F I N A L

QUESTIONNAIRE

2007 Membership Study — February 16, 2007, Draft 6 –FINAL

Hi! My name is _____ with the Market Enhancement Group, Inc. We are conducting a market research survey among a select group of real estate agents and brokers. The purpose of this survey is to determine the needs of real estate professionals like yourself. There will be absolutely no sales involved. Your individual responses and identity are confidential and the questionnaire will only take about 15 minutes. Is this a convenient time? (If not, ask:) What would be the most convenient time for you?

1. Which of the following categories best describes your role in residential real estate?

- ❑ Sales or Broker Associate
- ❑ Broker Manager or Broker Owner

2. About how many years have you been licensed to sell residential real estate? _____

3. What industry (real estate) associations or other organizations are you aware of? [Probe, be specific.] Any others? [Do Not Read List]

- ❑ CALIFORNIA ASSOCIATION OF REALTORS®
- ❑ Department of Real Estate
- ❑ Local Real Estate Board/Association
- ❑ National Association of Realtors
- ❑ Senior Real Estate Specialist (SRES)
- ❑ Women's Council of Realtors (WCR)
- ❑ Other (Specify:) _____
- ❑ None
- ❑ Don't know, unsure

4. What industry (real estate) associations or other organizations do you belong to? [Probe, be specific.] Any others? [Do Not Read List]

- ❑ CALIFORNIA ASSOCIATION OF REALTORS®
- ❑ Department of Real Estate
- ❑ Local Real Estate Board/Association
- ❑ National Association of Realtors
- ❑ Senior Real Estate Specialist (SRES)
- ❑ Women's Council of Realtors (WCR)
- ❑ Other (Specify:) _____
- ❑ None
- ❑ Don't know, unsure

5. What benefits do you get from membership in the CALIFORNIA ASSOCIATION OF REALTORS®?

6. Which of the following have you attended or visited in the last year? [Read & Check all that apply]

- ❑ Presentation by a C.A.R. Representative
- ❑ Web seminar by a C.A.R. Representative
- ❑ C.A.R. EXPO
- ❑ C.A.R. Booth at Local Association trade show or other event
- ❑ None
- ❑ Other, please specify_____

7. What information, events, services or products does the CALIFORNIA ASSOCIATION OF REALTORS® offer REALTORS like yourself? [Do Not Read List] [Record In Grid Below]

California Department of Real Estate (DRE) courses	❑
California Real Estate Magazine (CRE)	❑
C.A.R. press releases, news flashes and red alerts	❑
C.A.R. online (www.car.org)	❑
Client Direct Newsletter (Agent Branded e-newsletter for clients)	❑
Conventions and meetings	❑
County Economic Profiles	❑
Develop, introduce, and advocate CAR-sponsored legislation	❑
Educational Services	❑
Email Newsletter (weekly)	❑
Fight special interests working against REALTORS®	❑
Government Advocacy (Lobbying)	❑
Governmental Affairs	❑
Helping you stay current on trends in real estate	❑
Legal Action Fund services	❑
Legal Hotline	❑
Legal Q & A library (on-line and searchable)	❑
Legal Services	❑
License renewal packages	❑
Member Advantage (member discount program)	❑
Newsline weekly email newsletter	❑

Outreach Presentations ❑
Protect CAR members from unnecessary lawsuits ❑
Protects industry, REALTORS® ❑
Publications ❑
Realegal notices - email notifications of legal developments and new laws ❑
Realtor.com/Ca.Realtor.com or (Move.com, Homestore.com) these are all under the same. ❑
Research And Economics ❑
Seminars through Local Boards ❑
Staff legal advice on how to address local issues ❑
Standard forms ❑
Surveys tracking real estate trends ❑
Information about the industry through C.A.R. ❑
RELAY Transaction Management System ❑
TRENDS Newsletter/TRENDS in California Real Estate ❑
WINForms® ❑
WINForms® training classes ❑
Other (Specify: _____) ❑
None mentioned ❑
Don't know, unsure ❑

8. What types of product/services would you like the CALIFORNIA ASSOCIATION OF REALTORS® to offer to help you in your real estate business?

Now, I would like you to rate the CALIFORNIA ASSOCIATION OF REALTORS® on a series of attributes on a scale of 1 to 10. Rate the CALIFORNIA ASSOCIATION OF REALTORS® a 10 if you consider it excellent. Rate it a 5 if you consider it average. Rate it a 1 if you consider it very poor. (Rotate Order)

Attribute	Rating 1 to 10
9. Overall satisfaction	❑
10. Email Newsletters	❑
11. Technology and Internet products and services	❑
12. Value of your membership compared to what you pay	❑
13. Government affairs and political action	❑
14. Legal services	❑
15. Annual REALTOR® Expo	❑

16. Standard forms products	❑
17. WINForms® software	❑
18. California Real Estate Magazine	❑
19. Other C.A.R. publications **(Q.19 should follow Q.18 in rotation)**.	❑
20. Continuing Education Programs	❑

21. Do you feel you receive too much, too little, or just enough email communication from the CALIFORNIA ASSOCIATION OF REALTORS®? On a scale of 1 to 10, please give a "10" if you think you received way too much email communication from C.A.R, a "5" if you received just enough, and a "1" if you think you receive way too little email communication.

_____

22. How often do you use C.A.R online (www.car.org) to obtain information? (Do not read)

- ❑ Daily
- ❑ Weekly
- ❑ Monthly
- ❑ Yearly
- ❑ Never (If Never, skip Q. 26)
- ❑ Don't know, unsure (If don't know or unsure, skip Q. 26)

Ask Q.23-25 only of those who have used C.A.R. Online (car.org)

Please also tell us what you think about the following attributes of the C.A.R website on a scale of 1 to 10. Rate car.org a 10 if you consider it excellent. Rate it a 5 if you consider it average. Rate it a 1 if you consider it very poor. (Rotate Order)

Attibute	Rating 1 to 10
23. Content of the C.A.R website	❑
24. Ease of use of the C.A.R website	❑
25. Overall	❑

26. Do you feel that organized real estate, such as the CALIFORNIA ASSOCIATION OF REALTORS®, helps (STRESS) you sell real estate?

- ❑ Yes
- ❑ No
- ❑ Unsure

27. What are your annual dues exclusively for CALIFORNIA ASSOCIATION OF REALTORS, not your local board and NAR or MLS? [Do Not Read]

- ☐ $135.00
- ☐ $_____
- ☐ Unsure

Please rate your level of agreement with the following three statements. Rate the statement a 10 if you completely agree. Rate it a 5 if you are neutral. Rate it a 1 if you completely disagree.

	Rating 1 to 10
28. I support an MLS system in which California REALTORS® have access to MLS data throughout the state.	❑
29. I support statewide uniformity of MLS rules and enforcement.	❑
30. I support standardization of MLS data across MLS's with local options for data field variation.	❑

31. How often do you contact (via email, telephone, mail, or other) the CALIFORNIA ASSOCIATION OF REALTORS®?

- ❑ Daily
- ❑ Weekly
- ❑ Monthly
- ❑ Yearly
- ❑ Never

32. 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? Rate the staff a 10 if you consider them excellent. Rate them a 5 if you consider them average. Rate them a 1 if you consider them very poor. _____

33. Are you aware of RELAY – the REALTOR®-owned internet tool for managing the client/prospect relationships and the transaction process?

- ❑ Yes
- ❑ No
- ❑ Unsure

34. Do you utilize the Internet as an ***important*** **(STRESS)** part of your marketing strategy?

- ❑ Yes
- ❑ No

35. If yes, what web sites do you utilize for your marketing strategy? (DO NOT READ)

1) California Living Network (ca.realtor.com)
2) Homegain.com
3) Move.com (Homestore.com)
4) MSN Real Estate (realestate.msn.com)
5) Homebuilder web sites
6) Internet listing of a home that I was interested in
7) Individual real estate agent's web site
8) Newspaper web sites
9) Real estate company web sites
10) Realtor association web sites
11) Realtor.com
12) Zillow
13) You Tube
14) Google Base
15) Yahoo Real Estate and House Values.com
16) Realestate.com
17) Craigslist
18) Trulia
19) Redfin
20) Others (Specify: _____)
21) None
22) Unsure

36. 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®? **(Note: this question refers to foreign language training of software that is only offered in English, as opposed to software that is in a foreign language. Please clarify if necessary)**

- ❑ Extremely Important
- ❑ Important
- ❑ Not Important
- ❑ Not at All Important
- ❑ Unsure [Do Not Read]

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

- ❑ Extremely Important
- ❑ Important
- ❑ Not Important
- ❑ Not at All Important
- ❑ Unsure [Do Not Read]

38. What do you consider to be your biggest challenge or opportunity in real estate over the next one year? (DO NOT READ)

- ❑ Ethnic marketing issues
- ❑ Industry consolidations
- ❑ Internet leads
- ❑ Increase in inventory level
- ❑ Increasing time on market for listings
- ❑ Learning new technologies
- ❑ Maintaining commission levels
- ❑ Marketing costs
- ❑ Negotiated commissions
- ❑ Protecting income
- ❑ REALTORS®' image
- ❑ Recruiting/Retaining good sales people
- ❑ Risk management
- ❑ Technology and the Internet
- ❑ Tight inventory
- ❑ Other (specify:_____)
- ❑ Unsure

Please rate the following Federal and State issues on a 10 pt. Scale in order of their importance. Rate the issue a 10 if you consider it very important. Rate it a 5 if you are neutral on the issue. Rate it a 1 if you consider it not at all important. (Rotate Order)

Issue	Rating 1 to 10
39. Banks in Real Estate	❑
40. Business License Taxes	❑
41. Foreclosure Issues	❑
42. Efforts to address Housing Affordability	❑
43. Growth Control/Urban Growth Boundaries	❑
44. E & O Insurance	❑
45. Natural Disaster Insurance	❑
46. Minimum Services Standards	❑
47. Private Transfer Taxes	❑
48. Predatory Lending	❑
49. Raising Fannie Mae/Freddie Mac Loan Limits, Designating CA as a "High Cost State"	❑
50. FHA Reform	❑

51. At this time, when you join your local board/Association of REALTORS® you are required to also join and pay dues to both the state and national board/Association of REALTORS®. If you were not required to join either your local, state, or national board of REALTORS®, how likely would you be to join your local board/Association of REALTORS®, would you be . . . (Read)

- ❑ Very likely
- ❑ Likely
- ❑ Not likely
- ❑ Not at all likely
- ❑ Unsure [Do Not Read]

52. How likely would you be to join the CALIFORNIA ASSOCIATION OF REALTORS®, would you be . . . (Read)

- ❑ Very likely
- ❑ Likely
- ❑ Not likely
- ❑ Not at all likely
- ❑ Unsure [Do Not Read]

53. How likely would you be to join the National Association of REALTORS®, would you be… (Read)

- ❑ Very likely
- ❑ Likely
- ❑ Not likely
- ❑ Not at all likely
- ❑ Unsure [Do Not Read]

The following questions pertain to certain aspects of your real estate business.

54. How many escrows did you close in 2006? _____Total

Now I would like to ask you some questions for classification purposes only.

55. What is your age? (Record exact age and check the appropriate category) _____ years

- ❑ Under 25 years
- ❑ 25 to 34 years
- ❑ 35 to 44 years
- ❑ 45 to 54 years
- ❑ 55 to 64
- ❑ 65 or older
- ❑ Refused

56. (Record — Do Not Ask)
- ❑ Male
- ❑ Female

57. Pre-code, do not ask: What county do you live in?

☐ **Bay Area**
- ☐ Alameda (Oakland)
- ☐ Contra Costa
- ☐ Marin
- ☐ Napa
- ☐ San Francisco
- ☐ San Mateo
- ☐ Santa Clara (San Jose)
- ☐ Santa Cruz
- ☐ Solano
- ☐ Sonoma

☐ **Other CA**
- ☐ Alpine
- ☐ Amador
- ☐ Butte
- ☐ Calaveras
- ☐ Colusa
- ☐ Del Monte
- ☐ El Dorado
- ☐ Fresno
- ☐ Glenn
- ☐ Humboldt
- ☐ Imperial
- ☐ Inyo
- ☐ Kern
- ☐ Kings Tulare
- ☐ Lake
- ☐ Lassen
- ☐ Madera
- ☐ Mariposa
- ☐ Mendocino
- ☐ Merced
- ☐ Modoc
- ☐ Mono
- ☐ Monterey
- ☐ Nevada
- ☐ Placer
- ☐ Plumas
- ☐ Sacramento
- ☐ San Benito
- ☐ San Joaquin
- ☐ San Luis Obispo
- ☐ Shasta
- ☐ Sierra
- ☐ Siskiyou
- ☐ Stanislaus
- ☐ Sutter
- ☐ Tehama
- ☐ Trinity
- ☐ Tuolumne
- ☐ Yolo
- ☐ Yuba

☐ **Southern CA**
- ☐ Los Angeles
- ☐ Orange
- ☐ Riverside
- ☐ San Bernardino
- ☐ San Diego
- ☐ Santa Barbara
- ☐ Ventura