



Supporting Real Estate Advertising Claims with Consumer Surveys

The Case Challenge

In support of advertising and compliance needs, an international real estate brokerage sought to substantiate comparative claims that it was the brand most likely to be recommended by consumers across North America. The brokerage needed evidence showing that its brand was well known, considered, and most recommended compared to other real estate brands.

The client retained our survey experts to conduct consumer surveys that measured brand awareness, consideration, and likelihood to recommend. This survey research on comparative claims needed to withstand regulatory scrutiny and reflect the realities of the North American housing market.

The Expert Solution

To meet these requirements, our team qualified survey respondents according to the criteria that participants must have either bought or sold a home within the past year, or intended to do so within the coming year. Respondents also had to reside in the United States or Canada, with demographic profiles aligning with the National Association of Realtors' data.

Surveys were conducted across the four US Census Bureau regions, while Canadian surveys were conducted by province, with interviews proportionate to the number of home sales in each area. Surveys were administered online to ensure a broad geographic reach and efficiency. Respondents in Canada were given the option to complete the survey in either English or French. Recruitment was conducted through independent online panel companies that maintain a database of participants willing to complete surveys regularly.