

SURVEY

# 2022

## REAL ESTATE ASSOCIATION ANNUAL SURVEY RESULTS

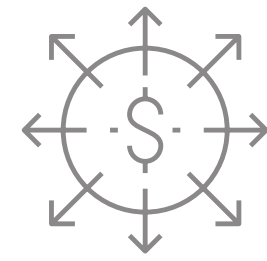
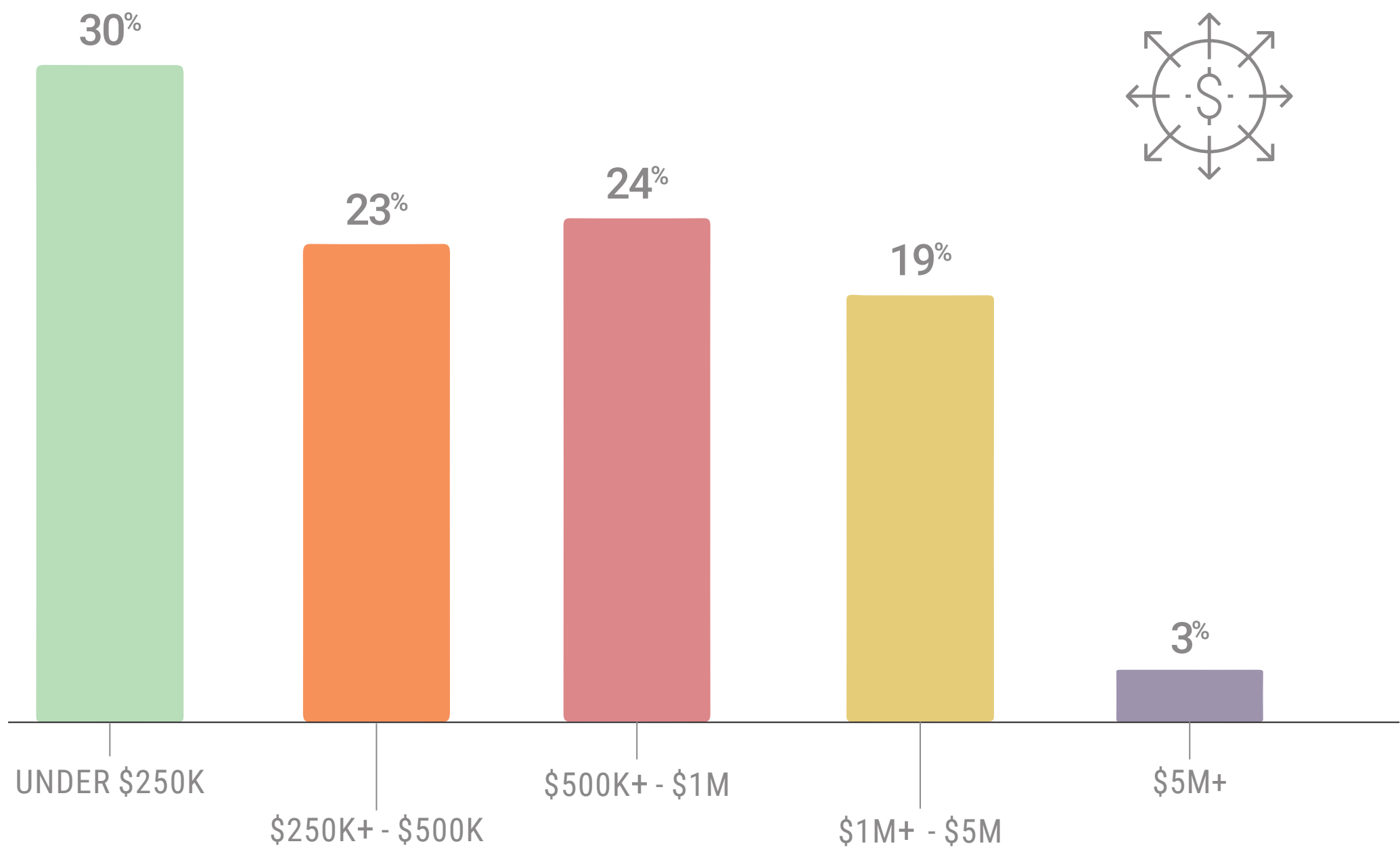


GrowthZone surveyed 100 real estate association professionals across the U.S. and Canada. Topics included everything from non-dues revenue sources and operating budgets, to new service offerings and diversity practices. The results showed a number of interesting trends impacting today's real estate associations.

## ABOUT THE RESPONDENTS

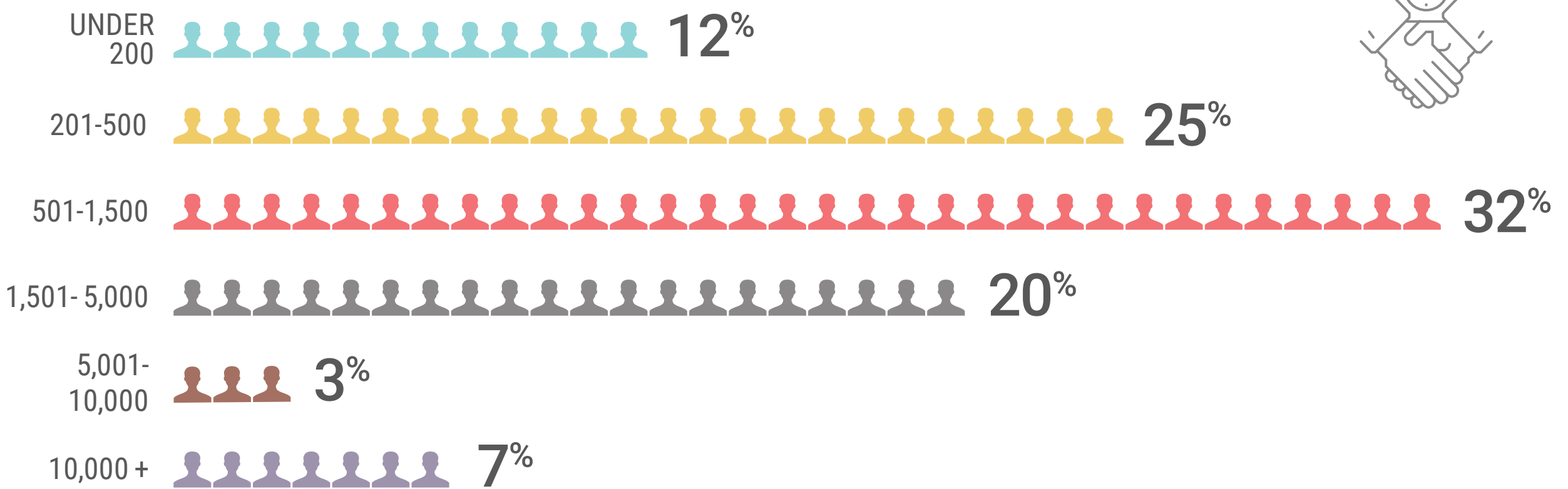
### ANNUAL OPERATING BUDGET | APPROXIMATE

Q: What is your organization's approximate annual operating budget?



### ANTICIPATED MEMBERSHIP

Q: What is your organization's anticipated membership as of 12/31/2021 (number of billing accounts)

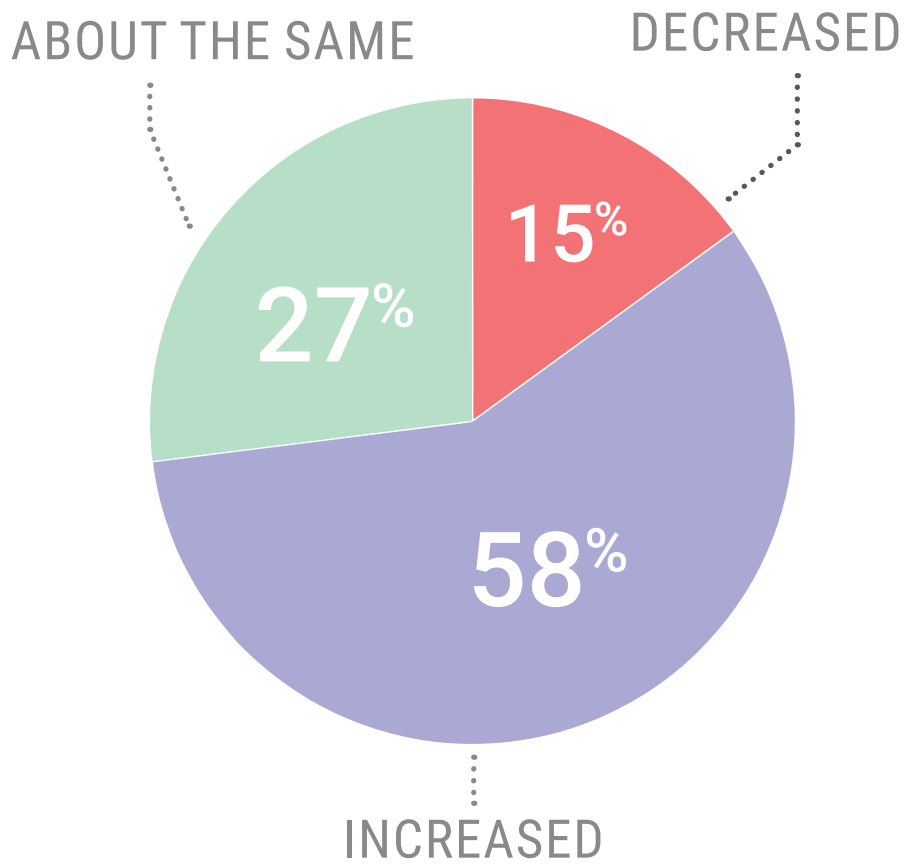


# MEMBERSHIP GROWTH

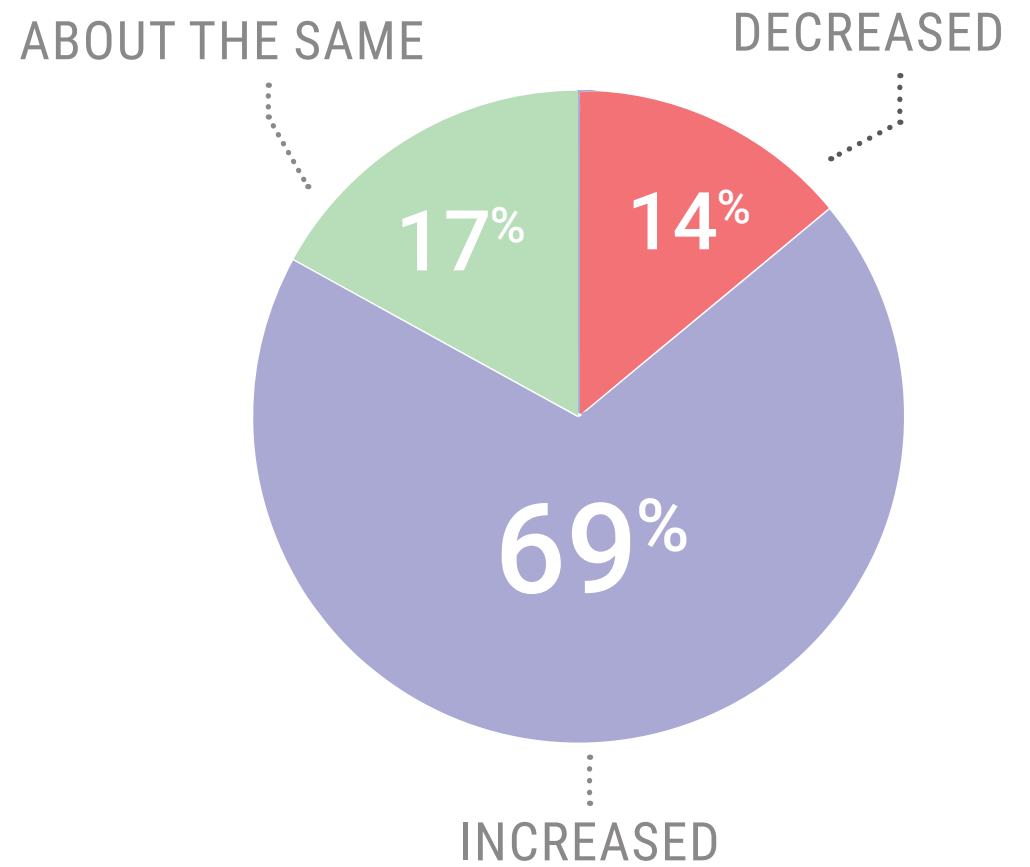


## NET GROWTH | NEW + RENEWAL CHANGES OVER THE LAST YEAR

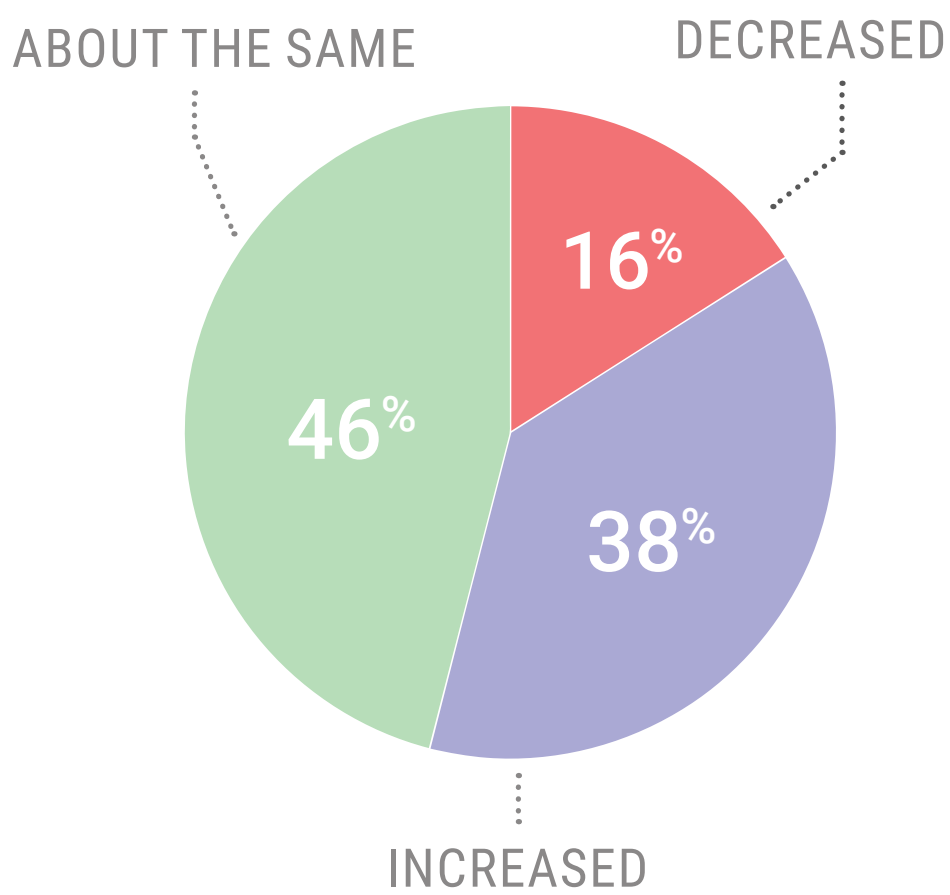
Q: Do you anticipate your membership at year end will show a NET increase or decrease over 12/31/20?



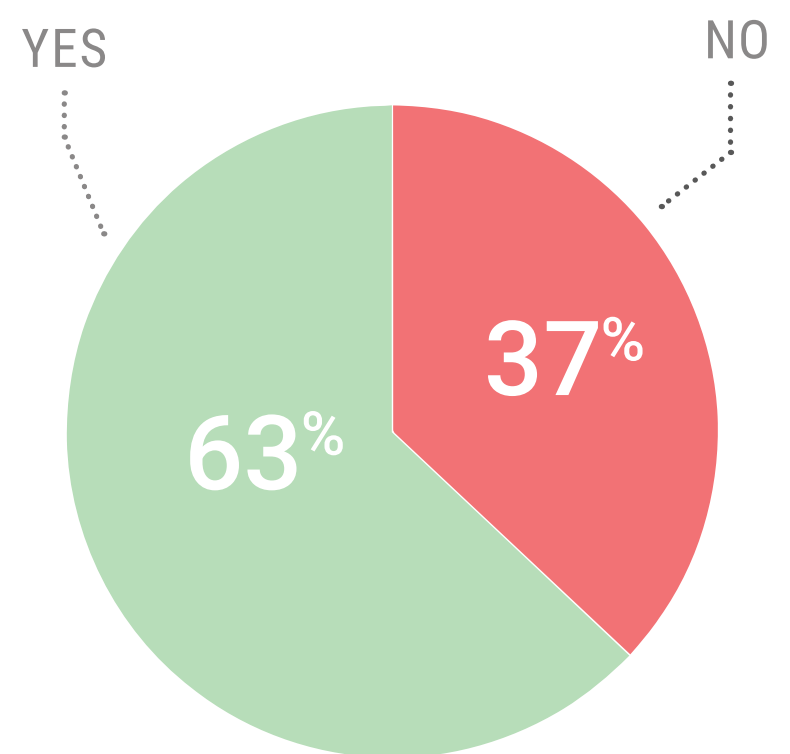
Q: Have NEW memberships increased or decreased since last year (since 12/31/20)?



Q: Did your overall RENEWALS change for 2021 over the year 2020?



Q: Are your members required to join your organization?

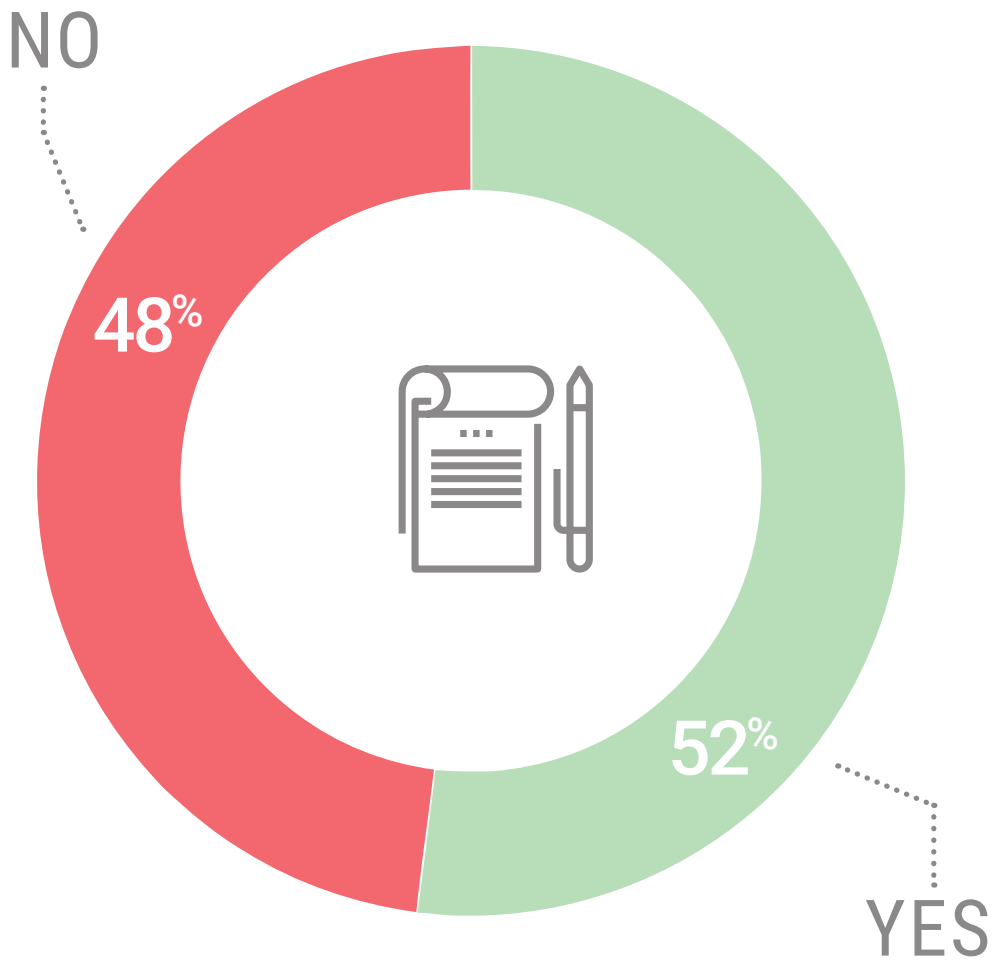


# VALUES & POLICIES

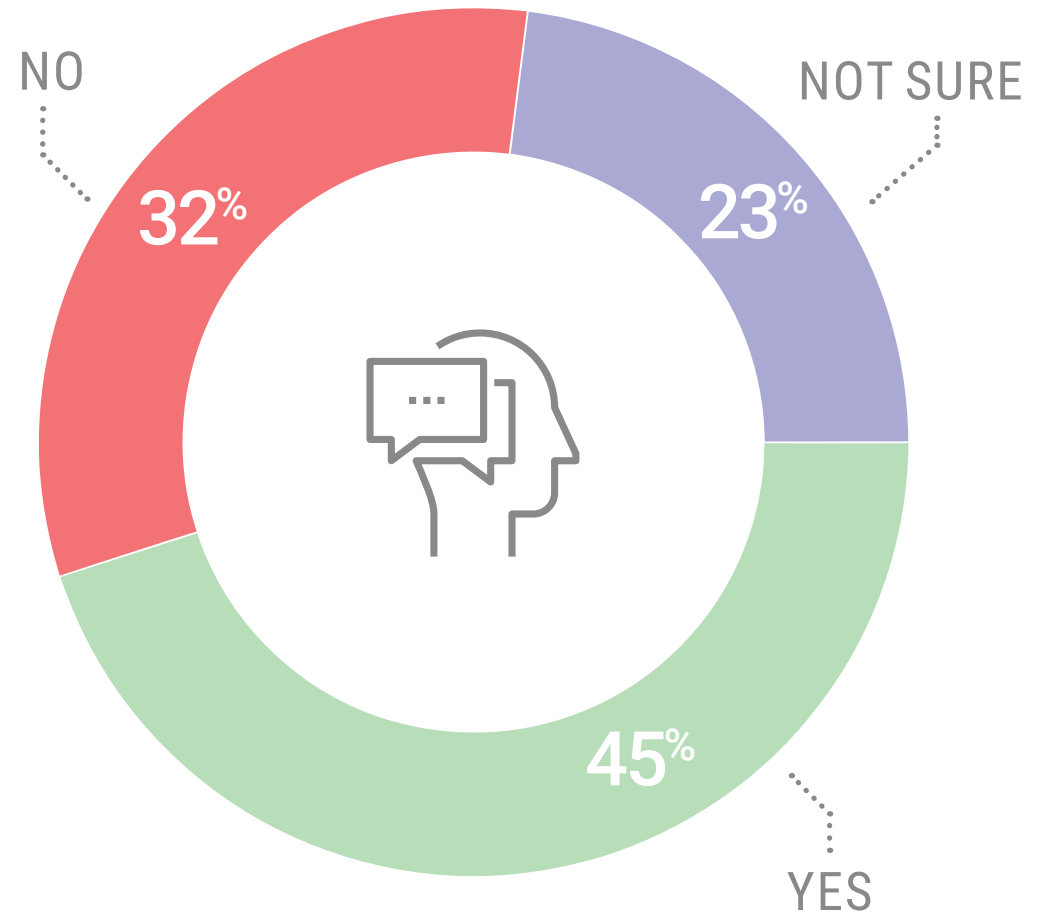


## VALUE PROPOSITIONS

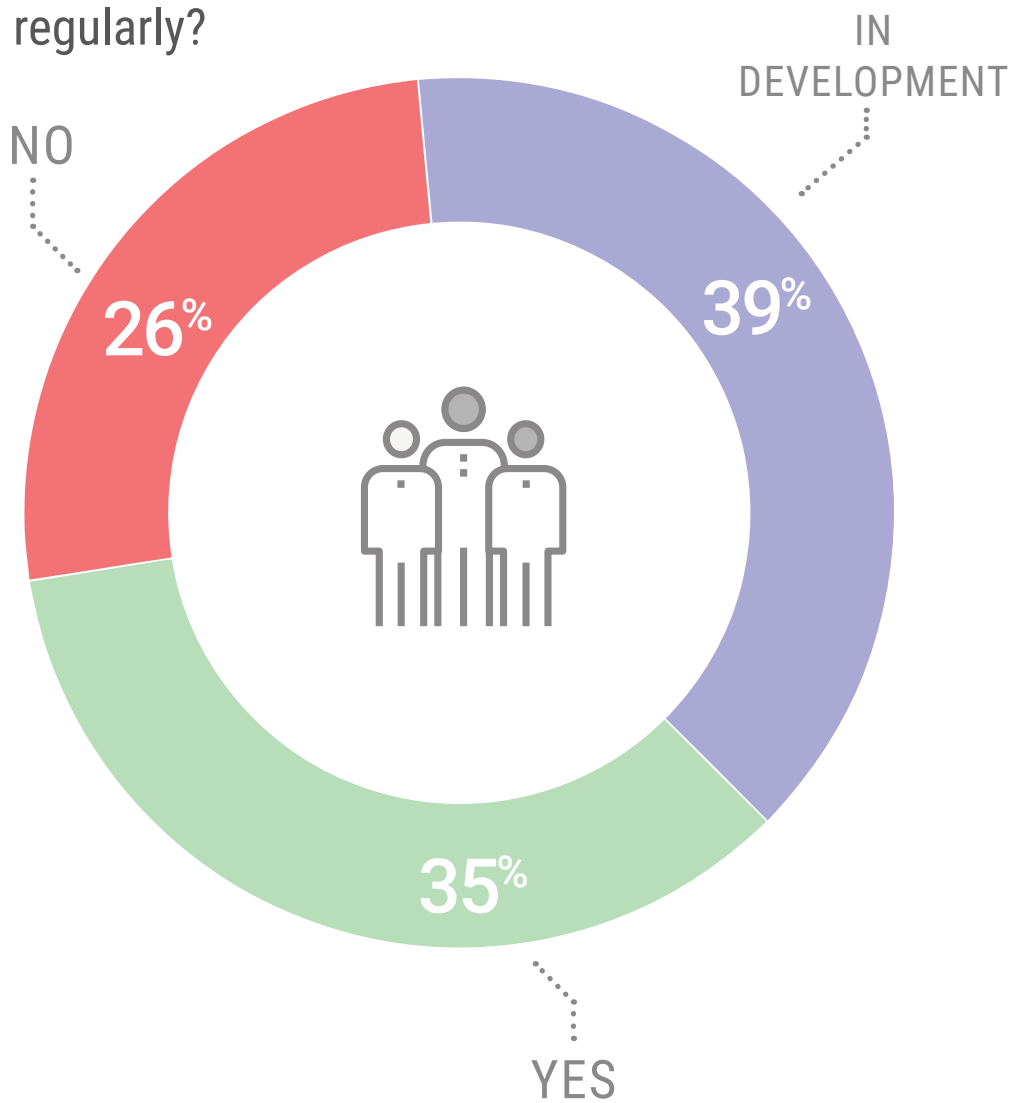
Q: Do you have a documented value proposition message that you use in your planning and your member interactions?



Q: Do you believe members clearly understand the value of your organization and the specific solutions you offer them?



Q: Does your organization have a documented diversity and inclusion policy that you use regularly?

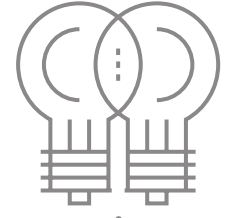


Q: What benefit have you seen from putting this policy in place, if any?

- ” We hope to increase membership diversity.
- ” Diversity acceptance within the organization.
- ” Bring diverse speakers in front of our members to talk about unique issues we might not otherwise hear.
- ” Although it may not be across the board popular with everyone, we do think it is important.
- ” None so far; it is a NAR mandate to get one in place and we did.
- ” It doesn't matter the benefit, it's what is right.
- ” Everyone feels included in all of the programs we offer.
- ” It has made our members more aware of the laws around Fair Housing.
- ” No significant benefits.
- ” More discussion with membership about what it truly means to be inclusive.
- ” Most REALTORS understand the value of not discriminating in their business practice. This has just formalized it.
- ” More awareness.
- ” Better understanding of our mission.
- ” More members and better morale.

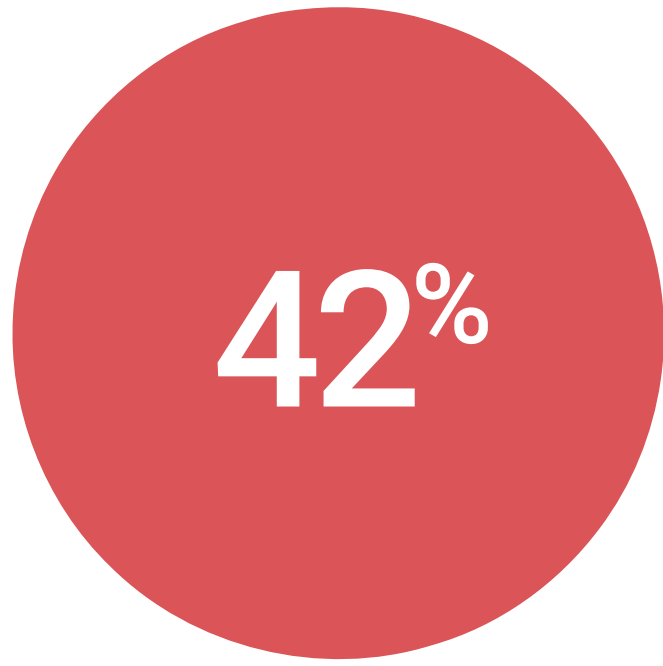


# INNOVATION & INITIATIVES

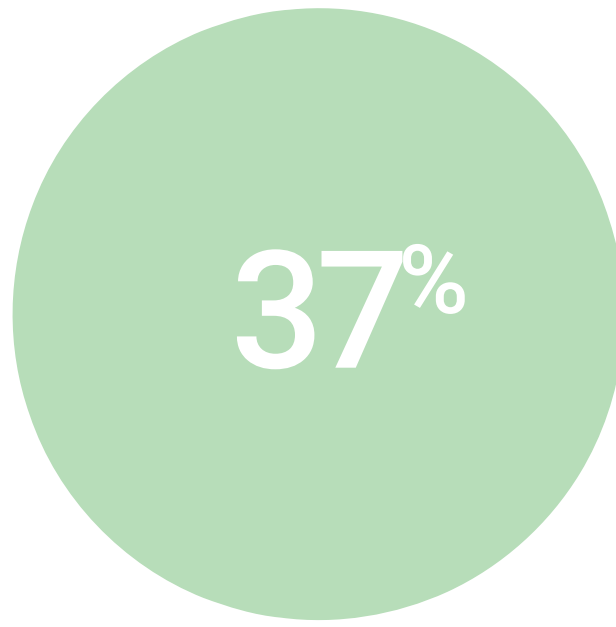


## PROCESS

Q: Does your organization currently have a formal innovation process or plan to pursue new ideas for adding value to your members' business?



No, we do not have a formal innovation process



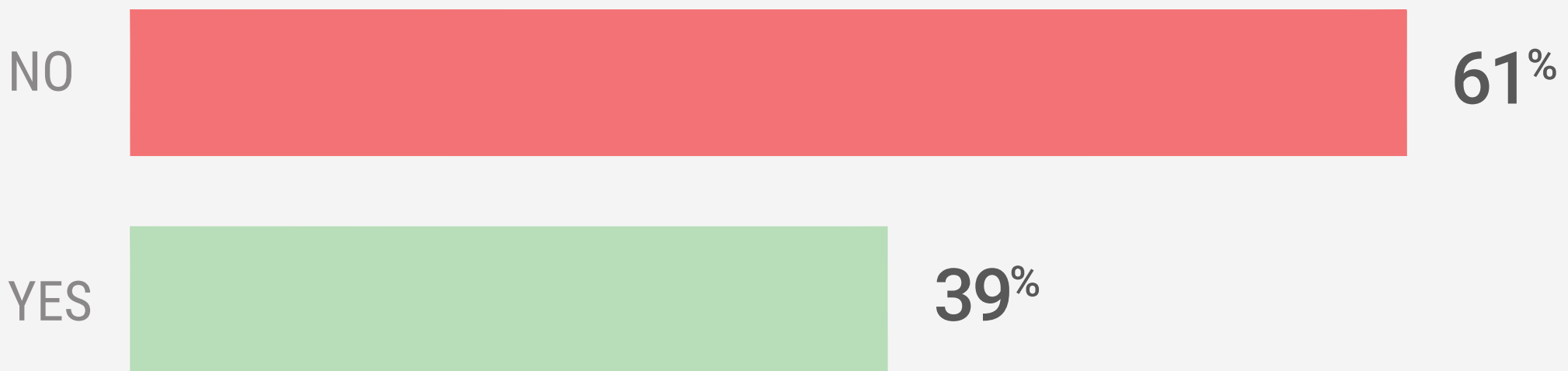
Yes, we have a formal, ongoing process



Yes, we have a task force in place for short term innovation

## NEW SERVICES

Q: Did you launch any new member service, offering or tool during 2021 that is showing promise today?



## COMMON INNOVATIONS

- Events
- Marketing/Promotion
- New Services
- Financial
- Member Benefits
- Technology

## INNOVATION & INITIATIVES (CONT.)

Q: Can you offer a short explanation about the offering and any results so far?

### EVENTS

- New free events.
- Member mixers.

### MARKETING/PROMOTIONS

- Testimonial Tree - a tool to collect and distribute testimonials.
- New marketing materials have expanded our reach.
- More social media presence and interaction.

### NEW SERVICES

- New Lock Boxes - Good Results.
- We added a safety service called ForeWarn and the adoption rate has reached 30% at only 5 months.
- We have added electronic forms; many of our members are using them.
- New video series, new apps, etc.
- Safe Showings for Members.

### TECHNOLOGY

- Safe Showings New MLS Agent Branded App for Clients.
- An agent safety app for their protection. In seven months, 40% of our subscribers have signed up.
- GrowthZone! Our members love it!
- New website, and it is working.
- New member app that can be used to sign up for classes and other items.

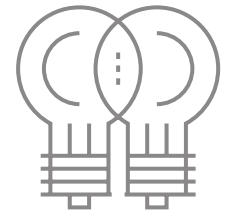
### FINANCIAL

- Offering online payments for donations, new member orientation fees and other items.
- Offering a [discounted] membership for 2022 and to receive the rest of 2021 for free.
- Enacted a \$5 per month dues increase October 1 but have now also provided free CE classes.

### MEMBERSHIP PROGRAMS

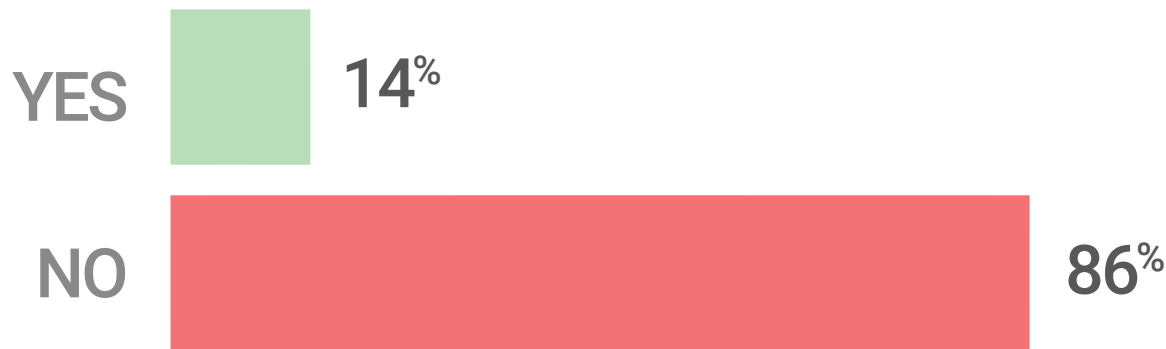
- COVID-related resources.
- A diversity and inclusion web page.
- Member education DEI training.
- Small group "coffee & conversations" where similar member categories share best practices and exchange ideas to solve problems and challenges.
- Online new-agent orientation sessions.

# INNOVATION & INITIATIVES (CONT.)

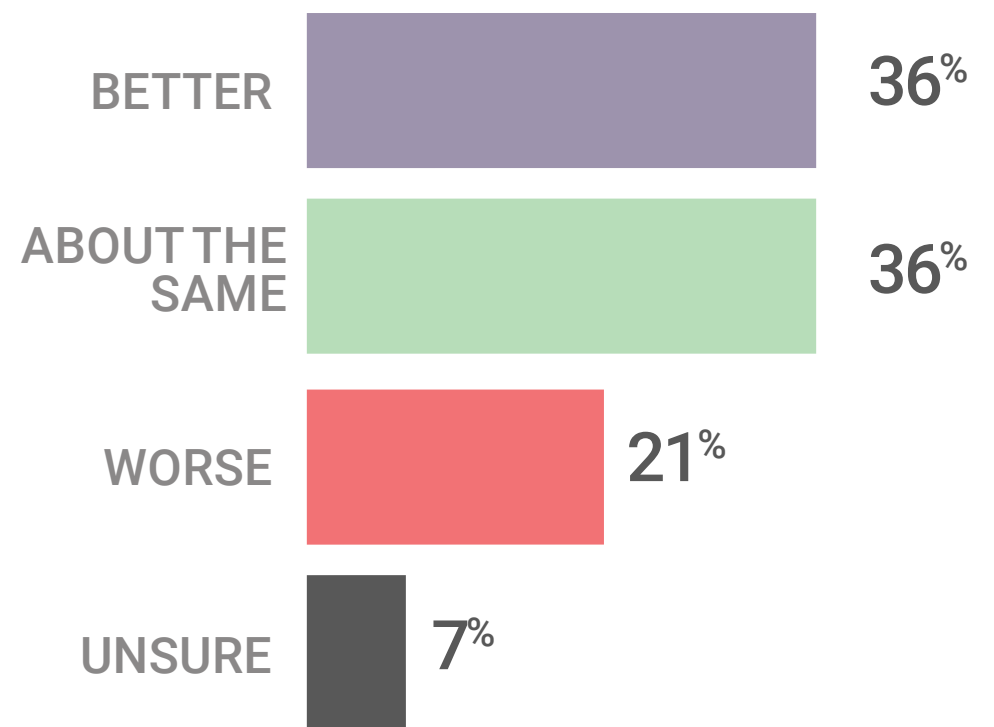


## INITIATIVES

Q: Do you have a formal reinstatement initiative in place to reengage members that you lost in previous years?

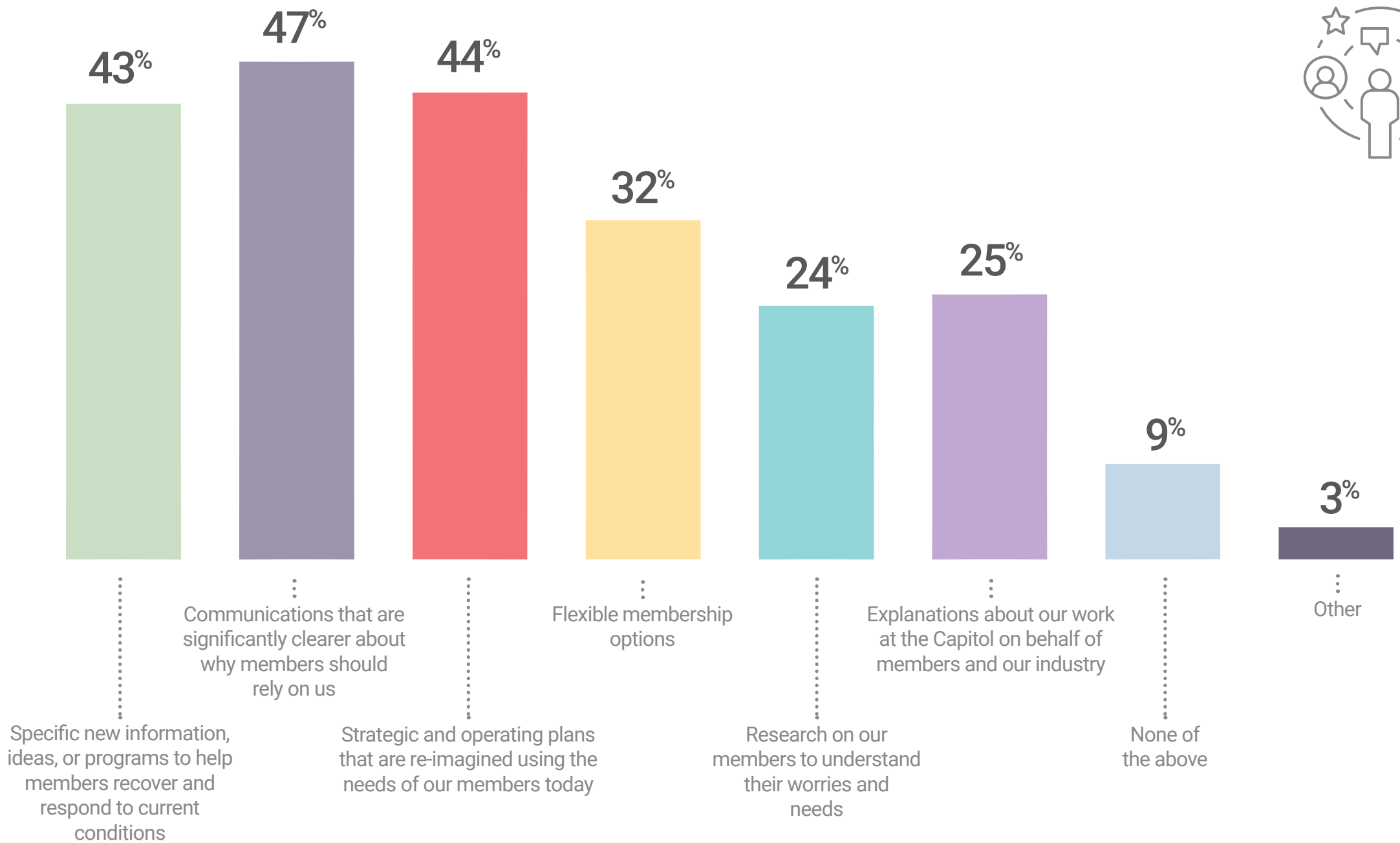


Q: Did overall member engagement change since 12/31/20?



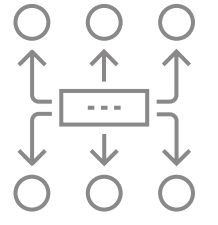
## ACTIVITIES

Q: What activities helped your organization overcome the challenges of 2020?



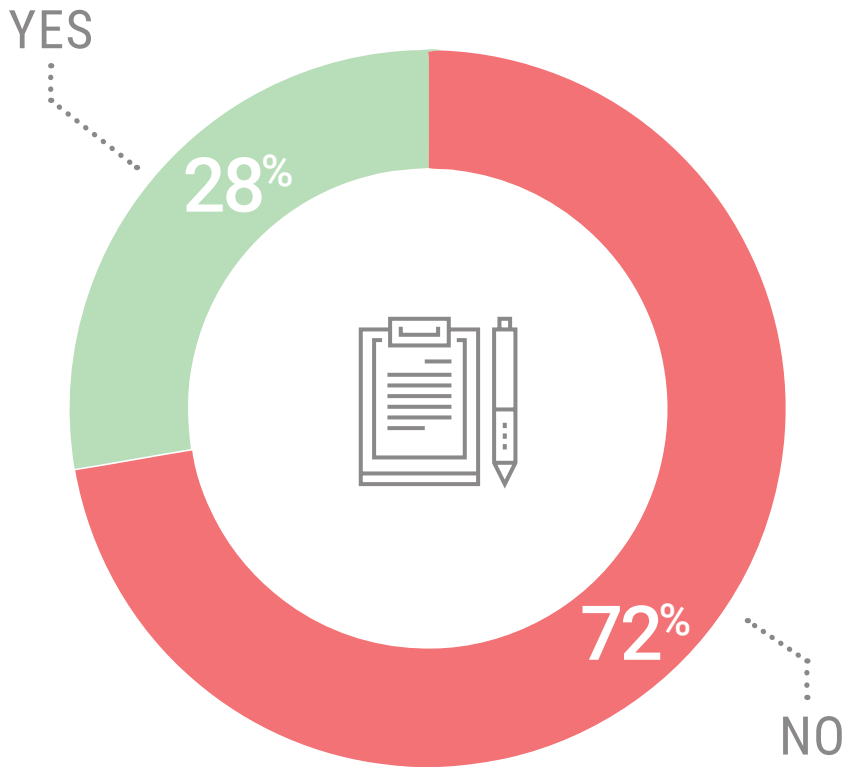


# MEMBERSHIP & ENGAGEMENT

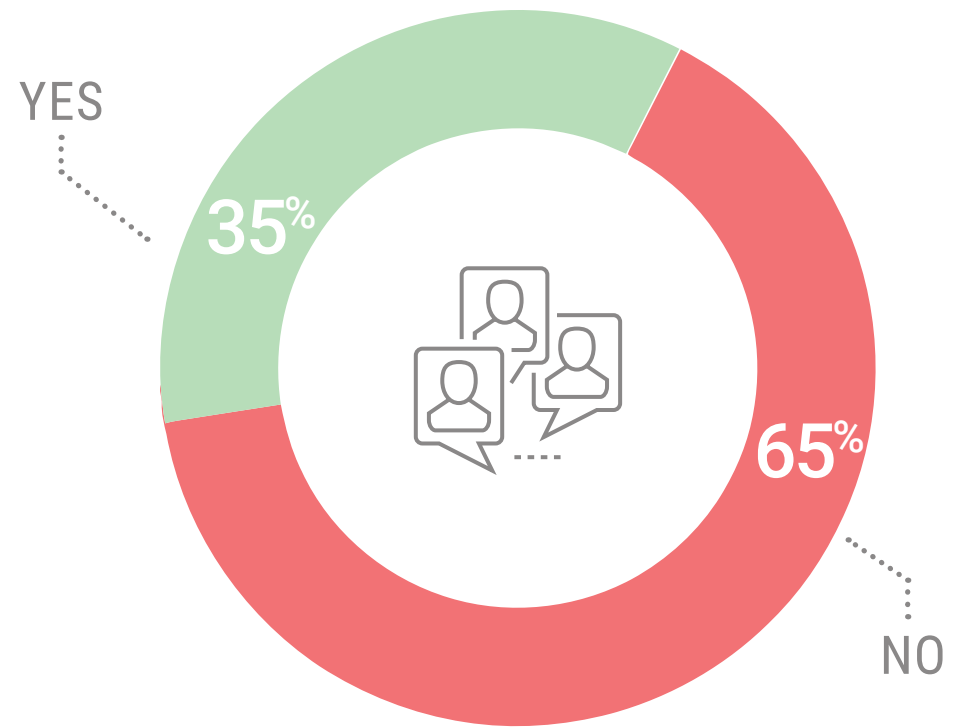


## PLANNING

Q: Do you have a written plan for increasing member engagement?



Q: Do you have one or more member advisory groups that feeds information into your strategy and/or operations?



Q: What would you consider is the top benefit of your member advisory group to the association?

- Connecting with our members

Direct insight

Education

Engagement

Event planning

First-hand knowledge about what members need

Industry expertise

It provides us with outside perspectives and a clear goal we might not have otherwise
- It's made up of members who have their finger on the pulse of what's happening in the local real estate industry

Learning from other members

Legislative interaction

Member perception

MLS Benefits

Networking

New ideas

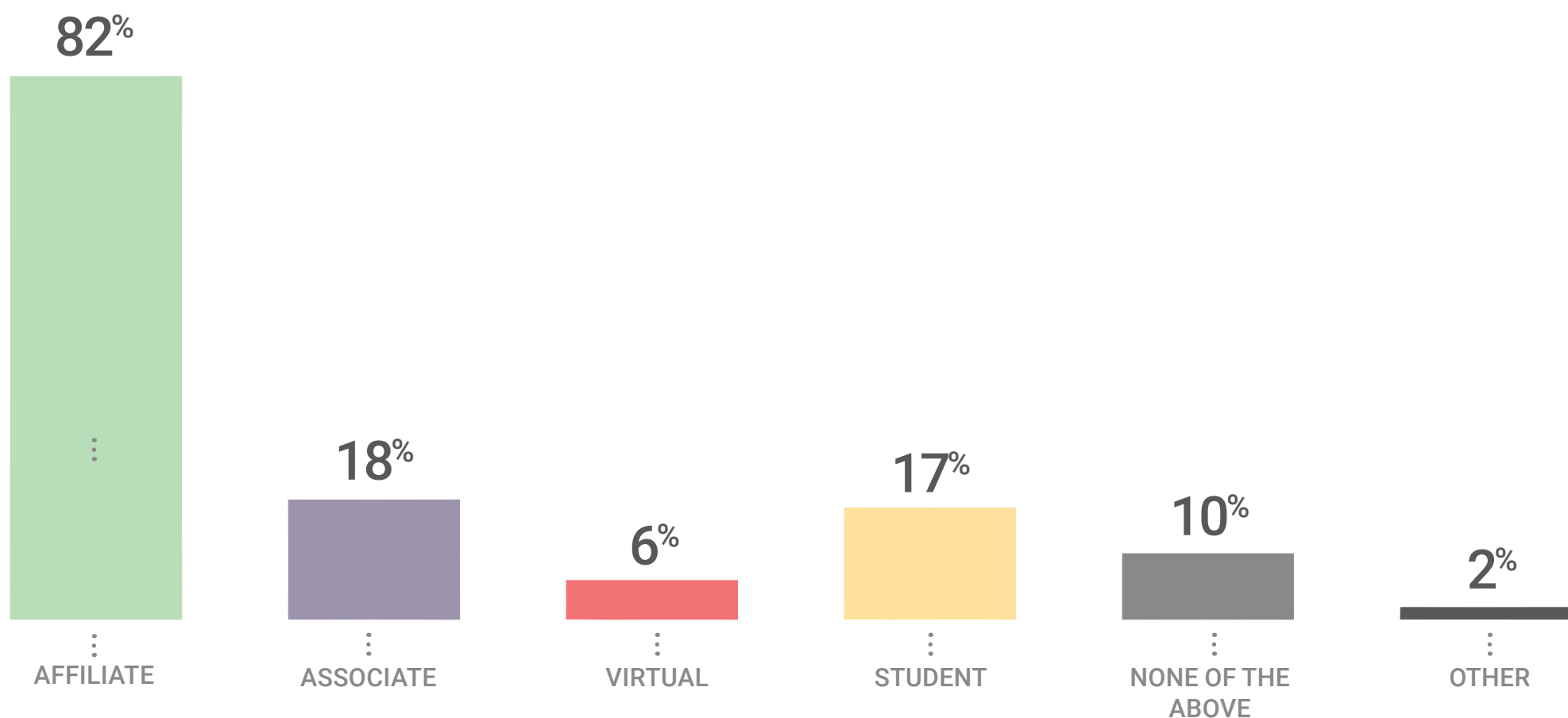
New ideas for classes

Optics
- The support from colleagues

Their voice being heard

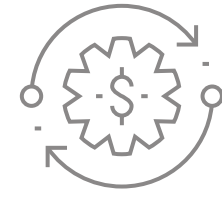
Weekly communication

Q: What non-standard membership categories do you offer?



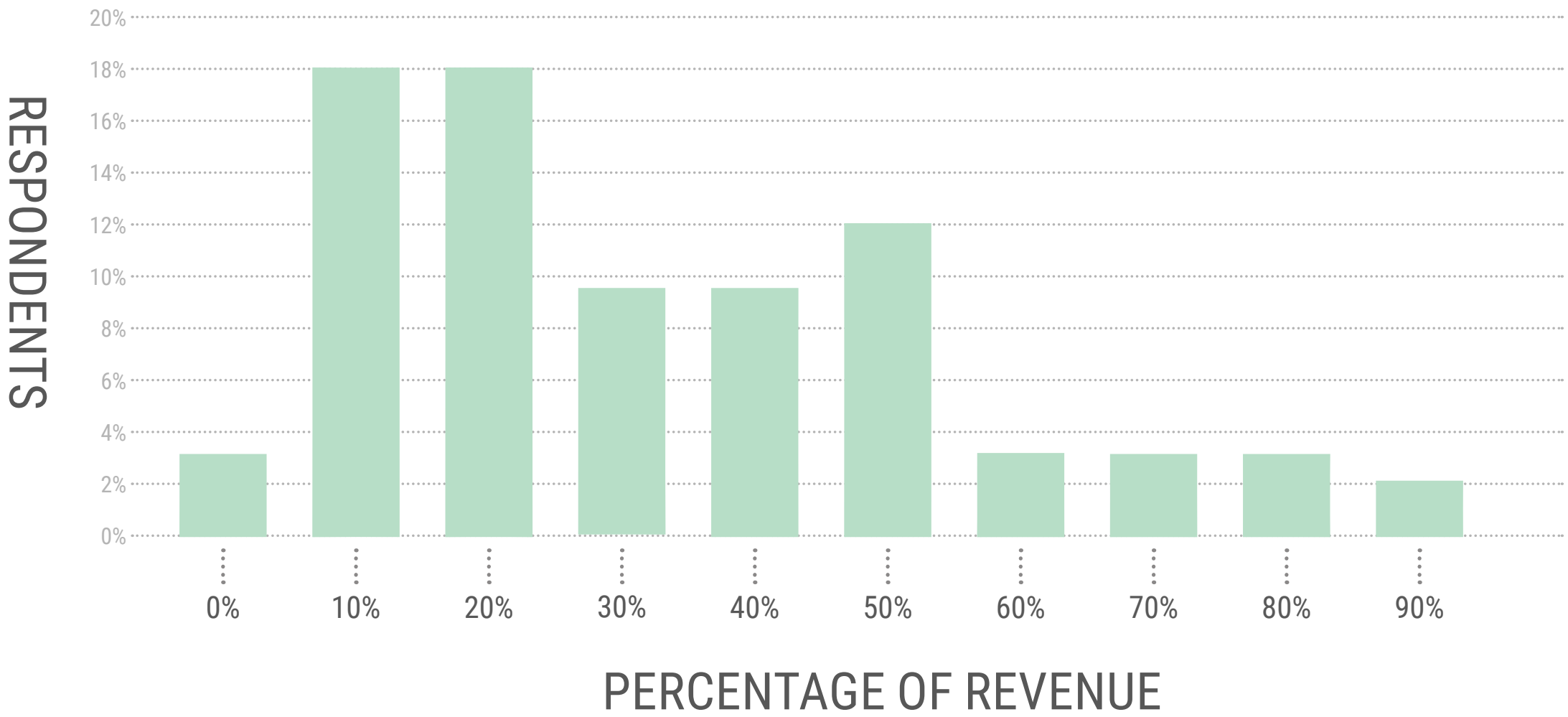


# REVENUE

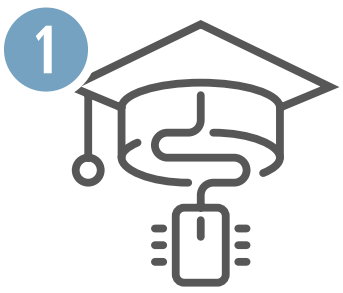


## DUES & NON-DUES REVENUE

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



## TOP 5 BIGGEST NON-DUES REVENUE SOURCES



EDUCATION



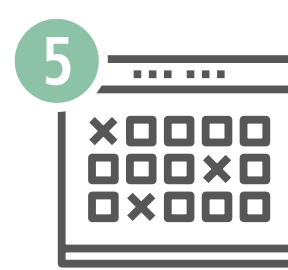
PAID PRODUCTS/  
SERVICES



MLS



SPONSORSHIP



EVENTS

# IMPROVEMENTS

## COMMON LESSONS LEARNED

- Communications
- Flexibility
- Virtual
- Connections/Engagement
- Keep Going

Q: What is your biggest lesson learned as an organization in the past 12 months?

### COMMUNICATIONS

- ” I have been struggling to find ways to make sure our members get the communications they need that are important.
- ” Keep the lines of communication open - whatever form of communication it might be.
- ” Members thrive for more communication and education.
- ” More frequent communication prevents member complaints.
- ” Need more positive promotion.
- ” Overcoming the struggle that not many people want to participate.
- ” Reaching out and communication.

### KEEP GOING

- ” Keep innovating.
- ” Plan meetings and stick to schedule.
- ” We will get back to normal.
- ” Continue to keep members engaged.
- ” COVID-19 cannot stop us.
- ” Don't try to predict the unpredictable.

### VIRTUAL

- ” Do more research on virtual platforms.
- ” How to serve members virtually.
- ” It's important to have members in person and back in our building.
- ” Modifying operations to work virtually has really shined a light on the decreased need for a physical workspace for our office.
- ” More patience with Zoom meetings.
- ” Offering meetings and classes on a platform like Zoom allows more members to engage at a lower cost.
- ” People got used to virtual events.
- ” People want virtual! Events, classes, meetings, etc.
- ” That we all miss the face-to-face events.
- ” That we can work both virtual and in-person.
- ” We moved a lot of our education programming to virtual and we are finding that many members now prefer that.
- ” You can do a lot of things online.
- ” Virtual meetings are not 100% the best but can be great for engagement.

### CONNECTIONS/ENGAGEMENT

- ” Get feedback from our members.
- ” Meeting the members where they are (e.g., online, in person, etc.).
- ” Stay engaged and ask the members.
- ” We need to increase involvement and get people excited again.

### FLEXIBILITY

- ” That we are able to adapt to challenges presented.
- ” Be nimble, flexible, and responsive to changing conditions and members' needs.
- ” Don't feel complacent with our services.
- ” Things are changing constantly, and we would rather adapt them than be stuck trying to make something work that isn't viable anymore.
- ” Be patient.
- ” Adapt and overcome.
- ” The need to be flexible and to respond to members where they are.
- ” We need to integrate a better system for working from home to service our members.
- ” We have a strong leadership team and able to pivot quickly and to keep customer service top of mind.
- ” Adapt to the modern world.
- ” Things will always change.
- ” We are adaptable.
- ” Need to be more tech-versed in case of another shut down.
- ” Staying open-minded to new ways of doing things.
- ” You can plan all you want but you'll still need to be flexible and ready to pivot with every curve ball that comes at you.
- ” We can adapt!





**GrowthZone**  
real estate association edition

## About Growthzone

GrowthZone software helps real estate associations streamline their day-to-day operations with its robust suite of AMS features, including integrations with M1/NRDS, lockbox systems, MLS platforms, and more.

See for yourself why 200 real estate associations have moved to GrowthZone.

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

**SCHEDULE DEMO**