

# Survey of Presidents on Issues 2012

## Results Overview



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 Responses: Completes  
 Filter: No filter applied

7. What major changes do you see in the next few years in your Association?	
#	Response
1	Decreased membership and revenue, increased needs of members
2	Merging of smaller boards/associations because of loss of members and financial needs. Possibly Ewngional MLS spreading throughout the state.
3	Lack of young leadership coming up thru the chairs.
4	Less Members, Keeping membership dues as low as possible.
5	In addition to answers in #2, we are going to have to provide a valuation proposition to members that they recognize comes from us, and we have to do a better job of marketing and communicating it to members and the public. We'll have to be more vigilant than ever managing finances and looking for sources of non-dues revenue to supplement operations.
6	Continuing emphasis on increasing non-dues revenues and conveying the "value propostion" to our membership.
7	We are trying to raise the courses and hours for entry into the real estate business and to raise CE by doubling the yearly requirements. This has to be done legislatively, so we are working on that. Notifying brokers to help monitor agents that may have criminal backgrounds. We work very well with others, like the Chamber of Commerce and state banking association, along with legislatures and the Governor, so we are ready to react to anything that may affect the practioners and private property owners.
8	not a clue other then the obvious listed above
9	We have been fortunate to have a very healthy, thriving market, so I expect to see an increase in younger members.
10	Loss of membership unless we can constantly prove the return on investment for membership dues. Boil it down to simply one question – "What did your NAR membership dues provide for you that helped you make one additional sale (buyer or seller) in 2011" I know legislation and regulatory issues are important and there is certainly an intrinsic value, but we need actual dollars in members pockets.
11	the three way agreement for the NAR is a question that is being asked more - Do large boards really need a state assn?
12	Our members know that the economic situation is tough, but I think they are tired of hearing that, "we don't have the funds to do -----" I think that the Associations needs to become a refuge and a place of light at the end of the tunnel.
13	As at NAR, more focus on legislative and regulatory challenges
14	More focus on technology, regionalization of our local associations and better communications with our members.
15	Using more technology to get to the Membership in the way that they wish to receive the information
16	The role of the association is adjusting as there is so much many brokers cannot provide the association is filling in. Additionally state associations are picking up the slack of the local associations, especially the smaller associations. Products and services are become a nucleus of what is offered. Mainstays such as government affairs and advocacy are becoming more critical and requiring more attention on multiple fronts than ever before. How the association communicates with members will evolve substaintially in the next few years.
17	Operating with fewer staff members as well as operating with less money due to the loss of members
18	I am afraid there is going to be a mass exodus of Association members. It is already happening in some areas. Other independent companies are providing better tools at a cheaper price already. We have to make sure we are relevant and the best at what we are doing.
19	We may be headed towards a statewide MLS.
20	More professional membership, smarter dues dollars, higher annual dues billings
21	I think that our State association is going to be more involved in political issues. Members need our support and knowledge in helping them fight the big items, not the small day to day issues.
22	Technology, alternative revenue sources

