



2022 Customer Satisfaction Survey Results

METROLIST | AUGUST 2022

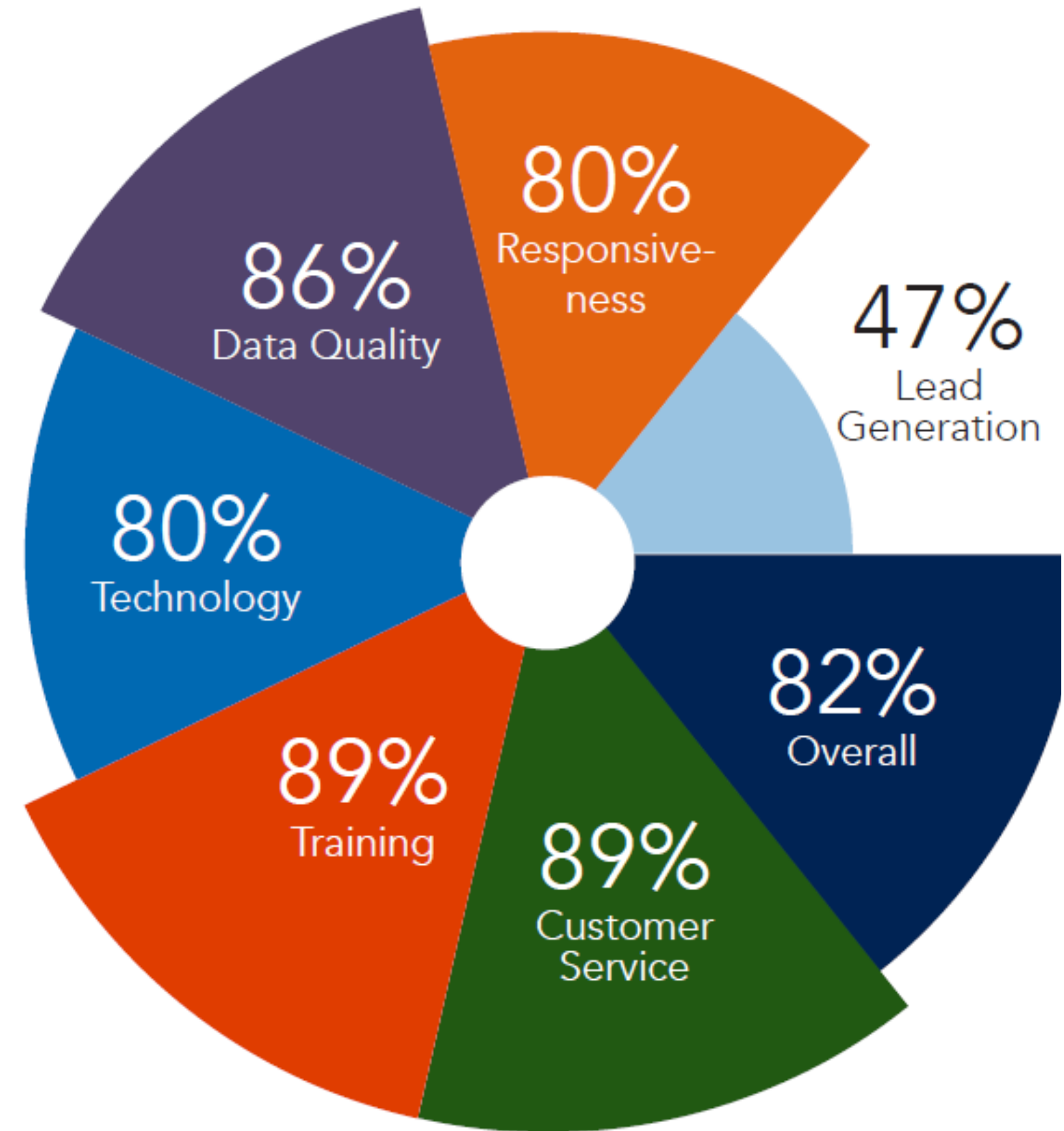
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Overview

MetroList Customer Experience Ratings

The MetroList 2022 Customer Experience Index survey was completed by 1,294 subscribers and represents a 5.9% response rate of its entire subscriber base.





Overall Customer Satisfaction

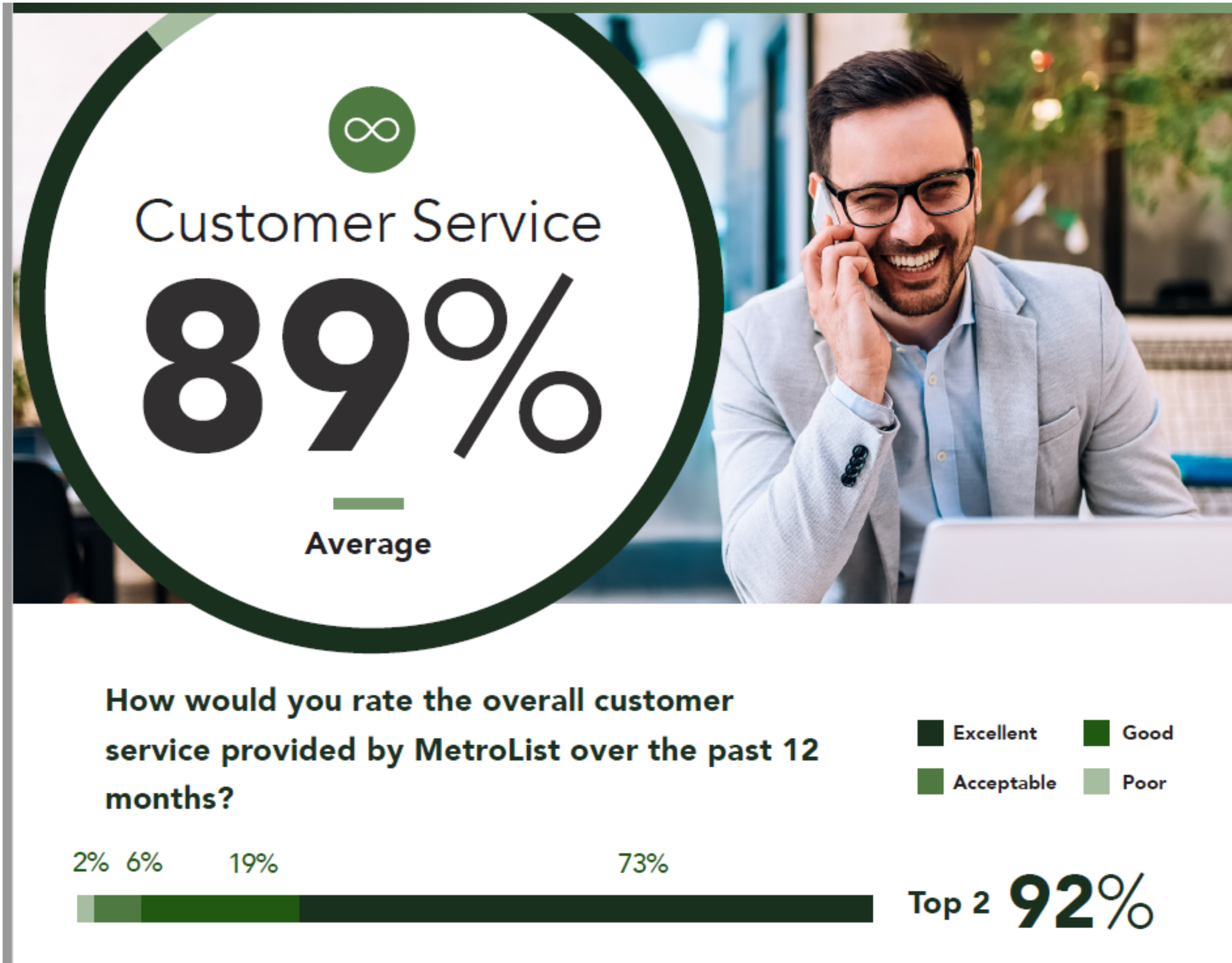
Taking into account all areas which were surveyed, MetroList received an overall satisfaction rating of 82%, with 84% of respondents rating at a good or excellent level.





Customer Service

MetroList received an 89% average satisfaction rating, while more than 9 in 10 respondents rated MetroList good or excellent for a service rating of 92%.





Training

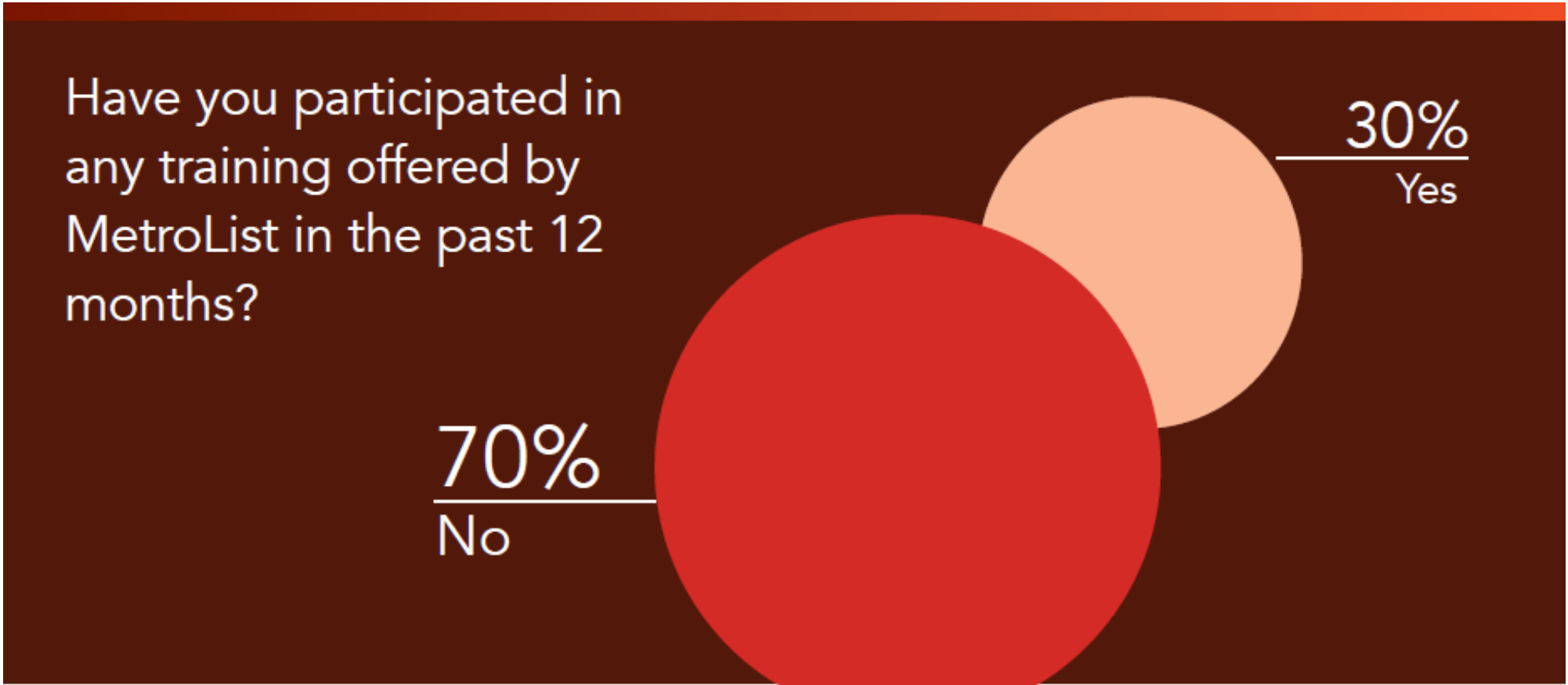
MetroList received an 89% satisfaction rating, with the good or excellent rating topping out at 95%.



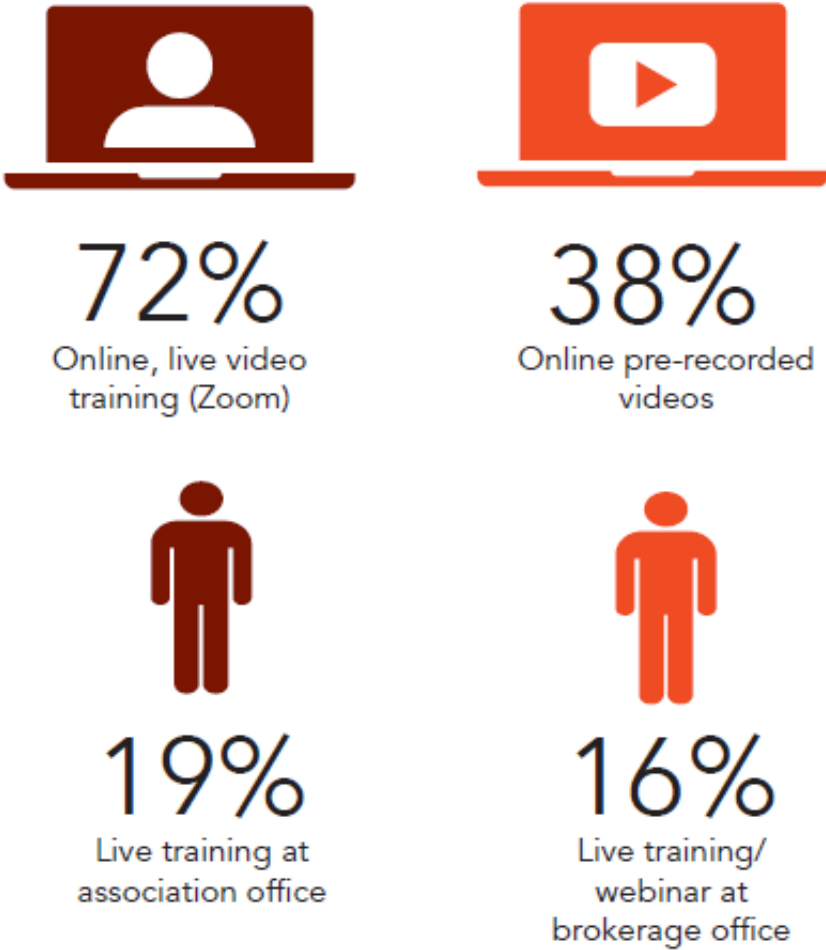


Training Participation

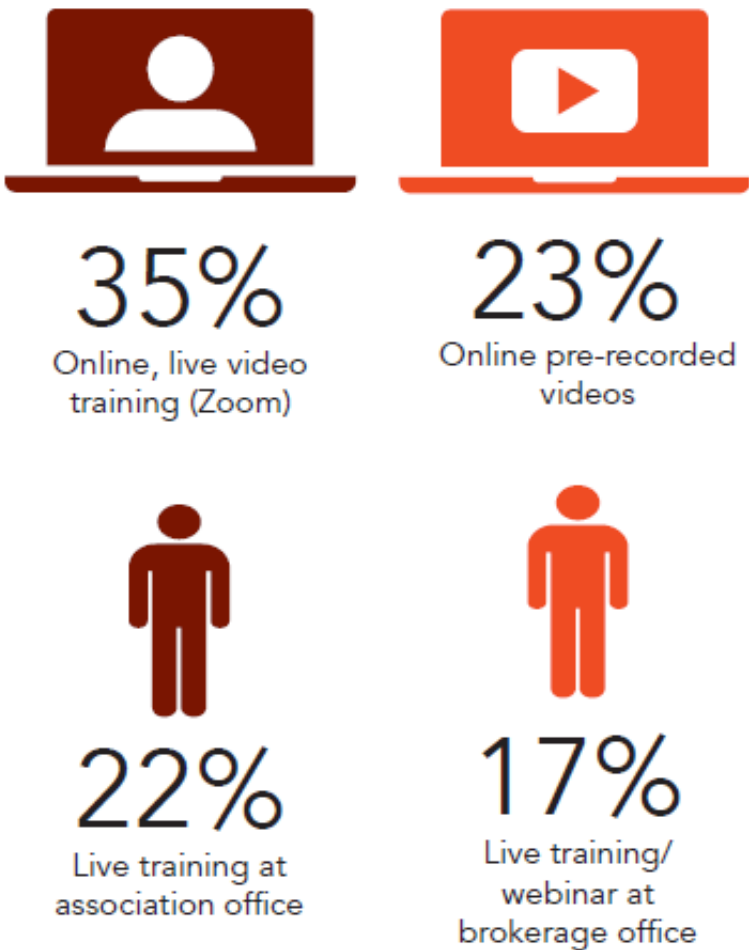
We learned a lot about the level of user participation in our training program and will use this information to reach more of our customers.



What format(s) of training have you participated in?



What format of training do you prefer?





Technology

MetroList received an 80% average satisfaction rating, with the good or excellent rating topping out at 82%.



How would you rate your overall satisfaction with the technology provided by MetroList over the past 12 months?

- Excellent
- Good
- Acceptable
- Poor

















Top 2 **82%**



Technology

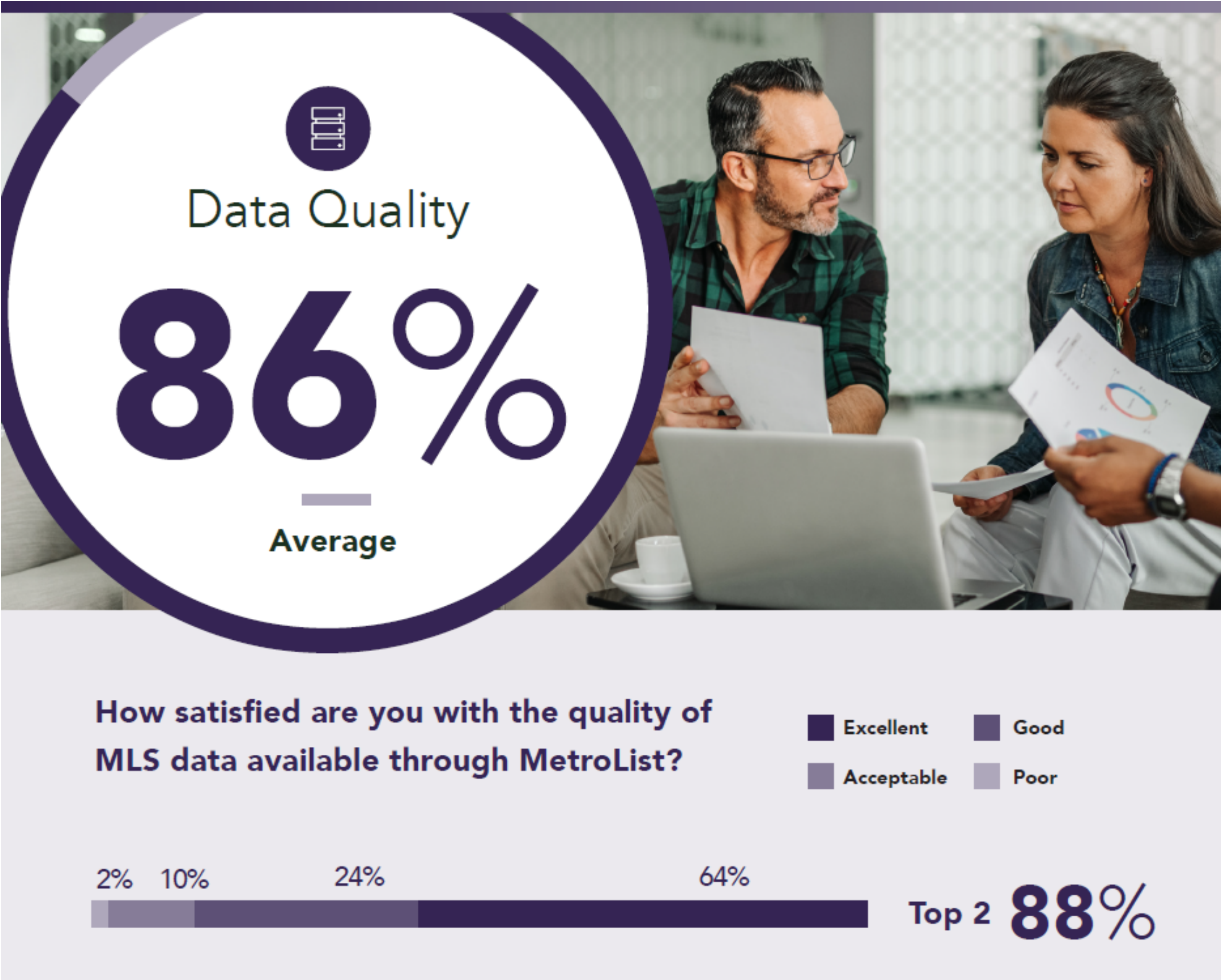
MetroList offers a variety of tools, services, and products and as you would expect, the Prospector+ MLS system, at 97%, was the top-rated tool used by our subscribers.

Prospector+ (MLS system)		97%
Supra (eKey/lockbox)		90%
Realist Tax (Public records and prospecting)		82%
Mobile Prospector+ App		48%
ShowingTime (Showing appointments)		46%
Cloud CMA		45%
Homesnap (National listing exposure/lead gen)		31%
Realtor.com Pro Search		21%
MetroListPRO Website		18%
TrendVision		16%
HomeSpotter		9%
Cloud Streams		4%
RatePlug		4%
Real Safe Agent		4%



Data Quality

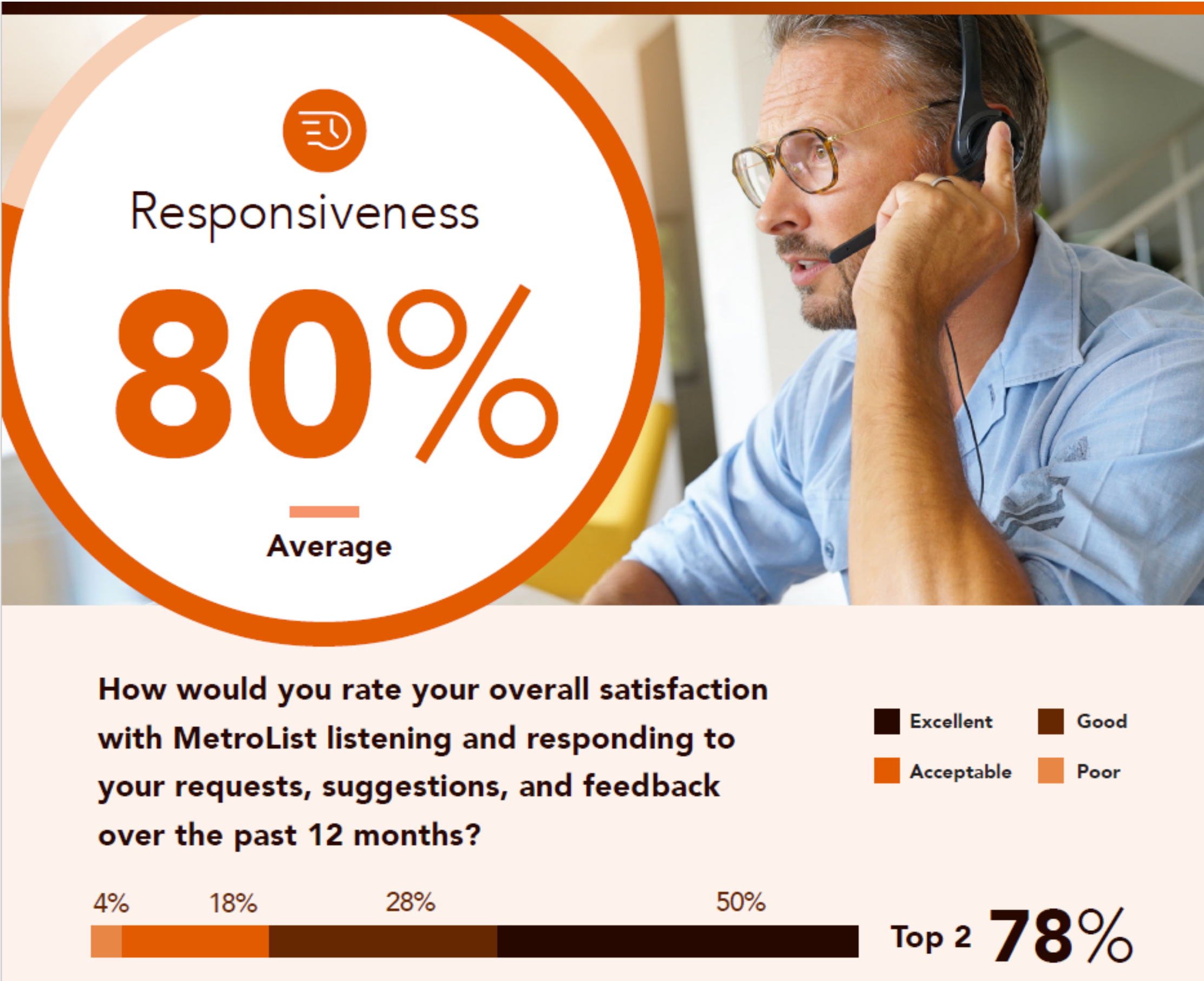
MetroList received an 86% average satisfaction rating for the MLS Data quality. Data quality is the backbone of every MLS that real estate professionals depend upon in their business.





Responsiveness

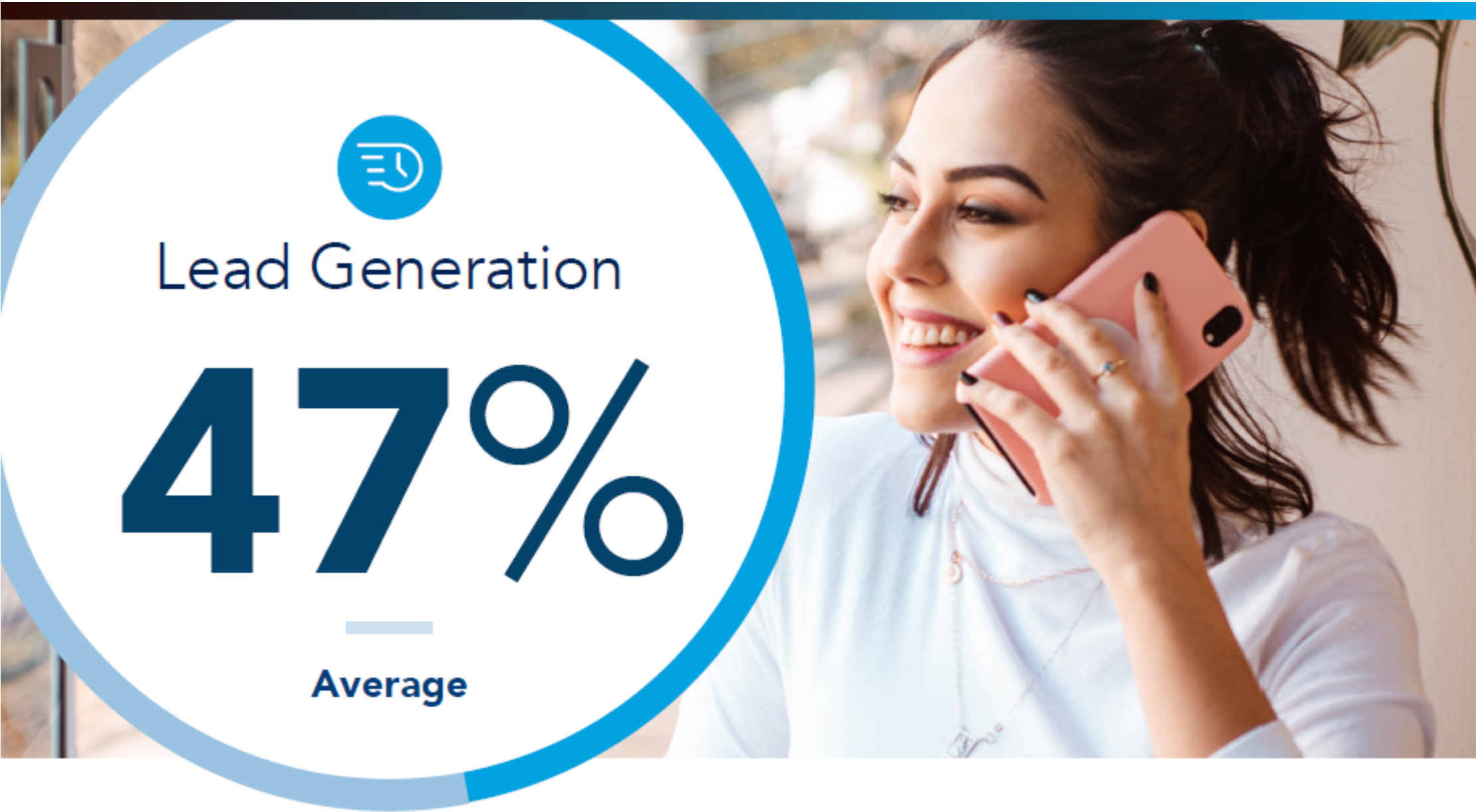
MetroList received an 80% average satisfaction rating for being responsive to your requests, suggestions and feedback.





Lead Generation

MetroList received a 47% average satisfaction rating for leads delivered by MetroList. This is where MetroList falls short, and we will be working on ways to share where you can find leads that are sent to you.



What is your overall satisfaction with leads generated by MetroList?

- Excellent
- Good
- Acceptable
- Poor

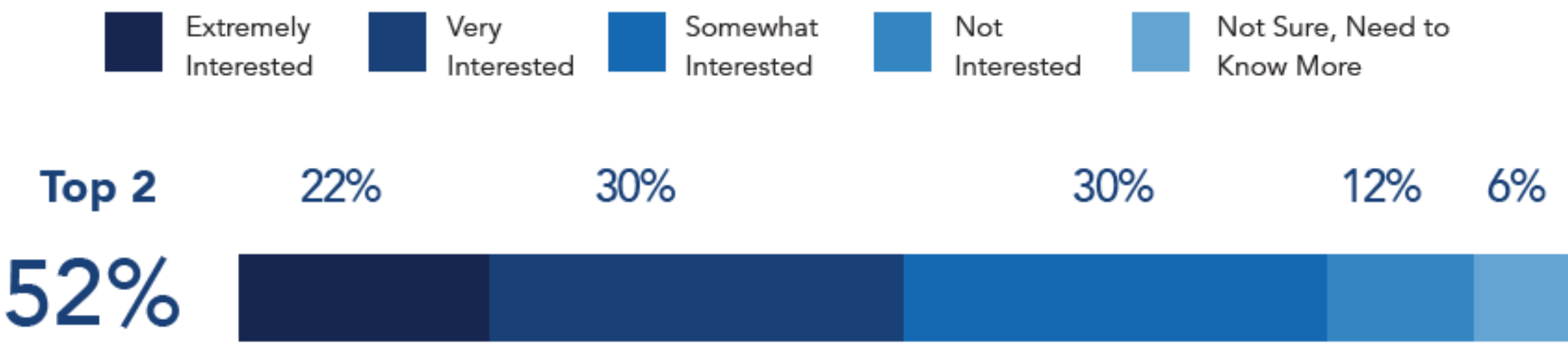




Affordable Marketing Platform

52% of our subscribers indicated that they are extremely/very interested in effective and affordable marketing platforms. This is an area that MetroList continues to build upon including with the recent introduction of Metrolist.com

How interested are you in learning more about how MetroList can be a very effective and affordable marketing platform?





Survey Demographics

Here you can see the demographics of those that responded to the MetroList 2022 Customer Satisfaction Survey. If you missed this year's survey, be sure to watch for our survey in future years. Your feedback is important to us so that we can plan for your needs today and into the future! Thank You!

Demographics

What is your primary role?

Agent	76%
Managing Broker	15%
Appraiser	6%
Assistant/Office Manager	3%

How long have you been a real estate professional?

Less than 1 year	7%
1 - 3 years	11%
4 - 10 years	20%
11 - 20 years	29%
More than 20 years	33%

How many transaction sides do you complete per year?

0 - 5	33%
6 - 15	40%
16 - 30	19%
31 - 50	6%
More than 50	2%

How many agents do you have in your brokerage?

None/Just myself	42%
1 - 20	49%
21 - 50	4%
51 - 100	2%
101 - 250	2%
251 - 500	0%
501 -1000	1%
More than 1000	0%