



# 2020

REAL ESTATE  
ASSOCIATION  
SURVEY RESULTS

## SURVEY



CLICK

click here for more information



**GrowthZone**  
real estate edition



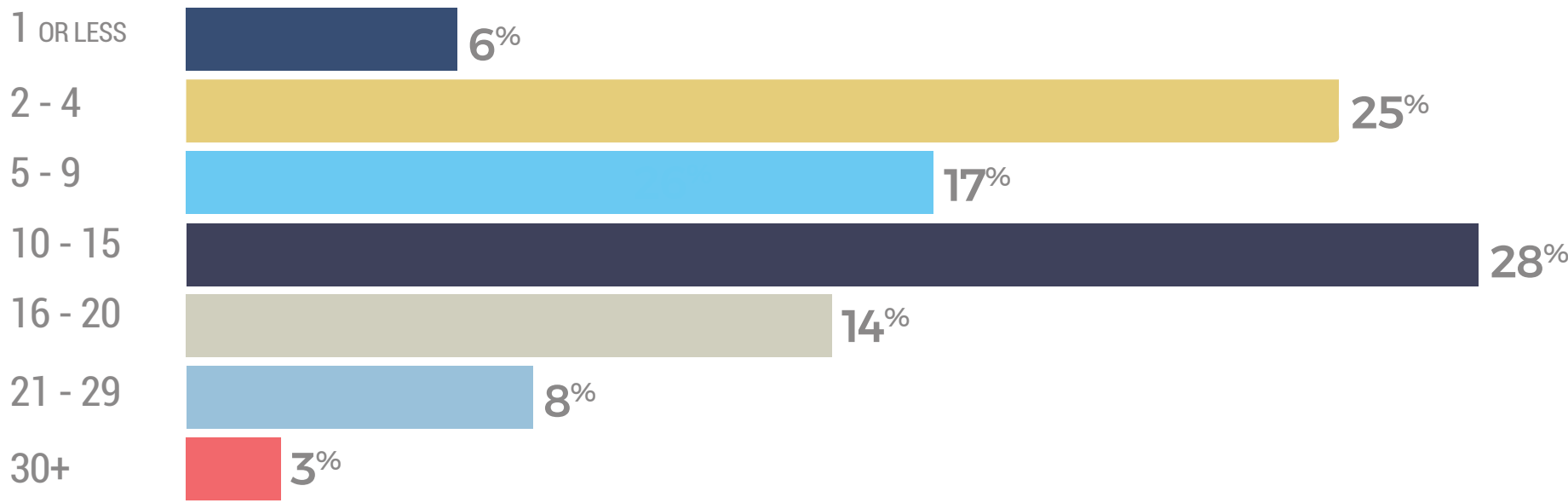


GrowthZone surveyed real estate association professionals across the U.S. and Canada. Topics included everything from staff turnover rates to political endorsements. The results showed a number of interesting trends impacting today's associations.

ABOUT THE RESPONDENTS

EXPERIENCE

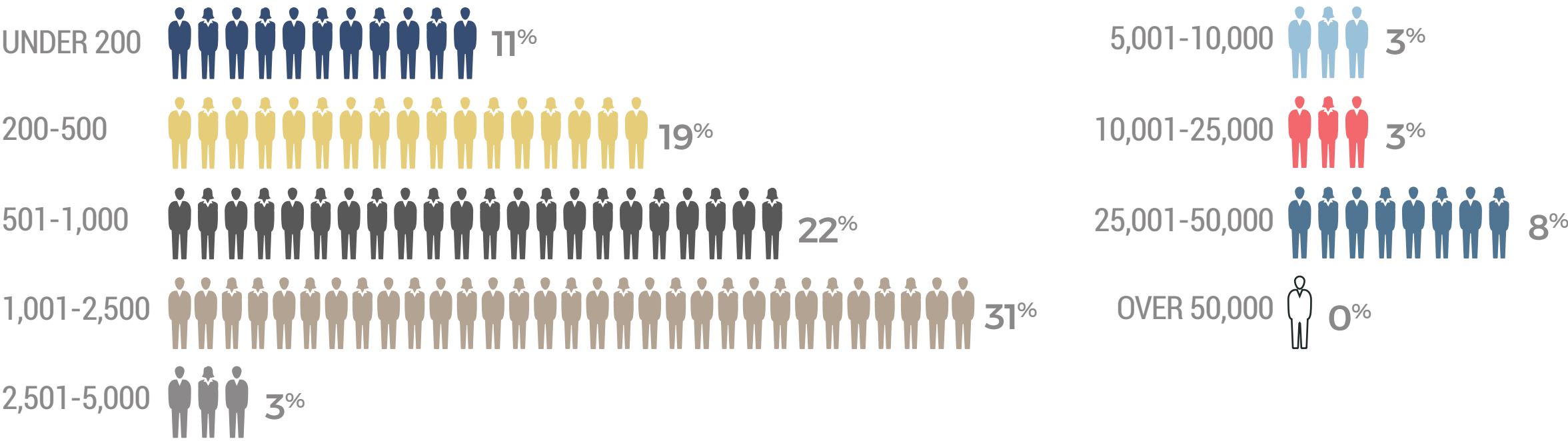
TOTAL # OF YEARS EMPLOYED IN THE MEMBERSHIP INDUSTRY



On average, survey respondents had 10-11 years of experience in the membership industry.

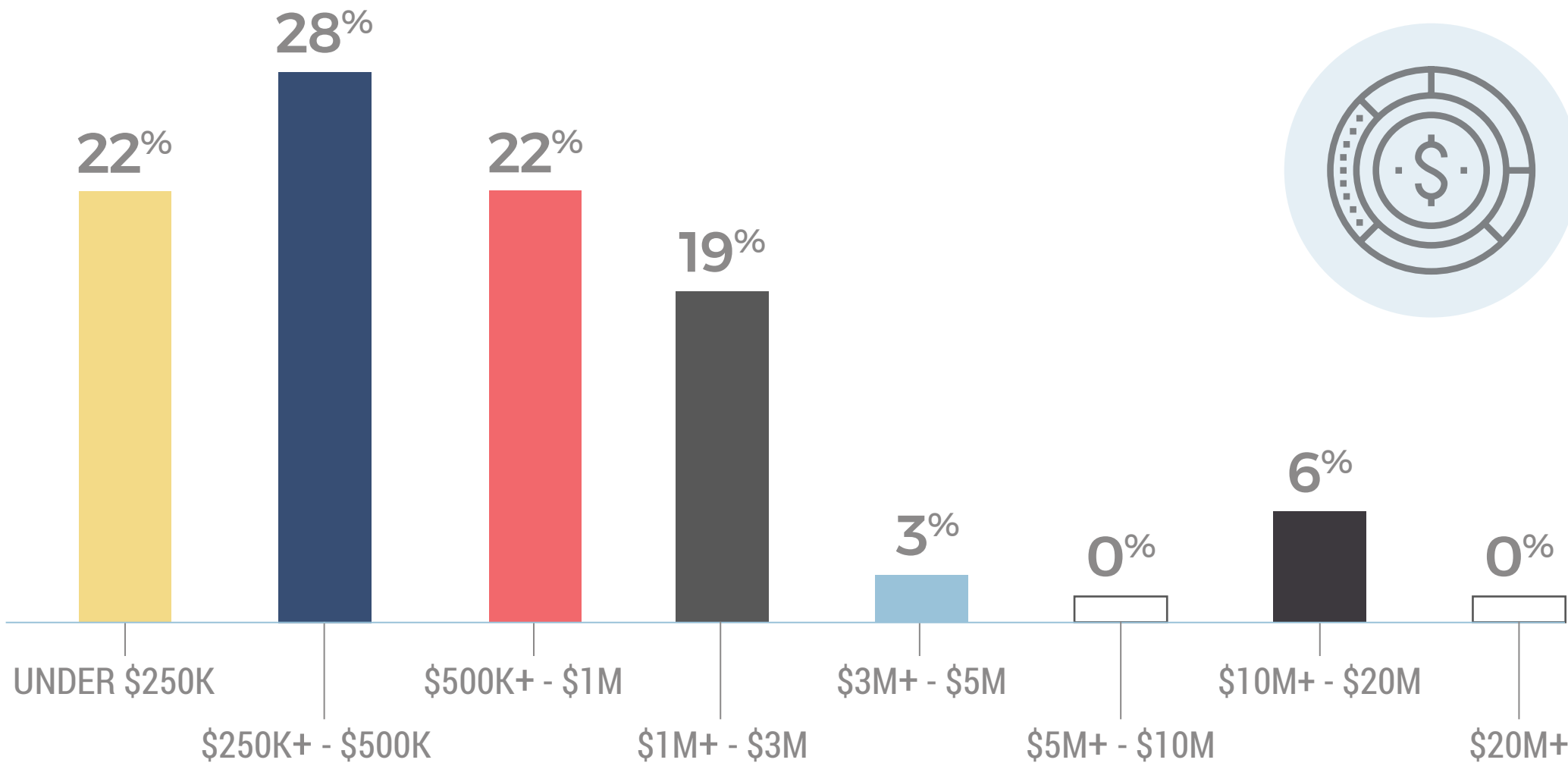
NUMBER OF MEMBERS

PREDICTED MEMBER COUNT ON 1/1/2020



ANNUAL OPERATING BUDGET

APPROXIMATE



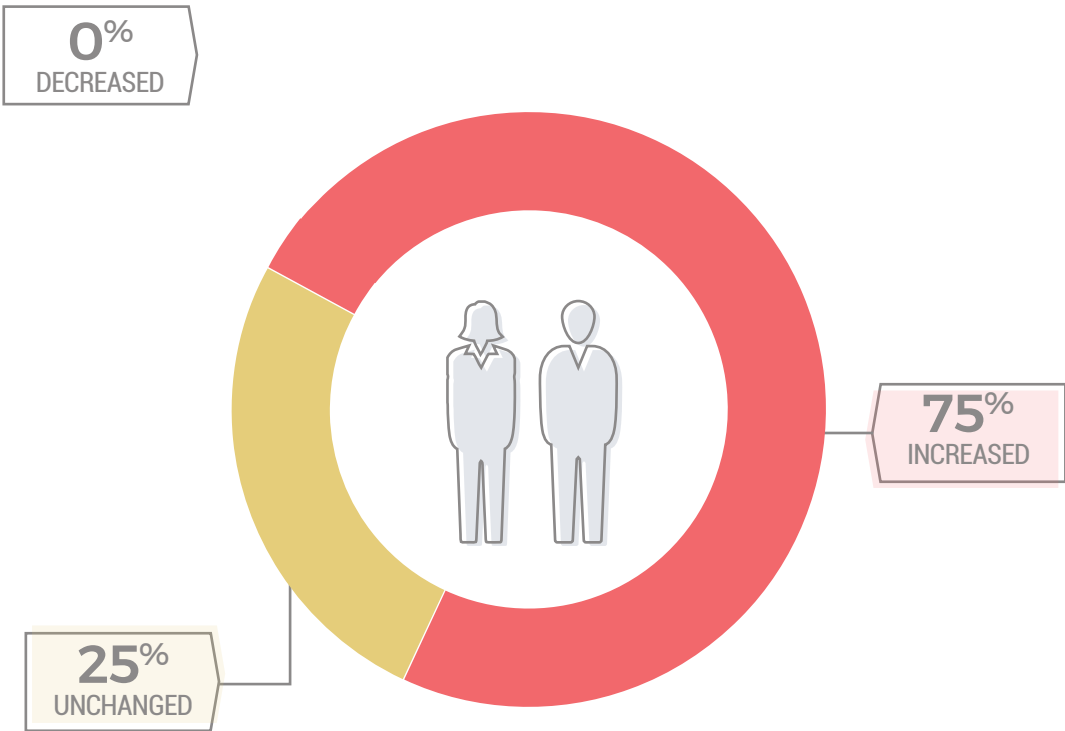
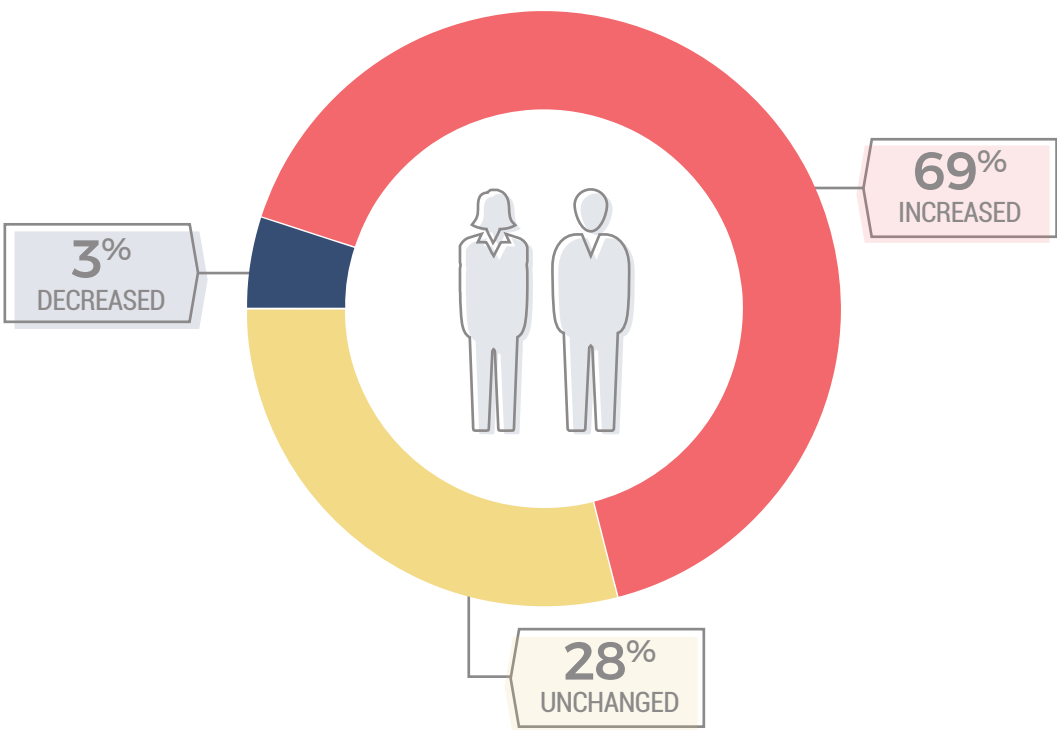
\*Due to rounding and checkbox questions, percentages may exceed or not appear to add up to 100%



# MEMBERSHIP GROWTH

ANNUAL OVERALL NET MEMBERSHIP | YEAR-OVER-YEAR CHANGE

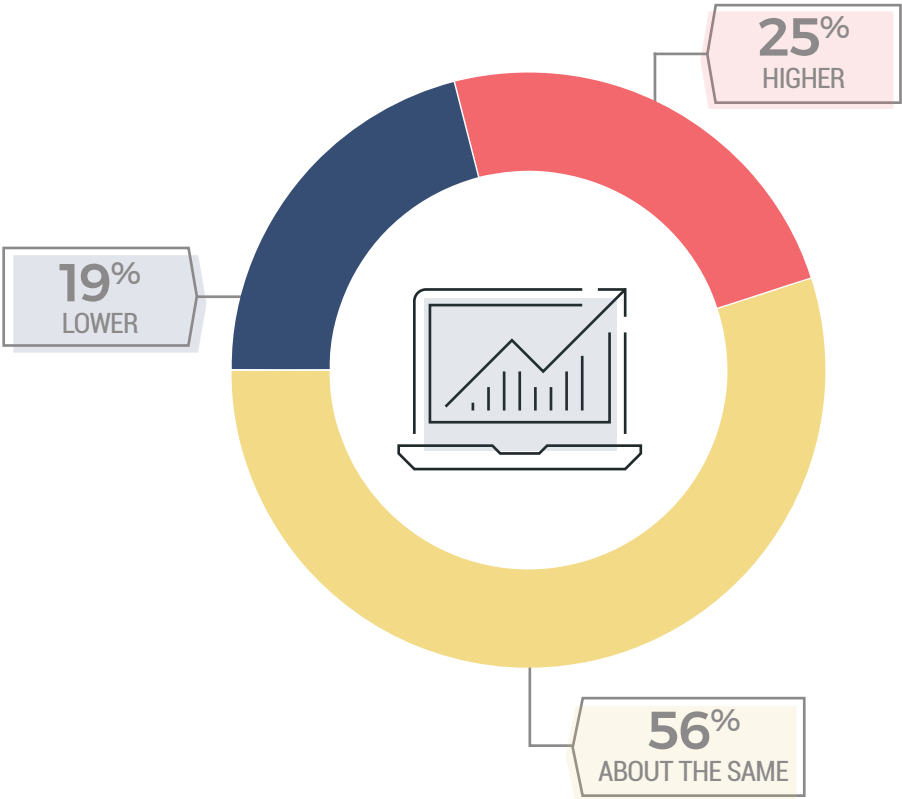
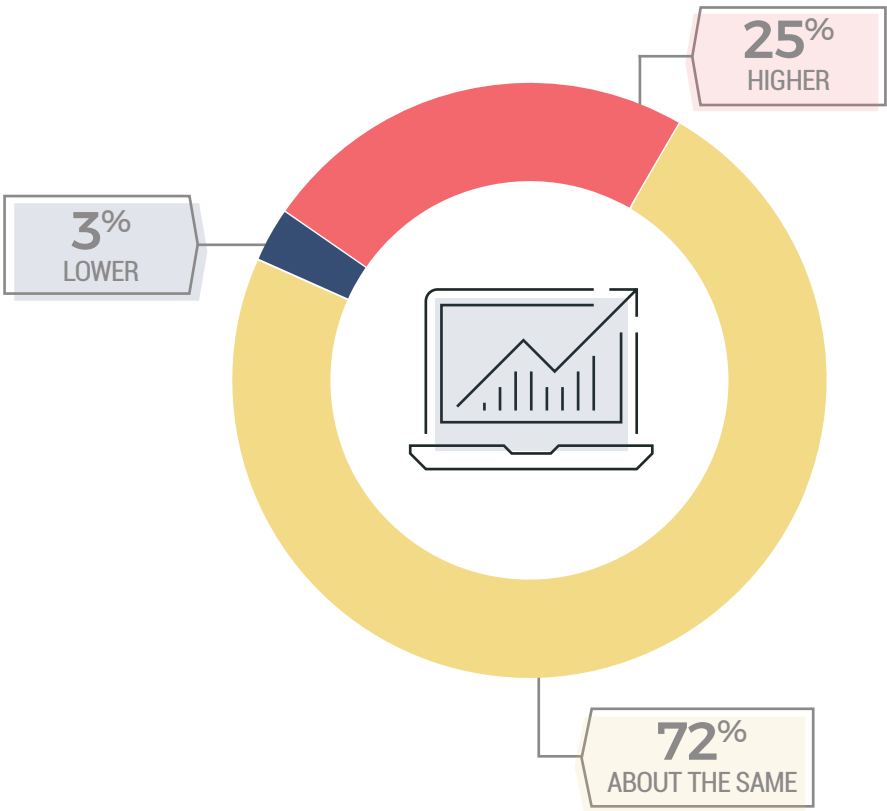
ANNUAL OVERALL NEW MEMBERSHIP | YEAR-OVER-YEAR CHANGE



Associations whose members recognize their value proposition reported higher renewal rates than those whose members don't recognize their value proposition.

ANNUAL OVERALL RENEWAL RATE | YEAR-OVER-YEAR CHANGE

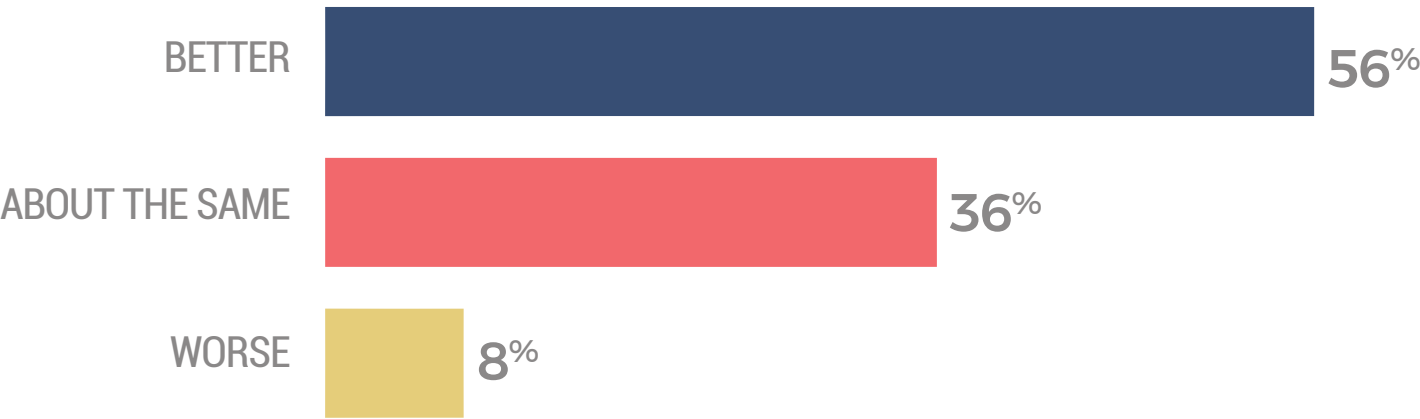
ANNUAL NEW-MEMBER RENEWAL RATE | YEAR-OVER-YEAR CHANGE





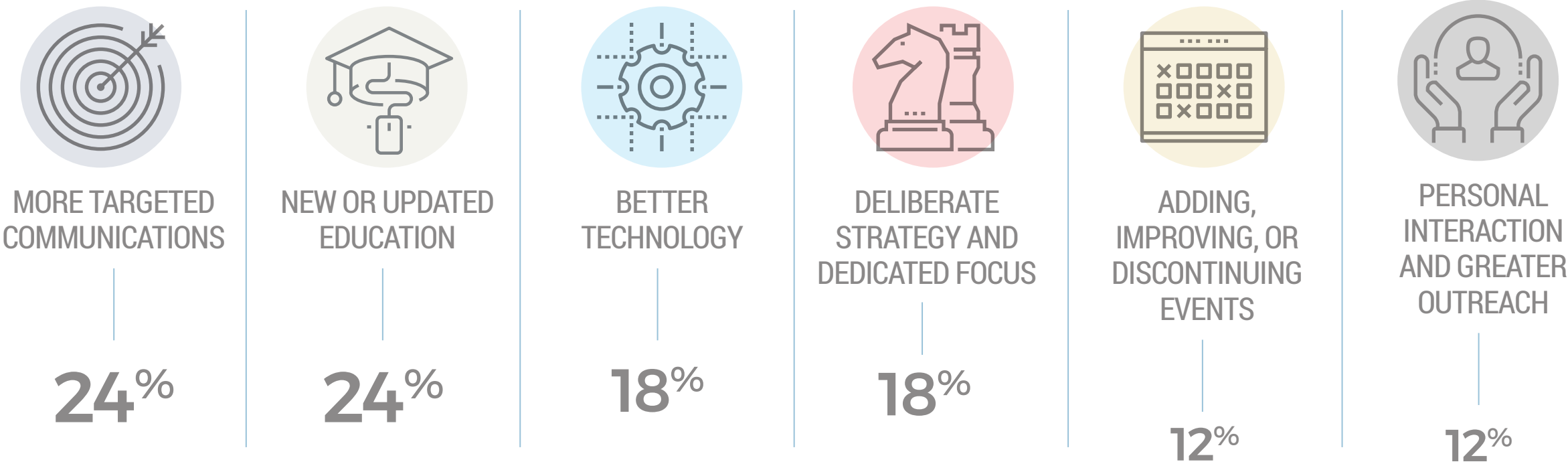
MEMBER ENGAGEMENT

OVERALL MEMBER ENGAGEMENT | YEAR-OVER-YEAR CHANGE



MEMBER ENGAGEMENT IMPROVEMENTS | RESPONDENTS INDICATING INCREASED ENGAGEMENT ATTRIBUTED THE IMPROVEMENT TO:

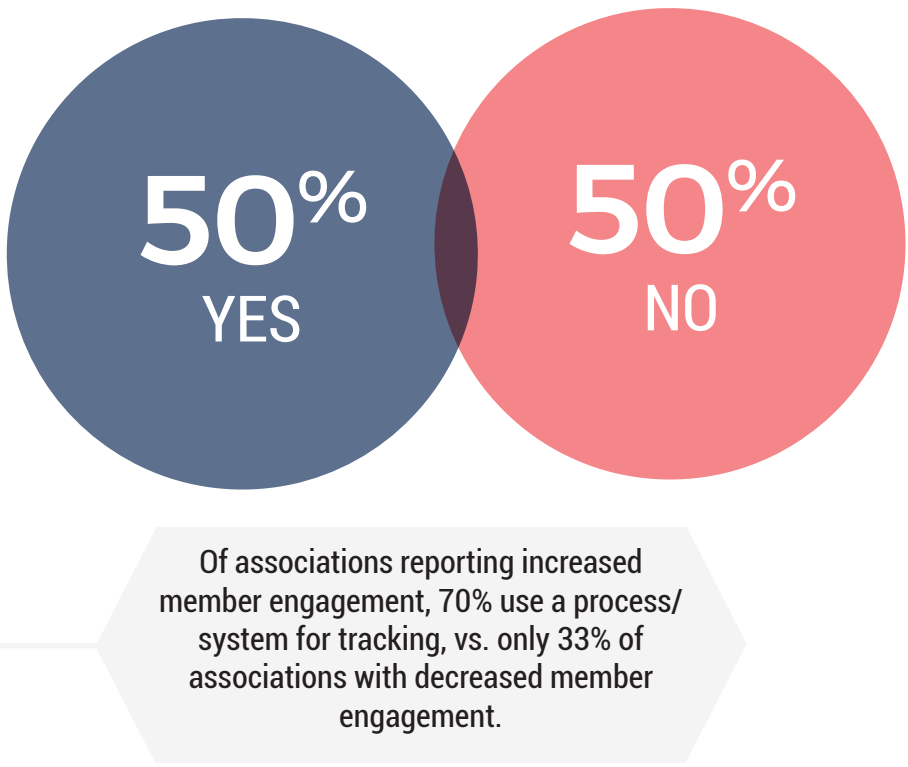
TOP 6 ANSWERS



Associations whose members recognize their value proposition reported higher engagement rates than those whose members don't recognize their value proposition.

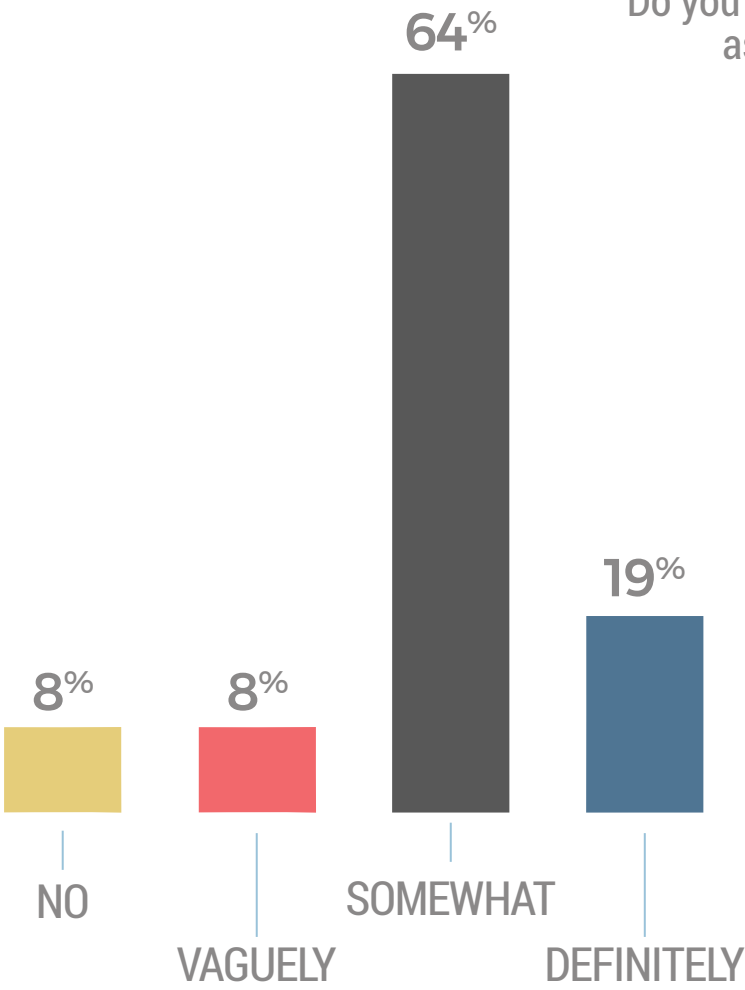
MEMBER ENGAGEMENT TRACKING

Do you use a formal process and/or a software system to track member engagement?



VALUE PROPOSITION RECOGNITION

Do you think members recognize your association's value proposition?



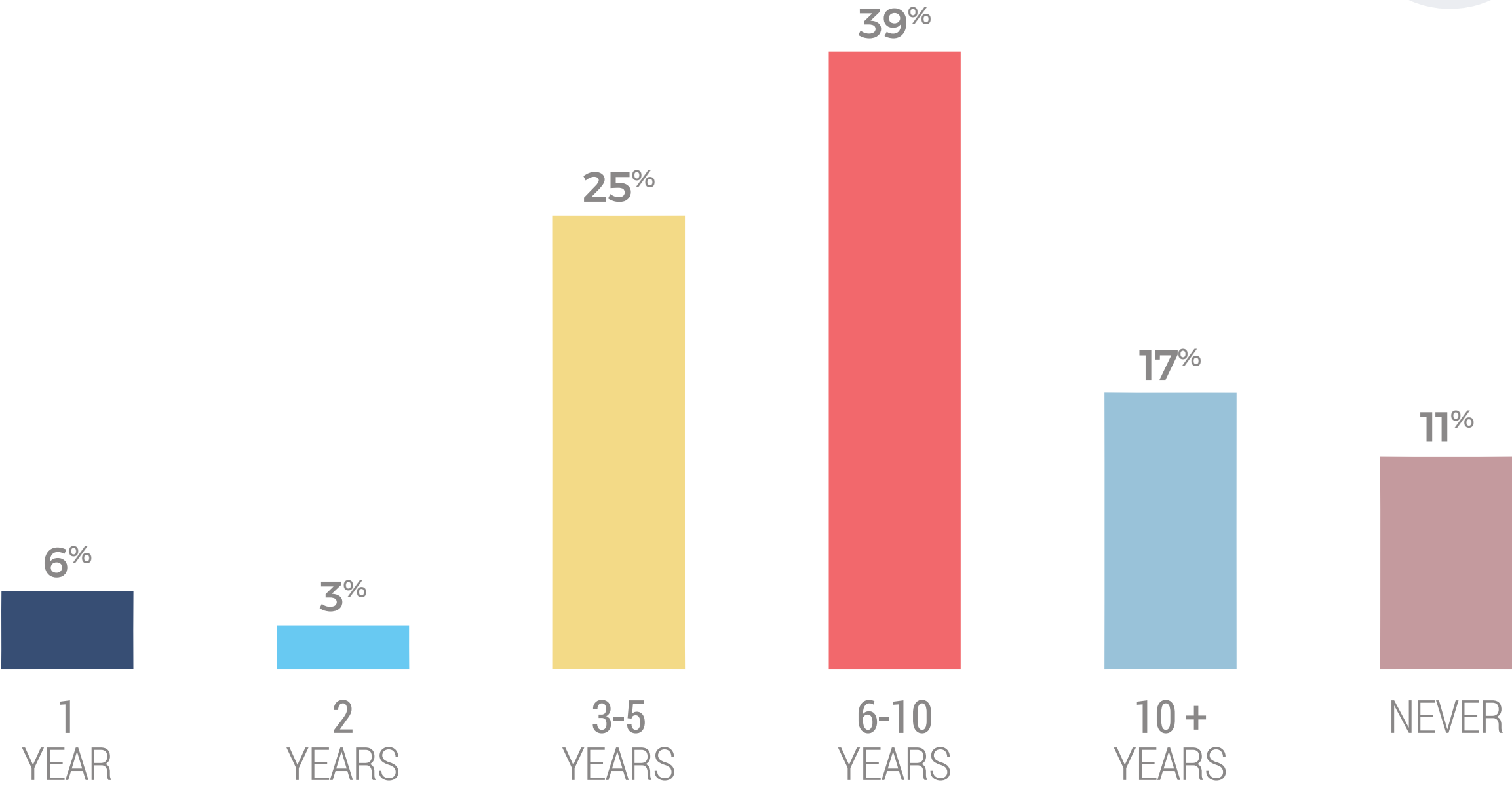
30% of the associations whose respondents answered "somewhat" or "definitely" reported increased new-member renewal rates vs. 0% of the associations whose respondents answered "vaguely" or "no."



OPERATIONS

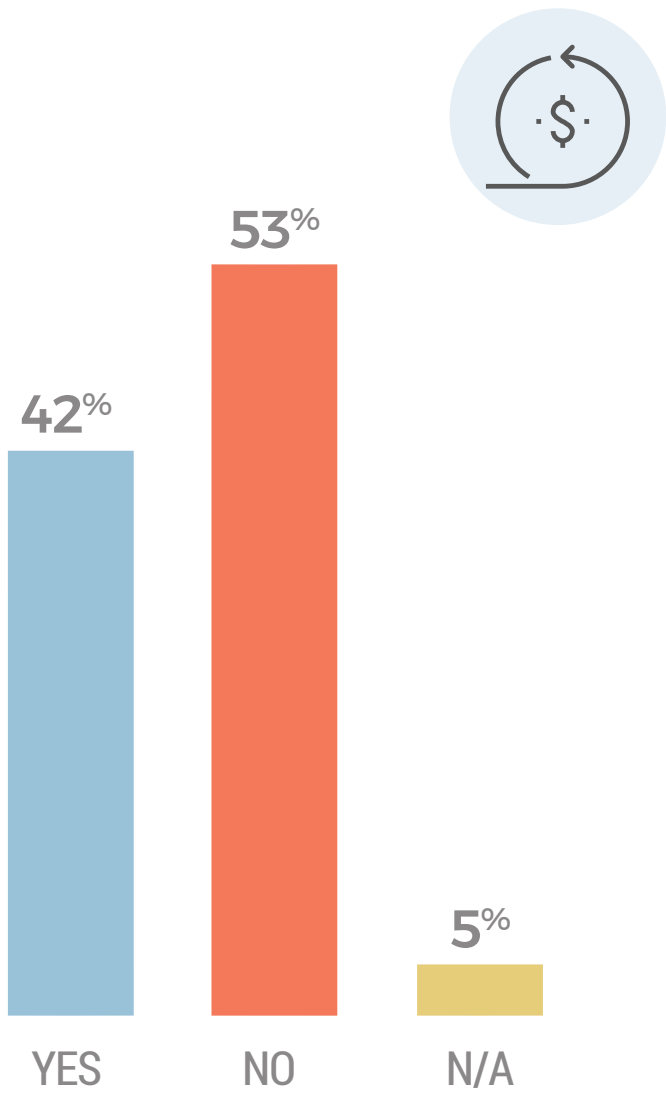
MEMBERSHIP DUES

Approximately how often does your organization increase dues?



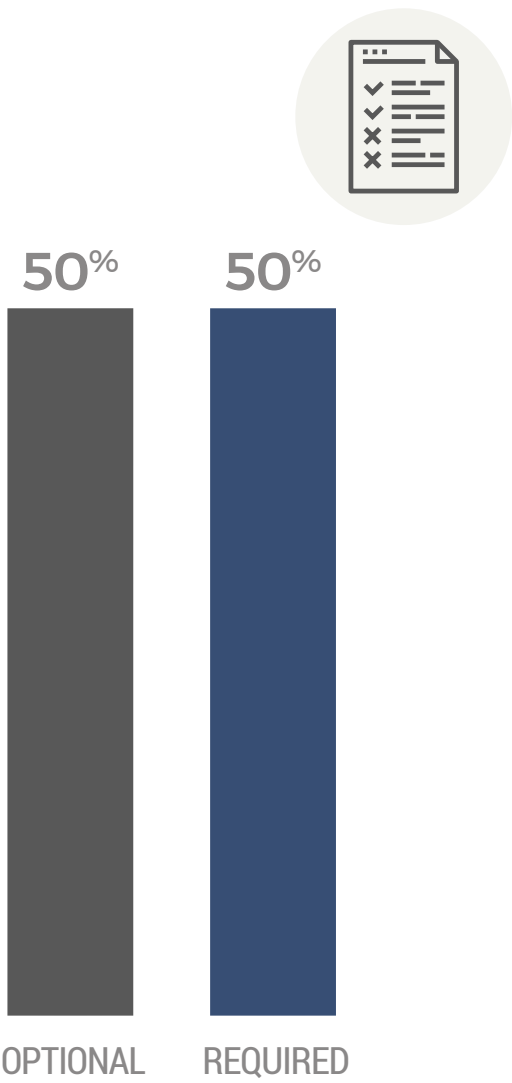
RECURRING MEMBERSHIP

Does your organization offer recurring memberships (auto-renewal)?



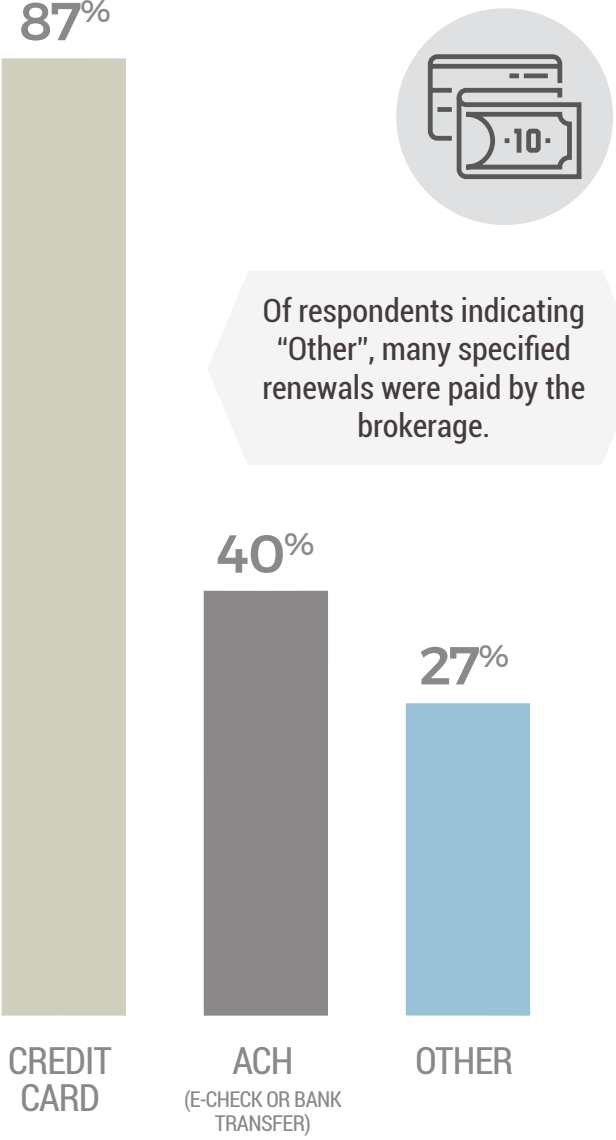
Is auto-renewal participation optional or required?

(The following includes data from respondents who offer auto-renewal.)



What auto-renewal payment methods do you accept?

(The following includes data from respondents who offer auto-renewal.)







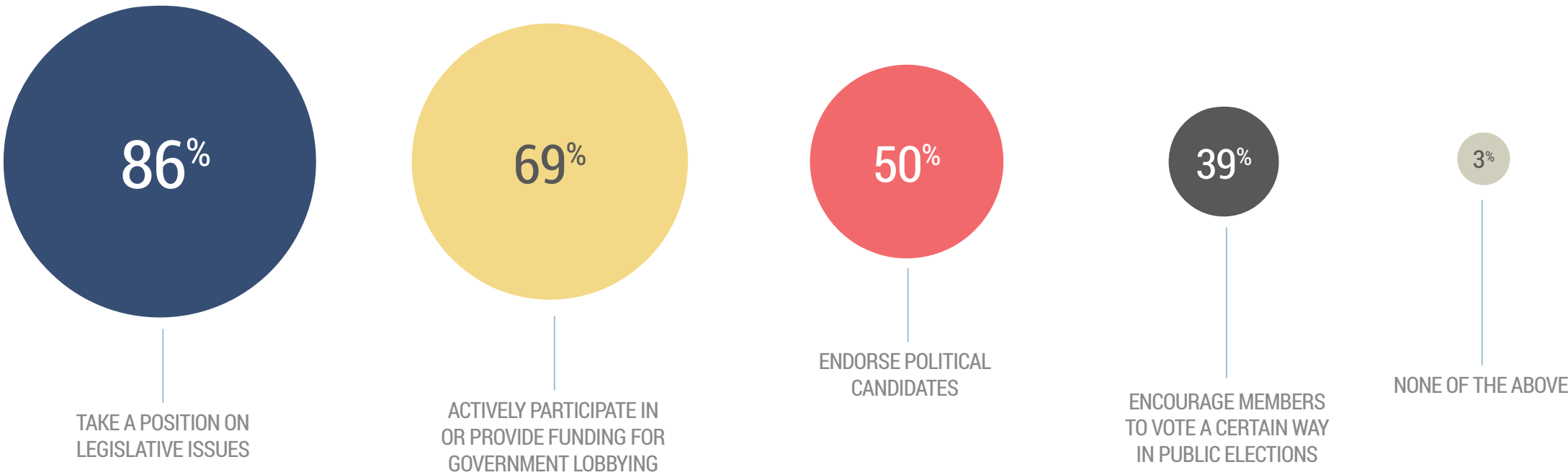
OPERATIONS

CONTINUED

ADVOCACY



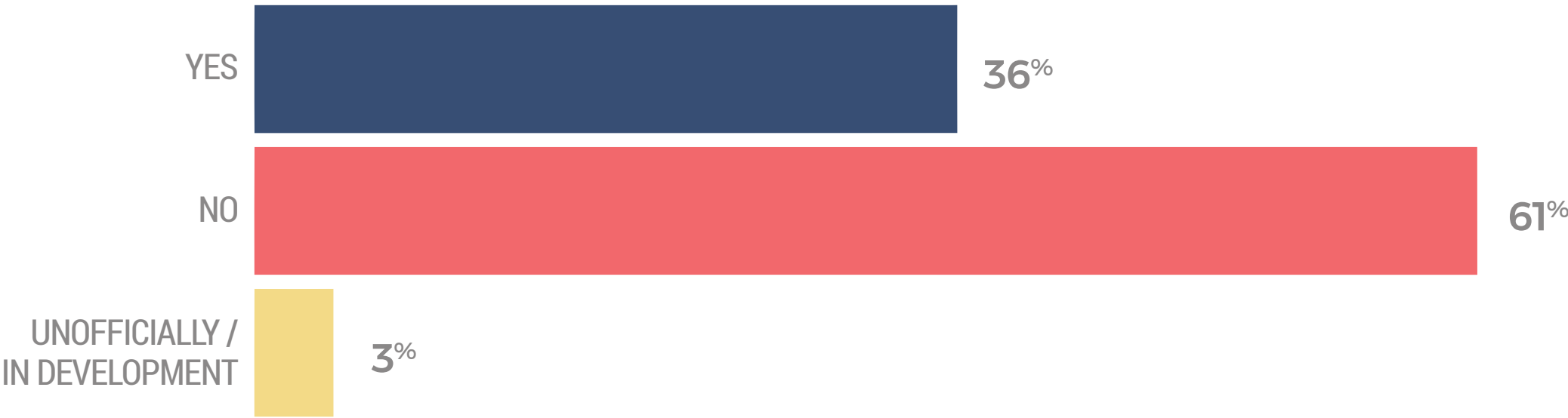
Does your organization do any of the following?



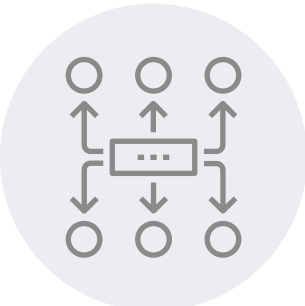
COMMUNICATIONS PLANNING



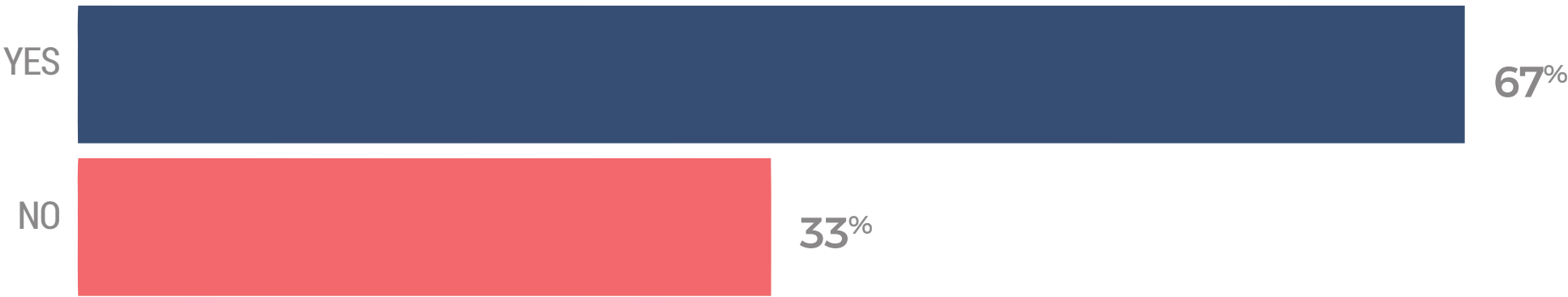
Does your organization have a formal crisis communications plan in place?



MARKETING



Over the past 2 years, has your organization done any paid advertising (e.g., boosted social media posts/campaigns, Google ads, display ads on specific websites, sent promoted texts, etc.)?



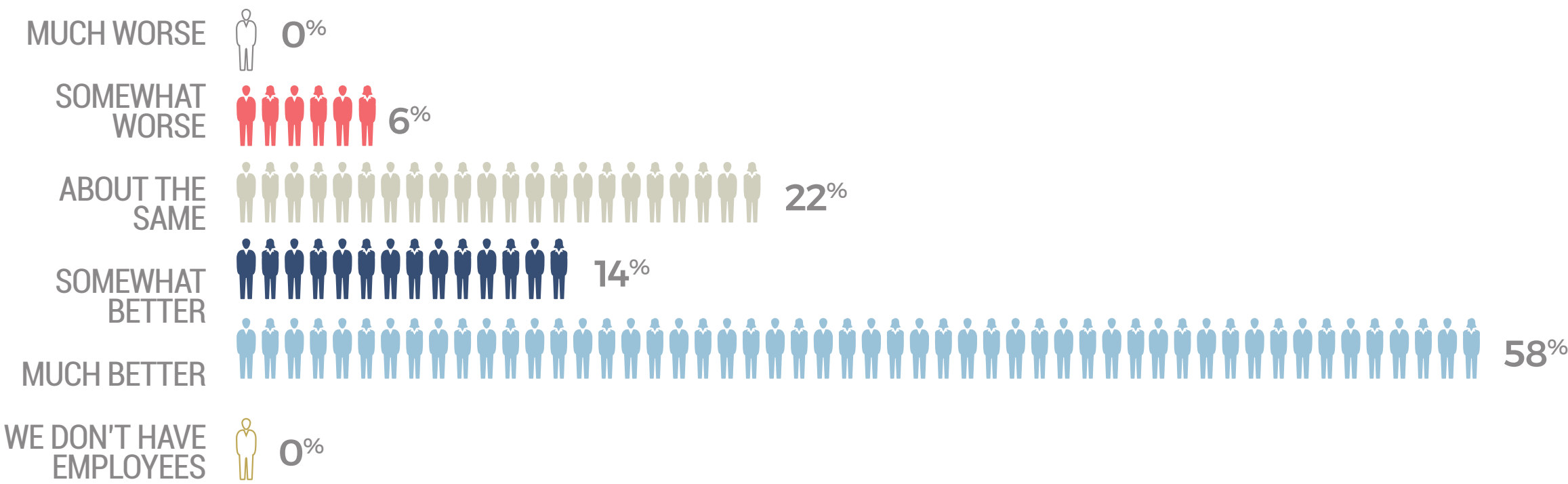


OPERATIONS | CONTINUED

HUMAN RESOURCES | EMPLOYEE TURNOVER



In the U.S., on average, 1 out of every 6 employees voluntarily quits each year (16%).  
Roughly, how would you say your staff retention rate compares?

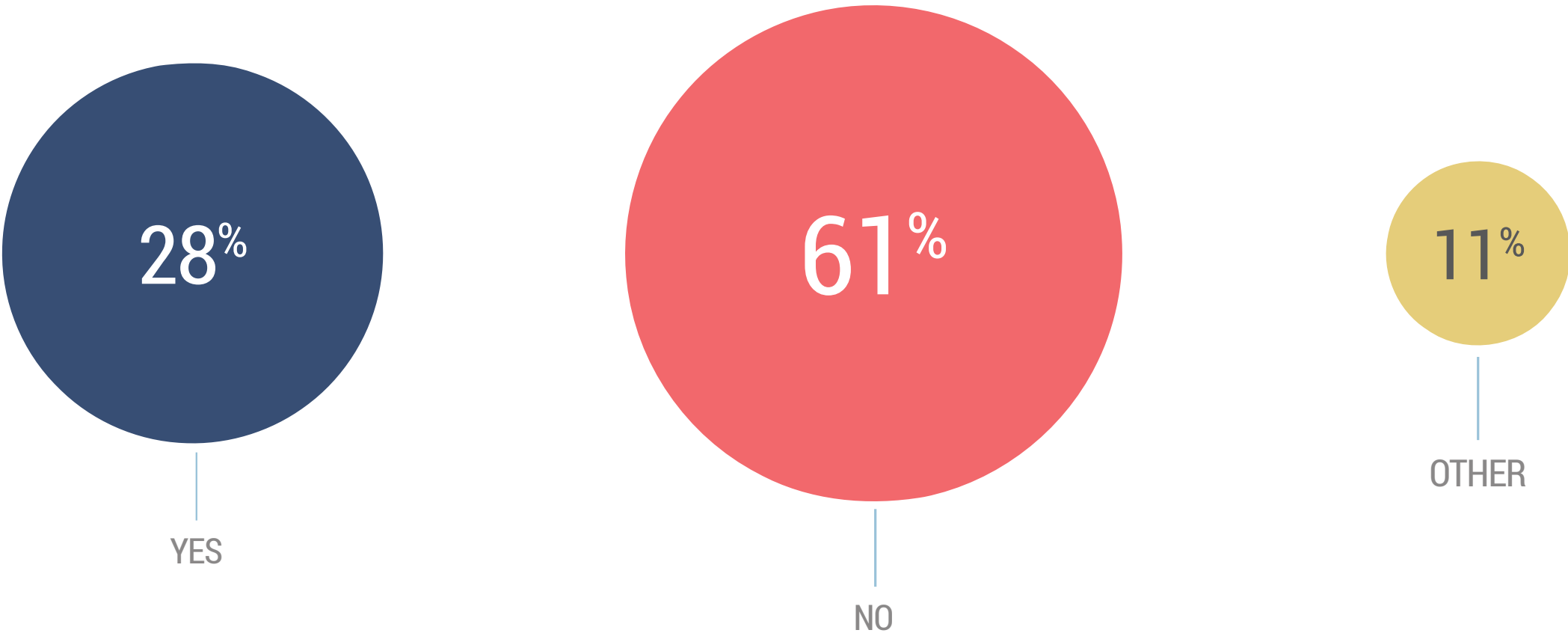


73% of associations whose respondents are satisfied with their AMS have a below-average staff turnover rate.

HUMAN RESOURCES | REMOTE EMPLOYEES



Does your organization allow staff to work from home/remotely on a regular basis? (e.g., 1 day/week)



Of participants including “other” in their response, many specified that it is handled on a case-by-case basis, based on position, or as a privilege.

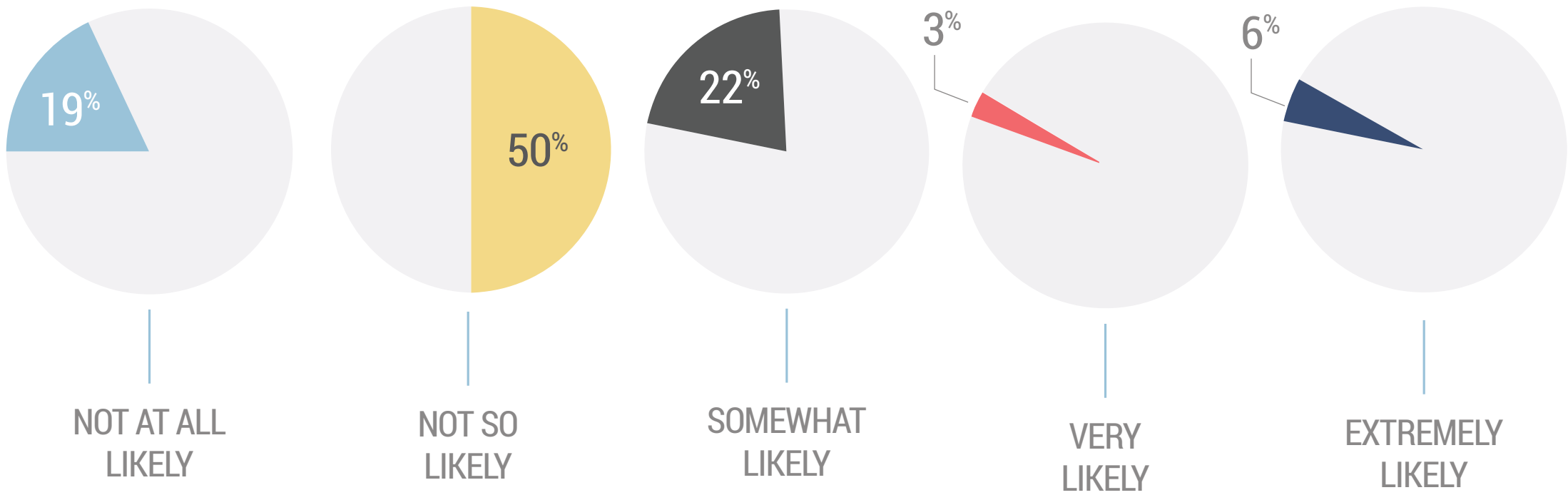


# OPERATIONS | CONTINUED

## CONSOLIDATION



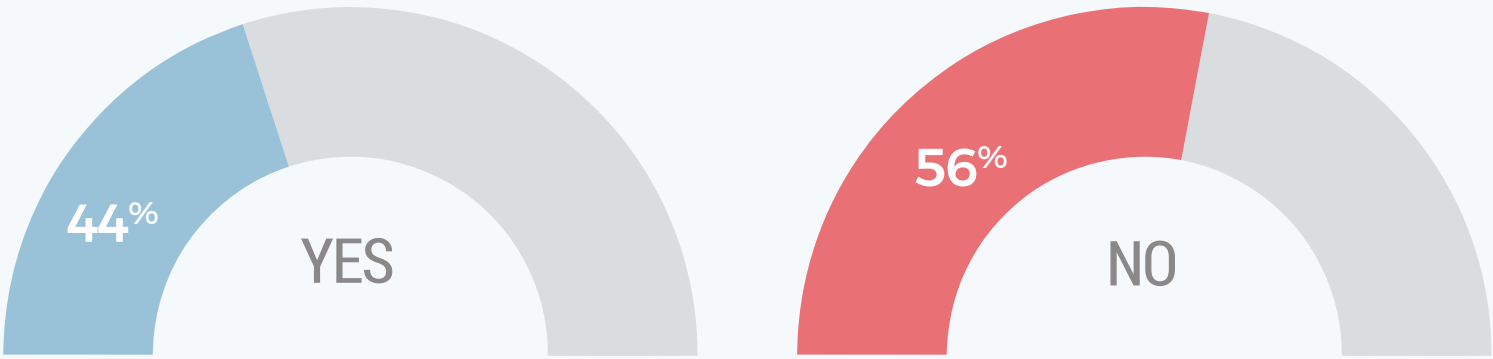
How likely is it that your organization will merge with or acquire another organization in the next 3-5 years?



## RETENTION



Does your organization have a particular benefit or affinity program used to keep your members returning (aka “golden handcuffs”)?



**gold-en hand-cuffs:** *plural noun, informal* - informal financial allurements and benefits that are designed to increase retention.

## BENEFITS/PROGRAMS



The top 3 benefits and programs included:



#1  
EDUCATION



#2  
MLS



#3  
ACCESS TO FORMS  
AND TECH SUPPORT





MEMBER FEEDBACK

WE ASKED: If you were a fly on the wall in a room full of members, what do you think they'd say about your organization?

COMMENTS FROM SURVEY RESPONDENTS | WHAT RESPONDENTS SAID

= What respondents said

| POSITIVE FEEDBACK   | VALUE   |
|---|---|
| <div><div> The association staff is friendly, helpful and always willing to find the answer they need.</div><div> We always get solid information to them to help with their business.</div><div> They appreciate how the association provides a family-like connection between members.</div><div> We're friendly and provide good information.</div><div> Great staff.</div><div> We provide value with educational programs.</div><div> They appreciate the attentiveness and care of staff from a smaller board.</div><div> We stand out for our customer service.</div><div> Great organization.</div><div> They appreciate the fact that we are here to help them succeed.</div><div> Friendly staff.</div></div> | <div><div> They know they have to be a member, but not really sure why.</div><div> Didn't realize we offer "that" as a member benefit.</div><div> They always wonder why they have to pay dues to all three levels - local, state and national.</div><div> We're trying, but they don't see the benefit.</div><div> The dues are too low, should be higher to keep out the people who aren't really in it as a business.</div><div> The dues are too high.</div><div> We do nothing for them.</div><div> They would not be sure who we were and why they had to pay dues to us.</div></div> |
| CHANGE IS GOOD  |   |
| <div><div> We're locally ineffective, but useful on a national level.</div><div> They would like for the association to abandon old ways and modernize to new trends that reflect how they do business.</div></div>   | <div><div> They would request an easier way to digest the information we send to them (singular source/syndicated news).</div><div> We "police" them too much.</div></div>  |

GOALS

WE ASKED: What would you most like to see your organization achieve?

COMMON GOALS

- ★ Value Proposition

★ Strategy and Operations

★ Engagement/Interaction

COMMENTS FROM SURVEY RESPONDENTS | WHAT RESPONDENTS SAID

= What respondents said

| VALUE PROPOSITION  | ENGAGEMENT/INTERACTION   |
|--|--|
| <div><div> Members seeing the benefit of belonging from the benefits to the lobbying efforts recognized.</div><div> Members understanding what we "really do."</div><div> A higher perception of what we do for our members. I don't think they know what we do for them.</div><div> Ability for us to communicate to our members our value to them and where they'd be left without us.</div><div> Be our members' partner, their "go-to" organization.</div></div> | <div><div> Fluid member engagement and the ability to track how members connect in all of the various forms.</div><div> Higher participation by members in committees and task forces.</div><div> More new membership involvement.</div><div> Better member involvement and communication.</div><div> Better membership engagement and showing value to the members.</div></div>             |
| STRATEGY AND OPERATIONS  |  |
| <div><div> Streamline processes and policies.</div><div> To be the source of education and help the members to be the best they can be.</div><div> To raise the standards of professionalism while forming a community feel for the members of the association that work together and help each other.</div><div> Improved distance education.</div></div>   | <div><div> Get more members to read our communications.</div><div> Financial success for our members, as well as making great strides towards our strategic objectives.</div><div> Keep up to date on current issues.</div><div> A single sign-on to one system where the member can go directly to multiple systems while keeping the member's user names and passwords secure.</div></div> |



At GrowthZone, we pride ourselves on listening to and focusing on associations and the people who make them run. In order to provide the best possible product to industry professionals, we regularly seek data on the trends and issues facing associations.

Thank you to the real estate association professionals who took the time to respond to the survey.

## ABOUT GROWTHZONE

GrowthZone's Real Estate Edition provides an all-in-one solution with NAR integration, which saves your association time and money.

The cloud-based system is powerful, easy to use, and designed to manage all the day-to-day operations of your real estate association. Guaranteed.



Download a free copy of our Association Management Software Buyer's Workbook

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Contact us today for a personalized product demo

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