



The Value of Being a REALTOR®

The “Critical Conversation” to Increase Membership Revenue

MEG introduces a new research service designed specifically for REALTORS®

According to the National Association of REALTORS® there is no more critical time than right now to create a value proposition for your members.

The Challenge. The Opportunity.

Challenge:

- In nearly every state in the U.S., less than half of all real estate agents are REALTORS®.

Opportunity:

- What would it be worth to your organization in **enhanced dues revenue** if you could convert even 25% of these agents to become REALTORS®?



Reviewing the thousands of REALTOR® interviews done by MEG in 2012 and 2013 we've reached some important conclusions:

They're drifting away.

- The typical State REALTOR® Association will lose more than 10% of its members each year.

But, what if you had the tools and information to cut those losses in half ... and increase dues revenue?

They're not committed.

- Nationally, only about a third of newer members (three years of experience or less) say they will definitely be in the residential real estate business three years from now – a full 40% are unsure!

But ... what if your organization provided the mentoring and other tools to keep most of those members? What would be the financial worth of increased retention?



Reviewing the thousands of REALTOR® interviews done by MEG in 2012 and 2013 we've reached some important conclusions:

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They're mystified.

- Over 25% of REALTORS® nationally have no idea what their P.A.C. contributions does for them and why it doesn't come out of their dues.

They're tuned out.

- Even worse, over a third of REALTORS® don't remember being asked to make a voluntary P.A.C. contribution in the past year.

They're reluctant.

But ... what if you had the communication and motivational tools to improve those numbers? What would be the dollar value to your organization?



Reviewing the thousands of REALTOR® interviews done by MEG in 2012 and 2013 we've reached some important conclusions:

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- Most REALTORS® nationally believe a large majority of homebuyers and home sellers don't understand the difference between a real estate agent who's a REALTOR®... and one who is not.

But ... what if your organization could effectively communicate those important differences? How much would it increase the value of the REALTOR® brand?

- **If more buyers and sellers understood the value of working with a designated REALTOR® ... how much would it help members' bottom line?**



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What does a Value Proposition mean for your members?

A value proposition is the **unique statement** of the value a REALTOR® association offers its members.

That means you're **clearly communicating** to agents why being a member of your REALTOR® Association is a worthwhile investment in their business – and their future.

- It clearly demonstrates how being a member pays off in increased knowledge, status and business.
- It clearly convinces members to want to pay their dues, invest in training, and take advantage of new technology.
- ***It's a clear promise of what they'll receive in exchange for their investment.***

***“Price is what you pay.
Value is what you get.”***

Warren Buffett

***“Nowadays people know
the price of everything and
the value of nothing.”***

Oscar Wilde



What does a Value Proposition mean for REALTOR® Associations?

A value proposition gives your members clear, compelling, sound reasons for choosing your association.

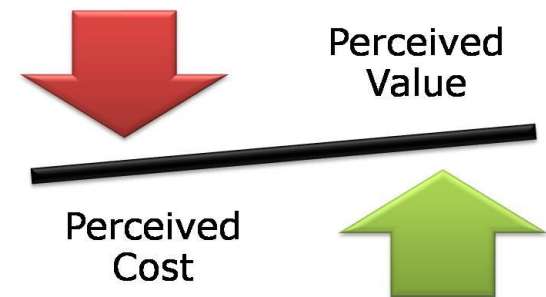
*It always addresses what's most important to your members ... **NOT** what's necessarily most important to the association.*

- **A value proposition clarifies what members actually value ... not what the association thinks they should value.**



A value proposition IS NOT a list of member benefits!

- Unlike “*benefit statements*” or a “*brand promise*”, a **Value Proposition** answers these questions:
 1. What do your members **most need** and **why now**?
 2. Do you know your members’ **problems and concerns**?
 3. What is the **urgency** to solve them?
 4. What is your association doing well **today** to answer that need?
 5. How will your “value proposition” create a **better future** for your members?
 6. To put it simply ... What’s in it for **them**.



What Every REALTOR® Association Needs to Know

Many associations are struggling to craft compelling value propositions that convince their members to stay ... and also appeal to real estate agents who are not REALTORS®.

Everyone agrees members are important ... but has anyone actually sat down to find out what they want?

Is it worth it?

- What's the actual dollar-value of your association's benefits and services?
- What's their value to your members?
- What's the value to your organization?

Is it convincing?

- Could you use this information to retain members who might otherwise let their membership lapse?
- Could you use this information to attract real estate agents who are not REALTORS® to become REALTORS®?



What Every REALTOR® Association Needs to Know

Is it clear?

- Most REALTOR® organizations offer 100+ member benefits! Can you remember 100+ different benefits?

Is it compelling?

- **Quick** ... what are the top five to ten benefits **most important** to your members?
- If you had that information, do you think you could make your members more satisfied – and more likely to stay? Do you think you could better convince non-members to join?

Is it memorable?

- Do your members have even a vague idea of the dollar value of those benefits ... compared to the dues they pay? Have you ever tried telling them?
- Do you think this information could be an effective tool in motivating non-REALTOR® agents to earn the REALTOR® designation?
- What if you could calculate those benefits in clear financial terms? What would be the financial reward to your association?

Most REALTORS® believe they pay far more in dues than they actually do – especially newer and younger members.



The “Critical Conversation” to Retain, Attract and Motivate Your Members

You’ve seen how knowing what’s most important to your members can increase your bottom line.

So the big question is...

How do you find out?

In-depth telephone interviews.



Project Steps

- *Rock Solid Research, Rock Solid Results*, from MEG includes:
 - Client consultation,
 - Questionnaire design,
 - Questionnaire pretest,
 - Sample design and selection,
 - In-depth telephone interviews,
 - Survey tabulation and statistical analysis,
 - Analysis and written report,
 - In-person presentation.
- The member sample will be provided by your REALTOR® organization.



Methodology

Rock Solid Research. Rock Solid Results.

- **How do we work together?**

- The most important part of any survey is the upfront questionnaire design – nothing will ever make up for poor design or give us the results to the questions we did “not” ask.
- Tell us what you want to find out, ideally in priority order. We will write the questions. A questionnaire is like a jigsaw puzzle, all the parts have to fit just right and in the optimal order. If an issue is of particular importance, we may approach it from several angles. A common failing of many surveys is that they collect rationalizations instead of real reasons.
- Most researchers don’t like a lot of open-ended questions, but we do – the reason for this is that it allows the respondent to surprise us with responses and information we didn’t anticipate. Open-ended questions also allow you to make fewer changes over the years if you want to use your research as a benchmark, thus maintaining comparability of results over time.
- **Surveys do not measure facts, they measure perceptions.** Perceptions can be factually incorrect, but they are never wrong. Once we draft a questionnaire, we review it with you, make the necessary changes, and repeat the process as many times as is necessary. Once we’ve an approved questionnaire, we pretest the questionnaire with “real” respondents to find out if the length is correct, if the questions work, and are understood. We then make any necessary changes and discard the pretest surveys.



Why MEG? Here's What Clients Say:

“Barry Quarles without question has contributed to the success of Washington REALTORS®. Every year, we rely on the data he develops, and his analysis of that data, to develop programs and communications strategies that make a real difference to our members. His work is invaluable to us, and I have unhesitatingly recommended him to my counterparts around the country.

I note that several of them, in turn, have provided testimonials for Barry. That should tell you what you need to know about the quality of Barry's work.”

[Steve Francks, CEO, Washington REALTORS®](#)



“When we decided to ramp up our member survey process, my peers immediately led me to Barry. As long time users of survey research in the political arena, we were immediately impressed by Barry's technical proficiency, his tenacity in getting it right, and his depth of knowledge of our industry. His follow through was top notch.

Perhaps most importantly, his presentations to our members gave them great comfort, allowing us to turn his insightful recommendations into action.”

[Karl Berron, CEO, Indiana Association of REALTORS®](#)



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Why MEG? Here's What Clients Say:

“Data drives our communication plan. It is essential that we know what information our members want and need for their business, and how they want the information delivered.

We get more than raw data from the Market Enhancement Group; we get analysis and interpretation from the master Barry Quarles.

Barry has the respect from the industry, and more important, the respect of my members. His methodology and accuracy is never questioned.”

[Jeff Zipper, Vice President, Communications; Florida REALTORS®](#)



“I have worked with Barry for many years. He is responsible not just for generating the field research results for projects in the Communication area, but he has conducted numerous surveys for the entire organization for our internal research arm since 1994. As such, Barry has a deep knowledge base of our industry and of survey work in general. He is extremely thorough, and has been a great resource for us. He is very thoughtful, punctual, and cares deeply about his work. It is a pleasure and privilege to work with him.”

[Anne Framroze, Vice President, Communications and Marketing, California Association of REALTORS®](#)



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Why MEG? Here's What Clients Say:

“In a member organization, our members are our clients. The more we know about them — practices, trends, wants, and needs — the more likely our organization will be relevant and respected.

Yes, anyone can conduct do-it-yourself Internet surveys; they are part of the process. But there's no replacement for a highly experienced researcher/research designer drilling down and ferreting out critical data while meeting accepted rigorous scientific standards.

Barry and the Market Enhancement Group have provided this service for us since 2004.”

[Steve Klaniecki, Director of Communications and Marketing, Washington REALTORS®](#)



“Barry came highly recommended and his service exceeded those accolades in his services to me and the Massachusetts Association of REALTORS®.

He provided a thorough proposal, impressed the members of my organization and produced an impressive research product for us. I definitely hope to work with him and MEG Research again in the near future.”

[Karen Dumond, Director of Marketing and Member Services, Massachusetts Association of REALTORS®](#)



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