





The Buyer and Seller Experience in Austria and Canada

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RE/MAX
Europe

Average time-on-the-market:



166

DAYS



17

DAYS

List-to-sale ratio:

XX,X %
VIENNA

96,2 %
TORONTO

Agent Cooperation:

22

%

VIENNA
(RE/MAX)



94

%

TORONTO

#SellerExperience

#BuyerExperience

Buyer Journey by Comparison:

- From when you first decided to buy, how many Agents did you speak to throughout the process?
- How long did it take to buy a property?
- How can you describe your property search experience?
- What was your experience with Agents?
- Would you consider Agents valuable?

#BuyerRepresentation

*In Canada we work hand in hand
with our competitors, in Austria we don't*

How it works in Canada:

- Toronto Real Estate Board
- All Brokers and Agents are members
- The MLS (Multiple Listing Service) System provides deep historical data on all past sales and properties
- Inward facing System used by the industry
- Outward facing System used as a portal – owned by real estate industry

Benefits:

- Deep Knowledge of the Market
- Buying and Selling Experience much better

My Recommendation:

1. Working together

2. Taking Control of the Information/the Data

3. Creating a better Customer Experience

What happens if you don't change

Offer:

Industry-wide Meeting in June 2018

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Q & A

