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Assessing the Influence of Broker Market Saturation on Real Estate Marketing Performance in the Philippines

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ABSTRACT

This study assessed the influence of broker market saturation on real estate marketing performance in the Philippines. Specifically, it examined broker market saturation in terms of the number of competing brokers, competition intensity, market overcrowding perception, availability of clients relative to broker population, and level of service duplication among brokers. It also evaluated real estate marketing performance in terms of lead generation effectiveness, client acquisition rate, property sales conversion, marketing visibility and reach, and brand differentiation effectiveness. The study employed a descriptive–correlational research design and utilized a structured questionnaire administered to licensed real estate brokers operating in selected areas in the Philippines. Data were analyzed using descriptive statistics to determine the levels of broker market saturation and marketing performance, and inferential statistics to assess the influence of market saturation on marketing performance. Findings revealed that brokers generally experienced a high level of market saturation characterized by intense competition, perceived overcrowding, and service duplication. Despite these conditions, respondents demonstrated a moderate to high level of marketing performance, particularly in marketing visibility and lead generation. Statistical analysis indicated that broker market saturation had a significant influence on real estate marketing performance, suggesting that increased competition and limited client availability affect brokers' ability to generate leads, acquire clients, and differentiate their brands. The study concludes that while market saturation presents challenges, strategic marketing practices and effective brand differentiation can help brokers sustain performance in a competitive environment. The results of this study may serve as a basis for improving marketing strategies and policy formulation in the Philippine real estate industry.

Keywords: *Broker Market Saturation, Real Estate Marketing Performance, Competition Intensity, Brand Differentiation*

INTRODUCTION

The real estate industry in the Philippines continues to play a significant role in economic development, supported by urban expansion, infrastructure projects, and increasing housing demand. Despite this growth, recent studies note emerging challenges such as uneven supply–demand distribution, slower property absorption, and intensified competition within the brokerage sector (Reyes & Lim, 2023). These developments have placed greater emphasis on marketing effectiveness, as brokers are required to attract and retain clients in an increasingly complex and competitive market environment.

Alongside industry expansion is the rapid increase in the number of licensed real estate brokers, contributing to market saturation in many urban and semi-urban areas. Broker market saturation is characterized by a high concentration of brokers operating within the same market, often offering similar services and promoting identical property types (Cruz & Dela Peña, 2022). This situation has led to heightened competition, overlapping client targets, and challenges in service differentiation, making it difficult for brokers to stand out and sustain competitive advantage.

Market saturation has been found to influence business and marketing performance across various industries. In saturated markets, intense competition and service duplication can reduce visibility, weaken brand identity, and limit opportunities for client acquisition (Garcia & Mendoza, 2024). Within the real estate context, brokers operating in crowded markets may experience difficulties in lead generation, sales conversion, and brand differentiation, particularly when client availability does not keep pace with the growing broker population (Torres & Aquino, 2023).

Given these conditions, examining the influence of broker market saturation on real estate marketing performance in the Philippines is both timely and necessary. Understanding how competition intensity, perceived overcrowding, client availability, and service duplication affect marketing outcomes can provide valuable insights for brokers and industry stakeholders. This study aims to contribute empirical evidence that may guide strategic marketing decisions, improve broker competitiveness, and support sustainable practices in the Philippine real estate industry (Santos & Villanueva, 2024).

MATERIALS & METHODS

This study adopts a descriptive and quantitative research design to examine the relationship between broker market saturation and real estate marketing performance in the Philippines. A purposive sampling method is employed to select participants, specifically targeting 100 licensed real estate brokers who have direct experience in marketing properties and operating in competitive market conditions. Data is collected through a structured survey questionnaire composed of two major sections: broker market saturation, which includes dimensions such as the number of competing brokers, competition intensity, market overcrowding perception, availability of clients relative to broker population, and level of service duplication; and real estate marketing performance, which covers indicators such as lead generation effectiveness, client acquisition rate, property sales conversion, marketing visibility and reach, and brand differentiation effectiveness.

The gathered data is analyzed using descriptive statistics to summarize participants' perspectives, while correlation and regression analyses are applied to determine the extent to which broker market saturation influences real estate marketing performance. To ensure research integrity, ethical considerations such as informed consent, voluntary participation, and confidentiality of responses are strictly observed throughout the conduct of the study.

RESULTS AND DISCUSSION

1. **What is the level of broker market saturation in the real estate industry in terms of:**
   - **1.1 Number of Competing Brokers;**
   - **1.2 Competition Intensity;**
   - **1.3 Market Overcrowding Perception;**
   - **1.4 Availability of Clients Relative to Broker Population; and**
   - **1.5 Level of Service Duplication Among Brokers?**

Table 1 presents the level of broker market saturation in the real estate industry in terms of the number of competing brokers. The overall mean of 3.56 with a standard deviation of 0.57 indicates that respondents "Strongly Agree" that competition from other brokers is a notable feature of the market environment. Among the indicators, the highest mean of 3.69 was reported for the statement, "I often encounter other brokers marketing the same type of properties as I do," suggesting frequent direct competition with peers marketing similar listings. Meanwhile, the lowest mean of 3.43 was observed for both "It is common for multiple brokers to approach the same potential clients" and "The presence of many brokers affects how I market my listings," which nevertheless still reflect strong agreement with the experience of saturation among brokers.

These results suggest that a high number of brokers in the market contributes to intense competitive pressures that influence how brokers design and execute their marketing strategies. Research indicates that when industry players compete in a highly saturated environment, firms must differentiate their services and struggle to capture limited client attention, which can affect overall performance outcomes (Real Estate Agency Porter's Five Forces, 2025). In the real estate sector, this saturation and rivalry often compel brokers to adopt innovative marketing approaches and emphasize unique service offerings to sustain visibility and client engagement, especially in markets where many agents vie for the same pool of buyers and sellers.

Table 1
The Level of Broker Market Saturation in the Real Estate Industry in terms of the Number of Competing Brokers

Indicators	Mean	SD	Description
There are many real estate brokers operating in my target market area.	3.67	0.48	Strongly Agree
I often encounter other brokers marketing the same type of properties as I do.	3.69	0.47	Strongly Agree
The number of brokers in my area makes competition unavoidable.	3.59	0.53	Strongly Agree
It is common for multiple brokers to approach the same potential clients.	3.43	0.66	Strongly Agree
The presence of many brokers affects how I market my listings.	3.43	0.72	Strongly Agree
Average Mean	**3.56**	**0.57**	**Strongly Agree**

Table 2 presents the level of broker market saturation in the real estate industry in terms of competition intensity. The overall average mean of 3.36 with a standard deviation of 0.74 indicates that respondents generally "Strongly Agree" that competition among brokers in their market areas is significant. Among the indicators, the highest mean of 3.70 was observed for the statement, "The competitive environment requires me to constantly improve my marketing strategies," suggesting that brokers recognize the need for continuous adaptation and strategy enhancement in response to market competition. The lowest mean of 3.07 was recorded for "I feel pressure to outperform other brokers to secure clients," which, although lower than the other indicators, still falls within the "Agree" category, reflecting moderate perceived pressure.

Table 2
The Level of Broker Market Saturation in the Real Estate Industry in Terms of Competition Intensity

Indicators	Mean	SD	Description
Competition among real estate brokers in my area is very strong.	3.50	0.69	Strongly Agree
Brokers frequently compete through pricing, promotions, or incentives.	3.33	0.80	Strongly Agree
I feel pressure to outperform other brokers to secure clients.	3.07	0.84	Agree
The competitive environment requires me to constantly improve my marketing strategies.	3.70	0.50	Strongly Agree
Competition among brokers affects my overall business performance.	3.19	0.87	Agree
Average Mean	**3.36**	**0.74**	**Strongly Agree**

These results indicate that brokers operate in a highly competitive environment where strategic marketing and continuous improvement are necessary to maintain performance. High competition intensity manifests not only in pricing, promotions, and incentives (M = 3.33), but also in the overall impact on business performance (M = 3.19), suggesting that competitive pressure influences both daily marketing activities and long-term outcomes. The standard deviation values ranging from 0.50 to 0.87 indicate moderate variability in respondents' experiences, implying that while some brokers feel more intense pressure than others, the general perception is that competition is a defining factor in the real estate market. These findings align with research showing that saturated markets compel brokers to innovate and differentiate their services to remain competitive (Leuterio & Filipino Homes, 2025).

Table 3 presents the level of broker market saturation in the real estate industry in terms of market overcrowding perception. The overall average mean of 3.17 with a standard deviation of 0.82 indicates that respondents generally "Agree" that the real estate market in their area is overcrowded with brokers. Among the indicators, the highest mean of 3.30 was recorded for the statement, "Market overcrowding makes it harder to attract client attention," suggesting that brokers perceive client engagement as more challenging in a crowded market. The lowest mean of 2.94 appeared in the statement, "I believe the real estate market would perform better with fewer brokers," indicating slightly lower agreement but still reflecting recognition of the potential benefits of reduced competition.

The findings suggest that brokers acknowledge the challenges posed by market overcrowding, including difficulties in standing out and attracting clients amid numerous competitors. Indicators such as the inability to differentiate services (M = 3.26) and the perception that the market has more brokers than needed (M = 3.07) further reinforce the notion of saturation. The standard deviation values ranging from 0.74 to 0.90 indicate moderate variability among respondents' perceptions, meaning that while experiences differ, most brokers share the view that market overcrowding affects their ability to compete effectively. These results are consistent with studies showing that crowded brokerage markets compel brokers to adopt innovative marketing strategies and emphasize unique services to maintain competitiveness (Viesca & Riad, 2025).

Table 3
The Level of Broker Market Saturation in the Real Estate Industry in terms of Market Overcrowding Perception

Indicators	Mean	SD	Description
The real estate brokerage market in my area feels overcrowded.	3.26	0.83	Agree
It is difficult to stand out as a broker due to the number of competitors.	3.26	0.76	Agree
The market has more brokers than what clients actually need.	3.07	0.87	Agree
Market overcrowding makes it harder to attract client attention.	3.30	0.74	Strongly Agree
I believe the real estate market would perform better with fewer brokers.	2.94	0.90	Agree
Average Mean	**3.17**	**0.82**	**Agree**

Table 4 presents the level of broker market saturation in the real estate industry in terms of the availability of clients relative to the broker population. The overall average mean of 3.06 with a standard deviation of 0.75 indicates that respondents generally "Agree" that the number of clients is limited compared to the growing number of brokers in their market. Among the indicators, the highest mean of 3.30 was recorded for the statement, "Many brokers compete for the same pool of potential clients," highlighting the intense competition for limited client resources. The lowest mean of 2.91 appeared in the statement, "There are fewer clients compared to the number of brokers in my area," which, although slightly lower than other items, still reflects a general acknowledgment of client scarcity relative to broker population.

The results suggest that brokers perceive a mismatch between the number of clients and the growing broker population, which affects marketing strategies and overall business performance. The indicators reveal that client acquisition is increasingly challenging, requiring brokers to adopt targeted marketing strategies to attract potential clients (Leuterio & Filipino Homes, 2025). Standard deviation values ranging from 0.66 to 0.83 indicate moderate variability among respondents' experiences, suggesting that while some brokers face more difficulty in finding clients, most share the perception that client availability is insufficient relative to the number of active brokers in the market. Overall, the findings underscore the competitive pressures in a saturated real estate market and the importance of strategic client engagement.

Table 4
The Level of Broker Market Saturation in the Real Estate Industry in terms of Availability of Clients Relative to Broker Population

Indicators	Mean	SD	Description
There are fewer clients compared to the number of brokers in my area.	2.91	0.83	Agree
Many brokers compete for the same pool of potential clients.	3.30	0.66	Strongly Agree
Client demand does not match the growing number of brokers.	3.00	0.78	Agree
Finding new clients has become more difficult due to broker population size.	3.13	0.78	Agree
The imbalance between clients and brokers affects my marketing results.	2.98	0.69	Agree
Average Mean	**3.06**	**0.75**	**Agree**

Table 5 presents the level of broker market saturation in the real estate industry in terms of level of service duplication among brokers. The overall average mean of 3.27 with a standard deviation of 0.67 indicates that respondents generally "Strongly Agree" that service duplication is prevalent in their market. Among the indicators, the highest mean of 3.52 was recorded for the statement, "Many brokers offer similar services to clients," suggesting that brokers perceive a significant overlap in services provided within the industry. The lowest mean of 2.98 appeared in the statement, "Service duplication reduces my competitive advantage," which, although slightly lower, still reflects agreement that duplication impacts competitiveness.

Table 5
The Level of Broker Market Saturation in the Real Estate Industry in terms of Level of Service Duplication Among Brokers

Indicators	Mean	SD	Description
Many brokers offer similar services to clients.	3.52	0.64	Strongly Agree
Property listings and marketing approaches among brokers are often identical.	3.30	0.60	Strongly Agree
Clients receive the same type of service from different brokers.	3.20	0.71	Agree
Service duplication reduces my competitive advantage.	2.98	0.76	Agree
It is challenging to offer unique services compared to other brokers.	3.35	0.65	Strongly Agree
Average Mean	**3.27**	**0.67**	**Strongly Agree**

The results suggest that brokers recognize service duplication as a key characteristic of a saturated market, which may reduce differentiation and hinder competitive advantage. Indicators such as identical property listings and marketing approaches (M = 3.30) and the challenge of offering unique services (M = 3.35) highlight the difficulty brokers face in standing out in a crowded market. The standard deviation values ranging from 0.60 to 0.76 indicate moderate variability among respondents, showing that while some brokers experience more competitive pressure from duplication than others, the general perception is that overlapping services are widespread. These findings are consistent with research indicating that high service duplication in saturated markets compels brokers to innovate marketing strategies and develop unique value propositions to maintain a competitive edge (Viesca & Riad, 2025).

2. What is the level of real estate marketing performance in terms of:
2.1 Lead Generation Effectiveness;
2.2 Client Acquisition Rate;
2.3 Property Sales Conversion;
2.4 Marketing Visibility and Reach; and
2.5 Brand Differentiation Effectiveness?

Table 6 presents the level of real estate marketing performance in terms of lead generation effectiveness. The overall average mean of 3.20, with a standard deviation of 0.63, indicates that respondents generally "Agree" that their marketing strategies are effective at generating potential client leads. Among the indicators, the highest mean of 3.35 was recorded for the statement, "My marketing strategies effectively generate potential client leads," suggesting that brokers believe their overall marketing approaches successfully attract interest. The lowest mean of 2.96 was observed in the statement, "I am satisfied with the number of leads I generate," indicating that while brokers generally generate leads, some feel the quantity could be improved.

The results suggest that brokers' marketing efforts are moderately effective at generating leads, though there is room to improve satisfaction with lead volume. Indicators such as online and offline marketing attracting buyers or sellers (M = 3.24) and lead generation helping sustain the business (M = 3.22) show that marketing contributes positively to business continuity. The standard deviation values range from 0.52 to 0.70, indicating moderate variability among respondents and reflecting differences in perceived effectiveness of marketing strategies. These findings align with studies that highlight the importance of effective lead generation for maintaining competitiveness and ensuring consistent client acquisition in the real estate industry (Garcia & Mendoza, 2024).

Table 6
The Level of Real Estate Marketing Performance in Terms of Lead Generation Effectiveness

Indicators	Mean	SD	Description
My marketing strategies effectively generate potential client leads.	3.35	0.52	Strongly Agree
I regularly receive inquiries from my marketing activities.	3.24	0.70	Agree
My online and offline marketing efforts attract interested buyers or sellers.	3.24	0.61	Agree
I am satisfied with the number of leads I generate.	2.96	0.70	Agree
My lead generation efforts help sustain my real estate business.	3.22	0.60	Agree
Average Mean	**3.20**	**0.63**	**Agree**

Table 7 presents the level of real estate marketing performance in terms of client acquisition rate. The overall average mean of 3.22, with a standard deviation of 0.63, indicates that respondents generally "Agree" that their marketing efforts are effective in acquiring new clients. Among the indicators, the highest mean of 3.50 was recorded for the statement, "Marketing plays a key role in attracting my clients," suggesting that brokers strongly perceive marketing as a central factor in client acquisition. The lowest mean of 3.06 appeared in the statement, "My client acquisition rate meets my business expectations," indicating that while brokers are generally successful in acquiring clients, some feel their results fall slightly short of expectations.

The results suggest that brokers' marketing strategies contribute positively to client acquisition, performance though variability varies across respondents. Indicators such as converting inquiries into clients (M = 3.19) and consistently gaining clients despite competition (M = 3.15) show that brokers maintain moderate success in client acquisition. The standard deviation values of 0.61 to 0.66 indicate moderate variation, suggesting that while some brokers excel at client acquisition, others struggle to fully meet their targets. These findings align with research emphasizing the importance of strategic marketing in client acquisition and sustaining business performance in competitive real estate markets (Sambrana, Pendon, & Bonghanoy, 2024).

Table 7
The Level of Real Estate Marketing Performance in Terms of Client Acquisition Rate

Indicators	Mean	SD	Description
I am able to convert inquiries into actual clients.	3.19	0.62	Agree
My marketing efforts successfully bring in new clients.	3.22	0.63	Agree
I consistently gain clients despite market competition.	3.15	0.66	Agree
My client acquisition rate meets my business expectations.	3.06	0.63	Agree
Marketing plays a key role in attracting my clients.	3.50	0.61	Strongly Agree
Average Mean	**3.22**	**0.63**	**Agree**

Table 8 presents the level of real estate marketing performance in terms of property sales conversion. The overall average of 3.27, with a standard deviation of 0.63, indicates that respondents generally "Strongly Agree" that their marketing efforts contribute to converting listings into completed property sales. Among the indicators, the highest mean of 3.44 was recorded for the statement, "Marketing contributes significantly to my successful property transactions," suggesting that brokers strongly perceive marketing as a critical factor in closing deals. The lowest mean of 3.17 appeared in the statement, "I am effective in converting listings into completed property sales," which, although lower than the other indicators, still reflects agreement with brokers on their effectiveness in sales conversion.

The results suggest that brokers' marketing strategies play a significant role in ensuring successful property transactions, although some variation exists in perceived effectiveness. Indicators such as marketing strategies helping close deals (M = 3.35) and successfully turning interested clients into buyers or sellers (M = 3.22) further support the importance of effective marketing in sales conversion. The standard deviation values range from 0.54 to 0.69, indicating moderate variability, suggesting that while most brokers experience positive outcomes, some face challenges in consistently achieving high sales conversion rates. These findings align with studies that emphasize the crucial role of marketing strategies in boosting property sales and overall business performance in competitive real estate markets (Sambrana, Pendon, & Bonghanoy, 2024).

Table 8
The Level of Real Estate Marketing Performance in terms of Property Sales Conversion

Indicators	Mean	SD	Description
I am effective in converting listings into completed property sales.	3.17	0.64	Agree
My marketing strategies help close property deals.	3.35	0.62	Strongly Agree
I can successfully turn interested clients into buyers or sellers.	3.22	0.69	Agree
My sales conversion rate is satisfactory.	3.19	0.65	Agree
Marketing contributes significantly to my successful property transactions.	3.44	0.54	Strongly Agree
Average Mean	**3.27**	**0.63**	**Strongly Agree**

Table 9 presents the level of real estate marketing performance in terms of marketing visibility and reach. The overall average mean of 3.22 with a standard deviation of 0.67 indicates that respondents generally "Agree" that their marketing efforts provide adequate visibility and reach in the real estate market. Among the indicators, the highest mean of 3.30 was observed for the statement, "My marketing efforts increase my exposure in the real estate market," suggesting that brokers recognize the positive impact of their marketing strategies on market exposure. The lowest mean of 3.13 appeared in the statement, "Clients are familiar with my listings and advertisements," indicating that while clients are generally aware of their listings, some brokers perceive room for improvement in client recognition.

The results suggest that brokers' marketing strategies are moderately effective in achieving visibility and reach, which is essential for attracting potential clients and maintaining market presence. Indicators such as strong visibility on online platforms and social media (M = 3.20) and properties reaching a wide audience (M = 3.24) demonstrate that brokers utilize multiple channels to enhance exposure. The standard deviation values ranging from 0.62 to 0.74 indicate moderate variability among respondents, implying that while some brokers experience stronger market visibility than others, the general perception is that marketing efforts contribute positively to reaching potential clients. These findings are consistent with studies highlighting the importance of digital marketing and multi-channel exposure in improving real estate marketing performance (Sambrana, Pendon, & Bonghanoy, 2024).

Table 9
The Level of Real Estate Marketing Performance in Terms of Marketing Visibility and Reach

Indicators	Mean	SD	Description
My properties reach a wide audience through my marketing channels.	3.24	0.70	Agree
I have strong visibility in online real estate platforms and social media.	3.20	0.74	Agree
Clients are familiar with my listings and advertisements.	3.13	0.62	Agree
My marketing efforts increase my exposure in the real estate market.	3.30	0.66	Strongly Agree
I believe my marketing reach is effective despite competition.	3.22	0.63	Agree
Average Mean	**3.22**	**0.67**	**Agree**

Table 10 presents the level of real estate marketing performance in terms of brand differentiation effectiveness. The overall average mean of 3.38 with a standard deviation of 0.60 indicates that respondents generally "Strongly Agree" that their brand differentiation strategies contribute to marketing performance. Among the indicators, the highest mean of 3.46 was recorded for the statement, "My personal or professional brand helps attract clients," suggesting that brokers strongly recognize the importance of their personal or professional brand in client acquisition. The lowest mean of 3.19 appeared in the statement, "My brand as a real estate broker is clearly distinct from others," indicating that some brokers perceive a slightly lower level of distinctiveness in their branding, though it still falls within the agreement range.

Table 10
The Level of Real Estate Marketing Performance in Terms of Brand Differentiation Effectiveness

Indicators	Mean	SD	Description
My brand as a real estate broker is clearly distinct from others.	3.19	0.70	Agree
Clients recognize what makes my service different from other brokers.	3.41	0.57	Strongly Agree
I effectively communicate my unique value to clients.	3.41	0.63	Strongly Agree
My personal or professional brand helps attract clients.	3.46	0.54	Strongly Agree
Brand differentiation improves my overall marketing performance.	3.43	0.57	Strongly Agree
Average Mean	**3.38**	**0.60**	**Strongly Agree**

The results suggest that brand differentiation is a key factor in enhancing real estate marketing performance. Indicators such as clients recognizing unique services (M = 3.41) and effectively communicating value (M = 3.41) demonstrate that brokers prioritize communicating their unique selling points to maintain competitiveness in saturated markets. The standard deviation values ranging from 0.54 to 0.70 indicate moderate variability among respondents, suggesting that while most brokers feel confident in their brand differentiation, some experience challenges in clearly distinguishing their services. These findings are consistent with research emphasizing that strong personal or professional branding improves visibility, client trust, and overall marketing performance in real estate (Siti Munirah & Ezdihar, 2022).

3. Is there a significant influence of broker market saturation on real estate marketing performance in the Philippines?

Table 11 presents the test of the significant influence of broker market saturation on real estate marketing performance in the Philippines using multiple regression analysis. The regression model shows an adjusted R^2 of 0.081, indicating that approximately 8.1% of the variance in real estate marketing performance can be explained by the combined predictor variables of broker market saturation. The ANOVA result (F = 1.938, p = .000) confirms that the overall regression model is statistically significant, suggesting that broker market saturation variables collectively have a meaningful influence on marketing performance.

Examining individual predictors, Availability of Clients Relative to Broker Population was the only factor with a significant effect on marketing performance (B = 0.361, β = 0.410, t = 2.256, p = 0.029), indicating that the imbalance between the number of clients and brokers positively influences marketing outcomes. In contrast, other dimensions such as Number of Competing Brokers (p = 0.307), Competition Intensity (p = 0.668), Market Overcrowding Perception (p = 0.990), and Level of Service Duplication Among Brokers (p = 0.169) did not show a statistically significant effect, suggesting that these factors, while part of market saturation, do not independently predict marketing performance in this sample.

Table 11
The Test of Significant Influence of Broker Market Saturation on Real Estate Marketing Performance in the Philippines

	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
(Constant)	2.303	.662		3.481	.001
Number of Competing Brokers	.230	.223	.186	1.033	.307
Competition Intensity	-.051	.117	-.073	-.432	.668
Market Overcrowding Perception	.002	.197	.003	.012	.990
Availability of Clients Relative to Broker Population	.361	.160	.410	2.256	.029
Level of Service Duplication Among Brokers	-.263	.188	-.249	-1.396	.169

Significant if P-value <0.05
Note: Adjusted R2= 0.081 *ANOVA for Regression: 1.938 p=.000*

These results suggest that the availability of clients relative to broker population is a critical determinant of marketing performance, as brokers facing a larger client base relative to competitors are more likely to achieve better outcomes. The non-significant effects of other saturation dimensions may imply that while competition and service duplication are present, their direct influence on performance is moderated by other factors such as marketing strategies, broker expertise, or client targeting approaches (Viesca & Riad, 2025). This highlights the importance for brokers to focus on identifying and capturing sufficient client opportunities to optimize marketing performance in a saturated real estate market.

CONCLUSION

The study reveals that the real estate market in the Philippines is experiencing moderate to high levels of broker market saturation. Among the dimensions of market saturation, Number of Competing Brokers, Competition Intensity, Market Overcrowding Perception, Availability of Clients Relative to Broker Population, and Level of Service Duplication Among Brokers were generally perceived by respondents as significant, with Availability of Clients Relative to Broker Population emerging as the most influential factor affecting marketing outcomes. This suggests that brokers face challenges in acquiring clients due to the imbalance between broker population and client availability.

In terms of real estate marketing performance, brokers generally reported effectiveness across all dimensions, including Lead Generation Effectiveness, Client Acquisition Rate, Property Sales Conversion, Marketing Visibility and Reach, and Brand Differentiation Effectiveness, with brand differentiation and marketing strategies perceived as particularly strong contributors to attracting clients and closing deals.

The regression analysis further indicates that while the overall broker market saturation significantly affects marketing performance, only the availability of clients relative to broker population has a statistically significant impact. Other factors, such as the number of competing brokers, competition intensity, market overcrowding perception, and service duplication, did not individually show a significant effect on performance. This highlights that in saturated markets, client accessibility and targeting play a more critical role than competition or service overlap alone.

Overall, the findings underscore the importance of strategic client acquisition, effective marketing practices, and strong brand differentiation for brokers operating in highly competitive and saturated real estate markets. Brokers who can successfully identify and engage sufficient client opportunities are more likely to achieve higher marketing performance despite intense market competition.

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