noterouter

2026 NoteRouter Board Report

Prepare your board for 2027 with a first-of-its-kind analysis of REALTOR® engagement in 2026.

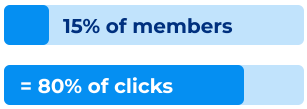
01



LESS IS MORE

Emailing a REALTOR® member more than 3 times per week resulted in 32% less engagement per email. Keep to 3 emails per week or less.

02



KNOW YOUR VIPS

In 2026, 15% of REALTOR® members accounted for 80% of all email clicks. Do you know who your 15% VIPs are? (NoteRouter does.)

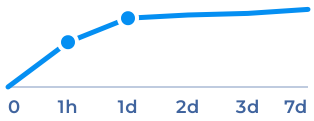
03



CASE OF THE MONDAYS

The best weekday for email engagement is different for every organization. Interestingly, Monday was best for 27%.

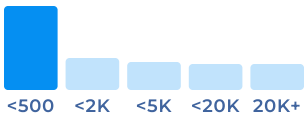
04



TI-MING

In 2026, 56% of all email clicks happened within the first hour of a message being sent. 86% happen within 24 hours.

05



TARGET NARROWLY WHEN POSSIBLE

Emails targeted to fewer than 500 members get a 3.3x higher click rate compared to emails sent to 5,000+ members.

06



ENGAGEMENT CAN BE SEASONAL

41% of REALTOR® members who don't engage with an email for a full quarter will re-engage the next quarter on their own. The other 59% need to be re-engaged.

Want more insights for your board?

Book a demo

noterouter.com/demo

outreach@noterouter.com

65M emails analyzed

145 associations and MLSs

Based on the analysis of 65 million emails delivered by 145 associations and MLSs through NoteRouter in the year leading up to September 2026.

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