

# What People Want in a Real Estate Agent

Based on 533 interviews in Toronto, Montreal, Calgary, Edmonton and Vancouver.

Average rating based on a 10 points scale. The higher the average the more important the quality.

Research shows that many people are uncomfortable with the process of buying and selling a house. They feel they are not in control and don't have the information they think they need. That's why they prefer an agent they trust to a big producer, and why **"Trust"** is at the top of the list while **"Aggressive"** is near the bottom.

Someone you trust	9.4
Knowledgeable	9.1
Sincere	8.9
Easy to relate to	8.8
Helpful	8.8
A hard worker	8.7
Has expertise in local neighbourhoods	8.7
Experienced	8.5
Friendly	8.3
Enthusiastic	8.1
Modern, up-to-date	7.7
Competitive	7.7
Innovative	7.2
A leader	6.9
Aggressive	6.2
Energetic	5.7
Sophisticated	5.5
Caring	5.1

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