



2021

REAL ESTATE ASSOCIATION ANNUAL SURVEY RESULTS

SURVEY

Click here for more information

CLICK !



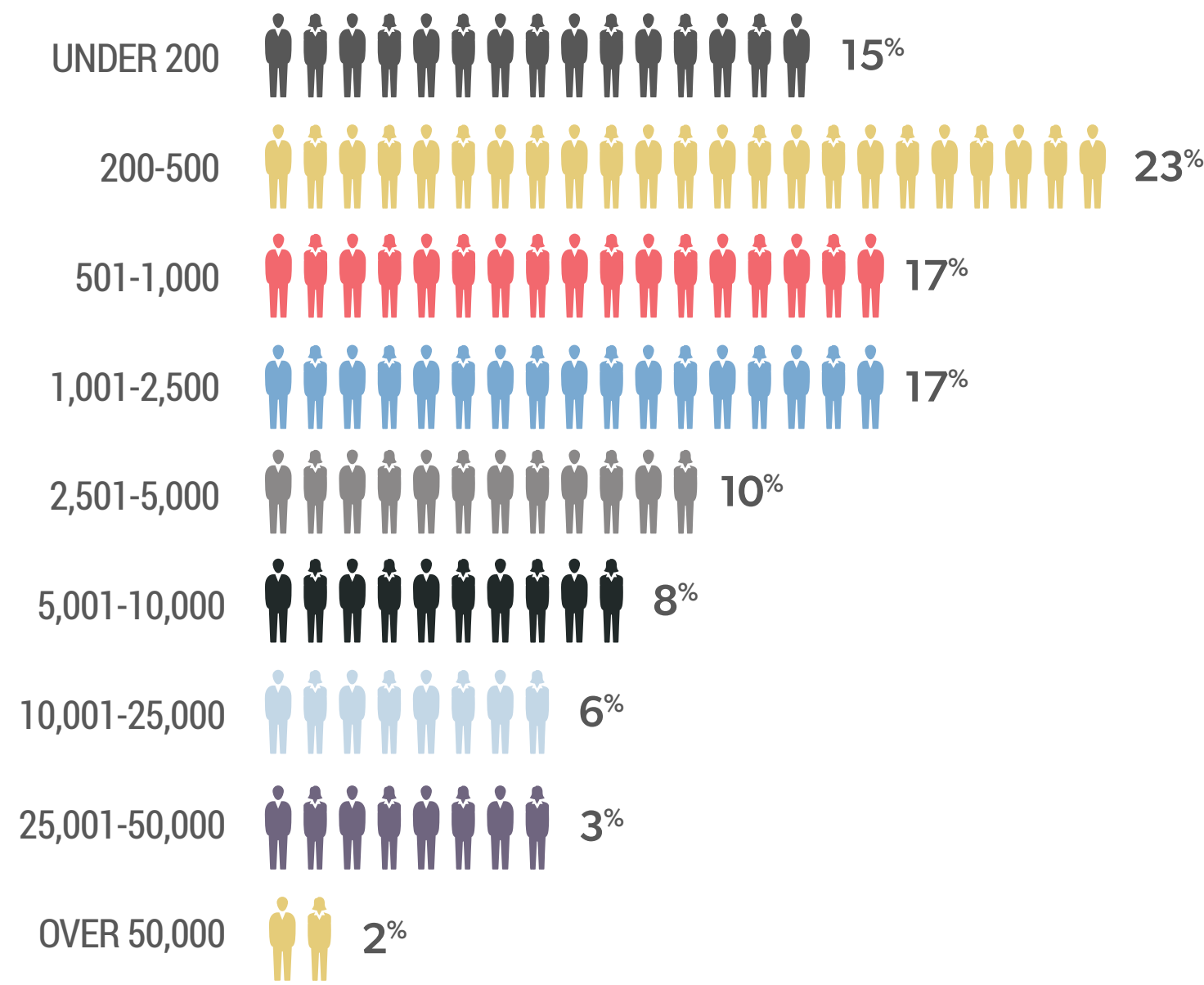
GrowthZone
real estate association edition



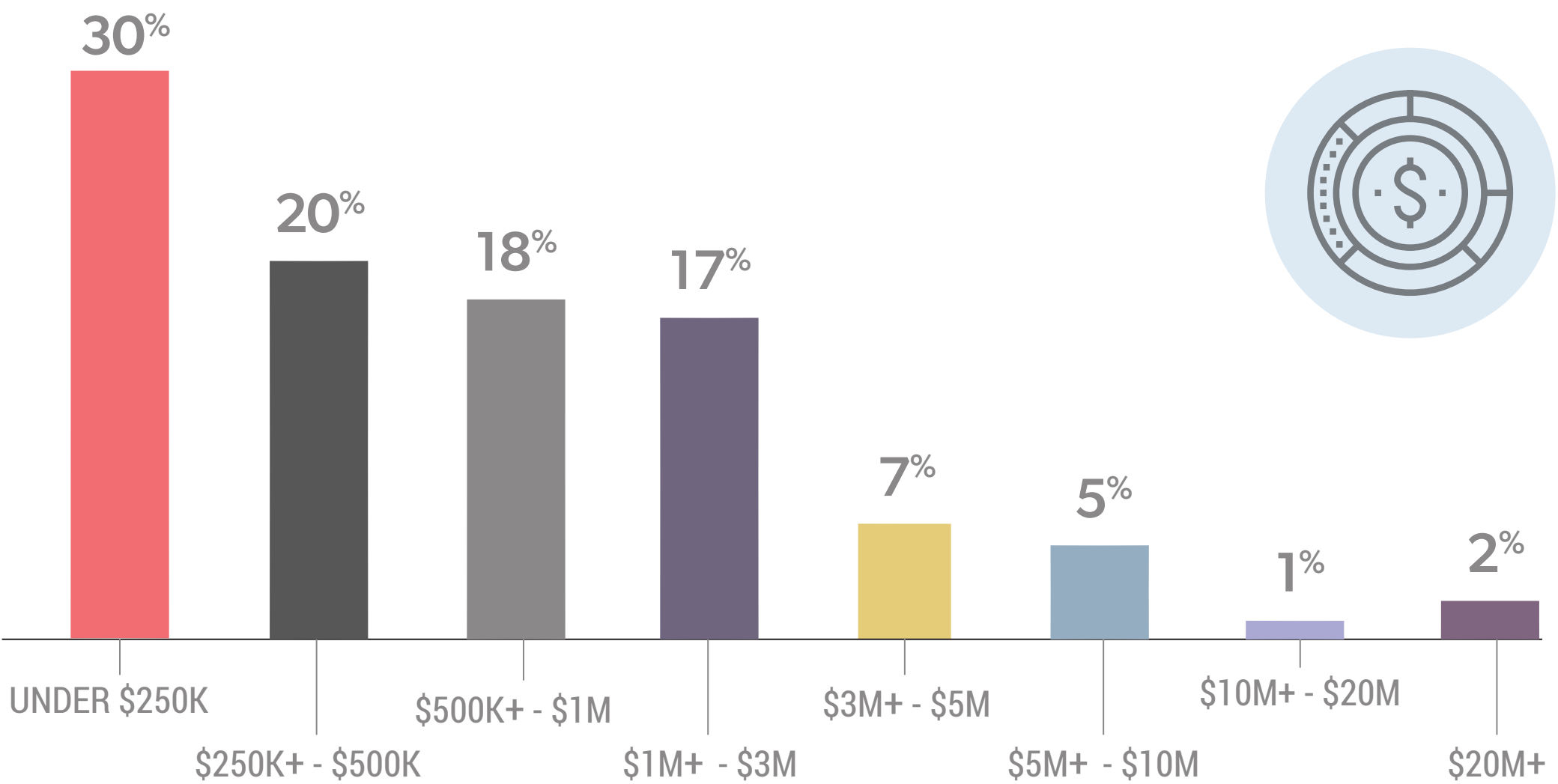
GrowthZone surveyed over 100 real estate association professionals across the U.S. and Canada. Topics included everything from relocation activity and revenue sources, to the NAR® code of ethics and MLS waiver policies. The results showed a number of interesting trends impacting today's associations.

ABOUT THE RESPONDENTS

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



ANNUAL OPERATING BUDGET | APPROXIMATE

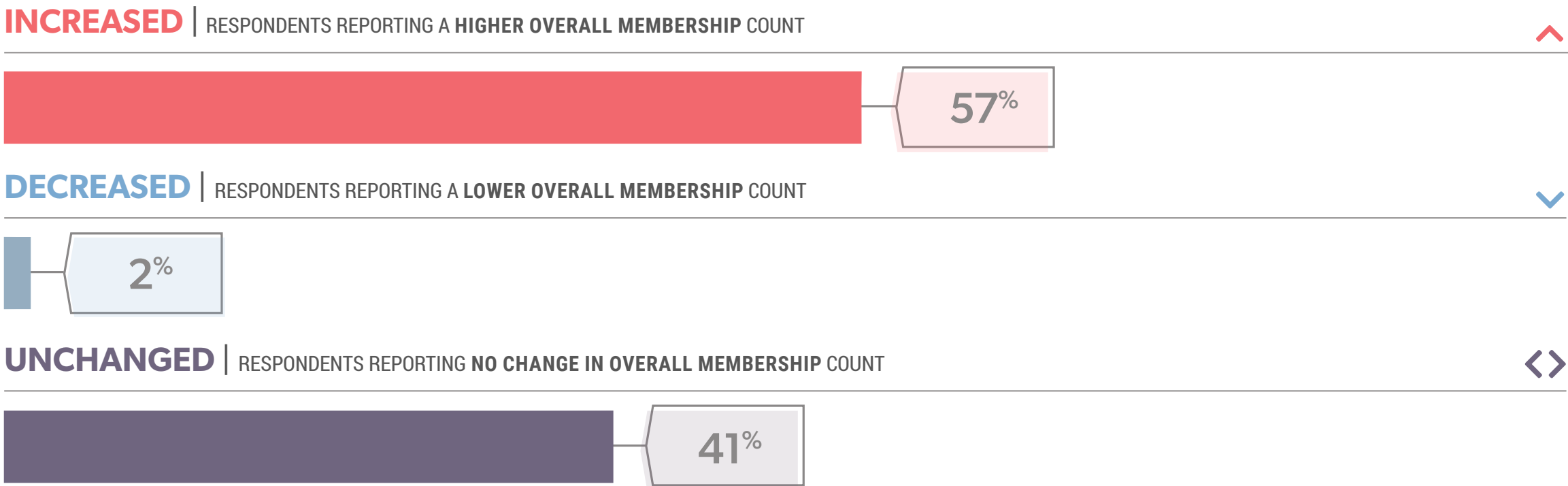


*Due to rounding and check box questions, percentages may exceed or not appear to add up to 100%

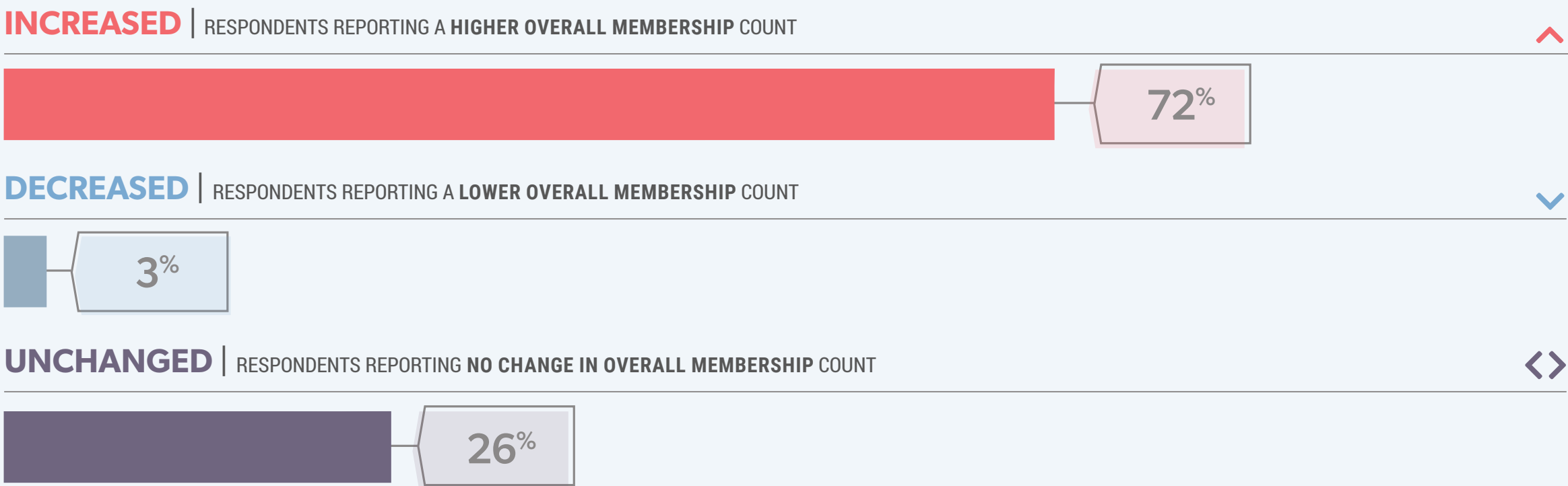


MEMBERSHIP GROWTH

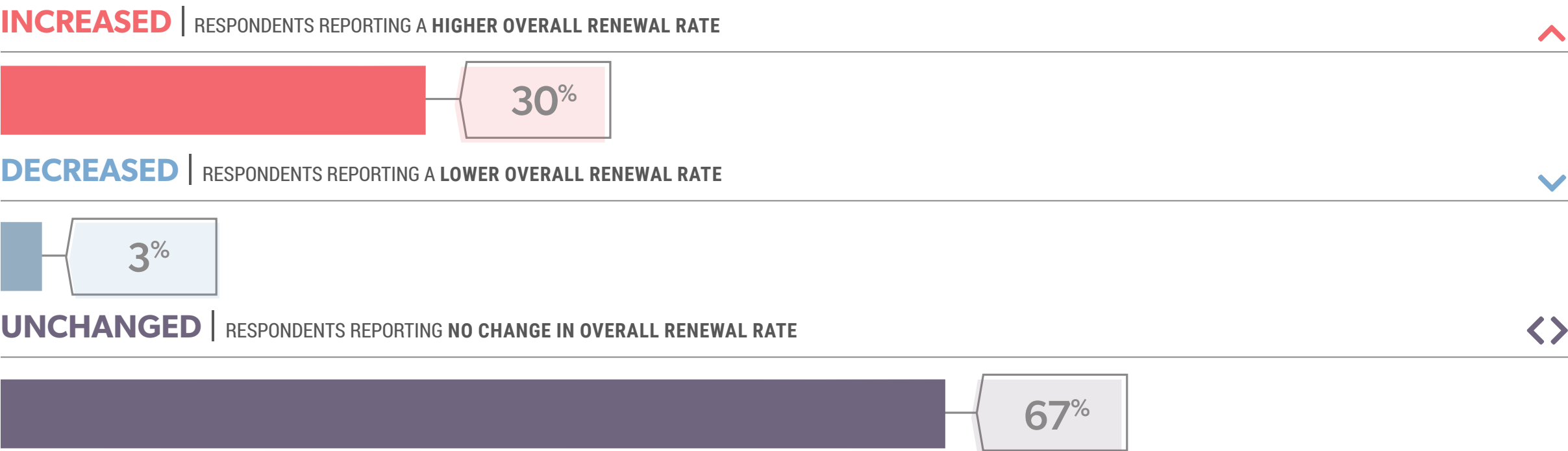
ANNUAL OVERALL NET MEMBERSHIP



ANNUAL OVERALL NEW MEMBERSHIP



ANNUAL OVERALL RENEWAL RATE



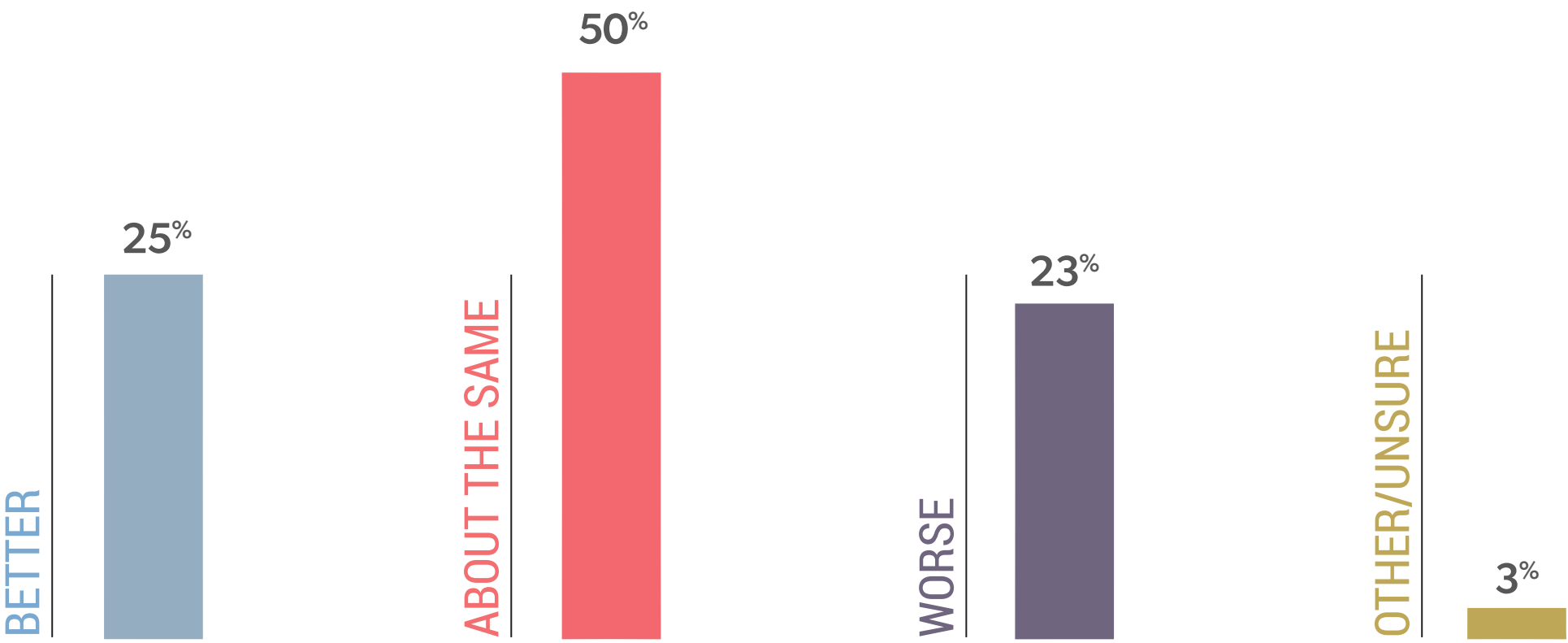
Learn how to effectively onboard new members with the New-Member Onboarding Checklist and Schedule.

Get it Here



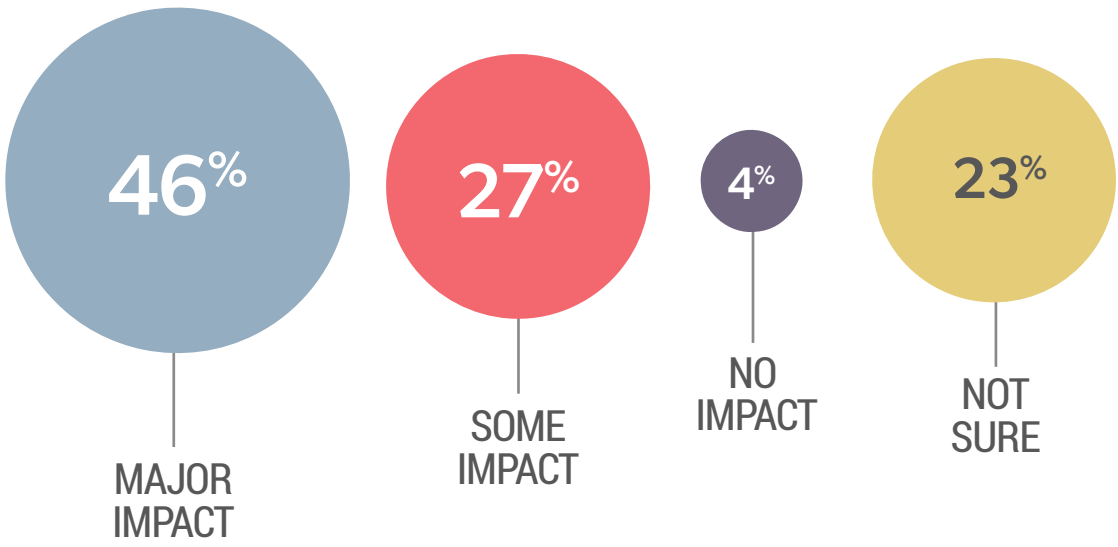
MEMBER ENGAGEMENT

OVERALL MEMBER ENGAGEMENT

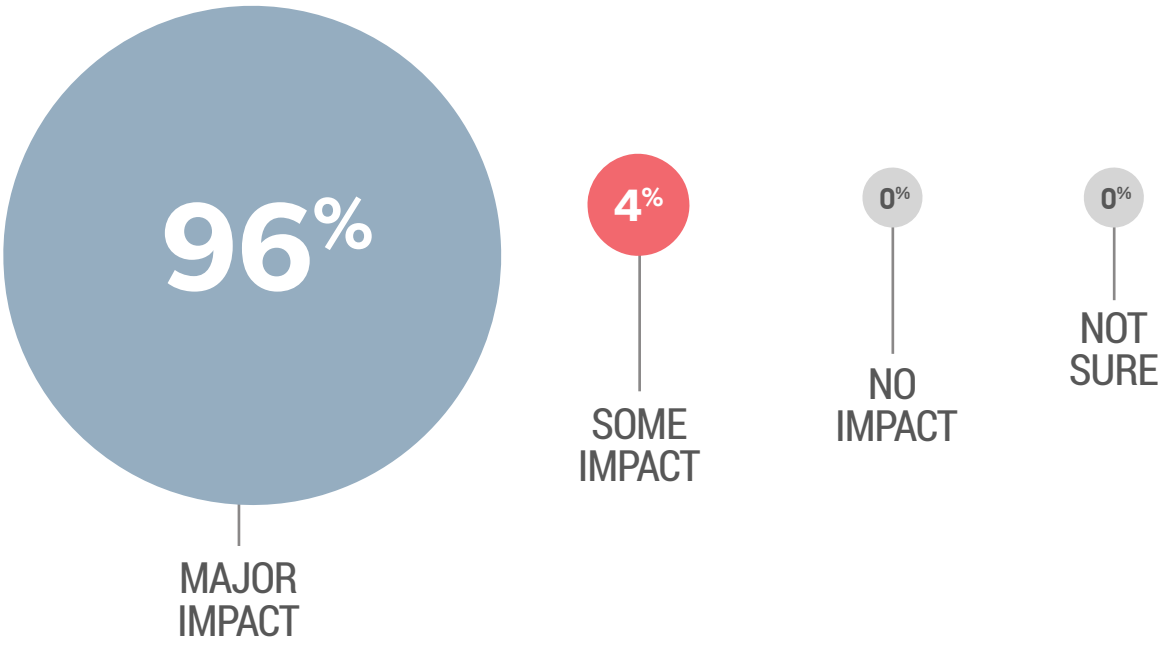


MEMBER ENGAGEMENT CHANGES | HOW MUCH HAS COVID CONTRIBUTED TO THIS CHANGE IN THE ENGAGEMENT RATE?

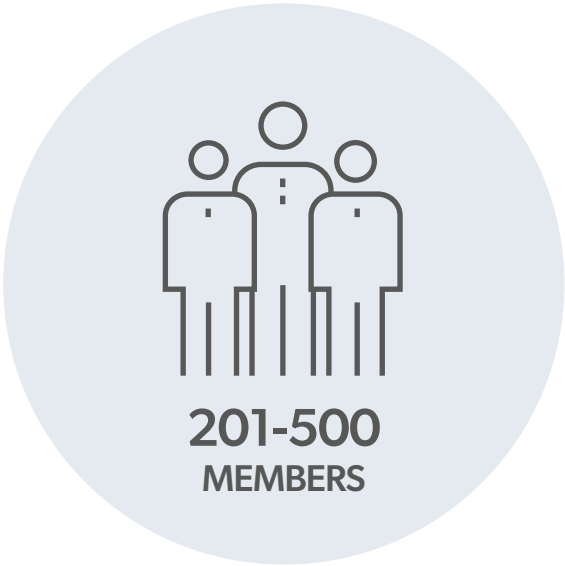
RESPONDENTS INDICATING **INCREASED** ENGAGEMENT SAID COVID HAS HAD:



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



VALUE PROPOSITION



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.

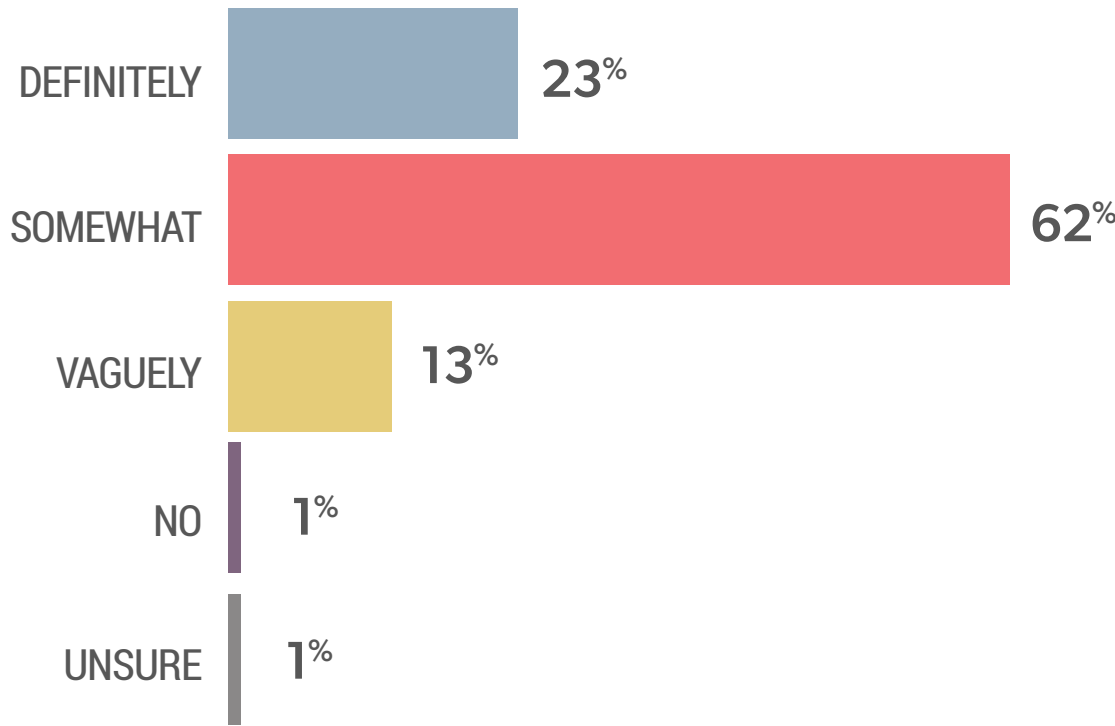


VALUE PROPOSITION

Of organizations indicating **improved engagement**, 4 out of 5 reported **COVID** had a **positive impact** on their value proposition.

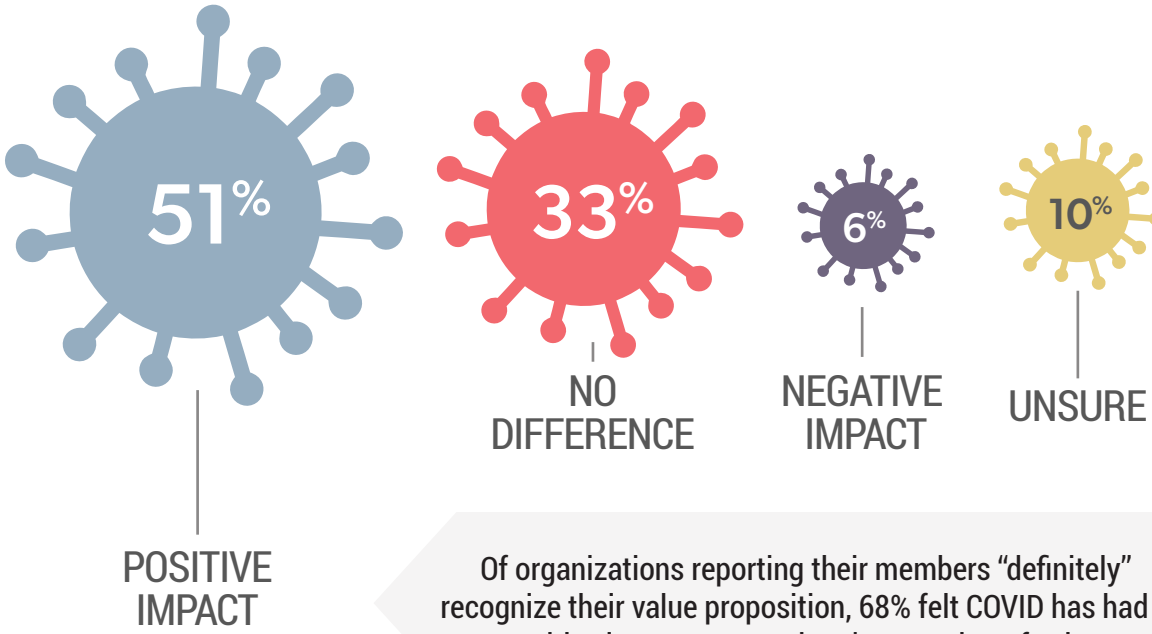
MEMBER RECOGNITION

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.



Of organizations indicating reduced operations, 1/4 have 501-1K members.

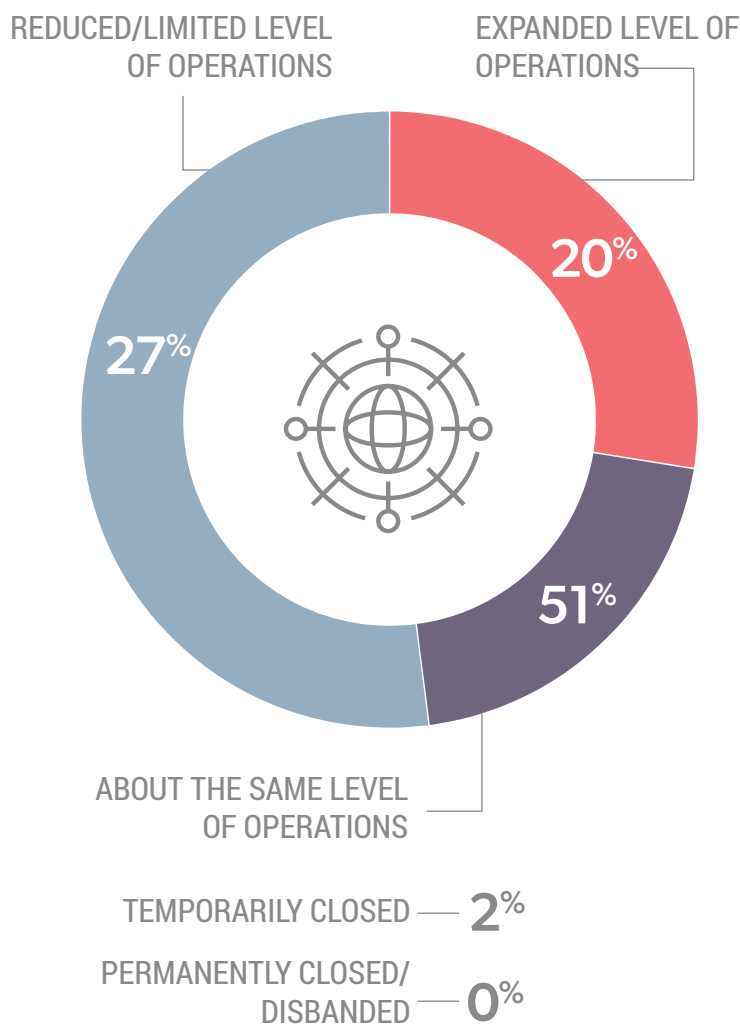
OPERATIONS

Visit [How to Thrive During and After a Pandemic](#) for recovery tips in a COVID-19 world.

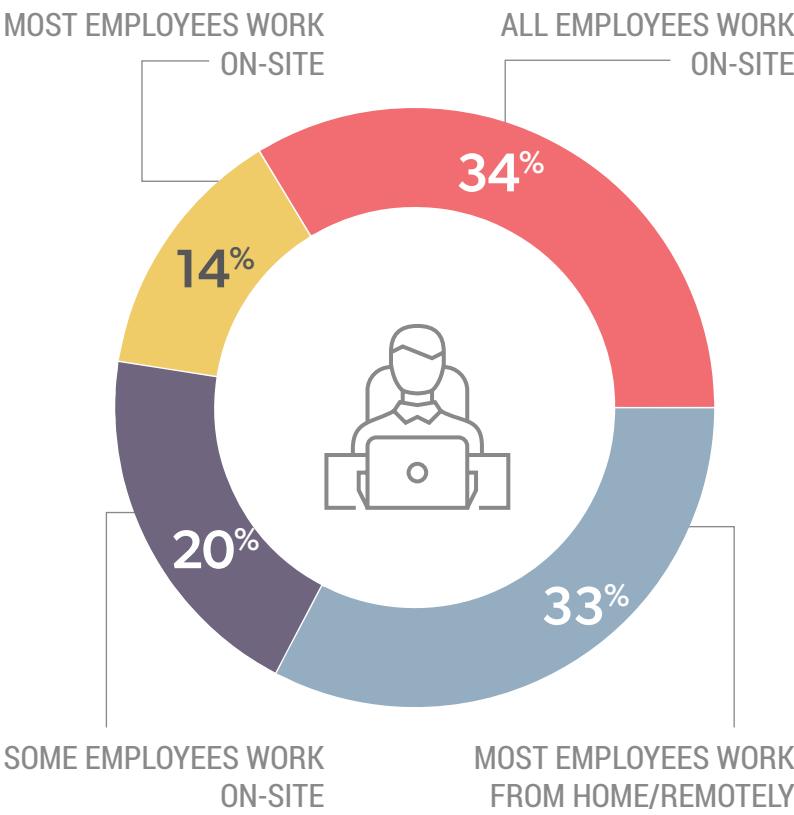
Get it Here

OPERATIONS STATUS

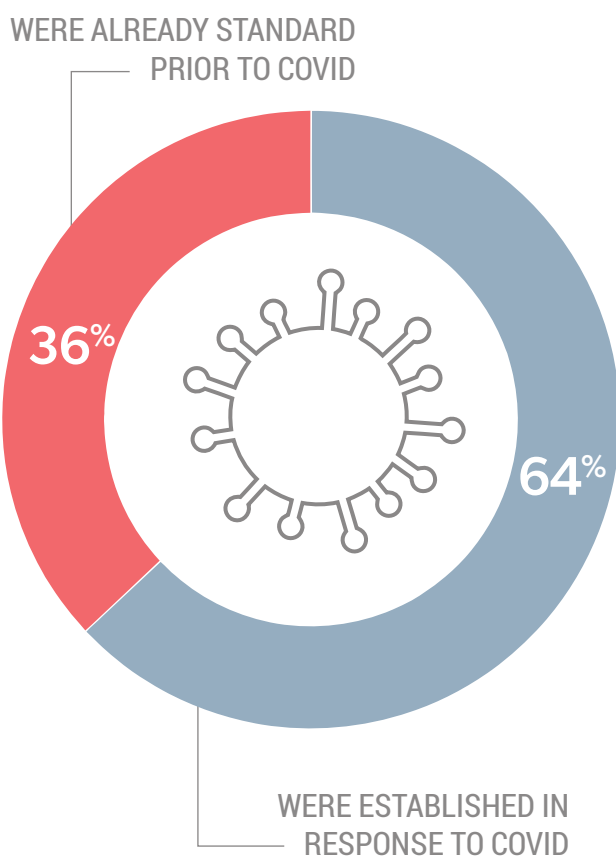
What is the current operational status of your organization?



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



The referenced work arrangements:



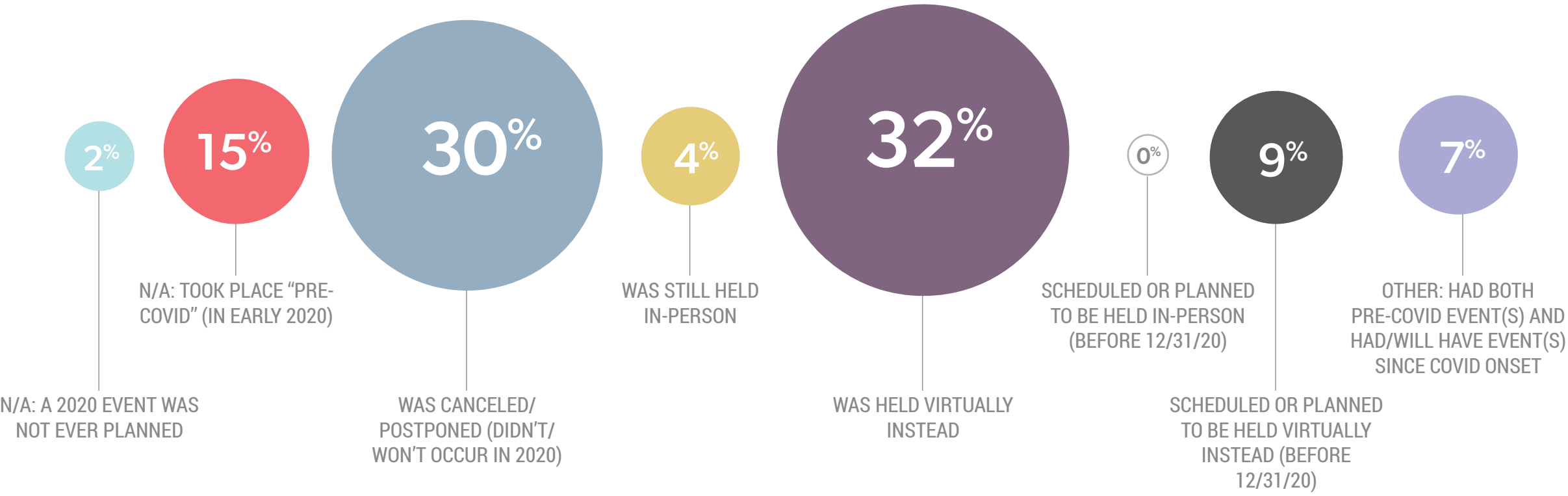
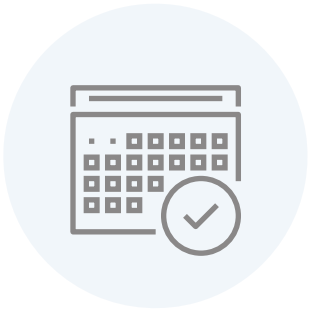


OPERATIONS

CONTINUED

EVENTS

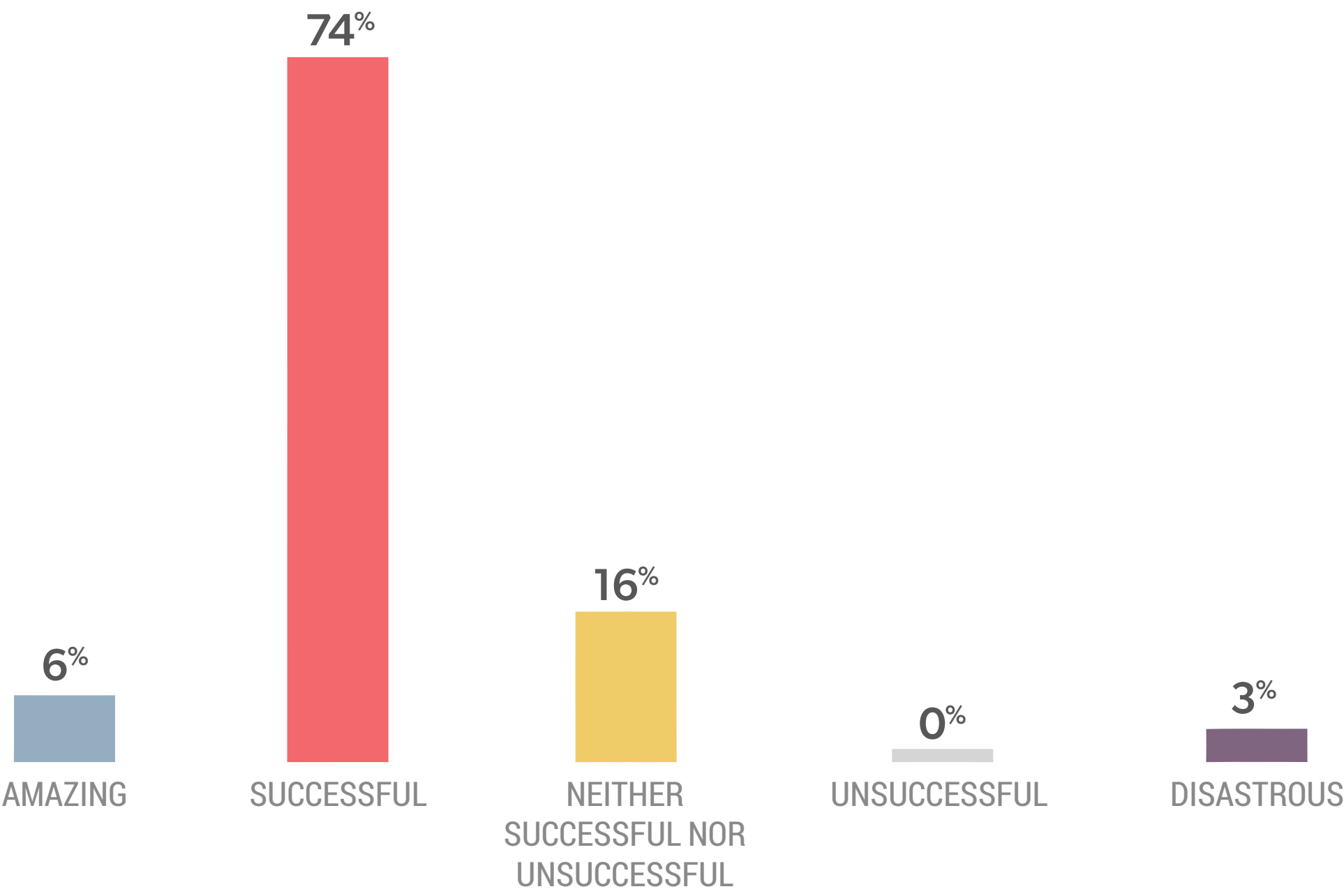
Since the onset of COVID in mid-March, how did/will your organization handle its 2020 MAJOR, in-person event(s)? (e.g., annual meeting/banquet, conference, trade show, etc.)



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.)



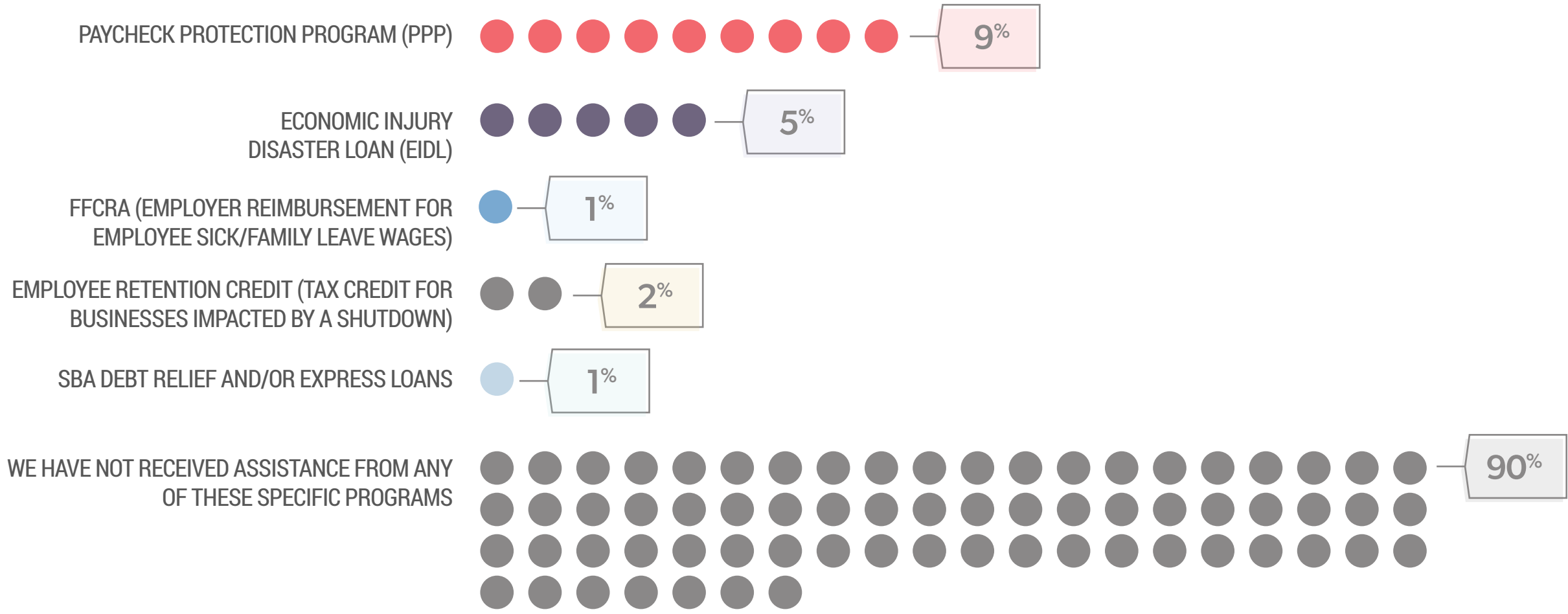


OPERATIONS | CONTINUED

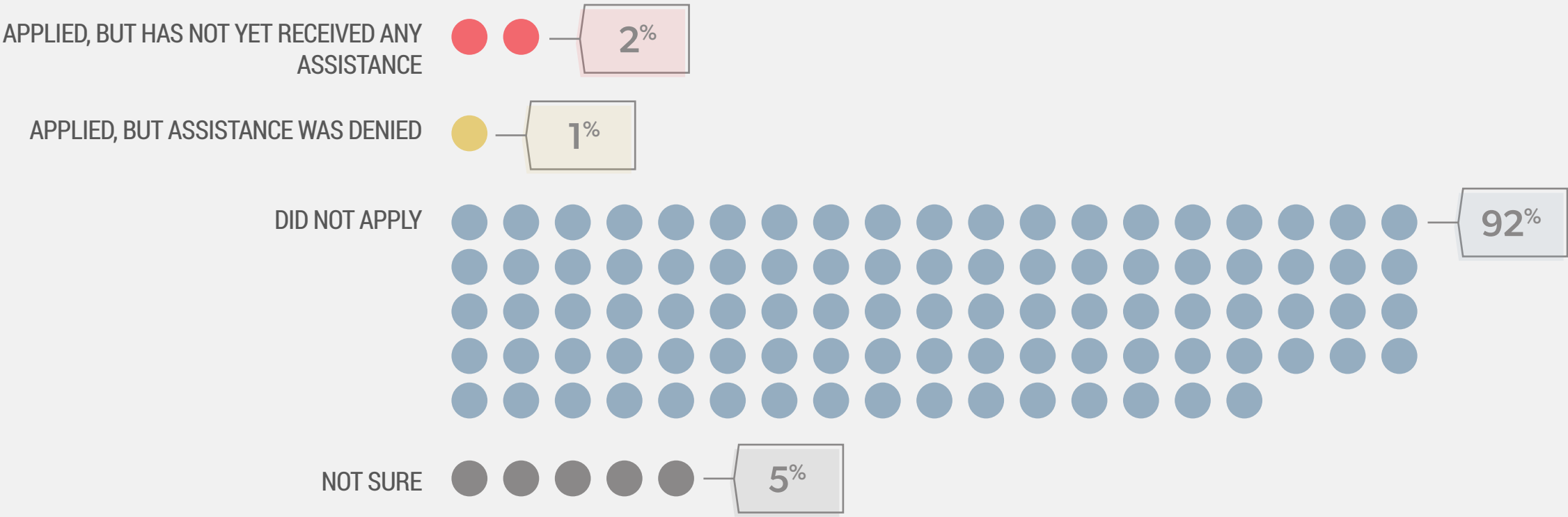
COVID RELIEF | GOVERNMENT PROGRAMS



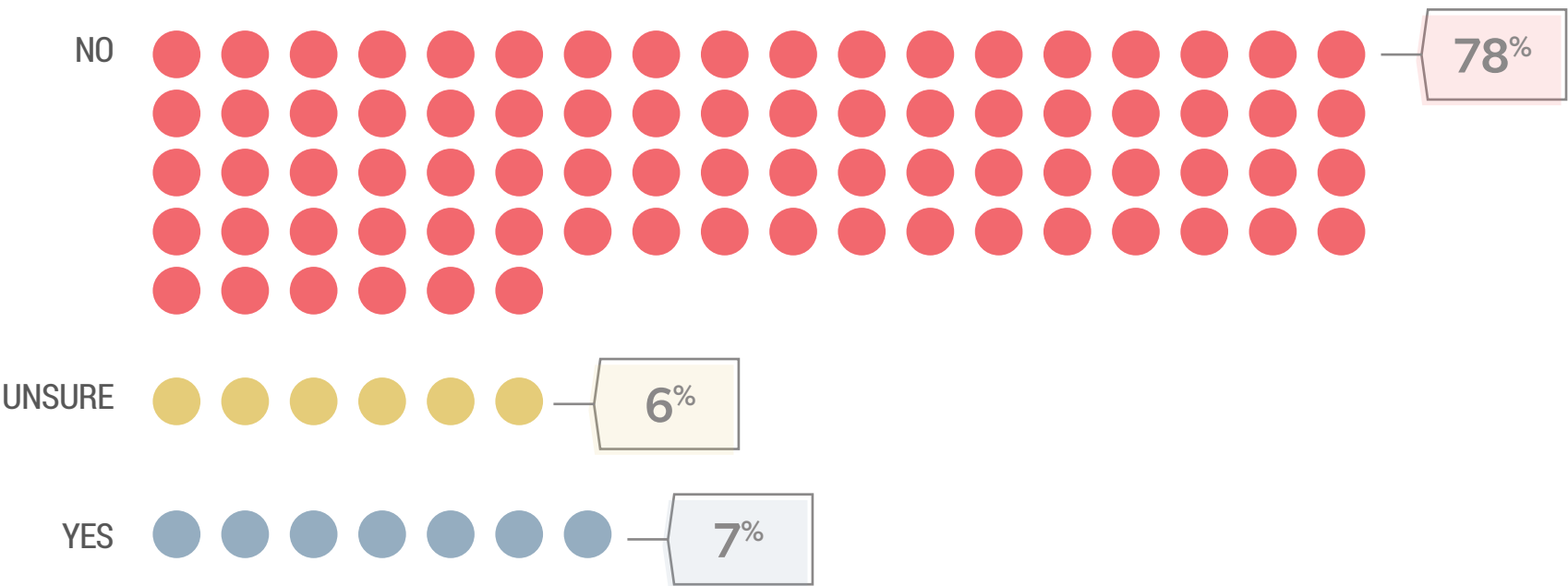
Please indicate if, since the emergence of COVID, your organization has received assistance from any of these SPECIFIC relief programs:



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



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



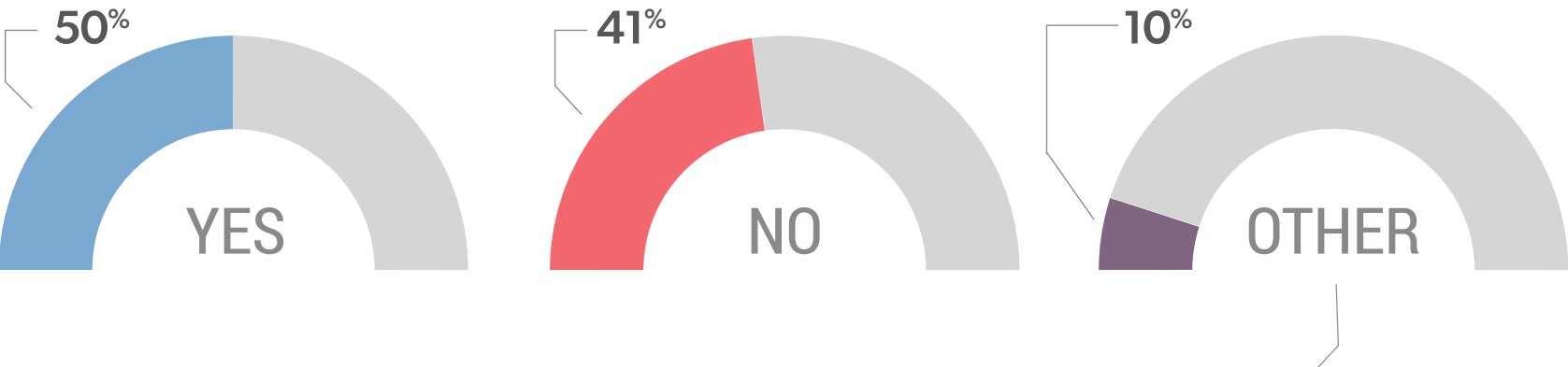


OPERATIONS

CONTINUED

MLS

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



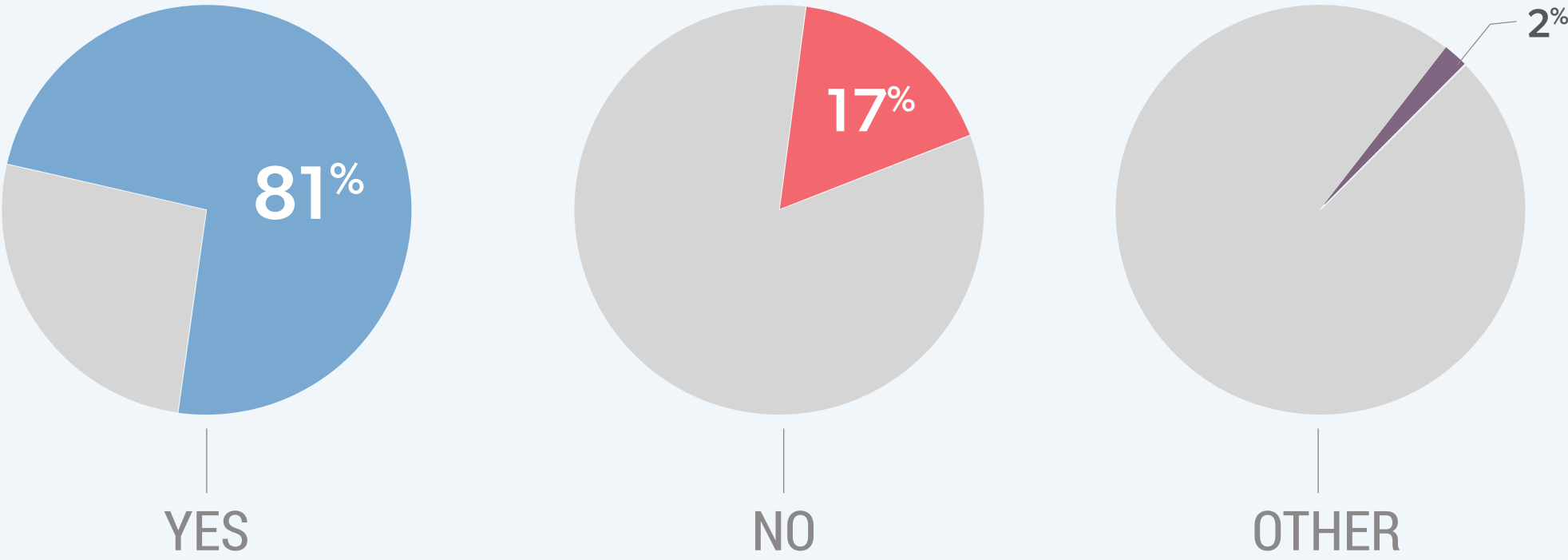
Of those responding “Other,” the majority indicated their organization is a shareholder in a regional MLS.

Download **Tips for Teeing Up a Low-Touch Golf Event** to get ideas for:

- ✓ Marketing the Event
- ✓ Online Registration
- ✓ The Check-In Process
- ✓ On the Course
- ✓ Meals/Banquet
- ✓ Awards & Prizes

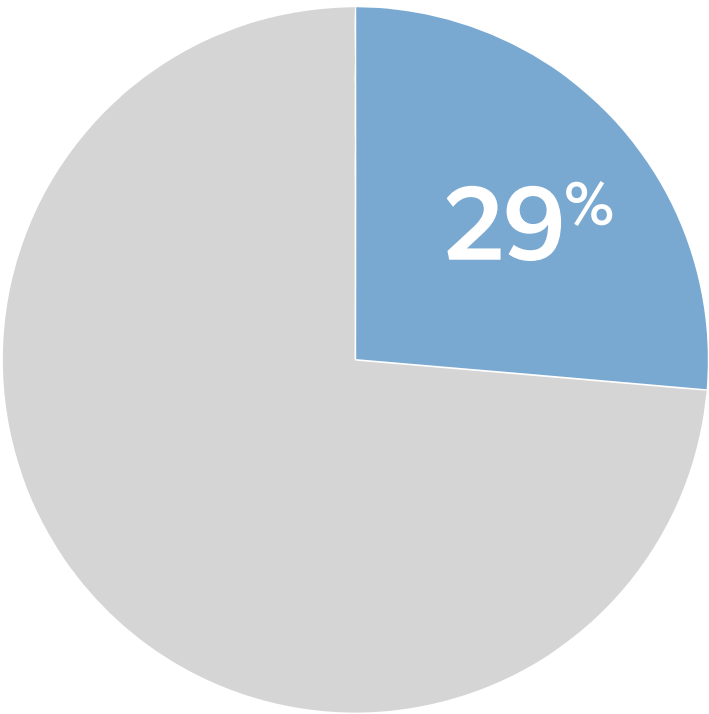
Get it Here

DOES YOUR ORGANIZATION USE A LOCK BOX SYSTEM?



NON-DUES REVENUE

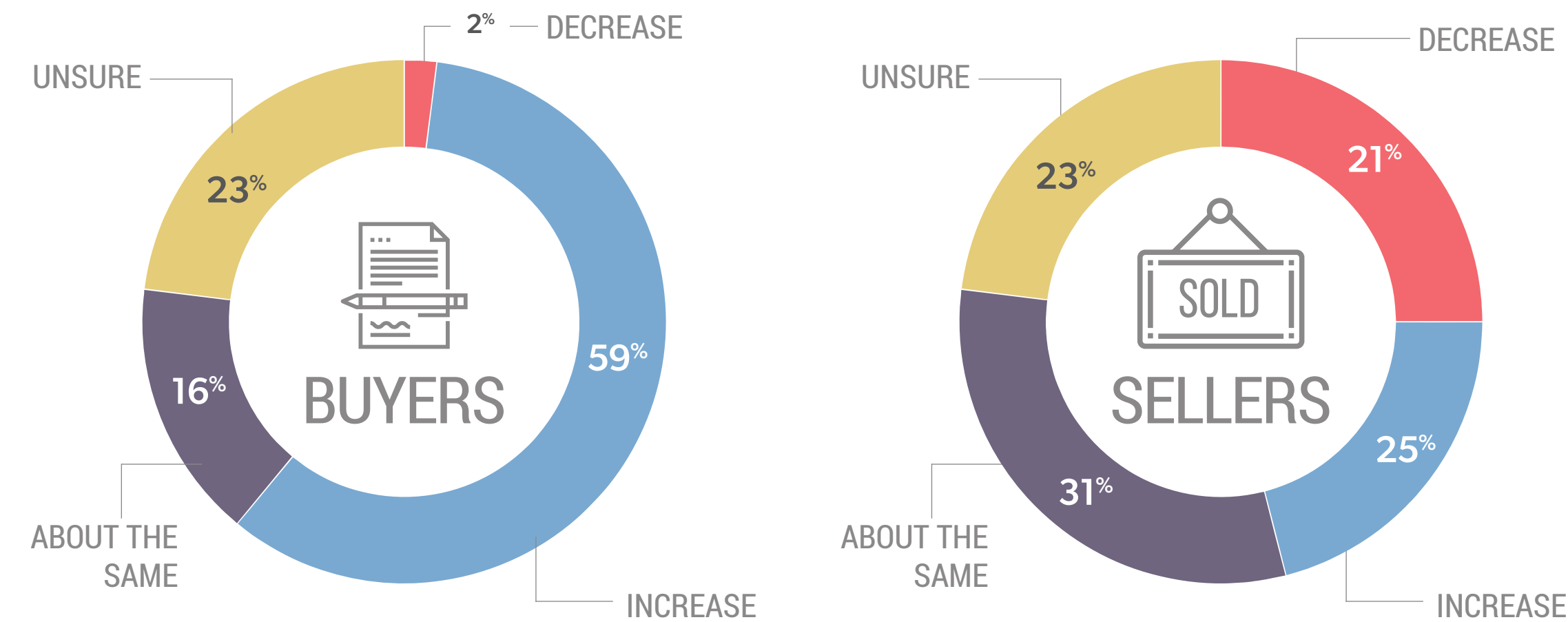
We asked: **In an average year,** approximately how much of your total revenue comes from non-dues sources?



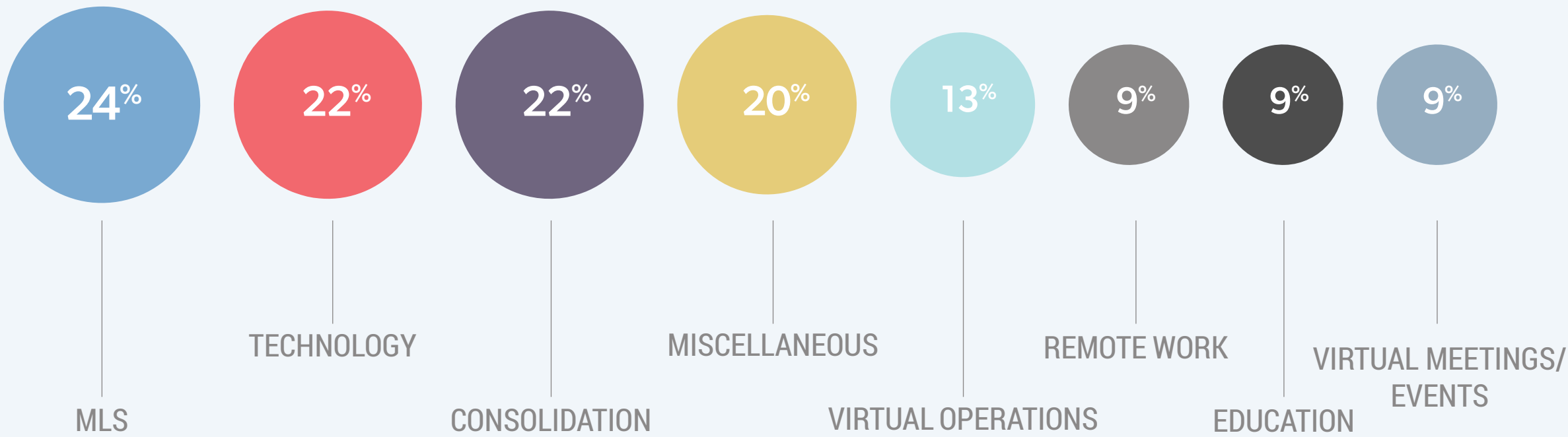


INDUSTRY

Has there been a shift in the average amount of relocation activity in your area since the onset of COVID (i.e., people moving to the area vs. leaving the area)?



If you could see 5 years into the future, what would you predict will be the biggest change for real estate associations?



PREDICTIONS | COMMENTS FROM SURVEY RESPONDENTS

<div>MLS</div> <div><div>● Realtors® not joining an association because of online agencies like Zillow.</div><div>● I would predict that there may be a development of a national MLS or database of some kind which could drastically impact real estate associations.</div><div>● MLS changes with consumers - will affect the “requirement” to be a member.</div><div>● There will be no ability to depend on MLS funding.</div><div>● No control over their own MLS data.</div></div>	<div>CONSOLIDATION</div> <div><div>● All local associations will merge into State associations with regional districts.</div><div>● Maintaining value and awareness in a consolidation environment.</div><div>● Many smaller associations will close or merge into larger associations.</div><div>● Combined, regional, and/or national MLSs will cause many local boards to reduce staff size.</div></div>
	<div>REMOTE WORK</div> <div><div>● More employees working from home, more consolidation and big data information from our AMS.</div><div>● With the effects of COVID-19 fresh in memory, I can see more and more association employees working from home and do away with the need for a physical office.</div></div>

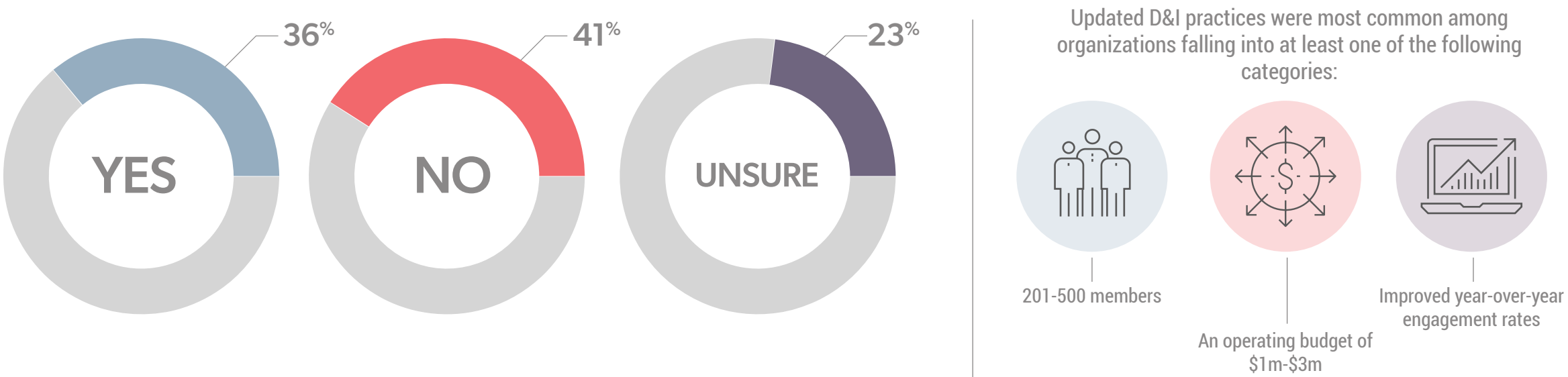


PREDICTIONS, CONTINUED | COMMENTS FROM SURVEY RESPONDENTS

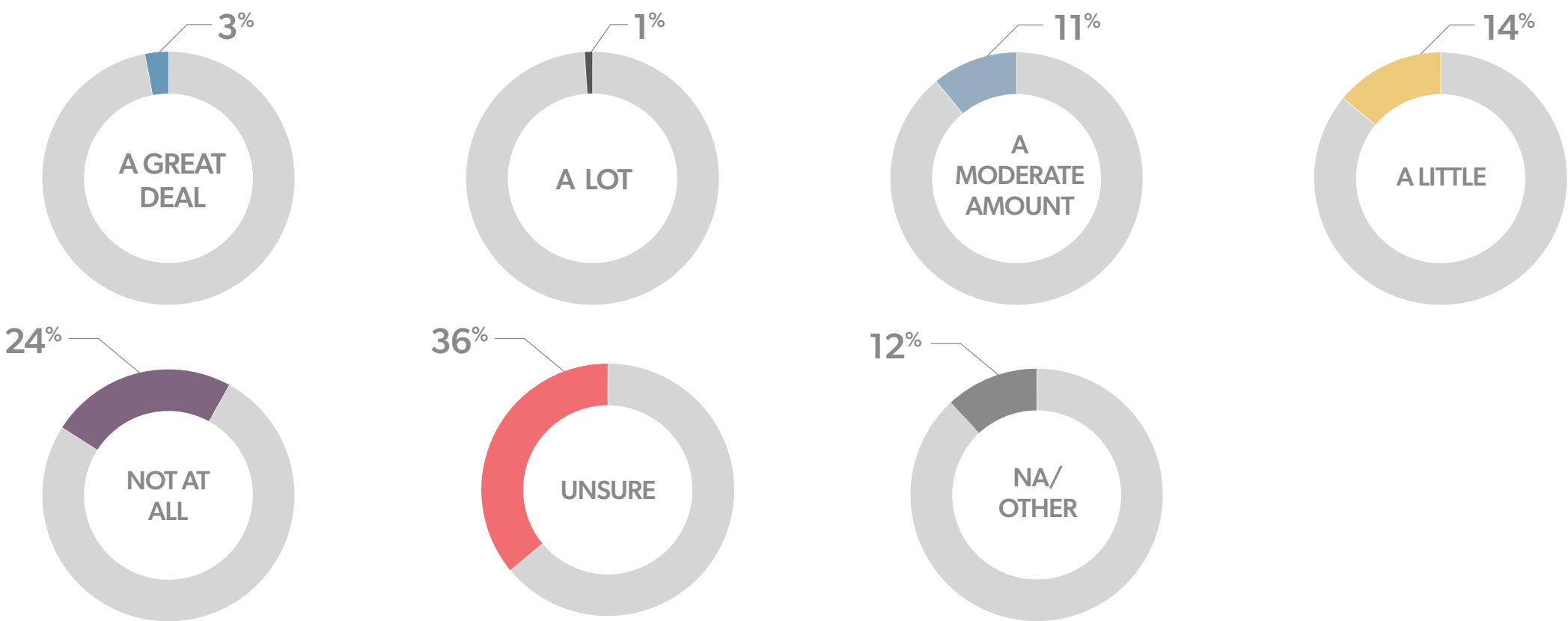
<div>EDUCATION</div> <div><div>Having more online options for membership training.</div><div>All education offerings will be virtual.</div></div>	<div>VIRTUAL OPERATIONS</div> <div><div>Operating virtually without bricks and mortar.</div></div>
<div>TECHNOLOGY</div> <div><div>More online Zoom meetings.</div><div>Greater communications technology.</div></div>	<div>MISCELLANEOUS</div> <div><div>Inclusion and diversity changes for the better.</div><div>At the rate the CORE standards keep changing, smaller boards will continue to struggle.</div></div>
<div>VIRTUAL EVENTS</div> <div><div>Continuing to use virtual options for programming, meetings, and education.</div><div>More remote capabilities will be incorporated with live meetings/ events.</div></div>	<div>KEEPING REALTORS® RELEVANT</div> <div><div>Changing size of brokerages as it relates to agent oversight and Fair Housing laws.</div><div>Larger brokerages will have to hire professionals to oversee agents to meet new fair housing standards.</div></div>

MEMBERSHIP

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?



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

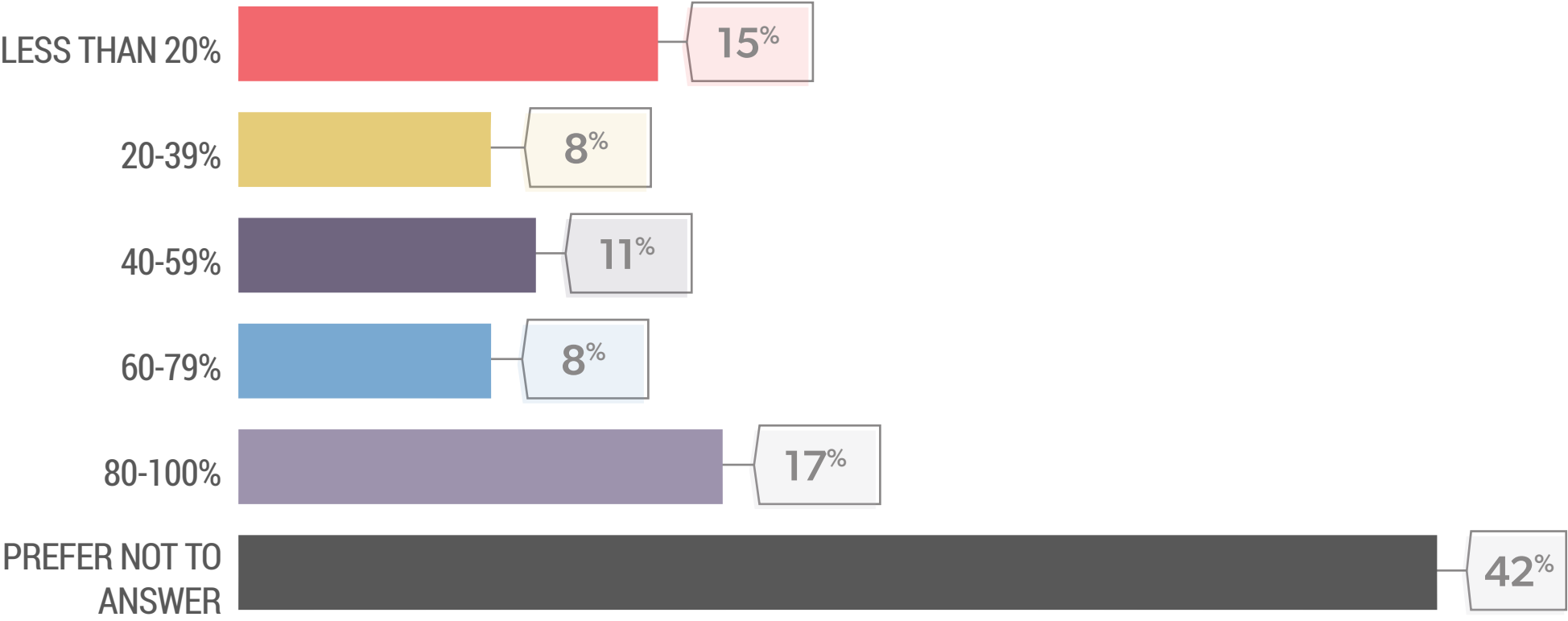




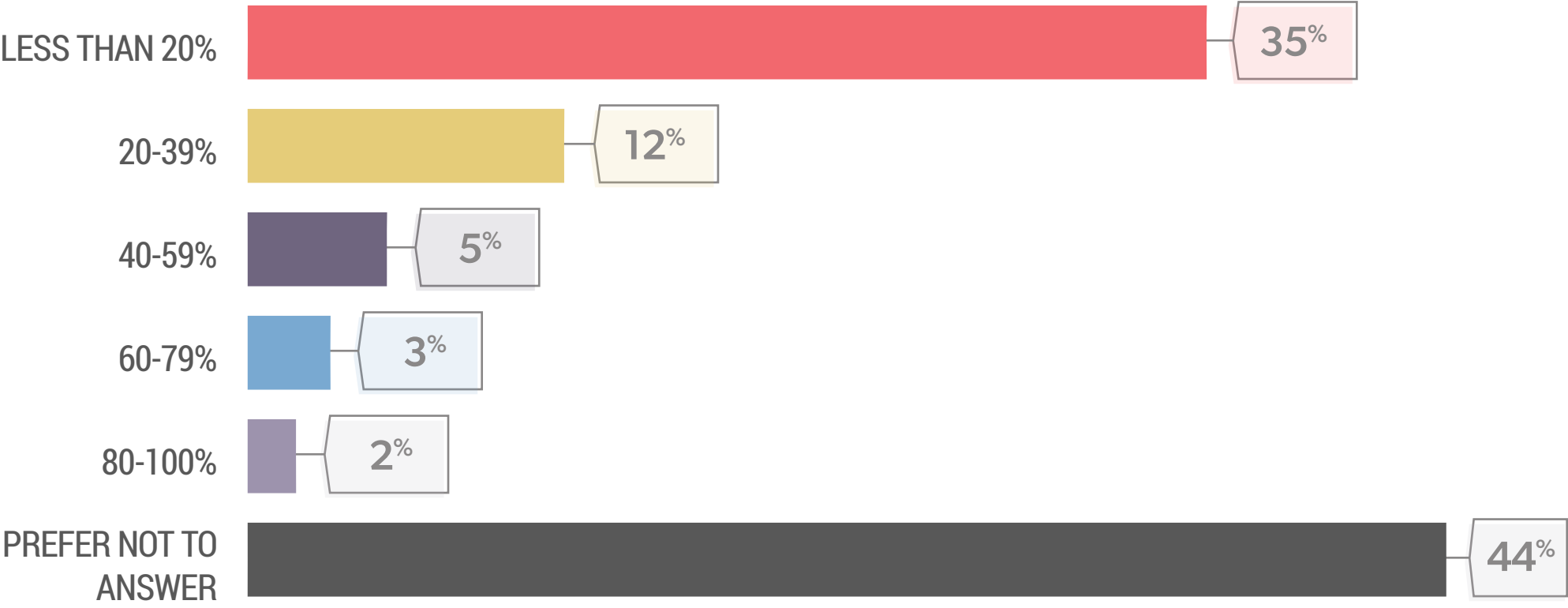
MEMBERSHIP | CONTINUED

How would you describe member sentiment regarding updates to Article 10 of the NAR® Code of Ethics (discriminatory speech and conduct)?

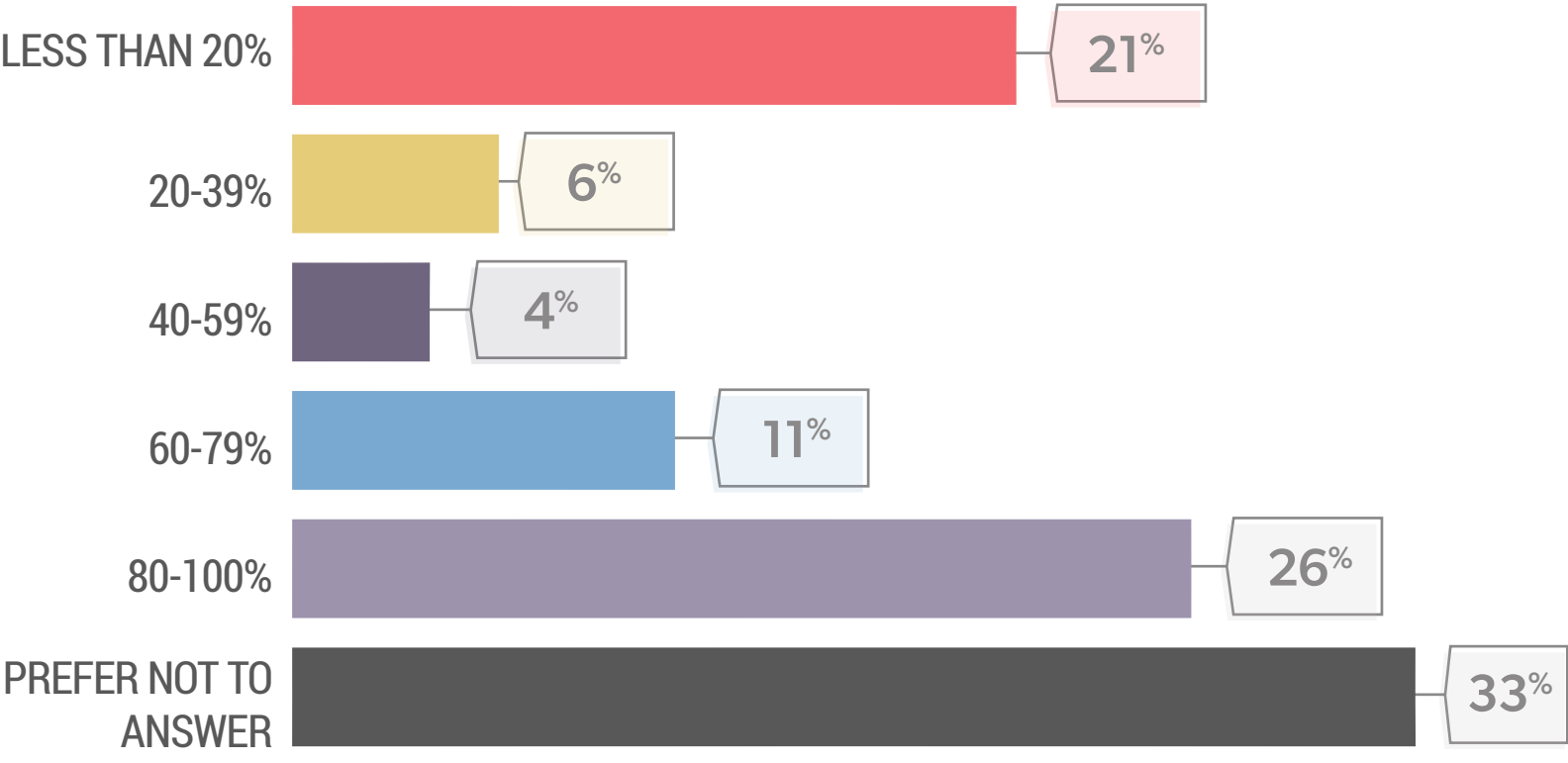
MEMBERS SUPPORTIVE OF NEW STANDARDS:



MEMBERS OPPOSED TO NEW STANDARDS:



MEMBERS HAVE NOT EXPRESSED AN OPINION:





ENCOURAGEMENT

We asked: Any words of wisdom you'd like to share with your colleagues or peers?

COMMENTS FROM SURVEY RESPONDENTS | WORDS OF WISDOM

✓ = What respondents said

- ✓ 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!
- ✓ The real estate industry will undergo transformational, technology-driven changes, and significant consolidation on all levels, in the next few years.
- ✓ 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.
- ✓ 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.
- ✓ Do your job and do it as best you can but remember, this isn't life or death.



CHALLENGES

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

COMMON CHALLENGES

- Technology

Engagement

Miscellaneous

Time
- COVID

Communication

Staff

Members

COMMENTS FROM SURVEY RESPONDENTS | CHALLENGES

= What respondents said

<div>TECHNOLOGY</div> <div><div> AMS not keeping up with the times and BIG Data.</div><div> Costly technology expenditures.</div><div> Too many systems to effectively manage communications.</div><div> Not having an AMS.</div></div>	<div>ENGAGEMENT</div> <div><div> Lack of member volunteers.</div><div> Getting more members involved online.</div><div> Lack of member interest to serve on committees or in leadership roles.</div></div>
<div>MISCELLANEOUS</div> <div><div> Members and directors are slow to accept change.</div><div> Rules and regulations.</div><div> The sheer volume of change.</div><div> 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.</div></div>	<div>TIME</div> <div><div> Too many check boxes and not enough hands on deck.</div><div> Time... we are relatively small so all employees wear many hats.</div><div> Not enough time.</div></div>
<div>COVID</div> <div><div> Not being able to meet in person.</div><div> Inability to hold live meetings/events.</div><div> COVID issues.</div></div>	<div>COMMUNICATION</div> <div><div> The agents not responding to emails and information requested from them.</div><div> Working in silos within the office and no communication between the board and staff.</div><div> Being able to effectively communicate with the membership as a whole.</div></div>
<div>STAFF</div> <div><div> Not enough staff.</div><div> Understaffed.</div></div>	<div>MEMBERSHIP</div> <div><div> The number of “problem” calls about untrained agents.</div><div> Agents think that I am the expert even though that is their broker’s role.</div><div> Members that don’t actually know what the association does or how it runs.</div></div>



IMPROVEMENTS

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

COMMENTS FROM SURVEY RESPONDENTS | WORK IMPROVEMENTS

💬 = What respondents said

- 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.
- Switching to GrowthZone AMS.

Regardless of organization size, respondents indicated the #1 most helpful change has been the shift to remote work arrangements.



GrowthZone

real estate association edition

ABOUT GROWTHZONE

The GrowthZone mission is to empower organizations with the tools they need to grow membership, keep members engaged, keep members longer, and do more in less time.

GrowthZone is a full Membership Management System with **built-in payment processing, e-commerce, fundraising, marketing automation, member prospecting**, and more. GrowthZone is ideal for chambers of commerce, business, trade, and professional associations.

Schedule a quick, no-pressure demo to see GrowthZone Real Estate Edition in action.

SCHEDULE DEMO

GrowthZone features a comprehensive suite of productivity modules for membership organizations, including:

- ✓ NAR® Integration
- ✓ Website Content Management
- ✓ Email Marketing Automation
- ✓ Fundraising
- ✓ Billing
- ✓ Event Registration
- ✓ Event Exhibitor/Session Management
- ✓ MLS Interface
- ✓ Lockbox Integrations
- ✓ Membership Prospecting
- ✓ Payment Processing
- ✓ Certification Tracking
- ✓ Chapter Management
- ✓ Mobile Staff App
- ✓ Website Hosting
- ✓ NAR® Ecommerce Interface
- ✓ Advertising/Sponsorship
- ✓ Online Store
- ✓ Project Management
- ✓ Form Builder
- ✓ Job Boards
- ✓ Contacts
- ✓ Communication
- ✓ Lists/Committees
- ✓ Fundraising