

## COLORADO ASSOCIATION OF REALTORS STUDY

Q.4d. How would you rate your overall satisfaction with the real estate professional you used for the purchase of this home? Would you say you were **READ AND ROTATE!**

Q.4e. Why do you say that?

### VERBATIM COMMENTS

#### **Somewhat Satisfied**

- I think he could have had more experience in his profession. I also think it takes a lot of experience to be a real estate professional.
- I didn't feel she was as good as others. I'd rather not say.
- I think we should have found someone that was more familiar with Colorado, had more experience in the market out here.
- We were somewhat satisfied because we found our house ourselves. We could have had a better agent.
- I had a few difficulties. At the end of closing, I was set on a certain amount per month, but that somehow increased. I had two different loan packages sent, and I was told not to worry about the higher-priced one.
- There was a lot of up-front money to purchase our house; we had to fix a lot on the property to get the loan.
- Communication was not always strong. We missed our inspection because she didn't tell us when it was.
- It's really better than "somewhat" but not quite "very." She was showing us houses outside our price range.
- I didn't like all the paperwork.
- The person helping me find my home could have been more tuned in to my needs by showing me the homes I could afford, not the ones I couldn't.
- He or she could have given us more accurate information on the house we wanted to buy.
- He could have made me more aware of the money I would have to lay out. He could have listened to what I wanted.
- I'm comparing her to the realtor that referred us to her. She could have been more customer-focused. She should have given more attention to our needs, and less attention to the money she would make.
- I was disappointed that I didn't get a gift. The friend that referred her to me got an extravagant present when she bought a home.

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### **Not Very Satisfied**

- Because I used a friend of my daughter's. My daughter has an inactive real estate license, and she ended up doing most of the work.
- We were not very satisfied because we were pushed into buying our home.
- It was a personality issue, I just didn't like him very much. The neighborhoods he showed us were under par.
- I feel the realtor and the inspector were out for themselves in that they were not honest about the things that were wrong with the house.

### **Not at all Satisfied**

- Had he fought our battles for us and had some more experience, also if he had just been honest and told us that he couldn't do it, we could have found someone who could. We were going to buy a foreclosed house, we paid for the appraisal, the inspection and re-inspection (the realtor didn't turn the water on for the first inspection), and we paid the earnest money (we got that back). The bank would not release the house to the former owner (who filed for bankruptcy) to finish the sale. Our agent did nothing to help us. We had to find another house and lost money on the foreclosed house.
- I'd have been happier if she were more available and open to our questions. After we purchased and signed the contract, we got no feedback or follow-up. It takes a long time to reach her to ask any questions.
- To have been more honest with me about what was going on with the process of the building of my house.
- They didn't follow through with what they said they would do. They were working as the seller's agent and I felt they were protecting the contractor. They didn't make the contractor follow through.
- She was very dishonest.
- She could have been more pleasant. She had no interest in customer service.
- The realtor should have taken his time in helping me buy my house, instead of just looking out for himself. If the inspector would have told me the things that were wrong, I would not have bought that house.

## COLORADO ASSOCIATION OF REALTORS STUDY

Q.6a. Thinking about all the steps and processes you went through in finding and purchasing this home, how would you rate your overall experience? Would you say it was **[READ]**?

Q.6b. Why do you say that?

### VERBATIM COMMENTS

#### **Good**

I don't know. I have no comment. = 2 mentions

- The house could have been cheaper.
- Our experience was only “good” because the house was more expensive than we thought and the deal fell through first before we were able to buy it.
- I wish the price on the house had been lower.
- I could have had someone else do all the paperwork.
- Even though we had a professional help us find a house; it still was a lot of work, and was stressful for us.
- The problems we had at closing, because the bank kept throwing it back because of a previous loan on the house that only the other bank knew about. So, it took another month.
- We only had a "good" experience because financing from the bank could have been easier.
- For the house to have been built in a timely manner.
- The people selling the house sold as a FSBO. They didn't know anything about selling a home, and the whole process was very confused. The sellers needed a professional to help them.
- Things went pretty well, I feel like my realtor could have done more: the paperwork, finding a place.
- He should have listened better to what I wanted. I settled for a house that wasn't quite what I was looking for.
- No, nothing.
- The market is just so high out here. We found this house at a good price, so we bought it.
- I don't know enough about it to know if it is “excellent” or what could have been better.
- It took a long time to find a house. Another aspect that was frustrating is we looked at a home we liked and then found out it was already under contract.

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- It's just a stressful experience. It could never be an "excellent" experience.
- My husband was traveling, and I had to do it all.
- It was my husband, he procrastinates. Properties in Greeley are really expensive. It took us a long time to find a house we love.
- There were some issues that popped up. I saw a sign and called the number to inquire about the house. That real estate agent told me that he couldn't show me the house because I already had an agent, and I needed to stick with only one agent. I guess they are territorial. Also, I wasn't informed about the nature of a manufactured house as opposed to a stick built (that was the phrase I was told) house. I was not informed by my agent that the value of a manufactured house goes down after being purchased. A friend of mine told me, "Don't buy a manufactured house."
- All the little things that really don't matter. For example, they wanted a picture of my driver's license, I faxed it to them about five times; they could not see my face so they held up the closing.
- It would have been better if there were more homes on the market at lower prices.
- We had a problem with the surveyor.
- Distance was an issue. We bought from out of state. The sellers were hard to deal with long distance. We didn't know them; they didn't know us. Having realtors on both ends was stressful; we're used to doing things ourselves.
- We love our home and we got to choose the lot and the floor plan. If the agent had followed through, it would have been easier.
- I feel it was good enough for me. "Excellent" is a pretty high standard.
- The seller's realtor could have been more hospitable.
- I would have liked more time to look for a home. We had a deadline, so we were rushed.
- My experience was only "good" because many of the houses were misrepresented, and I wasted my time on them.
- It was the amount of time it took to find something that suited our needs. We have a child in a wheelchair, so our needs were specific.
- My experience was only good because I was pressured to sell my home to buy my mother's. As a result, I did not get as much for my house.
- I'd rather not say.

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### Fair

- Our experience was only "good" because the market was bad. We could not find many homes that we wanted.
- A lot of time is involved in buying a house, there are way too many legal documents and paperwork that has to be done.
- I think that he could have had more patience and listened to my needs more than pushing what he wanted me to see.
- The agent did nothing to help us in purchasing a foreclosed house.
- Nothing really. The area we wanted is expensive, so we saw houses beyond our price range, which was frustrating.
- All the paperwork and hassle was too much.
- They shouldn't count small credit dings on credit reports against you. They should be more lenient with the older credit issues.
- Just more knowledge of the process; more information about the closing of the house.
- She could have been more available and open to our questions. She could have been more forthcoming with information.
- Sticker shock. The difference in the price of our home and what we wanted. I felt like I'd have to spend double to go up one level. It was hard to find a home that met our needs and budget.
- Our experience was only "fair" because we were pushed into buying our home. We were not aware an appraisal should be done and as a result, it was not done. Our home has many problems we should have known about before we bought it.
- I would have been happier having more homes to look at, in different areas. She only took me to one specific neighborhood.
- It was his personality, he was overbearing and he talked too much. He was an interrupter; I never got to finish a sentence.
- The realtor referred us to a mortgage broker who was not honest.
- I went through three different agents. I almost lost my \$5,000 security deposit. It took forever to find a home I liked that wasn't already under contract.

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### Poor

- The agent could have been more helpful. She bombed our house for bugs and now I can't get the smell out of the house. I'm sure she thought she was being helpful.
- He was not attentive in the respect that this was my first time buying a home. It has only been a year and I need a new roof, furnace and other things that should have never happened.
- Because I looked at a lot of houses, and I was burned out.
- The first person we had sucked; she was not attentive to our needs, so we fired her. Then we found a lady who was great.
- They could have told me more about the builder and their company. Also, they could have told me how to hold them up to their warranty for the problems we had after we moved into the house.
- At the end of closing, I ended up paying more than I planned. He could have prepared me for the higher payment.
- The biggest thing was their dishonesty. And, the bank did not send the money on time, so it held up the closing; I did not know about it until about a week later.

## COLORADO ASSOCIATION OF REALTORS STUDY

Q.9d. How would you rate your overall satisfaction with the real estate professional you used to sell your home? Would you say you were **[READ AND ROTATE]**?

Q.9e. Why do you say that?

### VERBATIM COMMENTS

#### **Somewhat Satisfied**

- Communication wasn't good. I think she overpriced our home, so it was left on the market longer than it should have been.
- We were somewhat satisfied because our realtor never communicated with us.
- He didn't do a lot of face-to-face contact with us; he didn't keep us in the loop.
- I got a market analysis done on it, and because it sold in only two days, I don't think I got as much for it as I could have.
- She encouraged us to list the house too low, it appraised significantly higher.
- It took too long; I didn't get a good price on the selling of the house.
- He could have put forth more effort in selling our house; aggressive marketing could have helped.
- It could have sold sooner for more money.
- They could have done more to sell it faster.

#### • **Not Very Satisfied**

- We were not very satisfied because we did not make as much off the house as we were originally quoted. We made plans based on that estimate.
- She could have found a buyer. She should have put more personal attention to selling the house.

#### **Not at all Satisfied**

- She could have taken her time with us instead of trying to rush us to sell our house.
- She sold my parents' home as furnished, so I lost all my family's antiques when she sold the house.

## COLORADO ASSOCIATION OF REALTORS STUDY

Q.10a. Thinking about all the steps and processes you went through in selling your home, how would you rate your overall experience? Would you say it was **[READ]**?

Q.10b. Why do you say that?

### VERBATIM COMMENTS

#### Good

- It took longer to sell than we wanted it to.
- We thought that it would have sold quicker than what it did.
- Our experience was only "good" because our house took longer to sell than we wanted.
- The sale took longer than expected. So, for this to be an "excellent" experience, the length of time it took to sell the home would need to have been shorter.
- It would have been nice if it sold faster. We should have had our open house earlier. We should have advertised our house more.
- I think it was the time of year it was on the market. But if it had sold faster, it would have been a better experience.
- It was just the timeframe. We had a buyer who lost his wife and he asked us to hold the house for him. It just took too long to sell.
- It could have sold sooner for more money; she did what she could.
- I would have liked to have gotten my asking price or more.
- Our experience was only "good" because we wanted more money for our home, but that was not our broker's fault.
- The housing market was not very good at the time; I didn't get the price I hoped I'd get.
- It was frustrating; there was so much to do, trying to get the price we wanted, getting the house ready. There is nothing that could have been done to make it "excellent."
- Because we were told to put the price higher than we should have, but what it sold for was what we should have had the price at to begin with.
- I expected to sell the house faster.
- We could have been informed on what we could have done to improve our house so it would have sold faster for us. And, we could have gotten the price we expected.

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- Our experience was only "good" because our realtor did not communicate any details of the sale to us.
- It was stressful living nine months with two mortgages. She could have marketed our house better. If she had priced it in the right range, it would have sold faster.
- Because she made everything easy. Well, the situation wasn't good because my husband divorced me, so there wasn't anything she could have done to make it a better experience.
- The biggest problem was realtors would call to show the house, then I would leave, they wouldn't show up or call to say they cancelled.
- I feel that the agent for the potential buyers should not have given access to our lock-box code, so they could take a structural engineer into my home and not notify me or my realtor.
- We could have made more money if we listed the house higher.
- I don't know what could have made my experience excellent.

### Fair

- It took a lot of time. Nothing could have made it "excellent."
- It took too long to sell the house; we wanted it sold right away.
- Our experience was only "fair" because the sale of the house fell through at first. That upset all our plans.
- We were a little disappointed. This person made a large commission and we didn't even get a "Thank You" card. A little professional gratuity would have made me feel better about the whole experience.
- She could have had a little more understanding of our needs; instead of seeing dollar signs.
- He could have helped us a little more by showing our house to buyers in different income levels so we didn't have to take a \$15,000 loss.

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### Poor

- The person buying the condo could have had a better financial person; he missed three closing dates.
- I had to sell the house short because of money owed at the closing to avoid foreclosure. I found the buyer, not the realtor.
- She didn't market the house; she sold it to a friend and made a killing on the house and the antiques within.
- Nobody wanted to buy it for the price I had, so I just said forget it and sold it for the price I paid for it just so I could get rid of it. I got tired of renting it, and no one taking care of it.

## COLORADO ASSOCIATION OF REALTORS STUDY

Q.16a. Some people who help people buy and sell real estate call themselves Realtors® while others call themselves Real Estate Agents. What, if anything, do you believe is the difference between a Realtor® and a Real Estate Agent?

### VERBATIM COMMENTS

Nothing/don't know = 7 mentions

#### **CORRECT:**

- One pays about nine hundred dollars a year for membership and takes an oath to uphold ethics.
- The realtors have to abide by a code of ethics. The real estate agent is overseen by the realtor/broker.
- A realtor has significant training or perceived to have by the public. A real estate agent doesn't have training that a realtor does.
- The training they receive.
- I think a realtor has more specific training.
- I think a realtor has more training.
- I used to work with a realtor's association in Arizona. Realtors should be more ethical. They've agreed to follow guidelines set by the national organization. They have access to more information than real estate agents.
- A realtor belongs to an association of realtors and is a licensed professional. A real estate agent is trained, but not licensed, and works for a real estate company.
- I think a realtor has a national affiliation with other professionals, and an agent just has a license.
- Realtors are members of a professional organization, and real estate agents aren't.
- Realtors are licensed or certified in some way. Agents are not as well trained.
- A realtor belongs to a professional organization and has to get more education than a real estate agent.
- Realtors belong to an association; they have higher standards.
- A realtor belongs to a club; they have to pay dues.
- Realtors are associated with the Board of Realtors. Agents are licensed by the state to sell properties, but are not necessarily members of The Board.

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### INCORRECT:

- A realtor has a license and an agent does not.
- It sounds like a realtor is licensed, while an agent might not be.
- There isn't one.
- I think a realtor is actually registered or something official like that.
- Realtors have licenses and an office.
- I've read that a realtor is better (w/way). I don't know.
- They are the same.
- Maybe one deals with more volume or larger properties.
- A realtor has more experience.
- A realtor actually does the work. A real estate agent has an office building for realtors to do transactions, document storage and meetings.
- A realtor is a licensing term and a real estate agent just sells.
- They are the same, don't you have to be licensed to be a realtor.
- Agents work for a company; realtors work independently.
- I think realtors are out for the money and agents are out to help people.
- A broker is the same as an agent, and an agent can help you sell your home, but does not represent you officially.
- A realtor works for a person who contacts them to buy/sell a property. A real estate agent doesn't work for any one person and doesn't work as hard.
- There is no difference between the two.
- None.
- None.
- A realtor makes the house look good enough and the agent does the selling.
- A realtor has a broker's license.
- Realtors have to have a license.

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- Realtors have more education and have to be licensed.
- A realtor represents a buyer and seller at the same time. A real estate agent represents a client with either a buy or sell, not both at the same time.
- A realtor's license is different. They can actually do more.
- I believe realtors are specially licensed.
- I don't think there is much difference.
- I see no difference.
- I think that a real estate agent helps people buy homes and a realtor helps people sell homes.
- Just the name or title.
- I believe there is a legal status for realtors.
- No difference.
- No difference.
- A realtor is one who is bonded/licensed. A real estate agent is one who works for a realtor.
- An agent probably has an office, a storefront. A realtor is licensed and may not have an actual office.
- Licensing.
- An agent is licensed, and a realtor belongs to an association.
- A didn't think there was a difference.
- The only thing I know is a lady explained to me that an agent works for a realtor.
- A realtor helps sell or purchase anything. A real estate agent looks out specifically for one person.
- An agent represents one company. A realtor represents several companies.
- None.
- A real estate agent is someone I'm personal with and have more contact with. A realtor, you see a sign for sale with a name and not get together with the agent; not personal at all, very different.
- A real estate agent and realtor have to be licensed to sell property. Both are the same.
- A realtor is a person who has their own agency. A real estate agent works for a realtor.

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- The agent goes out and sells the property while a realtor is in the office and does the paperwork.
- Realtors are licensed brokers, and real estate agents aren't.
- I think an agent helps you find a home, and realtors just sell.
- Agents work with you to buy or sell a home. Realtors just sell properties.
- Agents are more certified than realtors; they take a test above and beyond realtors.
- I guess a realtor would have a license with a company like Re/Max.
- I believe it's something to do with licensing. I don't know.
- One helps buy the place and one helps finance it.
- There's not really any difference.
- I don't think there is any difference because they provide the same service.
- Nothing.
- They are the same.
- There is no difference.
- I think it has something to do with having a license.
- I don't believe there is any difference.
- A realtor is a broker, and a real estate agent works for a realtor.
- Realtors are the companies in which real estate agents work.
- The difference is in who they represent. Agents represent the buyers, and realtors represent the sellers.
- Realtors sell more houses. Agents just go around and say they want to sell a house.
- They are the same to me. Well, they both sell real estate.
- A realtor sells houses. An agent works for a broker like Century 21.
- Realtors are certified, and real estate agents are not.
- I feel agents are more interested in the consumer's needs.
- Nothing at all, unless they tell you.

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- A real estate agent works for a firm. Realtors are small companies or just an individual.
- A realtor's fees are higher than an agent's.
- I think an agent is out for the money, and the realtor is more looking out for the consumer.
- A real estate agent has more training with closing the sale, while a realtor shows the houses and tries to set up the sale.
- A real estate agent works for a realtor.
- Realtors, in my opinion, receive more training; also, they have different licenses than an agent.
- A realtor belongs to an association. An agent is acting on your behalf because they are your agent.
- A realtor is a professional, and a real estate agent is in training to be a realtor.
- A realtor has to take a harder test.
- I guess a realtor can just take you around, and an agent would represent a company along with themselves.
- Just the title to me. It's the same thing. I don't pay too much attention to it.
- I believe a real estate man has more authority than a realtor.
- A realtor is one who's been trained.
- A real estate agent holds a real estate license, and a realtor holds a license and belongs to an organization.
- Realtors have higher ethics, I guess.
- Realtors have specific training on selling houses. Agents are not too familiar with what's going on.
- A realtor is licensed; an agent is not.
- I have seen their ad on TV.
- An agent shows the properties, while the realtor does the sale.
- They are both the same to me as long as they get the job done.
- Agents are more open to go to properties. I think they just show the houses. Realtors have people come to them when they want to sell their home.
- An agent sells property like houses and condos. A realtor has a license, and they go to school.
- They are one and the same. They are all alike to me; that's my opinion.

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- There is no difference between the two titles.
- I believe a real estate agent helps you through the whole process of buying or selling a home, at least ours did. A realtor just wants your listing.
- They are both the same.
- A realtor has their own company.
- I would assume there is no difference.
- They are both the same; they are both for the sale and profit.
- I think they are probably one and the same.
- A realtor, to me, is like a small organization or company and a real estate agent is like Century 21.
- A realtor works with a real estate group and is licensed to sell real estate. I don't know what a real estate agent does.
- Realtors have a broker's license; agents don't have licenses.
- A realtor has more training and also pays fees to belong to a board of realtors and this is their profession. An agent sells homes part time and does not consider this their profession.
- Their licensing is different.
- I don't think there is any difference.
- Realtors have more training.
- A realtor is the company and agents work for companies.
- An agent is a broker. A realtor is more for individual titles.
- The real estate agent is licensed.
- A real estate agent represents a real estate agency, and a realtor is the agency.
- An agent would have more training and more credentials.
- A real estate agent is more personable, as they work for themselves. They have more time for more contact with people. A realtor is one person of many in a real estate company.
- I believe a realtor is more like a broker.
- I think agents work for real estate firms, and realtors are like brokers.

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- I think realtors are more independent, and agents work with specific companies and only target one market.
- Realtors are responsible for the real estate laws being current, agents just sell homes.
- A realtor has greater knowledge of the structure of the legal processes.
- Realtors work for themselves; they own the company. Real estate agents work for someone else.
- Realtors are professionals, agents are wannabes.
- An agent is working for me, where a realtor works for both parties.
- The realtor has more education than an agent; anyone can be a real estate agent.
- The realtor is the umbrella organization. Agents work for the realtors.
- A realtor is more helpful in finding houses for you. An agent specializes in the paperwork.
- I think agents are kind of similar to a franchise. I think the agents have more experience.
- Agents work for companies, and realtors work for themselves.
- Realtors work for themselves; agents work for companies.
- A real estate agent has more training than a realtor.
- A realtor owns the business, while the real estate agent works as the realtor's salesperson, etc.
- I think nothing.
- Realtors are more professional.
- There is no difference.
- A realtor is licensed; a real estate agent is not.

## COLORADO ASSOCIATION OF REALTORS STUDY

Q.16b. Is there any way you can tell if someone is a Realtor® rather than a Real Estate Agent?

Q.16c. Specifically, how can you tell?

### VERBATIM COMMENTS

Don't know = 1 mention.

#### **CORRECT:**

- You could check their credentials.
- Don't they have a symbol like a "big R"?
- You can go to the Board of Realtors and see if they are a member.
- They have a pin and usually wear it, and they have a license on display in their office, if they work out of an office.
- By their advertising and their cards.
- You could check their credentials through a licensing agency. Their business cards would have licensed realtor on them.
- It will be on their business card or a license on display in their office.
- They have an "R" symbol on their cards.
- They use a large symbol of an "R."
- They have a realtor logo on their business cards.
- A realtor wears a button with an "R" on it.
- There are little signs on their business cards and in their advertising.
- Their business cards would say certified real estate agent.
- If it says on their business card.
- You can tell by the business cards and after the closing of the property.
- I think realtors have an R on their For Sale signs.
- I think they have some special initials on their nametags.
- You could ask them questions about their credentials.

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- Well, I guess by asking questions.
- By their credentials, business cards have a symbol.
- I believe they have an insignia with an "R" on it.
- They have an "R" on their business cards.
- I can tell by their card and the way they dress. They have a special pin they wear.
- They have a license, and also by their business cards or the signs in their yards or windows.
- They have a big "R" for their logo.
- I can tell by the signs in the yard, and if they have a license on their office wall.
- Usually on the business card.
- Probably by their credentials, I really don't pay that much attention.
- By their business card.
- You can see on their lapel pins and you could always ask them.
- There is a symbol on the website and on their cards.
- I think they have a website you can go to see if they belong to a board of realtors, or they can tell who is an agent and who is a realtor.
- It's part of their promotion. Their business cards would indicate "Realtor," as would their signs.
- Their business cards would tell you.
- By looking at their card or they just tell you.
- They would have pins that say "Member of Board of Realtors." They probably have insurance protection if they get in a jam.
- Their business cards would say "Realtor."
- By their calling card.
- You can see the little "R" logo on their business cards.
- Their certification is listed after their name on their business card.
- The yard signs would say Realtor.

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- Yard signs, agents just list their names and office numbers.
- Their card has something special on it, I think.

### **INCORRECT:**

- I guess I could call some agency to see if they're legit.
- I've seen the name in advertising.
- A realtor works for himself and a real estate agent works for a company.
- I think owners of real estate agencies are realtors. It would say licensed realtor on their business cards.
- Look at their license to know the difference.
- They have identification.
- By asking for their license.
- Real estate agents are not allowed to advertise in any way that they're a realtor if they are not.
- Only if they identify themselves with a card or something.
- Realtors and agents have no difference, to me, in their logos. I wouldn't think twice about it.
- They tell you.
- There's a registry with the state, and you can call and find out.
- I would ask for their credentials.
- Only if they introduce themselves as one or the other.
- I guess they'd show me a card.
- I would have to ask them.
- By asking them.
- I think realtors dress more professional and drive nice cars.
- You can tell a realtor because their business cards would mention their license.

## COLORADO ASSOCIATION OF REALTORS STUDY

Q.17a. Have you ever heard of a group called the Colorado Association of Realtors®?

Q.17b. Specifically, what have you heard about them?

### VERBATIM COMMENTS

Nothing/I can't remember/don't know = 24 mentions

#### **CORRECT:**

- Every state has a realtors association.
- It is an association of realtors in Colorado.
- They are an association where good business practices are implemented and legal aspects/problems can be resolved at this association.
- I thought they were a professional association for realtors.
- It is the lobbying group for realtors.
- It is a group of realtors that have their own organization.
- I've seen a block in the paper, but have not read about them or heard anything about this association.
- I heard that Colorado Springs has a local chapter as well as other towns that are under the Colorado Association of Realtors.
- I know they represent accreditations for real estate agents and have standards and rules.
- They're just an association for realtors.
- Just that it's an organization and that you have to meet certain requirements to be a member. It's for consumers, so they know whom they can trust.
- That they are a professional organization.
- It's an association for realtors.
- I have a friend who is a member. It's just a realtors' membership organization.
- I have heard that the Colorado Association of Realtors governs realtors in Colorado.
- I have heard the Colorado Association of Realtors is a trade group, but that is all.

## COLORADO ASSOCIATION OF REALTORS STUDY

- I saw them on the Internet. They're an organization to promote the use of realtors.
- Aren't they like a board that helps regulate the industry?
- That they're a professional association of realtors.
- They are an association of realtors with ethical standards.
- We heard they are reputable and promote the use of realtors as opposed to you selling the house.
- Not much, just that they are a lobbying group. I heard on TV that they advertise for other realtors and agents that use a license.
- It is a group of people who can help you obtain a realtors' license.
- I saw their name in a newspaper ad.
- I've just head that it is an association for realtors.
- Realtors have to be members.
- You have to join the organization and pay a fee. They only have people in it that are licensed, professional realtors.
- They set the standards of professionalism for realtors, and they are a club for realtors where they can contact each other and keep up with their education in real estate.
- I know they have a local branch in different cities.

### **INCORRECT:**

- I've just seen them on flyers.
- I have some associates that belong to the group.
- I don't remember; I read something about it in the newspaper.
- Someone I know belongs to it.
- I saw them through a newspaper ad.
- I just know they exist. I have not heard anything specific about this organization.
- Just a group.
- It's just a group of realtors. I've seen them at the Parade of Homes.

## COLORADO ASSOCIATION OF REALTORS STUDY

- They screen realtors to make sure they're doing their jobs according to real estate laws.
- There is an office right down the street from our house.
- On the radio and I saw an ad in the paper.
- I've seen the name in advertisements for real estate agents.
- I think the realtor we used when we bought our house was a member.
- I've just heard people talking of them.
- I think my sister-in-law is a member because she is in real estate.
- Nothing that really stands out. I read about them in the paper. I think that realtors in this area make prices so high that people can't afford to buy.
- That they exist.
- Nothing, I am just aware of them.
- Just that a friend of mine is a member.
- I just heard of the name.
- A realtor has an office for business.
- They support certain causes in the community.
- I know some people that belong to this organization.
- Basically, most real estate agents have to be members. They have to be certified and follow regulations set by these organizations.
- Not too much. I just had a friend who was a member.
- I believe they have hosted garage sales in our neighborhood.
- Nothing but good things from the company I worked for before.
- Nothing really; it just sounds familiar.
- I haven't really heard anything, but I have seen their advertisements.
- They are a regulating and licensing body.
- The name sounds vaguely familiar.

## COLORADO ASSOCIATION OF REALTORS STUDY

- I haven't really heard anything about that. I just know they exist.
- A lady I know is a member.
- I just heard it mentioned in commercials.
- I worked with them in the past. If I were selling or buying a property, I would use a realtor before an independent agent.
- I just received an invitation for a breakfast meeting, but have not heard anything about the association.
- I heard by word of mouth they are the good ones to deal with.
- I have heard nothing negative about them.
- I am to speak at their annual meeting in two weeks. I really don't know that much about it.
- I heard they do discounts for you on houses.
- I just heard about them in casual conversation.
- Just brought up in conversation.
- I found the name while I was looking at properties on the Internet.
- I know that when I went to my real estate agent's office, I registered on their website.
- The lady who helped us find our house has references from their company on her website.
- They oversee the realtors and the real estate agents to see if they are conducting their job duties correctly.
- We heard about the realtors association because our realtor was a member.
- Both of my sisters-in-law belong to the group.
- I just know about this association because my real estate agent was a member.
- I just heard the name from advertising.
- A commercial that said if you buy real estate, you should buy from a realtor who is a member of the association because they are more knowledgeable.
- Nothing. I have just known about this association for years.
- I just knew the name from the Internet when I was looking for a house to buy.
- They sell property throughout the state of Colorado.

## COLORADO ASSOCIATION OF REALTORS STUDY

- I heard they only exist and that they buy and sell real estate.
- They are a group of realtors.
- Nothing, just that they exist.
- They're governed by the Colorado rules and real estate laws.
- That they are a good association to be with.
- That they are a good company.
- I was a realtor in Arizona, so I assume it's the same as the Arizona Association of Realtors.
- I've seen people's advertisements who are members.
- I read the name in the newspaper.
- Because I read the paper a lot, and I read something about them.
- I only have seen their name in passing.
- A group of them came into my restaurant at one time.
- I've seen the name in a magazine.
- I heard they have houses and property to sell.
- I have heard they are a good organization to consult if you are buying or selling a home.
- I have heard my friend speak of the name because she is a realtor.
- The name just sounds familiar.
- Mostly I think its about South Metro.
- They just help realtors sell houses; it is just an organization that realtors and real estate agents put together.
- I just know that they exist.
- I know they have quite a reputation. I read an article about a year ago in the Denver Post.
- I was a member years ago. I've seen them in advertisements for realtors.
- A close friend of mine recently got his real estate license, and he has to go through them, as well as the Board of Ethics.
- That they are an organization that regulates real estate agents in the state.

## COLORADO ASSOCIATION OF REALTORS STUDY

- I haven't heard anything about them, except that they are the same kind of real estate organization who buys and sells real estate.
- Just that they exist.
- That we should have used them and we probably would have had a better experience.
- They are a group of real estate brokers.
- I've just seen their logos.
- I've read the name somewhere.
- I've heard my mom talking about it. She's the property owner, not me.
- That they sell and buy homes.
- They are supposed to be really good at helping people sell or buy homes.
- I have a buddy in commercial real estate, he has mentioned the name.
- I can say it wasn't anything good; I don't want to answer.
- They are a large and reputable company. We are not in the market to buy a house, so I don't pay attention.
- I have seen magazine ads for the Colorado Association of Realtors.
- I've just seen the name on house flyers and in the Sunday papers.
- Just that it is a place to go to when you are doing research on a realtor.
- I heard it on the news on TV.
- I have heard advertisements for the Colorado Association of Realtors, but that is all.
- They are licensed realtors.
- I've just seen their ad. I just figured they were a board of realtors.
- My realtor is a part of the Colorado Association of Realtors.
- I've seen them advertised on TV.
- I've heard the name advertised; I think it was on NPR.
- They wear red coats in their ads on TV.

## **COLORADO ASSOCIATION OF REALTORS STUDY**

- I believe I just heard their name on radio.
- I've seen articles that mentioned them.
- A group of realtors that work as a team and show each others properties.

### **JUST HEARD THE NAME.**

- Nothing specific; I've just heard the name.
- I just have heard about them, but I really don't know much about them.
- I have only heard the name.
- I am only familiar with the name.
- I've just heard the name.
- I know I have heard the name but that is it.
- I haven't heard anything, but I know of the association.
- I've just heard the name.
- Just the name.
- Just the name.
- Just the name.
- Just the name.
- I know of the organization, but that is all I've heard about them.
- I just heard the name before.
- I just know the name of the organization.
- I've heard of the association, but don't recall what I've heard.
- I have heard the name through other people talking.
- I've heard the name.
- I'm a construction worker; I've heard the name.

## COLORADO ASSOCIATION OF REALTORS STUDY

- I've heard the name somewhere.
- I've just heard the name.
- I've only heard the name.
- I've heard the name.
- I've just heard the name.
- I haven't heard anything specific. I am only familiar with their name.
- I only remember hearing the name a few times.
- I have just heard the name.
- Just the name.
- I don't recall, just the name sounds familiar. I've heard of the Grand County Board of Realtors; I don't know if they're the same.
- I've heard the name on TV.
- The name rings a bell. I think their members are realtors.
- I've just heard the name.
- I know I've heard the name, but I'm not sure what I have heard it in conjunction with.
- I cannot remember; I am just familiar with the name.
- I read an article about some of their activities and news releases.
- I just heard the name; I don't know what they do.
- Nothing. I've just heard the name.
- The name comes to me, but I don't remember how I heard of them.
- I've just seen the name on the Internet while I was looking at properties.
- I can't say; I've only heard the name. I don't know anything about them.
- Nothing. I've just heard the name.
- I don't know anything about them. I've only heard of them.

## COLORADO ASSOCIATION OF REALTORS STUDY

- I've heard the name.
- Just the name.
- I have just heard their name.
- I have heard the name of the organization, but I don't recall the specific conversation.
- I have heard of them.
- I really don't remember. I've just heard the name before.
- I've just heard the name.
- I just know that I have heard their name around here and there.
- I've just seen the name.
- Nothing. Just the name.
- I've just heard the name.
- I've just heard the name.
- I've just seen the name on a website.
- Just the name on a TV advertisement.
- Just read the name in a newspaper ad.
- I have heard of the Colorado Association of Realtors name on property management websites.
- I saw the name advertised in the newspaper.
- I just heard the name.
- I have heard TV ads and heard their name on the news.
- I have seen the Colorado Association of Realtors name in the newspaper ads they run.
- I've just heard the name.
- I've just heard the name on a radio ad.
- I have just heard the name.
- We've heard the name in TV advertising and seen it in business magazines.

## COLORADO ASSOCIATION OF REALTORS STUDY

- I've just seen the name on a website.
- Just the name.
- I've just heard the name.
- I've just heard the name.
- Just the name.
- I've heard the name.
- Nothing specific. I've just heard of the association over the years.
- I haven't heard anything specific about this association, but I have heard of them.
- I have heard their name through conversation.
- I have heard of the name.
- I have just heard the name.
- I have only heard the name.
- I have heard the name, but I don't recall where.
- I know the name, but that is all.
- I just heard the name mentioned from a member of my church; he's a realtor.
- I've just heard their name mentioned.
- Nothing really, I have just heard the name.
- I installed the security system in their building; I know the name.
- Just the name.
- I have just heard the name.
- I have heard the name, but that is all I know about them.
- The name only.
- I have heard their name.
- Just heard their name.

## COLORADO ASSOCIATION OF REALTORS STUDY

- I've just head the name.
- The name only.
- The name only.
- Years ago I worked for a real estate firm, some of those people were members, but all I know is that it exists.
- The name only.
- Just the name.
- I've just heard the name.
- I have heard the name, but that is all.
- I recognize the name, but that is all.
- I heard of the Colorado Association of Realtors because they sponsored a home and garden show.
- I have only heard the name.
- I've just heard the name.
- I've just heard the name.
- I've seen the name on the Internet.
- Just the name.
- I've heard the name.
- I've just heard the name.
- I have just he
- Heard their name.
- I've just heard the name.
- I have heard the name, but that is all.
- I have heard the name, but that is all.

## COLORADO ASSOCIATION OF REALTORS STUDY

Q.17a. Have you ever heard of a group called the Colorado Association of Realtors®?

Q.17c. Specifically, what does this organization do?

### VERBATIM COMMENTS

Advocate for citizens/Don't know = 138 mentions

#### **CORRECT:**

- They vote on issues that concern realtors, take membership fees, help out realtors when they need it.
- It's kind of a political thing. Maybe it's good, maybe it's bad, I don't know.
- I assume they are a trade group for realtors.
- Realtors belong and are held to certain standards to be part of the group.
- They are a group that realtors belong to. Watchdog is the word that comes to mind. Everybody that is a member follows a certain set of standards.
- Well, I think they try to present realtors in a positive way.
- I think it's a trade group representing the interest of the industry, like a political action committee. They would know all the laws and regulations.
- Provide training and code of ethics for realtors.
- They offer training seminars.
- I assume they regulate their members with regard to training, advertising, etc.
- It is a trade association. They promote realtors and help train them.
- I assume they're a lobbying group for realtors.
- I guess they work with realtors and Congress to establish guidelines for the industry.
- I think they give guidelines to real estate professionals.
- To make sure everyone's compliant with rules, regulations and ethics.
- They provide different support systems for the local realty boards. They keep realtors up to date of new laws and regulations that affect the real estate industry.

## COLORADO ASSOCIATION OF REALTORS STUDY

- They do a lot of watchdogging over the real estate agents within their membership, and they are a political lobbying entity.
- They probably work with realtors in better promoting themselves in the marketplace.
- I think they are a group that can help you solve problems with realtors if you come across any.
- I would guess they set the standards for realtors.
- They promote realtors.
- I believe this organization acts like the Better Business Bureau for realtors.
- They host training sessions for people involved in real estate; also, they provide good resources and other information for people involved in the real estate profession.
- It's a state association of realtors who meet and discuss real estate issues.
- They are a trustworthy group, where you can find good realtors.
- It's like their formal group that lets them network with each other.
- It provides networking, contacts and on-going training.
- I think they're supposed to provide guidance for realtors.
- The Colorado Association of Realtors regulates guidelines for realtors in Colorado.
- I think they monitor the sales practices of realtors.
- The Colorado Realtors Association represents realtors like a union and holds them to a higher standard of ethics.
- They are a trade organization for realtors.
- I would assume that they monitor realtors, and that it could be a club or organization that realtors could join.
- They share information with realtors and network among themselves.
- They hold you to a higher standard of ethics in selling real estate.
- I think they represent the realtors.
- I assume it looks out for the interests of its members like any other organization.
- If I feel that I have been treated wrong and things are not going right, I can call on them for help.

## COLORADO ASSOCIATION OF REALTORS STUDY

### INCORRECT:

- They have lunches and dinners together, and talk about how to hustle people.
- They monitor, license, and they provide real estate agents a place to deal with grievances.
- A board that keeps realtors in check. I don't really know anything specific.
- Oversee the real estate agents code of conduct/standards in industry.
- They oversee realtors and agents.
- I expect they regulate the realtors (No specifics).
- Where realtors collaborate about problems within the community.
- They are an association that fosters integrity in real estate.
- Probably govern the rules and regulations for realtors.
- I would think they keep realtors in line. Keep them honest.
- I guess it's a group realtors belong to.
- I believe the Colorado Association of Realtors keep Colorado realtors in line. They keep them honest.
- A group of realtors who sell real estate and who are associates.
- Represent realtors in business relations.
- They back real estate offices in services, oversee loans and marketing for agents.
- They perform real estate transactions.
- They award grants to non-profits who work with low-income households.
- They govern the rules that apply to having a real estate license.
- The association promotes education in the community, provides a networking outlet for realtors and agents and provides multiple listing services.
- I would guess they are a group that agents have to be a part of.
- I just assumed they were a group of real estate agents.
- Nothing at all.

## COLORADO ASSOCIATION OF REALTORS STUDY

- I don't know. Maybe they get together and talk about real estate.
- They probably do audits. They make sure everybody is up to date with mortgage rates.
- I believe they sell homes.
- They oversee real estate market and the people who work in the industry.
- I don't really know, but I'm assuming that it is a group of realtors that belong to an organization that is accredited.
- Nothing.
- Polices and sets standards for the agents in Colorado.
- Oversees laws real estate agents have to work under.
- Hopefully police real estate agent's action and behavior.
- They handle re-certifications for realtors.
- I believe they keep things from going crooked.
- Throw garage sales.
- I couldn't really tell you. It is basically an organization that keeps realtors in line like the government does us.
- They regulate realtors and issue licenses.
- I think they rule what goes on in the real estate world and make sure that people don't get ripped off.
- This organization is responsible for licensing of Colorado's realtors.
- They say where they are, and they give you an estimate on your home right away. They give you the location.
- It's an association of people who sell real estate.
- I think they watch over realtors, keep them up-to-date on their certificates.
- I think they are a company you can go to if you are having problems or questions with the sale of your home.
- The Colorado Association of Realtors provides training to new realtors.
- I don't have a clue. I believe when we had a rental property, I had trouble with a renter and was told to call this organization, but they said they couldn't help me.
- The agents use the association to network with one another.

## COLORADO ASSOCIATION OF REALTORS STUDY

- Well, I would assume that they help people locate realtors.
- All I know is that they sell real estate.
- They sell houses.
- I assume they are with the Better Business Bureau. It's a type of thing that people go to when they have problems selling or buying a house or property.
- Manages and regulates real estate professionals.
- I'm not sure. I think they regulate the industry.
- I would guess they oversee realtors in Colorado.
- They deal with realtors and other professionals like real estate agents.
- They sell people real estate for a nice profit.
- I believe they get together once or twice a year and meet with other realtors to talk about real estate.
- I think they oversee the realtors and agents to make sure they are doing their job and following rules.
- They regulate realtors; make sure they're doing things by the book.
- I think they help Coloradoans find affordable housing.
- I suspect they are some sort of cooperative of real estate agents.
- They sell houses and property.
- They are an umbrella agent that collates and feeds from advertisements.
- They help people buy and sell homes.
- I'm really not sure. I have not looked into it.
- I would say they sell real estate.
- I would guess they sell real estate.
- They hold weekly meetings and support real estate agents and brokers.
- This organization functions as a union for realtors. They are people bound together for a common interest.
- They are trying to clean up their act to get some real estate business.

## **COLORADO ASSOCIATION OF REALTORS STUDY**

- I believe that they help people by assisting them with buying, selling and marketing their homes.
- I think they enforce laws and standards in real estate; I'm not sure exactly.
- I think they regulate agents. They make sure agents are on the up-and-up.
- It oversees the profession.
- I believe they regulate the real estate in Colorado and they enforce a code of ethics.
- They deal in real estate.
- I assume it is an association of realtors.
- I assume they look after the rules, regulations and the ethics of the Realtors Association.
- They try to regulate the business and set standards.
- I would hope they regulate their members.
- They help people buy or sell homes.
- I assume they are supposed to control what real estate people do.
- They govern the standards and quality of marketing prices.
- I assume it is a group of realtors that lend support to each other.
- They treat people nicer than just an ordinary realtor.
- I just figured they bought and sold property.
- It's just an association of realtors.
- I think they keep realtors in check.
- I hope they monitor the regulations for real estate agents.
- Regulate people so they can make things work better.
- I would think they monitor the industry and weed out the agents that might be unethical.
- I believe they make sure rules and certain guidelines are met in the real estate profession.