

Issues Survey of AEs 2012

Results Overview



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 Responses: Completes
 Filter: No filter applied

6. As an AE, what assistance do you need to get through this time of change?	
#	Response
1	Continued technology trend information, technology training, more joint venture between State, local and national with respective relative benefits to each level of the organization.
2	Love and Appreciation
3	Not sure.
4	Associations are hampered by the governance structure. There are too many small associations that can not keep up with needs of the members. Fees have to be kept low due to "board" territories and true competition can't exist because we are part of the same "family". National and State must develop direct assistance and direct conversations with leadership to encourage a restructure of the system. MLS's are in the same situation because associations wouldn't share and then for profit companies came in and took the business. The same will happen to the associations or they will cease to exist if changes are not made.
5	More credible and frank information from global economists without a political agenda. Things are not good and are going to get worse. Our members need to start wrapping their brains around that.
6	education how to weather the lower income storm; assistance knowing how to deal with members who are failing to make the same income as in the past and want to blame the Association; handling the media to keep the message positive
7	I need a strategy to get members to buy into the REALTOR Party Concept and to mobilize them for the political ground game like the Unions do Ideas that others have used to make new revenue ideas to move the regions towards unifying the profession
8	Leadership that can understand change will be required to keep the association in a strong financial position. Membership services are more important than ever.
9	I would like to see webinar training for AEs. Audio learning seems to be most effective today than a long email or services on a website.
10	I would like NAR to develop low cost or free technology that Associations can utilize such as a template Association website with low hosting costs, a free tech help hotline that AE's and members could utilize to save money, as well as a standardized professional standards package - form letters, checklists, etc. I have my own after so many years, but I think it would be a big advantage to newer AE's. In ohio, we have a fairly large AE turnover
11	\$.
12	REALTORS want NAR to step up their voice to consumers on the value of using a REALTOR. We don't have the budget available to create ad campaigns anymore. Members want to see actual return on their investment from state and national. Local training on tools like CONVIO that are supposed to be a big help to local associations, but nobody has time to randomly train - it has to be local training, dedicated time and real use examples so we can jump on and hit the mark quickly.
13	continued updates on national and state regulations
14	It is so hard to keep up with the technology changes and be able to intellectually pass the information on to our members.
15	Quit seeing locals as NAR's personal marketer and realize we are running a viable business that is important to the members. Try serving us instead of us serving NAR
16	Alcohol, pills, chocolate! Just kidding! Although we do like our dark chocolate! This "time of change" you speak of...you know...in the past, the month of Dec. is usually a time when we bring in dues, clean up the office, make new file folders...and it's basically a quieter time of year. NOT THIS YEAR! We never stopped! And still haven't! It's just been gang busters around here. Is this the time of change you speak of? Or is it last year's mega committee, that I can't even find a chair for this year, that we've finally just had to regulate to an advisory committee? Or the President, who's been a member of the BOD for YEARS...who has been in the process of choosing said chairs SINCE NOVEMBER...and still hasn't completed the process. AND... when asked if she had chosen her Affiliate Liaison...showed me a LIST of Affiliates and said "yes". Or when you've asked for committee and BOD members to return their binders since the beginning of December...and some STILL haven't after multiple requests?? or the Broker, who wants to speak at a BOD meeting to explain her point of view for not wanting to participate in some 3rd party MLS software we were offering...and then proceeds to unleash a laundry list of verbal assaults on the staff instead! OK...so, "assistance"??? I need assistance in interpreting what world I'm in! Who "changed" me to an altered world? Where I look up and the sun is out, the sky is blue, and I say "what a beautiful day"...and everyone else around me is complaining about the lousy weather?? I don't mean to sound over the top...but, it's that bizarre! I have to stop myself sometimes from keeping my eyes from bugging out! How do these people make it through the day? or how did they get this far in life?
17	We need support to be able to embrace new association organizational models. We need NAR to help us encourage consolidation and merger. We need flexibility in designing an alternative to the traditional 3-way agreement.
18	Let's put the lid on new fees to the member!!!!!!

19	Keeping our association important to the member.
20	Strong company support, getting all systems in place, and a good business plan.
21	Better lines of two-way communication between all levels of the Realtor family. More successful idea-sharing so we're all not reinventing something that works elsewhere.
22	Marketing innovations programs to pass on to members. 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! Local Associations take the hit for national increases and pay the piper!
23	Always looking for ways of generating non dues revenue.
24	More information on how to handle the technology to keep our agents informed.
25	more documents on the ease of mergers available. Easier NAR website to navigate
26	Continued technology training and insight into real estate the Gen XY way.
27	tips on non-dues revenue are always helpful
28	trusted sources of information distillation on technology, regulations, legal issues, etc.
29	More income
30	Rather than pulling together, REALTORS are fighting each other: big vs small, levelling the playing field, what is the purpose of the association, what is retailing, competing website
31	Bring back the desperately needed Right Tools Right Now. Realtors fo Local and State Associations need the financial assistance. Abolish ALL annual fees for renewal of NAR designations. Increased Mediation Training.
32	Scholarships or educational grants to assist A.E.'s from small associations attend AEI and the National Convention so they can have the same information and opportunities as the A.E.s in the larger associations.
33	AEI stipend. something a bit easier for BOD members to get through than the REAL online program. can't get them to stick to it and finish the entire course
34	Someone at NAR who knows all of their products and services - and knows our assocaiton well enough to match grants, programs, etc. to who we are and our key initiatives. (Not someone to "sell" us everything NAR does . . .)
35	NAR understanding the situation Thompson states are in. For the first time, the a large majority of licensees in our state are not REALTORS. We have many companys with two sides, a REALTOR side and a non-REALTOR side and they advertise, don't join the board and pay dues you can't afford. Please find a way to reduce costs to attend essentials, like AE Institute.
36	Mainly keeping the membership I have already.
37	Exposure and training of electronic modules.
38	Assistance in delivering the value of REALTPR membership. More information to help distinguish realtors from non-realtors and why being a realtor is a better business decision
39	Actually, we are doing fairly well because of long term planning. Even after paying off our bldg we still have 12 months reserves with no loan debt services.
40	Forecasts of job creation/losses in our local market. Knowing what franchise organizations are doing to assist their franchisees.
41	Ideas & help to find the best way to provide programs, products and services to meet the members needs with limited staffing resources and dollars.
42	No unfunded mandates. Unified REALTOR branding.
43	support from our state and national associations rather than competing for our members' attention work together on common interests, redefine who the customer(s) is, eliminate duplication and I have a local bias
44	What is out there as to new gadgets that will be released in one year, in two years.
45	How do we change the attitude of "cut the budget" and get to "make changes to increase the value of membership"?
46	simple, easy to understand and update tools to use in educating and assisting members.....turn-around tools; give them to us and we turn them around and use with/for membersa
47	Educational products usable at the local level not all on-line.
48	Any type of education for small-medium boards, technology, communication
49	Information in a format that is easy to distribute to the membership. Continued updates from state and national. Training on Association Management - as the role of the AE has changed significantly. How to do more with less. A forum to assist Associations in working together for particular products and services. Associations must work together.
50	Leadership from NAR. I have been a licensed Agent / Broker for 20 years. Our industry is slowly falling apart. The fractured nature of MLS and the public desire for accurate info quickly will ultimately destroy the old Broker - Agent model if the NAR doesn't offer cutting edge ideas and leadership ASAP.
51	AE listserv is great. As an association with one foot in IL and one in IA, it is wonderful to be able to bounce questions off of both

	groups. It is amazing to see how different both states operate. Iowa has 6K members and IL has 55K. Huge differences.
52	more information on how to do more with less. Sponsorships
53	Assistance with innovative programs and ideas to continue to provide services the members need with smaller membership and the resulting fewer resources. Plus innovative ways to generat non-dues revenue.
54	Low cost ways of serving members. Our budget is down to its bare bones. None of the staff has gotten a pay increase in 3 years. We have pretty much cut all we can and are hoping for growth this year
55	A trusted consulting resource that is not trying to take advantage.
56	A mentor to inform and assist with applying for various NAR grants. I'm so busy focusing on my members needs, time just gets away. They must come first, but I want to enhance our Board's radar screen.
57	Continued programs at low or no cost from our associations, ways to prove our value to membership.
58	Focus on what consumers really need from real estate professionals, then what our members need from us to meet those needs
59	Education to keep up on the latest tech advances, tried and true ways to convey value to members, lots of Tylenol.
60	Nothing
61	Strong advocacy from NAR;Less fee increases;forecasting
62	fewer unfunded mandates from NAR and State Associations
63	Better informed leadership and directors
64	I would like to see feedback from other AEs, Realtors, etc. on products and services. It would be helpful to have a source for those using a new service or product to confidentially comment if they like, disliked certain products - and reasons why.
65	Relevant education and information needed to make guiding decisions. Lots of Patience.
66	A solution for the current MLS challenges. New ways to reach the young people entering the business and engage them.
67	A better understanding of how to deliver services without increasing costs
68	Assistance with conveying the importance of belonging to our Association. Expanding the perceived value and relavance of membership.
69	All the edcuation NAR can offer to help our members....and to get the message out to our legislators that they need to act today to help the hardes hit states
70	Hands on tech training
71	More programs that help the AE do their job and not feel alone. We all have many of the same problems. The very best program I have seen as an AE was at NAR new AE training when Ginger Downs presented the "30 things she wished someone had told her when she became an AE".
72	State and National AOR support with programs, grants and collective negotiations.
73	NAR needs to look at the individual states and the challenges that are occurring and look for ways to assist on the state level. Every state and local does not have the same challenges.
74	Local members having more control in the direction of their organization at state and ntl levels. It feels as if the local members are ready to battle the ntl.
75	Continued support from NAR & state association, including continuing leadership training for volunteers
76	Continuing updating on the changes taking place and education on how the association can develop member services and education to prepare members to effectively incorporate those changes into their business.
77	NAR has provided us use of the Land Initiative Program with Robinson and Cole and we have used this service several times which has helped us working with our local county government.
78	Continued "Good News" articles and encouragement to keep the "Glass half full"
79	We have many non-Realtor firms popping up since they can get MLS at about the same rate as Realtor firms get the product and service. This hurts our all-Realtor companies as they are losing members to non-Realtor firms. We need NAR support with Membership Policy.
80	keeping up with the needs of our members
81	I would like to see a job posting ssystem for "staff" folks, much like the AE Job Board on NAR's site. SO that if soemone moves into my area and has been a great staffer at a local board somewhere else, i'll know about it and possibly have a spot forthem.
82	All the information in Question 3 so I can make sure all my members have that information....and I can cut through some of the verbage and give direct easy answers.
83	Information on the industry and the impact from Washington DC on it.
84	As always, our biggest challenge is to remain relevant and valuable to our Members. This will be a new challenge because of what we see coming in Question #1.

85	Even after 24 years, I could use occasional mentoring or coaching...or just counsel on how best to handle certain situations – often associated with HR, but not exclusively
86	Lots of training and enforcement in all areas of board management (on small boards we have to accomplish all tasks). Scholarships to attend and participate in NAR meetings. Stress importance of training to leadership.
87	1)More real services of value to justify membership dues 2)Cooperation with other associations and organizations for shared services and staffing. 3)Better timing on the part of NAR regarding dues increases - I agree with political initiative but we needed more lead time to work on our local financial issues. 4)Reduced overhead by creating membership data bases and other systems (MLS maybe?)at the state level rather than each local association trying to manage and develop and pay for a membership database at the local level - or maybe just one at NAR that each local association would have administrative access for their membership - novel idea - we cannot continue to replicate services and systems ad nauseum. Why maintain separate systems from multiple vendors that have to interface with NRDS???? - It is becoming too cost prohibitive to do business this way. We are too fragmented organizationally - we are all captive members of NAR - give us some systems and tangible benefits for our dues dollars as opposed to meaningless affinity relationship promotions (As an example, I can get a better car rental deal walking off the street with Budget or Alamo than I can with NAR's "discount" with Hertz) these aren't real benefits. 5)Restructure to just state associations with strategic, local service centers - yes do away with local association membership - most are barely viable anyway. 6)A better realization on the part of elected leadership with regards to where the industry is headed - Moe's theme at the Leadership Summit was Realtors are the heart of the deal - I believe every study would show that the CONSUMER is the heart or center of the transaction NOT the REALTOR - Leadership has to present an accurate picture regarding the industry, not a nostalgic embrace of antiquated attitudes! The home buying process is about the buyer and the seller and their dreams and goals, not the REALTOR! They are smarter, better informed and are used to being the center of their experiences. By promoting such terms and attitudes, we do a disservice to our members regarding the realities of today's consumer oriented market! 7)Regional Professional Standards administration - most of us don't handle it often enough to be competent at it regardless of our training - it winds up consuming too much time and places us in adversarial roles with our members.
88	Deep discounts on NAR designation courses
89	More income
90	1)NAR (along with every other organization in the country) is cutting down on mailing products and they want to email materials. Materials sent this way will be printed (or not) just like everything else we get and wind up in a stack on our desks and may not be used or found when needed. 2)We need more motivation and encouragement from NAR. Our members are angry and frustrated and they are taking it out on us. 3)No more dues increases. Our members have refused one for our association. We've not had one in nearly 22 years and we've tried off and on for the last 4 years to have one and each time NAR or the state have beaten us to it. Members don't see the difference in our dues, state dues and national dues. 4)NAR has taken a hit in popularity the last couple of years according to my members, over RPAC. As vital as it is, my members keep telling me they joined a trade association, not a political party.
91	Changing the model to be less dependent on volunteers, who are becoming harder and harder to find and keep.
92	More shared services with the State Association and surrounding Associations More support from NAR to keep local Associations viable and to facilitate mergers of those that are not viable
93	Continued help showing value proposition and help communicating this value proposition to the members.
94	the assistance and availability of my state assn staff, they have been a great help
95	more members!
96	Tools to promote the value of the Realtor brand and importance of being a member of the Association. Now more than ever members are questioning the value - many feel they can succeed without us.
97	No more dues increases that we are expected to "sell" to our members - too many products and services that the majority do not take advantage of, care about or want.
98	I need to hear what other AE's are doing and what has failed and succeeded and why. I noticed at the fall convention that there is a lot more willingness among AE's to share ideas. I brought a number of great ideas back with me and am looking forward to trying some of them here in the next year.
99	Good consultants to navigate database opportunities and changes. Quality leadership training. Consortium negotiations for vendors, health plans, etc.
100	Continued opportunities for training and networking with peers. Help me educate volunteers on the need for governance and structural changes which will streamline the organization.
101	Ideas to bring up agent perception of their business. Get them out of their "depression" and raise morale.
102	Identification of member value (research tools) to help us hone in on our core values.
103	More wins in Congress
104	Buyers for my agents.
105	New ways to reach through the "noise" to members Ways to difuse the underlying anger that seems to lurk because members get caught "unaware" of a change because they don't read/listen/pay attention to what is going on around them
106	Continued stream of reliable, accurate economic and political trends in formats easily conveyed to members
107	Communication skills - we know how to use technology but we don't know how to not be "used" by technology.
108	An effective Board of Directors that stays on the strategic mission of the association is the single biggest help.

109	The three way agreement does not exist anymore....both NAR and the State Association is unsympathatic to what agents are going through...have either organizations ever collected dues from agents? Sit in our seats...during the holidays when dues are due listen to the agents...get in the trenches! I invite Dale to experience this just once!!! Can't wait to see what NAR is going to do with all the money they collected from the dues increase!!! I was told to put a request together (which I did) by the NAR meetings for a Game Changing RE idea to effect change in the real estate market...to effect political strength in the community....NAR was not ready...after they made the request! You want to know more...please contact me at 315-263-9646.
110	Resources, both financial and personnel. I can't imagine how any business could survive if they only received approx \$200 for each customer in their database yet was required to provide thousands of dollars in service to each of those customers. Businesses would go out of business. Permenant personnel is the only way to go in today's society where people do not have the time or desire to volunteer for free. They want everything done for them. It's only going to move more in that direction as the next generations move into the business, IF they move into the business.
111	Staying in the know of any matters going on at boards in my state is always helpful to curb upcoming issues and concerns. Rumors and untruths spread quickly through associations.
112	Benefit programs for members. Training for technology and how using it has changed the way we do business.
113	Evaluating the prospect of merging neighboring associations operations while keeping separate identities and saving collectively on expenses.
114	There is a significant amount of pressure to reduce overhead, but the expectation is to perform the same level of service. We need to focus on diversifying our revenue stream so we are not as reliant on membership dues.
115	More training, less raising of fees.
116	information about changes occuring in the business innovative tools that enhance the relevancy of the Association
117	Develop leaders - people with vision.
118	Ways to get members back involved in the board. They seem to be "burnt out". They say they work harder and longer for less and have no time now.
119	1. Ways to defend the value of being a member. 2. Getting members to read the info we send them. I think this has always been the case.
120	Information sources on mobile marketing, training resources for iPad and similar tools to share with members. "Race for Relevance" type guidance to educate leadership as to the changes in the association environment.
121	More things to offer a member from the association
122	A resource list of all the things that are out there to help assocaitions in one list. Sometimes I feel overwhelmed that there are so many opportunities and wea re not sure how to use those offerings.
123	Low or no cost educational offerings to AOR and it's Realtor members. Lower quorum issues for holding classes.
124	More technology platform services to unveil to our Members Information on how the Member can keep pace with the consumer
125	NAR already provides me with the resources I need.
126	staying informed on state Association, NAR, being informed on things that related to Realtors.
127	timely programs, products and services the association can deliver to members; education and information on how to continue to deliver relevance with fewer staff and a smaller budget
128	The assurance that NAR is committed to dealing with the BIG PICTURE problems impacting REALTORS (stabilizing the market, seeking government intervention where needed, promoting creative solutions)
129	Education to leadership about challenges staff faces.
130	Teh Right Tools, Right Now discounts and stipends really helped us. It would be nice to bring them back in some fashion.
131	The ability to reshape the assocaition away from a Jurisdiction to a Type of focus.
132	Financial resources!F
133	TIMELY information, courses and tools to provide to members Methods of leadership development and supporting resources to provide same.
134	Alternative revenue opportunities.
135	Support in advocacy efforts at local and state levels and strong advocacy by NAR at the federal level. NAR should be the source of current emerging real estate information diseminated to associations and members.
136	Restore the travel stipend so we can always make sure our board presidents and leaders can attend NAr meetings; this gives them the big picture so they can stay current.
137	I am lucky to be in Texas. We didn't get to creative on our equity loans and we have a good business environment.
138	Need to know more about bylaws, policies & procedures, need to know how to get our members to pay their dues on time
139	I need to know how other board are handling membership decline, how have they changed the way they do business to cope with the economy

140	How to provide high level of service with less staff.
141	education services at a discount for members, ie.. Con Ed credits... better health insurance options.
142	understanding their business and what they are going through
143	A miracle! No, really the list would be very long but it would have to include how to affect critical needed change without causing a revolt.
144	Again, to be honest we have kept our costs down and provided free zip forms and continuing education to offset the \$40.00 increase members incurred this year. Our members are hurting and fee increases are what is NOT needed.
145	A psychiatrist :-). Seriously, more professional leadership. Too often the "career volunteers" (often non-producers) are taking leadership roles and they often are self-serving and do more harm than good. The difficulty is that so many of the really good, educated professionals are concentrating on their business and not taking the time to volunteer.
146	A higher understanding of what the agent on the street is going through on a daily basis, focused on the important services that will create an atmospheer for agents to survive.
147	Educating our leadership their responsibility that it is not just about them but the association as a whole.
148	Ideas and suggestions for exciting courses to educate and learn current issues.
149	Information prioritization such that the myriad communications from NAR can be filtered by importance to determine what does/does not require immediate attention.
150	Tools to keep membership happy and continue to NEED the Association for assistance. Any tools that make the Association members make a difference in their business
151	Value to members. Stop the mega boards from offering special deals to steal members from smaller associations.
152	Job security.
153	knowledge and help implementing non-dues revenue programs
154	A concisely written value proposition that local boards can share with members. One that is specific to our area of the ecuntry. I am sure Realtors 'selling LA' or 'selling' NYC don't fret as much over \$600 or more in dues, but more rural, small town Realtors do.
155	Quality materials from NAR and also VAR. We use media releases and articles from NAR on a regular basis. VAR keeps us informed on new/changed laws and what changes may be coming in the near future.
156	Consistent sources of non-dues revenues.
157	Opportunities to network or share ideas with other AE's
158	support to keep officers involved in RPAC and National/State events
159	Instead of My Realtor Party, I need the \$40. I supported the increase and spoke positively about it to our membership, however NAR is starting to act like the federal govt. taking dues dollars and then doling it out to the locals who can create a plan that meets NARs approval. I had a local director (articulate and informed) ask the board if they would rather have My Realtor Party, or an additional GAD working at the local/state level -- clear consensus (unanimous) for the additional GAD. How about partial funding of a local GAD program if the Board pays travel, etc. for NAR involvement?
160	For us the biggest challenge in the commercial world is selling the REALTOR brand to them. The industry is splintered with multiple groups that these folks spread their dues up with. We have something going on every month locally but the reality is they see no value in National and State. Both of these entities rely on the local association to sell them and that just does not cut it.
161	A replacement for Convio.
162	Affinity programs for profit sharing with locals. Any ideas for non-dues revenue for locals. Property management and bldg renovation tips for local AES and leadership who own their bldg and are looking to lease as a way to make add'l revenue. Financial planning classes for AEs to help our Director and Finance Cmt.
163	promote value in membership, focus on Association value, get away from MLS value
164	Grant funding to promote the association by targeting non-realtors to join the board and to target the consumer to use a Realtor.
165	NAR needs to STOP increasing dues....provide more programs and assistance to locals associations...They need to admit and realize that the local associations aretheir core customers NOT the members....
166	Honor the three way agreement. More non dues income. Provide more member services at fewer costs.
167	products and services that are affordable to the AOR and its members, less dues increases from the other 2 levels
168	NAR should continue to update the courses directed at the AEs.
169	Education, Professional Development, Financial
170	Non dues revenue sources
171	best practices ideas; strong governance structure that provides latitude with direction and measurements for success
172	Education and professional development opportunities to keep up with all the changes in the real estate industry and technology in

	general
173	I believe that in the next 5 years we will see shared services or perhaps a consolidation.
174	Make my life simpler. Get rid of unnecessary NAR policies that suck staff time such as the professional standards class requirements. Take a look at ALL the NAR policies, are they relevant in today's Associations?
175	How to collaborate with third parties to bring valuable products and services to members.
176	Education...I need a voice for the agents. A plan of action. One that doesn't involve upping their dues in an already struggling market. More Scholarships to become an RCE. We may be a small Board, but we are feeling the market in a big way. I lost a staff member so that dues would not be hiked. Now I am all by myself....with no money in the quaffs to take the necessary classes.
177	Another 8 hours in my day;) It would be helpful to have a "speaker's bureau" where AEs can post great experiences with various speakers on topics that are relevant to REALTORS. Maybe by region to cut down on travel costs. Opportunities for AEs to post the wish to bring a speaker in and share costs. I believe there is a great deal of local talent that many would be willing to share.
178	cost too much to provide the needed training on the designation course especially the 2 day classes....as many members are also working other jobs to survive.
179	I need innovative ideas and research. It would be fantastic if new programs that "rocked the boat" were highlighted. That is the kind of change consumers want.
180	Been through it before. AE's will need up to date information as changes occur. If problems are universal - need solutions or options.
181	Education resources for members
182	More opportunities to network with other AE's.
183	assistance staying abreast of the technology and market shifts
184	NAR to offer clear, answers to governance questions/issues
185	Support from my Board of Directors that I can do my job.
186	Ability to outsource certain staff functions as reductions are implemented for the short term.
187	I need for my leadership to be brainstorming goals and ideas to keep us relevant to members.
188	More industry info like Inman, Real Trends and RisMedia provide
189	More patience
190	More technology training, familiarity with rules on mergers, more commercial focus
191	Also a place to check new business models or ideas (ie. marketing) quick against rules, laws etc. to avoid issues and situations where the broker/members are not in compliance with NAR rules or regulatory agencies or laws...and ways to help them become more knowledgeable on all of these changes....
192	Focus on our core competencies.
193	EDUCATION!
194	press releases to send to papers to help realtors® out.
195	Other ways to add value that might not be in the historical reference we're familiar with. Things like selling membership services using our toolboxes that serve other membership bodies on a fee for service basis and leadership that understands why we're doing it.
196	staff is limited and adding additional staff when membership down is a tough decision to make.
197	Strategies on how to more effectively engage agents and encourage volunteer participation. It's time NAR recognize the financial pressures on today's agents and invest in technology to become more flexible in collection of dues by allowing for quarterly or monthly payment of membership dues.
198	I miss the NAR Outreach Program. It was nice to coordinate and schedule a visit periodically with someone from NAR, especially for those REALTOR Members who otherwise never have any interaction.
199	AE's need to learn more about running an association like a business for profit and get out of the thinking that REALTORS have to join our association no matter how badly we service them. it is time to begin to think like a business that operates in the free enterprise system.
200	Training as a virtual AE. More workshops regarding mergers and becoming mobile.
201	Time to complete the work and training on the latest technology.
202	Education of members that we are not in their business, nor is our staff.
203	"thick skin". It is difficult to not absorb the negative frustration from members. Those who are working smart as well as hard are productive and positive. Others are poison and their venom is infectious. They want "us" to be their whipping post.

