



Experience with the Future<sup>SM</sup>

## 11 Reasons Associations need a New Strategic Direction

1. **Brokers have changed:** They face new real estate business models inside, new competitors outside, downward pressure on revenue, increased costs, and a new market. How do you assist them in understanding these issues and making good business decisions?
2. **Agents have changed:** Many do not have the competence to handle today's new transaction while others have developed into stand-alone businesses. How do you assist them to improve their basic and advanced business skills?
3. **Buyers have changed:** They expect a higher level of service, lower cost, personalization, and more control as well as unrealistic purchase prices. How do you assist members in understanding and responding to these new expectations?
4. **Sellers have changed:** They demand transparency, control of the transaction steps and to set the compensation as well as unrealistic selling prices. How do you assist members in positively answering these demands?
5. **Consumers have changed:** They have virtually all information related to the real estate transaction and question the value of a Realtor. How do you assist your members to address this value shift?
6. **Real Estate Market has changed:** The dramatic shift after over 15 years of uptrend has moved power from seller to buyer, from agent to consumer, and from property appreciation to stagnation or loss. How do you assist members with these multiple yet intertwined changes?

7. **Laws have changed:** Liability has exploded, transactions are more complex, and advice in a changing market creates legal exposure for the members. How do you educate members on the proper actions to protect themselves?
8. **Technology has changed:** New tools have empowered all participants in the transaction – especially the consumer - and it continues to rapidly evolve. How do you make members aware of new technology applications and the challenges and opportunities available to them?
9. **Marketing has changed:** New advertising platforms, diversity of information sources, and changed consumer attitudes has altered advertising effectiveness. Assets are shifting among marketing choices. How do you assist members with evaluating new marketing tools and effectiveness?
10. **Communication has changed:** New forms of instantaneous communication have gained traction with consumers and much of it is based on generational preferences. How do you assist members in understanding and using multiple communications techniques?
11. **Most Associations have not changed:** Most are organizations created for a time, a market, a transaction, and a member that no longer exists. How can you quickly change to be of value to members in this rapidly evolving future?

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