

## TRIPLE PLAY ATTENDEE STATISTICS

### REALTOR® Attendees by State

- 56% New Jersey
- 19% Pennsylvania
- 18% New York
- 7% all other States & Provinces (AL, AZ, CA, CT, DC, DE, FL, GA, IL, IN, KS, MA, MD, MI, MN, MO, NC, NH, NV, NH, OR, SC, TN, TX, UT, VA, VT, WA, WV, BC, ON)

### REALTOR® Attendees by Business Function

- 59% Salesperson
- 15% Broker
- 14% Broker-Owner
- 3% Sales/Office Manager
- 3% Appraiser
- 2% Local Board Executive/Staff
- 2% MLS Executive
- 2% Other

### REALTOR® Attendees by Designation

- 51% REALTORS who hold at least one designation (most popular being 1.) GRI; 2.) ABR; 3.) CRS; 4.) SRES and 5.) SFR)

### REALTOR® Attendees by Business Specialty

- 88% Residential
- 3% Commercial
- 2% Appraisal
- 2% Resort
- 1% Auction
- 1% Land
- 1% Property Management
- 1% Relocation
- 1% Other

SOURCE: Triple Play 2010 Convention Registration Data

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- 58% plan to purchase computer software programs in the next 12 months
  - 68% have their own individual business website and 74% use a third-party service
  - 35% are actively using social networking sites and 14% more plan to in the future
  - 42% use a smartphone with wireless email and web capabilities and 37% plan to purchase or replace one in the next year
  - 97% own a digital camera
  - 26% purchased a vehicle in the last 12 months and 25% plan to purchase one in the next 12 months

REALTORS spend over \$434.4 million on closing gifts each year  
401,517 REALTORS used the services of a financial advisor in the past 12 months  
295,361 REALTORS generate \$15.5 billion in average monthly credit card expenditures

SOURCE: 2010 REALTORS Member Profile Study

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- 91% focus on residential sales
  - 91% are either very likely or somewhat likely to attend Triple Play 2011
  - 89% attend because they find it to be a good value
  - 83% are full-time REALTORS
  - 82% are repeat attendees
  - 60% are female
  - 56% are affiliated with franchises; 44% work for non-franchise companies
  - 53% have been in the business for more than 10 years
  - 50% are agents who make decisions on their own purchases

The percentage of respondents who rated the convention features listed below as excellent, very good or good:

- 89% Overall Convention Experience
- 90% Education Experience
- 93% Atlantic City Convention Center
- 81% Trade Expo and Exhibitors
- 88% Networking Opportunities
- 92% Grand Assembly
- 88% Icebreaker Reception
- 87% REALTOR® Theater (in the Trade Expo)
- 92% Information on Triple Play website

SOURCE: Triple Play 2010 post-convention survey