

The Center for Real Estate & Social Technologies (CREST) Real Estate Blogging Survey #1 Executive Summary

More and more, **blogging and real estate are going hand in hand**. To see how REALTORS®, brokers, and other professionals who write about the real estate business use their blogs, the [Center for Real Estate & Social Media](#) (CREST) conducted an unprecedented research project on the state of blogging in real estate. This initial survey is an overview of blogging in the industry. Over the course of 24 days, CREST collected 128 responses through a questionnaire at VARbuzz.com.

RESPONDENT PROFILE

- Blogger profession:
 - Real estate agent: 65.6%
 - Real estate broker: 22.7%
 - Other profession: 11.7%
- Blogging platform:
 - Wordpress: 49.2%
 - ActiveRain: 24.2%
 - Blogger: 8.6%
 - Movable Type/TypePad: 7%
 - RealTown: .8%
 - Other: 10.2%
- Hosting arrangement:
 - Self-hosted: 47.7%
 - Hosted: 46.9%
 - Don't Know: 5.5%
- Comments allowed:
 - Yes: 97.7%
 - No: 2.3%
- Full text RSS feed offered:
 - Yes: 72.7%
 - No: 27.3%
- Partial text RSS feed offered:
 - Yes: 19.5%
 - No: 80.5%
- Full text e-mail feed offered:
 - Yes: 41.4%
 - No: 58.6%
- Partial text e-mail feed offered:
 - Yes: 12.5%
 - No: 87.5%

SUMMARY OF MAJOR FINDINGS

- The median start date of a real estate blog is August 1, 2007.
 - 59% of Wordpress users started their blogs before the median start date.
 - 45% of Blogger users started blogging before the median start date.
 - 42% of ActiveRain blogs were started before the median start date.
 - 67% of Moveable Type/TypePad blogs were started before the median start date.
 - 69% of bloggers using any other platform started blogging before the median start date.
- 82% of real estate blogs started in or before 2005 are running Wordpress.
- All bloggers as a whole made a median of 12 posts to their blogs in May 2008.
 - Wordpress users made a median of 10 posts.
 - ActiveRain users made a median of 12 posts.
 - Blogger users made a median of 4 posts.
 - Moveable Type/TypePad users made a median of 8 posts.
 - Other blogging platform users made a median of 15 posts.
- As a whole, real estate bloggers received a median of 7 total comments in May 2008.
 - ActiveRain users received a median of 30 total comments.
 - Blogger users received a median of 1 total comment.
 - Moveable Type/TypePad users received a median of 1 total comment.
 - Other platform users received a median of 4 total comments.
 - Wordpress users received a median of 8 total comments.
- Removing ActiveRain from the mix, the average number of comments per post was 1.85.*
- The average number of comments per post for all respondents was 3.42. The older the blog, the higher the average comments per post.*
 - Blogs started in 2005 received an average of 7.3 comments per post in May 2008.
 - Blogs started in 2006 received an average of 4.1 comments per post in May 2008.
 - Blogs started in 2007 received an average of 3.5 comments per post in May 2008.
 - Blogs started in 2008 received an average of 1.3 comments per post in May 2008.
- 79% of respondents reported receiving fewer than 50 total comments in May 2008.

* Respondents blogging at ActiveRain were intentionally removed from some analyses.
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- ❑ Average number of monthly comments per post is inversely proportional to the number of posts published in the same period.*
 - Those who made 1-10 posts in May 2008 received an average of 3.0 comments/post.
 - Bloggers who made 11-20 posts in May 2008 received an average of 2.9 comments/post.
 - Bloggers who made 21-30 posts in May 2008 received an average of 2.0 comments/post.
 - Bloggers who composed 31 or more posts in May 2008 received an average of 1.42 comments per post.

- ❑ Median of 1315 unique visitors. The older the blog, the higher the unique visitor count*
 - Moveable Type/TypePad: Median of 1315 unique visitors in May 2008.
 - Wordpress: Median of 1100 unique visitors in May 2008.
 - Blogger users: Median of 1000 unique visitors in May 2008.
 - Other blogging platforms: Median of 2250 unique visitors in May 2008.

 - Blogs started in 2005 received a median of 4195 unique visitors in May 2008.
 - Blogs started in 2006 received a median of 1800 unique visitors in May 2008.
 - Blogs started in 2007 received a median of 1300 unique visitors in May 2008.
 - Blogs started in 2008 received a median of 270 unique visitors in May 2008.

 - When 1-10 posts were authored, the blog received an average 193 unique visitors/post.
 - When 11-20 posts were authored, the blog received average 238 unique visitors/post.
 - When 21-30 posts were authored, the blog received average 306 unique visitors/post.
 - When 31+ posts were authored, the blog received an average 182 unique visitors/post.

- ❑ Median subscriber count was 35 for all blogs. The older the blog, the higher the subscriber count.*
 - Blogs started in 2005 had a median of 200 subscribers.
 - Blogs started in 2006 had a median of 82 subscribers.
 - Blogs started in 2007 had a median of 30 subscribers.
 - Blogs started in 2008 had a median of 7 subscribers.

- ❑ Serving a full text RSS feed increases average unique visitors per post.*
 - Bloggers who served up partial text RSS as their only RSS feed received 172 unique visitors per post in May 2008.
 - Bloggers who served up full text RSS as their only RSS feed received 295 unique visitors per post in May 2008.

- ❑ 60.4% of all respondents reported having fewer than 100 RSS subscribers.*
 - Blogger median subscriber count: 38
 - Moveable Type/TypePad median subscriber count: 24
 - Other blogging platform median subscriber count: 60
 - Wordpress median subscriber count: 36

- ❑ Real estate bloggers are evenly split on hosting arrangements, with 47% hosted and 48% self-hosted. 5% did not know the answer to this question.
 - Removing ActiveRain blogs from the equation, 63% of real estate bloggers self-host and 37% have hosted blogs.
 - Wordpress users are far more likely to self-host with 78% doing so.
 - 33% of Moveable Type/TypePad users self-host.
 - 27% of Blogger users self-host.
 - For other blogging platforms, 38.5% are hosted, 38.5% self-host, and 23% responded that they don't know what their hosting arrangement is.

CREDITS

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