

Survey of Presidents on Issues 2012

Results Overview



Date: 2/3/2012 5:50 AM PST
 Responses: Completes
 Filter: No filter applied

#	Response
3.	In this changed market, what programs, products or services do agents or brokers need to assist them now?
1	Technology assistance
2	More education on handling rental market. Continue education on foreclosuees and short sales as processes change. Tapping into the international market.
3	Good and accurate AVM's, data sources that are correct in their data.
4	Lower closing costs. Faster respnse from banks on short sales. Possibly a buyer tax incentive.
5	Continual and evolving training to keep up with understanding and using new technology. Also understanding and meeting the demands of a new generation of buyers.
6	While a shift in focus / policy to political advocacy in our Realtor advertising is important, we have not yet "won the battle" in successfully communicating the differences / between Realtors and Non-Realtor licensees to the general public. Our national advertising campaign needs to focus a portion of its' resources on having prospective homebuyers and seller's understanding the differences and posing the question when choosing a real estate representative, "Are you a Realtor? I'm looking to engage the services of a Realtor, not simply a real estate licensee." If the differentiation was truly understood by the general public, the proliferation and success of non-Realtor firms would not be occurring.
7	Preparing Realtors to move out of the REO properties and back to conventional sales. I think many are stuck in that mentality. I have done only 1 short sale, my listing, and 1 foreclosure, my sale. I found enough regular sales to keep me busy. I would like NAR to better describe the meaning of good "moral" conduct. We are giving agents with criminal records keys, via lock boxes, to homes. It could be an open invitation for something bad to happen.
8	the busy ones don't and the others want it all but don't use "it."
9	I think there are so many apps and services available that the problem is not adding more, but helping agents to identify what helps them be most productive.
10	Motivation and inspiration with usabe real world information on selling in todays market from actual Practitioners.
11	access to money for home loans by lenders who refuse to get back into the market.
12	Tomorrows agents will need to add to their selection of services, have greater knowledge of marketing in order to create even more professionalism of themselve.
13	better analysis and maketing tools
14	Agents and Brokers will need to be retrained to adapt to this new financing environment which will most likely no longer include 30 year fixed rate mortgage products.
15	Faster processing of short sales. Education on them. Rules to govern our Members about "come on" pricing
16	Consistent good & timely information on financing changes and how that impacts their day to day. Some of the information shared is not tangible or relatable to the agent in the trench about to put a buyer in their car.
17	WE need NAR to stay on top of legislative issues, we do not need to lose "mortgage interest deduction, nor do we need to have the sale of a home taxed, or our comissions taxed.
18	There is a need for more understanding of technology and how it can help our industry as well as each individual agent. There is a steep learning curve these days and help in that area would be of significant help. Electronic storage industry wide and how to do it would be of enormous help.
19	training, information, ideas on how to do things
20	Better ways of staying in touch with clients Rental brokerage tools
21	Technology and training to understand what is happening in the national/world markets. Products to make communication seamless.
22	National exposure to there products , continue keeping laws and regulations under control

