

Getting Close to the Customer: MEG President Addresses the Florida REALTORS® Annual Statewide Convention

- The annual Florida REALTORS® Convention and Trade Expo “Rocks Your Business World.” The energy was truly electric. More than 2,500 influential REALTORS® from around the Sunshine State attended.
- MEG President and Research Director, Barry Quarles made five formal presentations of the Florida REALTORS® Annual Membership Study to their:
 1. Executive Committee
 2. Strategic Planning Committee
 3. Association Executives’ Council
 4. Local Board Presidents’ Exchange
 5. Industry Data and Analysis Forum
- In addition to the five formal presentations, Quarles met individually and in small groups with over 100 REALTORS® to delve into how the research could benefit their Local Board of REALTORS® and individual members in their residential real estate business and more importantly help them sell “more” real estate.
- The Membership Study (which MEG has done for the Florida REALTORS® since 2007) reported rock solid data from 800 members. More importantly, the presentations and reporting did not stop with the data. Instead, MEG focused on how Florida REALTORS® can:
 1. Help their members enhance their residential real estate business and their sales.
 2. Communicate the way their members want to consume information whether they are Gen Y or Boomers.
 3. Deliver new or enhanced benefits and services that their members want and need.
 4. Provide new training and educational tools that members’ desire.
 5. Leverage trend information to help the overall Florida REALTORS®, the Local Board of REALTORS®, and individual members adapt to a rapidly changing marketplace.
 6. Offer new types of information, direction, tactics, and strategies to help their members.



Are we close to the customer?¹ Companies in it for the long haul have an unwavering, uncompromised focus on the customer. That means truly knowing your customer’s industry, understanding their challenges and opportunities – and helping to solve their problems.

¹ In 1982, Tom Peters rocked the business world with his concept of being “close to the customer” in his groundbreaking book In Search of Excellence.

It means showing up. Meeting our customers in-person. At the office, over dinner, at industry events, just like this convention. In these types of settings, we really get to know our customers and discover what they really need.

We learn by listening. By developing a relationship beyond phone calls and e-mails, we discover new ways to make our clients' lives easier – and help make them look good and prosper.

It's a strategy that transforms MEG from being just another service provider to being a trusted partner in our clients' success. And it's all by staying **"close to the customer."**

