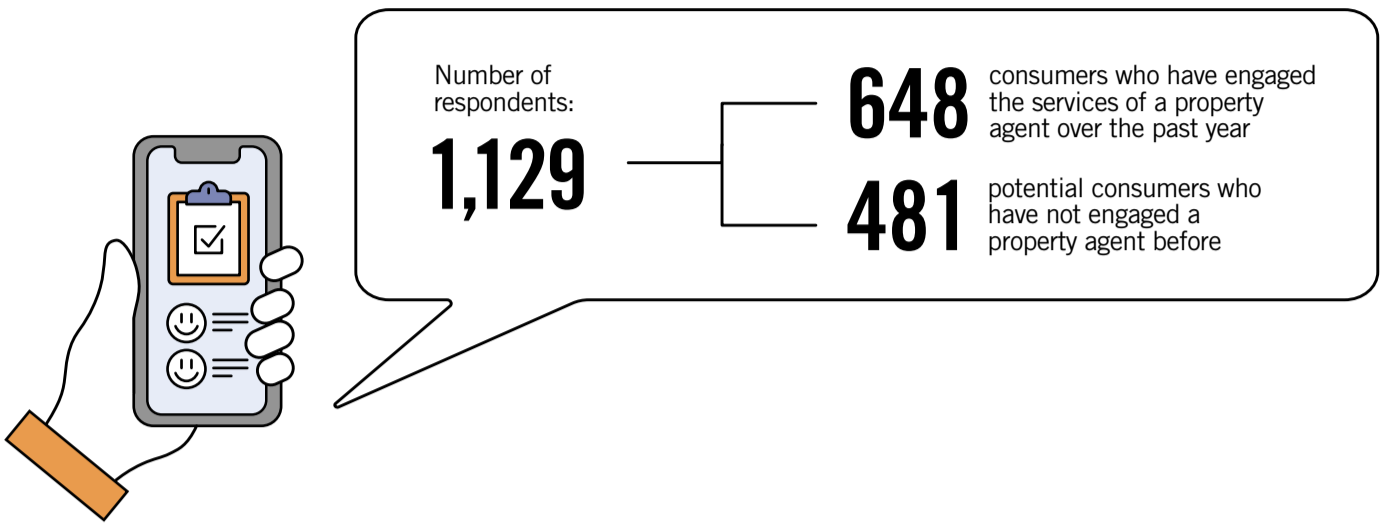


# KEY FINDINGS FROM THE 2021 PUBLIC PERCEPTION SURVEY ON THE REAL ESTATE AGENCY INDUSTRY

The Council for Estate Agencies (CEA) conducted the survey from October 2021 to February 2022.

The survey aims to gauge consumers' perception of the services rendered by property agents.



### Consumers remain satisfied with property agents' services amid higher expectations

**77%** of consumers in 2021 were satisfied with their agent's services

**Consumers' ranking of attributes shown by their agents during property transactions:**

- Service Excellence ①
- Ethics/Conduct ②
- Knowledge/Expertise ③

**Potential consumers' ranking of expected agent attributes, in order of importance:**

- Knowledge/Expertise ①
- Ethics/Conduct ②
- Service Excellence ③

### Consumers' satisfaction with services of property agents who used technology

**92%** for agents who used three or more forms of real estate technology

**76%** for agents who used two or more forms of real estate technology

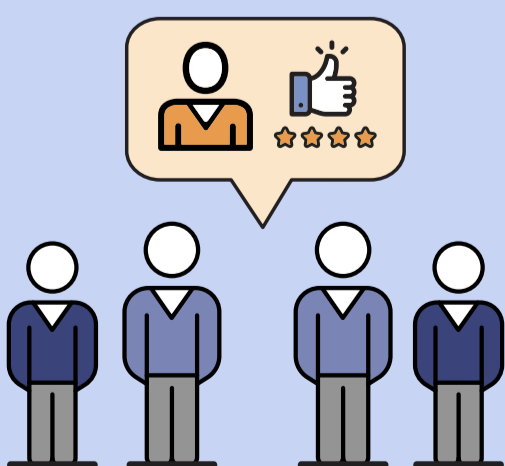
**70%** for agents who used one form of real estate technology

## Top three services consumers felt that their property agent could have provided to improve their transaction experience:

- Negotiate a better price
- Provide updated information/analysis on property values and market trends to help them make better decisions
- Research on pricing and market trends

## Choosing a property agent

**Top consideration for consumers and potential consumers:**  
Recommendation from friends/family



**Other considerations:**

- Track record of the agent
- Reputation of the agent
- Reputation of the property agency that the agent is from
- Positive online ratings and reviews for the agent by other consumers