

Strategic Issues




Association Executives Survey on Trends - 2012

Strategic Issues 2012

The Strategic Issues Work Group of the National Association of REALTORS®' Association Executives Committee is charged with identifying emerging trends and issues that are likely to have a significant impact in the near future. The purpose is to create a report that will assist real estate associations, MLSs, brokers, sales associates and affiliated professionals in their business planning. It is the sixth such report in the last 12 years and will be released May 2012.

One step in the process is an e-mail survey of all Association Executives on changes occurring now and in the future in the real estate business. The response rate to the recently sent survey was good with 363 responses of 1,302 surveys or about 28%. Some questions were with pull down lists. Others were open-ended response. Realize open comments will draw out more negative points. A review of the over 360 responses to each open-ended question indicated many recurring themes. These are listed below after the question.



The Association Executives on the NAR AEC Strategic Issues Work Group are: Mark Allen, Mike Barr, Russ Cofano, David Charron, Ginger Downs, Bob Hale, Marc Lebowitz, Terry Penza, Mike Ruzicka, and Joel Singer. NAR Staff are: Doug Hinderer and Cindy Sampalis. The facilitator is Jerry Matthews and he distributed the survey and compiled this analysis.

Association Executives Strategic Issues 2012

What are the most dramatic changes you see occurring in the real estate business in the next few years?

- Mergers / consolidations of Associations
- Fewer members and firms
- Consolidation of firms, even franchises
- Restructuring / consolidation of MLSs
- Continued impact of technology
- Firms voluntarily leaving the Realtor organization
- Increased use of mobile technologies
- Consumers remain ahead in all areas of technology
- Possible loss of MLS by the Realtor organization
- Fundamental changes in real estate transactions due to the Internet
- Realtors not in sync with consumers on expectations
- More virtual offices and agents
- Changing business models of firms and agents
- Less reliance on MLS for data
- Cultural shift away from homeownership as a goal
- Increased governmental regulation of real estate
- Massive tax increases on everything, including real estate
- Outside pressures making the real estate business change
- Downward pressure on commissions by consumers
- Continuation of short sales / foreclosures challenges
- Uncertainty, no clear direction
- Social media evolving to business usage

In this changed market, what programs, products or services do members need to assist them now?

- Mobile technology use
- Understanding social media in a business context
- Rules for financing and credit
- Remaining relevant, having value to a consumer
- Better real estate information for clients
- Keeping up with a technology-savvy consumer
- Short sales and foreclosures
- Creating a standard short sale process
- Responding to massive information access by consumers
- Handling constant change
- Advanced marketing, cost-effective marketing
- Understanding the new consumer
- Building new skills to compete

As an AE, what assistance do you need to get through this time of change?

Ideas on new organizations models
Tools and methods that work for Association mergers
Communicating the value of the Association to members
Membership retention programs
Advice on technology decisions
Countering loss of members from the Realtor organization
Regional or alliance initiatives
Solid value proposition for the Realtor
No more dues increases from NAR or State
Communicating effectively with members
Increasing revenue that is not dues
Better technology tools to keep up
Services that directly help members cope with the changes
Virtual services / outsourcing for Association operations

What major changes do you see in the next few years in your Association?

Mergers of Associations
Mega regional, state-wide or nation-wide MLS
Possible loss of MLS to the Association and resulting revenue loss
Focus on core services; getting smaller
More virtual Associations
Fewer members, fewer firms, less revenue
Transition to tech-savvy members
Technology investment to deliver services
Fewer volunteers, different view of Association role
Less involved, less informed, less experienced leaders
More services, less staff
Cooperative ventures between Associations
Generational issues and shifts
Creative new business models for Associations
Less value seen in Realtor identity by members and firms

Issues Survey of AEs 2012 Results Overview














Date: 5/2/2012 5:07 PM PST
Responses: Completes
Filter: No filter applied

2. How long have you been a Realtor Association Executive?

One year or less		20	9%
1 - 5 years		51	23%
6 - 10 years		35	16%
11 - 15 years		33	15%
16 - 20 years		21	10%
21 - 25 years		24	11%
More than 25 years		35	16%
Total		219	100%

4. What is the membership size of your Association?

Less than 500		75	34%
501 - 750		24	11%
751 - 1,000		23	11%
1,001 - 1,500		24	11%
1,501 - 2,000		16	7%
2,001 - 5,000		21	10%
5,001 - 7,500		10	5%
7,501 - 10,000		7	3%
10,001 - 20,000		12	5%
20,001 - 30,000		4	2%
30,001 - 50,000		2	1%
Over 50,000		1	0%
Total		219	100%

5. What are your projections on membership changes in the next 2 years?

Increase of more than 20%		0	0%
Increase of 15% - 19%		1	0%
Increase of 11% - 14%		0	0%

Increase of 5% - 10%		17	8%
Increase of less than 5%		23	11%
Stay the same		43	20%
Loss of 1% - 5%		55	25%
Loss of 6% - 10%		52	24%
Loss of 11% - 15%		19	9%
Loss of 16% - 20%		8	4%
Loss of 21% - 25%		1	0%
Loss of more than 25%		0	0%
Total		219	100%

[Products & Services](#) | [About Us](#) | [Support/Help](#)

© 2012 Copyright SurveyMonkey Inc. All Rights Reserved. | [Privacy Policy](#) | [Terms Of Use](#)