



Colorado Association of REALTORS® member survey

January 2010

summary report prepared Feb. 20, 2010

- Objectives
- Methodology
- Data on attitudes, perceptions
- Key findings

Objectives

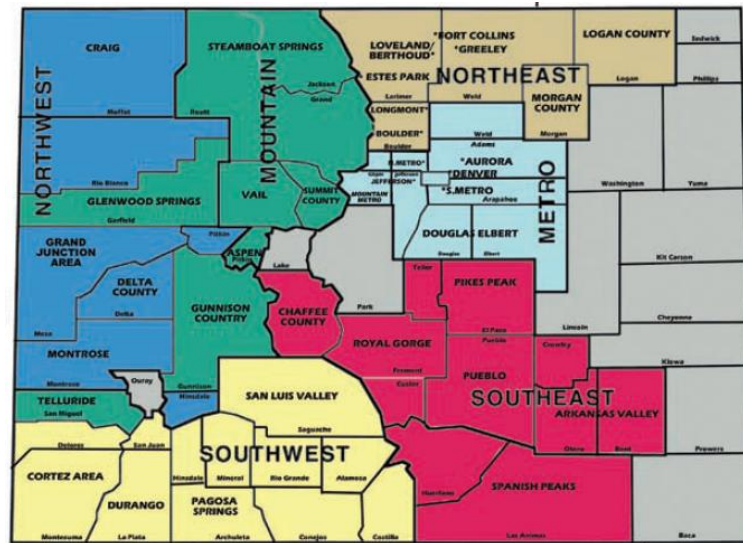
- Research attitudes among CAR members on
 - Familiarity with CAR programs and services
 - Perceptions of various services (frequency of use)—with an emphasis on education programs and advocacy
- Assess the “value perception” among members: membership value of both CAR and local associations
- Develop benchmarks that can be revisited in the future to develop strategies for membership services, marketing, and program development.

Overview

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Methodology

- A phone survey of **400 randomly selected members of the Colorado Association of REALTORS®** conducted January 6 through January 10, 2010.
- Sample apportioned according to each **CAR region's percentage of the statewide membership.**
 - Respondents in SE and NW region were oversampled to gather more respondent data, but the results in those regions were weighted so as to not distort the overall results. Total weighted aggregate sample = 353.
- **Sample taken from CAR membership list.** Members notified of survey via email, and the survey interviewer specified that the research was being done on behalf of CAR.
- Average length of interview: **17 minutes.**
- Overall results have a **±5.2% margin of error** at a 95% confidence level. (Margin of error is larger for all subset data and crosstabulations by age, region, etc.)

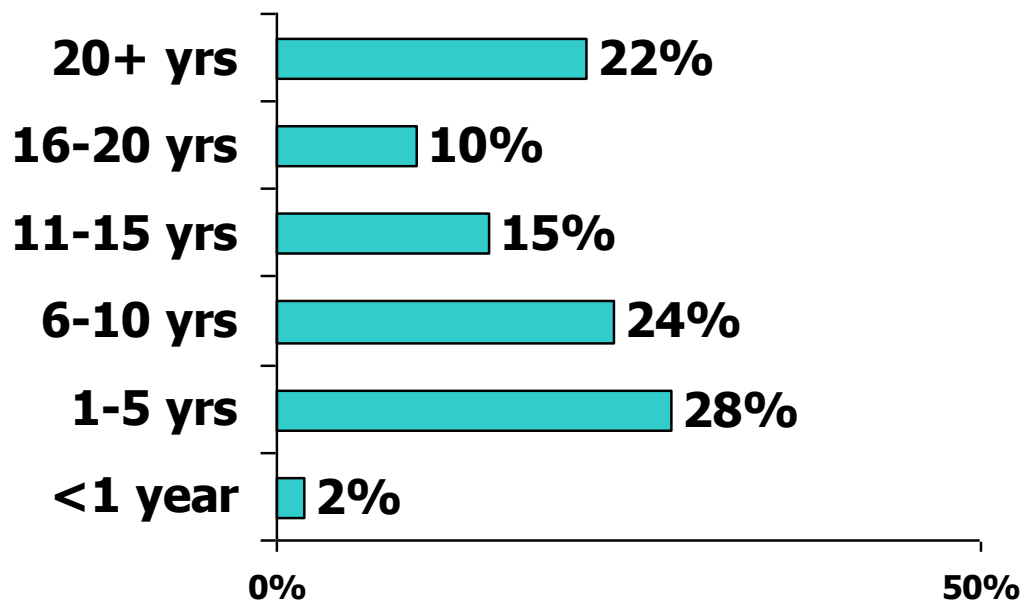


Notes on the sample:
A randomly selected snapshot of
CAR members

Who did we talk to?

REALTOR® respondents in the survey span a wide range of tenures working as a licensed REALTOR® in Colorado.

How many years have you been a REALTOR® in Colorado?



Base: n=353

Who did we talk to?

Basic demographics of respondents

- 91% residential, 5% commercial, 4% both
- 60% of ages 45-64 years; 10% of 34 years or younger
- 30% of respondents are in the business 5 years or less; 32% are in the business 16 years or more
- Represent “rank and file” of CAR members—very small percentage participate on CAR committees or task forces, or attend CAR annual convention

Business activity profile

- 47% of respondents work 40+ hours per week as a REALTOR ®
- 57% of those who work 20 hours or less have another job
- ¼ of respondents earned less than \$15,000 from real estate last year; 30% earned \$15,000-\$50,000
- ¼ of respondents had 5 or fewer sides in 2009; 1/3 say they had 16+ sides

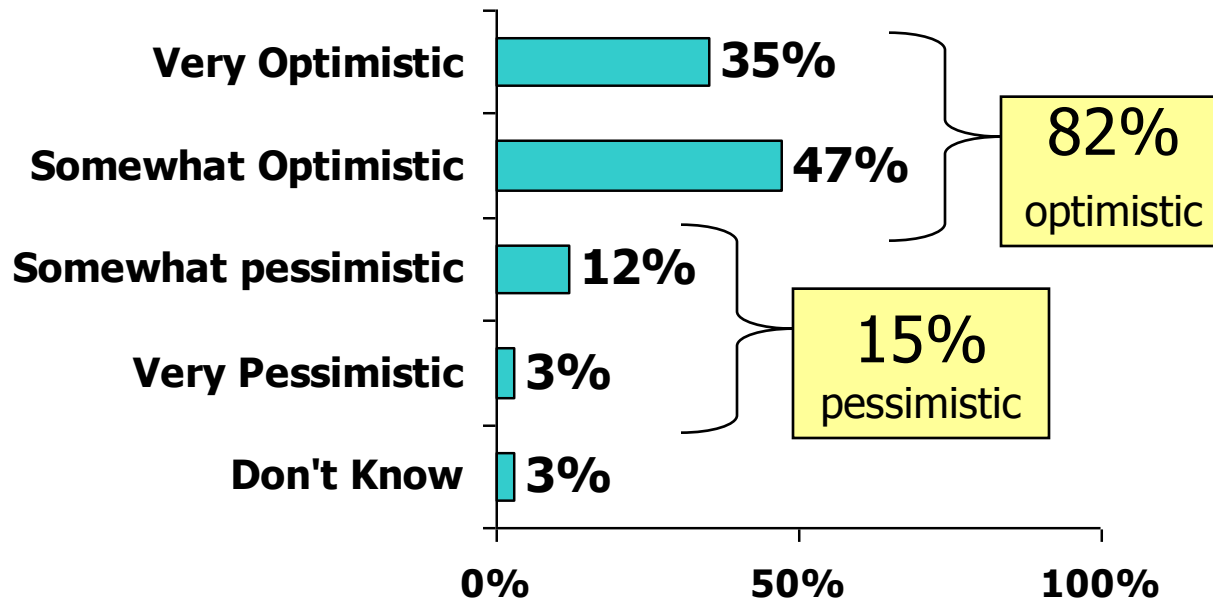
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General Outlook

82% of respondents are “optimistic” about their local real estate market one year from now. Most optimistic respondent groups were younger members, REALTORS® with 1-15 years experience, and Mountain region respondents.

Are you optimistic or pessimistic about the health of your local real estate market one year from now?



Base: n=353

REALTOR® respondents cite lending as the dominant real estate industry issue for CAR and local associations to address

What do you believe is the most important issue facing the real estate industry in your community today that you'd like CAR and your local association to do something about. (open-ended question)

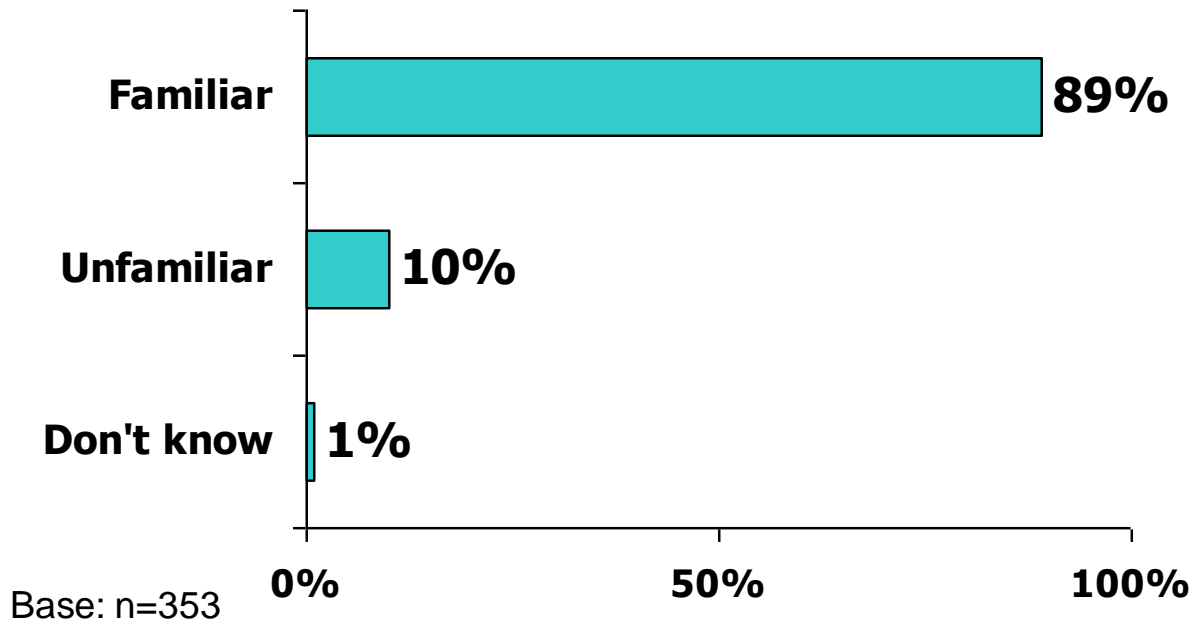
- | | |
|---------------------------------------|------------|
| 1. Lending | 27% |
| 2. Government/lobbying efforts | 8% |
| 3. Foreclosures | 8% |
| 4. Short sales | 6% |
| 5. Property values/appraisals | 6% |
| 6. Jobs/economy | 5% |
| 7. Advertise/inform | 5% |

Base: n=353

CAR dues structure

89% of respondents say they are familiar with the three-way split of their annual dues between local association, CAR and NAR.

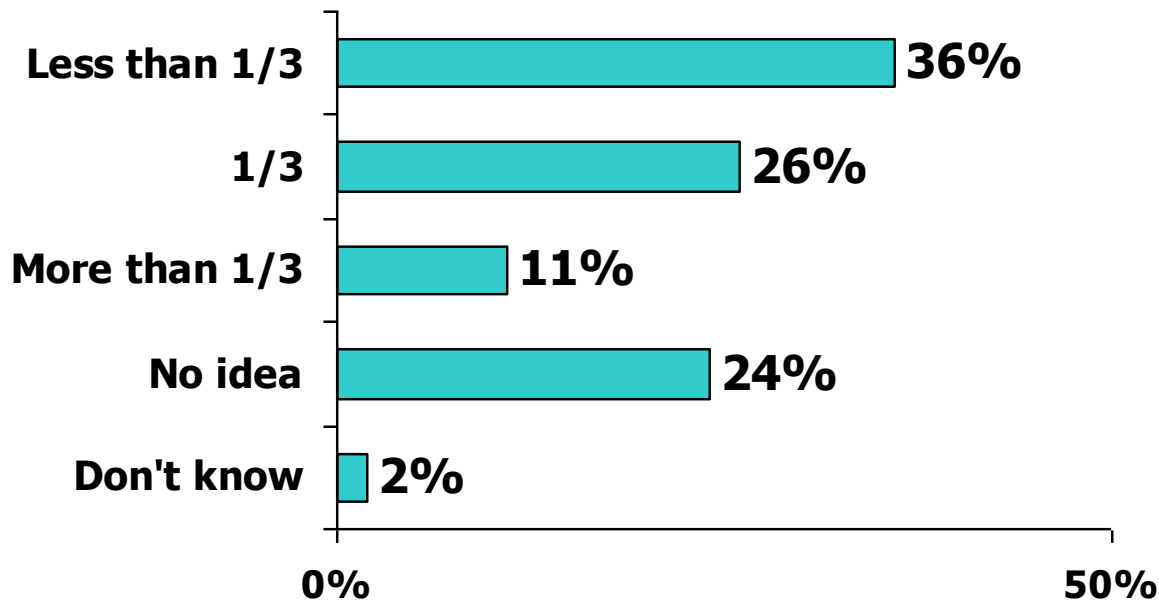
Are you familiar or unfamiliar with the arrangement that your annual dues to your local association are divided between your local association, CAR, and the National Association of REALTORS®?



CAR dues structure

36% of respondents say they think less than 1/3 of their local association dues go to CAR. 24% say they have “no idea” how much goes to CAR.

How much of your local annual association dues do you think goes to CAR?



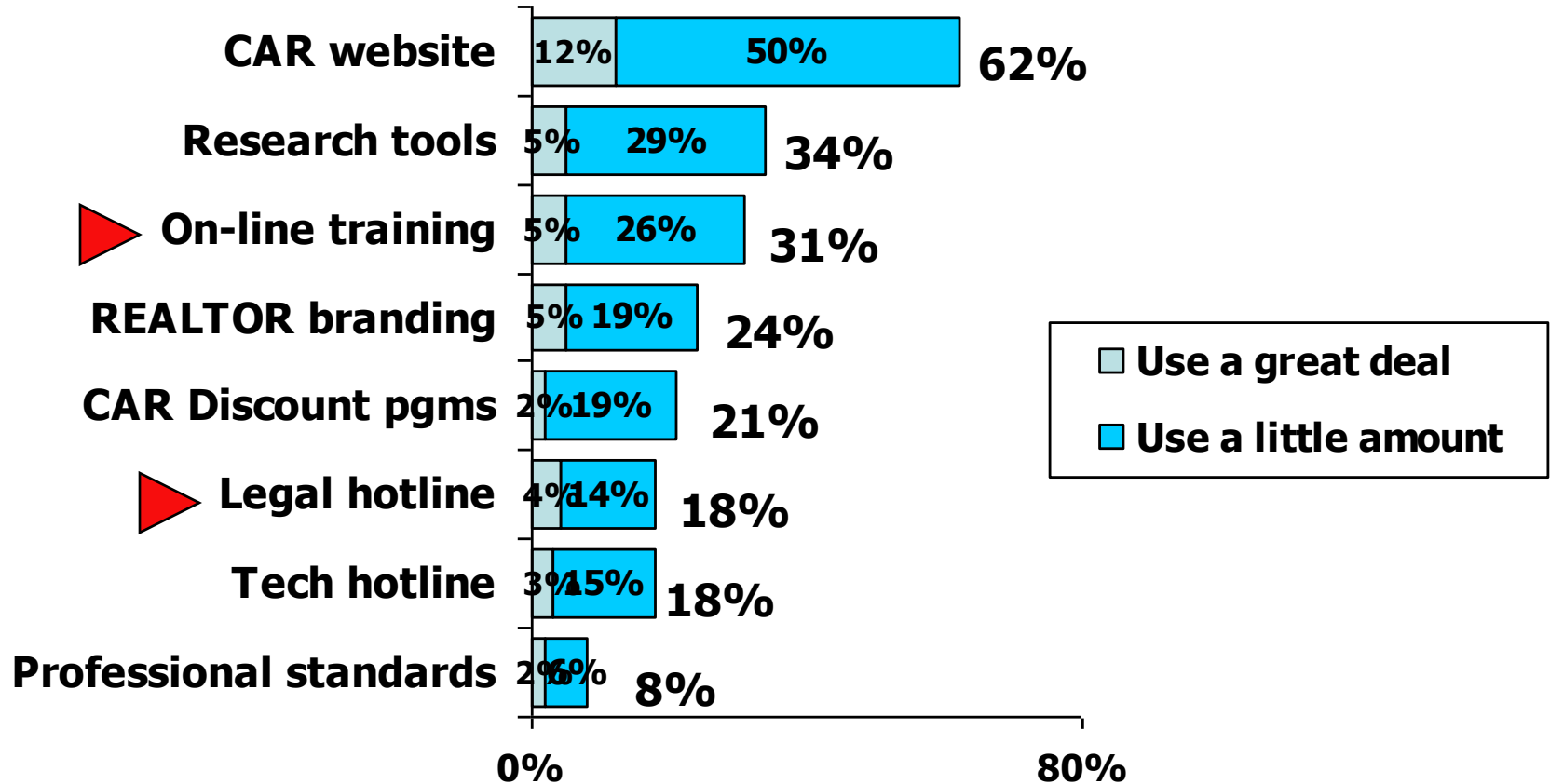
Base: n=353

CAR services

Key Findings

- CAR's **website** is the most-cited service that respondents say they use
- However, the service that respondents indicate value the most is **legal services**
- **Education** is the one service that respondents say that CAR could focus on more to enhance the value of their membership
- When respondents have a question about their work and the industry, the **local associations are the first place they turn to.**



“How much do you use the following REALTOR® associations services?”



▶ **2 most valued services (legal hotline, and on-line training)**

The legal hotline is the top-rated service among respondents as the “most valuable.”

And of those services, which one would you rank as the number one most valuable service offered by CAR? (open-ended question)

- | | | |
|---|--|------------|
|  | 1. Legal hotline* | 31% |
|  | 2. On-line training | 13% |
| | 3. Technology helpline | 8% |
| | 4. CAR’s website | 7% |
| | 5. Research tools | 7% |
| | 6. Professional standards, arbitration or mediation | 7% |
| | 7. Discount programs | 5% |

*82% of respondents say they did not use legal hotline in the past year, only 4% say they used it a “great deal”

Base: n=353

Education is the most desired service members say they want from CAR to enhance the value of membership.

Aside from generating leads to buyers and sellers to grow your business. . .What service would you like your REALTOR® associations to provide or expand upon to enhance the value of your membership? (open-ended question)

1. Education	19%
2. Publicity/promoting	12%
3. Resources/tools	10%
4. Be more active/lobby politically	7%
5. Provide more information	5%
6. Lower fees	2%
Don't know	43%

Education is #1 desired service across all ages, commercial & residential, and NW, NE, Mtn, Metro regions (SW and SE rank publicity, promotions, resources at top)

Base: n=353

Who do you think is best positioned to provide [the service you want more of to enhance membership value]: your local association, CAR or NAR?

Desired service for CAR to enhance	LOCAL ASSOCIATION is best positioned	CAR is best positioned	NAR is best positioned
“Education”	28%	20%	-
“Publicity/promoting”	6%	14%	33%
“Resources/tools”	13%	13%	6%
“Be more active/lobby politically”	1%	11%	21%

Base: had answer to what service addition or expansion would “enhance value of membership”

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When you have a question about some aspect of being a REALTOR®, how frequently do you contact each of the following organizations?

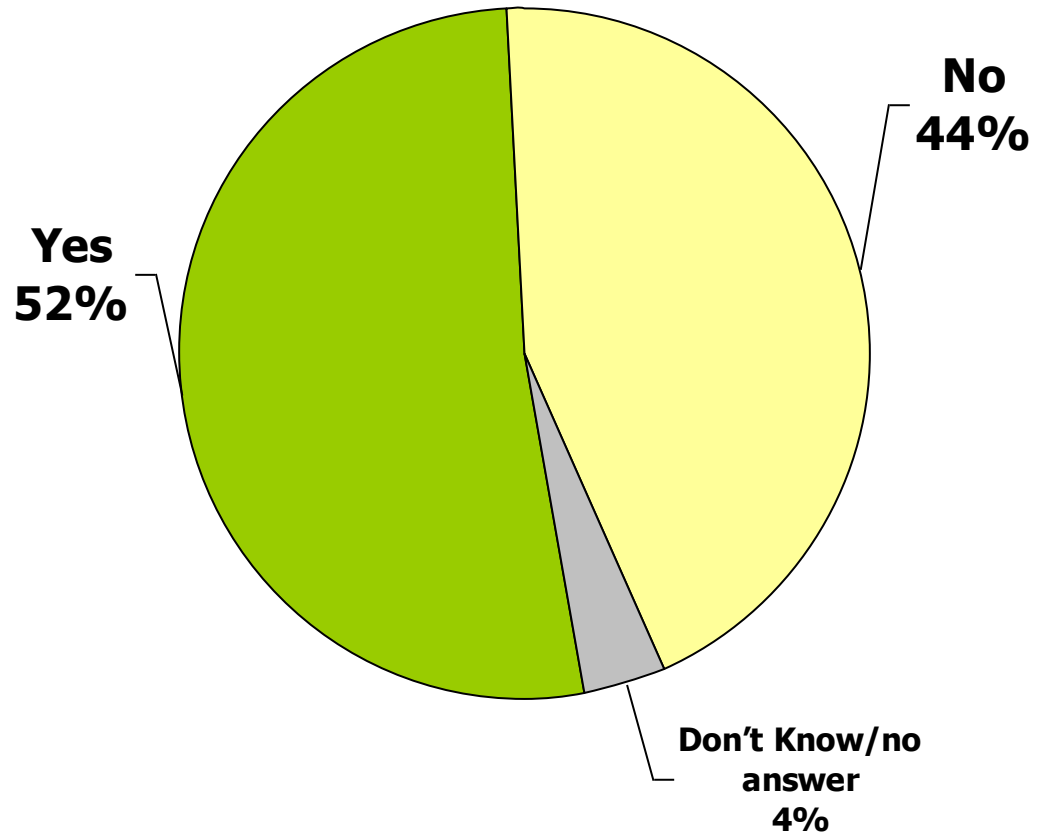
	Call Local Association	Call CAR	Call NAR
Very Frequently	19%	3%	3%
Once in a while	34%	20%	8%
Rarely	26%	30%	18%
Never	21%	48%	71%
Don't know/no answer	0%	0%	1%

Base n=353

CAR Education

52% of respondents say they've taken CAR education courses in the past 12 months.

Have you taken education courses from CAR in the last 12 months?

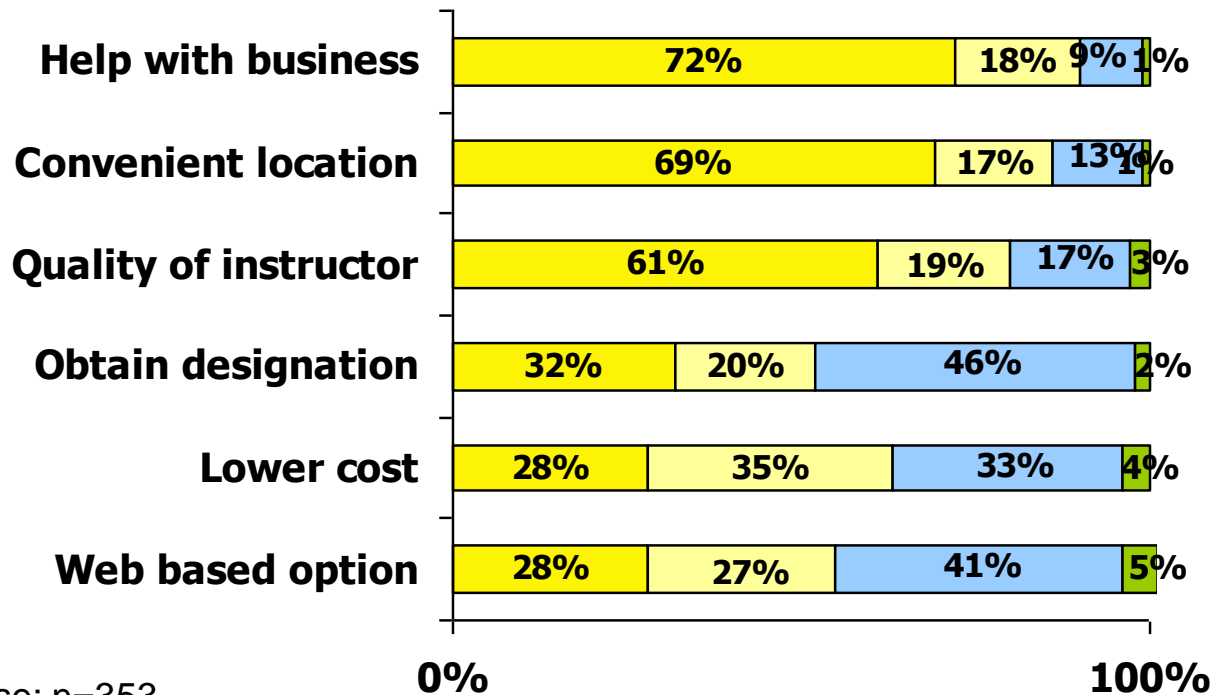


Base: n=353

CAR Education

The business value of an education course is the top “major factor” for respondents in their course selection, but location and instructor quality also rate high as major factors.

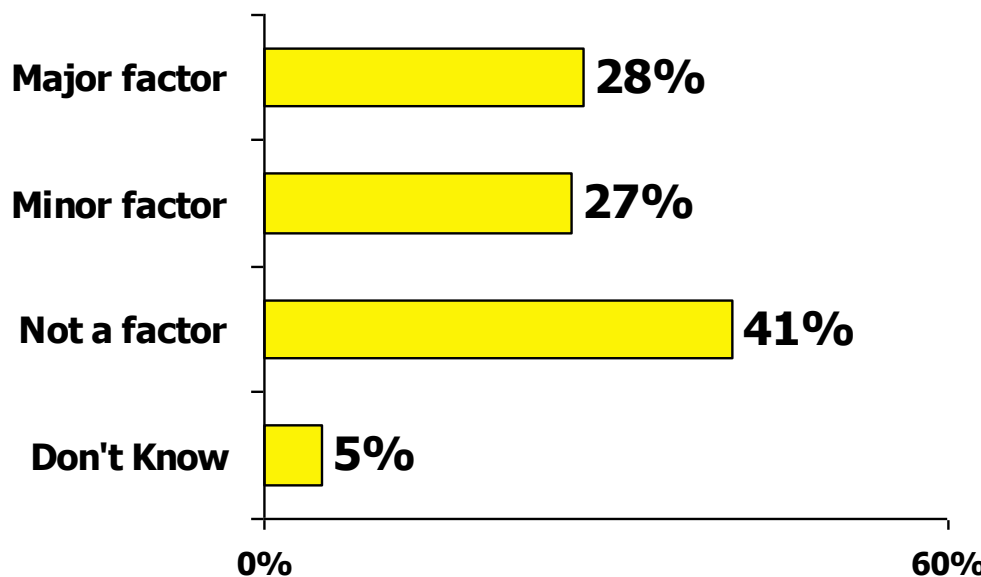
“How much of a factor were each of the following in deciding which courses you have selected in the past?”



Base: n=353

■ Major factor
 ■ Minor factor
 ■ Not a factor
 ■ Don't know

Older respondents are just as likely as younger respondents to say the option of taking “distance-learning, web-based courses” is a major factor in course selection.



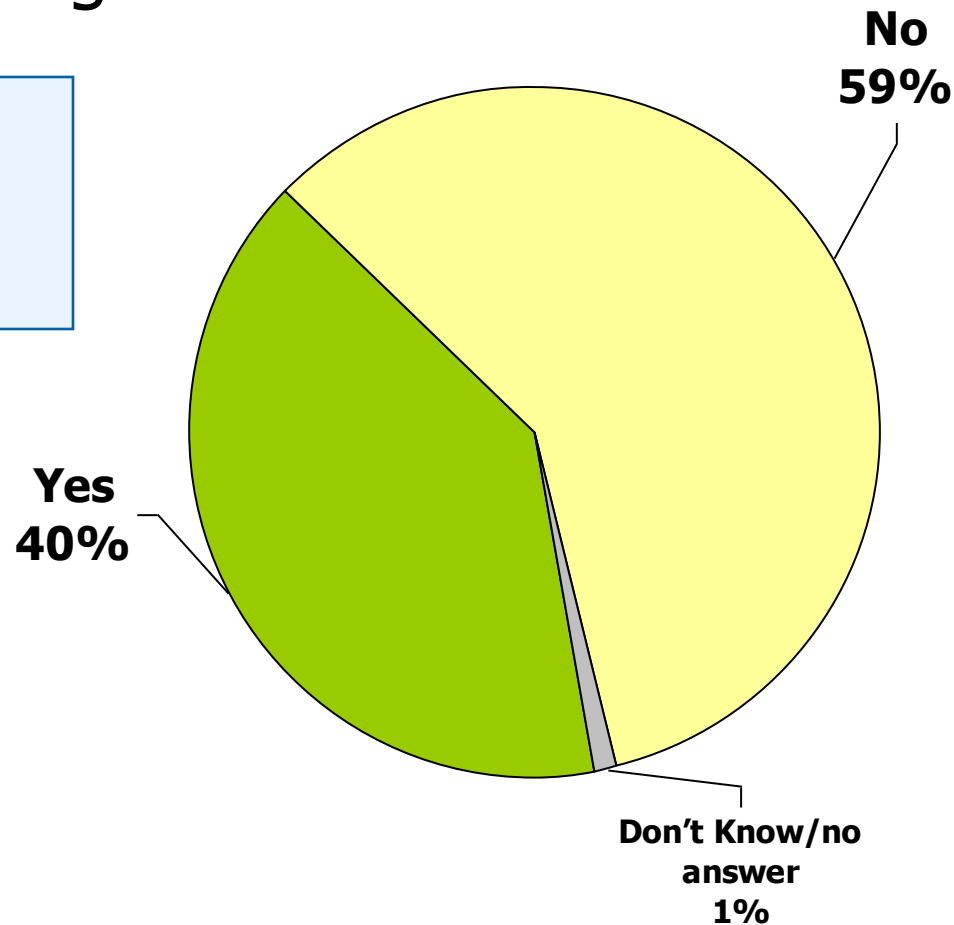
Base: n=353

"The course was offered with a distance-learning, web-based option"		
AGE	% of age group who said "major factor" in their course selection	% of age group who said "not a factor" in their course selection
25-34 yrs	28%	41%
35-44 yrs	26%	36%
45-54 yrs	31%	38%
55 – 64 yrs	26%	44%
65+ yrs	26%	43%

CAR Education

40% of respondents say they hold additional REALTOR® designations.

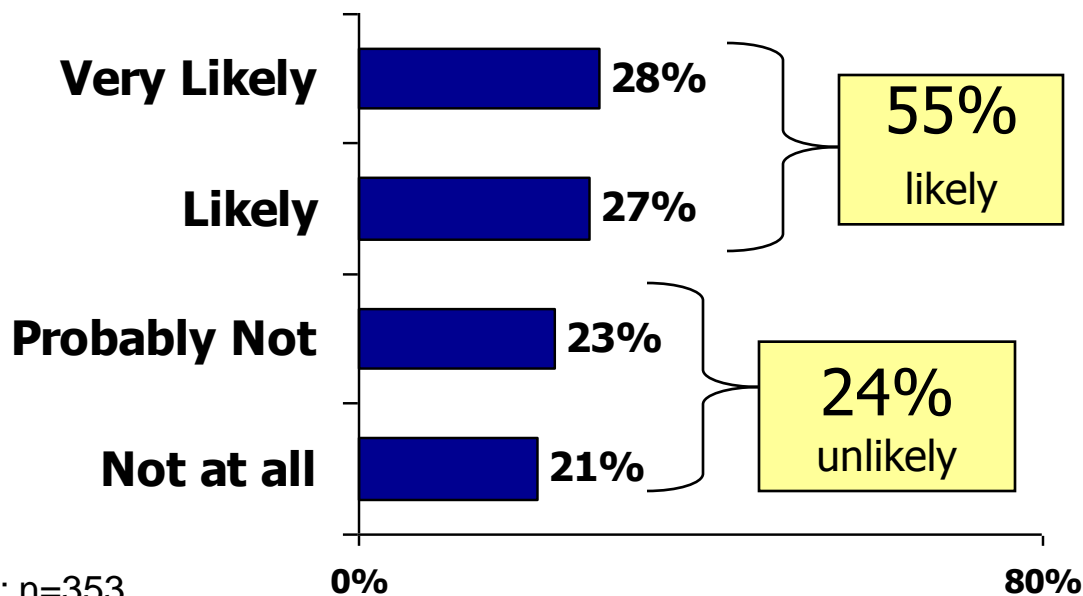
Do you hold any additional REALTOR® professional designations?



Base: n=353

55% of respondents say they plan to seek a new REALTOR® designation in the next two years. Younger REALTORS® are much more likely: 69% of respondents between 35-44 years say they are likely to seek a designation in the next 2 years.

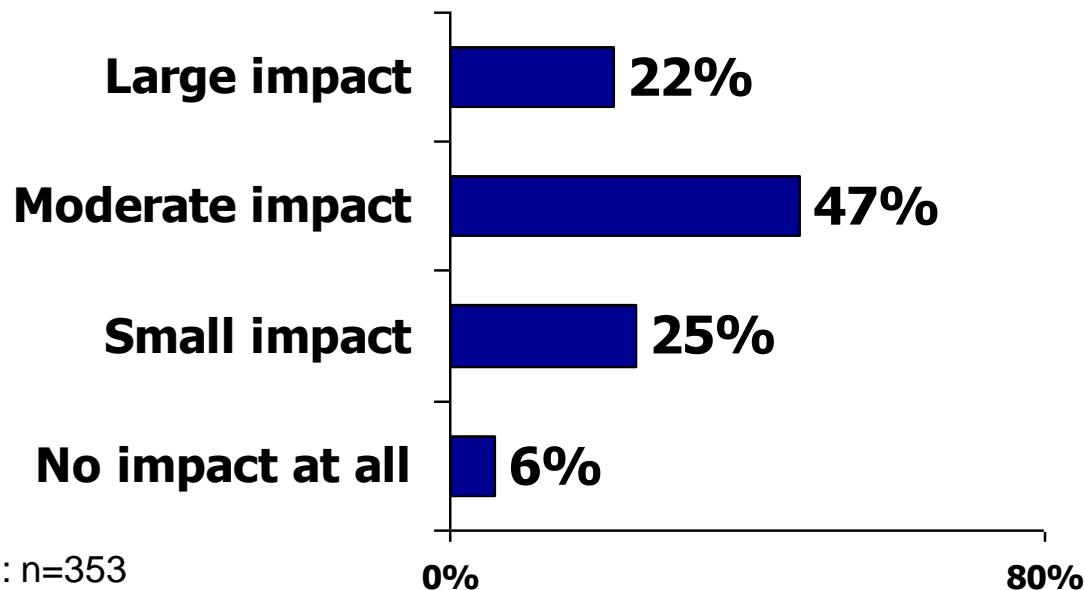
How likely are you to seek a new REALTOR® designation in the next two years—very likely, likely, probably not, or not at all?



Education

1 of 5 respondents say that education courses have had a “large impact” on their business—only 6% say “no impact at all.” Among respondents, older REALTORS® and commercial REALTORS® are more likely say education courses have had a large impact on their business.

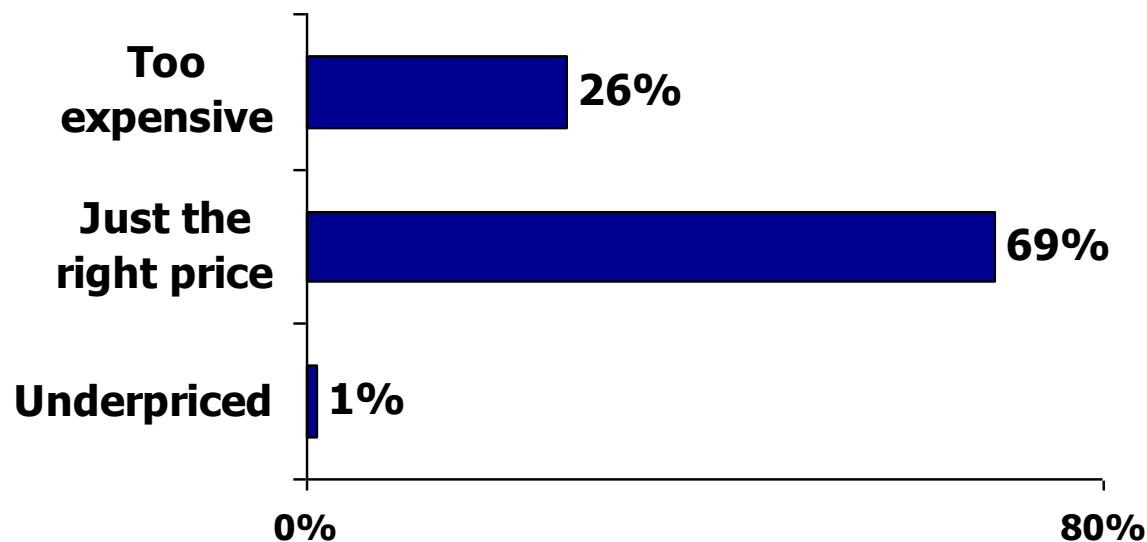
Overall, do you think that the education courses you have taken have had a large impact on your business, a moderate impact, a small impact, or no impact at all?



Education

69% of respondents say that education courses are “just the right price.” 26% say they are “too expensive.”

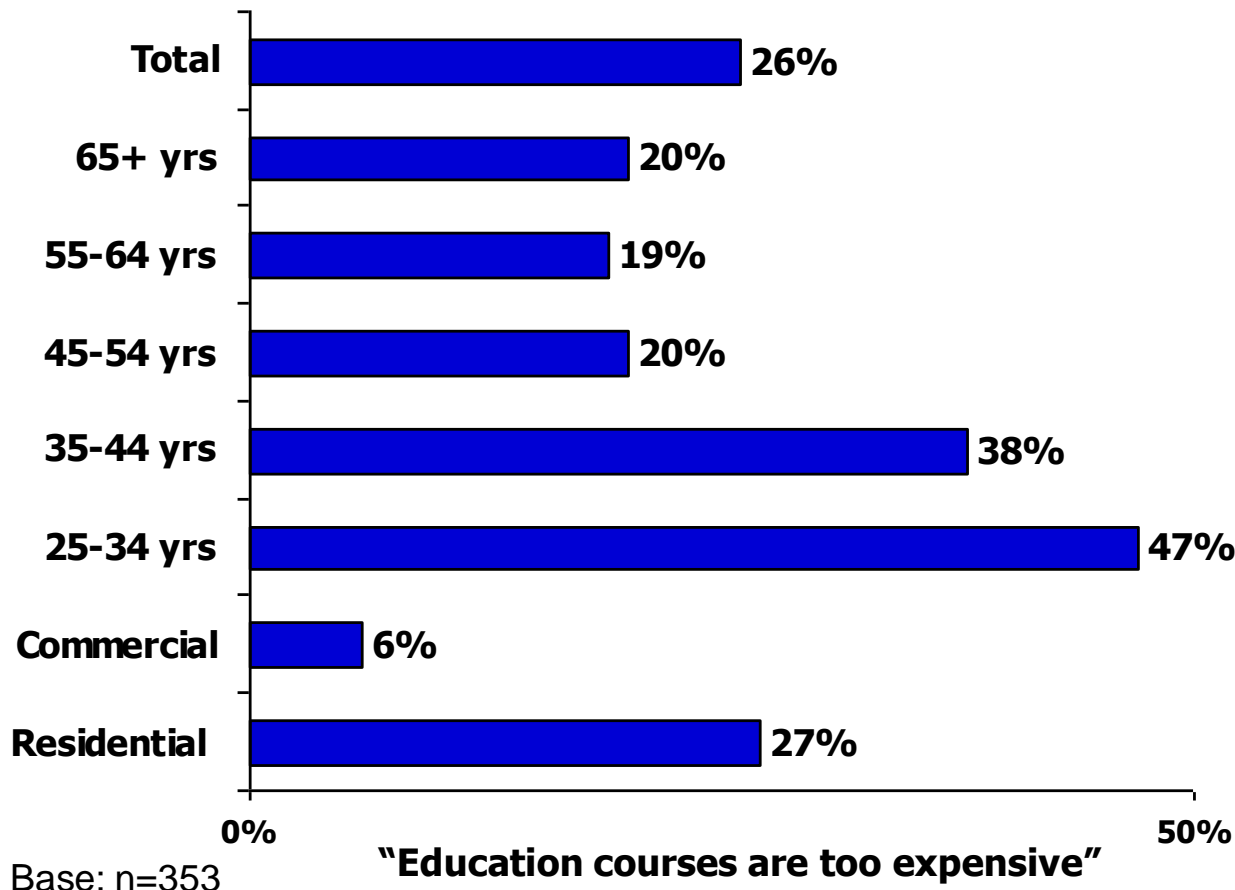
Based on the value of the information and training provided in the education courses offered by your REALTOR® associations, do you feel that the cost of the courses is too expensive, just the right price, or underpriced?



Base: n=353

Colorado Association of REALTORS® – 2010 Member Survey

Younger REALTORS® are more likely to say education courses are too expensive. Residential REALTORS® agree that the courses cost too much by a 4:1 ratio over commercial REALTORS®.



CAR services: Advocacy & Public Affairs

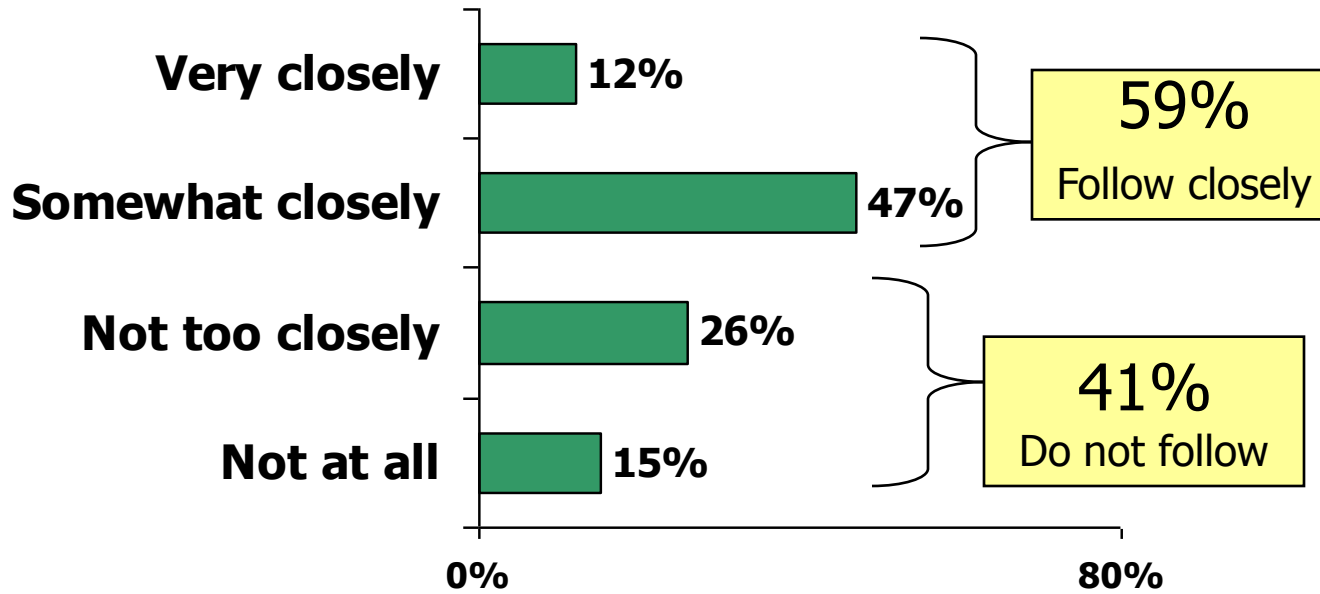
Key Findings

- 59% of respondents say they follow CAR advocacy efforts closely.
- Respondents who put a greater value on their CAR membership than their local membership are more likely to follow CAR advocacy efforts
- 93% of members say it is important for CAR to be involved in land use policy issues in the state.

Advocacy

59% of respondents say they follow CAR advocacy efforts closely.

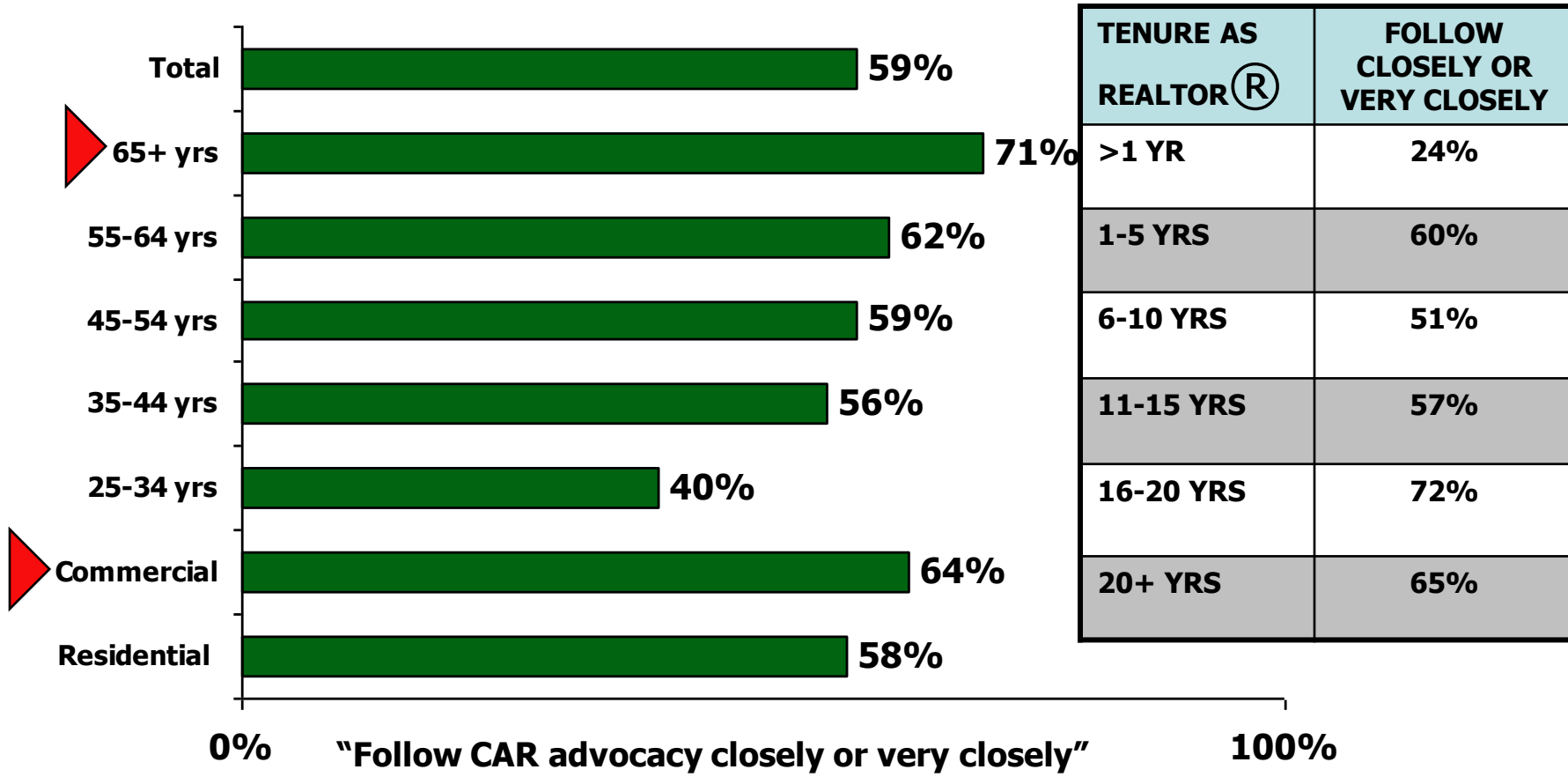
How closely do you follow CAR's advocacy [at the State legislature and regulatory agencies on real estate issues]?



Base: n=353

Colorado Association of REALTORS® – 2010 Member Survey

Commercial Members and members who have been in the business longer more likely to follow CAR advocacy issues.

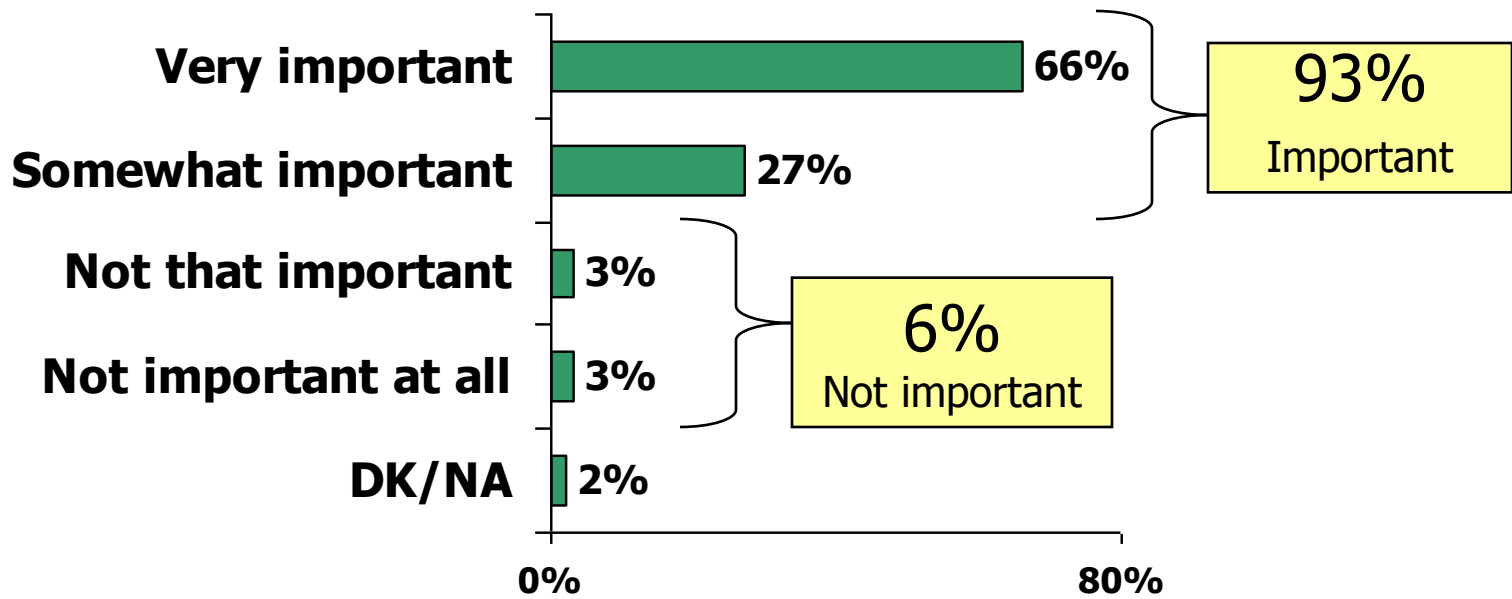


Base: n=353

Advocacy

93% of members say it is important for CAR to be involved in land use policy issues in the state.

And how important do you feel it is for CAR to be involved as an advocate in land use and regulatory policy issues in Colorado?

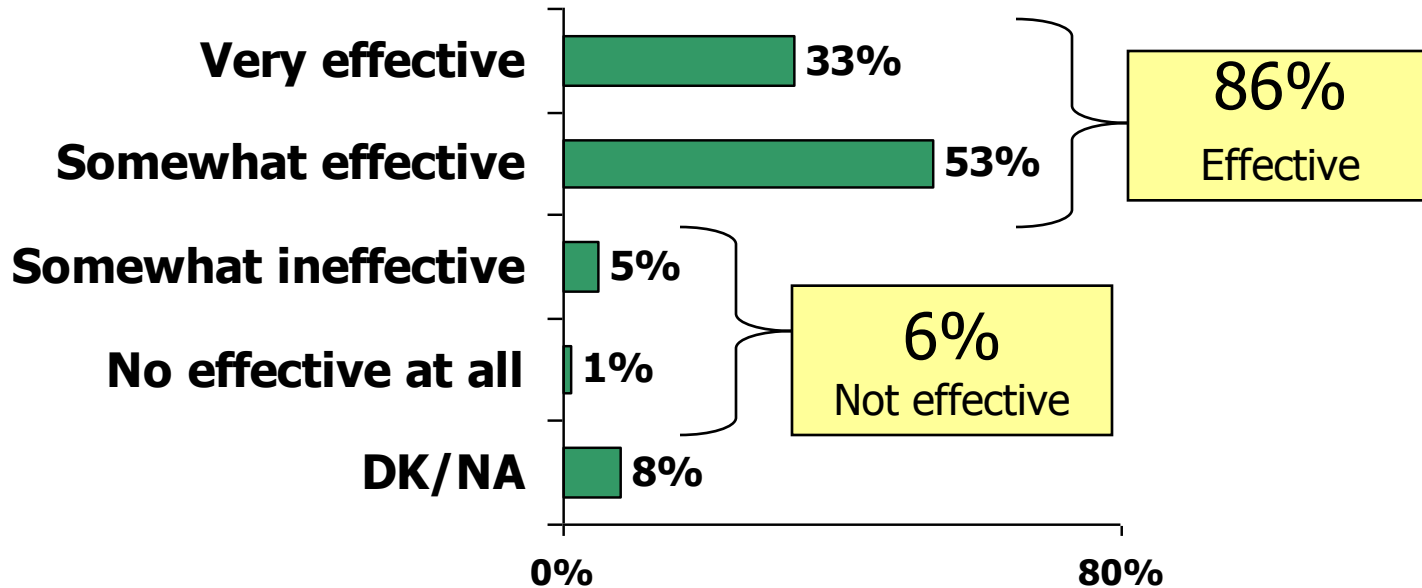


Base: n=353

Advocacy

86% of respondents who follow CAR advocacy say that CAR is effective as an advocate on land use issues.

How **effective** do you think CAR is as an organization advocating on these issues in Colorado?

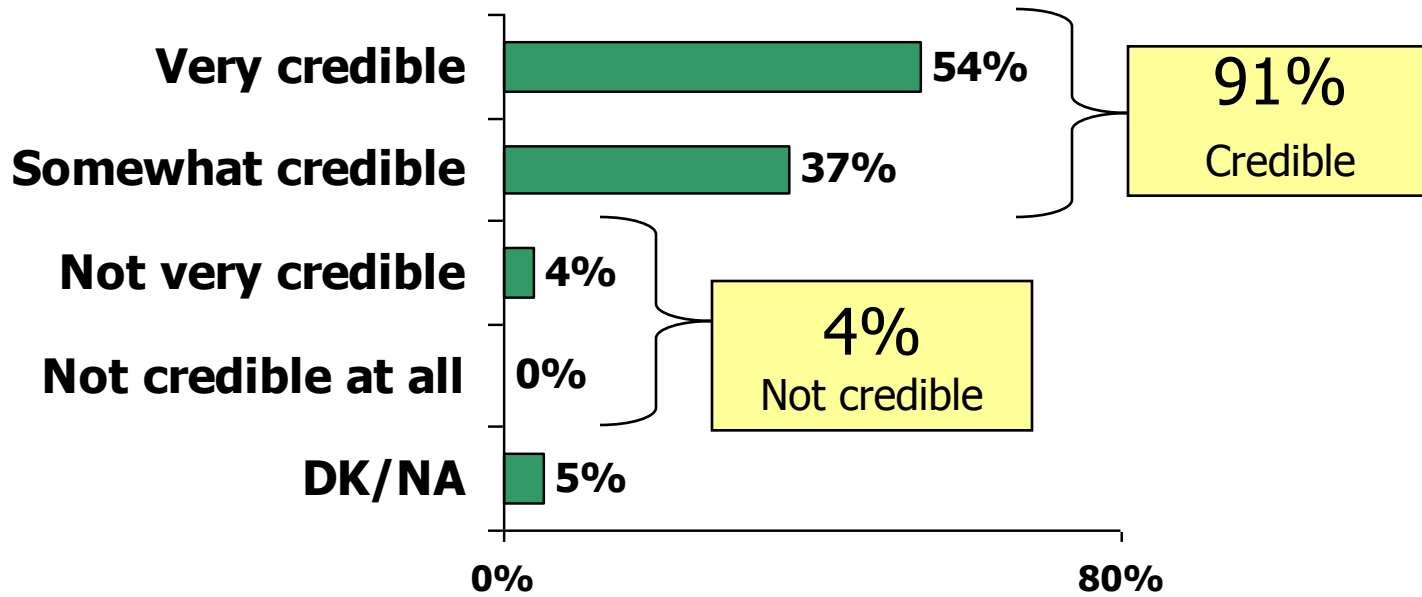


Base: n=299 “follow advocacy efforts”

Advocacy

91% of respondents who follow CAR advocacy say CAR is credible as an advocate on land use and real estate issues.

How **credible** do you think CAR is as an organization advocating on these issues in Colorado?



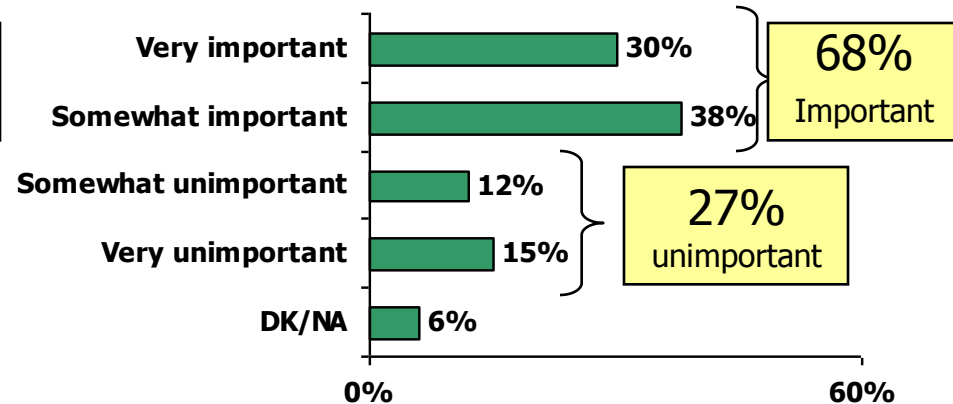
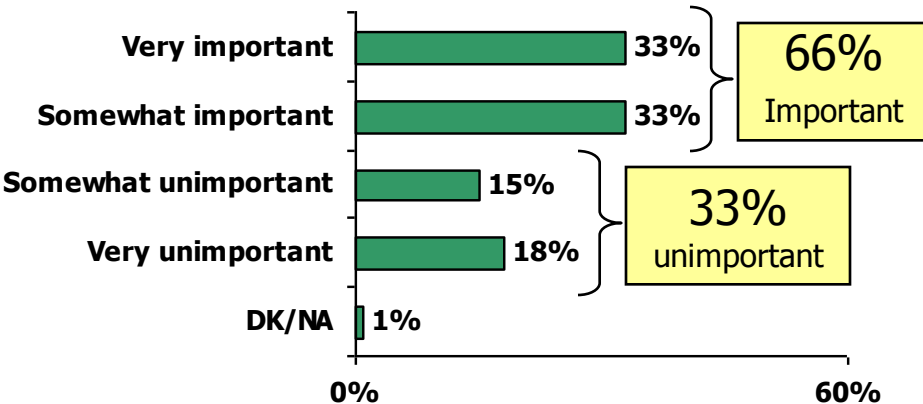
Base: n=299 "follow advocacy efforts"

Advocacy

Two-thirds of respondents say candidate endorsements at the local and state levels are important for REALTOR® associations.

How important is it for **local associations** to endorse candidates for **local offices**?

How important is it for **CAR** to endorse candidates for **state offices**?

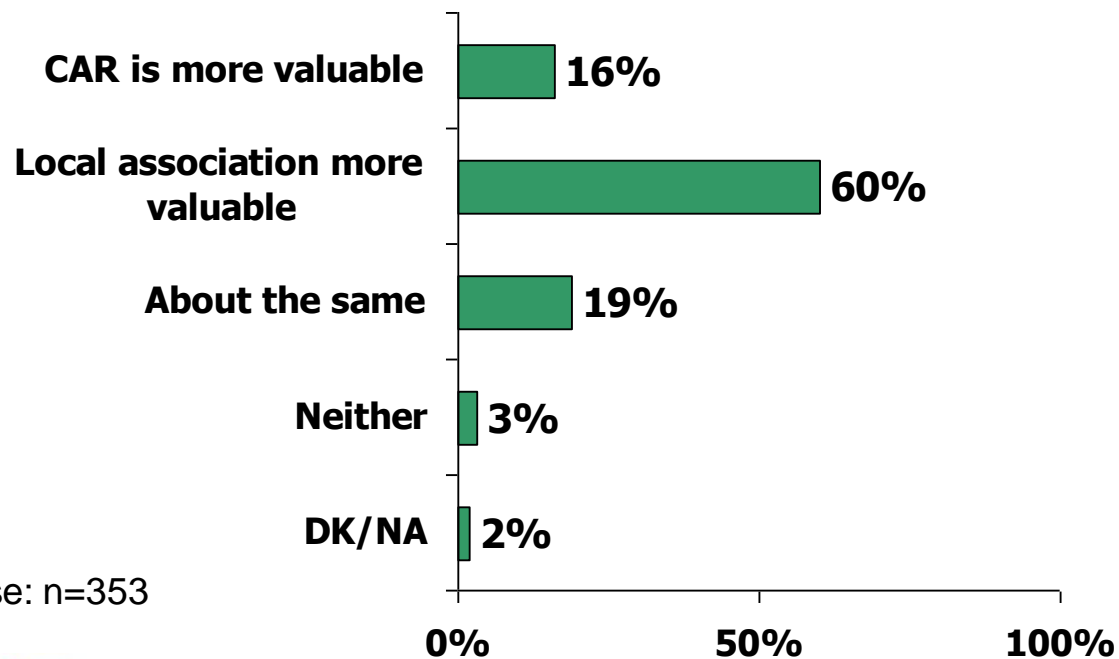


Base: Split sample: ½ each question

CAR & Local Associations

60% of respondents say their local membership is of greater value than their CAR membership. 16% put a higher value on their CAR membership, and 19% said they are “about the same” value.

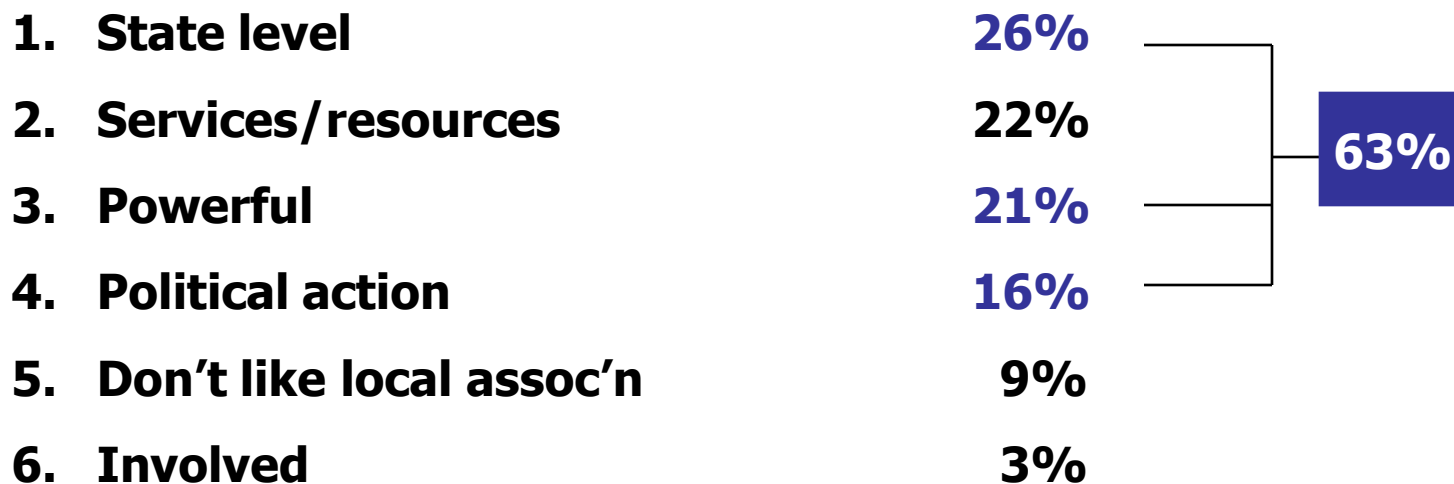
Would you say that your membership with CAR is of greater value than your membership with your local association, or would you say your local association membership is of greater value than your CAR membership?



Base: n=353

CAR's state-level status and focus is primary reason cited by respondents who say their CAR membership is the most valuable.

And why do you say that the membership with CAR is most valuable? (open-ended question)



Base: "CAR membership more valuable"

Among respondents who value their local association membership more, the primary reasons center on the frequency and ease of using services at the local level.

And why do you say that the membership with your local association is most valuable?
(open-ended question)

- | | |
|------------------------------|------------|
| 1. Use them more | 17% |
| 2. Local level | 15% |
| 3. Accessibility | 15% |
| 4. More offered | 14% |
| 5. Personalized to me | 11% |
| 6. Personable | 8% |
| 7. Informative | 6% |
| 8. Effective | 5% |

Base: "local assoc'n is more valuable"

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KEY FINDINGS

- **89% of respondents say they are familiar with the three-way split of their annual dues between local association, CAR and NAR.**
- **60% of respondents say their local membership is of greater value than their CAR membership.**
 - 16% put a higher value on their CAR membership, and 19% said they are “about the same” value.
- **However, perception of the 3-way membership structure is positive.**
 - There is a sense of differentiation between the 3 entities, and respondents have a sense of what each one does best
 - Local: accessibility, familiarity, services— the “go-to” people
 - State: higher-level services: influence, advocacy – *and services*

KEY FINDINGS

- **Services**
 - Most are lightly used. Value perception appears broad, but not deep.
 - Large percentage of respondents don't know what they want from their REALTOR® association to enhance value of membership
- **CAR "advocacy" identity**
 - 59% of respondents say they follow CAR advocacy efforts closely
 - Extremely strong support (90+% agree) for the service and its importance
 - Respondents view CAR as effective, credible
- **Education:** #1 desired service across almost all demographics to "enhance the value of their membership"
 - Perceptions of affordability, quality and convenience shift across age and experience as a REALTOR®
 - CAR and local associations similarly "positioned" to provide that service

KEY FINDINGS

Survey results indicate these strategic considerations:

Specialization of REALTOR associations: Respondents generally understand and support the different roles and specializations between CAR and local associations, so these well-defined roles that differentiate CAR and local associations should be reinforced.

Program Focus on Young Members: Younger REALTORS ® are more likely to seek additional education, designations and programs, and are less aware of CAR's advocacy and public affairs programs. They are more cost-sensitive on education services, and less likely to use the more highly-valued CAR services (e.g., legal, advocacy, etc.). Tailoring services and programs to meet their needs should be a strategic priority.

Continuously Re-visit Education Services: The core service for members requires continuous improvement, reshaping, and attentiveness to pricing, instruction and modes of delivery (including on-line options).