

# Strategic Issues



Association Presidents 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 Presidents on changes occurring now and in the future in the real estate business. The response rate to the recently sent survey was good with 406 responses of 1,416 surveys or about 29%. 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 400 responses to each question indicated many recurring themes. These are listed below after the question. The comment order does not indicate intensity or priority.

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 and compiled this analysis of the survey.

# Strategic Issues 2012

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

- Consolidations of firms
- Financing access and qualification
- Difficulty in working with banks
- Members leaving the Realtor organization
- Loss of Realtor value to consumer
- More technology and social media use
- Increasing technology influence on everything
- MLS mergers and larger footprint
- Continuation of foreclosure and short sales
- Fewer agents and brokers
- Government intrusion, increase in taxes
- Smaller company offices, more virtual services
- Home ownership harder to sell
- Accelerating rate of change
- Change in the role of the Realtor in a transaction

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

- Keeping up with technology used by consumers
- Understanding latest technology: mobile, tablet, apps
- Getting financing in a tougher environment
- Training on short sales, foreclosures
- Education on new real estate processes
- Being more efficient and effective on less revenue
- Improving professional performance
- Explaining Realtor's value to consumers
- Using social media for business
- Selecting which of the newest technology to use
- Improving personal communications tools
- Managing data / information efficiently
- Using all Internet tools available
- Knowing the ever changing short sale / foreclosure process

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

Practical education for members  
Pressure on banks to lend  
Methods of selling the value of Realtor membership  
Ideas on cutting expenses, budget control  
Effective ways to communicate with members  
Tools for virtual education, webinars  
Accurate information on public policy issues  
Combating members leaving the Realtor organization  
Merger / alliances concepts and support

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

Mergers / consolidations of Associations  
Consolidations of MLSs; regional, state-wide, national  
Loss of members  
More virtual services - education, meetings, communications Consolidation of MLSs  
Public access and information from non-MLS sites  
Cooperation with other Associations on programs and services  
Emphasis on core services  
More education offered to members  
Virtual services, webinars  
Increased use of technology tools to overcome revenue loss  
Business ventures between Associations  
Proving the value of the Association to members  
Seasoned AEs leaving, retiring  
Advancing new communications tools and methods  
Competition from other Associations for members

# Issues Survey of Presidents 2012

## Results Overview



Date: 5/2/2012 5:08 PM PST  
 Responses: Completes  
 Filter: No filter applied

### 2. How long have you been in the real estate business?










One year or less		0	0%
1 - 5 years		5	2%
6 - 10 years		63	25%
11 - 15 years		52	21%
16 - 20 years		39	16%
21 - 25 years		34	14%
More than 25 years		56	22%
Total		249	100%

### 4. What is the membership size of your Association?

Less than 500		145	58%
501 - 750		20	8%
751 - 1,000		17	7%
1,001 - 1,500		13	5%
1,501 - 2,000		7	3%
2,001 - 5,000		31	12%
5,001 - 7,500		7	3%
7,501 - 10,000		3	1%
10,001 - 20,000		4	2%
20,001 - 30,000		0	0%
30,001 - 50,000		1	0%
Over 50,000		0	0%
Total		248	100%

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

Increase of more than 20%		5	2%
Increase of 15% - 19%		3	1%
Increase of 11% - 14%		1	0%

Increase of 5% - 10%		31	13%
Increase of less than 5%		31	13%
Stay the same		56	23%
Loss of 1% - 5%		50	20%
Loss of 6% - 10%		48	19%
Loss of 11% - 15%		14	6%
Loss of 16% - 20%		4	2%
Loss of 21% - 25%		2	1%
Loss of more than 25%		2	1%
Total		247	100%

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

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