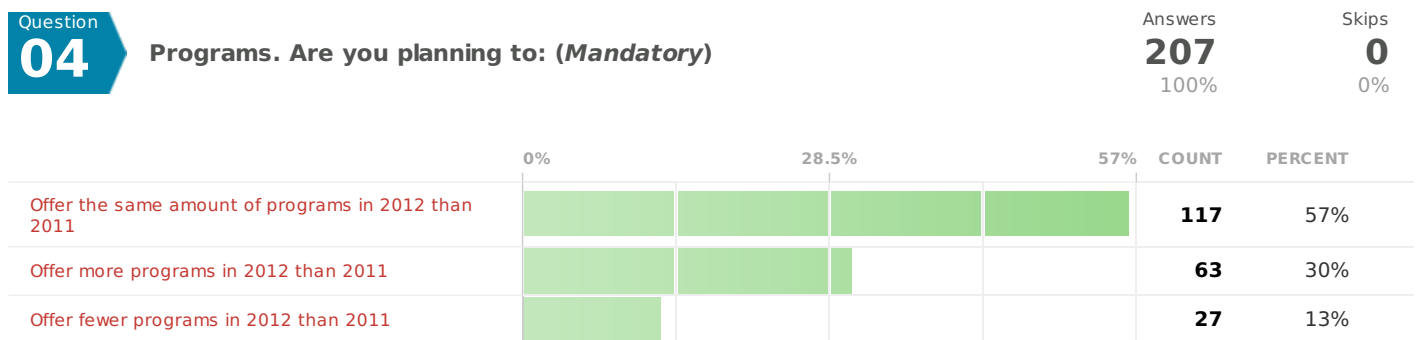
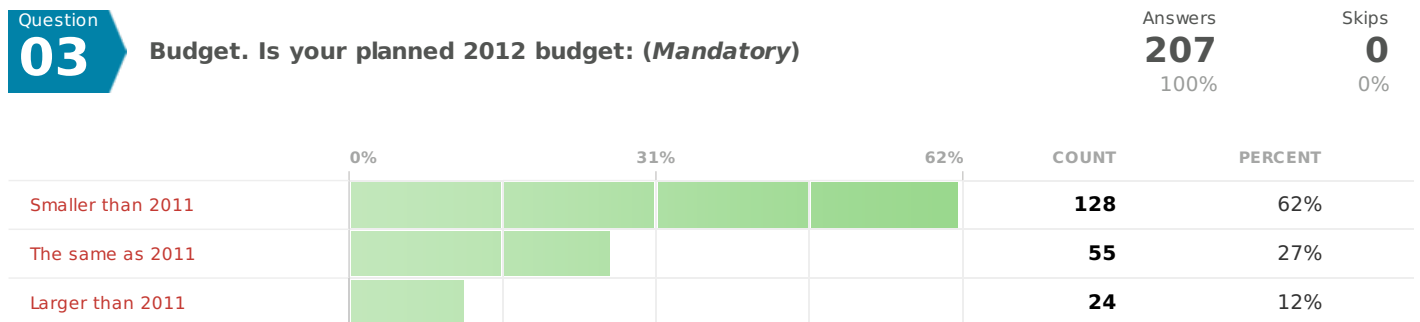
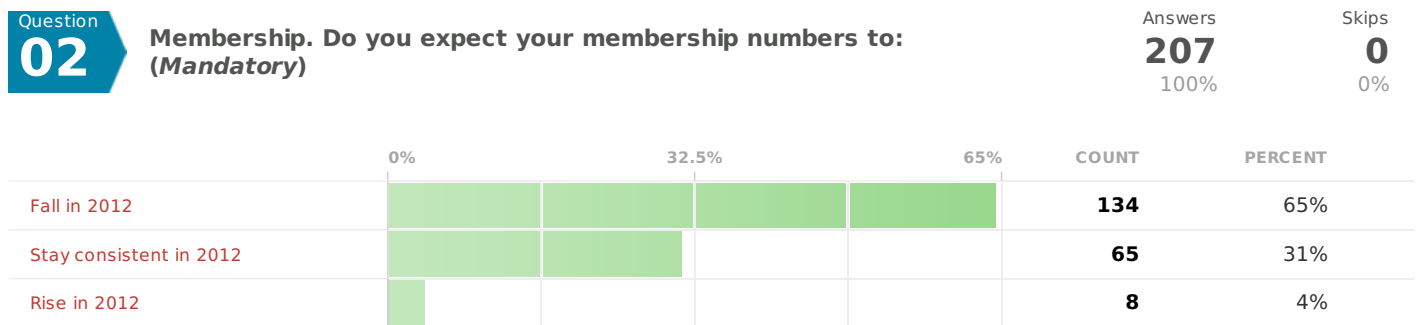
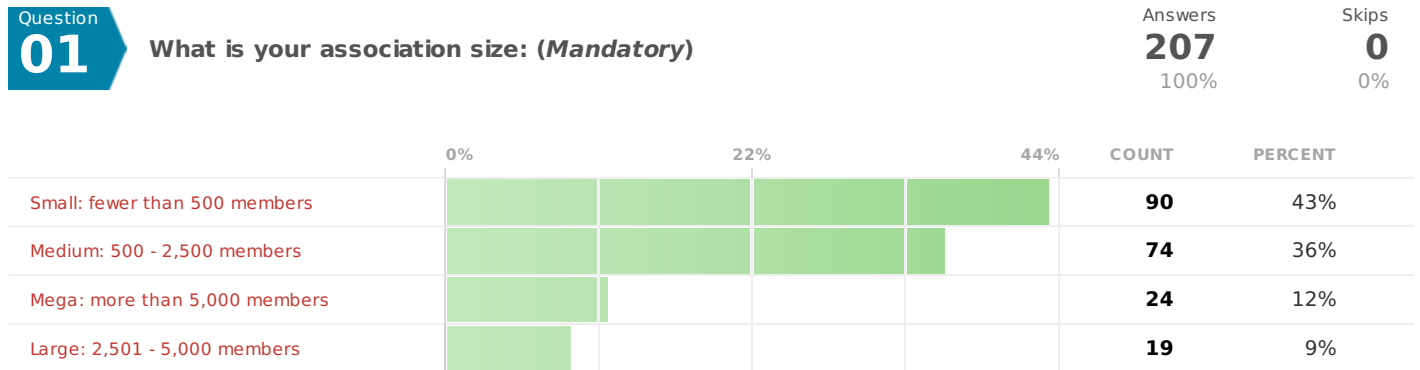


2012 REALTOR Association Outlook Survey

Survey Results



Question

05

Staff. Do you expect to: (Mandatory)

Answers

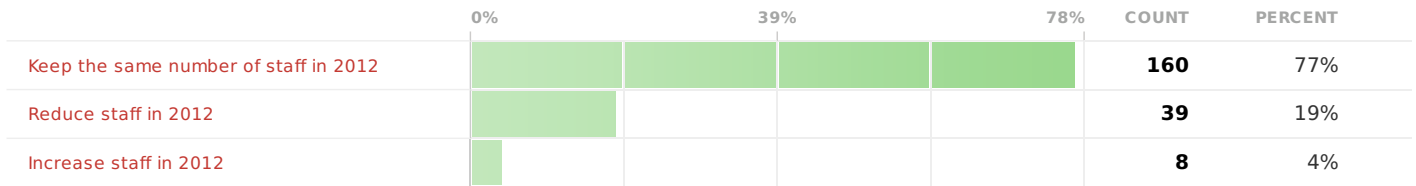
207

100%

Skips

0

0%



Question

06

State of affairs. Which best describes your operations today: (Mandatory)

Answers

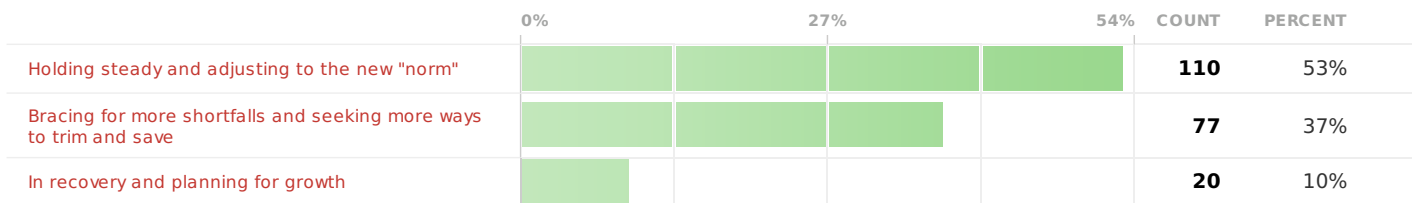
207

100%

Skips

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0%



Question

07

Strategic plan. Which of the following best describes your 2012 strategic plan: (Mandatory)

Answers

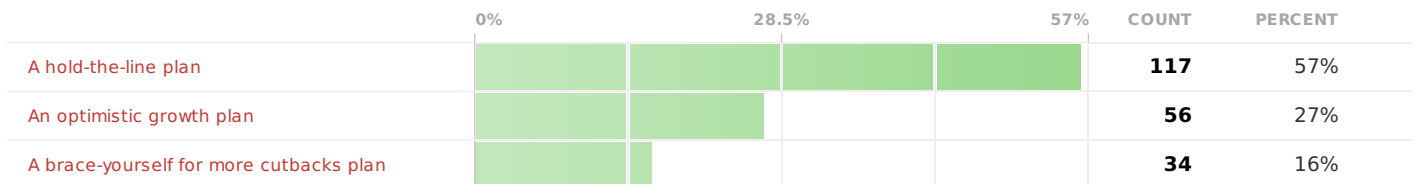
207

100%

Skips

0

0%



Question

08

If you're planning to grow programs in 2012, which programs will grow or be added:

Answers

81

39%

Skips

126

61%

18,337,385	Education - Technology	Friday, Dec 23rd 12:49PM
18,275,850	We will be able to offer more education through distance learning webcasts	Wednesday, Dec 21st 5:25PM
18,271,022	Educational programs that are free or sponsored so the Board does not incur the cost.	Wednesday, Dec 21st 3:37PM
18,268,098	Education MLS	Wednesday, Dec 21st 2:42PM
18,266,678	education - our state CE requirements doubled	Wednesday, Dec 21st 2:18PM
18,264,479	education, free classes, more social events, more community outreach	Wednesday, Dec 21st 1:46PM
18,011,702	Education - not only C.E. but expanding to pre-licensing and broker courses	Thursday, Dec 15th 4:54PM
17,956,529	Continuing Education Exciting Membership Meetings with valuable information to guide and motivate members.	Wednesday, Dec 14th 12:45PM

17,952,540	Education Legislative Lobbying on a local level More Free Events	Wednesday, Dec 14th 11:29AM
17,913,659	Community Outreach	Tuesday, Dec 13th 2:02PM
17,912,219	We plan on providing free lunch and Learns that will provide C.E. credit and lunch sponsored by our Affiliate members. We are working on creating a strong Independent/Small Brokers Group that will provide education and networking for this growing group of members.	Tuesday, Dec 13th 1:10PM
17,909,821	Mandatory Continuing Education	Tuesday, Dec 13th 12:29PM
17,909,740	Educational rookie roundtables for agents/brokers that are 2 yrs or less in business increasing from once a year to quarterly. Get more change of mind set speakers, lead generation speakers and continue with GRI courses here for 2012	Tuesday, Dec 13th 12:23PM
17,908,252	We are planning on adding more CE classes free to our members.	Tuesday, Dec 13th 11:57AM
17,907,919	As many current topics that offer value for our members and try not to charge for any of them!	Tuesday, Dec 13th 11:49AM
17,907,827	Education Statistics Small groups/special interest groups Technical support Realtor tools such as websites, IDX	Tuesday, Dec 13th 11:43AM
17,907,639	Add RAMCO New Website Affiliate Recruiting Member outreach program Create "Master Broker" and "Master Agent" programs, Institute a Public Affairs Committee	Tuesday, Dec 13th 11:40AM
17,907,362	On question 6 I would have answered "Holding steady and planning for growth" if it was an options. Its not so much that we are "growing" programs as we are evaluating all of our programs and will be eliminating the things that are no longer effective and adding some new services in their place.	Tuesday, Dec 13th 11:29AM
17,907,134	Looking to offer more FREE education classes.. Trying to find things that are helpful for our members without impacting them financially.	Tuesday, Dec 13th 11:31AM
17,906,868	Non-Realtor participation programs	Tuesday, Dec 13th 11:22AM
17,906,522	promote more member benefits, more education of options/programs/benefits	Tuesday, Dec 13th 11:17AM
17,906,170	We're starting to charge for education which we haven't done before to try to at least pay for instructors and manuals. Hope that doesn't run anyone off!	Tuesday, Dec 13th 11:09AM
17,906,026	We are completely redesigning the local REALTOR(r) Association.	Tuesday, Dec 13th 11:06AM
17,798,675	lockboxes	Saturday, Dec 10th 2:30PM
17,751,092	education programs	Thursday, Dec 8th 3:54PM
17,661,013	Property Management Council	Monday, Dec 5th 6:47PM

17,651,306	Expand Education More communication with membership Focus groups to help our members	Monday, Dec 5th 12:54PM
17,644,511	More education programs. More member benefits that will help them be more profitable, productive and professional.	Monday, Dec 5th 8:57AM
17,598,951	More classes on the use of technology, introduce a Legal Summit, more networking opportunities and educational updates for small independent brokers and more on line classes.	Saturday, Dec 3rd 1:14PM
17,571,527	NAR Designations and Continuing Education classes which are not required by the State Licensing Commission.	Friday, Dec 2nd 3:08PM
17,563,733	Marketing the area we live in as a great place to buy a home.	Friday, Dec 2nd 11:18AM
17,536,807	Video and technolgy delivery programs Renewed emphasis on social events	Thursday, Dec 1st 5:21PM
17,513,761	More PR, more free education	Wednesday, Nov 30th 11:40PM
17,513,608	Education; MLS Technology;	Wednesday, Nov 30th 11:13PM
17,506,483	Member Benevolent Fund More Education Programs More Community Outreach	Wednesday, Nov 30th 4:35PM
17,504,305	We are hoping to offer more education programs as long as we can fund them through grants.	Wednesday, Nov 30th 3:14PM
17,503,560	A wide variety of new and enhanced member services, most of which are currently not specifically identified. Many of these do, however, hinge on electronic delivery of many services and benefits.	Wednesday, Nov 30th 2:15PM
17,503,321	more education, more member benefit type program ie. docusign, UPS....	Wednesday, Nov 30th 2:46PM
17,503,193	We are enhancing our growth of education programs and reaching out to the consumer to educate about purchase of Short Sales and Foreclosed homes. Will begin to explore synergy groups of like purposes.	Wednesday, Nov 30th 2:39PM
17,502,269	more professional development in business areas [not only real estate]	Wednesday, Nov 30th 2:15PM
17,501,980	Adding a full time Government Affairs Director.	Wednesday, Nov 30th 1:56PM
17,501,598	More educational courses to meet the demand for credits required.	Wednesday, Nov 30th 1:54PM
17,497,443	Education, Cultural Diversity, Comunity Outreach	Wednesday, Nov 30th 11:28AM
17,496,579	Affiliate Membership	Wednesday, Nov 30th 11:00AM
17,495,508	New market-focused training, member services to assist them in their financial planning, new committee & organization structure to encourage broad engagement in multiple counties jurisdiction. Updating technology in the office to better serve members with less staff and member travel required, and less time and costs.	Wednesday, Nov 30th 10:19AM
17,493,895	More education programs and more member networking opportunities.	Wednesday, Nov 30th 9:34AM
17,493,757	A multiple listing service strictly for commercial properties.	Wednesday, Nov 30th 9:29AM

17,486,674	Forms training More designation courses 1 Hour Hot Topic Program	Wednesday, Nov 30th 5:40AM
17,483,669	More education courses to meet new licensing requirements; introduce new technology to REALTORS, smaller and more Broker/Agent forum on current issues. Introduce new and expand existing data products and services; explore alternative uses of association website	Wednesday, Nov 30th 3:08AM
17,474,427	More educational offerings, more technology training, more webinar offerings.	Tuesday, Nov 29th 5:17PM
17,474,079	Legislative Breakfasts, regional member forums, and a trade show for affiliate members.	Tuesday, Nov 29th 4:37PM
17,472,621	Standard forms Home sales data Legislative initiatives	Tuesday, Nov 29th 4:08PM
17,470,942	More programs that take our training to the members including webinars and simulcasts.	Tuesday, Nov 29th 3:14PM
17,470,456	Same	Tuesday, Nov 29th 3:00PM
17,470,304	Statistical training for agents Local statistics to local municipality presidents/mayors Enhance video conferencing capabilities More webinars on hot topics Face to Face Broker Outreach/Office visits by staff Focusing on ways to help Brokers manage agents, i.e. did they pay fees, did they take their COE training, did they renew their license, have they fulfilled their CE requirements	Tuesday, Nov 29th 2:37PM
17,470,201	Additional Educational Courses Free mandatory course for license renewal Short informational courses	Tuesday, Nov 29th 2:47PM
17,469,772	Education Advocacy	Tuesday, Nov 29th 2:36PM
17,468,827	Young Professionals Network, Networking Mixers, enhance Leadership training,	Tuesday, Nov 29th 2:06PM
17,468,709	legislative	Tuesday, Nov 29th 2:04PM
17,468,685	We are adding more continuing education and looking to add features and services within our MLS.	Tuesday, Nov 29th 1:59PM
17,468,409	High Producer programs utilizing top producer Realtors as instructors. More CEU classes. More educational and informative programs for our monthly meetings.	Tuesday, Nov 29th 1:49PM
17,467,548	Education and CEU credit offerings	Tuesday, Nov 29th 1:28PM
17,466,835	Additional education courses at lower cost to members	Tuesday, Nov 29th 1:01PM
17,465,788	More services for our members - educational offerings, etc.	Tuesday, Nov 29th 12:26PM
17,463,278	adding to our affiliate membership data base	Tuesday, Nov 29th 11:16AM
17,461,765	More educational courses available, designation classes, etc.	Tuesday, Nov 29th 10:25AM

17,461,552	more education and technology	Tuesday, Nov 29th 10:14AM
17,461,077	Online education Public awareness campaign to continue Statewide pro standards services	Tuesday, Nov 29th 10:12AM
17,457,073	New website New YPN events	Tuesday, Nov 29th 7:31AM
17,443,440	None added	Monday, Nov 28th 4:37PM
17,440,925	Small Gov't Affairs, Pro Stands, etc, that are personnel costs only, no new expenditures. New revenue would probably come from NAR's R Party funding.	Monday, Nov 28th 3:26PM
17,311,061	increase online education courses increase communication via email increase number of member meetings increase number of affiliates and sponsors	Wednesday, Nov 23rd 3:22PM
17,309,649	No dues revenue producing, partnership and shared services	Wednesday, Nov 23rd 2:15PM
17,308,662	Advertising, Statistical reporting for members	Wednesday, Nov 23rd 1:29PM
17,308,275	Research and reporting tools Grow for profit division	Wednesday, Nov 23rd 1:15PM
17,308,136	Leadership Training Standard Forms Association Services Member Services Professional Standards	Wednesday, Nov 23rd 1:00PM
17,307,744	More frequent communications via newsletter in email blast format. More transparency regarding Board of Directors decisions and budgeting Greater engagement from Brokers in RPAC solicitations. More educational offerings dealing with how to manage in difficult times.	Wednesday, Nov 23rd 12:46PM
17,307,276	Our goal for 2012 is to have the most productive agents in the real estate industry. We will accomplish this by providing the worlds greatest information to them from the Ninja Selling Installation. this 4 day course will be repeaded over and over throughout the year to provide our agents with cutting edge information that will increase thier productivity.	Wednesday, Nov 23rd 12:34PM
17,306,781	Adding more free membership perks...education, luncheons, educational classes.	Wednesday, Nov 23rd 12:14PM
17,086,259	New statistical progam More education programs More broker programs More outreach programs	Wednesday, Nov 16th 3:30PM
17,051,362	Local YPN Chapter; Green/Sustainability Committee	Tuesday, Nov 15th 5:46PM

Question
09

If you're planning to cut programs in 2012, which programs will be cut or reduced.

Answers
56
27%

Skips
151
73%

18,275,850 We will consider reducing staff hours

Wednesday, Dec

18,270,999	we will consider reducing staff hours	21st 5:25PM
18,271,022	State meetings, Educational classes for designations, cost of local meetings	Wednesday, Dec 21st 3:37PM
18,268,098	Less events	Wednesday, Dec 21st 2:42PM
18,266,678	some social oriented programs	Wednesday, Dec 21st 2:18PM
18,011,702	Marketing, membership meeting costs	Thursday, Dec 15th 4:54PM
17,956,529	We haven't earmarked any specific programs at this time. We are waiting for final dues collection to provide Budget Committee of the latest data to make those determinations.	Wednesday, Dec 14th 12:45PM
17,952,540	We did reduce the number of General Membership Meetings from 4 to 3.	Wednesday, Dec 14th 11:29AM
17,919,345	programs that are scheduled to be cost covering, but don't make the cut.	Tuesday, Dec 13th 4:22PM
17,909,989	Salary cuts and furloughs	Tuesday, Dec 13th 12:36PM
17,909,740	The AEI was cut for me traveling and NAR EXPO for my President and I to attend due to not having a NAR Director our REALTOR membership is 1831. I think NAR needs to rethink the 2,000 Realtor membership to allow for intelligent individuals that sit on medium to smaller board to have a voice and vote.	Tuesday, Dec 13th 12:23PM
17,907,827	Governmental affairs	Tuesday, Dec 13th 11:43AM
17,907,639	None	Tuesday, Dec 13th 11:40AM
17,907,362	Our Association's philosophy is to always be looking for ways to grow, so as I said in #8, we are going to cut things that are no longer effective. I don't have specifics at this point as we will be starting the evaluation process after the first of the year.	Tuesday, Dec 13th 11:29AM
17,906,868	Magazine production	Tuesday, Dec 13th 11:22AM
17,906,026	N/A	Tuesday, Dec 13th 11:06AM
17,906,003	We have eliminated our GAD and our communications company	Tuesday, Dec 13th 11:04AM
17,837,968	We are reducing the monthly membership luncheons, the AE will not attend any training other than the state conventions	Monday, Dec 12th 9:21AM
17,798,675	dedicated mls staff time	Saturday, Dec 10th 2:30PM
17,661,013	Communications/Government Relations	Monday, Dec 5th 6:47PM
17,651,306	Will know more as the year progresses if any programs will be reduced or cut.	Monday, Dec 5th 12:54PM
17,598,951	None	Saturday, Dec 3rd 1:14PM
17,540,582	MLS Tours	Thursday, Dec 1st 8:38PM
17,536,807	Classroom based programs	Thursday, Dec 1st 5:21PM

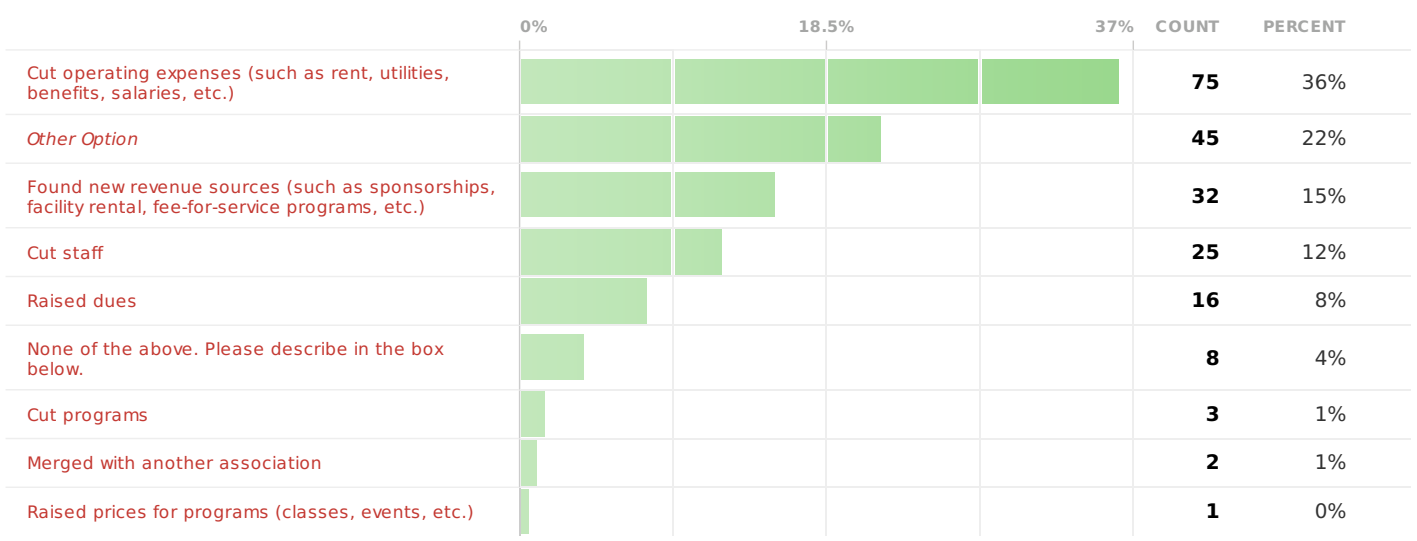
17,523,020	fewer free continuing education classes more luncheon/breakfast rather than dinner events	Thursday, Dec 1st 10:03AM
17,513,608	NA	Wednesday, Nov 30th 11:13PM
17,504,305	n/a	Wednesday, Nov 30th 3:14PM
17,496,579	Committees	Wednesday, Nov 30th 11:00AM
17,495,508	Random, ancillary education offerings will be cut to a focused theme throughout the year. Declining social events and fundraisers will be de-centralized to local markets.	Wednesday, Nov 30th 10:19AM
17,492,486	Membership meetings - now quarterly luncheons. Perhaps go to a breakfast - costs less Travel to meetings.	Wednesday, Nov 30th 8:49AM
17,491,806	Will cut more "social events".	Wednesday, Nov 30th 8:27AM
17,491,791	not offer as many classes and reduce the events since attendance is way off	Wednesday, Nov 30th 8:32AM
17,483,669	not a good time to reduce programs and benefits to members.	Wednesday, Nov 30th 3:08AM
17,475,777	less sponsorships, less travels	Tuesday, Nov 29th 5:51PM
17,475,182	A charge for previously free education is being considered.	Tuesday, Nov 29th 5:53PM
17,474,829	Designation and Certification programs; Advertising; Events	Tuesday, Nov 29th 5:31PM
17,474,363	any thing with paper offered deal to pay all fees at one time to lessen actg staff	Tuesday, Nov 29th 5:14PM
17,471,526	Less education offered due to more online classes.	Tuesday, Nov 29th 3:30PM
17,470,456	Same	Tuesday, Nov 29th 3:00PM
17,468,827	streamline committees - reduce number/create taskforce when needed.	Tuesday, Nov 29th 2:06PM
17,468,409	No cuts.	Tuesday, Nov 29th 1:49PM
17,467,548	none	Tuesday, Nov 29th 1:28PM
17,466,452	Social events Education is our focus to "hold"	Tuesday, Nov 29th 12:45PM
17,466,312	Education offerings: CE and Designations mainly. Members do not have the money for designations and there are so many free CEs in our market. We can't compete with free. We have cut one of our 5 licensing courses for 2012 due to low enrollment. We are cutting back on our communication vehicles as well - due to loss of staff.	Tuesday, Nov 29th 12:33PM
17,461,765	we are cutting out the installation banquet all together and joining it with one awards banquet annually	Tuesday, Nov 29th 10:25AM
	That is still to be decided but our Education department is continuing to struggle financially as members	Monday, Nov 28th

17,444,480	are less likely to pay for any type of education that is not required. That is probably the area with the most focus in 2012.	Monday, Nov 28th 5:29PM
17,443,440	None cut	Monday, Nov 28th 4:37PM
17,440,925	Not sure yet.	Monday, Nov 28th 3:26PM
17,427,387	Probably our newsletter	Monday, Nov 28th 10:36AM
17,424,812	Education Classes. Losing money not enough attendees to cover costs. Travel Budget cut by 25%. limit number of days at NAR & State meetings and cut out AE Institute.	Monday, Nov 28th 9:45AM
17,311,929	Educational Offerings	Wednesday, Nov 23rd 4:11PM
17,311,061	classroom education reduced traditional postage mailings reduced If the program isn't self-sustaining, it will be cut	Wednesday, Nov 23rd 3:22PM
17,309,649	Meetings and conventions, grievance training, legislative, designations	Wednesday, Nov 23rd 2:15PM
17,308,180	Education staffing Travel & Meetings for leadership	Wednesday, Nov 23rd 1:10PM
17,307,084	Association advertising, a bit of travel, some programs.	Wednesday, Nov 23rd 12:23PM
17,306,849	Less education offerings	Wednesday, Nov 23rd 12:17PM
17,306,781	PR, donations.	Wednesday, Nov 23rd 12:14PM

Question
10

What was the "most effective" action your association took to stay viable and valuable during the recession? (Mandatory)

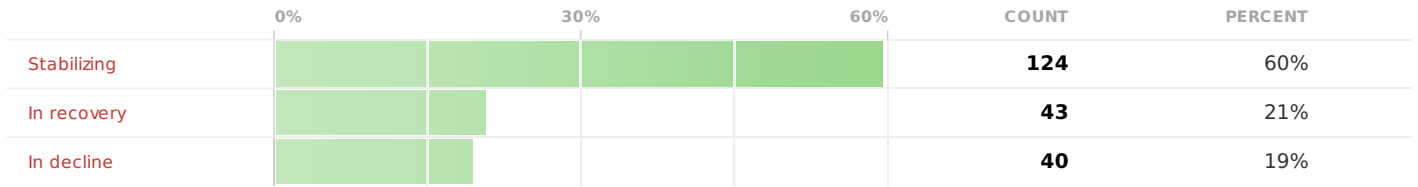
Answers **207**
100%
Skips **0**
0%



Question
11

Is the housing market in your area: (Mandatory)

Answers **207**
100%
Skips **0**
0%

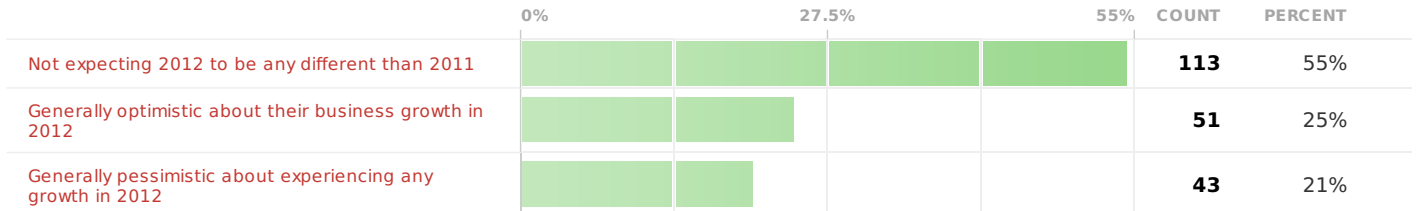


Question
12

Do you feel your members are: (Mandatory)

Answers
207
100%

Skips
0
0%



Question
13

If you have any advice to share on managing during the recession for REALTOR AE magazine, please provide your contact information here and we'll give you a call.

Answers
13
6%

Skips
194
94%

17,907,919	Empathize with our members and let them know we are in this together	Tuesday, Dec 13th 11:49AM
17,907,827	Ann Guiberson 727-216-3001 (until December 31)	Tuesday, Dec 13th 11:43AM
17,907,362	Tina Grimes 541-770-7060 or tina@somls.com	Tuesday, Dec 13th 11:29AM
17,906,026	Kevan S. Lyons RCE, admin@ccbrealtors.org, 719-539-3381	Tuesday, Dec 13th 11:06AM
17,598,951	Christine Todd 703-207-3255	Saturday, Dec 3rd 1:14PM
17,536,807	Dont let any line item go without scrutiny. Renegotiate lease terms on your building and office equipment. Renegotiate contracts with vendors as well. They're happy to know they're keeping your business.	Thursday, Dec 1st 5:21PM
17,496,398	Cade Fowler - cadefowler@lubbockrealtors.com, phone 806-795-9533	Wednesday, Nov 30th 10:57AM
17,492,698	Someone failed to spell check the above sentence	Wednesday, Nov 30th 9:00AM
17,474,790	Don Klein, GNAR 615/254-7516	Tuesday, Nov 29th 5:32PM
17,474,079	John Dulczewski, Executive Director, Gr. Boston Assn. of REALTORS, 617-423-8700, johnd@gbreb.com	Tuesday, Nov 29th 4:37PM
17,308,662	Lance Evans, Jefferson-Lewis BOR & St. Lawrence Co BOR (NY) 315-782-1322	Wednesday, Nov 23rd 1:29PM
17,308,136	Have a strategic plan, work the plan, let members know about the plan.	Wednesday, Nov 23rd 1:00PM
17,307,276	Zan Monroe, Chief Innovation Officer, Fayetteville Regional Association of Realtors, Fayetteville NC 1-910-323-1421, Zan@ZanMonroe.com	Wednesday, Nov 23rd 12:34PM

18,268,098	We are being very cautious with the finances and cutting costs wherever we can to balance the budgets.	Wednesday, Dec 21st 2:42PM
18,266,678	We try to provide more free informational events and increase visibility to show value. We have also been focusing on strengthening the REALTOR trademark.	Wednesday, Dec 21st 2:18PM
18,010,980	Found a new office location last year and now rent is less than 1/2 what it was. This allowed me to keep my dues real low and not raise them in the 3 years I've been here.	Thursday, Dec 15th 4:30PM
17,956,529	<p>After Jan. 1st we will be entering into discussions on cooperative agreements or possible future mergers. We have hope that survival is the name of the game.</p> <p>Our area lost a huge industry when GM closed their plants and resulted in other area plants closing that provided products and services to GM. Unemployment has been into double digits and foreclosures mind-boggling. We have economic growth in the county, but it isn't realized by many because of the mind-set that the plant left and there isn't any other large manufact-uring here. Many residents left the area to take advantage of GM's offering employ-ment in other areas of the country.</p>	Wednesday, Dec 14th 12:45PM
17,913,659	We believe that the light at the end of the tunnel is not an oncoming train!	Tuesday, Dec 13th 2:02PM
17,912,219	Losing over 100 members was very difficult for us but because we were always very frugal during the good times and able to put money in reserves we've been able to remain stable.	Tuesday, Dec 13th 1:10PM
17,909,740	<p>Reduce staff, have existing staff double up on duties, i.e., Membership and Education by one staff person, etc.</p> <p>Seek non dues revenue on anything i.e., renting your auditorium facility out on weekends and weekdays, online store on your web site with free local delivery of items. Have staff be sharp on customer service skills and sympathize with members when they feel they can not make another year. Increase membership awareness by giving them a free or 10.00 class to your members only.</p> <p>Produce a annual educational grant of \$2,000 toward a NAR Designation for your Realtor members.</p>	Tuesday, Dec 13th 12:23PM
17,909,196	Our goals for 2012 are to improve on member retention and acquiring new (non-realtor) members. We have approached this project this year with great success and plan to continue. Visiting various real estate offices to promote the value of being a REaltor, as well as why join EMAR, has proved fruitful. I believe by yera's end we will have at last 90 new members.	Tuesday, Dec 13th 11:47AM
17,907,919	We look at next year that we have hit bottom and now we begin the climb back out. While it may be a slow process we are looking forward to slow, but steady growth.	Tuesday, Dec 13th 11:49AM
17,907,827	When we cut staff, we did it early and deep. Thankfully we haven't had to do much more. We would actually be growing now, but the merger of our MLS with a regional MLS has necessitated new opportunities to succeed with reduced circumstances.	Tuesday, Dec 13th 11:43AM
17,907,362	I am very blessed to work for an Association with a "big picture" leadership and we established healthy rainy day reserves during the membership peak of a few years ago. We have utilized those reserves for the past three years (and are budgeted to do so again in 2012), but that's exactly what they were established for and it has allowed us to continue to provide the same level of service without having to increase dues due to declining membership.	Tuesday, Dec 13th 11:29AM
17,906,868	We are looking beyond the Realtor for our future customers and revenue. Our business services are valuable to other business people, and we have begun to build a marketing program to open the door to that market.	Tuesday, Dec 13th 11:22AM
17,906,026	We are optimistic in that we are working pro-actively to reshape the association model.	Tuesday, Dec 13th 11:06AM
17,798,675	Using more technology to replace day-to-day procedures thereby reducing staff time. Considering selling the building and joining a remote workspace office.	Saturday, Dec 10th 2:30PM

17,751,092	The board of directors is enthusiastic about 2012 and plans to pass that along to brokers and agents. They feel there is a great future that starts in 2012.	Thursday, Dec 8th 3:54PM
17,651,306	The 2012 Leadership is taking a very positive approach to assisting the membership. We can turn this economy around locally - appears to be the common goal.	Monday, Dec 5th 12:54PM
17,644,511	We are trying to not only be the voice of real estate in our area but are doing our best to be the voice of good news too! We are also doing everything we can to get our members to stop "hunkering down" and look outside of their "bunkers" for opportunities for their business.	Monday, Dec 5th 8:57AM
17,598,951	Stay positive, master sales statistics and local economy, be creative with your resources, re negotiate all contracts and challenge staff to find ways to cut expenses.	Saturday, Dec 3rd 1:14PM
17,571,527	Be very conservative with spending Association funds in 2012 so you are prepared for any declines in membership.	Friday, Dec 2nd 3:08PM
17,563,733	Remain positive!	Friday, Dec 2nd 11:18AM
17,536,807	The recession isn't over yet! Hunker down and settle in.	Thursday, Dec 1st 5:21PM
17,529,195	Being a small association we have always held the line on expenses and this has helped us greatly. Cutbacks aren't as great and don't hurt as much when you have been frugal all along.	Thursday, Dec 1st 12:55PM
17,523,020	Attitude is everything!	Thursday, Dec 1st 10:03AM
17,504,305	You need to save for a rainy day with reserves. You need to try creative ways to keep up staff morale. You need to continuously promote your value to the members.	Wednesday, Nov 30th 3:14PM
17,503,560	We are currently investigating a merger that, if approved by the Boards of Directors and then by the respective memberships, should provide economies and efficiencies that can then be translated into an ability to enhance existing services and/or provide new services to the members.	Wednesday, Nov 30th 2:15PM
17,503,193	I am reaching out to my leadership to try and encourage them to stop and look and listen to the industry and what may or may not be coming. I am very concerned about the growing discontent and lack of understanding about with the 3 way agreement and the value of the brand. More and more agents are seeing us like "franchisors" and not partners in their profession. They are looking for ways to cut expenses. I see more and more tension in a "we" against "them" mentality regarding the size of the brokerages.	Wednesday, Nov 30th 2:39PM
17,502,473	For the past 2 years we cut everywhere we could. The budget for 2012 saw a substantial increase in dues with the realization that in order to be a valuable asset to our members we have to change our way of thinking. Not so much thinking "How can we save money" but embracing the concept that to provide our membership with valuable benefits makes membership valuable to our members.	Wednesday, Nov 30th 2:12PM
17,501,980	During the "boom" years Associations increased salaries which were not attendable during the downturn. Associations should provide fair salaries, and give yearly bonuses.	Wednesday, Nov 30th 1:56PM
17,501,777	Due to past good stewardship, our Association has reserves to get us through the recession. We are carefully adjusting spending as necessary and have not yet dipped into them. We have, however, seriously decreased our charitable contributions in comparison to former years.	Wednesday, Nov 30th 2:00PM
17,499,450	Regarding cutting staff, my part-time assistant (15 hours/week) had to resign for medical reasons so I decided not to replace her until 2011 membership dues were all in and I had a handle on the workload. Consequently I re-hired a former employee who just needed to work one day a week so I was able to reduce hours/budget without affecting anyone's current job status! I would rather be able to add hours than take hours away...	Wednesday, Nov 30th 12:31PM
	Today's economy is the new "normal" economy so associations must adjust to it. We have taken a very	

17,495,267	hard look at the office operations and eliminated nice-to-have telephone lines, transitioned to a less expensive copier/fax machine, eliminated a postage meter machine, eliminated almost all "snail mail" with members to reduce postage costs. Every office expense is "scrubbed" to find the lost dollars that do not substantially add to the member benefits. Rather than doing "more with less" or "less with less", we are trying to do "the same with less."	Wednesday, Nov 30th 10:17AM
17,493,580	Those who chose to stay in the business need the association more than ever - especially to protect them from onerous regulations. We are highlighting that benefit in all of our publications and at events.	Wednesday, Nov 30th 9:25AM
17,492,486	Our association has begun publishing a Real Estate Guide magazine for the members to advertise in. It is very successful and has already produced a profit.	Wednesday, Nov 30th 8:49AM
17,491,806	Our association is most pessimistic about what NAR will do to us "next". They are not pleased with recent NAR actions and fear more. For example; Dues increase, purchase of SentiLock; RPAC endorsements, RPR, and what appears to be actions to put the locals out of business.	Wednesday, Nov 30th 8:27AM
17,483,669	We looked at our administrative services (overhead) to determine how best to manage this piece. We kept inhouse, our human resources and finance divisions; outsourced our IT, research, and communications groups. Programs (direct services) such as government affairs, PSAC, education and membership services were given a priority and resourced accordingly. Its been two years since; we've managed to cut back on some of our overhead costs and have made a decision to bring back inhouse, our research component with its growing potential for adding value to the services we currently offer members.	Wednesday, Nov 30th 3:08AM
17,474,829	The association does not want to remove any REALTOR benefits for 2012 but will look at restructuring them for cost savings. Staff benefits, health insurance, staff education, staff travel, will remain the same as in 2011 but are at the top of the list should cuts need to be made during the 2012 year.	Tuesday, Nov 29th 5:31PM
17,474,707	We have cut staff, given no raises (including cost of living), automated office processes, cut expenses by by renegotiating all contracts including MLS, and found some meager new revenue resources in order to avoid cuts in services. This year's fee increases were the first in nearly 12 years and it was painful to have no choice but to increase fees.	Tuesday, Nov 29th 5:23PM
17,474,594	We feel it is vital to keep looking forward. The more difficult conditions are, the more our members are looking to their leadership for help. We provide any assistance that is needed, from technology to new regulations, - and everything in between. Our board membership has remained steady throughout these tough times because our members perceive value.	Tuesday, Nov 29th 5:21PM
17,474,363	Doom	Tuesday, Nov 29th 5:14PM
17,472,621	We are poised to focus on what we do best: legislative advocacy, risk management, and public relations/home sales data. Bring on 2012!	Tuesday, Nov 29th 4:08PM
17,471,526	As an association, we try to provide the tools to make the agents as successful as they possibly can be in bringing buyers and sellers together. We will strive to continue to offer those services despite what the economy or housing market is doing.	Tuesday, Nov 29th 3:30PM
17,470,304	After the merger, I think the face to face meetings with Brokers and office visits with agents has been a great opportunity to talk about the value of the Assoc and to get feedback from REALTORS abt their business needs.	Tuesday, Nov 29th 2:37PM
17,470,201	We moved into our new Association office that was built during the recession. The Board felt that this was the time to build because building prices were down. Now the Staff and I get to clean our new 13,000 sq. ft. building but we really don't mind because we I haven't had to cut staff or decrease hours of the other staff. Might not be very professional for the AE to clean bathrooms but we learn to do what has to be done.	Tuesday, Nov 29th 2:47PM
17,468,409	Our recession survival techniques were both difficult (laying off a staff person) and invigorating. We found ways to offer more programs and events at no cost to the members; we conducted a membership campaign where we are looking to increase our membership in 2012. We have a reat and energetic leadership team who are committed to helping us recover and grow.	Tuesday, Nov 29th 1:49PM

17,466,835	Thank goodness for NAR's decisive action on several fronts, like the recently increased FHA loan limits! This housing market would be sooooo much worse without NAR.	Tuesday, Nov 29th 1:01PM
17,466,452	In a normal year we experience a growth in new licensee's but we have not seen new members in months and do not expect it to change throughout 2012.	Tuesday, Nov 29th 12:45PM
17,466,312	I am most proud of the efforts members and staff have made to survive the recession. This ongoing declining market is now being defined as the new normal. I see little hope among members for any type of change in 2012. We have tapped all the creative ways we can think of to cut costs and raise non-dues income. We are now contemplating renovating our bldg (we own it) looking to lease some space.	Tuesday, Nov 29th 12:33PM
17,463,278	we have always been conservative in our budgeting, so we only had to cut back a little bit - nothing that hurt too much.	Tuesday, Nov 29th 11:16AM
17,461,077	We have been very fortunate in our state to not experience the dramatic rise (and fall) of the housing market. Our economy is growing; unemployment is low in major cities; home sales market is steady, etc. Our governor is very business-oriented, and has done a fabulous job in bringing in new business and jobs.	Tuesday, Nov 29th 10:12AM
17,459,785	There is no techniques. It is just day to day do what you need to do to survive.	Tuesday, Nov 29th 9:28AM
17,444,480	Our #1 challenge is with members electing to join firms that do not require REALTOR membership. The pressure is not only on the association with declining membership, but the brokers are feeling the pressure from agents that question the value of membership. We must find a way to show the value of membership to these agents and brokers.	Monday, Nov 28th 5:29PM
17,443,440	The outlook is a bit bleak with Ohio's housing in a deeper slump than some other states, and especially the Cleveland market in particular. Many agents have branched out and into retail jobs until the "market turns around" while career agents are struggling to find the silver lining. We are considering regionalizing some of our services, such as grievance, social events, website, etc. in an effort to either free up money or time or both. No mater what the size of the Association, the basic services to members are standard across the board and can really eat up a staff of 2. It's virtually impossible to provide extras but that's exactly what the agents are looking for to justify their membership (if they're staying in the business at all). Our recession survival technique is to cut costs where we can, provide as much fun as we can without spending any money, and educate our members to help them best weather this storm.	Monday, Nov 28th 4:37PM
17,435,746	Looks like we can stay open for 2012 but since the BOD is reluctant to spend any reserves they may vote to close in 2013 and just give the Members the money.	Monday, Nov 28th 1:04PM
17,430,111	We are building a new facility which will be completed in 2012, so we are more definitely optimistic about the market in our area.	Monday, Nov 28th 11:21AM
17,426,892	Even before the tornado our real estate market was ver steady, not great, but steady. We manage to keep about the same number of members every year. We offer free education to our members and that helps keep some of them in the business that are "on the fence".	Monday, Nov 28th 10:28AM
17,311,061	Possibly looking to merge or cooperate more with shared services with neighboring associations.	Wednesday, Nov 23rd 3:22PM
17,308,662	We built up reserves during good times and were able to tap, but did not deplete, them in bad times. Also, our real estate picture was different than parts of the country in that it did not decline much. Telling the story helps.	Wednesday, Nov 23rd 1:29PM
17,308,136	The Code and MLS are not as valuable as they once were to members. You better deliver valuable benefits to being a Realtor. There is little difference between a realtor and a licensee now that license law mirrors the Code. We need more MEMBER-ONLY benefits or there is no reason to be a realtors. NAR will never admit/realize this in time, so it is up to the local and states to make this paradigm shift.	Wednesday, Nov 23rd 1:00PM
17,307,743	The last time our local association raised membership dues was in 1996. We have experienced five consecutive years of declining membership. We probably should have raised dues this year, however, the new My REALTOR Party fee to be instituted essentially made that a non-starter. Now, our state association is looking at increasing dues next year. In fact, there have been several fee increases at the state and national level since the last time our association increased fees. So, "when is it our turn"?	Wednesday, Nov 23rd 12:49PM

17,307,084	Thankfully we kept a healthy reserve for a rainy day when some board members were tempted to spend it during the boom times. Well folks, it's raining.	Wednesday, Nov 23rd 12:23PM
17,306,849	We cut everything we could out of our budget but still will offer members information/education/staff assistance to those that need it. Changed our of operations to be better able to service membership with a downsized staff	Wednesday, Nov 23rd 12:17PM
17,306,781	Our Board of Directors had saved for difficult times but with our cost cutting measures, did not have to tap into savings. Now our membership has grown a bit so even if we lose a few members, we should be stable in 2012.	Wednesday, Nov 23rd 12:14PM
17,091,046	I expect to share resources and conduct joint programs with related-industry association partners to help shape the future of our organization.	Wednesday, Nov 16th 5:35PM
17,017,059	While the economy seems to be ever changing, our area still has the same wonderful opportunities to purchase a fine home, our communities offer a great places to live, and our Agents are still as professional as always. We, as an association, have to keep our standards high and hold fast to an optimistic viewpoint.	Monday, Nov 14th 2:29PM