



**TRANSACTION**

**Poll: Realtor Headshots**

**Completed: December 2019**

# Demographics

Total responses

100

Age groups

25 - 34 (22.0%), 35 - 44 (24.0%), 45 - 54 (24.0%), > 54 (30.0%)

Household Income

Between \$50,000 and \$74,999, Between \$100,000 and \$124,999, \$150,000 or more, Between \$75,000 and \$99,999, Between \$125,000 and \$149,999

Country

United States

Gender

Female (60.0%), Male (40.0%)

Q1

TYPE: SINGLE SELECTION

If an agent was recommended to you, but had an undesirable headshot, would you still call them?

#	ANSWERS	ANSWERS(%)	COUNT
A1	Yes	68.00%	68
A2	No	32.00%	32

TOTAL UNIQUE RESPONDENTS 100

## Q2

TYPE: SINGLE SELECTION

### Which agent are you LEAST likely to hire?

#	ANSWERS	ANSWERS(%)	COUNT
A1	An agent whose headshot is a selfie	20.00%	20
A2	An agent whose headshot is a cartoon	39.00%	39
A3	An agent whose headshot is a 1985 Glamour Shot	20.00%	20
A4	An agent whose headshot is a photo of a photo	21.00%	21

TOTAL UNIQUE RESPONDENTS 100

### Q3

TYPE: SINGLE SELECTION

Does a realtor's headshot play a role in your decision to work with them?

#	ANSWERS	ANSWERS(%)	COUNT
A1	Yes	46.00%	46
A2	No	54.00%	54

TOTAL UNIQUE RESPONDENTS 100

Q4

TYPE: SINGLE SELECTION

Are you more likely to call a realtor who:

#	ANSWERS	ANSWERS(%)	COUNT
A1	has their photo on a bench	8.00%	8
A2	has their photo on billboard	30.00%	30
A3	has their photo on a yard sign	27.00%	27
A4	has their photo on social media	35.00%	35

TOTAL UNIQUE RESPONDENTS 100

## Q5

TYPE: SINGLE SELECTION

Would an outdated, or airbrushed, photo of a real estate agent, impact the level of trust you have for that person?

#	ANSWERS	ANSWERS(%)	COUNT
A1	Yes	45.00%	45
A2	No	55.00%	55

TOTAL UNIQUE RESPONDENTS 100

Q6

TYPE: SINGLE SELECTION

## Which Realtor are you MOST likely to call?

#	ANSWERS	ANSWERS(%)	COUNT
A1	an agent who is smiling in their photo	46.00%	46
A2	an agent who is using props in their photo	9.00%	9
A3	an agent who is wearing a suit in their photo	20.00%	20
A4	an agent who is dressed business casual in their photo	25.00%	25

TOTAL UNIQUE RESPONDENTS 100



Q7

TYPE: SINGLE SELECTION

Does a business persons image impact your decision to hire them?

#	ANSWERS	ANSWERS(%)	COUNT
A1	Yes	73.00%	73
A2	No	27.00%	27

TOTAL UNIQUE RESPONDENTS 100

## Q8

TYPE: SINGLE SELECTION

If you were selecting a realtor, just based on their headshot, would you choose the agent who looked the most:

#	ANSWERS	ANSWERS(%)	COUNT
A1	Competent	51.00%	51
A2	Likeable	34.00%	34
A3	Influential	13.00%	13
A4	Attractive	2.00%	2

TOTAL UNIQUE RESPONDENTS 100

Q9

TYPE: SINGLE SELECTION

A yard sign displays the listing agent's photo. Would this influence your decision to inquire about the home?

#	ANSWERS	ANSWERS(%)	COUNT
A1	Yes	48.00%	48
A2	No	52.00%	52

TOTAL UNIQUE RESPONDENTS 100

## Q10

TYPE: SINGLE SELECTION

If a real estate agent used a gimmick to get attention, would this influence your decision to work with them?

#	ANSWERS	ANSWERS(%)	COUNT
A1	Yes	42.00%	42
A2	No	58.00%	58

TOTAL UNIQUE RESPONDENTS 100