

*North Shore-Barrington Association of
REALTORS^â*

2006 Membership Survey

Summary of Results

**Final Report
August 2006**

Survey Conducted and Compiled by:

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INTRODUCTION AND OVERVIEW

This report presents the responses to an online member survey questionnaire, which was distributed to all North Shore-Barrington Association of REALTORS® (NSBAR) members in July 2006. Questions were asked on a variety of topics including professional characteristics of the membership, ratings of NSBAR programs and services, the importance of local issues, and the usefulness of potential future services.

E-mails with instructions and a link to the survey site were sent to 4,149 NSBAR members and 500 surveys were completed, yielding a 12% response rate. Statisticians customarily utilize a 95% confidence level in calculating sample error. That is, the sample will fall within the margin for error in 95 out of 100 cases, yielding a margin for error of plus or minus 5%.

	# E-Mailed	# Received	% Response	Sample Error
All Responses	4,149	500	12%	3.93%

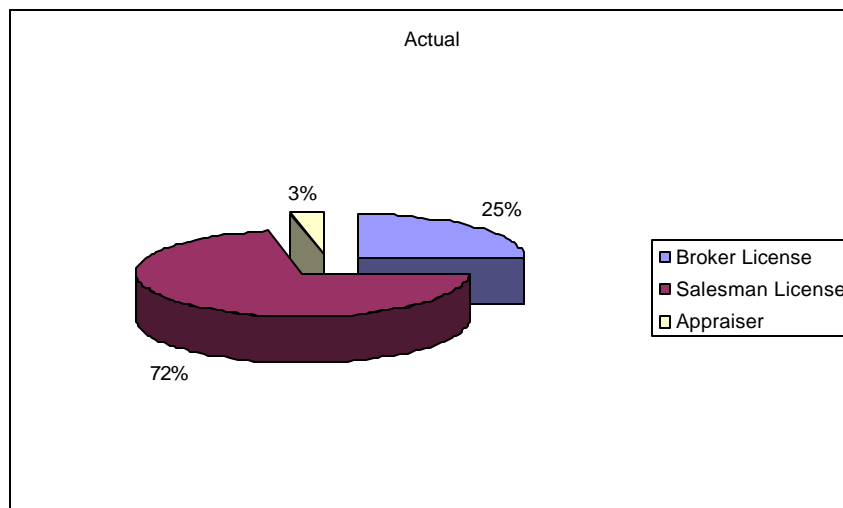
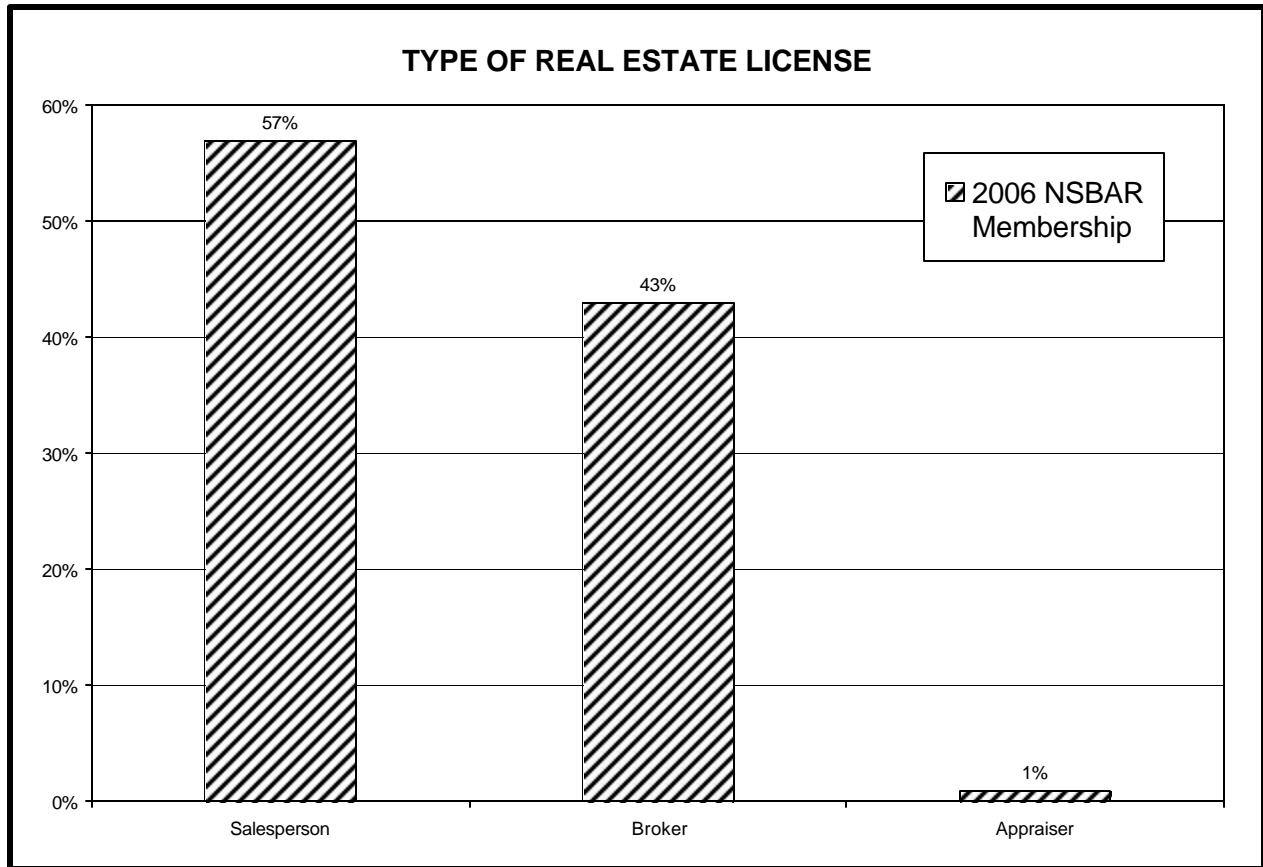
Given the size of NSBAR's population (membership) and the sample size of questionnaires returned, the margin for error for the data is 3.93%, which is well within the generally accepted range. Technical assistance with setting up the online survey instrument was provided by Mike Audet of the WAV Group.

The figures in this report may occasionally total slightly less than or greater than 100% due to rounding.

Whenever possible, the results from the 2006 survey are compared to NSBAR survey data from the 2000 and 2004 surveys in order to identify trends and changes in member characteristics and opinions.

TYPE OF REAL ESTATE LICENSE

- The majority of the survey respondents (57%) reported that they hold a Salespersons license. Forty-three percent hold a Broker license and 1% are Appraisers.



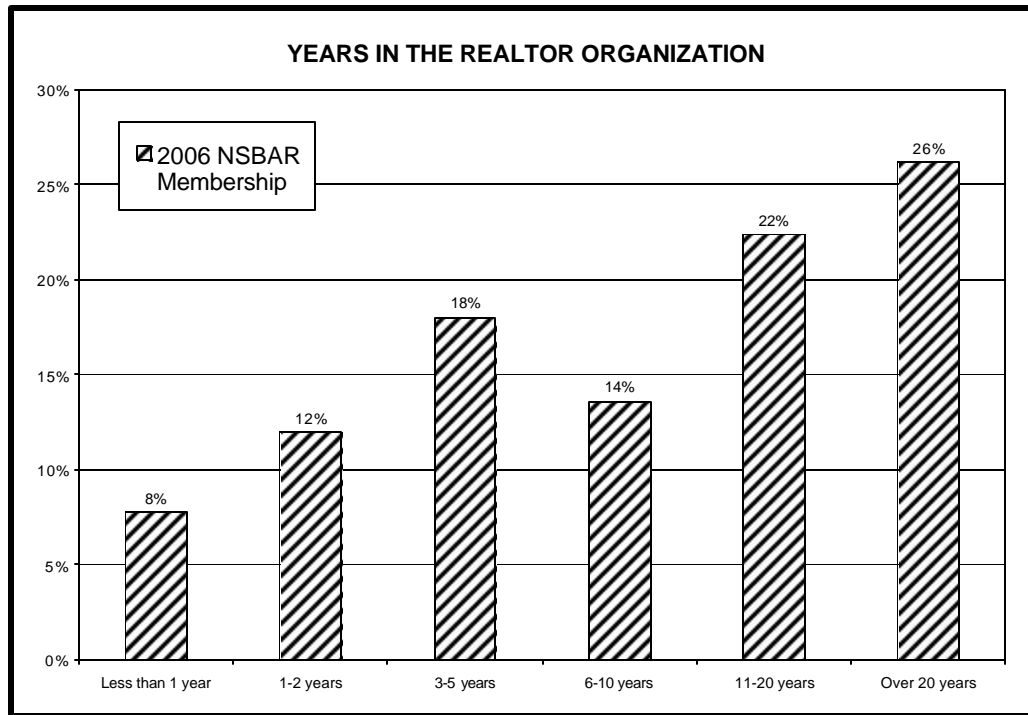
TRENDS

- The percentage of salespersons has remained virtually the same since the 2004 survey; the percentage of brokers has increased by 3% since the last survey and the percentage of appraisers has decreased.

TYPE OF LICENSE	2000	2004	% Change (2000-2004)	2006	% Change (2004-2006)
Salesperson	47%	56%	9%	57%	1%
Broker	40%	30%	-10%	43%	3%
Associate Broker	10%	10%	0%		
Appraiser	2%	4%	2%	1%	-3%

YEARS IN THE REALTOR[®] ORGANIZATION

- The greatest number of NSBAR members (26%) have been members of the REALTOR[®] organization for over 20 years. Twenty percent are new to the business, with 2 or fewer years of membership.



nsbar.org
North Shore-Barrington Association of Realtors[®]

Years in Business Report

License Type	Years in Business *	Agent Count		
		Value	%	
Agents	00-03	1121	38.84%	
	04-05	430	14.90%	
	06-10	402	13.93%	
	11-20	574	19.89%	
	21-30	277	9.80%	
	31-40	72	2.49%	
	41-50	10	0.35%	
	Sub Total:		2886	
	Brokers	00-03	269	24.41%
		04-05	73	6.62%
06-10		150	13.61%	
11-20		305	27.68%	
21-30		204	18.51%	
31-40		74	6.72%	
41-50		20	1.81%	
51-60		7	0.64%	
Sub Total:		1102		
Grand Total		3988	**	

* based on Agent/Broker State License number
** total of members with valid agent or broker license on file

TRENDS

- After a growth in the percentage of new members from 2000 to 2004, the percentage of those members with 2 or fewer years in the real estate business has declined since the last survey. It appears that many of those that started in the business in 2004 have remained, as the percentage of members with 3-10 years in the REALTOR[®] organization has increased by 6%. The percentage of NSBAR members with 11 or more years in the business has remained virtually unchanged since the last survey.

YEARS IN THE BUSINESS	2000	2004	% Change (2000-2004)	2006	% Change (2004-2006)
2 years or less	12%	27%	15%	20%	-7%
3 to 10 years	28%	26%	-2%	32%	6%
11 or more years	60%	47%	-13%	48%	1%

AGE OF THE MEMBERSHIP

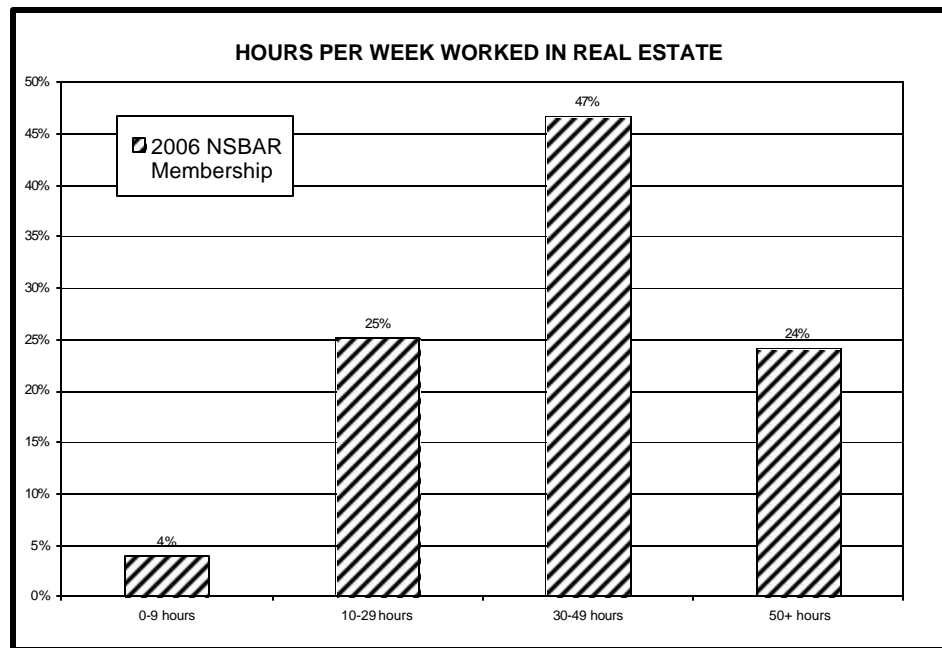
- The average age of NSBAR members is 53 years, unchanged since the 2000 and 2004 surveys. The members range in age from 24 to 84; the median age is 53.

AGE	2000	2004	2006
Average	53	53	53

Age of Members - NSBAR 9/1/06		
WWII (end 1939)	139	3.2%
Boomers (end 1959)	1343	31.4%
X (end 1979)	846	19.8%
Y (end 1989 with youngest member)	597	14.0%
Will not give a date	1352	31.6%
	4277	1

HOURS WORKED PER WEEK IN REAL ESTATE

- It appears that the majority of NSBAR are working full-time in real estate. Forty-seven percent of members report that they work 30-49 hours per week in real estate; 71% work at least 30 hours per week. Twenty-nine percent of the survey respondents work 29 or fewer hours per week in real estate.



TRENDS

- The percentages of NSBAR members that work very many and very few hours have decreased; those working fewer than 10 hours per week has declined by 3% since the last survey and those working more than 50 hours per week has declined by 5%. The biggest growth has been in the percentage of respondents that work 10-29 hours in real estate per week, with a 6% increase since the 2004 survey.

HOURS WORKED PER WEEK IN REAL ESTATE	2000	2004	% Change (2000-2004)	2006	% Change (2004-2006)
0-9 hours	6%	7%	1%	4%	-3%
10-29 hours	19%	19%	0%	25%	6%
30-49 hours	46%	46%	0%	47%	1%
50+ hours	30%	29%	-1%	24%	-5%

ADDITIONAL OCCUPATIONS

- The survey respondents were asked to indicate if real estate is their only occupation at the present time. Eighty-six percent of members responded that real estate is their only current occupation. Fourteen percent of members have another occupation in addition to real estate.

TRENDS

- The percentage of respondents who report that real estate is their only occupation has remained virtually unchanged since the 2004 survey.

IS REAL ESTATE ONLY OCCUPATION?	2000	2004	% Change (2000-2004)	2006	% Change (2004-2006)
Yes, only occupation	88%	85%	-3%	86%	1%
No, have another occupation	12%	15%	3%	14%	-1%

TRANSACTIONS/SIDES

- The survey respondents were asked to write in how many real estate transactions (sides) they completed in 2005. The average number of transactions completed by members was 12; the median was 9.

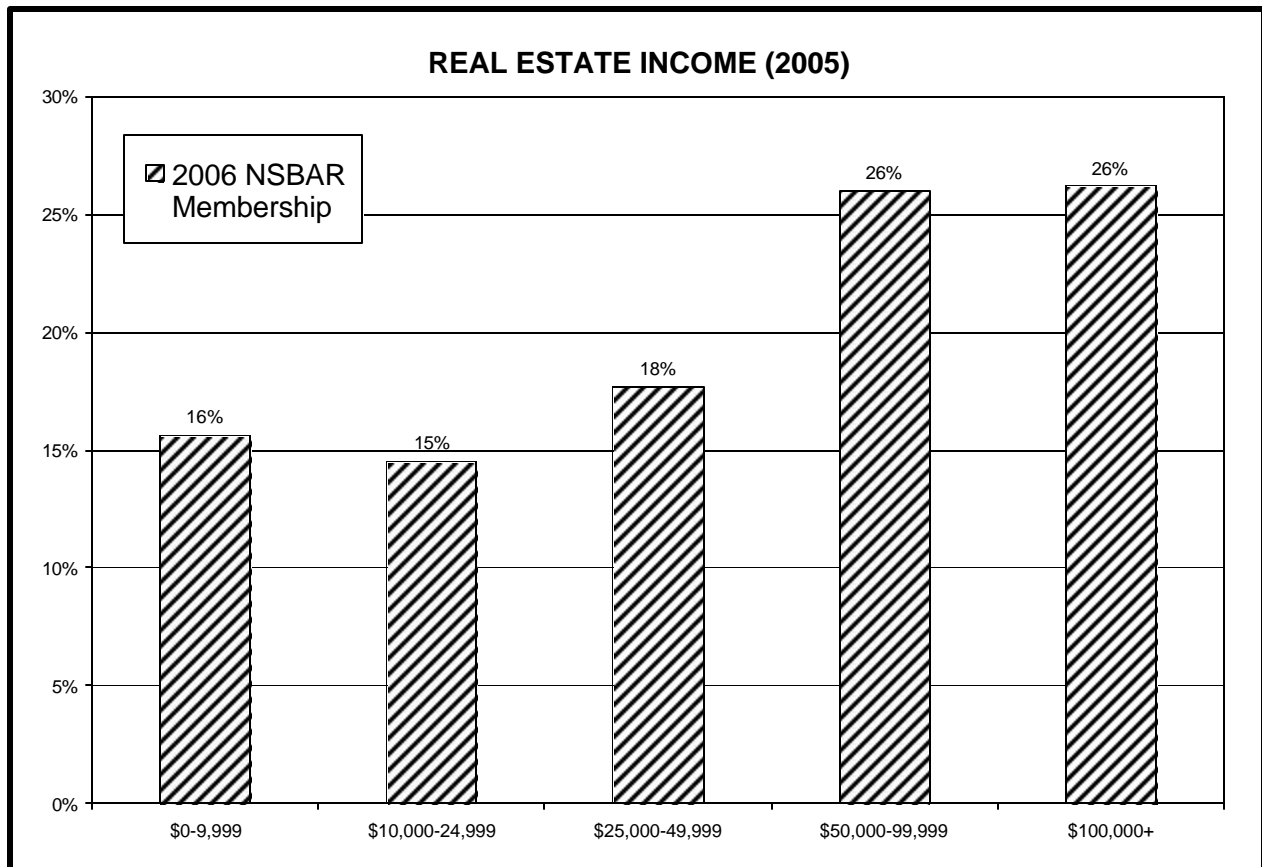
TRENDS

- The average number of transactions closed per person has remained virtually unchanged since the last survey. The percentage of members that closed 5-12 transactions has increased by 6% since the last survey; the other ranges have decreased slightly.

TRANSACTIONS/SIDES	2000	2004	Change (2000-2004)	2006	Change (2004-2006)
AVERAGE	14.5	12	-2.5	12	0
None	7%	10%	3%	10%	0%
1-4	15%	21%	6%	20%	-1%
5-8	20%	17%	-3%	22%	5%
9-12	17%	16%	-1%	17%	1%
13-20	19%	20%	1%	17%	-3%
21-30	12%	10%	-2%	9%	-1%
31+	10%	6%	-4%	4%	-2%

REAL ESTATE INCOME

- Sixteen percent of NSBAR’s members earned less than \$10,000 in real estate income last year; 31% earned less than \$25,000. On the other end of the income scale, 26% of the survey respondents earned more than \$100,000 from their real estate activities last year and 52% earned \$50,000 or more.



TRENDS

- The income category showing the greatest percentage increase since the last survey is the \$50,000-\$99,999 income range, with an 8% increase since 2004.

REAL ESTATE INCOME	2000	2004	% Change (2000-2004)	2006	% Change (2004-2006)
\$0-9,999	10%	20%	10%	16%	-4%
\$10,000-24,999	14%	14%	0%	15%	1%
\$25,000-49,999	19%	21%	2%	18%	-3%
\$50,000-99,999	29%	18%	-11%	26%	8%
\$100,000+	28%	27%	-1%	26%	-1%

PERSONAL ASSISTANTS

- The majority of NSBAR members (88%) do not employ their own personal assistant; 12% do have one or more personal assistants.
- Of those respondents who do employ assistants, the average number of assistants employed is 1.5 assistants; the median figure is 1.

UTILIZATION OF PERSONAL ASSISTANTS	2006 NSBAR Membership
Have both licensed and unlicensed assistants	1%
Have licensed assistant(s)	4%
Have unlicensed assistant(s)	7%
No personal assistants	88%

TRENDS

- The use of personal assistants has remained virtually unchanged since the 2004 survey.

UTILIZATION OF PERSONAL ASSISTANTS	2000	2004	% Change (2000-2004)	2006	% Change (2004-2006)
Yes, have personal assistant(s)	14%	11%	-3%	12%	1%
No personal assistant(s)	86%	89%	3%	88%	-1%

USE OF A REAL ESTATE COACH

- The survey respondents were asked if they have or use a coach for real estate. Most respondents (81%) do not, but 19% of NSBAR members do utilize a real estate coach.

UTILIZATION OF A REAL ESTATE COACH	2006 NSBAR Membership
Yes, have/use a real estate coach	19%
No, do not	81%

LANGUAGES

- The survey respondents were asked if they speak any languages in addition to English. Twenty-one percent of NSBAR members reported that they speak at least one language in addition to English.

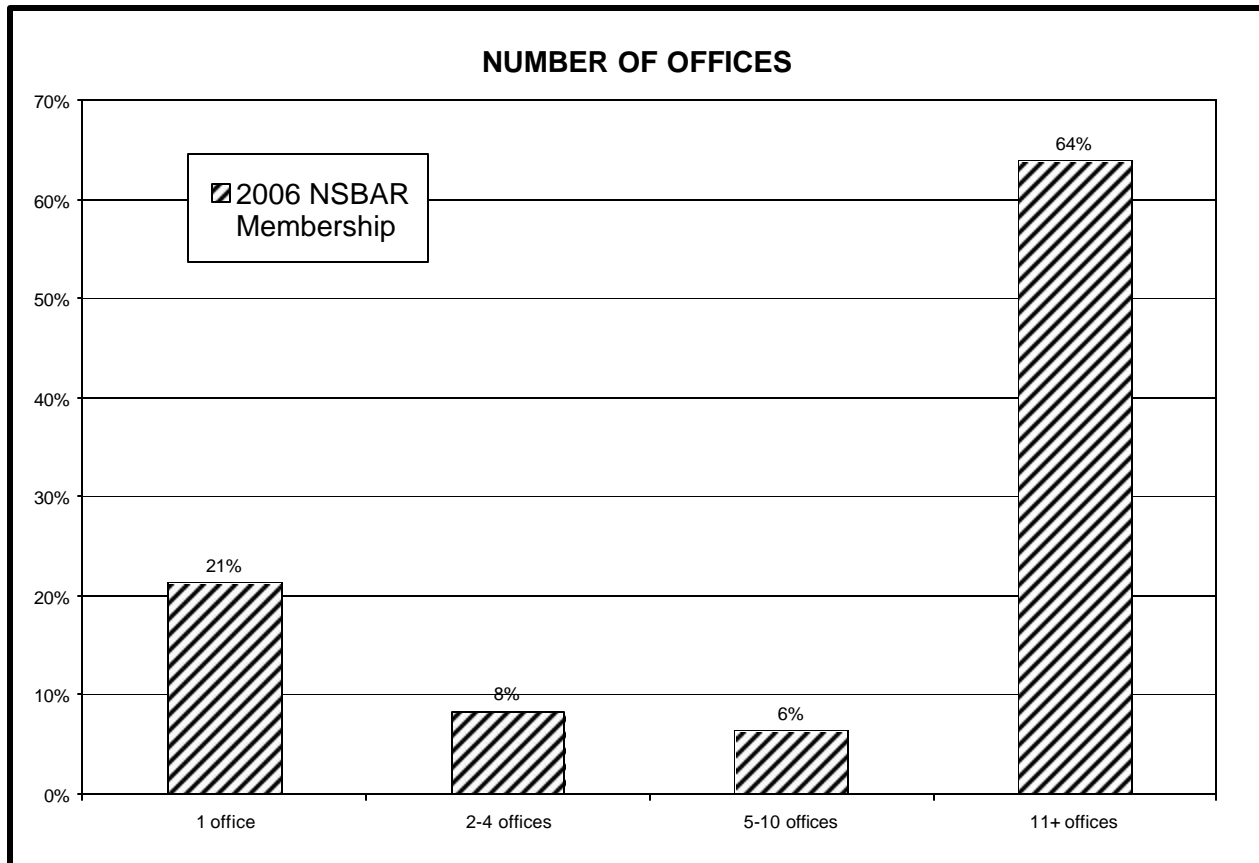
LANGUAGES	# of Responses	% of NSBAR Membership
Speak at least one language other than English	106	21%
Speak more than one language other than English	20	4%
Spanish	26	5%
French	24	5%
Russian	15	3%
Polish	8	2%
Italian	8	2%
German	5	1%
Greek	5	1%
Hebrew	3	1%
Korean	3	1%
Serbian	3	1%
Arabic	2	<1%
Bulgarian	2	<1%
Hindi	2	<1%
Ukrainian	2	<1%
Urdu	2	<1%
Vietnamese	2	<1%

These languages were typed into the survey form by one person each:

- American Sign Language, Armenian, Assyrian, Chinese, Czech, Danish, Gujrati, Lithuanian, Macedonian, Persian, Punjabi, Serbo-Croatian-Bosnian, Swahili, Tagalog.

NUMBER OF OFFICES

- Sixty-four percent of the survey respondents work at large firms with 10 or more offices. Twenty-one percent of the survey respondents work with small firms with only one office. Fourteen percent of NSBAR members are affiliated with mid-sized firms having 2-10 offices.



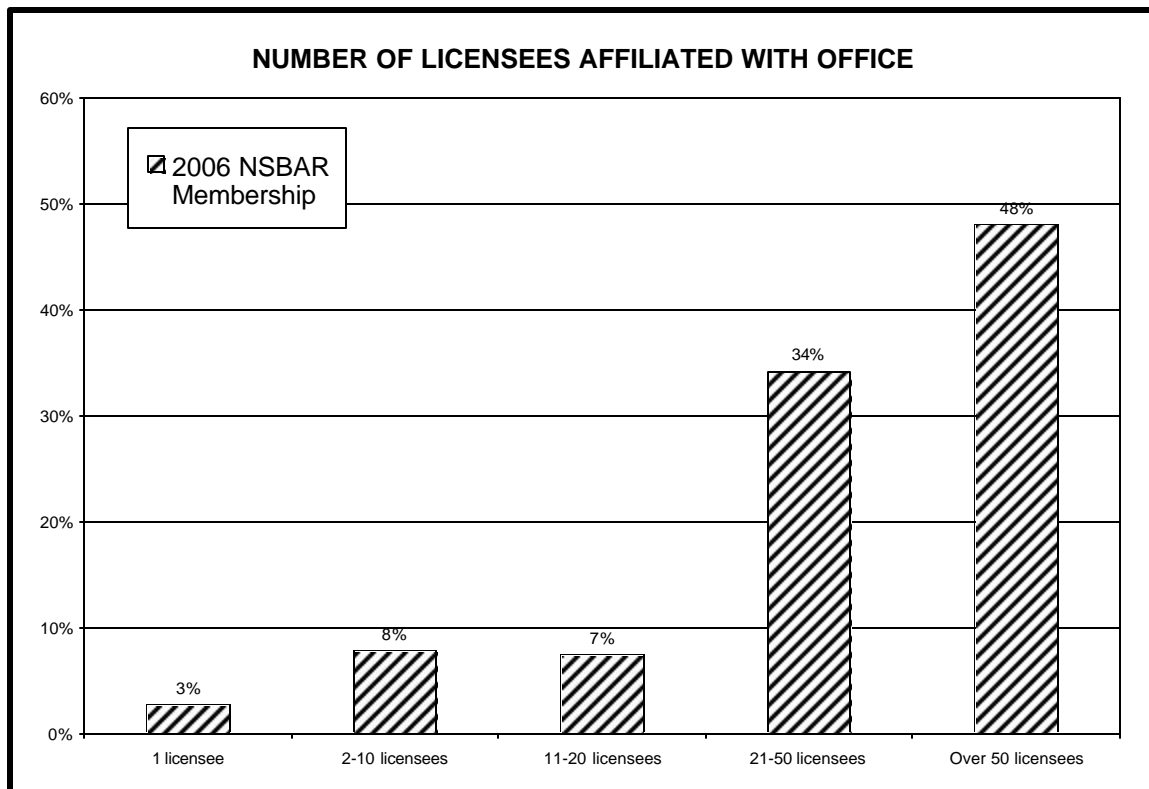
TRENDS

- The big are getting bigger in terms of real estate firm size. Since the 2004 survey, the percentage of one-office firms has decreased by 11%. The percentage of 11+ office firms has increased by 11% and those firms having 5 or more offices has increased by 14%.

NUMBER OF OFFICES	2000	2004	% Change (2000-2004)	2006	% Change (2004-2006)
1 office	34%	32%	-2%	21%	-11%
2-4 offices	9%	12%	3%	8%	-4%
5-10 offices	4%	3%	-1%	6%	3%
11+ offices	53%	53%	0%	64%	11%

NUMBER OF LICENSEES AFFILIATED WITH OFFICE

- The survey respondents were asked to indicate how many licensees are in the office where they work. The greatest percentage of respondents (48%) are affiliated with large offices having over 50 licensees. Only 11% of NSBAR members work at small offices with 10 or fewer licensees.



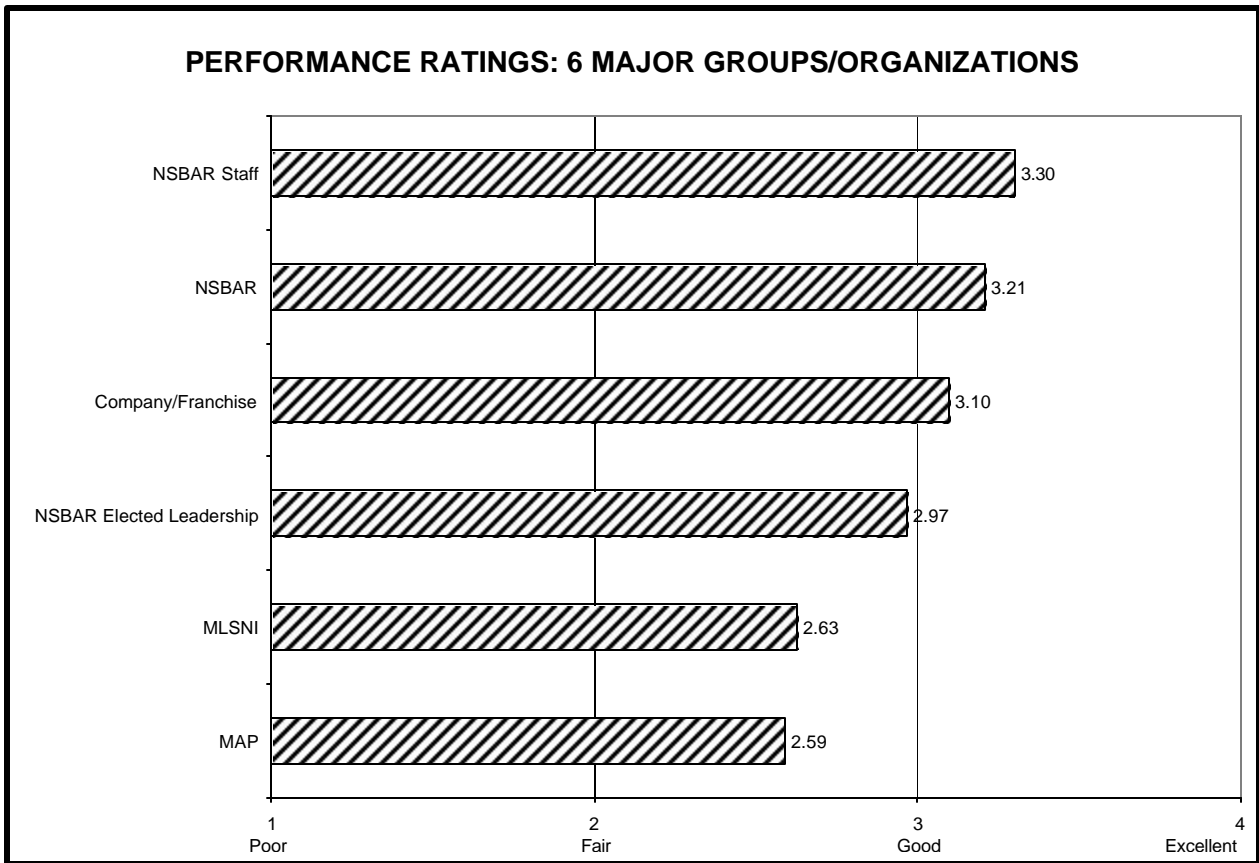
TRENDS

- The growth in the percentage of large offices is continuing. Since the last two surveys, the percentage of NSBAR members that are affiliated with large offices having 50 or more licensees has increased - by 9% from 2000 to 2004, and by another 12% from 2004 to 2006. The smaller office sizes continue to decrease over time.

NUMBER OF LICENSEES AFFILIATED WITH OFFICE	2000	2004	% Change (2000-2004)	2006	% Change (2004-2006)
1 licensee	4%	4%	0%	3%	-1%
2-10 licensees	12%	12%	0%	8%	-4%
11-20 licensees	16%	11%	-5%	7%	-4%
21-50 licensees	41%	37%	-4%	34%	-3%
Over 50 licensees	27%	36%	9%	48%	12%

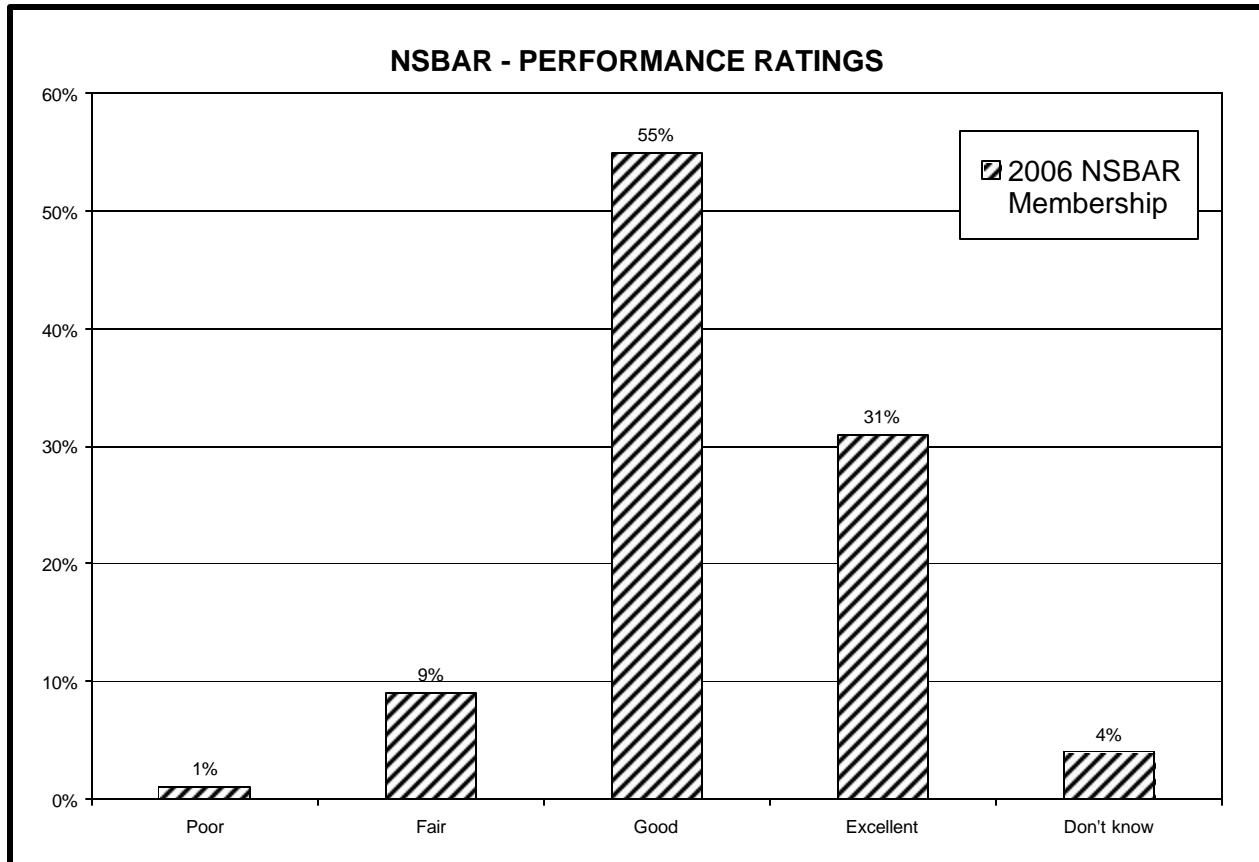
PERFORMANCE RATINGS: 6 MAJOR CATEGORIES

- The survey respondents were asked to rate the performance of six groups/organizations in meeting the needs of and helping the membership. When one compares the ratings for all six groups, the NSBAR staff received the highest performance ratings, followed by NSBAR, the respondents’ company/franchise, and the NSBAR elected leadership.
- The two multiple listing services (MLSNI and MAP) received relatively lower performance ratings.
- The individual ratings for each of the six major groups/organizations are shown on the following pages.



PERFORMANCE OF THE NORTH SHORE-BARRINGTON ASSOCIATION

- Eighty-six percent of the survey respondents replied that NSBAR does a "good" or "excellent" job in meeting member needs and helping the membership.



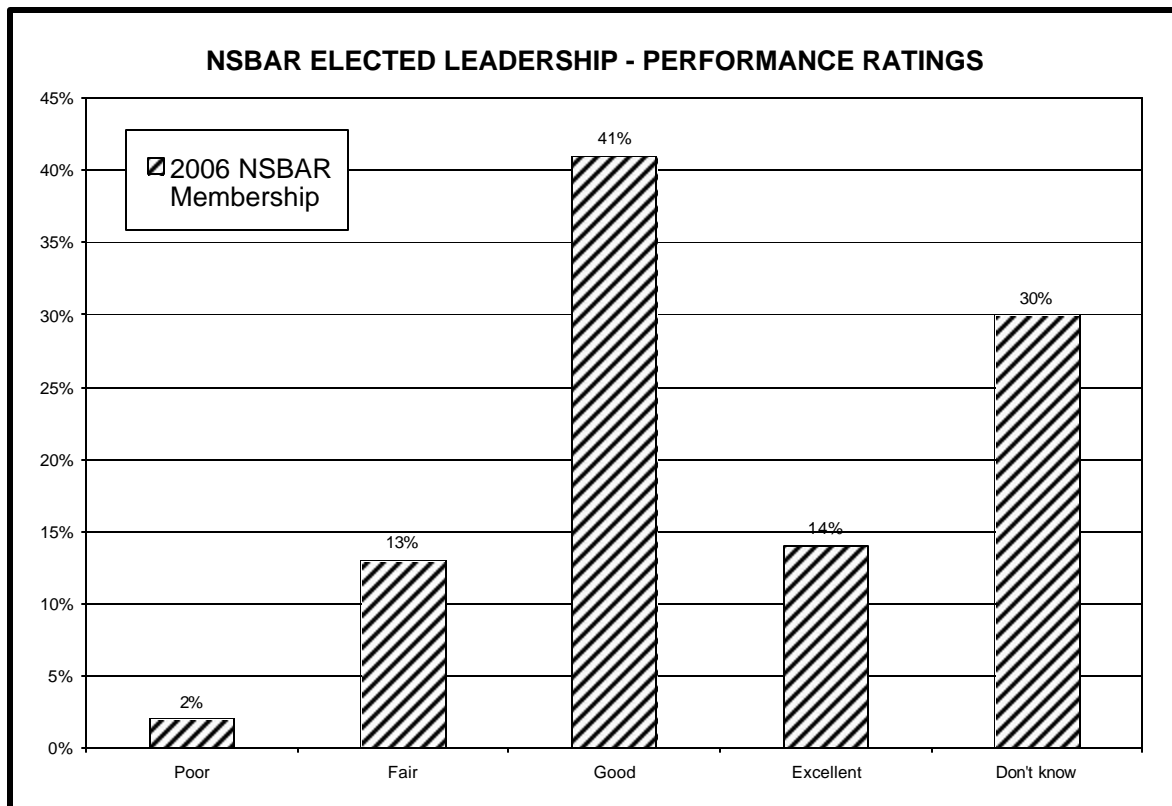
TRENDS

- The percentage of members that rated NSBAR’s performance as “good” has increased since the last survey; the “excellent” and “don’t know” ratings have declined slightly.

NSBAR PERFORMANCE	2000	2004	% Change (2000-2004)	2006	% Change (2004-2006)
Poor	3%	1%	-1%	1%	0%
Fair	14%	8%	-6%	9%	1%
Good	45%	47%	2%	55%	8%
Excellent	33%	36%	3%	31%	-5%
Don't know	5%	8%	3%	4%	-4%

PERFORMANCE OF THE NSBAR ELECTED LEADERSHIP

- Fifty-five percent of NSBAR's membership responded that the Association's elected leadership does a "good" or "excellent" job in meeting member needs and helping the membership. Thirty percent, however, "don't know" how the leadership is performing.



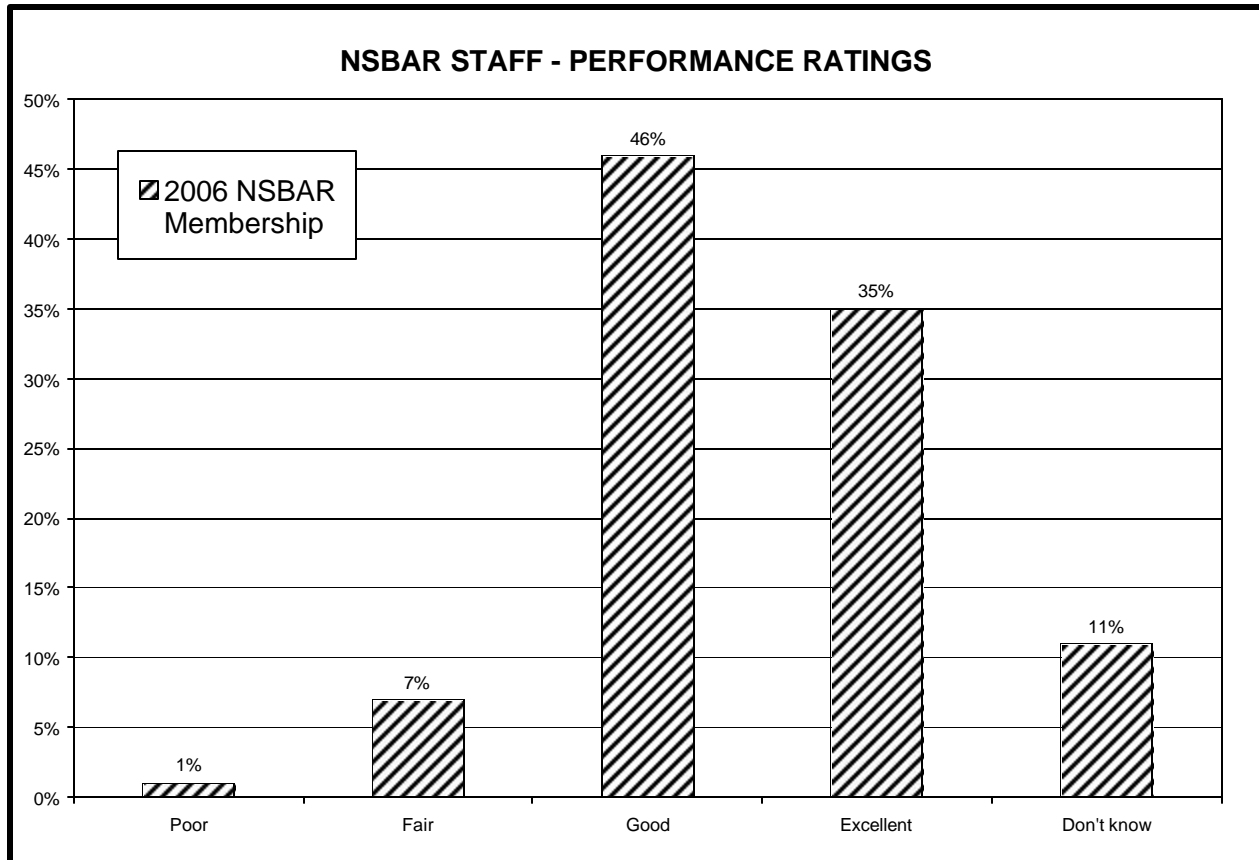
TRENDS

- Fewer respondents rated the elected leadership performance as "excellent" than did on the last two surveys. There is also a slightly greater percentage of respondents who "don't know" how well the leadership is doing.

NSBAR ELECTED LEADER. PERFORMANCE	2000	2004	% Change (2000-2004)	2006	% Change (2004-2006)
Poor	3%	2%	-1%	2%	0%
Fair	13%	9%	-4%	13%	4%
Good	41%	41%	0%	41%	0%
Excellent	21%	21%	0%	14%	-7%
Don't know	22%	28%	6%	30%	2%

PERFORMANCE OF THE NSBAR PAID STAFF

- Thirty-five percent of the survey respondents rated the NSBAR staff performance as “excellent” and 46% assigned a “good” rating.



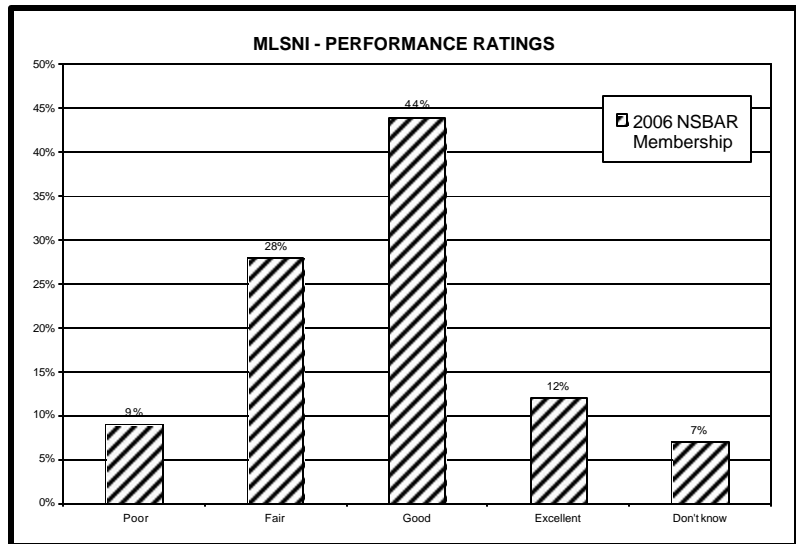
TRENDS

- The percentage of “good” ratings for the staff have increased since the last two surveys; “excellent” and “don't know” ratings have declined slightly.

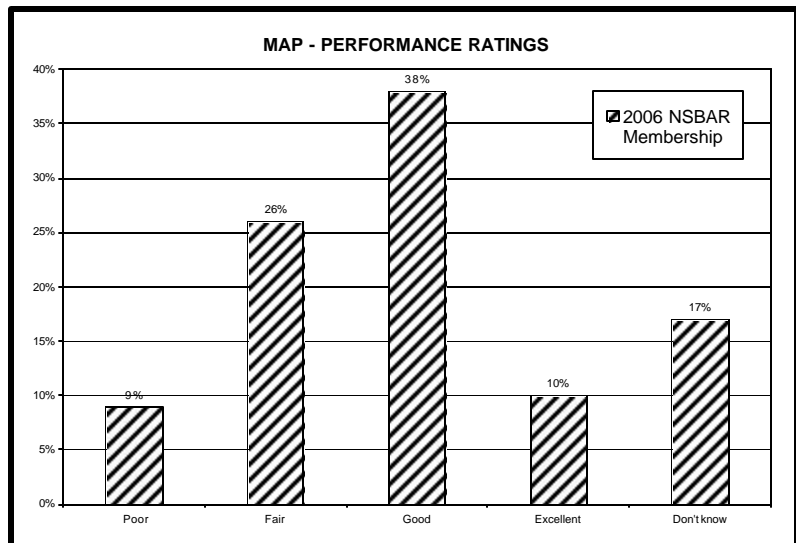
NSBAR STAFF. PERFORMANCE	2000	2004	% Change (2000-2004)	2006	% Change (2004-2006)
Poor	2%	0%	-2%	1%	1%
Fair	9%	7%	-2%	7%	0%
Good	42%	40%	-2%	46%	6%
Excellent	33%	38%	5%	35%	-3%
Don't know	14%	15%	1%	11%	-4%

PERFORMANCE OF MLSNI AND MAP

- Of the six major groups/organizations included on the survey, MLSNI and MAP received the lowest performance ratings. Although the majority (56%) rated MLSNI as “good” or “excellent,” 37% assigned the MLSNI “fair” or “poor” ratings.

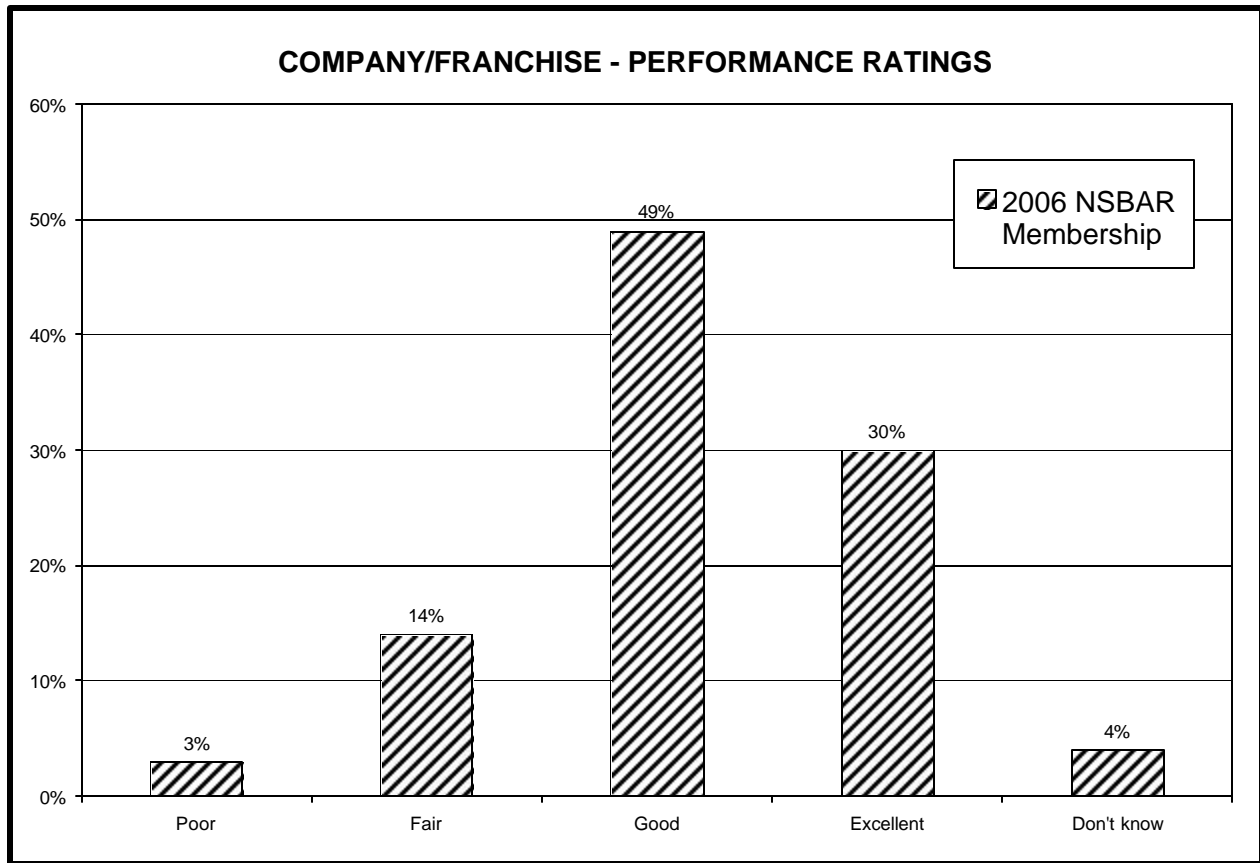


- The MAP system received “good” and “excellent” ratings from nearly half (48%) of the survey respondents, but 35% rated MAP as “fair” or “poor.” Seventeen percent “don’t know” how well MAP is serving its membership.



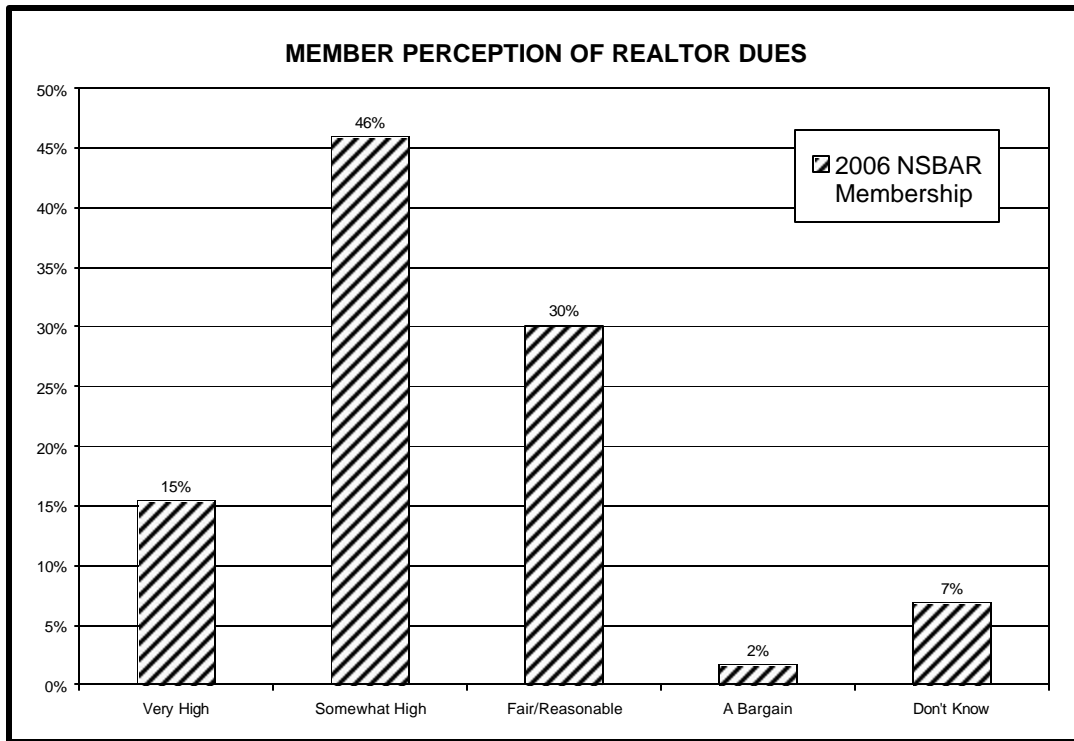
PERFORMANCE OF RESPONDENTS' COMPANY/FRANCHISE

- The survey respondents were also asked to rate the performance of their company or franchise. Most respondents (79%) rated their company or franchise as doing a “good” or “excellent” job in meeting the needs of the membership.



REALTOR® ASSOCIATION DUES

- NSBAR’s annual dues are \$343.00, which includes local, state, and national dues and the national public awareness assessment. When asked their opinion of their REALTOR® dues, the greatest number of NSBAR members (46%) responded that the dues as “somewhat high” and an additional 15% replied that the dues are “very high.” Thirty percent rated the dues as “fair and reasonable.” Thirty percent rated the dues as “fair and reasonable.”



TRENDS

- The percentage of members that rated their dues as “too high” has increased by 13% since the last two surveys. However, the results might be somewhat skewed, as the last two surveys included only one category labeled “too high,” whereas the 2006 survey included two choices of “somewhat high” and “very high.” Including two categories gives the respondent a choice of “somewhat high” even if they felt the dues were only a little on the high side. Those individuals may have chosen the “reasonable” rating on the last two surveys.

REALTOR® ORGANIZATION DUES	2000	2004	% Change (2000-2004)	2006	% Change (2004-2006)
Too High	48%	48%	0%	61%	13%
Fair/Reasonable	41%	45%	4%	30%	-15%
A Bargain	2%	2%	0%	2%	0%
Don't Know	8%	5%	-3%	7%	2%

EQUIPMENT/TECHNOLOGY USED IN BUSINESS
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- The survey respondents were asked to indicate what types of equipment and technology they use in their businesses. The equipment and technologies most commonly used are cellular phones, digital cameras, and desktop computers.

EQUIPMENT/TECHNOLOGY USED IN BUSINESS	2006 NSBAR Membership
Cellular phone	97%
Digital camera	90%
Desktop computer	86%
High-speed communication line	83%
Company web page	77%
Notebook/portable computer	51%
Personal web page	48%
Scanner	47%
PDA/Blackberry	26%
Text Messaging	26%
Smart Phone	7%
Pod Casting Downloads	<1 %

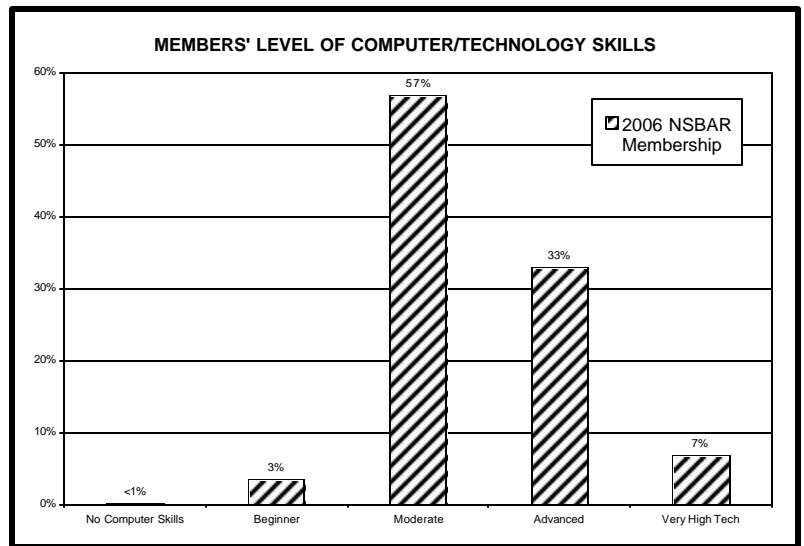
TRENDS

- Technology use continues to increase in nearly all categories. The percentage of NSBAR members that are using high speed communication lines, notebook computers, and personal websites have shown the largest increases. The use of scanners has declined.

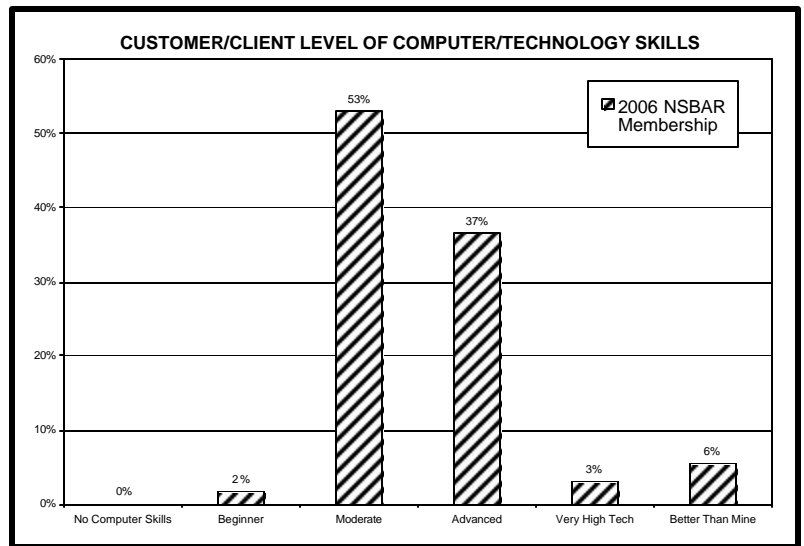
TECHNOLOGY USE	2000	2004	% Change (2000-2004)	2006	% Change (2004-2006)
High-speed communication line	14%	67%	53%	83%	16%
Notebook/portable computer	24%	38%	14%	51%	13%
Personal web page	28%	38%	10%	48%	10%
Digital camera	36%	81%	45%	90%	9%
Company web page	58%	71%	13%	77%	6%
Desktop computer	89%	85%	-4%	86%	1%
Cellular phone	93%	97%	4%	97%	0%
PDA/Blackberry	n/a	26%	n/a	26%	0%
Scanner	41%	52%	11%	47%	-5%

COMPUTER/TECHNOLOGY SKILLS

- Most NSBAR members (57%) rate their own computer and technology skills as “moderate.” An additional 40% describe their own computer skills as “advanced” or “very high tech.”



- The members were also asked to rate the computer and technology skills of their customers and clients. The results were very similar to the member ratings - 53% rated their customers’ skills as “moderate,” and an additional 40% rated their customers’ skills as “advanced or “very high tech.” Only 6% of the respondents responded that their client’s technology skills are better than their own.



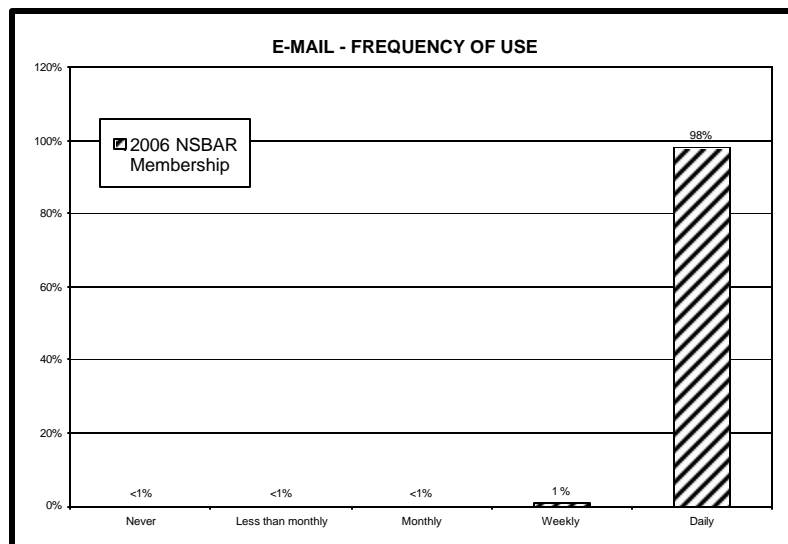
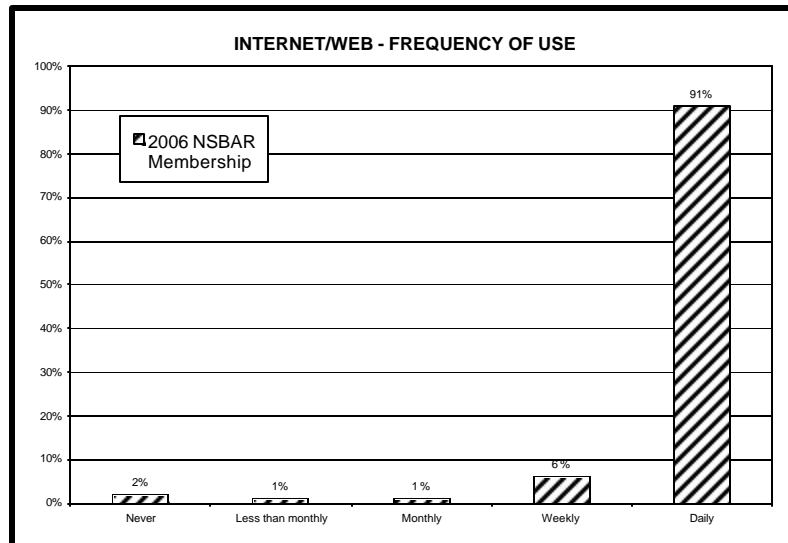
TRENDS

- The respondents’ ratings of their own technology and computer skills have remained virtually unchanged since the 2004 survey.

TECHNOLOGY/COMPUTER SKILLS	2000	2004	% Change (2000-2004)	2006	% Change (2004-2006)
No computer skills	2%	1%	-1%	<1 %	0%
Beginner	13%	5%	-8%	3%	-2%
Moderate	64%	56%	-8%	57%	1%
Advanced	20%	30%	10%	33%	3%
Very high tech	2%	7%	5%	7%	0%

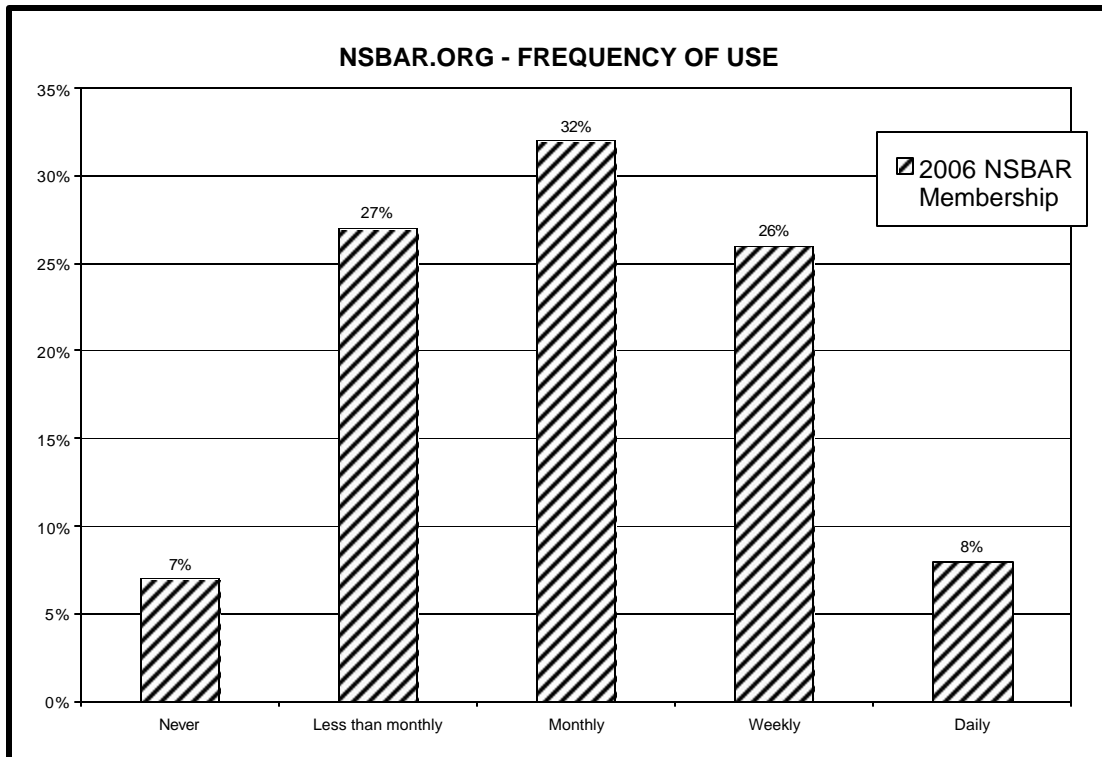
FREQUENCY OF INTERNET ACCESS AND E-MAIL USE

- The survey respondents were asked to indicate how often they access information on the Internet and World Wide Web, and also how often they use e-mail. Nearly all NSBAR members use the Internet (91%) and e-mail (98%) on a daily basis.



FREQUENCY OF NSBAR WEBSITE ACCESS

- The greatest percentage of survey respondents (32%) visit the NSBAR website on a monthly basis. Twenty-six percent visit the site weekly and 8% visit daily. Thirty-four percent replied that they visit www.nsbar.org less than monthly or never.



- The members were also asked if NSBAR.org and their company websites were listed on their list of favorites in their internet browser. Forty-four percent have the NSBAR site saved on their favorites and 67% have their company/franchise website listed.

Is NSBAR.org on your favorites?	2006 NSBAR Membership
Yes	44%
No	56%

Is your company/franchise website on your favorites?	2006 NSBAR Membership
Yes	67%
No	33%

INTERNET/WEB & EMAIL USE**TRENDS**

- The use of the Internet/Web and e-mail continues to increase over time. The percentage of NSBAR members that use the Internet and e-mail daily has increased since the last two surveys.
- Use of the NSBAR website is also increasing. The percentage of respondents that visit the site at least monthly has increased, while the percentage that uses the site less than monthly or never has decreased by 17%.

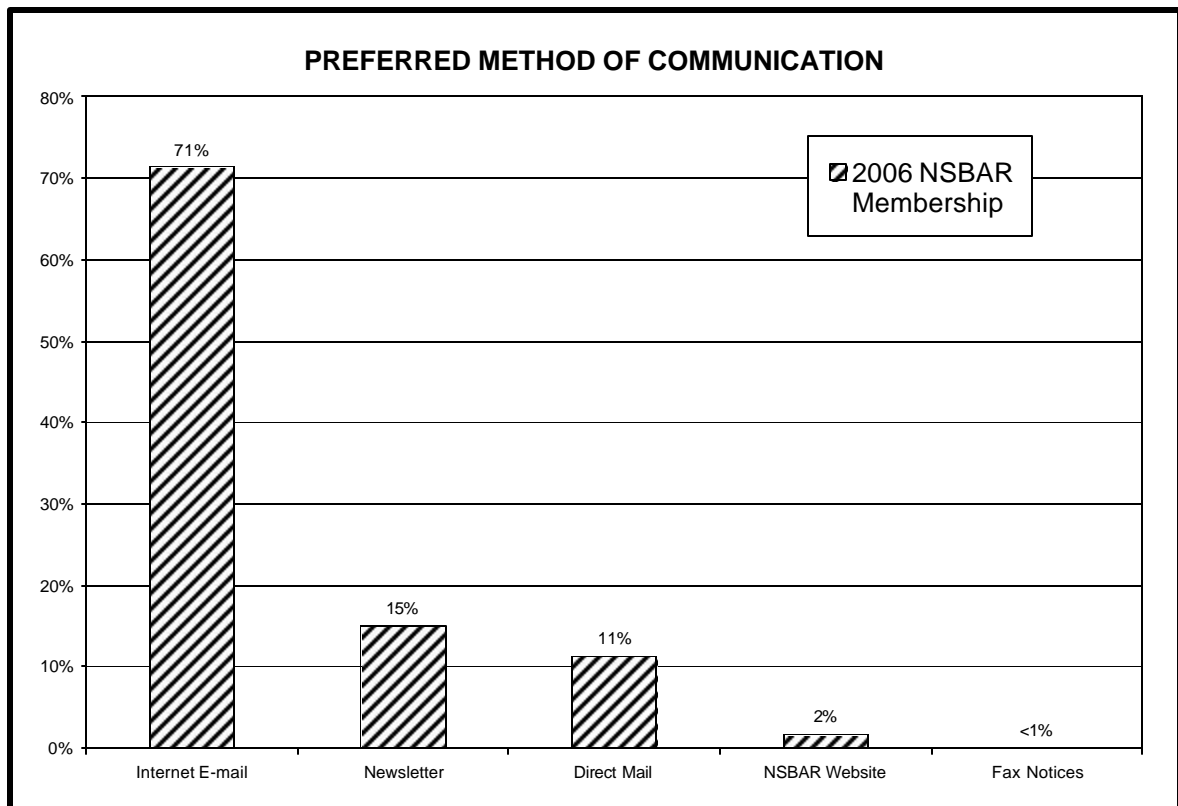
INTERNET/WWW USE	2000	2004	% Change (2000-2004)	2006	% Change (2004-2006)
Daily	53%	87%	34%	91%	4%
Weekly	26%	8%	-18%	6%	-2%
Monthly	5%	1%	-4%	1%	0%
Less than Monthly	9%	2%	-7%	1%	-1%
Never Access/Use	8%	2%	-6%	2%	0%

EMAIL USE	2000	2004	% Change (2000-2004)	2006	% Change (2004-2006)
Daily	57%	90%	33%	98%	8%
Weekly	24%	6%	-18%	1%	-5%
Monthly	1%	0%	-1%	<1%	0%
Less than Monthly	7%	1%	-6%	<1%	-1%
Never Access/Use	10%	2%	-8%	<1%	-1%

NSBAR WEBSITE USE	2000	2004	% Change (2000-2004)	2006	% Change (2004-2006)
Daily	5%	7%	2%	8%	1%
Weekly	9%	21%	12%	26%	5%
Monthly	10%	20%	10%	32%	12%
Less than Monthly	27%	32%	5%	27%	-5%
Never Access/Use	49%	19%	-30%	7%	-12%

PREFERRED COMMUNICATION METHOD

- The survey respondents were asked to indicate how they would prefer to receive information and updates from the Association. The method preferred by most members is Internet e-mail, with a 71% response, followed by the newsletter and direct mail.



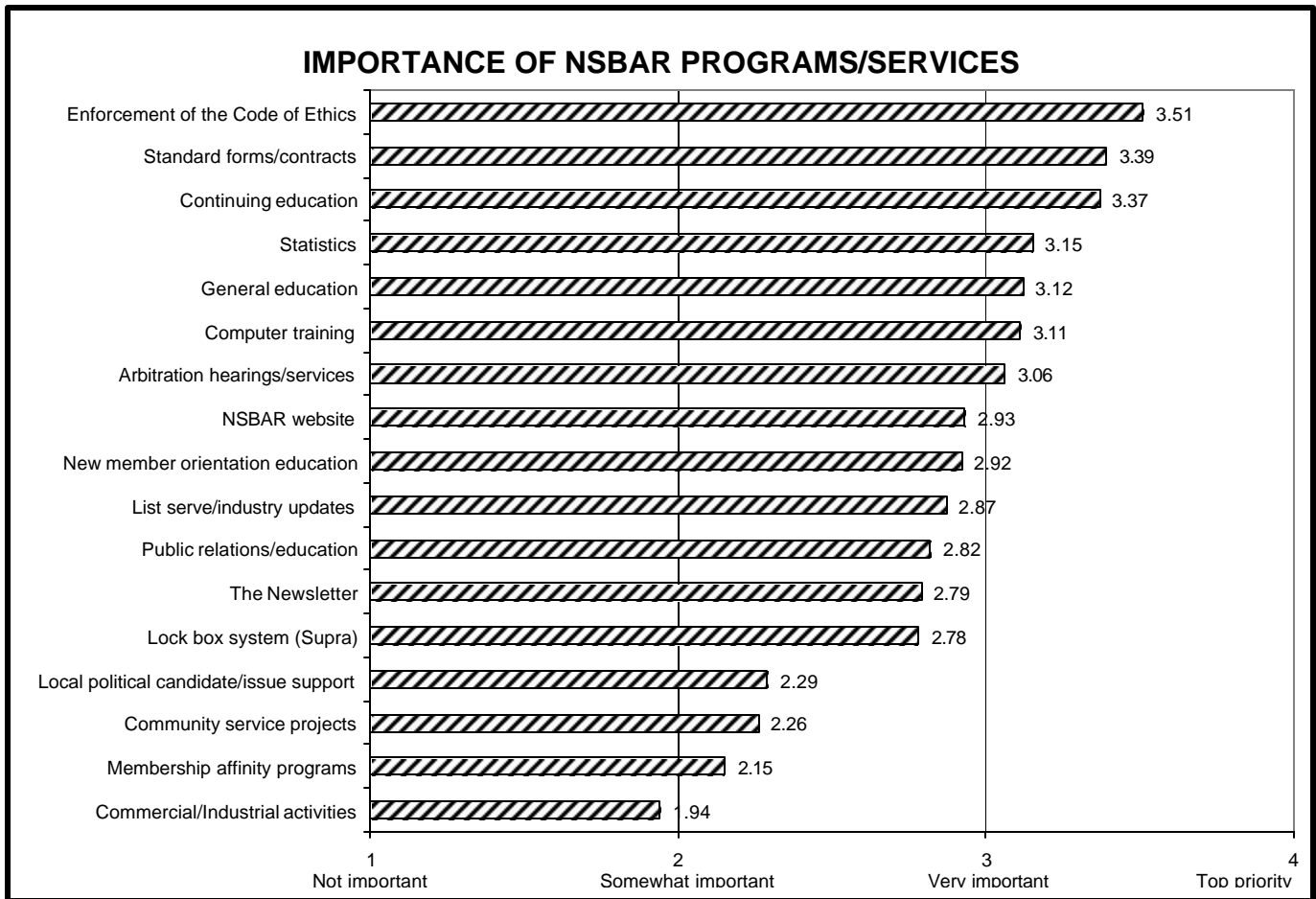
TRENDS

- Email continues to gain momentum as the most preferred communication method. The percentage of those that prefer e-mail has increased by 26% since 2004 and 48% since 2000.

PREFERRED COMMUNICATION METHOD	2000	2004	% Change (2000-2004)	2006	% Change (2004-2006)
Internet E-Mail	23%	45%	22%	71%	26%
Newsletter	36%	24%	-12%	15%	-9%
Direct Mail	30%	27%	-3%	11%	-16%
NSBAR Website	2%	1%	-1%	2%	1%
Fax Notices	8%	3%	-5%	<1%	-2%

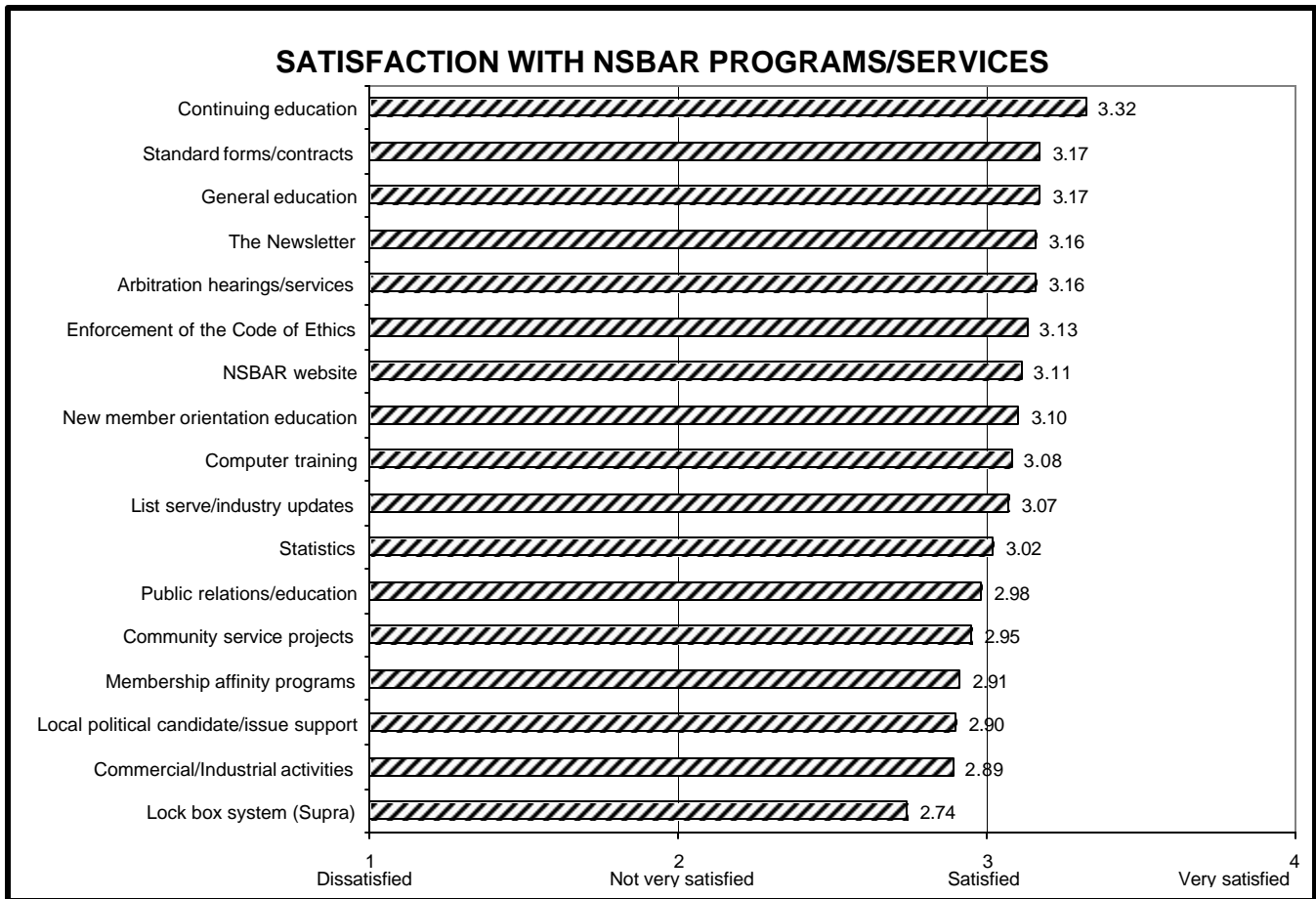
IMPORTANCE RATINGS: NSBAR PROGRAMS/SERVICES

- The survey respondents were asked to rate both the importance of and satisfaction with NSBAR's programs and services. In terms of importance, the most highly rated NSBAR services are: enforcement of the Code of Ethics, standard forms and contracts, and continuing education. The services receiving the lowest importance ratings were: commercial/industrial activities and membership affinity programs.



SATISFACTION RATINGS: NSBAR PROGRAMS/SERVICES

- NSBAR’s members gave the highest satisfaction ratings to: continuing education offerings, standard forms and contracts and general education. Members are relatively less satisfied with: the Supra lockbox system, commercial/industrial activities, and local political candidate and issue support.



NSBAR PROGRAMS/SERVICES RATINGS
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TRENDS

- All but one of NSBAR's services have increased in terms of importance since the 2004 survey. Those with the largest importance increases are: political candidate and issue support, arbitration hearings/services, and the list serve/industry updates. The Supra lockbox system has decreased in importance since 2004.
- All but three of NSBAR services have increased in terms of member satisfaction. The three that have shown small decreases are: the list serve/industry updates, the website and the newsletter.

IMPORTANCE	2000	2004	Change (2000-2004)	2006	Change (2004-2006)
Local Political Candidate/Issue Support	2.10	1.88	-0.22	2.29	0.41
Arbitration Hearings/Services	2.87	2.73	-0.14	3.06	0.33
List Serve/Industry Updates	2.83	2.59	-0.24	2.87	0.28
NSBAR Website	2.41	2.70	0.29	2.93	0.23
Continuing Education	3.08	3.14	0.06	3.37	0.23
General Education	3.00	2.91	-0.09	3.12	0.21
Enforcement of the Code of Ethics	3.39	3.33	-0.06	3.51	0.18
Community Service Projects	2.13	2.09	-0.04	2.26	0.17
Membership Affinity Programs	2.11	1.99	-0.12	2.15	0.16
Public Relations/Education	2.72	2.67	-0.05	2.82	0.15
Commercial/Industrial Activities	1.86	1.81	-0.05	1.94	0.13
Computer Training	3.21	2.98	-0.23	3.11	0.13
New Member Orientation Education	2.87	2.80	-0.07	2.92	0.12
Standard Forms/Contracts	3.32	3.33	0.01	3.39	0.06
The Newsletter	2.81	2.75	-0.06	2.79	0.04
Lock Box System (Supra)	3.24	3.02	-0.22	2.78	-0.24

SATISFACTION	2000	2004	Change (2000-2004)	2006	Change (2004-2006)
Lock Box System (Supra)	3.47	2.23	-1.24	2.74	0.51
Commercial/Industrial Activities	2.62	2.73	0.11	2.89	0.16
Community Service Projects	2.85	2.84	-0.01	2.95	0.11
Arbitration Hearings/Services	3.13	3.07	-0.06	3.16	0.09
Membership Affinity Programs	2.85	2.84	-0.01	2.91	0.07
Public Relations/Education	2.93	2.92	-0.01	2.98	0.06
Computer Training	3.03	3.04	0.01	3.08	0.04
Standard Forms/Contracts	3.23	3.13	-0.10	3.17	0.04
Continuing Education	3.25	3.29	0.04	3.32	0.03
Local Political Candidate/Issue Support	2.87	2.87	0.00	2.90	0.03
Enforcement of the Code of Ethics	3.06	3.11	0.05	3.13	0.02
General Education	3.13	3.15	0.02	3.17	0.02
New Member Orientation Education	3.05	3.10	0.05	3.10	0.00
List Serve/Industry Updates	3.00	3.11	0.11	3.07	-0.04
NSBAR Website	2.97	3.16	0.19	3.11	-0.05
The Newsletter	3.23	3.26	0.03	3.16	-0.10

NSBAR PROGRAMS/SERVICES: GAP ANALYSIS
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- A gap analysis is a way to illustrate how well the Association is meeting the expectations of the members. The following table shows the average importance and satisfaction rating for each service and the resulting performance gap. The existence of a gap between satisfaction and importance indicates that there are unmet needs.
- A positive gap score means that, given level of importance, quality or satisfaction needs to be improved to meet the expectations of the membership. Those services with positive gap scores, such as enforcement of the Code of Ethics, standard forms/contracts, and statistics should be receiving more attention and resources to improve their satisfaction ratings.
- Conversely, a negative gap score indicates that the Association is exceeding member expectations. Services with negative gap scores may be receiving too much attention and resources, as they are relatively less important. Resources should be shifted away from those services with negative gap scores and toward those with positive numbers.

NSBAR Programs/Services	2006 Importance	2006 Satisfaction	2006 Gap Score
Enforcement of the Code of Ethics	3.51	3.13	0.38
Standard forms/contracts	3.39	3.17	0.22
Statistics	3.15	3.02	0.13
Continuing education	3.37	3.32	0.05
Lock box system (Supra)	2.78	2.74	0.04
Computer training	3.11	3.08	0.03
General education	3.12	3.17	-0.05
Arbitration hearings/services	3.06	3.16	-0.10
Public relations/education	2.82	2.98	-0.16
New member orientation education	2.92	3.10	-0.18
NSBAR website	2.93	3.11	-0.18
List serve/industry updates	2.87	3.07	-0.20
The Newsletter	2.79	3.16	-0.37
Local political candidate/issue support	2.29	2.90	-0.61
Community service projects	2.26	2.95	-0.69
Membership affinity programs	2.15	2.91	-0.76
Commercial/Industrial activities	1.94	2.89	-0.95

NSBAR PROGRAMS/SERVICES: GAP ANALYSIS
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TRENDS

- The 2004 survey had three services with positive gap scores (meaning that improvements were needed); the 2006 survey has six services with positive gap scores, but three of those have very small gaps.
- Two services have changed from a negative gap score (exceeding expectation) to a positive gap score (improvements are needed). These are: continuing education and computer training, however, the 2006 gap scores are relatively small.

NSBAR Programs/Services	2004 Gap Score	2006 Gap Score
Enforcement of the Code of Ethics	0.22	0.38
Standard Forms/Contracts	0.20	0.22
Continuing Education	-0.15	0.05
Lock Box System (Supra)	0.79	0.04
Computer Training	-0.06	0.03
General Education	-0.24	-0.05
Arbitration Hearings/Services	-0.34	-0.10
Public Relations/Education	-0.25	-0.16
New Member Orientation Education	-0.31	-0.18
NSBAR Website	-0.47	-0.18
List Serve/Industry Updates	-0.51	-0.20
The Newsletter	-0.51	-0.37
Local Political Candidate/Issue Support	-0.99	-0.61
Community Service Projects	-0.76	-0.69
Membership Affinity Programs	-0.85	-0.76
Commercial/Industrial Activities	-0.91	-0.95

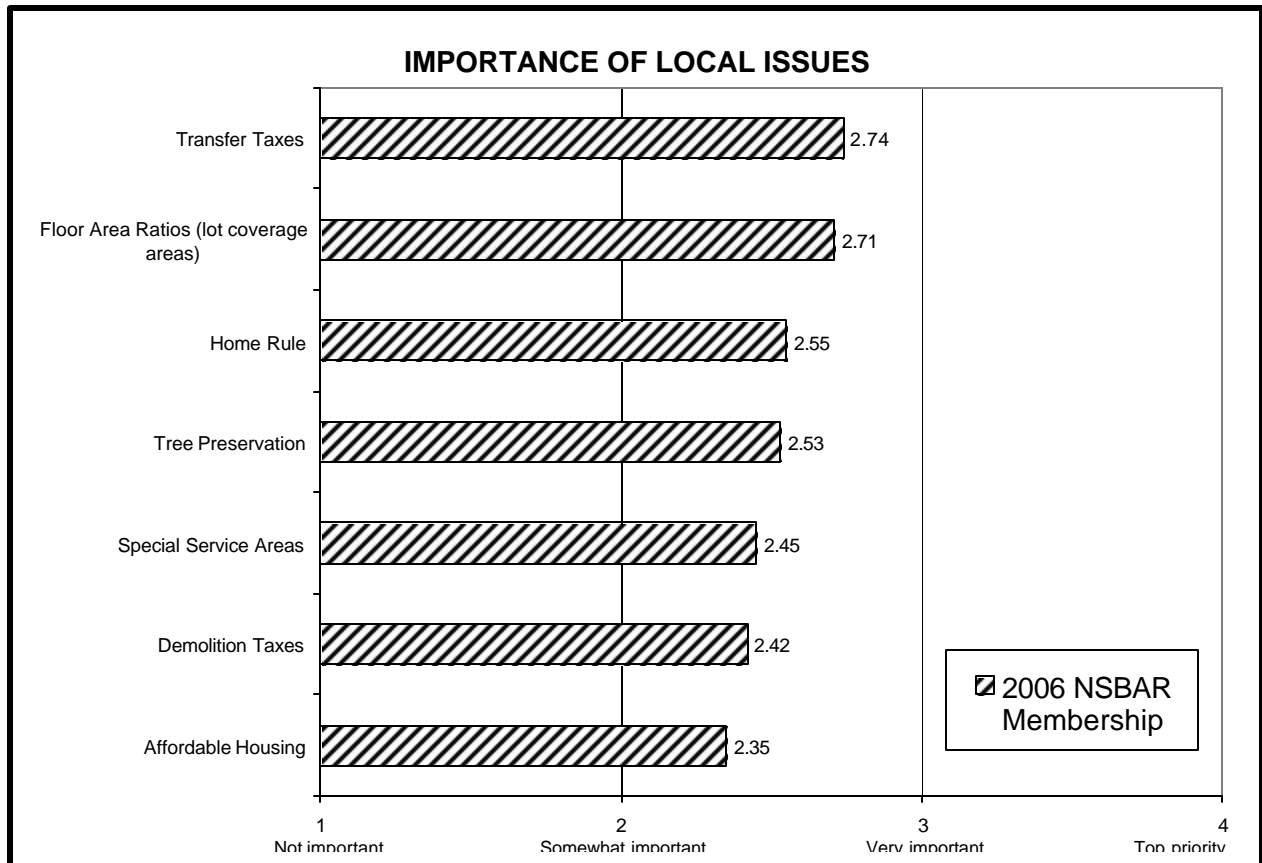
MOST EFFECTIVE ENTITY

- The survey questionnaire listed ten programs and services and asked the membership to rate which entity - NSBAR or their company/franchise - can or does most effectively provide each one.
- Of the ten services listed, eight were listed as most effectively provided by the local association. Only two - community service projects and website - received the majority vote for delivery by the company/franchise.

Programs/Services	Most Effectively Delivered by NSBAR	Most Effectively Delivered by Company/Franchise
Arbitration Hearings/Services	89%	11%
Continuing Education	76%	24%
List Serve/Industry Updates	74%	26%
Membership Affinity Programs	73%	27%
Standard Forms/Contracts	65%	35%
Statistics	65%	35%
Public Relations/Education	63%	37%
Computer Training	51%	49%
Community Service Projects	36%	64%
Website	26%	74%

IMPORTANCE OF LOCAL ISSUES

- The survey questionnaire listed seven local issues and asked the respondents to indicate which are of most concern, by ranking their importance. The issue of most concern is transfer taxes, followed by floor area ratios, home rule, and tree preservation.



NEWSLETTER & WEBSITE TOPICS

- The NSBAR members were asked if they would like to see a monthly article featuring an agent or broker of NSBAR who has something to share with the readers that is of importance (something they encountered in the industry). The majority of respondents (78%) replied that they would be interested in that type of article.

Interested in monthly article featuring an NSBAR agent or broker?	2006 NSBAR Membership
Yes	78%
No	22%

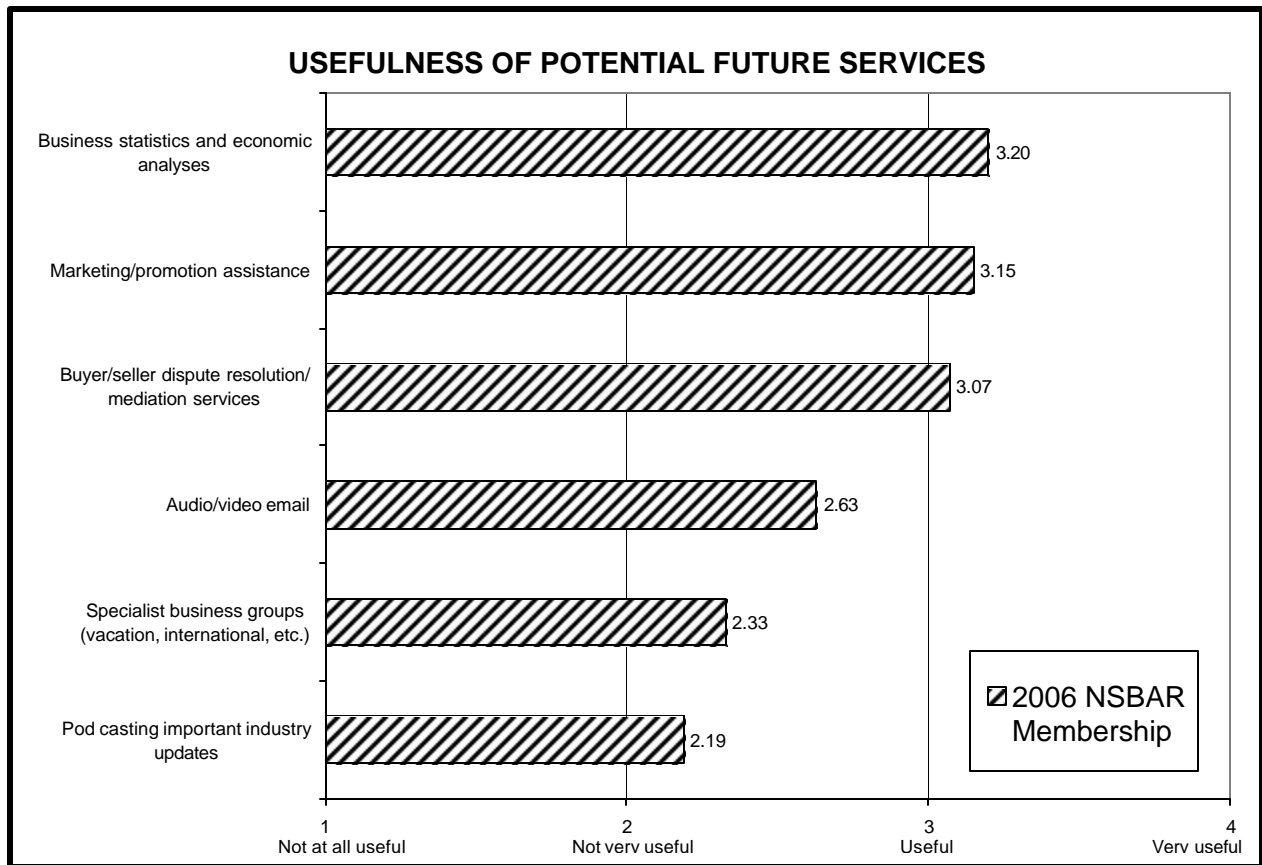
- The survey respondents were also asked if they would like to see a Question and Answer section, where the members ask the questions and NSBAR finds and prints the answer. There is even greater interest in this topic, with 90% of members indicating they would be interested in such a topic.

Interested in Question and Answer section?	2006 NSBAR Membership
Yes	90%
No	10%

- The members were also asked to type in other topics they would like to see in the newsletter or the website that are not currently being covered. Eighty-three individuals submitted comments and suggestions, which are included later in this report in the “Narrative Comments & Suggestions” section.

USEFULNESS OF POTENTIAL FUTURE SERVICES

- The survey questionnaire form listed six potential future services and asked the respondents to indicate whether each one would be useful to them on a scale of "not at all useful" to "very useful."
- The most useful future service of those listed would be the availability of business statistics and economic analyses, followed by marketing/promotion assistance and buyer/seller dispute resolution/mediation services.
- The survey respondents were also asked to type in any suggestions they had to help improve NSBAR. Eighty-five individuals typed in comments. All of the comments and suggestions received are included later in this report in the "Narrative Comments & Suggestions" section.



NARRATIVE COMMENTS AND SUGGESTIONS

NEWSLETTER & WEBSITE TOPICS

The survey respondents were invited to type in what they would like to see in the newsletter or on the website that is not currently covered. Following are all of the comments and suggestions received; they are reproduced here exactly as they were typed by the members, with the exception of spelling errors, which have been corrected. Each comment was made by only one individual unless otherwise noted in parentheses.

- Statistics that are more specific to individual communities. 2) Update on one MLS system. 3)Easier access and writeability for forms and contracts downloaded via web.
- A detailed analysis of housing sales statistics by community, broken out by type of housing showing the increase/decrease percentage from prior year.
- An information 'service' so the general public becomes VERY aware of how we earn our income; and the importance of using a Realtor.
- Area Statistics
- As a new member I do not have an opinion at this time.
- Better statistics
- Commercial subjects / home rule abuse / special districts and constitutional rights relating to due process and property owner's protection, i.e.. what can owners do when threatened with a 'taking' / mortgage & RESPA pitfalls / MLS consolidation / PC personal folder options and features / local government monitoring / news from other boards and their tech ideas although I think you're the best player available.
- Condo law explained; situations discussed
- Continued discussion of why there are two databases that we have to pay for. This is so wrong.
- Current market stats of north shore- north shore information-
- Current stats in local market i.e. monthly
- Don't want separate passwords and sign-in names for every real estate site.
- Explain what home rule is.
- Good, polite common practice between/among REALTORS, e.g. acknowledging phone calls, answering phone inquiries, asking/informing a listing agent when sending clients to an OPEN.
- Gossip column--more personal news (good & bad) of members.
- Historic Area Homes Preservation. People You Should Know from your Office and those that TRULY Help Realtors Politicians? and or Industry Related
- I am already impressed with your current content! I have never read such an educational article from an association. Any additional things of interest would be technology tips - but easy 1,2,3 ideas!
- I am frustrated that I have to pay 2 fees to be able to get on the mls and map. We did just fine before we had to go to map also. They have said they are combining them with 1 fee. So far nothing has been done and we are paying an extra fee every month
I am new in Illinois and would have to review this item to give an intelligent answer. My previous experience has been in NY and NJ and they certainly did not cover all of these topics.
- I don't know. However I did not answer all the questions in this survey because I could not give a simple check answer without elaborating. Also, I know nothing about some of the items you listed.

- I love 'it's the rule' section I would love to see Steve's Street renamed, i.e. Tech Talk with Steve, or Tech News, In the Loop with Steve,
- I think you are hitting it on the spot with plans to have a q&a section.
- I would appreciate an e-mail reminding me when I owe NSBAR money. I'm tired of getting zapped with a late fee, even as small as the fee is. I always pay my bills on time, but I'm late paying NSBAR because I forget from one fee time to the next.
- I would like the website to be easier to navigate. The information is there but it is not presented in a very user friendly fashion.
- I would like to have a letters to the board page- To hear what other agents in other companies may have to say that would improve our knowledge and awareness as well as concerns and problems. Since we have no real coalitions to judge what the membership is really feeling about issues and why especially in regards to the changes in listing services and business models. I think it would generate more discussion and possibly improvement of our industry and professionalism. I think what is most frustrating is that I never see surveys from the listing services or the board that ask what information we need and how best to display and provide that to us before a new change is implemented. I think the people who are working in the field -and not only those with assistants should be surveyed as to what changes would improve their efficiency and professionalism. Thanks
- I would like to see more input from the general membership in regard to changes of the MLS and the available programs. It seems to me that changes are made without equitable representation of the general membership. Certain entities seem to be in control, and the democratic process seems to have fallen by the wayside.
- Ideas on how to respond to a changing market from a ' Seller's Market' over to a ' Buyer's Market'
- Improve functionality of website-and the newsletter would become obsolete
- Information about municipal ordinances that can affect our business practices. (Sign regulations, new fees, construction costs, set-asides, etc.)
- Information on developments on the North Shore. Up-dates on construction of previous use...for example, see the Evanston Round Table under the Traffic Guy. It's a quick glimpse on process of buildings, road changes, etc.
- Information relating to tear-downs and building monster houses among small ranch houses. I can't believe these people are conforming to the local building codes. We should investigate this issue!
- Instruction for new Realtors on ETHICS Dress Code Making and Keeping appointments
- Links that work! A separate reminder that our bills are due so we don't forget to pay them! (Not an article buried in the newsletter which I may not get around to reading for 6 wks.) And reminders of the Tour hours! Some agents think that, if they are not members of NSBAR, they don't have to obey the rules regarding the hours. These rules should be MLSNI rules for each community. It is so frustrating to go 5 miles out of the way to view a property, only to find that the agent (or assistant) closed early, or that it isn't opening til 10 or 11, after I had planned my route so a particular property would be first.
- Local real estate practices in various NSBAR areas. We all now work regionally, not locally, and the more information you can give us about regional differences in real estate practices (not law, but practices), that would be helpful.
- Maybe how to improve our website
- Maybe some classes on how to work a Trio or Blackberry. They are the tools to make our job and time management run smoothly, but frankly, I feel intimidated by them. I have to wonder if I would be able to use it to its best advantage and would like to know MORE before making the investment to purchase.
- Monthly and yearly statistics for each community the board serves regarding sales, increase (decrease) in price/appreciation, etc.
- More about the guide lines on creative financing... closing cost and pre-paids
- More cases of Fair Housing/Ethics issues that have come up and how they have been resolved.

- More commercial-oriented articles
- More current stats and more personal articles of interest about agents.
- More examples of ethics violation in order to impress upon agents the importance of behaving within the established guidelines. It appears that many agents 'blow off' ethics and are not for them to adhere to.
- More info on using technology to grow my business. NSBAR website is an excellent resource. I'd visit it more often, but when I need forms or info, I find it there and download it so I have it locally (forms, etc.). Would like more info on the ??pending?? merger of MLSNI & MAP. Would like some solution to the 'discount' brokers who do nothing but put a listing in the MLS.
- More information for small brokerages (1 - 10 people) ... as a small broker, I have to deal not only with the real estate side of the business but also with legal, accounting and other areas, many times all by myself as opposed to big companies and franchises who have their departments covering it. More hands-on tips would be great!
- More PR on the REALTOR image...We need credibility and right now our industry is being threatened "By Owner" and other do-it-yourself sale industry ads, PR, etc.
- More Q & A
- More tech tips.
- More up to date statistics. Would like to see a better solution to the current Supra, whereby we don't have to update daily & easier to read screen in the sunlight. Would also like to see solution to updating MLSNI, even 3 months is too often. Also, want my BASBAR bills sent by mail. Email HAS NEVER WORKED, no matter what you say.
- More various north shore community information on zoning, height restrictions, tear downs, lot ratios, downtown development. Think I saw something like this recently. Would like to see a monthly update on changes. Would also like weekly update on merger issues and expected MLSNI and map changes that are in the process.
- Much more tech information.
- Need the Newsletter to be Paperless, available as a link on the NSBAR Website, or Link e-mailed. Save the trees that way.
- New construction standards: what constitutes good building construction. I want help in educating clients about what to look for from builders when buying new construction.
- Not use so many pop ups on the website (or in your emails) as even when I turn off my popup blocker and hold the CTRL key some links in the email still will not come up ,and some sections of the website. I find the titles of sections on the website to not be clear enough... can't seem to find what I need quickly.
- Nothing additional. I think it's fine. I wish Alice would stay. I'm missing her terribly already! You guys are doing a great job. Thank you for that.
- Nothing, really. You are all doing a superb job as is, I think. In fact, I am amazed at the high quality of your work.
- Number of cases and what they were about in Arbitration and Hearings - no names or companies but if agents saw the vast number and causes of these cases it may make them think a bit about their ethical behavior.
- Please rely less on emails. More mail etc. Paper is good.
- Political issues-the fsbo lawsuit how to keep our values up
- Profile of top producing agents. What software they use, any other tech support, etc.
- Realtors' experiences or 'what I learned'
- Reason for telling us the hours of our open houses rather than allowing us to make our own decisions as we can on map. We could conceivably hold more than one house open if you weren't so rigid
- Since our access to reliable data is completely screwed up forever because of the MLSNI fiasco (i.e. we have no ability to pull or track accurate historical or trending data by market, since the databases

are different and grossly unreliable, and the historical data for the years 2004-2006 appears to be permanently compromised because of the multiple switches to MAP and back), agents are DYING for access to good statistical info relating to the industry, our marketplaces, housing in general, etc (market time, saturation, list-to-sale-price percentages, inventory, patterns and trends by sector or geography or house style or whatever). PLUS, you have to give agents CONSTANT and HONEST updates about what is going on with these crazy MLS system switches . . . when will we be back to having one system, with all the back data being input for historical comparables, etc. Plus, frankly, I think agents should be told honestly what really happened with whatshisname and his wife and the scam over our MLSNI data that caused this problem in the first place --- I can't say most agents really know what happened to the systems and data they paid for, and they're due an honest and complete explanation. Few agents understand Privacy Policies and the different uses of data to begin with, let alone the myriad ways it can be abused and misused to our clients (and our own) detriment, and if we're going to drag our industry into the technological future we need to spend a lot of time explaining the underlying dynamics and issues. Your newsletter could do a lot of good in that regard.

- Single sheet for each community with all the statistics-updated every 6 months value added to property for various updates appreciation in specific areas of each community market share of various real estate companies
- Specific names of scamming companies who promise 'leads' to members. why so many agents leave a showing in such bad condition, especially if it is vacant and on lock box. Why it is so difficult to get up to date stats on our business!
- Stat's on sales in area. New commercial and residential building projects in the area.
- Statistics (2 responses).
- Statistics month to month New Construction, home sales by area and price range (two levels)
- Statistics.....comparisons of market segments, this year/previous year - i.e.. absorption rate of Wilmette SF, \$1,000,000+ 1st 1/2 2006 vs. 2005. *Migration trends.....by zip code....i.e.. % (from each zip code) purchased condos in Evanston 2005
- Teri - I think you and your staff are doing a great job with the newsletter - and we also use your 'tip' as a topic session in the office.
- The ability to actually use PDF documents (i.e.: contracts, MLS entry forms, etc.) on-line. Today, we can only print them out. I'm much more proficient on the computer and could breeze through this if it were on-line & then printable.
- The new contract how to fill out and the loopholes in it \ A sample copy with examples.
- Tightening the standards, it seems that brokers who violate the rules are always out on the street doing it again and again. They are low on ethics and low on standards.
- Warnings to agents regarding illegal activities by unethical agents and unlicensed people posing as agents, buyer/lender scams etc.
- We need One MLS !!!! We need One MLS !!!!
- What actually goes on behind the scenes in an arbitration issue; what are the steps and most importantly who does the follow up? (i.e. keeping the agent informed, it seems like a black hole) Why isn't a buyer/broker agreement enforceable?
- What to do when another agent you are dealing with is acting unethically.
- What you do with our money.... financial statements on NSBAR....
- Where we can email or write to get let you know how we feel about the services we currently have. For instance, why don't we have the market time on a one line list anymore? How are we able to averages on market time?
- While Terry does incorporate some problems in our Board area, No. 29 would be great (Q&A section). One of the biggest ethics problems seems to be with agents who are unfamiliar with the written and spoken English language. If they can't read (hence don't understand) how do they pass the education classes that are mandatory. Brokers for these offices and agents need to be educated as well. Way to many arbitration/grievance complaints.

- Why are we still paying for 2 multiple listing services! Our association should be helping us stop this double payment!!!!
- Would like the newsletter to be accessible all at once and not as links to everything that you want to read.
- You are covering those topics germane to the day! Thanks

SUGGESTIONS FOR IMPROVING NSBAR

The survey respondents were also invited to type in their suggestions to help improve NSBAR. Following are all of the comments and suggestions received; they are reproduced here exactly as they were typed by the members, with the exception of spelling errors, which have been corrected.. Each comment was made by only one individual unless otherwise noted in parentheses.

- Again, we need One MLS for Chicagoland!!!
- As far as I'm concerned, providing the membership with just ONE multiple listing service would be more efficient and a time saver to best serve our clients. This should be the number 1 agenda.
- Classes on how to use some of the advanced features for our systems. When I don't use them daily I could use a refresher.
- Consolidate/simplify various computer programs offered with membership.
- Continue the evolution of MLSNI and the convergence of MLSNI and MAP.
- Disallow an 'Open House' of a residence where it is 'open' by Supra/lockbox and is not tended by L/A or a representative of the L/A.
- Do not like the current system of Supra lock boxes...we had no input. Preferred the old system where we owned them...feel we've been 'ripped off' by being forced to rent them.
- Do you ever organize events such as a 'vendor fair' or 'technology fair' where local businesses that work with realtors can tell us about their latest products and services?
- Do You Still Teach The Golden Rule???? Our Industry Could Sure Use It. These Supra's suck!!!!
- Don't give my e-mail to every idiot on the Northshore. I gave it to MLSNI for billing purposes and I get 20+ garbage stuff everyday. It's your fault.
- Either make continuing education free, or reduce fees. Sales contract forms are changed too often and are now too long.
- Encourage newer members to become of the working group. Try to stop the recycling of the same always on the board.
- Facilitate the elimination of the dual MLS structure in this decade. Encourage MLSNI (Connect MLS) to have an alternative to the complex (for many clients) web oriented prospecting tool. Something like the simple Internet page link that prospects can get from ReXplorer and MAP. Get the new contract in an editable .PDF Demand that MAP obtain a tax information data base partner who is helpful and can actually provide data for farming (they can't or won't. You can ask Jeff Lasky about the 'kiss-off' he pitched to me. Lasky espousing that we are too small to have this large (Realtist) company make the necessary programming changes.so hard, cheese for the Realtors! (Tripple 33068). Although NSBAR does a great deal I still need I still need assistance on understanding my annual Continuing Education obligations. Help in eliminating 'help-u-sell' and VOW activity in both MLSs Alternatively, explain to the rest of us how their inclusion is a benefit. Encourage MAP management and the broker members that MAP should grow some enforcement teeth (i.e. DOM numbers, broker's open hours, room count etc.)
- Get a different location that is not off the beaten path.
- Get MAP out of our lives!

- Get more agents involved.
- Get out to the agents more. I know you are available for anyone that asks...invite yourself to office meetings. Keep members more in the loop re: mlsni/map/newco
- Get rid of supra
- Get rid of Supra. It costs a lot of money and is difficult when out of area REALTORS want to see a home OR when you are with a client and it wasn't required and suddenly you see a home and want to show it but don't have it with you. No one carries it with them regularly as it has to be updated EVERY night which is a pain!!
- Go as Paperless as possible. Ask agents where they want the correspondence from the board and from the National Board of REALTORS sent. In my case sending it to the office is a waste of time. I am never there, and when something comes in they don't think of calling me up to pick it up. So e-mailing works best for me, but mailing to my home would also work even better than my current situation. This should be a member service.
- Go public and issue stock options to members on a yearly bases to raise additional fund for the organization and provide insurance and retirement security for members.
- Great help from great people. Keep up the good work!
- Have a feature here and there about an agent. Not just top producers, but a cross section of what comprises our association.
- Have an Open House at the New Facility and maybe have a Drawing for a Vacation someplace as a 'Thank You' to your members
- Have continuing ed and other courses not be held on religious holidays... use the Diversity team for input on this. Have billing be clear; I thought I was to get my bills mailed to my home, then it turned to email, and I have not received a bill for ? long, and when I left a message asking how much I owe, if anything, no one called me back. Trying to check into the website to find my billing is tough as I can't recall passwords, etc. OTOH Rachel at the front desk is amazing -- pleasant and professional.
- Help get us on ONE MLS.
- Help resolve the 2 MLS systems we now have
- Help us get special discounts when we have to purchase computer software such as acrobat professional so we can keep copies of our contracts.
- Help us where ever possible to upgrade the caliber of service offered by members. The MLS should be reserved for full-service agents and brokers. Allowing discount brokers to just put their listings into the MLS and receive the benefits of that without offering the supporting services results in lower commissions for full-service brokers while we are stuck doing much of the work that should be done by the party on the other side. Can you tell I've had a few unpleasant experiences with these folks lately ???!
- Hi I filled out this survey with Fay. These reflect the opinions of us both. In talking in the office, we feel we need clear guidelines on procuring cause. Hopefully in the near future, the Barrington area will have standardized styles for supras. We need a special designation for maintenance free communities i.e. zero lot line like Toll Bros, Inverness on the Pond, a way to segregate those communities for clients. We have attached, single family etc. perhaps a grouping for maintenance free properties. Anyway we are not griping. There are a few of us sitting here discussing this!! And last but not least we want free limo service for tour. That is to see if you are paying attention!!!
Valerie Russell, Fay Molzahn and Carol Horning
- I am happy to see the few TV ads about the importance of using the services of a REALTOR and the tie-in with the Code of Ethics. Would like to see strong consumer-directed information establishing the value of realtor services.
- I indicated them in previous box. Too many forms these day & the new contracts are ridiculous in length.
- I like NSBAR already! They are fantastic!

- I think that there are way too many agents and companies that don't really know what they are doing and they are giving our profession a very bad reputation. I don't know what can be done, but I think it is very sad.
- I told you in the previous box
- I would like NSBAR to promote the merger of MLSNI and MAP ASAP
- I would like to have seen a greater outcry regarding MAP. I understand the issues that the brokers had regarding our system, but to allow it to get to a point where they had to break away, was too much. I would like to see this resolved so that we are back to using one system, and there is an avenue to allow for changes in our association.
- I would like to see more education classes - how to use MAP and MLSNI better, how to use other tech programs etc. Classes in addition to CE
- I would love to see a data base that keeps all the stats for each community... median, sales, absorption rate, etc. When I do CMA or seller update, it takes me a long time to what I'm looking for on MAP, etc. I would like to just print something out quickly.
- I'm satisfied with the service I've received. However, I do believe we should be working to elevate the practice of the Code of Ethics as well as enforcing the consequences of those who break the rules in daily practice. Do we ever impose a fine that is meaningful to cause an individual to change their straying from the rules?
- Improve the STARTac program for new agents. I believe the program could be shortened.
- Invite the REALTORS to an open house at the board office to meet the staff and see who they are and what they do.
- Keep Terry Penza! We love her!!!
- Keep the dues as 'reasonable' as possible. And if there is a year in which the dues are increased greatly over the previous year, please explain why the better than usual increase.
- Let's get one MLS system with no need to change passwords.
- Let's get this merger with MAP finalized so we only have to use one service.
- Lower the fees! Merge map & mls!
- Make obtaining useful statistics much more available. Trying to find out accurate statistics is a painful task. It should be relatively easy because this industry generates these figures daily, but trying to compile them for a specific time period is a pain!!!
- Maybe other answers would be 'Don't know what it is' or 'Have not yet used it'. i.e. I have no used pod casting and do not know much about it -although I have heard it is very useful. so here again a lot of people may check not useful at all or very useful and neither of those answers really reflect the true answer.
- More responsive communication via email with employees of NSBAR, especially Terry Penza. Calls are fine, email gets no response or a very slow one. Someone could field these things for her and respond on her behalf.
- Move into Evanston so that I can save on Gas!!!!
- Need more ethics training and ENFORCEMENT with higher fines/penalties. Lobbying Springfield for a law requiring buyer agreements and abolishment of dual agency (which would go a long way towards eliminating a lot of ethics violations). Agent focus groups on the good parts of MLSNI and MAP from an agent perspective so that when they merge they take the best of both worlds - not the worst. Public relations about the value of purchasing a home and what it really means to be in a buyer's market. And, please, get me those statistics which whenever I've inquired about, have never really been available. If Chicago magazine can get them why can't we?
- None at this time. (2 responses)
- None. You are fine and doing a great job. Oh, you could bring Alice back! That would help! We love Alice. She was wonderful and SOOO helpful. She is terribly missed....

- Not sure if it's NSBAR or MLSNI issue- there are hundreds of 'errors' within MLS listings- agents who do not disclose their own property listings, canceling/listing to make a list look new, inappropriate language w/i remarks, reference to co-op and bonus that appear in remarks read by buyers, erroneous pin numbers to make it look like a new listing- lots of games. Unless someone is policing this, abuse occurs and most do not want to incur the wrath of another agent by reporting issues- what comes around/goes around.
- NSBAR is doing a fine job. The problem is I don't take advantage of what is being offered!
- Offer classes/seminars in the evening or weekends. As a part-time sales agent, my full time job does not allow me to participate in most of the NSBAR classes or seminars or meetings for that matter.
- One MLS before increase in dues!!! I think the listserve should be promoted more – many questions and answers would be answered with less stress on staff.
- Orientation could be improved
- Overall, I would like to see more focus on small brokerages as there are a lot of brokers trying to make it on their own, starting small firms and new ways of doing business, in order to adjust to the changing markets and trying to be flexible in accommodating the clients' needs.
- Paper mail. Some people do not use computers all the time
- Please make an effort to have equitable representation of the membership, and use democratic process for administration and operations.
- Please, let's get a better lockbox than the Supra. It's cumbersome with all the equipment for updating (the keypad is often being recharged when it should be in my briefcase). Also it's expensive and doesn't have a safeguard against a REALTOR opening it without an appointment. Each listing should have a separate code.
- Put more teeth in Code of Ethics and place higher requirements on limited service brokers.
- Raise initiation fees for all new agents. Mandatory board courses as was done years ago on 'How to make an appointment', etc. It was a full week course.
- Regarding the dues, please explain the services provided. PLEASE SETTLE THE MATTER OF THE LISTING SERVICE(s)! Each, as you know, has different I.D., passwords, area codes and selection criteria!
- Rotate seminars/discussion groups around the NSBAR market area on practical tips/discussions/issues
- See my last comment --- you could be a very valuable central clearinghouse for data and analysis that can be put into a form that agents can use TODAY to deal with FSBO's, service our clients better, do more accurate CMA's and pricing analyses, develop better marketing plans etc. Also, since newspaper advertising is becoming less and less effective as a marketing tool (it has long been primarily an agent-promotion tool that really doesn't work all that well to sell houses, which sellers are starting to figure out and resist --- they WANT MORE THAN PRINT ADS), and since DIRECT MAIL (and specifically TARGETED direct mail) can and DOES work extremely well if written well and targeted effectively; it would be incredibly helpful if NSBAR could use its clout to get access to direct mail databases, or get access to qualitative or psychographic data on certain areas or targets (i.e. block coding data, details on where the people who buy homes in, say, Glenview COME from; what zip codes, neighborhoods or blocks have the greatest propensity to have future north shore residents living there now; or if that data is too expensive or difficult to get, then data on what those future north shore homebuyers have in common . . . what affinities do they share, where do they shop, etc etc. Or, look into breaking out the buyers and sellers by price range, or house style, or who knows what . . . Take the wonderful data that NAR provides in their profiles and LOCALIZE it to our north shore marketplace). There are entire industries devoted to the effective targeting of direct mail (and now, direct e-mail), and individual agents simply don't have the clout, the knowledge or the financial wherewithal to take advantage of this incredibly powerful ammo. NSBAR just might have all of those things . . . and if you could do these kinds of things for your agents, I for one would be willing to DOUBLE my fees, because it would pay me back tenfold in the first couple months using it.

- See previous
- Send me my newsletter rather than emailing it.
- Sponsor more specialists to come in to give accreditation for different designations, such as CIPS and CCIM.
- Strike a better financial deal with Supra and modify the frequency that my Supra has to be updated
- The challenge is the smaller brokerages are least able to provide the services they look for a board to provide - and the bigger brokerages do provide them on a brand-customized basis. Many of the small brokers don't participate or seek out things they need to know -- as an agent at a larger brokerage, I'm constantly frustrated by the small brokers using out-of-date contracts, poor - if not unethical - business practices, etc. The board must somehow find a way to ensure there is a basic floor or threshold all players in the market meet to provide a professional base upon which to build. This is not being done effectively.
- Think the online stuff is great. Maybe a tutorial (for those who need it) on how to navigate to get information. Maybe a list of websites in each city to get information helpful to buyers and seller. The text of speeches from various conventions/programs. A guide on the profile, content of the many publications out there.
- Think you are doing a super job – more so than where I previously worked.
- Work on issues that help your membership, i.e. the two multiple listing services we pay for monthly!
- Work with MLSNI and MAP to see that changes are made to both systems to make them as easy to search as Compass, including having headers for 1-line listing sheets that define what the search parameters were as is done in compass.
- You're doing a great job
- Your website is a maze. I tried to find HOW TO COUNT ROOMS the other day. Your staff person took 10+ minutes to find it. Enough said. In the meantime I did find it on my own. You need a search area that actually works. Too many tabs!
- You're doing a good job! (2 responses)
- You're doing a great job!
- You're doing a great job...I appreciate all the services. It would be great if MAP and MLSNI could be combined.