

*North Shore-Barrington Association of
REALTORS^â*



2004 Membership Survey

Summary of Results

**Final Report
May 2004**

Survey Conducted and Compiled by:

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TABLE OF CONTENTS

SECTION	PAGE
Introduction and Overview-----	2
Executive Summary-----	3
Membership Profile -----	4-13
Type of License -----	4
Length of REALTOR® Organization Membership -----	5
Age and Education Level -----	6
Hours Worked Per Week and Real Estate Income-----	7-9
Transactions/Sides and Working on Teams -----	10
Utilization of Personal Assistants -----	11
Firm and Office Size -----	12-13
REALTOR® Organization Ratings and Dues-----	14-21
Technology and Communication -----	22-28
Equipment/Technology Use -----	22
Computer/Technology Skills-----	23
Internet and E-Mail Use-----	24-26
Preferred Communication Method-----	27
Preferred Education Delivery Method -----	28
Local Association Services: Importance and Satisfaction Ratings -----	29-32
Diversity, Political Affairs and Volunteerism -----	33-35
Cultural Diversity Awareness Efforts-----	33
RPAC – Effectiveness and Contributions -----	34
Volunteerism-----	35
Usefulness of Potential Future Services -----	36
Narrative Comments and Suggestions -----	37-47

INTRODUCTION AND OVERVIEW

This report presents the responses to a written two-page membership needs assessment questionnaire, which was distributed to all members of the North Shore-Barrington Association of REALTORS® (NSBAR) in March 2004. Questions were asked on a variety of topics including professional characteristics of the members and ratings of many REALTOR® Association programs and services.

One objective of conducting the survey was to identify those Association programs and services that are in need of quality improvement in order to improve the benefits of membership. The survey results will be used to identify future activities and initiatives and in the Association's ongoing quality improvement programs and planning process. The information received from conducting the survey can also be used to identify ongoing trends in membership demographics and professional profiles.

Following is a summary of the number of surveys mailed, the number received and the percent response. An identical questionnaire was sent to three sample groups so that the responses could be compared among the three groups. The sample groups are:

- (a) Leadership Group - includes responses from NSBAR Officers, Directors and Committee Members
- (b) Affiliates Group – since only 7 completed surveys were returned from the Affiliates group, they have not been included as a separate sample group in this report; the Affiliate responses have been included in the Membership Group.
- (c) Membership Group - includes all members who were not surveyed as part of the Leadership Group; includes Affiliate responses.

	# Mailed	# Received	% Response	Sample Error
Membership	3,005	453	15%	3.99%
Leadership	465	86	19%	8.81%
All Responses	3,470	539	18%	3.64%

A total of 3,470 questionnaires were mailed and 539 were returned, yielding a response percentage of 18%. 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%. Given the size of the population (total NSBAR membership) and the sample size of 539 questionnaires returned, the margin for error for the survey data for all responses is 3.64%, which is within the generally accepted range. Because the Leadership Group is relatively small, the sample error for this group is higher (8.81%) than the sample error for the Membership Group (3.99%).

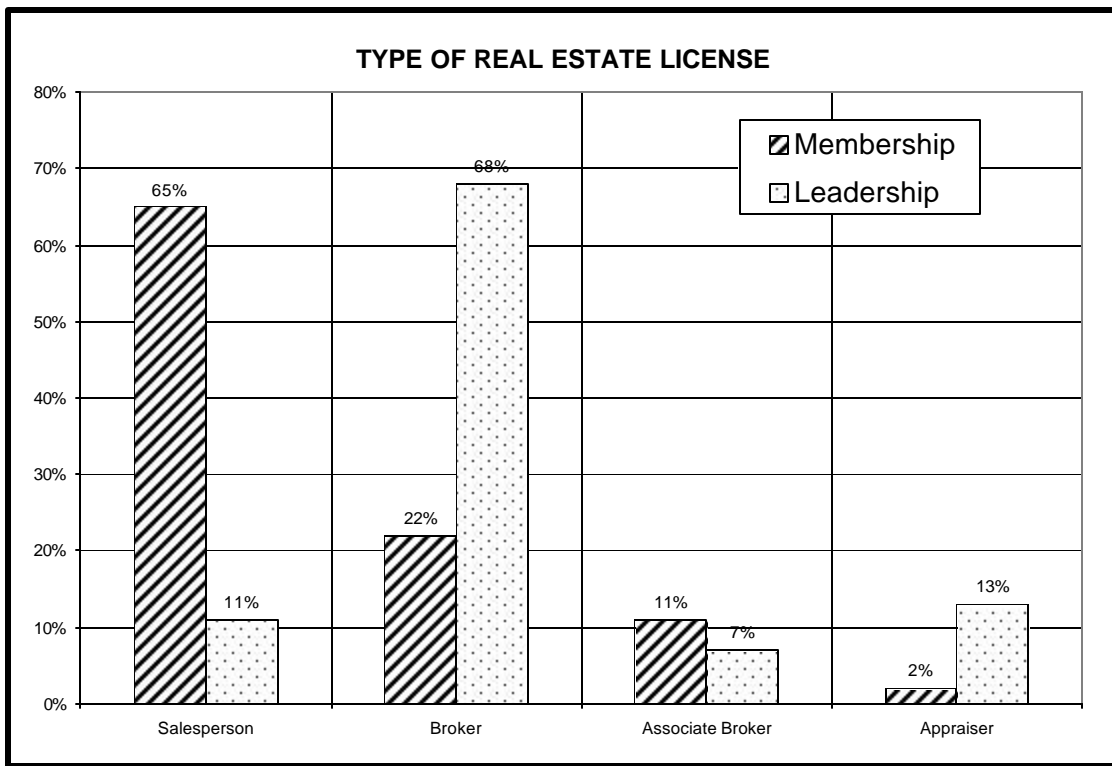
Whenever possible, the results from the 2004 survey are compared to NSBAR survey data from the 1995 and 2000 surveys. In these instances, the 2004 survey data represent *all* responses, that is, the Membership and Leadership groups combined, because the previous surveys did not split out Leadership responses as a separate sample group. Figures in this report may occasionally add to greater than 100% due to rounding.

EXECUTIVE SUMMARY

- Sixty-five percent of NSBAR members hold a Salesperson license. The majority (68%) of NSBAR volunteer leaders holds a Brokers license. There are more salespersons and fewer brokers than there were four years ago. Twenty-seven percent of all respondents have been members of the REALTOR[®] organization for less than two years, a 15% increase since the 2000 survey. The average age of all respondents is 53 years and most respondents have attended at least some college.
- The majority of members (72%) and leaders (87%) work 30+ hours per week in real estate. Fifteen percent of all respondents have another occupation in addition to real estate, a 3% increase since the last survey.
- Forty percent of NSBAR members earned more than \$50,000 in real estate last year, however, an equal number earned less than \$25,000. Those respondents who earned less than \$10,000 in real estate income has increased by 10% since the last survey, which may be attributed to the increase in new members. The leadership group tends to earn more money in real estate than those respondents in the membership group. The average number of transactions completed per respondent has decreased to 12.4 from 14.5 four years ago.
- The greatest number of members are affiliated with 11+ office firms, however, most NSBAR volunteer leaders work at one-office firms. The membership group tends to be affiliated with larger offices than the leadership group.
- Most respondents replied that the performance of NSBAR is "good" or "excellent." The leadership group tends to rate the Association's performance more favorably than do the members. The "good" and "excellent" ratings for NSBAR, NSBAR staff, IAR and NAR have all increased since 2000. About half of NSBAR's members rate their local, state, and national dues as "somewhat" or "very" high. Eighty-six percent of members and 69% of leaders rate the MLS fees as too high.
- Technology use has increased in nearly all categories since the last survey. Nearly all respondents use the Internet and e-mail daily. NSBAR website use has increased by 30% since 2000. Most respondents categorize their computer skills as "moderate" to "advanced." The preferred communication method has shifted from the newsletter to Internet e-mail.
- The most important NSBAR services provided are the lockbox system, Enforcement of the Code of Ethics, standard forms/contracts, continuing education and the Supra lockbox system. The highest rated services in terms of member satisfaction are continuing education, the newsletter, and the NSBAR website. The lockbox system has shifted from the highest satisfaction rating in 2000 to the lowest satisfaction rating in 2004.
- Those services requiring quality improvement are: Supra lockbox system, Enforcement of the Code, and standard forms/contracts. The services receiving the highest percentage of "don't know/use" responses were commercial/industrial activities, arbitration hearings, membership affinity programs and local political candidate and issue support.

TYPE OF REAL ESTATE LICENSE

- The majority of the membership group (65%) holds a Salesperson license. Twenty-two percent of NSBAR members are Brokers and 11% are Associate Brokers.
- Members of the NSBAR leadership group are more likely to hold a Broker license than the general membership - sixty-eight percent of the leadership group holds a Brokers license. When making decisions on behalf of the membership, the leadership group should be aware that their perceptions and opinions as Brokers may be different than those of the majority of members. The leadership group should make every effort to evaluate decisions and NSBAR programs/services from a Salespersons point of view.



TRENDS

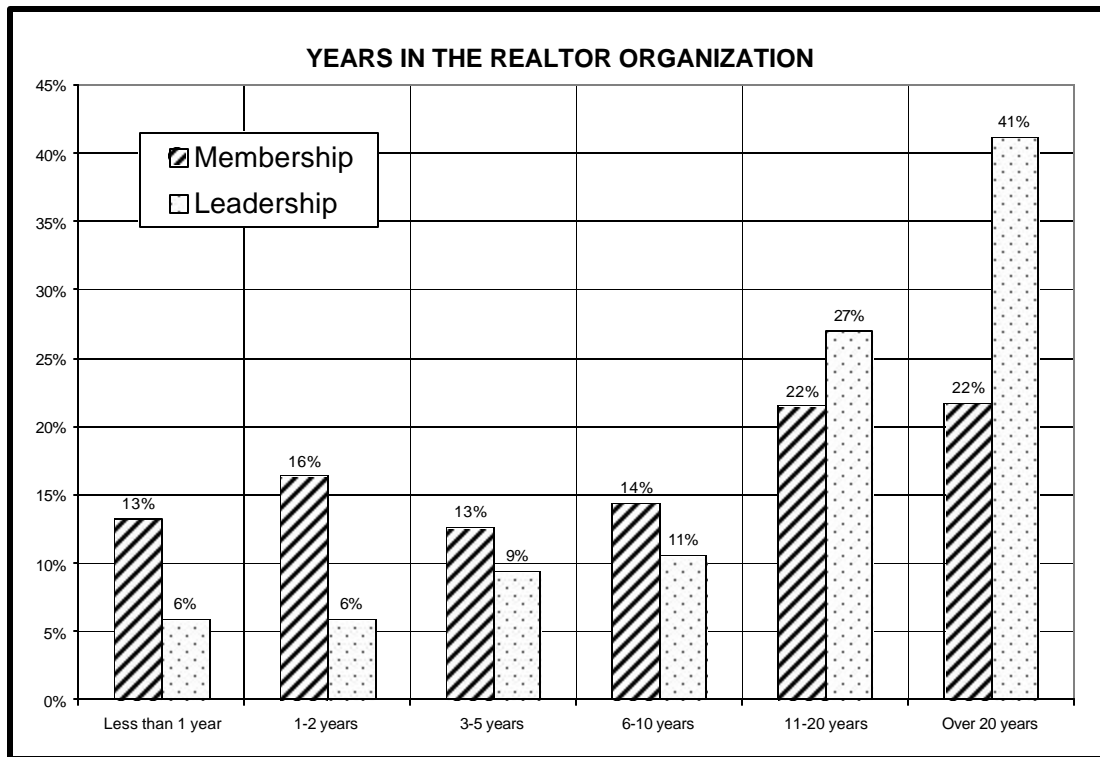
The percentage of salespersons has increased by 9% since the 2000 survey, and there are fewer brokers than there were four years ago.

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

All Responses (Membership and Leadership Groups combined)

YEARS IN THE REALTOR[®] ORGANIZATION

- Forty-four percent of members have been members of the REALTOR[®] for 11 years or more. Nearly 30% however are new to the business, with 2 years or less as a REALTOR[®]. The NSBAR leadership tends to have a greater number of years in the organization – 41% of leaders have been affiliated with the REALTOR[®] organization for over 20 years.
- It appears that those NSBAR members with several years in the industry are more likely to seek leadership positions. A special program to target newer members for involvement and participation may be useful in getting newer members to volunteer.



TRENDS

There are more new members in the REALTOR[®] organization. The percentage of NSBAR members with 2 years or less in the business has increased by 15% in the past four years.

YEARS IN THE BUSINESS	1995	2000	% Change (1995-2000)	2004	% Change (2000-2004)
2 years or less	12%	12%	0%	27%	15%
3 to 10 years	43%	28%	-15%	26%	-2%
11 or more years	45%	60%	15%	47%	-13%

All Responses (Membership and Leadership Groups combined)

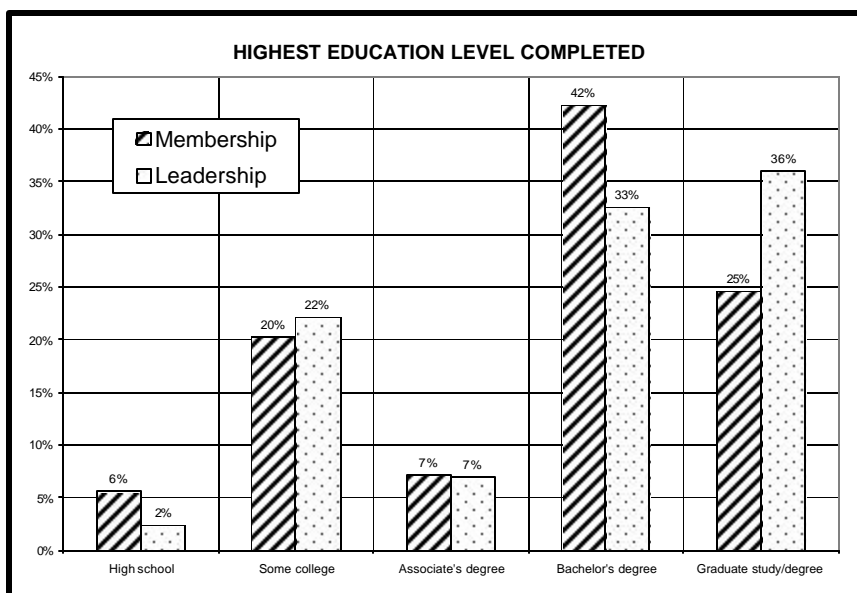
AGE OF THE MEMBERSHIP

- The average age of NSBAR members is 53 years. Leadership members tend to be slightly older, at an average age of 54 years. The average age of the NSBAR membership has not changed since the last survey.

AGE	1995	2000	2004
Average	52	53	53

EDUCATION LEVEL

- Forty-two percent of members and 33% of leaders have a four-year college degree. Several members and leaders have also accomplished some graduate study or a graduate level degree.
- Nearly all of NSBAR's members have attended at least some college. The Association's educational offerings should be structured similar to college-level courses, both in content and format.



- The survey respondents were also asked to write-in what jobs or careers they have prior to real estate. All of the responses received are included later in this report in the *Narrative Comments & Suggestions* section.

TRENDS

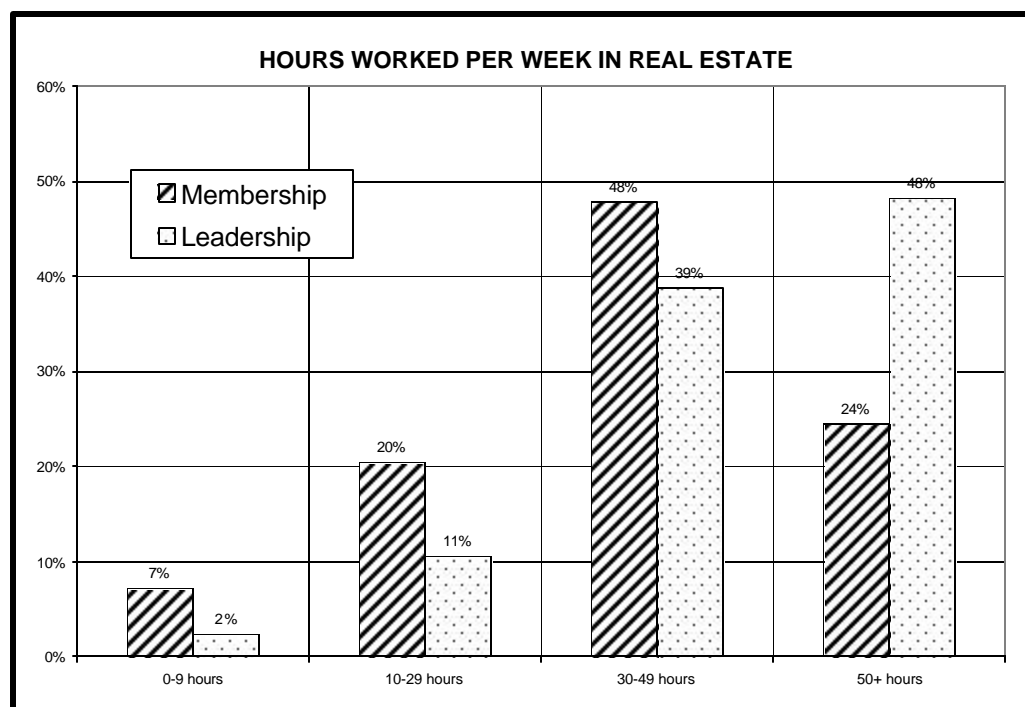
There has been no statistically significant change in the education level of NSBAR members since the 2000 survey.

EDUCATION LEVEL	2000	2004	% Change (2000-2004)
High school	4%	5%	1%
Some college	23%	21%	-2%
Associate's degree	7%	7%	0%
Bachelor's degree	40%	41%	1%
Graduate study/degree	26%	26%	0%

All Responses (Membership and Leadership Groups combined)

HOURS WORKED PER WEEK IN REAL ESTATE

- Forty-eight percent of members report that they work 30-49 hours per week in real estate. Seventy-two percent of the membership group devotes at least 30 hours per week to their real estate careers. Twenty-seven percent of members work 29 or fewer hours per week in real estate. Members of the leadership group tend to work a greater number of hours per week in real estate than the typical respondent from the membership group - forty-eight percent of NSBAR leaders work 50 or more hours per week.



TRENDS

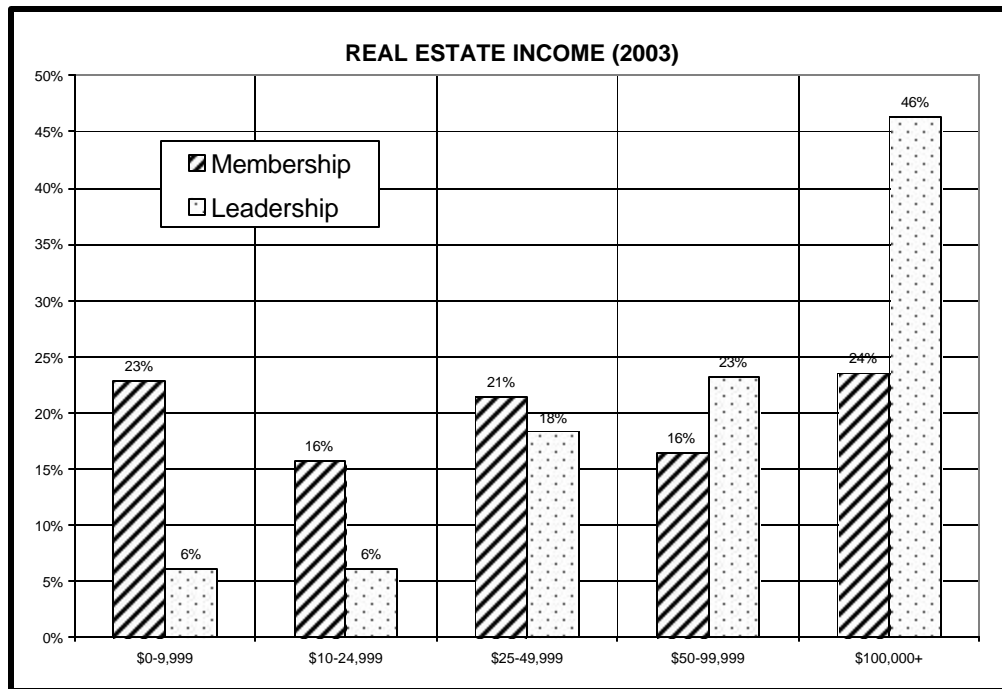
There have been no statistically significant changes in the number of hours worked per week in real estate since the 2000 survey.

HOURS WORKED PER WEEK IN REAL ESTATE	1995	2000	% Change (1995-2000)	2004	% Change (2000-2004)
0-9 hours	5%	6%	1%	7%	1%
10-29 hours	19%	19%	0%	19%	0%
30-49 hours	55%	46%	-9%	46%	0%
50+ hours	22%	30%	8%	29%	-1%

All Responses (Membership and Leadership Groups combined)

REAL ESTATE INCOME (2003)

- NSBAR’s members are evenly divided over the various real estate income categories. Just over 20% of members earned less than \$10,000 last year, however, an equal number earned \$100,000+. Thirty-nine percent of members earned less than \$25,000 from their real estate activities last year.
- The leadership group tends to earn more money in real estate than the membership group, with 69% of leaders reporting \$50,000 or more in 2003 income. NSBAR's leadership should remain sensitive to the fact that any dues or fees increases will have a greater impact on the average member than on the average leadership member.



TRENDS

The percentage of respondents that earned less than \$10,000 in real estate income has increased by 10% since the 2000 survey. This is likely due to the fact that there are many new members with less than 2 years in the business.

REAL ESTATE INCOME	1995	2000	% Change (1995-2000)	2004	% Change (2000-2004)
\$0-9,999	16%	10%	-6%	20%	10%
\$10-24,999	23%	14%	-9%	14%	0%
\$25-49,999	28%	19%	-9%	21%	2%
\$50-99,999	23%	29%	6%	18%	-11%
\$100,000+	11%	28%	17%	27%	-1%

All Responses (Membership and Leadership Groups combined)

ADDITIONAL OCCUPATIONS AND PRIMARY HOUSEHOLD INCOME

- The survey respondents were asked to indicate if real estate is their only occupation at the present time. Eighty-four percent of members and 92% of leaders responded that real estate is their only current occupation. Sixteen percent of members have another occupation in addition to real estate.

IS REAL ESTATE ONLY OCCUPATION?	Membership	Leadership
Yes, real estate is only occupation	84%	92%
No, have another occupation	16%	8%

- The survey respondents were also asked to indicate if real estate constitutes the primary income for their households. Forty-two percent of members and 61% of leaders responded that real estate is their primary household income. The majority of members do not rely on real estate as their primary household income.

IS REAL ESTATE PRIMARY HOUSEHOLD INCOME?	Membership	Leadership
Yes, real estate is primary household income	42%	61%
No, not primary household income	58%	39%

TRENDS

The percentage of respondents who are devoting full-time to real estate has declined since the last survey. There are more members who have another occupation in real estate, which may be attributed to those people who are new to the business and have not yet phased out their other careers.

IS REAL ESTATE ONLY OCCUPATION?	1995	2000	% Change (1995-2000)	2004	% Change (2000-2004)
Yes, only occupation	62%	88%	26%	85%	-3%
No, have another occupation	38%	12%	-26%	15%	3%

All Responses (Membership and Leadership Groups combined)

TRANSACTIONS/SIDES (2003)

- The survey respondents were asked to write in how many real estate transactions (sides) they completed in 2003. The average number of transactions completed by members was 12.1. Members of the leadership group are more likely to close a greater number of transactions; the average number of leadership sides closed in 2003 was 15.0.

TRENDS

The average number of transactions closed per person has decreased by over two transactions since 2000 – from 14.5 sides in 2000 to 12.4 in 2004. It is likely that the influx of new members into the organization has resulted in a smaller number of average transactions per person.

TRANSACTIONS/SIDES	1995	2000	Change (1995-2000)	2004	Change (2000-2004)
AVERAGE	10.8	14.5	+3.7	12.4	-2.1
None	7%	7%	0%	10%	3%
1-4	17%	15%	-2%	21%	6%
5-8	22%	20%	-2%	17%	-3%
9-12	22%	17%	-5%	16%	-1%
13-20	19%	19%	0%	20%	1%
21-30	7%	12%	5%	10%	-2%
31+	5%	10%	5%	6%	-4%

All Responses (Membership and Leadership Groups combined)

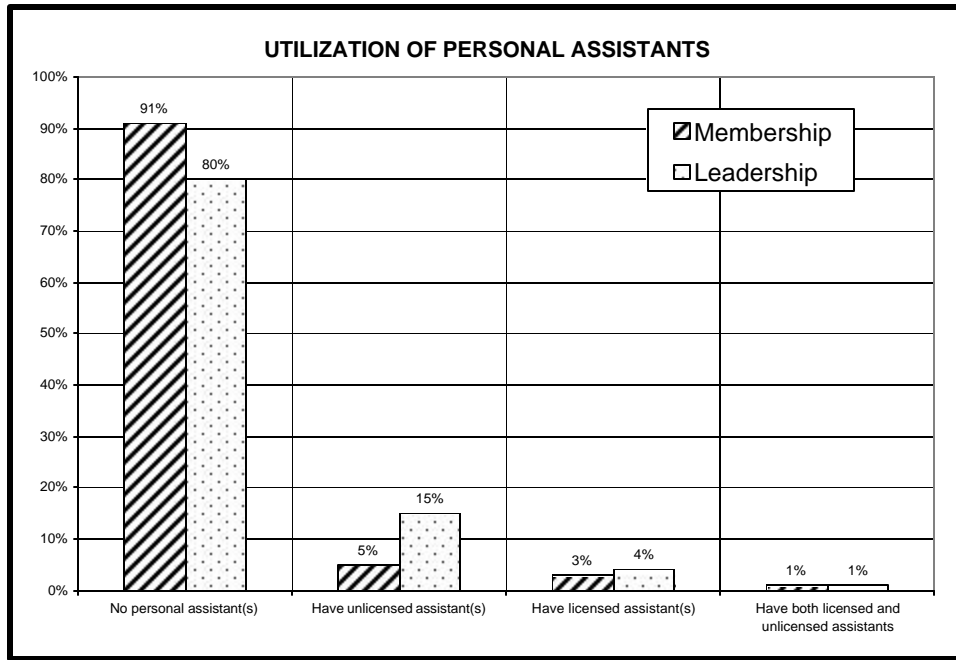
WORKING ON TEAMS

- The survey respondents were asked if they work as part of a team. Fourteen percent of NSBAR members and 22% of NSBAR leaders replied that they do work as part of a team.
- The average team size is between 2 and 3 people. Leaders tend to work on larger teams than members. The largest team reported by any respondent includes 12 people.

DO YOU WORK AS PART OF A TEAM?	Membership	Leadership
Yes, work as part of a team	14%	22%
No, do not work as part of a team	86%	78%
TEAM SIZE	Membership	Leadership
Average	2.6	2.9
Largest Team	12	10
Smallest Team	2	2

PERSONAL ASSISTANTS

- The majority of members (91%) and leaders (80%) do not employ any personal assistants. Those respondents who do utilize personal assistants are more likely to have unlicensed assistants than licensed assistants.
- Of those respondents who do employ assistants, the average number of assistants employed is 1.3 assistants. The greatest number of assistants employed by any one respondent is six.



TRENDS

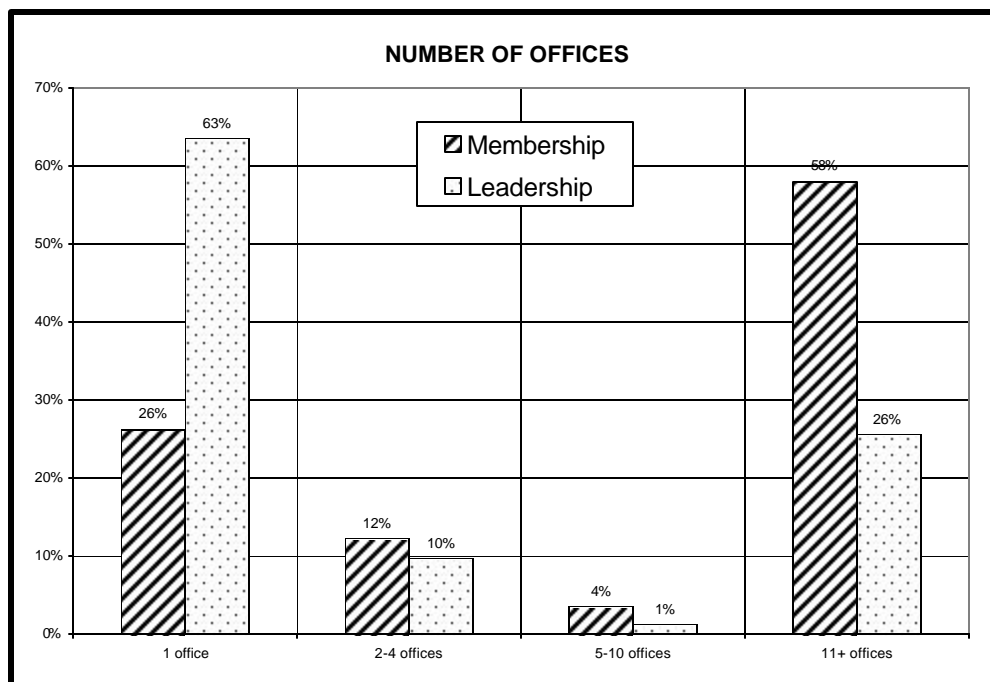
The use of personal assistants has declined since 2000. This may be attributed to the increase in new members in the Association, who may be working part-time in the business and have relatively low incomes.

UTILIZATION OF PERSONAL ASSISTANTS	2000	2004	% Change (2000-2004)
No personal assistant(s)	86%	89%	3%
Have unlicensed assistant(s)	8%	7%	-1%
Have licensed assistant(s)	5%	3%	-2%
Both licensed and unlicensed	2%	1%	-1%

All Responses (Membership and Leadership Groups combined)

NUMBER OF OFFICES

- The greatest number of members (58%) are affiliated with large firms, i.e., firms that have eleven or more offices. The majority of leaders, however, are affiliated with one-office firms. This presents a challenge, as the needs of smaller firms will likely be different than the needs of the larger firms. The NSBAR leadership should be aware that most members work in firms larger than theirs and may require different services than the one-office firms.



TRENDS

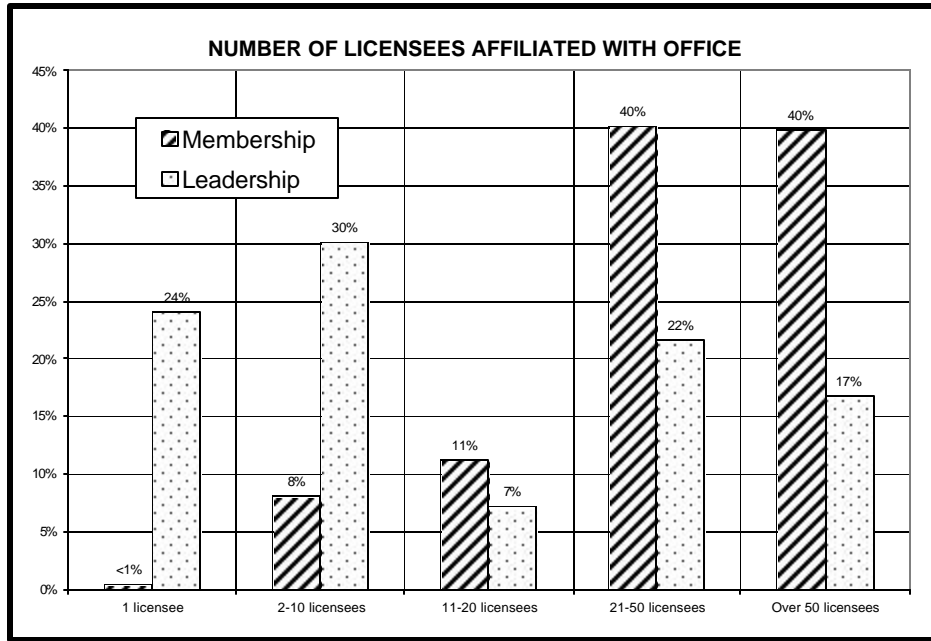
Real estate firm size has not changed significantly since the last survey. There has been a slight decrease in the percentage of one-office firms, but this small adjustment may be due to sampling error.

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

All Responses (Membership and Leadership Groups combined)

NUMBER OF LICENSEES AFFILIATED WITH OFFICE

- The survey respondents were asked to indicate how many licensees are in the offices where they work. The members tend to work at larger offices than the leaders. Eighty percent of members are affiliated with offices having 21 or more licensees. The greatest percentage of leaders are affiliated with offices having 2-10 licensees.



TRENDS

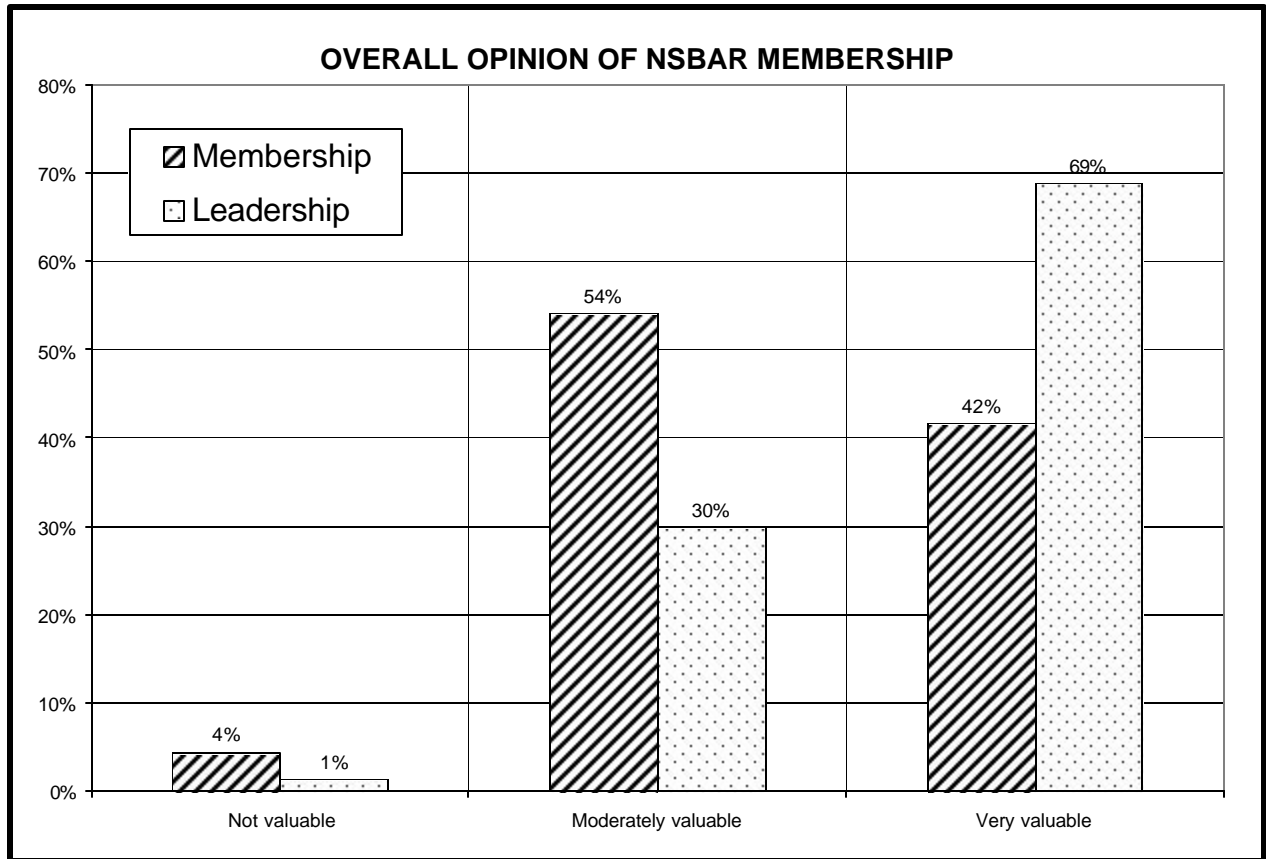
The big offices are getting bigger. The percentage of real estate offices with over 50 licensees has increased by 9% since 2000. The percentage of offices with 10 or fewer licensees has not changed.

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

All Responses (Membership and Leadership Groups combined)

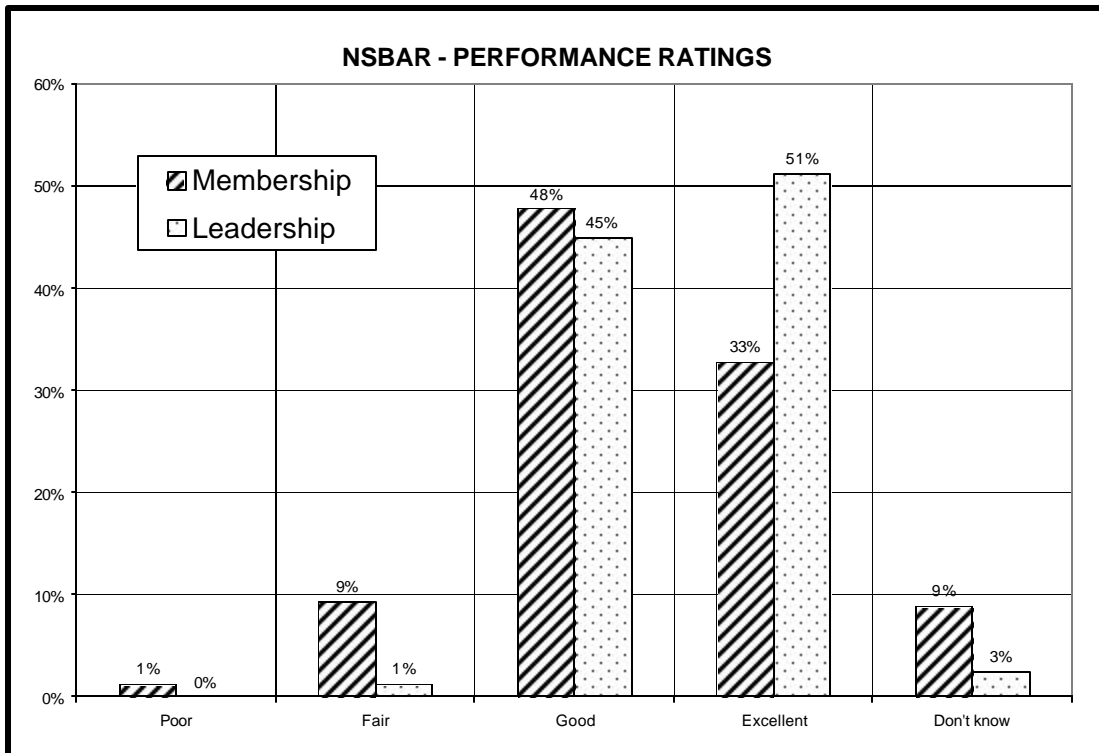
OVERALL OPINION OF NSBAR MEMBERSHIP VALUE

- The survey respondents were asked to indicate their overall opinion of the value of membership in the Local Association. Nearly all respondents see at least some value in membership. Forty-two percent of members and 69% of leaders responded that their NSBAR membership is “very valuable.” Fifty-four percent of members and 30% of leaders rate their Local Association membership as “moderately valuable.”



PERFORMANCE OF THE NORTH SHORE-BARRINGTON ASSOCIATION

- The greatest number of members (48%) responded that NSBAR does a "good" job in meeting member needs and helping the membership. Thirty-three percent of members replied that NSBAR does an "excellent" job, as did 51% of the leadership group.



TRENDS

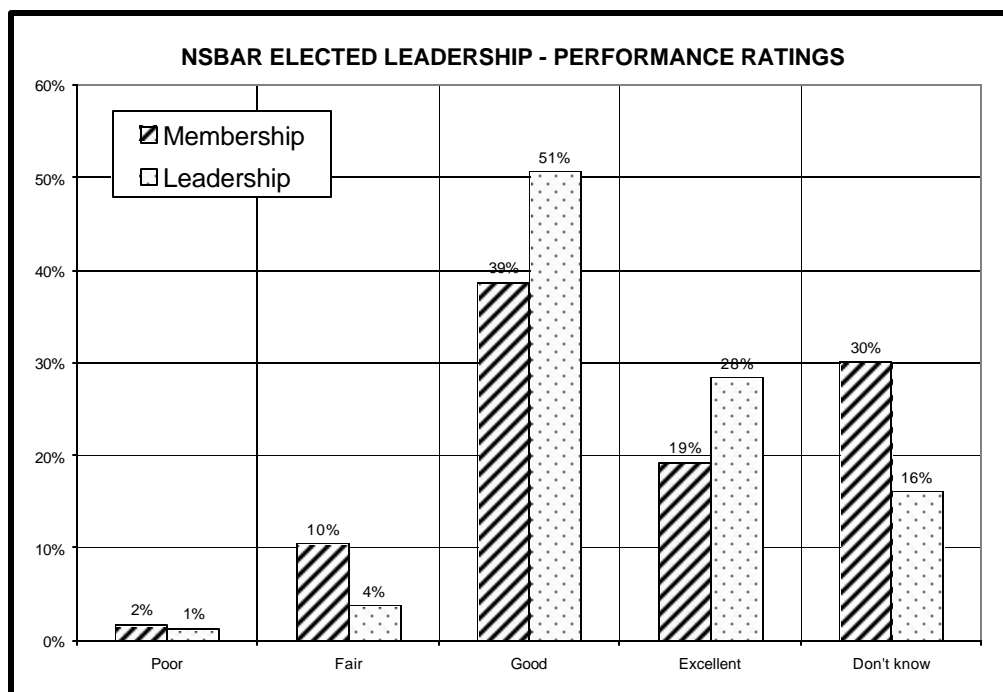
The performance ratings for the Local Association have increased since the last survey. NSBAR's "good" and "excellent" ratings have increased.

NSBAR PERFORMANCE	1995	2000	% Change (1995-2000)	2004	% Change (2000-2004)
Poor	5%	3%	-2%	1%	-1%
Fair	16%	14%	-2%	8%	-6%
Good	46%	45%	-1%	47%	2%
Excellent	33%	33%	0%	36%	3%
Don't know	N/A	5%	N/A	8%	3%

All Responses (Membership and Leadership Groups combined)

PERFORMANCE OF THE NSBAR ELECTED LEADERSHIP

- Fifty-eight percent of NSBAR's general membership responded that the Elected Leadership does a "good" or "excellent" job in meeting member needs and helping the membership. Seventy-nine percent of the leadership group rate leadership performance as either "good" or "excellent."
- Thirty percent of the general membership "doesn't know" how well the Association's elected leadership is performing. More communication to the general membership regarding director and committee discussions, deliberations and actions/decisions may be needed.



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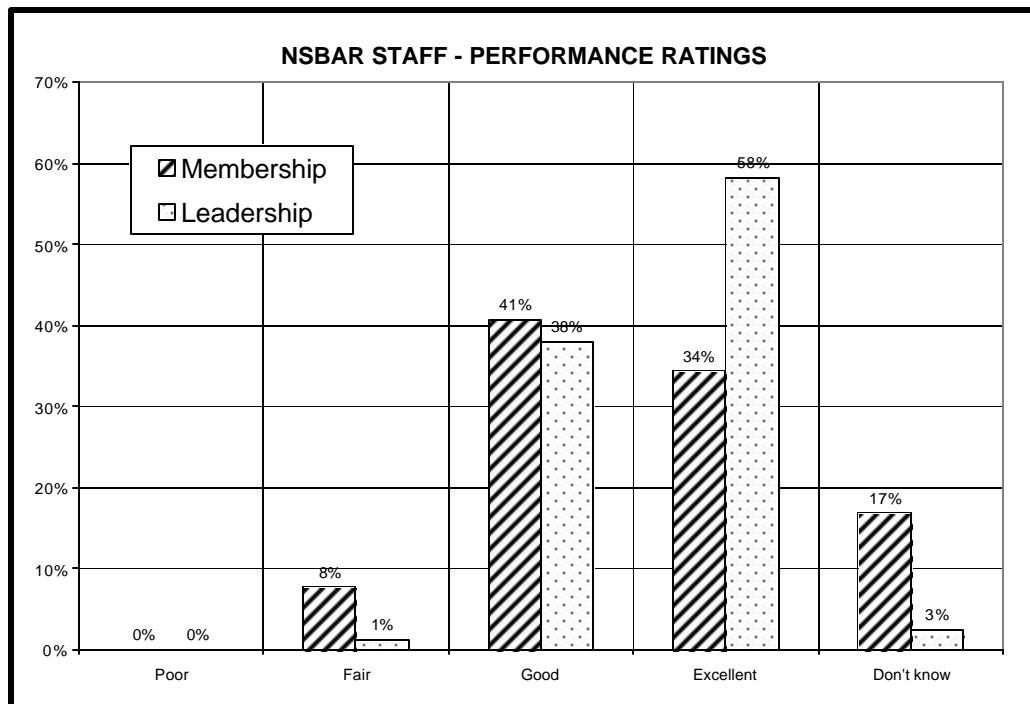
Fewer respondents rated the elected leadership performance as "poor" or "fair" than they did in 2000. However, there is a greater percentage of respondents who "don't know" how well the elected leadership is performing.

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

All Responses (Membership and Leadership Groups combined)

PERFORMANCE OF THE NSBAR PAID STAFF

- The NSBAR paid staff received a "good" performance rating from 41% of the general membership and 38% of the leadership group. Thirty-four percent of members and 58% percent of leadership rate the paid staff as "excellent." Seventeen percent of members do not know how well the NSBAR paid staff is performing.



TRENDS

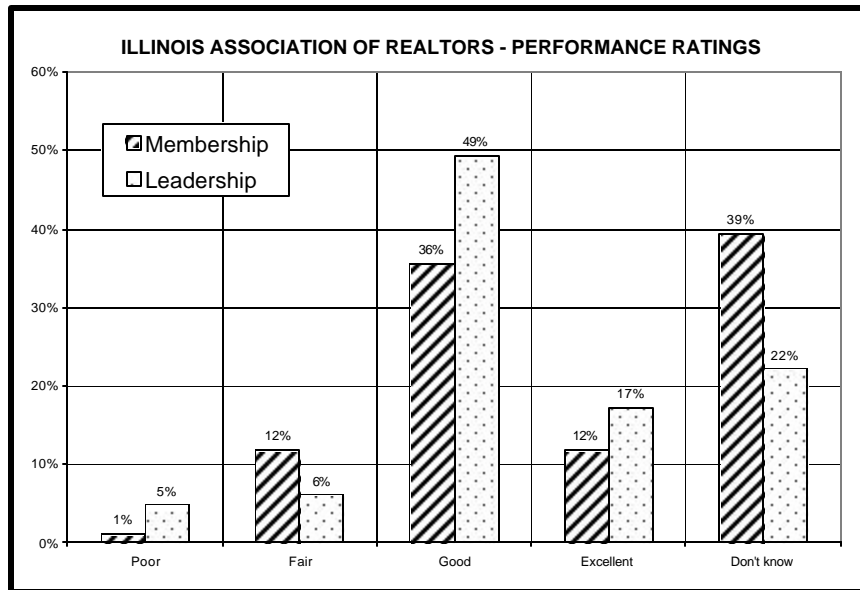
Member opinion of the NSBAR staff has improved since 2000. The percentage of respondents who rated the NSBAR staff performance as "excellent" has increased by 5% since the last survey.

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

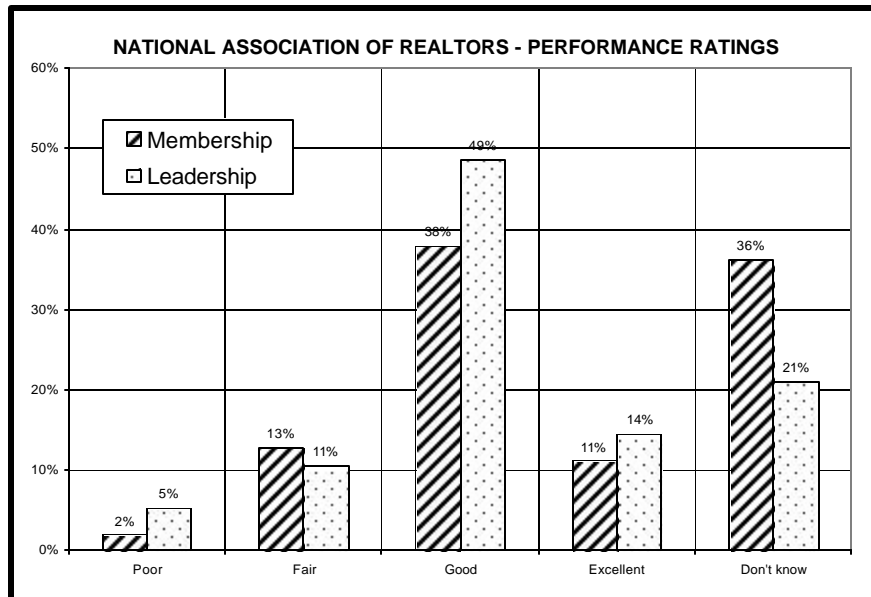
All Responses (Membership and Leadership Groups combined)

PERFORMANCE OF THE STATE & NATIONAL ASSOCIATIONS

- It appears that many NSBAR members are unaware of how well the State Association is performing. Although 48% of members and 66% of leaders rated IAR performance as either “good” or “excellent,” 39% of members and 22% of leaders “don’t know” how well IAR is meeting member needs.



- The National Association received ratings similar to the State Association by both sample groups. The NSBAR membership might benefit from receiving more information regarding IAR and NAR programs, activities and benefits.



PERFORMANCE OF THE STATE & NATIONAL ASSOCIATIONS

TRENDS

NSBAR members are not as aware of their State and National Associations as they were 4 years ago. The percentage of respondents who replied that they “don’t know” how well the IAR and NAR are performing has increased since the last survey. This may be due in part to the increase in the number of new members.

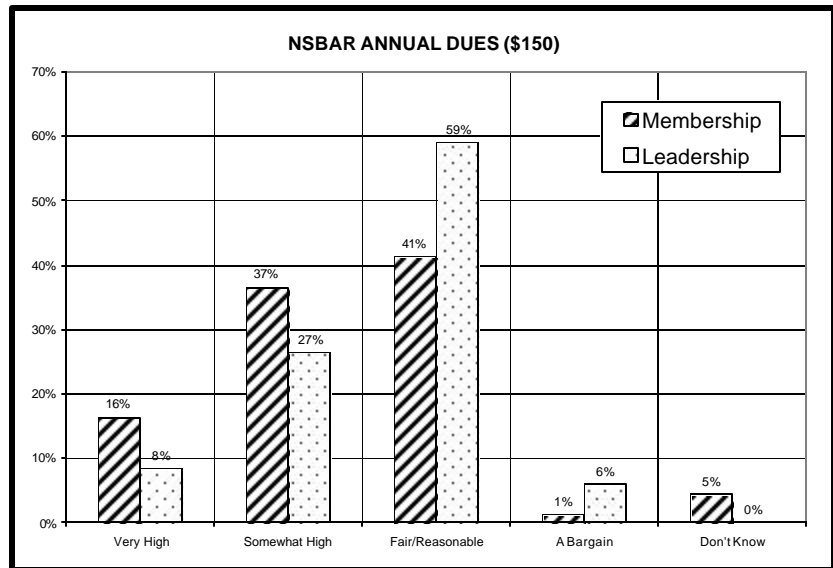
STATE ASSOCIATION. PERFORMANCE	2000	2004	% Change (2000-2004)
Poor	3%	2%	-1%
Fair	14%	11%	-3%
Good	43%	38%	-5%
Excellent	10%	13%	3%
Don't know	30%	37%	7%

NATIONAL ASSOCIATION. PERFORMANCE	2000	2004	% Change (2000-2004)
Poor	4%	2%	-2%
Fair	14%	13%	-1%
Good	43%	40%	-3%
Excellent	10%	12%	2%
Don't know	29%	34%	5%

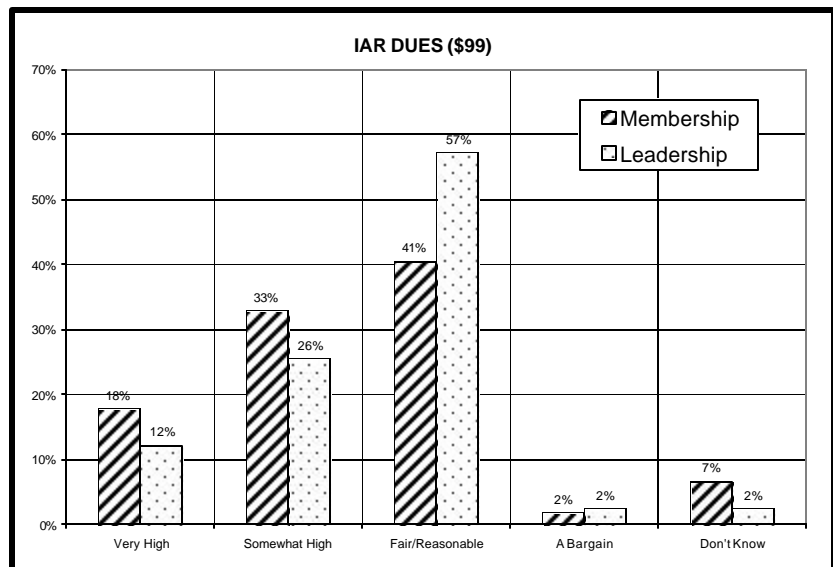
All Responses (Membership and Leadership Groups combined)

REALTOR® ASSOCIATION DUES & FEES

- The survey respondents were asked to indicate their opinion of their REALTOR® Association dues (Local, State, National) and MLS fees. Although the majority of the leadership group responded that NSBAR dues are “fair/reasonable,” the majority of the membership group rated NSBAR dues as too high.

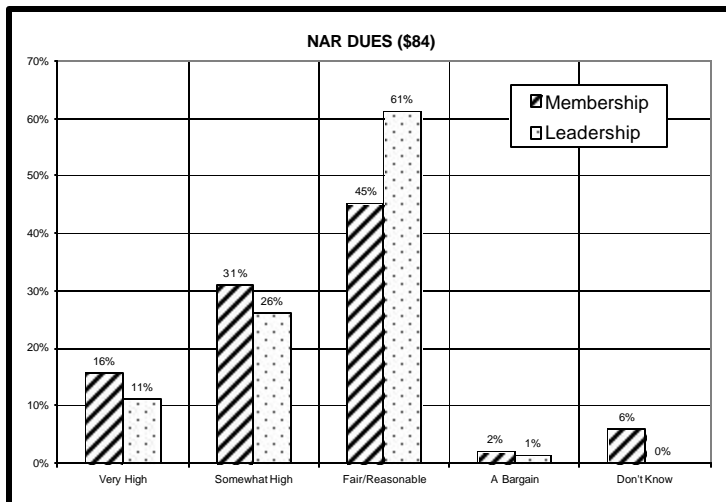


- Similar ratings were received for State Association dues. Just over one-half of the membership group responded that IAR dues are either “somewhat” or “very” high. Most leaders rate IAR dues as “fair and reasonable.”

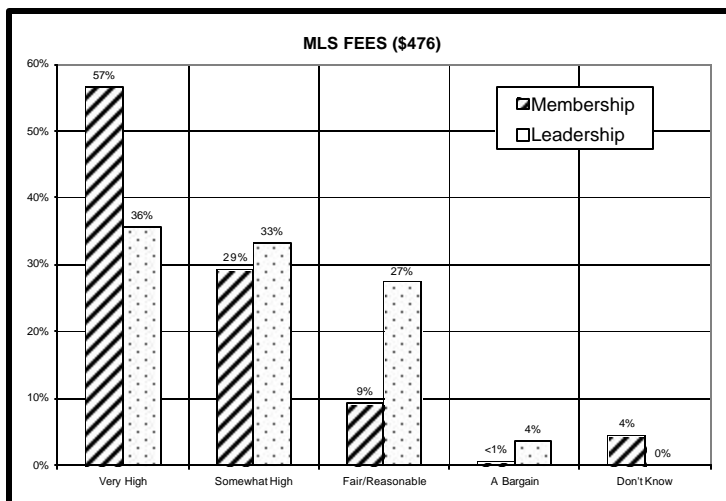


REALTOR® ASSOCIATION DUES & FEES

- Nearly half of the membership group (47%) responded that their National Association dues are “somewhat” or “very” high. The greatest number of NSBAR leaders (61%) responded that NAR dues are “fair and reasonable.”



- The majority of survey respondents indicated that their MLS fees are too high. Over half of NSBAR’s members reported that MLS fees are “very high” and 29% rated MLS fees as “somewhat high.” Sixty-nine percent of the leadership group also indicated that MLS fees are too high.



TRENDS

On the 2000 survey, all three REALTOR® organizations were combined into one dues rating. The following table includes the member ratings for Local, State, and National dues combined. There has been a 4% increase in the percentage of respondents indicating their REALTOR® dues are “fair reasonable.”

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

EQUIPMENT/TECHNOLOGY USED IN BUSINESS
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- The equipment most commonly used in members' real estate businesses are cellular phones, fax machines, and desktop computers. Seventy-three percent of members and 58% of leaders report a company web page, and more than half of respondents have a high-speed communication line.

EQUIPMENT/TECHNOLOGY USED IN BUSINESS	Membership	Leadership
Cellular phone	97%	97%
Fax machine	91%	95%
Desktop computer	85%	86%
Digital camera	81%	83%
Company web page	73%	58%
High-speed communication line	64%	81%
Scanner	50%	64%
CD ROM	47%	59%
Personal web page	38%	37%
Notebook/laptop computer	36%	48%
PDA/Blackberry	25%	28%
DVD	21%	30%
Beeper/pager	18%	13%

TRENDS

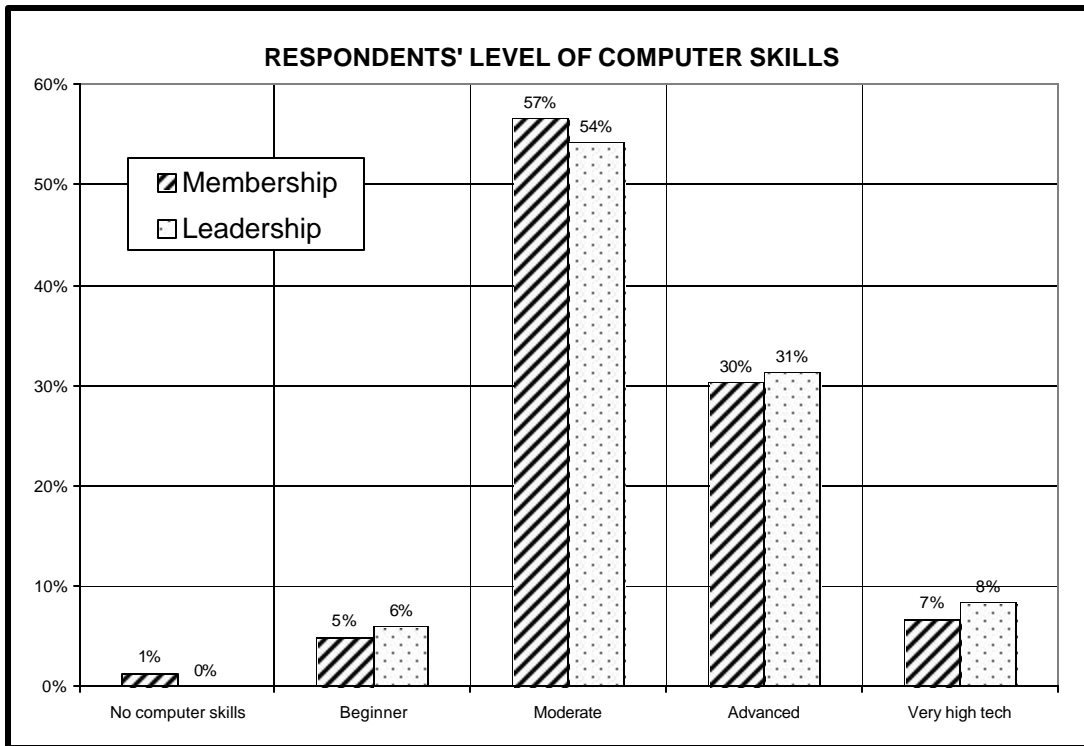
Technology use has increased in nearly all categories since the last survey. There has been a substantial increase in the percentage of respondents using high-speed communication lines and digital cameras. Older technologies, including beepers, desktop computers and fax machines, have declined in use.

TECHNOLOGY USE	2000	2004	% Change (2000-2004)
High-speed communication line	14%	67%	53%
Digital camera	36%	81%	45%
Notebook/laptop computer	24%	38%	14%
DVD	8%	22%	14%
Company web page	58%	71%	13%
Scanner	41%	52%	11%
Personal web page	28%	38%	10%
Cellular phone	93%	97%	4%
CD ROM	46%	49%	3%
Fax machine	94%	92%	-2%
Desktop computer	89%	85%	-4%
Beeper/pager	48%	17%	-31%
PDA/Blackberry	N/A	26%	

All Responses (Membership and Leadership Groups combined)

COMPUTER/TECHNOLOGY SKILLS

- The majority of members (57%) and leaders (54%) describe themselves as having "moderate" computer skills. Thirty-seven percent of members and 39% of leaders indicated that they have "advanced" or "very high tech" computer/technology skills.
- The Association's computer training and technology classes should be structured to appeal to moderate to advanced users. Beginner/basic computer training would likely not appeal to the majority of the membership.



TRENDS

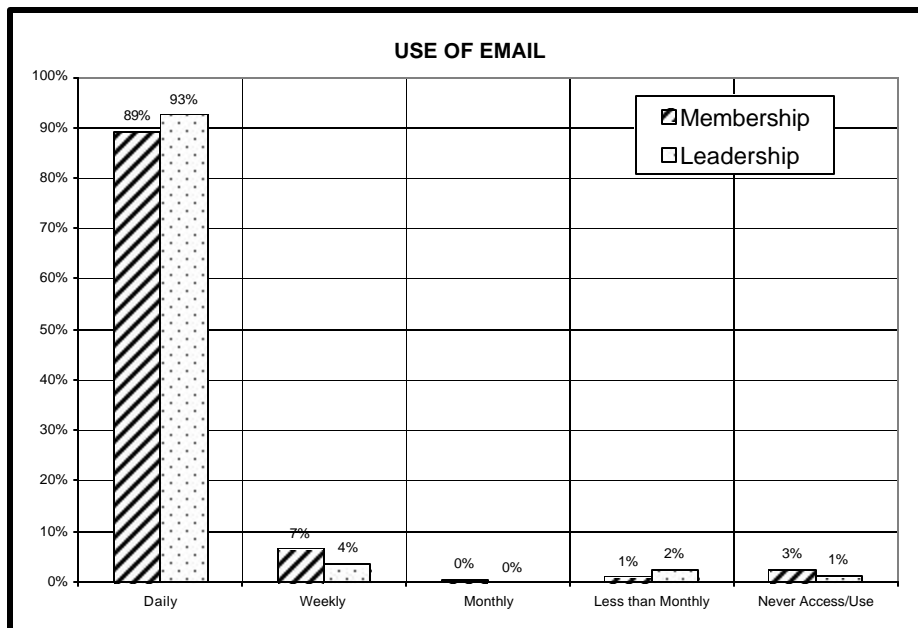
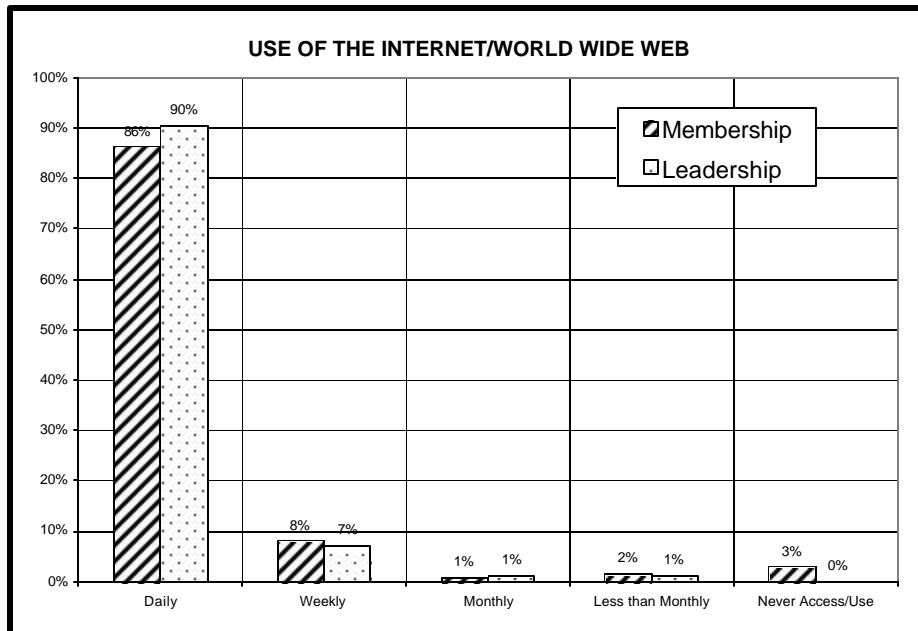
Respondents' technology and computer skills have increased since the last survey. Those respondents who describe themselves as having "advanced" or "very high tech" skills have increased by 15% since 2000.

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

All Responses (Membership and Leadership Groups combined)

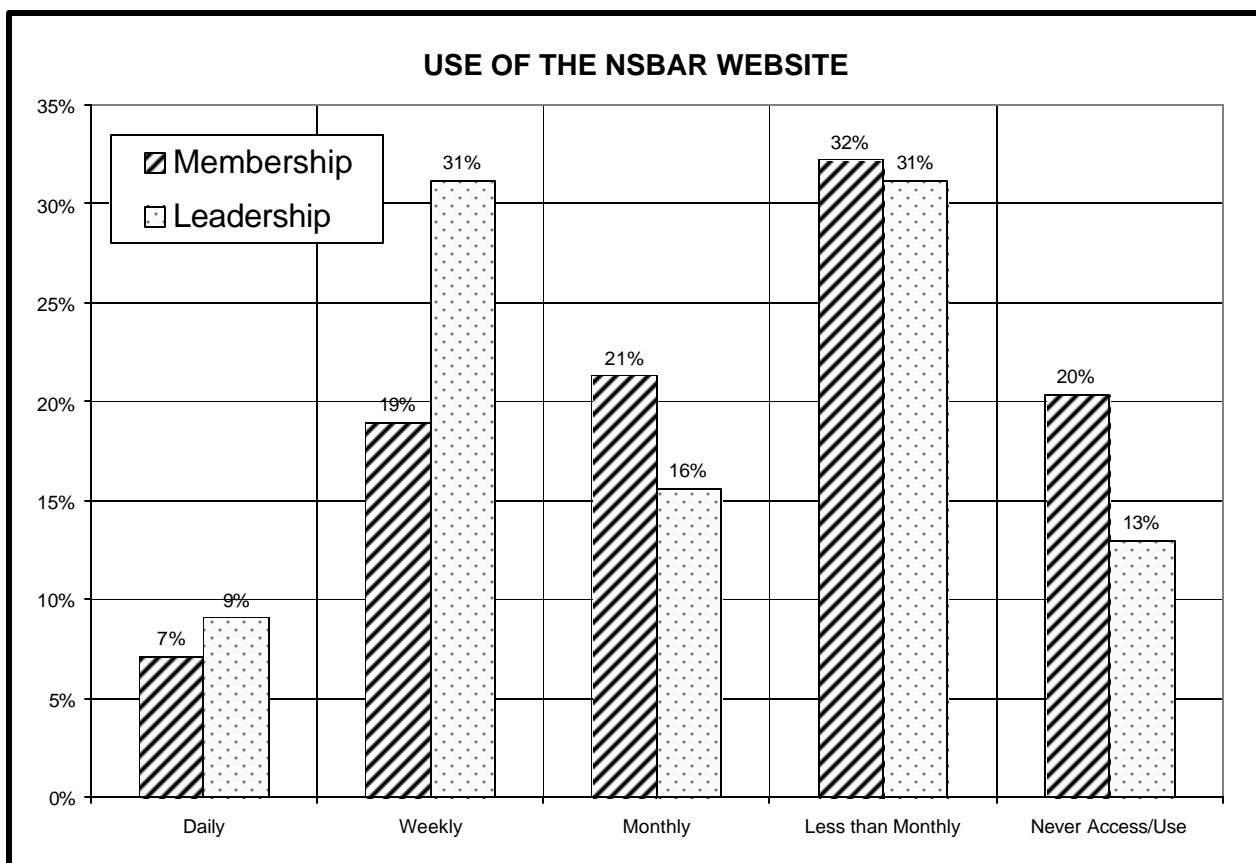
FREQUENCY OF INTERNET ACCESS AND E-MAIL USE

- The survey respondents were asked to indicate how often they use e-mail and Internet access. The majority of the membership group and the leadership group access the Internet and send/ read e-mail on a daily basis.



FREQUENCY OF NSBAR WEBSITE ACCESS

- Forty-seven percent of members and 56% of leaders reported that they visit the NSBAR website (www.nsbar.org) at least monthly. More than half of members, however, visit the site less than monthly or never access the site.
- Those who have never accessed the site likely need some kind of instruction, training and/or incentive to visit the website on a more regular basis. More marketing and promotion of the website features and informational content may be needed.



INTERNET/WORLD WIDE WEB & EMAIL USE**TRENDS**

The frequency of Internet and email use has increased substantially since the last survey. The percentage of respondents that access the Internet and use email daily has increased by 34% and 33%, respectively.

Respondents are also utilizing the NSBAR website on a more frequent basis. The percentage of respondents who reported that they never access or use the website has decreased by 30% since 2000.

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

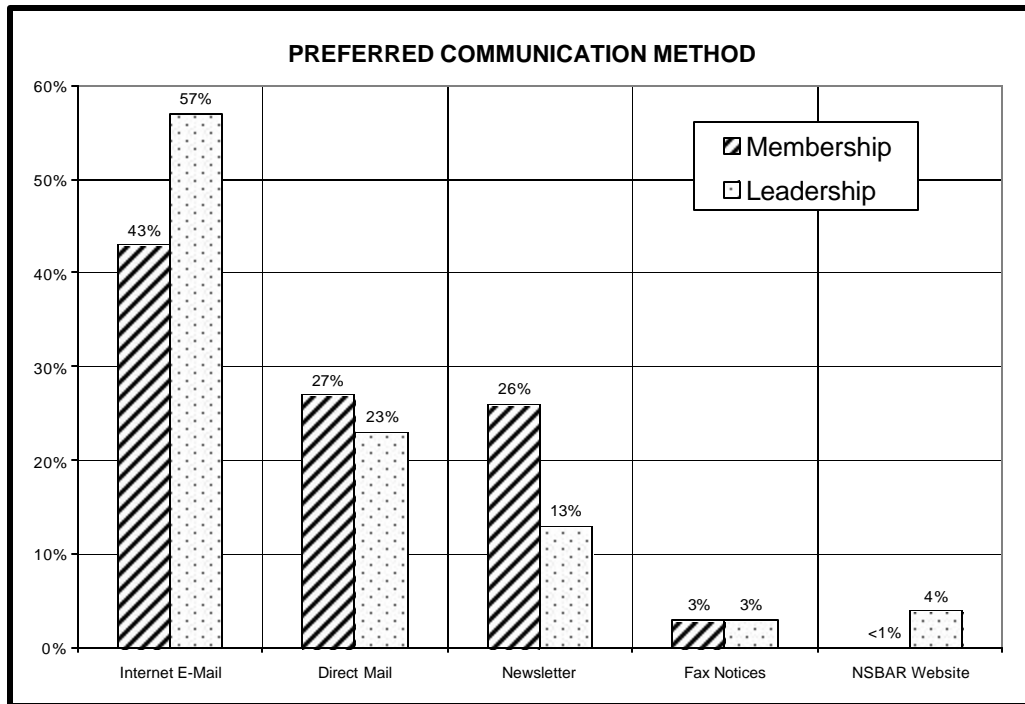
EMAIL USE	2000	2004	% Change (2000-2004)
Daily	57%	90%	33%
Weekly	24%	6%	-18%
Monthly	1%	0%	-1%
Less than Monthly	7%	1%	-6%
Never Access/Use	10%	2%	-8%

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

All Responses (Membership and Leadership Groups combined)

PREFERRED COMMUNICATION METHOD

- The survey respondents were asked to indicate how they would prefer to receive information and updates from the Association. The greatest number of members (43%) and leaders (57%) would prefer email communications, followed by direct mailings.



TRENDS

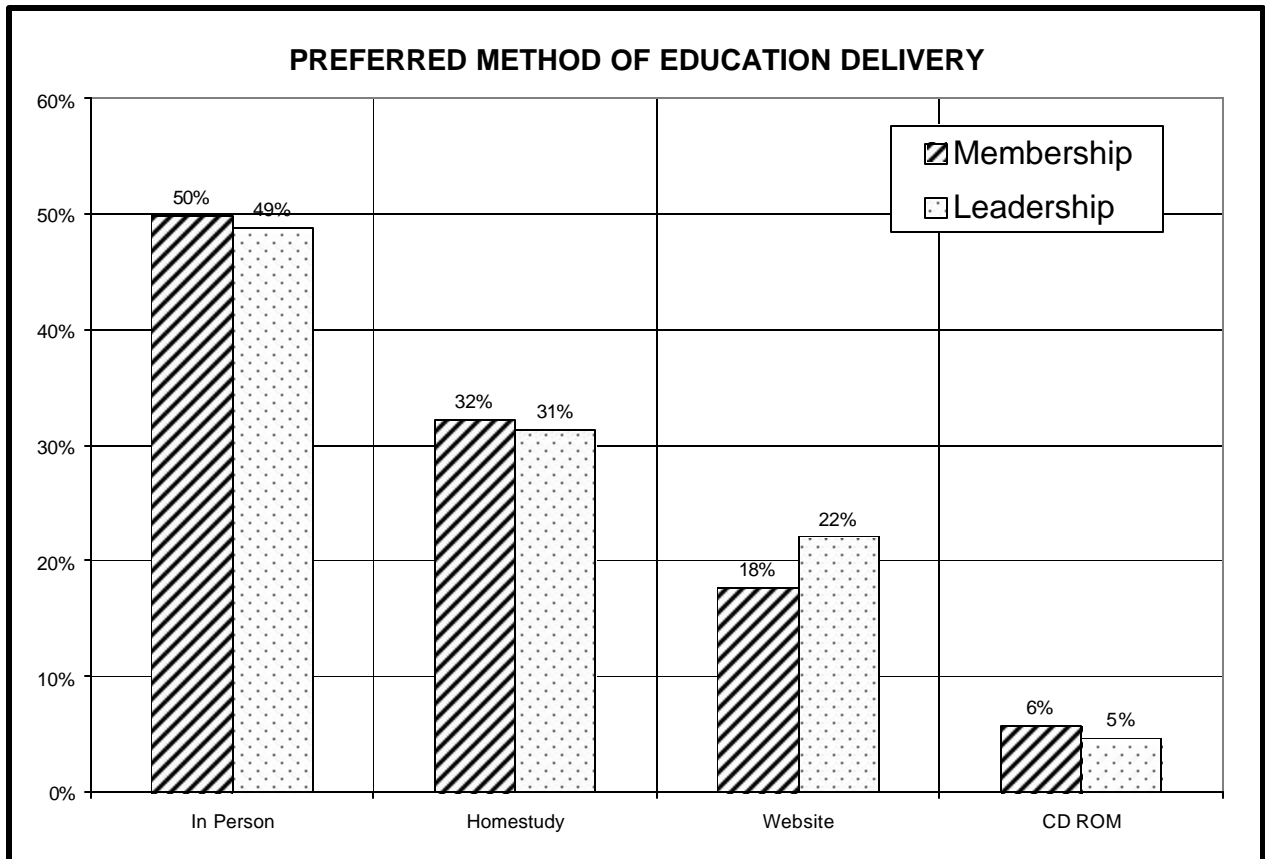
Email has replaced the newsletter as the preferred method of communication. Those respondents who prefer email communications has increased by 22% since the last survey.

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

All Responses (Membership and Leadership Groups combined)

PREFERRED EDUCATION DELIVERY METHOD

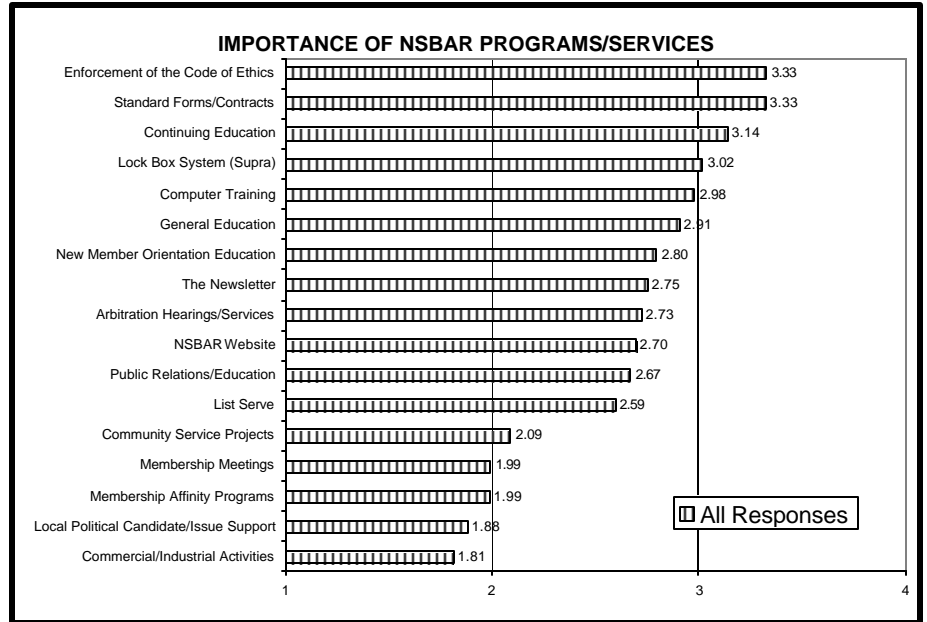
- The survey respondents were asked to indicate how they would prefer to have continuing education delivered. The greatest number of members and leaders prefer to attend continuing education courses in person. Homestudy is preferred by 32% of members and 31% of leaders, followed by website education. Courses on CD ROM would not appeal to most respondents.



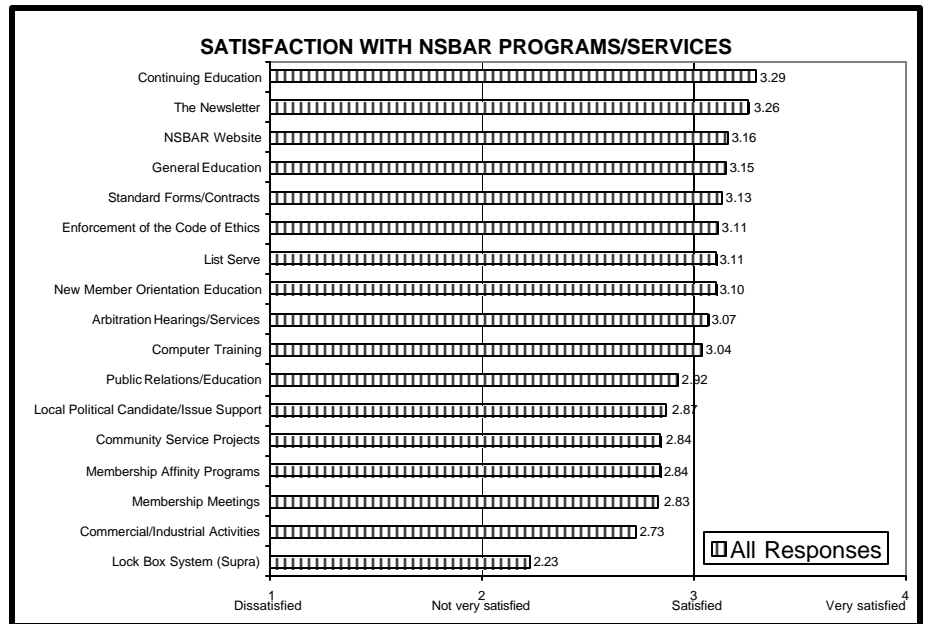
NSBAR PROGRAMS/SERVICES RATINGS

- The survey respondents were asked to rate both the importance of and satisfaction with NSBAR's programs and services. {Note: the importance and satisfaction ratings in this report are compiled from *all* responses, i.e., membership and leadership combined}.

- The most important NSBAR services, according to all respondents, are enforcement of the Code of Ethics, standard forms, continuing education and the Supra lockbox system. Those services that members feel are relatively less important are commercial/industrial activities, local political activities, local political support, and membership affinity programs..



- Those services which received the highest satisfaction ratings by all respondents were continuing education, the newsletter, and the NSBAR website. Those services with which respondents are least satisfied are: lockbox system, commercial/industrial activities, and membership meetings.



NSBAR PROGRAMS/SERVICES RATINGS
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TRENDS

Three NSBAR services have increased in terms of importance since the last survey; they are the website, continuing education and standard forms/contracts. All other services have shown a decline in importance.

Many NSBAR services have increased in terms of member satisfaction, most notably the website, commercial/industrial activities, and the list serve. Five services have decreased in terms of satisfaction, most notably the Supra lock box system. The lock box system has declined from the highest rated service in 2000 to the lowest rated service in 2004.

IMPORTANCE	2000	2004	Change (2000-2004)
NSBAR Website	2.41	2.70	0.29
Continuing Education	3.08	3.14	0.06
Standard Forms/Contracts	3.32	3.33	0.01
Community Service Projects	2.13	2.09	-0.04
Commercial/Industrial Activities	1.86	1.81	-0.05
Public Relations/Education	2.72	2.67	-0.05
Enforcement of the Code of Ethics	3.39	3.33	-0.06
The Newsletter	2.81	2.75	-0.06
New Member Orientation Education	2.87	2.80	-0.07
General Education	3.00	2.91	-0.09
Membership Meetings	2.10	1.99	-0.11
Membership Affinity Programs	2.11	1.99	-0.12
Arbitration Hearings/Services	2.87	2.73	-0.14
Local Political Candidate/Issue Support	2.10	1.88	-0.22
Lock Box System (Supra)	3.24	3.02	-0.22
Computer Training	3.21	2.98	-0.23
List Serve	2.83	2.59	-0.24

SATISFACTION	2000	2004	Change (2000-2004)
NSBAR Website	2.97	3.16	0.19
Commercial/Industrial Activities	2.62	2.73	0.11
List Serve	3.00	3.11	0.11
Enforcement of the Code of Ethics	3.06	3.11	0.05
Membership Meetings	2.78	2.83	0.05
New Member Orientation Education	3.05	3.10	0.05
Continuing Education	3.25	3.29	0.04
The Newsletter	3.23	3.26	0.03
General Education	3.13	3.15	0.02
Computer Training	3.03	3.04	0.01
Local Political Candidate/Issue Support	2.87	2.87	0
Community Service Projects	2.85	2.84	-0.01
Membership Affinity Programs	2.85	2.84	-0.01
Public Relations/Education	2.93	2.92	-0.01
Arbitration Hearings/Services	3.13	3.07	-0.06
Standard Forms/Contracts	3.23	3.13	-0.10
Lock Box System (Supra)	3.47	2.23	-1.24

All Responses (Membership and Leadership Groups combined)

NSBAR PROGRAMS/SERVICES: GAP ANALYSIS

- 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 the Supra lockbox system, enforcement of the Code, and standard forms/contracts should be receiving more attention and resources.
- 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. The greater the positive number, the greater quality improvement needed.

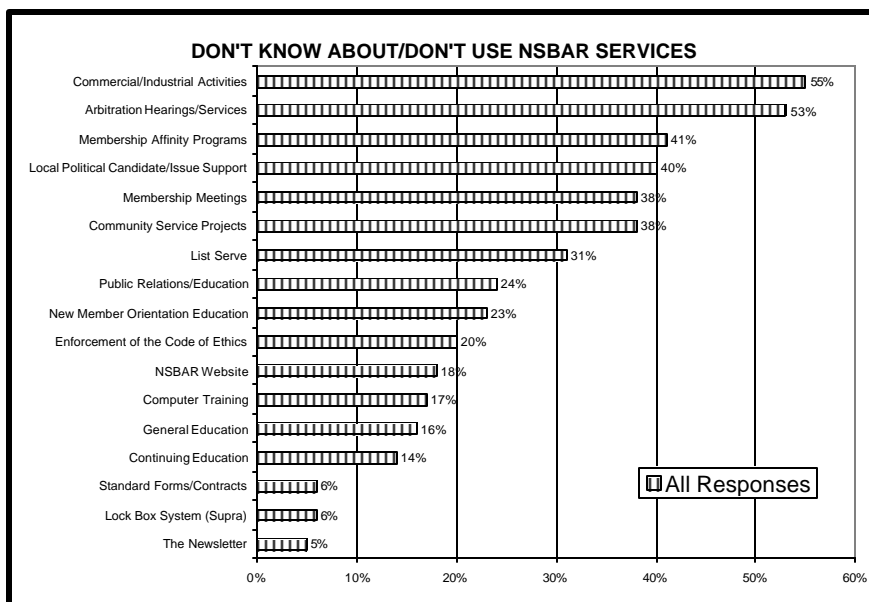
NSBAR Programs/Services	2004 Importance	2004 Satisfaction	2004 Gap Score
Lock Box System (Supra)	3.02	2.23	0.79
Enforcement of the Code of Ethics	3.33	3.11	0.22
Standard Forms/Contracts	3.33	3.13	0.20
Computer Training	2.98	3.04	-0.06
Continuing Education	3.14	3.29	-0.15
General Education	2.91	3.15	-0.24
Public Relations/Education	2.67	2.92	-0.25
New Member Orientation Education	2.80	3.10	-0.31
Arbitration Hearings/Services	2.73	3.07	-0.34
NSBAR Website	2.70	3.16	-0.47
List Serve	2.59	3.11	-0.51
The Newsletter	2.75	3.26	-0.51
Community Service Projects	2.09	2.84	-0.76
Membership Meetings	1.99	2.83	-0.84
Membership Affinity Programs	1.99	2.84	-0.85
Commercial/Industrial Activities	1.81	2.73	-0.91
Local Political Candidate/Issue Support	1.88	2.87	-0.99

TRENDS

The results from the 2000 survey showed three services with positive gap scores – enforcement of the Code of Ethics, computer training, and standard forms. Four years ago, these three services were in need of quality improvement to meet the needs of the membership. It appears that computer training has improved sufficiently to satisfy the members; its gap score is now a negative number. The Code and standard forms continue to show positive gap scores – these two services (plus the lockbox system) are the services requiring the most time, effort, resources and improvement.

**NSBAR PROGRAM/SERVICES:
PERCENT THAT DON'T KNOW ABOUT OR DON'T USE SERVICES**

- The survey respondents were given an option of “don’t know/don’t use” for each Local Association service rating. The services receiving the highest percentage of “don’t know/use” responses were commercial/industrial activities, arbitration hearings, membership affinity programs and local political candidate and issue support.



TRENDS

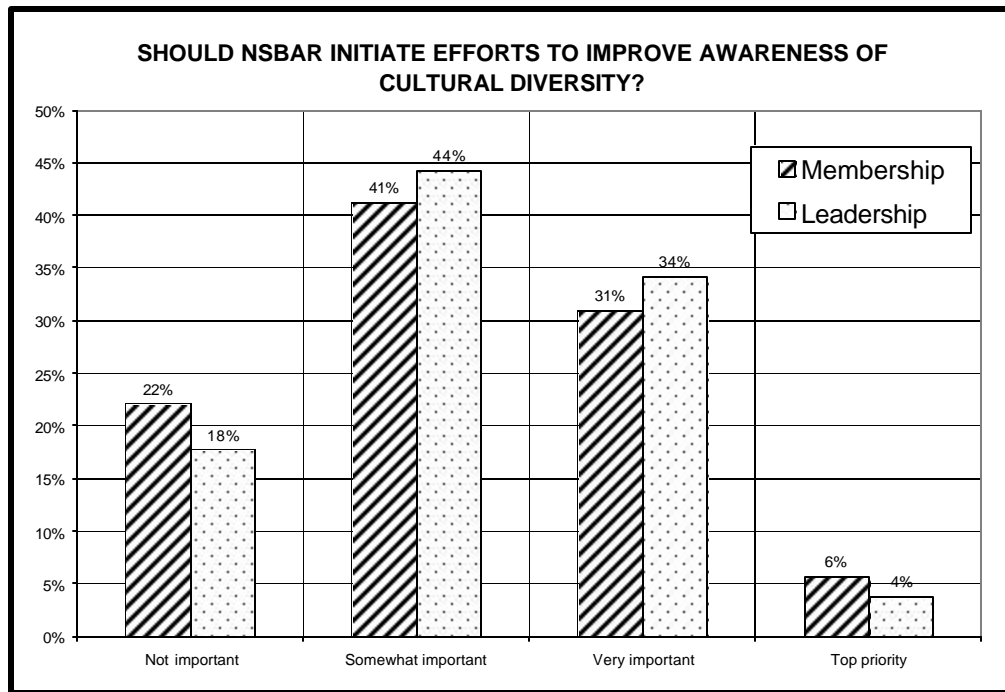
Fewer respondents are aware of or using membership meetings, political support, and arbitration since the last survey. Those services that are showing greater recognition and use since 2000 are the website, community service projects, and new member orientation.

DON'T KNOW ABOUT/ DON'T USE SERVICES	2000	2004	% Change (2000-2004)
Membership Meetings	32%	38%	6%
Political Candidate/Issue Support	35%	40%	4%
Arbitration Hearings/Services	49%	53%	4%
Computer Training	15%	17%	2%
Enforcement of the Code of Ethics	18%	20%	2%
Membership Affinity Programs	39%	41%	2%
Standard Forms/Contracts	5%	6%	1%
Public Relations/Education	23%	24%	1%
List Serve	30%	31%	1%
Continuing Education	14%	14%	0%
The Newsletter	6%	5%	-1%
Lock Box System (Supra)	7%	6%	-1%
General Education	17%	16%	-1%
Commercial/Industrial Activities	56%	55%	-1%
New Member Orientation	29%	23%	-6%
Community Service Projects	46%	38%	-8%
NSBAR Website	35%	18%	-17%

All Responses (Membership and Leadership Groups combined)

CULTURAL DIVERSITY AWARENESS EFFORTS

- "Should the Association initiate efforts to improve member awareness of cultural diversity and racial/gender differences?" Most of the members replied that, "yes, it should." Seventy-eight percent of members and 82% of leaders group responded that it is at least "somewhat" important for the Association to initiate cultural/racial/gender differences awareness.



TRENDS

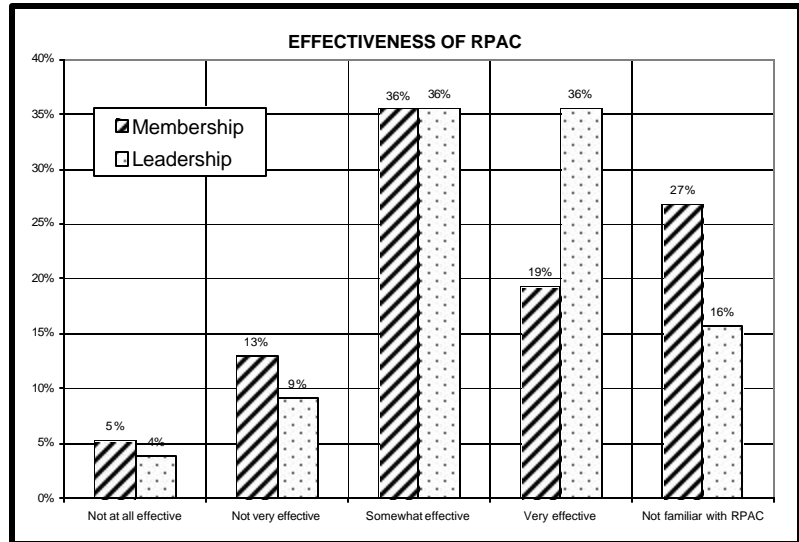
Cultural diversity and racial/gender differences awareness appears to be more important today than it was four years ago. The percentage of respondents who stated that initiating diversity awareness is “very important” or a “top priority” has increased since the last survey.

SHOULD NSBAR INITIATE DIVERSITY AWARENESS?	2000	2004	% Change (2000-2004)
Not important	23%	21%	-2%
Somewhat important	45%	42%	-3%
Very important	28%	31%	3%
Top priority	4%	5%	1%

All Responses (Membership and Leadership Groups combined)

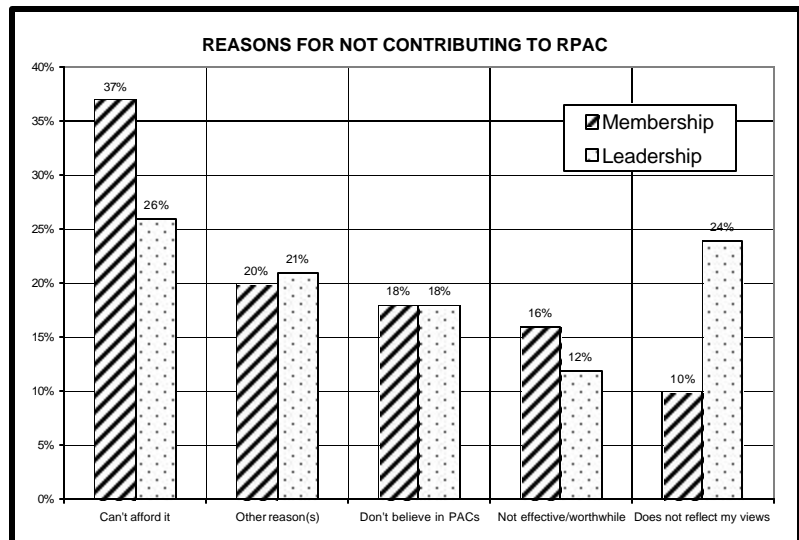
RPAC – EFFECTIVENESS AND CONTRIBUTIONS

- The majority of members (55%) and leaders (72%) rated RPAC as “somewhat” or “very” effective in supporting and benefiting the real estate industry. Eighteen percent of members and 13% of leaders responded that RPAC is “not very” or “not at all” effective. Twenty-seven percent of members and 16% of leaders are not familiar with RPAC. More communication regarding RPAC activities may be needed.



DO YOU CONTRIBUTE FINANCIALLY TO RPAC?	Membership	Leadership
Yes, contribute to RPAC	28%	54%
No, do not contribute	72%	46%

- Only 28% of NSBAR members report that they contribute financially to RPAC. Those respondents who do not contribute were asked “why not?” The most frequent reason for not contributing is being unable to afford the contribution. All of the “other” reasons listed for not contributing are listed later in this report in the *Narrative Comments and Suggestions* section.

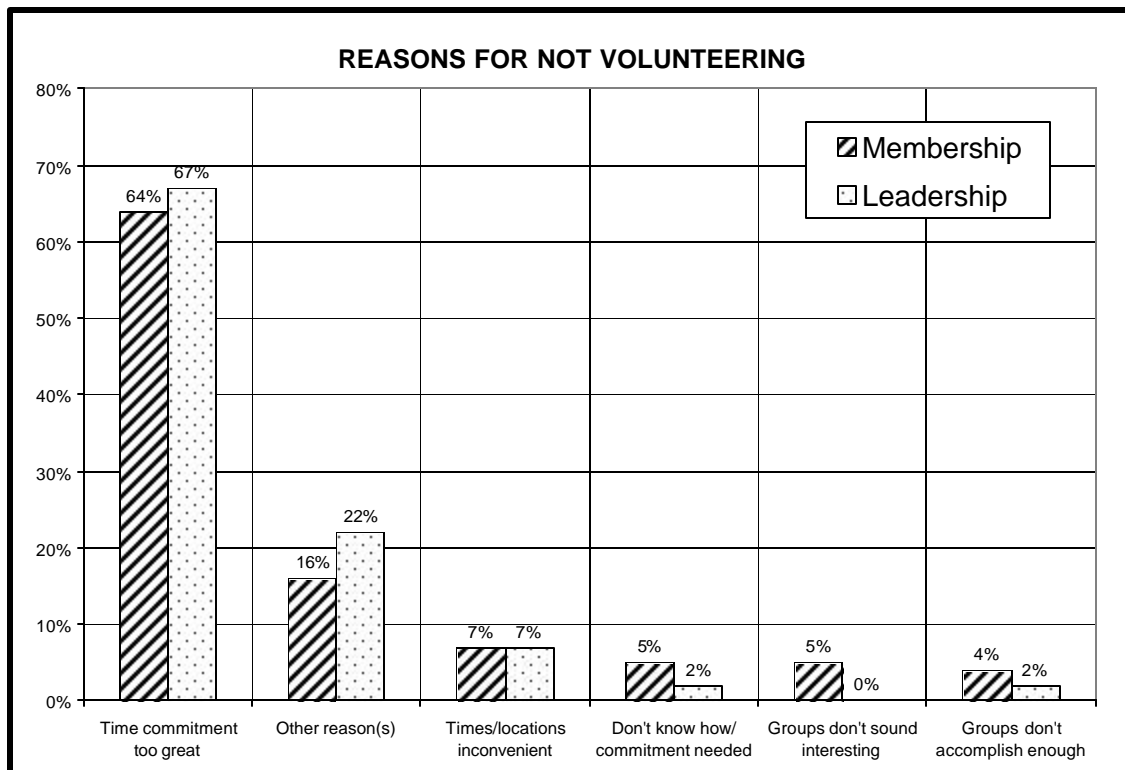


VOLUNTEERISM

- The survey respondents were asked if they would be willing to pursue a volunteer leadership position with NSBAR. Twenty-one percent of members and 19% of leaders would consider volunteering. However, nearly three-quarters of NSBAR’s membership would not consider pursuing a leadership position.

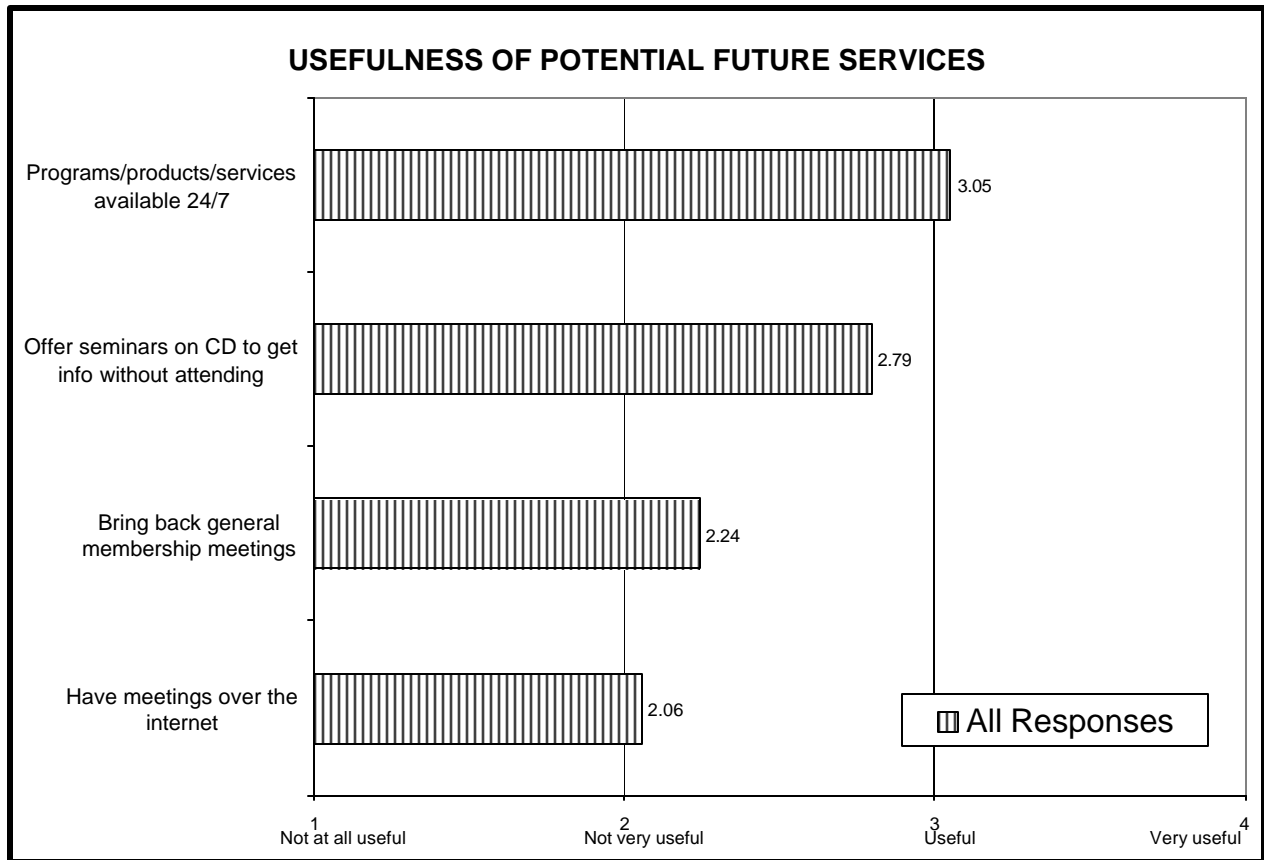
WOULD YOU BE WILLING TO PURSUE A VOLUNTEER LEADERSHIP POSITION?	Membership	Leadership
Yes, would consider volunteering	21%	19%
Already volunteer	5%	29%
No, would not consider	74%	52%

- Those respondents not interested in volunteering were asked “why not?” The reason most often listed is that the time commitment is too great. All of the “other” reasons written on the survey forms are included later in this report in the *Narrative Comments and Suggestions* section.



USEFULNESS OF POTENTIAL FUTURE SERVICES

- The survey questionnaire form listed four 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." {Note: the usefulness of future services ratings are compiled from *all* responses, i.e., membership and leadership combined}
- The most useful future service would be the availability of programs, products and services 24-hours a day, 7 days a week. The other three services listed received ratings of less than 3.0 which indicates they are not perceived to be useful services.
- The survey respondents were asked to write in what additional programs, products or services they would like the NSBAR to provide. All of the comments and suggestions received are included later in this report in the *Narrative Comments and Suggestions* section.



NARRATIVE COMMENTS AND SUGGESTIONS

PREVIOUS JOB/CAREER BEFORE REAL ESTATE

The survey respondents were invited to write in what job(s) or career(s) they had prior to real estate. Following are all of the comments received. Each comment was made by only one individual unless otherwise noted in parentheses.

Membership Group

- Academic.
- Account executive.
- Accountant/accounting (9 responses).
- Actress/model.
- Administration.
- Administrative assistant.
- Advertising (6 responses).
- Airlines.
- Airplane pilot.
- Antique dealer.
- Architect.
- Architecture.
- Assistant to the president/interpreter.
- Association management.
- Attorney (2 responses).
- Auto insurance.
- Auto parts.
- Bank operations/computers.
- Banker, teacher, meeting planner.
- Banking (9 responses).
- Banking management.
- Banking-loan officer.
- Baxter health care- corporation job.
- Bi-lingual secretary.
- Bookkeeper.
- Bridal consultant.
- Builder.
- Business development.
- Business development/marketing.
- Business education and English teacher.
- Business owner (2 responses).
- Business owner of restaurant.
- Business.
- Buyer in fashion retail business.
- Cab taxi driver.
- Car sales (2 responses).
- Caterer, airline management.
- CFO.
- Chemist.
- Chief chemist.
- Clergy.
- College teacher.
- Commercial insurance.
- Commercial Real Estate development.
- Commercial sales.
- Commodity trader.
- Communication/marketing.
- Company owner/soccer trainer.
- Company president.
- Compensation analyst.
- Comptroller- accounting.
- Computer programmer/analyst; volunteer.
- Computer programming.
- Computer sales/marketing.
- Computer science/ IT.
- Construction manager.
- Construction.
- Construction-pipe fitter.
- Consultant (2 responses).
- Consultant-medical.
- Consulting.
- Consumer product sales.
- Corporate retail.
- Corporate training manager, marketing manager.
- Corporation purchasing manager.

- County court clerk.
- CPA- Public accounting.
- Credit analyst.
- Dayson.
- Designer in the Film business.
- Director marketing (manufacturing).
- Director of catering.
- Director of continuing education- graduate school of theology.
- Director of sales and promotion.
- Education/educator (5 responses).
- Electronic engineer.
- Elementary school teacher.
- Employment consultant.
- Engineer.
- Engineering associate.
- Engineering.
- Entertainer.
- Entrepreneur.
- Estate sale conductor, hairdresser.
- Executive assistant.
- Executive at Fortune 500 Co.
- Executive designer.
- Executive secretary to chairman of board.
- Factory worker.
- Finance director.
- Financial analyst.
- Financial consulting.
- Financial consulting.
- Financial management.
- Financial.
- Fire fighter.
- First career.
- Flight attendant (4 responses).
- Food broker.
- Food service.
- Frame shop.
- Freelance producer corporate meetings.
- Full charge book keeper.
- Fundraising.
- General manager.
- Government.
- Hairdresser.
- Hairstylist.
- Head hunter.
- Health information management/Web MD.
- High school English teacher, banking officer.
- High school English teacher.
- High school history teacher.
- High school teacher.
- High school teacher/coach.
- Home decorating business.
- Homemaker/housewife/mother (19 responses).
- Horticultural business.
- Hospital- medical record technician.
- Hospitality.
- Human resources (3 responses).
- Human resources consultant.
- Human resources management.
- HVAC business (family).
- Illustrator.
- Importer and designer.
- Inf. Tech sales.
- Information systems sales.
- Information technology (3 responses).
- Insurance (2 responses).
- Insurance claim adjustor.
- Insurance/administration.
- Interior design/designer (4 responses).
- International banking.
- International director.
- Investment banking.
- Job coach.
- Law management, math teacher.
- Lawyer's assistant.
- Legal assistant.
- Legal Secretary.
- Librarian (2 responses).
- Library and advertising.
- Lithographer.
- Managed office and warehouse complexes.
- Management (2 responses).
- Management and development.
- Management consultant (Ernest and Young).
- Management representative furniture.
- Management- United Airlines.
- Management/IT consulting.

- Manager medical transcription.
- Manager.
- Manufacturer.
- Marketing (5 responses).
- Marketing consultant (2 responses).
- Marketing director.
- Marketing/patient advocate.
- Medical communications.
- Medical office manager.
- Medical secretary.
- Medical technician.
- Miscellaneous.
- Model/actress.
- Mom; administrative assistant.
- Mortgage loan specials.
- Mother/advertising.
- Music teacher.
- Newspaper column.
- Nurse education.
- Nursing (2 responses).
- Office (2 responses).
- Office manager (3 responses).
- Office production manager.
- Operations manager (warehouse-customer services).
- Operations manager.
- Owned and operated a restaurant.
- Owned business (2 responses).
- Owned business with husband.
- Owned my own business.
- Painting manager and owner.
- Paralegal.
- Part time retail sales.
- Personnel management.
- Piano teaching.
- Police officer.
- Principle of middle school.
- Printing, property management.
- Private wholesales business.
- Professional engineer.
- Professor.
- Programmer-analyst.
- Programming.
- Property management.
- Property manager/restaurant manager.
- Public relations (2 responses).
- Publishing.
- Publishing/sales.
- Radio.
- Raising 3 children.
- Real Estate always.
- REAU.
- Reclining.
- Regional manager Central State for Gift Company.
- Registered nurse (4 responses)
- Resolution manager Cendant Corp.
- Restaurant management.
- Restaurant manager.
- Retail (7 responses).
- Retail buyer.
- Retail buying.
- Retail exer.
- Retail management (2 responses).
- Retail management/account representative.
- Retail sales (2 responses).
- Sales (8 responses).
- Sales and marketing (2 responses).
- Sales manager, sales representative.
- Sales manager/management (4 responses).
- Sales marketing.
- Sales representative.
- Sales retail.
- Sales/customer service restaurant.
- Sales/legal.
- Sales/management - business to business.
- School teacher.
- Scientist.
- Secretarial.
- Secy., Tupperware sales.
- Self employed (3 responses).
- Self employed- owned business.
- Social work (3 responses).
- Social worker.
- Software consultant.
- Software specialist.
- Sold machinery.
- Sr. Project manager.

- Store manager, retail.
- Student (6 responses).
- Student/bartender.
- Superintendent of operation.
- Systems analyst.
- Systems consultant.
- Teacher (elementary education).
- Teacher and compensation consultant.
- Teacher and textbook publisher.
- Teacher in high school.
- Teacher- secondary.
- Teacher, office manager.
- Teacher/ RN.
- Teacher/outreach.
- Teacher/teaching (32 responses).
- Teaching, retail sales.
- Technical manager.
- Technical sales consultant.
- Technical-engineering.
- Technology sales.
- Television film production.
- Trader.
- Training and education.
- Translation-interpretation.
- Translator/Executive assistant.
- Travel consultant.
- TV production.
- Vice president architecture; CFO general contracting.
- Vice President of Library publishing, Vice president of specialized service and supply.
- Volunteer.
- Waiter in restaurant.
- Waiter, engineer.
- Waitress.
- Warehouse.
- Welcome wagon.

Leadership Group

- Accounting (2 responses).
- Advertising sales.
- Always been in Real Estate.
- Banking (2 responses).
- Banking/technology.
- Business owner - printing company.
- Commercial/Real Estate lending.
- Computer sales.
- Computers.
- Construction- bank.
- Construction.
- Copier sales.
- Corning glass works.
- Dental industry.
- Education, training, marketing.
- Engineer, MEG. Executive.
- Engineering.
- Fireman.
- Fleet and leasing.
- Graphic arts sales.
- Homemaker.
- Hotel manager/management (2 responses).
- Insurance sales.
- International trade.
- Kitchen/bath design- homemaker.
- Legal assistant.
- Manager (2 responses).
- Manufacturer- owned company.
- Mother, AFS counselor.
- Office manager.
- Owned retail business.
- Paralegal.
- Photo journalist.
- Professional engineer.
- Programmer/analyst economic consulting firm.
- Project manager construction.
- Public relations/journalism.
- Realtor, sales person.
- Restaurant.
- Retail sales manager.
- Retail.
- Sales rep major corporation.
- Sales (2 responses).
- Sales-wholesale rep.

- School - College.
- Social worker.
- Sound recordist.
- Speech and language pathologist.
- Student.
- Systems analyst.
- Teacher/teaching (7 responses).
- Textile salesman.
- Tooling engineer.
- Trading futures.
- Waiter.
- Writer/sales.

REASONS FOR NOT CONTRIBUTING TO RPAC

Those survey respondents who do not contribute to RPAC were asked “why not?” Following are all of the comments received. Each comment was made by only one individual unless otherwise noted in parentheses.

Membership Group

- Can't afford it at this time.
- Did not understand what they did.
- Didn't know about it (2 responses).
- Do not want to spend any more money.
- Don't know enough about it (4 responses).
- Don't know - if in dues then yes.
- Don't know their views.
- Don't know what they support.
- Don't know (2 responses).
- Fees are already high.
- Forget to include in bill.
- I didn't know it existed.
- I don't think it should be a global Realtor view on politics.
- Ignorant on subject.
- Lack of knowledge.
- Need information.
- Need more information.
- New to Real Estate.
- No money.
- No reason.
- Not familiar with RPAC (5 responses).
- Not interested.
- Not sure, I pay for it but I don't know.
- Not up to speed.
- Only through NSBAR.
- Should collect not with dues.
- Sometimes.
- Too many others and have to stop spending.
- Too new.

- We are one more source of income to a corrupt political system.
- Why?
- Will in the future (2 responses).
- Would prefer to do this myself on an individual basis.

Leadership Group

- Don't know enough about its beliefs.
- Not a priority for use.
- Retired from active Real Estate.
- Should be a part of my annual dues.
- Was not aware.

REASONS FOR NOT PURSUING A LEADERSHIP POSITION

Those survey respondents who are not willing to volunteer for NSBAR were asked "why not?" Following are all of the comments received. Each comment was made by only one individual unless otherwise noted in parentheses.

Membership Group

- Already did that - need new blood.
- Already have.
- Already volunteer for other organizations; over committed.
- As a member of a small firm, mega firms dominate board.
- Been there-done that (2 responses).
- Colossal waste of time!
- Commitments.
- Do not have time. I am involved with church/club activities too.
- Have not had enough time in this field.
- Have served many times already.
- Heavily involved in local charitable groups.
- I am involved in demanding volunteer jobs in my community.
- I am on too many boards now.
- I am presently as busy as I want to be!
- I am tired of volunteering.
- I am very involved (on the board of 2 groups already).
- I have another job.
- I have done my work and new people can do it too.
- I travel.
- I want to be in business longer before I volunteer.
- I've done a lot of this before.
- Job already takes so much time.
- Just started.
- Just too busy!
- Language cultural barrier.

- Many other volunteer commitments.
- New to Real Estate, too early to consider.
- Newer agent building business, may volunteer at a later date.
- No interest.
- No spare time (2 responses).
- Not at this time of my Real Estate career, maybe later. I need to start making money first.
- Not at this time.
- Not much talent for that.
- Other volunteering in place - too busy.
- Out of town frequently.
- Personal problems.
- Personal, family.
- Semi-retired and have served.
- Single parent, 2 jobs and no time.
- Small children- PTA Vice president.
- Spending ½ year out of area.
- Spouse has Alzheimer's and time is precious.
- The same people are always on the committees and most members have no idea what they do.
- Too busy with other volunteer commitments.
- Too involved with other groups.
- Too new to the field (2 responses).
- Too old.
- Very short on time now.
- Volunteer elsewhere.
- Volunteering at Lyric Opera of Chicago (5 committees/boards).
- Volunteering in my community is more important.

Leadership Group

- Already on several.
- Been there, done that for many years.
- Don't do that much involving residential.
- Have been there and done that so let others have a chance.
- Member - public affairs committee.
- Now very involved with Chamber and LF/LB business partnership.
- Retired.
- Semi-retired with other interests and commitments.
- Served 20 years.
- Years of past involvement.

ADDITIONAL PROGRAMS/PRODUCTS/SERVICES DESIRED

The survey respondents were invited to write in any comments or suggestions they had regarding additional programs/products/services they would like NSBAR to provide. Following are all of the suggestions received. Each comment was made by only one individual unless otherwise noted in parentheses.

Membership Group

- Advanced computer training - creating and executing brochures, postcards, etc. in computer (and flyers). Digital camera and importing photos.
- Anything that would benefit 'developing' Realtors.
- Applications to board hard to understand - questions on 2nd and 3rd page - doesn't make sense to ask all these questions. The listing contract could be improved.
- Arbitration should have board members from other boards so there is no favoritism because they know the people - there are complaints about this.
- Art of negotiating with clients and other agents.
- As a member of a national Real Estate organization, local unit is not important. Biggest failure: NAR and NSBAR allowing GE to rip off industry with SUPRA.
- Be more helpful, make things easier for members. Give correct information out on phone!
- Be more of an advocate for Realtors needs rather than making excuses as to why something is happening (ex: change in Supra key).
- Be pro-active advocate on a local/community/state/national level.
- Better trainers.
- Better, more user friendly lock box without daily updates.
- Change Supra.
- Classes on how to become a better Realtor.
- Computer related problem solving assistance.
- Computer training.
- Continuing education classes and designation (e.g. GRI, ABR) classes online.
- Do away with fee associated with Supra, it's ridiculous.
- Do something about SUPRA- new system sucks!
- Fees reduced for new members that are not making any transactions, or deferred payments. Use of SUPRA (fees) reduced considerably or eliminated.
- General membership meetings with specific purpose - perhaps Real Estate/issues - specific topic of vital interest to majority.
- Get Realtors to cancel appointments earlier, also to call and cancel if they can't make it.
- Get representatives who support Realtors' interests. Get rid of lawyer leadership. Help members instead of trying to find ways to fine them.
- Get rid of number of days a property is on the market! Especially when listing changes offices!
- Get rid of Supra lock box (the new one).
- Get rid of the current Supra system- an absurd travesty foisted on all of us!
- Get rid of the lockbox keys that need to go into the cradle - many of us have forgotten them at home when going out to show houses or forget them in the car and have to update often. The new key is the worst thing I have ever had forced on me! Please change it! If the people who decided on this had to use the key to access their own homes, we would soon have it changed.

- Good lock box that can stay in car (not cradled nightly).
- Haven't been in long enough, I'm still learning.
- Higher entrance standard for Realtors.
- I am disappointed with the electronic lockbox present program.
- I am enclosing a note to comment on my feelings regarding the new Supra keypads we are now forced to use. I'm sure whoever designed this keypad was not a Realtor. It is very clear that this daily updating and having to be attached to a phone line was not for our convenience. We know it was to say the old keypads were obsolete and you could now start to charge us monthly. It's all about money. Give us the old ones and charge us monthly. At least they could be in our car or purse and easily accessible. These are such a pain in the ***. The old way was sure more Realtor friendly. I'd like to see the creator of this product regularly remember to take it out of the cradle each day and put it in the cradle each night and never forget it. Try to have 10 appointments ready for a transferee and have to place post it notes all over so your day would not be ruined because you forgot your Supra. This sure was a poor move to make a Realtor's life a bit more hectic than it already was.
- I hate the new lock box system- the Board did a big injustice to its members by committing to this system.
- I think the Board, IAR and NAR could do a much better job at educating the public as to what Realtors do – compensation, agency.
- I think the listing service is terrible and I feel the by owner signs are wrong on the no service listings.
- I think we need to learn to ask the right questions and provide intelligent options before making financial and policy decisions- i.e. Supra and the continuing education classes could be a great means of raising the bar on professionalism.
- I truly feel the NSBAR does an outstanding job for us.
- I would appreciate more programs, CE, seminars, etc conveniently located to the Barrington area.
- I would be interested in various informational seminars in business planning.
- If not providing internet programs, provide more speakers in Barrington area or closer than the Skokie office.
- Improve PC access- pathetic software program.
- Insurance/benefits that you may purchase. If you already have them, please inform of them.
- Keep up the good work!
- Larger variety of elective CE.
- Less expense for lock box program and MLS access.
- Lower dues.
- Lower MLS dues or allow monthly billing.
- Maybe attending sales meetings in individual offices once a year, give updates in person. Remind us of Code of Ethics responsibilities and importance of updated listings.
- Member meetings can be beneficial.
- More classes at the Barrington Area library.
- More classes related to digital photos, appraisal, appraisal.
- More complete and current library of training materials and tapes.
- More computer information always helpful.
- More computer tech services.
- More continuing education classes offered in Barrington.
- More elaborate orientation programs for new licensees.
- More information on MLSNI.
- More listings/sales/contracts seminars - for members.

- More technology related; digital camera, etc.
- My only problem is the location - I live in Cary - not much offered at Barrington.
- Networking meetings for the boards from other areas. International Real Estate- build connections with boards in Canada, South America, anywhere in USA and Western Europe - referral biz!!
- New lockbox is terrible - I cannot stand it! Previous keypad system was 1000% better, and no monthly fee.
- News on what is happening in Real Estate in other areas of the country that can enhance our organization.
- No SUPRA!
- Not currently aware of any.
- Not really sure at this time.
- Not very happy with the cost of the new Supra lock box. I don't approve of the entire way it was handled.
- Offer classes/education for different specialties.
- Offer new Lock box program. Realtor.com is a disaster.
- Online forms to fill out and print.
- Outlaw SUPRA/Express extortion fees.
- PC Access stinks – it has for years. Please get rid of Supra and next time weigh carefully the pitfalls of a service that the whole Association has to use. It's a scam.
- Poll membership about best day in week for classes. Many offices have meetings on Monday, tour Tuesdays and Wednesdays, and yet many NSBAR classes are on those days and virtually none on Friday.
- Provide more training in Barrington!
- Provide vehicle for completely anonymous complaints, especially about MLSNI listing violations.
- Resolve issues with MLS and Map, maybe lower both fees so that both can be afforded by new members.
- Revise the current 8 pg contract- too technically specific to be user friendly and functionally useful!
- Some good training (very specific) on legal issues, agency and what forms to use, etc.
- Stop FSBO using MLS.
- Stronger control of/influence over MLS system. For example, why are we embroiled in issues between MLSNI and MAP? The battle affects us adversely and, in my opinion, is unnecessary.
- SUPRAS are difficult and the issue with batteries dying and killing the unit is ridiculous.
- Tech classes closer to Barrington with hands-on.
- Tech support for Palm.
- Technology education classes.
- The board does a good job addressing continuing education, legal information, contracts, tech information - but other frills could be eliminated.
- The new lock box system is terrible! I hate it! The old system was much better.
- The price.
- This survey should be done online - consider the postage, paper, printing savings.
- This whole new Supra system has made me anti-NSBAR. The old worked perfect -NSBAR should be working for us- not use us for monetary gain!! Membership is not valuable – again, the new Supra business. You lost my support in every way. There was no need for it – no benefit to us and 100% of Realtors were against it and you still did it.
- Through volume – discounted prices on PCs/software, etc.

- Training on how to do better marketing materials ourselves, i.e.: publishing programs, scanners, brochures, web pages, reitor.com.
- We are a good group of hardworking people and I don't feel we are able to be represented as well as we could. I don't have an answer but it is a big question for me.
- We could have CE classes in negotiations, building structure, architecture, new construction, zoning implications, trends, etc. So many areas which would truly broaden our knowledge base.
- Who made the money on the SUPRA change? It is not better!
- Written guidance for member facing ethics violation.
- You are doing a great job! Keep it up!
- You are doing a terrific job. You are so good that you have whiners and complainers that take you for granted.

Leadership Group

- A lockbox system that doesn't require constant "recharging".
- Better training on computer use.
- Change CE requirements- make others part of 12 hours or drop it and offer more choices and grandfather more of us out. Lower fees and costs and help us do/improve business.
- County records of foreclosed properties.
- Do not let FSBO's and \$500 companies in the multiple - we full time Realtors do all this work!
- Health insurance.
- I am very upset that Coldwell Banker has left the MLS system – they have such a “monopoly” on the North Shore that it forces the rest of use to use the MAPS system. MLS should have prevented this from happening.
- Keep up the good work and give Jay Hoffman Hell!
- Less expensive programs- i.e.: I can do continuing education homestudy for \$58.00 for all 12 hours.
- Lockbox system useless; reitor.com useless.
- Maybe a less expensive membership option for those who have small offices or those who are part time in the business. I really only use NSBAR for MLS access and forms. I do think everyone there works hard and works with integrity.
- More classes like “kiss, bow or shake hands” – differences in cultural negotiating.
- More education in the Barrington area.
- More educational opportunities in Barrington office.
- More information on commercial/industrial Real Estate issues.
- More studies on makeup of buyers-sellers in North Shore/Barrington – occupations, etc.
- Need better policing of rules and regulations, Code of Ethics.
- Not sure. Great survey.
- Overseeing the ethical, professional conduct is your most important function.
- Sign products - yard signs, riders, etc.
- Stop the free flow of listing data- damaging to our industry- greedy of MLSNI and owners.
- There is a need for uniformity and professional standards and a move from part time to full-time members.
- Would like to see continuing education program with audio tape or video tape (home study).