Do Your Research

Survey With Purpose

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Why do you survey?
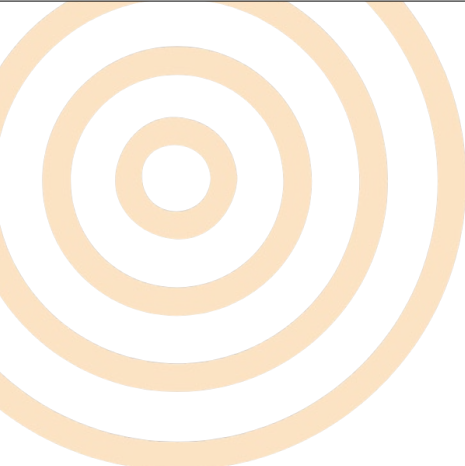
☐ Understand Trends……………… 38
☐ Use data………………………… 26
☐ Hope for the best……………… 18
☐ Follow my gut…………………... 12
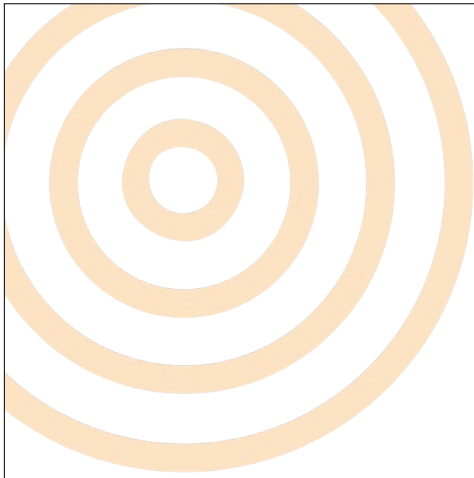☐ Other……………………………...   6

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Why don't associations regularly survey?

- Associations know what members think

- Only the unhappy will answer / or the happy ones

- Don't have the time analyze

- Don't know how

- Board members "know it all"

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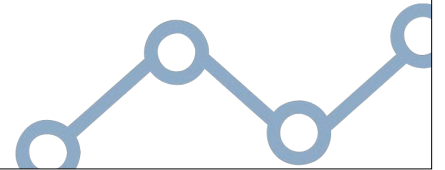
Most times, we don't see
the world as it is...
We see the world as
we are.

- Anais Nin

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There is one group of
people that can tell you if
you are on track,
if you deliver value, and
give you honest feedback.

It's your members.

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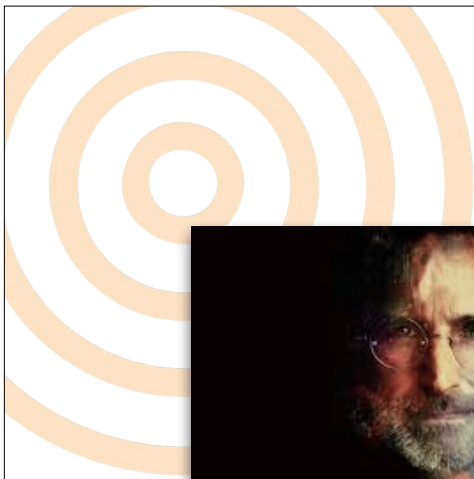
"You can't connect the dots looking
forward; you can only connect them
looking backwards.
So you have to trust that the dots will
somehow connect in your future.
You have to trust in something — your
gut, destiny, life, karma, whatever."

- Steve Jobs

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The Best Payoff

An intentional Approach

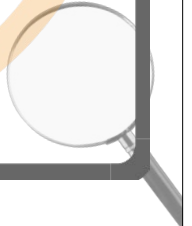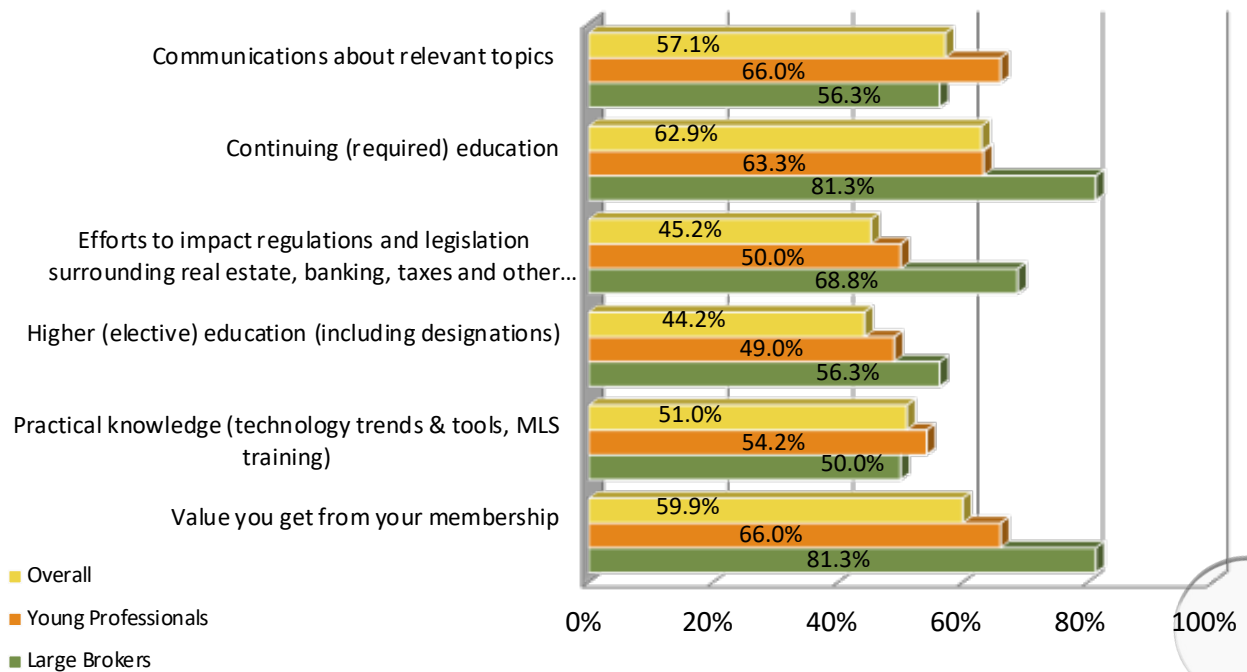### Get the Best Possible Return on Your Research Investment

1. Choose two important member groups
2. Decide your end-game and Plan
3. Know the right questions - and not
4. Encourage confidential feedback
5. Use, share and track feedback

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1. Targeting - Why Segmentation Matters

http://bit.ly/membersegments

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Chart 1:

Category	Overall	Young Professionals	Large Brokers
Communications about relevant topics	57.1%	66.0%	56.3%
Continuing (required) education	62.9%	63.3%	81.3%
Efforts to impact regulations and legislation surrounding real estate, banking, taxes and other…	45.2%	50.0%	68.8%
Higher (elective) education (including designations)	44.2%	49.0%	56.3%
Practical knowledge (technology trends & tools, MLS training)	51.0%	54.2%	50.0%
Value you get from your membership	59.9%	66.0%	81.3%

- Overall
- Young Professionals
- Large Brokers

0%   20%   40%   60%   80%   100%

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Prioritize Who You Serve

Steps to Segmentation

All Members

Committed full-time to the business

We can't reach our vision without them

We can influence their success with what we do very well

Target Groups

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2. Plan for your End-Game

Unintended Consequences?

Agree on WHY?

What will measurements tell you?

Compare to something?

Your audience's tolerance

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The End Game: Progress on BIG Goals

1. Identify any gains / losses
2. Refine our focus
3. Verify value message is still relevant
4. Validate by segment

"The survey is part of our effort to improve and measure the value we deliver to our members."

KG, State Association CEO

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2. Plan for your End-Game

Biggest Myths:

- Large membership = higher repose rate needed
- Only satisfied members answer surveys
- We can't get a valid sampling through email

Plan For a Realistic Response:

1. Confidence Level
2. Margin of Error
3. Response rate

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2. Plan for your End-Game

	500	2,500	8,500
Confidence Level	95%	95%	95%
Margin of Error	5%	5%	5%
Response rate	217 (43%)	333 (13%)	368 (4%)

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3. The Knows and the NOs

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3. The Knows and the NOs

What To Do

1. Use non-judgmental wording and neutral terms.
2. Ask overall satisfaction questions.
3. Offer an "out" for questions that don't apply.
4. Limit the number of ranking Qs.
5. Mix up your questions.

What Not To Do

1. Do not ask leading questions.
2. Avoid word choice confusion
3. Avoid "double-barreled questions"
4. Avoid industry jargon and acronyms.
5. Don't ask questions your can find the answer to yourself.

Slide 1

Demographic
- % Full Time
- Age
- Tenure
- Production per year
- Geography
- Position type

Rating

Overall how satisfied are you with:
- Very Satisfied
- Satisfied
- Neutral
- Not Satisfied
- Very Dissatisfied

YTA stands for something important in our industry
- Strongly Agree
- ....

Y/N Response

There is a connection between politics and our industry.
- Yes
- No
- I don't know

Ranking

What industry issues are most on your mind right now?
- Uncertainty in the industry
- Economic Uncertainty
- Doing business safely (risk reduction)
- Regulatory threats to our industry

Write In

If you could send a message to our Board of Directors, what would you tell them?

Slide 2

'Verbatims'

"OMG, yes!

It is amazing the little things that irritate or hamper members' productivity and if we only knew what those little things, we could remove an obstacle.

One year I found a comment, "It would be so nice if you would date your messages on the MLS message of the day – then I know if the message was something new I had missedand whether or not I need to read it."

This was fixed the very next day.

MR, Local Association CEO

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Courageous Questions

- ☐ XAR has made changes for the better in the past 12 months. YES or NO
- ☐ If X was not part of the XAR's offering, I would still find value in my membership. YES or NO
- ☐ If I weren't a member, I would be willing to pay for a subscription to receive your newsletter. YES or NO

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Making Big Change

It is critical that we hear all the news - good and bad!

If we want to stay relevant we continue to search for quality improvement and slight changes in the outside practice environment and adjust accordingly, or soon we become irrelevant to the member.

When I know the bad about what's going on out there and inside the organization, I can analyze it and determine the best course of action, if any.

DK, Local Association CEO

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4. How to Get Them to Participate

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Persuade them to Participate

- Confidential

- Say What You'll Do

- Don't Waste Their Time

- What's In It For Them?

- Make it Stand Out To Get
  Their Attention

- Be Authentic

When promoting your survey, remember:

1 Articles with **images get 94% more views**

2 Viewers retain 10% of what they read and **58% of what they see**

3 Using videos on landing pages can **increase conversions by 86%**

4 Videos get **267% more links** than normal blog posts

5 20% of people will read copy while **80% of people will watch a video** with the same exact content

6 58% of your audience will stop watching a video within the first **90 seconds**

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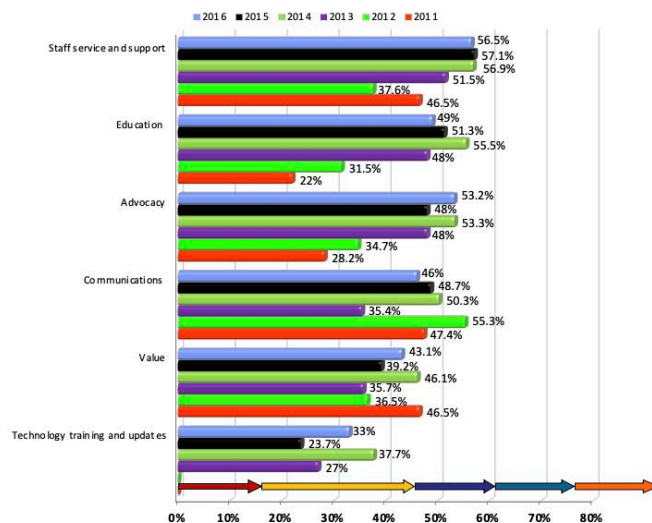marketing

5. Use, Share, Track

Review Internally

- Statistics

- Compare

- Get Staff Involved:

    - 5 Observations

    - 5 Surprises

    - One1 short term and 1 long term action

- Prove you listened - statistics or a chart, or a finding

Track over time

■ 2016 ■ 2015 ■ 2014 ■ 2013 ■ 2012 ■ 2011

Staff service and support
- 56.5%
- 57.1%
- 56.9%
- 51.5%
- 37.6%
- 46.5%

Education
- 49%
- 51.3%
- 55.5%
- 48%
- 31.5%
- 22%

Advocacy
- 53.2%
- 48%
- 53.3%
- 48%
- 34.7%
- 28.2%

Communications
- 46%
- 48.7%
- 50.3%
- 35.4%
- 55.3%
- 47.4%

Value
- 43.1%
- 39.2%
- 46.1%
- 35.7%
- 36.5%
- 46.5%

Technology training and updates
- 33%
- 23.7%
- 37.7%
- 27%

0% 10% 20% 30% 40% 50% 60% 70% 80%

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An Executive's Feedback

- "Survey was motivating to the staff

- Energy and increased team synergy

- Sets unspoken benchmark for customer

  service attitude and behavior

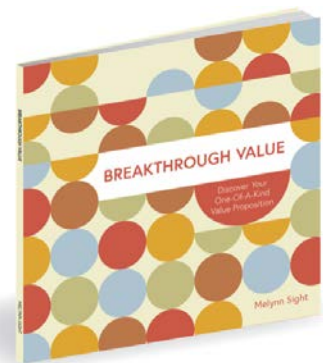- There is a challenge in results"

CP, Local Assn Exec

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I Did My Research

bit.ly/silverplaybookvideo

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Summary of this talk:

bit.ly/nsm_7surveyquestions

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