

11-Applied-Competitive-Analysis-Part-2

SURVEY

- 1 What do you think the incentive scheme for real estate agents *should be*?
 - A Flat fee
 - B Time-based
 - C Effort-based
 - D Other

- 2 Is the market for real estate brokers operating efficiently?
 - A Yes - supply and demand are doing the job!
 - ☒ B No - due to resource misallocation
 - C No - due to *too many* brokers
 - D No - due to *too few* brokers

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