2007 Membership Survey

Results

March 5, 2007

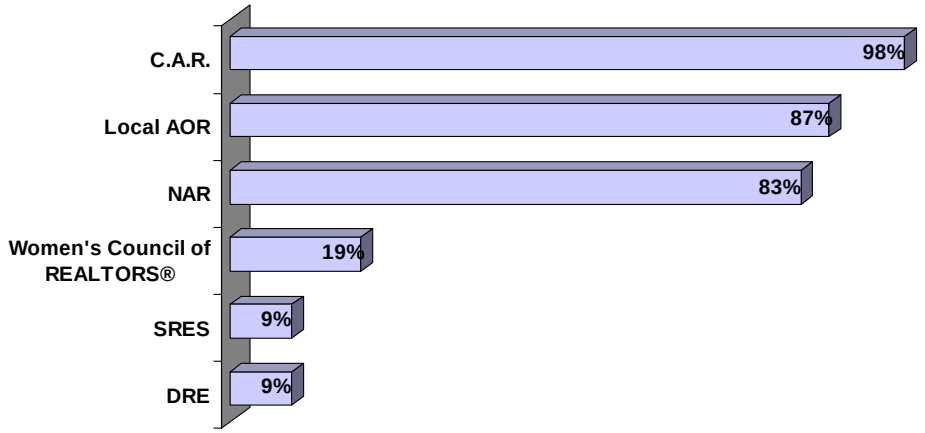
California Association of REALTORS®

Methodology

- Survey conducted in February 2007
- Telephone interview methodology
- 800 surveys
- Results statistically projectable at two standard deviations (a 95% confidence level). Overall data is subject to a sampling error of +/- 3.5%.
- Survey respondents selected on a random probability basis.
- 35% of the respondents are newer agents (3 yrs or less experience) and 65% are seasoned agents (more than three years of experience).

California Association of REALTORS®

Unaided Awareness Of Industry Associations



Q: What industry (real estate) associations or other organizations are you aware of?

California Association of REALTORS®

Unaided Awareness: C.A.R. Membership Benefits

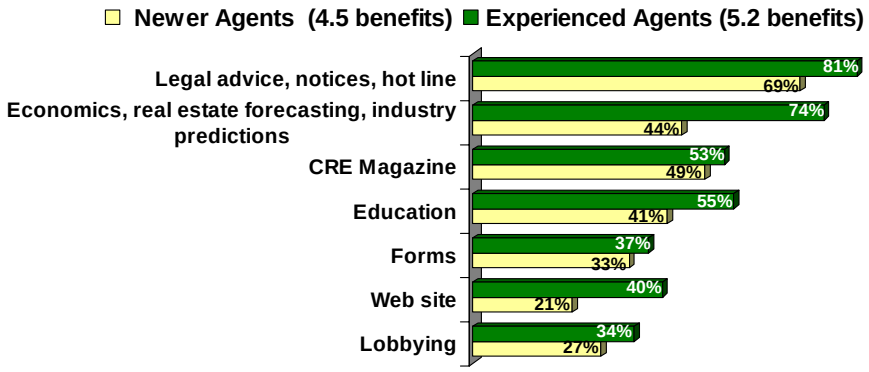
-Historical Trend -- All Members -

	2001	2002	2003	2004	2005	2006	**2007**
Legal advice, notices, Hotline	79%	79%	80%	78%	77%	77%	**77%**
Economics, real estate forecasting, industry predictions	n/a	64%	76%	78%	76%	72%	**64%**
CRE Magazine	57%	59%	58%	52%	61%	66%	**52%**
Education	62%	61%	62%	61%	57%	58%	**50%**
Forms	52%	49%	52%	49%	50%	66%	**36%**
Web site	33%	34%	33%	33%	32%	34%	**33%**
Lobbying	28%	27%	25%	24%	25%	32%	**32%**
Newsletter, marketing updates	20%	22%	21%	21%	23%	27%	**27%**
Protects, supports insurance availability	n/a	n/a	n/a	26%	25%	23%	**23%**
Protects industry	10%	n/a	34%	25%	29%	31%	**20%**
and/or special interests	n/a	n/a	n/a	24%	32%	34%	**19%**
Professional standards and ethics	21%	20%	20%	18%	18%	18%	**19%**
Advertising	76%	73%	75%	63%	65%	18%	**18%**

Q: What benefits do you get from membership in the California Association of REALTORS®?

California Association of REALTORS®

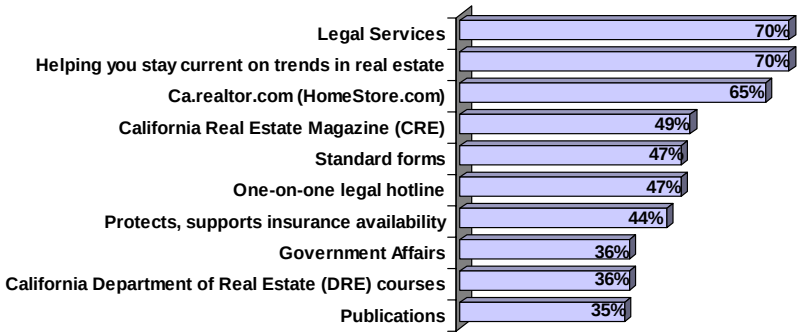
Unaided Awareness: C.A.R. Membership Benefits



Q: What benefits do you get from membership in the California Association of REALTORS®?

California Association of REALTORS®

Unaided Awareness: C.A.R. Information, Services, & Products



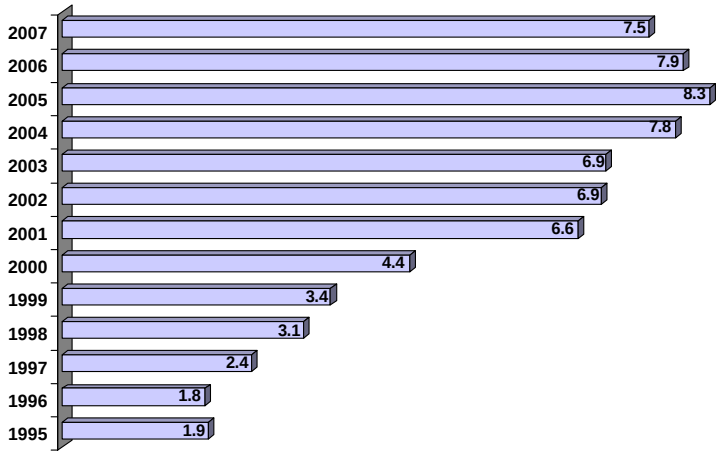
Q: What information, events, services or products does the California Association of REALTORS® offer REALTORS® like yourself?

Selected listing of highest frequency responses

California Association of REALTORS®

Unaided Awareness: C.A.R. Information, Services, & Products

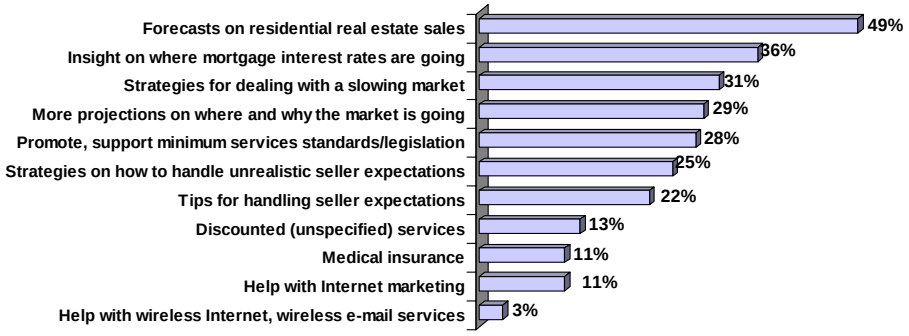
Mean Number of Services Mentioned



Q: What information, events, services or products does the California Association of REALTORS® offer REALTORS® like yourself?

California Association of REALTORS®

Product And Services You Would Like C.A.R. To Offer



Q: What types of product/services would you like the California Association of REALTORS® to offer to help you in your real estate business?

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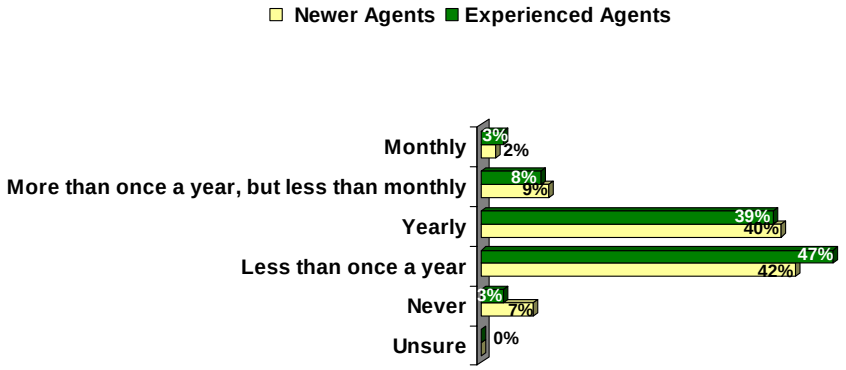
Frequency Of Using C.A.R. Online

-New Versus Experienced-

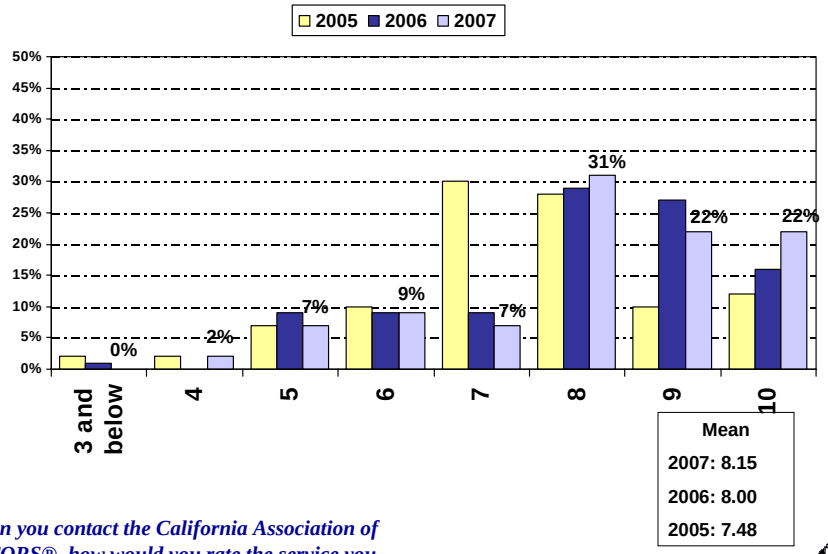


Q:How often do you use C.A.R. online?

California Association of REALTORS®

Members Rate C.A.R. Staff Service

10-point scale. 10 is excellent. 5 is average. 1 is very poor.



Q: When you contact the California Association of REALTORS®, how would you rate the service you receive from the staff on a scale of 1 to 10?

California Association of REALTORS®

Attendance at C.A.R. Events
-Historical Trend-

	2004	2005	2006	2007
Presentation by a C.A.R. Representative	77%	79%	71%	77%
C.A.R. Booth at Local Association trade show or other event	26%	26%	23%	18%
C.A.R. EXPO	15%	16%	16%	15%
Web Seminar by a C.A.R. Representative*	n.a.	n.a.	10%	9%

Q:Which of the following have you attended or visited in the last year?

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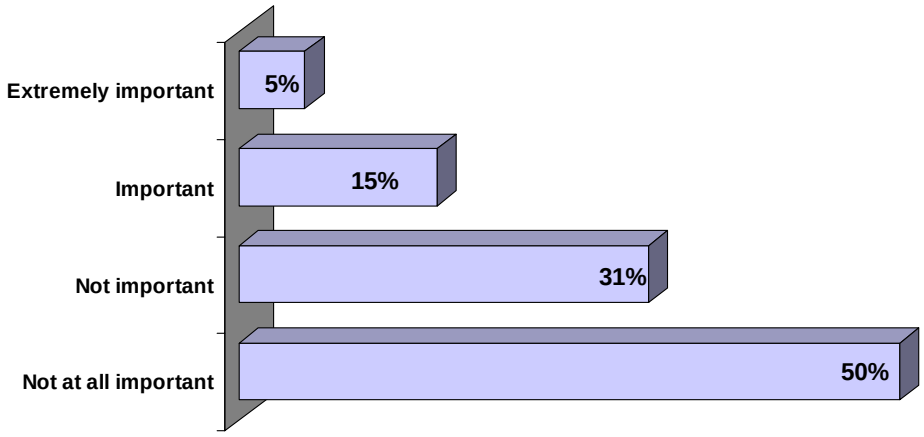
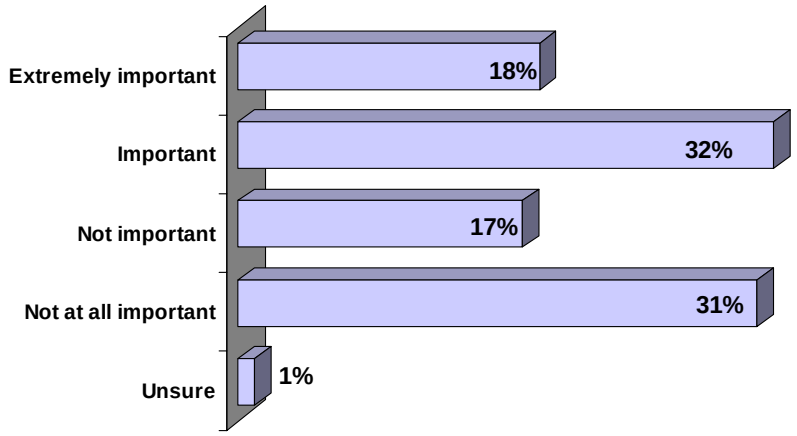
Importance of Foreign Language Training for English Real Estate Software



Q: With respect to your real estate business, how important is foreign language training (Stress) in real estate software products that are available in English only, such as WINForms®?

California Association of REALTORS®

Importance of Foreign Language Explanatory Materials for the Real Estate Transaction



Q: With respect to your clients, how important would explanatory materials in foreign languages be for a real estate transaction that is conducted in English?

California Association of REALTORS®

Importance Of Federal And State Issues

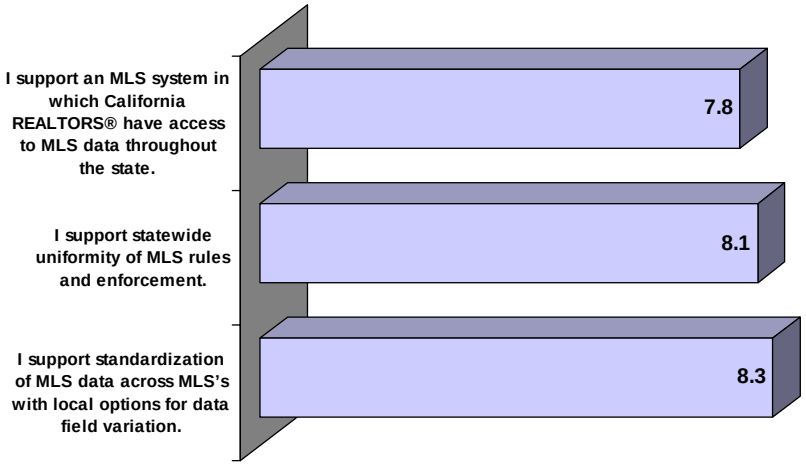
Mean Score. 10-point scale. 10 is very important. 5 is neutral. 1 is not at all important

Q:Please rate the following Federal and State issues on a 10 pt. Scale in order of their importance.

California Association of REALTORS®

Agreement With MLS Issues

Mean Score. 10-point scale. 10 is completely agree. 5 is neutral. 1 is completely disagree

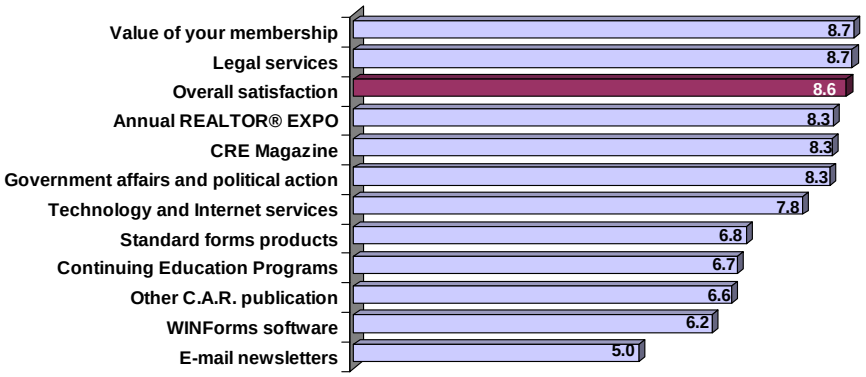


Q:Please rate your agreement with the following three statements..

California Association of REALTORS®

Satisfaction With C.A.R.

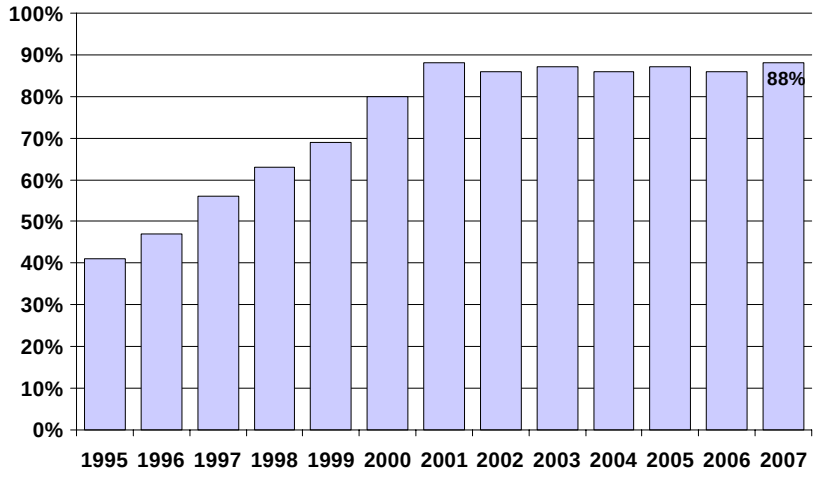
10-point scale. 10 is excellent. 5 is average. 1 is very poor.



Q: Now, I would like you to rate the California Association of REALTORS® on a series of attributes on a scale of 1 to 10.

California Association of REALTORS®

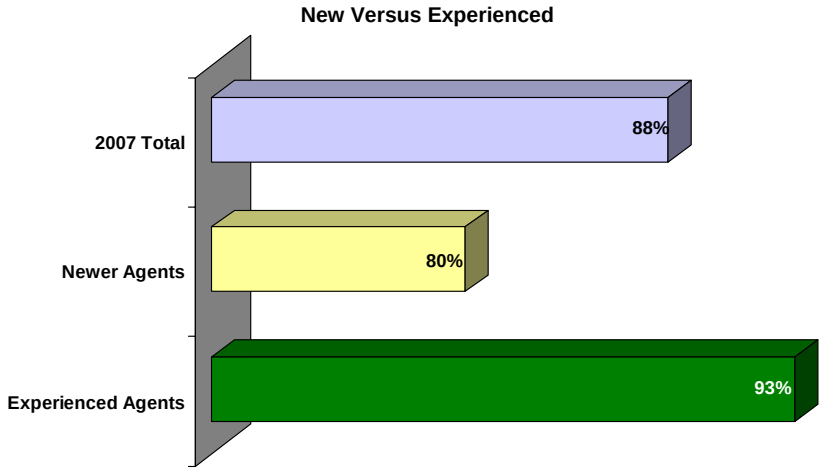
Members Who Believe C.A.R. Helps Them Sell Real Estate



Q:Do you feel that organized real estate, such as the California Association of REALTORS, helps sell real estate?

California Association of REALTORS®

Members Who Believe C.A.R. Helps Them Sell Real Estate



Q:Do you feel that organized real estate, such as the California Association of REALTORS®, helps (STRESS) you sell real estate?

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