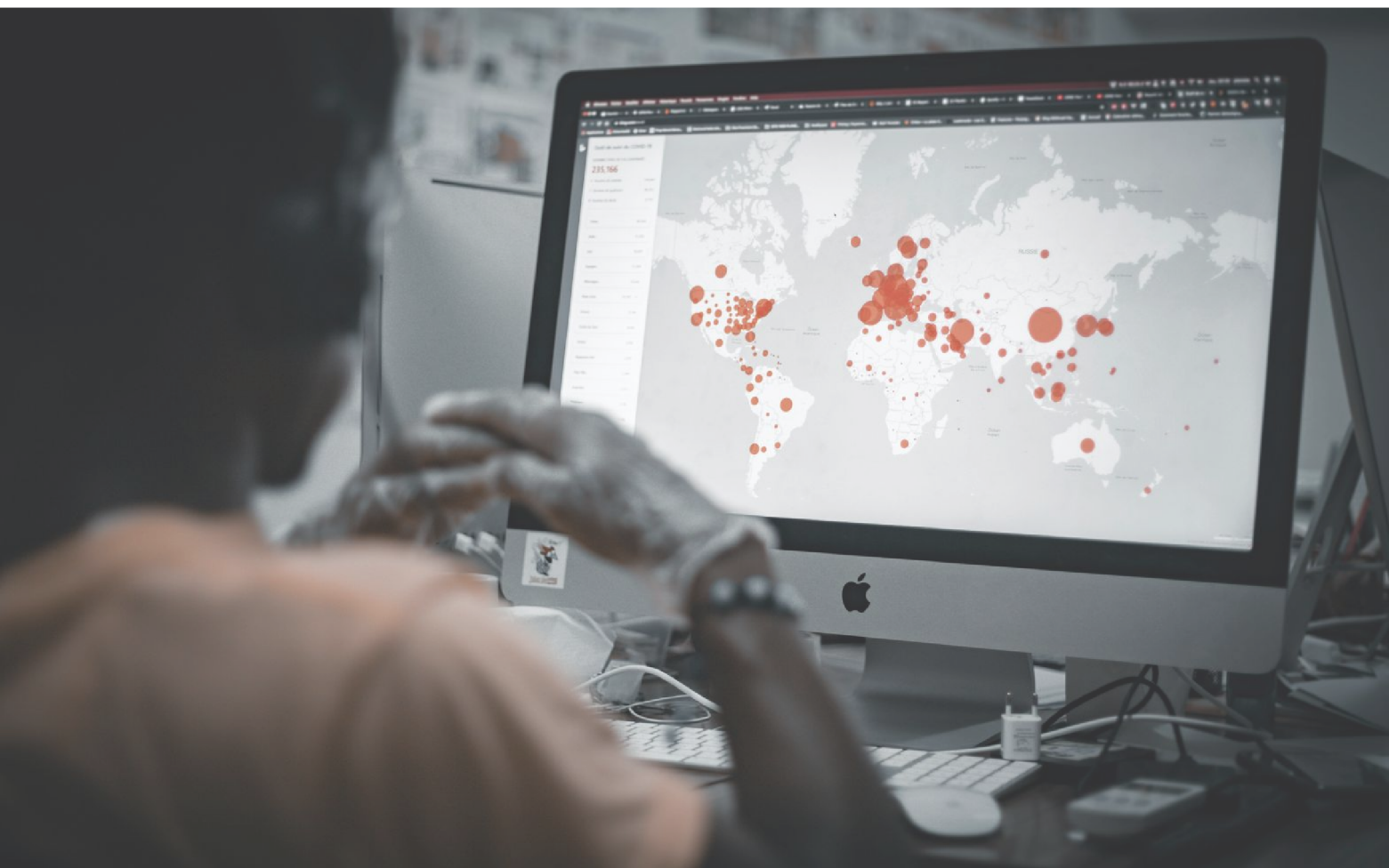


# CORONAVIRUS and the Real Estate Market

A survey of real estate agents across the world



# Introduction

ListGlobally is the world's largest property portal network, connecting tens of thousands of agents and clients to over a hundred portals in more than sixty countries. We are continually collecting information, implementing new technology and assisting our clients with a seamless integration into their international markets.

Because of the extent of our international network and to collect some insight about others in the real estate industry, we polled our agents about their experiences and thoughts on the global pandemic, COVID-19, which has affected all of our business activities and will undoubtedly impact the future of real estate as we adjust and recover.

The majority of the world is concerned about the effects of the pandemic but real estate transactions will continue, as people continue to research properties and have the desire or need to buy and sell property.

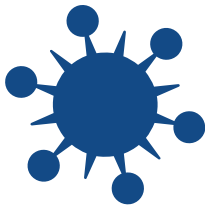


## Who We Asked

In mid April of 2020, ListGlobally invited our contacts to participate in a survey to gauge the effects of the Coronavirus pandemic in the real estate market on an international level. We collected **1025** responses.



**1025 international  
real estate agents**



**How is COVID  
affecting you?**

## Why We Asked

Our goal for this survey was to gather global real estate agent feedback about the effects of the Coronavirus pandemic in their business activities and to share it with our all of our partners and stakeholders to provide perspectives on global findings as well as findings per country.

## What We Asked

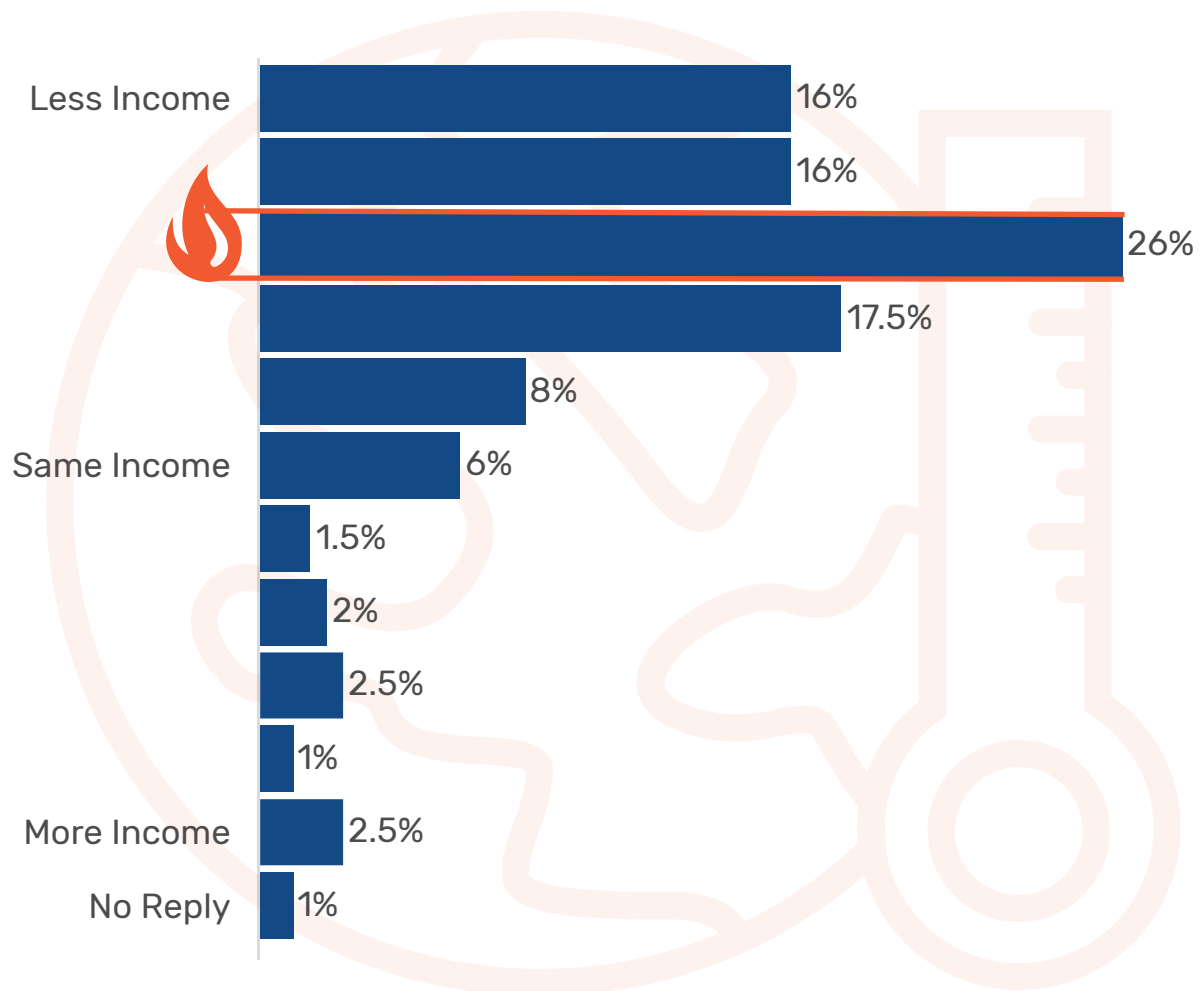
We inquired about agent expectations of income, the expected duration of the pandemic crisis, business activity observations and finally, agent opinions on tactics that agents will use in their businesses during the crisis. The survey findings are below, both by total respondent findings and then by countries Spain, Portugal, France and the USA/Canada.



**What are your income  
expectations?**

## How do you expect the Coronavirus pandemic to influence your income this year?

Agent's temperature when it comes to their income during Covid19 crisis



**83.5%**

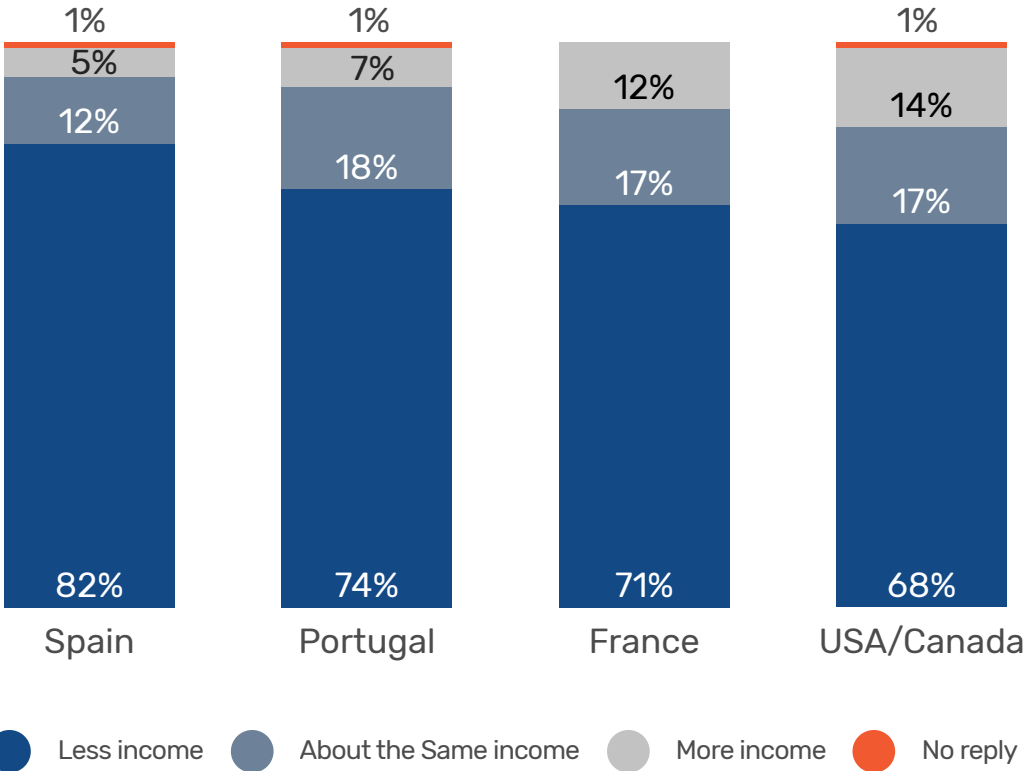
Many agents expect less income over the next year.



**9.5%**

Some agents expect to have more income over the next year.

# How do you expect the Coronavirus pandemic to influence your income this year?



**82%**

More Spanish agents expect less income in the next year.

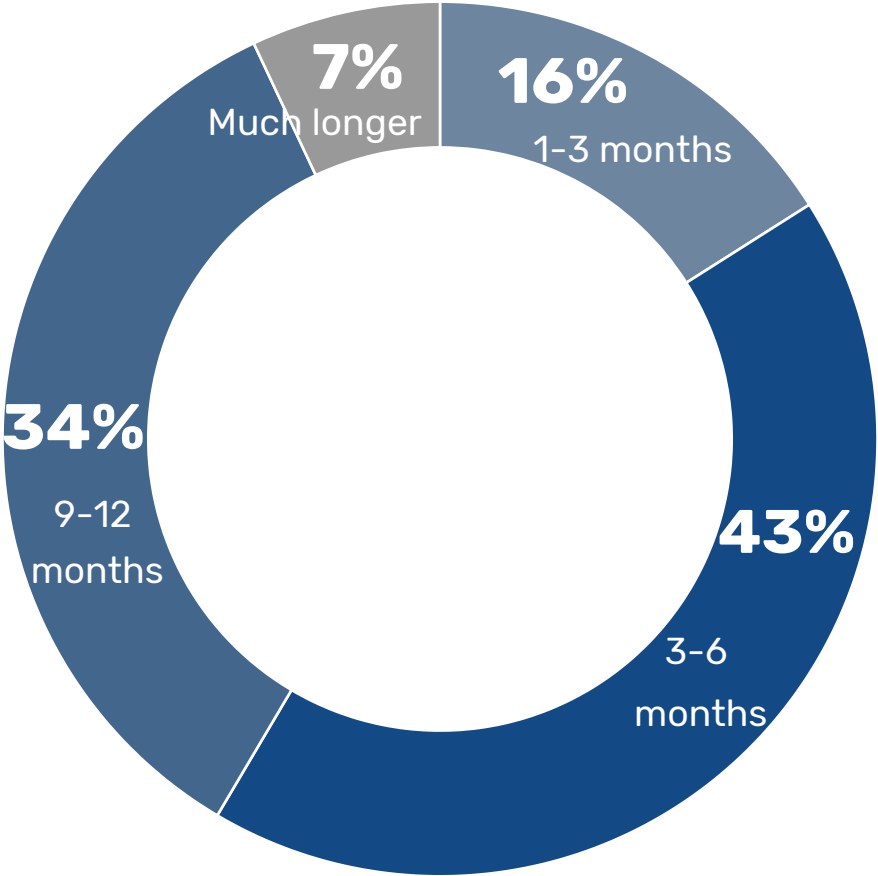


**22%**

USA/Canada agents are the most optimistic about the effect on their income.

The pandemic cycle in Spain began weeks before it affected USA/Canada. This could explain why these countries currently have different views on the effect of Coronavirus on their expected income.

### In your opinion, how long will the current crisis last?



**77%**

Most agents believe the crisis will last between three months to a year in duration.

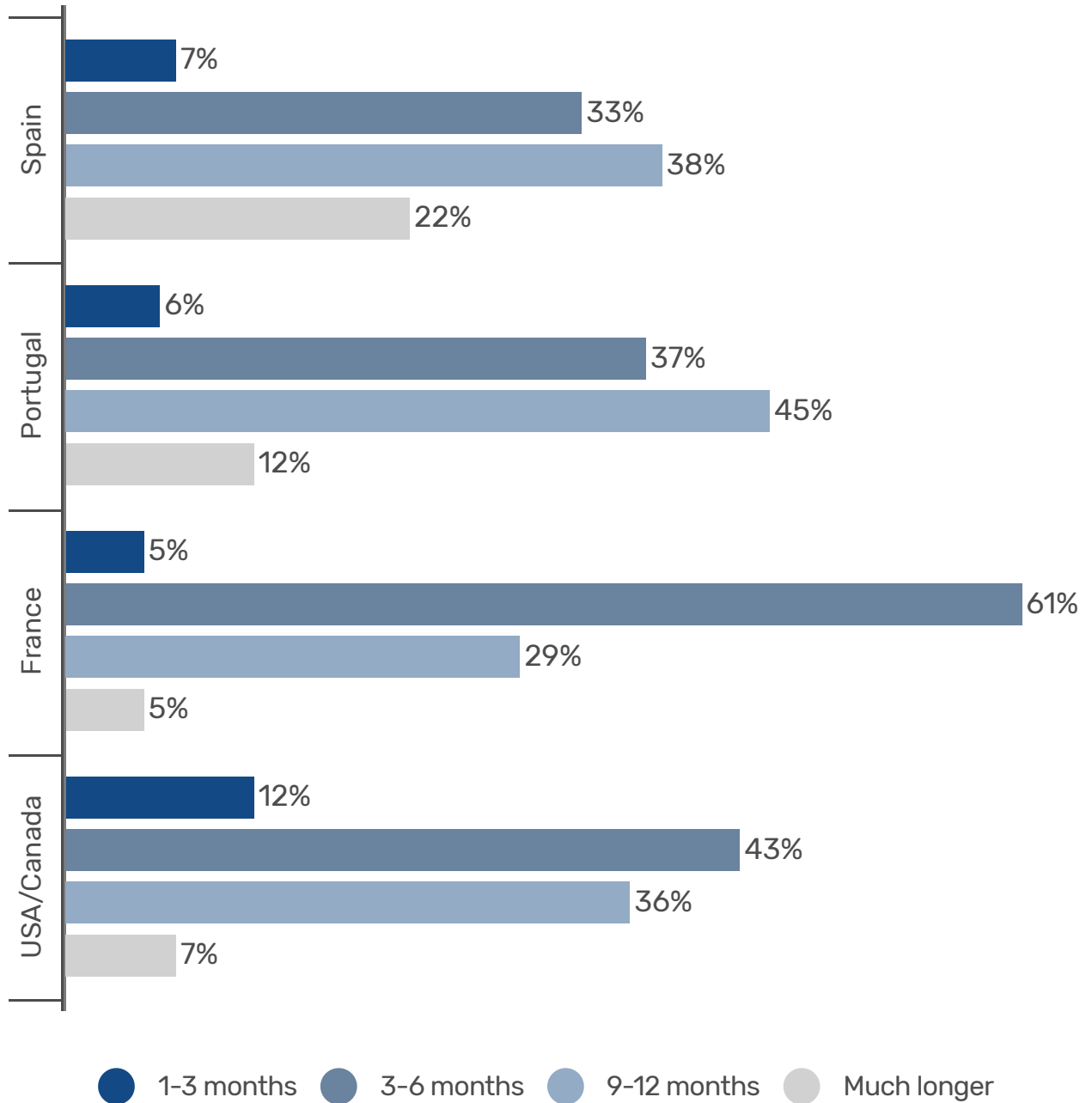


**23%**

Believe the crisis will either be over soon or extend longer than nine months.

There is optimism that the international economy will recover within the calendar year.

## In your opinion, how long will the current crisis last?



**61%**

The majority of agents in France believe the crisis will last up to six months.

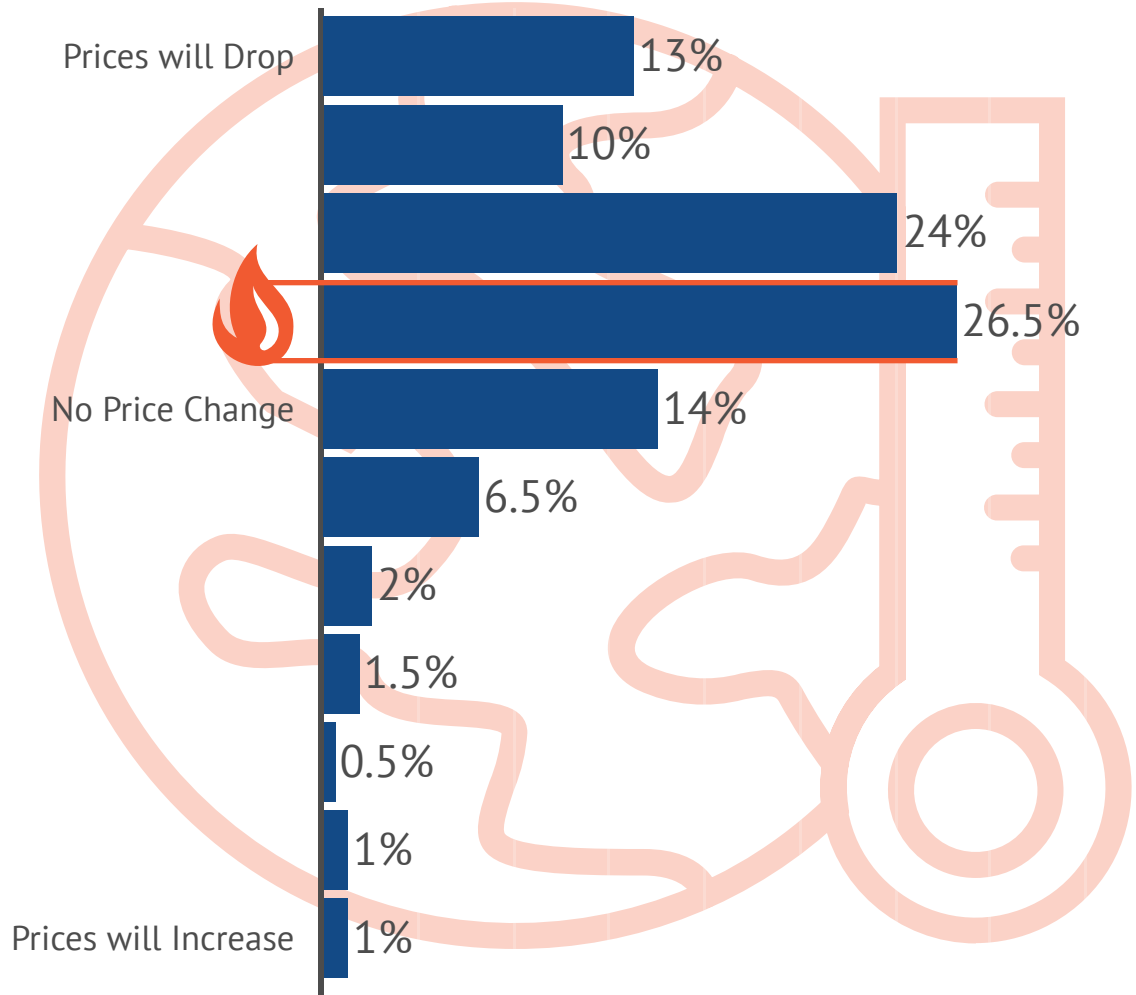


**22%**

More agents in Spain anticipate that the crisis will last longer than a year.

## Do you expect property sales prices to be affected in your country?

Agent's temperature when it comes to sales price during Covid19 crisis



**50.5%**

The majority of international agents expect a property price drop to occur either slightly, or noticeably - but not drastically.

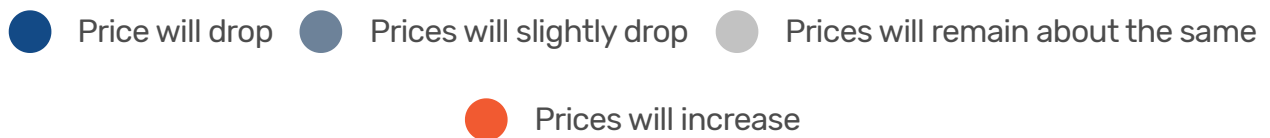
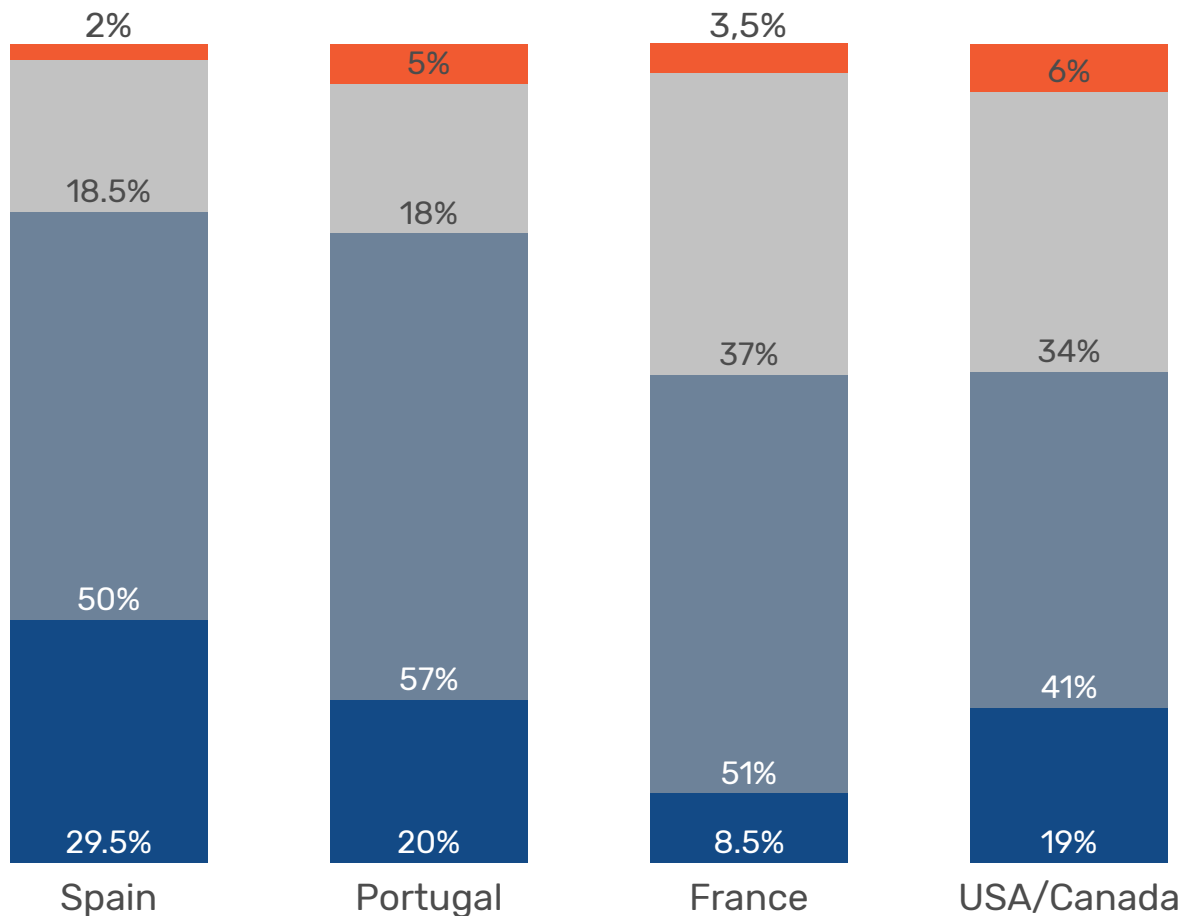


**26.5%**

Agents expect no change, or an increase in property sale prices.



## Do you expect property sales prices to be affected in your country?



### 29.5%

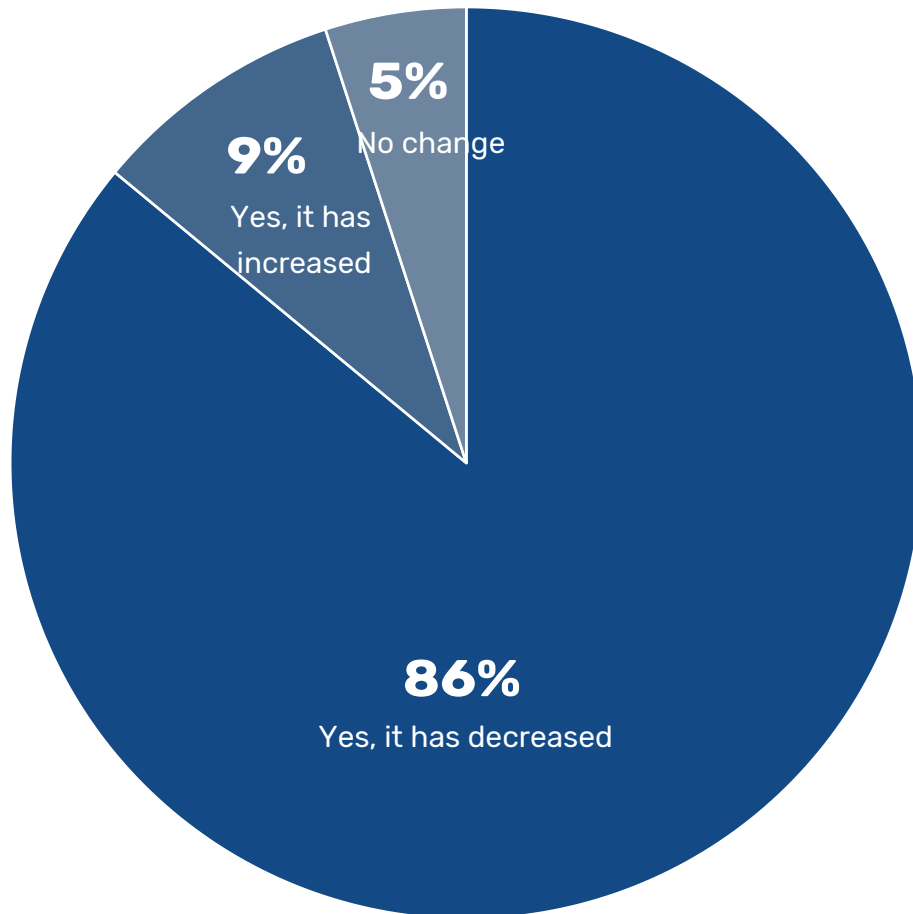
More agents in Spain believe that prices will drop than in any other country polled.



### 37%

Agents in France are the most confident that property prices will remain about the same.

## Has the Coronavirus impacted the number of buyers' requests you receive?



**86%**

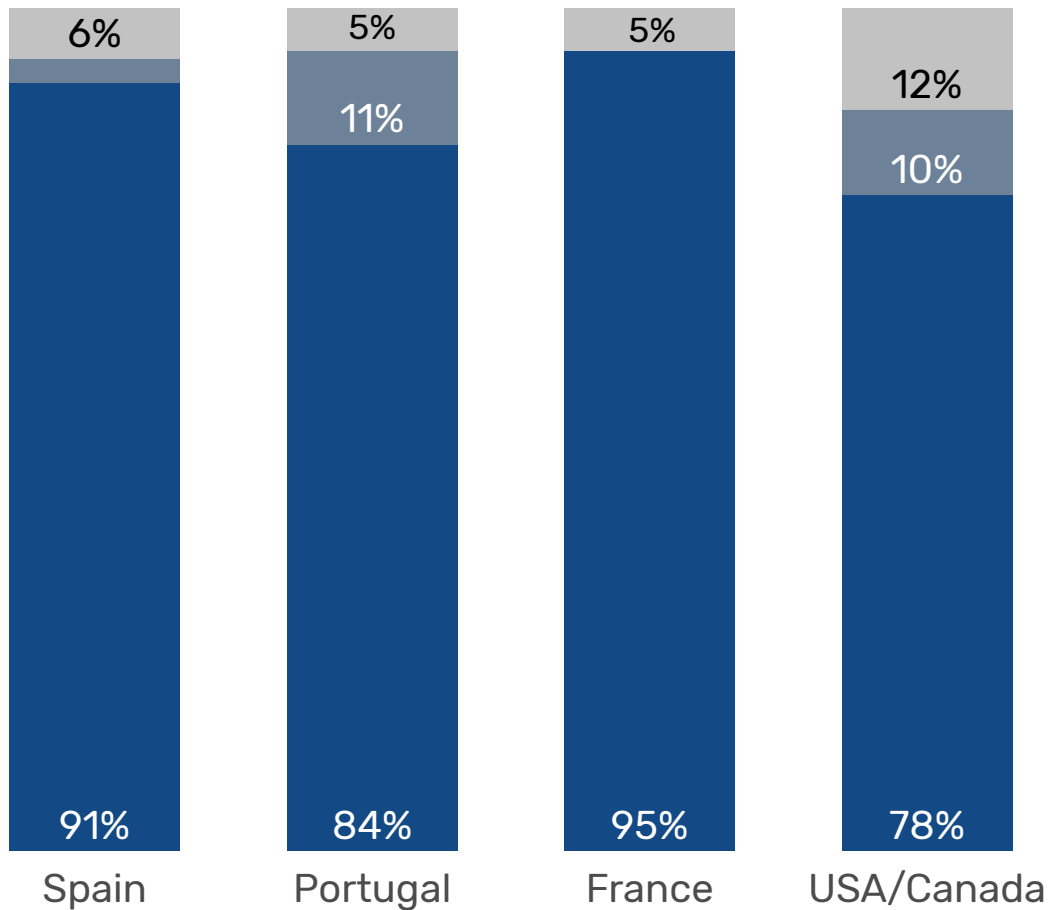
A great majority of all agents have experienced a decrease in real estate buying activity.



**14%**

A small portion of agents have seen no change or an increase in buyer requests.

## Has the Coronavirus impacted the number of buyers' requests you receive?



● Yes, it has decreased  
 ● Yes, it has increased  
 ● No change



**95%**

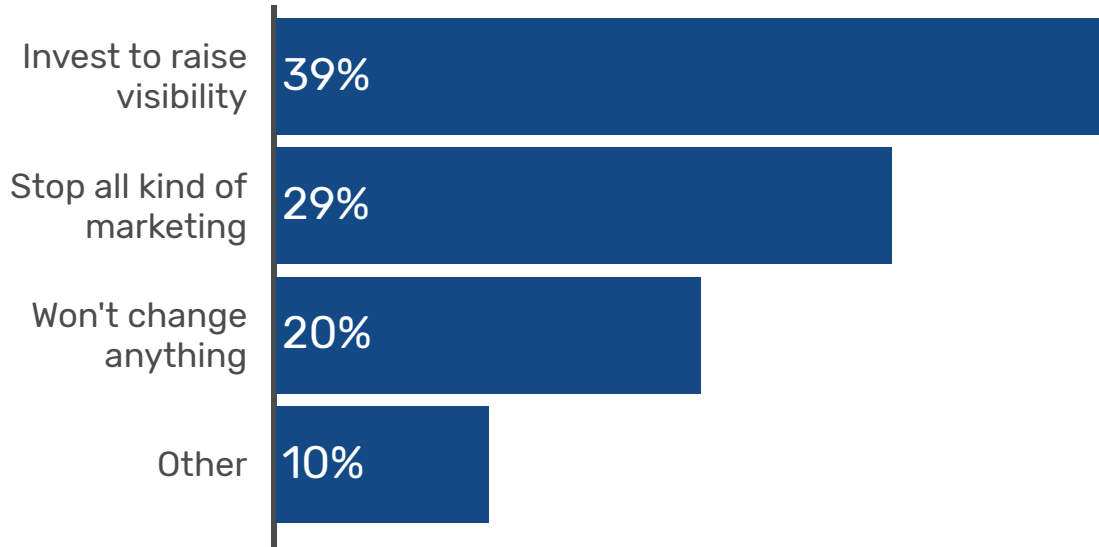
Agents in France reported that buyer requests have decreased.



**10%**

Both Portugal & USA/Canada are reporting an increase in buyer requests by about 10%.

## What marketing strategy will you use under the given circumstances?

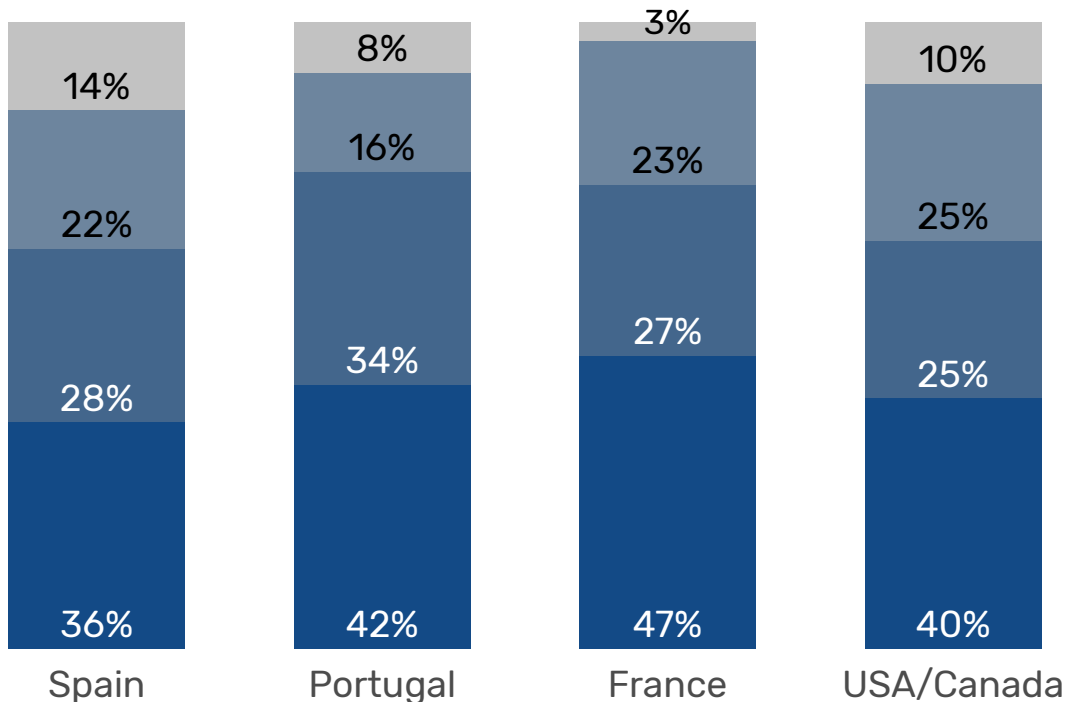


# 39%

**of all Agents will  
Invest in Marketing**

Of all respondents polled, we found that agents indicated that they would generally either: invest more in marketing or stop all marketing. Only 20% of agents will make no changes to their marketing strategies during the crisis.

## What marketing strategy will you use under the given circumstances? (per country)



- Invest to raise visibility
- Stop all kind of marketing activity
- Won't change anything
- Other



### 36-47%

High percentage of agents indicate they will increase marketing activity.



### 25-34%

High percentage of agents indicate they will stop all kinds of marketing.

In each country, the amount of agents who indicate they will invest in marketing are higher than those agents who say they will stop all kind of marketing. The results are quite polar: with either MORE marketing or NO marketing activity rather than staying at the current level of marketing activity.

## What marketing tools do you regularly use?



**71%**

Social media communication strategy



**55%**

Publication of listings on international



**30%**

Electronic Contract Signing Tools



**25%**

Mass email marketing tool



**21%**

Video conferencing



**8%**

Automated SMS texting tool

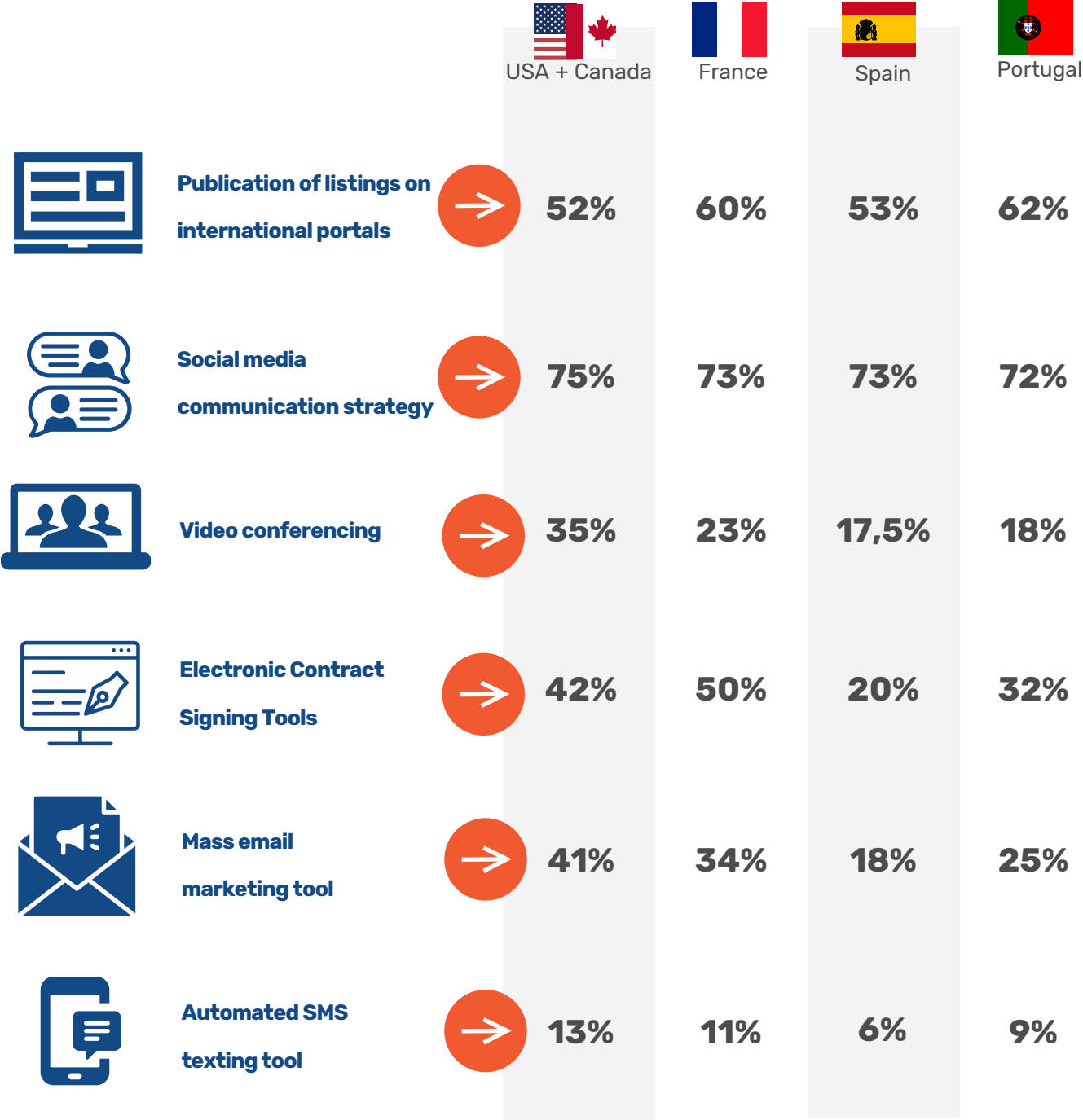


**12%**

Other

Online tactics remain a favored choice for marketing tools used by agents in the current pandemic. Social media and international portal listings rank high for specific tactics.

# What marketing tools do you regularly use?



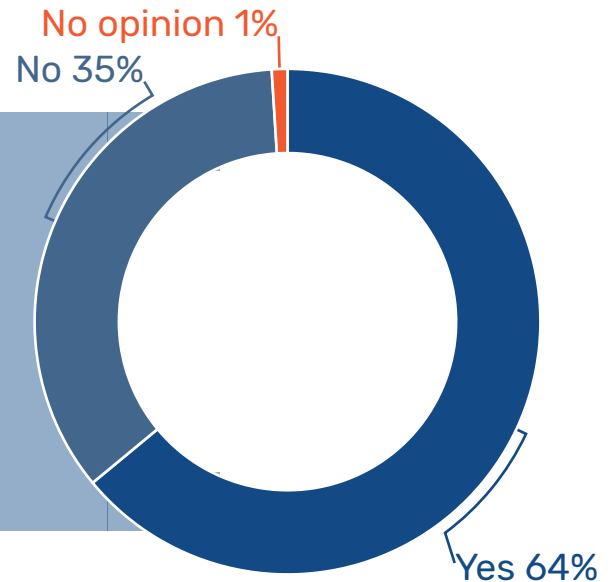
All countries use international portal listings and social media platforms the most for marketing tools. These online tools can be expected to continue to play an important role in marketing during the pandemic and after the crisis has passed.

## Is now a good time to buy property?



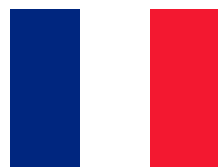
**64%**

Agents believe it is a buyer's market.



USA + Canada

**73%**  
Agents believe yes



France

**64%**  
Agents believe yes



Spain

**63%**  
Agents believe yes



Portugal

**61%**  
Agents believe yes

In all the countries polled, at least 61% of agents in each country believe that now is the time to buy property.

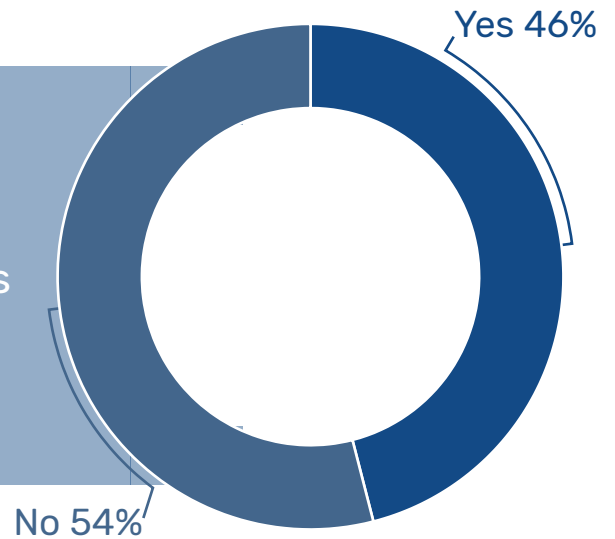


## Is now a good time to sell property?



# 46%

Less than half of all agents polled believe that it is a good time to sell property.



Portugal

**54%**  
Agents  
believe yes



USA + Canada

**50%**  
Agents  
believe yes



France

**46%**  
Agents  
believe yes



Spain

**38%**  
Agents  
believe yes

Spain and France feel most strongly that it is currently not the right time to sell property. Slightly more agents in Portugal are in favor of selling at this time over those that aren't, while opinions of USA/Canada agents are split.

# Summary Findings

What do International Real Estate Agents say about the effects of the Coronavirus pandemic

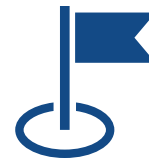
All of our agents have been affected by the Coronavirus pandemic and we are joining together to support each other as we navigate through the crisis and forward, into the future of international real estate. Thank you for participating in our survey.

Our findings from this survey show some commonalities:



## Internationally

Decrease in buying activity  
Expect property price drop  
Online marketing is predominant



## By Country

Decrease in agent income  
Crisis will last at least 9 months  
Currently a buyer's market

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