



Massachusetts Association of REALTORS®

2016 Membership Research Report



MASSACHUSETTS ASSOCIATION OF REALTORS®

Survey Objectives

- Develop a benchmark to measure progress in meeting members' needs over time.
- Measure member satisfaction.
- Find out if members plan to renew.
- Establish awareness of specific programs and services of the Massachusetts Association of REALTORS®.
- Evaluate the communication programs of the Massachusetts Association of REALTORS®.
- Determine the overall importance of the Massachusetts Association of REALTORS® programs.
- Determine the importance REALTORS® assign to key issues.



Methodology

- Telephone interview methodology. 400 surveys completed in March 2016.
- To obtain the 400 completed surveys, MEG contacted 526 members yielding an extremely favorable completion rate of 74.9% of all members who were contacted. The higher the response rate (i.e., completion rate) the more statistically accurate the results are. After questionnaire design, response rates are the second most important determinant in measuring survey accuracy.
- Results are statistically projectable at two standard deviations (a 95% confidence level). Overall data is subject to a maximum sampling error of +/- 5.0%.
- Survey respondents were selected on a random probability basis from a list provided by the Massachusetts Association of REALTORS®.
- A copy of the questionnaire used in the surveys is included separately.



Methodology

- An important consideration is that we are measuring member perceptions. Perceptions are never wrong; they can, however, be factually incorrect.
- When members make decisions, perceptions are more important than the facts.
- Most interviews were done on smart phones. The smart phone is typically the REALTORS'® main telephone and point of contact.



Definitions

- The survey breaks some questions down by “generations.”
- The generations are defined as follows:
 - Gen Y: born 1980 to 1999 (age ≤ 36 years)
 - Gen X: born 1965 to 1979 (age 37 to 51)
 - Boomers: born 1946 to 1964 (age 52 to 70)
 - Seniors: born pre-1946 (age ≥ 71)
- Newer REALTORS® are defined as: 3 years or less in real estate experience.
- Seasoned REALTORS® are defined as: >3 years in real estate experience.



Macro Recommendations and Observations



Macro Recommendations and Observations

- On average members name 7.3 different reasons for belonging to the Massachusetts Association of REALTORS® – up from 5.7 in 2012.
- The top six reasons for belonging to the Massachusetts Association of REALTORS® are mentioned by more than half of all members and include:

1. Legislative and lobbying efforts	82%
2. Code of Ethics	74%
3. Networking, referrals	71%
4. Keeping abreast of real estate trends	69%
5. Learn about best practices	68%
6. My REALTOR® Mentor Program	58%

- The My REALTOR® Mentor Program is an especially important reason (94%) for newer REALTORS® (≤ 3 years' experience).

Macro Recommendations and Observations

- On average members name 9.1 different benefits they get from their membership in the Massachusetts Association of REALTORS® – up from 6.8 in 2012.
- Ten member benefits are mentioned by more than half of all members.
- Members were asked what tools, services or information that the Massachusetts Association of REALTORS® could provide that would help them in today's real estate market. Members had very specific ideas – 3.2 on average.
- 82% of all members believe that the Massachusetts Association of REALTORS® helps them succeed in their real estate business – up from 73% in 2012.
- Members most likely to believe that the Massachusetts Association of REALTORS® helps them succeed in their real estate business are:
 1. Broker, owners 91%
 2. Managers 87%
 3. Seasoned REALTORS® (>3 years real estate experience) 85%



Macro Recommendations and Observations

- The Massachusetts Association of REALTORS'® members are in near universal support of the Code of Ethics.
- REALTORS® are increasingly more optimistic about the residential real estate market.
- In 2016 REALTORS® perceive there are more opportunities than in 2015.
- REALTORS® believe they are returning to a time of regular markets and normalcy. In a similar regard, REALTORS® believe it's a time to return to the basics.
- REALTORS® are concerned about mortgage availability and the ability for their clients to qualify for a mortgage.
- A lack of inventory is a concern.
- REALTORS® are concerned about how to attract younger and first-time homebuyers.



Macro Recommendations and Observations

- There is a need to put a particular emphasis on becoming more mobile friendly – this is the number one way members want to consume information.
- The Massachusetts Association of REALTORS® and the Local Board of REALTORS® are viewed as providing the:
 - Best information and communications.
 - Most information and communications.
 - The most useful information.
 - The information and communications REALTORS® are most satisfied with.
 - The information and communications REALTORS® are most likely to read or use.



Macro Recommendations and Observations

- The Massachusetts Association of REALTORS® is rated on eleven different criteria. Six of these factors were also rated in 2012, 2014, and 2015. The rating of member satisfaction is rated on a 10-point scale and reported as mean scores (“10” is excellent, “1” is poor).
- Three member service categories received a mean score of 8.0 or higher:
 1. Government affairs and political action 8.2
 2. Overall satisfaction 8.2
 3. Bay State REALTOR® and other communications 8.0
- Most REALTORS® (88%, a 5% increase over 2015 and a 9% increase over 2012) are full-time professionals and consider real estate their primary occupation. This group:
 1. Closes the vast majority of real estate transactions.
 2. They nearly all plan to be in real estate three years from now.
- In summary, they are serious professionals who are all in real estate as a career and likely to be your members for the duration.



Reasons for Belonging to the Massachusetts Association of REALTORS®



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- The My REALTOR® Mentor Program is an especially important reason (94%) for newer REALTORS® (≤ 3 years' experience).

Reasons for Belonging to the Massachusetts Association of REALTORS®

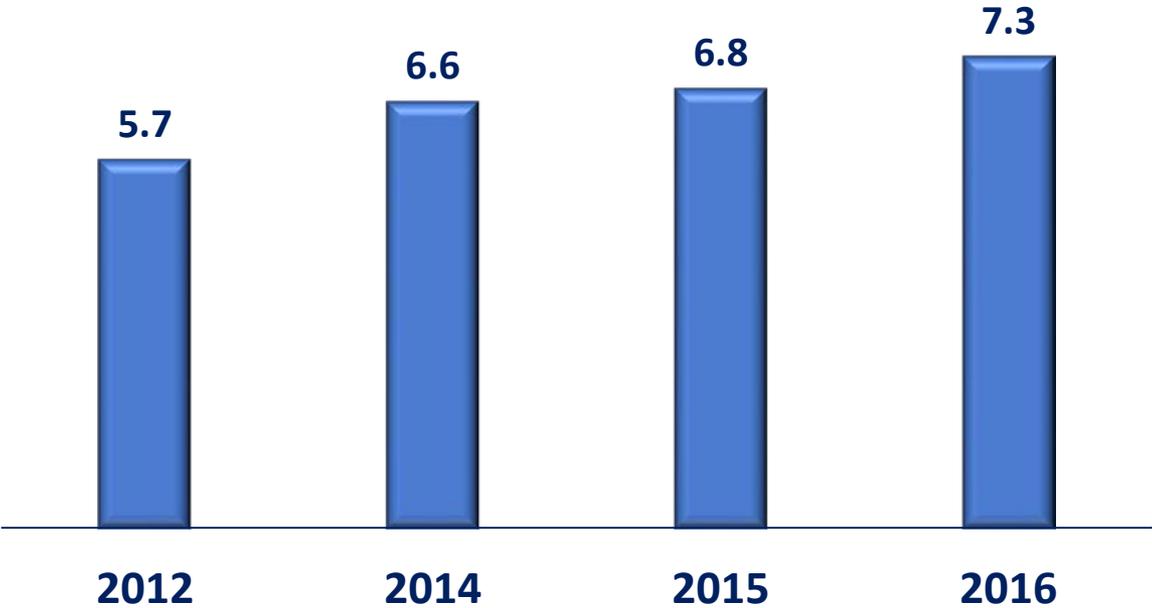
- Three reasons increased significantly over 2015:
 1. Bay State REALTOR® magazine and other publications or communications
 2. zipForms® and other real estate forms
 3. Learn from other REALTORS®

It feels good to
belong

It's when we go the extra mile, share our
ideas and form strong attachments

Major Reasons to Belong to the Massachusetts Association of REALTORS®

Average Number Mentioned



Multiple, unaided responses. Percentages will not total 100%.

Major Reasons to Belong to the Massachusetts Association of REALTORS®

Multiple, unaided responses. Percentages will not total 100%.

Top Eight Reasons	2012	2014	2015	2016
Legislative & lobbying efforts	83%	86%	87%	82%
Code of Ethics	36%	59%	71%	74%
Networking, referrals	71%	62%	70%	71%
Keeping abreast of real estate trends	57%	66%	67%	69%
Learn about best practices	56%	63%	65%	68%
My REALTOR® Mentor Program	0%	52%	57%	58%
Bay State REALTOR® magazine & other publications or communications	34%	36%	39%	47%
zipForms® and other real estate forms	30%	32%	33%	47%



Major Reasons to Belong to the Massachusetts Association of REALTORS® (Continued)

Multiple, unaided responses. Percentages will not total 100%.

Next Eight Reasons	2012	2014	2015	2016
Legal services	41%	40%	43%	46%
Coordinate REALTOR® efforts at the local, state, & national level	42%	39%	40%	43%
Education	36%	38%	41%	42%
Meetings & conventions	31%	32%	34%	35%
Learn from other REALTORS®	16%	14%	12%	23%
Professional designations	17%	19%	16%	15%
Member discounts	11%	5%	7%	10%
Tech support	7%	16%	0%	2%



Major Reasons to Belong to the Massachusetts Association of REALTORS® (Continued)

Multiple, unaided responses. Percentages will not total 100%.

My REALTOR® Mentor Program	Total	Newer REALTORS®	Seasoned REALTORS®
2012	0%	0%	0%
2014	52%	91%	37%
2015	57%	85%	46%
2016	58%	94%	44%



Membership Benefits



Membership Benefits

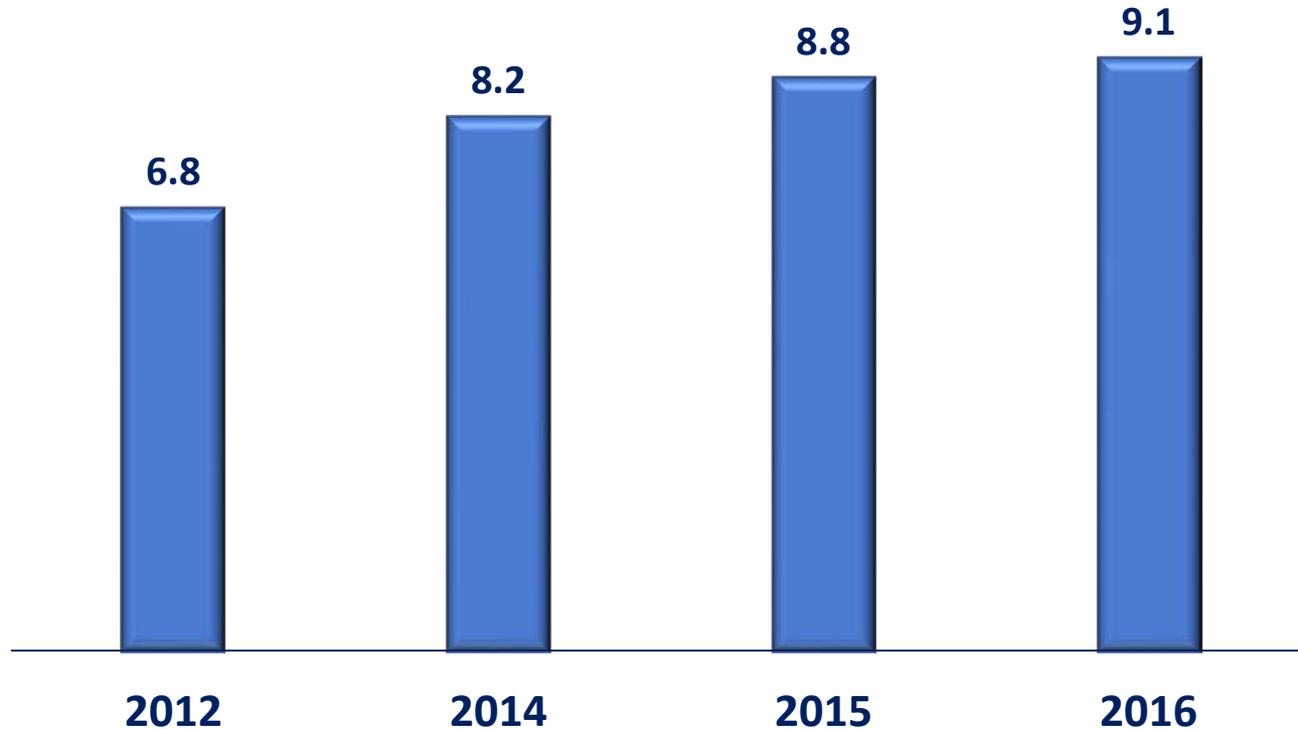
- On average members name 9.1 different benefits they get from their membership in the Massachusetts Association of REALTORS® – up from 6.8 in 2012.
- Ten member benefits are mentioned by more than half of all members:
 1. Lobbying 87%
 2. zipForms® and other real estate forms 81%
 3. Code of ethics 77%
 4. Networking, referrals 72%
 5. Support legislation impacting REALTORS® 69%
 6. Coordinate REALTOR® efforts at the local, state, and national level 68%
 7. Real estate and market statistics, data, and trends 67%
 8. My REALTOR® Mentor Program 57%
 9. Legal services 55%
 10. Bay State REALTOR® magazine and other publications or communications 55%



Unaided Recall of Member Benefits and Services From the Massachusetts Association of REALTORS®

Multiple, unaided responses.
Percentages will not total 100%.

Average Number Mentioned



Unaided Recall of Member Benefits and Services From the Massachusetts Association of REALTORS®

Multiple, unaided responses.
Percentages will not total 100%.

Top 10 Benefits and Services	2012	2014	2015	2016
Lobbying	77%	87%	86%	87%
zipForms® and other real estate forms	49%	72%	79%	81%
Code of ethics	26%	43%	73%	77%
Networking, referrals	62%	73%	71%	72%
Support legislation impacting REALTORS®	59%	66%	70%	69%
Coordinate REALTOR® efforts at the local, state, & national level	63%	65%	69%	68%
Real estate and market statistics, data, & trends	47%	51%	63%	67%
My REALTOR® Mentor Program	0%	51%	56%	57%
Legal services	24%	47%	53%	55%
Bay State REALTOR® magazine & other publications or communications	37%	46%	52%	55%



Unaided Recall of Member Benefits and Services From the Massachusetts Association of REALTORS® (Continued)

My REALTOR® Mentor Program	Total	Newer REALTORS®	Seasoned REALTORS®
2012	0%	0%	0%
2014	51%	87%	37%
2015	56%	82%	46%
2016	57%	90%	44%

Multiple, unaided responses.
Percentages will not total 100%.



How The Massachusetts Association of REALTORS® Can Help Its Members in Today's Real Estate Market



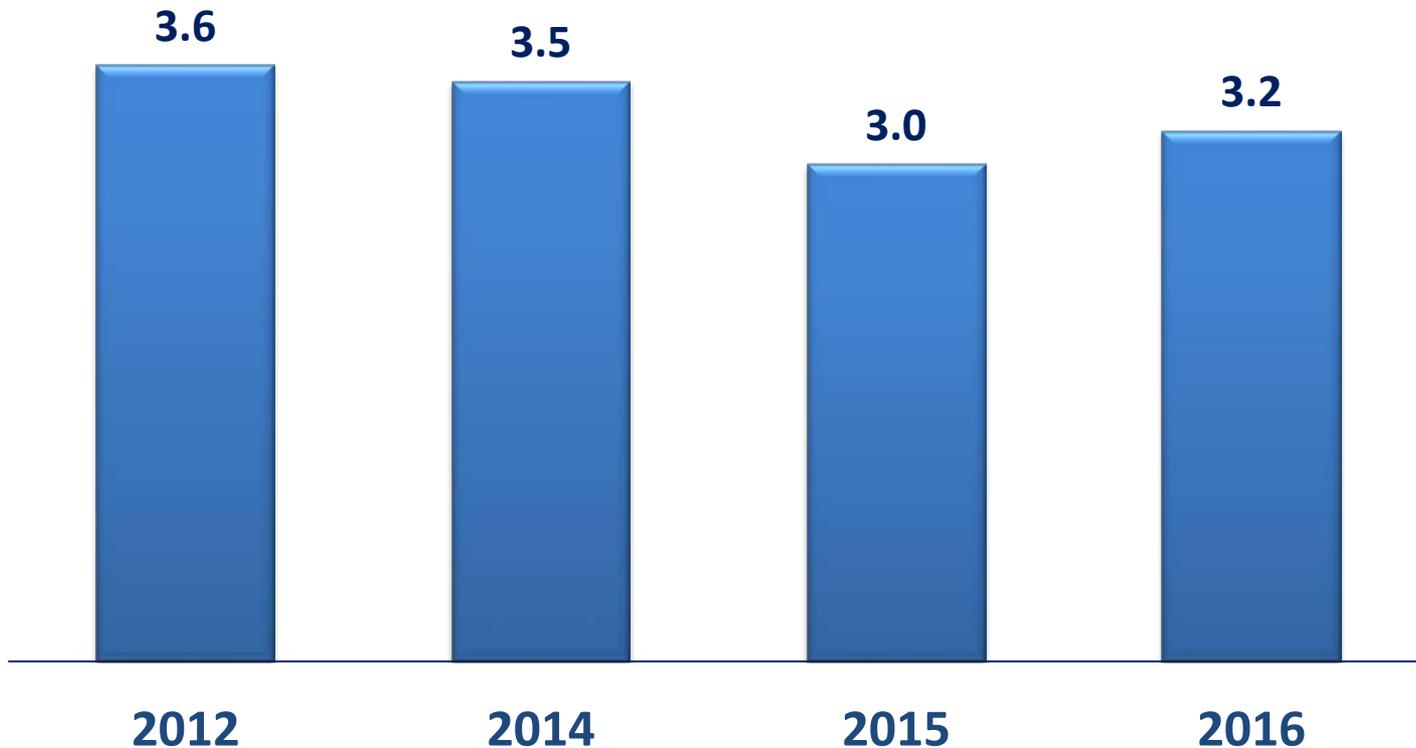
How the Massachusetts Association of REALTORS® Can Help Its Members in Today's Real Estate Market

- Members were asked what tools, services or information that the Massachusetts Association of REALTORS® could provide that would help them in today's real estate market.
- Members had very specific ideas – 3.2 on average.
- The help they wanted from the Massachusetts Association of REALTORS® that was mentioned by more than 30% of all members included:
 1. Better enforcement of Code of Ethics 55%
 2. Help communicating the advantages of home ownership to younger generations 41%
 3. Program to get listings, virtual tours, etc. on social media 37%
 4. Help in getting started, mentoring 32%
 5. Marketing tools to attract younger, first-time buyers 32%
 6. Help attract younger agents (more social media, Gen Y savvy) 32%
 7. How to retain newer agents 31%

How the Massachusetts Association of REALTORS® Can Help You in Today's Real Estate Market

Multiple, unaided responses.
Percentages will not total 100%.

Average Number Mentioned



How the Massachusetts Association of REALTORS® Can Help You in Today's Real Estate Market

Multiple, unaided responses.
Percentages will not total 100%.

	2016	Newer REALTORS®	Seasoned REALTORS®
Better enforcement of Code of Ethics	55%	40%	61%
Help communicating the advantages of home ownership to younger generations	41%	46%	39%
Program to get listings, virtual tours, etc. on social media	37%	50%	32%
Help in getting started, mentoring	32%	55%	23%
Marketing tools to attract younger, first-time buyers	32%	42%	28%
Help attract younger agents (more social media, Gen Y savvy)	32%	22%	36%
How to retain newer agents	31%	21%	35%
More information on best practices, especially marketing	26%	36%	22%
Help getting prospective buyers off the fence	17%	22%	15%
How to pick the best technology tools	16%	8%	19%
Average number of different, unaided responses per member	3.2	3.4	3.1



How the Massachusetts Association of REALTORS® Help You in Today's Real Estate Market

Multiple, unaided responses.
Percentages will not total 100%.

	2016	Sales or Broker Associate	Manager	Broker, Owner
Better enforcement of Code of Ethics	55%	52%	39%	72%
Help communicating the advantages of home ownership to younger generations	41%	43%	32%	39%
Program to get listings, virtual tours, etc. on social media	37%	40%	26%	31%
Help in getting started, mentoring	32%	33%	27%	30%
Marketing tools to attract younger, first-time buyers	32%	32%	21%	36%
Help attract younger agents (more social media, Gen Y savvy)	32%	28%	35%	46%
How to retain newer agents	31%	25%	47%	45%
More information on best practices, especially marketing	26%	28%	19%	22%
Help getting prospective buyers off the fence	17%	18%	11%	15%
How to pick the best technology tools	16%	17%	32%	6%
Average number of different, unaided responses per member	3.2	3.2	2.9	3.4



Do Members Believe the Massachusetts Association of REALTORS® Makes a Real Difference in Their Real Estate Business?

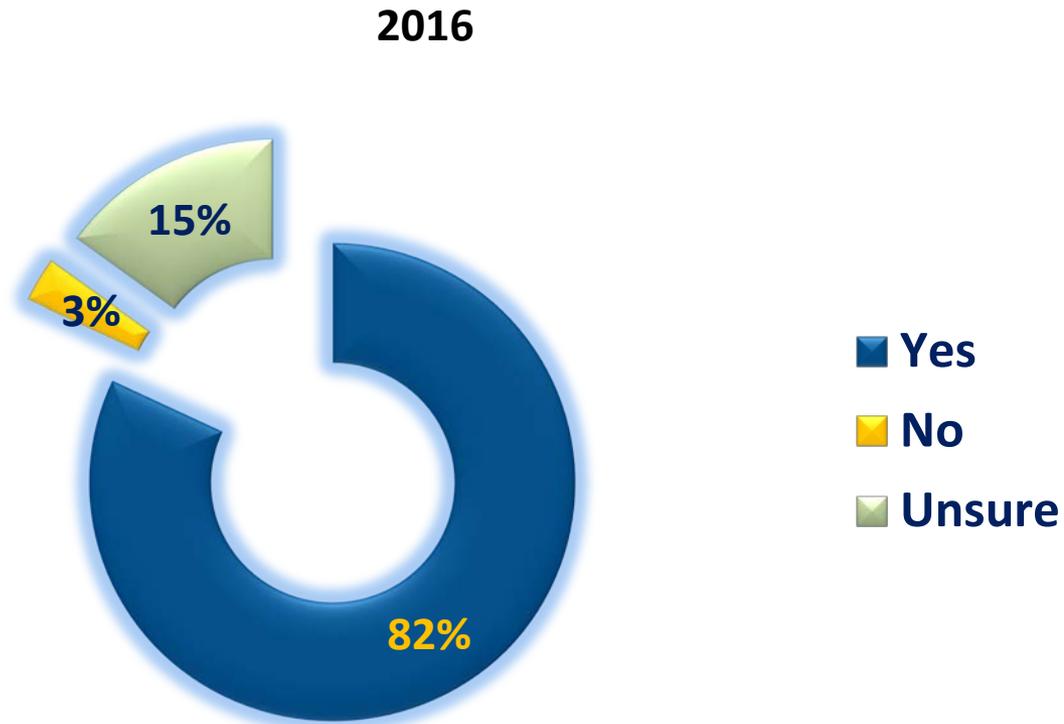


Do Members Believe the Massachusetts Association of REALTORS® Makes a Real Difference in Their Real Estate Business?

- 82% of all members believe that the Massachusetts Association of REALTORS® helps them succeed in their real estate business – up from 73% in 2012.
- Members most likely to believe that the Massachusetts Association of REALTORS® helps them succeed in their real estate business are:
 1. Broker, owners 91%
 2. Managers 87%
 3. Seasoned REALTORS® (>3 years real estate experience) 85%

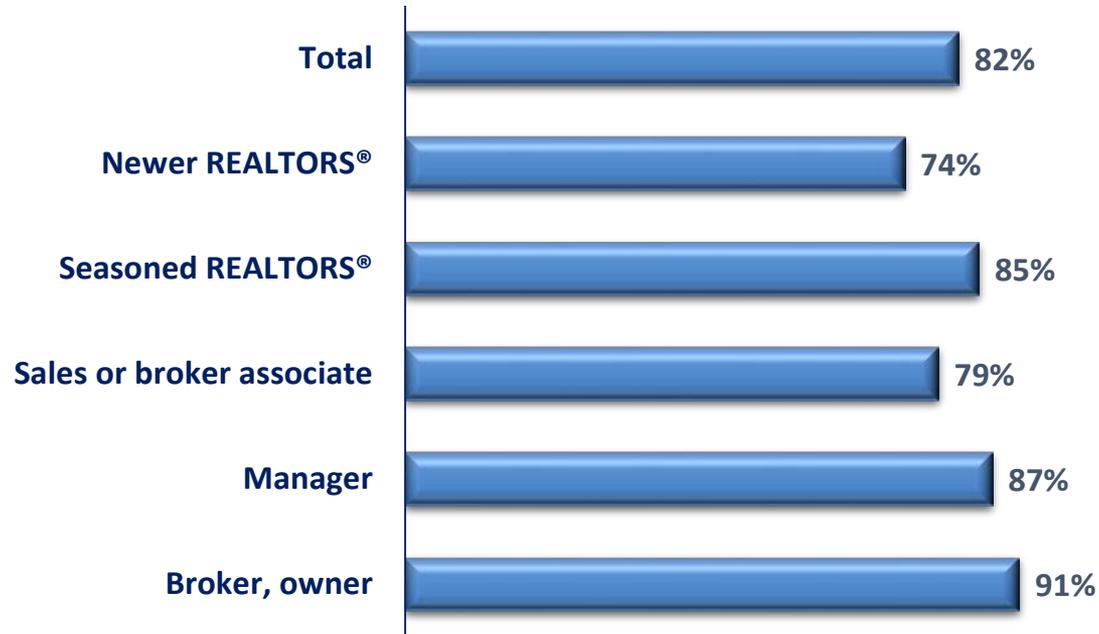


Do you feel that the Massachusetts Association of REALTORS® helps you succeed in your real estate business?



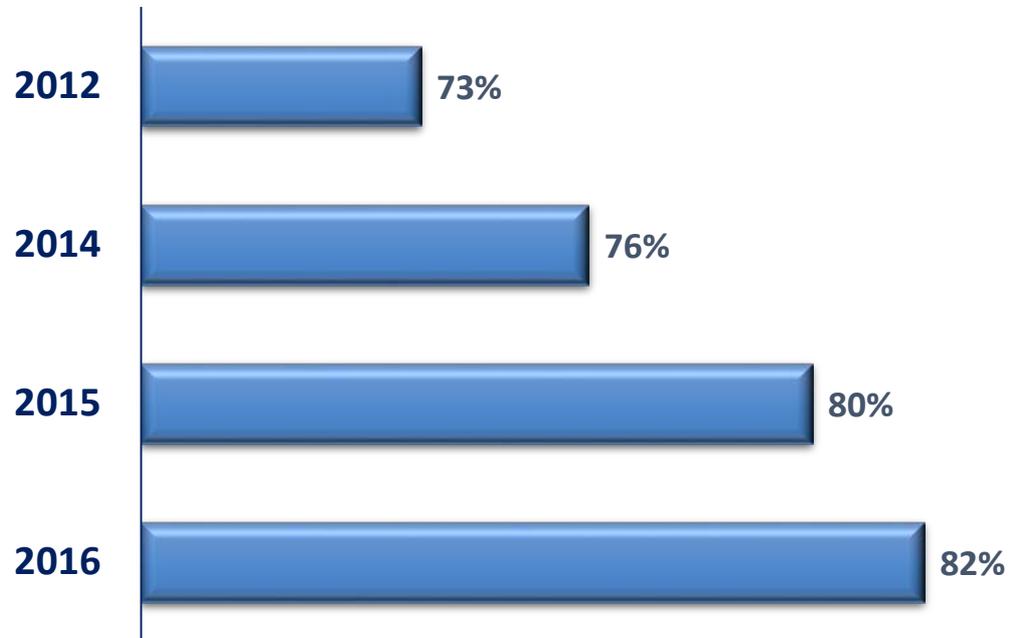
Do you feel that the Massachusetts Association of REALTORS® helps you succeed in your real estate business?

2016: Yes Only



Do you feel that the Massachusetts Association of REALTORS® helps you succeed in your real estate business?

Yes Responses Only



Opportunities and Challenges in the Next One Year



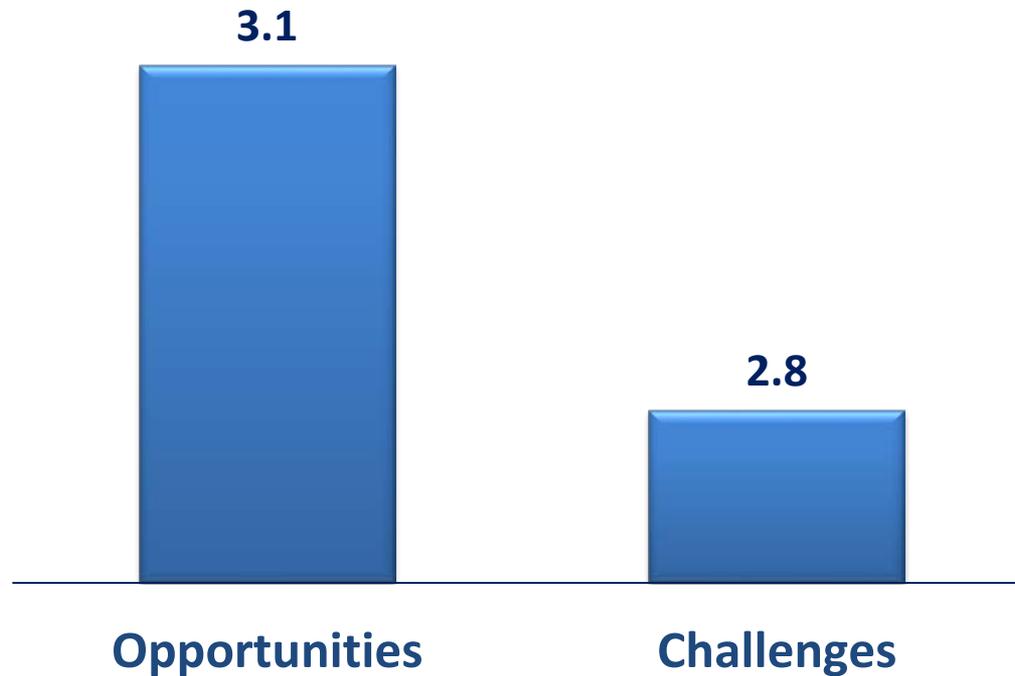
Opportunities and Challenges

- REALTORS® are increasingly more optimistic about the residential real estate market.
- In 2016 REALTORS® perceive there are more opportunities than in 2015.
- REALTORS® believe they are returning to a time of regular markets and normalcy.
- REALTORS® are concerned about mortgage availability and the ability for their clients to qualify for a mortgage.
- A lack of inventory is a concern.
- REALTORS® are concerned about how to attract younger and first-time homebuyers.
- REALTORS® believe it's a time to return to the basics.



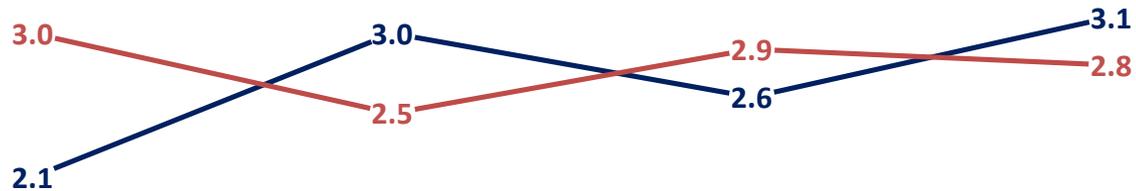
Opportunities and Challenges (Percent of all mentions)

Average Number Mentioned in 2016



Opportunities and Challenges (Percent of all mentions)

HISTORICAL TREND



2012

2014

2015

2016

- -Opportunities - -Challenges



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Opportunities in the Next One Year

Multiple, unaided responses. Percentages will not total 100%.

Opportunities	Total	Newer REALTORS®	Seasoned REALTORS®
Cash buyers	42%	39%	43%
Buyers are not concerned about prices declining	40%	48%	37%
Back to the basics (buyers with solid down payments and real income)	37%	32%	39%
More opportunities to cultivate, nurture past clients	30%	15%	36%
Increase marketing to former clients	28%	13%	34%
More aggressively asking for referrals	25%	17%	28%
Better use of client, prospect data base	24%	32%	21%
First-time buyers	22%	37%	16%
Attracting younger agents	21%	6%	27%
Commissions should increase	19%	1%	26%
Investors	13%	21%	10%
Better job of staying in touch with past clients and prospects	12%	2%	16%
Average number of different responses per member	3.1	2.6	3.3



Opportunities in the Next One Year

Multiple, unaided responses. Percentages will not total 100%.

Opportunities	Total	Sales or Broker Associate	Manager	Broker, Owner
Cash buyers	42%	46%	12%	41%
Buyers are not concerned about prices declining	40%	43%	22%	38%
Back to the basics (buyers with solid down payments and real income)	37%	40%	15%	34%
More opportunities to cultivate, nurture past clients	30%	33%	16%	26%
Increase marketing to former clients	28%	31%	9%	25%
More aggressively asking for referrals	25%	29%	2%	19%
Better use of client, prospect data base	24%	23%	17%	29%
First-time buyers	22%	24%	16%	18%
Attracting younger agents	21%	11%	56%	42%
Commissions should increase	19%	21%	11%	14%
Investors	13%	14%	9%	10%
Better job of staying in touch with past clients and prospects	12%	14%	6%	9%
Average number of different responses per member	3.1	3.3	1.9	3.1



Challenges in the Next One Year

Multiple, unaided responses. Percentages will not total 100%.

Challenges	Total	Newer REALTORS®	Seasoned REALTORS®
Lack of inventory, listings	58%	55%	59%
Mortgage financing is very difficult	43%	38%	45%
Lack of buying urgency	36%	46%	32%
Attracting younger agents	26%	18%	29%
Comp's are volatile	24%	27%	23%
Difficult to motivate first-time, younger buyers	24%	32%	21%
Retaining newer agents	23%	15%	26%
Lenders tracking credit changes, purchase to last minute	14%	17%	13%
How to use, take advantage of social media	11%	8%	12%
Especially difficult to qualify investors for financing	8%	5%	9%
Getting sellers to price realistically	7%	15%	4%
Get listings, virtual tours, etc. on social media	6%	9%	5%
Average number of different responses per member	2.8	2.9	2.8



Challenges in the Next One Year

Multiple, unaided responses. Percentages will not total 100%.

Challenges	Total	Sales or Broker Associate	Manager	Broker, Owner
Lack of inventory, listings	58%	60%	41%	57%
Mortgage financing is very difficult	43%	44%	39%	42%
Lack of buying urgency	36%	38%	26%	34%
Attracting younger agents	26%	19%	43%	44%
Comp's are volatile	24%	25%	12%	25%
Difficult to motivate first-time, younger buyers	24%	26%	16%	19%
Retaining newer agents	23%	22%	17%	29%
Lenders tracking credit changes, purchase to last minute	14%	13%	16%	18%
How to use, take advantage of social media	11%	12%	9%	7%
Especially difficult to qualify investors for financing	8%	6%	11%	14%
Getting sellers to price realistically	7%	6%	5%	10%
Get listings, virtual tours, etc. on social media	6%	5%	8%	9%
Average number of different responses per member	2.8	2.8	2.4	3.1



Communications

When it Comes to Communications...

Members Like, Read, and
Use What They Get!



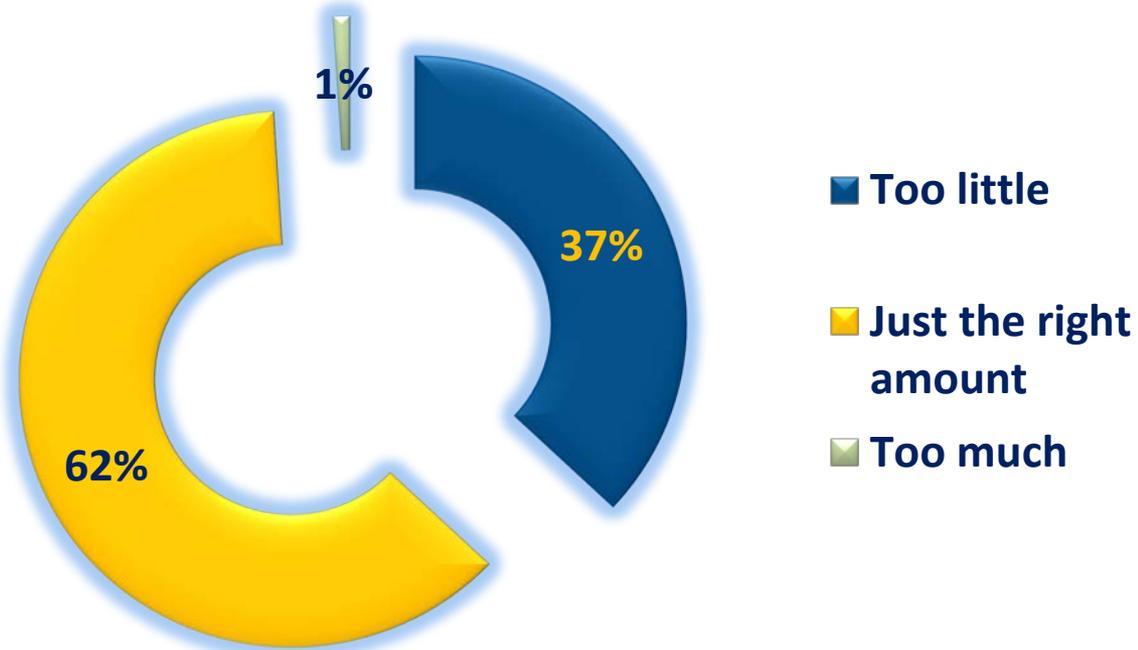
Communications

- The Massachusetts Association of REALTORS® and the Local Board of REALTORS® are viewed as providing the:
 - Best information and communications.
 - Most information and communications.
 - The most useful information.
 - The information and communications REALTORS® are most satisfied with.
 - The information and communications REALTORS® are most likely to read or use.
- The National Association of REALTORS® is rated much lower than the Massachusetts Association of REALTORS® and the Local Board of REALTORS®.
- There is still room to improve. 37% of members say they want more information and communications from M.A.R.



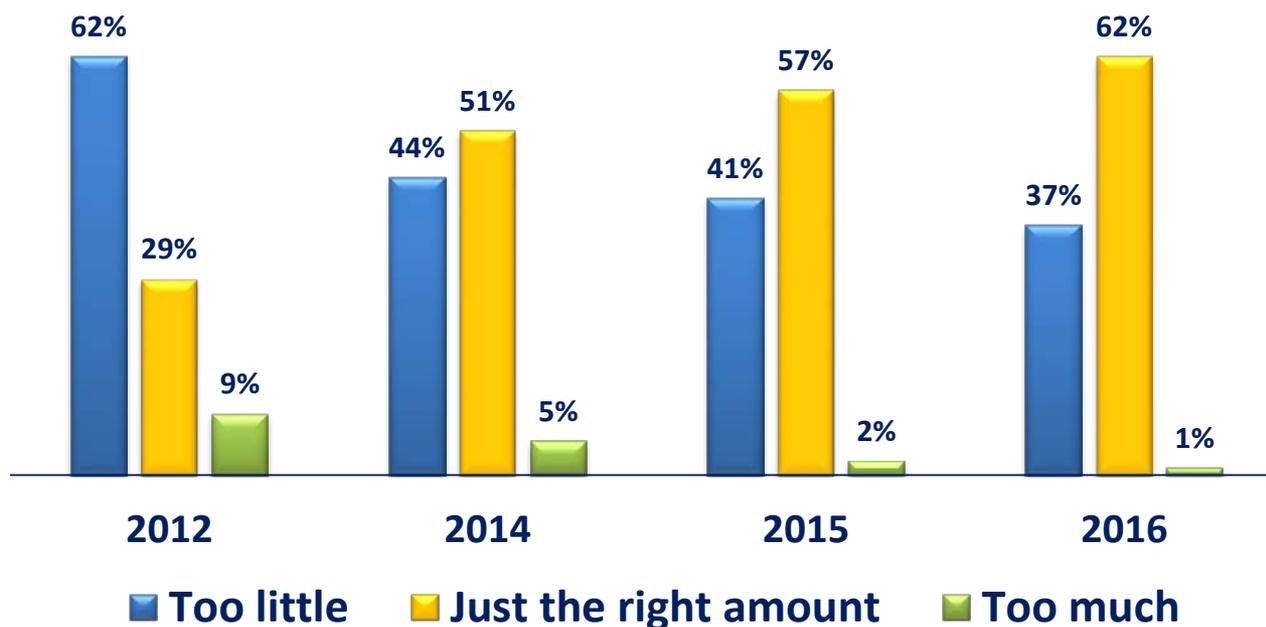
Do You Get Enough Communications from the Massachusetts Association of REALTORS®?

2016

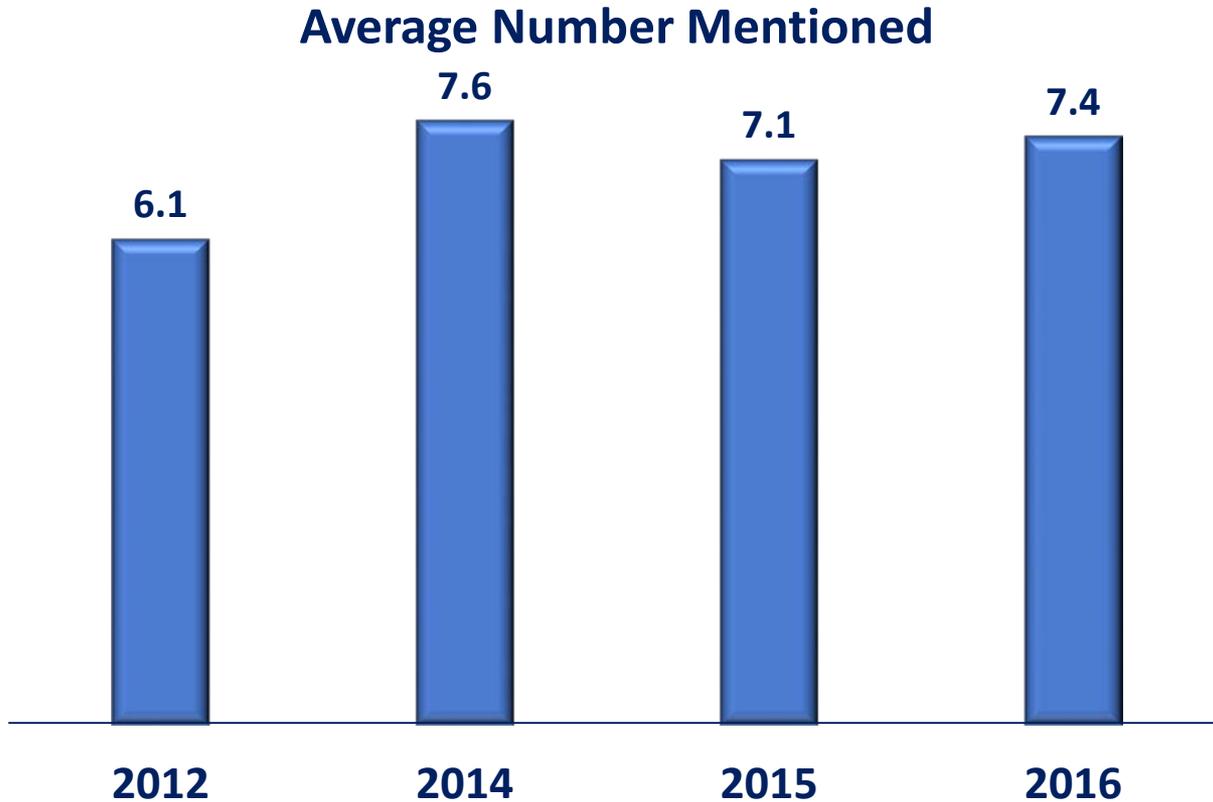


Do You Get Enough Communications from the Massachusetts Association of REALTORS®?

Historical Trend



What are the most valuable types of information and communications you get from the Massachusetts Association of REALTORS®?



What are the most valuable types of information and communications you get from the Massachusetts Association of REALTORS®?

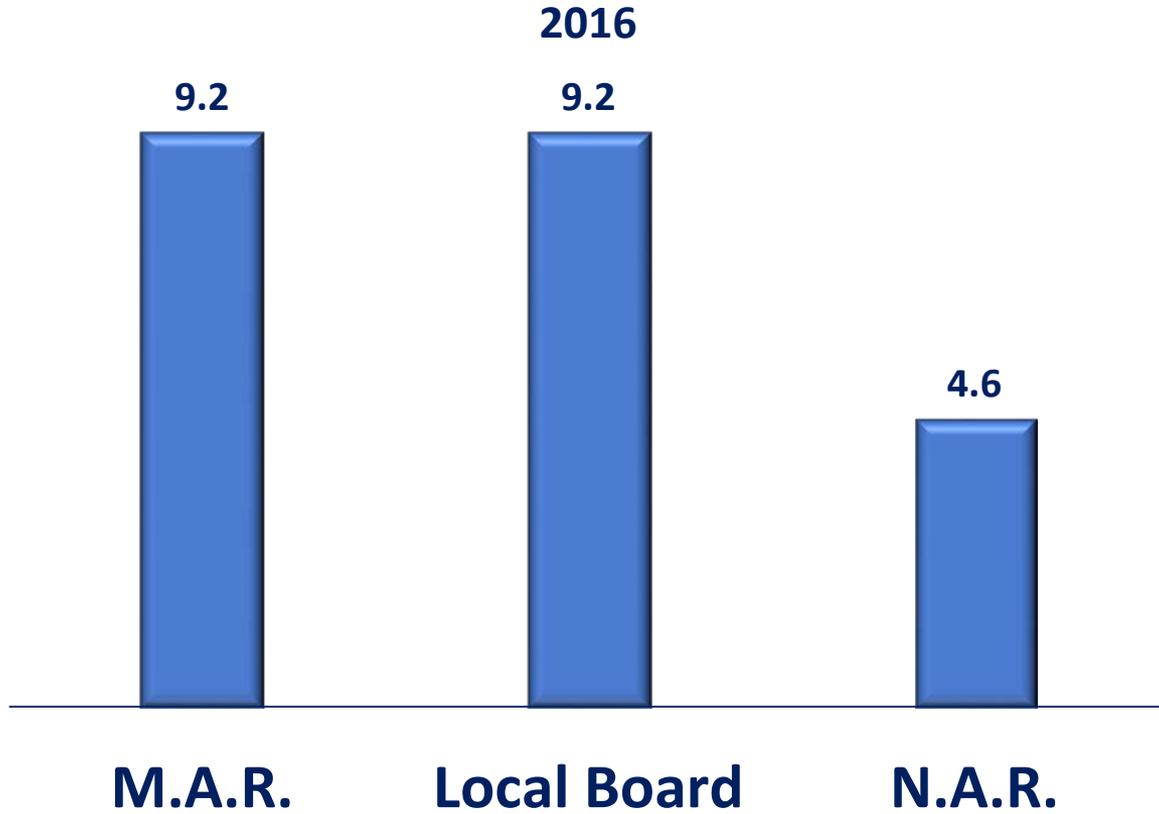
Multiple, unaided responses.
Percentages will not total 100%.

Real estate trends	63%	Market data and statistics	33%
Economic information and trends	57%	Member benefits	28%
Government affairs and lobbying	54%	Industry events	22%
Bay State REALTOR® and other publications	50%	Conferences, tradeshow, and events	22%
Strategies for handling today's market	46%	Member success stories	17%
Potential, pending legislation	43%	Member profiles	16%
Legislative and regulatory changes, issues	43%	Networking functions, opportunities	11%
Industry changes, trends	42%	Member savings	10%
Legal issues	42%	RPAC	9%
Success stories	41%	Educational opportunities	9%
New member mentoring program	40%	Homebuyer assistance programs	4%
Benefits, advantages of being a REALTOR®	35%	Technology products and trends	3%



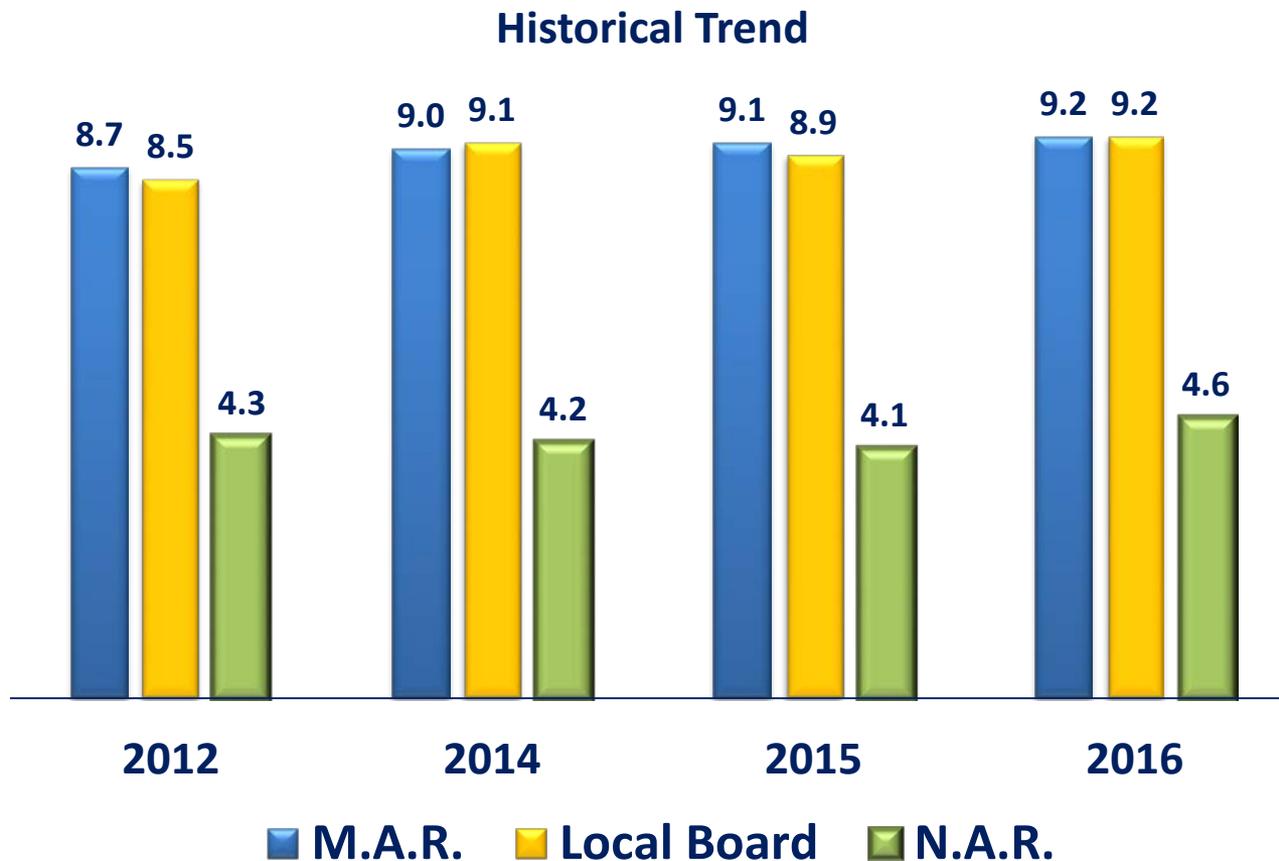
Satisfaction with Information and Communications by Source

10-point scale where “10” is extremely satisfied and “1” is not at all satisfied. Mean score.



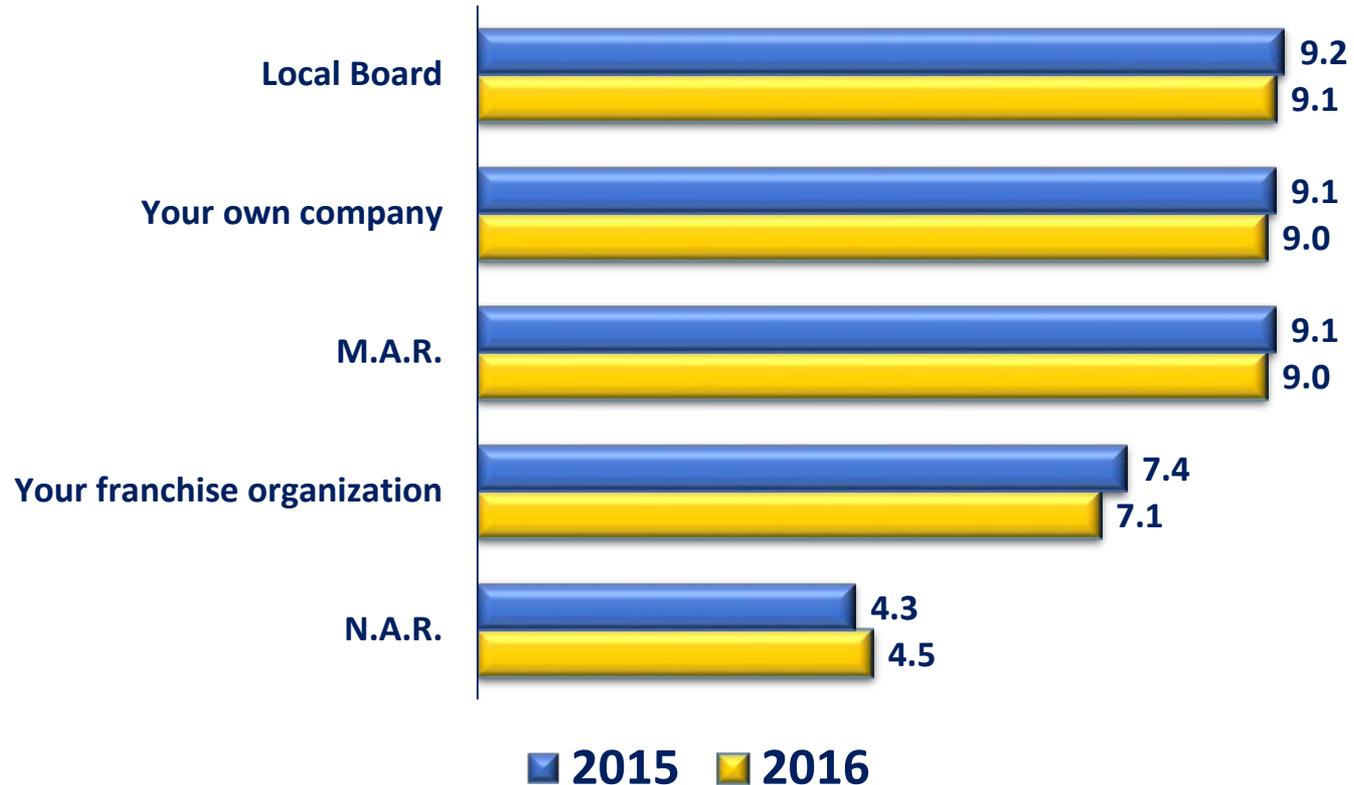
Satisfaction with Information and Communications by Source

10-point scale where “10” is extremely satisfied and “1” is not at all satisfied. Mean score.



Likelihood to Read or Use Communications by Source

10-point scale where “10” means you are extremely likely to read or use it. “1” means you are not at all likely to read or use the communications.



Market Enhancement Group, Inc.

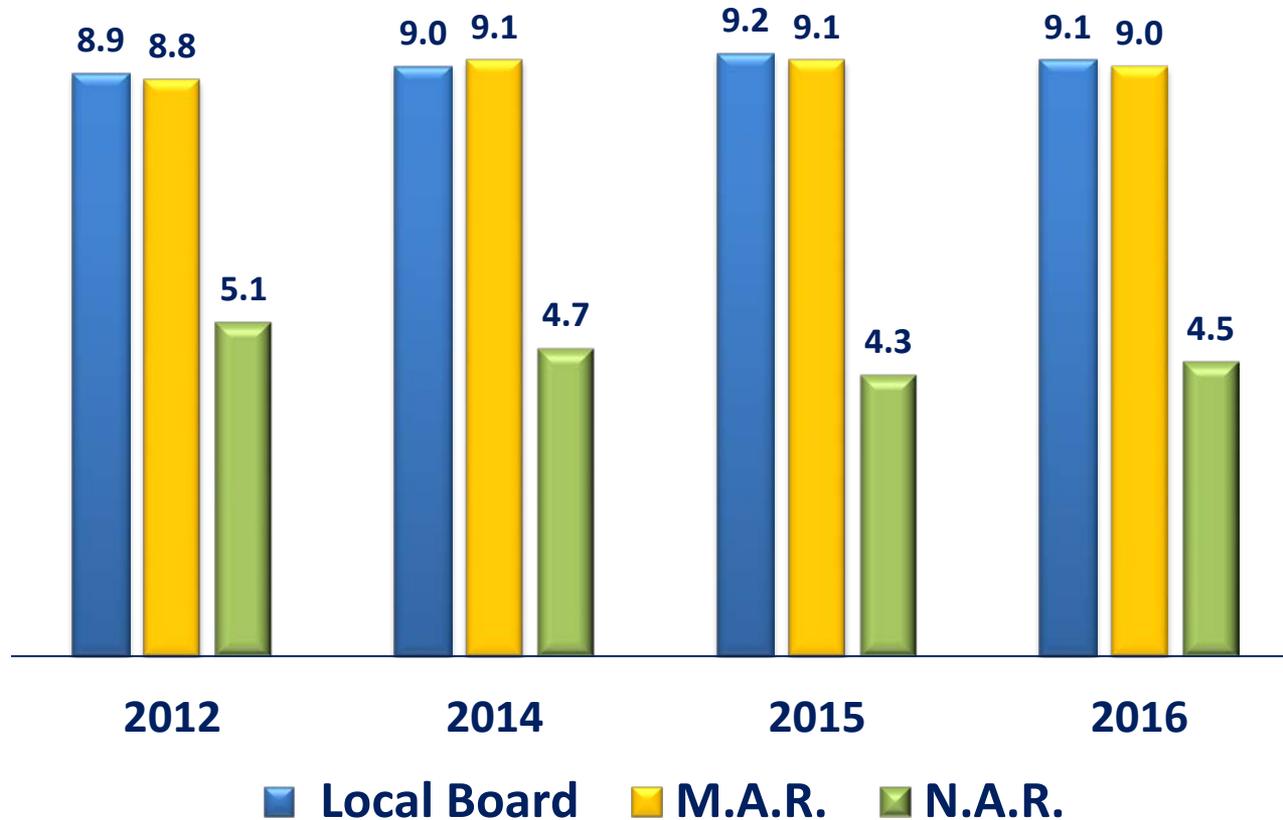
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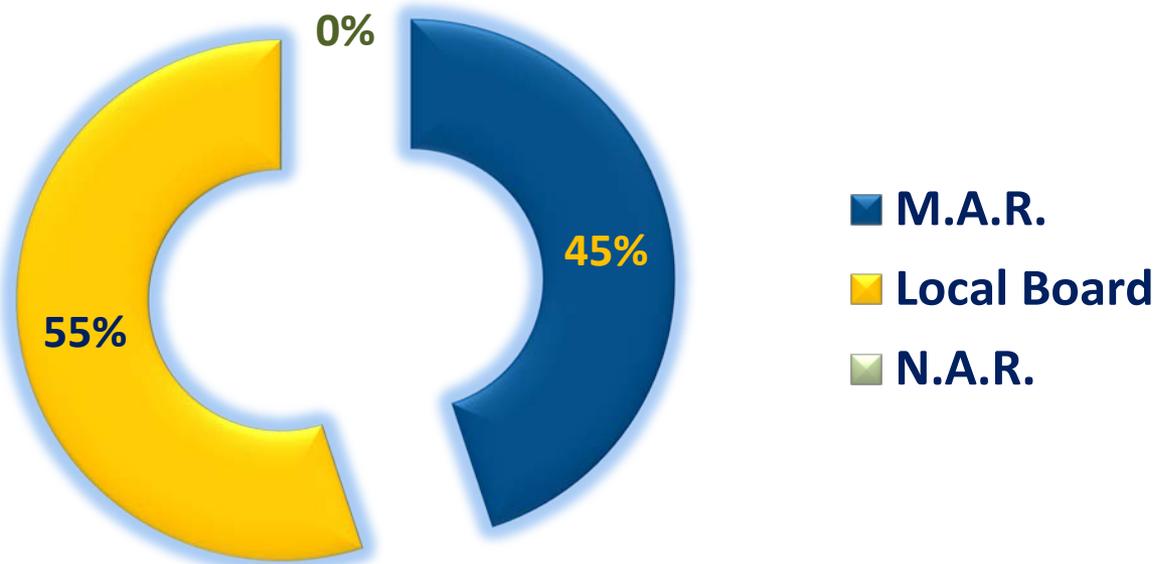
Likelihood to Read or Use Communications by Source

10-point scale where “10” means you are extremely likely to read or use it. “1” means you are not at all likely to read or use the communications.



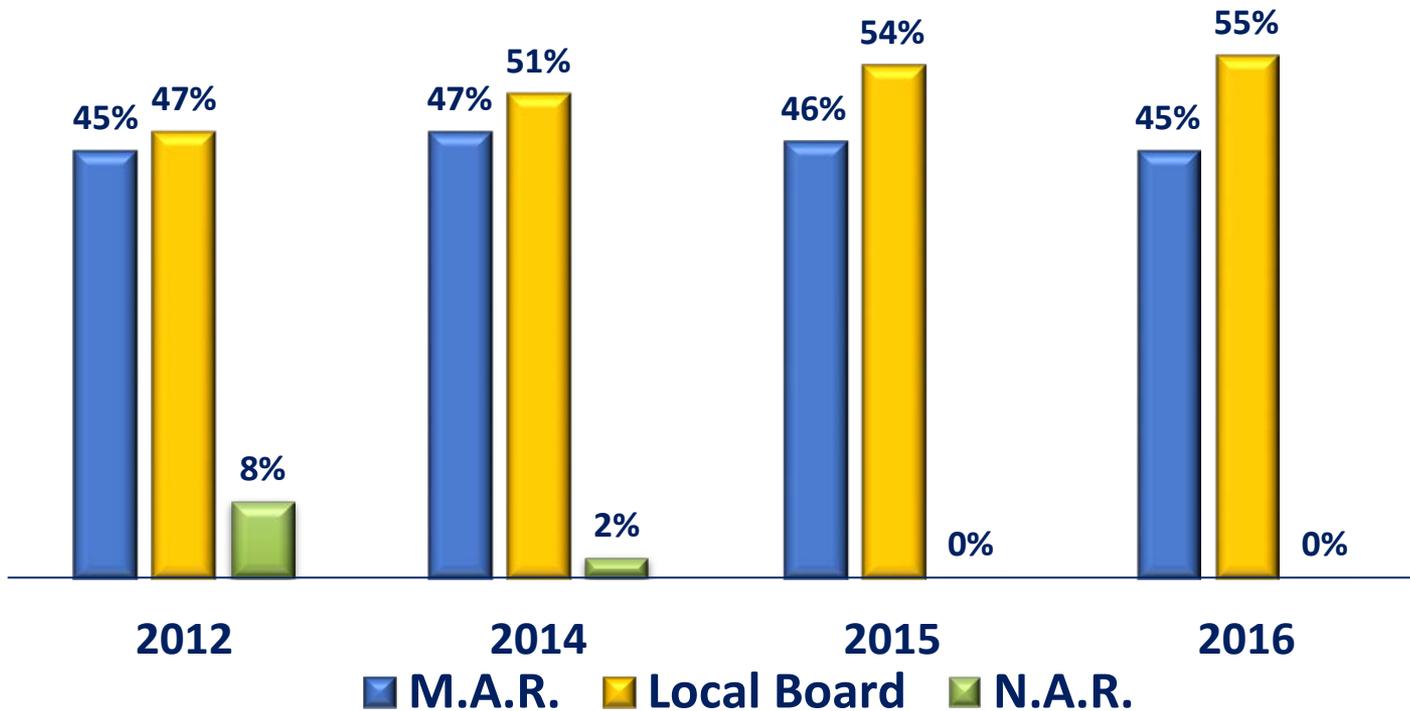
Where Members Get the Most Communications by Source

2016



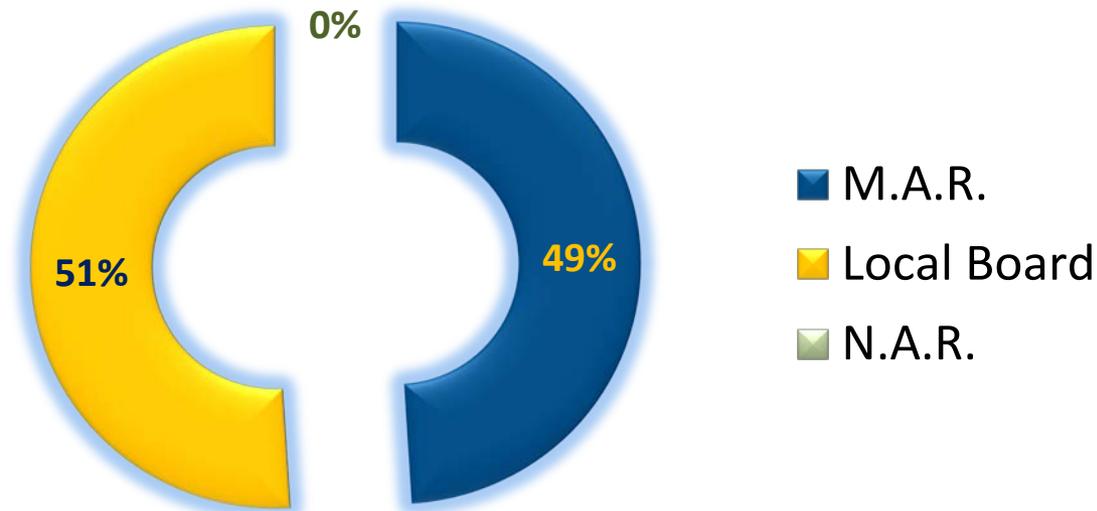
Where Members Get the Most Communications by Source

Historical Trend



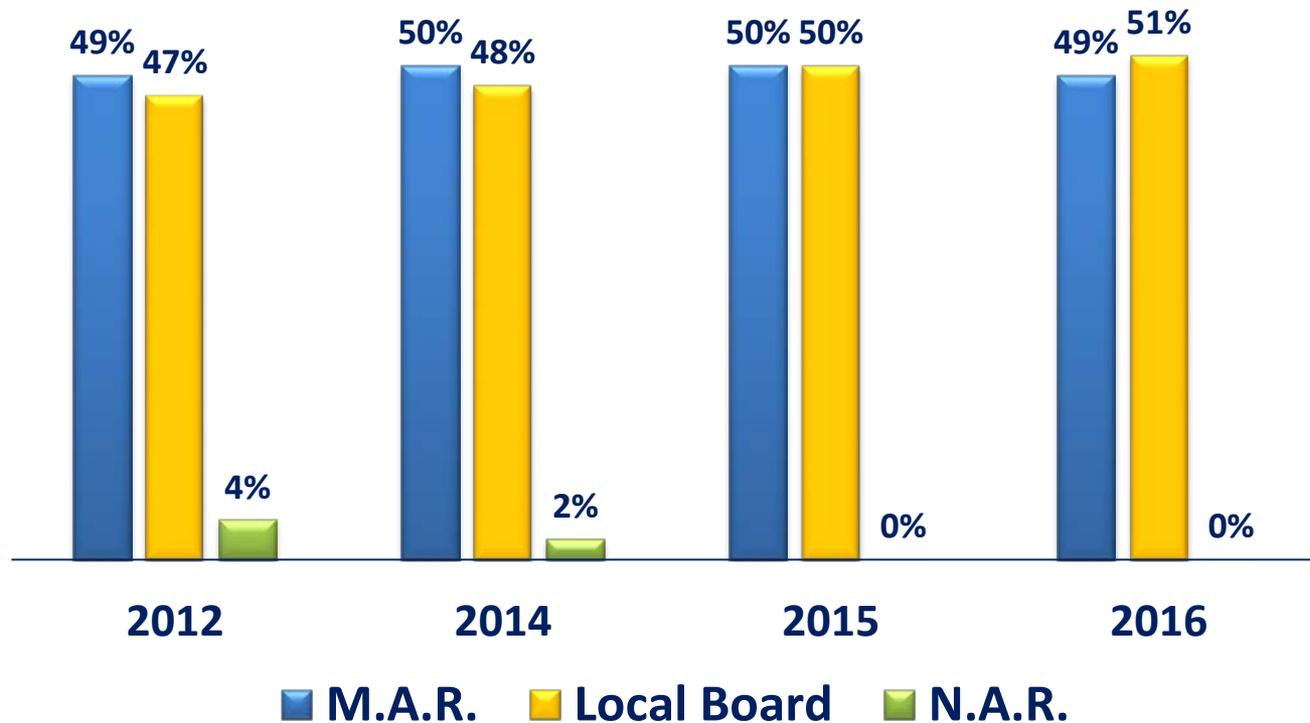
Where Members Get the Most Useful Communications by Source

2016



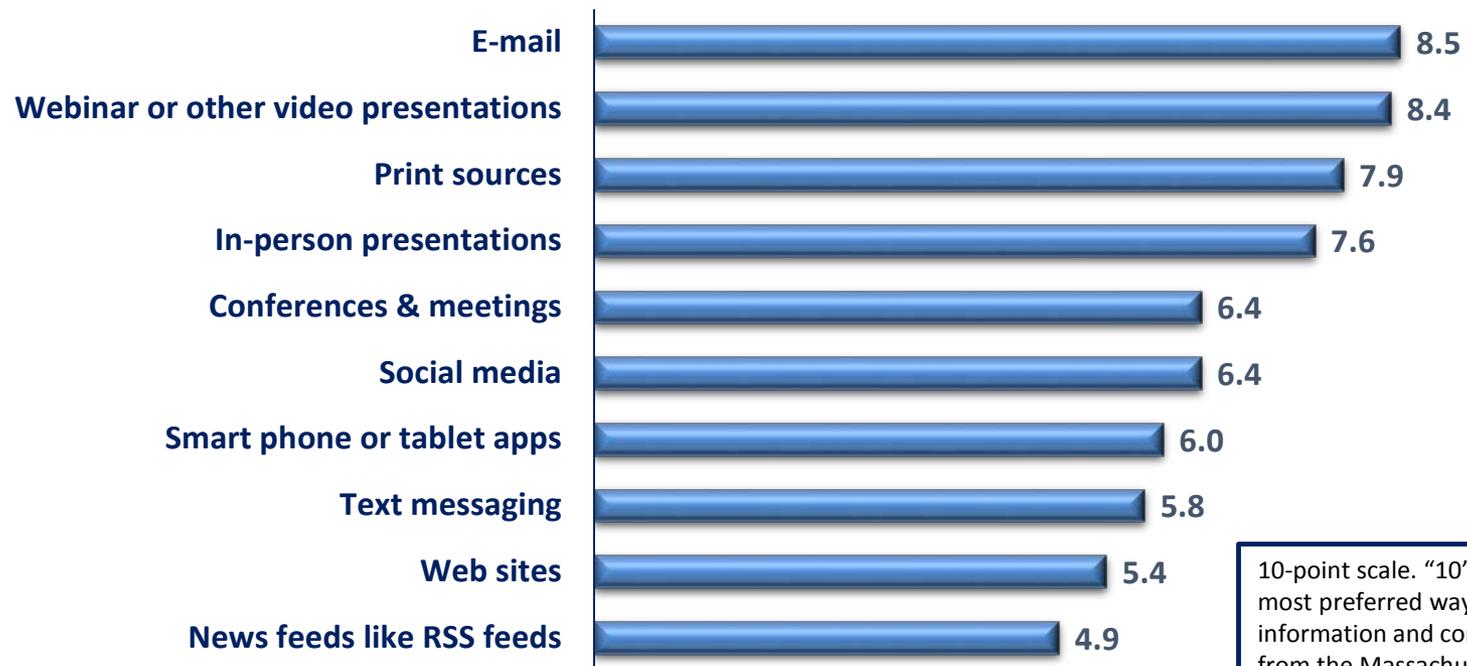
Where Members Get the Most Useful Communications by Source

Historical Trend



Preferred Way to Receive Information and Communications

2016



10-point scale. "10" means it is your most preferred way of getting information and communications from the Massachusetts Association of REALTORS® "1" means it is your least preferred way of getting information from MAR.



Preferred Way to Receive Information and Communications

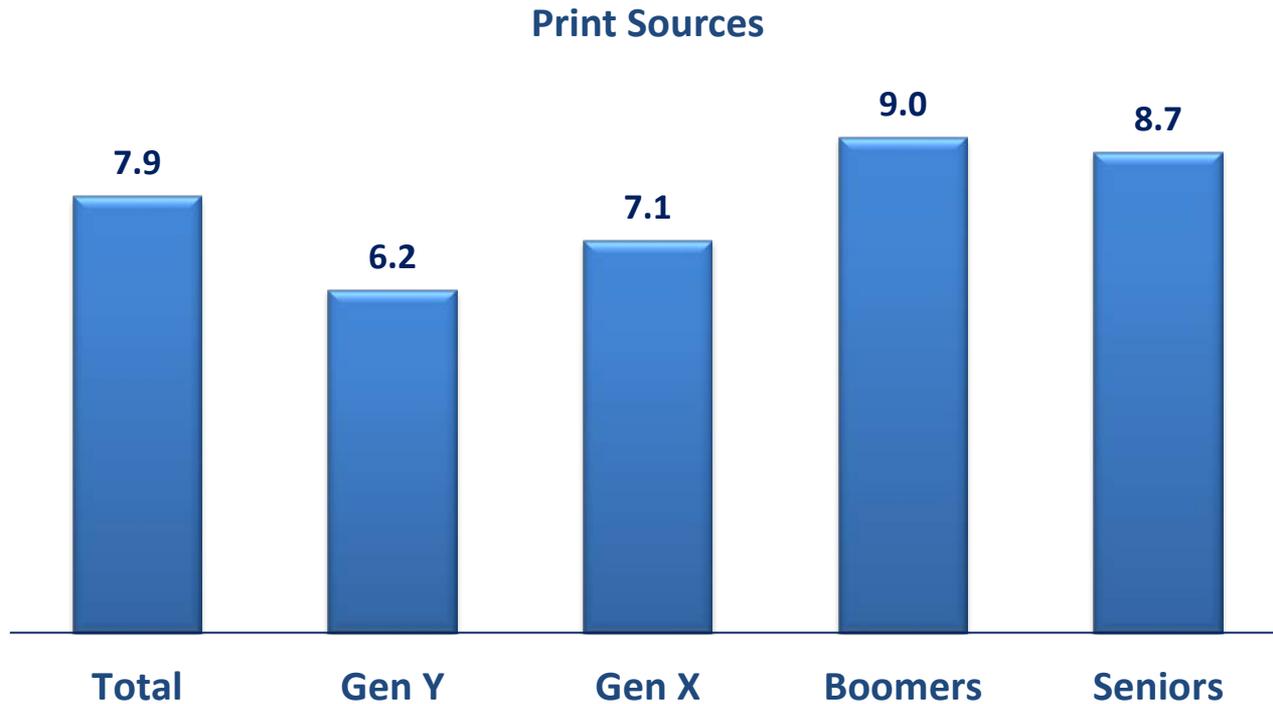
Mean score on 10-point scale.	2012	2014	2015	2016
E-mail	8.1	8.5	8.4	8.5
Webinar or other video presentations	7.8	8.3	8.3	8.4
Print sources like magazines, newsletters, and direct mail	7.9	7.3	7.6	7.9
In person presentations	7.4	7.5	7.9	7.6
Social media such as Facebook, Pinterest, etc.	5.8	6.6	6.5	6.4
Conferences and meetings	7.1	7.0	6.3	6.4
Smart phone or tablet apps	7.6	8.0	6.2	6.0
Text messaging	6.5	6.8	6.0	5.8
Web sites	6.3	5.9	5.6	5.4
News feeds like RSS feeds	6.0	5.8	5.2	4.9



Preferred Way to Receive Information and Communications



Preferred Way to Receive Information and Communications



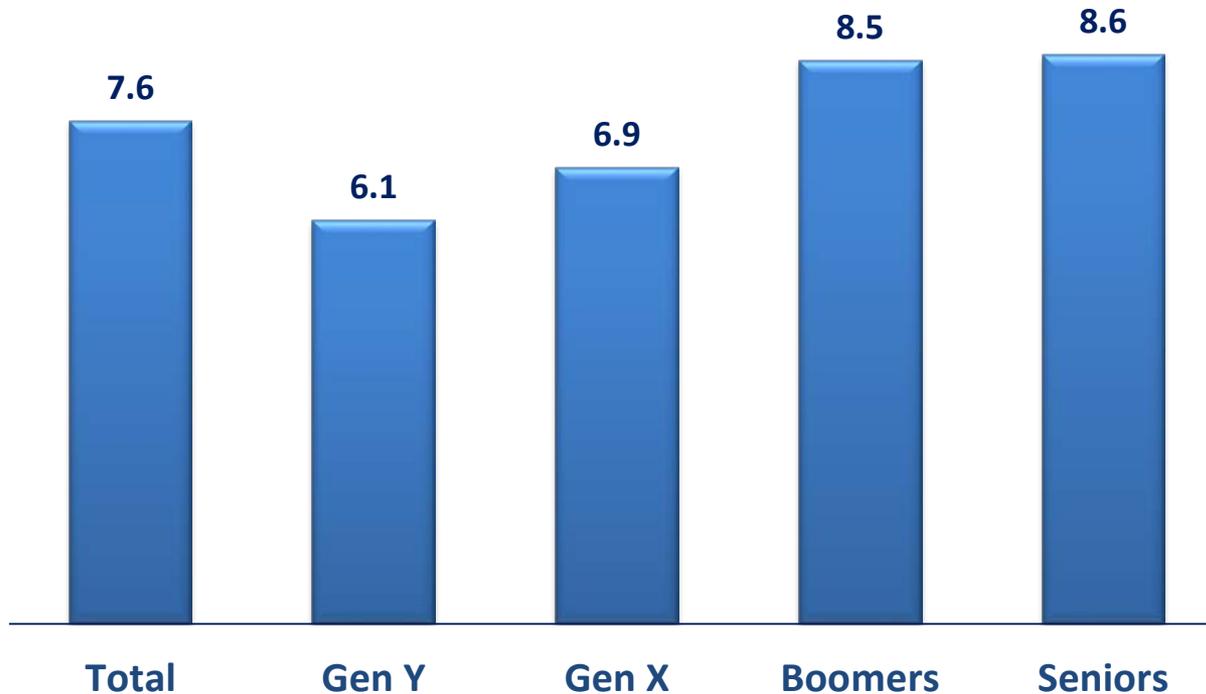
Preferred Way to Receive Information and Communications

In-Person Presentations



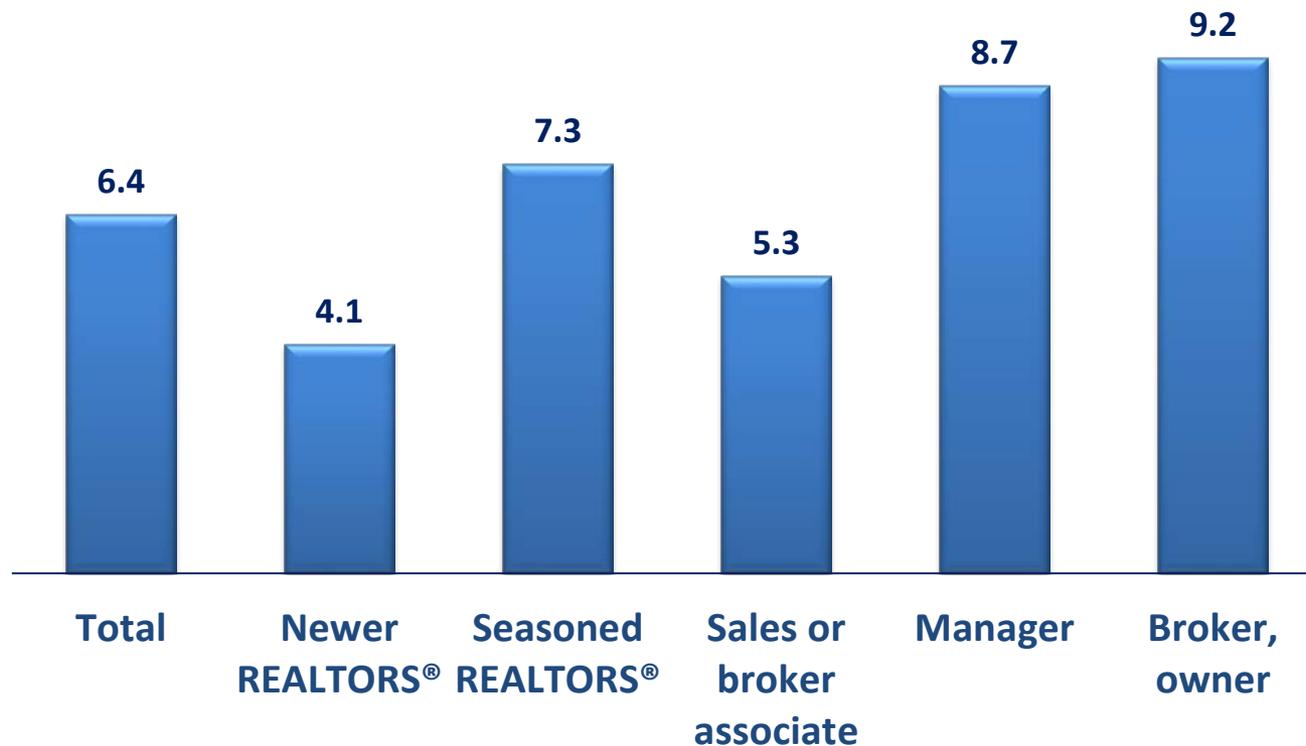
Preferred Way to Receive Information and Communications

In-Person Presentations



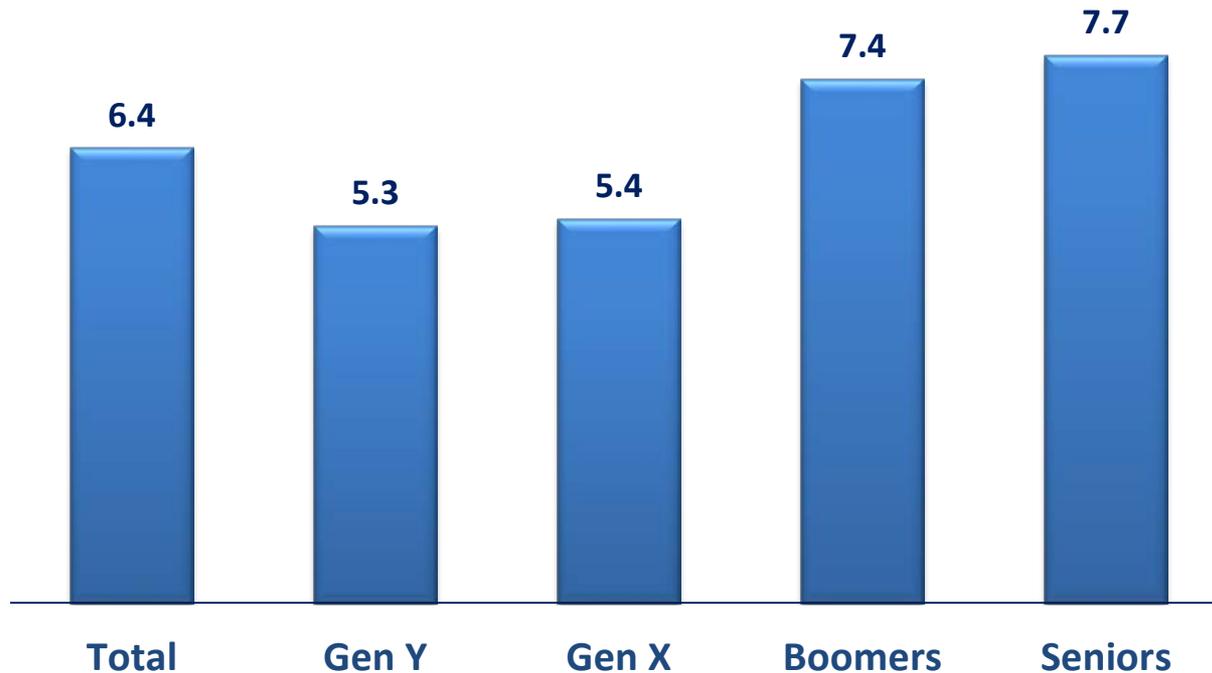
Preferred Way to Receive Information and Communications

Conferences & Meetings



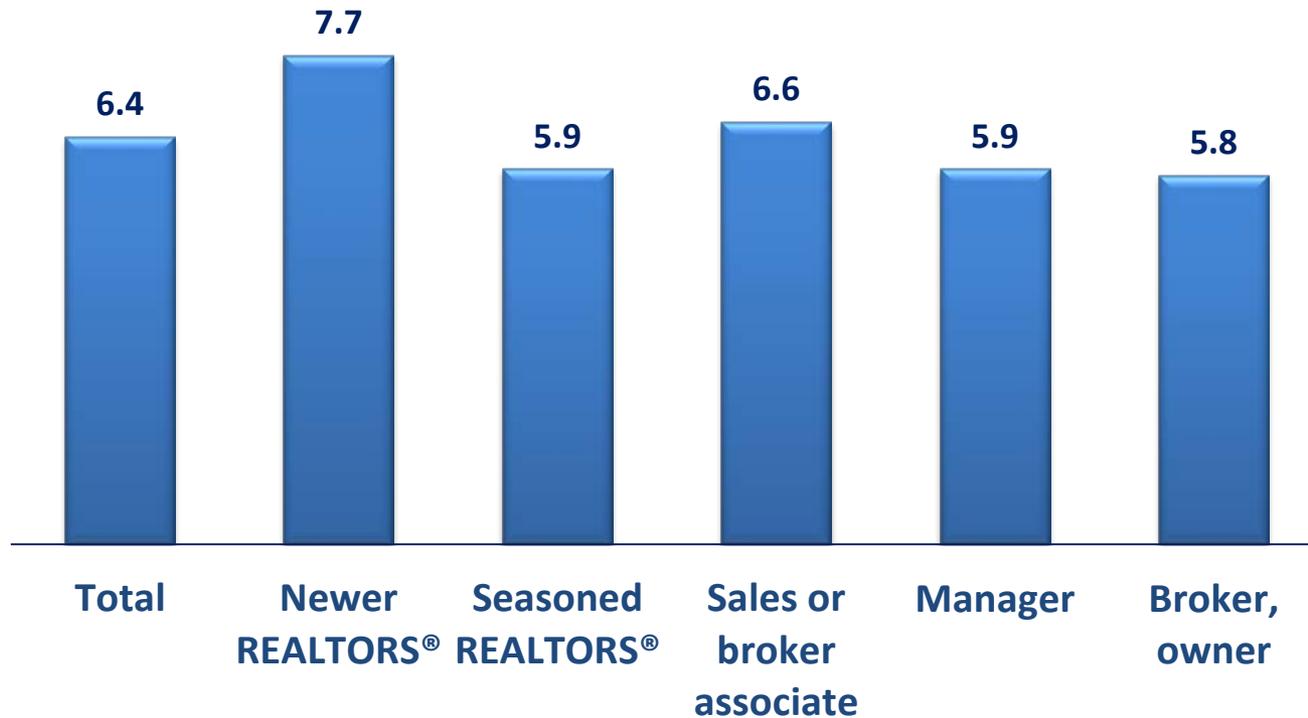
Preferred Way to Receive Information and Communications

Conferences & Meetings

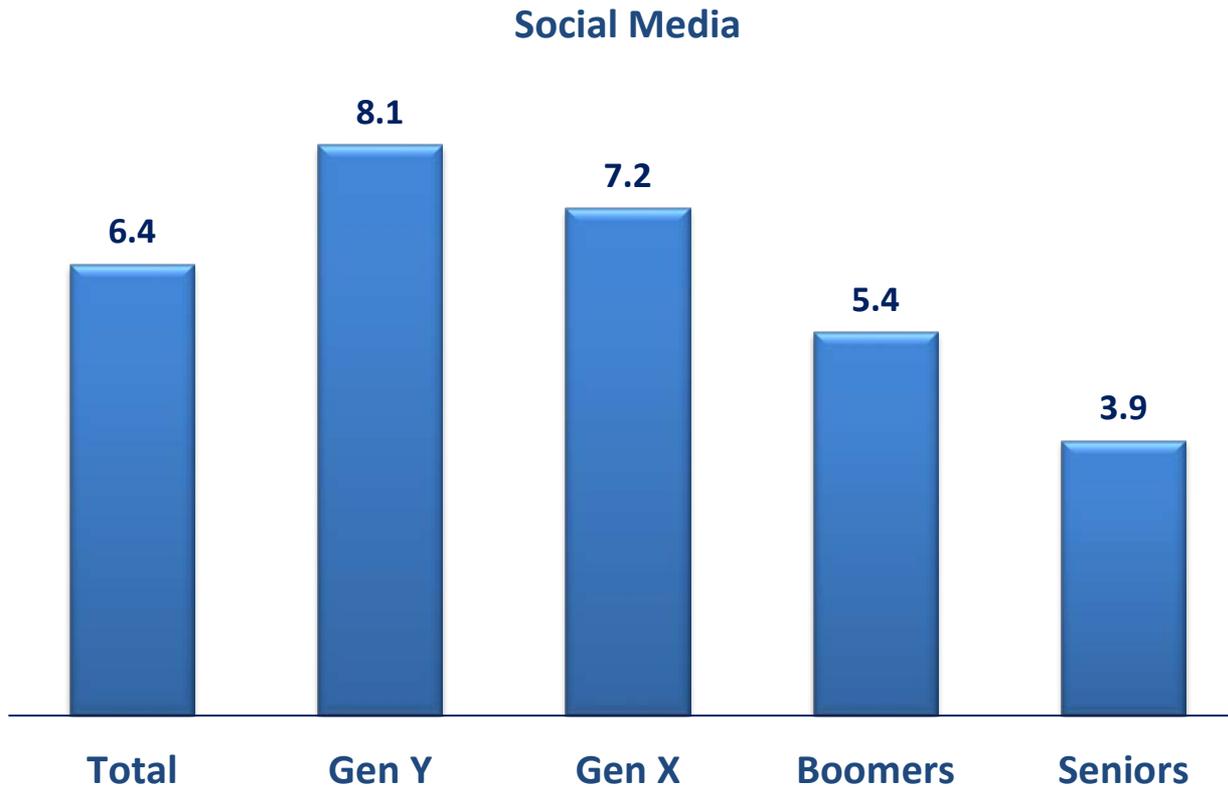


Preferred Way to Receive Information and Communications

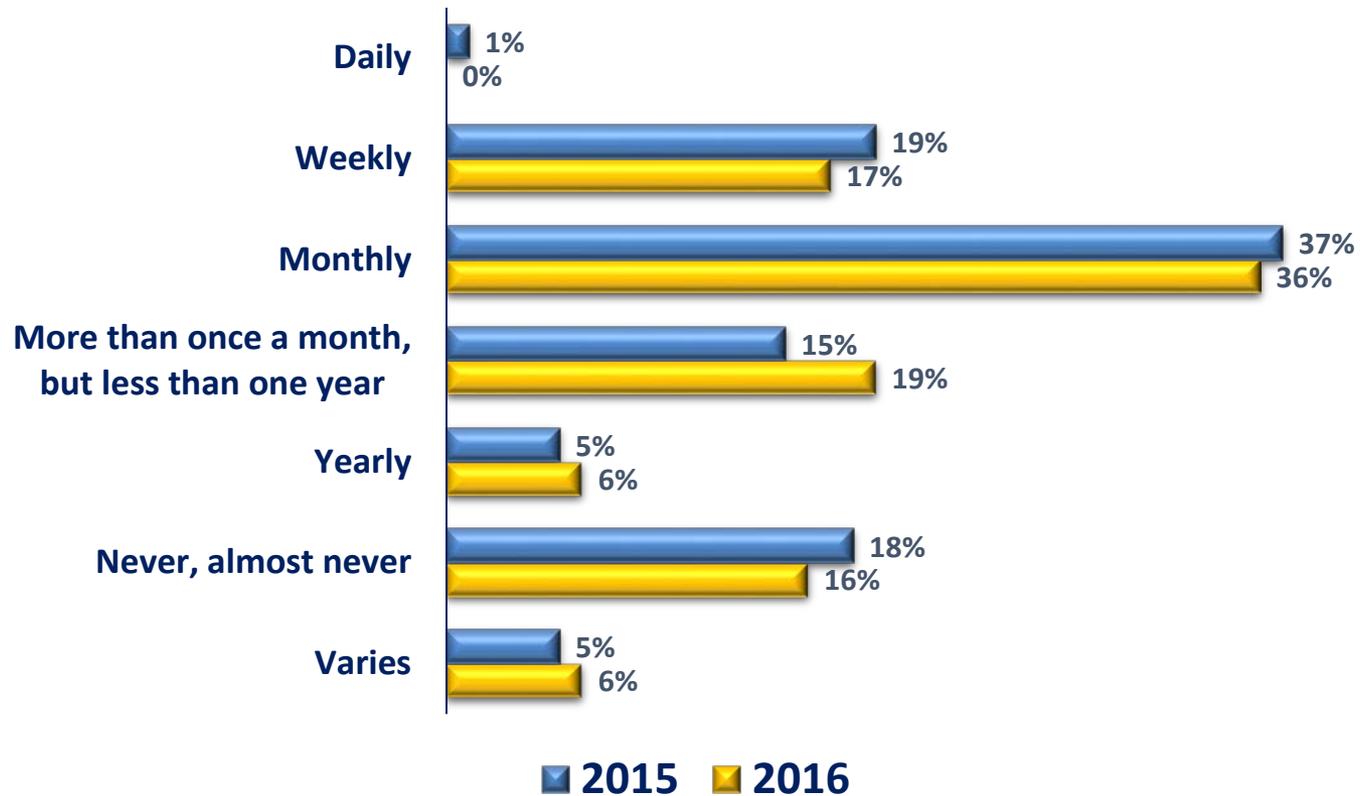
Social Media



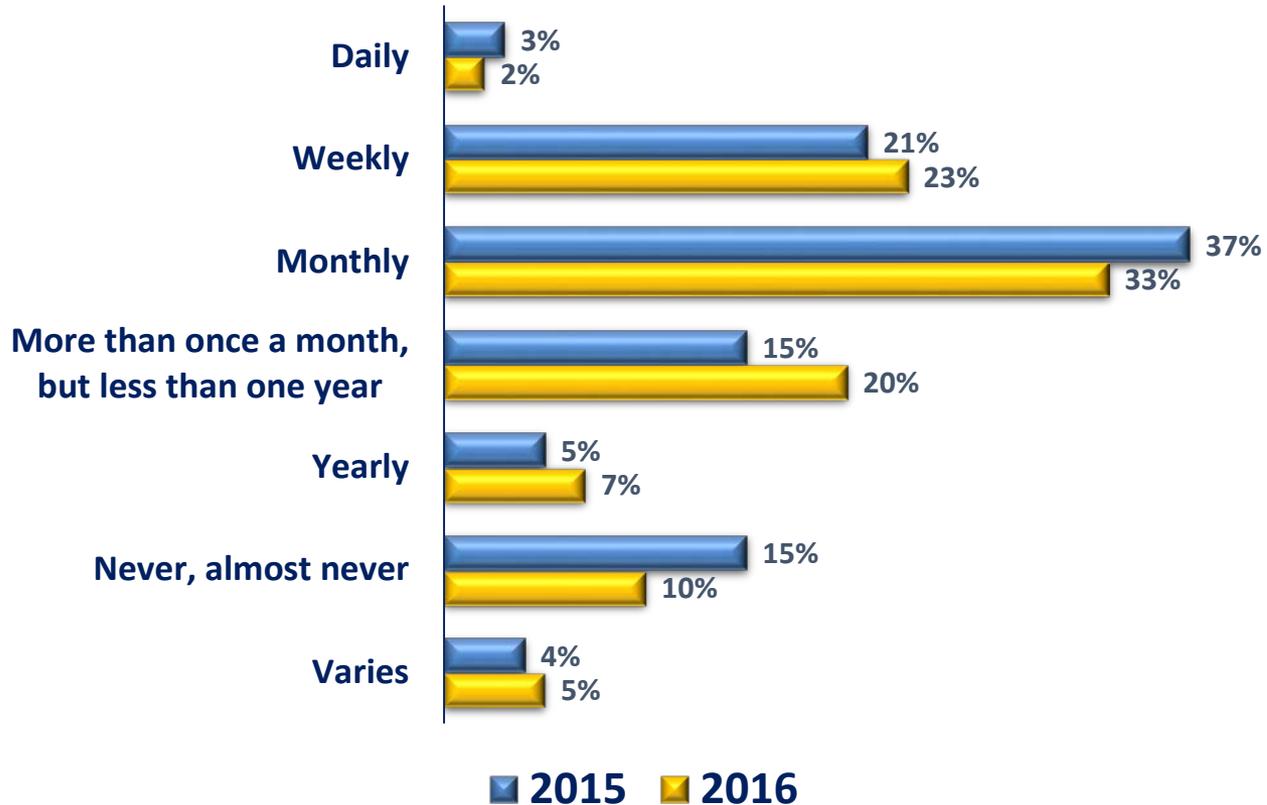
Preferred Way to Receive Information and Communications



Frequency of Visiting the Web Site for the Massachusetts Association of REALTORS®



Frequency of Visiting the Web Site for the Your Local Board of REALTORS®



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Rock Solid Research. Rock Solid Results.

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What You Find Most Useful About the Web Site for the Massachusetts Association of REALTORS®

Advice, tips for improving my business	34%
News articles	31%
Legislative and regulatory changes and issues	30%
Professional development	25%
Legal resources, changes, and issues	25%
Networking events	21%
Benefits and discounts	21%
Buyer and seller resources	20%
Government affairs	18%
Educational opportunities	14%
Webinar schedules and most recent shown	14%
Upcoming events	10%
Why use a REALTOR®	9%
Average number of different responses per member	3.4

Multiple, unaided responses. Percentages will not total 100%.

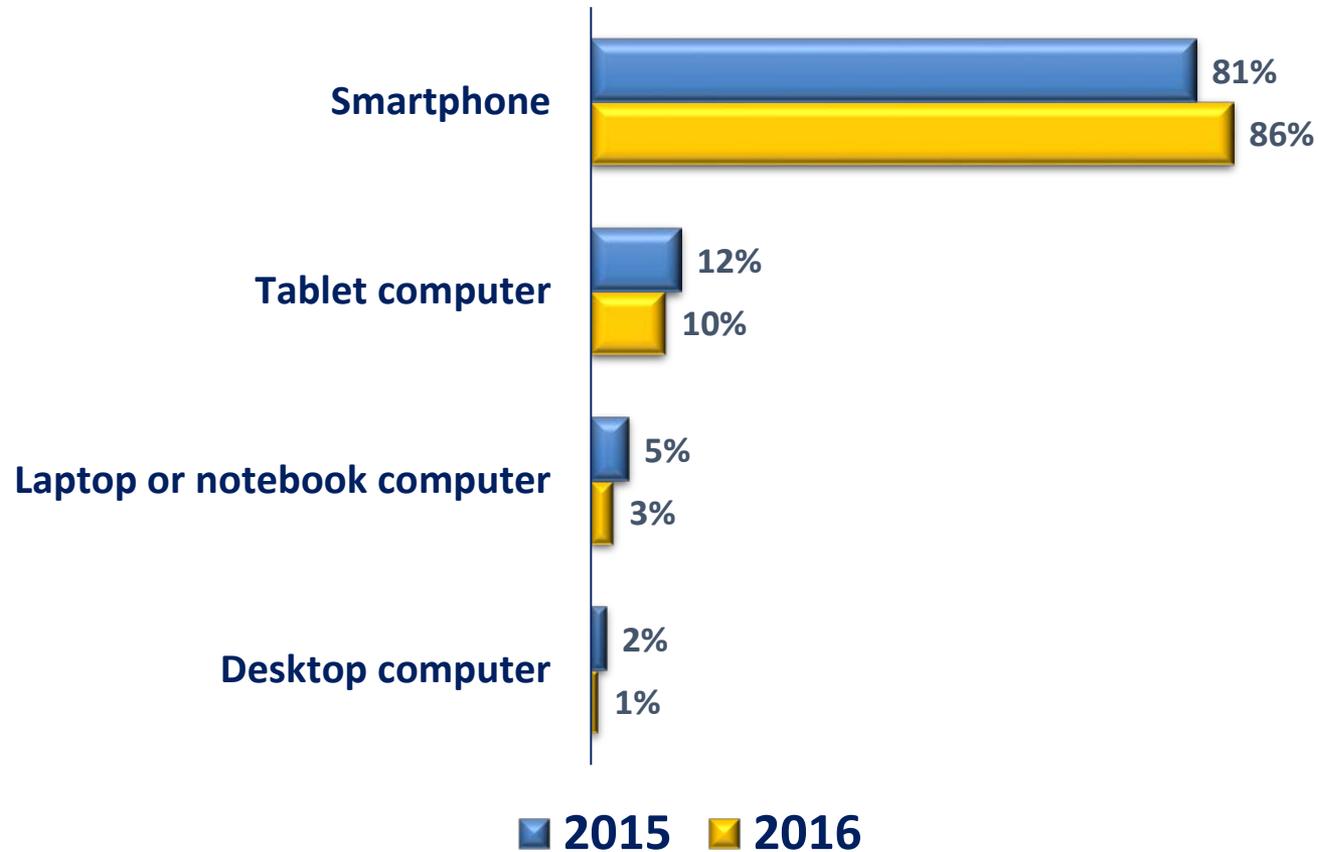


What You Find Most Useful About the Web Site for the Your Local Board of REALTORS®

Local housing data and market statistics	65%
Advice, tips for improving my business	33%
Local news articles	33%
Legislative and regulatory changes and issues	32%
Information on member changes	29%
Legal resources, changes, and issues	24%
Local Board and Networking events	23%
Benefits and discounts	19%
Buyer and seller resources	18%
Government affairs	17%
Educational opportunities	16%
Upcoming events	11%
Average number of different responses per member	3.2

Multiple, unaided responses. Percentages will not total 100%.

Type of Platform You Use Most Often to Access the Web Site for the Massachusetts Association of REALTORS®



Rating of Member Satisfaction



Q: Now, I would like you to rate the Massachusetts Association of REALTORS® on a series of attributes on a scale of 1 to 10. Rate each a “10” if you consider it excellent. Rate it a “5” if you consider it average. Rate it a “1” if you consider it very poor.



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Rating of Member Satisfaction by Category

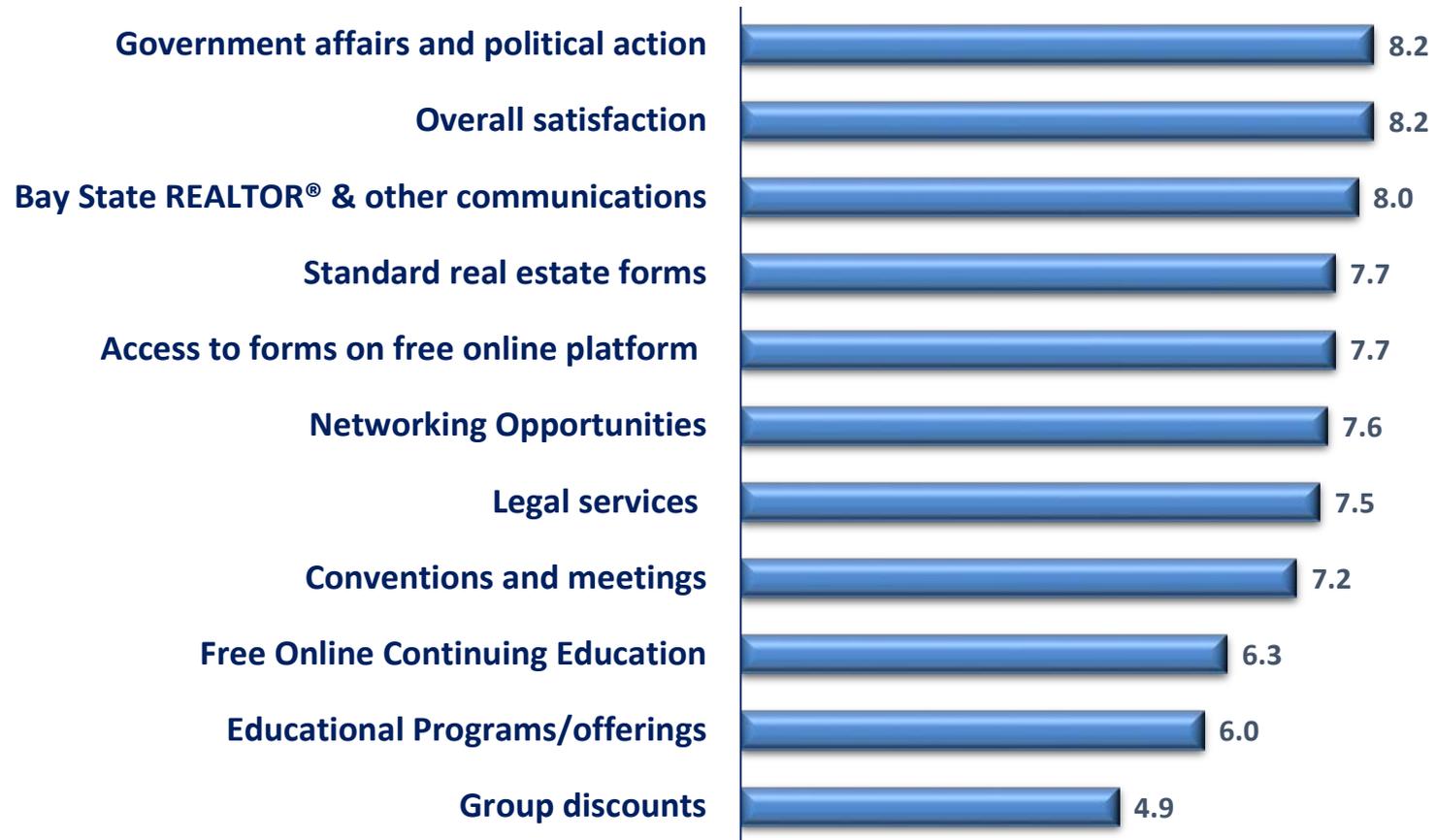
- The Massachusetts Association of REALTORS® is rated on eleven different criteria. Six of these factors were also rated in 2012, 2014, and 2015.
- The rating of member satisfaction is rated on a 10-point scale and reported as mean scores (“10” is excellent, “1” is poor).
- Three member service categories received a mean score of 8.0 or higher:
 1. Government affairs and political action 8.2
 2. Overall satisfaction 8.2
 3. Bay State REALTOR® and other communications 8.0



Satisfaction with Various Aspects of the Massachusetts Association of REALTORS®

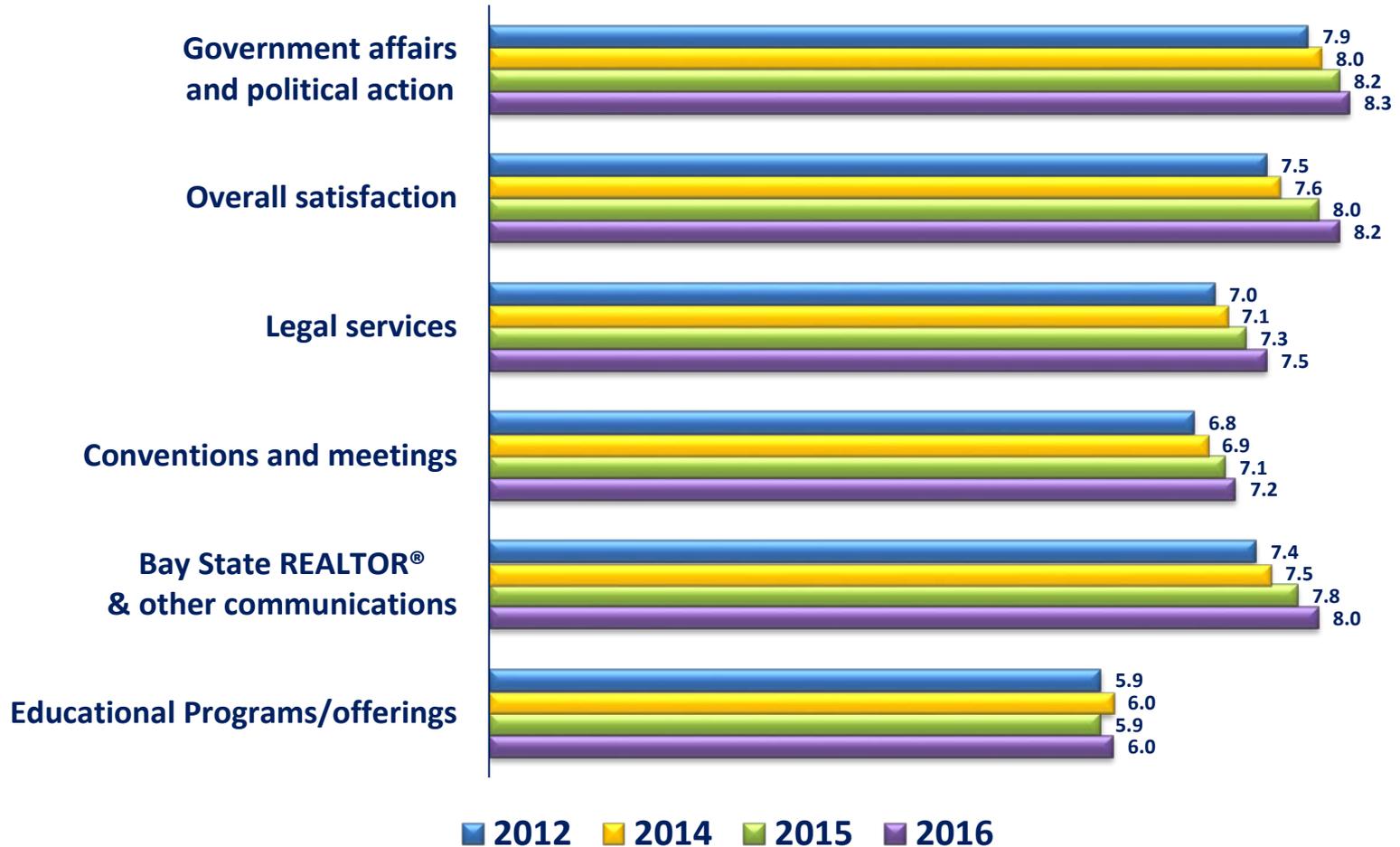
Mean Score on 10-Point Scale. "10" is extremely satisfied and "1" is not at all satisfied. Aided responses.

2016

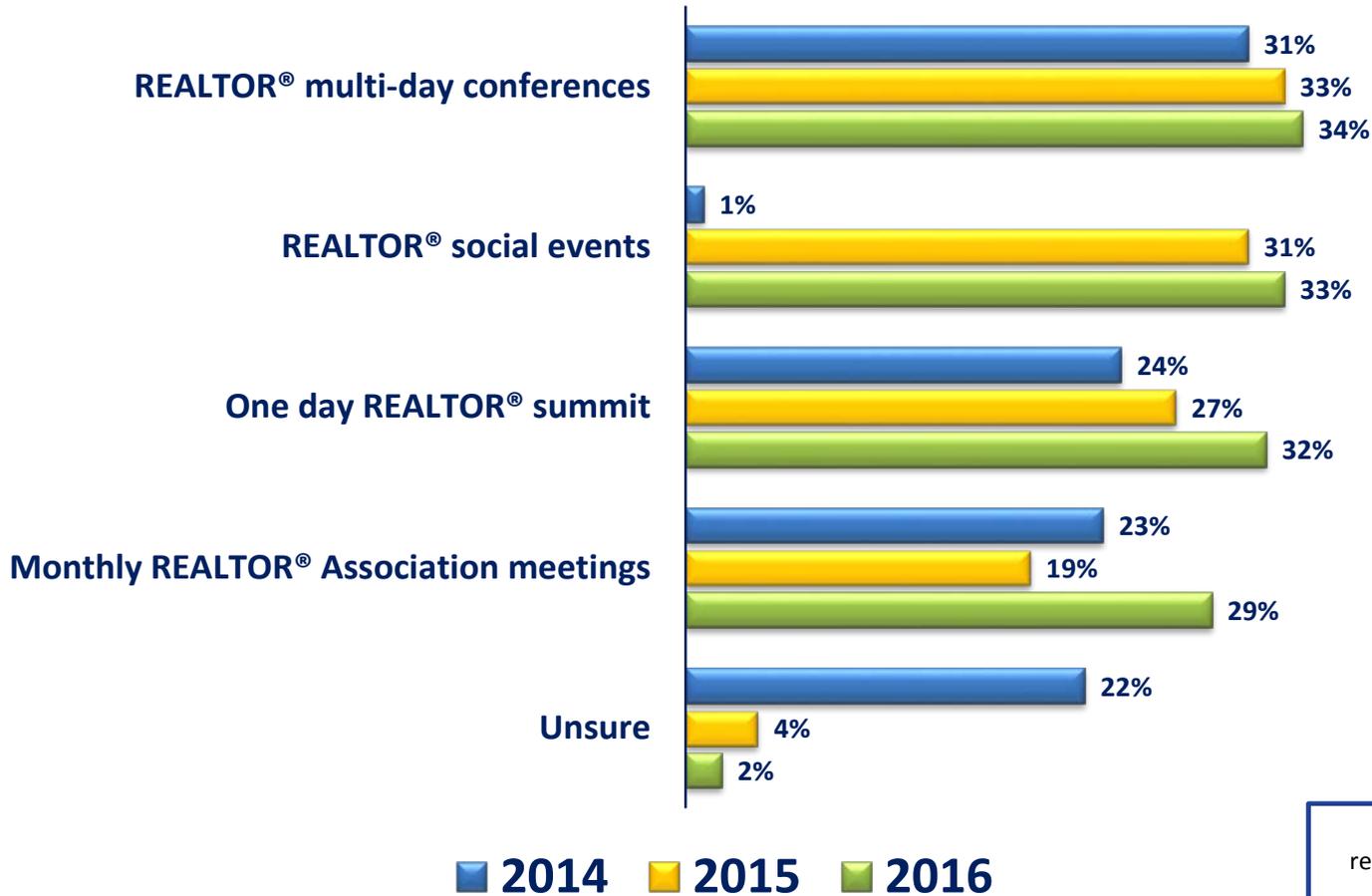


Satisfaction with Various Aspects of the Massachusetts Association of REALTORS®

Mean Score on 10-Point Scale. "10" is extremely satisfied and "1" is not at all satisfied. Aided responses.



Most Valuable Networking Opportunities

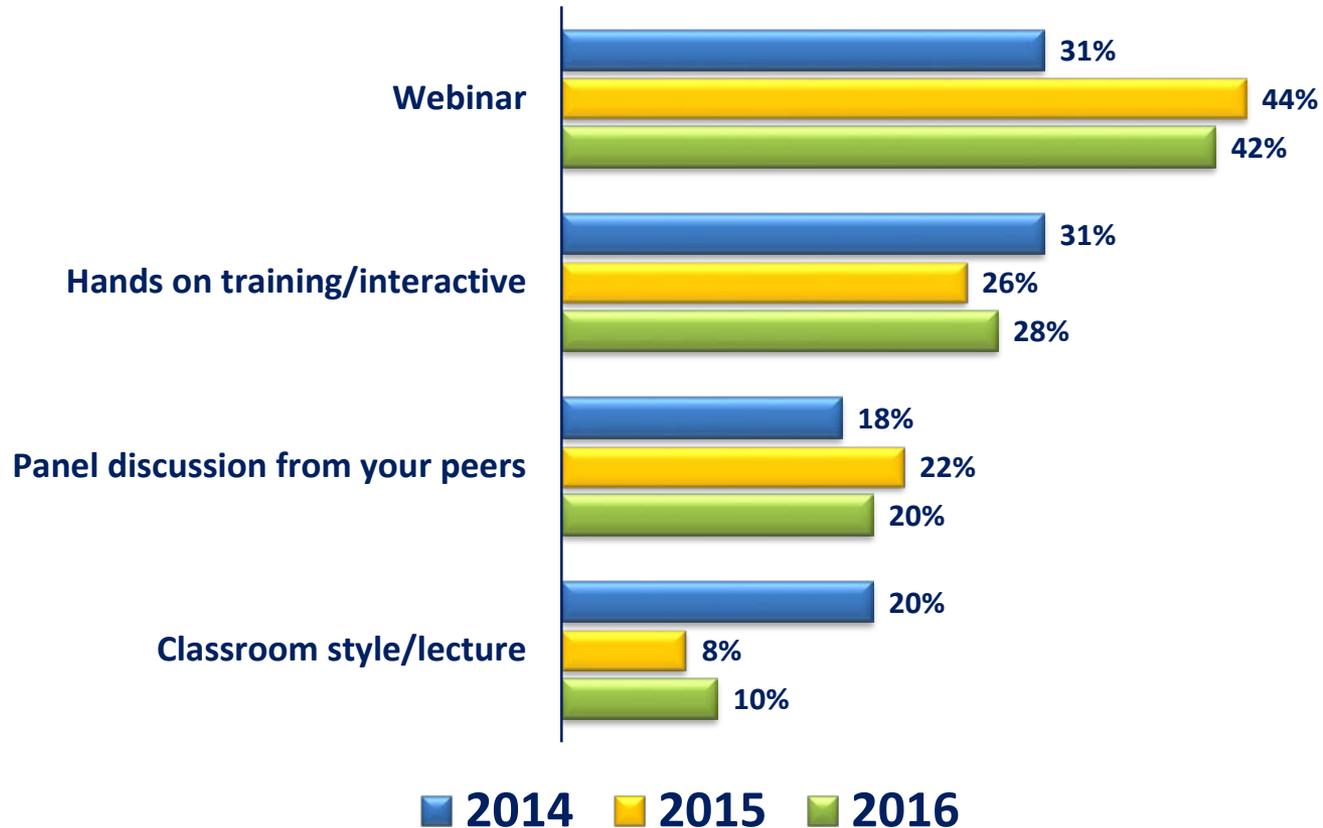


Multiple, unaided responses. Percentages will not total 100%.

Continuing Education Courses



Most Engaging Educational and Learning Format (Aided choices)



What was the most valuable education course you took with the Association at any level?

Multiple responses.
Percentages will not total 100%.

Code of Ethics training	56%	Commonly used forms: mandatory or optional	23%
Disclosures	35%	Professional designations (various)	22%
zipForm® training classes	31%	Courses to obtain real estate license (unspecified)	21%
Marketing tools and techniques	29%	Closing and settlement	21%
Due diligence in sellers' representation	29%	Purchase and sale agreements	20%
General real estate law and regulations	27%	Appraisal process	19%
License renewal courses (unspecified)	26%	Alternative dispute resolution	17%
Investment properties	26%	1031 Tax Deferred Exchanges	14%
Fair housing	25%	Americans with Disabilities Act (ADA)	9%
Technology and real estate	24%	Title 5	8%
Skills for success	23%	Unsure	7%

Average number of responses per member = 5.1



REALTOR® Political Action Fund (RPAC)



REALTORS® Political Action Committee
Your Best Investment In Real Estate

Your projected 2009 total commission $\times .04^*$ = This year's RPAC savings

* This amount is calculated assuming that a proposed 4% sales tax on services (commissions) would have passed instead of being deducted using your RPAC dollars.

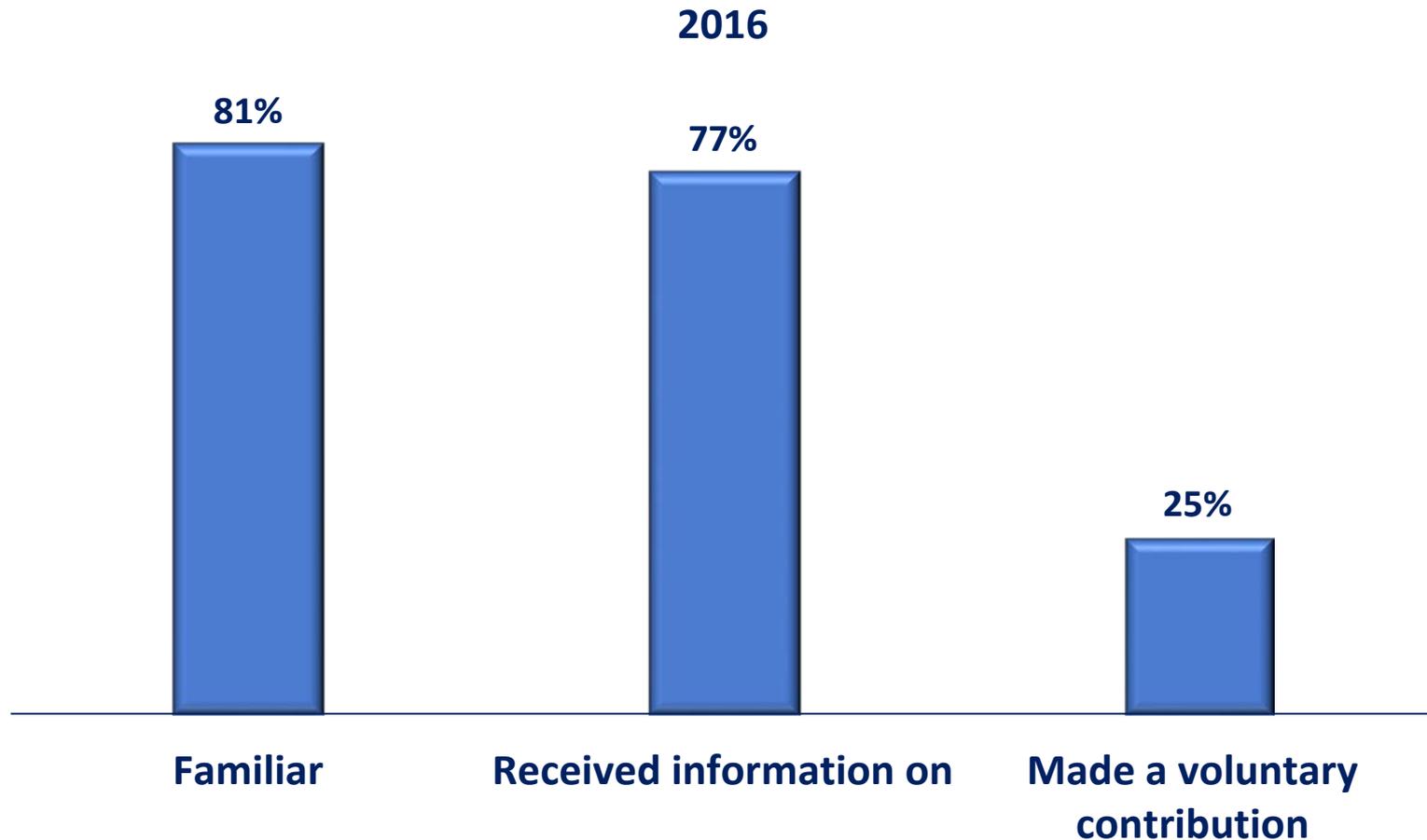
A small icon of the state of Indiana with the letters "IN" inside.

REALTOR® Political Action Fund (RPAC)

- 81% of members indicated they are familiar with RPAC (a 4% increase over 2015).
- 77% of members reported that they had received information about RPAC in the past one year.
- 25% of members said they made a voluntary contribution to RPAC in the past one year.
- When members have received information about RPAC it was almost always from their Local Board of REALTORS® (77%) or the Massachusetts Association of REALTORS® (75%), as opposed to National Association of REALTORS® (19%).
- The number one thing members see RPAC doing for them is “Enable REALTORS® to influence State government” (62%).

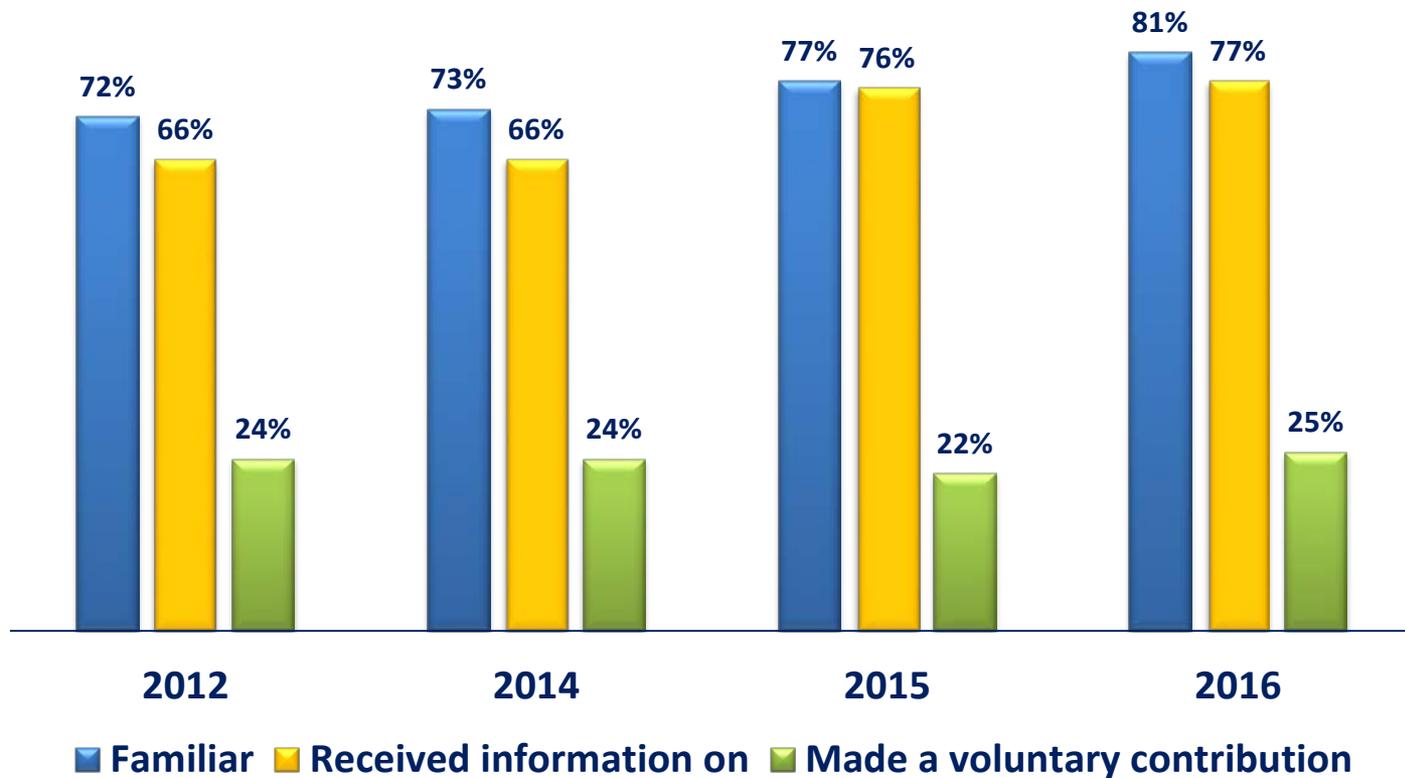


REALTOR® Political Action Fund (RPAC)

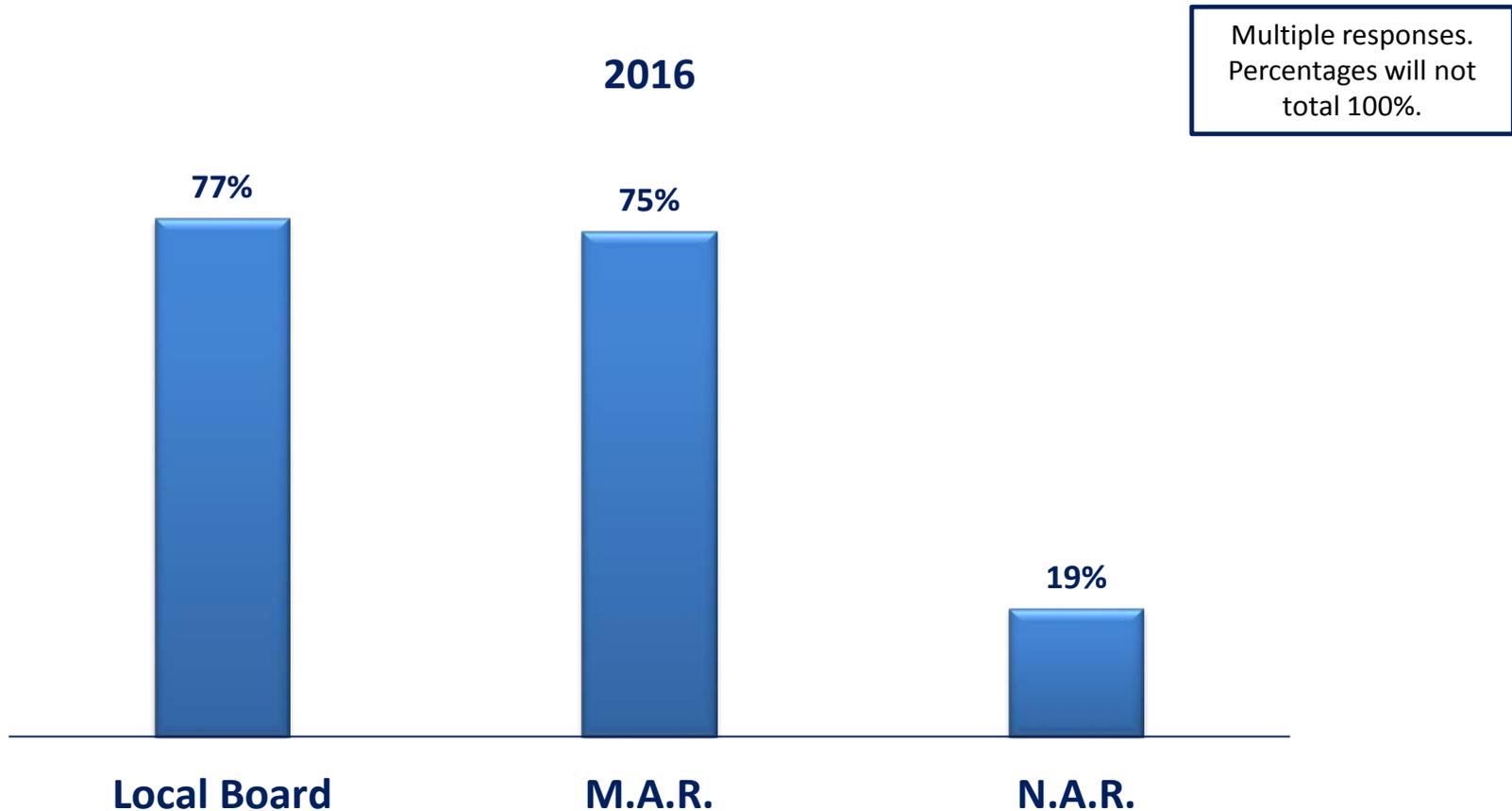


REALTOR® Political Action Fund (RPAC)

Historical Trend



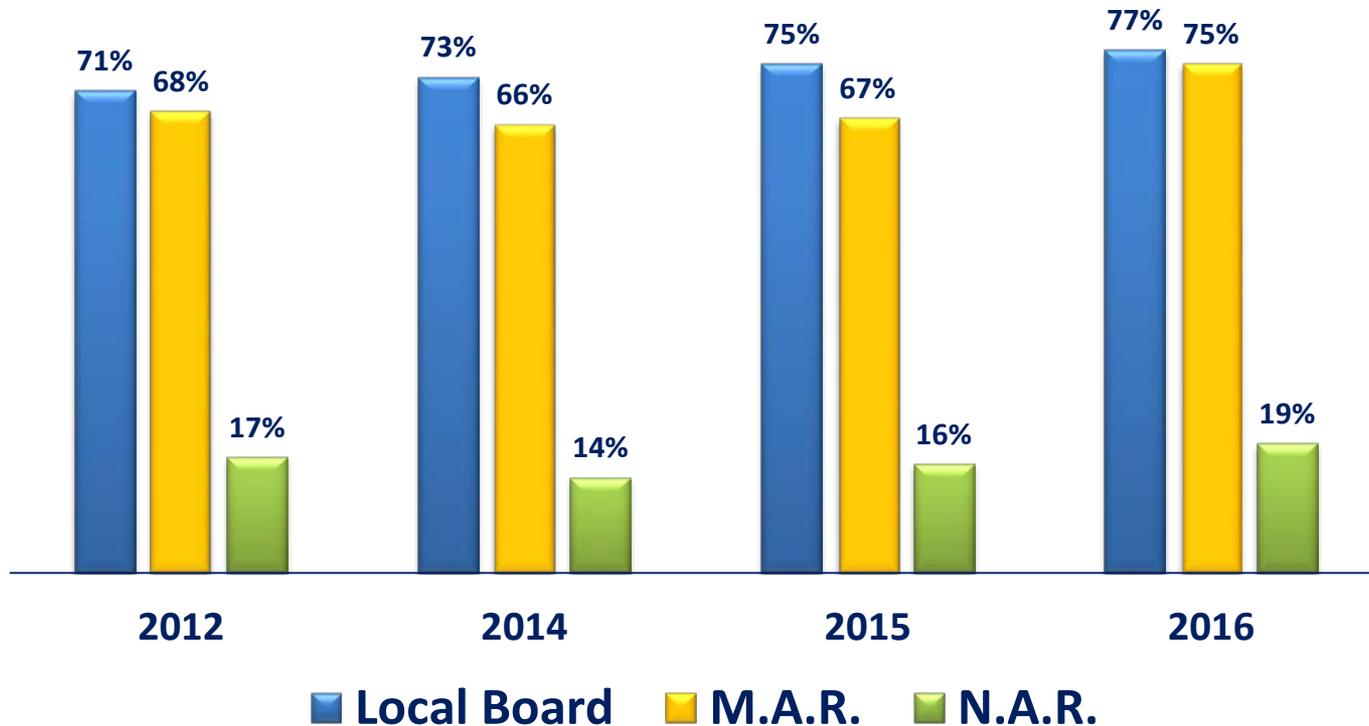
From Whom Have You Received Information about RPAC?



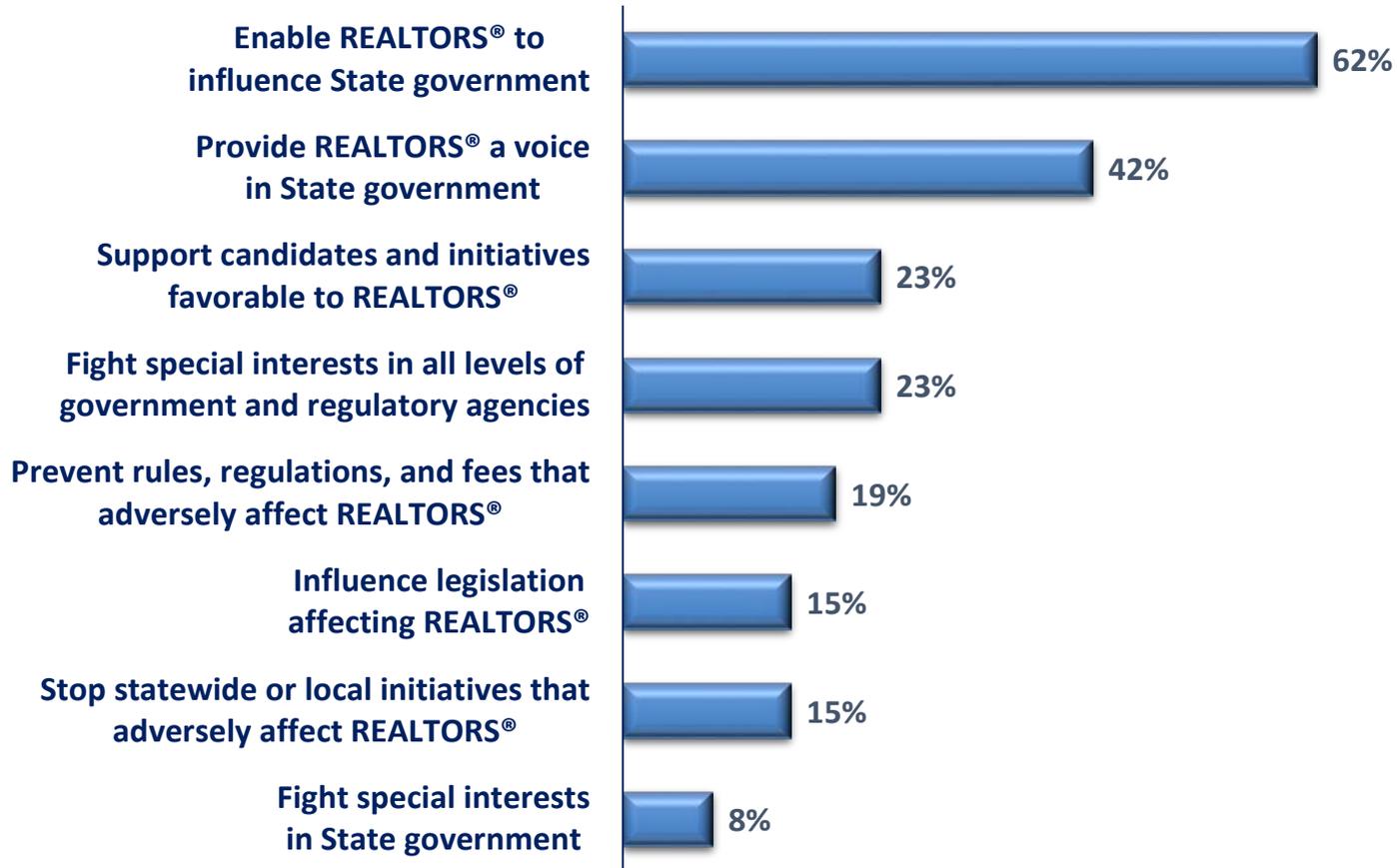
From Whom Have You Received Information about RPAC?

Historical Trend

Multiple responses.
Percentages will not
total 100%.



What RPAC Does to Help REALTORS® Like You



Multiple, unaided responses. Percentages will not total 100%. The average member gave 2.1 different responses.



Background on Your Members



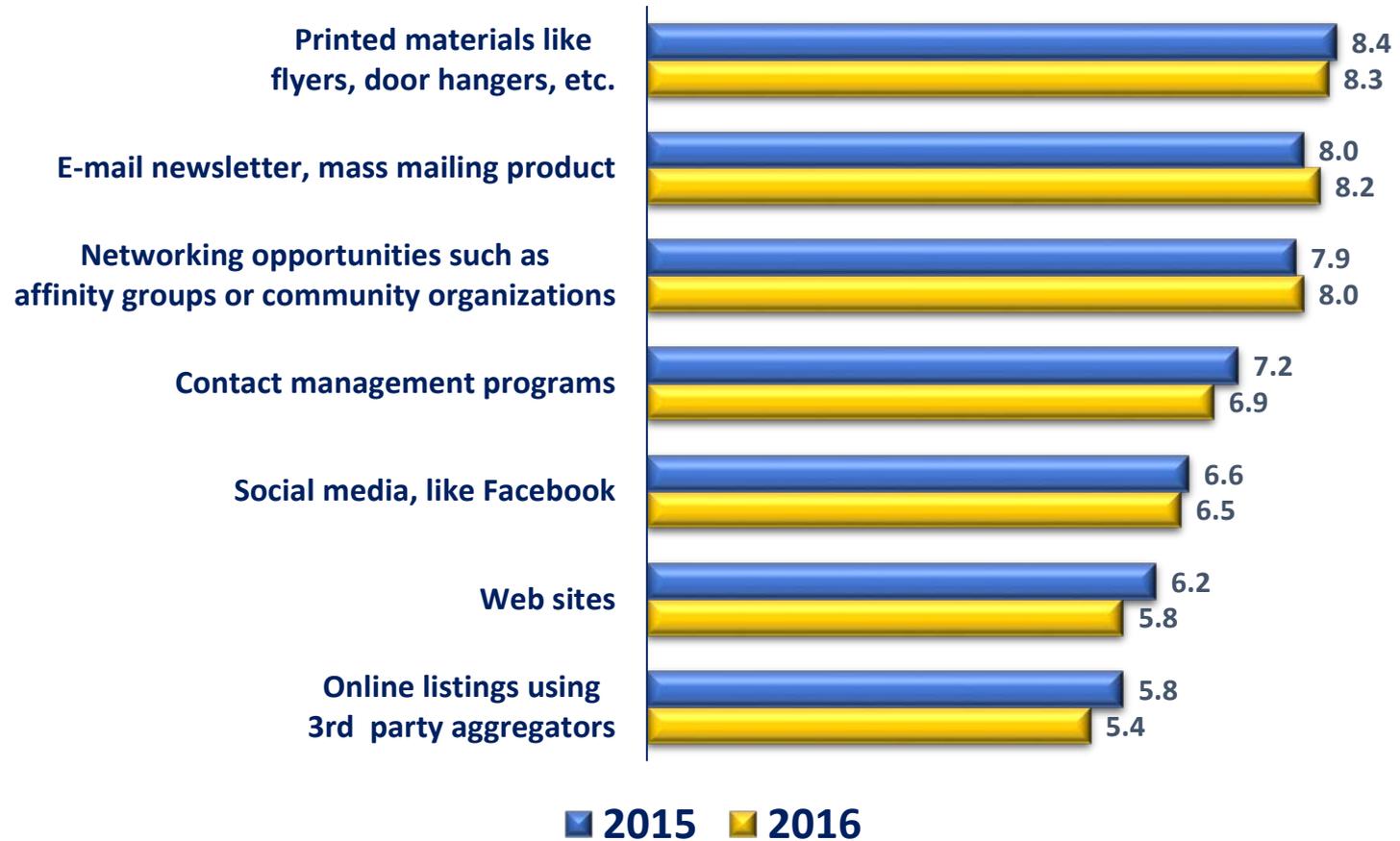
Who Are Your Members?

- Most REALTORS® (88%, a 5% increase over 2015 and a 9% increase over 2012) are full-time professionals and consider real estate their primary occupation. This group:
 - Closes the vast majority of real estate transactions.
 - They nearly all plan to be in real estate three years from now.
 - In summary, they are serious professionals who are all in real estate as a career and likely to be your members for the duration.
- In contrast, there is another and much smaller segment of members:
 - 12% of members do not consider real estate their primary occupation, they more play at it, than work at it and they have much less experience.

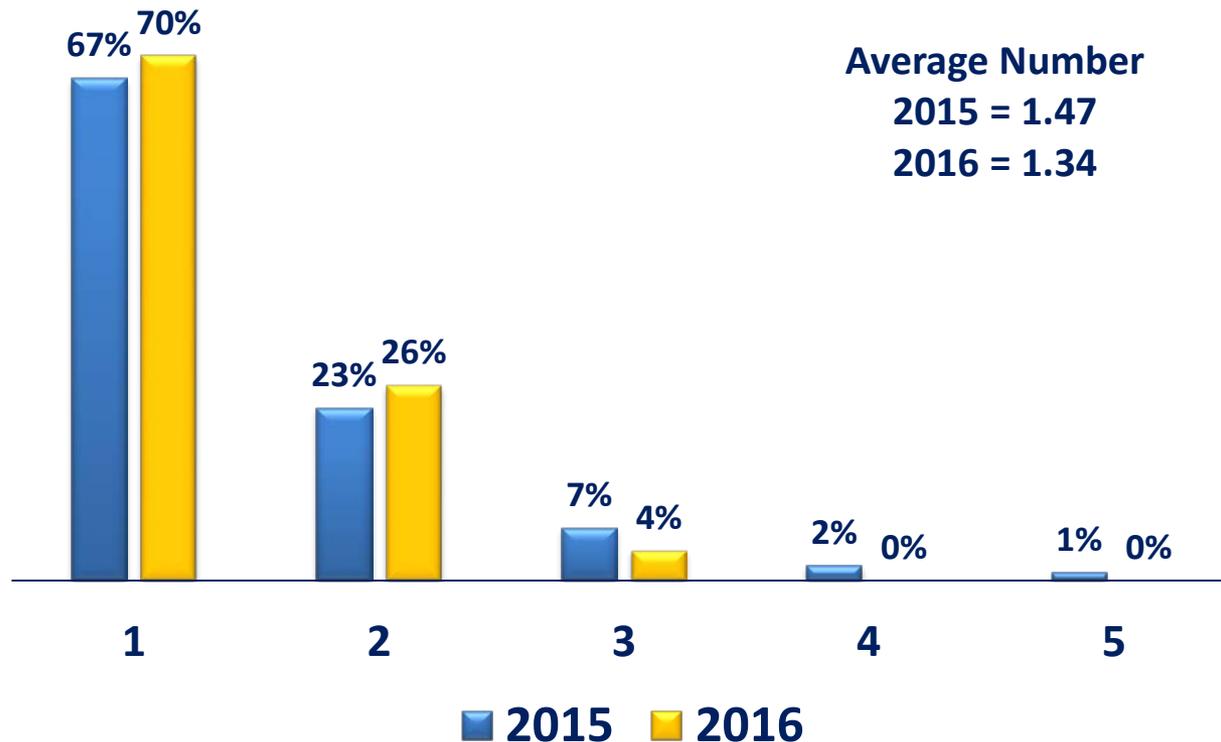


Most Important Marketing Activities

Mean score on a 10-point scale.
“10” is extremely important. “1” is not at all important.

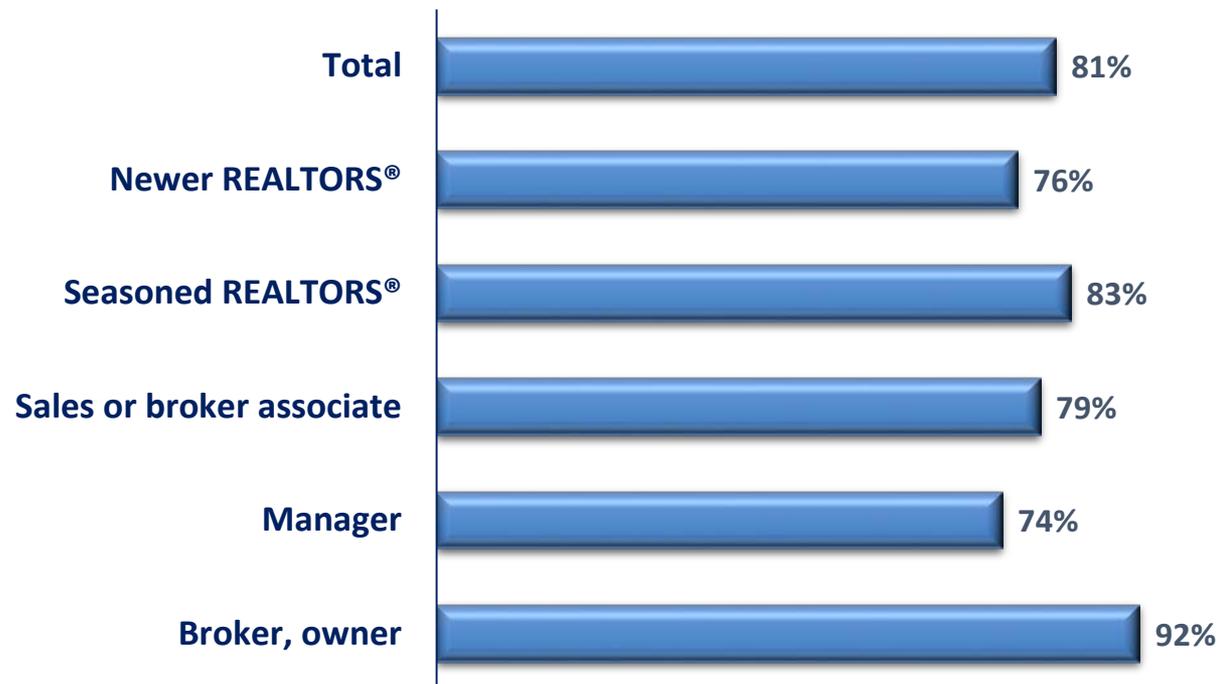


Number of Different Platforms Used to Complete a Transaction



Aware that as a REALTOR® you have access to zipLogix online forms platform with electronic signature, mobile access and transaction management for free

2016: Yes Only



Q. Do you know you have access to zipLogix online forms platform with electronic signature, mobile access and transaction management for free as a REALTOR®?



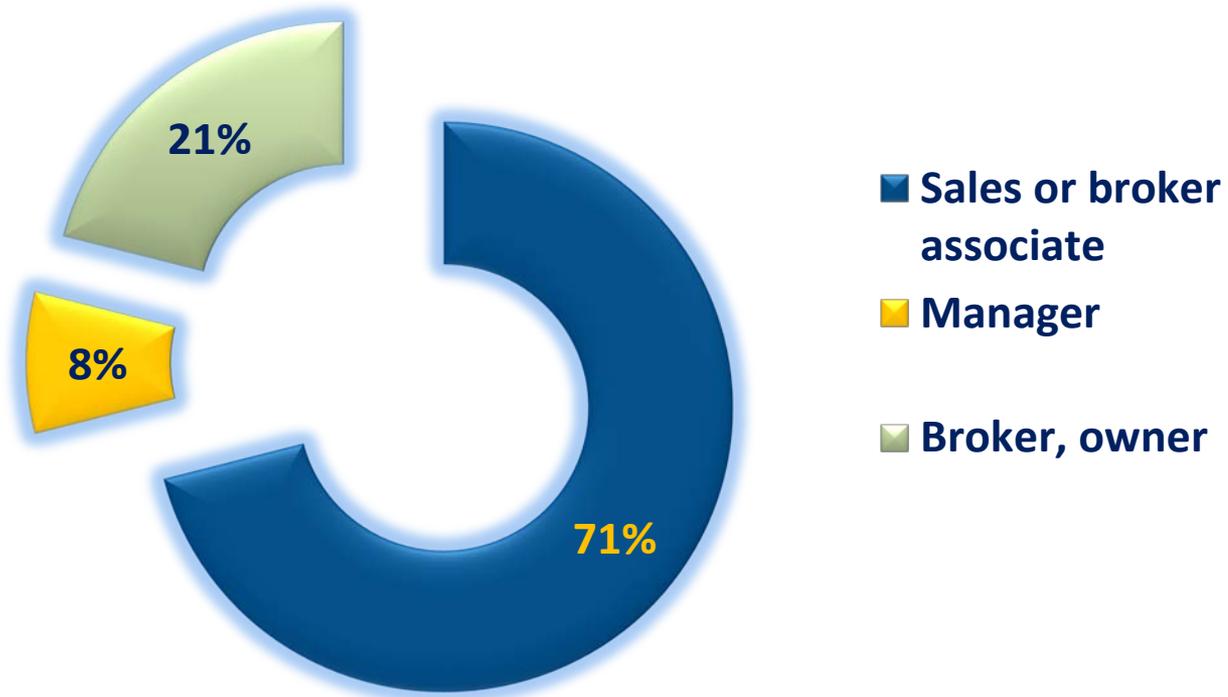
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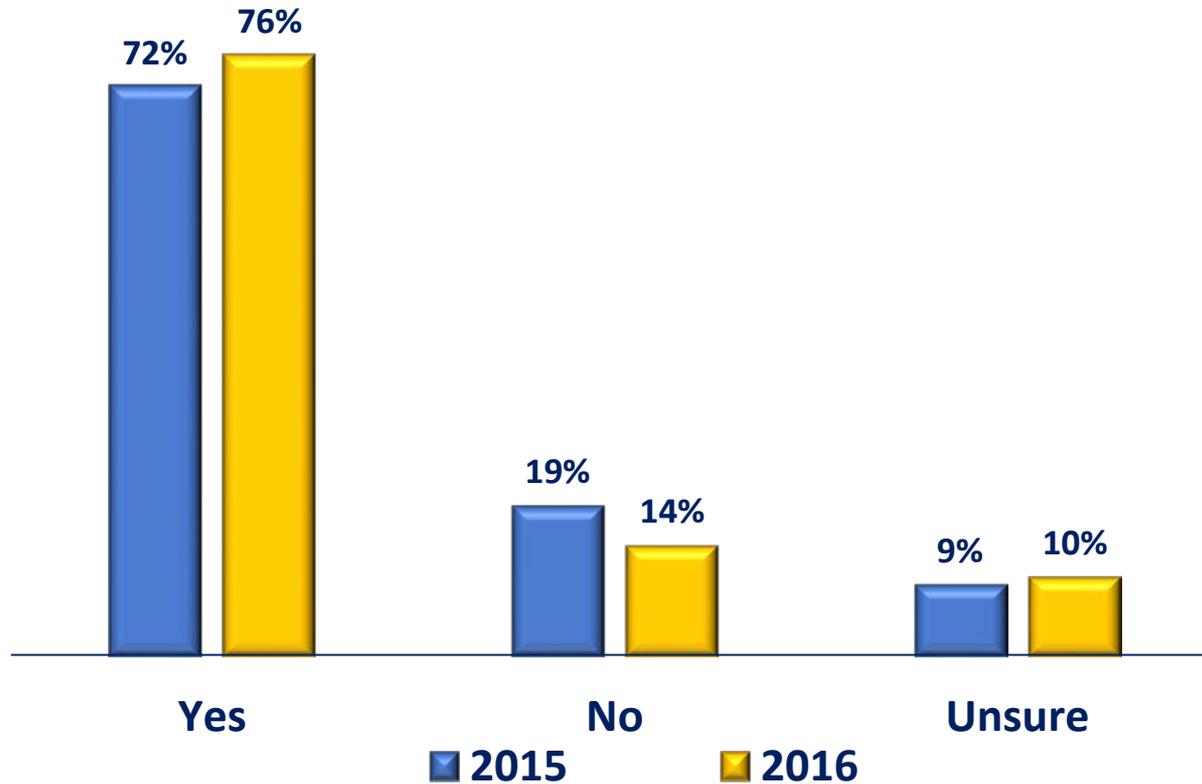
www.meg-research.com

800.549.9327

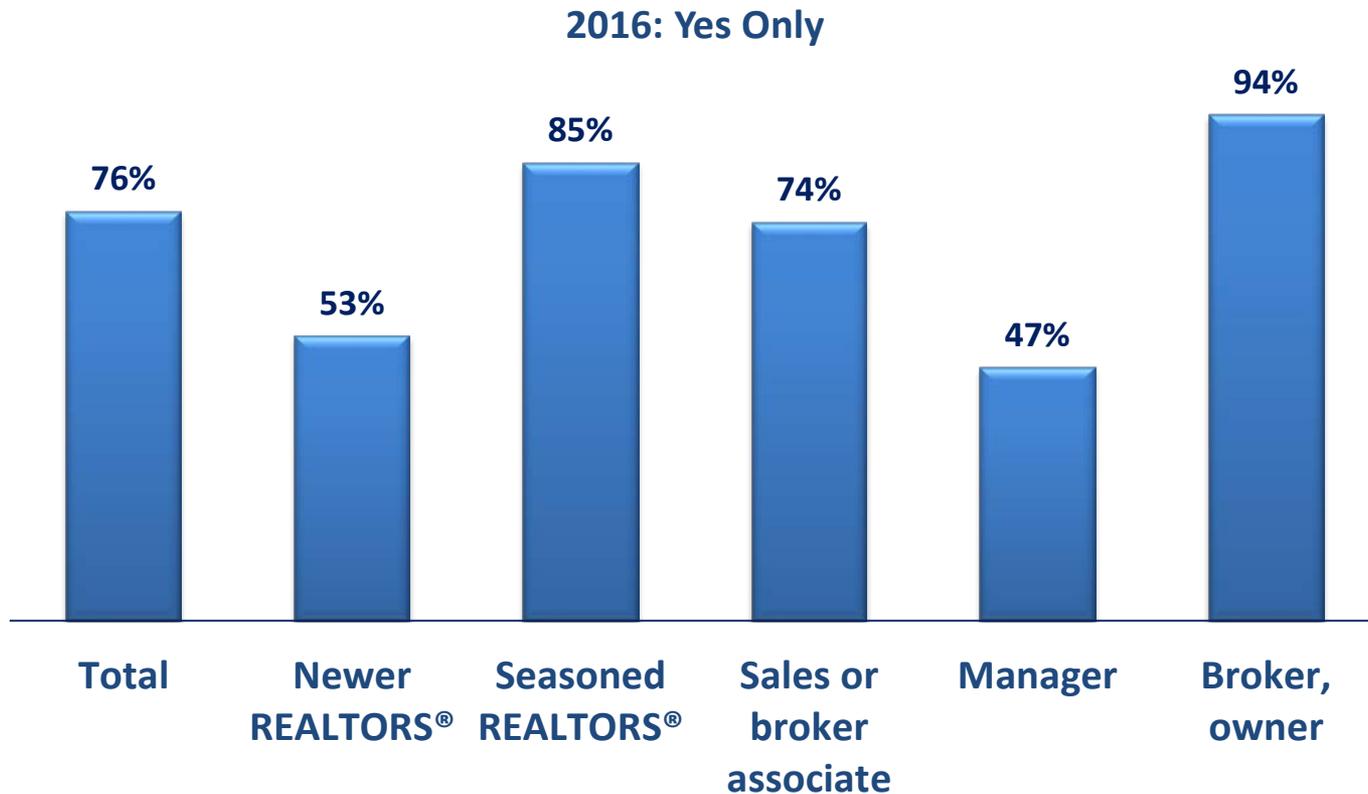
Role in Residential Real Estate



Anticipate Being in the Business Three Years From Now



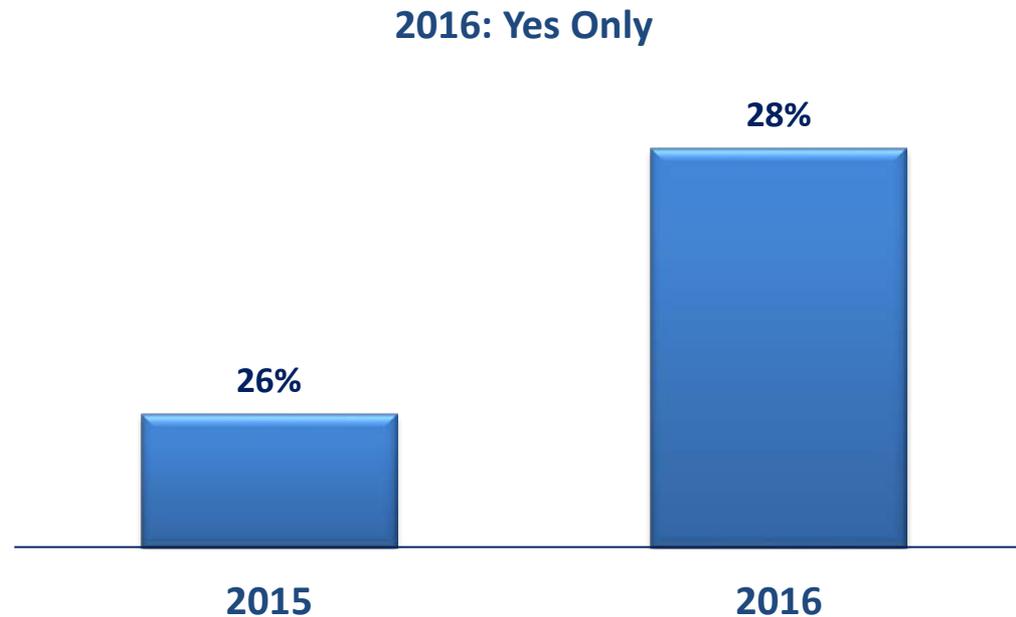
Anticipate Being in the Business Three Years From Now



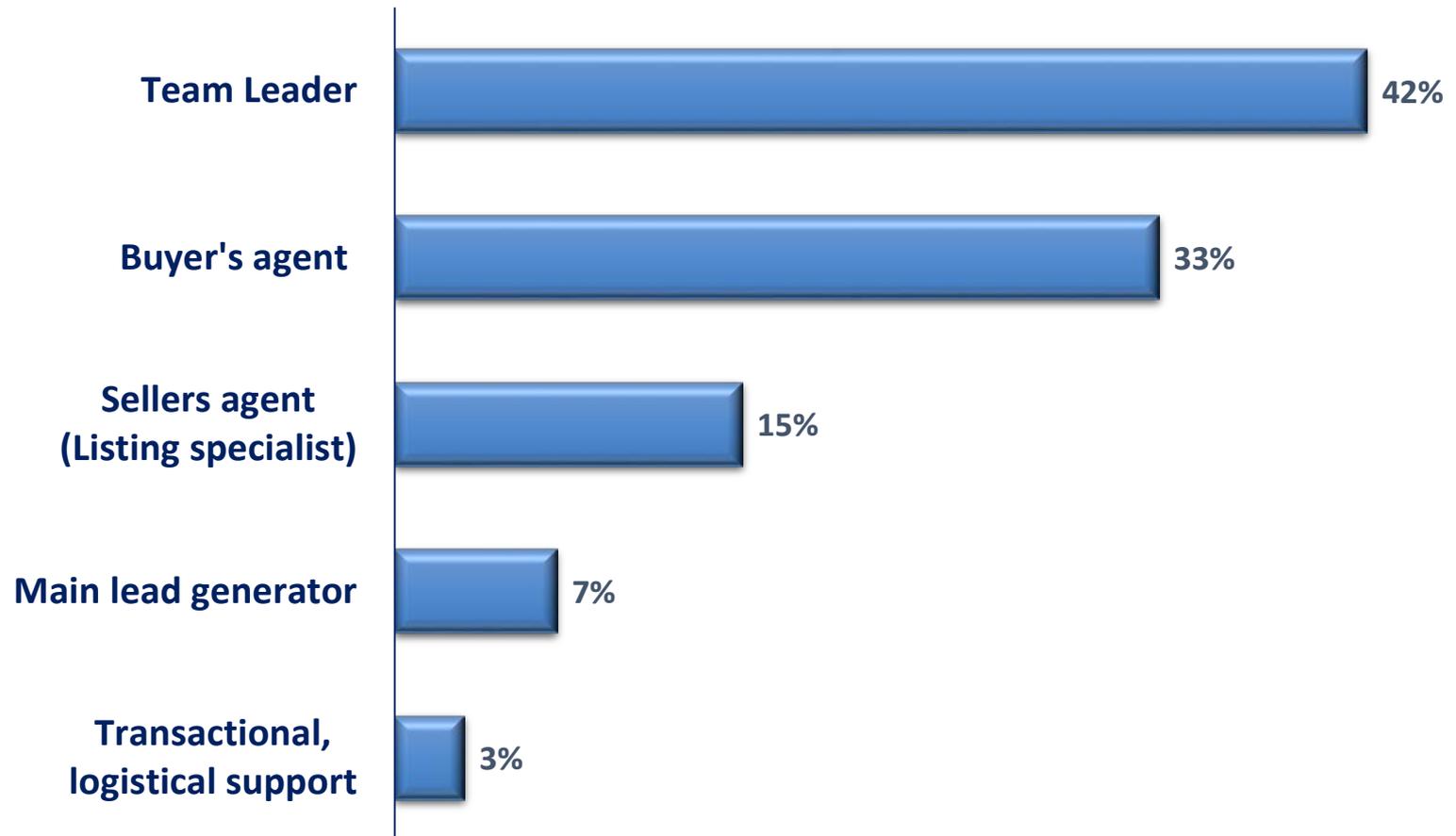
Newer REALTORS® are defined as: ≤ 3 years in real estate experience.
Seasoned REALTORS® are defined as: >3 years in real estate experience.



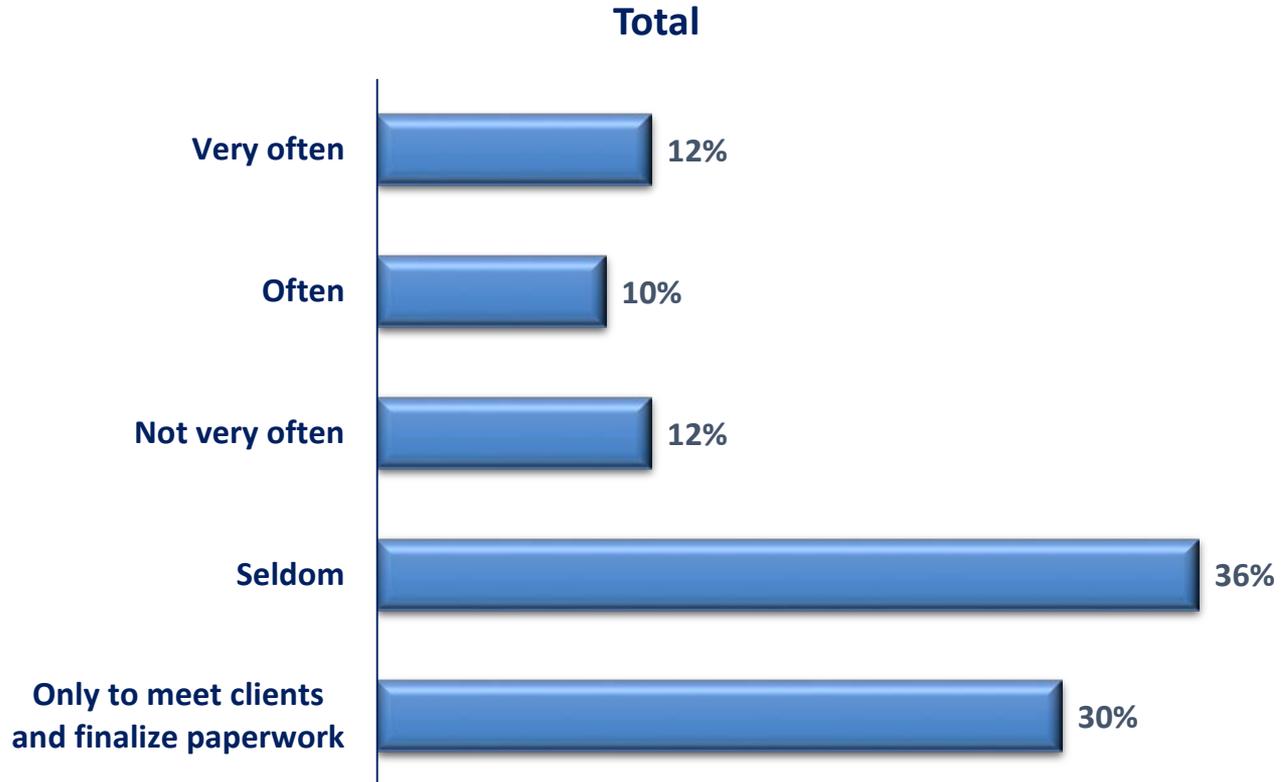
Working as a Member of a Real Estate Team



Role in a Real Estate Team



How often do you work in your real estate office outside the home?



How often do you work in your real estate office outside the home?

	Total	Newer REALTORS®	Seasoned REALTORS®
Very often	12%	17%	10%
Often	10%	20%	6%
Not very often	12%	17%	10%
Seldom	36%	23%	41%
Only to meet clients and finalize paperwork	30%	22%	33%



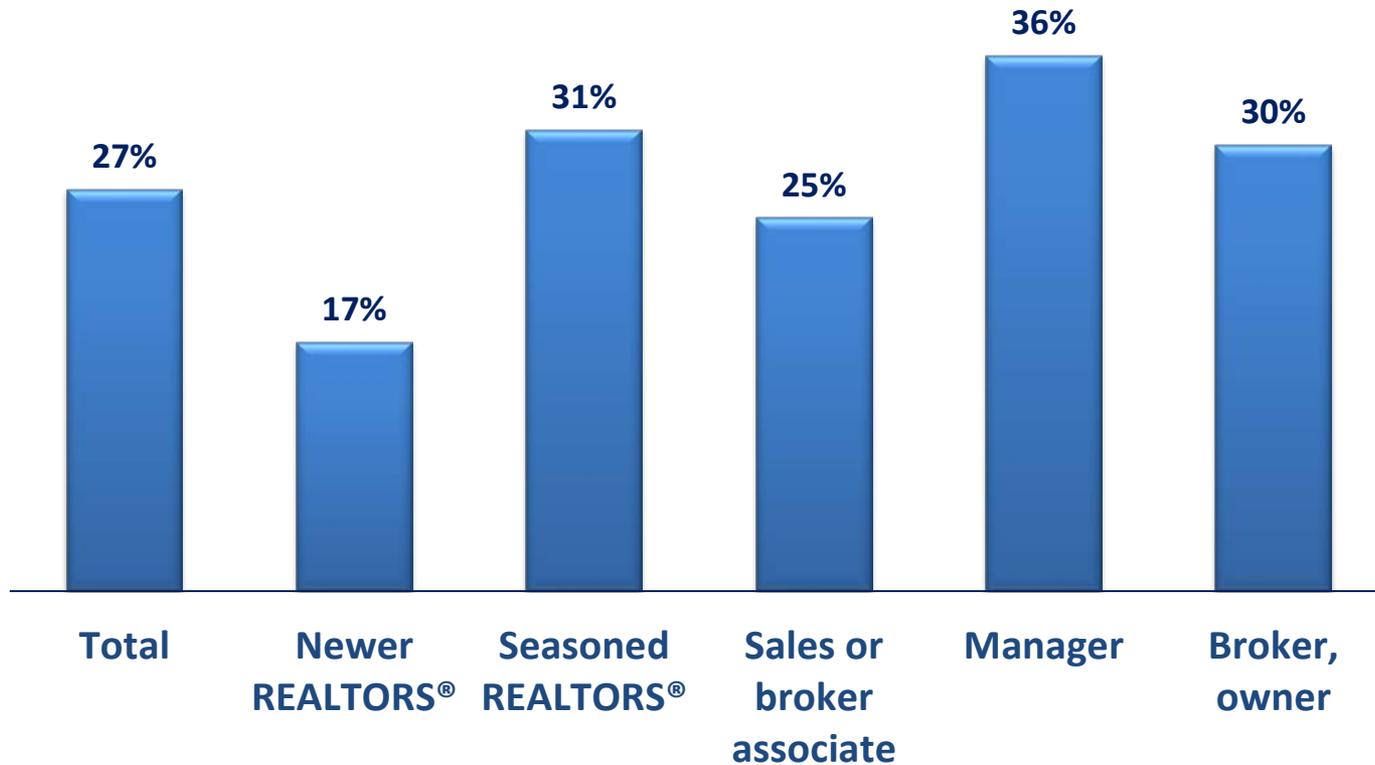
How often do you work in your real estate office outside the home?

	Total	Sales or Broker Associate	Manager	Broker, Owner
Very often	12%	0%	62%	34%
Often	10%	1%	38%	30%
Not very often	12%	6%	0%	36%
Seldom	36%	51%	0%	0%
Only to meet clients and finalize paperwork	30%	42%	0%	0%

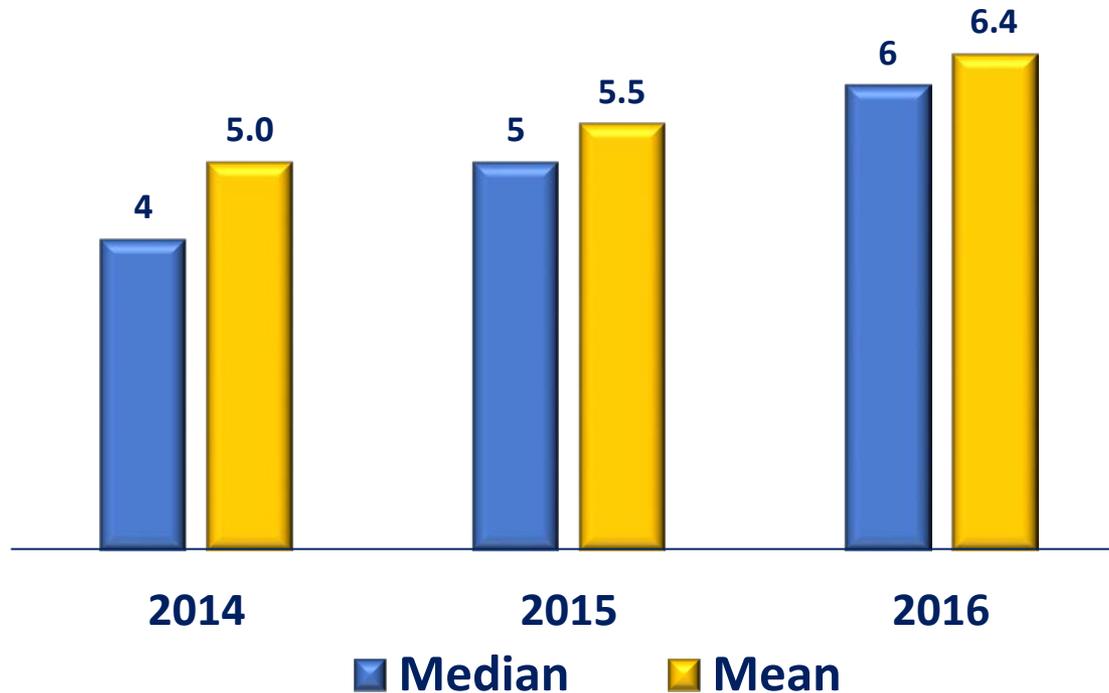


Do you have a virtual office?

2016: Yes Only

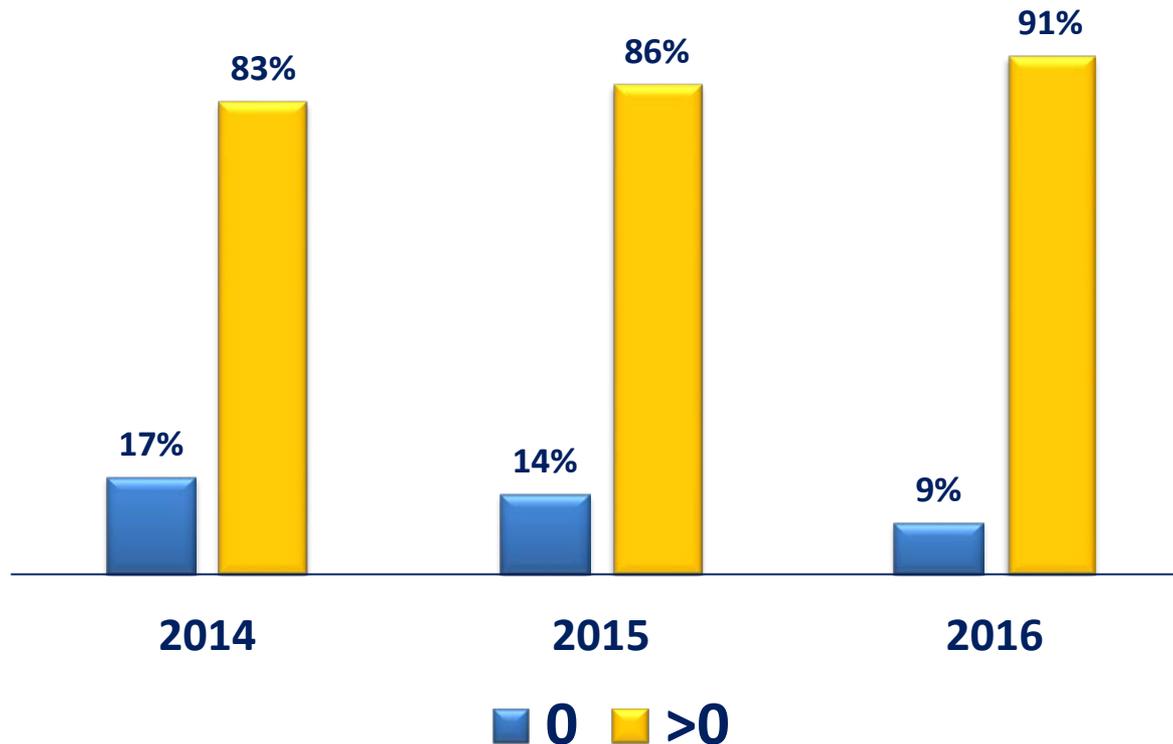


Transaction Sides in the Past Year



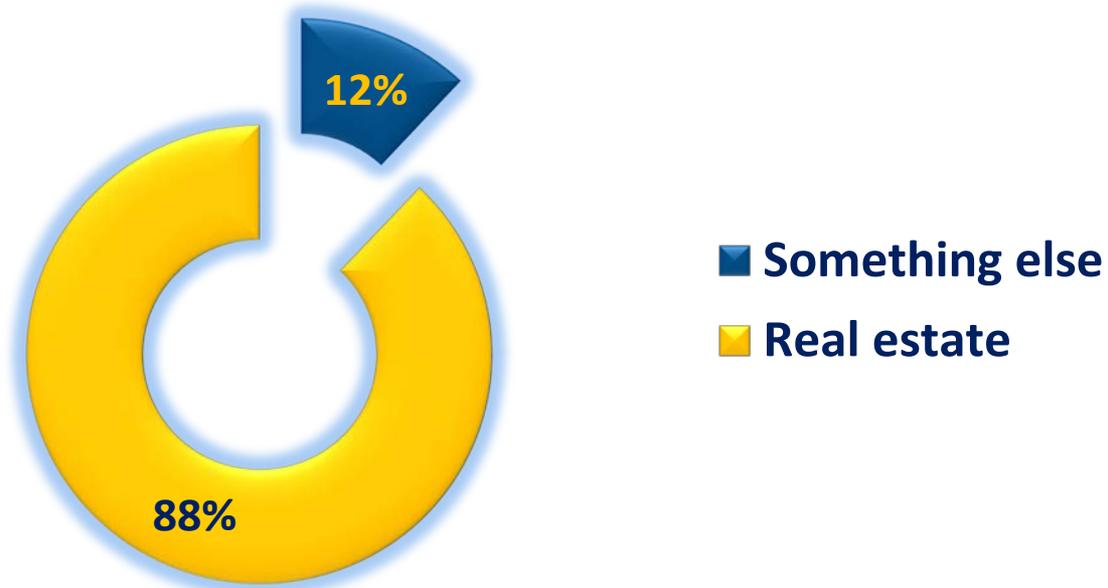
Question for 2016: How many transaction sides did you close in 2015?

Transaction Sides in the Past Year



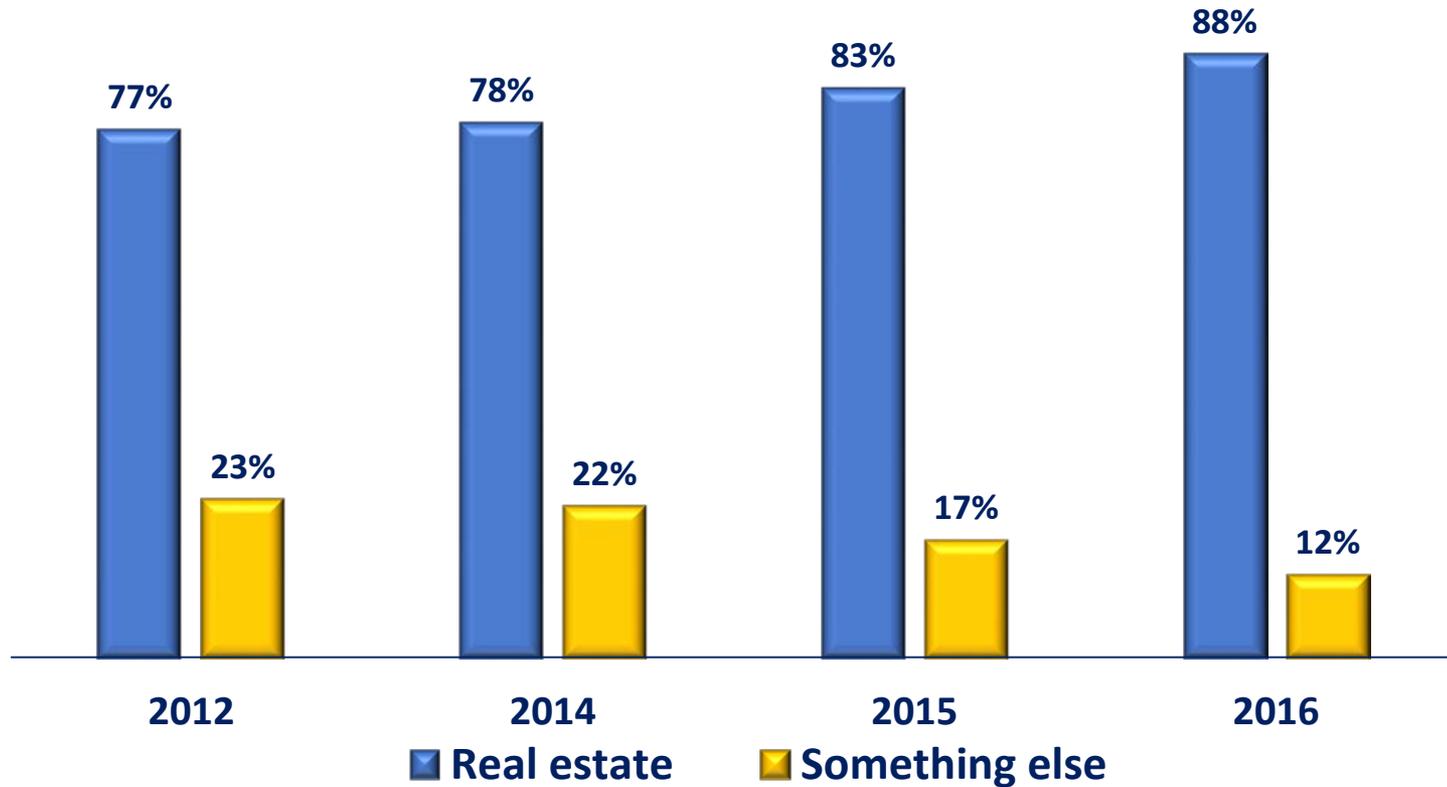
Primary Occupation

2016

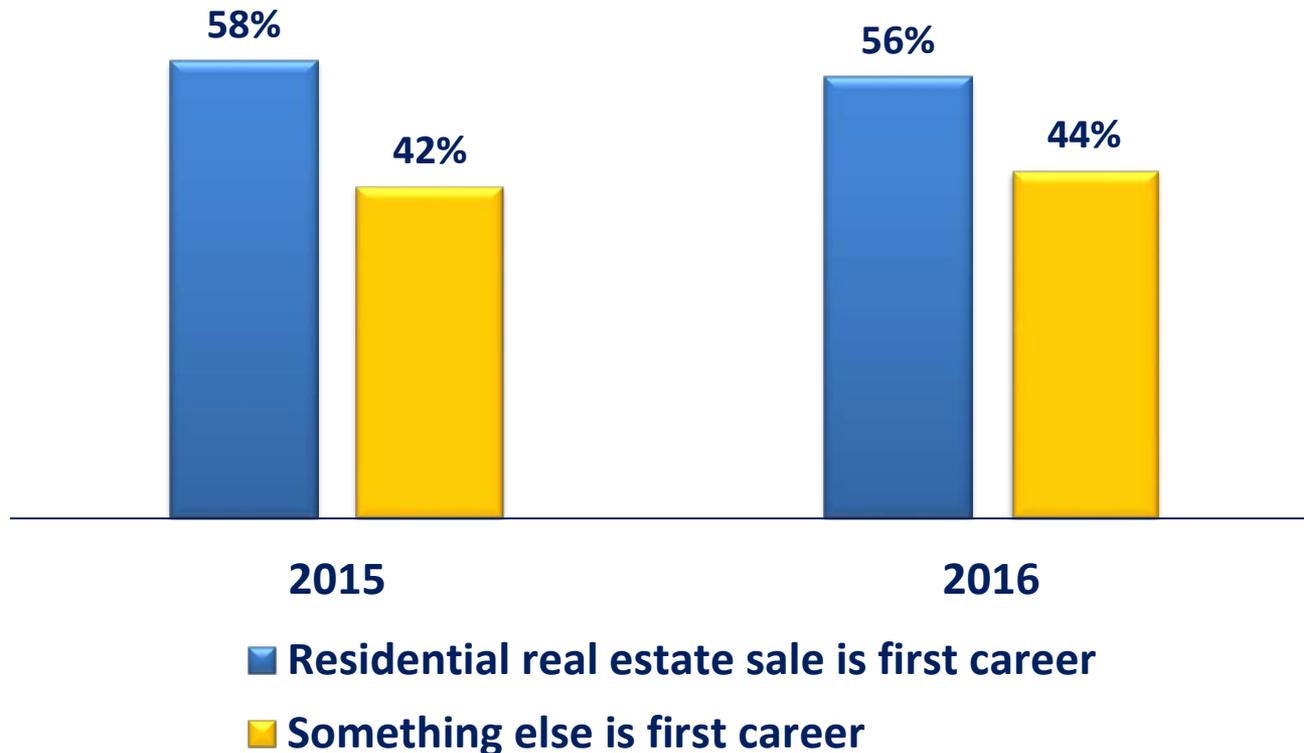


Primary Occupation

Historical Trend

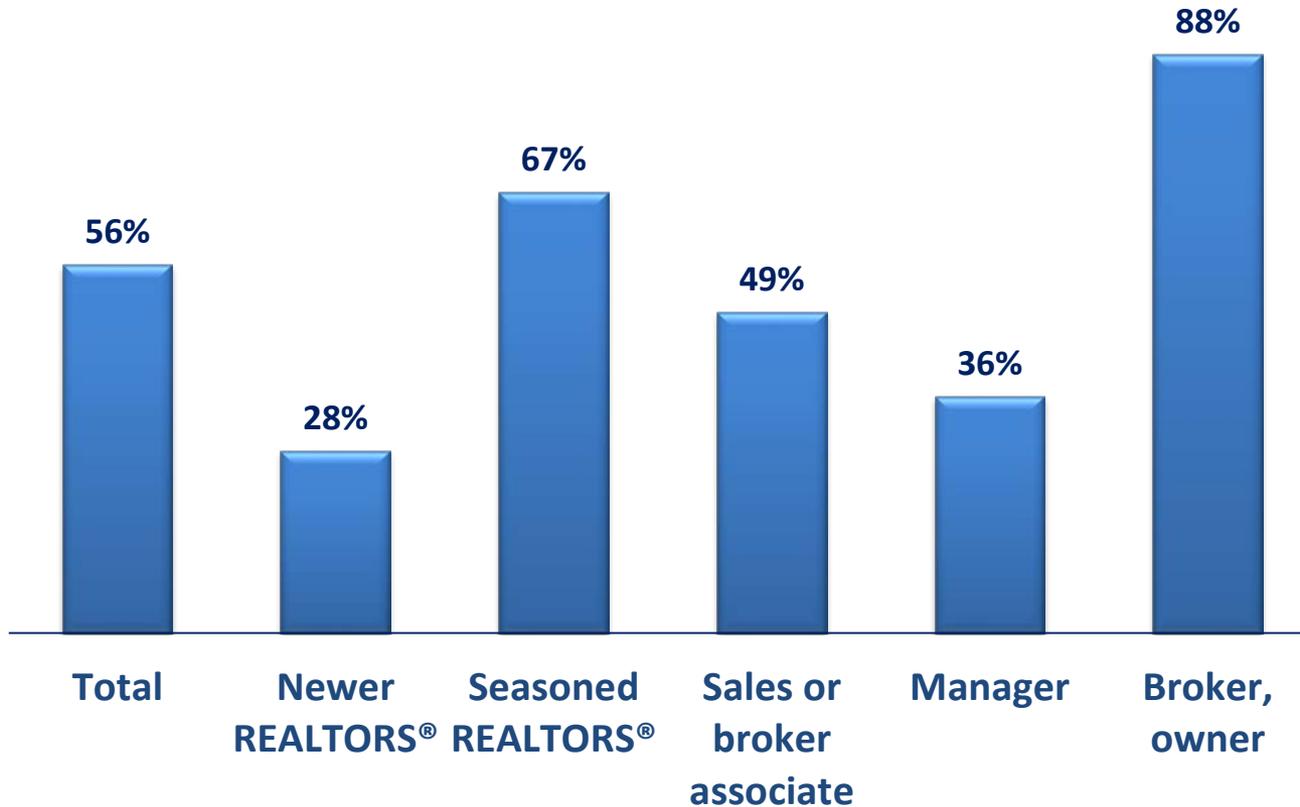


Is Residential Real Estate Your First Career or Did You Enter the Field After Another Occupation?



Q. Is residential real estate sales your first career or did you enter the field after practicing another occupation?

Residential Real Estate is your First Career (2016)

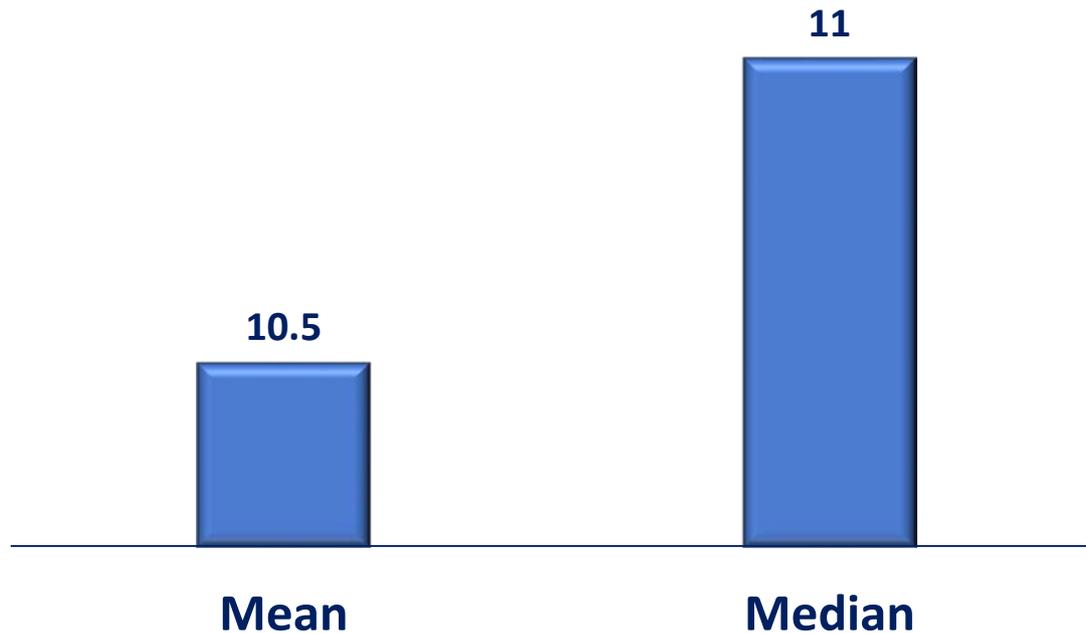


Q. Is residential real estate sales your first career or did you enter the field after practicing another occupation?

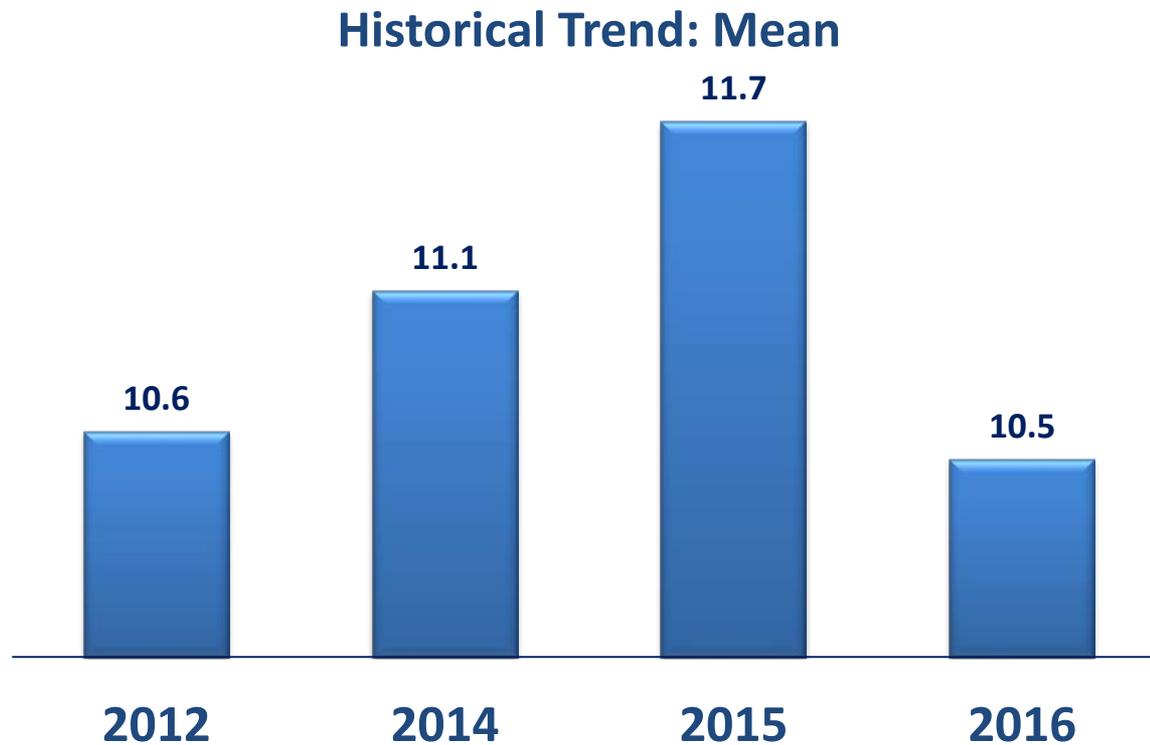


Number of Years Licensed to Sell Residential Real Estate

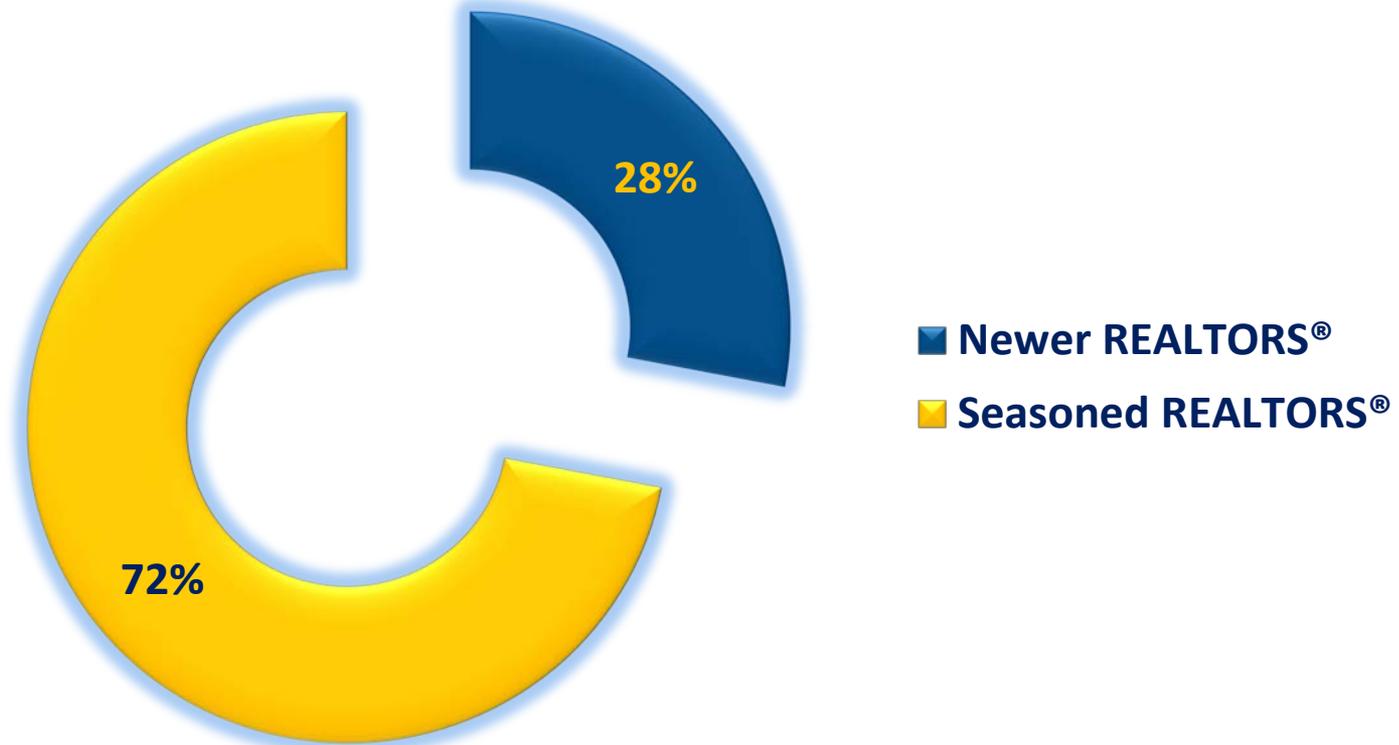
2016: Years of Real Estate Experience



Number of Years Licensed to Sell Residential Real Estate

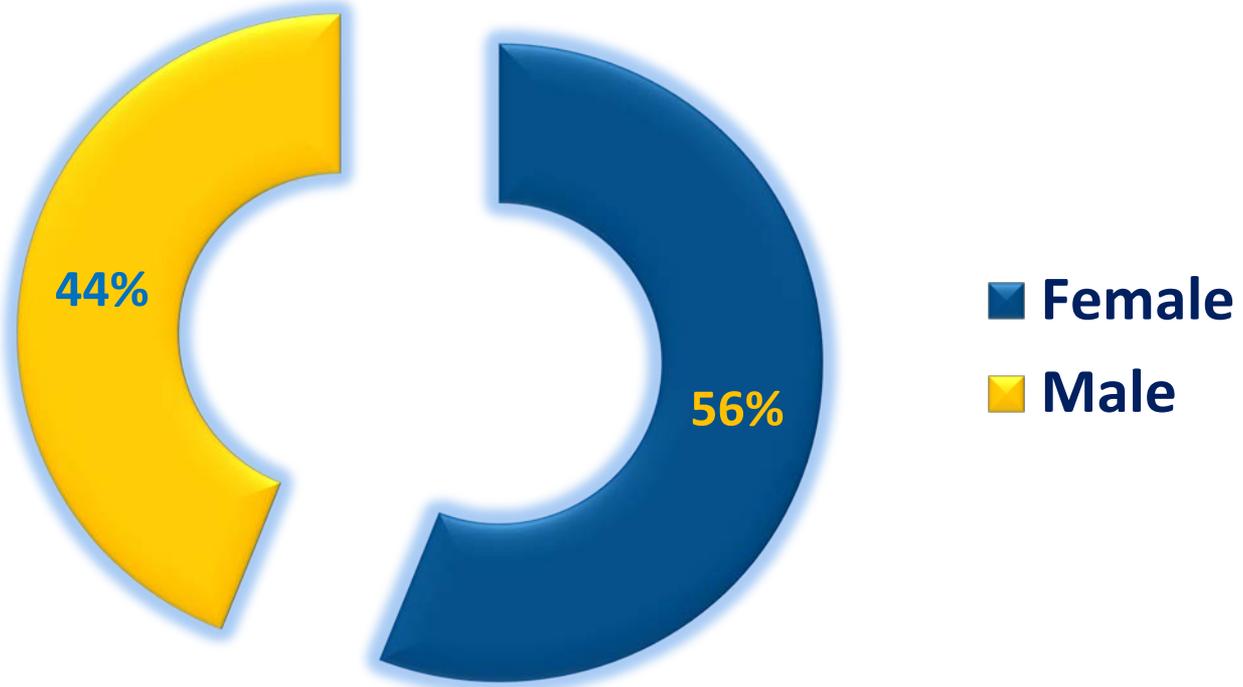


Newer versus Seasoned REALTORS®

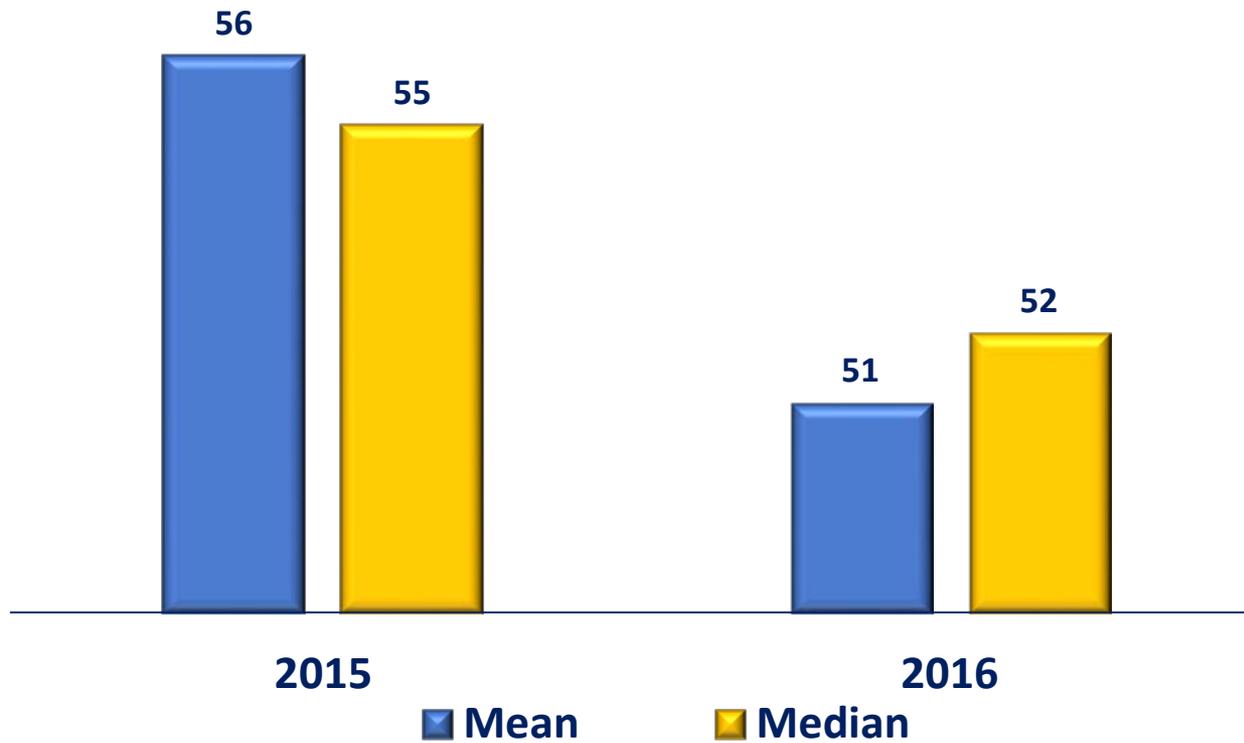


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Seasoned REALTORS® are defined as: >3 years in real estate experience.

Gender

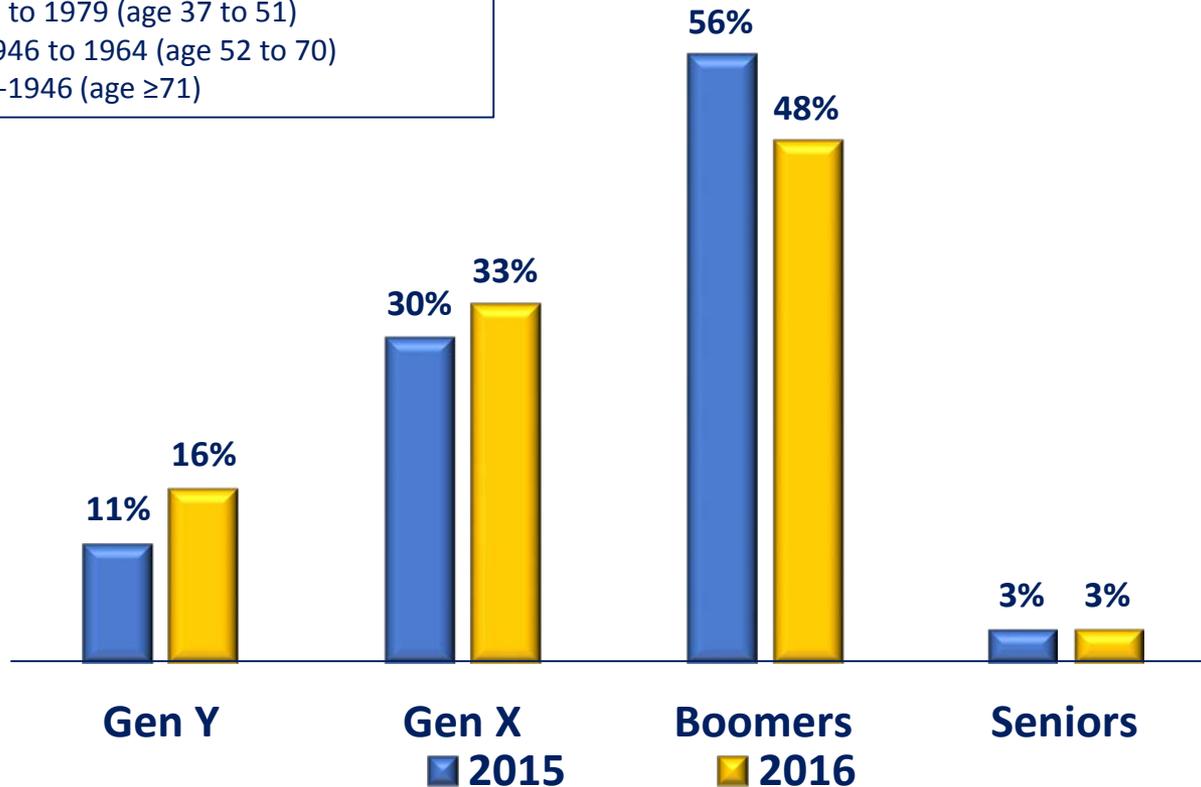


Age



Age

- Gen Y (aka Millennials): born 1980 to 1999 (age ≤36)
- Gen X: born 1965 to 1979 (age 37 to 51)
- Boomers: born 1946 to 1964 (age 52 to 70)
- Seniors: born pre-1946 (age ≥71)



2016 Age Range

