone reception, contact management software and email. It has lost ground, however in battery life, wireless MLS and scheduling software.

## BlackBerry

BlackBerry smartphones ranked highest in 9 of the 10 key satisfaction ratings from the survey. While it is strong in several areas, satisfaction rankings were particularly high for Email capabilities. The difference in satisfaction levels may be attributed to the email delivery system on BlackBerry smartphones. Their “push email” system allows email to be delivered in real-time as soon as it delivered to an agent’s email account. BlackBerry also scores significantly higher for satisfaction with battery life.

## For More Information

For more information about how to unleash the power of smartphones for real estate professionals, go to the WAV Group white paper, called [Gaining a Competitive Edge in Real Estate with Smartphones](#). The paper will help REALTORS® understand how to leverage the power of smartphones to gain a competitive edge and sell more real estate.

## Smartphone Reviews

If you would like to learn more about the latest smartphone developments you can go to [Palm](#) or [BlackBerry](#).

## A word of thanks

WAV Group would like to thank the members of the following MLSs who so willingly responded to the 2007 WAV Group Smart Phone Satisfaction Survey and provided the insights used for this paper.

Columbia Board of REALTORS®

Houston Association of REALTORS® (HAR)

Metrolist Denver

Mid-Florida Regional Multiple Listing Service (MFRMLS)

Multiple Listing Service of Northern Illinois (MLSNI)

Northstar MLS

RMLS Portland, Oregon

Toronto Real Estate Board (TREB)

Western New York Regional Information Systems (WNYREIS)

## About the Authors

WAV Group is a leader in providing consulting services to the real estate industry. The company is comprised of corporate executives with a depth of expertise in both the real estate market as well as consumer market. The company has written studies for some of the largest organizations in the industry including the National Association of REALTORS®, California 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 others.

The company also 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 market research, strategic planning, MLS consolidation, product development, marketing, and technology evaluation, selection and implementation.

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