



Agent Questionnaire Results | Sept 2020

What Matters Most to our Agents

Introduction

ListGlobally is continually gathering information, implementing new technology, and helping our clients with seamless integration into their international markets. Over the summer, our agents and clients have been inquiring about the lead process. We responded with a survey which focused on this topic.

This report shows the findings from our Agent Questionnaire, with 867 respondents from France, Spain, North America and Portugal.

Author

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Shanna is a copy writer who specializes in market research, communications and project management. With over a dozen years in the marketing and business world, Shanna can be relied upon to provide data-driven, targeted content and creative concepts. At ListGlobally, she supports the team in delivering marketing strategies with distinct character.

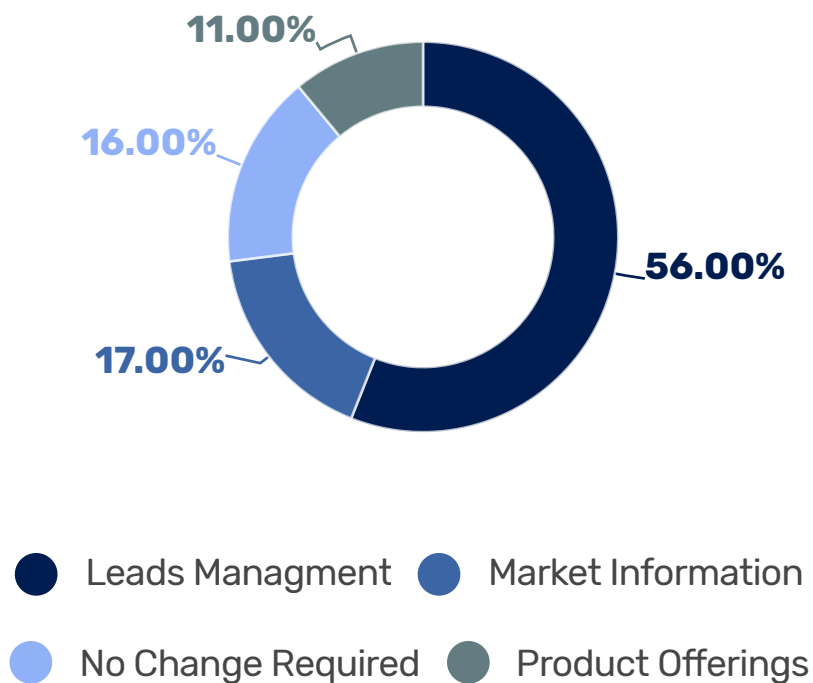


Client satisfaction

Overall, agents feel that ListGlobally products and services meet their expectations. Thank you!

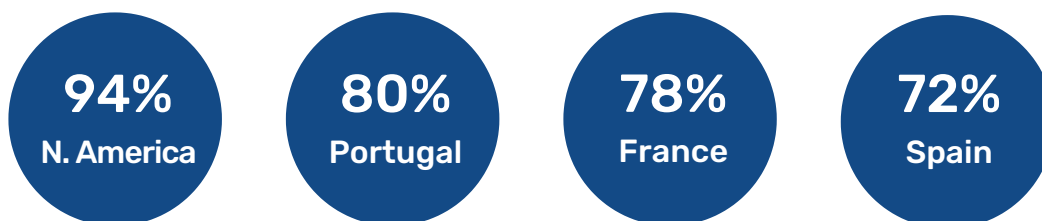


Agents responded that ListGlobally can focus most on Leads Management to best serve their needs in the coming months.

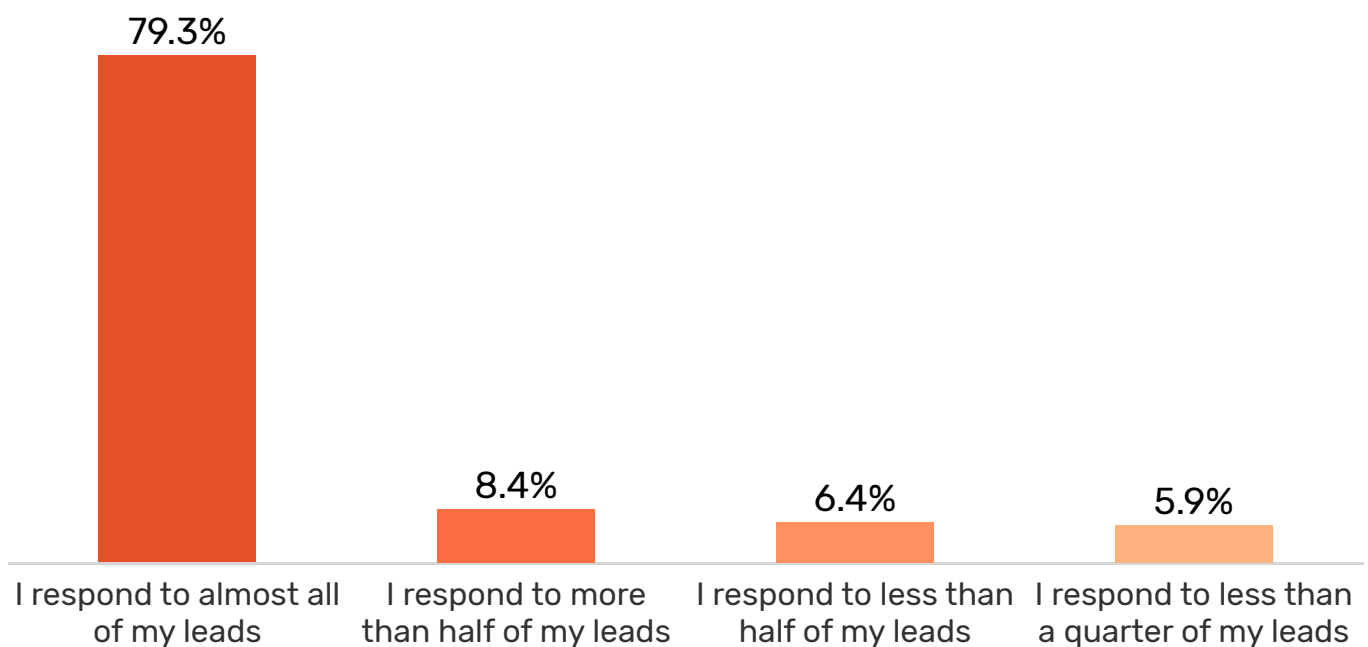


Percent of leads to which agents respond

"I respond to 76-100% of my leads." Agents in all countries report a high response rate to their leads.



Overall, agents report that they respond to the majority of all of their incoming leads.



Agents follow up!

All agents respond to 76-100% of their leads about 80% of the time.

Reasons agents may disregard a lead

Top 3 Reasons



1. The email address looks suspect.



2. The content of the message looks suspect.



3. Incomplete phone number.

By country, here are areas where agents may find a problem with their lead, causing them to disregard it:

	Portugal	France	Spain	N. America
Content	38%	39%	41%	32%
Email	44%	39%	41%	45%
Language	4%	4%	10%	14%
Phone number	15%	18%	7%	9%

Agents in all countries find that either the content or the address of their email messages look suspect in some way.

According to SecureList, a cyber threat research company, spam and phishing in the second quarter of 2020 in global email traffic was 50.2% of all email traffic, (a drop of 4.43% from the first quarter.) The country targeted most was Spain, with France and Portugal also scoring high on the geography of phishing attacks for the quarter.

Anti-spam software is constantly evolving to counteract this phenomenon but it is an ongoing challenge for businesses around the world.

More about quality of emails

ListGlobally is equipped with an anti-spam tool that filters out many spam emails every day, although it is impossible to filter them all. Black-listed IP addresses, emails and domain names are deleted before being sent to you.



Did you know?

Every year about 2500 emails are blocked from your inbox by our filters.

Concierge leads vs. classic leads

Some inquiries are routed through our marketing efforts. These leads are validated by our Concierge Service. You will recognize these because they begin with a sentence telling you which team member has already vetted the lead.



Hello, I am Lucie from Concierge Properstar

All Concierge leads have been personally contacted by phone and are REAL!

“

Agents tell us

“My business has been doing better at this time due to the virtual tools.”

“There is more demand than supply.”



“My biggest challenge is having enough time to take care of the increase in new business!”

“The buyers' uncertainty as they are waiting for this phase to pass is a challenge.”

“I'd like at least two ways to be able to contact the customer. It happens a lot that there is only one email and the lead does not respond to the email.”

“During the pandemic, we obtained more closures than the first quarter this year.”

”

Challenges of agents as they manage their business during the pandemic

Top 3 Challenges

1. Accurately qualifying my leads

39% of all agents

2. Owner reluctance to show their home

36% of all agents

3. Leads have financing challenges

28% of all agents

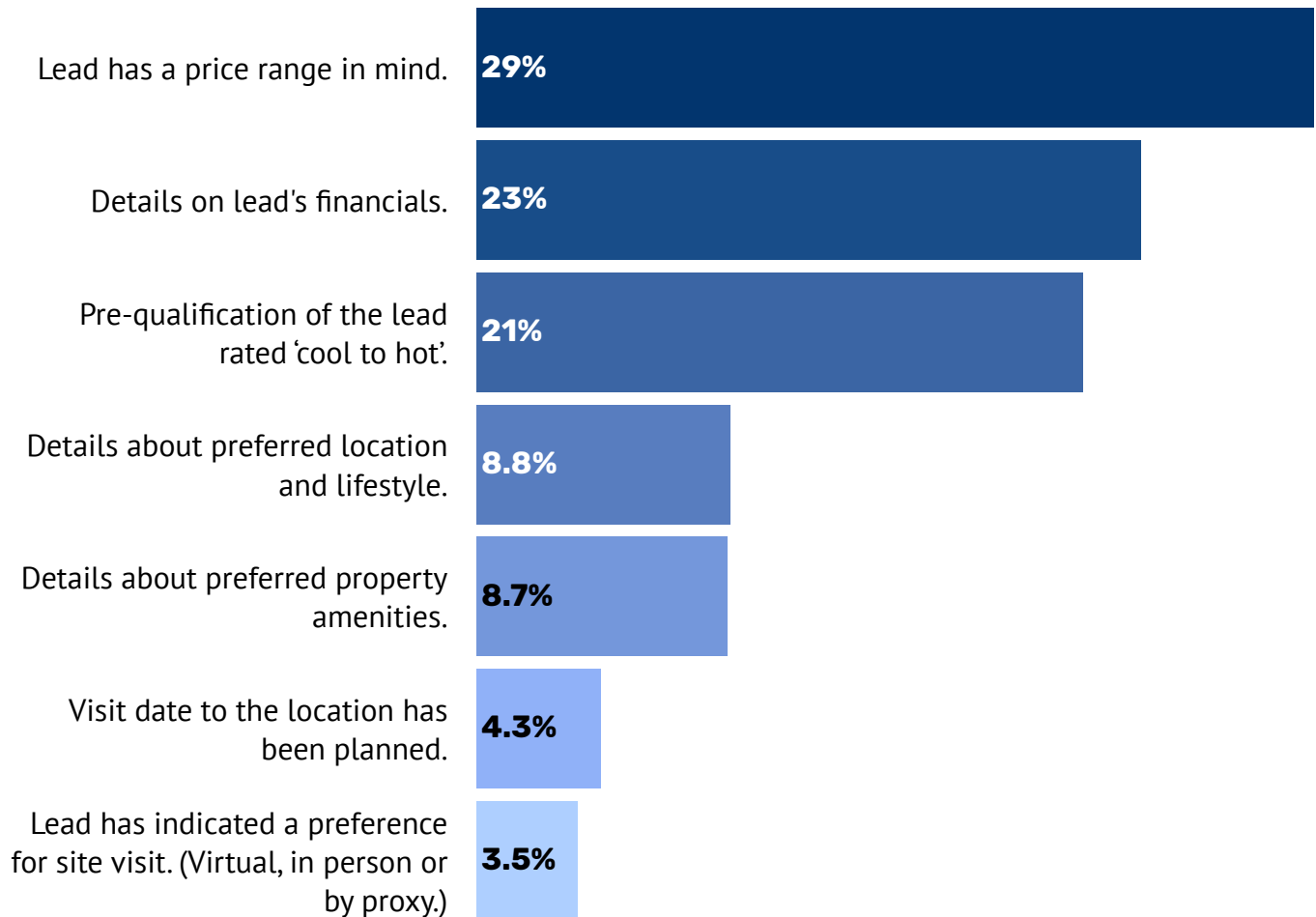
	Portugal	France	Spain	N. America
Leads have challenges with financing	38%	39%	15%	24%
My lack of knowledge about virtual services	6%	28%	26%	7%
Owner reluctance to open their home	22%	22%	43%	38%
Qualifying my leads	33%	11%	16%	31%

Agent responses are aligned with the current pandemic lockdown measures and their economic impacts by country.

France's economy shrunk by 13.8% in the second quarter of 2020; in Spain, a short-term lack of tourists halted the economy; and the USA is currently the country with the most cases of COVID-19.

Owner reluctance to open their home and financing challenges are expected to resolve as each country begins to recover from the effects of the pandemic.

Agents would like more information on leads in these areas



Agents are most interested in information that helps them to qualify their leads.



Agents are tech-savvy!

Only 15% of agents report a lack of knowledge about virtual services.

We have listened to you and will continue to work on the things that are important to you!

By country, agents would like more information on leads when they are first contacted

	Portugal	France	Spain	N. America
Lead has a price range in mind.	31.5%	27.2%	28.1%	35.3%
Details on financials.	12.5%	35.8%	18.8%	17.6%
Pre-qualification of the lead rated 'cool to hot'.	26.5%	18.6%	19.8%	15.7%
Lead has indicated a preference for site visit.	4.3%	0.7%	5.2%	11.8%
Details about preferred location and lifestyle.	10.5%	6.8%	11.5%	7.8%
Details about preferred property amenities.	10.9%	7.9%	6.3%	7.8%
Visit date to the location has been planned.	3.9%	2.9%	10.4%	3.9%

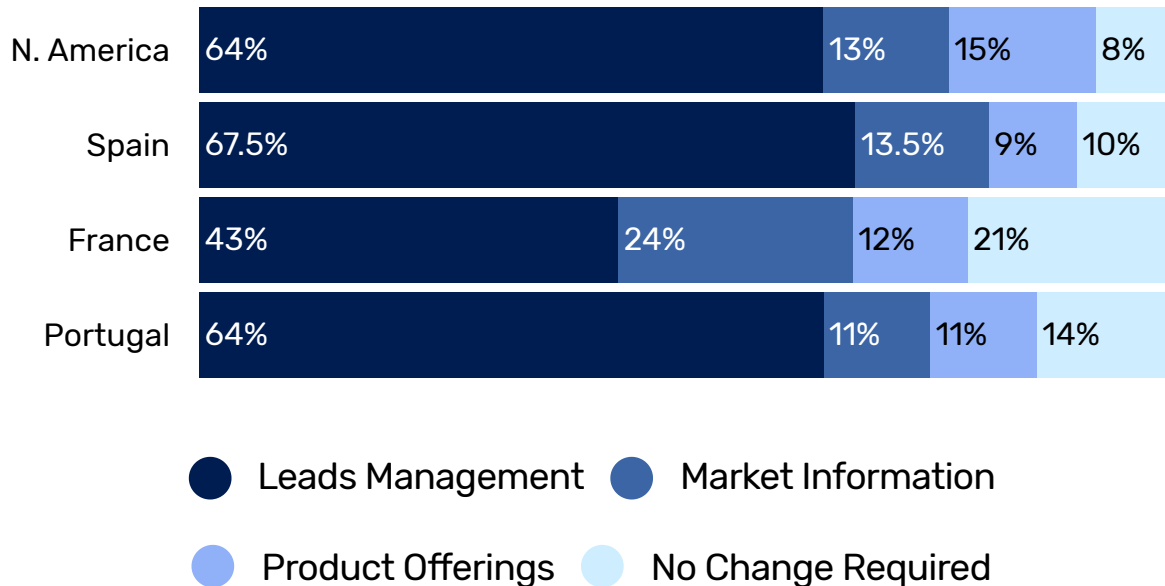


Agents like a realistic budget to work with.

Agents prefer their leads to have a price range in mind and their financial information prepared.

Product and services by country

By country, agents rank ListGlobally products and services that are of most benefit to them.



Summary

- Leads Management is most important to our clients.
- Agents view suspicious email correspondence as the main reason they may disregard a lead. Despite this, most agents respond to the majority of their email leads.
- The prevalent challenges agents find with qualifying their leads, are related to the status of the pandemic in their country.
- More details about property amenities, location and lifestyle were low priority for agents – the current information provided is satisfactory.
- Agents are satisfied with ListGlobally product and service offerings.

Thank you for participating in our Agent Questionnaire.