

2014 Membership Survey Questionnaire - DRAFT

Hi! My name is _____ with the Market Enhancement Group, Inc. We are conducting a market research survey among a select group of real estate agents and brokers. The purpose of this survey is to determine the needs of real estate professionals like you. There will be absolutely no sales involved. Your individual responses and identity are confidential and the questionnaire will only take about 15 minutes. Is this a convenient time? (If not, ask, "What would be the most convenient time for you?")

[INSTRUCTIONS FOR INTERVIEWER WILL BE IN THIS FORMAT THROUGHOUT THE QUESTIONNAIRE]

Pre-Code / Record [DO NOT ASK]

1. Gender
 - a. Female
 - b. Male
2. County of residence

Survey Questions

1. How many years have you been licensed to sell residential real estate?
2. What industry (real estate) associations or other organizations are you aware of?
[Probe, be specific.] Any others? **[Do Not Read List]**
 - a. CALIFORNIA ASSOCIATION OF REALTORS®
 - b. Department of Real Estate
 - c. Local Real Estate Board/Association
 - d. National Association of Realtors
 - e. Senior Real Estate Specialist (SRES)
 - f. Women's Council of Realtors (WCR)
 - g. Other (Specify)
 - h. None
 - i. Don't know, unsure
3. What industry (real estate) associations or other organizations do you belong to?
[Probe, be specific.] Any others? **[Do Not Read List]**
 - a. CALIFORNIA ASSOCIATION OF REALTORS®

- b. Department of Real Estate
 - c. Local Real Estate Board/Association
 - d. National Association of Realtors
 - e. Senior Real Estate Specialist (SRES)
 - f. Women's Council of Realtors (WCR)
 - g. Other (Specify)
 - h. None
 - i. Don't know, unsure
4. When you hear CALIFORNIA ASSOCIATION OF REALTORS®, what is the first thing that comes to mind? *[Single response only.]*
5. What benefits, information, events, services or products does the CALIFORNIA ASSOCIATION OF REALTORS® (C.A.R.) offer REALTORS® like you? *[Do Not Read List, Record first mention.]*

Education / REBS

- a. Continuing education / license renewal courses
- b. Seminars / Education
- c. Standard forms
- d. RELAY™ Transaction Management System
- e. zipForm® Plus
- f. zipForm® Plus training classes
- g. Forms Advisor™
- h. Forms Tutor™
- i. Webinars
- j. Mobile applications (i.e. My C.A.R., AgentNTouch)
- k. Clarus MarketMetrics (aggregated, localized charts reports on market; i.e. days on market...)
- l. Clarus TouchCMA (CMA/presentation tool)
- m. Clarus Connect (Social Media Management)
- n. Clarus InvestorPropertyRadar (formerly ForeclosureRadar)
- o. zipLogix Digital Ink (includes any variation such as Digital Ink or esign or electronic signatures)
- p. zipVault (includes document storage)
- q. Free CE Credit
- r. zipForm MLS-Connect (ability to import fields from MLS to zipForm)
- s. zipForm 6 Standard (aka zipForm Desktop)
- t. zipForm Mobile
- t. DocuSign

Communications

- u. *California Real Estate* magazine
- v. Press releases, news flashes
- w. Website (www.car.org)
- x. ClientDIRECT™ Newsletter (Agent-branded electronic newsletter for clients)

- y. Conventions and meetings (including EXPO)
- z. E-mail Newsletters
- aa. Member Advantage Program (product / service discounts)
- bb. Information about the industry
- cc. Hot Topics Webinars
- dd. Consumer Advertising Campaign
- ee. Thought Leadership
- ff. Champions of Home Awards

Research

- gg. Helping you stay current on trends in real estate
- hh. Econ / Market Updates / Staff Outreach Presentations
- ii. Market Data
- jj. Surveys tracking real estate trends
- kk. [Customizable market reports and analysis.](#)

Government Affairs

- ll. Develop, introduce, and advocate CAR-sponsored legislation
- mm. Red Alerts
- nn. Fight special interests working against REALTORS®
- oo. Lobbying / advocacy
- pp. Legislative Updates / Staff Outreach Presentations
- qq. Legislative Day (in Sacramento – May)
- rr. Protect C.A.R. members from unnecessary lawsuits
- ss. Protects industry, REALTORS®

Legal Services

- tt. Legal Action Fund
- uu. Legal Hotline
- vv. Website information (Q&As, webinars, briefs, etc.)
- ww. Legal Staff / Outreach Presentations
- xx. *Realegal* - email notifications of legal developments and new laws
- yy. Legal Ombudsman – for ethics complaints or lawsuits

zz. Social networking

- aaa. Finance Helpline/Lender Liaison (finance.car.org)
- bbb. Mortgage Resource Directory (mortgage.car.org)
- ccc. Other (Specify)
- ddd. None mentioned
- eee. Don't know, unsure

6. If C.A.R. could offer one new benefit, product or service that would help you in your real estate business or save you money, what would it be?

Please rate C.A.R. on a series of other programs on a scale of 1 to 10, with 10 being extremely satisfied and 1 being extremely dissatisfied. **[Rotate Order of 7 - 12, always ask 13 & 14 last.]**

7. Lobbying and political action
8. Legal Hotline & Other legal services and offerings
9. zipForm® Plus
10. *California Real Estate* magazine
11. Staff service
12. Real estate market analysis and statistics
13. Value of your membership compared to what you pay
14. Overall satisfaction with C.A.R.

15. Please indicate your preference for receiving information from C.A.R. with respect to each of the following: *[Answer choices to be read to respondents: E-mail, social media, text, in-person presentation, video, other, or do not wish to receive this information.]*
 - a. Member Benefits
 - b. Products, services and promotions
 - c. Events
 - d. Education
 - e. Market, legal and legislative updates
 - f. Legislative Red Alerts / Calls for Action
 - g. News

16. What is your preferred method of viewing information from C.A.R.?
 - a. Smartphone
 - b. Tablet/iPad
 - c. PC/Laptop
 - d. Other (please specify)

17. Please tell us your opinion about the amount of email information that you currently receive from C.A.R. on a scale of 1 to 10, with 1 being too little and 10 being too much. *[track None responses]*

18. Do you utilize email filters or rules to organize emails received in your inbox?
 - a. Yes
 - b. No
 - c. Unsure

19. Do you feel that organized real estate, such as C.A.R., helps you in your real estate business?
 - a. Yes
 - b. No
 - c. Unsure *[Skip to Q20]*

20. Why (do you feel that organized real estate does / does not help you in your real estate business)? *[Record multiple responses, but note first response.]*
21. What are your annual dues exclusively for the CALIFORNIA ASSOCIATION OF REALTORS®, not your local board of REALTORS®, NAR or your MLS? [Do Not Read]
- a. \$184 (includes mandatory \$49 contribution towards RAA or directed toward non-political general fund).
 - b. Other amount: *[Record amount noted.]*
 - c. Unsure
22. What do you anticipate will be your greatest opportunity in your real estate business over the next year? *[Single response. Record multiple but note first response]*
23. What do you anticipate will be the greatest challenge for your real estate business over the next year? *[Single response. Record multiple but note first response]*
24. What, if anything new, are you planning on incorporating into your 2014 business plan to help you deal with anticipated challenges? *[Record multiple but note first response]*

Please rate the following legislative issues on a 10 pt. scale in order of their importance, with 10 being extremely important and 1 being extremely unimportant. *[Rotate order.]*

- 25. Business License Taxes
- 26. Mortgage loan availability
- 27. Mortgage Reform/Housing Finance Reform
- 28. Mortgage Interest Deduction
- 29. Point-of-Sale Regulations
- 30. Vacant Property Maintenance Requirements
- 31. Restoring FHA Loan Limits

Please rate the following industry issues on a 10 pt. scale in order of their importance, with 10 being extremely important and 1 being extremely unimportant. *[Rotate order.]*

- 32. Pocket Listings/Off-MLS Listings
 - 33. Placement of listings on online portals such as Zillow/Trulia/Realtor.com
 - 34. Agent ranking websites (such as Neighbor City, AgentMatch)
 - 35. Agent rating websites (such as Yelp, RatedAgent, etc)
 - 36. Alternative business models Brokerages/Agents
 - 37. BRE Licensing requirements and rules
 - 38. BRE Records retention rules
39. When you join your local board/Association of REALTORS® you are required to also join and pay dues to both the state and national board/Association of REALTORS®. If you were not required to join either your local, state, or national board of REALTORS®, how

likely would you be to join your local board/Association of REALTORS®, would you be . . .
[Read.]

- a. Very likely
- b. Likely
- c. Not likely
- d. Not at all likely
- e. Unsure [Do Not Read]

40. Why?

41. How likely would you be to join the CALIFORNIA ASSOCIATION OF REALTORS®? Would you be . . . [Read.]

- a. Very likely
- b. Likely
- c. Not likely
- d. Not at all likely
- e. Unsure [Do Not Read]

42. Why?

43. How likely would you be to join the National Association of REALTORS®, would you be...? [Read.]

- a. Very likely
- b. Likely
- c. Not likely
- d. Not at all likely
- e. Unsure [Do Not Read]

44. Why?

The following questions pertain to certain aspects of your real estate business.

45. Which of the following constitutes the majority of your business? [Read & rotate, note 1st response.]

- a. Buyers
- b. First Time Buyers
- c. Sellers
- d. Commercial
- e. Property Management
- f. Distressed Properties
- g. Luxury Properties
- h. Other: [Record response.]

46. How many transactions did you close in 2013?

47. Do you anticipate being in the real estate business three years from now?

- a. Yes

- b. No
- c. Unsure
- d. Decline to state

48. Why do you maintain membership in real estate trade associations? *[Note first response]*

49. If your broker did not require you to join, would you still join a real estate trade association?

- a. Yes
- b. No

50. If a competing brokerage did not require REALTOR® membership, would that be a sufficient reason to change brokerages?

- a. Yes
- b. No

51. What percentage of your 2013 transactions did not close due to falling out of escrow?

52. Have you ever reported another agent for an ethics violation?

- a. Yes *[ask Q.44]*
- b. No *[ask Q.45]*

53. What was the outcome?

54. Have you ever dealt with another agent you believe committed an ethics violation but did not report that person?

A Yes [ask 46]

55. Why did you choose not to report the other agent?

Demographics

Now I would like to ask you some questions for classification purposes only.

56. Which of the following categories best describes your role in real estate?

- a. Sales or Broker Associate
- b. Broker Manager or Broker Owner

57. What is your age? *[Record exact age and check the appropriate category.]*

- a. Under 25 years
- b. 25 to 34 years

- c. 35 to 44 years
- d. 45 to 54 years
- e. 55 to 64
- f. 65 or older
- g. Refused to state

58. What is the highest level of formal education you have completed?

- a. Some high school (no diploma)
- b. High school diploma
- c. Some college (no degree)
- d. AA degree (2 years)
- e. BA/BS degree
- f. Master's degree
- g. Some graduate school (no degree)
- h. JD/LLM/Ph.D

59. What is your ethnic background?

- a. White
- b. Hispanic
- c. African American
- d. Asian/Pacific Islander
- e. American Indian/Alaska Native
- f. Other