

The Results Are In...

2006 MAAR Membership Survey



MINNEAPOLIS AREA Association
of REALTORS®

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www.mplsrealtor.com

Methodology

Purpose

Periodically, MAAR will ask for opinions and demographic information from its membership in order to better serve that membership. It is a distinct goal of the association to listen to and respond to the wishes of members, which is often best accomplished through a full-membership research initiative such as a survey.

Methodology

A total of 505 surveys were completed for use in this analysis, either via a website set up through the survey website, www.zoomerang.com, or a postage-paid paper survey included in the November/December issue of *The REALTOR*[®].

Survey Time Period

Completed surveys were accepted between November 3 and December 18, 2006.

Reporting

Percentages for research questions are based upon only the total number of members who answered a given research question. For multiple-response questions, percentages are based upon the total number of responses for the survey (505).

Margin of Error and Rounding

The margin of error does not exceed 4.4% for two-part (e.g., Yes/No) questions answered by all respondents. This margin of error does not apply to subsets of the total respondent groups.

Most questions were answered by nearly all 505 respondents, but for the sake of comparison, the margin of error is 4.6% for 470 respondents, which is about the lowest total for a single research question.

Because totals have been rounded to the nearest tenth of a percent, some rounding error may occur.

MAAR Mission

Established in 1887, MAAR is the leading regional advocate and provider of information services, research and education on the real estate industry for brokers, real estate professionals and the public. With more than 10,000 members, MAAR is the 16th largest association in the real estate industry and serves the Twin Cities 13-county metro area and Wisconsin.

Our goal is to support the healthy growth of the Twin Cities real estate market and help consumers make more informed real estate decisions. Through our advocacy efforts and promotion of the industry, we will continue to redefine and advance organized real estate in the regions we serve.

Research Questions

The Association

Length of MAAR Membership
First Heard About MAAR
Impressions and Experiences with MAAR
Value of MAAR Products and Services to Members
Rating of MAAR Overall

The Market

Impact of Challenges Facing REALTORS®

Professional Development

Interests in Professional Development
Organizations REALTORS® Seek for Professional Development
Interests in Forums for Education
Professional Designations and Certifications of MAAR Members

Marketing

Referral and Promotional Marketing Tools
Annual Promotional and Referral Marketing Spending

Technology

Use of MAAR Website
Technology Used by Members

Business Specifics

Current Role in the Real Estate Industry
Primary Business Specialty
Number of Years with Current Firm
Number of Firms Worked For
Brokerage Size
Real Estate as Primary Source of Income
Years Worked in the Real Estate Industry
Hours Worked in Real Estate per Week

Demographics

Gender
Age
Education of MAAR Members
Ethnic Background
Annual Gross Income from Real Estate
Annual Gross Household Income

Appendix

Open-Ended and "Other" Responses
Questionnaire

Executive Summary

The Association

Average Number of Years as MAAR Member	9
First Heard About MAAR Through Process of Obtaining License	55.1%
Rating of MAAR Overall (on a scale from 1 to 10, with 10 being highest)	7

Professional Development

	MAAR	Kaplan
Organizations REALTORS® Seek for Professional Development	78.4%	64.0%

Website

Use of MAAR Website – Weekly or More	28.5%
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Business Specifics

	Agent	Broker
Current Role in the Real Estate Industry	78.6%	20.8%

Primary Business Specialty is Residential Single Family	93.7%
Average Number of Years with Current Firm	5
Average Number of Firms Members Have Worked For	2
Brokerage Size – Median Range	51–100 Agents

	Yes	No
Real Estate as Primary Source of Income	78.7%	21.3%

Average Years Worked in the Real Estate Industry	10
Average Hours Worked in Real Estate per Week	41

Demographics

	Male	Female
Gender	50.6%	49.4%

Average Age of Respondents	48
MAAR Members with Education Beyond High School	90.1%

	White	Other
Ethnic Background – White-Caucasian / Other Ethnicity	93.3%	6.7%

Average Gross Income from Real Estate	\$64,168
Average Gross Household Income	\$87,894

Length of MAAR Membership

Question:

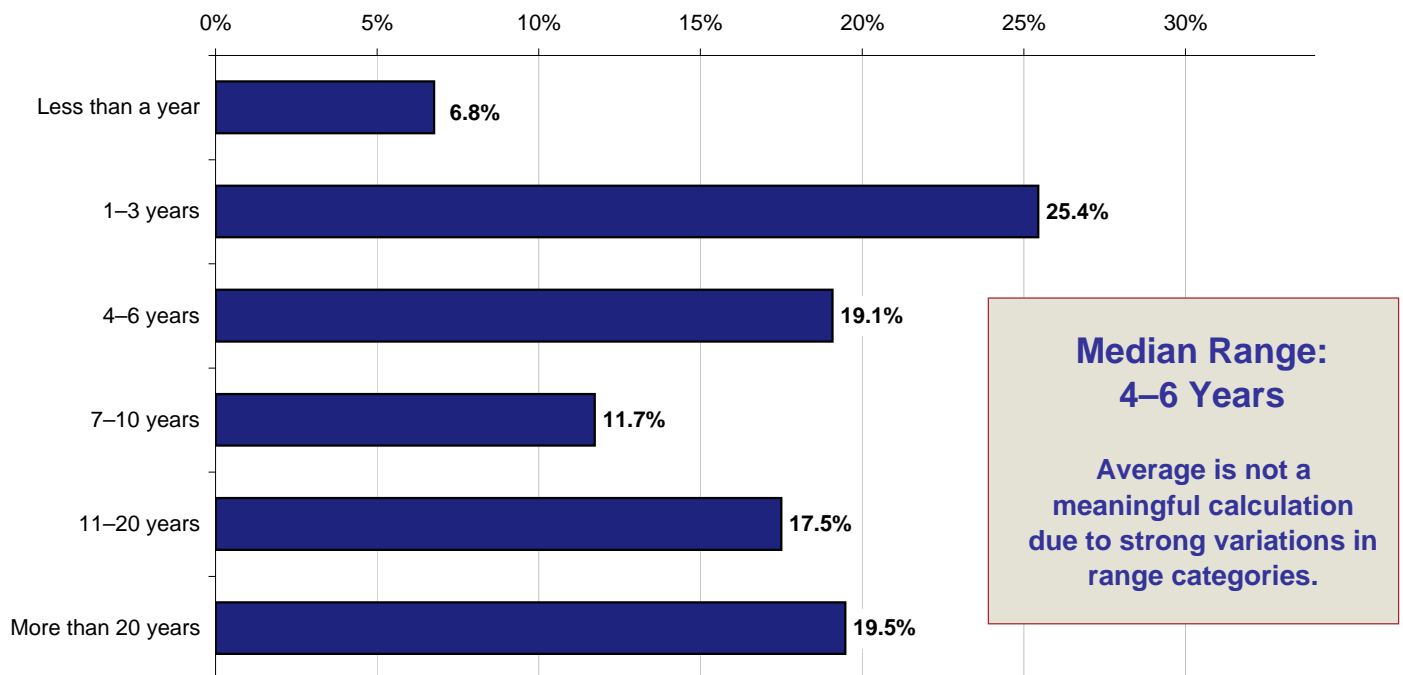
How long have you been a member of the Minneapolis Area Association of REALTORS® (MAAR)?

Methodology:

This was a single-response question. Percentages are based upon only those respondents who answered the question (503).

	Persons	Percent
Less than a year	34	6.8%
1–3 years	128	25.4%
4–6 years	96	19.1%
7–10 years	59	11.7%
11–20 years	88	17.5%
More than 20 years	98	19.5%
Total	503	100%

Length of MAAR Membership



First Heard About MAAR

Question:

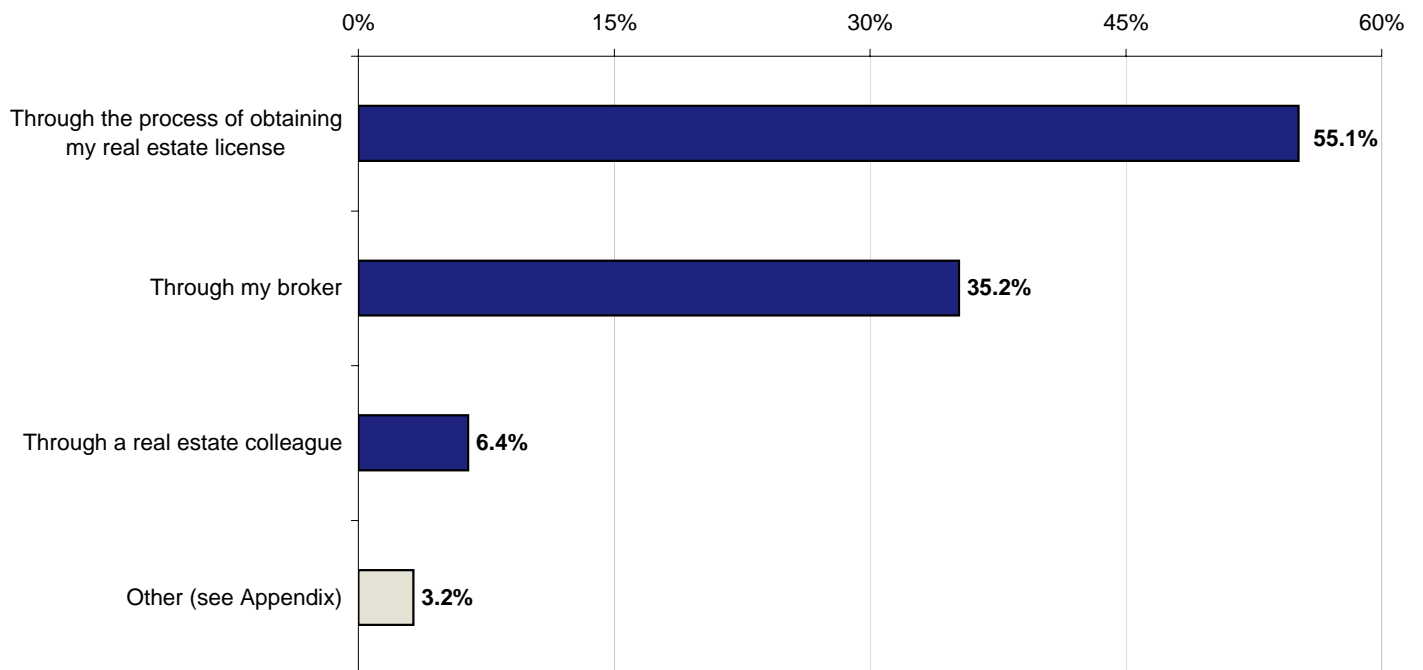
How did you first hear about MAAR?

Methodology:

This was a single-response question. Percentages are based upon only those respondents who answered the question (497).

	Persons	Percent
Through the process of obtaining my real estate license	274	55.1%
Through my broker	175	35.2%
Through a real estate colleague	32	6.4%
Other (see Appendix)	16	3.2%
Total	497	100%

First Heard About MAAR



Impressions and Experiences with MAAR

Question:

Below is a list of statements that may describe your impressions and experiences with MAAR. Indicate your level of agreement with the following statements on a scale of 1 to 5, where 1 means "Strongly Disagree" and 5 means "Strongly Agree."

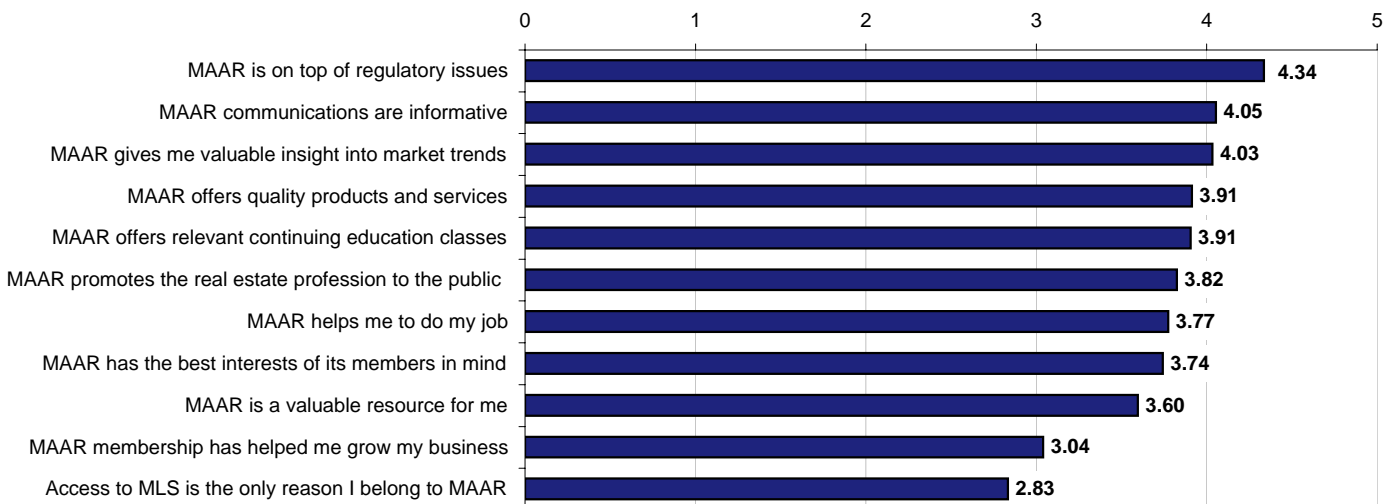
Methodology:

Each statement represents a single-response question. Percentages are based upon all respondents, and the score is based upon persons who answered each statement with a numeric value from 1 to 5.

- | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> 1 MAAR helps me to do my job 2 MAAR offers quality products and services 3 MAAR membership has helped me grow my business 4 MAAR gives me valuable insight into market trends 5 MAAR is on top of regulatory issues 6 Access to MLS is the only reason I belong to MAAR | <ul style="list-style-type: none"> 7 MAAR is a valuable resource for me 8 MAAR has the best interests of its members in mind 9 MAAR offers relevant continuing education classes 10 MAAR promotes the real estate profession to the public 11 MAAR communications are informative |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Code	Persons	Score	Strongly Disagree			Strongly Agree			N/A
			1	2	3	4	5		
5	498	4.34	0.4%	1.2%	12.1%	36.2%	48.7%	1.4%	
11	500	4.05	1.2%	2.6%	18.8%	43.6%	32.9%	1.0%	
4	502	4.03	1.6%	5.0%	17.6%	39.6%	35.6%	0.6%	
2	501	3.91	2.0%	4.8%	21.0%	43.8%	27.7%	0.8%	
9	497	3.91	1.8%	5.9%	20.6%	41.6%	28.5%	1.6%	
10	501	3.82	3.2%	8.1%	22.2%	35.2%	30.5%	0.8%	
1	501	3.77	3.0%	6.3%	26.7%	37.2%	25.9%	0.8%	
8	499	3.74	5.1%	7.3%	23.4%	35.0%	27.9%	1.2%	
7	502	3.60	4.0%	11.1%	26.5%	37.4%	20.4%	0.6%	
3	502	3.04	8.5%	22.2%	37.0%	20.2%	11.5%	0.6%	
6	500	2.83	18.2%	25.9%	22.8%	18.2%	13.9%	1.0%	

Impressions and Experiences with MAAR



Value of MAAR Products and Services to Members

Question:

MAAR offers a variety of products and services designed to assist real estate professionals. Please indicate how valuable you find each of the following products and services on a scale of 1 to 5, where 1 means "Not at All Valuable" and 5 means "Extremely Valuable." If you have never used or are not aware of the product or service, please indicate this by circling "X" (Have Not Used) or "NA" (Not Aware).

Methodology:

Each statement represents a single-response question. Percentages are based upon all respondents, and the score is based upon persons who answered each statement with a numeric value from 1 to 5.

- | | | | |
|----|---------------------------------------------|----|--------------------------------------------------|
| 1 | Multiple Listing Service (MLS) | 11 | MAAR Annual Membership Yearbook |
| 2 | MAAR Website | 12 | Community Service (e.g., Hab. for Humanity) |
| 3 | The REALTOR® (bimonthly printed newsletter) | 13 | Lobbying at Local Government Level |
| 4 | MAAR e-notes (online weekly newsletter) | 14 | Annual Residential Real Estate Activity Report |
| 5 | MAAR Member Store | 15 | Networking (e.g., Multicultural, Intntl. events) |
| 6 | MAAR Staff Assistance | 16 | Membership Discounts |
| 7 | MAAR Library / Resource Center | 17 | Market Statistics Reports / Summaries |
| 8 | MAAR Educ. / Computer Programs / Courses | 18 | Public Awareness Campaigns |
| 9 | MAAR Online Education Courses | 19 | Other (see Appendix) |
| 10 | MLS / Technology Training | | |

Code	Persons	Score	Not at All Valuable			Extremely Valuable		Not Used / Not Aware / No Answer		
			1	2	3	4	5	X	NA	N/A
1	495	5.00	0.2%	0.0%	0.6%	6.1%	90.7%	0.4%	0.0%	2.0%
17	491	4.44	1.6%	2.6%	9.7%	29.7%	49.9%	2.6%	1.2%	2.8%
14	485	4.42	1.8%	3.0%	11.1%	30.1%	43.2%	3.6%	3.4%	4.0%
13	484	4.36	2.6%	4.4%	11.9%	29.1%	40.2%	5.5%	2.2%	4.2%
9	459	4.28	4.0%	8.7%	14.9%	22.8%	16.8%	21.0%	2.8%	9.1%
8	468	4.23	3.2%	7.1%	17.8%	29.7%	23.6%	9.5%	1.8%	7.3%
10	462	4.20	4.0%	6.9%	18.4%	27.5%	16.8%	15.8%	2.0%	8.5%
6	486	4.00	3.2%	7.5%	19.8%	29.5%	29.1%	5.9%	1.2%	3.8%
18	487	3.98	4.6%	6.3%	20.2%	27.1%	28.9%	5.1%	4.2%	3.6%
4	490	3.94	2.6%	7.3%	20.0%	36.6%	25.5%	4.2%	0.8%	3.0%
12	471	3.94	6.1%	8.5%	19.4%	22.6%	17.0%	16.6%	3.0%	6.7%
3	493	3.93	1.8%	6.3%	22.4%	42.8%	23.6%	0.4%	0.4%	2.4%
2	490	3.89	3.0%	6.7%	24.2%	33.7%	24.0%	5.0%	0.6%	3.0%
16	465	3.85	7.5%	10.1%	22.0%	19.0%	15.4%	13.5%	4.6%	7.9%
15	467	3.76	8.5%	10.1%	21.6%	20.0%	10.9%	17.4%	4.0%	7.5%
11	461	3.72	11.3%	13.1%	17.2%	21.8%	14.7%	10.7%	2.6%	8.7%
7	457	3.70	7.5%	15.8%	20.2%	15.8%	6.3%	21.2%	3.6%	9.5%
5	481	3.55	6.3%	15.2%	24.8%	24.6%	13.7%	9.5%	1.2%	4.8%
19	11	3.00	1.0%	0.0%	0.0%	0.4%	0.8%	0.0%	0.0%	97.8%

Rating of MAAR Overall

Question:

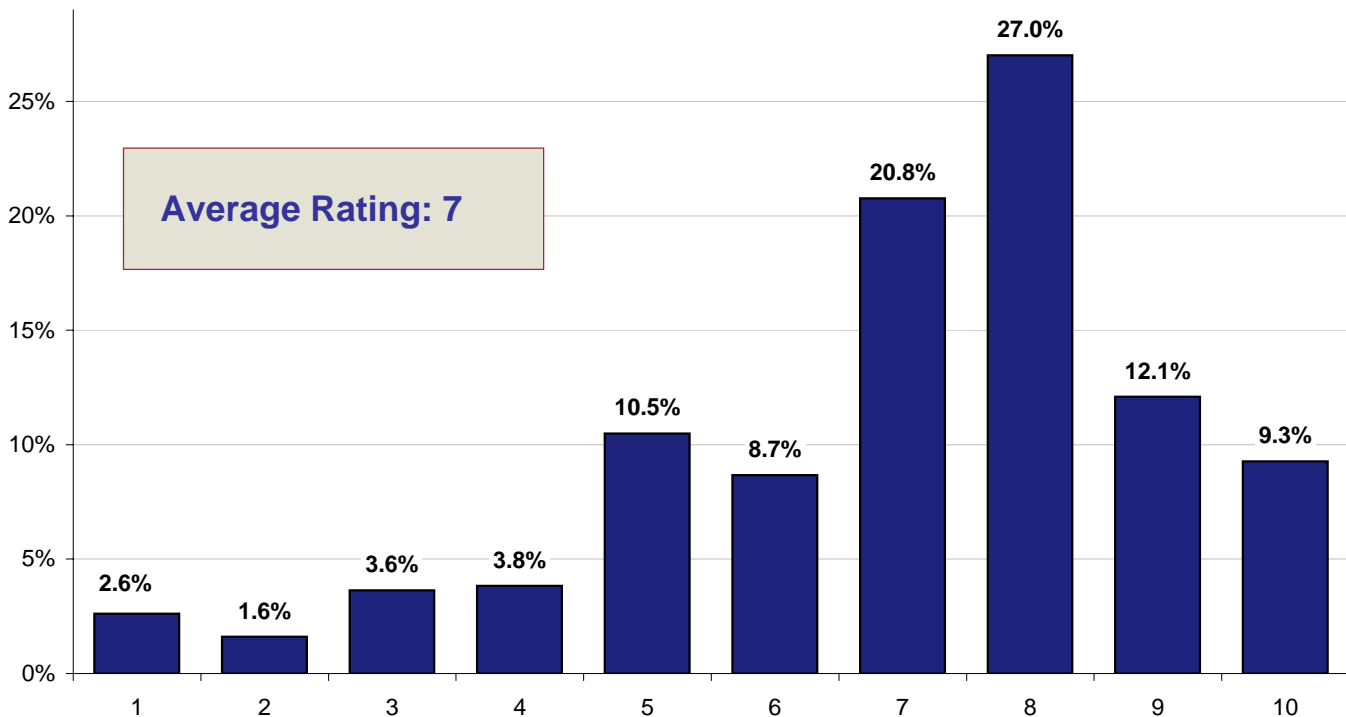
On a scale of 1 to 10, where 1 is very poor and 10 is outstanding, how would you rate your overall membership experience with MAAR? (Circle one number.)

Methodology:

This was a single-response question. Percentages are based upon only those respondents who answered the question (43).

Rating	Persons	Percent
1	13	2.6%
2	8	1.6%
3	18	3.6%
4	19	3.8%
5	52	10.5%
6	43	8.7%
7	103	20.8%
8	134	27.0%
9	60	12.1%
10	46	9.3%
Total	496	100%

Ratings of MAAR Overall



Impact of Challenges Facing REALTORS®

Question:

Regarding challenges you face in real estate, please rank the following choices by the amount of impact each has on your business where 1 means "Has Little to No Impact" and 5 means "Has Great Impact." (Please circle one number.)

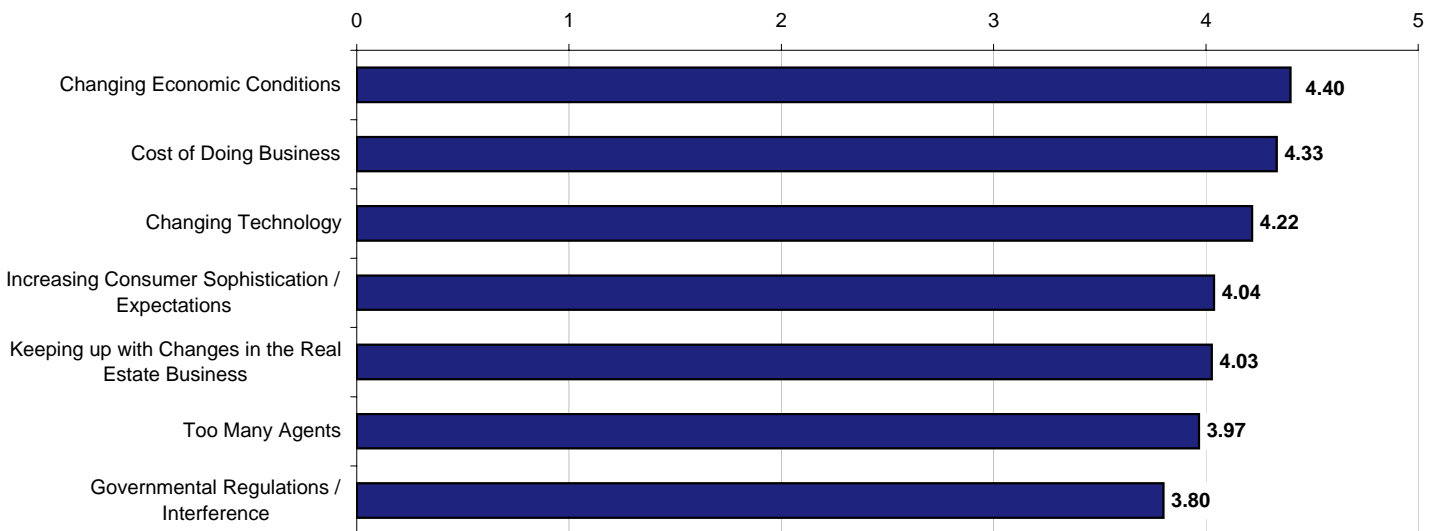
Methodology:

Each statement represents a single-response question. Percentages are based upon all respondents, and the score is based upon persons who answered each statement with a numeric value from 1 to 5.

- | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> 1 Changing Technology 2 Cost of Doing Business 3 Governmental Regulations / Interference 4 Increasing Consumer Sophistication / Expectations | <ul style="list-style-type: none"> 5 Changing Economic Conditions 6 Keeping up with Changes in the Real Estate Business 7 Too Many Agents |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Code	Persons	Score	Has Little to No Impact			Has Great Impact		N/A
			1	2	3	4	5	
5	496	4.40	0.8%	2.2%	9.9%	29.5%	55.8%	1.8%
2	497	4.33	1.4%	2.2%	12.1%	29.3%	53.5%	1.6%
1	497	4.22	2.6%	3.6%	12.9%	30.3%	49.1%	1.6%
4	496	4.04	1.8%	4.2%	16.0%	42.8%	33.5%	1.8%
6	496	4.03	2.0%	4.2%	18.0%	39.0%	35.0%	1.8%
7	495	3.97	5.9%	7.5%	16.6%	21.6%	46.3%	2.0%
3	495	3.80	2.4%	5.7%	26.3%	38.2%	25.3%	2.0%

Impact of Challenges Facing REALTORS®



Interests in Professional Development

Question:

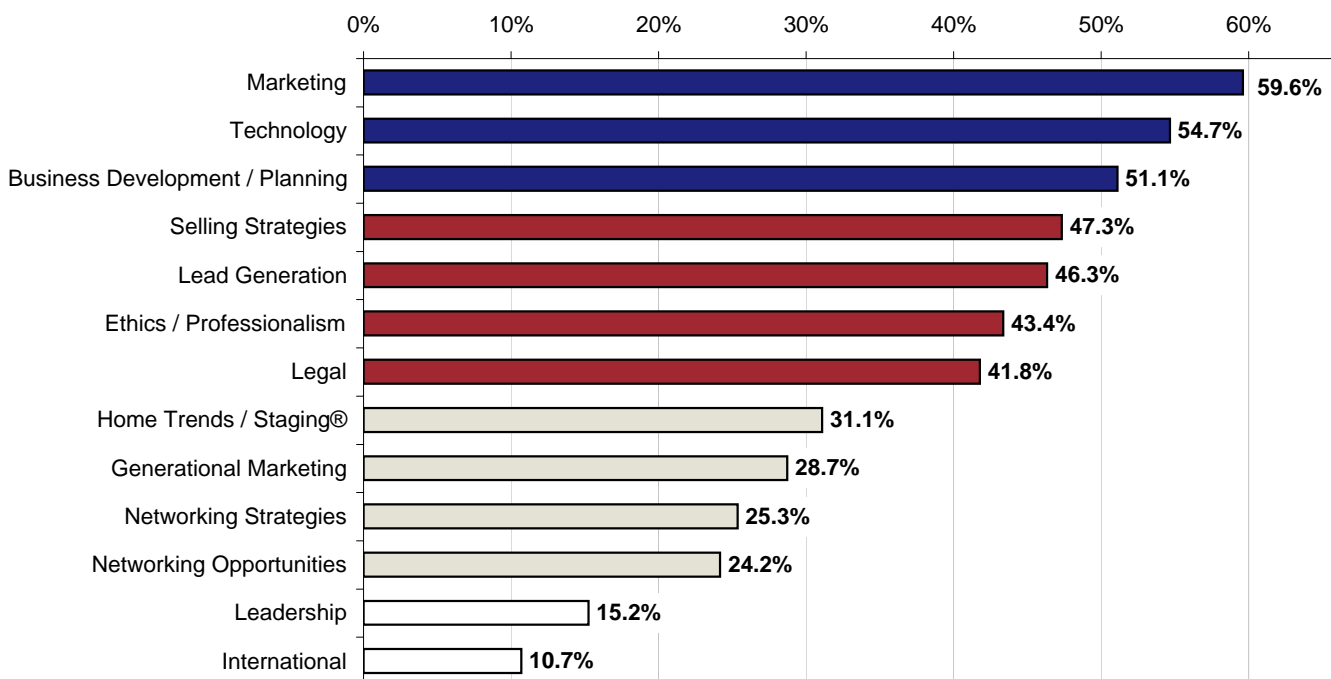
Which areas of professional/development are of most interest to you at this point in your real estate career?

Methodology:

Multiple responses were allowed. Percentages are based upon all respondents (505).

	Persons	Percent
Marketing	301	59.6%
Technology	276	54.7%
Business Development / Planning	258	51.1%
Selling Strategies	239	47.3%
Lead Generation	234	46.3%
Ethics / Professionalism	219	43.4%
Legal	211	41.8%
Home Trends / Staging®	157	31.1%
Generational Marketing	145	28.7%
Networking Strategies	128	25.3%
Networking Opportunities	122	24.2%
Leadership	77	15.2%
International	54	10.7%

Interests in Professional Development



Organizations REALTORS® Seek for Professional Development

Question:

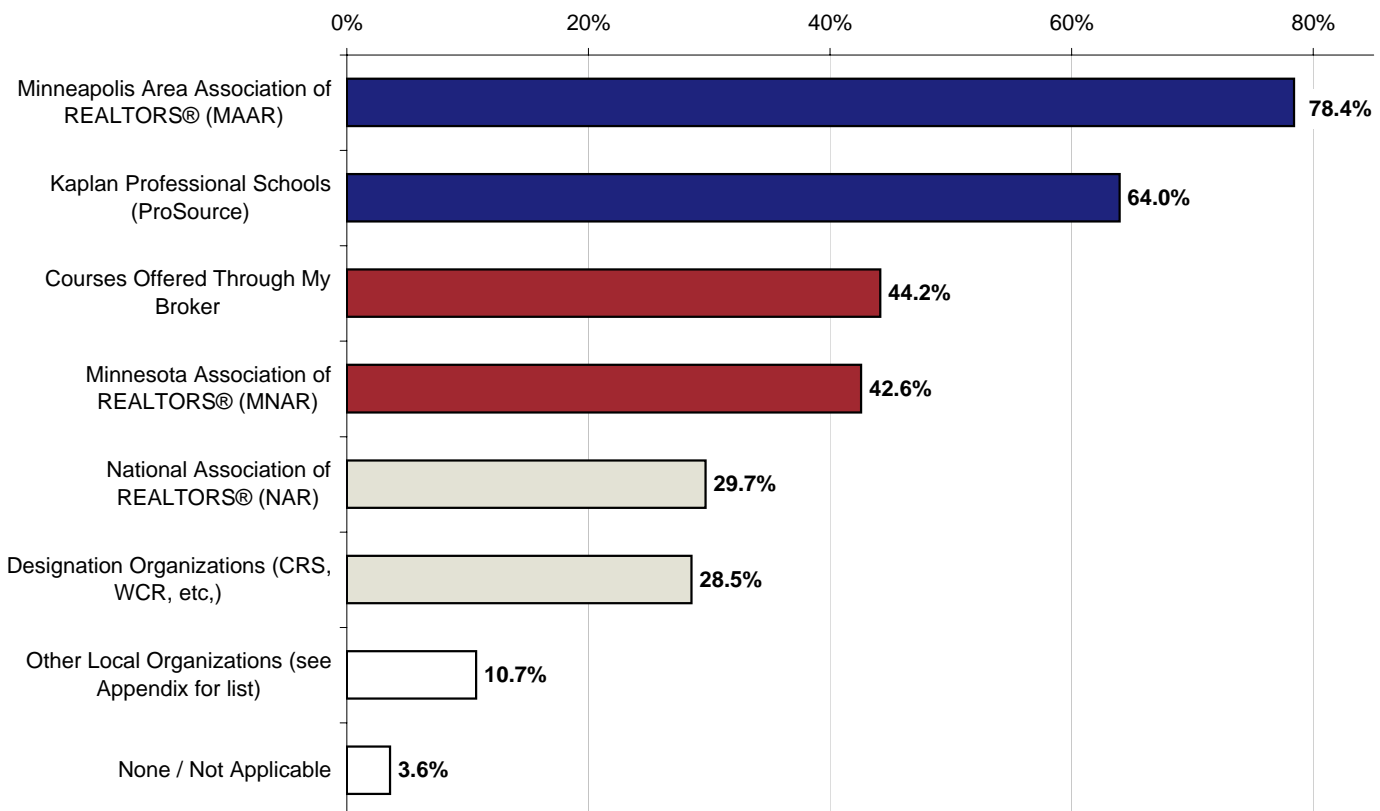
What professional organizations or resources have you used or considered using when seeking professional development opportunities?

Methodology:

Multiple responses were allowed. Percentages are based upon all respondents (505).

	Persons	Percent
Minneapolis Area Association of REALTORS® (MAAR)	396	78.4%
Kaplan Professional Schools (ProSource)	323	64.0%
Courses Offered Through My Broker	223	44.2%
Minnesota Association of REALTORS® (MNAR)	215	42.6%
National Association of REALTORS® (NAR)	150	29.7%
Designation Organizations (CRS, WCR, etc.)	144	28.5%
Other Local Organizations (<i>see Appendix for list</i>)	54	10.7%
None / Not Applicable	18	3.6%

Organizations REALTORS® Seek for Professional Development



Interests in Forums for Education

Question:

Please indicate your levels of interest in each of the following forums for education courses on a scale of 1 to 5, where 1 means "Not Interested" and 5 means "Very Interested."

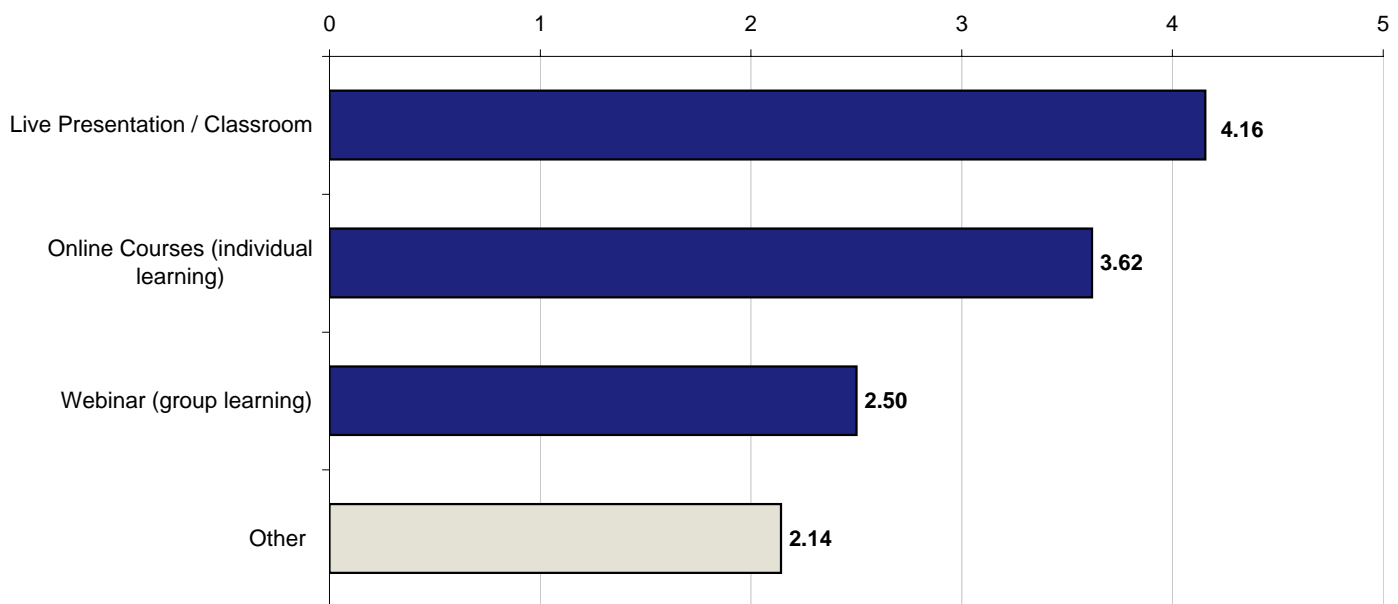
Methodology:

Each statement represents a single-response question. Percentages are based upon all respondents, and the score is based upon persons who answered each statement with a numeric value from 1 to 5.

- 1 Live Presentation / Classroom
- 2 Online Courses (individual learning)
- 3 Webinar (group learning)
- 4 Other*

Code	Persons	Score	Not Interested			Very Interested			N/A
			1	2	3	4	5		
1	494	4.16	4.2%	4.6%	13.1%	26.1%	49.9%	2.2%	
2	488	3.62	11.1%	9.7%	18.6%	22.8%	34.5%	3.4%	
3	456	2.50	26.9%	18.2%	24.4%	14.7%	6.1%	9.7%	
4	28	2.14	3.0%	0.6%	1.0%	0.2%	0.8%	94.5%	

Interests in Forums for Education



* There were only three specified items for "Other." Each was rated a 5. They were: 1) Classes with learning level designated (Beg/Inter/Expert, etc), 2) tours, and 3) CD/Tape lessons with materials.

Professional Designations and Certifications of MAAR Members

Question:

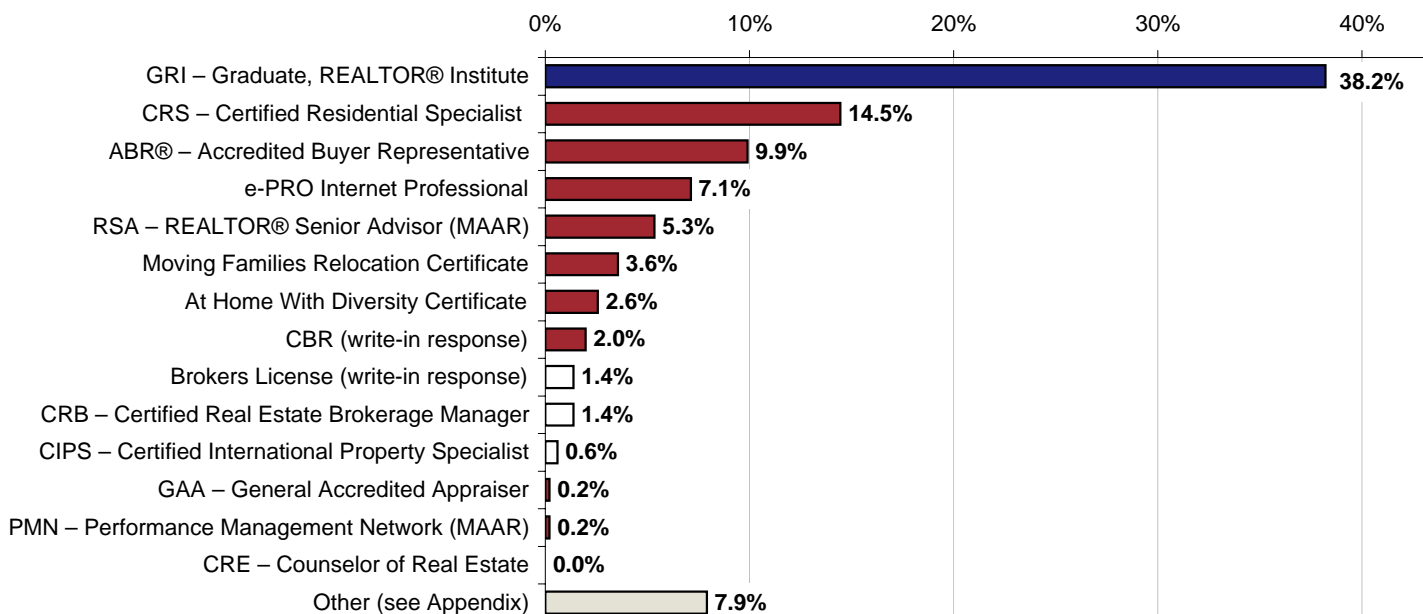
Which professional designations or certifications do you currently have?

Methodology:

Multiple responses were allowed. Percentages are based upon all respondents (505).

	Persons	Percent
GRI – Graduate, REALTOR® Institute	193	38.2%
CRS – Certified Residential Specialist	73	14.5%
ABR® – Accredited Buyer Representative	50	9.9%
e-PRO Internet Professional	36	7.1%
RSA – REALTOR® Senior Advisor (MAAR)	27	5.3%
Moving Families Relocation Certificate	18	3.6%
At Home With Diversity Certificate	13	2.6%
CBR (<i>write-in response</i>)	10	2.0%
Brokers License (<i>write-in response</i>)	7	1.4%
CRB – Certified Real Estate Brokerage Manager	7	1.4%
CIPS – Certified International Property Specialist	3	0.6%
GAA – General Accredited Appraiser	1	0.2%
PMN – Performance Management Network (MAAR)	1	0.2%
CRE – Counselor of Real Estate	0	0.0%
Other (<i>see Appendix</i>)	40	7.9%

Professional Designations and Certifications of MAAR Members



Referral and Promotional Marketing Tools

Question:

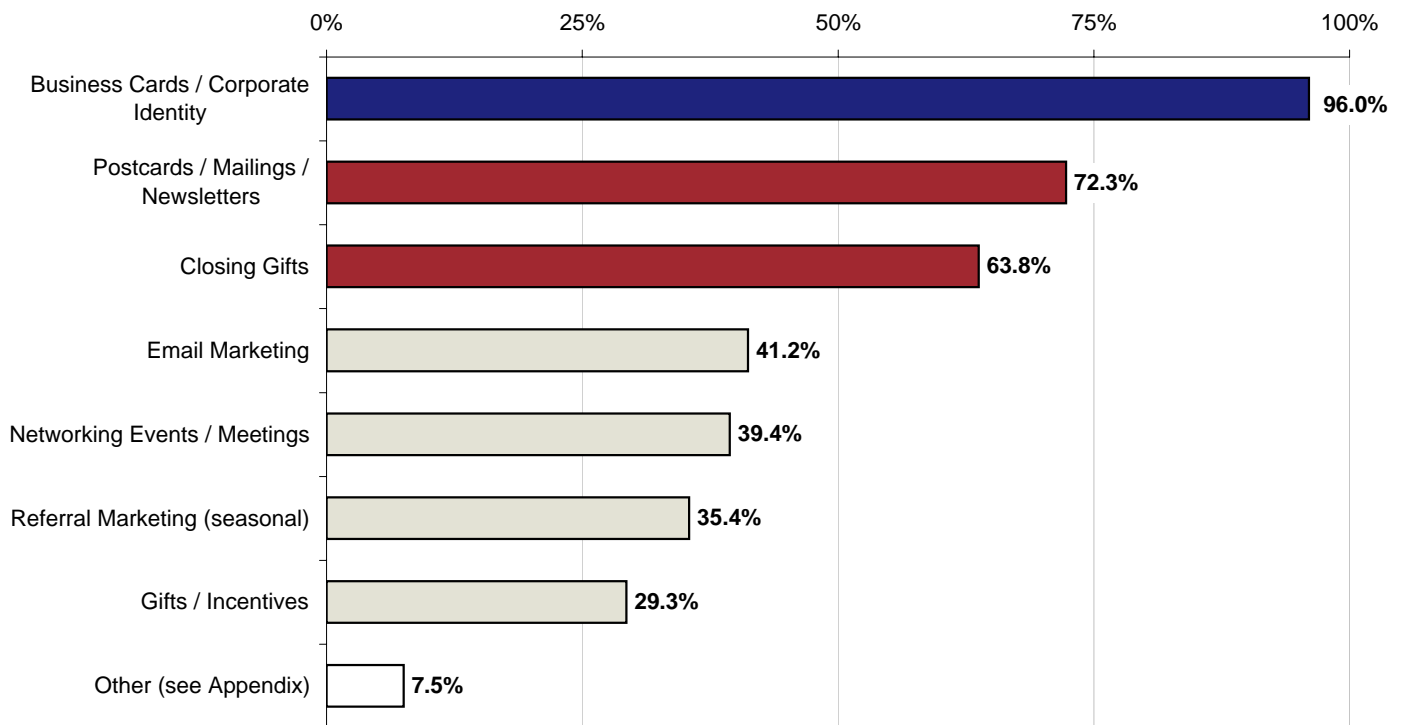
Which promotional/referral marketing tools do you use?

Methodology:

Multiple responses were allowed. Percentages are based upon all respondents (505).

	Persons	Percent
Business Cards / Corporate Identity	485	96.0%
Postcards / Mailings / Newsletters	365	72.3%
Closing Gifts	322	63.8%
Email Marketing	208	41.2%
Networking Events / Meetings	199	39.4%
Referral Marketing (seasonal)	179	35.4%
Gifts / Incentives	148	29.3%
Other (see Appendix)	38	7.5%

Referral and Promotional Marketing Tools



Annual Promotional and Referral Marketing Spending

Question:

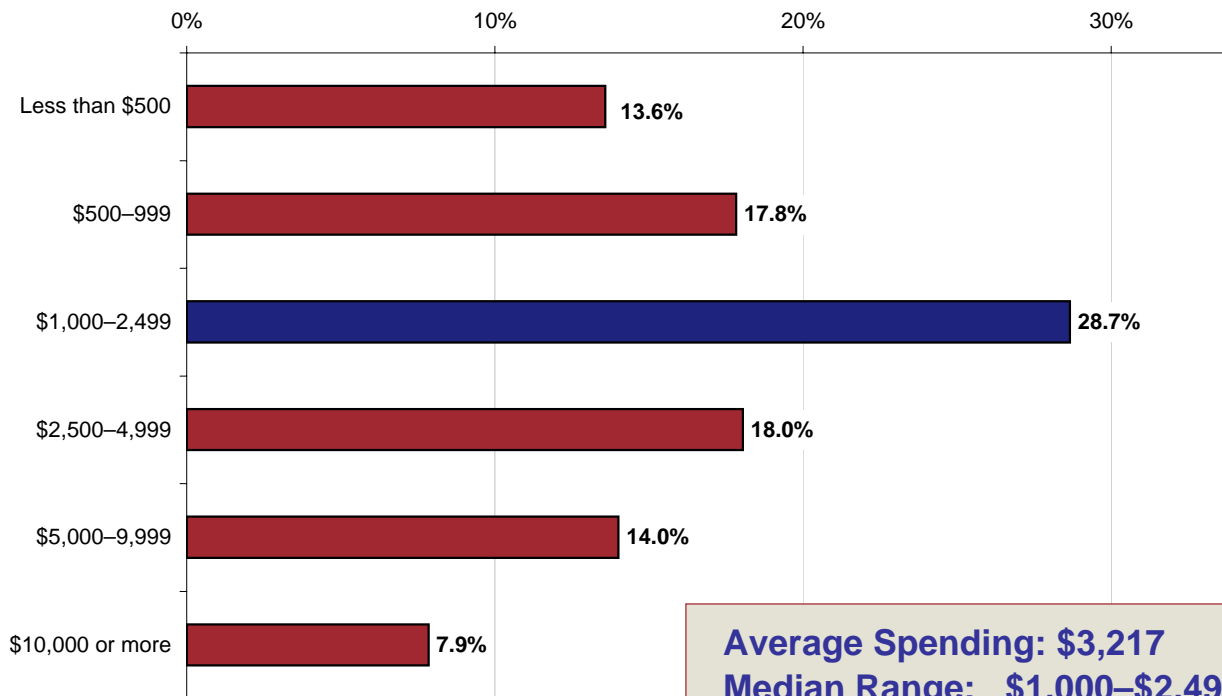
How much do you spend on promotional/referral marketing each year?

Methodology:

This was a single-response question. Percentages are based upon only those respondents who answered the question (496).

	Persons	Percent	Percent of All
Less than \$500	64	13.6%	12.9%
\$500–999	84	17.8%	16.9%
\$1,000–2,499	135	28.7%	27.2%
\$2,500–4,999	85	18.0%	17.1%
\$5,000–9,999	66	14.0%	13.3%
\$10,000 or more	37	7.9%	7.5%
Total for Measurement	471	100%	95.0%
None	7	N/A	1.4%
Don't know	18	N/A	3.6%
Total Respondents	496	N/A	100%

Annual Promotional and Referral Marketing Spending



Use of MAAR Website

Question:

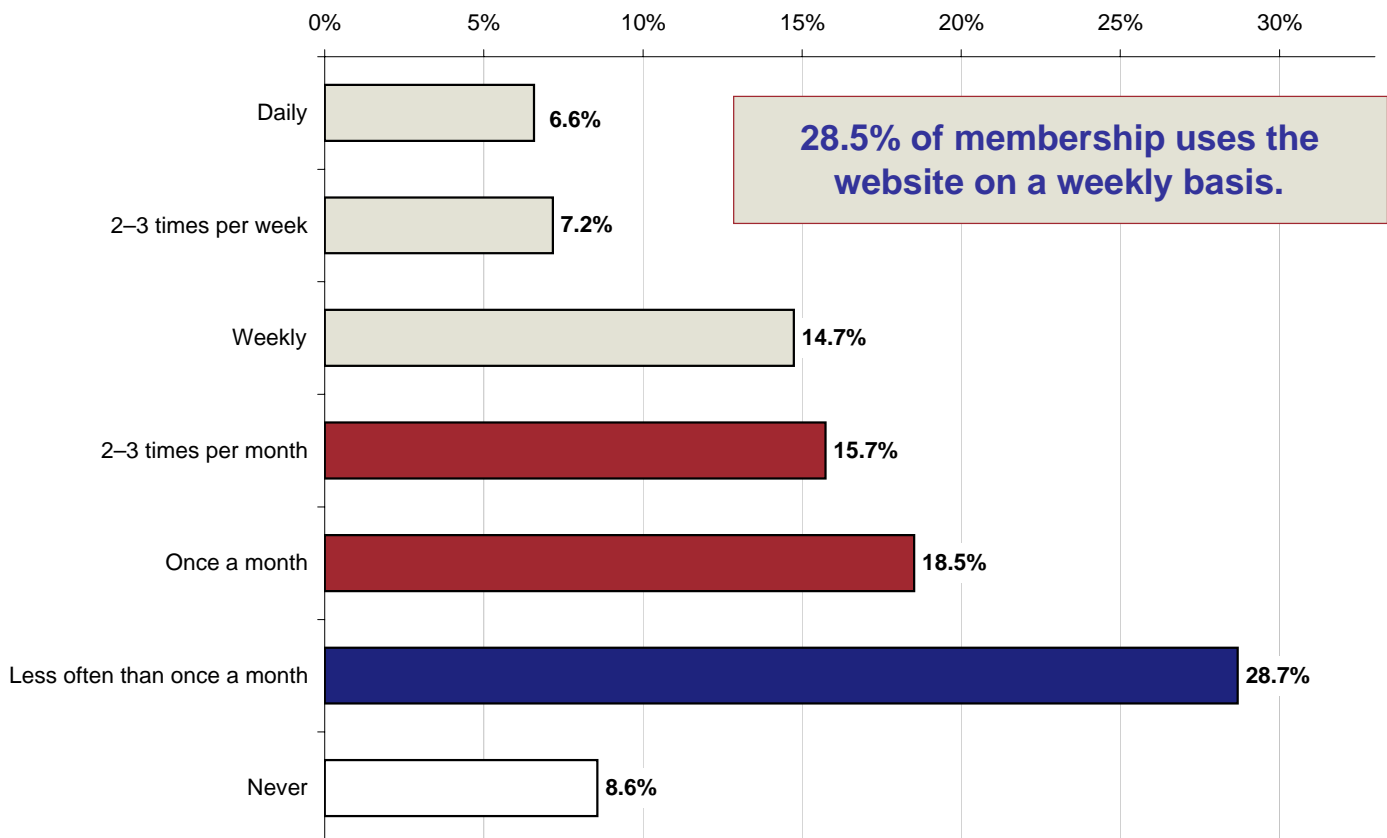
How often do you visit www.mplsrealtor.com, the MAAR website?

Methodology:

This was a single-response question. Percentages are based upon only those respondents who answered the question (502).

	Persons	Percent
Daily	33	6.6%
2–3 times per week	36	7.2%
Weekly	74	14.7%
2–3 times per month	79	15.7%
Once a month	93	18.5%
Less often than once a month	144	28.7%
Never	43	8.6%
Total	502	100%

Use of MAAR Website



Technology Used by Members

Question:

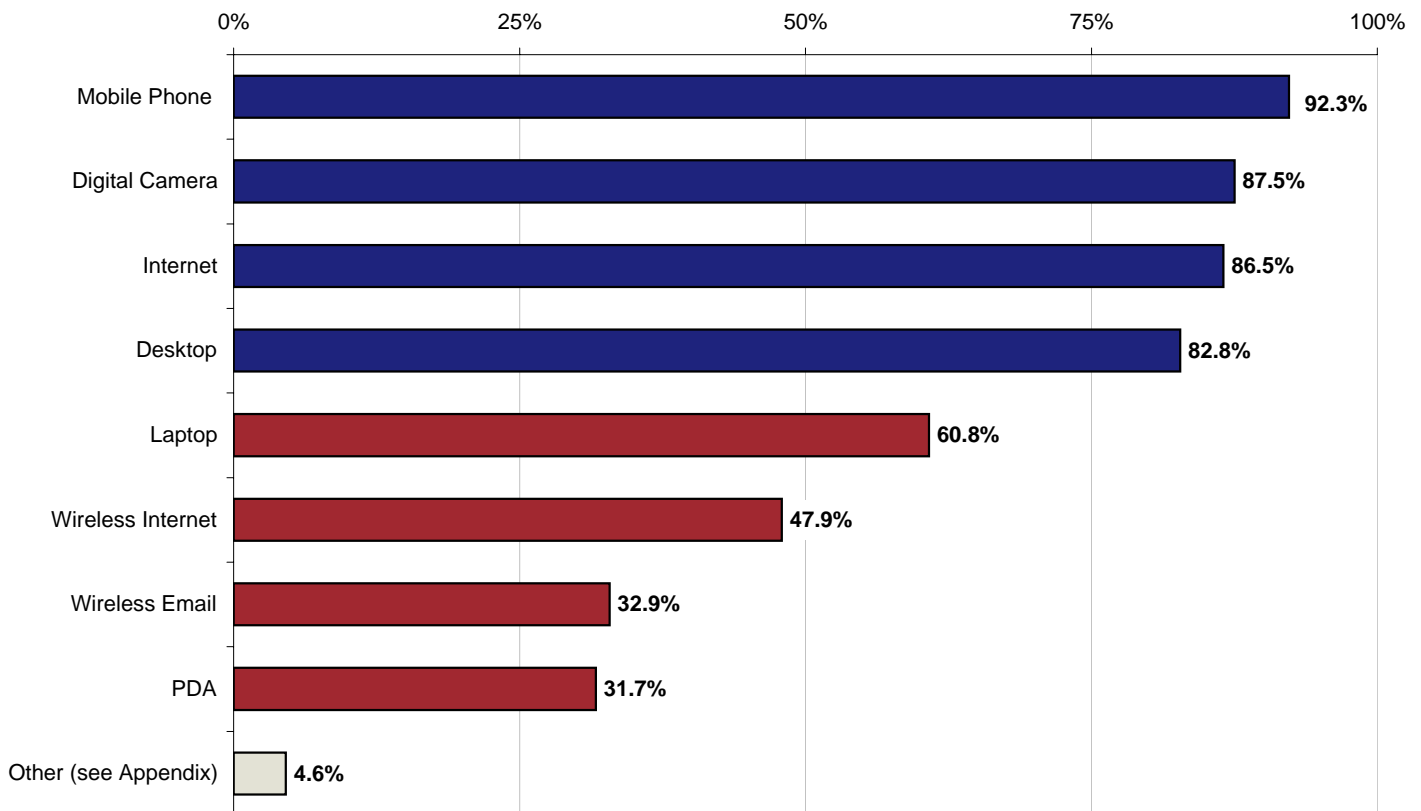
Which type of technology devices do you regularly use?

Methodology:

Multiple responses were allowed. Percentages are based upon all respondents (505).

	Persons	Percent
Mobile Phone	466	92.3%
Digital Camera	442	87.5%
Internet	437	86.5%
Desktop	418	82.8%
Laptop	307	60.8%
Wireless Internet	242	47.9%
Wireless Email	166	32.9%
PDA	160	31.7%
Other (see Appendix)	23	4.6%

Technology Used by Members



Current Role in the Real Estate Industry

Question:

What is your current role in the real estate industry?

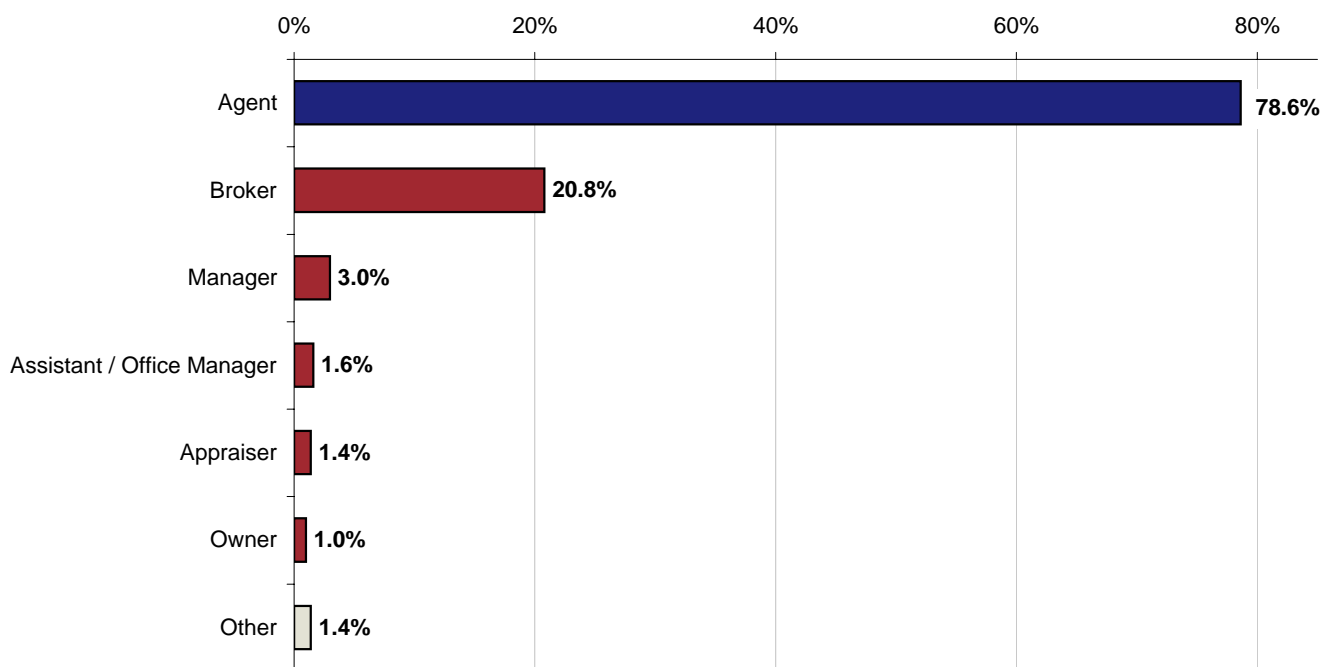
Methodology:

Multiple responses were allowed.
Percentages are based upon all respondents (505).

	Persons	Percent
Agent	397	78.6%
Broker	105	20.8%
Manager	15	3.0%
Assistant / Office Manager	8	1.6%
Appraiser	7	1.4%
Owner	5	1.0%
Other*	7	1.4%

* **Other responses included:** Assessor, Customer Service, Development Consulting, Leasing/Residential, Inspector, Recruiting and Relocation Coordinator.

Current Role in the Real Estate Industry



Primary Business Specialty

Question:

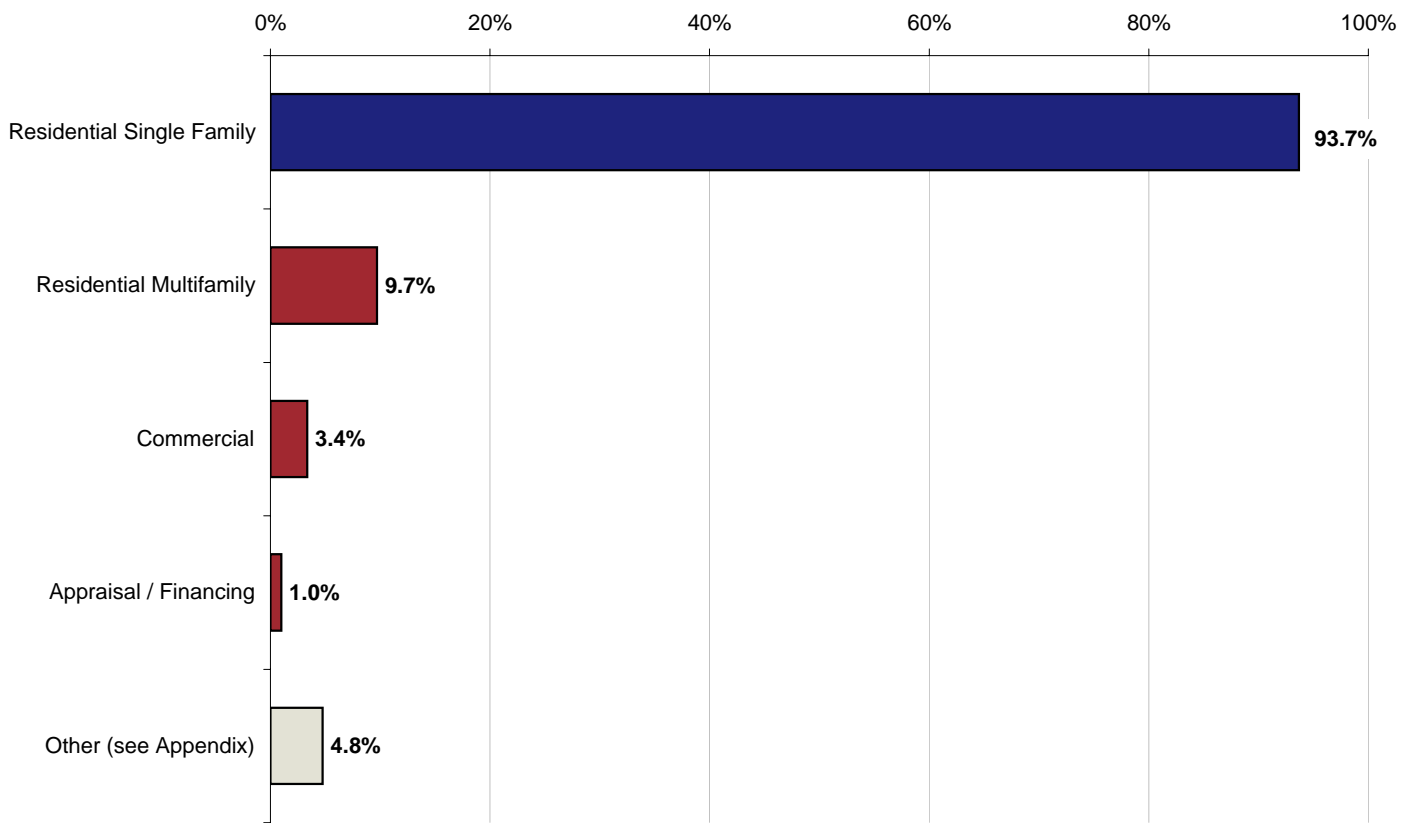
What is your primary business specialty?

Methodology:

Multiple responses were allowed. Percentages are based upon all respondents (505).

	Persons	Percent
Residential Single Family	473	93.7%
Residential Multifamily	49	9.7%
Commercial	17	3.4%
Appraisal / Financing	5	1.0%
Other (see Appendix)	24	4.8%

Primary Business Specialty



Number of Years with Current Firm

Question:

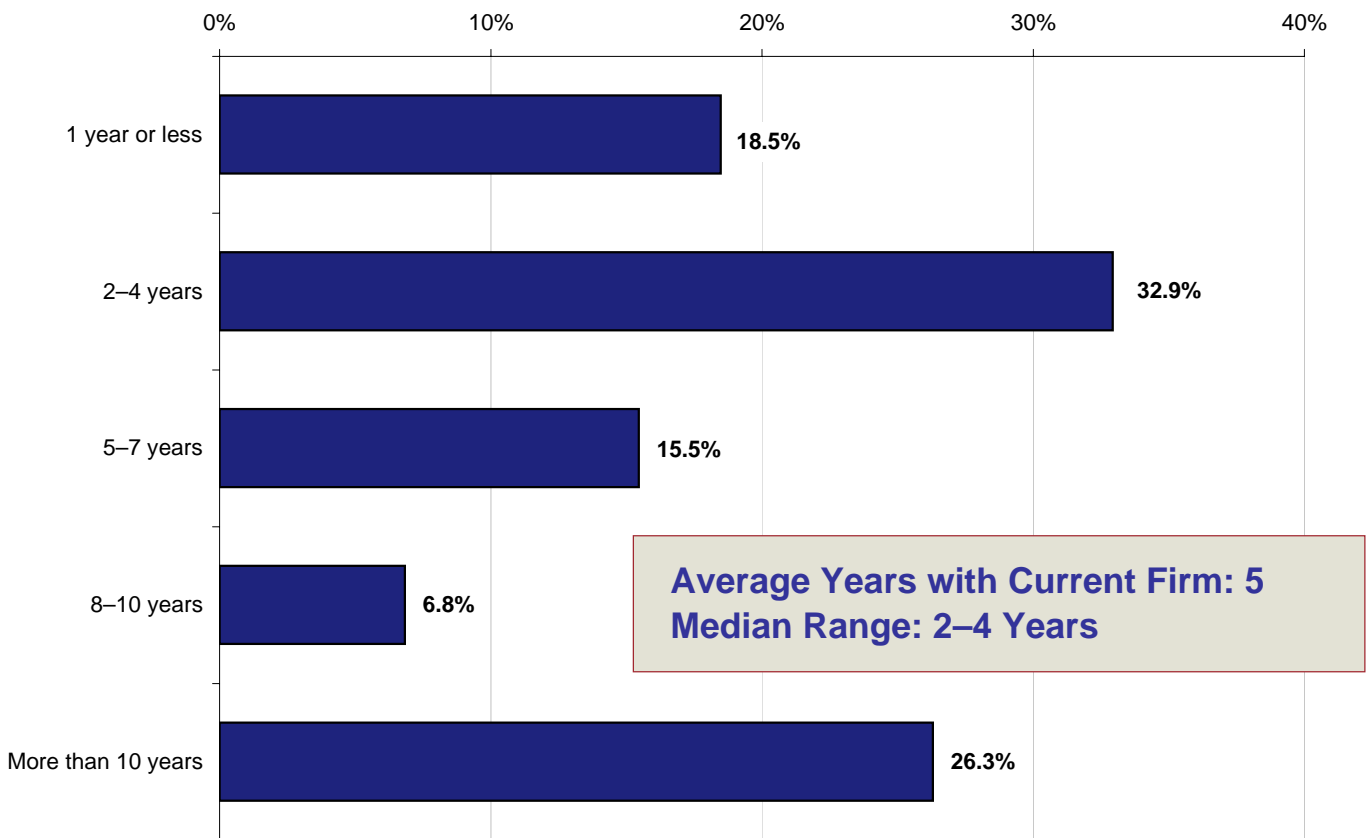
How many years have you been with your current firm?

Methodology:

This was a single-response question. Percentages are based upon only those respondents who answered the question (498).

	Persons	Percent
1 year or less	92	18.5%
2–4 years	164	32.9%
5–7 years	77	15.5%
8–10 years	34	6.8%
More than 10 years	131	26.3%
Total	498	100%

Number of Years with Current Firm



Number of Firms Worked For

Question:

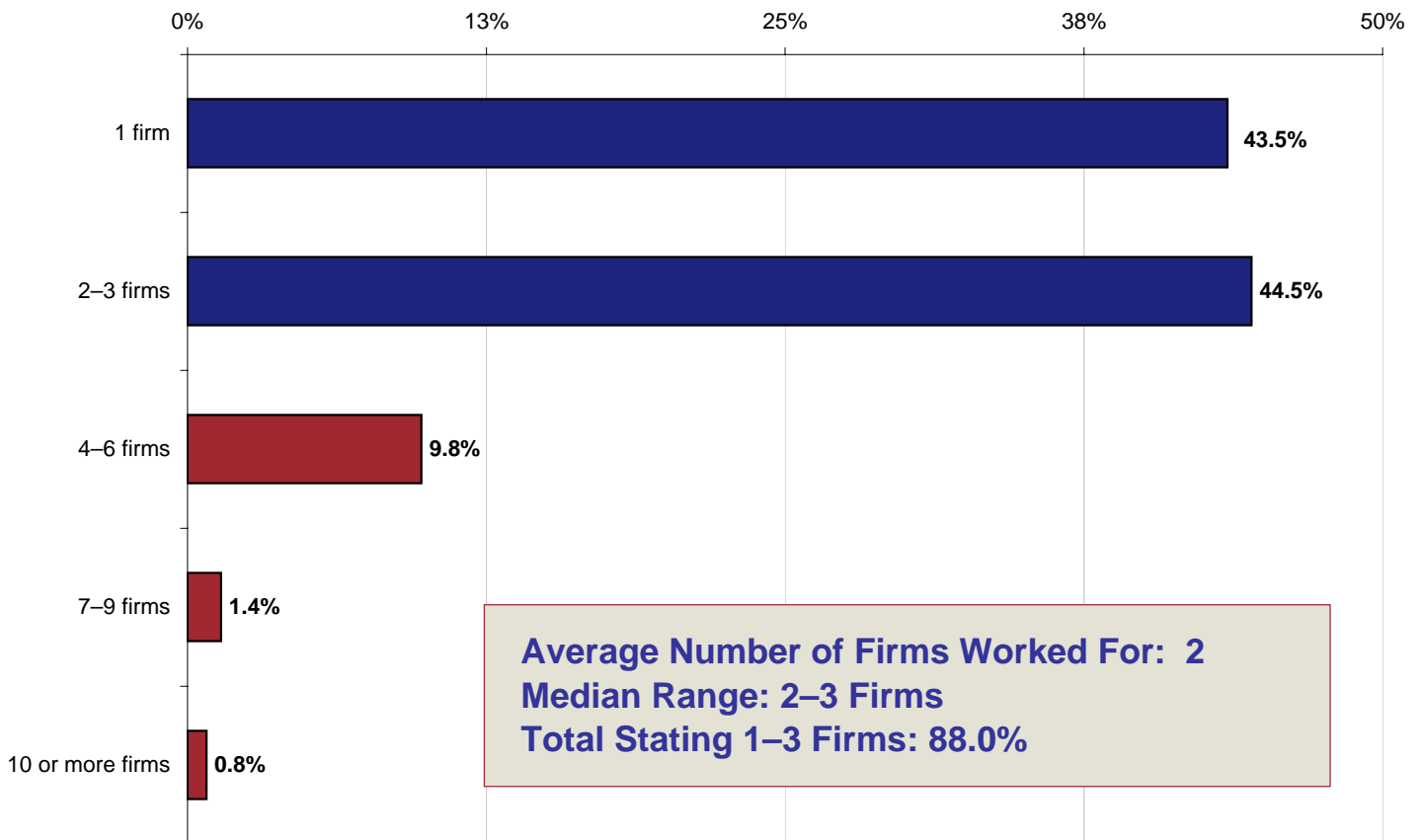
What is the total number of firms you have worked for, including your current firm?

Methodology:

This was a single-response question. Percentages are based upon only those respondents who answered the question (501).

	Persons	Percent
1 firm	218	43.5%
2-3 firms	223	44.5%
4-6 firms	49	9.8%
7-9 firms	7	1.4%
10 or more firms	4	0.8%
Total	501	100%

Number of Firms Worked For



Brokerage Size

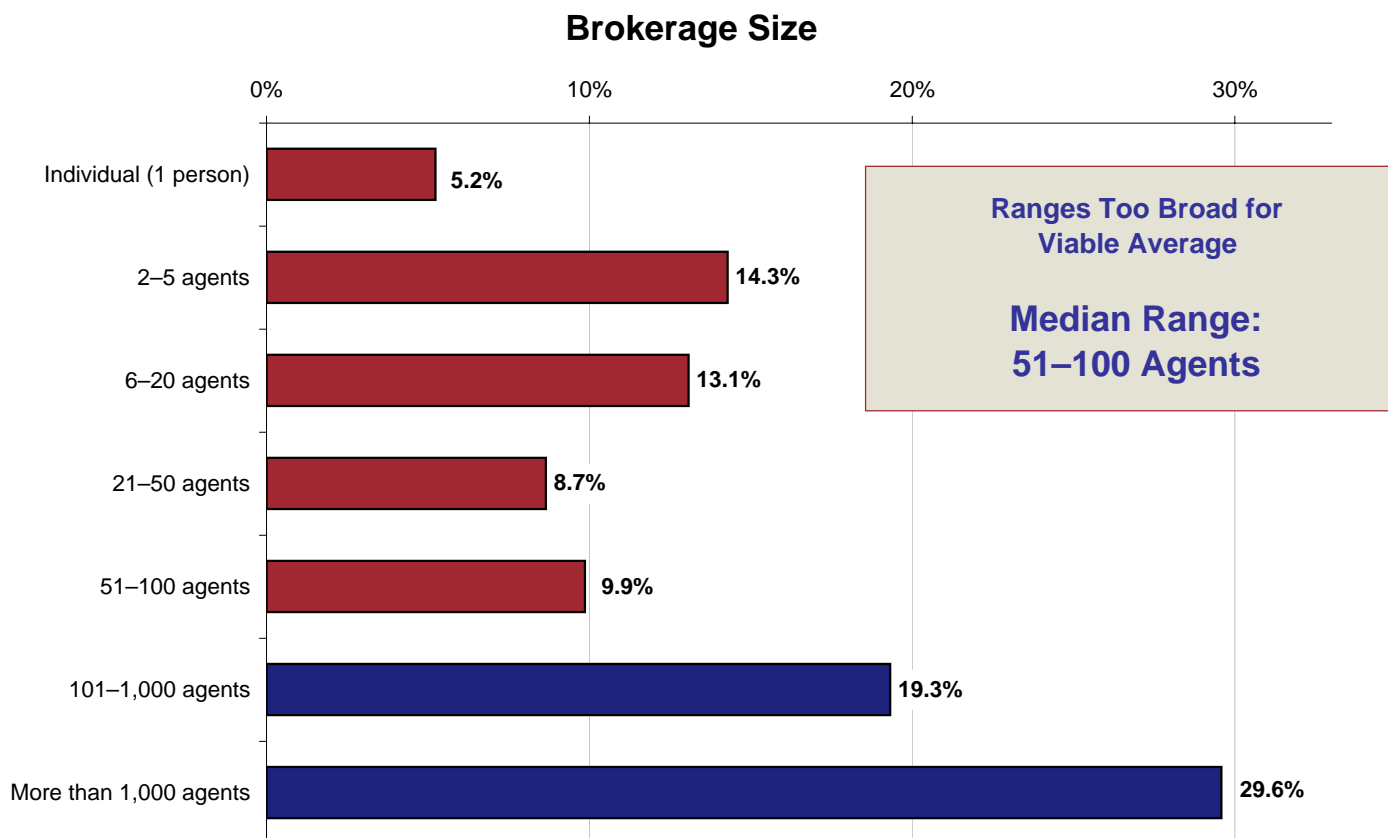
Question:

What is the size of your brokerage?

Methodology:

This was a single-response question. Percentages are based upon only those respondents who answered the question (501).

	Persons	Percent	Percent of All
Individual (1 person)	26	5.2%	5.2%
2–5 agents	71	14.3%	14.2%
6–20 agents	65	13.1%	13.0%
21–50 agents	43	8.7%	8.6%
51–100 agents	49	9.9%	9.8%
101–1,000 agents	96	19.3%	19.2%
More than 1,000 agents	147	29.6%	29.3%
Total for Measurement	497	100.0%	99.2%
Answer = "Does Not Apply"	4	N/A	0.8%
Total Respondents	501	N/A	100%



Real Estate as Primary Source of Income

Question:

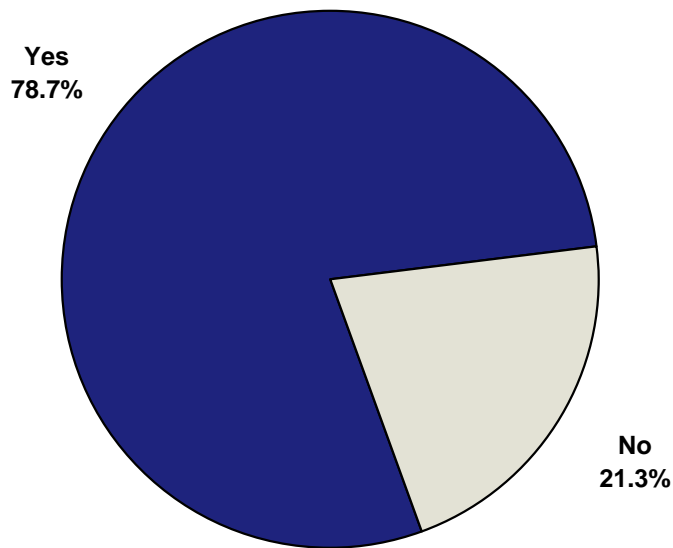
Is real estate the primary source of personal income?

Methodology:

This was a single-response question. Percentages are based upon only those respondents who answered the question (497).

	Persons	Percent
Yes	391	78.7%
No	106	21.3%
Total	497	100%

Real Estate as Primary Source of Income



Years Worked in the Real Estate Industry

Question:

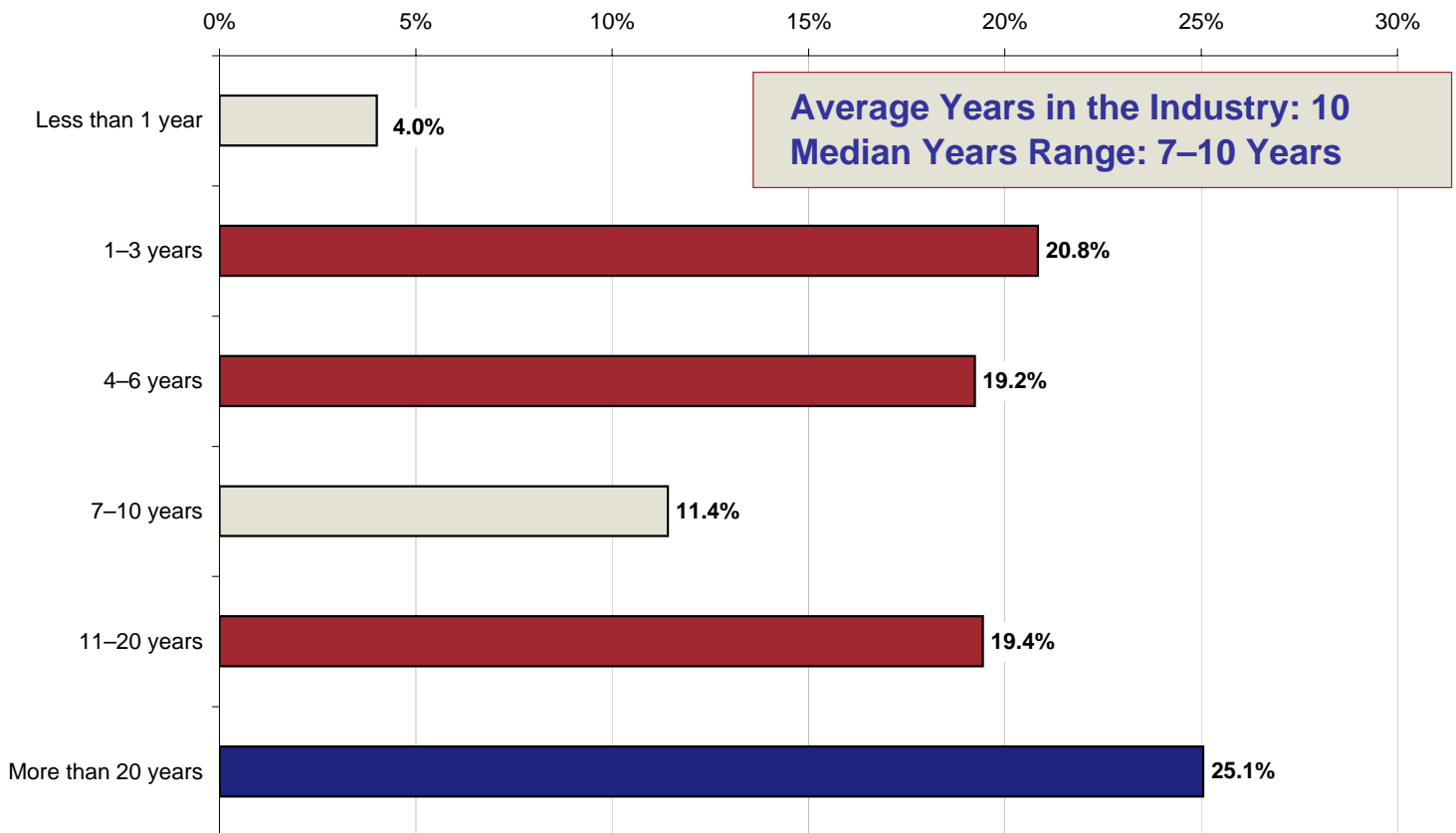
How many years have you worked in the real estate industry?

Methodology:

This was a single-response question. Percentages are based upon only those respondents who answered the question (125).

	Persons	Percent
Less than 1 year	20	4.0%
1–3 years	104	20.8%
4–6 years	96	19.2%
7–10 years	57	11.4%
11–20 years	97	19.4%
More than 20 years	125	25.1%
Total	499	100%

Years Worked in the Real Estate Industry



Hours Worked in Real Estate per Week

Question:

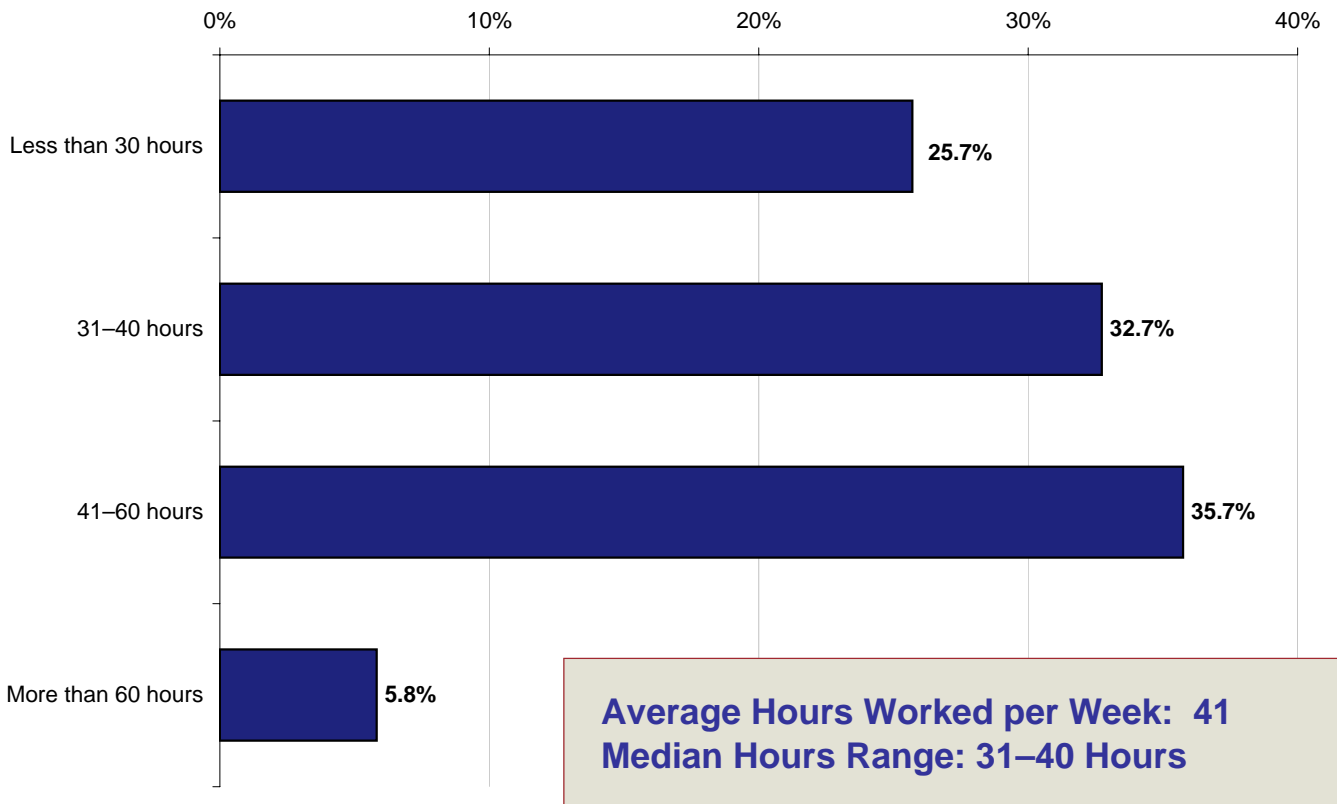
How many hours do you work in real estate each week, on average?

Methodology:

This was a single-response question. Percentages are based upon only those respondents who answered the question (498).

	Persons	Percent
Less than 30 hours	128	25.7%
31–40 hours	163	32.7%
41–60 hours	178	35.7%
More than 60 hours	29	5.8%
Total	498	100%

Hours Worked in Real Estate per Week



Gender

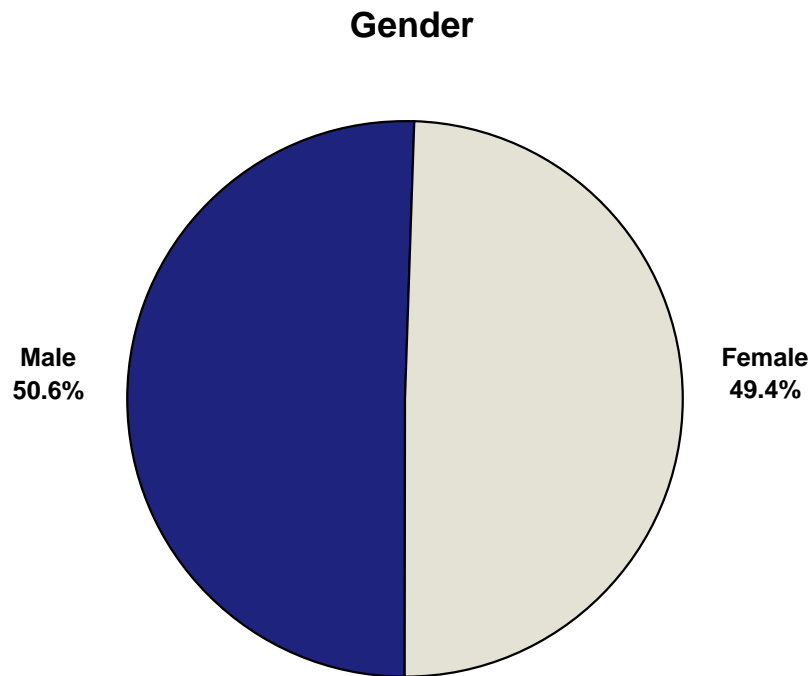
Question:

What is your gender?

Methodology:

This was a single-response question. Percentages are based upon only those respondents who answered the question (500).

	Persons	Percent
Male	253	50.6%
Female	247	49.4%
Total	500	100%



Age

Question:

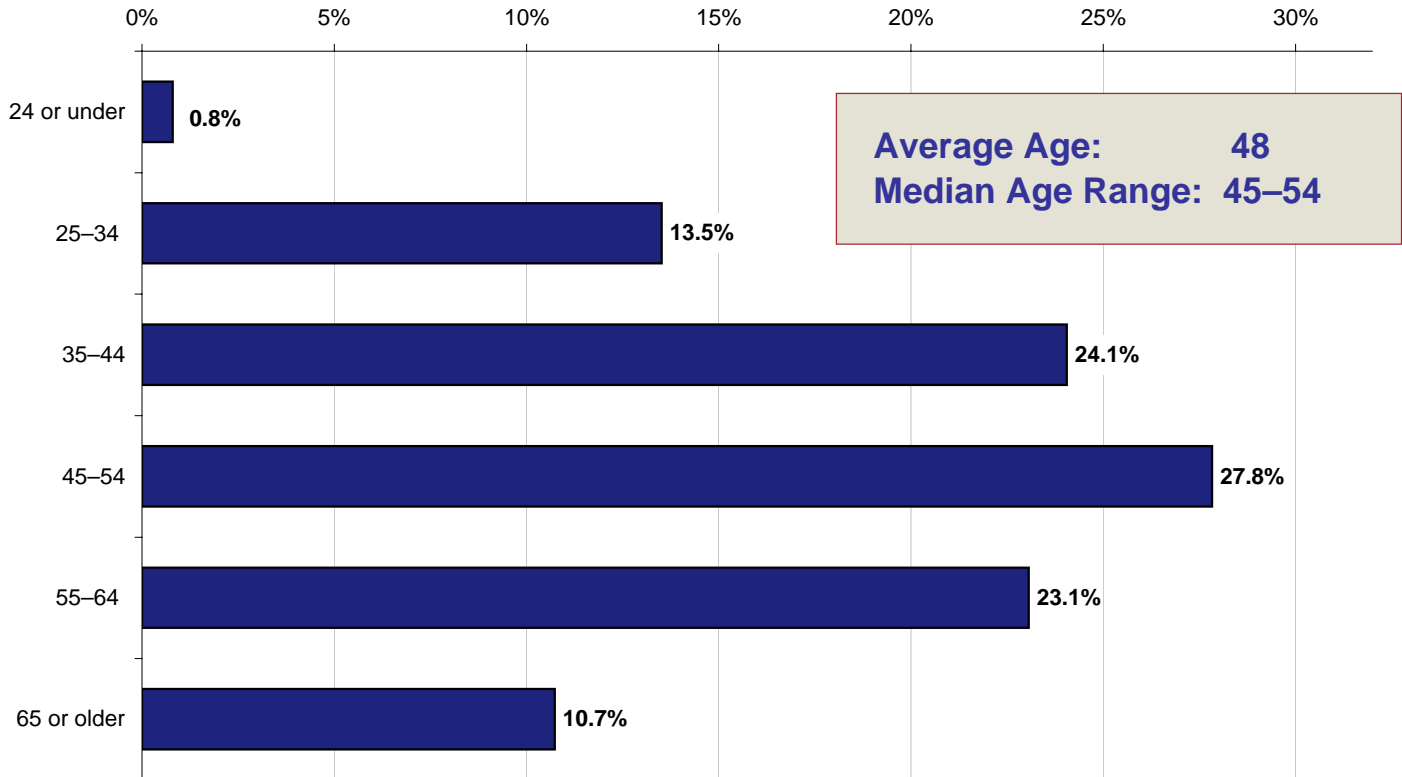
What is your age?

Methodology:

This was a single-response question. Percentages are based upon only those respondents who answered the question (503).

	Persons	Percent
24 or under	4	0.8%
25–34	68	13.5%
35–44	121	24.1%
45–54	140	27.8%
55–64	116	23.1%
65 or older	54	10.7%
Total	503	100%

Age



Education of MAAR Members

Question:

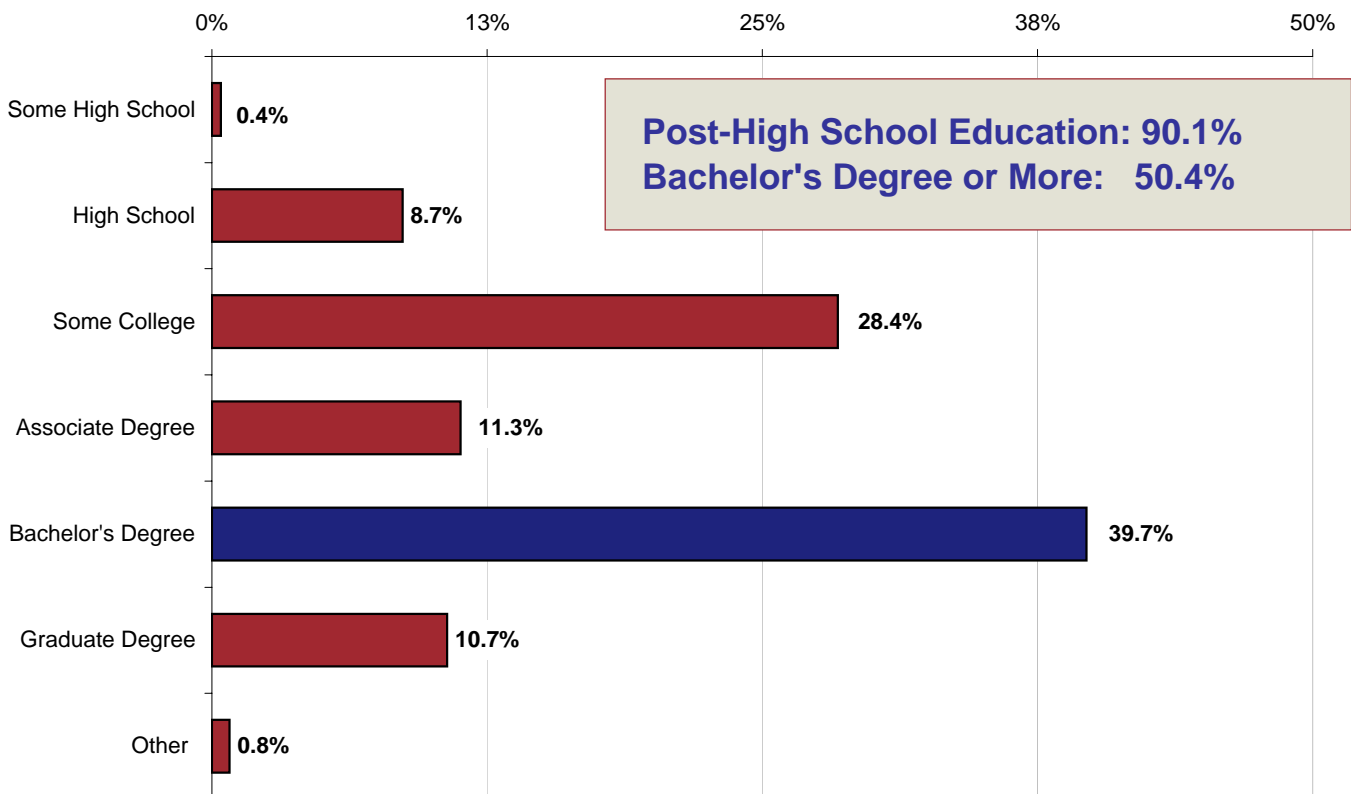
What is the highest level of education you've completed?

Methodology:

This was a single-response question. Percentages are based upon only those respondents who answered the question (496).

	Persons	Percent
Some High School	2	0.4%
High School	43	8.7%
Some College	141	28.4%
Associate Degree	56	11.3%
Bachelor's Degree	197	39.7%
Graduate Degree	53	10.7%
Other	4	0.8%
Total	496	100%

Education of MAAR Members



Ethnic Background

Question:

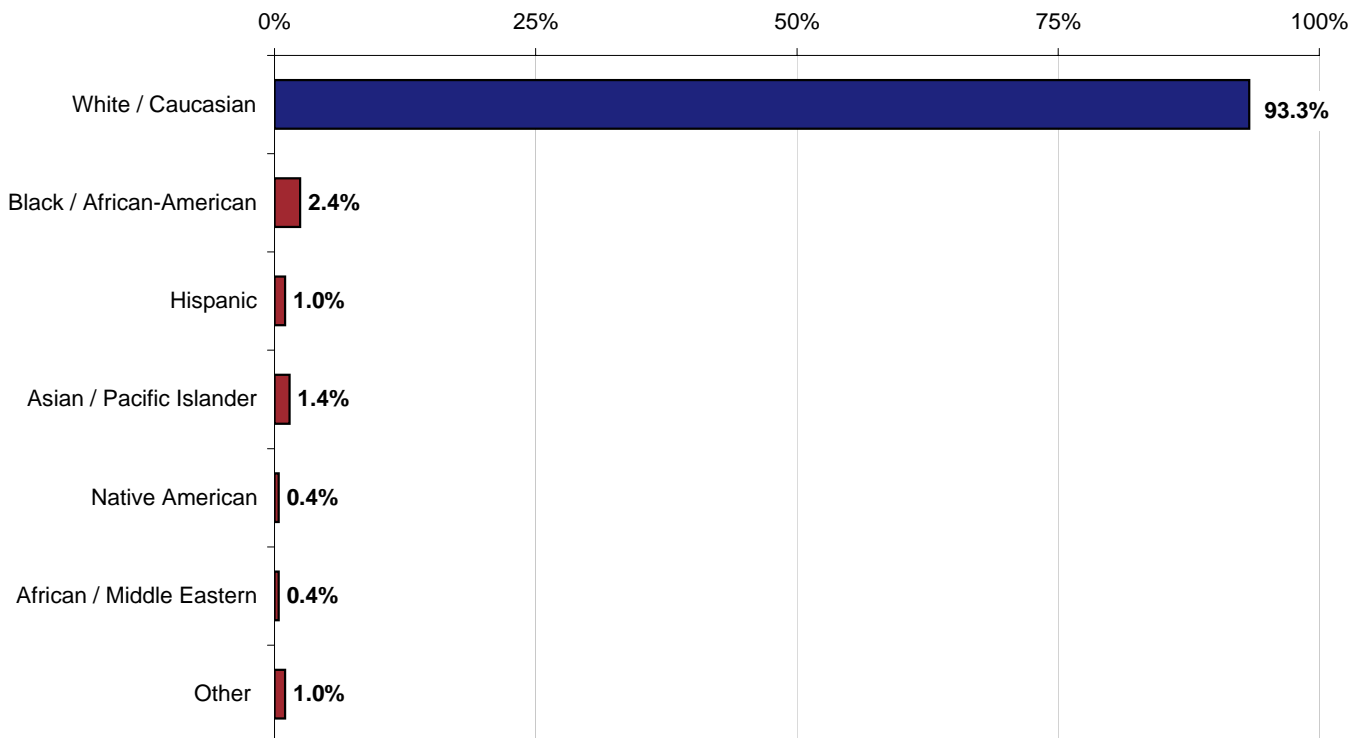
Which of the following best describes your ethnic background?

Methodology:

This was a single-response question. Percentages are based upon only those respondents who answered the question (491).

	Persons	Percent
White / Caucasian	458	93.3%
All Other Ethnic Backgrounds	33	6.7%
Black / African-American	12	2.4%
Hispanic	5	1.0%
Asian / Pacific Islander	7	1.4%
Native American	2	0.4%
African / Middle Eastern	2	0.4%
Other	5	1.0%
Total	491	100%

Ethnic Background



Annual Gross Income from Real Estate

Question:

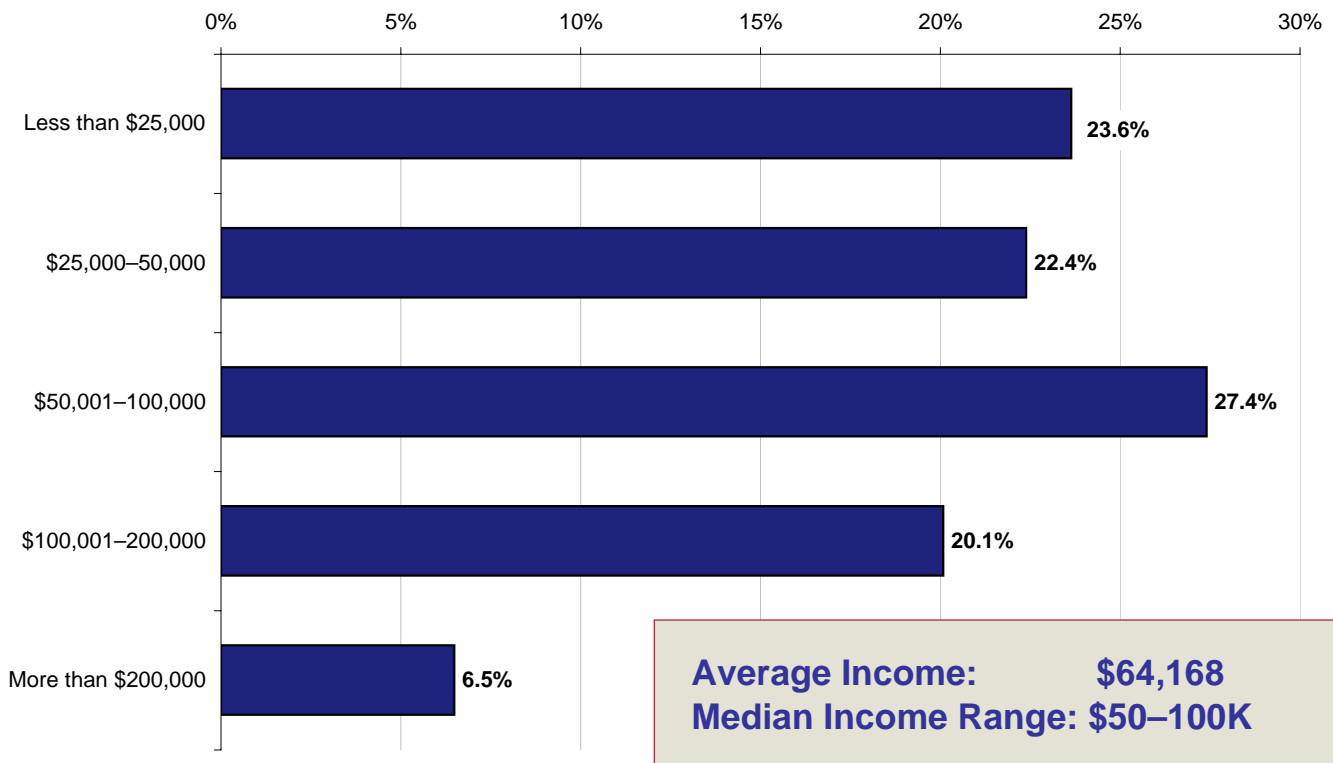
Which of the following best describes your annual gross personal real estate income for the past year?

Methodology:

This was a single-response question. Percentages are based upon only those respondents who answered the question (490).

	Persons	Percent	Percent of All
Less than \$25,000	113	23.6%	23.1%
\$25,000–50,000	107	22.4%	21.8%
\$50,001–100,000	131	27.4%	26.7%
\$100,001–200,000	96	20.1%	19.6%
More than \$200,000	31	6.5%	6.3%
Total for Measurement	478	100%	97.6%
Answer = "Not Applicable"	12	N/A	2.4%
Total Respondents	490	N/A	100%

Annual Gross Income from Real Estate



Annual Gross Household Income

Question:

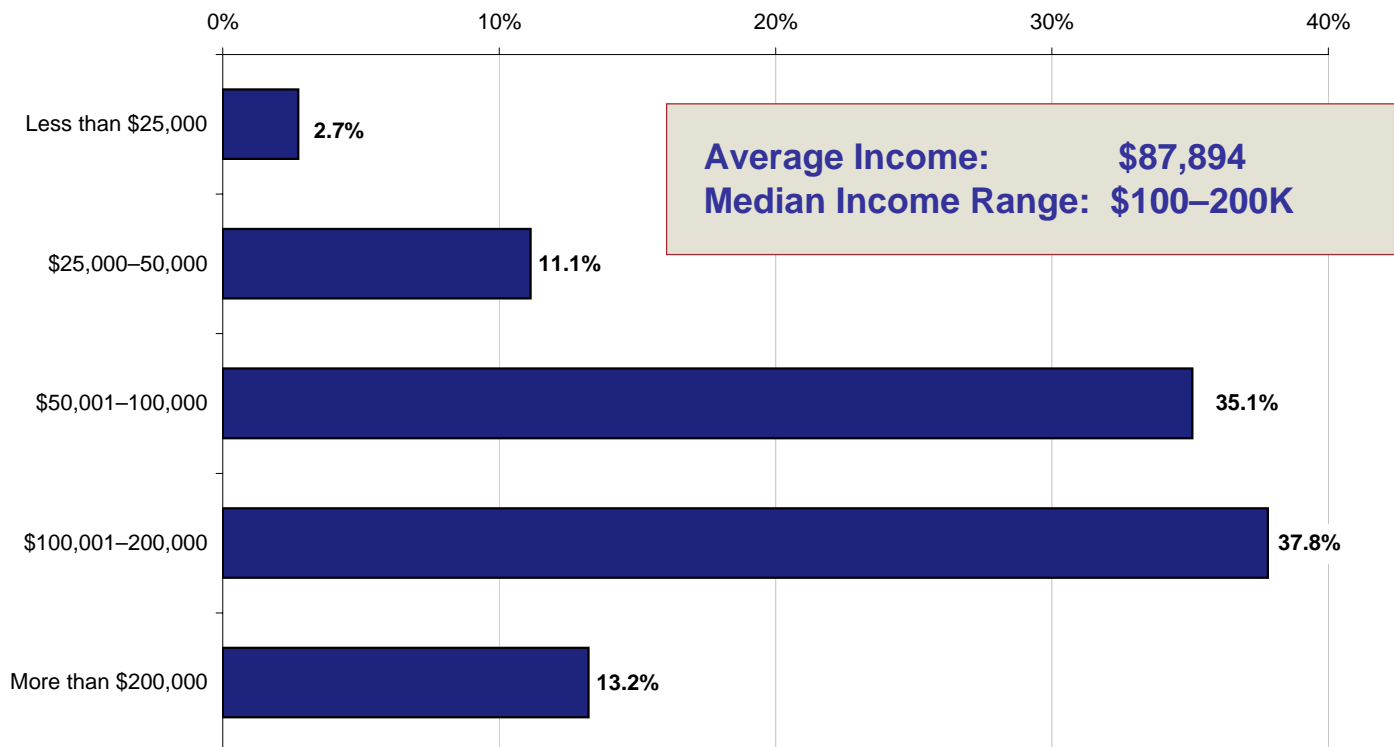
Which of the following best describes your annual gross household income for the past year?

Methodology:

This was a single-response question. Percentages are based upon only those respondents who answered the question (488).

	Persons	Percent	Percent of All
Less than \$25,000	13	2.7%	2.7%
\$25,000–50,000	53	11.1%	10.9%
\$50,001–100,000	167	35.1%	34.2%
\$100,001–200,000	180	37.8%	36.9%
More than \$200,000	63	13.2%	12.9%
Total for Measurement	476	100%	97.5%
Answer = "Not Applicable"	12	N/A	2.5%
Total Respondents	488	N/A	100%

Annual Gross Household Income



Format of Membership Survey

Question:

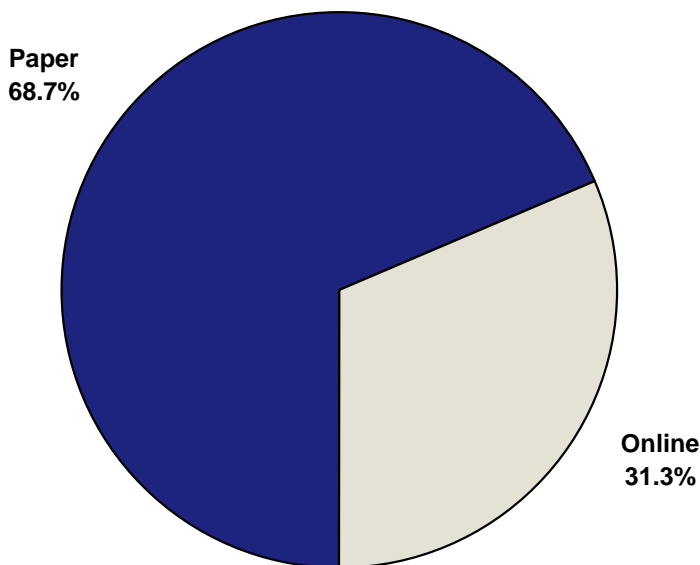
This was not presented as a question.

Methodology:

Percentages are based upon all response types, which was captured at the point of return (505).

	Persons	Percent
Paper	347	68.7%
Online	158	31.3%
Total	505	100%

Format of Membership Survey



Appendix – Open-Ended and "Other" Responses

Q3 How did you first hear about MAAR? – "Other" responses

Associate member for MLS sold for years	Previous member
Forced to join	Prosource
I do not remember	Through inspector colleague, seminar speaker, mailings
Licensed in NY pre-1996; called for requirements to convert license	Through membership in the MLS system
Father was a real estate broker	Worked in industry before obtaining license
Husband is a REALTOR®	Working in RE Office
Parent	Unspecified (3)

Q5 Please indicate how valuable you find each of the following products and services on a scale of 1 to 5; 1 means "Not at All Valuable" and 5 means "Extremely Valuable." If you have never used or are not aware of the product or service, please indicate this by circling "X" (Have Not Used) or "NA" (Not Aware). – "Other" responses with rating

- 1 – Not at All Valuable – Information is ripped off
- 1 – Not at All Valuable – Electronic lockboxes
- 1 – Not at All Valuable – Lockbox fiasco
- 1 – Not at All Valuable – Making us buy the useless new lockbox. I feel robbed. A waste of money!
- 1 – Not at All Valuable – Supra System
- 4 – Valuable – Keyboxes and support
- 4 – Extremely Valuable – Technology helpline
- 5 – Extremely Valuable – Judgments on REALTORS® and why they are being sued
- 5 – Extremely Valuable – MLS email to clients
- 5 – Extremely Valuable – Small brokers network
- 5 – Extremely Valuable – Treo Trng

Q8 What professional organizations or resources have you used or considered using when seeking professional development opportunities? – "Other" responses

Online courses/services/training (6)	Local Chamber
City-sponsored education (St. Paul / Mpls.)	MAC (MN Association of Cooperatives)
BATC - Builders Assn Twin Cities (2)	MN-CE.com
Business Networking Groups (2)	MSHI
Internet (2)	Meditation, Core Passion
MREE - Minnesota Real Estate Exchanges (2)	Mpls REIA
Appraisal Institute	NAB - National Association of Builders
CAI - Community Assoc Institute	NAHB
Chamber and Networking Group	National coaching programs
Cheaper sources tha Pro-Source	NMRA - North Metro REALTORS® Association
Continuing Ed Express	Other local REALTOR® associations
Courses offered at hotels taught by other brokers	Roundtable of agents/brokers from various firms
Dakota County Community Development Agency	Small Business Networking Associations
Free CE with banks and building inspection companies	St. Thomas Real Estate Courses
GMAC	Starpower - national, other broker training
H&R Block tax classes	Title companies
Heartland Chapter ASHI	Too many to mention
Home Ownership Center	U of M courses
Howard Brinton Seminars	nonspecific
Land Trust	toastmasters.org
Lawyers	www.Mnced.com
Learning Annex	

Appendix – Open-Ended and "Other" Responses

Q10 Which professional designations or certifications do you currently have? – "Other" responses

CREA (2)	MA in Theology (ha/ha!)
CSP - Certified Sales Professional, NAB (2)	MBA
Mini-MBA in Real Estate from St Thomas (2)	Member OCR and CCIM organizations
NHSS - New Home Sales Specialist (2)	Million Dollar Month Club
REALTOR (2)	Mortgage Originator
SRES (2)	RECS
Certified Senior RE Advisor	Sama Senior Accredited Minnesota Assessor
ABRM	SRA
ASP	SRE
CBB in House Design	Supr Agent '06, '05, '04
CEA	TCB
Certified Auctioneer	TRC - Transnational Referral Certificate
Coaching Certification through CBB	Unspecified
CRP (ERC)	Working on CRS
CRRPA	Working on e-PRO
Exceptional Properties Member	Working on GRI and ABR
LTG-WCR	Working on Masters

Q11 Which promotional/referral marketing tools do you use? – "Other" responses

Web / Internet marketing (5)	Pay per click
Bus benches (2)	Pr&Ag firm, mass media
Birthday cards	Print media
Branding ads	Profile Ad / Mpls St Paul Mag, Super Agent issue
Business-to-business marketing	Promotional farming items
Corporate functions	Realtor.com
Entertainment	Referrals are #1
Homebuyer workshop for nonprofits	Relocation
Marketing to allied professionals	Sell-E-Brotion
Mass media	Seminars
Movie theatre	Sports
Networking	Teaching classes
Newspaper ads	"We've Moved" cards
One on One	Word of mouth
Parties	Unspecified (4)

Q14 Which type of technology devices do you regularly use? – "Other" responses

Smart Phone – e.g., Blackberry, Treo (10)	Mobile Printer and Scanner
5mm SLR	Navigation System
Business card scanner	Telephone
Color printer	Various office machines
Financial calculator	Website marketing - e-mail campaigns
GPS	Unspecified (2)
Leica Distro	

Q15 What is your primary business specialty? – "Other"

New Home Construction/Sales (5)	Hobby Farms / Leasing
Development (2)	Investing
Ag	Investment
Appraisal for Ad Valorem Taxes	Land
Broker Management	Mortgage Consultant
Buyer and Seller	Property Management
Corporate	Recreational
Crossover to many areas of rie	REO

Appendix – Open-Ended and "Other" Responses

Q29 How could your membership experience with MAAR be improved or enhanced? – Open-ended responses

A level of membership that provides MLS only with no additional services.
A lot of NAR PAC activity seems conservative to me.
A service for independent brokers without agents classes updating new laws changes industry, etc. (Refresher classes)
A website-based help library on what to do "if" If I am representing a seller or a buyer in a certain area, it would be nice to have a resource of all the needed forms, especially for new REALTORS.
Add a calendar on your website with deadline due dates for MAAR Fees, CE Credits, license renewal, etc.—a cheat sheet at a glance.
Allow members to allocate and select resources rather than having management dictate (i.e., Supra Key System)
An MLS system w/ a functional CMA & Net Sheets.
Appraisers pay the same dues as agents, yet receive a fraction of the benefits/services.
Approve technology training for CBU. It has become the back grove of our industry!
Ask for more members opinions when making some decisions.
Be more open about exactly which candidates get RPAC money; just publish it—don't make us ferret it out in other ways.
Be there for REALTORS. REALTORS exist to help consumers. Rules regarding property which is "split able" into 2 parcels (e.g., house w/ big lot versus house/lot and separate lot) and not being able to have as 3 listings for best exposure not in seller's best interest. Heck, I can re-write the computer formula so the statistics still work.
Better access to the people who work there. Better response to phone and e-mail questions. If a REALTOR is calling you, it means their broker is not able to answer and tells you to call.
Better classes! More computer classes.
Better classes. Sometimes I look and for a whole month it's just computer classes! If GRI or CRS was offered, I would choose MAAR over KAPLAN.
Better communication coming from MAAR sooner when phone messages are left there.
Better Cont. Ed classes.
Better continuing ed classes. MAAR asking members what they think before doing something (e.g., keycard/lockbox change).
Better customer service / support.
Better member benefits such as the credit union and Auto Plass; current ones are not good at all.
Board of Governors does not represent the small agents...only the big companies.
Break down more market stats.
By becoming more involved and utilizing products and services.
Cannot contribute any ideas that are not already being offered.
Come to the brokers more often and offer more to the REALTORS at their offices.
Consult members before making big decisions such as electronic key boxes.
Continue to campaign against part-time nonprofessional real estate agents joining the ranks of REALTORS.
Continue to offer great classes.
Cost less.
Customer service was very poor during lockbox exchange. I never had the opportunity to exchange.
Cut down the number of agents.
Cut fees; sorry!
Decreased dues.
Dedicated time and courses and changes for out-state Minnesota. Everything from classes to rules/regulations is geared to Mpls/St Paul metro.
Ditch the new lockbox. It is a pain in the a\$\$ to use! I wish I could do business without being ripped off!!
Do not allow nonmembers (FSBOs) to utilize our MLS service. I strongly feel this is unacceptable and damaging to the professionalism of our business.
Does a good job now.
Does MAAR ever do a long-term plan considering what would cause more PART-TIME agents to flood the market? Perhaps their should be a "Special" License put out by the state - kind of like a "driving" permit. When they write x amount of transactions a year they have a different set of hours.
Don't like mandatory changes like lockboxes.
Drop the electronic lockbox scam.
Drop the know-it-all, I-know-best attitude from the board; the people at NorthstarMLS are not receptive and the fines are obscene.
During the leadership of the former head, the service was good. Cont. Ed was good. I think you need the member-first attitude. Your decisions are not for us. The lockbox is not for us. Sold to the public is not for us. You act on your own. You do not consider us.
Education classes at a much higher level like the CRS ones!
Education classes used to be very easy to schedule and get right amt of required credits. Seems difficult now.
Education-Continuing – more selection – start at 8-12 so one gets 4 hours - make it easier to receive cont. ed.
Eliminate SUPRA
Ending electronic lockboxes.
Equal treatment of newer or part-time agents vs. seasoned full-timers. Everyone should have the chance to make some money. This is an important part of my income, even if I can't devote the hours. I am a single mom with 3 jobs.
Every time MLS is redone, information is lost. Zip codes don't match towns or areas, and history gets lost.
For a part time broker, the fees are too much!
For the life of me, I can't figure out how to make money doing this.

Appendix – Open-Ended and "Other" Responses

Free classes.
Get better customer service. And more flexible class hours and office hours.
Get rid of electronic lockboxes! MAAR is going out of business. Internet will replace MLS/Coop and agents feel MAAR is representing themselves not the agents. Work for the agents to stay viable!
Get rid of electronic lockboxes. We don't have a security problem. Lockboxes won't hold credit-card sized swipe cards. Too expensive.
Get rid of lockbox. They are a pain. More trouble than their worth.
Get together with small brokers and newspapers to add discounts with small broker groups.
Have a staff that knows the answer to the questions we agents ask. Answer the phone when it rings, which I find amazing how often we goes to a recording. Quit making stupid decisions for us, like the new electronic lockbox, then tell us that it is for the sellers security. If someone wants to get into a home, a nice rock will do the job.
Have more newer agents, say up until 5 years or more in the business take more ethics classes, more how to do the business the correct way and not lie to people, have more loan officers tell the truth to a potential buyer and agent. Be tougher on getting a real estate license. Too many people have come into the real estate business who do not know how to treat people and are giving the real estate profession a bad name!
Have products available through some brokers offices in different cities.
Have some events and resources available in the North/NE suburbs. Less multicultural emphasis - most people only see one color: Green. (Like Money)
Help me through regular training and educational publication.
Help us become more aware of resources provided (i.e., research data).
I am very satisfied.
I am very upset with the lockbox situation over the last five years or so. Do not do that again. Give membership options and involve them in the process.
I believe my membership experience would be more rewarding if I took the time to be more involved.
I could be more involved.
I could use the website more. I get information overload with too many e-mails.
I do not feel the organization is concerned with costs for agents. The new lockboxes being a primary example. They were not necessary.
I have to take the initiative to make it work better for me.
I live and work out of the 13-county metro area. Is there something that could be focused for us? Seminars, articles, wells, sewers, meth house seminars.
I really don't like the mandatory Supra key.
I strongly feel that we pay a lot in dues and then we pay again for classes. It would be nice to see some free classes offered.
I think MAAR has done everything; it is up to me to get the info.
I think the organization is fabulous! It has great people running it.
I think you adjust well to best serve the needs of your membership. I would like to see an emphasis (from MAAR, MNAR, NAR) on getting consumers to see REALTORS as the first point of contact for any real estate moves they are considering. We used to be but have lost some ground and need to work to get it back.
I think you get out what you put in. The improvement should come from my end. MAAR makes programs available - I need to become more involved.
I was extremely disappointed with the new lockbox/ekey transition this year. I consider myself an early adapter, but the new system offers me very little benefit for a much greater cost in both money and time. Also, there seemed to be very little opportunity for member input or feedback.
I would like to contribute more.
I would like to get e-mail updates on classes, see what I can buy (online shop), email alerts about legislation/legal changes - I guess I like more contact from you in little snippets.
I would like to see a cap put on the number of new licences issued each year and ask the major brokers to stop loading the ranks with bodies. And explain to new agents this is a serious business and it requires hard work and hours to build a meaningful business.
I would need to spend more time to get involved.
I'd like MAAR to keep me informed of the current events and attend a business planning class organize for struggling and new real estate agents in the
If I felt I was getting something for the 350 I spent this year.
If I had more time, I could tell you.
If I use the items available to me more.
I'm quite satisfied.
I'm sure I'd use MAAR more if I were busier with real estate.
Increase educational requirements to better the real estate industry. Broaden locations of Continuing Education.
It does its job well.
It is very good.
It seems like MAAR works for the minority versus the majority. It also projects new policies and communicates as though very little really academic thought was put into it.
It would have been nice to have had some input on the conversion to Supra Key (both times). I'm not sure the cost outweighs the benefits. Also, I would like to see more cooperation between brokers. Why can't commissions be split at the closing table if the transaction closed without problems and there is no commission dispute? The amount agreed upon is published in MLS and then as agents we have to wait another 1–2 weeks to get paid. While I realize we make It's fine the way it is.
It's hard to reach a real person when I call there. I get a voice message most of the time.
Keep education classes informative and upbeat, more info on REALTOR membership discounts - through the reminders.
Keep fees down.
Keep tabs on newspaper ads for ethics violations.

Appendix – Open-Ended and "Other" Responses

Leave the lockboxes alone for 5 years.
Less commercials.
Less dues.
Less fees.
Less members.
Let us vote if we are changing lockboxes or anything else that affects all agents. It is fun like a dictatorship. Forms are another issue.
Like very much enforcing of "MLS" trademark by few firms and individuals. Making membership more restrictive and demanding and requiring at least 30 hrs/week.
List the benefits.
Lower dues.
Lower the cost (membership dues, etc). Less literature (magazines, etc) sent thru the mail to members. I would have eliminated these all but useless publications would lower membership cost.
Lower the dues; quit representing me at the legislature.
MAAR is doing a great job.
Macintosh compatible.
Make it more difficult for agents only doing 1–2 transactions per year to keep their license. It's frustrating having to do their work and educate them through the transaction.
Make MLS easier to navigate and search. Fees are too high for how little I use MAAR. Quit giving out member e-mails - people have sold our directory or used it to spam other or all REALTORS.
Many of the regulations have become outrageous, along with their corresponding fines, and the timelines associated with those fines.
Merge with MNAR for cost savings and increased efficiencies.
MLS could offer better help. I had a horrendous experience this year trying to get help from the MLS help desk. I had an out-of-town buyer and I was locked out of MLS (through no fault of my own). No one would get back to me except I got an email from someone named Mosey who said he was out of the country. He said HE had no problem logging in to MLS so he didn't understand why I did. (Which made me feel like a complete idiot!) It took 2 days for someone to get back
More and better continuing education.
More and better education opportunities.
More choices for online education.
More classes with minorities.
More communication to the members.
More continuing education classes.
More courses offered in the afternoon.
More decisive leadership - get rid of the unethical behavior and cheaters.
More designation classes for continuing ed.
More designation courses more often. Traveling courses.
More diversity of experienced REALTORS, lawyers, appraisers, lenders.
More education for new agents.
More education on current trends and how to develop more leads/sales through proven marketing techniques.
More education.
More educational classes on forms, basics, etc. Protecting yourself and working for the clients' best interest.
More educational half day (3–4 hour) courses.
More focus on agent self-policing of the MLS data and our practices. Make it easier to report MLS violations and promote ways to report unscrupulous agents.
More free membership meetings that offer training on different areas of real estate.
More info/classes in how to work effectively with builder sale reps. More stress on ethics, specifically the solicitation of currently listed new home prospects (major problems).
More information and classes for smaller brokerage companies. More information and classes specifically for brokers (not agents).
More networking.
More online courses.
More online courses.
More online courses. Ability to purchase from the store and have things shipped/delivered.
More options for people in the industry who don't sell R.E., but serve the R.E. industry (developers, appraisers, mortgage, etc.)
More positive publicity to media and public.
More products available (i.e., signage at reduced cost - it is much better than the past! More recognition for long-term members - Glad you went back to Sep Function for Quarter Cent. :)
More progressive minded and forward thinking people rather than short-sighted people in leadership and PAC.
More regulatory of ortion REALTORS and ethics; more mandatory education.
More sales training.
More small group experiences in both educational and staff feedback settings - including long-range planning and direct input on lobbying issues.
More substantial real estate courses focusing on legal aspects of real estate.
More technical training - phones, PDA, etc.
Nothing now. The first 18 years of my real estate career I was high profile with MAAR - the past 12 years I have been very low profile.

Appendix – Open-Ended and "Other" Responses

Nothing so far. Brand new.
Offer another PD specific training course. Found it very informative, but was unable to take the second day.
Offer class schedules more in advance (i.e., fall/winter by June; winter/spring by September. We need to be able to plan ahead—business planning is usually done for a year in advance.
Offer more classes - often full.
Offer repeat tech courses at a reduced price for us middle-aged members with a short retention span.
Offering more training courses to deal with clients. By helping to engage business relationships.
Overall, we have little voice in huge decisions such as the electronic lockbox change. Large expense with little improvement. Also, association rules compliance is petty and ridiculous. No common sense.
Please make the old timers get rid of the alphabetor lockboxes. They are impossiable and in the winter it's too cold to monkey around with (Ban them). Number is fine. Have less expensive REALTOR gala so more people can go.
Products are overpriced vs. general public - signs etc. They should be at a discount. No one ever, ever answers their phone, most do not call back in a timely manner. Most are seen playing games on their computers when you stop in. Writing letters suggesting that people that are not top producers, and posting it on our MLS system to give up was WAY OUT OF LINE - WE PAY THAT GUY'S SALARY. Suggestions are never taken seriously except from the top producers/brokers and you usually get a generic email back saying thanks, but we are just going to keep on doing it our way. I wonder sometimes what all those
Provide more market forecasting information.
Provide more schooling opportunity and technology training - Excel, PowerPoint, etc.
Purchase agreements have become very complicated for the consumers and agents. Continue to help make the process less complicated with less forms.
Quit micromanaging our business. Coming up with new rules that cramp our growth all the time. Like "No sign in MLS picture."
Quit trying to influence agents to drop out of real estate. Let the market take care of itself. You used to treat all agents equally, but lately your treatment of lower product part-time REALTORS has been poor. Stop it and be fair again.
Raise dues, require more training - weed out part timers.
Readjusting your various fee schedules LOWER!! New agents should not have to pay the same rates of more seasoned REALTORS.
Realistic market updates, technology courses, professional standards.
Reduce agent numbers; stricter education requirement for agents.
Reduce dues.
Reduce in cost of membership will be very helpful.
Reduce membership fees at all three levels or have MLS-only membership. The rest is just fluff to me.
Reduce prices in the MAAR Store; list of MAAR services with a guide explaining each.
Reminders on license renewal. You are a useful trade organizing on top of the industry. Thanks!
Replacing current elected MAAR President.
Service specifically for assistants.
So many classes are fluff and a waste of time; designations mean nothing.
Stop using members as a profit source (i.e., electronic lockboxes).
Survey and implementation.
That MAAR realized that not all REALTORS live or work in cities and had classes or awareness for such.
The "series" training has been impressive - Diversity, relocation, seniors. I found e-PRO enlightening. Counselor help a series for computer training. (Glen Mecklen and Greg Hards).
The best letter I ever saw was the letter advising agents to consider if they are committed to the business or consider getting out. That kind of support is fabulous!
The fees are staggering for a part-time agent - it has been a difficult year.
There still seems to be confusion over the need to be changing lockboxes, when we as REALTORS have not been asked for our opinion (at least no one that I know) and continue to have the price increased.
Too many changes over a short period of time; shackle access; education requirements; forms.
Too much to say here, property rights...
Too much voice mail when I call to get information.
Training and information regarding ethics and standards and technology.
Vendor discounts (i.e. Home Depot, etc.).
We pay big money for what! All you do is find more ways to cost us more – key pads, new forms every year.
Weed out bad REALTORS.
When I have more experience, I may have an opinion here. Things are great.
When important changes are to be made (lockoxes, etc.) ask for all the members opions.
When offering a course or seminar for state of Minn. continuing ed. credit, please obtain certification for appraisal credit (where appropriate) as well as
When you pay for classes, they should not expire until you use the classes you paid for.
Work on behalf of the fiscally and brand supporting membership, particularly with regard to the "sell off" of our data to outside companies intending to dilute or broker our client relations.
Working out the details of MLS (too case sensitive).
You do great!
Your website is terrible. The search function is useless. It needs to be redesigned with usability in mind.

Appendix – Open-Ended and "Other" Responses

Q30 If MAAR could offer a new product or service, what would be most useful to you? – Open-ended responses

A detailed course or seminar on managing the financial aspects of the business, especially tax record-keeping tips.
A monthly newsletter that could be mailed to my customers in mail/email. Articles of interest to consumers about buying/selling trends & promoting REALTORS.
A private TV that we could tune in and view.
A software for business planning and leads generating.
a system of how to.
Accurate quoting of data to media; consider professional management of those messages.
Advice/ideas on how to market cheaply and effectively. I would like discount REALTORS and part timers to GO AWAY!!
All MLS appointments should be setup by email - off the MLS.
An IDX search page at mplsrealtor.com for public search that agents/brokers could link to.
An online continuing education tracker that would allow a member user to enter all of the classes that they have taken even if they weren't taken through a MAAR class. Also that it would be able to track your every other year requirements as well as fair housing, etc.
An online member store with a delivery option.
Anything that will get us more sales. Real estate is to easy to get in and we really have no credibility.
Appraisal courses.
Appraiser continuing ed credits.
Arbitration courses.
Ask the membership their thoughts and opinions on issues BEFORE you start a campaign. It's quite possible that the majority doesn't agree with your stand on issues. For example, the ad campaigns saying candidates endorsed were "SOB" was offensive. Ask the members first via an opinion poll who they most likely would vote for BEFORE you go out to the public. Not everyone votes Dem/Rep/Ind. It's akin to being part of a union and being told who to vote for.
Benefits.
Better (more) forms. Specialty use.
Better prices on group buyings, (e.g., laptops, etc); more vendors participating. Get discounts for agents and no rebate to association. Be an effective buying group.
Brochure preparing and printing. Temp help computer hardware help.
Broker workshops.
Brokerage management training.
Business management / employee management courses.
Business planning/development.
Buy a home from me, otherwise you're doing a great job.
Can't think of any.
CE credit classes.
Change the daily updating of the new Supra Key. I know its not completely your decision, but it is quite inconvenient to update every day I want to use it. I understand the reasoning why, but instead of punishing all of us who use it and protect it as its intended, how about going back to the old process of updating monthly, and punishing those who lose their key and are dumb enough to write their code number inside the key holder.
Cheap marketing, the expressive web/email marketing, site for self.
Classes at my office or nearby, so it would be easier to attend. More about which computer, digital camera or phone to buy and classes about what virtual tours are best, what web site company is best, and where to get help with technology.
Classes dealing with the out-of-metro area on marketing and business.
Classes offered in non-metro area.
Classes on Outlook and/or organizing contacts etc, w/o spending \$ on top producer.
Combination lockboxes.
Communication classes mandatory for all.
Consumer education improving the image of REALTORS.
Continuing ed. instructors travel to offices.
Cut down the number of agents.
Different lockbox keys.
Do not offer anything that raises the cost of membership.
Educate consumers not to put so much of their income towards housing.
Education.
Eliminating illegal or unethical agent conduct in an easy system.
Free CE.
Free classes and workshops.
Get rid of electronic boxes.
Get rid of eletronic lockboxes! What a joke!!!
Get rid of the current RPAC!
Get rid of the new Supra Key boxes.
Going back to combo lockboxes.
Great education.

Appendix – Open-Ended and "Other" Responses

Have a much stronger presence in local media - to combat erroneous information about market (e.g., "rates are rising" when they have been at or near 6%).
Have the agents vote on all changes that affect our business.
Health insurance, loans, auto lease plans, with better terms than current.
How does the industry project the UPCOMING markets. We know what the markets are like now, we are in them daily. The commercials for REALTORS are too general and wishy washy...they don't make an impact on people at all. Have all the members vote on major issues (i.e., releasing sold data, new lockboxes that are a pain, etc.) instead of a few deciding. Post a list of who and where we can turn in unethical behavior to and make it convenient. Most of the time when things happen, I have no way of knowing who to turn to or ask a question of. We need answers fast in this business.
How to acquire more clients in today's changing marketplace.
I am also responsible for recruiting new agents – so a course to give an idea on how to recruit.
I believe there are several people who work at MAAR who could most likely go out into the trenches 2–3 times a year and come up with what would be helpful to this industry. That should be one of the requirements of receiving your salaries. There are always all kinds of agents who will give opinions that will help themselves, but when you are looking at the industry...That's YOUR JOB.
I love online courses. I would like to get designations by doing online courses. I am finding the current offerings too similar (like mostly commercial or classes I already took); need to offer more courses with wider variety.
Incentives for agents to leave the business. Add staff to weed out the bad apples of our own membership. Maybe this is a MAAR job?
individual web page.
Interface with net council to oversee compliance at local levels.
Internet lister. Friendly technology.
It would be interesting to explore the capacity of new software on a trial basis for members.
Lead generation. Promotion.
Leads from web.
Leads.
Leads.
Leads.
Legal hotline or email legal hotline for "agents" w/ broken approval.
Lobby to stabilize property taxes.
Lower cost support; treat agents like customers.
Lower prices on items in store.
MAAR should help us to do more marketing thru our MLS instead of putting a hold on us; today's consumer looks to the Internet and yet the major brokers put the stops on Internet marketing so they can control the cyber marketplace.
Magic wand.
Make it more difficult to become an agent/broker.
Make SuperKey optional with Palm Treos. (Very disappointed I still have a SuperKey and PDA).
Managing continuing education status for members.
Many agents need to review the basics, the codes, the technology human relations, etc.
Marketing – Not a 101 course, more in depth.
Marketing specialist with concrete outcomes.
Marketing with technology.
MLS is outdated; update software - make easier to use.
Money trees!
More buyer info to public – "Why Agents Make Real Estate Happen for Buyers" (Advantages).
More CE classes and designation classes.
More classroom election opportunities.
More courses on marketing to past clients.
More education Re: selling vs. servicing the buyer.
More education to the public on using a full-service REALTOR – more commercials, ads in newspapers, radio, etc.
More interesting and useful continuing ed. classes.
More knowledge and extra skills.
More legal.
More online continuing education.
More online courses that are more affordable.
More online courses.
More online education classes!
more online training and lead generation.
More public awareness promotion.
More public information – radio call-in show? Like financial planners do.
More specific to new construction agents.
More technology courses.
More technology gadgets.
Name tags.
Negotiation classes.

Appendix – Open-Ended and "Other" Responses

Networking, marketing, statistical info.
Not sure...I think MAAR is a great organization, but I have never belonged to any other so not sure how it compares?
Nothing specific, but whatever it is, it must be Internet related. Almost everything we do now is Internet tied in some way.
Offering more services to members like car insurance, home insurance, discounts on merchandise, hotel, trips, etc.
Online agency and housing class.
Open access to all MLS in-state or out-of-state.
Ordering marketing supplies from the store online.
Personal/business group disability/health benefits.
Push-button lockboxes.
RE Forms that auto propagate, can be saved and updated.
Real estate database programs for real estate owners.
Round table discussions with the area's top-producing agents.
Smaller computer classes for MLS use.
Software; automatic electronic forms.
Stop vendor spam; prevent agents from email marketing of their listings to fellow agents; keep all member email addresses confidential.
Take vote with the membership.
Taking the needs of people that use Mac computers into consideration. As a broker, I like the legal hotline, something like that for agents would be great, even if it was just a FAQ database or email/response.
Tax planning seminars. Investment in Real Estate.
Technology training that comes to our office!
Technology training. Specifics for producing high-quality yet inexpensive marketing brochures.
To be able to send mass email to members from your computer.
To not mandate equipment!
Very basic computer classes.
Website ads and open house listings so we can dump Star Tribune!
Website design and maintenance.
Website for REALTOR senior advisors with info for the public and link to designated agents.
Who decided on new lockboxes? I don't know any agent that likes this. Waste of money!
Wireless technology training.
You must ask permission about lockbox. It is lousy!

Appendix – Questionnaire

Q1 What is your current role in the real estate industry?

Agent
 Manager
 Broker
 Assistant / Office Manager
 Appraiser
 Other

Q2 How long have you been a member of the Minneapolis Area Association of REALTORS® (MAAR)?

Less than a year
 1–3 years
 4–6 years
 7–10 years
 11–20 years
 More than 20 years

Q3 How did you first hear about MAAR?

Through my broker
 Through a real estate colleague
 Through the process of obtaining my real estate license
 Other

Q4 Below is a list of statements that may describe your impressions and experiences with MAAR. Indicate your level of agreement with the following statements on a scale of 1 to 5, where 1 means "Strongly Disagree" and 5 means "Strongly Agree."

MAAR helps me to do my job
 MAAR offers quality products and services
 MAAR membership has helped me grow my business
 MAAR gives me valuable insight into market trends
 MAAR is on top of regulatory issues
 Access to MLS is the only reason I belong to MAAR
 MAAR is a valuable resource for me
 MAAR has the best interests of its members in mind
 MAAR offers relevant continuing education classes
 MAAR promotes the real estate profession to the public
 MAAR communications are informative

Q5 MAAR offers a variety of products and services designed to assist real estate professionals. Please indicate how valuable you find each of the following products and services on a scale of 1 to 5, where 1 means "Not at All Valuable" and 5 means "Extremely Valuable." If you have never used or are not aware of the product or service, please indicate this by circling "X" (Have Not Used) or "NA" (Not Aware).

Not Valuable
Valuable
Not Used / Not Aware

(See next page for list of products and services.)

Appendix – Questionnaire

Q5 *List of products/services associated with question (see previous page)*

Multiple Listing Service (MLS)
 MAAR Website
 The REALTOR® (bimonthly printed newsletter)
 MAAR e-notes (online weekly newsletter)
 MAAR Member Store
 MAAR Staff Assistance
 MAAR Library / Resource Center
 MAAR Educ. / Computer Programs / Courses
 MAAR Online Education Courses
 MLS / Technology Training
 MAAR Annual Membership Yearbook
 Community Service (e.g., Hab. for Humanity)
 Lobbying at Local Government Level
 Annual Residential Real Estate Activity Report
 Networking (e.g., Multicultural, Intntl. events)
 Membership Discounts
 Market Statistics Reports / Summaries
 Public Awareness Campaigns
 Other

Q6 **Regarding challenges you face in real estate, please rank the following choices by the amount of impact each has on your business where 1 means "Has Little to No Impact" and 5 means "Has Great Impact." (Please circle one number.)**

No Impact

Great Impact

Changing Technology
 Cost of Doing Business
 Governmental Regulations / Interference
 Increasing Consumer Sophistication / Expectations
 Changing Economic Conditions
 Keeping up with Changes in the Real Estate Business
 Too Many Agents

Q7 **Which areas of professional/development are of most interest to you at this point in your real estate career?**

(Please select all that apply.)

Business Development / Planning
 Ethics / Professionalism
 Generational Marketing
 Home Trends / Staging®
 International
 Lead Generation
 Leadership
 Legal
 Marketing
 Networking Opportunities
 Networking Strategies
 Selling Strategies
 Technology

Appendix – Questionnaire

Q8 What professional organizations or resources have you used or considered using when seeking professional development opportunities?

Minneapolis Area Association of REALTORS® (MAAR)
 Kaplan Professional Schools (ProSource)
 Minnesota Association of REALTORS® (MNAR)
 National Association of REALTORS® (NAR)
 Designation Organizations (CRS, WCR, etc.)
 Courses Offered Through My Broker
 None / Not Applicable
 Other Local Organizations

Q9 Please indicate your levels of interest in each of the following forums for education courses on a scale of 1 to 5, where 1 means "Not Interested" and 5 means "Very Interested."

Not Interested
Very Interested

Live Presentation / Classroom
 Online Courses (individual learning)
 Webinar (group learning)
 Other

Q10 Which professional designations or certifications do you currently have?

ABR® – Accredited Buyer Representative
 At Home With Diversity Certificate
 CIPS – Certified International Property Specialist
 CRB – Certified Real Estate Brokerage Manager
 CRE – Counselor of Real Estate
 CRS – Certified Residential Specialist
 e-PRO Internet Professional
 GAA – General Accredited Appraiser
 GRI – Graduate, REALTOR® Institute
 Moving Families Relocation Certificate
 PMN – Performance Management Network (MAAR)
 RSA – REALTOR® Senior Advisor (MAAR)
 Other

Q11 Which promotional/referral marketing tools do you use?

Business Cards / Corporate Identity
 Postcards / Mailings / Newsletters
 Networking Events / Meetings
 Closing Gifts
 Email Marketing
 Gifts / Incentives
 Referral Marketing (seasonal)
 Other

Appendix – Questionnaire

Q12 How much do you spend on promotional/referral marketing each year?

Less than \$500
\$500–999
\$1,000–2,499
\$2,500–4,999
\$5,000–9,999
\$10,000 or more
None
Don't know

Q13 How often do you visit www.mplsrealtor.com, the MAAR website?

Daily
2–3 times per week
Weekly
2–3 times per month
Once a month
Less often than once a month
Never

Q14 Which type of technology devices do you regularly use?

Desktop
Laptop
Wireless Internet
Wireless Email
Internet
Mobile Phone
Digital Camera
PDA
Other

Q15 What is your primary business specialty?

Residential Single Family
Residential Multifamily
Commercial
Appraisal / Financing
Other

Q16 How many years have you been with your current firm?

1 year or less
2–4 years
5–7 years
8–10 years
More than 10 years

Q17 What is the total number of firms you have worked for, including your current firm?

2–3
4–6
7–9
10 or more

Appendix – Questionnaire

Q18 What is the size of your brokerage?

Individual (1 person)
2–5 agents
6–20 agents
21–50 agents
51–100 agents
101–1,000 agents
More than 1,000 agents
Does not apply

Q19 Is real estate the primary source of personal income?

Yes
No

Q20 How many years have you worked in the real estate industry?

Less than 1 year
1–3 years
4–6 years
7–10 years
11–20 years
More than 20 years

Q21 What is your gender?

Male
Female

Q22 What is your age?

24 or under
25–34
35–44
45–54
55–64
65 or older

Q23 What is the highest level of education you've completed?

Some High School
High School
Some College
Associate Degree
Bachelor's Degree
Graduate Degree
Other

Q24 Which of the following best describes your ethnic background?

White / Caucasian
Black / African-American
Hispanic
Asian / Pacific Islander
Native American
African / Middle Eastern
Other

Appendix – Questionnaire

Q25 Which of the following best describes your annual gross personal real estate income for the past year?

- Less than \$25,000
- \$25,000–50,000
- \$50,001–100,000
- \$100,001–200,000
- More than \$200,000
- Not applicable

Q26 Which of the following best describes your annual gross household income for the past year?

- Less than \$25,000
- \$25,000–50,000
- \$50,001–100,000
- \$100,001–200,000
- More than \$200,000
- Not applicable

Q27 How many hours do you work in real estate each week, on average?

- Less than 30 hours
- 31–40 hours
- 41–60 hours
- More than 60 hours

Q28 On a scale of 1 to 10, where 1 is very poor and 10 is outstanding, how would you rate your overall membership experience with MAAR? (Circle one number.)

Q29 How could your membership experience with MAAR be improved or enhanced? (Open-ended question.)

Q30 If MAAR could offer a new product or service, what would be most useful to you? (Open-ended question.)