2021 REAL ESTATE ASSOCIATION
ANNUAL SURVEY RESULTS

ABOUT THE RESPONDENTS

NUMBER OF MEMBERS

<table>
<thead>
<tr>
<th>NUMBER OF MEMBERS</th>
<th>PREDICTED MEMBER COUNT ON 1/1/2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNDER 200</td>
<td>15%</td>
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<tr>
<td>200-500</td>
<td>23%</td>
</tr>
<tr>
<td>501-1,000</td>
<td>17%</td>
</tr>
<tr>
<td>1,001-2,500</td>
<td>17%</td>
</tr>
<tr>
<td>2,501-5,000</td>
<td>8%</td>
</tr>
<tr>
<td>5,001-10,000</td>
<td>8%</td>
</tr>
<tr>
<td>10,001-25,000</td>
<td>6%</td>
</tr>
<tr>
<td>25,001-50,000</td>
<td>3%</td>
</tr>
<tr>
<td>OVER 50,000</td>
<td>2%</td>
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</tbody>
</table>
ANNUAL OPERATING BUDGET | APPROXIMATE

- 30% UNDER $250K
- 20% $250K+ - $500K
- 18% $500K+ - $1M
- 17% $1M+ - $3M
- 7% $3M+ - $5M
- 5% $5M+ - $10M
- 1% $10M+ - $20M
- 2% $20M+
2021 REAL ESTATE ASSOCIATION
ANNUAL SURVEY RESULTS

MEMBERSHIP GROWTH

**ANNUAL OVERALL NET MEMBERSHIP**
- **INCREASED**: Respondents reporting a higher overall membership count - 57%
- **DECREASED**: Respondents reporting a lower overall membership count - 2%
- **UNCHANGED**: Respondents reporting no change in overall membership count - 41%

**ANNUAL OVERALL NEW MEMBERSHIP**
- **INCREASED**: Respondents reporting a higher overall membership count - 72%
- **DECREASED**: Respondents reporting a lower overall membership count - 3%
- **UNCHANGED**: Respondents reporting no change in overall membership count - 26%
MEMBERSHIP RETENTION

ANNUAL OVERALL RENEWAL RATE

INCREASED | Respondents reporting a higher overall renewal rate
- 30%

DECREASED | Respondents reporting a lower overall renewal rate
- 3%

UNCHANGED | Respondents reporting no change in overall renewal rate
- 67%
2021 REAL ESTATE ASSOCIATION
ANNUAL SURVEY RESULTS

MEMBER ENGAGEMENT

OVERALL MEMBER ENGAGEMENT | YEAR-OVER-YEAR CHANGE

- BETTER: 25%
- ABOUT THE SAME: 50%
- WORSE: 23%
- OTHER/UNSURE: 3%
MEMBER ENGAGEMENT CHANGES | HOW MUCH HAS COVID CONTRIBUTED TO THIS CHANGE IN THE ENGAGEMENT RATE?

RESPONDENTS INDICATING INCREASED ENGAGEMENT SAID COVID HAS HAD:

- 46% MAJOR IMPACT
- 27% SOME IMPACT
- 4% NO IMPACT
- 23% NOT SURE

RESPONDENTS INDICATING DECREASED ENGAGEMENT SAID COVID HAS HAD:

- 96% MAJOR IMPACT
- 4% SOME IMPACT
- 0% NO IMPACT
- 0% NOT SURE
MEMBER RECOGNITION

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

- DEFINITELY: 30%
- SOMewhat: 58%
- VAGUELY: 8%
- NO: 2%
- UNSURE: 1%

COVID IMPACT

In general, how would you say COVID has affected members’ opinions of your organization’s value proposition?

- 51% POSITIVE IMPACT
- 33% NO DIFFERENCE
- 6% NEGATIVE IMPACT
- 10% UNSURE

Of organizations reporting their members “definitely” recognize their value proposition, 68% felt COVID has had a positive impact on members’ perception of value.
Organizations with 201-500 members were most likely to report their members “definitely” recognize their value proposition.

Those with an operating budget from $500K-$1M were most likely to report their members vaguely recognize their value proposition.
What is the current operational status of your organization?

- Reduced/limited level of operations: 27%
- Expanded level of operations: 20%
- About the same level of operations: 51%
- Temporarily closed: 2%
- Permanently closed/disbanded: 0%

Which of the following best describes your organization's current remote/work-from-home arrangements?

- Most employees work on-site: 34%
- Some employees work on-site: 14%
- Most employees work from home/remote: 33%
- Others: 20%

The referenced work arrangements:

- Were already standard prior to COVID: 64%
- Were established in response to COVID: 36%
Does your organization own and/or operate the primary MLS used by its members?

- **YES**: 50%
- **NO**: 41%
- **OTHER**: 10%

Of those responding “Other,” the majority indicated their organization is a shareholder in a regional MLS.
DOES YOUR ORGANIZATION USE A LOCK BOX SYSTEM?

- YES: 81%
- NO: 17%
EVENTS
Since the onset of COVID in mid-March, how did/will your organization handle its 2020 MAJOR, in-person event(s)? (e.g., annual meeting/banquet, conference, trade show, etc.)

- 30% N/A: TOOK PLACE “PRE-COVID” (IN EARLY 2020)
- 32% WAS STILL HELD IN-PERSON
- 9% SCHEDULED OR PLANNED TO BE HELD IN-PERSON (BEFORE 12/31/20)
- 7% OTHER: HAD BOTH PRE-COVID EVENT(S) AND HAD/WILL HAVE EVENT(S) SINCE COVID ONSET
- 15% 4%
Overall, under current circumstances, how would you rate the success of the virtual event(s)? (Not in comparison to past years or in-person events.)

- 74% Successful
- 16% Neither successful nor unsuccessful
- 6% Amazing
- 0% Unsuccessful
- 3% Disastrous
How would you describe member sentiment regarding updates to Article 10 of the NAR® Code of Ethics (discriminatory speech and conduct)?

**Members Supportive of New Standards:**
- Less than 20%: 15%
- 20-39%: 8%
- 40-59%: 11%
- 60-79%: 8%
- 80-100%: 17%
- Prefer not to answer: 42%

**Members Opposed to New Standards:**
- Less than 20%: 35%
- 20-39%: 12%
- 40-59%: 5%
- 60-79%: 3%
- 80-100%: 2%
- Prefer not to answer: 44%
How would you describe member sentiment regarding updates to Article 10 of the NAR® Code of Ethics (discriminatory speech and conduct)?

**Members Have Not Expressed an Opinion:**
- Less than 20%: 21%
- 20-39%: 6%
- 40-59%: 4%
- 60-79%: 11%
- 80-100%: 26%
- Prefer not to answer: 33%
How much did the 2018 changes to MLS waiver policies (statements 7.42 and 7.43, effective on July 1, 2018) impact your organization?

- **A GREAT DEAL**: 3%
- **A LOT**: 1%
- **A MODERATE AMOUNT**: 11%
- **A LITTLE**: 14%
- **NOT AT ALL**: 24%
- **UNSURE**: 36%
- **NA/OTHER**: 12%
We asked: In an average year, approximately how much of your total revenue comes from non-dues sources?

29%
Please indicate if, since the emergence of COVID, your organization has received assistance from any of these SPECIFIC relief programs:

- Paycheck Protection Program (PPP): 9%
- Economic Injury Disaster Loan (EIDL): 5%
- FFCRA (Employer Reimbursement for Employee Sick/Family Leave Wages): 1%
- Employee Retention Credit (Tax Credit for Businesses Impacted by a Shutdown): 2%
- SBA Debt Relief and/or Express Loans: 1%
- We have not received assistance from any of these specific programs: 90%
Respondents **not receiving** assistance from the programs listed above indicated their organization:

- Applied, but has not yet received any assistance: 2%
- Applied, but assistance was denied: 1%
- Did not apply: 92%
- Not sure: 5%
Since the onset of COVID, has your organization received any grants, loans, relief funding, assistance, etc. from any sources other than those listed above?

- **No**: 78%
- **Unsure**: 6%
- **Yes**: 7%
In the past 12 months, has your organization made changes to its Diversity & Inclusion policies/practices in an effort to improve equity and support for employees and/or members?

- Yes: 36%
- No: 41%
- Unsure: 23%
Updated D&I practices were most common among organizations falling into at least one of the following categories:

- 201-500 members
- An operating budget of $1m-$3m
- Improved year-over-year engagement rates
What would you say is the #1 impediment to doing your job?

COMMON CHALLENGES

- Technology
- Engagement
- Miscellaneous
- Time
- COVID
- Communication
- Staff
- Members
# 2021 Real Estate Association Annual Survey Results

## Job Impediments

<table>
<thead>
<tr>
<th>Category</th>
<th>Impediments</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Technology</strong></td>
<td>AMS not keeping up with the times and BIG Data.</td>
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<td></td>
<td>Costly technology expenditures.</td>
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<tr>
<td></td>
<td>Too many systems to effectively manage communications.</td>
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<tr>
<td></td>
<td>Not having an AMS.</td>
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<tr>
<td><strong>Time</strong></td>
<td>Too many check boxes and not enough hands on deck.</td>
</tr>
<tr>
<td></td>
<td>Time... we are relatively small so all employees wear many hats.</td>
</tr>
<tr>
<td></td>
<td>Not enough time.</td>
</tr>
<tr>
<td><strong>Communication</strong></td>
<td>The agents not responding to emails and information requested from them.</td>
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<tr>
<td></td>
<td>Working in silos within the office and no communication between the board and staff.</td>
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<tr>
<td></td>
<td>Being able to effectively communicate with the membership as a whole.</td>
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<tr>
<td><strong>Engagement</strong></td>
<td>Lack of member volunteers.</td>
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<tr>
<td></td>
<td>Getting more members involved online.</td>
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<tr>
<td></td>
<td>Lack of member interest to serve on committees or in leadership roles.</td>
</tr>
<tr>
<td><strong>Membership</strong></td>
<td>The number of &quot;problem&quot; calls about untrained agents.</td>
</tr>
<tr>
<td></td>
<td>Agents think that I am the expert even though that is their broker’s role.</td>
</tr>
<tr>
<td></td>
<td>Members that don’t actually know what the association does or how it runs.</td>
</tr>
</tbody>
</table>

**Miscellaneous**
- Members and directors are slow to accept change.
- Rules and regulations.
- The sheer volume of change.
- Old precedents established in era of too much member hand-holding. It has resulted in their unwillingness to move forward and gain expertise to run their business in a technological world.
We asked: In the past 12 months, what (if any) change(s) has your organization made that improved your job efficiency, productivity, satisfaction, etc.?

**COMMON IMPROVEMENTS**

- Working remotely
- Technology
- Videoconferencing
- Processes/Operations
- Miscellaneous
- Staffing changes
COMMON IMPROVEMENTS, cont.

- Allowing work from home and more flexible schedules.
- Better website, communication plan, calendar is tighter and organized, and purchased virtual classroom equipment.
- Increased the number of instructional videos for the members.
- Working from home has increased my overall life satisfaction and has given the flexibility to be both a great employee and a great parent.
- Considering a merger with other associations to eliminate redundant tasks/costs and to broaden the volunteer pool.
- Used the system we had in place but never used.

- Setting aside the first hour and last 2 hours of the day for staff to work uninterrupted. No meetings or walk-ins.
- Moving all files to cloud storage to make working remotely easier.
- Signed a contract with GrowthZone AMS and also delegated more responsibilities to committees.
- Less in-person and more virtual interaction has been a time saver.
- Upgrading systems and software has helped.
- We continue to embrace technology, and drive internal changes, adopting best-in-class technology and operational practices to the benefit of our members.
WORDS OF ENCOURAGEMENT

Be prepared to be very independent, and very tech-savvy, to thrive in the new real estate world order.

Roll with the punches.

You will NEVER make everyone happy. For as many people who are upset with your work/decision even more are in support of it. Always remember you work for the good of the whole.

Ask NAR® to stop adding more requirements. Our local leadership should guide our decisions.

Change is not easy, but nothing worth doing is ever easy. Patience and relentless forward motion will change the processes to achieve goals and make sustainable changes.

The pandemic and its economic consequences will not last forever, and your employees will remember when they were not given the appreciation or compensation they deserved.

Do your job and do it as best you can but remember, this isn’t life or death.

Don’t let your directors use the pandemic as an excuse to not give raises or bonuses, especially since real estate is one of the few industries that is actually doing well right now.

Hang in there! Support your members and they will support you.

Customer service is key for members. Embrace technology. Be willing to be flexible.

It’s okay not to get to everything on your desk. Stop, breathe, and get done what you can each day. Learn to delegate and prioritize.

Team brainstorming and idea sharing is a necessity. Don’t think that you know everything, no matter how long you’ve worked in your position/organization/etc.

Hang in there... together we will get through this.

Cut the fat and brainstorm more.

LISTEN TO MEMBERS BETTER AND GIVE THEM WHAT THEY ARE ASKING FOR.

Don’t be afraid to try something new, just be prepared to explain it.

Reach out to members often and with intent.

Get an intern so you can learn how the younger generations DO customer service.

This too shall pass.

Ask questions from anyone and everyone that can help you!
Join a live, online group demo.
growthzone.com
Q & A
smarter
association software