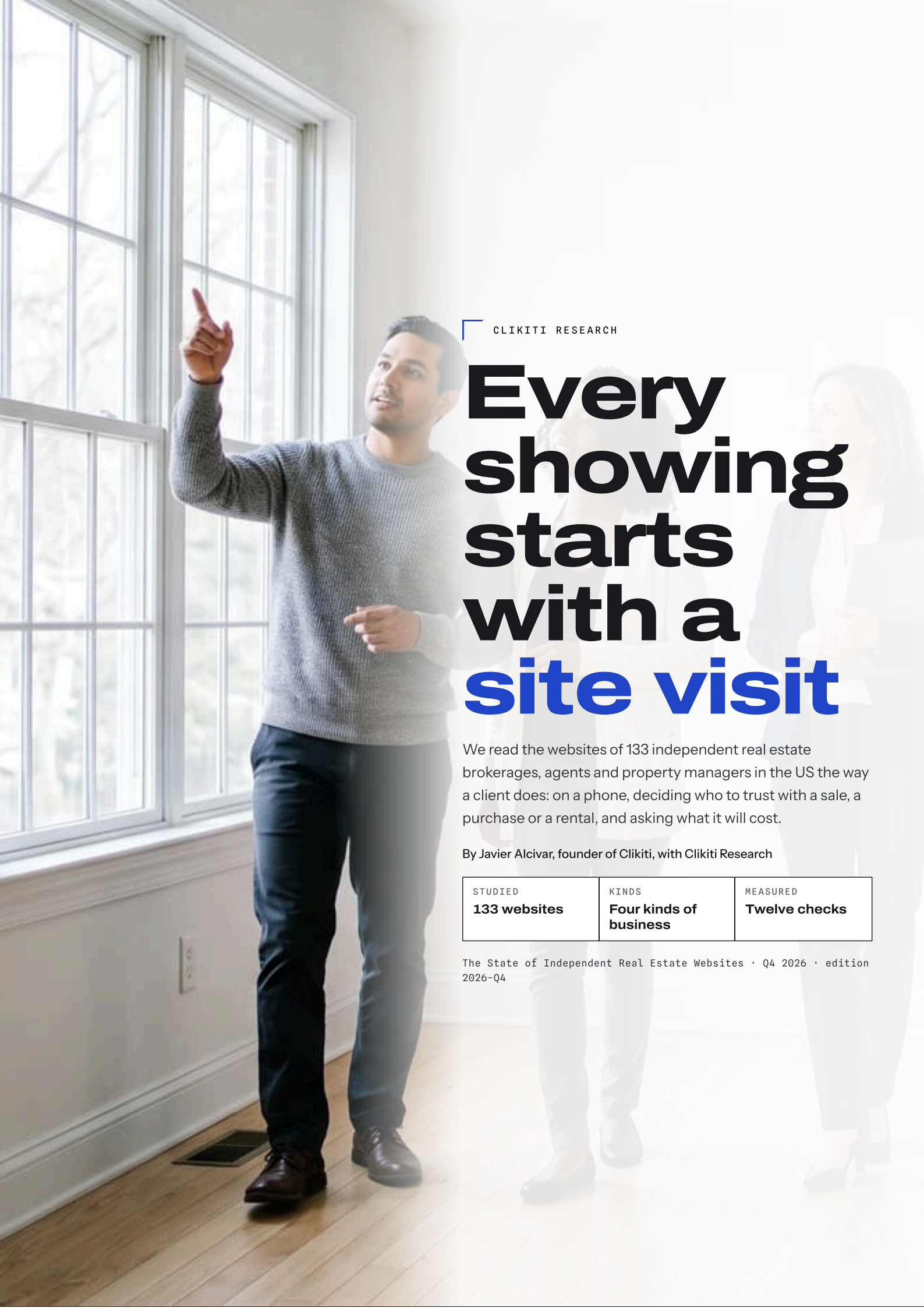




CLIKITI RESEARCH

Every showing starts with a site visit

We read the websites of 133 independent real estate brokerages, agents and property managers in the US the way a client does: on a phone, deciding who to trust with a sale, a purchase or a rental, and asking what it will cost.

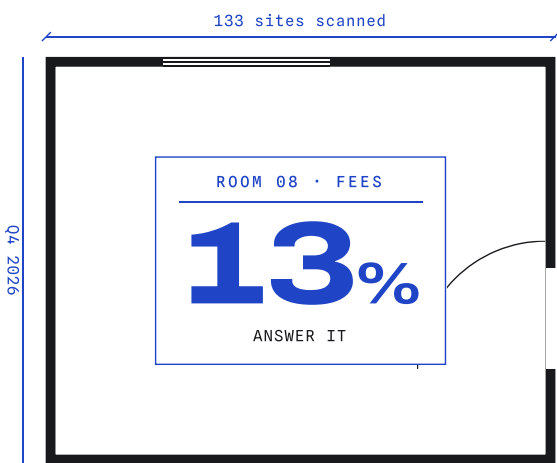
By Javier Alcivar, founder of Clikiti, with Clikiti Research

STUDIED	KINDS	MEASURED
133 websites	Four kinds of business	Twelve checks

The State of Independent Real Estate Websites · Q4 2026 · edition 2026-Q4



The plan. Before a client walks through a door, they walk through the website.



of the 133 websites
in this study answer
the client's question
“What will it cost me?”

Only 13% of the 133 independent real estate brokerage, agent and property manager websites Clikiti scanned in Q4 2026 answer “What will it cost me?” Margin of error ±8.5 points at 95% confidence.

A-00	Summary of findings	A-01	The questions clients ask	A-02	How the four kinds of business compare
A-03	Four businesses, up close	A-04	The clients left out	A-05	Method in brief
A-06	What this means for agencies	App. A	Methodology	App. B	Businesses in this study

READING NOTE

Figures come from automated scans of 133 independent real estate websites in the US. Results are anonymous except one standout business. Margin of error: ±8.5 points at 95% confidence for a share of all 133 sites (Independent residential brokerages ±14.4, Solo agents and small teams ±20.9, Independent property managers ±14.3, Luxury boutiques ±23.1). Notes are at the end.

Clients ask eight questions.

The median site answers **three**.

Across 133 independent real estate websites, the median site answers three of the eight client questions this edition tests. 13% state a commission or management fee; 20% show a licence number.¹

75 /100 Median website score across all 133 businesses.	3 /8 client questions answered by the median business's site.	76 % answer the most-answered question: "Can I see what you have for sale or rent?"	87 % have text that fails the WCAG contrast minimum.
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By kind of business, independent property managers have the highest median score (79) and luxury boutiques the lowest (72), against 75 for all 133.

The least-answered question is "What will it cost me?" (13% of businesses). The most-answered is "Can I see what you have for sale or rent?" (76%).

No business in this edition answers all eight questions.

The most common technical failure is text contrast passes 4.5:1, failed by 87% of businesses (WCAG 1.4.3).

What a client can find out before calling

We turned eight questions a buyer, a seller or a landlord asks before contacting an agent into eight checks, then read each site for an answer a visitor could find on a phone.

Room schedule · share of all 133 websites answering each question · line length = share · dashed = under a quarter · dotted tick = half

NO.	THE CLIENT ASKS	ANSWERED	SITES
Q01	Can I see what you have for sale or rent? Listings or rentals can be searched on the site		76%
Q02	How do I reach you or book a showing? Tappable phone plus a form or showing request		60%
Q03	What's my home worth, or what will it rent for? Home valuation or rental analysis offered		58%
Q04	Do past clients vouch for you? Reviews marked up, in a widget or quoted		40%
Q05	Do you work where I live? Areas served named, or community pages		37%
Q06	Have you sold or managed homes like mine? Track record shown: sales, volume or doors managed		26%
Q07	Are you licensed? A real estate licence number is shown		20% LOW
Q08	What will it cost me? Commission or management fee stated		13% LOW

Figure 1. Share of sites that answer each question on the home page or a page it links to, read from the served HTML. Sorted from most to least answered.

“What will it cost me?”

The client question businesses answer least: 13% of 133 sites



Nine at night. Most clients read the website long before they call the agent.



The seller's question. What is the house worth, and who will sell it best.

THE SELLER'S QUESTION

58%

**of the 133 websites answer
“What's my home worth,
or what will it rent for?”**

A homeowner deciding who to list with, or who to let manage a rental, asks this first. Luxury boutiques answer it most often (72%), independent property managers least (55%).



The showing. The appointment the website is meant to win.

ON SCORING

The score is Clikiti's overall website score (rubric v2): usability 30%, speed 25%, accessibility 25%, SEO 10%, trust 10%. It measures the website, not the business. The client-question checks are reported separately and do not feed it.²

Four kinds of business, side by side

Independent residential brokerages (46): median score 74, a fee stated on 9%, a licence number on 17%. Solo agents and small teams (22): median score 74, a fee stated on 0%, a licence number on 27%. Independent property managers (47): median score 79, a fee stated on 28%, a licence number on 17%. Luxury boutiques (18): median score 72, a fee stated on 0%, a licence number on 22%.

ROOM 01 · HIGHEST Independent property managers 79 /100 median score · 47 sites · ±14.3	ROOM 02 Independent residential brokerages 74 /100 median score · 46 sites · ±14.4	ROOM 03 Solo agents and small teams 74 /100 median score · 22 sites · ±20.9	ROOM 04 Luxury boutiques 72 /100 median score · 18 sites · ±23.1
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Where each website scores

Overall website score out of 100, one dot per site; the cobalt rule is each group's median

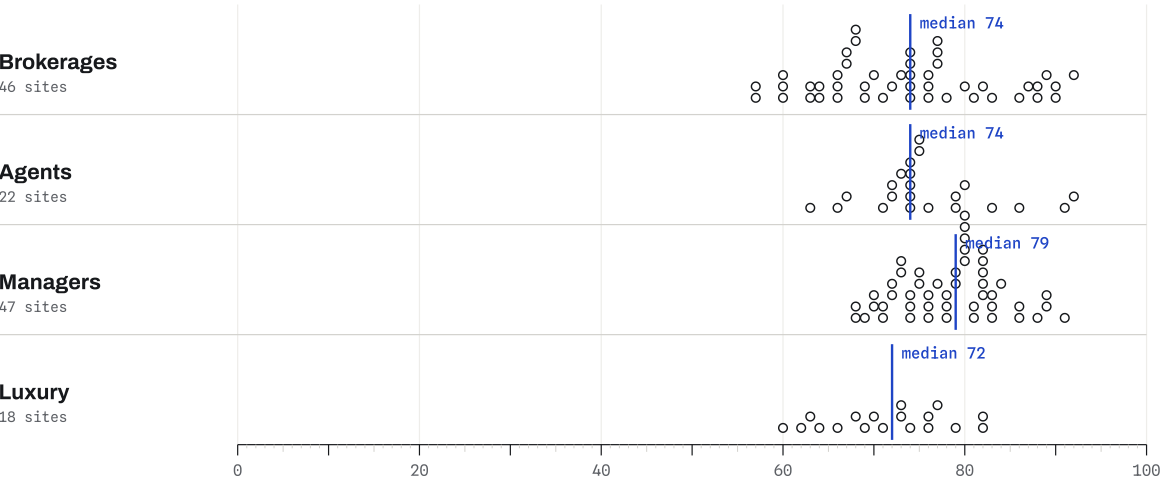


Figure 2. Overall website score out of 100, one dot per site. The cobalt rule marks each group's median.

Four businesses, up close

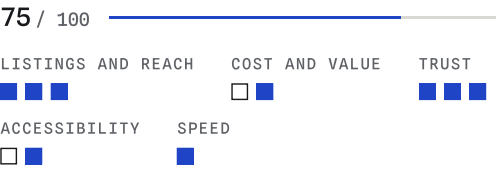
Four real sites from this edition, one strong, two in the middle and one weak. Each photograph shows the kind of moment its findings describe; the business itself stays anonymous. The number is the overall website score; each dot is one check, filled when the site passes it.

01



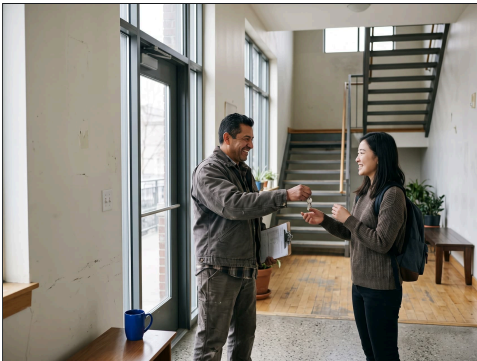
UNIT 01

A solo agent or small team in the West



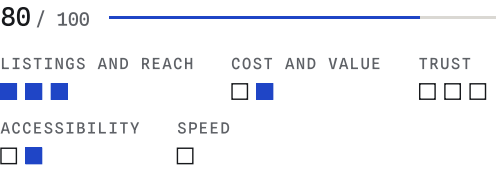
Answers 7 of 8 client questions. Falls short on fees and text contrast.

02



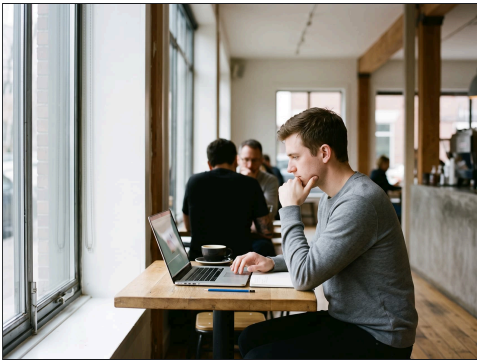
UNIT 02

An independent property manager in the West



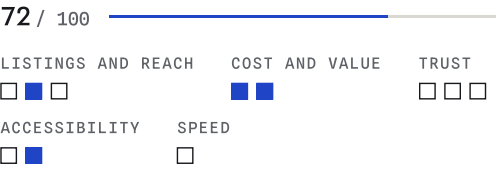
Answers 4 of 8 client questions. Falls short on a track record, a licence number, fees and 4 more.

03



UNIT 03

An independent property manager in the South



Answers 3 of 8 client questions. Falls short on listing search, areas served, a track record and 5 more.

04



UNIT 04

A luxury boutique brokerage in the Northeast

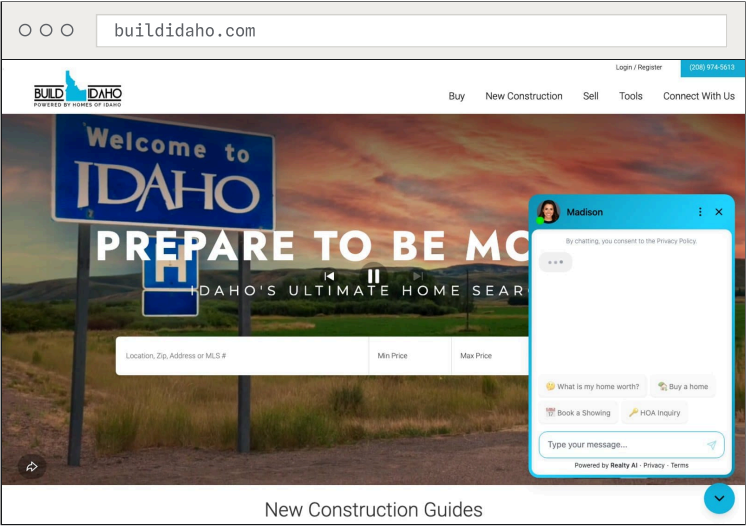
71 / 100

LISTINGS AND REACH	COST AND VALUE	TRUST
☐ ☐ ☐	☐ ☐	☐ ☐ ☐
ACCESSIBILITY	SPEED	
☐ ☐	☐	

Answers 0 of 8 client questions. Falls short on listing search, a way to reach the agent, areas served and 9 more.

Build Idaho (Homes of Idaho)

Solo agents and small team, Boise, ID. It answers 7 of the 8 client questions this edition tests, loads fast on phones and describes its images; like most sites in this study, it has yet to pass text contrast (WCAG 1.4.3). Its overall website score is 75/100. Named as a positive example; every other site in this report is anonymous.



The home page as published, captured 2026-10-15 with pop-ups closed. Visit buildidaho.com

WHAT IT DOES WELL

- Listings or rentals can be searched on the site
- Tappable phone plus a form or showing request
- Areas served named, or community pages
- Home valuation or rental analysis offered
- Track record shown: sales, volume or doors managed
- A real estate licence number is shown
- Reviews marked up, in a widget or quoted

Real phone visitors see the main content in 2.3 s (Chrome UX Report, 75th percentile; good is 2.5 s or less)

Every image has a text description (WCAG 1.1.1)

Clikiti pillar scores of 90 or more: accessibility 98

WHERE IT COULD STILL IMPROVE

Not found on the home page or the pages it links to: commission or management fee stated

Speed pillar 55/100 (driven by the throttled mobile Lighthouse run; real phone visitors load it fast)



On the sidewalk. House hunting happens on a phone, often one-handed, often in the sun.

The clients left out

A buyer using a screen reader, a landlord on a keyboard, a seller on an old phone with a weak signal: each is still a client. These checks measure whether the site lets them in. ³

CHECK AND STANDARD	FAIL
Text contrast passes 4.5:1 WCAG 1.4.3	87%
RealEstateAgent or listing structured data Schema.org · RealEstateAgent	78%
Loads in under 2.5 s on a phone Core Web Vitals · LCP	77%
Images have text descriptions WCAG 1.1.1	29%

Table 1. Technical checks, share of the 133 sites that fail each one.

How the sites were read

STEP 1 · ALL 133 SITES Read The home page and up to nine pages it links to (listings, home valuation, sold, agents, about, reviews, areas, fees and contact), read as a server delivers them. The client questions are answered here, by fixed published rules (Appendix A4).	STEP 2 · ALL 133 SITES Measure Google Lighthouse (PageSpeed Insights) in a phone and a desktop render, with Chrome UX Report field data where it exists: load time, contrast and image descriptions. Repeatable.	STEP 3 · ALL 133 SITES, SCORE ONLY Review An expert usability review of each home page against Nielsen's heuristics, used only in the usability part of the score. Every issue must name the heuristic, a severity and the element, or it is dropped.
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SCOPE This study examines how independent brokerages, agents and property managers present themselves on the web, not the quality of their service, their listings, their prices or their licensing status.

A woman with dark hair in a bun is sitting at a wooden table, looking at a laptop. A man with glasses and a grey jacket is leaning over the table, looking at the laptop screen. A blue mug and a notebook are on the table. A large window in the background shows a street scene with a building and a street lamp.

FOR AGENCIES AND FREELANCERS

What this means for agencies

what to fix first, and how to pitch it

For small agencies and freelancers who sell websites to independent brokerages, agent teams and property managers. We scanned 133 of their websites: 2% score under 60 out of 100, and 86% leave at least three of the questions buyers, sellers and landlords ask unanswered. Here is where the winnable work is, which problems to lead a pitch with, and how to show them without days of spec design.

Who is realistic to win

Luxury boutiques are the most winnable: the lowest median score in this report (72 out of 100), and 0% of them score under 60. Their problems are visible, specific and fixable by a small team.

TYPE	SITES	MEDIAN	UNDER 60
Independent residential brokerages	46	74	4%
Solo agents and small teams	22	74	0%
Independent property managers	47	79	0%
Luxury boutiques	18	72	0%

Score out of 100. "Under 60" is the share of sites that miss most of what a buyers, sellers and landlord looks for.

5 problems to lead a pitch with

87% What will it cost me? CONTENT

Say plainly how the firm is paid: commission or flat fee and what it covers, or the management and leasing fees.

"Since buyer agreements became the norm, clients ask what you charge first, and your site does not say."

87% Text contrast passes 4.5:1 QUICK FIX

Raise text contrast to at least 4.5:1, especially text laid over hero photos.

"Parts of the site are hard to read, and it is a WCAG failure."

80% Are you licensed? QUICK FIX

Show the broker of record and each agent's licence number in the footer and on agent pages.

"A careful client checks the licence first, and your site makes them look it up elsewhere."

78% RealEstateAgent or listing structured data QUICK FIX

Add RealEstateAgent structured data with the firm's name, address, phone and areas served.

"Search engines and assistants have to guess who you are and where you work."

77% Loads in under 2.5 s on a phone BUILD

Resize and compress the hero photo, defer the listing-search scripts, aim for under 2.5 s on a phone.

"Your home page takes several seconds to appear on a buyer's phone at the curb."

Share of sites with the problem. WCAG items are accessibility failures. Every check cites a standard in the method section.

How to show a prospect their problems, and a redesign

1

Lead with their problem, not your services

Open with one question the site fails, for example "What will it cost me?" (87% of sites in this report miss it), and show the exact page where the answer should be.

2

Put a number on it

Compare their site with the sector: across 133 independent brokerages, agent teams and property managers sites, the median scores 75 out of 100 and answers 3 of the 8 questions buyers, sellers and landlords ask. A number travels further inside the client than an opinion.

3

Show the fix without days of spec work

A rough redesign that answers those questions persuades better than a proposal, but it usually costs a designer a day or two per prospect. You can sketch it by hand, or use Clikiti: the scan is free and shows any site's problems in about a minute, and paid plans draft a redesign of the home page from the prospect's own brand, from about \$2.33 per pitch.

ISSUED FOR
AGENCIES AND
FREELANCERS

Show every broker what their clients see

Clikiti reads a brokerage's site the way a buyer or a seller does, states what it found, and drafts the redesign you present before the first call.

SEE YOUR MARKET ON CLIKITI

Methodology

How this study was designed, who was included, what was measured and how far the results can be relied on. It is written so that an agency can share it with a broker who wants to check the evidence behind a pitch.

133 websites studied	4 types of organisation	36 states	±8.5 points, margin of error at 95%	2026-10-14 to 2026-10-15 date the sites were read
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A1. The research question

When someone wants to buy, sell or rent out a home and looks up an independent agent, brokerage or property manager online, usually on a phone, can they search what is for sale or rent, reach the business or ask for a showing, tell whether it works in their area, get a home valuation or rental analysis, see a track record, check a licence number, find out what it charges and see whether past clients vouch for it?

Population. Independently owned US residential real estate businesses with their own website, in four groups: independent residential brokerages, solo agents and small teams, independent property managers, and luxury boutiques. These are the real estate businesses a small or mid-size web agency can realistically win as clients.

A2. Who was studied

The sample was built from local search listings, city by city, then screened so that every site in it is one an independent agency could realistically win.

SOURCE	WHAT IT CONTRIBUTES	SITES
Local search, independent brokerages	Independently owned residential brokerages found in local search results and brokerage directories, city by city	85
Local search, agents and teams	Solo agents and small teams with their own website, found in local search results, city by city	25
Local search, property managers	Independently owned residential property management companies found in local search results, city by city	45
Local search, luxury boutiques	Independent brokerages and teams that market themselves as luxury or fine homes specialists, found in local search results, city by city	17

INCLUDED

- An independently owned brokerage, team or property manager with its own website (not a directory, portal or social profile)

EXCLUDED

- Franchise and national brokerages and their affiliates and agents (for example Keller Williams, RE/MAX, Coldwell Banker, Century 21, ERA, Better Homes and Gardens Real

- Based in the United States
 - Home page responds and shows the business it claims to be (each home page title was checked before scanning)
- Estate, Compass, eXp, Real Brokerage, Berkshire Hathaway HomeServices, Sotheby's International Realty, Engel & Völkers, Howard Hanna, Douglas Elliman, Weichert, Redfin), whose agents' sites are templates
- Portals and lead-generation sites (Zillow, Realtor.com, Homes.com, Trulia)
 - National and franchised property managers (for example Real Property Management, Mynd, Evernest, Greystar, Pathlight, Renters Warehouse, Mavis) and any business with offices in several states
 - Agent pages hosted on a franchise or portal domain
 - Parked, placeholder, password-protected or unreachable sites, and duplicates

FROM LIST TO SAMPLE	SITES
Candidates listed (each home page answered automated visitors when listed)	151
Removed at editorial review: offices in several states or very large (3)	-3
Removed at editorial review: brokerage services provided by a franchise (1)	-1
Removed at editorial review: a hijacked domain serving hidden gambling links (1)	-1
Removed at screening: a bot check or an empty page served instead of the site (4)	-4
Cohort	142
Not scanned: one site refused the scanner and one could not be scanned (2)	-2
Removed because Google returned no phone speed test for the site (7)	-7
Studied in this edition	133

REGION (US CENSUS)	INDEPENDENT RESIDENTIAL BROKERAGES	SOLO AGENTS AND SMALL TEAMS	INDEPENDENT PROPERTY MANAGERS	LUXURY BOUTIQUES	ALL
Northeast	13	6	12	4	35
Midwest	10	6	10	5	31
South	10	6	14	5	35
West	13	4	11	4	32
All regions	46	22	47	18	133

A3. How the sites were read

Pages. The home page, then for each of nine topics (listings or rentals, home valuation, sold or track record, agents or team, about, reviews, areas or communities, fees or services, contact) the best-matching link on the home page.

Speed and accessibility. Google PageSpeed Insights (Lighthouse) on a mid-range phone profile and on desktop, plus Chrome UX Report data from real visitors over the previous 28 days where Google publishes it for the site.

Crawler conduct. One request at a time to each site, at least 400 ms apart, at most ten pages per site; robots.txt is read and obeyed for every page requested; a site that refuses is left out and never retried. The crawler identifies itself as `Mozilla/5.0 (compatible; ClikitiResearch/1.0; +https://clikiti.com)`.

A4. What was measured

8 questions home buyers, sellers and landlords ask before they call an agent, answered from what each site publishes, and 4 technical checks against published standards. A check passes only when the rule below is met; anything the crawler cannot confirm counts as not answered.

QUESTION	COUNTS AS ANSWERED WHEN	STANDARD
Can I see what you have for sale or rent? Listings or rentals can be searched on the site	Listings or available rentals can be searched or browsed on the business's own site: a link to a listings, property search or rentals page on its own domain or on its branded listing-search (IDX) or rental-listing service, or such a search embedded in a page. A link that sends the visitor to a portal (Zillow, Realtor.com, Homes.com) does not count.	Clikiti customer question 1 of 8
How do I reach you or book a showing? Tappable phone plus a form or showing request	The home page has a tappable phone link, and the home or contact page carries a contact form, or a link that requests a showing, a tour or a consultation online.	Clikiti customer question 2 of 8
Do you work where I live? Areas served named, or community pages	The site links to community, neighbourhood or areas-served pages, or names three or more towns or neighbourhoods it serves.	Clikiti customer question 3 of 8
What's my home worth, or what will it rent for? Home valuation or rental analysis offered	The site offers a home valuation (what's my home worth, a market analysis or a home value estimate) or, for property managers, a rental analysis or rent estimate.	Clikiti customer question 4 of 8
Have you sold or managed homes like mine? Track record shown: sales, volume or doors managed	The site shows a track record: a sold or past-sales page, a count of homes sold or closed, a sales volume, or, for property managers, a count of homes, doors or units managed.	Clikiti customer question 5 of 8
Are you licensed? A real estate licence number is shown	A real estate licence number is shown (for example 'DRE #01234567', 'License #', 'Lic. No.') on the home, about, agents or contact page.	Clikiti customer question 6 of 8
What will it cost me? Commission or management fee stated	A fee is stated: a commission or listing fee as a percentage or dollar amount, or, for property managers, a management, leasing or tenant-placement fee.	Clikiti customer question 7 of 8
Do past clients vouch for you? Reviews marked up, in a widget or quoted	Client reviews are marked up for search engines (Review or AggregateRating structured data), shown through a review widget, or at least two client testimonials are quoted.	Clikiti customer question 8 of 8
TECHNICAL CHECKS		
Loads in under 2.5 s on a phone Loads in under 2.5 s on a phone	Real visitors on phones see the main content within 2.5 seconds (Chrome UX Report, 75th percentile). Where Google publishes no visitor data, the phone lab test is used.	Core Web Vitals · LCP
Text contrast passes 4.5:1 Text contrast passes 4.5:1	No text on the home page fails the WCAG 1.4.3 minimum contrast of 4.5:1, in either the phone or desktop test.	WCAG 1.4.3
Images have text descriptions Images have text descriptions	Every meaningful image on the home page has a text description (WCAG 1.1.1).	WCAG 1.1.1
RealEstateAgent or listing structured data RealEstateAgent or listing structured data	The site describes the business to search engines with RealEstateAgent, RealEstateListing or a similar real estate structured-data type.	Schema.org · RealEstateAgent

A5. The website score

Each site's overall score (0 to 100) is Clikiti's website score, rubric 2.0.0. It measures the website, not the business, and the client questions above do not feed it. It is a weighted mean of five pillars:

PILLAR	WEIGHT	BASED ON
Usability	30%	Checks of the home page for broken links and images, and an expert review of the page as rendered on a phone and on a desktop screen, against Jakob Nielsen's ten usability heuristics. Each issue must name the heuristic, a severity on the Nielsen Norman Group scale and the exact element or wording; issues without all three are discarded, and two independent passes must agree.
Speed	25%	Google Lighthouse on a mid-range phone (60%) and on desktop (20%), and real-visitor Core Web Vitals from the Chrome UX Report (20%) where available.
Accessibility	25%	Google Lighthouse accessibility audits (70%) and Clikiti's own WCAG checks of the served page (30%).
Search	10%	Google Lighthouse SEO audits (60%) and Clikiti's own search checks of the served page (40%).
Trust	10%	Google Lighthouse best-practice audits (40%) and security header checks (60%).

Within a pillar, each issue costs points by severity (critical, high, medium, low) and by how many times it occurs; issues based on judgement count at 70% of measured ones, and duplicates of the same root cause count once. On the four business profiles, the number out of 100 is this overall score, and each dot is one check in its group: filled when the site passes it, hollow when it does not.

A6. Precision

With 133 sites, a share reported for the whole sample is precise to within ± 8.5 percentage points at 95% confidence (worst case, a 50% share; $1.96 \times \sqrt{(0.25/n)}$). By type: independent residential brokerages ± 14.4 ($n = 46$); solo agents and small teams ± 20.9 ($n = 22$); independent property managers ± 14.3 ($n = 47$); luxury boutiques ± 23.1 ($n = 18$). Differences between types smaller than these margins should be read as similar. Percentages are rounded to whole numbers; medians are the middle value of the sites in a group.

A7. Quality control

- Every home page in the cohort was fetched and its title checked against the listed business before scanning
- Every home page was checked for gambling, pharmacy, adult and crypto spam (hijacked domains) before scanning
- Detection rules were checked against the evidence they record for a sample of businesses in every group, and revised before the final run
- Every published figure is recomputed from the data at build time, and a statement in the text that the data does not support stops the build
- Results are published only after automated checks for missing data, anonymity, accessibility of the report itself and the margin of error statement pass

A8. Limitations

- A point-in-time snapshot: sites change, and a site may have improved or declined since it was read.

- Only public pages were read: the home page and pages it links to. Listing-search tools, saved searches, chat widgets and multi-step valuation forms were not tested.
- Answers are read from the page as a server delivers it. Content that only appears after scripts run in the browser (many listing searches, valuation tools and review widgets) is not seen unless the page links to it or loads it by name, which the study counts as a gap a search engine or a slow phone would also meet.
- Licence-number display rules differ by state; the study reports whether a number is shown, not whether a business meets its state's advertising rules.
- The study reports what a website shows. It does not judge any agent, brokerage, property manager, listing or price, or compliance with any licensing, advertising or fair housing rule.
- Automated accessibility tests find only part of what WCAG covers; keyboard and screen-reader use need a manual audit.
- The sample is a structured list of real, independent businesses, not a random draw. Margins of error are given as a guide to precision, not as a guarantee that the results hold for every business in the country.

A9. Data, licence and corrections

The aggregate results are published as CSV and JSON beside this report under the Creative Commons Attribution 4.0 licence: you may reuse, adapt and share them, including in client proposals, with a credit to Clikiti and a link. No per-site results are published. Corrections and removal requests are reviewed and answered personally; see the end of this report.

Businesses in this study

The 133 websites in this edition, by type. This list says who was scanned and nothing more: results in this report are shown only in aggregate or anonymously.

Independent residential brokerages (46)

Baroody Real Estate LLC Manchester, NH	Jamison Company Real Estate Sioux Falls, SD	Peloquin Realty & Property Management Manchester, NH
Blakemore Real Estate Salt Lake City, UT	JBGoodwin REALTORS Austin, TX	Pilkerton Realtors Nashville, TN
Blue Sierra Realty Reno, NV	Joseph Walter Realty Columbus, OH	PowerHaus Real Estate Boise, ID
Bozeman Brokers Real Estate Bozeman, MT	Judge Realty Savannah, GA	Ralston Group Properties Boise, ID
cityhome COLLECTIVE Salt Lake City, UT	KC Local Homes Kansas City, MO	Rockwood Realty Group Madison, WI
Divine Investments Providence, RI	Kentucky Select Properties Louisville, KY	Seabury Hill Realtors New Haven, CT
Dunes Properties Charleston, SC	Kingsway Realty Lancaster, PA	Serota Real Estate LLC Buffalo, NY
Fridrich & Clark Realty Nashville, TN	Lifespace Real Estate Pittsburgh, PA	Silvercreek Realty Group Boise, ID
Future Home Realty Tampa, FL	Living Room Realty Portland, OR	Spyglass Realty Austin, TX
Gabler Realty Delmar (Albany), NY	Locations LLC Honolulu, HI	Stanton Company Realtors Montclair, NJ
Gant Hill & Associates Louisville, KY	Maywright Property Co. Indianapolis, IN	Stellar Realty Northwest Bend, OR
Good Living Indy Indianapolis, IN	Myers & Myers Real Estate Albuquerque, NM	Tea Leaf Realty West Hartford, CT
Gottesman Residential Austin, TX	Northbound Realty Co. West Boylston (Worcester), MA	Vitalius Real Estate Group Portland, ME
Greenridge Realty Grand Rapids, MI	One Valley Realty Allentown, PA	WB Realty Co. West Des Moines, IA
HI Pro Realty Honolulu, HI	Paris Group Realty Portland, OR	
Highgarden Real Estate Indianapolis, IN	Parsons Real Estate Group Columbus, OH	

Solo agents and small teams (22)

Agentry Real Estate Tampa, FL	Build Idaho (Homes of Idaho) Boise, ID	Elevate Realty Group Rochester, NY
Amy Stockberger Real Estate Sioux Falls, SD	Buyers Brokers of the Seacoast Portsmouth, NH	Epperson Realty Group Austin, TX
Bainbridge Realty Group Nashville, TN	Caperton Realty Louisville, KY	Foxway Realty Ann Arbor, MI

Graham Realtors

Wichita, KS

Handsome Properties

Charleston, SC

Hawaii Realty International (American Dream Realty)

Honolulu, HI

Jared Erhart Real Estate Team

Bethlehem (Allentown), PA

Lehigh Valley Just Listed

Northampton (Allentown), PA

Maywalt Realty Group

Buffalo, NY

Oak Street Real Estate Group

Nashville, TN

RealABQ

Albuquerque, NM

Steve Volkers Group

Grand Rapids, MI

Templeton Real Estate Group

Boise, ID

The Garlick Team Boutique Real Estate

Des Moines, IA

The Hub Realty

Madison, WI

The Nolt Team (Kingsway Realty)

Lancaster, PA

Independent property managers (47)

Aishel Real Estate

Pittsburgh, PA

Asheville Phoenix Properties

Asheville, NC

Bahia Property Management

Tampa, FL

Baton Rouge Property Management

Baton Rouge, LA

Bend Property Management

Bend, OR

Bissonette Properties

Burlington, VT

Bridge Home Realty

Pittsburgh, PA

CCL Management

Madison, WI

Charleston Property Company

Charleston, SC

Chase Pacific Property Management

San Diego, CA

Chattanooga Property Management

Chattanooga, TN

Chauncey Property Management

Rochester, NY

Clarke Property Management

Portland, ME

Clements Property Management

Santa Barbara, CA

Dean & DeWitt Property Management

Tampa, FL

Fountain City Property Solutions

Kansas City, MO

Frontier Property Advisors

Portland, ME

Great Plains Property Management

Sioux Falls, SD

Great Richmond Rentals

Richmond, VA

H2 Real Estate

Birmingham, AL

HarborLight Property Management

South Portland, ME

Hudson Residential

Raleigh, NC

Ironclad Property Management

Hartford area, CT

Just Right Properties

Kansas City, MO

KEEZ Property Management

Sioux Falls, SD

Lamplight Home Rentals

Asheville, NC

Mission City Property Management

Santa Barbara, CA

MSP Home Rental

Minneapolis, MN

Parkville Management

Hartford, CT

Portland Pioneer Properties

Portland, OR

Portland Property Management Inc

Portland, OR

Qwest Property Management

Grand Rapids, MI

Realty Performance Group

Rochester, NY

Robert C. White & Company

West Hartford, CT

RVA Property Management

Richmond, VA

San Diego Professional Property Managers

San Diego, CA

Smart Move Property Management

Boise, ID

Stone Oak Property Management

San Antonio, TX

Texas Best Property Management

Austin, TX

Tiner Properties

Sacramento, CA

TradeMark Residential

Raleigh, NC

True Home Ohio Property Management

Cincinnati, OH

United Properties of West Michigan

Grand Rapids, MI

URHome Property Management

Portland, OR

West Ridge Property Management

Portland, OR

Wilmoth Group

Indianapolis, IN

Zona Properties

Rochester, NY

Luxury boutiques (18)

Carriage Properties

Charleston, SC

Eric Moreland Group

Austin, TX

Freeland Realty Group

Columbus, OH

Gladys Manion Real Estate
St. Louis, MO

Great Island Realty
Portsmouth, NH

Janet McAfee Real Estate
St. Louis, MO

Kopf Hunter & Haas Realtors
Cincinnati, OH

Leyendecker Luxury Real Estate
Minneapolis, MN

LUXE Forbes Global Properties
Portland, OR

Moreland Properties
Austin, TX

Pam Harrington Exclusives
Charleston, SC

Phyllis Browning Company
San Antonio, TX

Pursuit Real Estate
Burlington, VT

Riskin Partners Estate Group
Santa Barbara, CA

Santa Barbara Brokers
Santa Barbara, CA

Town & Shore Real Estate
Portland, ME

Village Properties
Santa Barbara, CA

Watch Hill Properties
Westerly, RI

DISCLAIMER

About this study

This report is based on automated scans of publicly available home pages, and pages they link to, run on 2026-10-14 to 2026-10-15. Its findings are a point-in-time technical snapshot of each website. They are not a judgement of any agent's service, any listing, any price or anyone's licensing status, and automated checks may contain errors. This report is not a judgement of the quality of any agent, brokerage, property manager, listing or price, and it does not assess compliance with any real estate licensing, advertising or fair housing rule. Clikiti is not affiliated with, and does not endorse, any business listed here; trademarks belong to their owners. The report is provided "as is" under CC BY 4.0, without warranty of any kind. Every person in this report's photographs is AI-generated; none is a real person. The one business screenshot is the featured business's own home page, shown unaltered.

REMOVE MY BUSINESS FROM THIS STUDY

We review every request and reply when it's done; removed businesses are excluded from future editions.

NOTES

- 1. Every figure is computed from the scan data for this edition: 133 of 142 sites in the cohort, scanned 2026-10-14 to 2026-10-15. Margin of error: ±8.5 points at 95% confidence for a share of all 133 sites (Independent residential brokerages ±14.4, Solo agents and small teams ±20.9, Independent property managers ±14.3, Luxury boutiques ±23.1). Left out: 7 (no mobile Lighthouse result), 2 (not scanned). Results are not attributed to named businesses, except the standout; elsewhere each is shown as its kind of business and a number. The appendix lists who was scanned.
- 2. Twelve checks: eight client questions, plus loads in under 2.5 s on a phone; text contrast passes 4.5:1; images have text descriptions; RealEstateAgent or listing structured data.
- 3. Standards: Loads in under 2.5 s on a phone (Core Web Vitals · LCP); Text contrast passes 4.5:1 (WCAG 1.4.3); Images have text descriptions (WCAG 1.1.1); RealEstateAgent or listing structured data (Schema.org · RealEstateAgent).
- 4. Scanned October 2026.
- 5. Photographs are illustrations created with generative AI for this report (Google Gemini); every person shown is fictional. The one website screenshot is the standout business's own home page. The usability review in A5 is carried out by an automated vision model (Google Gemini) under the rules stated there.

Take it, quote it, share it

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Only 13% of the 133 independent real estate websites we scanned say what they charge. The report, the method and the aggregate numbers are open: use them in your pitches, posts and proposals.

Download the PDF	A4
Read as Markdown	text, for people and AI
Aggregate data	CSV · no site named
Aggregate data	JSON · no site named

CITE (APA)

Clikiti. (2026, October 15). The state of independent real estate websites 2026 (Q4 2026) [Report]. <https://clikiti.com/research/realestate/2026-q4>

EMBED THE CHART

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<figure style="margin:0;max-width:720px"><a href="https://clikiti.com/research/realestate"></a><figcaption style="font:13px/1.4 sans-serif">Source: <a href="https://clikiti.com/research/realestate">Clikiti, The State of Independent Real Estate Websites 2026</a> (Q4 2026). <a href="https://creativecommons.org/licenses/by/4.0/" rel="license">CC BY 4.0</a>.</figcaption></figure>
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133 sites · scanned October 2026 · margin of error up to ±8.5 percentage points at 95% confidence.

Clikiti · Research from automated scans, CC BY 4.0 · Aggregate figures; no business is named in the data.

Research Benchmarks Gallery Free scan Privacy