

Issues Survey of Presidents 2012

Results Overview



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 Responses: Completes
 Filter: No filter applied

3. In this changed market, what programs, products or services do agents or brokers need to assist them now?	
#	Response
1	effective lobbying at all governmental levels to protect the RE business,technology specific education for associates
2	Data storage, on line transaction management
3	Bang for the Realtor buck. Brokers to need to keep their agents from going to non-realtor firms.
4	Most current / relavent education is important. Knowledge of most current technology is required for us to assist our clients
5	up to date pricing
6	Smart phones and pads understanding of marketing tools Furthering edcuation in relevent subjects Good support team.
7	Analytical tools
8	Anything to do with technology.
9	100% Loan, Good Comps
10	More knowledge, education. Short sales and tecnology
11	Creative financing. Need financing for smaller mortgages
12	If somehow, I know it would be monumental, but if short sales could be more standardized. Equator is a good step forward but not all lenders use them.
13	Education to assist them in how to generate business in a less than stellar market. Most oof our membership has been in the business during the "easy" years, and need help with what to do when business is not just coming to them.
14	Keeping up with technology. Internet, social media, our association, etc.
15	Technology More skills/education
16	Continuous training and re-training dealing with mortgages and government programs to help potential buyers to buy and those facing financial problems to get the problem resolved more quickly and with some dignity.
17	We need some more consistency. In our market the banks now wait for the last minute to submit an offer for approval. Buyer has no idea he will get approved and seller is clueless that they have sold their home. Simply not fair. Worst yet, after docs signed may be subject to a review and rejection.
18	help the public understand the value of home ownership and how we work to protect it. We need to support and protect the building industry to assist with their survival for continued growth in our area.
19	Tablet PC and smartphone
20	Lead generating systems; more input and enforcement of professionalism
21	A cell phone, computer, and basically just showing up and doing a good job. Maintain high ethical standards and not wavering in ethical standards.
22	203K Loans, loan modifications, short sales
23	Continuing education,
24	1) low down programs 2) integrated marketing
25	Internet, Internet, Internet. Social media and no more print media.
26	Instructions on handling short sales, foreclosures, and bank-owned real estate.
27	Affiliation with service providers to provide one stop shopping.
28	Tools to help them keep on top of their market and increase their value to clients
29	The how to use the endless technology, how the form a contact from social media.
30	Marketing,. Finance
31	Better marketing
32	social sites

33	The lease purchase option may become more and more popular as buyers work through problems such as credit issues or selling other properties. Possibly creating a more desirable lease purchase program and include banks with this process from the beginning.
34	Marketing skills for commercial distressed properties, education on the FASB changes set to occur in 2012.
35	If anything, simplifying/streamlining access to resources that are already available from NAR or MAR, our MD association. Agents are bombarded with an array of offerings from consulting or online real estate sites, most wanting fees for services, leads, etc. New agents need mentorship to guide them through the clutter and plan their business development.
36	More flexible underwriting
37	More training. More ethics. More leadership.
38	Higher barriers to entry
39	Education will always be needed. Classes on social media, risk reduction, any tool needed to survive in regard to technology all successful agents will have to become accustomed to be successful in our business.
40	More favorable lending availability to qualified buyers, some relief from bruised credit history for those that went through short sale/foreclosure through no fault of their own. Less gov't involvement in the lending business.
41	Foreclosure sales training, technology training
42	If I knew the answer to this I would have already implemented it. Just keep getting the positive word out to the public with accurate information.
43	Education and advocacy.
44	loan programs
45	Skills on how to relate, communicate and tolerate your fellow REALTORS.
46	Agents need to get out from behind computers and get more face time with customers. This is still a people business and can't be done purely with electronics
47	services that allow a transaction to proceed rather than stopping it at the closing table; get the AMC's out of the way.
48	A uniformed short sale and REO sales program with all financial institutions.
49	Tek
50	technology
51	cost effective marketing tools locally and state wide, and continued national emphasis on advertising the benefit of home ownership.
52	Continuing Education to stay abreast of changing market conditions and the never ending changes in technology. Lower cost for internet advertising.
53	Increased knowledge of mortgage products available.
54	I believe in getting back to the basics which got us here..in a modern way
55	Technology...it moves so fast it seems impossible to keep up with it.
56	Promotion of the benefits of owning over the long term.
57	The ability to offer prospective buyers the Home Style/Size they desire (this will result in inventory of less desirable inventory) Less Bank Regulation Economic Trend Analysis and Training on how to use this information to overcome buyer apprehension Protection of 2nd home interest deduction
58	Better lending practices to make it more possible for homes to sell, MLS that can truly compete with public sites that bring REALTORS business ,
59	Anything that will help them do business more efficiently and help put more money in their business. Teach them how to generate new business and better service their clients. How to stretch their marketing dollars and how to use the web to their benefit. How to treat their real estate business as a business.
60	More technology to interact in a mobile environment. This includes data sharing, contract writing, data statistic to share with the consumers.
61	Statewide uniform lockbox system. Features and Benefits of using a REALTOR.
62	We need to know what services/programs are really trying to help us market our properties instead of selling Our info back to us!
63	Education, specifically in their preferred area of expertise. Whether it is commercial, distressed properties or other specific courses
64	education communication on what is going on
65	We need more qualified abuyers Agents willing to get in the business and have enough money to sustain them
66	More technology to make sure they remain relevant to the transaction
67	Current, accurate information on financing options.

68	Cut EXPENSES. NAR is killing membership, as well as state associations, by doing the same insane spending out national leaders are doing. You're hypocrits. Leave us alone to sell!
69	Agents need brokers to provide access to up to date economic and industry issues. Brokers need great business management skills.
70	I-pads,great websites, technical knowledge to keep up with customers(tech training)
71	iPad or tablet is a must as well as a smart phone. Amazed how many agents are not texting nor mobile.
72	We need to ensure our elected officials at all levels understand how important home ownership is to our communities, states, and country.
73	Anything that will help them grow their business. From an NAR level continued help on the appraisal and lending issues. Any tool or service that helps brokers and realtors be successful.
74	transaction management and back office software that is affordable to small independent offices to help keep them in compliance with the Department of Real Estate.
75	Technology support. Legal and political issues updates. Promotion of the REALTOR and REALTOR services.
76	Clear market data
77	More information about the availability of mortgage money. How it really is out there even at 100%. We need to counter the National Media which has everyone convinced there is no money to borrow.
78	Good education at low prices. I got creative and instead of flying in speakers for Brokers Breakfast we did it via skype. Worked beautifully!!
79	Things that their brokerage cannot afford to do any more. More dynamic education opportunities but focused on the basic principles of sales. Lead generation for Realtors from the Association
80	Public awareness multiplied exponentially to ensure clients can make informed decisions on what they pay for what they get. RPI to concentrate on public awareness of Realtor contributions of time, money and talent back to the communities
81	State of the art equipment and services.
82	Programs to keep them informed on local, state and national legislation that affects the real estate industry.
83	Services that will give buyers a second chance that have gone through foreclosure due to job loss, economy, etc. Need to fight to keep the low down mortgages. We're not having a housing crisis, we're having a banking crisis... the lenders are reluctant to finance even buyers with high credit scores and are finding ways to turn buyers away. It's almost as if they don't want to lend their money because the rate is so low.
84	More basic training and education. Today's Realtor doesn't understand the business side of the industry.
85	How to use some of the technology better.
86	more technology and tech programs at their fingertips.local advertising on the value of a realtor.
87	I believe we need some mechanism for the banking industry to completely control our industry. Short sales take 4 to 5 weeks to get an answer if the bank owned property offer is accepted.Then only can the new buyer start the finance process.
88	Short sales.
89	banks cooperation lender-loan programs refinance for homeowners in trouble refinance for homeowners w negative equity
90	Continue to protect our industry and our presence on the internet. Holding our information and not selling it to others.
91	Pertinent education classes.
92	not to have our industry charge us more for our dues when we are already in the dirt
93	marketing- fresh outside the box king of marketing. bpos/ appraisals know how. large cash reserves to have the ability to stay in the industry while the market and the buyers/sellers decide to do something that will get you paid
94	203k programs for bank owned property
95	I think more advertising for us that the markets are not all bad and yes its tough but we are still making it work, There are great programs out there and great rates. We need to let the public know that Oregon isn't as bad as across the US. We still have a lot of good things happening.
96	Easily accessible web sites, leadership training program
97	I think more guidelines in social media dos and do nots and protecting self in media marketing.
98	Ways to add value for members
99	comprehensive health insurance plan rpm rolled out nationwide in commercial r.e.
100	Information on market and recent innovation.
101	Short sales, REO, HUD Homes, "What to look for for" good and bad
102	Financing opportunities that allow people to buy, maintain and improve real property without being out of their means.

103	Short Sale training Money management Personal and business
104	We need the mortgage industry to get their acts together. Getting loans is probably the biggest hang up to a housing recovery. Unfortunately, there was an overcompensation for the unrealistic lending practices of years before. The industry needs to figure out how to fix the mess they got themselves into.
105	Agents need to be tech saavy as well as able to provide that personal service that most clients need in this home buying process.
106	1. First time home buyer programs. 2. Lenders willing to lend on all property types. 3. Information exchange with all areas.
107	Ways to deal with the constant change in Technology without overspending time or money
108	Mortgage money, banks that lend to real people
109	Educating the public on how to save their homes. Credit classes...etc. Different loan programs available. Its all about education and what is out there to help!
110	Training in dealing with lender mediated transactions. More aggressive political action, we need to go negative on elected officials that hurt our industry!
111	Franchises are quick to pick up trends and educate their members NAR lags behind in some cases. REALTOR.com needs to become the source of housing information and not 3rd tier websites. Consumers do not know the difference.
112	Ongoing education for associations to stay on top of new governmental mortgage rules as soon as things change,webinars or mass emails should work
113	internet marketing services
114	Lending Institutions with the ability to lend.
115	More legal information More lists for programs,and services
116	Relevant contract/form updates, update on case law, new mortgage lending laws and a road map to guide clients through the "new" world of lending, effective networking and professional presentation skills.
117	Brokers need technologically astute agents
118	e signatures for all members, statistics ie RPR, communications regarding the market
119	take advantage of available technology to provide personal service
120	More cooperation from the banks. General acceptance of digital signatures. Banks actually lending money in a reasonable time
121	Training on new technology. How to run it, and how to use it.
122	We need the banks, mortgages to do just that the financial part of real estate and Realtors to help people find their home. Builders to realize Realtors have the knowledge and ability to help buyers purchase their homes instead of using non Realtors to sell the homes.
123	Apps to use on the Ipad
124	Updated statistics on what is happening in market and where.
125	more online and computer based tools, with focus on smart phone apps
126	Eliminate the national control of appraisal assignment and return to local appraisals with appraisers who know the market.
127	Websites, instant Internet access,
128	Superior Technology Exceptional Communication Training
129	Centralized database. Workflow models. Real estate API.
130	ACCURATE FORCASTING AND QUALIFIED BUYERS
131	banking institutions should update us more frequently, appraiser issues and updates, continued rates being low and tax incentives from our govt such as; first time home buyer money etc
132	Continued public relations concerning need of using professional in any real estate transaction.
133	positive ad campaigns TV spots are greatly improved, but should also focus on HOMEOWNERSHIP in addition to promoting the R brand
134	Finacing programs with Down payment options
135	constant updates on the loan/financing programs available in their local markets New, affordable marketing programs/ideas to reach the tech savvy clients
136	I think technology advancements will continue to shape and evolve our industry. The control of information and how the information is distributed is an important factor in the success of our members. As an industry, our associations need to continue to work with its members to give them the tools and education to make them successful.
137	Simple tools to navigate short sales, foreclosures and technology aid of all kinds.
138	We need to work together more today than ever before, a way to connect them to the tools we have and the benifits of being a REALTOR.

139	On-line training, webinars, and on demand style classes will help; agents will need more training and sharing opportunities to stay on top of the tech game.
140	We need programs that encourage interaction among agents & companies.
141	Short sale marketing and working with mortgage companies. Marketing through social media.
142	Positive media coverage of home ownership. Hands on assistance for Realtors setting up & understanding the new technology & sites. Change the politics/administration of this country
143	For seasoned agents, more training in some of the technology programs that we could use--if we knew what and how.
144	Education in Oil & Gas. Education to protect Real Estate Agents from potential lawsuits. When dealing with the sale of mineral rights when attached or severed from real property.
145	Getting back to basics, lead generation tools, contact management systems
146	Help from NAR create legislation to either keep banks out of real estate and/or language to make short sales easier.
147	banks need to act upon short sales in a timely manner
148	A reality check that we are probably never going back to the old days. We have to work harder, smarter for less money.
149	Brokers need to be brokers and help their agents.
150	how do you successfully work with the banks. they dont sign contracts. it is virtually impossible to get a deal together. you have to sell the property 5 and 6 times to even get to closing...that is ...if the seller doesn't think it's your fault that the banks are not working with you.
151	Finding lenders that finish loans they start. Keeping buyers with local lenders.
152	Training on correctly pricing properties in a declining market. I see time and time again where sellers list too high initially and then chase the market down. They could have obtained more for their home if they had priced it properly to start with.
153	A conforming system used by short sale lenders.
154	Increase education requirements, ie; require the GRI within the first two years. Positive marketing campaign to the public.
155	We need NAR to continue to be aggressive in trying to speed up the short sale process. Short sales will rule the industry for a while, it's part of the cycle.
156	That buying a home is still a great investment.
157	The mortgage interest deduction for those who itemize federal income tax returns must be saved.!!!
158	clear training classes, designed to TEACH not make moeny for the sinstructor. Ceckoff lists, tech products that are more RE specific
159	Training on new technologies, like social media, and training on market conditions like short sales and financing.
160	Positive attitude propoganda. I.E. Optimistic outlook as to the value of being a home owner.
161	We are struggling with new regulations that limit our conversations with buyers. We cannot discuss types of financing without complete disclosure which we do not have. We struggle with a "simplified" HUD 1 which is more confusing than ever. We face so many issues with short sales, foreclosures, etc...
162	Getting the most out of social media.
163	Programs to help with immediate response to clients.
164	NAR and affiliated businesses such as title companies are doing a commendable job in providing updated support services for Realtors and brokers.
165	Burers and sellers expect instant service and information. Technology must be able to keep up.
166	Uniform standards and practices with sales contracts and addendums. I personally sale for BofA, HSBC, Chase, Etc., and I don't understand why CAR and NAR continue ignore most of these addendums that supersede all NAR and CAR contracts. How can we better protect our buyers and agents against these bank contract addendums that give the bank unilateral protections, and very little for the buyers. Nar and CAR always recommends staying with the approved forms, and state we lose the protections of NAR and CAR forms if we use other forms, but 75% of our sales are distressed properties, and if you don't executed the mandated bank addendums, they you don't have a deal. I'm Sure NAR and CAR have seen and reviewed many of such contracts. Why can't we get an approval that forces the banks to use a standard contract, that will work for them as well as give us and our buyers at least some of the basic protections that we and they deserve.
167	understanding marketing/lead generation mortgage options
168	Up to date and ACCURATE sales data. Financing alternatives.
169	Internet advertising, tablets and smartphones
170	Accurate market data
171	short sale details REO details. the right for a selling agent to contact the REO lender to verify information has been submitted correct and timely.

172	on-going technical support to help them works smarter
173	Programs/seminars/newsletters to highlight "tried & true" internet marketing options, assistance in understanding the social media options and best current technology, i.e. smart phone, lap top, tablet, etc.
174	advertising and self promotion programs at low or no cost. maybe with realtor.com? or some large internet site.
175	reduction in the cost and confusion caused by overlapping services being provided by National, state, and local boards. An initiative to consolidate MLS systems, reduce cost and overhead, and provide competitive platforms through region-wide and statewide services. We currently pay \$800. per year for the local MLS serving only 1500 members!
176	Less expensive courses (ABR,GRI, etc)- we are making a fraction of what we used to make thanks to the media.
177	Better financing programs
178	A loud voice with federal and state government
179	MLS, lead generating online services, internet exposure
180	There is an expectation to 'know all.' We need tools to help us organize and summarize that information.
181	Quicker responce from lenders on short sales
182	We need major lender cooperation and the bank owned properties need a more streamlined process for closings; short sales too. It is inconsistant, unclear and almost impossible to execute a smooth transaction. Brokers and Agents need more available eduction regarding the changes in the industry.
183	Financial and appraisal issues
184	education and strong broker involvement
185	I think we have some really good tools today. I would like to see Microsoft Outlook be more friendly in maintaining a data base for RE.
186	Training to handle the forthcoming short sales and foreclosures.
187	Good dedicated loan officers to stay up on the forever changing rules.
188	Finance
189	Short sales and foreclosures.
190	Staying up with technology
191	More involved in finding financing options as well as increased home owners insurance premiums due to all the natural disasters.
192	Real estate professionals need to be just that; professionals. Education is the key to serving clients and customers well. Understanding how to navigate certain transaction types, especially when dealing with distressed or bank owned properties is extremely important.
193	Concentrate on our core proficiencies, helping consumers buy/sell real property.Do not be distracted by all the "gee-wiz" stuff that comes along everyday.
194	Better contact management systems that can cloud sync with all formats (pc, mac, mobile, mls systems etc), absorption rate programs, statistics programs, continued technology and education.
195	more education on short sales
196	online transaction management and accurate data
197	NAR has done a very good job in delivering products to help our members. We are almost at a point of overload.
198	more information on closing REOs
199	More REALTOR Apps
200	With economies of scale, the larger bodies (NAR and VAR) should be handling dues collection, Why is it we can't have a database that can be accessed without huge resources in new software which all of our Boards need to spend money for instead of NAR or VAR handling the functions that are common to all of us.
201	stability, a smarter version of flood insurance not the way the government is going
202	One of the biggest challanges is change. Technology has changed so much and one of the hardest things is to train, teach and encourage top producing agents to keep up with current trends. Learning short sales has been an easy process it is the time waiting to hear back that is the problem. anything we can do to support or encourage quicker reply from the lenders would be appreciated.
203	We need more Bank cooperation in getting short sales to the table.
204	Mortgage relief programs that really work so we can begin to stem the losses to forclosure.
205	Positive advertising!!
206	More education on our rights as agents in dealing with last minute commission changes and buyers abuse from lenders, asset managers and auction companies.

207	More cooperation from lenders. Buyers drop out when requirements are too stringent.
208	Enforcement by DRE and CAR.
209	- cell phone (droids, smartphones, etc.) training, demo and sales purchase(s); internet directories; office assistants
210	Continuing education focusing on technology and mobility and ever changing laws,
211	In our area more info on the Oil & Gas leases.
212	Streamlined bank processing and continued improvements in the appraisal practices
213	up to date stats- nationally, locally in a fast & easy manner.
214	On the home selling side, they need to understand the complexity of short selling and bank owned properties and if they do not, then stay out of those areas.
215	Short Sale assistance - info on dealing with banks. Improved tech info and application.
216	We need better cooperation by the lenders and appraisers so that the buyers can complete a purchase without the road blocks that these two institutions are causing.
217	ways to sort through the informational and on-line marketing options available to the industry.
218	streamlined short sale and reo process.
219	FREE EDUCATION...
220	I am big believer in education and as much on any updates is great.
221	Financing; FHA & VA changes Helping people who are in danger of losing their homes
222	Negotiating with service companies. We have more paperwork, not aloud to make changes to their addendums, have to cut commission.
223	One area that is lacking in our industry is education on running your own business. Money management, budgeting, business planning, etc.
224	Computer skills using all the products available to do our job.
225	Education, technology,
226	Technology
227	Ipads, phones, computers, sentrilocks, mobile information, more info on MLS's, more security for equipment, being on top of your business 24 hours a day!!
228	Financing Programs that are flexible as far as down payments, length etc. NO 100% financing however. Home ownership has to have value! PR campaign to show benefits of home ownership
229	Realtor Party being Strong and fighting the Banks and government. Our local associations provide services and products, no need to keep duplicating.