

Today's Real Estate Agents

A survey of thousands of agents reveals who they are and what matters most

dotloop

Boomers

Gen X

Millennials



Preferred means of communication

1946

1965

1981

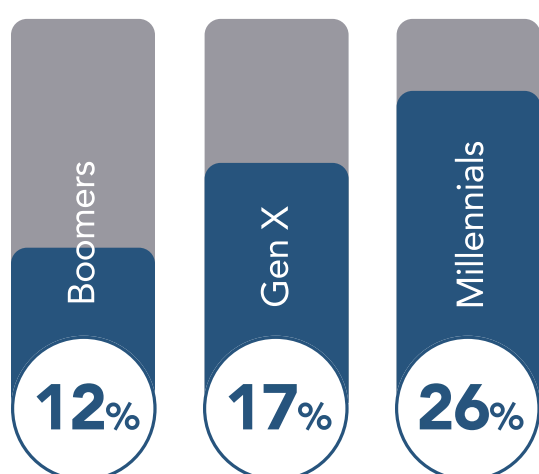
1996

Millennials comprise the **largest** population in the U.S. workforce

41M
Boomers

53M
Gen X

56M
Millennials



The **RISE** of teams

Agents report being part of a real estate team

TAKEAWAY: Brokerages recruiting millennials should support and promote team structure.

Millennials are **41%** more confident with tech than other generations

70% of agents feel it's **very important** brokerages provide technology tools

What agents value from **TOP** to **BOTTOM**

Boomers & Gen X

Millennials

Commission split



Culture fit



Work/life balance



Work/life balance



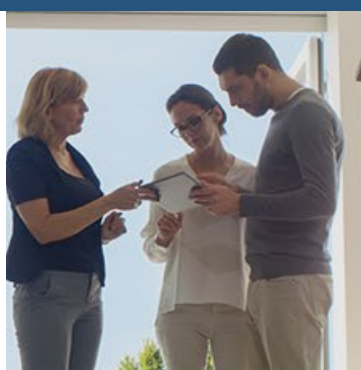
Culture fit



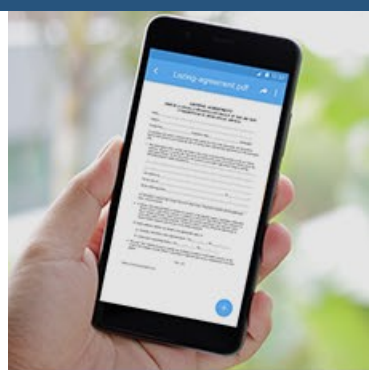
Commission split



73% of agents love dotloop's ease-of-use



65% of agents say dotloop keeps them mobile



68% of agents agree that dotloop speeds up deals



69% of agents use dotloop outside of real estate

www.dotloop.com