

# Issues Survey of AEs 2012

## Results Overview



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

#	Response
1	Pretty much the same as always "the basics," but technology training and guidance will continue to be a the top of the list.
2	Business Management Training and Best Practices Communication Training and Best Practices Sales Training and Best Practices Technology Training and Best Practices
3	changes in loan programs, oil and gas leases
4	Information and training on handling short sales. And anything that can be done to help speed up the process.
5	Technology training and a better training regarding use of statistical data, interpretation of data and business planning.
6	Legal, forms, REO/short sale info and ed.
7	education about changing business, including short sales/REO's/investors, etc. details on social media, its pitfalls and advantages for marketing
8	Need to Find Value in being a member of all three national, state and local Make finding information and Learning easier to do and less expensive make a Orientation like dvd for companies to use at a sales meeting but call it something else Add to the Discount Programs Affordable HEALTH CARE
9	New Technology skills and business/budget management training.
10	As a local Association, I have focused on local issues, the local community, and provide the members updates about the area. Selling lifestyle. Advocacy at all levels, state, national and local.
11	Discounts, education and information on different grants available for buyers
12	Political advocacy Risk management
13	Technology assistance, distressed property education.
14	Personal financial planning, regulatory updates for investors, marketing strategies, technology applications
15	short sale / foreclosure education online presence and use
16	more info on the many technological changes, education
17	Education that is affordable, marketing themselves.
18	*Statistics general as well as custom made for a particular project *Customized mandatory education *protecting listings from cyber thieves
19	They NEED Education. Do they always take the education? NO! Even if it is "mandatory", or FREE, there are always those that will argue with you, or feel they are above it, or know it all.
20	Help in developing new skill sets: negotiation, advocacy, business planning
21	Guidance on making the most of today's technology to reach their target audience in the most cost efficient and effective means possible. Guidance on the vast array of technology tools to assist the member in identifying those types of technology that are most beneficial to them in providing enhancing the consumer experience and to make their operations more effective and efficient.
22	education of products available;product purchase with member buying power
23	A good contact management program, cutting edge technology. I'd like a service that would evaluate new technology and apps for the real estate industry.
24	Basic real estate training emphasizing face-to-face contact that increases chances for success and profitability. Better technology awareness and training.
25	Technology training and assistance, sponsored education offerings
26	Continue to push for reasonable mortgage requirements and lending reform. Marketing innovations. Positive motivational messages that will help members understand and accept their new market realities...that was then, this is now! Absolutely no more dues/assessment increases!
27	websites, lead generation, online forms
28	regular industry updates and educational programs to always have the latest changes and market analysis.

29	Faster, clearer communications. And education on how to use new technology to benefit their sales and listing.
30	Access to reasonable financing. how to deal with the influx of distressed sale properties. reasonable and guaranteed insurance products
31	Training and assistance with short sales and REOs. Information to keep them abreast and relevant in this fast changing world.
32	whatever we can give them, we have to offer it at a discounted price because money is so tight for them now.
33	knowledge of financial programs that they haven't used for 20 years;
34	technology literacy classes, not just internet or social media, but to truly learn to read where technology is headed and how to leverage that for their business
35	Property management information, back to basic training and as much social media and technology training as possible. Online and digital signatures forms training
36	Lockbox technology with 100% (fail safe) reliability. Professional development education focused exclusively on adaptation to a dynamic market.
37	Business skills, sales skills, management skills
38	Short sale classes; loss mitigation classes; business planning and office policy courses. Social media training.
39	Education is still a priority and included new technologies and buisness models as well as legislation favorable to real estate.
40	better appraisal services. ethics - in a slower market the "need" for the business has some crossing lines they maybe wouldn't otherwise. less issues with syndication - the syndication partners are hindering members rather than helping
41	More topic-specific, shorter education sessions that are information-rich and priced for affordability. Panel discussions, 2-hour classes, etc. But, there will still be a need for longer classes on complicated topics like foreclosures and short sales. Webinars and online education will be very valuable, in balance with onsite experiences.
42	sales leads business skills
43	Easier loan qualifications for buyers and better comps for sellers, short sales, foreclosures, REO, etc hurt the market.
44	Electronic programs and products. Training for said programs and products.
45	legal and legislative
46	Anything free, especially Short Sale and REO education.
47	Education on how to stay competitive. How to weed out what technology solutions are a waste of money and time.
48	Help and guidance with technology tools.
49	everything hyper local business and community relationship building
50	tools to build (or maintain) their business in this economy that is all they are truly interested in help with technology, data and apps, training, exposure to new business models and new opportunities, recognition
51	Ipad, Iphone and whatever they invent next week next year.
52	Training on how to stand out in the market place without violating the COE.
53	more practical how to programs; information/education to distinguish them from others
54	Face-to-face networking opportunities, simplified forms and transactional products.
55	Ethics, contract reviews
56	Information on the legislative and regulatory process and current issues. Broker updates on issues affecting the business. Assistance with technology. Information on the future of the industry.
57	Education. Legislative advocacy and support.
58	We've adopted the "Sam's Club" approach to save members money via large group discounts. We're the first association to purchase DocuSign for ALL our members. As a result, we were able to secure a HUGE discount (confidentiality prevents disclosure of the amount). Similarly, we're providing CE to ALL our members through a Prepaid CE Card. 12 hours for \$39.50, which includes the likes of Adorna Carroll and Bruce Aydt (and possibly Jerry Matthews for a speaker if I can work it out!) Further, to take advantage of the gather, we'll hold our membership meetings during the week and provide free lunch. Thus, we expect 500 people at the luncheon in the spring and in the fall -- much more than the standard 125 that currently come to membership meetings.
59	How to do business. business planning, marketing, agency. They need to have business solutions in their community.
60	Programs that help them keep up-to-date on the changing marketplace such as distressed properties, lease purchases, financing changes, legal and regulatory changes, etc. Plus programs and products that help them work smarter and utilize technology in their business.
61	Help with transition licensing in our state. Also programs that don't cost much that can help them be more efficient.
62	Technology tools that will keep members involved in the marketing of real estate and involved through the closing of transactions. Specialized education programs.

63	We offered a distressed property certification course which got rave reviews.
64	Education on the changing business format, using methods that take their learning style and bring them into to the newer style - learning to trust that it will work.
65	Leadership, excellent continuing education, reaching out to young professionals, and not just yakking it up about the generational gap in technological expertise
66	Technical education..i.e., website designs and internet instruction (what works, what doesn't).
67	Seamless MLS service based upon regional market areas vs local associ. market areas.
68	Education;Strong advocacy
69	More education on sales skills
70	Non computer skills training;
71	Time-saving services at practical cost - such as CSS (Centralized Showing Service) Training/how to use programs/products/ services that are available.
72	Education to keep up with the ever changing lending regulations, environmental issues, and business savvy in dealing with buyers and sellers with this volatile, fluctuating market.
73	Political advocacy. Lots of communication to keep them up to speed with all of the changes to government regulations. Education, education, education.
74	ones that could reduce there dues
75	Continued emphasis of how important using a realtor is. Always, continuing education to keep pace with new technology and rules/regs.
76	How to market in this economy...how to handle short sales
77	How to use technology to enhance their productivity.
78	More education in short sales, foreclosures, REO's, etc. More "caring" from the Associations - face time
79	Enhanced technology products, training and options with services.
80	More and more we are seeing non-board MLS's and both Realtor and non-Realtor Companies offering bundled services. Services, such as education that the members depended on the boards to provide, is no longer needed. I would love to know what is truly needed so we can position ourselves to be the provider of choice.
81	Programs in response to the market (how to handle short sales, foreclosures, REOs, etc)
82	Technology solutions that allow the agents to do their work by bringing all the disparate pieces of their business from marketing services to completing a transaction together with ease of operation.
83	Our middle age group of members strives very hard to keep up with all the new technology.
84	Everything is moving towards mobile and virtual databases. Training and information for these features.
85	Support for the independent broker Training, support to expand to other areas besides buying, selling Virtual sites to communicate with peers
86	Programs on market changes. From short sales, forclosures, finance issues, legislation/regulations, technology and just staying current on industry trends
87	Social Media training, fianacial management for themselves and their businesses.
88	Immediate political news Immediate Fianancial News to give value added service to customers.
89	It depends on their age and experience. Some members continue to need more support than others. Education is always a high priority and should be delivered in a variety of formats to meet the needs of the individual members.
90	One thing that our Members are needing today to assist them is guidance/education on all of the changes that are impacting the real estate transaction - especially those coming out of Washingto in reaction to the past and current economic conditions.
91	tangible tools for managing transactions
92	Relevant, shorter Continuing Education classes; Public Image support for smaller firms and independents; continuing technology training.
93	1)Transaction Managment 2)Standard Practices as opposed to "Professional Standards" 3)Common technology platforms 4)Better local market research 5)Regionalization of MLS and other common services - multiple office brokerage firms will not continue to deal with having to understand and navigate among various rules, fee structures and platforms - they want continuity across their organization regardless of their geographic location
94	Education - how to make money in this market
95	technology related - social media, online forms, transaction management
	More education to advance their real estate careers. This education is not necessarily a formal education as we know it today. They

96	are wanting immediate access to classes on short sales, etc. I hear very little about going back to school and taking real estate courses.
97	Education is still at the top of the list in our market, followed by tools that will make their work easier and more efficient.
98	More training (non-CE) from the Association Help with Technology Lower fees for including dues, products and services, MLS Tools for the business Health Insurance
99	1) Better, more relevant technology 2) Opportunities to network (yes, believe it or not, since agents do go to offices much anymore, they actually want to find ways to meet F2F others they do business with)
100	Products to enhance their reporting for clients. Keeping them abreast of the latest technology available to help them streamline their processes.
101	products currently available are good, but agents need to know more about them and how to use them. I guess what we need most is help in "waking up our agents" to the tools available to them
102	-Education on how to "effectively" use social media to attract and maintain client relationships -Services to help companies see synergies of M/A -An effective way to deal with information overload. -More SaaS technology offerings to can be implemented with little fixed cost expense
103	marketing, technology training
104	Relevant technology tools to keep them ahead of their clients; Educational opportunities on timely and relevant topics in the current market
105	NAR should provide a good health care plan that is reasonably priced. That is something members ask about all the time. The members can better answer what they need to assist them as far as their businesses go.
106	Tough to answer. I don't think it will be so much about the specific products or services as it will be about letting members know that someone is not only in their corner, but is fighting the fight for them. We are in the process right now of evaluating all of our products and services and deciding whether or not to keep them. Keeping them "just because we've always done it that way" is no longer an adequate answer. I don't know what programs, etc. we will end up offering as we are going to have to be willing to have a lot of trial and error to find success.
107	Technology training and advice. Software that allows single entry data to be pushed to multiple site usages. Education for rapid technology changes, legal changes and adjusting to market trends and niche markets. Opportunities for networking and building relationships. Learning to manage time, calculate bottom line, negotiate and building relationships and referral business.
108	Advocacy, education, information and products designed to help them be more productive and profitable. The question is - who provides these services, etc?
109	For our older agents, they need step by step "how to" for all the new ways of communication. For the younger agents, they need the respect from the seasoned Brokers that business is not done face to face anymore.
110	Top-notch legislative representation. Online education/education on demand.
111	Information, positive campaign about value of the association
112	NAR can't provide what is needed; only Congress can. Loosened lending rules. Resolution of 'the housing crisis' by keeping families in their homes; clearing out the excess inventory and the continuing decline in home values.
113	How to keep up with the pace of change, stay legal/ethical/relevant New ways to assist clients/customers The importance of cooperation
114	Broader education on mortgage finance opportunities/limitations. Also greater knowledge of appraisal methodology.
115	Proper professional business training to deal with these types of issues. The is not a profession where acting like Charlie Sheen is going to get you the correct attention.
116	Besides the bread and butter programs like pro standards and con ed, advocacy will continue to be king! Public policy at the local, state and federal level will continue to look at real estate as a possible source of revenue.
117	The MLS-forms-professional standards...training on all services provided over and over and over.
118	Quick access to industry updates (I think NAR does a FABULOUS job of providing this)
119	Free technology to maintain the best possible contact management.
120	How to price listings and technology training
121	Education and understanding of the market, consumers and technology.
122	Continued education on the short sales, foreclosure and property management specialties.
123	More technology!
124	-- integrated tools for contracts, document storage, e-signatures; legal access; contact management system; knowledge of the market
125	Understanding what technology they need and how to use it effectively. Less email but more bullet points. What if there was one with NAR/State and local messages that members really need to know...

126	Technology
127	Basics. Sales and marketing, management. But, we are providing much more information about all things real estate industry related now.
128	Members need something else to sell to their clients. Products and services that compliment homeownership, and the buying patterns of today's homeowner. They are out there. Soon we will see whether it is the associations who bring this convergence of product, or if the brokers figure it out first.
129	Loan processing procedures that are quicker.
130	business tools is our current focus. We want to make it easier for our members to market to their clients and potential clients, access to technology and leadership from those that have been in the industry for a while.
131	Mind set classes on how to deal with aggravated clients. How to communicate to distressed clients. How to put together a positive profile for a listing con za standard sale client.
132	Technology training (not the latest gadgets, but how to use them effectively)
133	More education on foreclosures, short sales, and financing
134	more information on short sales
135	"street" level programs, products and services that help members in their day-to-day business to either make/save more money, stay out of trouble or become more efficient.
136	They need the NAR Government Affairs team to put heavy pressure on Congress in the areas of expediting a return to a normalized marketplace. Not an easy thing to do, but a must.
137	Members need to learn to make their business plans. Back to basis training to establish good business practices.
138	Technology Education.
139	We are in a rural area, managing 2 associations. We are shifting to not a "local" focusing on the local markets, however changing to one that focuses on a "type" of market, in this case; "Rural and small firm" services.
140	Tools and utilities that: -generate leads -transactional related -creat marketplace knowledge -easily integrate with one another Effective public/governmental affairs
141	Timely, pertinent information on how to succeed in 'the new normal' - Identification and instruction on the tools they need to compete in an ever-changing environment
142	Regulatory assistance nationally and at the state level.
143	Advocacy at all levels. Legal advice/guidance to assure members adapt correctly to new demands - services. Disemination of emerging current information regarding changes to the real estate industry and how to best adjust when necessary. Increase standards of licensure, salespersons and brokers, along with better code enforcement. Achieve a higher level of professionalism and common courtesy.
144	The value of what a Realtor brings to the transaction has changed. Training is key as changes in technology and the way consumers search neighborhoods impacts the Realtor?
145	Training on new lender regulations.
146	I have no idea
147	Mobile Applications Training on governmental regulations Negotiating skills
148	looking into non dues revenue. ways to keep the association financially healthy.
149	any education on short sales, the closing process and even back to the basics of doing your business
150	Practical, tactical ways to improve, expand and protect their business. Protection of the rights to MLS listing data. Major emphasis on the need for Realtors to become politically active to save/enhance their business.
151	To be honest all we are hearing is "cost". The webinars on "up to date" topics are a real hit.
152	They need bottom-line "how to" tools and easy technology to save them time and money. They need caring, compassion and sympathy as so many are hurting.
153	How to manage technology and application options, education, assistance with highly regulated field of real estate.
154	People skills, marketing and technology education.
155	Education is #1 The successful agents realize that without that office comraderie, they need to have networking opportunities with each other.
156	Group communication tools like online forums where they can exchange ideas and advertise/browse featured properties. Standardized MLS standards of data collection/reporting; ideally, a NAR-owned/managed MLS that automatically maintains those standards (at a competitive price of course).
157	Training in Foreclosures, Short Sales, etc. which seem to be more prevalent.
	In our market our members need ways to connect with buyers in new ways. They are asking for local media campaigns that can help

158	buyers understand how to get into this market and to lead them to REALTORS. They need us to keep up legislative and regulatory pressures to keep the environment conducive to a good market. They also need us to focus on services that can directly assist them in creating new business and income streams. They need lots more research and analysis of where the money is and how to tap into it.
159	help to get offers closed
160	Social media simplified
161	Continue the education offered in the past...time management/marketing/legal/short sale, etc. but add some programs for their personal growth not necessarily real estate related.
162	Technology which is the most expensive
163	Members are asking why they are required to belong to local, state and national Realtor boards. Members have been challenging the need of being a Realtor when they can get MLS, real estate forms, licensing courses, without being a Realtor. Even with all NAR has to offer on www.realtor.org, many members in our area (slow market) are feeling they would be doing better without the big blue R. It has been our board's mission to change this thinking.
164	Provide quality education at a cost that is affordable by all members.
165	Education, technology that has longer shelf life, and marketing opportunities.
166	Technology education
167	New technology and political advocacy
168	NAR & state needs to play a consulting role for local associations and MLS boards on how to remain relevant to large brokers. Need to look at ways to reduce annual dues. Local boards collect it and hear from companies that they are considering major changes -- I believe they are starting to see MLS and third-party websites as a drain on finances and see the money spent on association dues and mls fees as their potential revenue. Bigger MLSes are not the answer for them unless they own it.
169	STOP raising the dues. Local associations that need to can't because national and state do every time we turn around. Start realizing you are more than a political advocacy group. What are you going to do about these banks? And don't be fooled while they can't practice real estate, they have found a way to keep brokers from being paid by not loaning the money needed.
170	That's tough to answer. Too many of our members are not taking advantage of programs, products and services already available.
171	All things technology - but only as a tool and not a be-all and end-all for the member. People skills are equally important. Back to basics. I've seen a loss of civility, so Pathways to Professionalism is essential in a service related industry such as ours. A course about business civility.
172	Technology training, internet marketing
173	Technology and the associated education to keep them ahead of non-realtors
174	free education, technology tools
175	Technology tools to make them work smarter, not harder. The need to be the point person of all real estate related information.
176	instruction on latest tech stuff, constant information, products that help them do a better job or be prepared for today's consumer
177	Education on the latest technologies
178	Members are interested in honing their current skills, plus get exposure to new areas of our industry. For example, we offer basic leasing, auction and commercial courses. Also, we find that brokers are calling the Association office to discuss how to address or resolve issues.
179	Education
180	Educational programs to keep members informed of new regulations
181	mobile apps; some order in a chaotic marketplace;
182	Technology training and free or low-cost professional development courses.
183	Any education or product at minimum cost
184	Can't think of anything my member needs from NAR. We are just listening to the members and trying to satisfy their needs as they come.
185	Contract updates and best practices Risk reduction Social Media and the Code of Ethics
186	Its the funding. People just can't get the funding. The market is full of houses that people can't buy. What class handles that...?
187	Programs for brokers to provide both pros and cons to their challenges so they can make enlightened decisions. Marketing to young people about the real estate business and why choose it as a career. Programs for brokers to help analyze their company/business profitability.
188	they need the nuts and bolts type of traing on distressed propoerty sales, not the designation class that cost too much and lots of tech training and reasonable cost
	Agents need a high level of communication from their association. They are in the trenches so its our job to distill articles and trends in ways that can reach them. Providing neighborhood focused information and education so they offer value to the consumer as a

189	neighborhood expert. Protection from Government Regulation. Brokerages are having a tough time, so offering tools through the association in order to facilitate their success is important.
190	Education in finance and sales. Brokers are not providing it.
191	Professional development as well as marketing skills
192	1. Data-share capabilities with neighboring boards/MLS's in our region. We've been talking about it for three years, it's included in our strat plan, but there's still resistance. 2. Members need more opportunity to complete education requirements via webcasts, something which is starting to be provided by our state association.
193	technology and communications
194	electronic capabilities...networking with potential clients
195	Paying all of the fees.
196	Enhanced services that do not add costs to the bottom line. As business picks up, members will need more support and association will need to ramp up.
197	They need all of their tools to be mobile. They need classes to teach them how to use technology to make money, and they need websites and blogs to help them stay on top of the most current tech trends.
198	Technology tools and training on them, training on what consumers want
199	transaction management, electronic forms, education that reflects the marketplace
200	More technology education - smart phone applications - keeping up with changing dynamics in the workplace
201	what is best technology / what is most efficient program and tool and how to use and a way to put it up against the regulatory rules and laws to know it is in compliance if they choose to use.
202	continue to show value of membership, "what's in it for me".
203	Mobile products and applications that provide ease of use and security
204	Financial, buyers seminars,
205	Education, education, education.
206	mobile tools, internet based software that stores documents and allows them to work from any pc, tablet, etc.
207	Training in use of social media, effective customer service, networking, business planning, and fundamentals of real estate.
208	We have been providing an exhaustive amount of training relative to short sales, working with banks, and Appraisal Management Services. We'll transition back to educational offerings with a renewed emphasis on "designations."
209	they need productivity training. they dont need more toys...social media...gadgets. they need back to basics, business building training...NINJA SELLING is the greatest productivity training we have been able to find.
210	Higher standards of education. paperless services
211	training
212	Interpretation of changing legislative/regulatory environment. Traditional advocacy more important than ever. More efficient and consumer centric tech tools.
213	Technology education, money management and goal setting. Basically, more personal assistance followed by basic independent business skills