• 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

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

- 20+ yrs: 22%
- 16-20 yrs: 10%
- 11-15 yrs: 15%
- 6-10 yrs: 24%
- 1-5 yrs: 28%
- <1 year: 2%

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
Colorado Association of REALTORS® – 2010 Member Survey

Overview

• Objectives
• Methodology
• Data on attitudes, perceptions
• Key findings
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?

- Very Optimistic: 35%
- Somewhat Optimistic: 47%
- Somewhat pessimistic: 12%
- Very Pessimistic: 3%
- Don't Know: 3%

Base: n=353
REALTOR® respondents cite lending as the dominant real estate industry issue for CAR and local associations to address

<table>
<thead>
<tr>
<th>Issue</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lending</td>
<td>27%</td>
</tr>
<tr>
<td>Government/lobbying efforts</td>
<td>8%</td>
</tr>
<tr>
<td>Foreclosures</td>
<td>8%</td>
</tr>
<tr>
<td>Short sales</td>
<td>6%</td>
</tr>
<tr>
<td>Property values/appraisals</td>
<td>6%</td>
</tr>
<tr>
<td>Jobs/economy</td>
<td>5%</td>
</tr>
<tr>
<td>Advertise/inform</td>
<td>5%</td>
</tr>
</tbody>
</table>

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)

Base: n=353
Colorado Association of REALTORS® – 2010 Member Survey

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®?

- Familiar: 89%
- Unfamiliar: 10%
- Don't know: 1%

Base: n=353
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.

Base: n=353
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?”

- **CAR website**: 12% Use a great deal, 50% Use a little amount, 62% Total
- **Research tools**: 5% Use a great deal, 29% Use a little amount, 34% Total
- **On-line training**: 5% Use a great deal, 26% Use a little amount, 31% Total
- **REALTOR branding**: 5% Use a great deal, 19% Use a little amount, 24% Total
- **CAR Discount pgms**: 2% Use a great deal, 19% Use a little amount, 21% Total
- **Legal hotline**: 4% Use a great deal, 4% Use a little amount, 18% Total
- **Tech hotline**: 3% Use a great deal, 15% Use a little amount, 18% Total
- **Professional standards**: 8% Use a great deal, 2% Use a little amount, 10% Total

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

Base: n=353
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”
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%

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?

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

Base: had answer to what service addition or expansion would “enhance value of membership”
When you have a question about some aspect of being a REALTOR®, how frequently do you contact each of the following organizations?

<table>
<thead>
<tr>
<th></th>
<th>Call Local Association</th>
<th>Call CAR</th>
<th>Call NAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Frequently</td>
<td>19%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Once in a while</td>
<td>34%</td>
<td>20%</td>
<td>8%</td>
</tr>
<tr>
<td>Rarely</td>
<td>26%</td>
<td>30%</td>
<td>18%</td>
</tr>
<tr>
<td>Never</td>
<td>21% 47%</td>
<td>48% 78%</td>
<td>71% 89%</td>
</tr>
<tr>
<td>Don’t know/no answer</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Base n=353
52% of respondents say they’ve taken CAR education courses in the past 12 months.

- Yes: 52%
- No: 44%
- Don’t Know/no answer: 4%

Base: n=353
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?”

- **Help with business**: 72% major, 18% minor, 9% not a factor, 1% don't know
- **Convenient location**: 69% major, 17% minor, 13% not a factor
- **Quality of instructor**: 61% major, 19% minor, 17% not a factor, 3% don't know
- **Obtain designation**: 32% major, 20% minor, 46% not a factor, 2% don't know
- **Lower cost**: 28% major, 35% minor, 33% not a factor, 4% don't know
- **Web based option**: 28% major, 27% minor, 41% not a factor, 5% don't know

Base: n=353
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.

<table>
<thead>
<tr>
<th>AGE</th>
<th>% of age group who said “major factor” in their course selection</th>
<th>% of age group who said “not a factor” in their course selection</th>
</tr>
</thead>
<tbody>
<tr>
<td>25-34 yrs</td>
<td>28%</td>
<td>41%</td>
</tr>
<tr>
<td>35-44 yrs</td>
<td>26%</td>
<td>36%</td>
</tr>
<tr>
<td>45-54 yrs</td>
<td>31%</td>
<td>38%</td>
</tr>
<tr>
<td>55 – 64 yrs</td>
<td>26%</td>
<td>44%</td>
</tr>
<tr>
<td>65+ yrs</td>
<td>26%</td>
<td>43%</td>
</tr>
</tbody>
</table>

Base: n=353
40% of respondents say they hold additional REALTOR® designations.

Do you hold any additional REALTOR® professional designations?

- Yes: 40%
- No: 59%
- Don’t Know/no answer: 1%

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?

- Very Likely: 28%
- Likely: 27%
- Probably Not: 23%
- Not at all: 21%

Base: n=353
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?

- Large impact: 22%
- Moderate impact: 47%
- Small impact: 25%
- No impact at all: 6%

Base: n=353
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?

- Too expensive: 26%
- Just the right price: 69%
- Underpriced: 1%

Base: n=353
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®.

- Total: 26%
- 65+ yrs: 20%
- 55-64 yrs: 19%
- 45-54 yrs: 20%
- 35-44 yrs: 38%
- 25-34 yrs: 47%
- Commercial: 6%
- Residential: 27%

Base: n=353

“Education courses are too expensive”
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]?

- Very closely: 12%
- Somewhat closely: 47%
- Not too closely: 26%
- Not at all: 15%

Base: n=353
Commercial Members and members who have been in the business longer more likely to follow CAR advocacy issues.

- **65+ yrs:** 71% follow CAR advocacy closely or very closely.
- **55-64 yrs:** 62% follow CAR advocacy closely or very closely.
- **45-54 yrs:** 59% follow CAR advocacy closely or very closely.
- **35-44 yrs:** 56% follow CAR advocacy closely or very closely.
- **25-34 yrs:** 40% follow CAR advocacy closely or very closely.
- **Commercial:** 64% follow CAR advocacy closely or very closely.
- **Residential:** 58% follow CAR advocacy closely or very closely.

**TENURE AS REALTOR®**

<table>
<thead>
<tr>
<th>TENURE AS REALTOR®</th>
<th>FOLLOW CLOSELY OR VERY CLOSELY</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt;1 YR</td>
<td>24%</td>
</tr>
<tr>
<td>1-5 YRS</td>
<td>60%</td>
</tr>
<tr>
<td>6-10 YRS</td>
<td>51%</td>
</tr>
<tr>
<td>11-15 YRS</td>
<td>57%</td>
</tr>
<tr>
<td>16-20 YRS</td>
<td>72%</td>
</tr>
<tr>
<td>20+ YRS</td>
<td>65%</td>
</tr>
</tbody>
</table>

Base: n=353
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?

- Very important: 66%
- Somewhat important: 27%
- Not that important: 3%
- Not important at all: 3%
- DK/NA: 2%

93% Important
6% Not important

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?

- **Very effective**: 33%
- **Somewhat effective**: 53%
- **Somewhat ineffective**: 5%
- **No effective at all**: 1%
- **DK/NA**: 8%

**86%** Effective

**6%** Not effective

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?

- Very credible: 54%
- Somewhat credible: 37%
- Not very credible: 4%
- Not credible at all: 0%
- DK/NA: 5%

91% Credible

4% Not credible

Base: n=299 “follow advocacy efforts”
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?

- Very important: 33%
- Somewhat important: 33%
- Somewhat unimportant: 15%
- Very unimportant: 18%
- DK/NA: 1%

66% of respondents say endorsements are important.

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

- Very important: 30%
- Somewhat important: 38%
- Somewhat unimportant: 12%
- Very unimportant: 15%
- DK/NA: 6%

68% of respondents say endorsements are important.

Base: Split sample: ½ each question
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?

- **CAR is more valuable**: 16%
- **Local association more valuable**: 60%
- **About the same**: 19%
- **Neither**: 3%
- **DK/NA**: 2%

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)

1. State level 26%
2. Services/resources 22%
3. Powerful 21%
4. Political action 16%
5. Don’t like local assoc’n 9%
6. Involved 3%

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”
Overview

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