



Real Estate

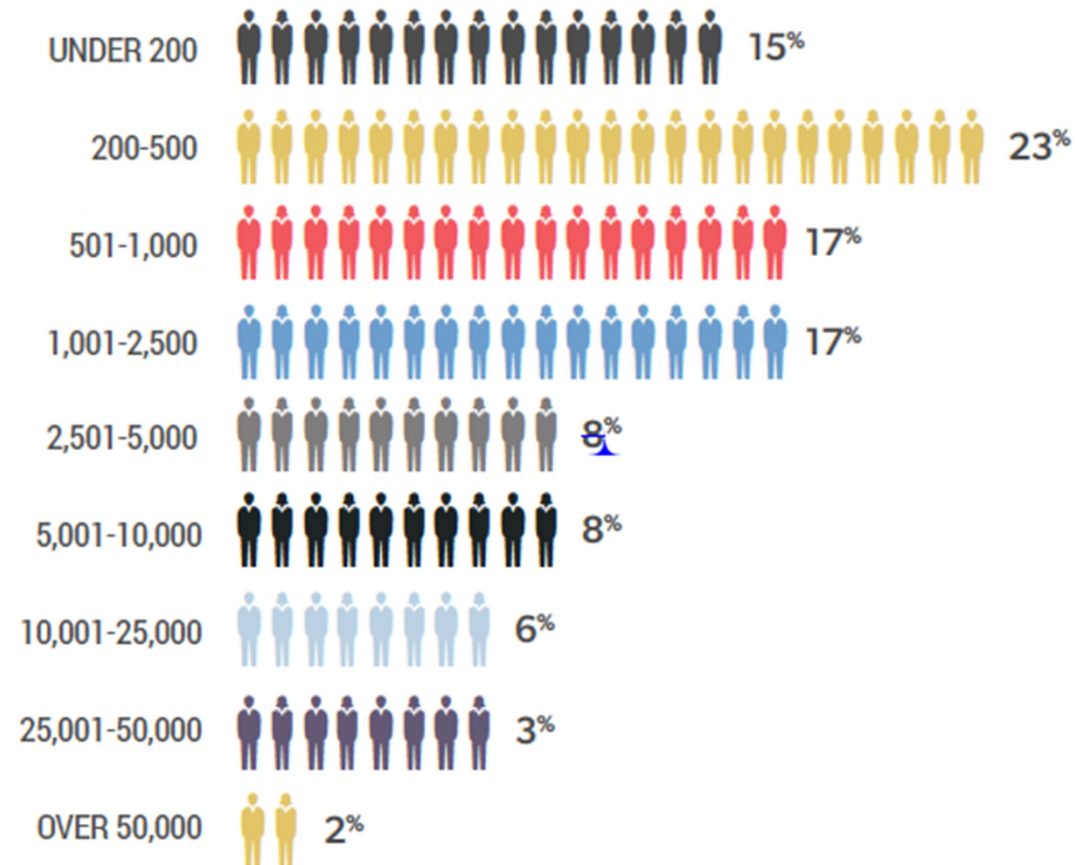
**2021** ASSOCIATION  
SURVEY RESULTS

# 2021 REAL ESTATE ASSOCIATION

## ANNUAL SURVEY RESULTS

### ABOUT THE RESPONDENTS

#### NUMBER OF MEMBERS | PREDICTED MEMBER COUNT ON 1/1/2021

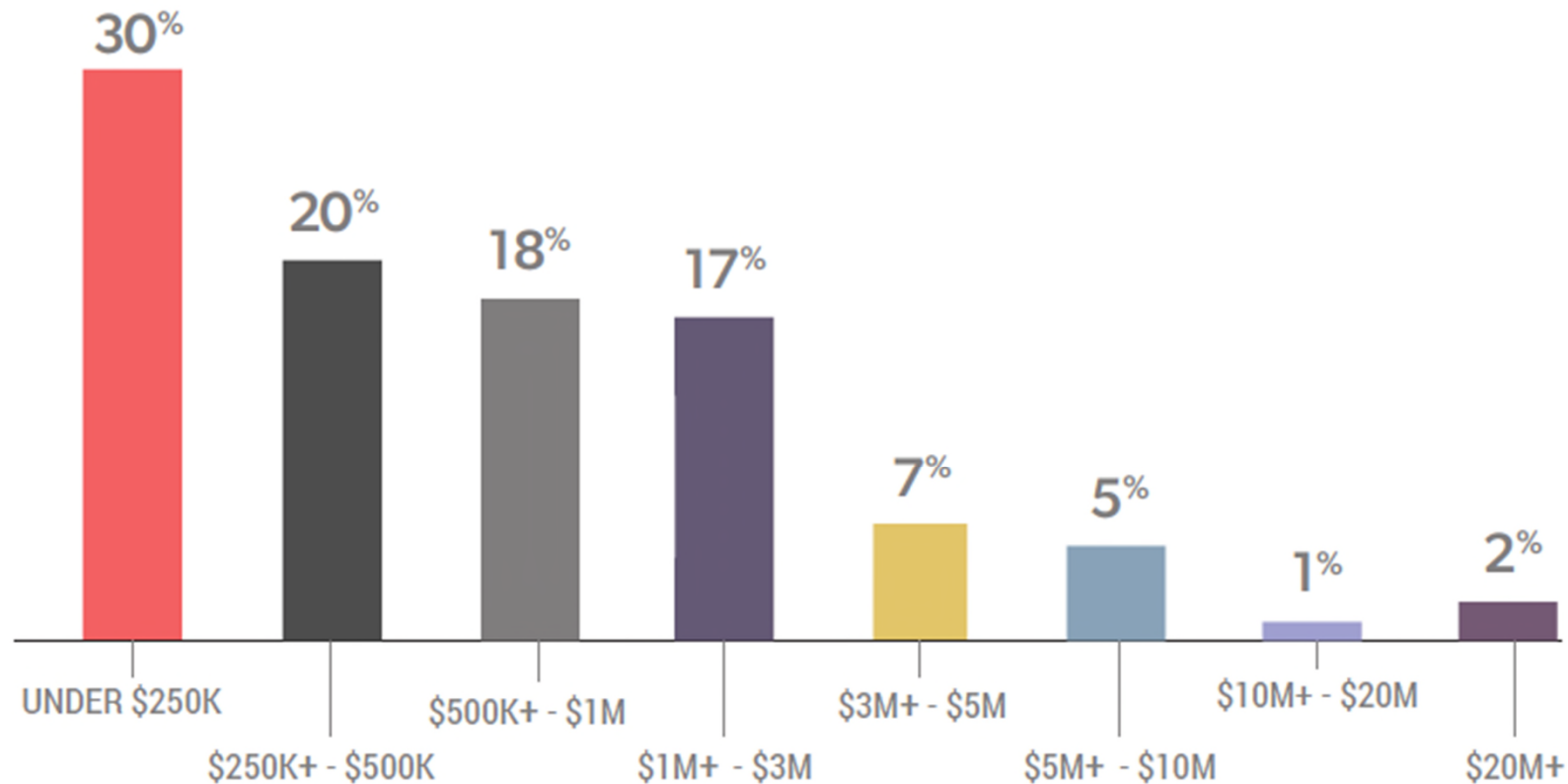


# 2021 READERSHIP ASSOCIATION

## ANNUAL SURVEY RESULTS

### ABOUT THE RESPONDENTS, cont.

#### ANNUAL OPERATING BUDGET | APPROXIMATE



# 2021 REAL ESTATE ASSOCIATION

## ANNUAL SURVEY RESULTS

### MEMBERSHIP GROWTH

#### ANNUAL OVERALL **NET** MEMBERSHIP

**INCREASED** | RESPONDENTS REPORTING A HIGHER OVERALL MEMBERSHIP COUNT



**DECREASED** | RESPONDENTS REPORTING A LOWER OVERALL MEMBERSHIP COUNT

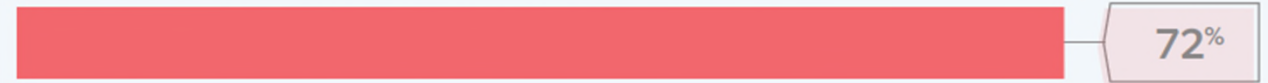


**UNCHANGED** | RESPONDENTS REPORTING NO CHANGE IN OVERALL MEMBERSHIP COUNT



#### ANNUAL OVERALL **NEW** MEMBERSHIP

**INCREASED** | RESPONDENTS REPORTING A HIGHER OVERALL MEMBERSHIP COUNT



**DECREASED** | RESPONDENTS REPORTING A LOWER OVERALL MEMBERSHIP COUNT



**UNCHANGED** | RESPONDENTS REPORTING NO CHANGE IN OVERALL MEMBERSHIP COUNT



# 2021 REAL ESTATE ASSOCIATION

## ANNUAL SURVEY RESULTS

### MEMBERSHIP RETENTION

#### ANNUAL **OVERALL** RENEWAL RATE

**INCREASED** | RESPONDENTS REPORTING A HIGHER OVERALL RENEWAL RATE



**DECREASED** | RESPONDENTS REPORTING A LOWER OVERALL RENEWAL RATE



**UNCHANGED** | RESPONDENTS REPORTING NO CHANGE IN OVERALL RENEWAL RATE

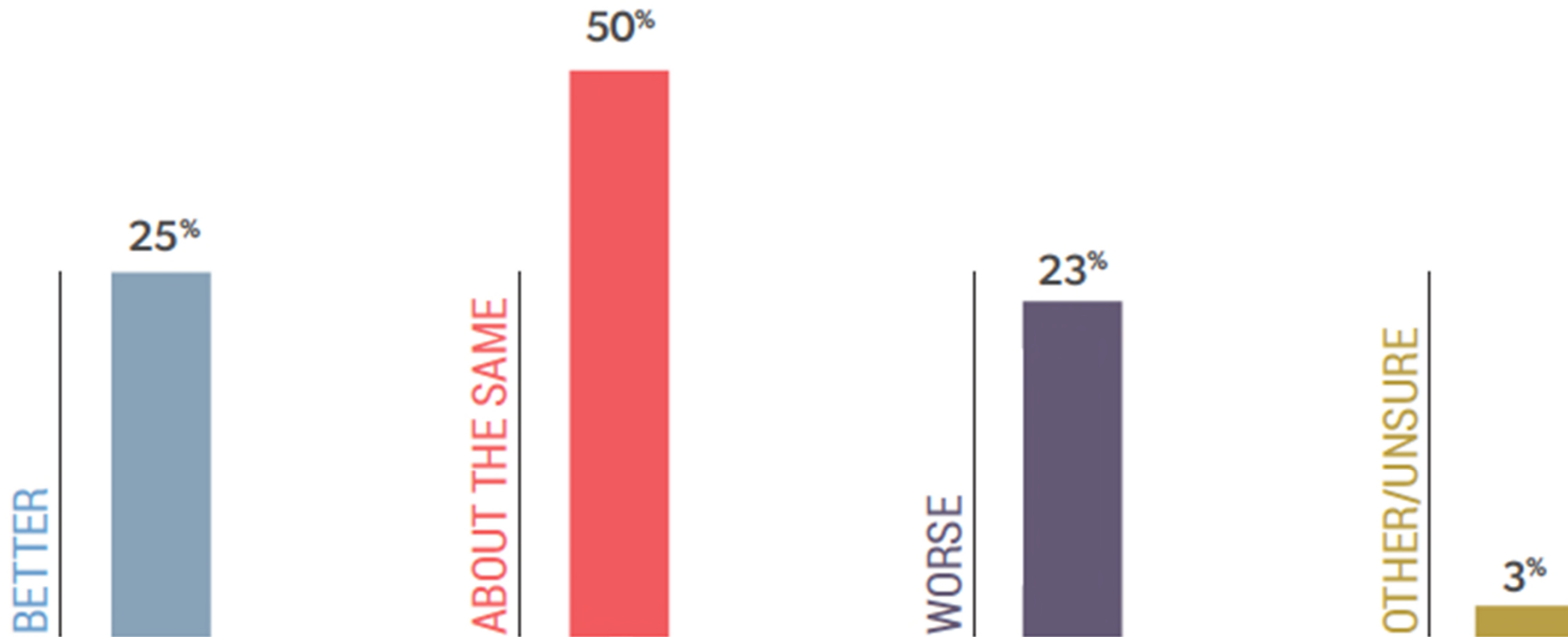


# 2021 REAL ESTATE ASSOCIATION

## ANNUAL SURVEY RESULTS

### MEMBER ENGAGEMENT

### OVERALL MEMBER ENGAGEMENT | YEAR-OVER-YEAR CHANGE



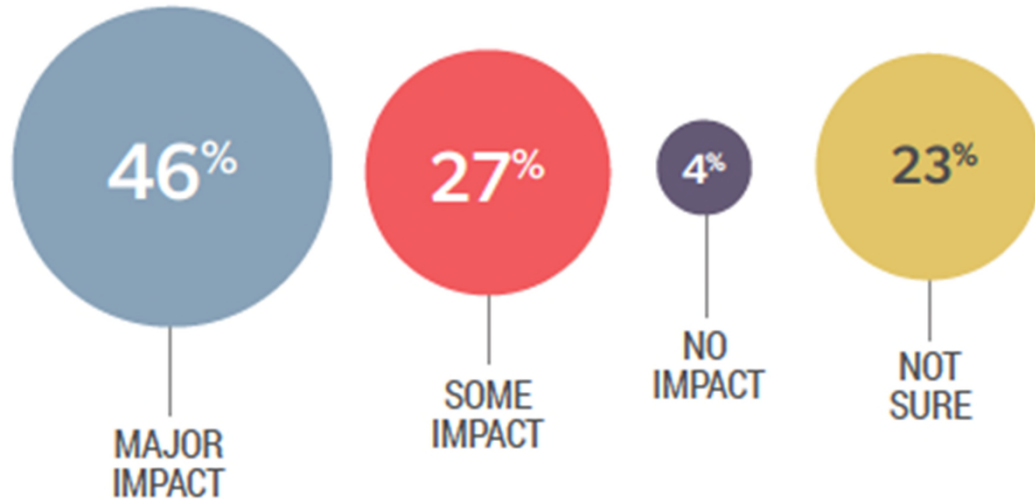
# 2021 REAL ESTATE ASSOCIATION

## ANNUAL SURVEY RESULTS

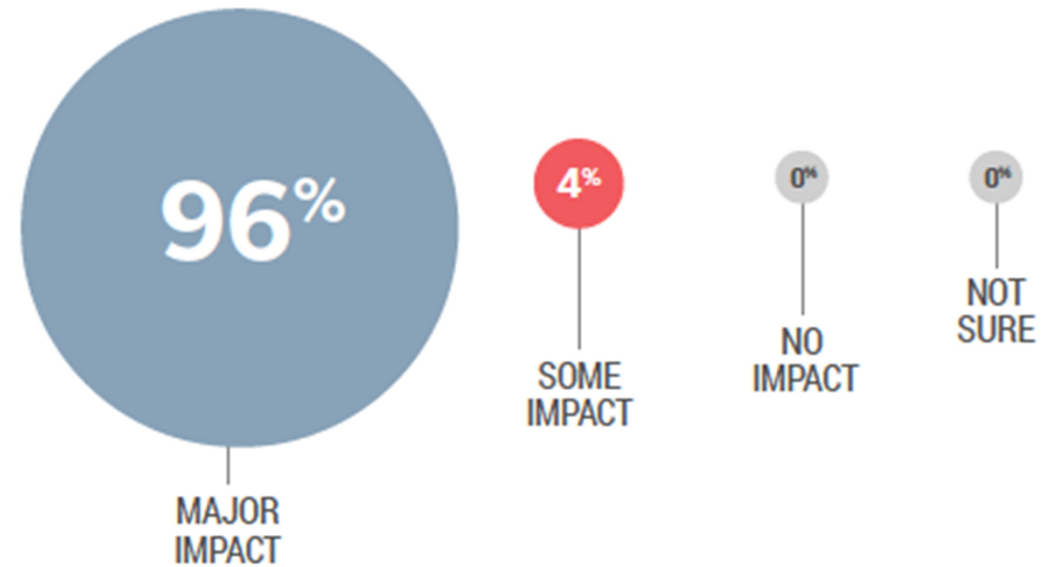
### MEMBER ENGAGEMENT, cont.

#### MEMBER ENGAGEMENT **CHANGES** | HOW MUCH HAS COVID CONTRIBUTED TO THIS CHANGE IN THE ENGAGEMENT RATE?

RESPONDENTS INDICATING **INCREASED** ENGAGEMENT SAID  
COVID HAS HAD:



RESPONDENTS INDICATING **DECREASED** ENGAGEMENT SAID  
COVID HAS HAD:



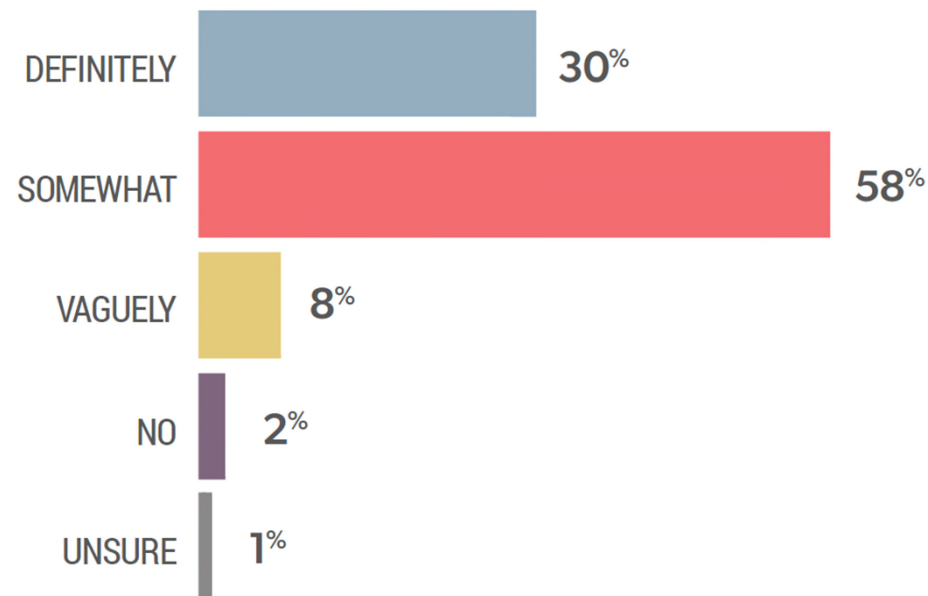
# 2021 REAL ESTATE ASSOCIATION

## ANNUAL SURVEY RESULTS

### VALUE PROPOSITION

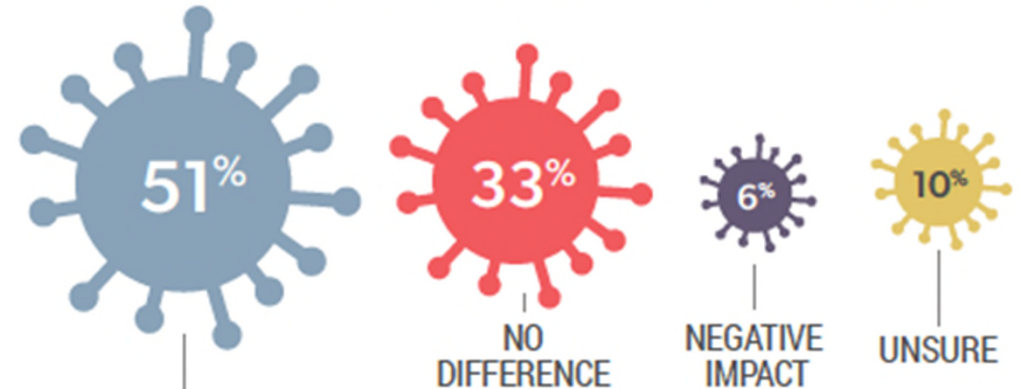
#### MEMBER RECOGNITION

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



#### COVID IMPACT

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



Of organizations reporting their members "definitely" recognize their value proposition, 68% felt COVID has had a positive impact on members' perception of value.



# 2021 REAL ESTATE ASSOCIATION

## ANNUAL SURVEY RESULTS

### VALUE PROPOSITION, cont.



**201-500  
MEMBERS**

Organizations with 201-500 members were most likely to report their members **"definitely"** recognize their value proposition.



**\$500K-1M  
BUDGET**

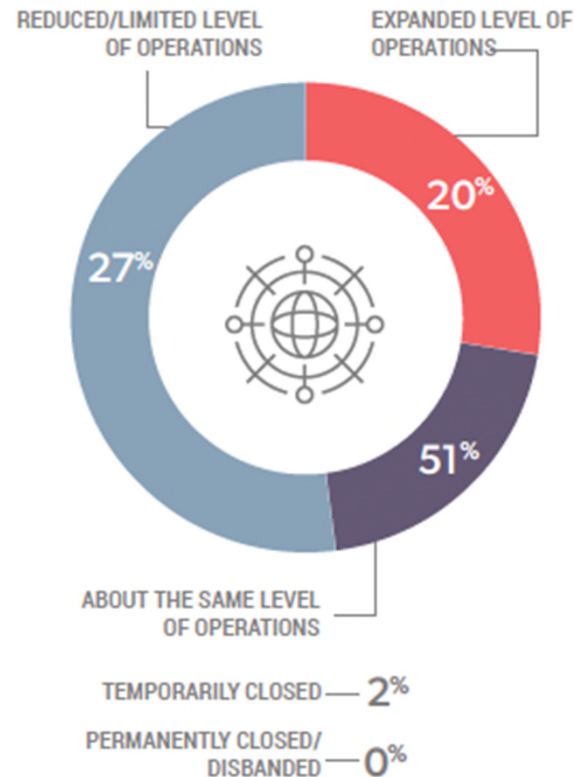
Those with an operating budget from \$500K-\$1M were most likely to report their members vaguely recognize their value proposition.

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## ANNUAL SURVEY RESULTS

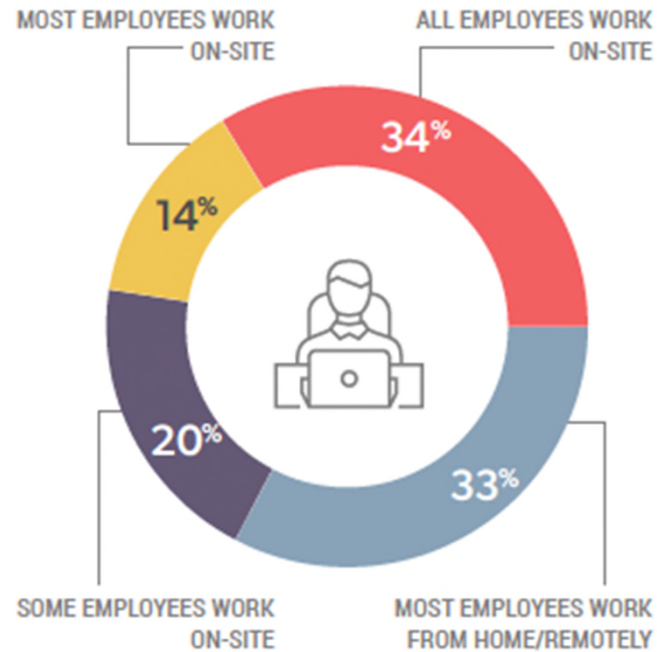
### OPERATIONS

What is the current operational status of your organization?

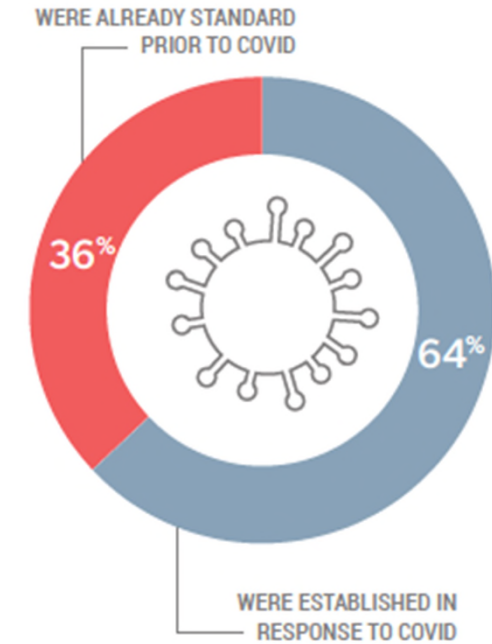


### OPERATIONS STATUS

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



The referenced work arrangements:



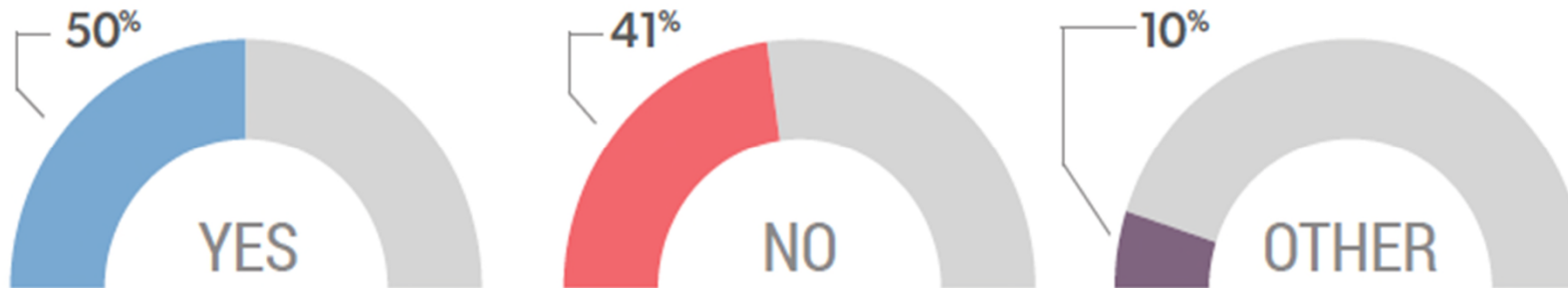
# 2021 REAL ESTATE ASSOCIATION

## ANNUAL SURVEY RESULTS

### OPERATIONS

#### MLS

Does your organization own and/or operate the primary MLS used by its members?



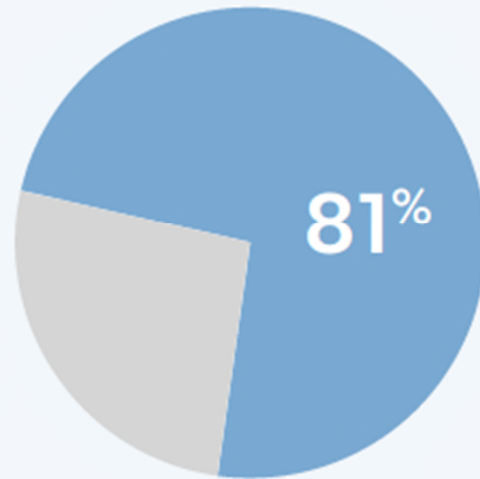
Of those responding "Other," the majority indicated their organization is a shareholder in a regional MLS.

# 2021 REAL ESTATE ASSOCIATION

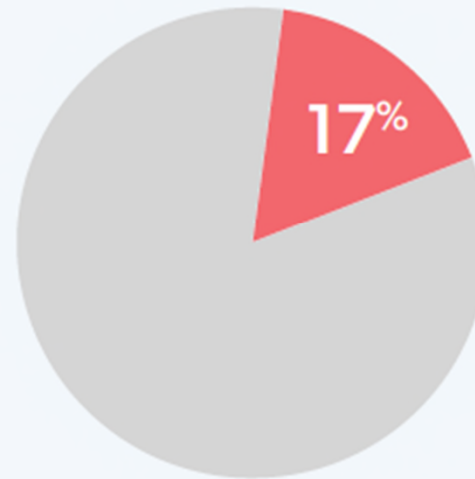
## ANNUAL SURVEY RESULTS

### OPERATIONS

DOES YOUR ORGANIZATION USE A LOCK BOX SYSTEM?



YES



NO

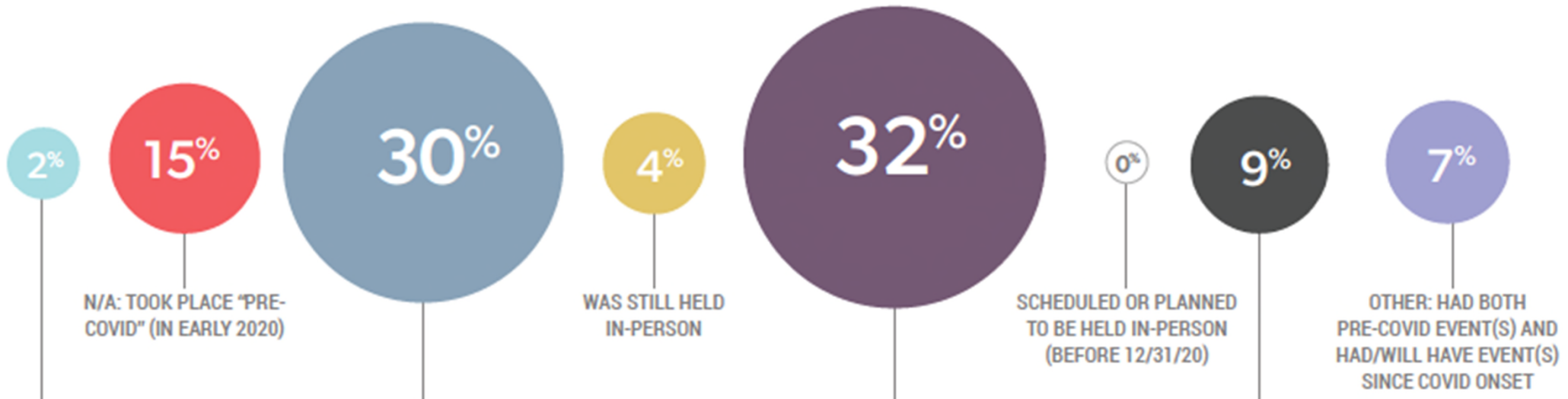
# 2021 REAL ESTATE ASSOCIATION

## ANNUAL SURVEY RESULTS

### OPERATIONS, cont.

### 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.)



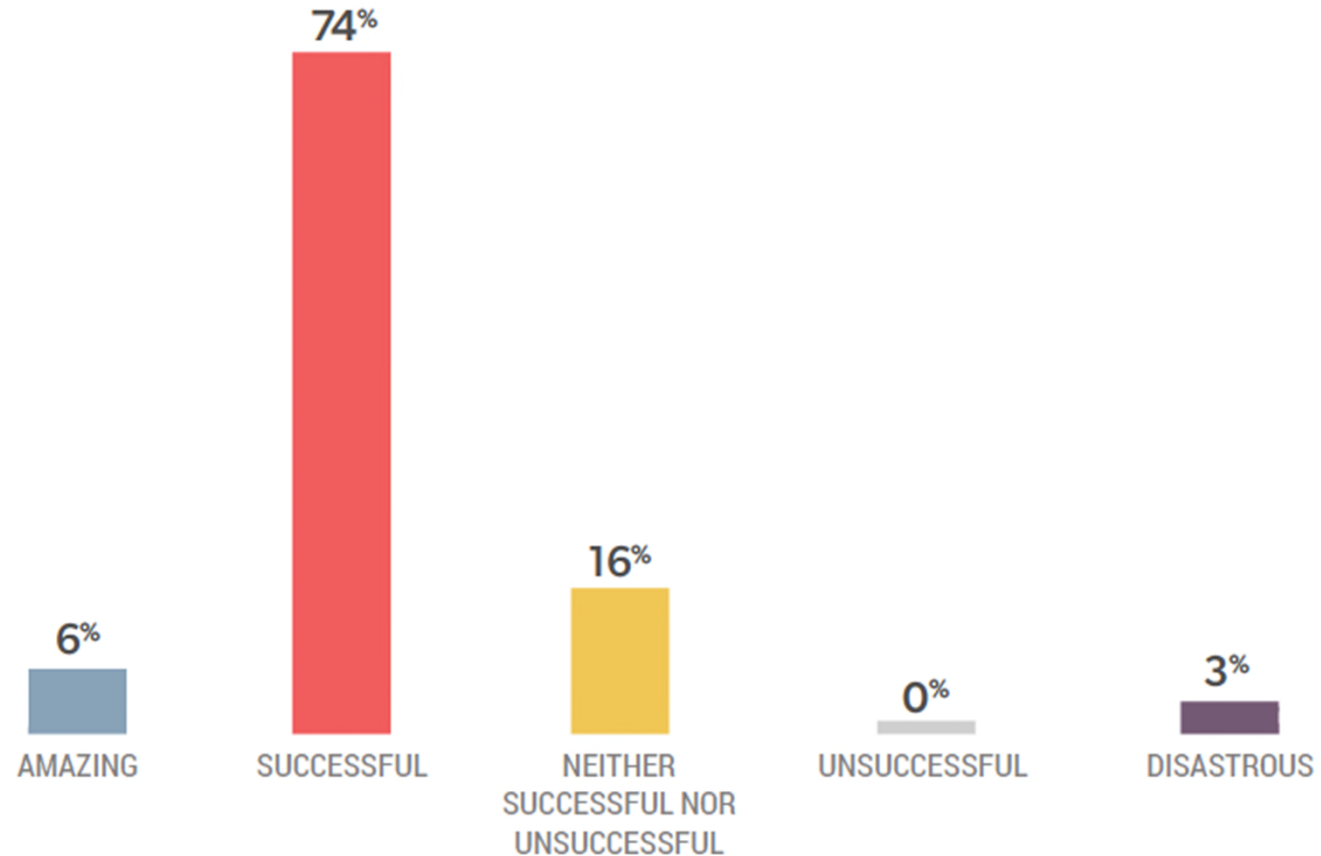
# 2021 REAL ESTATE ASSOCIATION

## ANNUAL SURVEY RESULTS

### OPERATIONS, cont.

### EVENT RESULTS | THOSE WHO HELD VIRTUAL EVENTS

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.)



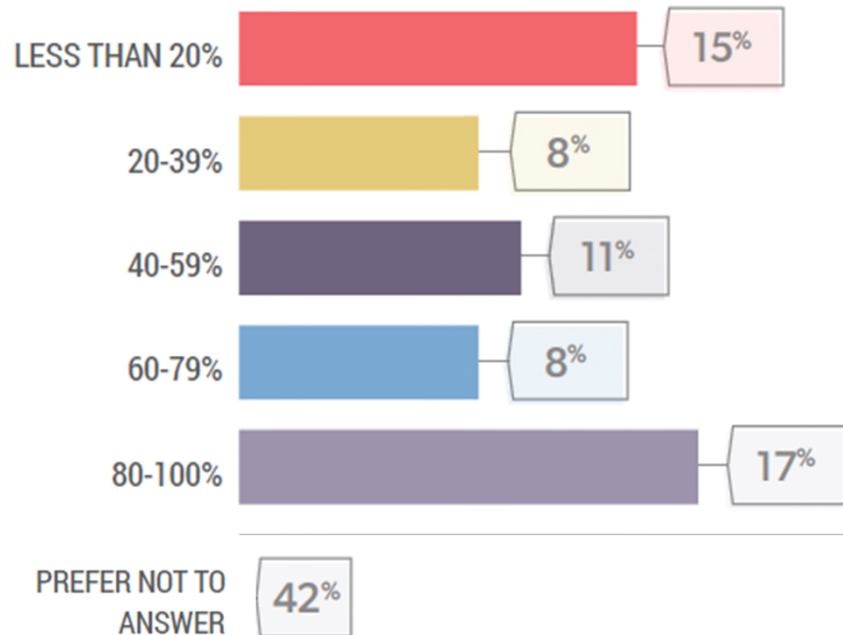
# 2021 REAL ESTATE ASSOCIATION

## ANNUAL SURVEY RESULTS

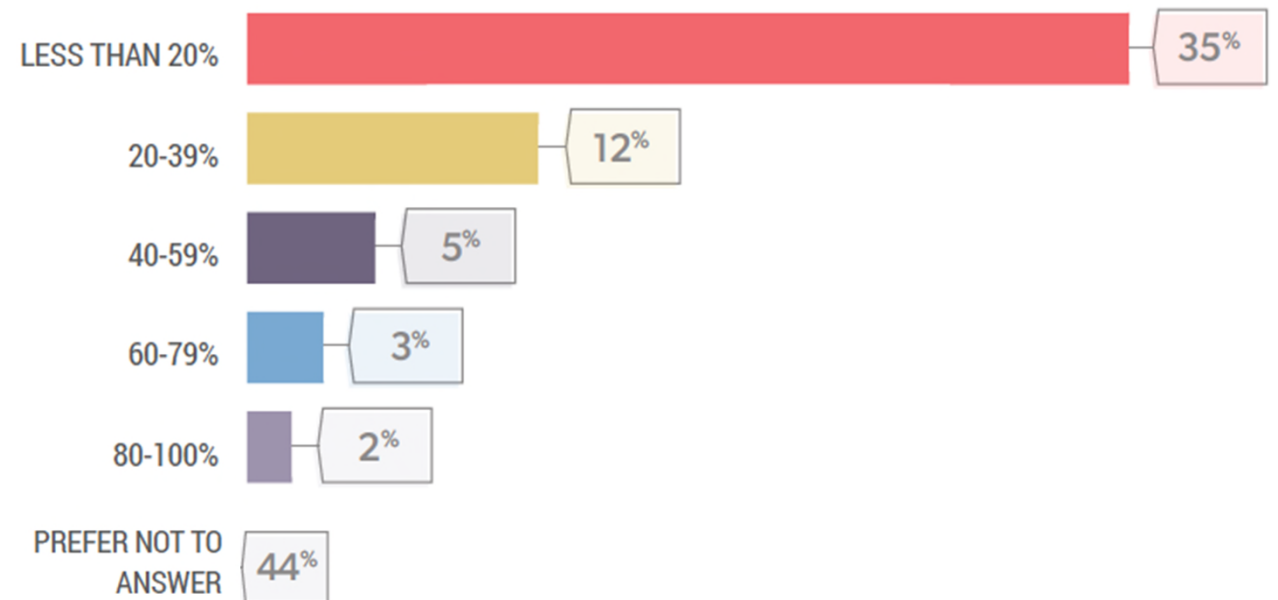
### INDUSTRY

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:



#### MEMBERS OPPOSED TO NEW STANDARDS:



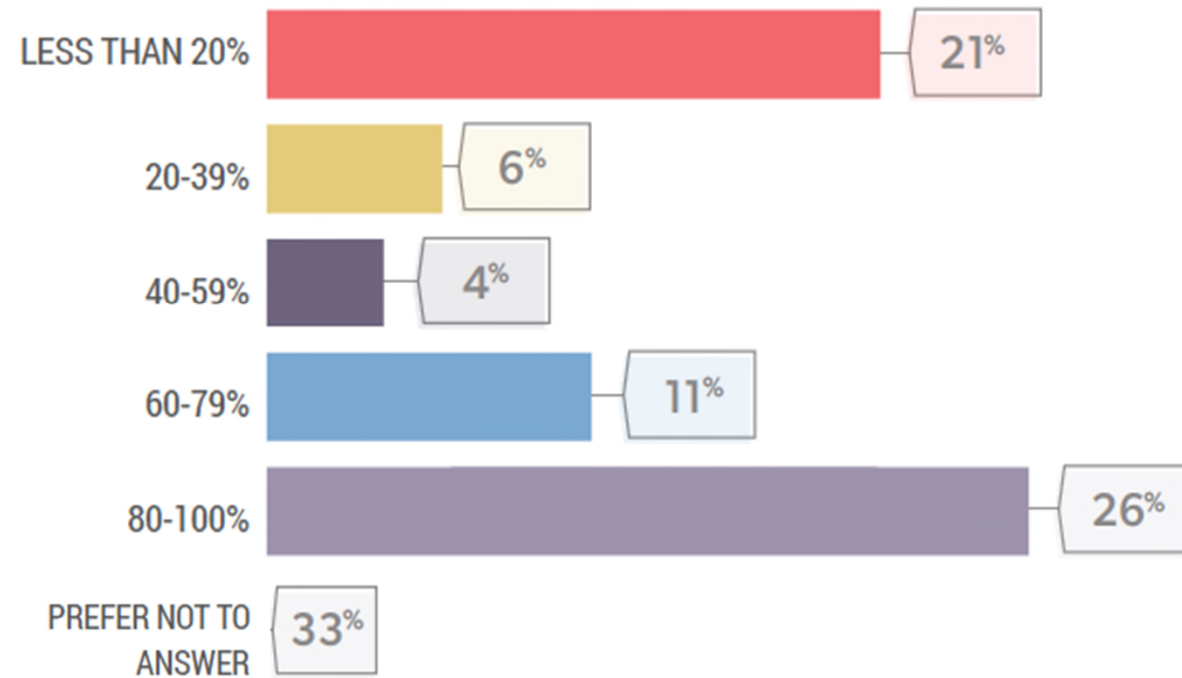
# 2021 REAL ESTATE ASSOCIATION

## ANNUAL SURVEY RESULTS

### INDUSTRY

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:



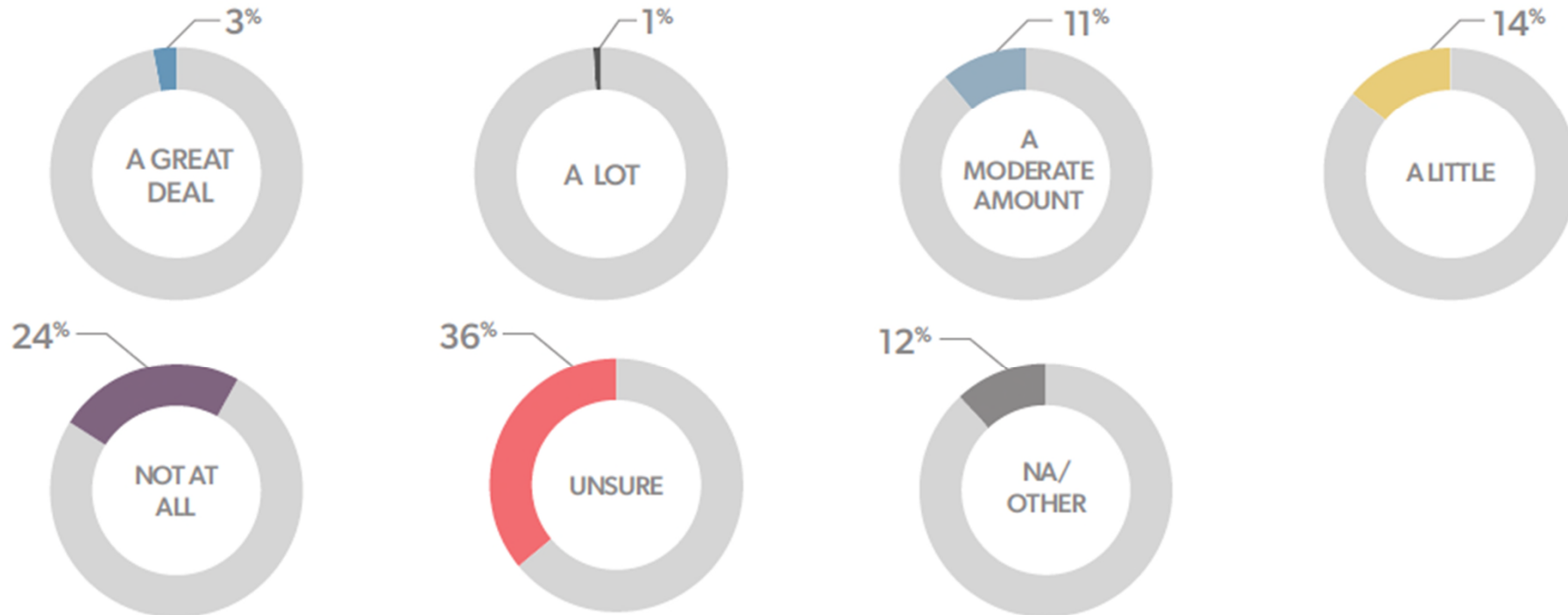


# 2021 REAL ESTATE ASSOCIATION

## ANNUAL SURVEY RESULTS

### INDUSTRY, cont.

How much did the 2018 changes to MLS waiver policies (statements 7.42 and 7.43, effective on July 1, 2018) impact your organization?



# 2021 REAL ESTATE ASSOCIATION

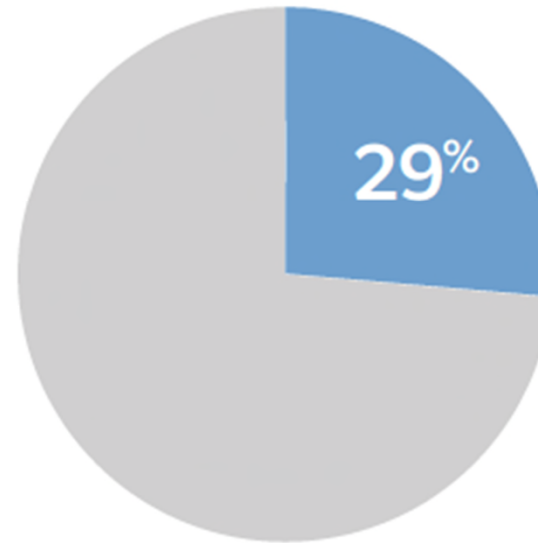
## ANNUAL SURVEY RESULTS

### FINANCE

#### NON-DUES REVENUE

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We asked: **In an average year,**  
approximately how much of your total  
revenue comes from non-dues sources?



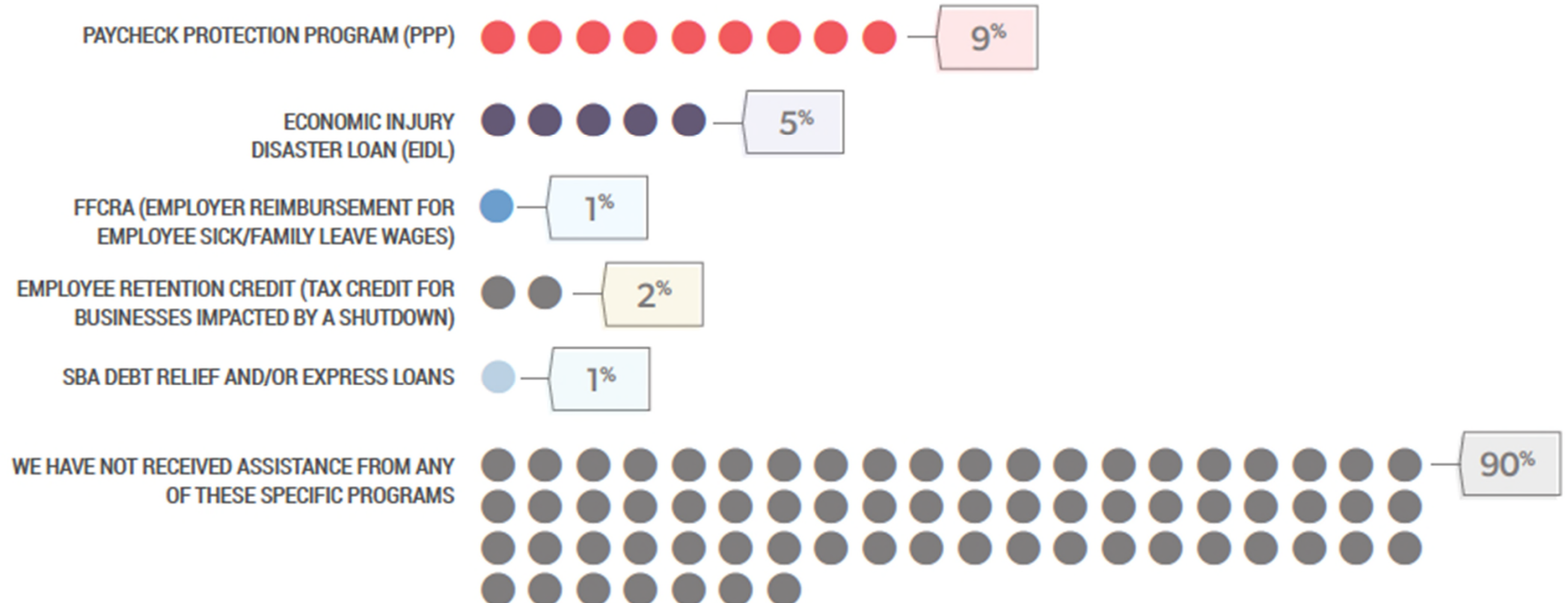
# 2021 REAL ESTATE ASSOCIATION

## ANNUAL SURVEY RESULTS

### FINANCE

### COVID RELIEF | GOVERNMENT PROGRAMS

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



# 2021 REAL ESTATE ASSOCIATION

## ANNUAL SURVEY RESULTS

### FINANCE, cont.

### COVID RELIEF | GOVERNMENT PROGRAMS

Respondents **not receiving** assistance from the programs listed above indicated their organization:

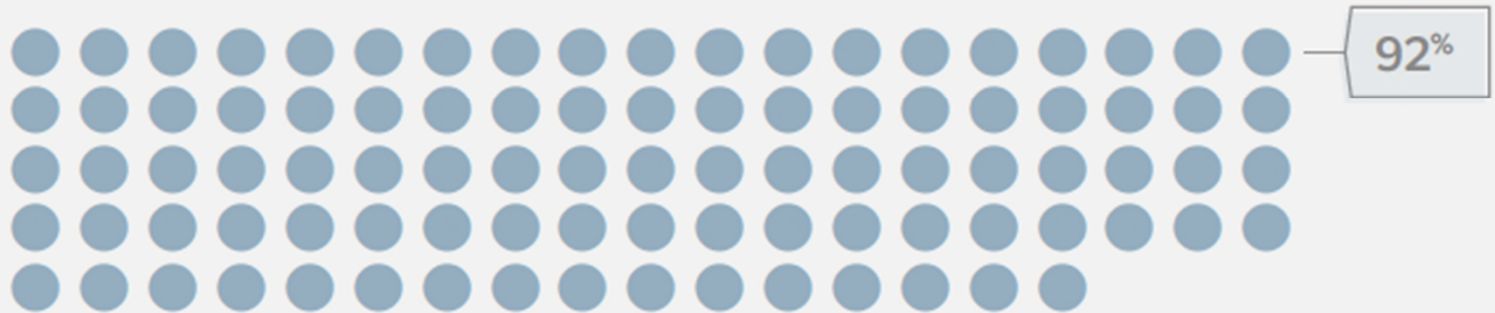
APPLIED, BUT HAS NOT YET RECEIVED ANY  
ASSISTANCE



APPLIED, BUT ASSISTANCE WAS DENIED



DID NOT APPLY



NOT SURE



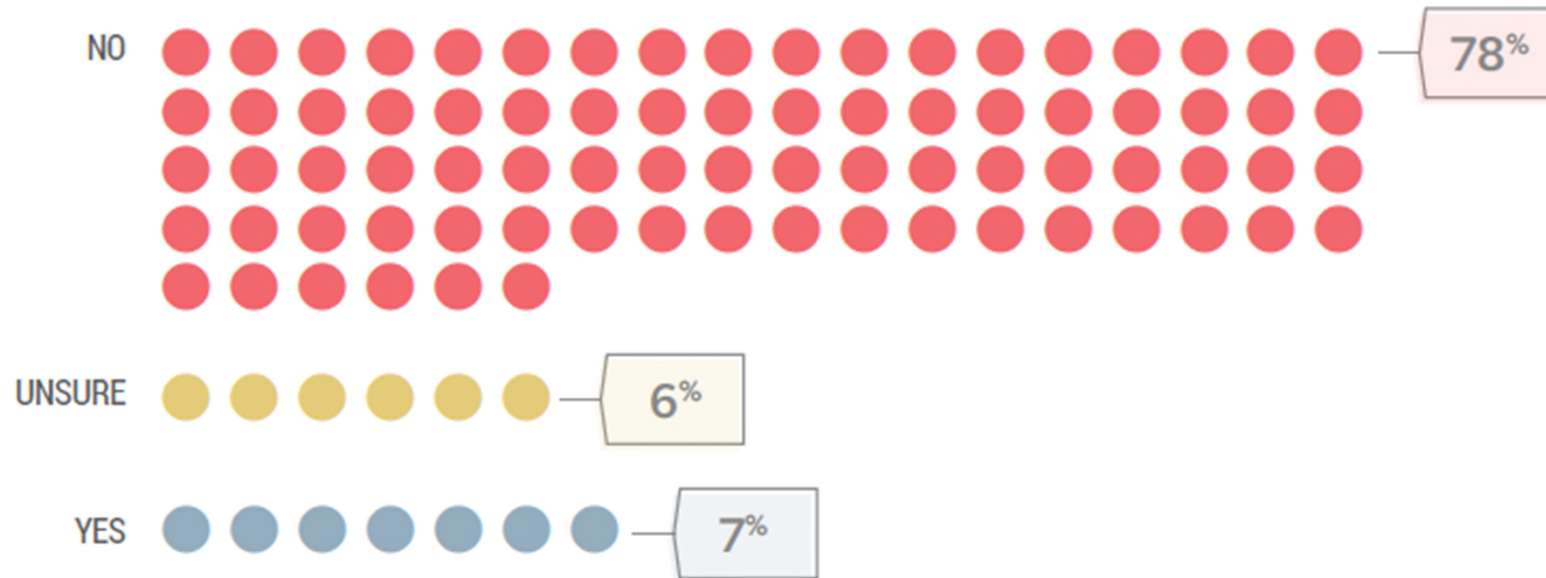
# 2021 REAL ESTATE ASSOCIATION

## ANNUAL SURVEY RESULTS

### FINANCE, cont.

### COVID RELIEF | GOVERNMENT PROGRAMS

Since the onset of COVID, has your organization received any grants, loans, relief funding, assistance, etc. **from any sources other than those listed above?**

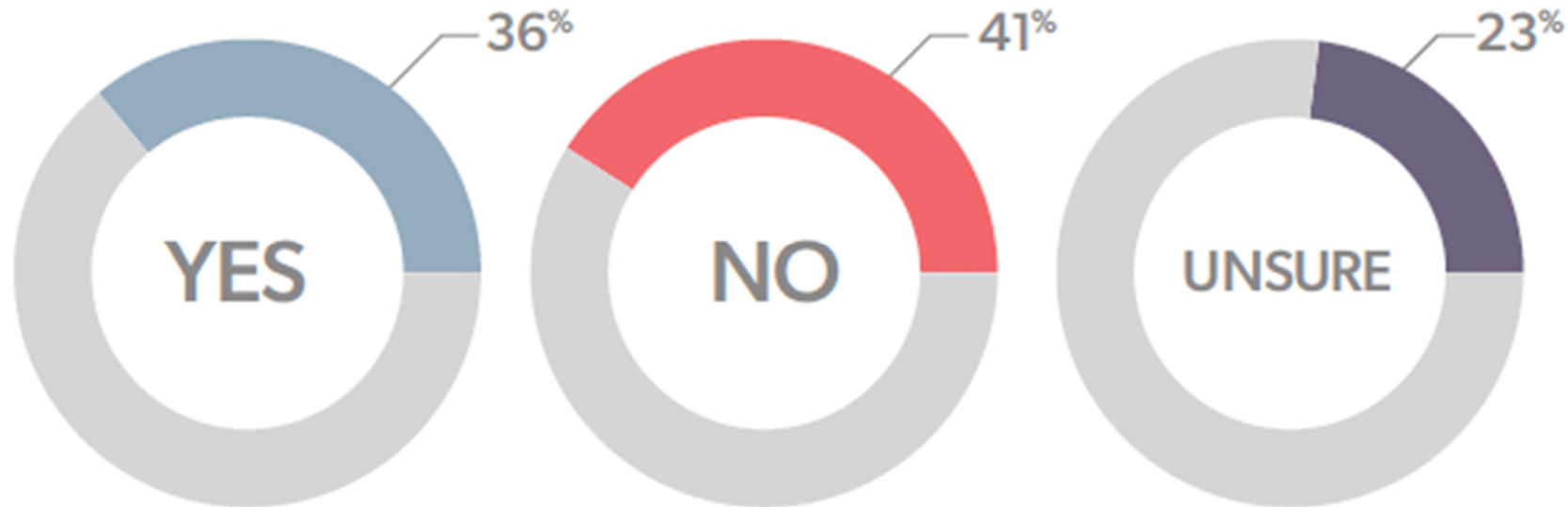


# 2021 REAL ESTATE ASSOCIATION

## ANNUAL SURVEY RESULTS

### DIVERSITY & INCLUSION

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?



# 2021 REAL ESTATE ASSOCIATION

## ANNUAL SURVEY RESULTS

### DIVERSITY & INCLUSION, cont.

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



# 2021 REAL ESTATE ASSOCIATION

## ANNUAL SURVEY RESULTS

### OPERATIONS, cont.

What would you say is the #1 impediment to doing your job?

#### COMMON CHALLENGES

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- |                 |                 |
|-----------------|-----------------|
| 🚩 Technology    | 🚩 COVID         |
| 🚩 Engagement    | 🚩 Communication |
| 🚩 Miscellaneous | 🚩 Staff         |
| 🚩 Time          | 🚩 Members       |



# 2021 REAL ESTATE ASSOCIATION

## ANNUAL SURVEY RESULTS

### JOB IMPEDIMENTS

#### TECHNOLOGY

- AMS not keeping up with the times and BIG Data.
- Costly technology expenditures.
- Too many systems to effectively manage communications.
- Not having an AMS.

#### STAFF

- Not enough staff.
- Understaffed.

#### COVID

- Not being able to meet in person.
- Inability to hold live meetings/events.
- COVID issues.

#### 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.

#### TIME

- Too many check boxes and not enough hands on deck.
- Time... we are relatively small so all employees wear many hats.
- Not enough time.

#### COMMUNICATION

- The agents not responding to emails and information requested from them.
- Working in silos within the office and no communication between the board and staff.
- Being able to effectively communicate with the membership as a whole.

#### ENGAGEMENT

- Lack of member volunteers.
- Getting more members involved online.
- Lack of member interest to serve on committees or in leadership roles.

#### MEMBERSHIP

- The number of "problem" calls about untrained agents.
- Agents think that I am the expert even though that is their broker's role.
- Members that don't actually know what the association does or how it runs.

# 2021 REAL ESTATE ASSOCIATION

## ANNUAL SURVEY RESULTS

### JOB IMPROVEMENTS, cont.

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

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- ✓ Working remotely
- ✓ Technology
- ✓ Videoconferencing
- ✓ Processes/Operations
- ✓ Miscellaneous
- ✓ Staffing changes

# 2021 REAL ESTATE ASSOCIATION

## ANNUAL SURVEY RESULTS

### COMMON IMPROVEMENTS, cont.

### COMMENTS FROM SURVEY RESPONDENTS

- ✓ 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.



# 2021 REAL ESTATE ASSOCIATION

## ANNUAL SURVEY RESULTS

### 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.

### COMMENTS FROM SURVEY RESPONDENTS | WORDS OF WISDOM

- ✓ 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](https://growthzone.com)

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— with —  
**BUILT-IN MARKETING AUTOMATION & SALES FUNNEL MANAGEMENT**

**GET A 1-TO-1 DEMO** **LIVE GROUP DEMOS**

The banner features a desktop monitor, a tablet, and a smartphone, all displaying the GrowthZone software interface. The desktop monitor shows a 'My Dashboard' with a pie chart for 'Membership Type Distribution' and a line graph for 'Total Membership'. The tablet and smartphone show similar dashboard views. A red arrow points to the 'LIVE GROUP DEMOS' button.



SURVEY



**GrowthZone**  
real estate association edition

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