F i n a l

QUESTIONNAIRE

2006 Membership Study — March 1, 2006 Final Draft

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. (If the California Association of REALTORS® is not mentioned in Q.4, Ask:) Do you belong to the California Association of REALTORS?

- ❑ Yes (If Yes, include in Q.4 above)
- ❑ No
- ❑ Don't know, unsure

6. What benefits do you get from membership in the California Association of REALTORS®?

7. 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_____

8. What information, events, services or products does the California Association of REALTORS® offer REALTORS like yourself? [Do Not Read List] [Record In Grid Below]

Ca.realtor.com (HomeStore.com)	❑
California Department of Real Estate (DRE) courses	❑
California Real Estate Magazine (CRE)	❑
CAR press releases, news flashes and red alerts	❑
CAR online (www.car.org)	❑
Client 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 Q & A library (on-line and searchable) ❑
- Legal Services ❑
- License renewal packages ❑
- Member Advantage (affinity discount program) ❑
- Natural Hazards Disclosure Reports ❑
- Newsline weekly email newsletter ❑
- One-on-one legal hot line ❑
- Outreach Presentations ❑
- Protect CAR members from unnecessary lawsuits ❑
- Protects industry, REALTORS® ❑
- Publications ❑
- Realegal notices - email notifications of legal developments and new laws ❑
- 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 ❑

9. 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
10. Overall satisfaction	❑
11. Email Newsletters	❑
12. Technology and Internet products and services	❑
13. Value of your membership compared to what you pay	❑
14. Government affairs and political action	❑
15. Legal services	❑
16. Annual REALTOR® Expo	❑
17. Standard forms products	❑
18. WINForms® software	❑
19. CAR publications	❑
20. Continuing Education Programs	❑

Please also tell us what you think about the following attributes of the C.A.R website on a scale of 1 to 10. (Rotate Order)

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

24. 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.

    _____

25. Would you like to receive your CRE magazine at home? (Do not read)

- ❑ Yes
- ❑ No
- ❑ Don’t care

26. 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. 27)
- ❑ Don't know, unsure

27. What area(s) of the C.A.R. Online do you use the most? (Record order if more than 1)

28. If C.A.R. produced weekly podcast on industry news and information, how likely would you be to watch/listen? (Read)

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

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

- ❑ Yes
- ❑ No
- ❑ Unsure

30. 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

31. How often do you contact (via email, telephone, 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 the new (REALTOR®-owned and REALTOR®-centric) Transaction Management System – RELAY- that integrates with WINForms®, which was brought to market by the C.A.R./NAR recently?

- ❑ Yes
- ❑ No
- ❑ Unsure

34. 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
35. Banks in Real Estate	❑
36. Capital Gains Tax Reductions	❑
37. Data Privacy/Security	❑
38. Fannie/Freddie Oversight	❑
39. Efforts to address Housing Affordability	❑
40. Growth Control/Urban Growth Boundaries	❑
41. E & O Insurance	❑
42. Homeowner's Insurance	❑
43. Minimum Services Standards	❑
44. Potential Elimination of Mortgage Interest Deduction	❑
45. Point of Sale Retrofitting	❑
46. Raising Fannie Mae/Freddie Mac Loan Limits, Designating CA as a "High Cost State"	❑
47. Rent Control/Just Cause for Eviction	❑
48. RESPA Reform	❑

49. 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]

50. 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]

51. 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]

52. Can you tell me 3 aspects of the code of ethics?

1.
2.
3.

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

53. How many escrows did you close in 2005? _____Total

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

54. 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

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

56. 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