

## Media Release

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# 75% of Australians Want Their Real Estate Agents to Use iPads

*-- LJ Hooker Is Leading the Way, With Special iPad Apps, Presentations and Training*

Seventy-five percent of Australians think real estate agents should use iPads to make things easier for home buyers and sellers, according to a new survey by LJ Hooker.\*

More than three times as many Australians would choose an agent using an iPad than one using paper or a laptop, all other things being equal, the survey shows.

Since LJ Hooker began offering a special iPad app, custom iPad presentations and iPad training in November 2010, its agents have been leading the industry in the use of iPads.

“What this data show is that customers expect agents to use the latest technology, including iPads,” said L. Janusz Hooker, CEO of LJ Hooker. “iPads aren’t posh or elitist. They are tools for getting the job done on behalf of our customers.”

In the last five months, 220 LJ Hooker agents, from approximately 18 offices around Australia, have taken specific training in using the iPad as a real estate tool.

- Despite all the hype about the iPad2, few of the iPad-ready LJ Hooker agents plan to upgrade to the latest iPad soon. For the way in which they use the iPad, which is to share information with people while in conversation with them, they don’t need to upgrade.
- Most LJ Hooker agents using iPads say that they are the only one in their marketplace using an iPad to serve customers.
- One agent found the iPad invaluable for distracting the rambunctious children of a couple who were interested in buying a property he was marketing.
- During open for inspections, LJ Hooker agents use iPads to quickly take down contact info from attendees. If the person has attended an earlier open house, their details automatically pop up and need not be entered again.
- When presenting to new vendors, the agents use custom iPad presentations about the market and sales process. They can log in to compare the property to recent sales and others on the market. They can show property videos and pictures, as well as sample advertisements, signs and marketing materials.

- LJ Hooker agents can show vendors a list of all buyers in the market who have expressed interest in properties like the one they are selling, and can email them directly from the vendor's living room.

\* LJ Hooker surveyed 83 Australians about iPads and real estate between 24 March and 3 April, 2011. Survey participants were self-selected from among visitors to [ljhooker.com.au](http://ljhooker.com.au). Following are the key questions and responses:

- Do you think real estate agents should use iPads to make buying and selling homes easier for consumers? Yes (75.6%), No (11%), Don't know (13.4%).
- All other things equal, which agent would you choose? One who uses an iPad (47.6%), One who uses paper or a laptop (14.6%), Don't know (37.8%).

### **About LJ Hooker**

Founded 80 years ago, LJ Hooker was the fastest growing estate agent network in New Zealand in 2010, adding 31 new offices in New Zealand alone.

Its founder was Leslie Joseph (L.J.) Tingyou, who was born in Sydney in 1903. In 1925, he changed his surname to Hooker to conceal his Chinese heritage due to the White Australia policy. He opened his first real estate agency in the beachside Sydney suburb of Maroubra in 1928.

Today, headquartered in Sydney, LJ Hooker has over 700 real estate franchisees in Australia and New Zealand, with a growing international platform in the Asia Pacific region, including China, Japan, India and Indonesia.

In the past financial year, the network sold over \$15 billion worth of Australian real estate. These sales generated more than \$500 million in commissions by its 6,000 employees.

LJ Hooker is also one of the largest independent mortgage broking businesses with over 140 brokers in Australia.

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