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# The Power of Real Estate Attention

Canadian real estate sites see  
1.9 billion page views annually.



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## The Power of Real Estate Attention



**53%**

said they looked up  
their boss's house  
online



**30%**

browse houses  
online to daydream  
about houses they  
can't afford



**62%**

looked up their  
neighbour's house  
value online



**27%**

browse online  
listings to relax

Real estate is the largest financial investment most consumers make, and they dedicate an astonishing amount of time researching homes, checking property values, and browsing listings. In fact, **Realtor.ca sees 1.9 billion page views annually** and consumers spend an average of **124 hours searching homes** before making a purchase decisions.

Consumers check home values like they check stocks. They spend hours scrolling through Zillow, Realtor.ca, and Redfin-- sometimes for years before they even plan to buy.

\*Based on a Zillow survey.

# Proof of Consumer Engagement with Real Estate

**1**

Homebuyers spend 124 hours searching for a home before buying.

**2**

They spend 55 minutes per session on real estate apps.

**3**

43 million monthly visits to Realtor.ca in 2024.

**4**

1.9 billion property page views on Realtor.ca annually.

People are always looking at real estate.  
The question is: Are they looking at you?

# Consumer Obsession with Real Estate

Consumers are obsessed with home values, listings, and the housing market, even years before they plan to buy. Data shows that people start researching homes an average of 10 weeks before even purchasing.

## People Check Home Values Just Like They Check Stocks

- ✓ 82% of users want monthly home value updates.
- ✓ 64% of homeowners check real estate prices even after buying a home.
- ✓ 69% of homebuyers say shopping for real estate is “fun.”

This level of engagement highlights why automated and personalized outreach—like what BrokerBot provides—is critical for maintaining top-of-mind awareness among potential customers.

# The Impact of Staying Visible: How BrokerBot Converts Attention into Revenue

BrokerBot ensures mortgage brokers and real estate professionals stay in front of potential clients, turning casual interest into future transactions.

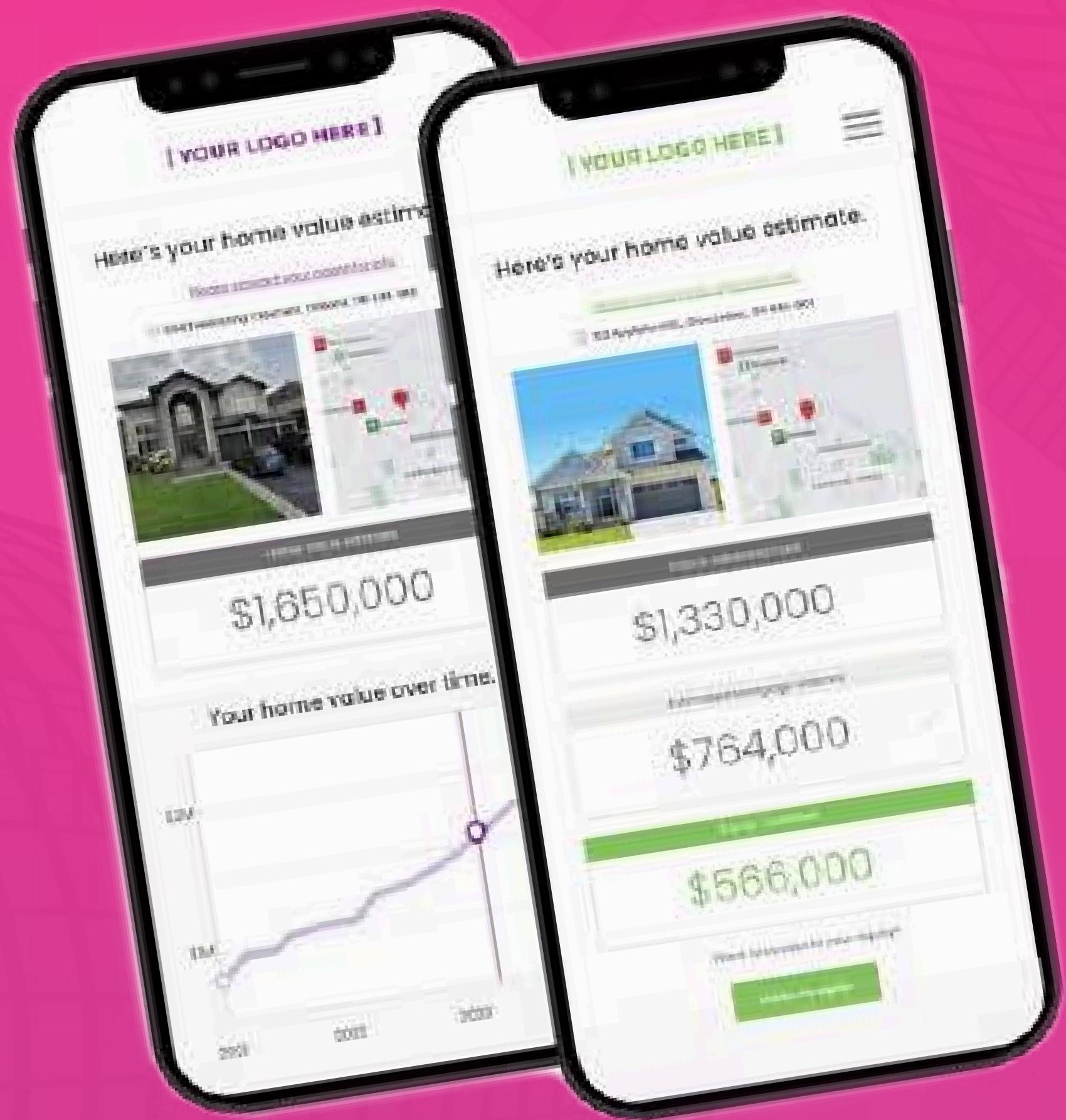
Let's break down the financial impact of being top-of-mind.

## Case Study: The Revenue Impact of Staying in Front of Customers

We compare two brokerages-- one that leverages BrokerBot's automated engagement and one that does not.

	Uses BrokerBot	Customer Retention	Annual Transactions	Revenue per Loan	Retention Revenue (9% ↑)
Aloft Mortgages*	<input checked="" type="checkbox"/> Yes	29% (Higher Retention)	3,000 loans	\$ 5,784	\$ 1,561,680 Annually
Bayview Mortgages*	<input type="checkbox"/> No	20% (Industry Average)	2,200 loans	\$ 5,784	\$ 0 Annually

\*Brokerage names anonymized for privacy purposes..



# Key Takeaways from the Case Study

**1**

## Stark Contrast

There is a stark contrast between businesses that take marketing and customer nurturing seriously. The good news? Bayview is now with BrokerBot, so in time, they will also see the revenue impacts of improved customer retention

**2**

## Millions More Annually

Aloft earns millions more annually by using automated engagement to keep clients.

**3**

## Compounding Effect

Retention compounds over time, meaning the gap widens even further in future cycles.

**4**

## Cost-Effective Solution

The cost of implementing BrokerBot is negligible compared to the revenue gained from just a small increase in retention.

# Beyond Revenue: Additional Benefits of BrokerBot

**82%**

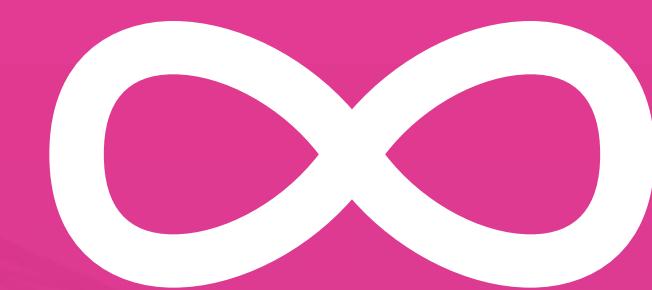
## Increased Referral Business

82% of people trust recommendations from family and friends. Customers are 4x more likely to refer a broker they have engaged with recently. By staying in front of clients with valuable, automated content, brokers build trust and increase referral potential.

**2-3x**

## Higher Brand Value

BrokerBot transforms a brokerage from a "transaction-based business" to a "relationship-based business." The more clients a brokerage retains and reengages, the higher its total valuation. Brokerages with higher client retention sell for 2-3x more than those with lower retention.



## Time-Saving

Brokers spend countless hours on manual follow-ups, trying to stay up-to-date with past clients. BrokerBot automates this process, allowing brokers to focus on new deals and strategic growth.

# The Best Brokers Don't Let Clients Forget Them

Consumers are constantly engaging with real estate, whether actively buying or browsing. BrokerBot keeps mortgage brokers and real estate professionals top-of-mind, turning passive interest into repeat businesss, referrals, and more revenue.

## Key Takeaways:

- ✓ People spend hours browsing real estate online— even when they aren't actively buying.
- ✓ Staying in front of customers leads to higher retention, more referrals, and more revenue.
- ✓ BrokerBot automates this process, making brokers more profitable while reducing workload.
- ✓ A brokerage using BrokerBot can generate more revenue over time simply by increasing retention.

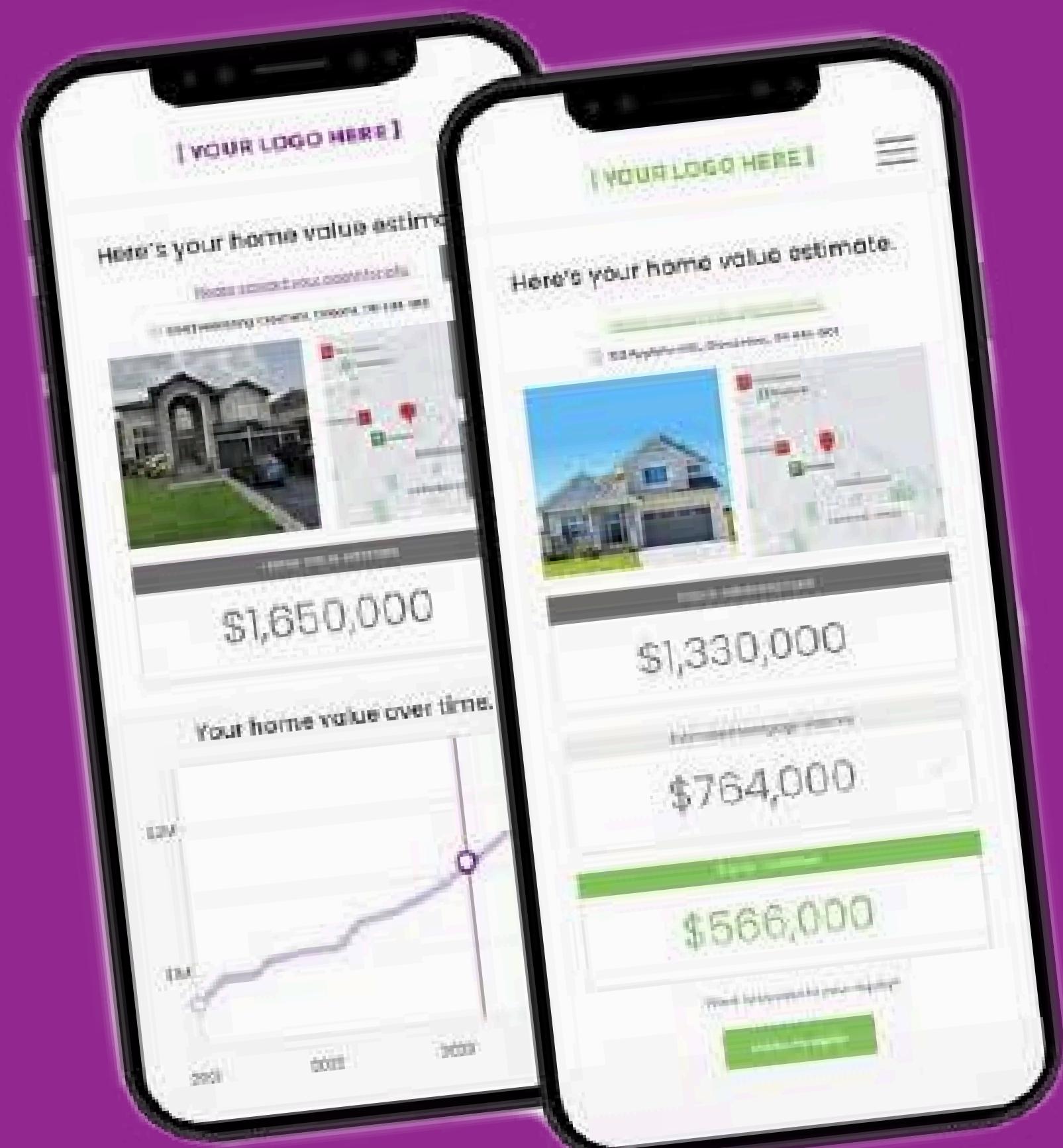
# Own Your Customers. Own Your Funnel.

## Ready to Stop Chasing Leads and Start Owning Them?

You've seen the numbers. You've read the strategies.  
Now it's time to **put BrokerBot to work** for your business.

### BrokerBot helps you:

- ✓ Stay top-of-mind with automated, personalized follow-ups
- ✓ Deliver real-time home valuations and equity insights
- ✓ Build trust that turns into referrals, renewals, and repeat business
- ✓ Make every client your next source of revenue



### ⚡ Start Your Free Demo Today

Experience how effortless customer engagement can be.  
**No tech headaches. Just real results.**

[Book My Free Demo](#)



